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**Board of Directors:**

**Chair:** Samir Tuma, Tahoe City Lodge | **Vice Chair:** Adam Wilson, Vail Resorts

**Secretary:** Dan Tester, Granite Peak Management | **Treasurer:** Jim Phelan, Tahoe City Marina

Christine Horvath, Squaw Alpine | Jon Slaughter, Sugar Bowl Resort | Kevin Mitchell, Homewood Mountain Resort

Greg Gooding, Resort at Squaw Creek | 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

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**Join Zoom Meeting**

<https://us02web.zoom.us/j/82968523606?pwd=cU0xeIlxSGZ0ekgzQ2oyZFBnWEUzZz09>

Meeting ID: 829 6852 3606

Passcode: 486552

+1 669 900 9128 US (San Jose)

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

**Page: 1**

**Page: 6**

**Page: 23**

**Page: 28**

A. NLTRA Board Meeting Minutes from Jan 13, 2021 [Link to preliminary online document](#)

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

C. Approval of CEO Expense Reports for Dec 2020

D. 2021 Homewood Pride Ride Event Sponsorship

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

- Finance Committee Meeting Jan 27, 2021
- Tourism Development Committee Jan 26, 2021
- In-Market Tourism Development Committee Jan 26, 2021

**8:45 a.m.**

**Page: 45**

**Page: 46**

**Page: 50**

5. Action Items

- A. NLTRA Chamber Fund Shortfall Remedy Plan - Bonnie
- B. Approval of CAP Committee Recommendations - Erin
- C. NLT Consumer Advertising Restart – Amber/Jeff

**9:20 a.m.**

6. Informational Updates/Verbal Reports

- A. TBID Formation/Ad-Hoc Committee Update – Jeff
- B. Funding for Business Consultant - Scope of Work & Funding Structure - Jeff

**10:30 a.m.**

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

**Page: 73**

**Page: 74**

**Page: 77**

**Page: 120**

**Page: 126**

**Page: 127**

**Page: 133**

**Page: 134**

- A. Destimetrics Report Dec 30, 2020
- B. Conference Revenue Statistics Report Dec 2020
- C. Tourism Development Report on Activities, Dec 2020
- D. Public Relations & Communications, Dec 2020
- E. Visitor Information Center Visitor Report, Dec 2020
- F. North Lake Tahoe Marketing Coop Financial Statements Dec 2020
- G. Membership Accounts Receivable Report Dec 2020
- H. Financial Key Metrics Report Dec 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](http://nltra.org)*

**NLTRA Mission**

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

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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

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

Board members in attendance: Samir Tuma, Colin Perry, Dan Tester, Jim Phelan, Adam Wilson, Greg Gooding, Tom Turner, Kevin Mitchell, Stephanie Hoffman, Christine Horvath, Advisory Committee Members: Erin Casey, Jeff Cowen

Board members absent Jon Slaughter

Staff Members in attendance: Jeffrey Hentz, Bonnie Bavetta, Sarah Winters, Amber Burke, Liz Bowling, Katie Biggers, Anna Atwood

Others in attendance: Jerusha Hall, Alyssa Reilly, Andy Chapman, Cathy Nanadiego, Lindsay Romack, Kylee Bigelow, Jim?

**2. Public Forum**

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

**3. Agenda Amendments and Approval**

Motion to approve the agenda as presented **TESTER/HOFFMAN/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 Dec 2, 2020 [Link to preliminary online document](#)
- B. Approval of NLTRA Financial Statements of November, 2020
- C. Approval of CEO Expense Report Nov 2020

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

- Finance Committee Meeting Jan 9, 2021



- Tourism Development Committee – Nov 17, 2020 available
- In – Market Tourism Development Committee – Nov 17, 2020

Motion to approve Consent Calendar items as presented. M/S/C PHELAN/TESTER/UNANIMOUS

## 5. Action Items

### A. NLTRA Fixed Asset Capitalization Policy

Bavetta reviewed the fixed asset capitalization policy required by IRS regulations and in general a good accounting practice. This capitalization policy has been reviewed by the Finance Committee and the auditors and Bavetta recommends that the organization set it to not exceed \$5000 which is in line with IRS guidelines. Bonnie shared any items over \$5,000 becomes capitalized and depreciated over a period of years, versus being expensed at the time of purchase.

Motion to approve the NLTRA fixed asset capitalization policy TESTER/WILLIAMS/Carried with Horvath abstaining

### B. Approval of CAP Committee Appointees

Hentz requested that the Board of Directors consider renewing the appointment of Jim Phelan and Ron Parson to the NLTRA seats on the Capital Projects Advisory Committee (CAP) and that the organization appoint Greg Gooding, to the "lodging" seat. Drew Conly from the Resort at Squaw Creek served in the dedicated "lodging" seat has requested that Greg Gooding from the Resort at Squaw Creek replace his seat. Hentz recognized the outstanding work from both Phelan and Parson on the CAP Committee, and all their time and contribution. Wilson acknowledged both NLTRA and Placer County as this collaboration continues to get better. Casey shared it has been a pleasure to work with both Phelan and Parson, and Conly has been a great representative on the CAP Committee as well.

Motion to approve the CAP Committee appointee seats as recommended WILSON/PERRY/Carried with Hoffman abstaining

### C. 2019/20 TOT Funds Surplus Recommendation to County BOS

Bavetta reviewed the 2019/20 TOT Funding Surplus and stated the fiscal year 2019/20 ended with an excess in Placer County TOT funding in the amount of \$384,939.38. Per contract with Placer County this balance must be returned. It was recommended that the NLTRA funding be contributed to the balance of the County fund specifically established for workforce housing and transportation projects. Bavetta recommended since the 5-year agreement is due to be updated, that language can be added in for surplus amounts to be contributed to this line-item, workforce housing and transportation. Casey stated she is supportive of this or any other ideas the Board of Directors may have but this could help demonstrate to the business community some of the actions taken, and how TBID free up TOT dollars towards much needed housing and transportation needs. Hentz thanked Casey and Placer County for supporting this and shared this is a great head-start to the program.

Williams questioned the funding gap between July 1 and when the organization start collecting these assessments. Is there a plan in place? Casey shared there will be a new contract starting July 1<sup>st</sup> and the county is willing to give NLTRA whatever time is needed for this to be a smooth transition. Much of this is dependent on the speed of collecting these assessments and how quickly Placer County can get set up on the "back-end" and remit back to the NLTRA. Placer County does have some experience with TBID processes.

Tuma questioned Casey on how restricted these funds are, and could they be used for a Pandemic Relief Fund for our community that has really struggled through this time? He acknowledged that outreach to some of our key community organizations to find out where there are needs should be looked at. Could the funds be considered for the Rent Relief Program? Casey stated she will research what action needs to be taken to bring this forward to the Placer County Board of Supervisors and will determine if she needs to take action on delaying payment. She did think the Placer County Board of Supervisors and Placer County would be supportive of this idea.



Bavetta suggested giving this more time in case our Board needs to meet in March. Tuma suggested planning for February but leaving some room in there in case it is needed.

**Motion to ask Placer County to adjust the contract on the remittance of any unspent funds until March 10, 2021  
WILSON/WILLIAMS/UNANIMOUS**

**6.**

**Informational Updates/Verbal Reports**

**A. Meeting & Conventions Marketing Campaign**

Winters stated thanks to Travel Nevada the Marketing Cooperative applied for Cares Act funding to push out the Meeting & Conventions Know Before You Go Guide. Nanadiego with the Augustine Agency reviewed the campaign objectives, the paid media tactics that are running including the creative. A lengthy discussion followed. Horvath was concerned about messaging and timing and showing images of closed in meeting spaces when there are no bigger meetings held at this time. Hentz stated that NLTRA's approach is to be at top of mind when meetings start booking again, and that we are positioned to let the meeting industry know we are prepared to have meetings that are health and safety conscious. Horvath and Williams shared the messaging should be more focused on "We are ready when things get back to normal" rather than pushing out the Know Before You Go Guide.

Several lodging partners shared they are only booking smaller executive meetings and social events and bigger meetings are waiting this out but Q3 and Q4 are seeing more momentum. Hentz stated the timeline could be pushed back a few months and Burke also stated the Cares Act Funding restrictions was lifted so funds no longer must be spent by March.

Wilson had some questions on the lead generation program and if that can be paused if we chose to? Sarah shared they have all been qualified leads so far for Q3 and Q4 and that all partners we work with are very flexible on adjustments during this pandemic time. Wilson also commented on meetings and conventions images should reflect safety and social distancing. Sarah has been working hard on getting partner content and has already done a call for content that reflects people wearing masks and social distance meetings. She requested that all hotels please share this content with her.

**B. TBID Formation/Ad-Hoc Committee Update**

Hentz shared that on December 16, 2020 NLTRA, Civitas and Placer County presented the resolution of intent to the Placer County Board of Supervisors and it was approved unanimously. Now begin the critical steps of the TBID formation process and final preparations for the letter of notifications. There will be two public hearings, Jan 26 and Mar 9 before deliberations and waiting 30 days before it is official.

The TBID Ad-hoc committee already had their first meeting. Hentz thanked the following Board of Directors members for volunteering including Tuma, Williams, Tester, Phelan and Mitchell. They started discussions on the TBID process but also the need to determine the new structure for the organization. Hentz touched on the primary objective that NLTRA need to create new infrastructure and restructure the organization to best manage the TBID and produce above expectation results. He touched on some of the topics being discussed and they are currently meeting weekly. A business consultation company will be brought in to help with this process.

Tuma acknowledged NLTRA for passing the TBID and all the hard work and the efforts that went into this. He also stated this is a big milestone for our business community and our community. Casey shared that the Placer County Board of Supervisors congratulated NLTRA and is very excited to support this resolution of intent and moving this forward. Casey suggested scheduling a meeting with the new Placer County Board of Supervisors to give an overview of the organization and help educate her on the NLTRA and Placer County partnership.

**Action to Jeff:** Schedule meeting with the new Supervisors Jones before January 26<sup>th</sup> if possible.

**C. Joint NLTRA/IVCBVB EC Meeting Update**

Hentz gave an update on the joint NLTRA and Incline Village Crystal Bay Visitors Bureau Executive meeting held on January 7<sup>th</sup>. Hentz shared discussion of current progress of the TBID formation and the anticipated timeline for its completion was on the agenda. The likelihood of the Marketing Cooperative Partnership Agreement will need to be revisited and addressed prior to the fiscal year end, and the TBID commencement. They also discussed timing on the Dallas, Texas Media Campaign and when NLTRA may be participating again for the remaining campaign dates. This item will be discussed at the next Tourism Development Committee meeting. It was also agreed that there is no need for funding the coop budget the rest of the fiscal year, February through June. Very little of the marketing and media budget have been spent so there is ample of unspent funds to cover the remaining fiscal year. Hentz also shared that there was some discussion to have Visit Truckee join this Cooperative Agreement.

Hentz requested some more data on traveler sentiment from Burke that can be shared at the next Tourism Development Committee meeting. Hentz also requested the Board of Directors for feedback on timing when to return to advertising? Tuma shared that some of the properties they own and run in Mendocino has been very busy and he thinks there is demand, but the challenge is rolling out a plan in a sensitive way. Tester and Mitchell recommended that we get the messaging out quickly that North Lake Tahoe is open. Burke shared a consumer newsletter with the message that the stay-at-home order has been lifted is going out soon. Gooding reminded everyone to push safety first and Phelan shared it is important to not "over-advertise" as restaurants in this region are still only open to-go. Amber assured we have current restriction at top of mind along with safety messaging. Casey and Horvath stated the need to be careful with marketing at this point in the Southern California marketplace.

**Action to Amber:** follow up for data from Visit CA on traveler sentiment.

**D. North Lake Tahoe Emergency Rent Relief Program**

Hentz shared the Placer County Board of Supervisors approved an additional grant program to financially assist small businesses that have been impacted by COVID-19. This will be a program run by our Chamber in collaboration with the local business organizations. Biggers reviewed the new North Lake Tahoe Emergency Rent Relief Program and shared the amount will be around \$185K-\$200K. Biggers shared a link to the application portal and stated so far, she has received 20 applications. The application deadline is January 22, 2021.

Phelan questioned how a business apply for this and Biggers shared the link to the google sheet document. This has also gone out in newsletters and email blasts to our Chamber members and the different business organizations has also shared this to their members. Bowling stated a press release was also sent out on this program. Tuma suggested to reach out to some of the larger landlords like Cobblestone and The Boatworks Mall.

**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 March, 2019
- B. Conference Revenue Statistics Report February 2019, March, 2019
- C. Tourism Development Report on Activities, March, 2019
- D. Chamber of Commerce Board Report March, 2019
- E. Visitor Information Center Visitor Report March, 2019
- F. North Lake Tahoe Marketing Coop Financial Statements February, 2019
- G. Membership Accounts Receivable Report February, 2019
- H. Financial Key Metrics Report February 2019



## **I. Board Correspondence**

### **8. CEO and Staff Updates**

- Hentz shared a town hall was held on Dec 4 for “Personal Services” businesses to discuss options for recovery and assistance. This was very well attended.
- On Dec 9<sup>th</sup> a joint meeting with Visit Truckee was held with the lodging sector and the California Lodging Association to discuss a number of issues facing Covid and the Stay-at-home order that went into effect a few days later.
- On Dec 16 the NLTRA participated in the Placer County Community Winter Workshop Webinar. This was put on by Zephyr Collaboration and was very well attended.
- Breakfast Club continues to grow in attendance and last meeting had over 70 people in attendance and the next Breakfast Club meeting will be held on February 2<sup>nd</sup>.
- Hentz announced he just completed his first year with the organization and is sincerely enjoying working with everyone.
- Winters announced that all the new Tourism Development Committee members went through training and is ready for their first meeting.

### **9. Directors Comments**

- Phelan congratulated Hentz and staff and gave compliments to all new programs that has come out during this difficult time. Phelan also requested that Cowen with TRPA give information on the Tahoe Commemorative Coin program.
- Tester, Horvath, Williams, Wilson, Hoffman echoed everyone’s sentiment and congratulated Jeff and staff.
- Cowen congratulated on passing the TBID and congratulated Jeff and staff. TRPA governing board adopted a new update to the watercraft inspection fee in December. He announced the Tahoe Commemorative Coin just wrapped up. They minted 1000 coins, and this raised about \$100K that will help ongoing educations programs in the basin. He also announced there are two new governing board members coming in this month, Alexis Hill and Haley Williamson.
- Casey acknowledged the partnership with NLTRA has been tremendous through COVID and thanked Hentz for handling all the challenges related to Tourism and Marketing. Casey also shared her gratitude for working with all staff members. Casey stated there was a trash ordinance change service that came forward at yesterday Board of Supervisors Meeting. There was also a change in realigning the funding source for one of the CAP Committee projects for the turf fields in the Tahoe Vista Regional Park. The Workforce Housing Program will be brought forward for adoption at the next meeting. The Northstar Community Service District has been “hung up” on a section of the trail with the Army Corps of Engineers for the Martis Valley Trails which got final approval yesterday.

### **10. Meeting Review and Staff Direction**

### **11. Closed Session**

### **12. Adjournment**

The meeting adjourned at 10:56am.

Submitted,  
Anna Atwood  
Office Manager  
NLTRA





## north lake tahoe

Chamber | CVB | Resort Association

Date: 1/22/21

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 December 31, 2020

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

- Cash balance on December 31, 2020 of \$1,462,000 was \$672,000 greater than prior year due primarily to reduced Accounts Receivables by \$25,000, reduced prepaid expenses of \$10,000, 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, an increase to Payroll Liabilities of \$23,000, and an increase in equity of \$120,000 offset primarily by a decrease in Accounts Payable of \$24,000 and reduced Deferred Revenue – Marketing of \$37,000.
- Accounts Receivable (QB) balance of \$3,000 was down relative to last year by \$58,000, primarily due to fewer outstanding commissions owed to the NLTRA and MTS sponsorship invoices (\$37,000).
- The Accounts Receivable – TOT balance of \$297,000 reflected County TOT funding invoices for December. The balance at this date last year was \$302,000. Payment was received in January.
- Membership dues receivable totaled \$95,000; an increase of \$73,000 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.
- Receivable from NLTMC of \$2,000 was lower than prior year by \$11,000 due to fewer expenditures as well as timely reimbursement from the NLTMC.
- Prepaid expenses of \$11,000 was lower than prior year by \$10,000 due primarily to January insurance premium being paid in January. Typically insurance premiums are paid the month prior.
- Accounts Payable of \$17,000 was \$25,000 lower than prior year due primarily to lower expenditures.
- Wages and related liabilities of \$134,000 were \$23,000 higher than prior year, a result of a combination of a shorter accrual period at month end, new incentive accrual for the CEO not paid at fiscal year-end, and increased PTO liability of staff, and fewer commissions owed to NLTRA reps.
- Accrued Expenses totaling \$15,000 were \$15,000 higher than last year. A reduction to the committed programs will result in these expenses being returned to the County of Placer at the end of this fiscal year.
- Deferred Revenue Marketing balance of \$37,000 was for Mountain Travel Symposium sponsorships being paid to NLTRA by local businesses to support the event. The event was later cancelled, and is not planned for this year. Any monies received for the event were refunded.
- Deferred Revenue-Member Dues of \$31,000 was up \$2,000 from last 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 \$298,000 at month end December reflected a \$97,000 increase from prior year positive results of \$200,000, and represented Membership's positive net results YTD of \$32,000, and \$267,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
  - YTD Revenue from Placer TOT Funding of \$983,000 was lower than budget by \$20,000.
  - Expenses, before overhead allocation, totaled \$624,000 and were \$107,000 below budget largely due to delayed marketing programs as a result of the pandemic.
  - Total net results before overhead allocation of \$360,000 were better than budget by \$89,000.
- Operating Results YTD – Conference
  - TOT revenue of \$193,000 was on budget.
  - Expenses of \$165,000 before allocated overhead were below budget by \$7,000.
  - Net results of \$28,000 before overhead allocation were positive to budget by \$7,000.
- Operating Results YTD – Visitor Center
  - Retail sales of \$59,000 were positive to budget by \$11,000. TOT revenue of \$227,000 was on budget.
  - Expenses before overhead allocation of \$159,000 were good to budget \$70,000 due to reduced staffing needs during the pandemic.
  - Net income of \$127,000 before overhead allocation was \$82,000 positive to budget.
- Operating Results YTD – TMPI
  - TOT revenue of \$93,000 was on budget.
  - Expenditures of \$45,000 before overhead were \$28,000 good to budget due to timing.
  - Net results of \$48,000 before overhead allocation were positive to budget \$28,000.
- Operating Results YTD – Membership
  - Membership dues revenue of \$69,000 was \$6,000 over budget, total other revenues of \$3,000 were nearly \$2,000 below budget.
  - Expenses of \$27,000 were \$27,000 below budget primarily due to reduced staffing.
  - Net income of \$44,000 before overhead allocations was positive to budget by \$31,000.
  - Net income of \$32,000 after overhead allocations was \$34,000 favorable to budget.
- Operating Results YTD – Administration
  - Total expenses of \$314,000 were \$74,000 below budget due primarily to staffing (\$22,000) and timing.
- Membership cash position as of December 31, 2020
  - Membership activities resulted in a net income \$31,655.
  - Deferred revenues of \$31,410 less receivables of \$96,130, plus the allowance for uncollectible receivable of \$24,987 resulted in the use of cash in the amount of \$39,733.
  - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
  - Accrued Payroll expense provided cash of \$646.
  - Prior years' cumulative negative net results totaled \$10,145.
  - Net cash year-to-date was negative \$16,287.

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

- Cash balance at month end of \$720,000 was \$327,000 greater than prior year primarily due to an increase in Equity - Unrestricted Net Assets of \$462,000 (prior year funding reserve) and an increase

in Net Income of \$43,000 offset by an increase in Prepaid Expenses of \$17,000 and a reduction in Accounts Payable of \$169,000.

- Accounts Receivable was \$4,000 lower due to fewer partner-sponsored events.
  - Accounts payable of \$109,000 were \$169,000 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 \$170,000 was \$43,000 greater than prior year.
- 
- Year-to-date revenue from NLTRA and IVCBVB of \$662,000 was on budget. Budgeted use of prior year reserves had not been utilized to fund YTD operations.
  - Consumer Marketing expenditures of \$237,000 were \$246,000 below budget due to timing.
  - Leisure Sales expenditures of \$14,000 were \$10,000 below budget.
  - Public Relations expenses of \$96,000 were \$18,000 below budget due to timing.
  - Conference Sales expenditures of \$46,000 were \$11,000 below budget.
  - Trade Show expenditures of \$9,000 were \$29,000 below budget due to timing.
  - Committed & Administrative expenditures of \$47,000 were \$59,000 below budget due to timing.
  - Website & Maintenance expenses of \$45,000 were below budget \$5,000 due to timing.
  - Total Expenses of \$493,000 were \$379,000 below budget.
  - Net income of \$170,000 was better than budget by \$170,000.



# **North Lake Tahoe Resort Association**

## **Preliminary**

Financial Statements for the Period Ending

December 31, 2020

# North Lake Tahoe Resort Association

## Balance Sheet

As of December 31, 2020

Accrual Basis

	Dec 31, 20	Dec 31, 19	\$ Change	% Change	Jun 30, 20
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1001-00 · Petty Cash	158	293	(135)	(46%)	158
1003-00 · Cash - Operations BOTW #6712	1,213,165	365,710	847,455	232%	565,602
1007-00 · Cash - Payroll BOTW #7421	2,920	36,215	(33,295)	(92%)	3,200
1008-00 · Marketing Reserve - Plumas	50,337	50,282	55	0%	50,313
1009-00 · Cash Flow Reserve - Plumas	100,913	100,752	161	0%	100,839
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	64,845	207,438	(142,593)	(69%)	86,322
10950 · Cash in Drawer	139	186	(47)	(25%)	139
<b>Total Checking/Savings</b>	<b>1,462,059</b>	<b>790,458</b>	<b>671,601</b>	<b>85%</b>	<b>836,155</b>
<b>Accounts Receivable</b>					
1200-00 · Quickbooks Accounts Receivable	2,500	60,908	(58,408)	(96%)	3,500
1290-00 · A/R - TOT	294,448	302,005	(7,557)	(3%)	201,387
<b>Total Accounts Receivable</b>	<b>296,948</b>	<b>362,913</b>	<b>(65,965)</b>	<b>(18%)</b>	<b>204,887</b>
<b>Other Current Assets</b>					
1200-99 · AR Other	1,179	87	1,092	1,255%	12,881
<b>1201-00 · Member Accounts Receivable</b>					
1201-01 · Member AR - Member Dues	94,730	21,645	73,085	338%	35,696
1201-03 · Member AR - Other	1,400	1,765	(365)	(21%)	1,040
<b>Total 1201-00 · Member Accounts Receivable</b>	<b>96,130</b>	<b>23,410</b>	<b>72,720</b>	<b>311%</b>	<b>36,736</b>
1201-02 · Allowance for Doubtful Accounts	(24,987)	(2,775)	(22,212)	(800%)	(24,987)
<b>12100 · Inventory Asset</b>					
1210-01 · Inventory - Other	0	0	0	0%	4,236
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	24,129	26,627	(2,498)	(9%)	81,762
<b>Total 12100 · Inventory Asset</b>	<b>24,147</b>	<b>26,645</b>	<b>(2,498)</b>	<b>(9%)</b>	<b>86,016</b>
1299 · Receivable from NLTC	1,966	12,856	(10,890)	(85%)	0
1490-00 · Security Deposits	1,150	1,250	(100)	(8%)	1,150
<b>Total Other Current Assets</b>	<b>99,585</b>	<b>61,473</b>	<b>38,112</b>	<b>62%</b>	<b>111,796</b>
<b>Total Current Assets</b>	<b>1,858,592</b>	<b>1,214,844</b>	<b>643,748</b>	<b>53%</b>	<b>1,152,838</b>
<b>Fixed Assets</b>					
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	6,799	4,270	2,529	59%	4,270
1741-00 · Accum. Depr. - Computer Equip	(2,153)	(4,269)	2,116	50%	(4,270)
1750-00 · Computer Software	20,493	20,493	0	0%	20,493
1751-00 · Accum. Amort. - Software	(20,493)	(19,793)	(700)	(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)
<b>Total Fixed Assets</b>	<b>4,646</b>	<b>701</b>	<b>3,945</b>	<b>563%</b>	<b>0</b>
<b>Other Assets</b>					
<b>1400-00 · Prepaid Expenses</b>					
1410-00 · Prepaid Insurance	1,076	14,635	(13,559)	(93%)	16,326
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	9,384	6,061	3,323	55%	8,751
<b>Total 1400-00 · Prepaid Expenses</b>	<b>10,560</b>	<b>20,796</b>	<b>(10,236)</b>	<b>(49%)</b>	<b>25,177</b>
<b>Total Other Assets</b>	<b>10,560</b>	<b>20,796</b>	<b>(10,236)</b>	<b>(49%)</b>	<b>25,177</b>
<b>TOTAL ASSETS</b>	<b>1,873,798</b>	<b>1,236,341</b>	<b>637,457</b>	<b>52%</b>	<b>1,178,015</b>

# North Lake Tahoe Resort Association

## Balance Sheet

As of December 31, 2020

Accrual Basis

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

##### Accounts Payable

2000-00 · Accounts Payable

Total Accounts Payable

##### Other Current Liabilities

21000 · Salaries/Wages/Payroll Liabilit

2100-00 · Salaries / Wages Payable

2101-00 · Incentive Payable

2102-00 · Commissions Payable

2120-00 · Empl. Federal Tax Payable

2175-00 · 401 (k) Plan

2180-00 · Estimated PTO Liability

Total 21000 · Salaries/Wages/Payroll Liabilit

2190-00 · Sales and Use Tax Payable

2195-00 · Use Tax Payable

25500 · \*Sales Tax Payable

2190-00 · Sales and Use Tax Payable - Other

Total 2190-00 · Sales and Use Tax Payable

2250-00 · Accrued Expenses

2300-00 · Marketing Cooperative Liabil

2400-11 · Deferred Revenue - Marketing

2400-60 · Deferred Revenue- Member Dues

2500-00 · Deferred Revenue - TMBC

26900 · Unbilled Purchases

2700-00 · Deferred Rev. County

2900-00 · Due To/From County of Placer

Total Other Current Liabilities

Total Current Liabilities

Total Liabilities

#### Equity

32000 · Unrestricted Net Assets

3300-11 · Designated Marketing Reserve

3301 · Cash Flow Reserve

3302 · Marketing Cash Reserve

Net Income

Total Equity

TOTAL LIABILITIES & EQUITY

	Dec 31, 20	Dec 31, 19	\$ Change	% Change	Jun 30, 20
2000-00 · Accounts Payable	17,448	41,945	(24,497)	(58%)	26,683
Total Accounts Payable	17,448	41,945	(24,497)	(58%)	26,683
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	8,844	22,077	(13,233)	(60%)	39,445
2101-00 · Incentive Payable	61,212	28,904	32,308	112%	88,359
2102-00 · Commissions Payable	3,500	7,438	(3,938)	(53%)	3,506
2120-00 · Empl. Federal Tax Payable	3,473	11,850	(8,377)	(71%)	1,551
2175-00 · 401 (k) Plan	1,964	4,607	(2,643)	(57%)	2,626
2180-00 · Estimated PTO Liability	54,845	36,333	18,512	51%	54,845
Total 21000 · Salaries/Wages/Payroll Liabilit	133,838	111,209	22,629	20%	190,332
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	551	55	496	902%	0
25500 · *Sales Tax Payable	2,118	1,747	371	21%	1,374
2190-00 · Sales and Use Tax Payable - Other	(496)	0	(496)	(100%)	0
Total 2190-00 · Sales and Use Tax Payable	2,173	1,802	371	21%	1,374
2250-00 · Accrued Expenses	15,132	0	15,132	100%	73,722
2300-00 · Marketing Cooperative Liabil	0	2,050	(2,050)	(100%)	6,073
2400-11 · Deferred Revenue - Marketing	0	37,000	(37,000)	(100%)	0
2400-60 · Deferred Revenue- Member Dues	31,410	29,055	2,355	8%	28,890
2500-00 · Deferred Revenue - TMBC	1,290	1,170	120	10%	1,290
26900 · Unbilled Purchases	0	6	(6)	(100%)	0
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	1,094,087	552,468	541,619	98%	686,620
Total Current Liabilities	1,111,535	594,413	517,122	87%	713,303
Total Liabilities	1,111,535	594,413	517,122	87%	713,303
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	297,549	200,466	97,083	48%	6,862
Total Equity	762,260	641,927	120,333	19%	464,711
TOTAL LIABILITIES & EQUITY	1,873,795	1,236,340	637,455	52%	1,178,014



# North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Dec 20	Budget	\$ Over Budget	Jul - Dec 20	YTD Budget	\$ Over Budget	Annual Bud...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 - County of Placer TOT Funding	294,448	296,198	(1,750)	1,495,873	1,516,124	(20,251)	4,043,867
4200-00 - Membership Dues Revenue	11,914	10,417	1,498	68,574	62,500	6,074	125,000
4250-00 - Revenues-Membership Activities							
4250-01 - Community Awards							
4250-04 - Silent Auction	0	0	0	0	0	0	19,000
4250-05 - Sponsorships	0	0	0	0	0	0	19,000
4250-01 - Community Awards - Other	0	0	0	0	0	0	20,000
<b>Total 4250-01 - Community Awards</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>58,000</b>
4250-02 - Chamber Events	0	0	0	0	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	600	(600)	2,000
4251-00 - Tues AM Breakfast Club - Other	0	300	(300)	0	800	(800)	4,000
<b>Total 4251-00 - Tues AM Breakfast Club</b>	<b>0</b>	<b>500</b>	<b>(500)</b>	<b>0</b>	<b>1,400</b>	<b>(1,400)</b>	<b>6,000</b>
4250-00 - Revenues-Membership Activities - Other	395	0	395	2,650	0	2,650	0
<b>Total 4250-00 - Revenues-Membership Activities</b>	<b>395</b>	<b>500</b>	<b>(105)</b>	<b>2,650</b>	<b>4,400</b>	<b>(1,750)</b>	<b>72,500</b>
4253-00 - Revenue- Other	0	0	0	1,525	0	1,525	2,500
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC Income	159	0	159	1,414	0	1,414	0
4504-00 - Retail Revenue - Other	0	0	0	560	0	560	0
46000 - Merchandise Sales - Other	4,259	6,000	(1,741)	56,772	47,500	9,272	85,000
<b>Total 46000 - Merchandise Sales</b>	<b>4,418</b>	<b>6,000</b>	<b>(1,582)</b>	<b>58,746</b>	<b>47,500</b>	<b>11,246</b>	<b>85,000</b>
4720-00 - Miscellaneous	4,193	0	4,193	4,193	0	4,193	0
<b>Total Income</b>	<b>315,368</b>	<b>313,115</b>	<b>2,253</b>	<b>1,631,560</b>	<b>1,630,524</b>	<b>1,037</b>	<b>4,328,867</b>
<b>Gross Profit</b>	<b>315,368</b>	<b>313,115</b>	<b>2,253</b>	<b>1,631,560</b>	<b>1,630,524</b>	<b>1,037</b>	<b>4,328,867</b>
<b>Expense</b>							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 - P/R - Tax Expense	5,443	7,049	(1,606)	33,152	42,293	(9,141)	84,586
5030-00 - P/R - Health Insurance Expense	10,646	11,750	(1,104)	60,188	70,500	(10,312)	141,000
5040-00 - P/R - Workmans Comp	1,966	1,128	838	4,890	6,766	(1,876)	13,532
5060-00 - 401 (k)	2,619	3,308	(690)	10,136	19,850	(9,714)	39,700
5070-00 - Other Benefits and Expenses	100	428	(328)	2,064	2,568	(504)	5,135
5000-00 - Salaries & Wages - Other	87,507	94,593	(7,086)	502,566	567,561	(64,994)	1,135,121
<b>Total 5000-00 - Salaries &amp; Wages</b>	<b>108,280</b>	<b>118,256</b>	<b>(9,976)</b>	<b>615,102</b>	<b>709,537</b>	<b>(94,435)</b>	<b>1,419,074</b>
5100-00 - Rent							
5110-00 - Utilities	943	977	(33)	4,950	5,775	(825)	11,655
5140-00 - Repairs & Maintenance	1,282	888	393	2,032	5,330	(3,298)	10,660
5150-00 - Office - Cleaning	600	1,058	(458)	3,350	6,350	(3,000)	12,700
5100-00 - Rent - Other	13,144	12,648	496	80,056	75,886	4,170	152,798
<b>Total 5100-00 - Rent</b>	<b>15,969</b>	<b>15,571</b>	<b>398</b>	<b>90,388</b>	<b>93,341</b>	<b>(2,953)</b>	<b>187,813</b>
5310-00 - Telephone							
5320-00 - Telephone	2,320	1,924	396	13,789	11,544	2,245	23,088
<b>Total 5310-00 - Telephone</b>	<b>2,320</b>	<b>1,924</b>	<b>396</b>	<b>13,789</b>	<b>11,544</b>	<b>2,245</b>	<b>23,088</b>
5420-00 - Mail - USPS	100	127	(27)	531	760	(229)	1,520
5510-00 - Insurance/Bonding	1,665	1,692	(27)	6,248	10,150	(3,902)	20,300
5520-00 - Supplies							
5525-00 - Supplies- Computer	0	287	(287)	1,610	1,720	(110)	3,440
5520-00 - Supplies - Other	329	7,598	(7,269)	6,348	45,587	(39,239)	91,174
<b>Total 5520-00 - Supplies</b>	<b>329</b>	<b>7,885</b>	<b>(7,555)</b>	<b>7,958</b>	<b>47,307</b>	<b>(39,349)</b>	<b>94,614</b>
5610-00 - Depreciation	112	0	112	306	0	306	0
5700-00 - Equipment Support & Maintenance	2,415	2,267	148	16,449	13,600	2,849	27,200
5710-00 - Taxes, Licenses & Fees	1,059	1,025	34	5,166	6,150	(984)	12,300
5740-00 - Equipment Rental/Leasing	484	969	(485)	2,657	5,815	(3,158)	11,630
5800-00 - Training Seminars	0	1,667	(1,667)	66	10,000	(9,934)	22,000
5850-00 - Artist of Month - Commissions	92	250	(158)	1,010	1,500	(490)	3,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	220	750	(530)	1,600	4,500	(2,900)	9,000
5920-00 - Professional Fees - Accountant	4,800	0	4,800	21,800	26,000	(4,200)	26,000
5921-00 - Professional Fees - Other	6,240	8,750	(2,510)	31,200	49,500	(18,300)	134,000
<b>Total 5900-00 - Professional Fees</b>	<b>11,260</b>	<b>9,500</b>	<b>1,760</b>	<b>54,600</b>	<b>80,000</b>	<b>(25,400)</b>	<b>169,000</b>
5941-00 - Research & Planning	0	1,250	(1,250)	0	17,500	(17,500)	55,000
6020-00 - Programs							
6016-00 - Special Event Partnership	0	1,250	(1,250)	131	6,250	(6,119)	50,000
6018-00 - Business Assoc. Grants	0	0	0	0	0	0	30,000
<b>Total 6020-00 - Programs</b>	<b>0</b>	<b>1,250</b>	<b>(1,250)</b>	<b>131</b>	<b>6,250</b>	<b>(6,119)</b>	<b>80,000</b>
6420-00 - Events							
6420-01 - Sponsorships							

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Dec 20	Budget	\$ Over Budget	Jul - Dec 20	YTD Budget	\$ Over Budget	Annual Bud...
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
<b>Total 6420-01 - Sponsorships</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>529,000</b>
6421-00 - New Event Development	0	0	0	4,000	2,500	1,500	30,000
6424-00 - Event Operation Expenses	0	500	(500)	0	1,500	(1,500)	6,000
<b>Total 6420-00 - Events</b>	<b>0</b>	<b>500</b>	<b>(500)</b>	<b>4,000</b>	<b>4,000</b>	<b>0</b>	<b>565,000</b>
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	225	(225)	0	600	(600)	3,000
6442-00 - Public Relations/Website	580	417	163	3,734	2,500	1,234	5,000
6423-00 - Membership Activities - Other	0	417	(417)	915	2,500	(1,585)	5,000
<b>Total 6423-00 - Membership Activities</b>	<b>580</b>	<b>1,058</b>	<b>(478)</b>	<b>4,944</b>	<b>6,100</b>	<b>(1,156)</b>	<b>42,000</b>
6730-00 - Marketing Cooperative/Media	98,062	98,062	0	361,210	361,210	0	1,000,000
6740-00 - Media/Collateral/Production	0	1,667	(1,667)	0	10,000	(10,000)	20,000
6742-00 - Non-NLT Co-Op Marketing Program	380	23,000	(22,620)	2,032	94,000	(91,968)	232,000
6743-00 - BACC Marketing Programs							
6743-01 - Year Round Shopping Campaign	13,350	1,000	12,350	13,350	4,000	9,350	10,000
6743-03 - Winter Lakeside Campaign	0	1,000	(1,000)	0	4,000	(4,000)	10,000
6743-04 - Summerlong Music Campaign	0	1,000	(1,000)	0	4,000	(4,000)	10,000
6743-05 - Summer Mountain Campaign	0	1,000	(1,000)	0	4,000	(4,000)	10,000
6743-06 - COVID Summer Recovery Campaign	0	4,000	(4,000)	0	16,000	(16,000)	40,000
6743-07 - Winter Regional Campaign	18,027	0	18,027	18,027	0	18,027	0
<b>Total 6743-00 - BACC Marketing Programs</b>	<b>31,377</b>	<b>8,000</b>	<b>23,377</b>	<b>31,377</b>	<b>32,000</b>	<b>(623)</b>	<b>80,000</b>
7500-00 - Trade Shows/Travel	0	1,250	(1,250)	395	7,500	(7,105)	15,000
8100-00 - Cost of Goods Sold							
81100 - Freight and Shipping Costs	14	125	(111)	1,012	750	262	1,500
89900 - POS Inventory Adjustments	0	0	0	478	0	478	0
8100-01 - CGS - Other	(58,178)	0	(58,178)	0	0	0	0
8100-00 - Cost of Goods Sold - Other	2,408	2,682	(274)	30,204	21,233	8,971	39,000
<b>Total 8100-00 - Cost of Goods Sold</b>	<b>(55,755)</b>	<b>2,807</b>	<b>(58,562)</b>	<b>31,694</b>	<b>21,983</b>	<b>9,711</b>	<b>39,500</b>
8200-00 - Associate Relations	754	135	618	2,014	789	1,225	1,600
8300-00 - Board Functions	330	500	(170)	2,244	4,000	(1,756)	7,000
8500-00 - Credit Card Fees	197	282	(85)	2,436	2,233	203	5,850
8600-00 - Additional Opportunities	59,557	10,000	49,557	71,317	60,000	11,317	120,000
8700-00 - Automobile Expenses	178	466	(287)	1,467	2,657	(1,189)	5,450
8750-00 - Meals/Meetings	15	763	(748)	262	4,325	(4,063)	8,900
8810-00 - Dues & Subscriptions	604	1,513	(909)	3,946	8,620	(4,674)	17,900
8910-00 - Travel	0	0	0	0	0	0	12,600
8920-00 - Bad Debt	87	0	87	372	0	372	0
<b>Total Expense</b>	<b>280,453</b>	<b>313,634</b>	<b>(33,181)</b>	<b>1,334,110</b>	<b>1,633,070</b>	<b>(298,960)</b>	<b>4,299,338</b>
<b>Net Ordinary Income</b>	<b>34,916</b>	<b>(519)</b>	<b>35,435</b>	<b>297,451</b>	<b>(2,546)</b>	<b>299,997</b>	<b>29,529</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 - Revenues- Interest & Investment	15	0	15	98	0	98	0
<b>Total Other Income</b>	<b>15</b>	<b>0</b>	<b>15</b>	<b>98</b>	<b>0</b>	<b>98</b>	<b>0</b>
<b>Other Expense</b>							
8990-00 - Allocated	0	0	0	0	(0)	0	0
<b>Total Other Expense</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>(0)</b>	<b>0</b>	<b>0</b>
<b>Net Other Income</b>	<b>15</b>	<b>0</b>	<b>15</b>	<b>98</b>	<b>0</b>	<b>98</b>	<b>(0)</b>
<b>Net Income</b>	<b>34,930</b>	<b>(519)</b>	<b>35,449</b>	<b>297,549</b>	<b>(2,546)</b>	<b>300,095</b>	<b>29,529</b>

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

Accrual Basis

July through December 2020

	Jul - Dec 20	Jul - Dec 19	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4050-00 • County of Placer TOT Funding	1,495,873	1,819,772	(323,899)	(18)%
4200-00 • Membership Dues Revenue	68,574	67,155	1,420	2%
4250-00 • Revenues-Membership Activities				
4251-00 • Tues AM Breakfast Club	0	2,955	(2,955)	(100)%
4250-00 • Revenues-Membership Activities - Other	2,650	4,096	(1,446)	(35)%
<b>Total 4250-00 • Revenues-Membership Activities</b>	<b>2,650</b>	<b>7,051</b>	<b>(4,401)</b>	<b>(62)%</b>
4253-00 • Revenue- Other	1,525	1,000	525	53%
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	27,764	(27,764)	(100)%
<b>Total 4600-00 • Commissions</b>	<b>0</b>	<b>34,327</b>	<b>(34,327)</b>	<b>(100)%</b>
46000 • Merchandise Sales				
4502-00 • Non-Retail VIC income	1,414	383	1,031	269%
4504-00 • Retail Revenue - Other	560	0	560	100%
46000 • Merchandise Sales - Other	56,772	68,959	(12,187)	(18)%
<b>Total 46000 • Merchandise Sales</b>	<b>58,746</b>	<b>69,342</b>	<b>(10,596)</b>	<b>(15)%</b>
4720-00 • Miscellaneous	4,193	0	4,193	100%
<b>Total Income</b>	<b>1,631,560</b>	<b>1,998,647</b>	<b>(367,087)</b>	<b>(18)%</b>
<b>Gross Profit</b>	<b>1,631,560</b>	<b>1,998,647</b>	<b>(367,087)</b>	<b>(18)%</b>
<b>Expense</b>				
5000-00 • Salaries & Wages				
5000-01 • In-Market Administration	0	0	0	0%
5010-00 • Sales Commissions	2,106	12,013	(9,907)	(83)%
5020-00 • P/R - Tax Expense	33,152	36,410	(3,258)	(9)%
5030-00 • P/R - Health Insurance Expense	60,188	65,982	(5,794)	(9)%
5040-00 • P/R - Workmans Comp	4,890	4,879	11	0%
5060-00 • 401 (k)	10,136	17,704	(7,568)	(43)%
5070-00 • Other Benefits and Expenses	2,064	1,926	137	7%
5000-00 • Salaries & Wages - Other	502,566	410,857	91,709	22%
<b>Total 5000-00 • Salaries &amp; Wages</b>	<b>615,102</b>	<b>549,771</b>	<b>65,331</b>	<b>12%</b>
5100-00 • Rent				
5110-00 • Utilities	4,950	4,998	(48)	(1)%
5140-00 • Repairs & Maintenance	2,032	3,405	(1,373)	(40)%
5150-00 • Office - Cleaning	3,350	4,450	(1,100)	(25)%
5100-00 • Rent - Other	80,056	78,348	1,708	2%
<b>Total 5100-00 • Rent</b>	<b>90,388</b>	<b>91,201</b>	<b>(813)</b>	<b>(1)%</b>
5310-00 • Telephone				
5320-00 • Telephone	13,789	10,697	3,092	29%
<b>Total 5310-00 • Telephone</b>	<b>13,789</b>	<b>10,697</b>	<b>3,092</b>	<b>29%</b>
5420-00 • Mail - USPS	531	917	(386)	(42)%
5510-00 • Insurance/Bonding	6,248	8,012	(1,764)	(22)%
5520-00 • Supplies				
5525-00 • Supplies- Computer	1,610	585	1,025	175%
5520-00 • Supplies - Other	6,348	9,989	(3,642)	(37)%
<b>Total 5520-00 • Supplies</b>	<b>7,958</b>	<b>10,574</b>	<b>(2,616)</b>	<b>(25)%</b>
5610-00 • Depreciation	306	708	(402)	(57)%
5700-00 • Equipment Support & Maintenance	16,449	11,588	4,861	42%
5710-00 • Taxes, Licenses & Fees	5,166	5,746	(580)	(10)%
5740-00 • Equipment Rental/Leasing	2,657	5,461	(2,804)	(51)%
5800-00 • Training Seminars	66	1,255	(1,189)	(95)%
5850-00 • Artist of Month - Commissions	1,010	2,622	(1,611)	(62)%
5900-00 • Professional Fees				
5910-00 • Professional Fees - Attorneys	1,600	2,720	(1,120)	(41)%
5920-00 • Professional Fees - Accountant	21,800	18,800	3,000	16%
5921-00 • Professional Fees - Other	31,200	58,898	(27,698)	(47)%
<b>Total 5900-00 • Professional Fees</b>	<b>54,600</b>	<b>80,418</b>	<b>(25,818)</b>	<b>(32)%</b>
6020-00 • Programs				



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

Accrual Basis

July through December 2020

	Jul - Dec 20	Jul - Dec 19	\$ Change	% Change
6016-00 • Special Event Partnership	131	0	131	100%
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	180	(180)	(100)%
6421-16 • Mountain Travel Symposium	0	5,000	(5,000)	(100)%
Total 6420-01 • Sponsorships	0	293,867	(293,867)	(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	295,704	(291,704)	(99)%
6423-00 • Membership Activities				
6434-00 • Community Awards Dinner	295	6,140	(5,845)	(95)%
6436-00 • Membership - Wnt/Sum Rec Lunch	0	633	(633)	(100)%
6437-00 • Tuesday Morning Breakfast Club	0	2,211	(2,211)	(100)%
6442-00 • Public Relations/Website	3,734	3,003	731	24%
6444-00 • Trades	0	0	0	0%
6423-00 • Membership Activities - Other	915	1,129	(214)	(19)%
Total 6423-00 • Membership Activities	4,944	13,116	(8,172)	(62)%
6730-00 • Marketing Cooperative/Media	361,210	637,976	(276,766)	(43)%
6742-00 • Non-NLT Co-Op Marketing Program	2,032	6,115	(4,083)	(67)%
6743-00 • BACC Marketing Programs				
6743-01 • Year Round Shopping Campaign	13,350	5,450	7,900	145%
6743-04 • Summerlong Music Campaign	0	0	0	0%
6743-05 • Summer Mountain Campaign	0	0	0	0%
6743-07 • Winter Regional Campaign	18,027	0	18,027	100%
Total 6743-00 • BACC Marketing Programs	31,377	5,450	25,927	476%
7500-00 • Trade Shows/Travel	395	0	395	100%
8100-00 • Cost of Goods Sold				
51100 • Freight and Shipping Costs	1,012	754	258	34%
52500 • Purchase Discounts	0	(1)	1	100%
59900 • POS Inventory Adjustments	478	116	362	311%
8100-01 • CGS - Other	0	0	0	0%
8100-00 • Cost of Goods Sold - Other	30,204	37,729	(7,525)	(20)%
Total 8100-00 • Cost of Goods Sold	31,694	38,599	(6,905)	(18)%
8200-00 • Associate Relations	2,014	940	1,074	114%
8300-00 • Board Functions	2,244	9,212	(6,968)	(76)%
8500-00 • Credit Card Fees	2,436	3,522	(1,086)	(31)%
8600-00 • Additional Opportunites	71,317	0	71,317	100%
8700-00 • Automobile Expenses	1,467	1,363	104	8%
8750-00 • Meals/Meetings	262	1,044	(782)	(75)%
8810-00 • Dues & Subscriptions	3,946	4,193	(247)	(6)%
8920-00 • Bad Debt	372	2,138	(1,766)	(83)%
Total Expense	1,334,110	1,798,320	(464,210)	(26)%
Net Ordinary Income	297,451	200,327	97,124	49%
Other Income/Expense				
Other Income				
4700-00 • Revenues- Interest & Investment	98	140	(41)	(30)%
Total Other Income	98	140	(41)	(30)%
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	98	140	(41)	(30)%
Net Income	297,549	200,466	97,082	48%

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

## 11 - Marketing

	Dec 20	Budget	\$ Over Budget	Jul - Dec 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4250-00 - County of Placer TOT Funding	205,610	207,360	(1,750)	983,094	1,003,344	(20,250)	2,983,682
4253-00 - Revenue- Other	0	0	0	1,525	0	1,525	0
Total Income	205,610	207,360	(1,750)	984,619	1,003,344	(18,725)	2,983,682
Gross Profit	205,610	207,360	(1,750)	984,619	1,003,344	(18,725)	2,983,682
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	2,184	1,667	518	8,754	10,000	(1,246)	20,000
5030-00 - P/R - Health Insurance Expense	4,634	4,000	634	16,534	24,000	(7,466)	48,000
5040-00 - P/R - Workmans Comp	958	125	833	2,015	750	1,265	1,500
5050-00 - 401 (K)	1,289	833	456	5,253	5,000	253	10,000
5070-00 - Other Benefits and Expenses	32	142	(110)	610	850	(240)	1,700
5000-00 - Salaries & Wages - Other	34,026	22,299	11,727	142,077	133,796	8,281	267,592
Total 5000-00 - Salaries & Wages	43,125	29,066	14,059	175,242	174,396	846	348,792
5100-00 - Rent							
5110-00 - Utilities	125	160	(35)	844	875	(31)	1,855
5140-00 - Repairs & Maintenance	74	75	(1)	111	450	(339)	900
5150-00 - Office - Cleaning	180	250	(70)	1,115	1,500	(385)	3,000
5100-00 - Rent - Other	1,919	2,229	(310)	13,043	13,376	(333)	27,777
Total 5100-00 - Rent	2,298	2,714	(416)	15,114	16,201	(1,087)	33,532
5310-00 - Telephone							
5320-00 - Telephone	485	549	(64)	3,203	3,294	(91)	6,588
Total 5310-00 - Telephone	485	549	(64)	3,203	3,294	(91)	6,588
5420-00 - Mail - USPS	25	0	25	54	0	54	0
5520-00 - Supplies							
5525-00 - Supplies- Computer	0	0	0	1,403	0	1,403	0
5520-00 - Supplies - Other	37	1,716	(1,679)	393	10,297	(9,904)	20,594
Total 5520-00 - Supplies	37	1,716	(1,679)	1,796	10,297	(8,501)	20,594
5700-00 - Equipment Support & Maintenance	0	13	(13)	(3)	75	(78)	150
5710-00 - Taxes, Licenses & Fees	0	13	(13)	79	75	4	150
5740-00 - Equipment Rental/Leasing	121	167	(46)	669	1,000	(331)	2,000
5800-00 - Training Seminars	0	750	(750)	0	4,500	(4,500)	9,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	0	125	(125)	0	750	(750)	1,500
5921-00 - Professional Fees - Other	0	1,125	(1,125)	0	6,750	(6,750)	13,500
Total 5900-00 - Professional Fees	0	1,250	(1,250)	0	7,500	(7,500)	15,000
5941-00 - Research & Planning	0	0	0	0	10,000	(10,000)	40,000
6020-00 - Programs							
6016-00 - Special Event Partnership	0	1,250	(1,250)	131	6,250	(5,119)	50,000
6018-00 - Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 - Programs	0	1,250	(1,250)	131	6,250	(6,119)	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	500	(500)	0	1,500	(1,500)	6,000
Total 6420-00 - Events	0	500	(500)	4,000	4,000	0	565,000
6730-00 - Marketing Cooperative/Media	88,663	88,663	0	323,240	323,240	0	925,000
6742-00 - Non-NLT Co-Op Marketing Program	180	22,000	(21,820)	832	88,000	(87,168)	220,000
6743-00 - BACC Marketing Programs							
6743-01 - Year Round Shopping Campaign	13,350	1,000	12,350	13,350	4,000	9,350	10,000
6743-03 - Winter Lakeside Campaign	0	1,000	(1,000)	0	4,000	(4,000)	10,000
6743-04 - Summerlong Music Campaign	0	1,000	(1,000)	0	4,000	(4,000)	10,000
6743-05 - Summer Mountain Campaign	0	1,000	(1,000)	0	4,000	(4,000)	10,000
6743-06 - COVID Summer Recovery Campaign	0	4,000	(4,000)	0	16,000	(16,000)	40,000
6743-07 - Winter Regional Campaign	18,027	0	18,027	18,027	0	18,027	0
Total 6743-00 - BACC Marketing Programs	31,377	8,000	23,377	31,377	32,000	(623)	80,000
7500-00 - Trade Shows/Travel	0			395			0
8200-00 - Associate Relations	12	23	(11)	156	114	43	250
8600-00 - Additional Opportunitites	58,907	7,917	50,990	67,417	47,500	19,917	95,000
8700-00 - Automobile Expenses	31	136	(105)	267	682	(415)	1,500
8750-00 - Meals/Meetings	0	250	(250)	16	1,250	(1,234)	2,750
8810-00 - Dues & Subscriptions	32	259	(227)	216	1,295	(1,080)	2,850
8910-00 - Travel	0	0	0	0	0	0	11,100
Total Expense	225,292	165,235	60,057	624,200	731,669	(107,469)	2,459,256
Net Ordinary Income	(19,681)	42,125	(61,807)	360,419	271,676	88,744	524,426
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	15	0	15	98	0	98	0
Total Other Income	15	0	15	98	0	98	0
Other Expense							
8990-00 - Allocated	36,269	42,125	(5,857)	214,259	271,676	(57,416)	524,426
Total Other Expense	36,269	42,125	(5,857)	214,259	271,676	(57,416)	524,426
Net Other Income	(36,254)	(42,125)	5,871	(214,161)	(271,676)	57,514	(524,426)
Net Income	(55,935)	(0)	(55,935)	146,258	(0)	146,258	0

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

Accrual Basis

30 - Conference

	Dec 20	Budget	\$ Over Budget	Jul - Dec 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4050-00 - County of Placer TOT Funding	34,784	34,784	0	192,715	192,715	0	384,054
<b>Total Income</b>	<b>34,784</b>	<b>34,784</b>	<b>0</b>	<b>192,715</b>	<b>192,715</b>	<b>0</b>	<b>384,054</b>
<b>Gross Profit</b>	<b>34,784</b>	<b>34,784</b>	<b>0</b>	<b>192,715</b>	<b>192,715</b>	<b>0</b>	<b>384,054</b>
<b>Expense</b>							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 - P/R - Tax Expense	1,193	1,157	36	6,181	6,943	(762)	13,886
5030-00 - P/R - Health Insurance Expense	2,278	2,042	236	13,250	12,250	1,000	24,500
5040-00 - P/R - Workmans Comp	610	167	444	1,098	1,000	98	2,000
5060-00 - 401 (k)	648	500	148	3,360	3,000	360	6,000
5070-00 - Other Benefits and Expenses	47	38	10	246	225	21	450
5000-00 - Salaries & Wages - Other	17,266	14,030	3,235	88,306	84,183	4,123	168,365
<b>Total 5000-00 - Salaries &amp; Wages</b>	<b>22,042</b>	<b>17,933</b>	<b>4,108</b>	<b>114,546</b>	<b>107,601</b>	<b>6,946</b>	<b>215,201</b>
5100-00 - Rent							
5110-00 - Utilities	92	75	17	553	450	103	900
5140-00 - Repairs & Maintenance	55	22	33	83	130	(48)	260
5150-00 - Office - Cleaning	133	142	(8)	744	850	(106)	1,700
5100-00 - Rent - Other	1,422	1,167	255	8,014	7,000	1,014	14,000
<b>Total 5100-00 - Rent</b>	<b>1,702</b>	<b>1,405</b>	<b>297</b>	<b>9,393</b>	<b>8,430</b>	<b>963</b>	<b>16,860</b>
5310-00 - Telephone							
5320-00 - Telephone	404	267	137	2,370	1,600	770	3,200
<b>Total 5310-00 - Telephone</b>	<b>404</b>	<b>267</b>	<b>137</b>	<b>2,370</b>	<b>1,600</b>	<b>770</b>	<b>3,200</b>
5420-00 - Mail - USPS	18	17	2	36	100	(64)	200
5520-00 - Supplies							
5525-00 - Supplies- Computer	0	45	(45)	0	270	(270)	540
5520-00 - Supplies - Other	27	113	(85)	277	675	(398)	1,350
<b>Total 5520-00 - Supplies</b>	<b>27</b>	<b>158</b>	<b>(130)</b>	<b>277</b>	<b>945</b>	<b>(668)</b>	<b>1,890</b>
5710-00 - Taxes, Licenses & Fees	0	8	(8)	120	50	70	100
5740-00 - Equipment Rental/Leasing	62	83	(22)	309	500	(191)	1,000
5800-00 - Training Seminars	0	0	0	0	0	0	2,000
6730-00 - Marketing Cooperative/Media	9,399	9,399	0	37,970	37,970	0	75,000
8750-00 - Meals/Meetings	0	29	(29)	0	175	(175)	350
8810-00 - Dues & Subscriptions	0	63	(63)	0	375	(375)	750
<b>Total Expense</b>	<b>33,654</b>	<b>29,362</b>	<b>4,293</b>	<b>185,023</b>	<b>157,746</b>	<b>7,277</b>	<b>316,551</b>
<b>Net Ordinary Income</b>	<b>1,130</b>	<b>5,422</b>	<b>(4,293)</b>	<b>27,693</b>	<b>34,969</b>	<b>(7,277)</b>	<b>67,503</b>
<b>Other Income/Expense</b>							
Other Expense							
8990-00 - Allocated	4,666	5,422	(756)	27,568	34,970	(7,402)	67,503
<b>Total Other Expense</b>	<b>4,666</b>	<b>5,422</b>	<b>(756)</b>	<b>27,568</b>	<b>34,970</b>	<b>(7,402)</b>	<b>67,503</b>
<b>Net Other Income</b>	<b>(4,666)</b>	<b>(5,422)</b>	<b>756</b>	<b>(27,568)</b>	<b>(34,970)</b>	<b>7,402</b>	<b>(67,503)</b>
<b>Net Income</b>	<b>(3,537)</b>	<b>(0)</b>	<b>(3,537)</b>	<b>125</b>	<b>(0)</b>	<b>125</b>	<b>0</b>

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

Accrual Basis

**42 - Visitor Center**

	Dec 20	Budget	\$ Over Budget	Jul - Dec 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4050-00 • County of Placer TOT Funding	38,301	38,301	0	227,161	227,162	(1)	457,711
46000 • Merchandise Sales							
4502-00 • Non-Retail VIC Income	159	0	159	1,414	0	1,414	0
4504-00 • Retail Revenue - Other	0	0	0	560	0	560	0
46000 • Merchandise Sales - Other	4,259	6,000	(1,741)	56,772	47,500	9,272	85,000
Total 46000 • Merchandise Sales	4,418	6,000	(1,582)	58,746	47,500	11,246	85,000
Total Income	42,719	44,301	(1,582)	285,907	274,662	11,245	542,711
Gross Profit	42,719	44,301	(1,582)	285,907	274,662	11,245	542,711
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	663	1,292	(629)	4,923	7,750	(2,827)	15,500
5030-00 • P/R - Health Insurance Expense	1,221	1,583	(363)	6,845	9,500	(2,655)	19,000
5040-00 • P/R - Workmans Comp	395	433	(39)	2,281	2,600	(319)	5,200
5060-00 • 401 (k)	343	417	(74)	2,257	2,500	(243)	5,000
5070-00 • Other Benefits and Expenses	17	82	(65)	497	491	6	982
5000-00 • Salaries & Wages - Other	9,034	15,568	(6,534)	59,193	93,409	(34,216)	186,818
Total 5000-00 • Salaries & Wages	11,672	19,375	(7,703)	75,997	116,250	(40,253)	232,500
5100-00 • Rent							
5110-00 • Utilities	528	583	(55)	2,408	3,500	(1,092)	7,000
5140-00 • Repairs & Maintenance	248	458	(211)	371	2,750	(2,379)	5,500
5150-00 • Office - Cleaning	0	358	(358)	0	2,150	(2,150)	4,300
5100-00 • Rent - Other	6,398	6,721	(323)	38,853	40,325	(1,472)	80,650
Total 5100-00 • Rent	7,173	8,121	(947)	41,632	48,725	(7,093)	97,450
5310-00 • Telephone							
5320-00 • Telephone	314	238	76	1,844	1,425	419	2,850
Total 5310-00 • Telephone	314	238	76	1,844	1,425	419	2,850
5420-00 • Mail - USPS	18	17	2	36	100	(64)	200
5520-00 • Supplies							
5525-00 • Supplies - Computer	0	75	(75)	0	450	(450)	900
5520-00 • Supplies - Other	122	2,917	(2,794)	2,098	17,500	(15,402)	35,000
Total 5520-00 • Supplies	122	2,992	(2,869)	2,098	17,950	(15,852)	35,900
5610-00 • Depreciation	83	0	83	180	0	180	0
5700-00 • Equipment Support & Maintenance	0	4	(4)	0	25	(25)	50
5710-00 • Taxes, Licenses & Fees	0	4	(4)	23	25	(2)	50
5740-00 • Equipment Rental/Leasing	95	129	(34)	527	775	(248)	1,550
5800-00 • Training Seminars	0	250	(250)	0	1,500	(1,500)	3,000
5850-00 • Artist of Month - Commissions	92	250	(158)	1,010	1,500	(490)	3,000
6740-00 • Media/Collateral/Production	0	1,667	(1,667)	0	10,000	(10,000)	20,000
6742-00 • Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,200	6,000	(4,800)	12,000
8100-00 • Cost of Goods Sold							
51100 • Freight and Shipping Costs	14	125	(111)	1,012	750	262	1,500
59900 • PQS Inventory Adjustments	0	0	0	478	0	478	0
8100-01 • CGS - Other	(58,178)	0	(58,178)	0	0	0	0
8100-00 • Cost of Goods Sold - Other	2,408	2,682	(274)	30,204	21,233	8,971	38,000
Total 8100-00 • Cost of Goods Sold	(55,755)	2,807	(58,562)	31,694	21,983	9,711	39,500
8200-00 • Associate Relations	58	17	41	112	100	12	200
8500-00 • Credit Card Fees	156	282	(126)	2,212	2,233	(21)	4,000
8700-00 • Automobile Expenses	0	46	(46)	83	275	(192)	550
8750-00 • Meals/Meetings	0	33	(33)	0	200	(200)	400
8810-00 • Dues & Subscriptions	0	8	(8)	0	50	(50)	100
8910-00 • Travel	0	0	0	0	0	0	1,500
Total Expense	(35,772)	37,239	(73,011)	158,647	229,115	(70,468)	454,800
Net Ordinary Income	78,491	7,062	71,429	127,260	45,547	81,712	87,911
Other Income/Expense							
Other Expense							
8990-00 • Allocated	6,709	7,062	(353)	39,634	45,547	(5,913)	87,921
Total Other Expense	6,709	7,062	(353)	39,634	45,547	(5,913)	87,921
Net Other Income	(6,709)	(7,062)	353	(39,634)	(45,547)	5,913	(87,921)
Net Income	71,782	0	71,782	87,626	0	87,626	(10)

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

Accrual Basis

51 - TMPI

	Dec 20	Budget	\$ Over Bu...	Jul - Dec 20	YTD Budget	\$ Over Bu...	Annual Bu...
<b>Ordinary Income/Expense</b>							
Income							
4060-00 • County of Placer TOT Funding	15,753	15,753	0	92,902	92,902	0	218,419
<b>Total Income</b>	<b>15,753</b>	<b>15,753</b>	<b>0</b>	<b>92,902</b>	<b>92,902</b>	<b>0</b>	<b>218,419</b>
<b>Gross Profit</b>	<b>15,753</b>	<b>15,753</b>	<b>0</b>	<b>92,902</b>	<b>92,902</b>	<b>0</b>	<b>218,419</b>
<b>Expense</b>							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	86	225	(139)	624	1,350	(726)	2,700
5030-00 • P/R - Health Insurance Expense	151	167	(16)	909	1,000	(91)	2,000
5040-00 • P/R - Workmans Comp	9	175	(166)	43	1,050	(1,007)	2,100
5060-00 • 401 (k)	0	167	(167)	0	1,000	(1,000)	2,000
5070-00 • Other Benefits and Expenses	1	17	(16)	5	102	(96)	203
5000-00 • Salaries & Wages - Other	1,216	3,836	(2,619)	9,945	23,013	(13,068)	46,026
<b>Total 5000-00 • Salaries &amp; Wages</b>	<b>1,463</b>	<b>4,586</b>	<b>(3,122)</b>	<b>11,526</b>	<b>27,515</b>	<b>(15,989)</b>	<b>55,029</b>
5100-00 • Rent							
5110-00 • Utilities	5	0	5	24	0	24	0
5140-00 • Repairs & Maintenance	3	0	3	4	0	4	0
5150-00 • Office - Cleaning	7	0	7	37	0	37	0
5100-00 • Rent - Other	71	0	71	284	0	284	0
<b>Total 5100-00 • Rent</b>	<b>85</b>	<b>0</b>	<b>85</b>	<b>350</b>	<b>0</b>	<b>350</b>	<b>0</b>
5310-00 • Telephone							
5320-00 • Telephone	18	0	18	102	0	102	0
<b>Total 5310-00 • Telephone</b>	<b>18</b>	<b>0</b>	<b>18</b>	<b>102</b>	<b>0</b>	<b>102</b>	<b>0</b>
5420-00 • Mail - USPS	1	0	1	2	0	2	0
5520-00 • Supplies							
5525-00 • Supplies- Computer	0	0	0	3	0	3	0
5520-00 • Supplies - Other	1	2,083	(2,082)	2,053	12,500	(10,447)	25,000
<b>Total 5520-00 • Supplies</b>	<b>1</b>	<b>2,083</b>	<b>(2,082)</b>	<b>2,056</b>	<b>12,500</b>	<b>(10,444)</b>	<b>25,000</b>
5710-00 • Taxes, Licenses & Fees	0			1			
5740-00 • Equipment Rental/Leasing	1	0	1	2	0	2	0
5900-00 • Professional Fees							
5921-00 • Professional Fees - Other	6,240	6,000	240	31,200	33,000	(1,800)	100,000
<b>Total 5900-00 • Professional Fees</b>	<b>6,240</b>	<b>6,000</b>	<b>240</b>	<b>31,200</b>	<b>33,000</b>	<b>(1,800)</b>	<b>100,000</b>
8700-00 • Automobile Expenses	12	0	12	42	0	42	0
8810-00 • Dues & Subscriptions	2	0	2	50	0	50	0
<b>Total Expense</b>	<b>7,823</b>	<b>12,669</b>	<b>(4,846)</b>	<b>45,331</b>	<b>73,015</b>	<b>(27,684)</b>	<b>180,029</b>
<b>Net Ordinary Income</b>	<b>7,930</b>	<b>3,084</b>	<b>4,846</b>	<b>47,572</b>	<b>19,888</b>	<b>27,684</b>	<b>38,390</b>
<b>Other Income/Expense</b>							
Other Expense							
8990-00 • Allocated	2,655	3,084	(428)	15,687	19,888	(4,201)	38,390
<b>Total Other Expense</b>	<b>2,655</b>	<b>3,084</b>	<b>(428)</b>	<b>15,687</b>	<b>19,888</b>	<b>(4,201)</b>	<b>38,390</b>
<b>Net Other Income</b>	<b>(2,655)</b>	<b>(3,084)</b>	<b>428</b>	<b>(15,687)</b>	<b>(19,888)</b>	<b>4,201</b>	<b>(38,390)</b>
<b>Net Income</b>	<b>5,274</b>	<b>(0)</b>	<b>5,274</b>	<b>31,885</b>	<b>(0)</b>	<b>31,885</b>	<b>0</b>



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

Accrual Basis

60 - Membership

	Dec 20	Budget	\$ Over Budget	Jul - Dec 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4200-00 • Membership Dues Revenue	11,914	10,417	1,498	68,574	62,500	6,074	125,000
4250-00 • Revenues-Membership Activities							
4250-01 • Community Awards							
4250-04 • Silent Auction	0	0	0	0	0	0	19,000
4250-05 • Sponsorships	0	0	0	0	0	0	19,000
4250-01 • Community Awards - Other	0	0	0	0	0	0	20,000
Total 4250-01 • Community Awards	0	0	0	0	0	0	58,000
4250-02 • Chamber Events	0	0	0	0	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	600	(600)	2,000
4251-00 • Tues AM Breakfast Club - Other	0	300	(300)	0	800	(800)	4,000
Total 4251-00 • Tues AM Breakfast Club	0	500	(500)	0	1,400	(1,400)	6,000
4250-00 • Revenues-Membership Activities - Other	395	0	395	2,650	0	2,650	0
Total 4250-00 • Revenues-Membership Activities	395	500	(105)	2,650	4,400	(1,750)	72,500
4253-00 • Revenue- Other	0	0	0	0	0	0	2,500
Total Income	12,309	10,917	1,393	71,224	66,900	4,324	200,000
Gross Profit	12,309	10,917	1,393	71,224	66,900	4,324	200,000
<b>Expense</b>							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	(479)	458	(938)	783	2,750	(1,967)	5,500
5030-00 • P/R - Health Insurance Expense	(1,204)	667	(1,870)	813	4,000	(3,187)	8,000
5040-00 • P/R - Workmans Comp	(114)	33	(148)	51	200	(149)	400
5060-00 • 401 (k)	(334)	142	(476)	251	850	(599)	1,700
5070-00 • Other Benefits and Expenses	(38)	33	(71)	18	200	(182)	400
5000-00 • Salaries & Wages - Other	(6,557)	5,333	(11,890)	13,933	32,000	(18,067)	64,000
Total 5000-00 • Salaries & Wages	(8,726)	6,687	(15,392)	15,849	40,000	(24,151)	80,000
5100-00 • Rent							
5110-00 • Utilities	39	33	6	190	200	(10)	400
5140-00 • Repairs & Maintenance	23	8	15	35	50	(15)	100
5150-00 • Office - Cleaning	57	58	(2)	209	350	(141)	700
5100-00 • Rent - Other	604	638	(33)	4,118	3,825	293	7,650
Total 5100-00 • Rent	724	737	(14)	4,552	4,425	127	8,850
5310-00 • Telephone							
5320-00 • Telephone	153	121	32	627	725	(98)	1,450
Total 5310-00 • Telephone	153	121	32	627	725	(98)	1,450
5420-00 • Mail - USPS	8	10	(2)	11	60	(49)	120
5520-00 • Supplies							
5525-00 • Supplies- Computer	0	0	0	2	0	2	0
5520-00 • Supplies - Other	12	167	(155)	119	1,000	(881)	2,000
Total 5520-00 • Supplies	12	167	(155)	120	1,000	(880)	2,000
5710-00 • Taxes, Licenses & Fees	0	0	0	23	0	23	0
5740-00 • Equipment Rental/Leasing	64	173	(109)	376	1,040	(664)	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	225	(225)	0	600	(600)	3,000
6442-00 • Public Relations/Website	580	417	163	3,734	2,500	1,234	5,000
6423-00 • Membership Activities - Other	0	417	(417)	915	2,500	(1,585)	5,000
Total 6423-00 • Membership Activities	580	1,058	(479)	4,944	6,100	(1,156)	42,000
8200-00 • Associate Relations	18	13	5	31	75	(44)	150
8500-00 • Credit Card Fees	41	0	41	224	0	224	1,850
8700-00 • Automobile Expenses	6	33	(27)	142	200	(58)	400
8750-00 • Meals/Meetings	0	33	(33)	7	200	(193)	400
8810-00 • Dues & Subscriptions	11	17	(6)	126	100	26	200
8920-00 • Bad Debt	0	0	0	285	0	285	0
Total Expense	(7,111)	9,029	(16,140)	27,317	53,925	(26,608)	140,500
Net Ordinary Income	19,420	1,888	17,533	43,908	12,975	30,933	59,500
<b>Other Income/Expense</b>							
Other Expense							
8990-00 • Allocated	2,074	2,407	(333)	12,252	15,521	(3,269)	29,961
Total Other Expense	2,074	2,407	(333)	12,252	15,521	(3,269)	29,961

North Lake Tahoe Resort Association  
Profit & Loss Budget Performance

Accrual Basis

60 - Membership

	Dec 20	Budget	\$ Over Budget	Jul - Dec 20	YTD Budget	\$ Over Budget	Annual Budget
Net Other Income	(2,074)	(2,407)	333	(12,252)	(15,521)	3,269	(29,961)
Net Income	<u>17,346</u>	<u>(519)</u>	<u>17,865</u>	<u>31,655</u>	<u>(2,546)</u>	<u>34,201</u>	<u>29,539</u>

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

## 70 - Administration

	Dec 20	Budget	\$ Over Budget	Jul - Dec 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4720-00 - Miscellaneous	4,193	0	4,193	4,193	0	4,193	0
Total Income	4,193	0	4,193	4,193	0	4,193	0
Gross Profit	4,193	0	4,193	4,193	0	4,193	0
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	1,797	2,250	(453)	11,888	13,500	(1,612)	27,000
5030-00 - P/R - Health Insurance Expense	3,586	3,292	274	21,837	19,750	2,087	39,500
5040-00 - P/R - Workmans Comp	107	194	(87)	(598)	1,166	(1,764)	2,332
5060-00 - 401 (k)	673	1,250	(577)	(985)	7,500	(8,485)	15,000
5070-00 - Other Benefits and Expenses	40	117	(76)	688	700	(12)	1,400
5080-00 - Salaries & Wages - Other	32,521	33,527	(1,005)	183,113	201,160	(12,047)	402,320
Total 5000-00 - Salaries & Wages	38,704	40,629	(1,925)	221,942	243,776	(21,834)	487,552
5100-00 - Rent							
5110-00 - Utilities	155	125	30	932	750	182	1,500
5140-00 - Repairs & Maintenance	879	325	554	1,428	1,950	(522)	3,900
5150-00 - Office - Cleaning	223	250	(27)	1,245	1,500	(255)	3,000
5100-00 - Rent - Other	2,729	1,893	836	15,744	11,360	4,383	22,720
Total 5100-00 - Rent	3,986	2,593	1,393	19,348	15,560	3,788	31,120
5310-00 - Telephone							
5320-00 - Telephone	947	750	197	5,642	4,500	1,142	9,000
Total 5310-00 - Telephone	947	750	197	5,642	4,500	1,142	9,000
5420-00 - Mail - USPS	30	83	(53)	392	500	(108)	1,000
5510-00 - Insurance/Bonding	1,685	1,692	(27)	6,248	10,150	(3,902)	20,300
5520-00 - Supplies							
5525-00 - Supplies - Computer	0	187	(187)	202	1,000	(798)	2,000
5520-00 - Supplies - Other	130	603	(473)	1,408	3,615	(2,207)	7,230
Total 5520-00 - Supplies	130	769	(639)	1,611	4,615	(3,004)	9,230
5610-00 - Depreciation	29	0	29	126	0	126	0
5700-00 - Equipment Support & Maintenance	2,415	2,250	165	16,452	13,500	2,952	27,000
5710-00 - Taxes, Licenses & Fees	1,059	1,000	59	4,920	6,000	(1,080)	12,000
5740-00 - Equipment Rental/Leasing	142	417	(275)	774	2,500	(1,726)	5,000
5800-00 - Training Seminars	0	687	(687)	68	4,000	(3,934)	8,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	220	625	(405)	1,800	3,750	(2,150)	7,500
5920-00 - Professional Fees - Accountant	4,800	0	4,800	21,800	26,000	(4,200)	28,000
5921-00 - Professional Fees - Other	0	1,625	(1,625)	0	9,750	(9,750)	19,500
Total 5900-00 - Professional Fees	5,020	2,250	2,770	23,400	39,500	(16,100)	53,000
5941-00 - Research & Planning	0	1,250	(1,250)	0	7,500	(7,500)	15,000
7500-00 - Trade Shows/Travel	0	1,250	(1,250)	0	7,500	(7,500)	15,000
8200-00 - Associate Relations	666	83	583	1,714	500	1,214	1,000
8300-00 - Board Functions	330	500	(170)	2,244	4,000	(1,756)	7,000
8600-00 - Additional Opportunitites	650	2,083	(1,433)	3,900	12,500	(8,600)	25,000
8700-00 - Automobile Expenses	130	250	(120)	933	1,500	(567)	3,000
8750-00 - Meals/Meetings	15	417	(402)	239	2,500	(2,261)	5,000
8810-00 - Dues & Subscriptions	559	1,187	(607)	3,554	7,000	(3,446)	14,000
8920-00 - Bad Debt	87			87			0
Total Expense	58,566	60,100	(3,534)	313,593	387,601	(74,008)	748,202
Net Ordinary Income	(52,373)	(60,100)	7,727	(309,400)	(387,601)	78,201	(748,202)
Other Income/Expense							
Other Expense							
8990-00 - Allocated	(52,373)	(60,100)	7,727	(309,400)	(387,601)	78,201	(748,202)
Total Other Expense	(52,373)	(60,100)	7,727	(309,400)	(387,601)	78,201	(748,202)
Net Other Income	52,373	60,100	(7,727)	309,400	387,601	(78,201)	748,202
Net Income	0	(0)	0	0	(0)	0	0

## NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

## Employee Expense Report

Month/Yr December 2020Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
12.16.2020	A	Panera Bread	1317026	Breakfast BOS meeting	\$7.38		8750-00/70
12.16.2020	B	Panera Bread	1317161	Lunch BOS meeting	\$7.38		8750-00/70
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
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	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
<b>MILEAGE REIMBURSEMENT</b>							
	Attach 1		Mileage	See Attached Mileage Report		\$118.45	8700-00-70
				Mileage Reimbursed Through Payroll			
<b>TOTAL - CREDIT CARD EXPENSES</b>					<b>\$14.76</b>		
<b>TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)</b>						<b>\$118.45</b>	

Signed By: Jeff Hentz  
 Date: 1/12/2021

Approved By: Jim Phelan  
 Date: 1/27/2021

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	
1/11/21		BB	1/12/2021		





BANKCARD CENTER  
PO BOX 84043  
COLUMBUS GA 31908-4043

## MEMO STATEMENT

Account Number	XXXX-XXXX-0150-4616
Statement Date	DEC 28, 2020
Total Activity	\$14.76

**\*\* 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	\$14.76		\$0.00		\$0.00		\$14.76

## ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
12-16	12-15	55432860351200395043359	PANERA BREAD #202221 P AUBURN CA Tran: 00000000000000000000 Tax ID: 300875363 Mer Ref: 059217 Mer Zip: 95603	7.38
12-16	12-15	55432860351200395043540	PANERA BREAD #202221 P AUBURN CA Tran: 00000000000000000000 Tax ID: 300875363 Mer Ref: 025651 Mer Zip: 95603	7.38

For Customer Service, Call:  1-866-432-8161	Account Number	Account Summary	
	XXXX-XXXX-0150-4616	Purchases & Other Charges	\$14.76
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	DEC 28, 2020	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$10,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$14.76
	\$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 1-866-432-6161, 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.



REPRINT

Panera Bread  
Cafe #: 202221  
2845 Bell Rd  
Auburn, CA 95603  
Phone: 530-888-1845

## Accuracy Matters

Your order should be correct every time.  
If it's not, we'll fix it right away,  
and give you a free treat for your  
trouble. Just let an associate know.

12/15/2020 8:32:06 AM

Order Number: 1317026 Cashier: Taylor

1 Ombry Orange Mfin	2.99
heat	
1 Caramel Latte 16oz	4.39
+ Almond Milk	
No Whipped Cream	

Subtotal	7.38
Tax	0.00
Gratuity	0.00
Total	7.38
Master Card	7.38
Acct: *****4616	
AuthCode: 059217	
Trans#: 00000012	

View your Account at: [www.mypanera.com](http://www.mypanera.com)  
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MyPanera Offers Earned:  
Visits To Next Reward: 3

Buy \$50 In Gift Cards, get a \$10 Bonus  
11/11/20-12/31/20 online + in-cafe  
Visit [panerabread.com](http://panerabread.com) for details

Drive Thru  
Your Order Number is: 1317026  
Customer / Pager: Jeffrey 0

\*\*\* Customer Copy \*\*\*

A

REPRINT

Panera Bread  
Cafe #: 202221  
2845 Bell Rd  
Auburn, CA 95603  
Phone: 530-888-1845

## Accuracy Matters

Your order should be correct every time.  
If it's not, we'll fix it right away,  
and give you a free treat for your  
trouble. Just let an associate know.

12/15/2020 1:34:49 PM

Order Number: 1317161 Cashier: Taylor

1 Caramel Latte 16oz	4.39
No Whipped Cream	
+ Almond Milk	
No Milk	
1 Blueberry Scone	2.99

Subtotal	7.38
Tax	0.00
Gratuity	0.00
Total	7.38
Master Card	7.38
Acct: *****4616	
AuthCode: 025651	
Trans#: 00000094	

View your Account at: [www.mypanera.com](http://www.mypanera.com)  
MyPanera Member: \*\*\*\*\*37105  
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Visits To Next Reward: 2

Buy \$50 In Gift Cards, get a \$10 Bonus  
11/11/20-12/31/20 online + in-cafe  
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Drive Thru  
Your Order Number is: 1317161  
Customer / Pager: Jeffrey 0

\*\*\* Customer Copy \*\*\*

B



## MEMORANDUM

Date: February 3, 2021

TO: NLTRA Board of Directors

FROM: Katie Biggers, NLTRA Sr. Event Specialist

RE: 2021 Pride Ride – “Weekend Out and About”

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### Action Requested:

Potential vote on funding 2021 Pride Ride pending Tourism Development Committee Approval/Recommendation. There are currently \$325,700 unallocated in the approved event budget. This remaining amount is a combination of previously allocated event funding and opportunistic funds.

### Background:

#### Pride Ride - “A Weekend Out & About at Homewood” - \$8,000 request

- Dates: March 26–29, 2021
- Homewood requested \$5,000 during the 2021 Partnership Funding process and was awarded \$5,000.
- Along with a fun weekend of skiing, they are hosting a variety of mini-events both on and off the mountain including Live DJ & Dance Parties at the Big Blue View Bar, Slalom Drag Race, Ski Parade down Rainbow Ridge, Après drink specials lasting all-day at the 89 Bar & Grill and a VIP Cocktail Reception + Dinner at the West Shore Cafe.
- Their goal for hosting Pride Ride is to create a unique annual event within the Tahoe area. “Gay Ski Week” is seen around the country in other resort towns however it isn’t something Tahoe currently hosts. They hope to grow this year over year and increase community participation with additional activities to create a bigger draw.
- With the additional ask of \$8,000 from opportunistic funds they hope to hire a San Francisco promotor to run the event and help get other local businesses involved, creating a larger event schedule
  - Welcome reception
  - Dance Parties each evening
  - Extend event to Thursday– Sunday
  - Potential to add an outdoor concert
  - DJ’s / Live Music
  - Partner with a spa, in the way of a “spa partner” who would offer discounts throughout the weekend
  - Yoga partner to offer discounted yoga sessions
- If awarded the special event sponsorship funding, they would work with the promotor on targeted advertisement placements - <http://gay.dothebay.com/p/about>

### Fiscal Impact:

\$8,000

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## Event Brief



<b>Event Name:</b>	Pride Ride <i>"A weekend Out &amp; About at Homewood"</i>																						
<b>Prospective Date(s):</b>	Friday, March 26 - Sunday, March 28																						
<b>Location:</b>	Homewood Mountain Resort																						
<b>Time:</b>	7-10pm Friday, 9-5 Saturday, 9-4 Sunday																						
<b>COVID-19</b>	<p>Safety continues to our top priority at Homewood. As we get nearer to the event date and understand what mandates will be in place, we will include policies and procedures to fall within those restrictions.</p> <p>Homewood and West Shore already have procedures in place to ensure social distancing, reduce touchpoints and policies to sanitize and disinfect. We will continue to morph the activities we already have in place to fit the event and restrictions. For example: staggered start times for our Drag Race, modified meetups that include social distancing and singles chairlift rides, and outdoor dining that includes social distancing.</p>																						
<b>Goal(s) of Event:</b>	<ul style="list-style-type: none"> <li>○ Host an inclusive weekend focusing on celebrating the LGBTQA+ community.</li> <li>○ Offer activities, food + lodging packages to entice people to stay for the weekend. See increase skier visits, lessons, and F&amp;B revenue</li> <li>○ Drive TOT by utilizing lodging partners and packages</li> <li>○ Offer an unique event for the area – one that other resort towns in the country hold</li> <li>○ Host a signature event that is well positioned with our brand</li> <li>○ Drive revenue by selling event tickets and F&amp;B</li> </ul>																						
<b>Projected Attendance:</b>	<table border="1"> <thead> <tr> <th>PRIDE RIDE ATTENDANCE ESTIMATE</th> <th>2019 ATTENDANCE</th> <th>ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING</th> <th>ESTIMATED ATTENDANCE COUNT WITH FUNDING</th> </tr> </thead> <tbody> <tr> <td>Total Unique Attendees</td> <td>137</td> <td>600</td> <td>1,200</td> </tr> <tr> <td>Total Attendees</td> <td>150</td> <td>700</td> <td>1,350</td> </tr> <tr> <td>Total Participants</td> <td>80</td> <td>400</td> <td>750</td> </tr> <tr> <td>Total Spectators</td> <td>57</td> <td>200</td> <td>450</td> </tr> </tbody> </table> <p><b>2019 Recap</b></p> <ul style="list-style-type: none"> <li>• Event was added into the schedule last minute in 2019 (in the beginning of March)</li> <li>• 127 tickets sold at promotional price point – 100% were from out of market</li> <li>• 978 over budgeted skier count (not included in attendance above)</li> <li>• 50 Attendees for Rainbow Parade</li> <li>• 20 Drag Race</li> <li>• 10 Staff</li> </ul>			PRIDE RIDE ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING	Total Unique Attendees	137	600	1,200	Total Attendees	150	700	1,350	Total Participants	80	400	750	Total Spectators	57	200	450
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<b>Event Description:</b>	<i>"A Weekend Out &amp; About at Homewood"</i>																						





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## Event Brief



	<p>We're thrilled to host our second annual "Pride Ride" at Homewood Mountain Resort! Along with a fun weekend of skiing, we're hosting a variety of mini-events both on and off the mountain including Live DJ &amp; Dance Parties at the Big Blue View Bar, Slalom Drag Race, Ski Parade down Rainbow Ridge, Après drink specials lasting all-day at the 89 Bar &amp; Grill and a VIP Cocktail Reception + Dinner at the West Shore Cafe.</p> <p><b>Raffle &amp; Awards</b></p> <p>Our raffle will revolve around this weekend signature event, the Drag Race! Raffle tickets may be purchased inside the Big Blue View Bar, and the winners will be announced along with the Drag Race winner around 3:00 pm, or whenever the race concludes. Every participant who enters the Slalom Drag Race will be awarded one free ticket for participating. And the grand prize will include a 2021/22 Homewood Season Pass! Additional tickets can be purchased as follows: 1 for \$1, 8 for \$5, 15 for \$10. All proceeds from this raffle will benefit our friends at the <a href="#">Sacramento LGBT Community Center</a>. Visit their page to learn more about their organization.</p> <p><b>Lodging</b></p> <p>Discounted lodging packages are available at <a href="#">Basecamp Tahoe City</a> and <a href="#">Basecamp South Lake Tahoe</a> Use the code BASECAMP to get 20% off your stay during Pride Ride.</p> <p><i>Pride Ride is in association with <a href="#">Sacramento LGBT Community Center</a>, <a href="#">Splash Video Dance Bar</a> in Reno Nevada, and <a href="#">Sudwerks Brewing</a>.</i></p>
<b>Ticket Structure/Event Price:</b>	<ul style="list-style-type: none"><li>- Lift Ticket special - TBD</li><li>- Drag Race = Free</li><li>- Looking to connect the event to West Shore by hosting a Cocktail and Dinner party on Saturday night</li><li>- VIP Package = Lift Ticket + Cocktail Party and Dinner</li></ul>
<b>Event Schedule:</b>	<p><b>EVENT ITINERARY</b></p> <p><b>Rainbow Ridge Pride Parade   Saturday at 12:00 pm, meet at the summit of Old Homewood Express.</b></p> <p>Join us for our 2<sup>nd</sup> annual Rainbow Parade! Appropriately placed on Rainbow Ridge, our signature 2-mile long beginner trail, this parade is set to stretch from peak to shore while showcasing everyone's colorful ensemble all the way down. Be sure to bring a flag and colorful attire, we'll be filming this celebration from above with a drone. Simply meet us at the summit of the mountain (on top of the Old Homewood Express chairlift) at 12:00 pm to join. Lost? <a href="#">View our trail map here.</a></p> <p><b>DJ Dance Parties   Saturday &amp; Sunday at the Big Blue View Bar from 12:00 – 3:00 pm</b></p> <p>You haven't been to a dance party until you've been to one on top of a mountain. Located at the <a href="#">Big Blue View Bar</a>, our mid-mountain yurt located near Madden Chair, one of our favorite DJ's will be spinning tracks outside along with drink specials and panoramic views of Big Blue. You can find this event taking off from 12-3pm on both Saturday &amp; Sunday.</p> <p><b>Slalom Drag Race   Saturday, from 1:00 – 3:00 pm starting at the Big Blue View Bar</b></p> <p>Who is the fastest drag queen of them all? We're ready to find out. From 1-3 pm on Saturday, we're hosting a free-to-enter race where we're asking for all participants to dress in their best drag ensemble. The top 3, to be chosen by the public, will be rewarded with a handful of prizes! The winner will be chosen based on a judging scale considering both race speed and drag attire by the discretion of the crowd. While this event is free to enter, we</p>





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## Event Brief



	<p>encouraging all participants to submit a free RSVP via the link below to help our team plan ahead for the event.</p> <p><b>Apres Ski Specials   All day, 89 Bar &amp; Grill (North Lodge base area)</b> Enjoy a full apres scene along with drink specials from at the base of the mountain through the <a href="#">89 Bar &amp; Grill</a>. On Saturday, <a href="#">Sudwerks</a> Brewery will be “taking over” our tap, pouring an assortment of their signature brews.</p> <p><b>Group Pride Ski   Saturday &amp; Sunday at 10:00 am, meet at the base of Madden</b> A casual ski-n-meet will gather and set off from the base of Madden Chair at 10:00 am on both Saturday and Sunday. Anyone is welcome to join!</p> <p><b>Saturday Night VIP Cocktail Reception and Dinner at the West Shore Café   Saturday 7pm   \$100</b> Enjoy appetizers and drinks as you mingle and enjoy the West Shore Café lakeside view. Dinner will be served family style and include a 5 course meal with wine pairings.</p>
Layout	<ul style="list-style-type: none"><li>○ The event will be held on the mountain and at the base of the resort and at West Shore Café.</li></ul>
Examples of Similar Events:	Aspen: <a href="#">Gay Ski Week</a> / <a href="#">Aspen Snowmass</a> Utah: <a href="#">Elevation</a> Stowe: <a href="#">Winter Rendezvous</a>

### Marketing Plan

#### Target Customers

Our goal for hosting Pride Ride is to create a unique annual event within the Tahoe area. “Gay Ski Week” is seen around the country in other resort towns, however it isn’t something Tahoe currently hosts. We hope to continue to grow this year over year and increase community participation with additional activities to create a bigger draw.

Our target demographic is mainly people 20-40 years old in the LGBTQ+ community who currently live in the San Francisco, Sacramento, Roseville and Reno areas.

#### **Geographic**

The geographical region we’re targeting is the same as our usual audience: Bay Area, Sac, Roseville, and Reno.

#### **Behavioral**

Our target user likely skis more than once during a ski season, is a weekend warrior when it comes to skiing, likely has been to a dance club, maybe associated with an LGBTQ organization.

#### **Psychographic**

Active lifestyle, athletic, affluent, owns home, works Monday-Friday, likely has a significant other who would join.

#### **Demographic**

Majorly Caucasian, 18-35 years of age.

#### SWOT Analysis

##### Strengths



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## Event Brief



There are no marquee "Gay Ski Week" events in Tahoe, but similar events in several other resort towns in the country. It provides the opportunity to get other community businesses involved.

### **Weaknesses**

Other similar events host a series of activities throughout the weekend and even during the week. With it being our second year, will our events have enough draw for people to travel?

### **Opportunities**

There is a big opportunity for this event in Tahoe and to grow it past Homewood and get the community involved. We could also bring in a bigger promotor, such as Elevation, to help grow the event.

### **Threats**

Weather is a potential threat along with other similar competition type events in the area. COVID could also be a threat, depending on restrictions, but we will put policies and procedures in place based on guidance from local and government officials.

### **Offers & Promotions**

#### **Promotions**

Drink specials at North Lodge all weekend  
Lift Ticket / Lesson Specials – TBD  
VIP Cocktail Reception and Dinner

### **Marketing Materials**

#### **Marketing Materials**

We will create a logo and poster for the event that will feature sponsors, and featured festivities.

---

### **Marketing Strategy**

#### **Overview**

Our marketing plan reflects the strategies that have proven effective for our resort in the past, which is a traditional and digital mix. On the digital front, we have a handful of Facebook, Instagram and AdWords Campaigns utilizing a/b testing through messaging, targeted demographics and execution timeline. This typically represents a large portion of our budget. A portion is also used for print and digital ads in local publications, such as Tahoe Quarterly, Tahoe Tribune and Tahoe Weekly. Further tangible advertising costs would be for a banner to hang in Tahoe City thanks to the Tahoe City Public Utility District. Flyers are also distributed within a 15mile radius at key locations

#### **Free / Internal Advertising**

By continuing to utilize local partnerships and free event listings we will continue to keep the event low budget and focus on bringing in the local community. This will be accomplished with the following:

Flyers printed and distributed throughout community

- Media Generation at the event
- 3-4 Reminder E-Blasts
- Press Release
- 3<sup>rd</sup> Party Listing Sites
- North Lake Tahoe Chamber
- LGBTQ Organizations and Groups online, FB



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## Event Brief



- Local Paper Websites: Moonshine, Tahoe Weekly, Sierra Sun

### Social Media

Our social media marketing structure will be focused on promotion and awareness. Including the following:

- Creating a Facebook event and tagging all vendors
- Adding social media mentions of the event to our social media calendar
- Mentioning the event on all three properties pages
- Push through resort ambassador base

### Guerrilla/Other Marketing

- Make a list of all LGBTQ+ organizations in the area and send them emails / flyers
- Post on Tahoe Truckee People
- 3<sup>rd</sup> party website listings
- TV station interviews?
- Real estate list email

### Marketing Plan A: No additional funding

#### Budgeted In-Market Advertising: \$650

- Adwords: \$200
- Banner: \$50
- Facebook / Instagram: \$200
- 101.5/KRLT: \$200

#### Budgeted Out-Of-Market Advertising: \$600

- Adwords: \$200
- Facebook / Instagram: \$300
- Radio: \$100

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### Marketing Plan B: Additional funding

#### Budgeted In-Market Advertising: \$1,250

- Adwords: \$300
- Banner: \$50
- Print: \$400
- Facebook / Instagram: \$400
- 101.5/KRLT: \$100

#### Out-of-Market Advertising: **Requesting \$5,000 (Special Event Partnership Funding)**

- Google: \$1,000
- Facebook / Instagram: \$1,000
- Radio Advertising: \$1,000
- Work with advertiser like Gay Market News to place other targeted digital advertising: \$2,000

#### Operational Funding: **\$8,000 (Special Event Sponsorship)**

Requested operational funding would be allocated to the following:





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## Event Brief



- Hire a San Francisco promotor to run the event and help get other local businesses involved, create a larger event schedule
  - Welcome reception
  - Dance Parties each evening
  - Extend event to Thursday – Sunday
  - Potential to add an outdoor concert
  - DJ's / Live Music
  - Partner with a spa, in the way of a "spa partner" who would offer discounts throughout the weekend
  - Yoga partner to offer discounted yoga sessions
- If awarded the special event sponsorship funding we would work with the promotor on targeted advertisement placement
- <http://gay.dothebay.com/p/about>

### Partnerships

Aim to find additional LGBTQ partners to partner within co-hosting this event.

Top Potential partners:

- <https://tahoesealliance.org/help-us/host-an-event> - local, has lgbtq portion of website
- <https://ourcenterreno.org/events/national-coming-out-day/> - Out Center Reno
- <https://saccenter.org/> - Sacramento LGBT Community Center
- <http://www.sfcenter.org/> - San Fransisco LGBTQ Community Center

### Lodging

The plan is to collaborate with nearby lodging to further promote the event, while earning unique impressions and awareness. By promoting discounted nearby lodging, our goal is to entice visitation for this event and drive TOT. We'd first communicate this effort to West Shore current lodging partners, and approach others in Tahoe City, Kings Beach, Squaw, Truckee, etc.

In addition, Homewood Mountain Resort can provide a large amount of unique impressions for these lodging partners, by listing their logo and the promotion within our various communications.

If 25% of our unique spectators stay overnight in local accommodation for at least one night, that would give us the below numbers to account for referred lodging

PRIDE RIDE ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING
Total Unique Attendees	137	600	1,200
Total Attendees	150	700	1,350
Total Participants	80	400	750
Total Spectators	57	200	450
Beds	54	240	480
Room Nights	22	120	240

\*Based on 40% of unique attendees staying 1 night.





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## Event Brief



2 people per room

### Lodging Partnership Details and Surveying Strategies:

- **Room Discounts:** If we move forward with room discounts, we can advertise that event participants and/or spectators get 5% off (for example) their lodging price when they mention they're visiting for the event.
- **Survey Participates and Guests:** Request information about where spectators and participants are staying the day-of the events. On-site surveys.
- **Post Event Reporting:** Post event reporting from lodging partners. Have them tally these numbers as well.

### Potential lodging sponsors:

West Shore Café, Granlibakken, Cedar Crest, Tahoma Cottages, Squaw Creek, Tahoe Getaways, Tahoe Lux, Basecamp and others. If granted the funding we would want to include as many community partners as possible.

### Sponsorship Amenities

#### Logo Inclusion

There are several avenues for NLTRA's logo to be included as a sponsor of the event via digital or print including:

- Event Specific Webpage: Visits per year 337k
- Homewood eBlasts Regarding the Event: List Size 23k
- Inclusion on printed event posters
- Inclusion on event banners when applicable
- Promotional event video / video content
- Including "In Partnership with North Lake Tahoe" in any radio / TV advertising (when space allows)
- Social media tagging and promotion of NLTRA when talking about the event

### Press

#### Press Plan

A press release would be drafted and sent closer to the event date and target all major news outlets and journalists within the Lake Tahoe, Reno, Sacramento, San Francisco and other applicable areas. In addition, we would create a list of press to invite to the event at no cost.

### Photo / Video Highlights

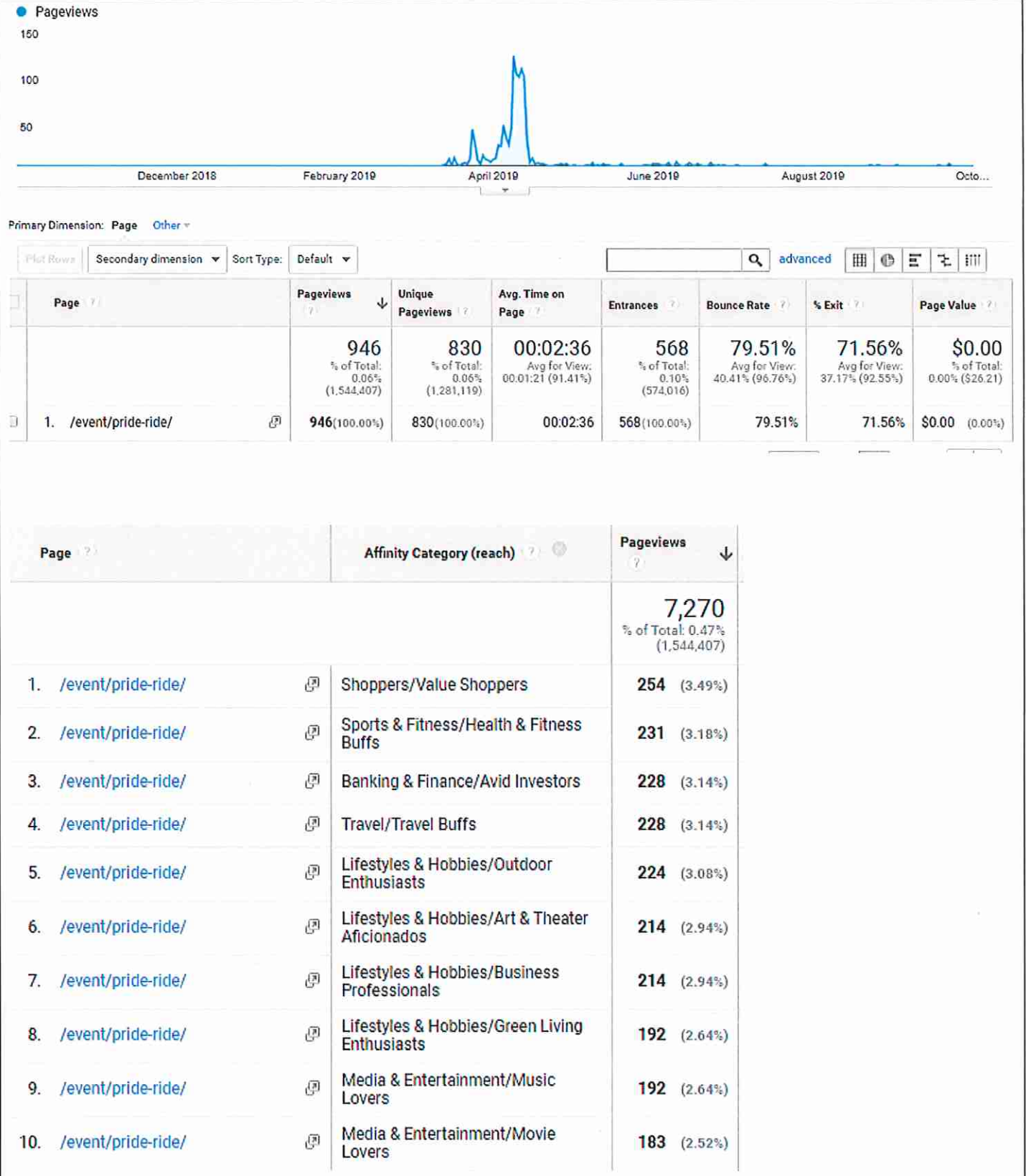
We captured a lot of great content from the event in 2019, including the drag race and rainbow parade. [Which can be found on google drive here.](#)

### Additional Demographic Information



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## Event Brief





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## Event Brief



Page 7		City ?	Pageviews ? ↓
			<b>1,020</b> % of Total: 0.07% (1,544,407)
1. /event/pride-ride/		Sacramento	<b>136</b> (13.33%)
2. /event/pride-ride/		San Francisco	<b>133</b> (13.04%)
3. /event/pride-ride/		Truckee	<b>57</b> (5.59%)
4. /event/pride-ride/		Reno	<b>44</b> (4.31%)
5. /event/pride-ride/		Tahoe City	<b>30</b> (2.94%)
6. /event/pride-ride/		Homewood	<b>25</b> (2.45%)
7. /event/pride-ride/		Incline Village	<b>25</b> (2.45%)
8. /event/pride-ride/		(not set)	<b>24</b> (2.35%)
9. /event/pride-ride/		San Jose	<b>18</b> (1.76%)
10. /event/pride-ride/		Sparks	<b>18</b> (1.76%)
11. /event/pride-ride/		South Lake Tahoe	<b>17</b> (1.67%)
12. /event/pride-ride/		Folsom	<b>13</b> (1.27%)
13. /event/pride-ride/		Elk Grove	<b>10</b> (0.98%)
14. /event/pride-ride/		Kings Beach	<b>9</b> (0.88%)
15. /event/pride-ride/		Oakland	<b>9</b> (0.88%)
Page ?		Age ?	Pageviews ? ↓
			<b>319</b> % of Total: 0.02% (1,544,407)
1. /event/pride-ride/		25-34	<b>124</b> (38.87%)
2. /event/pride-ride/		35-44	<b>82</b> (25.71%)
3. /event/pride-ride/		45-54	<b>56</b> (17.55%)
4. /event/pride-ride/		55-64	<b>41</b> (12.85%)
5. /event/pride-ride/		65+	<b>16</b> (5.02%)

## Event Budget for Pride Ride Weekend

> Expenses are based on the weekend

		Budgeted	Actual
<b>Total Expenses</b>		<b>\$21,597.20</b>	<b>\$0.00</b>
Site	Budgeted	Actual	
Tables & Chairs			
Tents/Structures			
Other			
Total	\$0.00	\$0.00	
Supplies	Budgeted	Actual	
Pride Flags	\$200.00		
Party Supplies	\$200.00		
Other	\$500.00		
Total	\$900.00		
Publicity	Budgeted	Actual	
In Market Advertising	\$1,250.00	\$0.00	
Out of Market Advertising	\$5,000.00		
Public Relations			
Total	\$6,250.00		
Event Labor	Budgeted	Actual	
Homewood Labor	\$300.00		
Event Promoter	\$5,000.00		
Other			
Other			
Total	\$5,300.00	\$0.00	
Food & Beverage	Budgeted	Actual	
Food @ 25.92% of Revenue	\$4,147.20		
N/A Beverage @ 2.81% of Revenue			
Liquor @ 12.60% of Revenue			
Wine @ 15.00% of Revenue			
Beer @ 4.07% of Revenue			
Labor @ 13.22% of Revenue			
Total	\$4,147.20		
Entertainment	Budgeted	Actual	
Performers	\$5,000.00		
Speakers			
Stage/Sound			
Hotel			
Other			
Total	\$5,000.00	\$0.00	
Giveaways	Budgeted	Actual	
Season Pass	\$500.00		
Swag	\$600.00		
Other			
Total			

### Out of Market advertising:

Gay Market News	\$2,000
Facebook	\$1,000
AdWords	\$1,000
Radio Advertising	\$1,000
Total	\$5,000

### In Market advertising:

Facebook	\$400
AdWords	\$300
Banner	\$50
101.5	\$100
Print	\$400
Total	\$1,250

## 2021 Special Event Partnership Funding Application

*Note: Refer to the "2021 Special Event Partnership Funding: Application Explanations" document for details and tips about the application.*

### Section 1: Contact Information

Special Event Name: Pride Ride "A weekend Out & About at Homewood"

Event Date: Friday, March 26 - Sunday, March 28, 2021

Event Host Organization: Homewood Mountain Resort

What other events have been produced by event promoter or host organization?

Craft Beer & Food Truck Festival (3x), Passholder Parties (throughout winter season) , 250+ person weddings (regularly), etc.

Event Mailing Address: PO Box 165 Homewood, CA 96141

Event Office Phone: 530-584-6839

Event Director or Producer: Lisa Nigon

Title: Marketing Director

Email: lnigon@skihomewood.com

Phone: 530-584-6839

Person Completing Application:

Title: Marketing Director

Email: lnigon@skihomewood.com

Phone: 530-584-6839

Event Website URL: <https://www.skihomewood.com/event/pride-ride/>

Unique Visitors in Past 12 Months: Unique Pageviews 937

Facebook Page URL: <https://www.facebook.com/HomewoodMountainResort/>

Number of Facebook "Likes": 18k Followers on Homewood's Page

Instagram Handle: @skihomewood

Number of Instagram Followers: 12.6k

Twitter Handle: @skihomewood

Number of Twitter Followers: 8,327

## **Section 2: Event Overview**

- Q2.1 Where will event take place? North Lodge, Homewood Mountain Resort. 5145 West Lake. Blvd.
- Q2.2 Will this be an annual event in the North Lake Tahoe region?
- ☒ Yes
- ☐ No (If "no", explain why)
- Q2.3 Including 2020, how many years has the event occurred in the North Lake Tahoe region? This will be the 2nd year.
- Q2.4 Can spectators (general public) attend event?
- ☒ Yes
- ☐ No
- Q2.5 Will there be a charge for spectators (general public) to attend the event?
- ☒ Yes (If "yes", provide ticket information: quantity, cost, etc.) Yes, guests will need to pay for lift tickets or other activities.
- ☐ No

## **Section 3: Financial**

- Q3.1 What is the dollar amount of Funding being requested? \$5,000 for Special Event Partnership Funding | \$8,000 Special Event Partnership Funding
- Q3.2 Summarize how Funding will be utilized? (Recap the marketing/promotional efforts that could be implemented with a funding award that otherwise would not be possible.) Special Event Partnership funding would allow us to increase our marketing efforts.
- Q3.3 If Partnership Funding is not awarded, will the event still take place?
- ☒ Yes
- ☐ No (If "no", explain why)
- Q3.4 If event does not receive Partnership Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies. The marketing plan would be focused on targeting in-market audience.
- Q3.5 Will event solicit additional sponsors, either cash or in-kind?
- ☒ Yes
- ☐ No (If "no", explain why)

## **Section 4: Marketing, Advertising, Public Relations**

- Q4.1 2021 In-Market Paid Advertising Budget: \$1,250 with funding | \$650 w/ out funding
- Q4.2 2021 Out-of-Market Paid Advertising Budget: \$5,000 with funding | \$600 w/ out funding
- Q4.3 Optional: 2020 Out-of-Marketing Public Relations Equivalency: NA

## **Section 5: Broadcast Opportunities (TV or Webcast)**



Q5.1 Does the event have media partners, either local and/or out-of-market?

- ☒ Yes (Identify partners – indicate whether the primary audience is in-market or out-of-market)  
We hope to again partner with Sacramento LGBT Community Center and re
- ☐ No

Q5.2 Will your event air on network TV, cable TV or Webcast as a scheduled broadcast?

- ☐ Yes (Continue to Q5.3)
- ☒ No (Skip to Section 6)

Q5.3 What is the broadcast coverage?

- ☐ Local
- ☐ Regional (Identify cities or DMAs)
- ☐ National
- ☐ International

Q5.4 Provide details about the applicable broadcast coverage and anticipated air dates.

- Network or Cable TV
  - Broadcast Affiliates:
  - Air Dates:
  - Program Length:
- Webcast
  - Provider:
  - Air Dates:
  - Program Length:
- Remarks, if any:

Q5.5 Are household ratings or viewership numbers available from the previous year's broadcast?

- ☐ Yes (Provide details)
- ☐ No

Q5.6 Can the NLTRA receive complementary commercial time during the broadcast as a sponsorship amenity?

- ☐ Yes
- ☐ No

Q5.7 Can the NLTRA receive promotional exposure (interviews, vignettes, etc.) during the broadcast?

- ☐ Yes
- ☐ No

Q5.8 If complementary commercial time and/or promotional exposure is available to the NLTRA, summarize opportunities.

## **Section 6: Lodging Partnerships**

Q6.1 Identify the event's Placer County lodging partners in 2020.  
In 2019 Basecamp

Q6.2 Identify the event's anticipated Placer County lodging partners for 2021. List type of partnership if one has already been established.

Basecamp, Peppertree, Tahoe Luxury Properties, Tahoma Cottages - and will try to add Granlibakken, Cedar Crest Cott

## **Section 7: Attendance**

Q7.1 2020 Spectator/Fan Attendance (or 2019 if canceled due to COVID-19) Specify:

- Unique Individuals: 137 - all numbers for 2019
- Overall Event Attendance: 150

Q7.2 2020 Participants in Attendance: 80

Q7.3 Explain how 2020 attendance (Q7.1 and Q7.2) was calculated. Please refer to the event recap.

Q7.4 Spectators/Fans: Based on the 2020 spectator/fan attendance figures (Q7.1), what percentage was from out-of-market? (Explain how percentage is calculated) 80% Please refer to event brief - website statistics and tick

Q7.5 Participants: Based on the 2020 participants attendance figures (Q7.2), what percentage was from out-of-market? (Explain how percentage is calculated) 70% Please refer to event brief - website statistics and ticket sal

Q7.6 2021 Projected Spectator/Fan Attendance:

- Unique Individuals: 600 w/out Funding | 1,200 w/ Funding
- Overall Event Attendance: 700 w/out Funding | 1,350 w/ Funding

Q7.7 2021 Projected Participants: 400 w/out Funding | 750 w/ Funding

Q7.8 Explain how 2020 attendance (Q7.6 and Q7.7) was calculated.  
See detail in event brief.

## **Section 8: Room Nights**

Q8.1 2020 Placer County Room Nights

- Paid Room Nights: Do not have confirmed data.
- Complimentary Room Nights: NA

Q8.2 Explain how 2020 room nights were calculated.

Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event? Vacation Rentals / Taho

Q8.4 2021 Placer County Room Nights

- Projected Paid Room Nights: 120 w/out Funding | 240 w/ Funding
- Projected Complimentary Room Nights: NA

Q8.5 Explain how 2021 room nights were calculated.  
\*Based on 40% of unique attendees staying 1 night. 2 people per room. See event brief.

## **Section 9: Event Staff & Board of Directors**

Q9.1 Is event produced by a paid staff or volunteer committee?



Paid Staff



Volunteer Committee

- Q9.2 Provide the names and positions of the events key staff/volunteers. Homewood Marketing Department, Mountain Ops, 6
- Q9.3 Provide the names of events Board of Directors, if applicable.

## **Section 10: Sponsors**

- Q10.1 Identify the top 5 sponsors of the 2020 event. Sacramento LGBT Community Center, Sudwerks Brewing, Splash Video 4
- Q10.2 Identify the top 5 sponsors that the event will target for 2021.  
Sacramento LGBT Community Center, Sudwerks Brewing, Splash Video Dance Bar in Reno, Basecamp, Other Lodging 4

## **Section 11: Acknowledgements & Electronic Signature**

- Q11.1 I am authorized to represent the event; information provided in application and supporting documents is truthful.
- ☒ Yes
- ☐ No (If "no", explain why)
- Q11.2 Event will be held annually in the North Lake Tahoe region and is not contingent upon receipt of funding to occur.
- ☒ Yes
- ☐ No (If "no", explain why)
- Q11.3 If Partnership Funding is awarded, partnerships will be secured with at least one Placer County lodging property.
- ☒ Yes
- ☐ No (If "no", explain why)
- Q11.4 Event will collaborate with the NLTRA (if requested) to collect survey information, or share existing information if event conducts their own survey.
- ☒ Yes
- ☐ No (If "no", explain why)
- Q11.5 If Partnership Funding is awarded, funds will only be utilized for event promotion and marketing.
- ☒ Yes
- ☐ No (If "no", explain why)
- Q11.6 If Partnership Funding is awarded, event will include the NLTRA logo and link on their website and in applicable advertising materials.
- ☒ Yes
- ☐ No (If "no", explain why)
- Q11.7 If Partnership Funding is awarded, event will issue a Liability Policy (\$1M per occurrence/\$2M aggregate), as well as name the NLTRA as an additional insured.
- ☒ Yes
- ☐ No (If "no", explain why)

Type your name and date, which denotes your signature as an authorized representative of the event.

Name: Lisa Nigon

Date: 10/4/2020

## Required Supplemental Documents

Document #1: Event Overview

- ☒ Yes, will submit  
☐ No, will not submit

Document #2: 2020 Profit & Loss Statement

- ☒ Yes, will submit  
☐ No, will not submit

Document #3: 2021 Event Budget

- ☒ Yes, will submit  
☐ No, will not submit

Document #4: Marketing/Promotional Plans – Part A: Marketing Plan Without Receipt of Funding, Part B:  
Marketing/Promotional Initiatives to be implemented with Receipt of Funding

- ☒ Yes, will submit  
☐ No, will not submit

Document #5: Potential Sponsorship Amenities to NLTRA

- ☒ Yes, will submit  
☐ No, will not submit

Document #6: OPTIONAL PR Equivalency for Out-of-Market

- ☐ Yes, will submit  
☒ No, will not submit



north lake tahoe

Chamber | CVB | Resort Association

## MEMORANDUM

Date: 01/29/2021

TO: NLTRA Board of Directors

CC: Jeffrey Hentz, CEO

FROM: Bonnie Bavetta, CFO

RE: NLTRA Chamber Membership and Chamber Cash Position

---

### Action(s) Requested:

Possible direction to staff regarding membership dues collection and Chamber of Commerce operations modifications.

### Background:

The North Lake Tahoe Chamber of Commerce is funded by membership dues, net income from the Annual Chamber Awards Dinner, and various member activities. The 2020/21 budget included \$125,000 in Membership dues, \$30,000 in net results from the Awards Dinner, and \$7,000 in net results from other activities.

Membership dues is invoiced annually for each member, with some invoicing taking place every month of the year. Membership dues invoiced from January 2020 through December 2020 totaled approximately \$133,000, of which \$92,000 remains uncollected. January invoices accounted for over 58% of our annual invoice total. Of the roughly \$77,000 invoiced in January 2020, \$38,000 remains unpaid. We have not pursued collection on any past due invoices and have not followed up with monthly statements showing outstanding balances, due to sensitivity to the economic impact to our business community resulting from the poor ski season last winter and the COVID-19 pandemic conditions that followed. We are currently operating with a negative cash balance for the Chamber which is not allowed to be funded by TOT dollars. We are also due to invoice members with January renewals, many of which have a year old outstanding balance.

To bring the cash position of the Chamber to a neutral or positive state, we are proposing a few options and would appreciate board input on these actions:

1. Reduce staffing allocated to the Chamber activities.
2. Further reduce Chamber expenses wherever possible.
3. Approach those business with outstanding balances that we believe may not have been severely impacted by the Covid-19 restrictions for support of the Chamber through payment of their past due balances.
4. Invoice January 2021 membership renewals with the option of monthly payments to reduce any burden and to alleviate concerns about overlap between their membership period and the start of the TBID.

### Fiscal Impact:

The desired impact is to improve the cash position of the Chamber, bringing it to a neutral or positive position.

### Attachments:

None.



FY 2020-21 Fall TMP Grant CAP Committee Recommendation		
Applicant	Project Name	TOT Funds Recommended by CAP Committee
Northstar Community Services District	Martis Valley Trail	\$ 500,000.00
Tahoe Rim Trail Association	Ward Creek Trail Reroute Phase 1	\$ 10,125.00
North Tahoe Public Utility District	Pam Emmerich Memorial Pinedrop Trailhead Improvements	\$ 109,000.00
Placer County Department of Public Works	SR 89 / Fanny Bridge Community Revitalization Project	\$ 300,000.00
Northstar Community Services District	Northstar Drive Tompkins Memorial Trail Extension	\$ 5,000.00
Tahoe City Public Utility District	North Lake Tahoe Active Recreation Facility Needs Assessment	\$ 75,000.00
Placer County Department of Public Works	Tahoe City Downtown Access Improvements	\$ 75,000.00
Squaw Valley Ski Museum Foundation	SNOW Museum Phase 5	\$ 75,000.00
		\$ 1,149,125.00

## **TRAIL PLANNING AND CONSTRUCTION – TIER 1 PRIORITY**

**PROJECT NAME/AMOUNT:** Martis Valley Trail - \$500,000

**APPLICANT:** Northstar Community Services District (NCSD)

**PROJECT PHASE:** Construction and Environmental Planning

These funds will continue to support a 10-foot-wide paved multipurpose recreation trail approximately nine miles long connecting the Northstar Village with the Town of Truckee and ultimately the Tahoe basin as well as existing paved and unpaved trails along its route. The total project cost of \$10-13 million includes all planning, environmental, permitting, and construction. The funds will support the design and construction of segments 1B-2, 3A, 3B, 3F, 3E, and 4. NCSD and Placer County have been successful in securing the following matching funds for the project: \$3,000,000 in TOT funds previously approved by your Board, \$1,100,000 in NCSD Bond Funding, \$2,550,000 in Park Dedication Fees, \$177,952 in Prop 68 Per Capita Grant funds, \$165,757 in Zone Of Benefit Reserves, a \$254,150 Housing Grant, \$2,230,000 in Federal Congestion Mitigation and Air Quality funding, and a \$50,000 Tahoe Mountain Resorts Foundation Grant.

**PROJECT NAME/AMOUNT:** Ward Creek Trail Reroute Phase 1- \$10,125

**APPLICANT:** Tahoe Rim Trail Association

**PROJECT PHASE:** Construction

The Ward Creek Trail Reroute Phase 1 is the first part of a larger plan to reroute the Tahoe Rim Trail off active and closed logging roads around Ward Canyon. These funds will provide non-motorized trail users with sustainable and enjoyable single-track trail. The first phase of this project will construct a trail near Granlibakken to Deer Park Road. The total project cost is \$11,250. This includes a match in the amount of \$1,125 from the Tahoe Rim Trail Association.

**PROJECT NAME/AMOUNT:** Pam Emmerich Memorial Pinedrop Trailhead Improvements - \$109,000

**APPLICANT:** North Tahoe Public Utility District

**PROJECT PHASE:** Construction

This project will develop the Pam Emmerich Memorial Pinedrop Trail trailhead in the North Tahoe Regional Park which will serve trail users that travel through the north shore trail network. The project includes a 1,800 square foot hardscape shade structure, bench/picnic table, drinking fountain and bottle filler station, bike fixit station, bike racks, and irrigation/waterline improvements. The total project cost is \$187,000. A match in the amount of \$65,000 will be provided by the North Tahoe Public Utility District and \$13,000 in community donations.

**PROJECT NAME/AMOUNT:** Northstar Drive Tompkins Memorial Trail Extension- \$5,000

**APPLICANT:** Northstar Community Services District

**PROJECT PHASE:** Construction

This project will purchase rapid flashing illuminated crosswalk signs for the Tompkins Memorial Trail along Northstar Drive to provide connection along a missing link between Beaver Pond

Circle and the trail terminus to the west. The total project cost is \$9,000. A match in the amount of \$4,000 will be provided by Northstar Community Services District.

#### **TRANSPORTATION – TIER 2 PRIORITY**

**PROJECT NAME/AMOUNT: SR 89/Fanny Bridge Community Revitalization Project - \$300,000**

**APPLICANT: Placer County Department of Public Works**

**PROJECT PHASE: Construction/Implementation**

The SR 89/Fanny Bridge Community Revitalization Project realigns SR 89 in Tahoe City with construction of a new bridge over the Truckee River adding an additional connection with the West Shore utilizing two additional roundabouts, replaces the historical Fanny Bridge, replaces the existing "Wye" intersection with a roundabout, and enhances bike, pedestrian, transit connections within Tahoe City. Your board approved funds in the amount of \$2,190,000 for this project. The total project cost is \$52,740,794. Matching funds in the amount of \$50,550,794 were also provided by the Federal Land Access Program and the Tahoe City Public Utility District.

#### **VISITOR ACTIVITIES AND FACILITIES – TIER 2 PRIORITY**

**PROJECT NAME/AMOUNT: North Lake Tahoe Active Recreation Facility Needs Assessment - \$75,000**

**APPLICANT: Tahoe City Public Utility District**

**PROJECT PHASE Planning**

This project will fund phase II of the North Lake Tahoe Active Recreation Facility Needs Assessment (Assessment) developed jointly between the Tahoe City Public Utility District (TCPUD) and the North Tahoe Public Utility District (NTPUD). The purpose of the joint Assessment is to evaluate the feasibility, necessity, and desirability of new, modified, and/or consolidated recreational facilities across a regional area. Phase I of the Project included the facilitation of stakeholder workshops. Input was gathered from approximately 30 partners and highlighted preliminary information regarding what active recreation opportunities are important and desirable for the North Tahoe/Truckee region. Phase II will be a consultant-led technical analysis that will identify opportunities and constraints through the production of site analyses, conceptual designs, and cost estimates. Additionally, it will examine existing and future use patterns to maximize the efficient use of facilities and resources across the shared service area of both TCPUD and NTPUD. The total project cost is \$250,000. Matching funds in the amount of \$175,000 will be provided by the TCPUD and NTPUD.

**PROJECT NAME/AMOUNT: Tahoe City Downtown Access Improvements - \$75,000**

**APPLICANT: Placer County Department of Public Works**

**PROJECT PHASE: Planning and Design**

This project will fund the continued planning and design for a parking plan in the downtown Tahoe City Corridor. The Project encompasses improvements to circulation and parking in the northeastern portion of the Tahoe City downtown area. The area between the Cobblestone

Center and the existing Grove St. public parking lot will be utilized for an expansion of the Grove St. parking lot, and construction of pedestrian access improvements to the businesses and recreational amenities in the area. Your board approved funds in the amount of \$235,000 for this project. The total project cost for planning and design is \$310,000. The project has secured an additional \$600,000 in STBG funds for future construction phases.

**PROJECT NAME/AMOUNT: Project SNOW - Phase 5 - \$75,000**

**APPLICANT: Squaw Valley Ski Museum Foundation**

**PROJECT PHASE: Planning and Design**

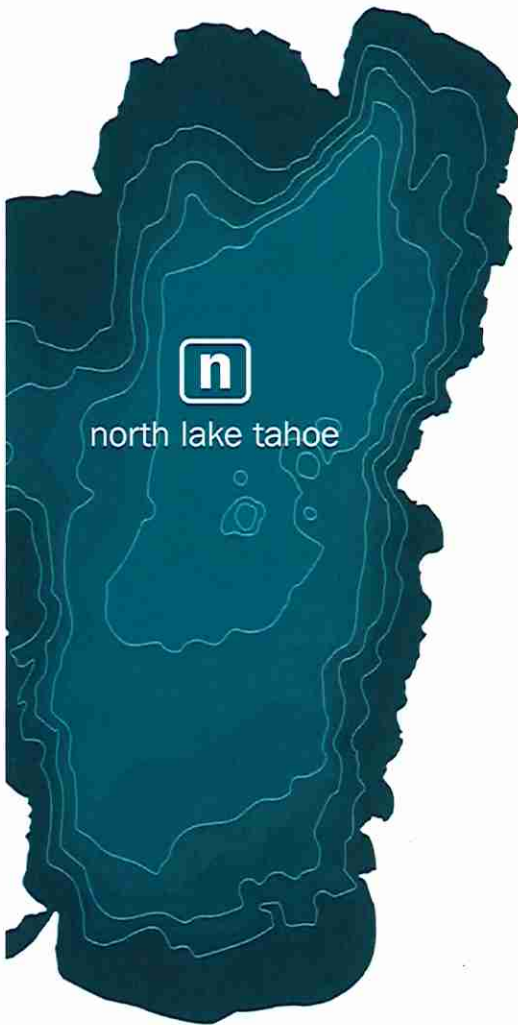
This project phase includes website design, newsletters, print, and design of marketing collateral and public outreach. Funds will also support additional project design and environmental analysis. Your Board has allocated over \$500,000 in TOT funds to this project since 2008 for outreach, fundraising, project design and initial studies for the Environmental Questionnaire. The total project cost for this phase is \$285,000. A match in the amount of \$210,000 will be provided by the Museum Foundation.

# CONSUMER CAMPAIGN



north lake tahoe





## OBJECTIVES

- Promote responsible travel and safety.
- Continue to position North Lake Tahoe as a four-season destination; reinforce multi-town experience.
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy.
- Increase midweek travel and/or extended overnight stays.
- Increase awareness of experiences and activities throughout destination.
- 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.

# CONSUMER SENTIMENT INSIGHTS

## Visit California

- 87% of people miss traveling
- 32% have started planning in anticipation of a vaccine
  - 51% of Californians are planning or dreaming of travel
  - 70% of Californians took a planning action in the past week (includes daydreaming)
- 3 out of 4 Visit CA recovery campaigns tested above pre-COVID benchmark levels
  - Safety oriented content was valued by risk adverse and cautious consumers but was more negative among normal mindset consumers.
  - Consumers want inspiration, and long for a return to normal.
  - Consumers have COVID fatigue and with the vaccine rollouts they are starting to feel hope.

## Destination Analysts

- Feelings of travel avoidance are easing, travel readiness mindset is growing
- Americans are more open to travel inspiration than at any other point in the pandemic
- The majority of American travelers do not plan to leisure travel in Q1, but 37.5% do.
- COVID fatigue will continue in the next 3 months, with greater budget consciousness, and targeting less crowded and outdoor-oriented destinations
- With the vaccine rollout slower than anticipated, fewer Americans are optimistic about life returning to normal and being able to travel safely in the next 6 months.
- 25%+ of American travelers have started planning future trips in anticipation of the COVID-19 vaccine being widely available.



## VISIT CALIFORNIA INITIATIVES

- The Visit CA recovery messaging pillars are:
  - Safety
  - Economic Recovery
  - Inspiration
- Plan to initially target in-state and active travel intenders
  - They will not target markets with current stay at home orders.
- They will roll out their recovery campaign in three layers over a 6-month period:
  - In-State: Calling All Californians Campaign (6 months)
  - In-State & National: California Road Trip Republic Campaign (3 months)
  - National: What If Campaign (3 months)
- Launching co-op campaigns for stakeholders to participate in at Outlook Forum (2/18 & 2/19)
- Will begin reporting on Domestic Visitor Profiles by CA Regions monthly



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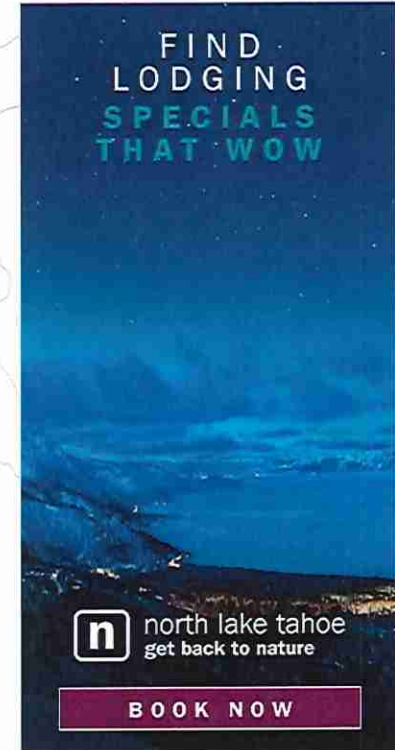


# WINTER CAMPAIGN



north lake tahoe


## Winter Wow – Digital Banners





## Winter Wow – Social Ads

Check out our Know Before You Go informational guide to safely and responsibly plan your winter getaway.

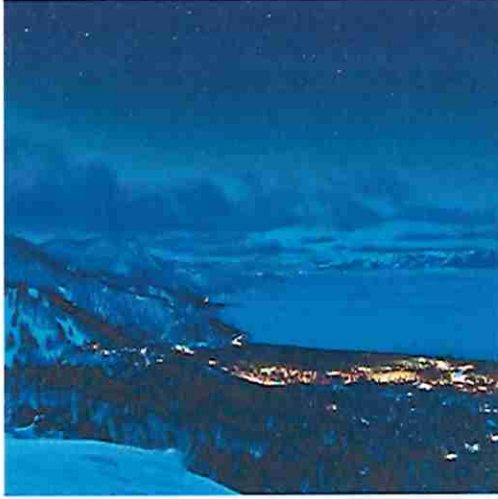


GOTAHOENORTH.COM  
**Safely Get Back to Nature**  
Discover a winter that wows.

LEARN MORE

Like Comment Share

We're prepared to welcome you safely. Book your getaway and discover what makes North Lake Tahoe a world-class destination.



GOTAHOENORTH.COM  
**Explore Lodging Specials That Wow**

BOOK NOW

Like Comment Share

## Winter Wow – Social Ads

One destination. 12 ski resorts. Endless wow.  
Get back to nature and explore North Lake  
Tahoe midweek to escape the crowds.



GOTAHOENORTH.COM  
**Find Your Winter Wow**  
Plan your winter escape now.

LEARN MORE

Like Comment Share

Clear skies. Clear mind. Clear your schedule.  
Safely get back to nature and discover a  
winter that wows!



GOTAHOENORTH.COM  
**Enjoy Fewer Crowds  
Midweek**

LEARN MORE

Like Comment Share

Your magical winter playground awaits. Get  
the family together to safely enjoy Winter  
Wow.

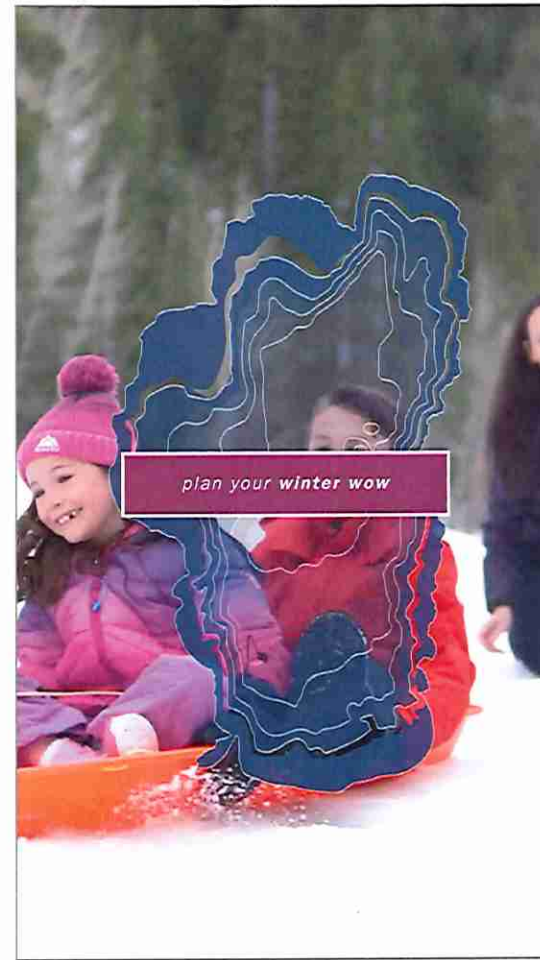
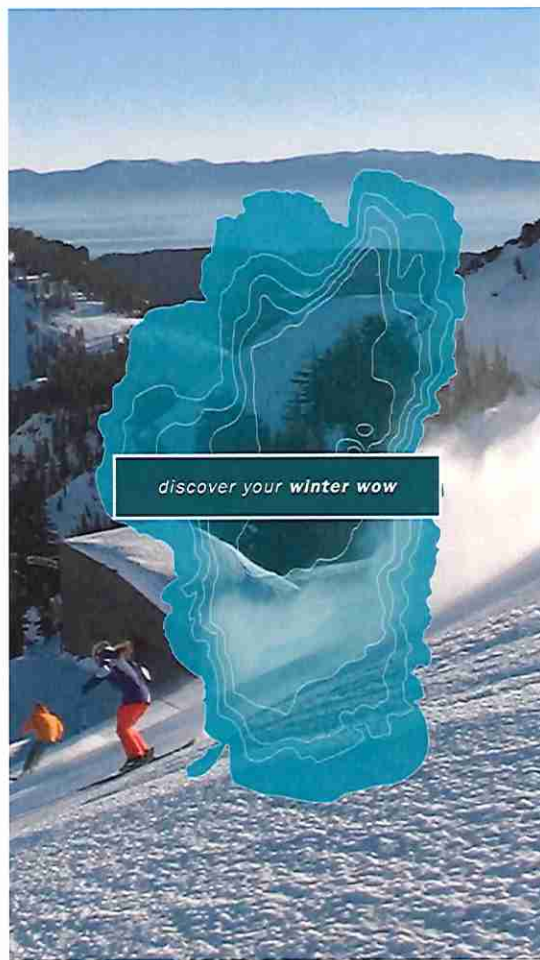
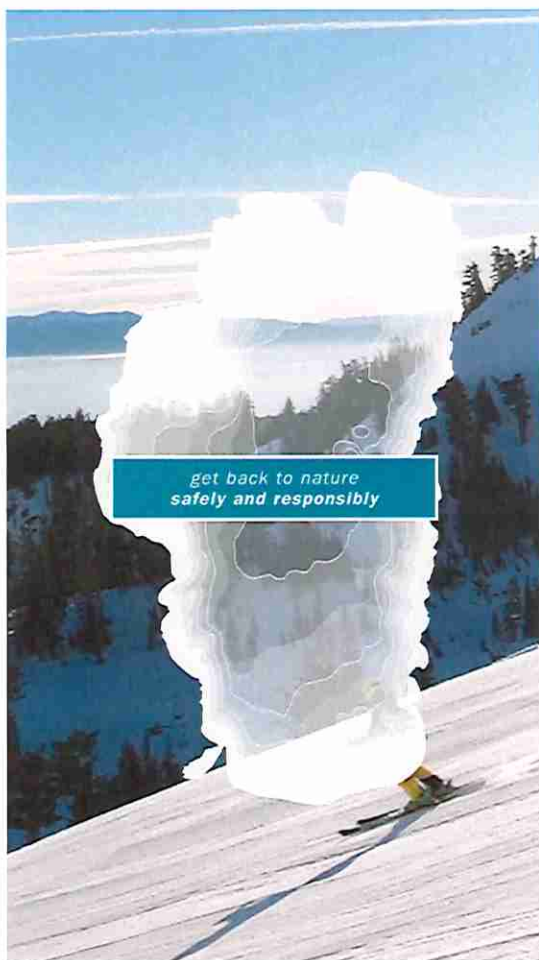


GOTAHOENORTH.COM  
**Get Back to Nature**  
Get back to reconnecting.

LEARN MORE

Like Comment Share

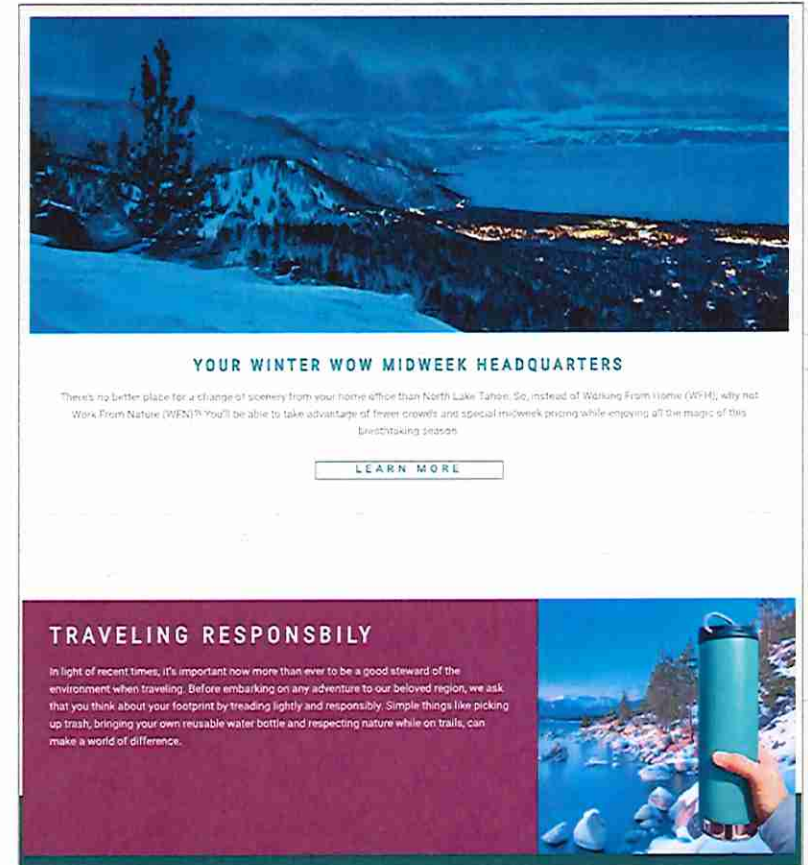
## Winter Wow – Instagram Stories/TikTok





## Winter Wow - Landing Page

- Updated all content to align with the current pandemic climate.
- Lead with activities that rank highly preferred by consumer sentiment studies.
- Tied in approachable activities to reach all persona types, highlighting locations across the region.
- Added sections to promote the KBYG winter guide, encourage midweek travel and include sustainable travel messaging.



# SPRING CAMPAIGN



north lake tahoe

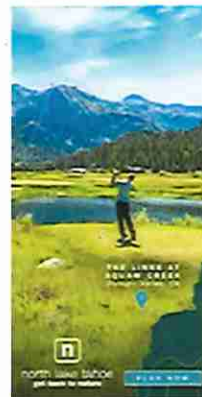


# Dual Days – Digital Banners

## FAMILY 300x600



## BOOMER 300x600



# Dual Days – Digital Banners

## MILLENNIAL

300x600



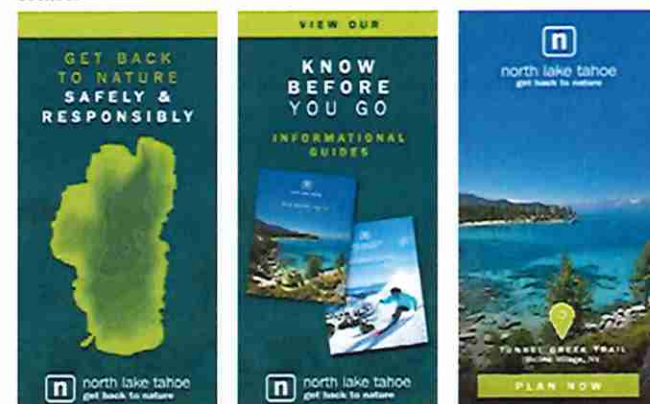
## RETARGETING - LODGING FOCUS

300x600

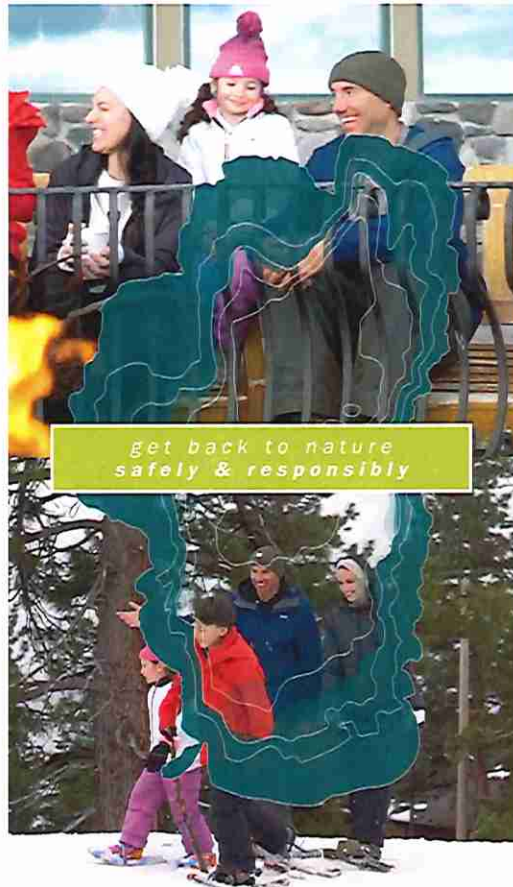


## KNOW BEFORE YOU GO

300x600



## Dual Days – Instagram Stories





## Dual Days - Landing Page

- Updated all content.
- Lead with activities that rank highly preferred.
- Tied in approachable activities to reach all persona types, highlighting locations across the region.
- Added sections to promote the KBYG guides, encourage midweek travel and include sustainable travel messaging.





**Thank you!**



# 20/21 Consumer & MCC Campaigns



north lake tahoe

An aerial photograph of a vibrant turquoise lake. The water's surface is textured with ripples and reflects the sky. Lush green evergreen trees line the right and bottom edges of the frame. Several large, smooth white rocks are visible in the lower-left and center-right areas of the lake.

# AGENDA

- **MCC**
  - **Objectives**
  - **Paid Tactics**
  - **Creative Executions**
- **Consumer**
  - **Objectives**
  - **Paid Tactics**
  - **VCA Findings**
  - **Winter Creative Executions**
  - **Spring Creative Executions**



# MCC CAMPAIGN



north lake tahoe



## 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.
- Scale the Get Back to Nature messaging for MCC audiences.
- 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

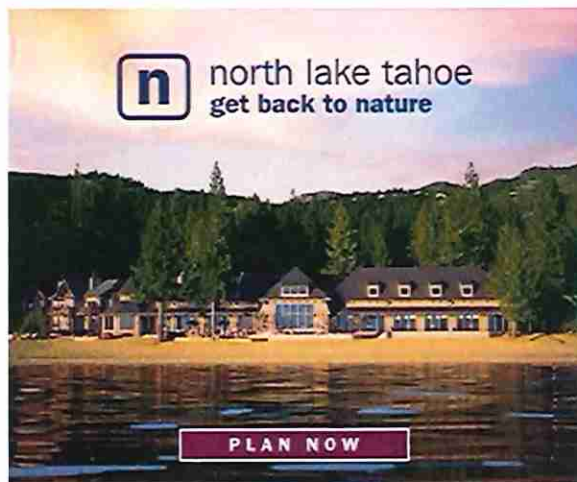
North Lake Tahoe 2020-21																										
CAMPAIGN: MCC	December				January					February				March				April				May				
	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24
DIGITAL ADVERTISING																										
Search Marketing		1770			485					485				685				500				500				
Programmatic Display/ Native		2630			1302									1302				1302								
Lead Gen (MT)		3800																								
eHandbook (MT)					2901																					
Programmatic Video (DSP)		1328			1327					1327				1327				1327								
Digital Total	9528				6015					1812				3314				3129				500				
PAID SOCIAL																										
LinkedIn		1000			800					854				1327				1655				1000				
Social Audience Matching (MT)		3200			1067					1067				1067												
Paid Social Total	4200				1867					1921				2394				1655				1000				
EMAIL																										
Prospecting Email						1327									1327				2655				1327			
Email Total	0				1327					0				1327				2655				1327				
Adserving	25				25					25				25												



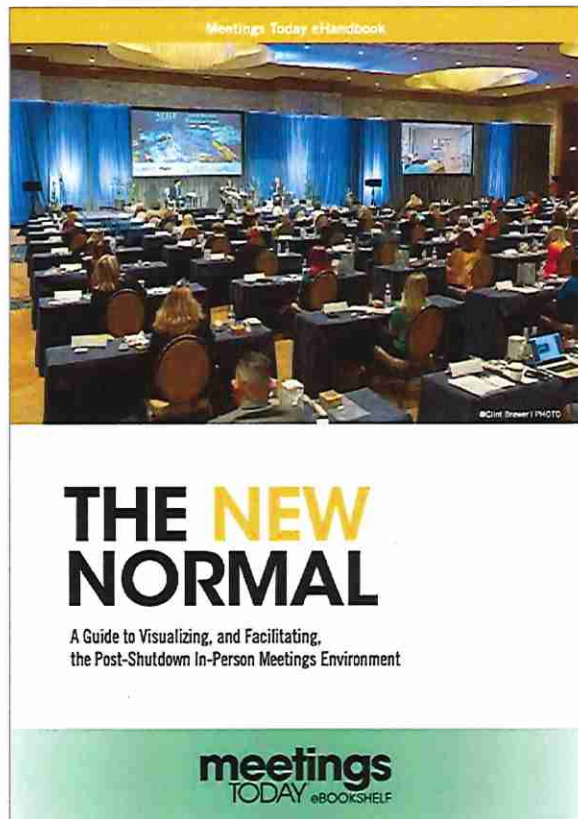
north lake tahoe



## CREATIVE - DISPLAY



## 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](https://gotahoenorth.com/meetings) or call 1-800-462-5196 to learn more and book your next event.



## Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1472 Units ("DestiMetrics Census\*\*") and 45.58% 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 (Dec) changed by (-57.3%)	Occupancy (Dec) :	21.3%	49.9%	-57.3%
North Lake Tahoe ADR for last month (Dec) changed by (-7.4%)	ADR (Dec) :	\$ 440	\$ 475	-7.4%
North Lake Tahoe RevPAR for last month (Dec) changed by (-60.5%)	RevPAR (Dec) :	\$ 94	\$ 237	-60.5%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Jan) changed by (-47.2%)	Occupancy (Jan) :	23.6%	44.7%	-47.2%
North Lake Tahoe ADR for next month (Jan) changed by (11.8%)	ADR (Jan) :	\$ 411	\$ 368	11.8%
North Lake Tahoe RevPAR for next month (Jan) changed by (-41.0%)	RevPAR (Jan) :	\$ 97	\$ 164	-41.0%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-26.2%)	Occupancy	39.3%	53.2%	-26.2%
North Lake Tahoe ADR for the past 6 months changed by (18.8%)	ADR	\$ 419	\$ 353	18.8%
North Lake Tahoe RevPAR for the past 6 months changed by (-12.3%)	RevPAR	\$ 165	\$ 188	-12.3%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-31.2%)	Occupancy	15.3%	22.3%	-31.2%
North Lake Tahoe ADR for the future 6 months changed by (15.6%)	ADR	\$ 391	\$ 338	15.6%
North Lake Tahoe RevPAR for the future 6 months changed by (-20.5%)	RevPAR	\$ 60	\$ 75	-20.5%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Dec 31, 2020 vs. Previous Year				
Rooms Booked during last month (Dec,20) compared to Rooms Booked during the same period last year (Dec,18) for all arrival dates has changed by (-88.1%)	Booking Pace (Dec)	0.9%	7.4%	-88.1%

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

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

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## Monthly Report December 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 12/31/20:	\$1,059,448	\$3,446,597	-69%
Number of Room Nights:	4,709	16025	-71%
Number of Delegates:	2236	8340	-73%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

<u>Monthly Detail/Activity</u>	<u>December-20</u>	<u>December-19</u>	
<u>Number of Groups Booked:</u>	0	4	
Revenue Booked:	\$0	\$155,480	-100%
Room Nights:	0	687	-100%
Number of Delegates:	0	197	-100%

Booked Group Types:		2 Corp, 1 Assoc., 1 Govt.	
Lost Business, # of Groups:	1	22	-95%

<u>Arrived in the month</u>	<u>December-20</u>	<u>December-19</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$55,138	-100%
Room Nights:	0	441	-100%
Number of Delegates:	0	363	
Arrived Group Types:		1 Corp., 1 Assoc.	

<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%
Booked Group Types:	1 CA Assoc.	3 Corp., 5 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.	

<b>Monthly Detail/Activity</b>	<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%
		4 Corp., 1 Non-	
Booked Group Types:	1 Assoc.	Profit	
Lost Business, # of Groups:	2	35	-94%

<u>Arrived in the month</u>	<u>September-20</u>	<u>September-19</u>	
Number of Groups:	0	9	
Revenue Arrived:	\$0	\$493,612	-100%
Room Nights:	0	2281	-100%
Number of Delegates:	0	697	
	1 Corp, 1 Non-	5 Corp., 3	
Arrived Group Types:	Profit	Assoc., 1 Govt.	

<b>Monthly Detail/Activity</b>	<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%
	1 Corp. 1 SMF	4 Corp., 1 Assn.	
Booked Group Types:	14	35	-60%
Lost Business, # of Groups:			

<u>Arrived in the month</u>	<u>August-20</u>	<u>August-19</u>	
Number of Groups:	1	10	
Revenue Arrived:	\$6,965	\$875,661	-99%
Room Nights:	53	3335	-98%
Number of Delegates:	17	2141	
Arrived Group Types:	1 Corp	9 Corp., 1 Assn.	

<b>Monthly Detail/Activity</b>	<u>July-20</u>	<u>July-19</u>	
<u>Number of Groups Booked:</u>	0	6	



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

<b><u>Arrived in the month</u></b>	<b><u>July-20</u></b>	<b><u>July-19</u></b>	
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	

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

NUMBER OF LEADS Generated as of 12/31/20:	<b>38</b>
YTD 12/31/19:	160
YTD 11/30/18:	152

**Total Number of Leads Generated in Previous Years:**

2019/2020	252
2018/2019	320
2017/2018	302
2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205



December 2020  
Conference Report

**NEW MEETINGS & RFPs DISTRIBUTED:**

1. BASF– Innovation Symposium, 11/4/2021-11/8/2021, 700 room nights, 300 people

**NEW INQUIRIES:**

1. HPN – 75565, 5/22/2021-5/26/2021, 220 room nights, 110 people
2. Asian Real Estate Association – 2021 Fair Housing & Diversity Meeting, 4/7/2021-4/9/2021, 100 room nights, 100 people
3. Neustar, Inc. - COE Event, 9/20/2021-9/25/2021, 165 room nights, 80 people
4. Believe Media – Film Crew & Production, 1/20/2021-1/23/2021, 180 room nights, 60 people
5. Two Rock Ventures – Scouting Location Crew, 12/26/2020-1/1/2021, 42 room nights, 6 people

**CONFERENCE SALES PROJECTS & CONFERENCE/VIDEO CALLS**

- Staff created and finalized the NLT CRM IDSS Sales Training Manual
- Staff continues to add additional/new planners from MPI to our IDSS database
- Staff reach out to new HelmsBriscoe Associates the joined the organization with welcome emails with our new incentive along with conference resources.
- Newsletters:
  - Season's Greetings newsletter went out on December 22, 2020 to 1686 planners located in West Coast States. The e-blast newsletter had a 25% open rate.
  - Happy Holidays newsletter went out on December 23, 2020 to 817 planners in the Central and South East State. The e-blast newsletter had a 16% open rate.
  - Know Before You Go – MCC Guide to database of 500 meeting planners. The e-blast newsletter had a 16% open rate.

**TRADE SHOWS & EVENTS:**

- December 7, 2020 HPN Annual Partner Conference
  - Attached is the summary.
- December 16-17, 2020, CalSAE Seasonal Spectacular Virtual Trade Show. Staff attended this event with representatives from Resort at Squaw Creek and Village at Squaw Valley. This year's event had 280 meeting planners register and attend. Staff and our property representatives had 47 appointments. See the attached recap for further information on the event along with the CVB's appointments.
  - Attached is the summary.

**MARKETING & PUBLIC RELATIONS:**

- Launched the Know Before You Go Meeting & Conventions Guide

- Launched the marketing plan for the Know Before You Go MCC Guide, which includes:
  - Lead Generation Program
  - LinkedIn Ads
  - Programmatic Display Ads
  - Email Newsletters
  - Paid Search
  - Meetings Today Advertorial

#### **SITE INSPECTIONS:**

Staff joined on the recent virtual site on Dec 3, 2020:

- **American Bar Association** - 2022 Planning Retreat - 178 room nights, 50 people – This program had chosen North Lake Tahoe for 2021 and was deciding between the Hyatt Regency and the Resort at Squaw Creek. Initial virtual sites have already been conducted. They are now only considering 2022 for back to back meetings with the Fall Conference below.
- **American Bar Association** – 2022 Fall Conference - 835 room nights, 500 people – This program had chosen North Lake Tahoe for 2021 but decided to not hold this meeting in 2021. Initial virtual sites had already been conducted.

#### **CHICAGO EFFORTS:**

- North Lake Tahoe was featured on the Chicago Destination Reps social media sites, Facebook, Instagram and Linked-In.
- Mailed and personally dropped off Christmas/Holiday Cards and Lake Tahoe masks to top clients.
- Participated in a Live Community Service Event at the Chicago Food Depository with clients and the Destination Reps. Dec 2nd, 2020

### **HPN 2020 Annual Global Partner Conference December 7-8**

Bart Peterson attended the conference virtually. This years event was a hybrid event with attendees in person in Scottsdale, AZ and virtually. He had 20 scheduled appointments and one no-show. HPN is the only major company of its kind that operates its own internal sourcing system. Planners stressed the value of their network for referrals. Here are the appointment highlights:

1. NEW lead: 75565 L&HM Incentive 2022 for 110 people May 22-26, 2022. Sourced Granlibakken, Village at Squaw Valley, Resort at Squaw Creek, Northstar and Ritz-Carlton.
2. Brien Arone, Vice President, Global Accounts. Sarasota, FL. Potential program for 75 people on average in Spring 2021. 15 year background with Ritz-Carlton.
3. Jessica Bernhardt, Vice President, Global Accounts. South Carolina. Client base executive level groups on the East Coast. Potential program of 60 people on peak Fall 21'.
4. Allison Chagnon-Cavalluzzi, Vice President, Global Accounts. South Carolina. Possible program third week of July 21' for 40 person board meeting.
5. Tracy Stein, Vice President, Global Accounts. Chicago, IL. Very familiar with our destination as she lived in Incline Village previously and close friends with our Chicago Rep, Denise Cmiel.
6. Paul Miller based in Sacramento, knows our destination very well, values CVB relationship, no current RFP's however.
7. Shelagh Fuller, VP, Global Sales. Phoenix, AZ.
8. Tulcy Jones, Vice President, Global Accounts. Phoenix, AZ. Referred me to Christine Kavanagh who has program 75565 L&HM Incentive 2022 for 110 people May 22-26, 2022, which she sourced NLT properties as a result.



9. Steve Griffith, Vice President, Global Accounts. Potential optical group program for April 21' of 100 people.
10. Susan Raible, VP Global Accounts. Lake Wales, FL.
11. Troy Whelan, Vice President, Global Accounts. Minneapolis, MN. Primarily works with medical field. Values CVB relationship.
12. Laurel Wykes, Global Account Director. San Diego, CA. Clients include smaller associations from 30-300 and board meetings.
13. Gilbert Zeind, Global Account Director. Boston, MA.
14. Kim Zukoski, Vice President, Global Accounts. Tampa, FL.
15. Jennifer Witherington, Vice President, Global Accounts. San Francisco, CA. Potential program May 21'.
16. Araceli Cadena, Global Account Director. Los Cabos, Mexico. Clients mainly from finance industry. Potential for program for Q2 or Q3 21'.
17. Cheryl Cipriano, VP Global Accounts. Phoenix, AZ. Potential program for Ritz or Hyatt.
18. Caroline Crumpton, Vice President, Global Accounts. Fernandina Beach, FL. Clients from mid west in corporate, association and incentive, but no current RFP's.
19. Julia Willmott, Global Account Director. Las Vegas, NV. Knows the destination very well as a result of working for the RSCVA previously.
20. Edgardo Barrantes, Vice President, Global Accounts. San Diego, CA.



## CALSEA'S SEASONAL SPECTACULAR RECAP

December 15-16, 2020, Virtual

The association community came together to discover, inspire, and connect at our first-ever virtual Seasonal Spectacular. We engaged in two days of virtual tradeshow exhibits, one-on-one appointments, fun and engaging networking, and great education programs. This year's event was a virtual one that included an appointment show, education programs, and networking opportunities such as a virtual happy hour trivia game.

Over 280 planners registered and attended this year's event. The North Lake Tahoe CVB's virtual booth included hotel partners: Resort at Squaw Creek and the Village at Squaw Valley.

Spent

North Lake Tahoe Convention & Visitors Bureau, Resort at Squaw Creek & The Village at Squaw Valley

**Company Information:**

**Address:**  
701 North Lake Blvd  
North Lake, CA 96163, US

**Phone:** (530) 961-7100  
**Website:** [www.northlake.com](http://www.northlake.com)  
**Email:** [info@northlake.com](mailto:info@northlake.com)

**About Us:**  
North Lake Tahoe Convention & Visitors Bureau is a non-profit organization dedicated to promoting the North Lake Tahoe region as a premier destination for business, leisure, and education. We provide a wide range of services to our visitors, including information, transportation, and accommodation.

**Featured Products:**

- Convention & Visitors Bureau
- Convention & Visitors Bureau
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- Convention & Visitors Bureau
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- Convention & Visitors Bureau
- Convention & Visitors Bureau

**Information & Links:**

**North Lake Tahoe Meetings & Events:**  
[North Lake Tahoe Meetings & Events](#)

**Resort at Squaw Creek Meetings & Events:**  
[Resort at Squaw Creek Meetings & Events](#)

**The Village at Squaw Valley Meetings & Events:**  
[The Village at Squaw Valley Meetings & Events](#)

**Downloads & Literature:**

**North Lake Tahoe Meetings & Events Literature:**  
[Download PDF](#)

**Resort at Squaw Creek Meetings & Events Literature:**  
[Download PDF](#)

**The Village at Squaw Valley Meetings & Events Literature:**  
[Download PDF](#)

**Booth Staff:**

**David Cheng**  
Commission on POST (Peace Officer Standards and Training)  
david.cheng@post.ca.gov  
(916) 227-4855

**Mike Pugh**  
County of Nevada  
Mike Pugh

**Chris Porey**  
County of Nevada  
Chris Porey

**Video Gallery:**

**North Lake Tahoe Meetings & Events Literature:**  
[Download PDF](#)

**Resort at Squaw Creek Meetings & Events Literature:**  
[Download PDF](#)

**The Village at Squaw Valley Meetings & Events Literature:**  
[Download PDF](#)

The following are Appointment Notes from the CVB's 17 appointments:

1. David Cheng  
Commission on POST (Peace Officer Standards and Training)  
david.cheng@post.ca.gov  
(916) 227-4855

Met with David. No meetings or events at this time. Organization does 30-40 meetings per year. Generally around 25 people. Group Rates at State per diem \$90 per night.

2. Nina Buthee  
EveryChild California  
nina@everychildca.org  
(916) 443-5919  
This organization has 3 conferences per year: Operations and Management Summit (June), Great Administrators (July), and the Annual Fall Technical Assistance. Plus June-July Board Retreat for 40 people. North Lake Tahoe bid on the 2020 Great Administrators Event that was awarded to Santa Barbara. 215 room nights, 150-200 ppl, midweek. Rates \$220-250.
3. Stacey Siqueiros  
Association of CA Water Agencies  
staceys@acwa.com  
(916) 669-2386  
This Association does two conference per year in the Spring and Fall. These events are 1000-1500 people events. Training events from this organization are best suited for North Lake Tahoe properties such as their Continuing Legal Education Events (CLE), 100-150 people, that take place in the Fall.
4. Edie Martinelli  
Academic Senate for CA Community Colleges (ASCCC)  
edie@asccc.org  
(916) 445-4753
5. April Lonero  
Academic Senate for CA Community Colleges (ASCCC)  
april@asccc.org  
(916) 445-4753  
From this association the meetings and event that would be best suited for North Lake Tahoe are this organizations Executive Committee & Board Meetings. They plan 10-12 of these meeting per year, 20-25 people, 16 rooms. They did have one planned at the Landing for June 2020 that had to be cancelled.
6. Janet Waldie  
Precision Meeting Management & Consulting  
janet@precisionmeetingmgmt.com  
(916) 284-5094  
Janet works with the California Society of Health-System Pharmacists (CSHP) and the California Automotive Wholesalers' Association (CAWA). The CAWA holds Leadership Meetings and Education Forums that would be suitable for North Lake Tahoe in February and June. Janet anticipates here meeting will be mainly hybrid events start this Spring. In addition to these associations Janet also works with Adventist Health on events.
7. Megan Hemming  
CA Special Districts Association (CSDA)  
meganh@csda.net  
(916) 442-7887

This association has their June 2021 GM Leadership Summit at RSC. 464 room nights. This organization puts on the following events each year: Special District Leadership Academy, Special District Legislative Days, General Manager Leadership Summit, Annual Conference and Exhibitor Showcase, SDRM Spring Education and Board Secretary/Clerk Conference. The next open event that is Meg thinks will be a great fit for North Lake Tahoe is the Board Secretary/Clerk Conference. 300 people for October 2022. Meg anticipates releasing open RFP in March 2021

8. Danielle Smith  
Adventist Health  
daniellemosmith@gmail.com  
(916) 781-4733  
Held their April 2019 Mission Summit at RSC. 505 room nights. All meetings and events for 2021 on hold right now. She does have one RFP out for bid in Southern California for October 2021. She is hoping to start sourcing in March 2021.
9. Karl Baur  
Osteopathic Physicians & Surgeons of CA (OPSC)  
karl@opsc.org  
(916) 822-5246 x4  
Looking to source an upcoming June or July 2021 Event for 50-80 people including instructors over a weekend. The RFP should be ready in January 2021 with site visits in February or March.
10. Marlene Blas  
CA Association of Marriage & Family Therapists (CAMFT)  
mblas@camft.org  
(858) 429-7511  
For this organization the first 6 months of 2021 meetings and events are on hold. Here are the meetings and events they hold through out the year:
  - 500-700 people Annual Conference usual take place in the Spring.
  - 20-25 people Board Meetings 4 times per year
  - 75-150 people Fall Symposium
11. Carla Datanagan  
UC Davis - Conference & Event Services  
cdatanagan@ucdavis.edu  
(530) 754-0695  
Met with Carla. She is now doing almost all of the sourcing for UC Davis including continuing medical and along with the larger academic programs from the University.
12. Laura Cole-Rowe  
CA Association for Local Economic Development (CALED)  
laura@caled.org  
(916) 448-8252  
Potential for Summer Board Retreats of 30-40 people and their July Rural Exchange for 50-100 people
13. Laura Thomas  
CA Association of Health Facilities (CAHF)



lthomas@cahf.org

(916) 432-5199

Their annual convention take place in November. 2021 and 2022 are contracted in Palm Springs. Potential for their July Summer Institute program. 2021 will be virtual and 2022 will be in Monterey.

14. Stephanie Pridmore

CA Construction & Industrial Materials Association (CalCIMA)

spridmore@calcima.org

(916) 554-1000 x101

This organization conduct two main conferences each year. The annual February Education Conference and the April Legislative Conference. In 2021 the Education Conference will be virtual and so far the Legislative Conference has not been scheduled in 2021. With this organization networking is very important at their events.

15. Heather Starkey

CA Land Title Association (CLTA)

hs@clta.org

(916) 444-2647

This association's annual conference takes place in April. April 2020 was supposed to take place at Park Hyatt in Carlsbad but was canceled due to COVID 19. This annual conference is 180-200 people, Sunday-Tuesday. During this conference there is ½ day for activities. 2021 will be a virtual conference. This conference was at Squaw Creek back in 2000. This conference can meet in Nevada. Interested in Hyatt Regency Lake Tahoe.

16. Susan Paul

Judicial Council of CA

susan.paul@jud.ca.gov

(415) 865-4524

The Judicial Council holds 6-8 business meetings per year. The average size is 90-100 people and about 75-80 rooms on peak. Fall 2021 is the potential time frame for the next live meeting.

17. Richard Markel

Association for Wedding Professionals International (AFWPI)

richard@afwpi.com

(916) 392-5000

Looking to put together a Spring Destination Wedding Fam for his top producing members to get more familiar with North Lake Tahoe Wedding Venues.



Leisure Departmental Report  
December 2020

### **KEY MEETINGS & PROJECT WORK**

- Launched Australia PR scope of work
- Attended Reno Tahoe Territory Meeting
- Lead on NLT Sustainability Travel Project
  - Creating content for GTN
  - Working with Kind Traveler – interviewing non-profits for the give back program and soliciting hotels to participate.
  - Organizing Tourism Cares Conference – looking at moving dates to fall of 2021

### **TRADESHOWS, SALES CALLS & TRAININGS**

- Attended the below tradeshow and
  - Expedia Virtual Explore 2020 Conference – December 9-10<sup>th</sup>
  - Visit California Luxury Travel Summit – December 15-16<sup>th</sup> which consisted of 15 B2B sales meetings. See attached lead generation sheet.
    - All follow up complete.
    - Additional meetings are being requested and conducted in January 2021
- Completed the below travel agent trainings:
  - TrufflePig Canada Training – December 3<sup>rd</sup>
  - HotelBeds Travel Agent Training – December 10<sup>th</sup>
- Upcoming Tradeshow:
  - Visit CA Virtual Outlook Forum – February
  - Go West Virtual Summit – March

### **MARKETING CAMPAIGNS**

- Upcoming:
  - Started outreach for spring NLT Expedia marketing and sales program to select dates and recruit hotel partners
  - Reached out to Bonotel to discuss upcoming campaigns
  - Leisure newsletter to go out in January 2021, development underway
- 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.

Name	Role	Company	Contact	About the company	Notes
Christa Sokolitz	Travel Advisor	Ember World	christa@emberworldtravel.com	At Ember World Travel we plan custom vacations for clients who are looking for luxury outside the typical top ten lists. We will provide you with a truly unforgettable experience that will take you into the heart of the destination to experience the location, food and culture like a local.	Based out of Michigan, has never been but is very interested in visiting. Add to newsletter. Did not know anything about North Lake or South Lake Tahoe.
Mary Steadman	Director of Partners & Lifestyle	LURA	m.steadman@luralifestyle.com	LURA Lifestyle Management is a members-only bespoke luxury lifestyle company, servicing Ultra High Net Worth Individuals across the globe.	Based out of the UK. Most of her clients are in the middle east or europe. Most of her Europe clients book family trips (2-3) weeks a year. Love California. Interested in more follow up.
Arienne Orozco	Luxury Travel Advisor	Concierge Travel Advisors	arienne@conciergetravel.com	Concierge Travel Advisors is a distinctive leisure and corporate travel firm serving clients worldwide. Our team combines a passion for travel with years of business experience to create extraordinary, seamless journeys personalized for each of our clients.	Based out of Denver, was not as familiar with North Lake, but had been to visit South Lake Tahoe. Her clients are luxury, she would want help planning in the future.
Sasha Charney	Travel Advisor	Enlivened Travel	scharney@departurereunion.com	Enlivened Travel aims to connect clients with meaningful, nature-inspired & culturally rich travel.	Sasha's company is based out of Texas but she lives in the Bay Area. Has asked to meet me in person and is going to connect me with a new travel agency to come down (when life opens back up) to do a training. Needs resources on snow play. Interested in getting links sent from Alpine Bay and TLUH. Clients are all in the US, all over the country.
Ralph Crawford	Director of Destinations & Experiences	Tully Luxury Travel	RalphC@tullyluxurytravel.com	Canada Based Agency TTL Travel is a Canadian family owned boutique travel management company specializing in custom corporate travel solutions and personalized travel arrangements for discerning leisure travellers.	Mostly clients in the US and a few in Canada. Would like me to send presentation and would like to schedule a training for the 12 other agents in his office. New nothing about North Lake or Tahoe. Very interested in sending more clients here.
Lucia Vieira	Vice President	Away by TTL Travel	lvicra@ttlcanada.com	GG Luxury Travel is a boutique travel firm specializing in luxury family vacations, honeymoon/romantic escapes, and special getaways. Every vacation is planned according to the unique interests and needs of the traveler. Developing relationships with our select clients and creating a lifetime of memorable travel experiences is our mission.	Rescheduled training for first week of January.
Kathleen Whalen	Travel Advisor	GG Luxury Travel	kathleen@ggluxurytravel.com	I own my own LLC Travel agency, and am an independent affiliate of Nexon Travel Group. I sell almost exclusively luxury, customized travel to clients located around the USA, primarily in Texas, and the northeast. I work with DMCs and Luxury Tour operators to customize vacations for my clients primarily in Europe, but I have been expanding into Africa, and of course the US in these Covid times. California is definitely of interest to my clients and to me.	Based in Dallas. Mostly US based clients. Lived in SF for 20+ years, but needed a refresher. Interested in condo style units, specifically when it comes to ski.
Diane Frisch	Owner/Advisor	Diane Frisch Destinations	dianef@dfdestinations.com	We believe that every travel experience is as unique as you are. The human connection, whether it's a connection to a warm sea, a peaceful temple, a rural village community, a freshly made caliphrha, or the native jungle wildlife, is what makes travel transformative. With our trusted network of local partners, Oracle Journeys maps out unique voyages and opens up your world.	Based in Dallas with clients throughout the US - half out of NY and the rest is a growing marketing out of Texas. has requested images, videos and the presentation. Very interested in more details from Tahoe Mountain Lodging.
Barbara Cesario	Managing Director & Founder	Oracle Journeys	barbara@oracle-journeys.com	we are retail travel agency focus in luxury experience, we are virtuoso members, and in 10 years we have become preeminent partners peninsula hotels, Rocco forte hotels, stars, luminus, preferred platinum, inlux, "small luxury hotels	Rescheduled training for first week of January.
Maite Sahagun	General Manager/Owner	Travel Design	maite@traveldesign.com.mx	Vice-Rol Travel at Altour is a team of skilled agents focused on VIP, Executive Corporate Travel, and Luxury Leisure experiences. Exclusive Escapes is a boutique travel consultancy providing bespoke travel planning for high end clients, including couples and families with the occasional small group. Typically, travelers are flying premium class commercial or privately. The company custom designs the experiences on the ground along with local suppliers and strives to bring the "wow" factor to clients with flawless execution and exceptional service. Arrangements include but are not limited to: villas and estate homes, unique resorts, yachts, luxury cruising and expeditions, and other extraordinary experiences. Given the nature of our typical client base, we work in any geographic area requested, often on short notice.	Based in Mexico City, is very interested in year round - very little ski, but more interested in that now that families want to see more options. Mostly summer. Needs new destinations. Sarah to send vacation planner and other spanish marketing collateral.
Tade Holleson	General Manager	Altour	Tade.Holleson@altour.com		excited about Hyatt in Tahoe. Sarah to send information on Chicago to Reno flights.
Eileen Spear	Owner/Advisor	Exclusive Escapes	luxury@exclusive-escapes.com		Based out of Boston, with all US clients. Very very interested in Tahoe, sending clients here, learning more, visiting, etc. Sarah to send Know Before You Go Guide.

# North Lake Tahoe December Report



north lake tahoe



## EXECUTIVE SUMMARY

- Although Consumer search was only running for a few days, the CTR was at 5.05%, which is higher than the industry average of 4.06%.
- Before the pause, the Consumer campaign was generating great conversions with over 60 Book Now clicks.
- MCC performed well considering the current pandemic situation. A good number of impressions were generated at the initial launch and are being monitored closely for optimizations and adjustments.



north lake tahoe

Overview by Campaign

Start Date  
12/1/2020

End Date  
12/31/2020

324,060  
IMPRESSIONS

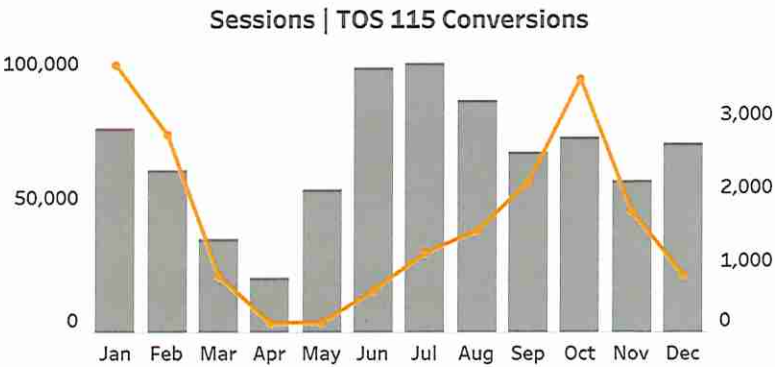
2,608  
CLICKS

\$0.67  
COST PER CLICK

820  
PRIMARY  
CONVERSIONS

\$2.13  
COST PER TOS  
CONVERSION

- Consumer had a very high CTR the minimum impressions received. This is good news and means the few ads that did run had a very high performance.
- MCC also had a very noteworthy CTR. With current trends projecting to be very low at .33-.45% due to pandemic, we came in at .50%.
- In all, December efforts generated 820 total TOS conversions and 65 Book Now conversions.



Campaign	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS115	Cost per TOS Conversion	Book Now Button	Submit RFP
Consumer	22,027	1,107	5.03%	\$0.87	\$966.71	654	\$1.48	64	
MCC	302,033	1,501	0.50%	\$0.52	\$781.80	166	\$4.71	1	
Total	324,060	2,608	0.80%	\$0.67	\$1,748.51	820	\$2.13	65	

# CONSUMER



north lake tahoe

# Website Performance

Report Date  
12/1/2020 to 12/31/2020

1,277  
SESSIONS

00:01:21  
SESSION DURATION

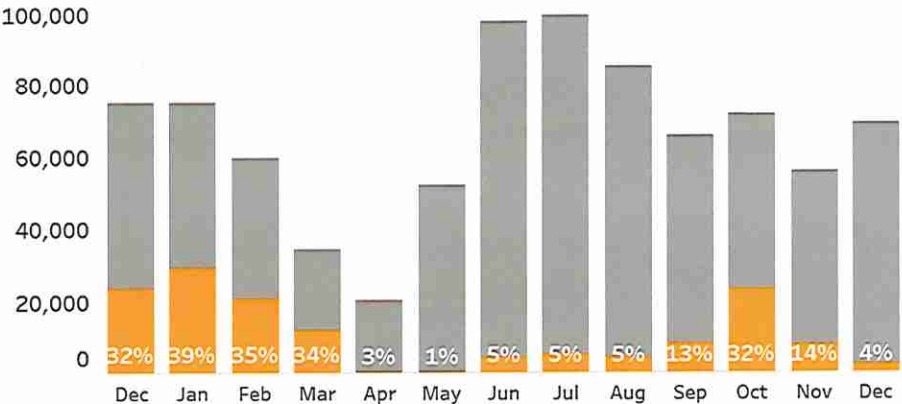
2.3  
PAGES PER SESSION

77%  
NEW USER SESSION RATE

54%  
BOUNCE RATE

- With search doing most of the lifting we still managed to have an average of 2.3 pages per session and a low projected bounce rate of 54%.
- While display, email and paid social did not run in December, residual activity was recorded due to the 30-day attribution window. Paid social provided the longest time on site and most pages per session.

Website Sessions From Paid Consumer Ads



Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	5	5	00:00:00	1.0	100%
Email	2	3	00:00:02	1.5	50%
Paid Search	1,222	2,839	00:01:15	2.3	53%
Paid Social	48	120	00:04:06	2.5	56%
Total	1,277	2,967	00:01:21	2.3	54%



Overview by Medium

Start Date 12/1/2020 End Date 12/31/2020

22,027  
IMPRESSIONS

1,107  
CLICKS

\$0.87  
COST PER CLICK

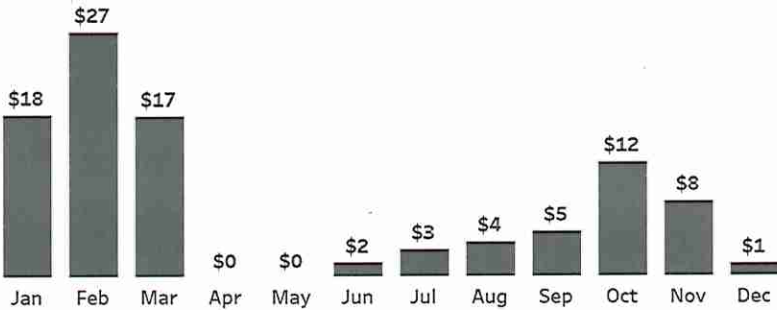
654  
PRIMARY  
CONVERSIONS

\$1.48  
COST PER TOS  
CONVERSION

Cost per Conversion Persona

Persona	TOS 115	TOS Conversion Rate	Cost per TOS Conversion	Book Now Conversions	Cost per Book Now Conversion
Boomer Ben	59	0.0%	\$0.00	2	\$0.00
Fall-RT	95	0.0%	\$0.00		
Millennial Megan	38	0.0%	\$0.00		
Readiness Guide	119	0.0%	\$0.00	1	\$0.00
The Jones Family	42	0.0%	\$0.00	1	\$0.00

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS115	Cost per TOS Conversion	Book Now Conversions	Cost per Book Now Conversion
Display	111	0	0.00%		\$0.00	353	\$0.00	4	\$0.00
Paid Search	21,916	1,107	5.05%	\$0.87	\$966.71	301	\$3.21	60	\$16.11
Total	22,027	1,107	5.03%	\$0.87	\$966.71	654	\$1.48	64	\$15.10

# Paid Search Performance

Start Date  
12/1/2020

End Date  
12/31/2020

Ad Group Performance

21,916  
IMPRESSIONS

1,107  
CLICKS

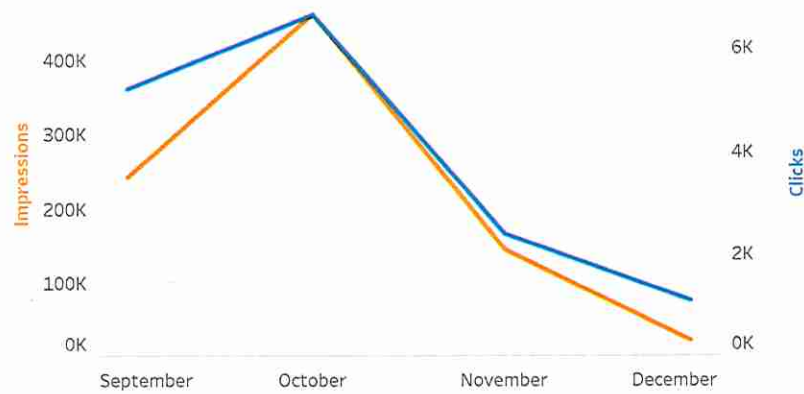
361  
TOS 115  
CONVERSIONS

60  
BOOK NOW  
CONVERSIONS

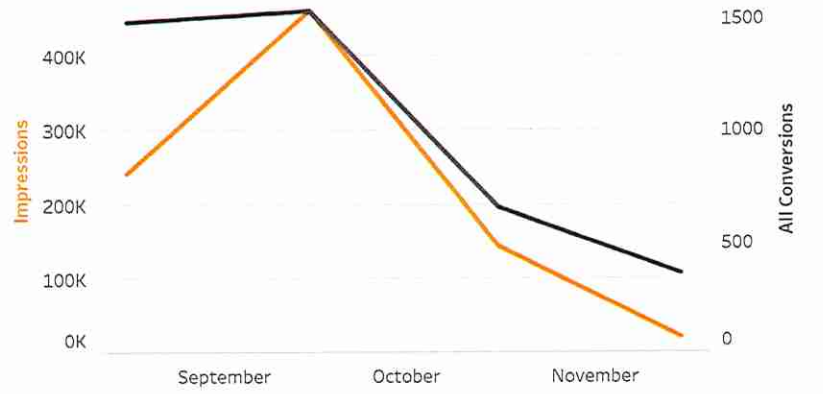
\$1.15  
COST PER CLICK

		Impressions	Clicks	Click Through Rate	Cost	Cost per Click	TOS 115 Conversions	Book Now Conversions
Consumer 2020-21	Evergreen - Vacation	8,902	490	5.50%	\$464.30	\$1.06	142	37
	General	8,437	583	6.91%	\$454.22	\$1.28	149	22
	LA	4,577	34	0.74%	\$48.19	\$0.71	10	1

Impressions | Clicks

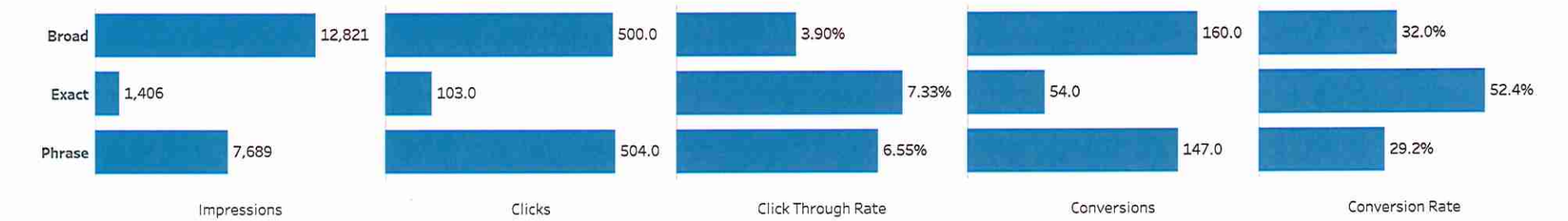


Impressions | Conversions



# Paid Search Performance

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
Evergreen - Vacation	8,902	464	490	\$1.06	5.50%	142
General	8,437	454	583	\$1.28	6.91%	149
LA	4,577	48	34	\$0.71	0.74%	10

## Paid Search Performance

Start Date  
12/1/2020

End Date  
12/31/2020

### Keyword Performance

	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
lake tahoe	7,689	504	\$1.32	6.55%	\$380.54	147	29.2%	\$2.66
+fishing	2,454	7	\$0.99	0.29%	\$7.09	1	14.3%	\$4.43
+lake +cabin	1,274	130	\$1.22	10.20%	\$106.92	44	33.8%	\$2.42
+vacation	860	11	\$1.12	1.28%	\$9.84	1	9.1%	\$3.74
+resort	790	25	\$0.80	3.16%	\$31.18	10	40.0%	\$3.12
+hiking	704	2	\$0.38	0.28%	\$5.33	2	100.0%	\$2.67
+lodging	669	3	\$0.97	0.45%	\$3.08	3	100.0%	\$1.03
+north +tahoe	660	72	\$1.16	10.91%	\$61.97	25	34.7%	\$2.66
+casinos	660	2	\$1.69	0.30%	\$1.18	1	50.0%	\$1.18
+vacations	610	7	\$1.12	1.15%	\$6.24	3	42.9%	\$3.74
north lake tahoe	465	60	\$0.88	12.90%	\$67.81	33	55.0%	\$2.66
+north +lake +tahoe	456	40	\$0.93	8.77%	\$43.20	7	17.5%	\$2.66
+hotel	358	12	\$1.04	3.35%	\$11.59	5	41.7%	\$2.76
+cabin +rent	290	34	\$1.20	11.72%	\$28.34	16	47.1%	\$2.42
+hotels	289	8	\$1.04	2.77%	\$7.71	2	25.0%	\$2.76
+Things +to +do +in +lake ..	254	38	\$1.05	14.96%	\$36.20	14	36.8%	\$2.66
+mountain +biking	237	0		0.00%	\$0.00			
+cabin +Rentals	213	16	\$1.31	7.51%	\$12.24	3	18.8%	\$2.42
fishing	170	1	\$0.56	0.59%	\$1.78	1	100.0%	\$4.43
+beaches	125	1	\$2.22	0.80%	\$0.45			
+camping +California	111	6	\$0.64	5.41%	\$9.44	1	16.7%	\$6.49
+boating	107	0		0.00%	\$0.00			
lodging	106	0		0.00%	\$0.00			\$1.03
+lake +cabin +rentals	106	10	\$1.25	9.43%	\$8.00	4	40.0%	\$2.42
+kayaking	106	3	\$1.36	2.83%	\$2.20	1	33.3%	\$2.20
+visit +lake +tahoe	96	12	\$0.89	12.50%	\$13.48	4	33.3%	\$2.66



MCC



north lake tahoe

# Website Performance

Report Date  
12/1/2020 to 12/31/2020

348  
SESSIONS

00:00:22  
SESSION DURATION

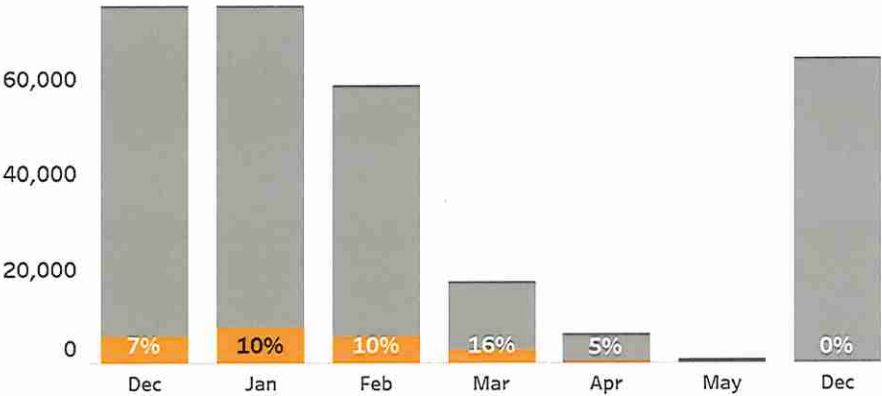
1.4  
PAGES PER SESSION

91%  
NEW USER SESSION RATE

86%  
BOUNCE RATE

- With some optimizations, social was the best form of outreach with over 200 new sessions.
- The new user rate was at 91% and an average of 1.4 pages per session across all three mediums.

Website Sessions From Paid MCC Ads



\*Display combines data for display and native. Video data is still getting compiled.

Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	28	46	00:00:23	1.6	86%
Search	64	132	00:00:44	2.1	72%
Social	256	308	00:00:17	1.2	89%
Total	348	486	00:00:22	1.4	86%

Overview by Medium

Start Date 12/1/2020 End Date 12/31/2020

345,053  
IMPRESSIONS

1,866  
CLICKS

\$0.47  
COST PER CLICK

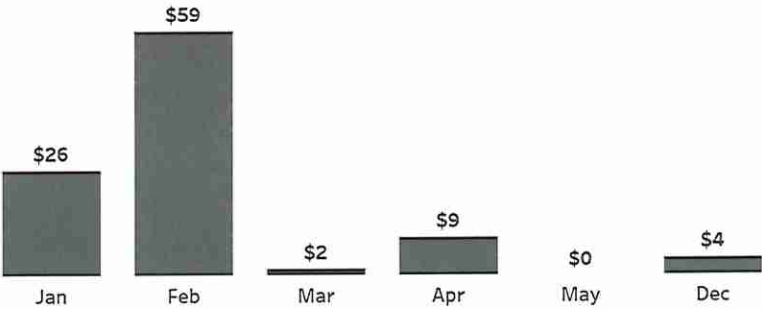
209  
PRIMARY  
CONVERSIONS

\$4.22  
COST PER TOS  
CONVERSION

Cost per Conversion Persona

Persona	TOS115	TOS Conversion Rate	Cost per TOS Conversion	Submit RFP Conversion	Cost per Submit RFP Conversion
Hotel	59	10.0%	\$3.88		\$0.00
KBYG	48	7.5%	\$4.77		\$0.00
Outdoor	87	15.3%	\$2.64		\$0.00

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS115	Cost per TOS Conversion	Submit RFP Conversion	Cost per Submit RFP Conversion
Display	343,740	1,797	0.52%	\$0.38	\$687.48	194	\$3.54		\$0.00
Paid Search	1,313	69	5.26%	\$2.83	\$195.47	15	\$13.03		\$0.00
Paid Social	2,522	27	5.04%	0	0	0	0	0	0

# Display Performance by Creative

Start Date  
12/1/2020

End Date  
12/31/2020

301,080  
IMPRESSIONS

1,445  
CLICKS

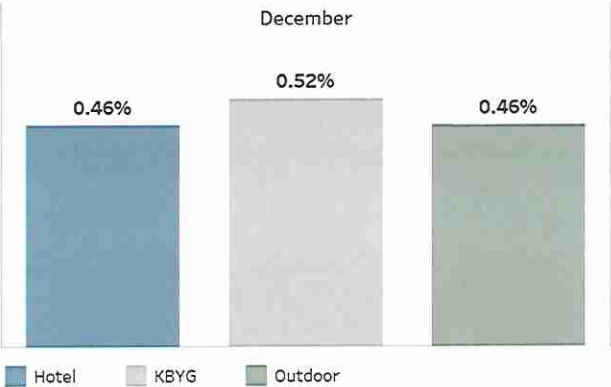
153  
TOS 115  
CONVERSIONS

SUBMIT RFP  
CONVERSIONS

\$4  
COST PER  
TOS CONVERSION

- The Know Before You Go Guide had a better CTR compared to the other creative. Trends do show that a lot of people/company's are adopting a "planning" attitude for when the pandemic ends.
- Hotel and Outdoor performed very similarly to each other only differing in time on site, with Outdoor leading by 29 conversions.

Creative CTR Trending



Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS115	Cost per TOS Conversion	Submit RFP Conversion
Hotel	100,363	464	0.46%	\$0.43	\$200.73	44	\$4.56	
KBYG	100,176	517	0.52%	\$0.39	\$200.35	36	\$5.57	
Outdoor	100,541	464	0.46%	\$0.43	\$201.08	73	\$2.75	
Total	301,080	1,445	0.48%	\$0.42	\$602.16	153	\$3.94	



Social Ad Performance

Start Date 12/1/2020 End Date 12/31/2020

2,522  
IMPRESSIONS

27  
CLICKS

- The Outdoor creative had the highest CTR at 2.23%, with the Hotel creative providing the second highest CTR at 1.5%.

0  
PRIMARY  
CONVERSIONS

0  
SECONDARY  
CONVERSIONS

0  
COST PER TOS  
CONVERSION

Campaign Name	Creative Name	Impressions	Clicks	Click Through Rate	Conversions	Conversion Rate	Cost per Conversion
Website visits - Dec 7, 2020	mcchotel_timeline	781	9	1.50%	0	0	0
	mccoutdoor_timeline	1,004	11	2.23%	0	0	0
	mcctravel_timeline	737	7	1.31%	0	0	0
Grand Total		2,522	27	5.04%	0	0	0

Paid Search Performance

Start Date  
12/1/2020

End Date  
12/31/2020

Ad Group Performance

	Impressions	Clicks	Click Through Rate	Cost	Cost per Click	TOS 115 Conversions	Submit RFP Conversion
MCC	953	56	5.88%	\$179.64	\$0.31	13	

953  
IMPRESSIONS

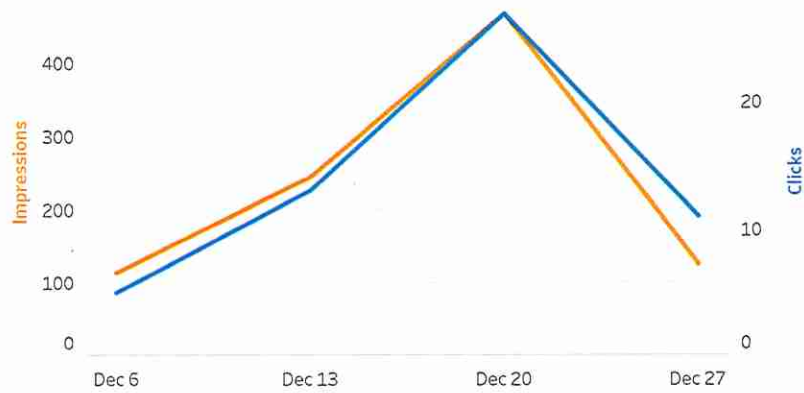
56  
CLICKS

14  
TOS 115  
CONVERSIONS

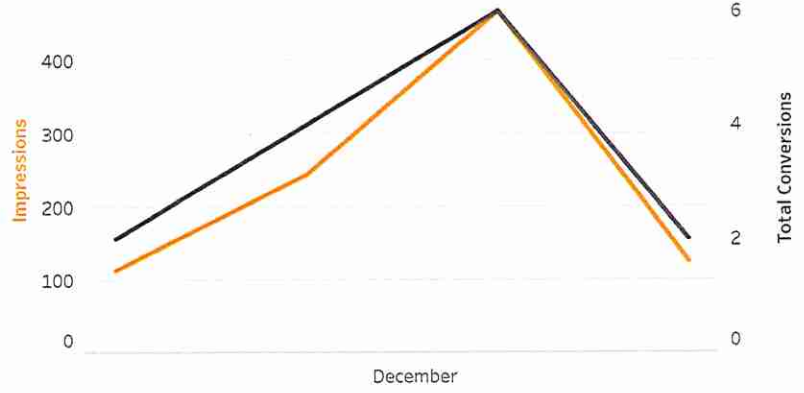
SUBMIT RFP  
CONVERSIONS

\$0.31  
COST PER CLICK

Impressions | Clicks

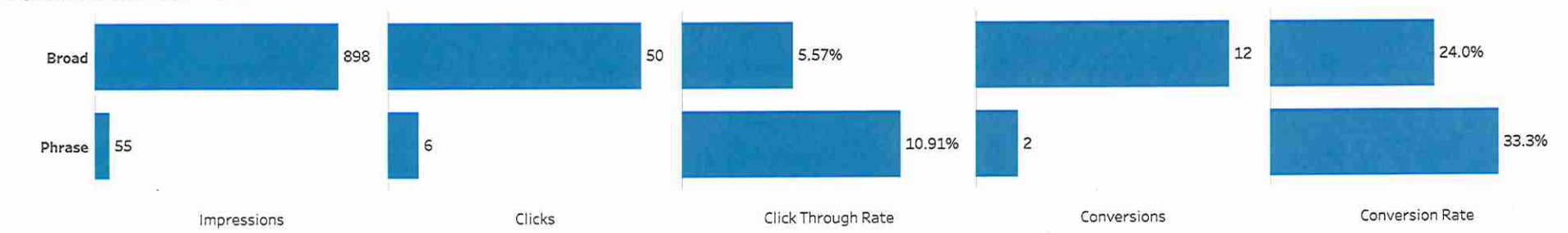


Impressions | Conversions



Paid Search Performance

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
MCC	953	\$179.64	56	\$0.31	5.88%	13

Paid Search Performance

Start Date  
12/1/2020

End Date  
12/31/2020

Keyword Performance

	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
north lake tahoe things to..	544	34	\$0.36	6.25%	\$94.08	4	11.8%	\$19.72
lake tahoe venues	200	3	\$0.47	1.50%	\$6.34			\$7.27
+lake +Tahoe +venue	98	8	\$0.16	8.16%	\$50.45	4	50.0%	\$10.91
north lake Tahoe activities	55	6	\$0.60	10.91%	\$10.00	2	33.3%	\$12.15
lake tahoe wedding venues	51	5	\$0.27	9.80%	\$18.77	4	80.0%	\$7.27
+Tahoe +convention +cen..	3	0		0.00%	\$0.00			\$7.24
+lake +Tahoe +conference..	1	0		0.00%	\$0.00			\$3.58
+Tahoe +conference +cen..	1	0		0.00%	\$0.00			\$6.66



## RECOMMENDATIONS

- Continue to pause the Consumer campaign until the next course of action is decided upon.
- Current trends show that a lot of people/company's are adopting a “wait and see” attitude that is more forward planning and waiting the pandemic to end. Recommendation is to continue with the MCC campaign for to continue to reach meeting planners for future meetings.
- Social performed well for MCC. There is a decrease in traffic for this space and we will be making continual optimizations to increase its performance.
- The KBYG and the Outdoor creative were the best performing ads for MCC. Optimizations will be made to better targeting and increase audience interactions.
- Increase search performance by optimizing keywords.
- Emails start deploying in January, and will be monitored and optimized as needed.



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**THANK YOU**



# December 2020 Recap



north lake tahoe

THE ABBY  
AGENCY™





# **Social Media Blog and Newsletter Content**



# Overall Objectives & KPIs

## Social Media

- Goal
  - Increase followers: from Bay Area / SoCal by 5 percent
    - Bay Area: -2.10%% decrease in Facebook followers and -3.15% decrease in Instagram followers.
    - SoCal: -4.24% decrease in Facebook followers and 0.30% increase in IG followers.

## Content

- Blog
  - Goal: 1 per month
  - Completed: 1 published in December; 1 updated and published in January.
- Newsletter
  - Goal: 1 per month
  - Completed: 1



north lake tahoe

# Social Media



north lake tahoe

# Social Media Approach

## Strategy

- North Lake Tahoe has returned to higher posting frequency, with approx. 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 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: **232,832**
  - Total audience increased by **0.2%** with total net audience growth decreasing by **2.8%** compared to the previous month.
- Total Impressions: **1,415,540 (-41%)**
- Total Engagement: **54,905 (-31%)**

## Insights:

- Engagements and impressions dropped over the course of December. 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.

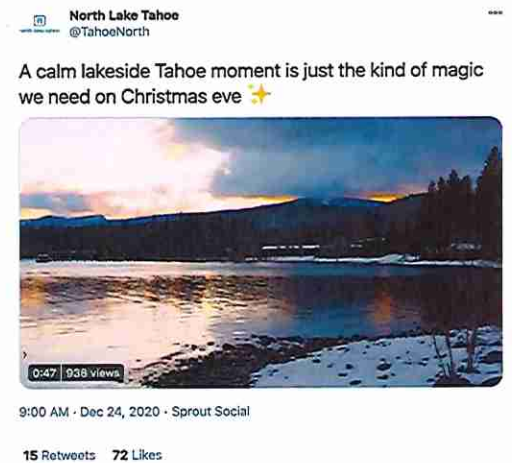
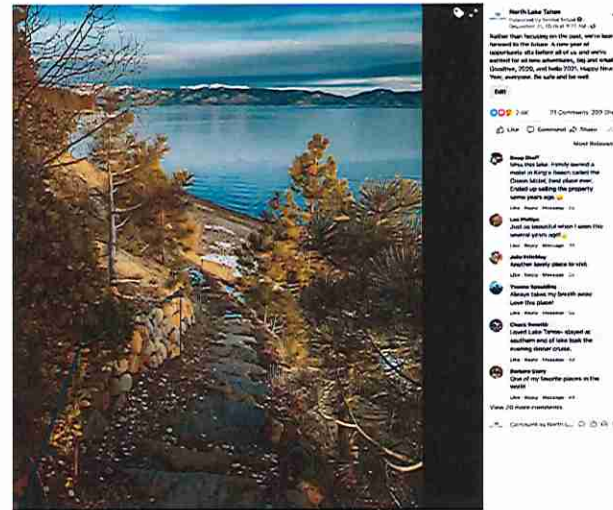
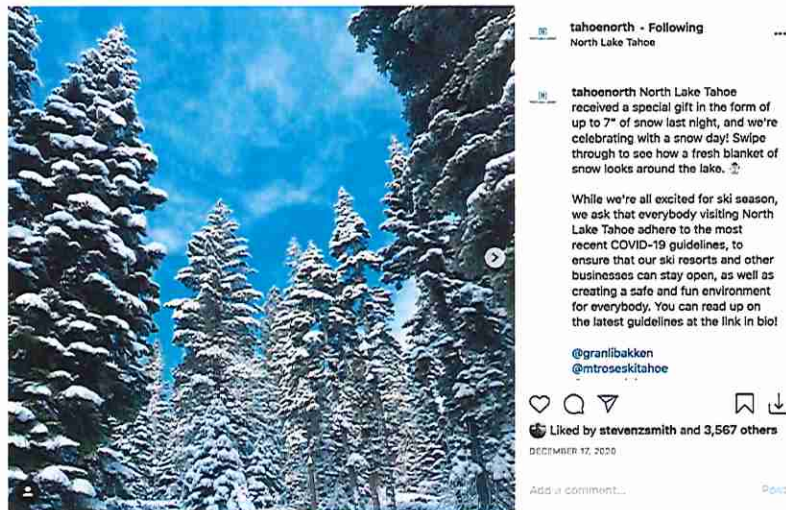


# Top Posts by Engagement

**#1 Instagram Post:** 38k impressions, 35k reach, 3.6k engagements, 79.5% engagement rate

**#1 Facebook Post:** 52K impressions, 49k reach, 3.5k engagements, 6.7% engagement rate

**#1 Twitter Post:** 4,171 impressions, 256 engagements, 6.1% engagement rate





# Supplementary Messaging

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

## In-Market Campaigns:

- The Take Out Tahoe campaign continues to run across social media, with posts being boosted and promoted to in-market visitors.
- The Holiday Shopping Contest and supporting local businesses messaging and promotion continued.

## Winter Resort Messaging

- Posts and videos shared to educate our audience around the opening dates for individual resorts with messaging related to safety and access booking to specific resorts.

## Winter Responsible Recreation

- Shared visuals and messages that connect to the Winter Know Before You Go guide. When applicable we have linked to the section of the website where visitors can download the guide.

## COVID-19 Restrictions

- In an effort to inform our audience of the recent shutdowns, a post was created and shared in an effort educate our audience on the changes implemented across the state of California.



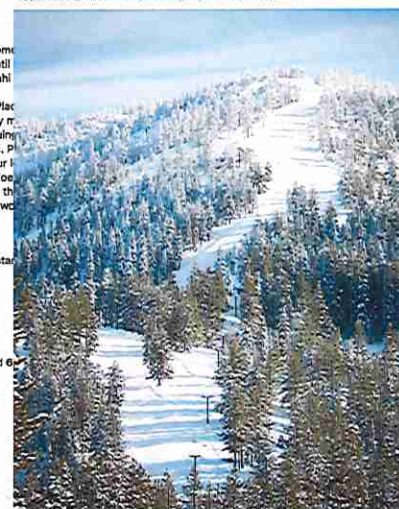
North Lake Tahoe  
Published by Tahoe Social • December 19, 2020 at 11:21 AM

There are many ways to enjoy the backcountry. Today we focus on motorized travel tips and tricks. Find out what snowmobilers do to stay safe!  
<http://bit.ly/backcountry-safety-tips>



North Lake Tahoe  
Published by Tahoe Social • December 19, 2020 at 2:30 PM

Diamonds are a skier's best friend. The good folks at [Diamond Peak Ski Resort](#) are currently open for season pass holders and are officially open to the public Thursday, December 10th. For more detailed information regarding operation conditions, head to their social media or visit [DiamondPeak.com/covid-19](http://DiamondPeak.com/covid-19) to learn more.



tahoenorth • Following  
Tahoe City, California

tahoenorth When it comes to goals, they can wait until next year, especially when you're on the menu at [@tahoebridgetender](#). Place Bridgetender and many more restaurants are continuing to offer fantastic to-go options. Please continue supporting our local restaurants. Not only does it support our local economy, but it's also a great way to get out of this winter.

sunnysidetahoe Diet starts here  
NEXT NEXT year

Liked by stevenzsmith and 6 others  
7 DAYS AGO  
Add a comment...

tahoenorth • Following  
Grainliff Tahoe

tahoenorth Sledding is an incredibly popular activity during the winter season. Places like [@grainliffbakken](#), [@tccpd](#), and several more provide guests with some exciting sled runs for the whole family. Please consult with the resort you are planning to visit (or rental company) before you start on an outdoor adventure to ensure you have the right gear, clothing, and provisions needed.

Liked by theablagency and 360 others  
DECEMBER 23, 2020  
Add a comment...



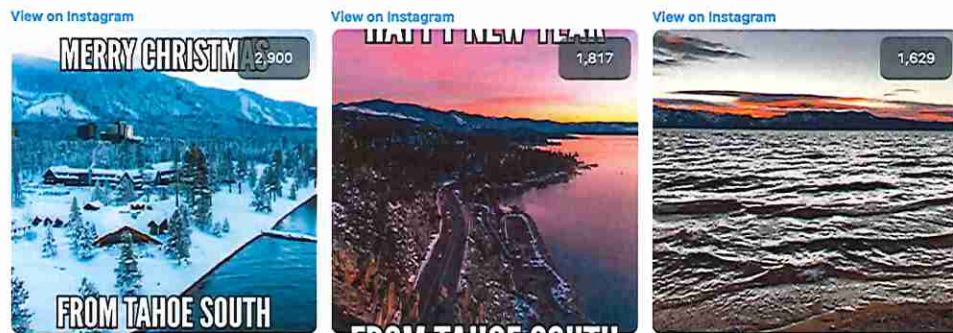


# Instagram Competitor Set

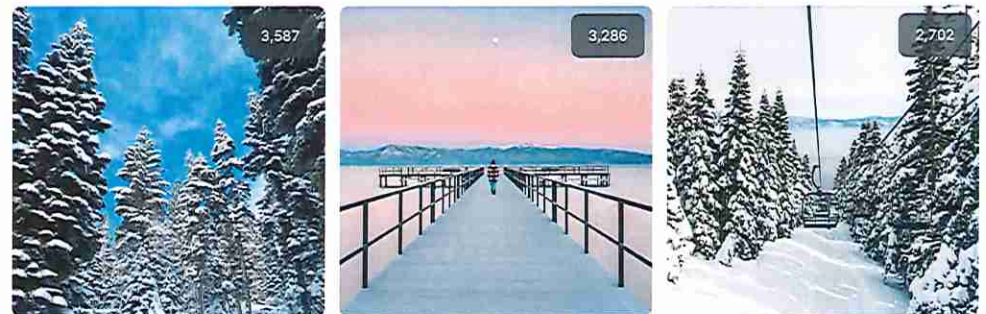
Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In December @TahoeNorth received fewer engagements than Tahoe South and Visit Mammoth. It appears as though Visit Mammoth has made the shift to include fewer safety related messages and has primarily gone back to its strategy 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, its messaging has mostly gone back to aspirational imagery.



Most Popular Media by tahoesouth



Most Popular Media by tahoenorth



Most Popular Media by visitmammoth





# Content



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# 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:

- Safety
- Winter Travel Advisories
- Safe Parking/Driving Behaviors

## Campaigns:

- Transit safety, Know Before You Go, Winter Advisory

## Newsletters Posted: 1

- *Planning to Travel to North Lake Tahoe This Winter? Here's What You Need to Know*
  - Open Rate 26% (8.7 percentage growth rate) | CTR 2.7 % (1.8 percentage growth rate)

## Blogs Posted: 1

- *Planning to Visit North Lake Tahoe This Winter? Here's What You Need to Know*
  - Page views: 6 | Avg. time on page: TBD



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# Content Marketing Campaign: Winter Responsible Travel Video Series

## Overview

North Lake Tahoe received a COVID-19 CARES ACT Grant from Travel Nevada to promote the openness and safety of the destination.

This grant will be used for a multi-part winter responsible travel video series as well as supporting photography of safe travel.

Completed Video:

- Lodging Winter Update

Planned Videos:

- Overarching Winter Responsible Travel
- Winter Outdoor Recreation Safety
- Takeout & Food Safety
- Final video subject - TBD

Distribution:

The photos and videos will be utilized on North Lake Tahoe's owned channels including website and social media.

The grant does include paid advertising dollars for the videos which will be deployed within Q1 2021 to align with current COVID-19 travel restrictions and the resumption of consumer spending.



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**Thank You!**





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### Public Relations + Communications

#### December Report

##### Communications

- Compiled Talking Points for partners and Visitor Centers, specific to winter travel and State guidance.
- Facilitated a Crisis Communications and Public Relations Summit featuring a panel of industry 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. There were 81 participants on the Zoom call and the meeting recording was shared out following the Summit via newsletter, blog and social media.
- On Dec. 30, NLTRA issued a press release, video and FAQs document announcing the passing of the Tourism Business Improvement District and the approval to move forward from Placer County. Content materials were shared through the NLTRA newsletter, with Placer County and local media. This has resulted in media placements with Moonshine Ink, Sierra Sun, KTKE and Lake Tahoe TV.
- 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 winter and Backcountry Safety Awareness Week (12/14-12/18).
- A content audit was conducted on the NLTRA.org COVID-19 Community page, ensuring information is up to date with current guidance. Several tiles of content were added and some were combined and/or removed.
- 12 Newsletters were issued in December with an average open rate of 36%. Focus was centered on education and resources regarding the State of California Stay Home Order, along with promotion of the Public Relations and Crisis Communications Summit and local business news.
- Continued collaboration with local partners to ensure consistency in safety messaging.

##### Earned Media

- Media Inquiries & Pitch Angles: focus on Takeout Tahoe, Shop Local and winter safety – including the updated Know Before You Go Guide and responsible travel tactics.
- Meetings & Conventions: wrote article for Helms Briscoe to launch the Meetings & Conventions Know Before You Go Guide
- Virtual Desksides: Molly O'Brien (Trip Savvy; Business Insider), Kimberley Lavato (Conde Nast Traveler), Amy Whitley (freelance writer, Pacific Northwest), Mayumi Elegado (Moonshine Ink – future business features), Dan Jewett (Marin Living Magazine)

- IMM Preparation: Compiled story ideas, videos and photos for the upcoming TravMedia IMM Virtual Conference at the end of January
- Continued pitching of the following press materials: What's New Winter; Takeout Tahoe; Shop Local (Highlight: As of January 11, there have been close to 40,000 page views of the gift card purchasing portal, driving awareness and revenues for local businesses).

## Placements

- Dec. 1, 2020: Thrillist  
[10 Best Ski Destinations Near Los Angeles and San Diego](#)
- Dec. 3, 2020: Conde Nast Traveler  
[Where to Eat Play & Stay Around Lake Tahoe](#)
- Dec. 4, 2020: Sierra Sun  
[Tahoe Forest CEO gives COVID update at Breakfast Club forum](#)
- Dec. 4, 2020: Sierra Sun  
[Local leaders provide updates at monthly Breakfast Club meeting](#)
- Dec. 7, 2020: Los Angeles Times  
[At these California ski resorts, slopes are open, but what about lodging?](#)
- Dec. 8, 2020: KCRA Sacramento  
[Shop Local Holiday Gift Guide](#)
- Dec. 11, 2020: USA Today  
[Still traveling despite the CDC warning? Here's how to pick a safe vacation destination](#)
- Dec. 11, 2020: Sierra Sun  
[Retailers, nonprofits brace for shutdown's impact on holiday shopping](#)
- Dec. 11, 2020 KRON 4 (Bay Area)  
[Traveling to Tahoe? Officials urge visitors to follow COVID guidelines](#)
- Dec. 16, 2020: KRON 4 (Bay Area)  
[Tahoe Shutdown: COVID Travel Guidelines](#)
- Dec. 18, 2020: Sierra Sun  
[Local Businesses Adjust to New Restrictions](#)
- Dec. 18, 2020: KFBK Sacramento Radio  
[Tahoe Travel Ban: What Is Still Open And What It Means For Your Plans](#)
- Dec. 18, 2020: Trip Savvy  
[10 Lesser Known US Destinations To Go Skiing This Winter](#)
- Dec. 28, 2020: Outside Magazine  
[The Best Nordic Trails in the U.S.](#)





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.

###

#### **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.

#### **Press Contact:**

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





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## 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."



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

### VISITORS SERVED:

#### Nov 2020

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

#### Dec 2019

Total TC & KB Walk-ins: 3,191  
Total Phone Calls: 325  
3,516

#### Dec 2020

Total TC Walk-ins: 825  
Total Phone Calls: 205  
1,031

### REFERRALS GIVEN TO VISITORS:

<b>Restaurants</b>	<b>Lodging</b>	<b>Historic / Museum</b>	<b>Events</b>
<b>73</b>	<b>25</b>	<b>7</b>	<b>5</b>
<b>Tours</b>	<b>Surrounding Towns (SLT / Truckee)</b>	<b>Shopping</b>	<b>Transportation</b>
<b>4</b>	<b>15</b>	<b>29</b>	<b>4</b>
<b>Services – Covid 19 &amp; Closures</b>	<b>Activities Mountain / Trails</b>	<b>Activities / Lake</b>	<b>Maps / Directions</b>
<b>37</b>	<b>120</b>	<b>12</b>	<b>108</b>

**TOTAL: 439 = 14 referrals per day**

### December

- Our YTD walk-ins are down 42% from last year while our sales are only slightly down YTD at 15%. Our referrals to local businesses are down from 28/day in November to 14/day in December due to most people were coming in to shop and not asking for directions or referrals.
- New local vendor: Blood Orange Bear
- Promoted North Lake Tahoe Arts event
- Continued servicing our local businesses by being a distribution center for 3 ply masks, sanitizer, funnels, pumps, signs, gloves, and floor decals.

# **North Lake Tahoe Marketing Cooperative**

## **Preliminary**

Financial Statements for the Period Ending

December 31, 2020



# North Lake Tahoe Marketing Cooperative

Accrual Basis

## Balance Sheet

As of December 31, 2020

	Dec 31, 20	Dec 31, 19	\$ Change	% Change	Jun 30, 20
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1000-00 · Cash	720,342	393,336	327,006	83%	491,681
<b>Total Checking/Savings</b>	720,342	393,336	327,006	83%	491,681
<b>Accounts Receivable</b>					
1200-00 · Accounts Receivable	390	4,484	(4,094)	(91%)	1,335
<b>Total Accounts Receivable</b>	390	4,484	(4,094)	(91%)	1,335
<b>Other Current Assets</b>					
1200-99 · Accounts Receivable - Othe	0	0	0	0%	25,720
1300 · Reimbursements Receivable	0	0	0	0%	11,705
1350-00 · Security Deposits	100	3,325	(3,225)	(97%)	100
<b>Total Other Current Assets</b>	100	3,325	(3,225)	(97%)	37,525
<b>Total Current Assets</b>	720,832	401,145	319,687	80%	530,541
<b>Other Assets</b>					
1400-00 · Prepaid Expenses	45,149	28,484	16,665	59%	8,321
<b>Total Other Assets</b>	45,149	28,484	16,665	59%	8,321
<b>TOTAL ASSETS</b>	<b>765,981</b>	<b>429,629</b>	<b>336,352</b>	<b>78%</b>	<b>538,862</b>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
2000-00 · Accounts Payable	108,717	277,836	(169,119)	(61%)	51,879
<b>Total Accounts Payable</b>	108,717	277,836	(169,119)	(61%)	51,879
<b>Total Current Liabilities</b>	108,717	277,836	(169,119)	(61%)	51,879
<b>Total Liabilities</b>	108,717	277,836	(169,119)	(61%)	51,879
<b>Equity</b>					
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%	24,842
Net Income	170,281	126,952	43,329	34%	462,141
<b>Total Equity</b>	657,264	151,794	505,470	333%	486,983
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>765,981</b>	<b>429,630</b>	<b>336,352</b>	<b>78%</b>	<b>538,862</b>

# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

December 2020

	Dec 20	Budget	\$ Over Budget	Jul - Dec 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Income</b>							
4000-00 • LTVCBVB Funding	40,800	40,800	0	297,200	297,200	0	592,000
4001-00 • NLTRA Funding	98,062	98,062	0	361,210	361,210	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	209,418	(209,418)	410,697
4099-00 • Revenue - Other	0			1,200			
<b>Total Income</b>	<b>138,862</b>	<b>173,765</b>	<b>(34,903)</b>	<b>663,610</b>	<b>871,828</b>	<b>(208,218)</b>	<b>2,010,697</b>
<b>Gross Profit</b>	<b>138,862</b>	<b>173,765</b>	<b>(34,903)</b>	<b>663,610</b>	<b>871,828</b>	<b>(208,218)</b>	<b>2,010,697</b>
<b>Expense</b>							
<b>5000-00 • CONSUMER MARKETING</b>							
5001-00 • Broadcast / Radio - High Notes	0	0	0	0	0	0	5,000
5002-01 • Native Display	833	5,531	(4,698)	2,500	21,062	(18,562)	42,501
5004-00 • Trip Advisor	0	10,362	(10,362)	5,903	41,524	(35,621)	85,000
5006-00 • Paid Social	0	10,000	(10,000)	18,896	80,632	(61,736)	112,660
5005-01 • Digital Display / Retargeting	0	12,000	(12,000)	40,052	39,400	652	85,800
5005-02 • Retargeting Video	0	1,125	(1,125)	0	5,000	(5,000)	9,000
5007-00 • Creative Production							
5007-01 • Creative Production	2,047			35,865			
5007-02 • Website Production	0			2,843			
5007-03 • Photo/Video Creative	1,200			2,752			
5007-00 • Creative Production - Other	128	128	(1)	893	48,432	(47,540)	105,364
<b>Total 5007-00 • Creative Production</b>	<b>3,375</b>	<b>128</b>	<b>3,247</b>	<b>42,352</b>	<b>48,432</b>	<b>(6,080)</b>	<b>105,364</b>
5010-00 • Account Strategy & Management	6,000	6,000	0	36,000	36,000	0	72,000
5010-02 • Website Strategy & Analysis	3,204	3,117	87	6,408	18,702	(12,294)	37,400
5013-00 • Outdoor	0	0	0	0	0	0	115,000
5015-00 • Video	0	17,250	(17,250)	0	53,450	(53,450)	112,350
5017-00 • Rich Media	0	8,750	(8,750)	0	17,500	(17,500)	35,000
5018-00 • Media Commission	343	11,972	(11,629)	28,623	40,771	(12,148)	96,631
5018-01 • Digital Ad Serving	22	250	(228)	333	1,500	(1,167)	3,000
5020-00 • Search Engine Marketing	965	8,000	(7,035)	34,744	35,000	(256)	65,700
5022-00 • Email	0	4,163	(4,163)	4,162	10,026	(5,864)	35,000
5024-00 • Fusion 7	2,000	2,000	0	12,000	12,000	0	24,000
5025-00 • Expedia	0	10,000	(10,000)	0	10,000	(10,000)	20,000
5028-00 • High Impact Media	0	4,000	(4,000)	0	11,900	(11,900)	30,000
5029-00 • Television	5,331			5,331			
<b>Total 5000-00 • CONSUMER MARKETING</b>	<b>22,073</b>	<b>114,648</b>	<b>(92,575)</b>	<b>237,305</b>	<b>482,899</b>	<b>(245,594)</b>	<b>1,091,406</b>
<b>5110-00 • LEISURE SALES</b>							
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	3,000	(3,000)	120	4,000	(3,880)	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	1,500	(1,500)	0	3,500	(3,500)	6,500
5131-00 • FAMS - Intl - Travel Trade	0	0	0	0	0	0	5,510
5133-00 • Ski-Tops	0	500	(500)	0	1,345	(1,345)	2,545
5134-00 • Intl Marketing - Additional Opp	0	0	0	0	0	0	4,000
5137-00 • Co-op Opportunities	5,000	0	5,000	5,000	0	5,000	12,000
5143-00 • Mountain Travel Symposium	0	2,800	(2,800)	0	2,800	(2,800)	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	7,254	0	7,254	12,150
5154-00 • Canada							
5154-01 • Canada Sales Mission	0	0	0	0	0	0	6,000
5154-00 • Canada - Other	0	0	0	0	0	0	12,000
<b>Total 5154-00 • Canada</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>18,000</b>
5155-00 • California Star Program	0	0	0	1,167	3,500	(2,333)	3,500
<b>Total 5110-00 • LEISURE SALES</b>	<b>6,042</b>	<b>7,800</b>	<b>(1,758)</b>	<b>13,690</b>	<b>24,090</b>	<b>(10,400)</b>	<b>112,000</b>
<b>5200-00 • PUBLIC RELATIONS</b>							
5200-01 • Strategy, Reporting, Mgmt, Etc.	1,500	1,500	0	9,000	9,000	0	18,000
5202-00 • PR Program/ Content Dev - Blogs	1,000	1,000	0	6,500	9,500	(3,000)	18,500
5202-01 • Rich Content Development	20,000	0	20,000	20,000	0	20,000	0
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	3,000	3,000	0	6,000
5207-00 • Content Campaigns/Tools-My Emma	300	300	0	1,800	1,800	0	3,600
5209-00 • Domestic Travel Media FAMS	53	2,000	(1,947)	5,866	11,000	(5,134)	20,000
5210-00 • Content Dev - Newsletters	1,800	1,800	0	9,000	10,800	(1,800)	21,600
5211-00 • Social Media Strategy & Mgmt	4,000	4,000	0	24,000	24,000	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	165	700	(535)	7,403	4,200	3,203	8,400
5218-00 • Crisis Communication / Training	5,000	0	5,000	5,000	4,900	100	4,900
5221-00 • Photography & Video Asset Dev	0	0	0	1,500	7,500	(6,000)	15,000
5222-00 • Media Tracking / Membership	0	1,166	(1,166)	1,800	6,996	(5,196)	14,000
5280-00 • PR Meals / Entertainment	0			29			
<b>Total 5200-00 • PUBLIC RELATIONS</b>	<b>34,318</b>	<b>12,966</b>	<b>21,352</b>	<b>95,644</b>	<b>113,846</b>	<b>(18,202)</b>	<b>233,650</b>

# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

December 2020

	Dec 20	Budget	\$ Over Budget	Jul - Dec 20	YTD Budget	\$ Over Budget	Annual Budget
<b>6000-00 - CONFERENCE SALES</b>							
6002-00 - Destination Print	0	5,000	(5,000)	2,500	10,000	(7,500)	20,000
6003-00 - Geo-Fence Targeting	0	750	(750)	0	1,500	(1,500)	3,000
6004-00 - Email	0	1,250	(1,250)	0	2,500	(2,500)	5,000
6005-00 - Paid Media	7,628	1,500	6,128	7,628	3,000	4,628	6,000
6006-00 - CVENT	0	0	0	10,678	10,678	0	10,678
6007-00 - Creative Production	11,053	3,686	7,367	12,634	7,372	5,262	14,744
6014-00 - MCC Group Incentive Program	0	0	0	0	0	0	10,000
6015-00 - MCC National Memberships	20	0	20	399	2,919	(2,520)	3,773
6016-00 - MCC Search Engine Marketing	195	416	(221)	195	2,496	(2,301)	5,000
6018-00 - MCC Media Commission	939	1,631	(692)	2,640	3,262	(622)	6,526
6019-00 - Conference Direct Partnership	417	0	417	4,500	5,000	(500)	5,000
6128-00 - HelmsBriscoe Strategic Partner	583	0	583	3,500	7,000	(3,500)	7,000
6152-00 - Client Events / Opportunities	30	0	30	84	0	84	6,570
6153-00 - Chicago Sales Rep Support	225	500	(275)	1,122	1,000	122	1,000
<b>Total 6000-00 - CONFERENCE SALES</b>	<b>21,090</b>	<b>14,733</b>	<b>6,357</b>	<b>45,879</b>	<b>56,727</b>	<b>(10,848)</b>	<b>104,291</b>
<b>6100-00 - TRADE SHOWS</b>							
6111-00 - Site Inspections	198	1,000	(802)	393	2,500	(2,107)	4,500
6116-00 - CalSAE Seasonal Spectacular	0	4,000	(4,000)	1,099	5,200	(4,101)	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	3,750	(3,750)	0	3,750	(3,750)	5,750
6157-00 - HPN Partner Conference	1,175	0	1,175	1,175	0	1,175	0
6160-00 - AllThingsMeetings Silicon Valley	0	0	0	675	0	675	0
6160-01 - AllThingsMeetings East Bay	0	0	0	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	0	0	0	420	0	420	0
6168-00 - Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6169-00 - Prestige Meetings SF	0	0	0	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
<b>Total 6100-00 - TRADE SHOWS</b>	<b>1,373</b>	<b>8,750</b>	<b>(7,377)</b>	<b>8,662</b>	<b>38,140</b>	<b>(29,478)</b>	<b>83,090</b>
<b>7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>							
5008-00 - Cooperative Programs	0	2,500	(2,500)	0	15,000	(15,000)	30,000
5009-00 - Fulfillment / Mail	486	1,000	(514)	1,046	6,000	(4,954)	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	667	2,000	(1,333)	2,000
7002-00 - CRM Subscription	833	0	833	5,125	4,998	127	9,996
7003-00 - IVCBVB Entertainment Fund	81	2,000	(1,919)	95	4,000	(3,905)	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	667	0	667	11,109	16,676	(5,567)	33,352
7008-00 - Opportunistic Funds	56	0	56	56	23,243	(23,187)	46,487
7009-00 - Tahoe Cam Usage	0	177	(177)	0	1,062	(1,062)	2,124
7010-00 - Photo Management & Storage	592	592	(0)	3,633	3,552	81	7,099
7020-00 - Collateral Production / Printin	0	0	0	10,256	8,000	2,256	8,000
8700-00 - Automobile Expense*	0	350	(350)	309	2,100	(1,791)	4,200
<b>Total 7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>	<b>2,882</b>	<b>6,619</b>	<b>(3,737)</b>	<b>47,296</b>	<b>106,631</b>	<b>(59,335)</b>	<b>287,258</b>
<b>8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>							
8002-00 - Content Manager Contractor	4,250	4,250	0	25,552	25,500	52	51,000
8003-00 - Website Hosting Maintenance	75	4,000	(3,925)	19,301	24,000	(4,699)	48,000
<b>Total 8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>4,325</b>	<b>8,250</b>	<b>(3,925)</b>	<b>44,853</b>	<b>49,500</b>	<b>(4,647)</b>	<b>99,000</b>
<b>Total Expense</b>	<b>92,103</b>	<b>173,766</b>	<b>(81,663)</b>	<b>493,329</b>	<b>871,833</b>	<b>(378,504)</b>	<b>2,010,695</b>
<b>Net Income</b>	<b>46,759</b>	<b>(1)</b>	<b>46,760</b>	<b>170,281</b>	<b>(5)</b>	<b>170,286</b>	<b>2</b>

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

July through December 2020

Accrual Basis

	Jul - Dec 20	Jul - Dec 19	\$ Change	% Change
<b>Income</b>				
4000-00 • LTIVCBVB Funding	297,200.00	536,622.00	-239,422.00	-44.6%
4001-00 • NLTRA Funding	361,210.00	637,976.00	-276,766.00	-43.4%
4004-00 • IVCBVB Entertainment	4,000.00	4,000.00	0.00	0.0%
4099-00 • Revenue - Other	1,200.00	0.00	1,200.00	100.0%
<b>Total Income</b>	<b>663,610.00</b>	<b>1,178,598.00</b>	<b>-514,988.00</b>	<b>-43.7%</b>
<b>Gross Profit</b>	<b>663,610.00</b>	<b>1,178,598.00</b>	<b>-514,988.00</b>	<b>-43.7%</b>
<b>Expense</b>				
5000-00 • CONSUMER MARKETING				
5001-00 • Broadcast / Radio - High Notes	0.00	5,104.00	-5,104.00	-100.0%
5002-01 • Native Display	2,499.99	0.00	2,499.99	100.0%
5004-00 • Trip Advisor	5,902.93	31,618.52	-25,715.59	-81.3%
5005-00 • Paid Social	18,896.35	58,005.27	-39,108.92	-67.4%
5005-01 • Digital Display / Retargeting	40,052.28	103,580.20	-63,527.92	-61.3%
5005-02 • Retargeting Video	0.00	12,472.82	-12,472.82	-100.0%
5007-00 • Creative Production				
5007-01 • Creative Production	35,865.12	0.00	35,865.12	100.0%
5007-02 • Website Production	2,842.50	0.00	2,842.50	100.0%
5007-03 • Photo/Video Creative	2,751.63	0.00	2,751.63	100.0%
5007-00 • Creative Production - Other	892.50		-122,951.40	-99.3%
<b>Total 5007-00 • Creative Production</b>	<b>42,351.75</b>	<b>123,843.90</b>	<b>-81,492.15</b>	<b>-65.8%</b>
5010-00 • Account Strategy & Management	36,000.00	42,000.00	-6,000.00	-14.3%
5010-01 • Digital Management & Reporting	0.00	12,000.00	-12,000.00	-100.0%
5010-02 • Website Strategy & Analysis	6,408.00	7,200.00	-792.00	-11.0%
5015-00 • Video	0.00	4,373.48	-4,373.48	-100.0%
5017-00 • Rich Media	0.00	11,837.23	-11,837.23	-100.0%
5018-00 • Media Commission	28,623.23	33,782.43	-5,159.20	-15.3%
5018-01 • Digital Ad Serving	332.89	1,232.35	-899.46	-73.0%
5020-00 • Search Engine Marketing	34,744.30	27,008.11	7,736.19	28.6%
5022-00 • Email	4,162.45	15,226.05	-11,063.60	-72.7%
5024-00 • Fusion 7	12,000.00	0.00	12,000.00	100.0%
5029-00 • Television	5,330.55	0.00	5,330.55	100.0%
<b>Total 5000-00 • CONSUMER MARKETING</b>	<b>237,304.72</b>	<b>489,284.36</b>	<b>-251,979.64</b>	<b>-51.5%</b>
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	6,439.56	-6,319.68	-98.1%
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	5,000.00	2,926.41	2,073.59	70.9%
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	257.16	-257.16	-100.0%
5145-00 • TIA Annual Dues	0.00	2,695.00	-2,695.00	-100.0%
5146-00 • UK / Black Diamond	0.00	15,000.00	-15,000.00	-100.0%
5147-00 • AUS / Gate 7	7,253.72	15,850.00	-8,596.28	-54.2%
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	11,659.94	-11,659.94	-100.0%
<b>Total 5154-00 • Canada</b>	<b>0.00</b>	<b>18,269.12</b>	<b>-18,269.12</b>	<b>-100.0%</b>
5155-00 • California Star Program	1,166.68	583.33	583.35	100.0%
5156-00 • German Trade Representation	0.00	6,781.86	-6,781.86	-100.0%
<b>Total 5110-00 • LEISURE SALES</b>	<b>13,690.28</b>	<b>90,131.78</b>	<b>-76,441.50</b>	<b>-84.8%</b>
5200-00 • PUBLIC RELATIONS				
5200-01 • Strategy, Reporting, Mgmt, Etc.	9,000.00	13,200.00	-4,200.00	-31.8%
5201-00 • National, Regional, & Local PR	0.00	30,000.00	-30,000.00	-100.0%
5202-00 • PR Programs/ Content Dev - Blogs	6,500.00	12,000.00	-5,500.00	-45.8%
5202-01 • Rich Content Development	20,000.00	4,975.00	15,025.00	302.0%
5204-00 • Media Mission(s)	746.96	4,437.66	-3,690.70	-83.2%
5206-00 • Digital Buy/ Social Media Boost	3,000.00	3,000.00	0.00	0.0%
5207-00 • Content Campaigns/Tools-My Emma	1,800.00	1,800.00	0.00	0.0%
5208-00 • International Travel Media FAMS	0.00	2,949.12	-2,949.12	-100.0%
5208-01 • Intl FAM Hard Cost	0.00	1,580.96	-1,580.96	-100.0%
5208-02 • Intl Media Retainer	0.00	1,800.00	-1,800.00	-100.0%
5209-00 • Domestic Travel Media FAMS	5,865.75	10,125.46	-4,259.71	-42.1%
5210-00 • Content Dev - Newsletters	9,000.00	10,800.00	-1,800.00	-16.7%
5211-00 • Social Media Strategy & Mgmt	24,000.00	24,000.00	0.00	0.0%
5212-00 • Social Giveaways & Contests	0.00	4,653.62	-4,653.62	-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 + Distri	7,403.06	0.00	7,403.06	100.0%
5218-00 • Crisis Communication / Training	5,000.00	0.00	5,000.00	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%
<b>Total 5200-00 • PUBLIC RELATIONS</b>	<b>95,644.49</b>	<b>134,273.57</b>	<b>-38,629.08</b>	<b>-28.8%</b>
6000-00 • CONFERENCE SALES				
6002-00 • Destination Print	2,500.00	5,520.00	-3,020.00	-54.7%
6004-00 • Email	0.00	850.00	-850.00	-100.0%
6005-00 • Paid Media	7,627.67	3,970.21	3,657.46	92.1%
6006-00 • CVENT	10,678.00	11,198.81	-488.81	-4.4%
6007-00 • Creative Production	12,633.78	11,619.86	1,013.92	8.7%
6008-00 • Conference PR / Social Outreach	0.00	6,000.00	-6,000.00	-100.0%
6015-00 • MCC National Memberships	399.00	0.00	399.00	100.0%
6016-00 • MCC Search Engine Marketing	194.88	1,406.46	-1,271.58	-86.7%
6018-00 • MCC Media Commission	2,839.66	3,330.78	-491.12	-20.8%
6019-00 • Conference Direct Partnership	4,500.02	0.00	4,500.02	100.0%
6128-00 • HelmsBriscoe Strategic Partner	3,499.98	3,416.65	83.33	2.4%
6152-00 • Client Events / Opportunities	83.54	7,628.36	-7,544.82	-98.9%
6153-00 • Chicago Sales Rep Support	1,122.32	242.39	879.93	363.0%



**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss Prev Year Comparison**  
**July through December 2020**

Accrual Basis

	Jul - Dec 20	Jul - Dec 19	\$ Change	% Change
<b>Total 6000-00 • CONFERENCE SALES</b>	<b>45,878.65</b>	<b>55,211.52</b>	<b>-9,332.67</b>	<b>-16.9%</b>
<b>6100-00 • TRADE SHOWS</b>				
6111-00 • Site Inspections	392.56	1,890.24	-1,497.68	-79.2%
6116-00 • CalSAE Seasonal Spectacular	1,099.00	4,336.06	-3,237.06	-74.7%
6118-00 • ASAE Annual	0.00	6,036.38	-6,036.38	-100.0%
6120-01 • Sac River Cats Client Event	0.00	2,392.41	-2,392.41	-100.0%
6127-00 • CalSAE Annual	0.00	1,022.07	-1,022.07	-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	1,175.00	4,299.45	-3,124.45	-72.7%
6160-00 • AllThingsMeetings Silicon Valley	675.00	510.76	164.24	32.2%
6161-00 • Connect Southwest	0.00	5,057.32	-5,057.32	-100.0%
6162-00 • Connect Tech & Medical	0.00	4,748.61	-4,748.61	-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%
<b>Total 6100-00 • TRADE SHOWS</b>	<b>8,661.56</b>	<b>39,330.43</b>	<b>-30,668.87</b>	<b>-78.0%</b>
<b>6106-00 • CalSAE Seasonal Spectacular</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>7000-00 • COMMITTED &amp; ADMIN EXPENSES</b>				
7008-00 • Cooperative Programs	0.00	24,871.60	-24,871.60	-100.0%
7009-00 • Fulfillment / Mail	1,045.87	8,059.95	-7,014.08	-87.0%
7021-00 • RASC-Reno Air Service Corp	0.00	50,000.00	-50,000.00	-100.0%
7122-00 • SSMC Shipping - Sierra Ski Mkt	0.00	5.03	-5.03	-100.0%
7123-00 • HSMC - High Sierra Visitors	666.68	1,000.02	-333.34	-33.3%
7001-00 • Miscellaneous	0.00	253.04	-253.04	-100.0%
7002-00 • CRM Subscription	5,124.98	4,999.89	124.99	2.5%
7003-00 • IVCBVB Entertainment Fund	94.93	2,038.07	-1,943.14	-95.3%
7004-00 • Research	0.00	26,530.02	-26,530.02	-100.0%
7005-00 • Film Festival	15,000.00	15,000.00	0.00	0.0%
7007-00 • Destimetrics / DMX	11,108.76	0.00	11,108.76	100.0%
7008-00 • Opportunistic Funds	56.19	29,460.29	-29,404.10	-99.8%
7010-00 • Photo Management & Storage	3,633.48	0.00	3,633.48	100.0%
7011-00 • TrendKite PR Software	0.00	1,785.71	-1,785.71	-100.0%
7020-00 • Collateral Production / Printin	10,256.45	0.00	10,256.45	100.0%
7700-00 • Automobile Expense*	309.02	2,829.67	-2,520.65	-88.3%
7000-00 • COMMITTED & ADMIN EXPENSES - Other	0.00	160.44	-160.44	-100.0%
<b>Total 7000-00 • COMMITTED &amp; ADMIN EXPENSES</b>	<b>47,296.36</b>	<b>166,850.02</b>	<b>-119,553.66</b>	<b>-71.7%</b>
<b>8000-00 • WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 • Content Manager Contractor	25,551.94	25,500.00	51.94	0.2%
8003-00 • Website Hosting Maintenance	19,301.00	51,064.75	-31,763.75	-62.2%
<b>Total 8000-00 • WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>44,852.94</b>	<b>76,564.75</b>	<b>-31,711.81</b>	<b>-41.4%</b>
<b>Total Expense</b>	<b>493,329.20</b>	<b>1,051,646.43</b>	<b>-558,317.23</b>	<b>-53.1%</b>
<b>Net Income</b>	<b>170,280.80</b>	<b>126,951.57</b>	<b>43,329.23</b>	<b>34.1%</b>

# Aging by Revenue Item

As of 12/31/2020

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
<b>Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)</b>									
101-200 Employees Membership Dues			\$0.00	\$0.00	\$975.00	\$0.00	\$0.00	\$940.00	\$1,915.00
11-20 Employees Membership Dues			\$0.00	\$0.00	\$345.00	\$0.00	\$0.00	\$2,740.00	\$3,085.00
1-5 Employees Membership Dues			\$2,065.00	\$1,465.00	\$865.00	\$1,180.00	\$295.00	\$21,205.00	\$27,075.00
21-50 Employees Membership Dues			\$2,700.00	\$1,080.00	\$0.00	\$1,080.00	\$0.00	\$10,140.00	\$15,000.00
50-100 Employees Membership Dues			\$750.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,475.00	\$2,225.00
6-10 Employees Membership Dues			\$1,950.00	\$0.00	\$315.00	\$325.00	\$325.00	\$12,640.00	\$15,555.00
Associate Member Membership Dues			\$0.00	\$0.00	\$50.00	\$0.00	\$0.00	\$0.00	\$50.00
Financial Institutions Membership			\$700.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,500.00	\$4,200.00
Non-Profit Membership Dues Totals:			\$680.00	\$0.00	\$340.00	\$0.00	\$510.00	\$4,900.00	\$6,430.00
PUD Membership Dues Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$580.00	\$580.00
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			\$8,845.00	\$2,545.00	\$2,890.00	\$2,585.00	\$1,130.00	\$76,735.00	\$94,730.00
<b>Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)</b>									
Eblast Totals:			\$345.00	\$150.00	\$0.00	\$0.00	\$0.00	\$175.00	\$670.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00	\$165.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$565.00	\$565.00
1201-03 Member Accounts Receivable -			\$345.00	\$150.00	\$0.00	\$0.00	\$0.00	\$905.00	\$1,400.00
<b>GRAND TOTALS</b>			<b>\$9,190.00</b>	<b>\$2,695.00</b>	<b>\$2,890.00</b>	<b>\$2,585.00</b>	<b>\$1,130.00</b>	<b>\$77,640.00</b>	<b>\$96,130.00</b>

## KEY METRICS FOR December 31, 2020 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2012 - 2021 (as reported thru Dec 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	7,019,017	3,967,123	5,766,189	1,058,017	\$ 17,810,346
2020 - 2021	7,141,992	543,579	1,769		\$ 7,687,340

updated

Visitor Information Comparative Statistics For FYTD 2017/18 - 2020/21 (thru Dec 2020)					
Referrals -	2017-18	2018-19	2019-20	2020-21	YOY % Change
Tahoe City:					
Walk In	27233	26604	29168	17046	-41.45%
Phone	1903	1668	1710	1630	-4.68%
Email	220	215	249	251	0.80%
Kings Beach (Walk In)	7883	11439	8322	5406	-35.04%
NLT - Event Traffic	3127	3295	2913	749	-74.29%
Total	40,366	43,221	42,362	25,082	-40.79%

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	\$ 2,608,005	

Unemployment Rates - EDD					Dec 2020
California (pop. 38,332,521)					9.0%
Placer County (367,309)					6.2%
Dollar Point (1,215)					4.3%
Kings Beach (3,893)					2.4%
Sunnyside/Tahoe City (1,557)					9.6%
Tahoe Vista (1,433)					1.3%

Destimetrics Reservations Activity	FYTD 2019/20	FYTD 2020/21	YOY % Change
Occupancy	49.9%	21.3%	-57.3%
ADR (Average Daily Rate)	\$ 475	\$ 440	-7.4%
RevPAR (Rev per Available Room)	\$ 237	\$ 94	-60.5%
Occupancy 1 Mth Forecast	44.7%	23.6%	-47.2%
ADR 1 Mth Forecast	\$ 368	\$ 411	11.8%
RevPAR 1 Mth Forecast	\$ 164	\$ 97	-41.0%
Occupancy (prior 6 months)	53.2%	39.3%	-26.2%
ADR (prior 6 months)	\$ 353	\$ 419	18.8%
RevPAR (prior 6 months)	\$ 188	\$ 165	-12.3%
Occupancy (next 6 months)	22.3%	15.3%	-31.2%
ADR (next 6 months)	\$ 338	\$ 391	15.6%
RevPAR (next 6 months)	\$ 75	\$ 60	-20.5%

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 12/31/2020					
	2019-20	2019-20	2020-21	YOY %	
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change	
Total Revenue Booked	\$2,685,035	\$ 3,599,732	\$ 1,059,448	-70.57%	
Commission for this Revenue	\$ 36,962	\$ -	\$ -		
Number of Room Nights	12,075	17,049	4,709	-72.38%	
Number of Bookings	53	60	15	-75.00%	
Conference Revenue And Percentage by County:					
	19-20	20-21			
Placer	80%	83%	\$2,096,775	\$ 2,865,315	\$ 874,335 -69.49%
Washoe	16%	17%	\$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	\$ 1,059,448 -70.57%
CURRENT					
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%