
Board of Directors:

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

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

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

Greg Gooding, Resort at Squaw Creek | **Colin Perry**, Ritz-Carlton, Lake Tahoe

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

Advisory member: **Jeff Cowen**, TRPA

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

Join Zoom Meeting

<https://us02web.zoom.us/j/82968523606?pwd=cU0xellxSGZ0ekgzQ2oyZFBNWEUzZz09>

Meeting ID: 829 6852 3606

Passcode: 486552

- | | |
|------------------|---|
| 8:30 a.m. | 1. Call to Order – Establish Quorum |
| 8:30 a.m. | 2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum. |
| 8:35 a.m. | 3. Agenda Amendments and Approval |
| 8:40 a.m. | 4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions. |
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- | | |
|----------------|---|
| Page: 1 | A. NLTRA Board Meeting Minutes from Mar 3, 2021 Link to preliminary online document |
| Page: 5 | B. Approval of preliminary NLTRA Financial Statements of Feb 28, 2021 |
| Page:24 | C. Approval of CEO Expense Reports for Feb 2021 |

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

- Finance Committee Meeting Feb 23, 2021
- Tourism Development Committee Mar 30, 2021
- In-Market Tourism Development Committee Mar 30, 2021

8:45 a.m.

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5. Action Items

- A. Approval of Broken Arrow Skyrace Sponsorship - Katie
- B. Spring Campaign Update and Approval of Spring Campaign Funding Request – Jeff/Amber

9:15a.m.

Page:45

6. Informational Updates/Verbal Reports

- A. 6-Month Report Highlights - Liz/Sarah/Amber
- B. Traveler Responsibility Pledge & Rollout – Liz Bowling
- C. Ad Agency RFP Update – Amber/Jeff
- D. TBID Update - Jeff

10:30 a.m.

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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 Feb 31, 2021
- B. Conference Revenue Statistics Report Feb 2021
- C. Tourism Development Report on Activities, Feb2021
- D. Visitor Information Center Visitor Report, Feb 2021
- F. North Lake Tahoe Marketing Coop Financial Statements 2020
- F. Membership Accounts Receivable Report Feb 2021
- G. Financial Key Metrics Report Feb 2021

10:40 a.m.

8. CEO and Staff Updates

10:45 a.m.

9. Directors Comments

10:50 a.m.

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, March 3, 2021

Location: Virtual meeting via Zoom

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

1. Call to Order at 8:34 AM– Establish Quorum

Board members in attendance

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

Board members absent

Kevin Mitchell, Jon Slaughter, Stephanie Hoffman, and Colin Perry

Staff Members in attendance

Jeffrey Hentz, Anna Atwood, Amber Burke, Sarah Winters, Liz Bowling, and DeWitt Van Siclen

Others in attendance

Included Andy Deinken, Jerusha Hall, Nick Martin, Walt McRoberts, Jared Deck, Lindsay Romack, Kylee Bigelow, Andy Chapman, Kevin Bell, Alyssa Reilly, Matthew Landkramer, Cathy Nanadiego with Richter 7; Walt McRoberts

2. Public Forum

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

3. Agenda Amendments and Approval

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

4. Consent Calendar

A. NLTRA Board Meeting Minutes from Feb 3, 2021 Link to preliminary online document

B. Approval of preliminary NLTRA Financial Statements of January 31, 2021

C. Approval of CEO Expense Reports for Jan 2021

D. Approval of Lake Tahoe Dance Festival Sponsorship

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

- Finance Committee Meeting Feb 23, 2021
- Tourism Development Committee Feb 23, 2021
- In-Market Tourism Development Committee Jan 26, 2021

TESTER/WILSON/UNANIMOUS

5. Action Items

A. Review and Approval of Proposed Tourism Mitigation Activities Budget

Casey presented her written report, noting the goal of allocating some of the TOT Reserve dollars that could be available if the Board of Supervisors approves the TBID at its March 9 meeting. Her recommendations are focused on mitigating tourism impacts this coming summer, including traffic through the use of Micro-transit and Park & Ride, expanding trash containers and pick-ups, pedestrian safety in Town Centers, and expanded snow removal on trails. Casey and County staff answered questions clarifying each proposed component. Discussion followed as the Board offered suggestions.

Motion to recommend allocating up to \$1,105,000 to fund the proposed Tourism Mitigation Activities budget as presented, contingent upon the Board of Supervisors approving the Resolution of Formation for the TBID.
PHELAN/GOODING/UNANIMOUS

B. Review and Approval of Coraggio Group Contract for Consulting Services

Hentz said the Coraggio Group is a management consulting firm with a strong focus on travel and tourism strategy. Matthew Landkramer of the Coraggio Group presented the proposal addressing reorganization of NLTRA, in light of TBID. The proposal in today's meeting packet included a scope of work and deliverables. Hentz noted the work could take six months, but he is hoping to condense it so components can be implemented in July to coincide with the start of TBID collections.

Motion to direct Hentz to execute the contract with Coraggio Group as presented at a cost of \$99,102.
PHELAN/TESTER/UNANIMOUS

C. Review and Approval of Spring Consumer Media Campaign - Augustine

Hentz reminded the Board of a previous discussion about when and how to resume promoting the area. The Co-op met and agreed to a plan to re-engage in advertising in March in key Texas markets. Burke presented details of the proposed campaign and Cathy Diego and Walt McRoberts described the strategy behind the recommendation. Chapman noted the Incline and South Lake Tahoe campaign in Texas was put on hold during recent storms, but will resume on March 26.

A lengthy discussion followed regarding the pros and cons of promoting travel to Tahoe in general, from Texas specifically, and appropriate timing. There was general agreement that reservations are down between April and mid-June.

A question was asked about group travel prospects. Winters said there is a separate campaign focused on meetings and conventions. She will give an update at next month's meeting. The group continued to consider the Texas promotion. Hentz said Southern California is integrated into this campaign, but the Texas market supplements the Incline and South Shore dollars already being spent, as well as takes advantage of the new air service from Dallas and Houston.

Horvath encouraged promotion in California in the San Diego to Santa Barbara markets. Burke noted Visit California is spending dollars in those areas as they promote a drive campaign within California. Visit California will be starting a national campaign as well that will also hit Nevada markets. Strategies for moving forward were considered.

Neither Greg Gooding nor Brett Williams was present for this vote. Burke will advise the Co-op of today's decision since the campaign was using those dollars.

Motion to begin the Southern California campaign as planned in late March into April and revisit the Texas campaign at the next Tourism Development Committee meeting. The Committee may make a recommendation for the Board to vote on electronically. TESTER/TURNER/ROLL CALL VOTE

AYES: Tester, Turner, Wilson, Tuma, Horvath

NOES: None

ABSTENTION: Phelan

Motion carried.

6. Informational Updates/Verbal Reports

A. TBID Ad-Hoc Committee Update - Jeff

Hentz reported he and Casey will make the presentation to the Board of Supervisors on March 9 for the final public hearing and consideration of the Resolution of Formation. The main topic at yesterday's Breakfast Club was TBID. There were about 60 people on the Zoom and it went well. Hentz met with Supervisor Jones to bring her up to speed on the TBID. She was very supportive.

Hentz said that based on an expectation of approval of the Resolution, plans for implementation and communication are underway, as well as developing a website landing page for the business community. He will also be working with Coraggio on the re-organization of NLTRA.

The Ad-Hoc Committee is working with Civitas to review and update the Management District Plan (MDP). The five-year agreement with Placer County has been revised. The Committee meets today to begin work on the Bylaws.

B. 6-Month Report Highlights - Amber, Liz & Sarah

This item was tabled to the April meeting.

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 Jan 31, 2021

B. Conference Revenue Statistics Report Jan 2021

C. Tourism Development Report on Activities, Jan 2021

D. Public Relations & Communications, Jan 2021

E. Visitor Information Center Visitor Report, Jan 2021

F. North Lake Tahoe Marketing Coop Financial Statements Jan 202a

G. Membership Accounts Receivable Report Jan 2021

H. Financial Key Metrics Report Jan 2021

8. CEO and Staff Updates

Hentz is receiving data from AirDNA on the vacation home sector. It helps to provide a total picture of lodging in the area.

In light of Bavetta's retirement, interviews with a small group of qualified candidates begin next week. Bavetta has offered to help with training and consulting as necessary.

Hentz attended the TRPA workshop on Sustainable Recreation last week. He will continue to work with Amy Berry and Carol Chapman on the initiatives discussed.

The goal of the membership drive is \$75,000. In the first days of the campaign, \$35,000 has already come in.

He and Casey are considering signage for TOT funded projects, such as "TOT Dollars at Work," similar to the Caltrans SB1 signage.

Although the RFP for marketing services was pulled last March, Hentz has released it and eight agencies have submitted proposals. He will give an update at the April meeting.

9. Directors Comments

Phelan asked for a report on the impacts of the NHL event in South Shore. Bowling noted the great national press the area received. It was a very successful event.

Casey announced the Short-Term Rental Town Hall tonight at 6pm, hosted by Supervisor Gustafson. It will include data collected to date and recommended changes. The event will be recorded.

10. Meeting Review and Staff Direction

11. Closed Session

Closed Session was not convened.

12. Adjournment

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

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



north lake tahoe

Chamber | CVB | Resort Association

Date: 3/31/21

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

From: DeWitt Van Siclen, Accounting Manager

RE: Report of Financial Results at February 28, 2021

A summary of preliminary NLTRA financial results for February 28, 2021 follows:

- Cash balance on February 28, 2021 of \$1,823,000 was \$1,019,000 greater than prior year due primarily to reduced Accounts Receivables by \$32,000, 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 \$46,000, an increase in Accrued Expenses of \$15,000 and an increase in equity of \$462,000 offset primarily by an increase in Fixed Assets of \$8,000, a decrease in Accounts Payable of \$28,000 and reduced Deferred Revenue – Marketing of \$37,000.
- Accounts Receivable (QB) balance of \$3,000 was down relative to last year by \$23,000, primarily due to fewer outstanding commissions owed to the NLTRA and MTS sponsorship invoices.
- The Accounts Receivable – TOT balance of \$261,000 reflected County TOT funding invoices for February. The balance at this date last year was \$293,000. Payment is anticipated next week.
- Membership dues receivable totaled \$167,000; an increase of \$98,000 over prior year due to slow pay on membership dues invoices. The Allowance for Doubtful Accounts balance of \$62,000 was \$59,000 greater than prior year to cover potential uncollectible membership fees.
- Receivable from NLTMC was lower than prior year by \$14,000 due to fewer expenditures.
- Fixed Assets increased over prior year by \$8,000 due to the purchase of a new company server.
- Accounts Payable of \$22,000 was \$28,000 lower than prior year due primarily to lower expenditures.
- Wages and related liabilities of \$150,000 were \$46,000 higher than prior year, a result of a combination of higher incentive accruals including some incentives not yet paid out at FYE 19.20, 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 prior year 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 \$90,000 was up \$3,000 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 \$595,000 at month end February reflected a \$439,000 increase from prior year positive results of \$156,000, and represented Membership's net results YTD of \$0, and \$595,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$1,566,000 was lower than budget by \$217,000.
 - Expenses before overhead allocation totaled \$869,000 and were \$559,000 below budget largely due to NLTMC contributions placed on hold as well as delayed marketing programs as a result of the pandemic. The hold on NLTMC contributions will continue for the rest of the fiscal year.
 - Total net results before overhead allocation of \$700,000 were better than budget by \$344,000.
- Operating Results YTD – Conference
 - TOT revenue of \$255,000 was on budget.
 - Expenses of \$216,000 before allocated overhead were over budget by \$7,000.
 - Net results of \$39,000 before overhead allocation were negative to budget by \$7,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$66,000 were positive to budget by \$11,000. TOT revenue of \$306,000 was on budget.
 - Expenses before overhead allocation of \$201,000 were good to budget by \$100,000 primarily due to reduced staffing and other operating costs related to the pandemic.
 - Net income of \$171,000 before overhead allocation was \$111,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$133,000 was on budget.
 - Expenditures of \$63,000 before overhead were \$45,000 good to budget due to timing.
 - Net results of \$71,000 before overhead allocation were positive to budget \$45,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$93,000 was \$9,000 over budget, total other revenues of \$3,000 were \$4,000 below budget.
 - Expenses before overhead allocation of \$79,000 were \$7,000 over budget due to increasing the allowance for doubtful accounts offset primarily by reduced staffing.
 - Net income of \$16,000 before overhead allocations was below budget by \$2,000.
 - Net results of \$0 after overhead allocations was favorable to budget \$2,000.
- Operating Results YTD – Administration
 - Total expenses of \$409,000 were \$99,000 below budget due primarily to staffing and timing.
- Membership cash position as of February 28, 2021
 - Membership activities resulted in a net gain of \$353.
 - Deferred revenues of \$89,621 less receivables of \$167,150, plus the allowance for uncollectible receivables of \$61,574 resulted in the use of cash in the amount of \$15,602.
 - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
 - Accrued Payroll expense provided cash of \$1,488.
 - Prior years' cumulative negative net results totaled \$10,145.
 - Net cash year-to-date was negative \$22,969.

Summary of North Lake Tahoe Marketing Cooperative (NLTMC) financial results at February 28, 2021:

- Cash balance at month end of \$740,000 was \$456,000 greater than prior year primarily due to a decrease in Receivables of \$11,000, an increase in Equity - Unrestricted Net Assets of \$462,000 (prior year funding reserve) and an increase in Net Income of \$181,000 offset by an increase in prepaid expenses of \$18,000 and a reduction in Accounts Payable of \$183,000.
- Accounts Receivable was \$6,000 lower due to fewer partner-sponsored events.
- Accounts Payable of \$32,000 were \$183,000 less than prior year due to lower expenditures including agency work that had been placed on hold as well as prompt payment.
- 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 \$290,000 was \$181,000 greater than prior year.

- Year-to-date revenue from NLTRA and IVCBVB of \$881,000 was below budget \$236,000. NLTRA and IVCBVB has halted contributions to NLTMC for the remainder of the fiscal year due to reduced forecasted expenditures. Budgeted use of prior year reserves (\$279,000) had not been utilized to fund YTD operations.
- Revenue - Other of \$45,000 is primarily due to an unbudgeted receipt from a Travel Nevada grant.
- Consumer Marketing expenditures of \$272,000 were \$567,000 below budget due to reduced expenditures due to the pandemic.
- Leisure Sales expenditures of \$18,000 were \$37,000 below budget due to reduced expenditures due to the pandemic.
- Public Relations expenses of \$114,000 were \$48,000 below budget due to reduced expenditures due to the pandemic.
- Conference Sales expenditures of \$68,000 were \$4,000 over budget.
- Trade Show expenditures of \$9,000 were \$51,000 below budget due to reduced expenditures due to the pandemic.
- Committed & Administrative expenditures of \$97,000 were \$54,000 below budget due to reduced expenditures due to the pandemic.
- Website & Maintenance expenses of \$59,000 were below budget \$7,000 due to timing.
- Total Expenses of \$636,000 were \$760,000 below budget.
- Net income of \$290,000 was better than budget by \$290,000.
- The recently completed reforecast for the NLTMC anticipates total expenses of \$1,311,000, a reduction of \$701,000 from the original budget due to impacts of the pandemic. The NLTRA funding of NLTMC is forecasted to drop \$454,000 from the budget of \$1,000,000 to \$546,000. In the reforecast, it is anticipated that the IVCBVB contribution will be reduced proportionally from \$600,000 originally budgeted to \$335,000 and the current reserve from previous years' funding will be fully utilized in covering current fiscal year expenditures.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

February 28, 2021

North Lake Tahoe Resort Association

Accrual Basis

Balance Sheet

As of February 28, 2021

	Feb 28, 21	Feb 29, 20	\$ Change	% Change	Jun 30, 20
ASSETS					
Current Assets					
Checking/Savings					
1001-00 • Petty Cash	158	158	0	0%	158
1003-00 • Cash - Operations BOTW #6712	1,581,986	516,085	1,065,901	207%	565,602
1007-00 • Cash - Payroll BOTW #7421	3,470	4,872	(1,402)	(29%)	3,200
1008-00 • Marketing Reserve - Plumas	50,343	50,294	49	0%	50,313
1009-00 • Cash Flow Reserve - Plumas	100,934	100,785	149	0%	100,839
1071-00 • Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 • Special Events BOTW #1626	55,388	102,104	(46,716)	(46%)	86,322
10950 • Cash in Drawer	927	276	651	236%	139
Total Checking/Savings	1,822,788	804,156	1,018,632	127%	836,155
Accounts Receivable					
1200-00 • Quickbooks Accounts Receivable	2,500	25,031	(22,531)	(90%)	3,500
1290-00 • A/R - TOT	260,707	292,999	(32,292)	(11%)	201,387
Total Accounts Receivable	263,207	318,030	(54,823)	(17%)	204,887
Other Current Assets					
1200-99 • AR Other	343	726	(383)	(53%)	12,881
1201-00 • Member Accounts Receivable					
1201-01 • Member AR - Member Dues	167,150	69,315	97,835	141%	35,696
1201-03 • Member AR - Other	1,055	2,555	(1,500)	(59%)	1,040
Total 1201-00 • Member Accounts Receivable	168,205	71,870	96,335	134%	36,736
1201-02 • Allowance for Doubtful Accounts	(61,574)	(2,775)	(58,799)	(2,119%)	(24,987)
12100 • Inventory Asset					
1210-01 • Inventory - Other	0	0	0	0%	4,236
25300 • Gift Cards Outstanding	18	18	0	0%	18
12100 • Inventory Asset - Other	22,855	23,544	(689)	(3%)	81,762
Total 12100 • Inventory Asset	22,873	23,562	(689)	(3%)	86,016
1299 • Receivable from NLTCM	3,085	17,488	(14,403)	(82%)	0
1490-00 • Security Deposits	1,150	1,150	0	0%	1,150
Total Other Current Assets	134,082	112,021	22,061	20%	111,796
Total Current Assets	2,220,077	1,234,207	985,870	80%	1,152,838
Fixed Assets					
1700-00 • Furniture & Fixtures	45,289	45,289	0	0%	45,289
1701-00 • Accum. Depr. - Furn & Fix	(45,289)	(45,289)	0	0%	(45,289)
1740-00 • Computer Equipment	11,013	4,270	6,743	158%	4,270
1741-00 • Accum. Depr. - Computer Equip	(2,611)	(4,269)	1,658	39%	(4,270)
1750-00 • Computer Software	20,493	20,493	0	0%	20,493
1751-00 • Accum. Amort. - Software	(20,493)	(20,029)	(464)	(2%)	(20,493)
1770-00 • Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 • Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%	(24,284)
Total Fixed Assets	8,402	465	7,937	1,707%	0
Other Assets					
1400-00 • Prepaid Expenses					
1410-00 • Prepaid Insurance	13,917	12,215	1,702	14%	16,326

North Lake Tahoe Resort Association

Accrual Basis

Balance Sheet

As of February 28, 2021

	Feb 28, 21	Feb 29, 20	\$ Change	% Change	Jun 30, 20
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	5,894	4,215	1,679	40%	8,751
Total 1400-00 · Prepaid Expenses	19,911	16,530	3,381	20%	25,177
Total Other Assets	19,911	16,530	3,381	20%	25,177
TOTAL ASSETS	2,248,390	1,251,202	997,188	80%	1,178,015
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	22,208	50,060	(27,852)	(56%)	26,683
Total Accounts Payable	22,208	50,060	(27,852)	(56%)	26,683
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	10,323	11,059	(736)	(7%)	39,445
2101-00 · Incentive Payable	76,980	42,109	34,871	83%	88,359
2102-00 · Commissions Payable	30	7,294	(7,264)	(100%)	3,506
2120-00 · Empl. Federal Tax Payable	4,777	5,426	(649)	(12%)	1,551
2175-00 · 401 (k) Plan	2,736	1,894	842	44%	2,626
2180-00 · Estimated PTO Liability	54,845	36,333	18,512	51%	54,845
Total 21000 · Salaries/Wages/Payroll Liabilit	149,691	104,115	45,576	44%	190,332
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	0	10	(10)	(100%)	0
25500 · *Sales Tax Payable	494	822	(328)	(40%)	1,374
Total 2190-00 · Sales and Use Tax Payable	494	832	(338)	(41%)	1,374
2250-00 · Accrued Expenses	15,132	0	15,132	100%	73,722
2300-00 · Marketing Cooperative Liabili	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	89,621	86,287	3,334	4%	28,890
2500-00 · Deferred Revenue - TMBC	1,290	1,485	(195)	(13%)	1,290
2650-00 · Deferred Rev - Events	0	2,055	(2,055)	(100%)	0
2700-00 · Deferred Rev. County	525,305	350,305	175,000	50%	0
2800-00 · Suspense	0	(193)	193	100%	0
2900-00 · Due To/From County of Placer	384,939	19,871	365,068	1,837%	384,939
Total Other Current Liabilities	1,166,472	603,807	562,665	93%	686,620
Total Current Liabilities	1,188,680	653,867	534,813	82%	713,303
Total Liabilities	1,188,680	653,867	534,813	82%	713,303
Equity					
32000 · Unrestricted Net Assets	(10,145)	(17,007)	6,862	40%	(17,007)
3300-11 · Designated Marketing Reserve	324,590	308,202	16,388	5%	324,590
3301 · Cash Flow Reserve	100,248	100,248	0	0%	100,248
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	594,996	155,872	439,124	282%	6,862
Total Equity	1,059,707	597,333	462,374	77%	464,711
TOTAL LIABILITIES & EQUITY	2,248,390	1,251,202	997,188	80%	1,178,015

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	259,707	414,107	(154,400)	2,261,053	2,478,104	(217,051)	4,043,867
4200-00 - Membership Dues Revenue	12,007	10,417	1,590	92,593	83,333	9,260	125,000
4250-00 - Revenues-Membership Activities							
4250-01 - Community Awards							
4250-04 - Silent Auction	0	0	0	0	0	0	19,000
4250-05 - Sponsorships	0	0	0	0	0	0	19,000
4250-01 - Community Awards - Other	0	0	0	0	0	0	20,000
Total 4250-01 - Community Awards	0	0	0	0	0	0	58,000
4250-02 - Chamber Events	0	1,500	(1,500)	0	3,000	(3,000)	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	1,000	(1,000)	2,000
4251-00 - Tues AM Breakfast Club - Other	0	550	(550)	0	1,800	(1,800)	4,000
Total 4251-00 - Tues AM Breakfast Club	0	750	(750)	0	2,800	(2,800)	6,000
4250-00 - Revenues-Membership Activities - Other	520	0	520	3,170	0	3,170	0
Total 4250-00 - Revenues-Membership Activities	520	2,250	(1,730)	3,170	7,300	(4,130)	72,500
4253-00 - Revenue- Other	0	500	(500)	1,525	500	1,025	2,500
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC income	258	0	258	1,813	0	1,813	0
4504-00 - Retail Revenue - Other	0	0	0	560	0	560	0
46000 - Merchandise Sales - Other	3,453	3,500	(47)	63,189	54,500	8,689	85,000
Total 46000 - Merchandise Sales	3,711	3,500	211	65,582	54,500	11,082	85,000
4720-00 - Miscellaneous	3,806	0	3,806	7,999	0	7,999	0
Total Income	279,751	430,774	(151,023)	2,431,802	2,623,737	(191,836)	4,328,867
Gross Profit	279,751	430,774	(151,023)	2,431,802	2,623,737	(191,836)	4,328,867
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 - P/R - Tax Expense	5,212	7,049	(1,837)	48,688	56,391	(7,703)	84,586
5030-00 - P/R - Health Insurance Expense	11,173	11,750	(577)	81,659	94,000	(12,341)	141,000
5040-00 - P/R - Workmans Comp	1,275	1,128	147	7,521	9,021	(1,501)	13,532
5060-00 - 401 (k)	2,266	3,308	(1,043)	14,875	26,467	(11,592)	39,700
5070-00 - Other Benefits and Expenses	170	428	(258)	2,804	3,423	(619)	5,135
5000-00 - Salaries & Wages - Other	76,863	94,593	(17,731)	659,989	756,747	(96,758)	1,135,121
Total 5000-00 - Salaries & Wages	96,958	118,256	(21,298)	817,641	946,050	(128,408)	1,419,074
5100-00 - Rent							
5110-00 - Utilities	953	1,017	(64)	7,038	7,808	(773)	11,655
5140-00 - Repairs & Maintenance	1,369	888	480	4,596	7,107	(2,511)	10,660
5150-00 - Office - Cleaning	600	1,058	(458)	4,675	8,467	(3,792)	12,700
5100-00 - Rent - Other	13,144	12,819	325	106,754	101,523	5,231	152,798
Total 5100-00 - Rent	16,065	15,782	283	123,060	124,905	(1,844)	187,813
5310-00 - Telephone							
5320-00 - Telephone	2,725	1,924	801	17,863	15,392	2,471	23,088
Total 5310-00 - Telephone	2,725	1,924	801	17,863	15,392	2,471	23,088
5420-00 - Mail - USPS	100	127	(27)	631	1,013	(383)	1,520
5510-00 - Insurance/Bonding	1,149	1,692	(543)	8,546	13,533	(4,988)	20,300
5520-00 - Supplies							
5525-00 - Supplies- Computer	2,255	287	1,968	5,844	2,293	3,551	3,440
5520-00 - Supplies - Other	4,401	7,598	(3,197)	13,914	60,783	(46,869)	91,174
Total 5520-00 - Supplies	6,656	7,885	(1,229)	19,758	63,076	(43,318)	94,614
5610-00 - Depreciation	375	0	375	764	0	764	0
5700-00 - Equipment Support & Maintenance	(1,846)	2,267	(4,113)	16,926	18,133	(1,208)	27,200
5710-00 - Taxes, Licenses & Fees	1,744	1,025	719	9,550	8,200	1,350	12,300
5740-00 - Equipment Rental/Leasing	385	969	(604)	3,388	7,753	(4,365)	11,630
5800-00 - Training Seminars	310	1,667	(1,356)	376	13,333	(12,957)	22,000
5850-00 - Artist of Month - Commissions	0	250	(250)	1,010	2,000	(990)	3,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	520	750	(230)	2,380	6,000	(3,620)	9,000
5920-00 - Professional Fees - Accountant	0	0	0	21,800	26,000	(4,200)	26,000
5921-00 - Professional Fees - Other	7,220	13,250	(6,030)	38,420	76,500	(38,080)	134,000
Total 5900-00 - Professional Fees	7,740	14,000	(6,260)	62,600	108,500	(45,900)	169,000
5941-00 - Research & Planning	0	1,250	(1,250)	0	30,000	(30,000)	55,000
6020-00 - Programs							
6016-00 - Special Event Partnership	10	5,000	(4,990)	151	13,750	(13,599)	50,000
6018-00 - Business Assoc. Grants	0	15,000	(15,000)	0	15,000	(15,000)	30,000
Total 6020-00 - Programs	10	20,000	(19,990)	151	28,750	(28,599)	80,000
6420-00 - Events							
6420-01 - Sponsorships							

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb ...	YTD Budget	\$ Over Budget	Annual Bud...
6421-01 - 4th of July Fireworks	0	20,000	(20,000)	0	20,000	(20,000)	20,000
6421-04 - Broken Arrow Skyrace	0	25,400	(25,400)	0	25,400	(25,400)	25,400
6421-06 - Spartan	0	0	0	0	0	0	180,900
6421-07 - Tahoe Lacrosse Tournament	0	6,000	(6,000)	0	6,000	(6,000)	6,000
6421-10 - WinterWonderGrass - Tahoe	0	0	0	0	24,400	(24,400)	24,400
6421-17 - Enduro	0	31,500	(31,500)	0	31,500	(31,500)	31,500
6420-01 - Sponsorships - Other	0	50,000	(50,000)	0	50,000	(50,000)	240,800
Total 6420-01 - Sponsorships	0	132,900	(132,900)	0	157,300	(157,300)	529,000
6421-00 - New Event Development	0	5,000	(5,000)	4,000	12,500	(8,500)	30,000
6424-00 - Event Operation Expenses	0	500	(500)	0	2,500	(2,500)	6,000
Total 6420-00 - Events	0	138,400	(138,400)	4,000	172,300	(168,300)	565,000
6423-00 - Membership Activities							
6434-00 - Community Awards Dinner	0	0	0	295	0	295	28,000
6436-00 - Membership - Wnt/Sum Rec Lunch	0	0	0	0	500	(500)	1,000
6437-00 - Tuesday Morning Breakfast Club	0	413	(413)	0	1,350	(1,350)	3,000
6442-00 - Public Relations/Website/Digital	(28)	417	(445)	4,639	3,333	1,306	5,000
6423-00 - Membership Activities - Other	0	417	(417)	915	3,333	(2,418)	5,000
Total 6423-00 - Membership Activities	(28)	1,246	(1,274)	5,849	8,517	(2,668)	42,000
6730-00 - Marketing Cooperative/Media	0	50,845	(50,845)	546,253	715,166	(168,913)	1,000,000
6740-00 - Media/Collateral/Production	0	1,667	(1,667)	0	13,333	(13,333)	20,000
6742-00 - Non-NLT Co-Op Marketing Program	1,392	23,000	(21,608)	3,669	140,000	(136,331)	232,000
6743-00 - BACC Marketing Programs							
6743-01 - Year Round Shopping Campaign	0	1,000	(1,000)	13,409	6,000	7,409	10,000
6743-03 - Winter Lakeside Campaign	0	1,000	(1,000)	0	6,000	(6,000)	10,000
6743-04 - Summerlong Music Campaign	0	1,000	(1,000)	0	6,000	(6,000)	10,000
6743-05 - Summer Mountain Campaign	0	1,000	(1,000)	0	6,000	(6,000)	10,000
6743-06 - COVID Summer Recovery Campaign	0	4,000	(4,000)	0	24,000	(24,000)	40,000
6743-07 - Winter Regional Campaign	(750)	0	(750)	17,277	0	17,277	0
Total 6743-00 - BACC Marketing Programs	(750)	8,000	(8,750)	30,686	48,000	(17,314)	80,000
7500-00 - Trade Shows/Travel	0	1,250	(1,250)	395	10,000	(9,605)	15,000
8100-00 - Cost of Goods Sold							
81100 - Freight and Shipping Costs	48	125	(77)	1,068	1,000	68	1,500
89900 - POS Inventory Adjustments	0	0	0	583	0	583	0
8100-01 - CGS - Other	0	0	0	98	0	98	0
8100-00 - Cost of Goods Sold - Other	1,853	1,565	288	33,614	24,362	9,253	38,000
Total 8100-00 - Cost of Goods Sold	1,900	1,690	211	35,363	25,362	10,002	39,500
8200-00 - Associate Relations	102	135	(33)	2,116	1,059	1,057	1,600
8300-00 - Board Functions	310	500	(190)	2,554	5,000	(2,446)	7,000
8500-00 - Credit Card Fees	132	165	(33)	2,730	2,562	169	5,850
8600-00 - Additional Opportunities	650	10,000	(9,350)	72,953	80,000	(7,047)	120,000
8700-00 - Automobile Expenses	59	468	(407)	1,662	3,588	(1,926)	5,450
8750-00 - Meals/Meetings	0	763	(763)	330	5,850	(5,520)	8,900
8810-00 - Dues & Subscriptions	3,027	1,513	1,514	7,979	11,847	(3,868)	17,900
8910-00 - Travel	0	2,500	(2,500)	0	2,500	(2,500)	12,600
8920-00 - Bad Debt	751	0	751	38,230	0	38,230	0
Total Expense	139,896	429,230	(289,334)	1,837,031	2,625,722	(788,691)	4,299,338
Net Ordinary Income	139,854	1,543	138,311	594,870	(1,985)	596,855	29,529
Other Income/Expense							
Other Income							
4700-00 - Revenues-Interest & Investment	13	0	13	126	0	126	0
Total Other Income	13	0	13	126	0	126	0
Other Expense							
8990-00 - Allocated	0	0	0	0	(0)	0	0
Total Other Expense	0	0	0	0	(0)	0	0
Net Other Income	13	0	13	126	0	126	(0)
Net Income	139,868	1,543	138,324	594,996	(1,985)	596,981	29,529

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through February 2021

	Jul '20 - Feb 21	Jul '19 - Feb 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 • County of Placer TOT Funding	2,261,053	2,599,692	(338,639)	(13)%
4200-00 • Membership Dues Revenue	92,593	89,794	2,799	3%
4250-00 • Revenues-Membership Activities				
4251-00 • Tues AM Breakfast Club				
4251-01 • Tues AM Breakfast Club Sponsors	0	3,325	(3,325)	(100)%
4251-00 • Tues AM Breakfast Club - Other	0	4,005	(4,005)	(100)%
Total 4251-00 • Tues AM Breakfast Club	0	7,330	(7,330)	(100)%
4250-00 • Revenues-Membership Activities - Other	3,170	7,376	(4,206)	(57)%
Total 4250-00 • Revenues-Membership Activities	3,170	14,706	(11,536)	(78)%
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	10,138	(10,138)	(100)%
4600-00 • Commissions - Other	0	34,545	(34,545)	(100)%
Total 4600-00 • Commissions	0	44,684	(44,684)	(100)%
46000 • Merchandise Sales				
4502-00 • Non-Retail VIC Income	1,813	7,403	(5,590)	(76)%
4504-00 • Retail Revenue - Other	560	0	560	100%
46000 • Merchandise Sales - Other	63,189	73,278	(10,089)	(14)%
Total 46000 • Merchandise Sales	65,562	80,681	(15,119)	(19)%
4720-00 • Miscellaneous	7,999	0	7,999	100%
Total Income	2,431,902	2,830,556	(398,654)	(14)%
Cost of Goods Sold				
52900 • Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	2,431,902	2,830,556	(398,654)	(14)%
Expense				
5000-00 • Salaries & Wages				
5000-01 • In-Market Administration	0	0	0	0%
5010-00 • Sales Commissions	2,106	15,520	(13,414)	(86)%
5020-00 • P/R - Tax Expense	48,688	49,976	(1,288)	(3)%
5030-00 • P/R - Health Insurance Expense	81,659	86,270	(4,612)	(5)%
5040-00 • P/R - Workmans Comp	7,521	6,507	1,014	16%
5060-00 • 401 (k)	14,875	22,546	(7,671)	(34)%
5070-00 • Other Benefits and Expenses	2,804	2,424	380	16%
5000-00 • Salaries & Wages - Other	659,989	562,655	97,335	17%
Total 5000-00 • Salaries & Wages	817,641	745,897	71,744	10%
5100-00 • Rent				
5110-00 • Utilities	7,036	6,989	46	1%
5140-00 • Repairs & Maintenance	4,596	5,441	(845)	(16)%
5150-00 • Office - Cleaning	4,675	5,700	(1,025)	(18)%
5100-00 • Rent - Other	106,754	104,506	2,248	2%
Total 5100-00 • Rent	123,060	122,636	424	0%
5310-00 • Telephone				
5320-00 • Telephone	17,863	15,420	2,443	16%
Total 5310-00 • Telephone	17,863	15,420	2,443	16%
5420-00 • Mail - USPS	631	1,417	(786)	(56)%
5510-00 • Insurance/Bonding	8,546	9,404	(858)	(9)%
5520-00 • Supplies				
5525-00 • Supplies- Computer	5,844	794	5,050	636%
5520-00 • Supplies- Other	13,914	22,600	(8,687)	(38)%
Total 5520-00 • Supplies	19,758	23,395	(3,637)	(16)%
5610-00 • Depreciation	764	944	(180)	(19)%
5700-00 • Equipment Support & Maintenance	16,926	11,894	5,031	42%
5710-00 • Taxes, Licenses & Fees	9,550	8,562	987	12%
5740-00 • Equipment Rental/Leasing	3,388	10,694	(7,306)	(68)%
5800-00 • Training Seminars	376	4,513	(4,136)	(92)%
5850-00 • Artist of Month - Commissions	1,010	9,287	(8,276)	(89)%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through February 2021

	Jul '20 - Feb 21	Jul '19 - Feb 20	\$ Change	% Change
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	2,380	3,760	(1,380)	(37)%
5920-00 · Professional Fees - Accountant	21,800	21,825	(25)	(0)%
5921-00 · Professional Fees - Other	38,420	74,098	(35,678)	(48)%
Total 5900-00 · Professional Fees	62,600	99,683	(37,083)	(37)%
6020-00 · Programs				
6016-00 · Special Event Partnership	151	14,000	(13,849)	(99)%
Total 6020-00 · Programs	151	14,000	(13,849)	(99)%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	0	34,668	(34,668)	(100)%
6421-04 · Broken Arrow Skyrace	0	25,000	(25,000)	(100)%
6421-06 · Spartan	0	254,019	(254,019)	(100)%
6421-07 · Tahoe Lacrosse Tournament	0	6,000	(6,000)	(100)%
6421-10 · WinterWonderGrass - Tahoe	0	17,680	(17,680)	(100)%
6421-16 · Mountain Travel Symposium	0	5,525	(5,525)	(100)%
Total 6420-01 · Sponsorships	0	342,892	(342,892)	(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	344,729	(340,729)	(99)%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	295	21,140	(20,845)	(99)%
6436-00 · Membership - Wnt/Sum Rec Lunch	0	633	(633)	(100)%
6437-00 · Tuesday Morning Breakfast Club	0	2,724	(2,724)	(100)%
6442-00 · Public Relations/Website/Digital	4,639	3,798	841	22%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	915	1,779	(864)	(49)%
Total 6423-00 · Membership Activities	5,849	30,074	(24,225)	(81)%
6730-00 · Marketing Cooperative/Media	546,253	1,107,149	(560,896)	(51)%
6740-00 · Media/Collateral/Production	0	384	(384)	(100)%
6742-00 · Non-NLT Co-Op Marketing Program	3,669	9,134	(5,465)	(60)%
6743-00 · BACC Marketing Programs				
6743-01 · Year Round Shopping Campaign	13,409	9,708	3,701	38%
6743-03 · Winter Lakeside Campaign	0	16,097	(16,097)	(100)%
6743-04 · Summerlong Music Campaign	0	0	0	0%
6743-05 · Summer Mountain Campaign	0	0	0	0%
6743-07 · Winter Regional Campaign	17,277	0	17,277	100%
Total 6743-00 · BACC Marketing Programs	30,686	25,805	4,881	19%
7500-00 · Trade Shows/Travel	395	3,426	(3,031)	(89)%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	1,068	872	196	22%
52500 · Purchase Discounts	0	(1)	1	100%
59900 · POS Inventory Adjustments	583	351	232	66%
8100-01 · CGS - Other	98	0	98	100%
8100-00 · Cost of Goods Sold - Other	33,614	37,899	(4,284)	(11)%
Total 8100-00 · Cost of Goods Sold	35,363	39,121	(3,758)	(10)%
8200-00 · Associate Relations	2,116	1,042	1,074	103%
8300-00 · Board Functions	2,554	19,999	(17,445)	(87)%
8500-00 · Credit Card Fees	2,730	4,421	(1,691)	(38)%
8600-00 · Additional Opportunities	72,953	0	72,953	100%
8700-00 · Automobile Expenses	1,862	1,866	(205)	(11)%
8750-00 · Meals/Meetings	330	1,548	(1,218)	(79)%
8810-00 · Dues & Subscriptions	7,979	5,525	2,455	44%
8920-00 · Bad Debt	38,230	2,899	35,331	1,219%
Total Expense	1,837,031	2,674,869	(837,838)	(31)%
Net Ordinary Income	594,870	155,687	439,184	282%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	126	185	(59)	(32)%
Total Other Income	126	185	(59)	(32)%
Other Expense				

North Lake Tahoe Resort Association
Profit & Loss Prev Year Comparison
 July 2020 through February 2021

Accrual Basis

	Jul '20 - Feb 21	Jul '19 - Feb 20	\$ Change	% Change
Balancing Adjustments	0	0	0	0%
8990-00 - Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	126	185	(59)	(32)%
Net Income	594,996	155,872	439,125	282%

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

Accrual Basis

11 - Marketing

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	171,034	325,434	(154,400)	1,566,398	1,783,448	(217,050)	2,983,682
4263-00 - Revenue- Other	0			1,525	0	1,525	0
4720-00 - Miscellaneous	1,250			1,250			
Total Income	172,284	325,434	(153,150)	1,569,173	1,783,448	(214,275)	2,983,682
Gross Profit	172,284	325,434	(153,150)	1,569,173	1,783,448	(214,275)	2,983,682
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	1,232	1,657	(435)	12,155	13,333	(1,178)	20,000
5030-00 - P/R - Health Insurance Expense	3,979	4,000	(21)	28,584	32,000	(5,416)	48,000
5040-00 - P/R - Workmans Comp	529	125	404	3,072	1,000	2,072	1,500
5060-00 - 401 (k)	743	833	(91)	6,617	6,667	(49)	10,000
5070-00 - Other Benefits and Expenses	30	142	(111)	673	1,133	(461)	1,700
5000-00 - Salaries & Wages - Other	20,546	22,299	(1,754)	180,137	178,395	1,743	267,592
Total 5000-00 - Salaries & Wages	27,059	29,066	(2,007)	228,239	232,528	(3,289)	348,792
5100-00 - Rent							
5110-00 - Utilities	136	200	(64)	1,166	1,275	(119)	1,855
5140-00 - Repairs & Maintenance	74	75	(1)	260	600	(340)	800
5150-00 - Office - Cleaning	180	250	(70)	1,512	2,000	(488)	3,000
5100-00 - Rent - Other	2,126	2,400	(274)	17,294	18,176	(883)	27,777
Total 5100-00 - Rent	2,517	2,925	(409)	20,222	22,051	(1,830)	33,532
5310-00 - Telephone							
5320-00 - Telephone	535	549	(14)	4,082	4,392	(310)	6,588
Total 5310-00 - Telephone	535	549	(14)	4,082	4,392	(310)	6,588
5420-00 - Mail - USPS	26	0	26	80	0	80	0
5520-00 - Supplies							
5525-00 - Supplies- Computer	0			3,382	0	3,382	0
5520-00 - Supplies - Other	12	1,716	(1,705)	544	13,729	(13,186)	20,594
Total 5520-00 - Supplies	12	1,716	(1,705)	3,926	13,729	(9,803)	20,594
5700-00 - Equipment Support & Maintenance	3	13	(10)	0	100	(100)	150
5710-00 - Taxes, Licenses & Fees	0	13	(13)	79	100	(21)	150
5740-00 - Equipment Rental/Leasing	91	167	(76)	851	1,333	(482)	2,000
5800-00 - Training Seminars	0	750	(750)	0	6,000	(6,000)	9,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	0	125	(125)	0	1,000	(1,000)	1,500
5921-00 - Professional Fees - Other	0	1,125	(1,125)	0	9,000	(9,000)	13,500
Total 5900-00 - Professional Fees	0	1,250	(1,250)	0	10,000	(10,000)	15,000
5941-00 - Research & Planning	0	0	0	0	20,000	(20,000)	40,000
6020-00 - Programs							
6016-00 - Special Event Partnership	10	5,000	(4,990)	151	13,750	(13,599)	50,000
6018-00 - Business Assoc. Grants	0	15,000	(15,000)	0	15,000	(15,000)	30,000
Total 6020-00 - Programs	10	20,000	(19,990)	151	28,750	(28,599)	80,000
6420-00 - Events							
6420-01 - Sponsorships							
6421-01 - 4th of July Fireworks	0	20,000	(20,000)	0	20,000	(20,000)	20,000
6421-04 - Broken Arrow Skyrace	0	25,400	(25,400)	0	25,400	(25,400)	25,400
6421-06 - Spartan	0	0	0	0	0	0	180,900
6421-07 - Tahoe Lacrosse Tournament	0	6,000	(6,000)	0	6,000	(6,000)	6,000
6421-10 - WinterWonderGrass - Tahoe	0	0	0	0	24,400	(24,400)	24,400
6421-17 - Enduro	0	31,500	(31,500)	0	31,500	(31,500)	31,500
6420-01 - Sponsorships - Other	0	50,000	(50,000)	0	50,000	(50,000)	240,800
Total 6420-01 - Sponsorships	0	132,900	(132,900)	0	157,300	(157,300)	529,000
6421-00 - New Event Development	0	5,000	(5,000)	4,000	12,500	(8,500)	30,000
6424-00 - Event Operation Expenses	0	500	(500)	0	2,500	(2,500)	6,000
Total 6420-00 - Events	0	138,400	(138,400)	4,000	172,300	(168,300)	565,000
6423-00 - Membership Activities							
6442-00 - Public Relations/Website/Digital	600			600			
Total 6423-00 - Membership Activities	600			600			
6730-00 - Marketing Cooperative/Media	0	47,376	(47,376)	503,399	685,728	(182,329)	925,000
6742-00 - Non-NLT Co-Op Marketing Program	1,192	22,000	(20,808)	2,069	132,000	(129,931)	220,000
6743-00 - BACC Marketing Programs							
6743-01 - Year Round Shopping Campaign	0	1,000	(1,000)	13,409	6,000	7,409	10,000
6743-03 - Winter Lakeside Campaign	0	1,000	(1,000)	0	6,000	(6,000)	10,000
6743-04 - Summerlong Music Campaign	0	1,000	(1,000)	0	6,000	(6,000)	10,000
6743-05 - Summer Mountain Campaign	0	1,000	(1,000)	0	6,000	(6,000)	10,000
6743-06 - COVID Summer Recovery Campaign	0	4,000	(4,000)	0	24,000	(24,000)	40,000
6743-07 - Winter Regional Campaign	(750)	0	(750)	17,277	0	17,277	0
Total 6743-00 - BACC Marketing Programs	(750)	8,000	(8,750)	30,686	48,000	(17,314)	80,000
7600-00 - Trade Shows/Travel	0	0	0	395	0	395	0
8200-00 - Associate Relations	12	23	(11)	168	159	9	250
8600-00 - Additional Opportunities	0	7,917	(7,917)	67,753	63,333	4,418	85,000
8700-00 - Automobile Expenses	5	136	(131)	277	955	(677)	1,500
8750-00 - Meals/Meetings	0	250	(250)	16	1,750	(1,734)	2,750
8810-00 - Dues & Subscriptions	32	259	(227)	400	1,814	(1,413)	2,850
8910-00 - Travel	0	2,500	(2,500)	0	2,500	(2,500)	11,100
8920-00 - Bad Debt	556			556			
Total Expense	31,960	283,309	(251,409)	868,949	1,427,523	(558,574)	2,459,258
Net Ordinary Income	140,384	42,125	98,259	700,225	355,926	344,299	524,426
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	13	0	13	126	0	126	0
Total Other Income	13	0	13	126	0	126	0
Other Expense							
8990-00 - Allocated	31,344	42,125	(10,781)	278,455	355,926	(77,471)	524,426

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

Accrual Basis

11 - Marketing

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Total Other Expense	31,344	42,125	(10,781)	278,455	355,926	(77,471)	524,426
Net Other Income	(31,331)	(42,125)	10,794	(278,329)	(355,926)	77,596	(524,426)
Net Income	109,054	0	109,054	421,895	(0)	421,895	0

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

Accrual Basis

30 - Conference

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	28,854	28,854	0	254,953	254,953	0	384,054
Total Income	28,854	28,854	0	254,953	254,953	0	384,054
Gross Profit	28,854	28,854	0	254,953	254,953	0	384,054
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 - P/R - Tax Expense	951	1,157	(207)	9,420	9,257	163	13,886
5030-00 - P/R - Health Insurance Expense	2,367	2,042	326	17,938	16,333	1,605	24,500
5040-00 - P/R - Workmans Comp	406	167	239	1,984	1,333	651	2,000
5060-00 - 401 (k)	558	500	58	4,585	4,000	585	6,000
5070-00 - Other Benefits and Expenses	64	38	27	757	300	457	450
5000-00 - Salaries & Wages - Other	15,037	14,030	1,007	118,994	112,243	6,750	168,365
Total 5000-00 - Salaries & Wages	19,383	17,933	1,449	155,783	143,467	12,316	215,201
5100-00 - Rent							
5110-00 - Utilities	97	75	22	775	600	175	900
5140-00 - Repairs & Maintenance	55	22	33	193	173	19	260
5150-00 - Office - Cleaning	133	142	(8)	1,039	1,133	(94)	1,700
5100-00 - Rent - Other	1,939	1,167	772	11,374	9,333	2,041	14,000
Total 5100-00 - Rent	2,224	1,405	819	13,380	11,240	2,140	16,860
5310-00 - Telephone							
5320-00 - Telephone	420	267	154	3,081	2,133	948	3,200
Total 5310-00 - Telephone	420	267	154	3,081	2,133	948	3,200
5420-00 - Mail - USPS	18	17	2	55	133	(79)	200
5520-00 - Supplies							
5525-00 - Supplies- Computer	0	45	(45)	0	360	(360)	540
5520-00 - Supplies - Other	8	113	(105)	331	800	(569)	1,350
Total 5520-00 - Supplies	8	158	(150)	331	1,260	(929)	1,890
5710-00 - Taxes, Licenses & Fees	0	8	(8)	120	67	53	100
5740-00 - Equipment Rental/Leasing	40	83	(43)	390	667	(277)	1,000
5800-00 - Training Seminars	0	0	0	0	0	0	2,000
6730-00 - Marketing Cooperative/Media	0	3,469	(3,469)	42,853	49,438	(6,585)	75,000
8200-00 - Associate Relations	28			28	0	28	0
8750-00 - Meals/Meetings	0	29	(29)	0	233	(233)	350
8810-00 - Dues & Subscriptions	0	63	(63)	0	500	(500)	750
Total Expense	22,122	23,432	(1,310)	216,021	209,139	6,882	316,551
Net Ordinary Income	6,732	5,422	1,310	38,932	45,814	(6,882)	67,503
Other Income/Expense							
Other Expense							
8990-00 - Allocated	4,033	5,422	(1,389)	35,827	45,814	(9,987)	67,503
Total Other Expense	4,033	5,422	(1,389)	35,827	45,814	(9,987)	67,503
Net Other Income	(4,033)	(5,422)	1,389	(35,827)	(45,814)	9,987	(67,503)
Net Income	2,699	(0)	2,699	3,104	(0)	3,105	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

42 - Visitor Center

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	39,566	39,566	0	306,294	306,295	(1)	457,711
46000 • Merchandise Sales							
4502-00 • Non-Retail VIC Income	258	0	258	1,813	0	1,813	0
4504-00 • Retail Revenue - Other	0	0	0	560	0	560	0
46000 • Merchandise Sales - Other	3,453	3,500	(47)	63,189	54,500	8,689	85,000
Total 45000 • Merchandise Sales	3,711	3,500	211	65,562	54,500	11,062	85,000
Total Income	43,277	43,066	211	371,856	360,795	11,061	542,711
Gross Profit	43,277	43,066	211	371,856	360,795	11,061	542,711
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	672	1,292	(620)	6,755	10,333	(3,578)	15,500
5030-00 • P/R - Health Insurance Expense	1,260	1,583	(324)	9,351	12,667	(3,315)	19,000
5040-00 • P/R - Workmans Comp	247	433	(186)	2,782	3,467	(685)	5,200
5060-00 • 401 (k)	280	417	(136)	2,843	3,333	(490)	5,000
5070-00 • Other Benefits and Expenses	17	82	(65)	531	655	(124)	882
5000-00 • Salaries & Wages - Other	7,470	15,566	(8,096)	74,773	124,545	(49,772)	166,816
Total 5000-00 • Salaries & Wages	9,948	19,375	(9,429)	97,036	155,000	(57,964)	232,500
5100-00 • Rent							
5110-00 • Utilities	518	583	(65)	3,494	4,687	(1,172)	7,000
5140-00 • Repairs & Maintenance	248	458	(211)	666	3,687	(2,800)	5,500
5160-00 • Office - Cleaning	0	358	(358)	0	2,867	(2,867)	4,300
5100-00 • Rent - Other	5,933	6,721	(788)	51,184	53,767	(2,583)	60,650
Total 5100-00 • Rent	6,698	8,121	(1,422)	55,545	64,967	(9,422)	97,450
5310-00 • Telephone							
5320-00 • Telephone	318	238	80	2,362	1,900	462	2,850
Total 5310-00 • Telephone	318	238	80	2,362	1,900	462	2,850
6420-00 • Mail - USPS	18	17	2	55	133	(79)	200
6520-00 • Supplies							
5525-00 • Supplies- Computer	0	75	(75)	0	600	(600)	900
5520-00 • Supplies - Other	335	2,917	(2,581)	2,654	23,333	(20,679)	35,000
Total 5520-00 • Supplies	335	2,992	(2,656)	2,654	23,933	(21,279)	35,900
5610-00 • Depreciation	153	0	153	415	0	415	0
5700-00 • Equipment Support & Maintenance	0	4	(4)	0	33	(33)	50
5710-00 • Taxes, Licenses & Fees	0	4	(4)	30	33	(3)	50
5740-00 • Equipment Rental/Leasing	73	129	(56)	673	1,033	(360)	1,550
5800-00 • Training Seminars	0	250	(250)	0	2,000	(2,000)	3,000
5850-00 • Artist of Month - Commissions	0	250	(250)	1,010	2,000	(990)	3,000
6740-00 • Media/Collateral/Production	0	1,667	(1,667)	0	13,333	(13,333)	20,000
6742-00 • Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,600	8,000	(6,400)	12,000
8100-00 • Cost of Goods Sold							
51100 • Freight and Shipping Costs	48	125	(77)	1,068	1,000	68	1,500
59500 • POS Inventory Adjustments	0	0	0	583	0	583	0
8100-01 • CGS - Other	0	0	0	98	0	98	0
8100-00 • Cost of Goods Sold - Other	1,853	1,565	288	33,614	24,362	9,253	38,000
Total 8100-00 • Cost of Goods Sold	1,900	1,690	211	35,363	25,362	10,002	39,500
8200-00 • Associate Relations	0	17	(17)	112	133	(21)	200
8500-00 • Credit Card Fees	78	165	(86)	2,415	2,562	(146)	4,000
8700-00 • Automobile Expenses	0	46	(46)	83	367	(284)	550
8750-00 • Meals/Meetings	0	33	(33)	58	267	(208)	400
8810-00 • Dues & Subscriptions	1,530	8	1,522	1,530	67	1,463	100
8910-00 • Travel	0	0	0	0	0	0	1,500
Total Expense	21,250	36,004	(14,754)	209,941	301,123	(100,182)	454,800
Net Ordinary Income	22,027	7,062	14,965	170,915	59,672	111,243	87,911
Other Income/Expense							
Other Expense							
8950-00 • Allocated	5,798	7,062	(1,264)	51,509	59,672	(8,163)	87,921
Total Other Expense	5,798	7,062	(1,264)	51,509	59,672	(8,163)	87,921
Net Other Income	(5,798)	(7,062)	1,264	(51,509)	(59,672)	8,163	(87,921)
Net Income	16,229	0	16,229	119,406	0	119,406	(10)

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

51 - TMPI

	Feb 21	Budget	\$ Over Bu...	Jul '20 - Fe...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	20,253	20,253	0	133,408	133,408	0	218,419
Total Income	20,253	20,253	0	133,408	133,408	0	218,419
Gross Profit	20,253	20,253	0	133,408	133,408	0	218,419
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	90	225	(135)	856	1,800	(944)	2,700
5030-00 · P/R - Health Insurance Expense	159	167	(8)	1,224	1,333	(109)	2,000
5040-00 · P/R - Workmans Comp	6	175	(169)	55	1,400	(1,345)	2,100
5060-00 · 401 (k)	0	167	(167)	0	1,333	(1,333)	2,000
5070-00 · Other Benefits and Expenses	1	17	(16)	7	135	(129)	203
5000-00 · Salaries & Wages - Other	1,524	3,836	(2,311)	13,054	30,684	(17,630)	46,026
Total 5000-00 · Salaries & Wages	1,780	4,586	(2,806)	15,197	36,686	(21,489)	55,029
5100-00 · Rent							
5110-00 · Utilities	5			35	0	35	0
5140-00 · Repairs & Maintenance	3			10	0	10	0
5150-00 · Office - Cleaning	7			52	0	52	0
5100-00 · Rent - Other	213	0	213	569	0	569	0
Total 5100-00 · Rent	228	0	228	665	0	665	0
5310-00 · Telephone							
5320-00 · Telephone	18	0	18	132	0	132	0
Total 5310-00 · Telephone	18	0	18	132	0	132	0
5420-00 · Mail - USPS	1			3	0	3	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			3	0	3	0
5520-00 · Supplies - Other	3,750	2,083	1,667	8,246	16,667	(8,421)	25,000
Total 5520-00 · Supplies	3,750	2,083	1,667	8,249	16,667	(8,418)	25,000
5710-00 · Taxes, Licenses & Fees	0			1			
5740-00 · Equipment Rental/Leasing	0			2	0	2	0
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	7,220	10,500	(3,280)	38,420	54,000	(15,580)	100,000
Total 5900-00 · Professional Fees	7,220	10,500	(3,280)	38,420	54,000	(15,580)	100,000
8700-00 · Automobile Expenses	0	0	0	53	0	53	0
8810-00 · Dues & Subscriptions	9	0	9	61	0	61	0
Total Expense	13,006	17,169	(4,163)	62,784	107,353	(44,569)	180,029
Net Ordinary Income	7,247	3,084	4,163	70,624	26,055	44,569	38,390
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,295	3,084	(789)	20,387	26,055	(5,669)	38,390
Total Other Expense	2,295	3,084	(789)	20,387	26,055	(5,669)	38,390
Net Other Income	(2,295)	(3,084)	789	(20,387)	(26,055)	5,669	(38,390)
Net Income	4,952	(0)	4,952	50,238	(0)	50,238	0

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

Accrual Basis

60 - Membership

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	12,007	10,417	1,590	92,593	63,333	9,260	125,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	0	0	19,000
4250-05 · Sponsorships	0	0	0	0	0	0	19,000
4250-01 · Community Awards - Other	0	0	0	0	0	0	20,000
Total 4250-01 · Community Awards	0	0	0	0	0	0	58,000
4250-02 · Chamber Events	0	1,500	(1,500)	0	3,000	(3,000)	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	1,000	(1,000)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	550	(550)	0	1,800	(1,800)	4,000
Total 4251-00 · Tues AM Breakfast Club	0	750	(750)	0	2,800	(2,800)	6,000
4250-00 · Revenues-Membership Activities - Other	520	0	520	3,170	0	3,170	0
Total 4250-00 · Revenues-Membership Activities	520	2,250	(1,730)	3,170	7,300	(4,130)	72,500
4253-00 · Revenue- Other	0	500	(500)	0	500	(500)	2,500
Total Income	12,527	13,167	(640)	95,763	91,133	4,630	200,000
Gross Profit	12,527	13,167	(640)	95,763	91,133	4,630	200,000
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	354	458	(104)	2,096	3,667	(1,570)	5,500
5030-00 · P/R - Health Insurance Expense	379	667	(288)	1,563	5,333	(3,770)	8,000
5040-00 · P/R - Workmans Comp	15	33	(18)	82	267	(185)	400
5060-00 · 401 (k)	100	142	(42)	615	1,133	(518)	1,700
5070-00 · Other Benefits and Expenses	(8)	33	(41)	19	267	(248)	400
5000-00 · Salaries & Wages - Other	3,396	5,333	(1,938)	24,871	42,667	(17,795)	64,000
Total 5000-00 · Salaries & Wages	4,235	6,667	(2,431)	29,247	53,333	(24,087)	80,000
5100-00 · Rent							
5110-00 · Utilities	35	33	2	272	267	6	400
5140-00 · Repairs & Maintenance	23	8	15	82	67	15	100
5150-00 · Office - Cleaning	57	58	(2)	334	467	(133)	700
5100-00 · Rent - Other	(430)	638	(1,067)	4,488	5,100	(602)	7,650
Total 5100-00 · Rent	(314)	737	(1,052)	5,185	5,900	(714)	8,850
5310-00 · Telephone							
5320-00 · Telephone	120	121	(1)	839	967	(128)	1,450
Total 5310-00 · Telephone	120	121	(1)	839	967	(128)	1,450
5420-00 · Mail - USPS	6	10	(4)	17	80	(63)	120
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			2	0	2	0
5520-00 · Supplies - Other	3	167	(164)	139	1,333	(1,194)	2,000
Total 5520-00 · Supplies	3	167	(164)	141	1,333	(1,193)	2,000
5710-00 · Taxes, Licenses & Fees	0			23	0	23	0
5740-00 · Equipment Rental/Leasing	55	173	(119)	485	1,387	(901)	2,080
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	0	0	0	500	(500)	1,000
Total 5900-00 · Professional Fees	0	0	0	0	500	(500)	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	413	(413)	0	1,350	(1,350)	3,000
6442-00 · Public Relations/Website/Digital	(628)	417	(1,045)	4,038	3,333	706	5,000
6423-00 · Membership Activities - Other	0	417	(417)	915	3,333	(2,418)	5,000
Total 6423-00 · Membership Activities	(628)	1,246	(1,874)	5,249	8,517	(3,268)	42,000
8200-00 · Associate Relations	62	13	49	93	100	(7)	150
8500-00 · Credit Card Fees	53	0	53	315	0	315	1,850
8700-00 · Automobile Expenses	0	33	(33)	147	267	(119)	400
8760-00 · Meals/Meetings	0	33	(33)	7	267	(260)	400
8810-00 · Dues & Subscriptions	15	17	(2)	151	133	18	200
8920-00 · Bad Debt	195	0	195	37,587	0	37,587	0
Total Expense	3,801	9,217	(5,416)	79,487	72,783	6,703	140,500
Net Ordinary Income	8,726	3,950	4,776	16,276	18,350	(2,074)	59,500
Other Income/Expense							
Other Expense							
8990-00 · Allocated	1,792	2,407	(614)	15,923	20,334	(4,411)	29,961
Total Other Expense	1,792	2,407	(614)	15,923	20,334	(4,411)	29,961

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

Accrual Basis

60 - Membership

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Net Other Income	(1,792)	(2,407)	614	(15,923)	(20,334)	4,411	(29,961)
Net Income	<u>6,933</u>	<u>1,543</u>	<u>5,390</u>	<u>353</u>	<u>(1,984)</u>	<u>2,337</u>	<u>29,539</u>

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

Accrual Basis

70 - Administration

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4720-00 - Miscellaneous	2,556	0	2,556	6,749	0	6,749	0
Total Income	2,556	0	2,556	6,749	0	6,749	0
Gross Profit	2,556	0	2,556	6,749	0	6,749	0
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	1,913	2,250	(337)	17,405	18,000	(595)	27,000
5030-00 - P/R - Health Insurance Expense	3,029	3,292	(262)	24,898	26,333	(1,335)	39,500
5040-00 - P/R - Workmans Comp	72	194	(123)	(454)	1,555	(2,009)	2,332
5060-00 - 401 (k)	585	1,250	(665)	214	10,000	(9,786)	15,000
5070-00 - Other Benefits and Expenses	65	117	(52)	818	933	(116)	1,400
5000-00 - Salaries & Wages - Other	28,891	33,527	(4,636)	248,159	268,213	(20,054)	402,320
Total 5000-00 - Salaries & Wages	34,555	40,629	(6,074)	291,140	325,035	(33,895)	487,552
5100-00 - Rent							
5110-00 - Utilities	162	125	37	1,304	1,000	304	1,500
5140-00 - Repairs & Maintenance	966	325	641	3,186	2,500	586	3,900
5150-00 - Office - Cleaning	223	250	(27)	1,738	2,000	(262)	3,000
5100-00 - Rent - Other	3,363	1,893	1,469	21,836	15,147	6,689	22,720
Total 5100-00 - Rent	4,714	2,593	2,120	28,063	20,747	7,316	31,120
5310-00 - Telephone							
5320-00 - Telephone	1,313	750	563	7,367	6,000	1,367	9,000
Total 5310-00 - Telephone	1,313	750	563	7,367	6,000	1,367	9,000
5420-00 - Mail - USPS	30	83	(53)	422	667	(244)	1,000
5510-00 - Insurance/Bonding	1,149	1,692	(543)	8,546	13,533	(4,988)	20,300
5520-00 - Supplies							
5525-00 - Supplies- Computer	2,255	167	2,088	2,457	1,333	1,124	2,000
5520-00 - Supplies - Other	293	603	(309)	2,000	4,820	(2,820)	7,230
Total 5520-00 - Supplies	2,548	769	1,779	4,457	6,153	(1,696)	9,230
5610-00 - Depreciation	223	0	223	349	0	349	0
5700-00 - Equipment Support & Maintenance	(1,849)	2,250	(4,099)	16,926	18,000	(1,074)	27,000
5710-00 - Taxes, Licenses & Fees	1,744	1,000	744	9,296	8,000	1,296	12,000
5740-00 - Equipment Rental/Leasing	106	417	(311)	988	3,333	(2,347)	5,000
5800-00 - Training Seminars	310	667	(356)	376	5,333	(4,957)	8,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	520	625	(105)	2,380	5,000	(2,620)	7,500
5920-00 - Professional Fees - Accountant	0	0	0	21,800	28,000	(4,200)	28,000
5921-00 - Professional Fees - Other	0	1,625	(1,625)	0	13,000	(13,000)	19,500
Total 5900-00 - Professional Fees	520	2,250	(1,730)	24,180	44,000	(19,820)	53,000
5941-00 - Research & Planning	0	1,250	(1,250)	0	10,000	(10,000)	15,000
7500-00 - Trade Shows/Travel	0	1,250	(1,250)	0	10,000	(10,000)	15,000
8200-00 - Associate Relations	0	83	(83)	1,714	667	1,048	1,000
8300-00 - Board Functions	310	500	(190)	2,554	5,000	(2,446)	7,000
8600-00 - Additional Opportunities	650	2,083	(1,433)	5,200	16,667	(11,467)	25,000
8700-00 - Automobile Expenses	54	250	(196)	1,101	2,000	(899)	3,000
8750-00 - Meals/Meetings	0	417	(417)	249	3,333	(3,084)	5,000
8810-00 - Dues & Subscriptions	1,441	1,167	275	5,837	9,333	(3,496)	14,000
8920-00 - Bad Debt	0	0	0	87	0	87	0
Total Expense	47,818	60,100	(12,282)	408,850	507,802	(98,951)	748,202
Net Ordinary Income	(45,262)	(60,100)	14,838	(402,101)	(507,802)	105,700	(748,202)
Other Income/Expense							
Other Expense							
8990-00 - Allocated	(45,262)	(60,100)	14,838	(402,101)	(507,802)	105,700	(748,202)
Total Other Expense	(45,262)	(60,100)	14,838	(402,101)	(507,802)	105,700	(748,202)
Net Other Income	45,262	60,100	(14,838)	402,101	507,802	(105,700)	748,202
Net Income	0	(0)	0	0	(0)	0	0

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month/Yr February 2021

Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
02.18.2021	A	Microsoft	13254f50833	Microsoft 365 subscription	\$69.99		8810-00/Alloc
	B						
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		\$0.00	8700-00-70
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES							
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)							
					\$69.99		
						\$0.00	

Signed By:

Jeff Hentz
3/12/2021

Approved By:

Jim Phelan
3/31/2021

Date:

Date:

ACCOUNTING			
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE
		BB	3/13/2021
			DATE SCANNED



BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number XXXX-XXXX-0150-4616
Statement Date FEB 28, 2021
Total Activity \$69.99

-- MEMO STATEMENT ONLY --
DO NOT REMIT PAYMENT

JEFFREY HENTZ
N LAKE TAHOE RESORT
PO BOX 8459
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	-
Account Total	\$69.99		\$0.00	
			Credits	=
			\$0.00	
				Total Activity
				\$69.99

ACCOUNT ACTIVITY				
Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
02-18	02-18	55131581048091504058113	MICROSOFTHMICROSOFTH 36 MSBILLINFO WA	69.99
		Trans: 2414GMS4HZOZ	Tax ID: 911144442 Mer Ref: 2414GMS4HZOZ Mer Zip:	
		98052 Dest Ctry: USA		

For Customer Service, Call: 1-866-432-8161 Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Account Number	Account Summary	
	XXXX-XXXX-0150-4616	Purchases & Other Charges	\$69.99
	Statement Date	Cash Advances	\$0.00
	FEB 28, 2021	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$10,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$69.99
	\$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 "Now 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 1-866-432-9161, or in writing at BANKCARD CENTER, PO BOX 84043, COLUMBUS, GA 31908-4043 of 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.

Order details

February 17, 2021

Order number fc09e6ff-3b0f-4a6f-ad64-b13254f50833

Microsoft 365 Personal

Subscription

\$69.99

Completed

Manage subscriptions

Paid with

MasterCard **4616

Billing address

100 north lake blvd
tahoe city, ca 96145
US

Subtotal

\$69.99

Tax

\$0.00

Total

\$69.99

Feedback

https://account.microsoft.com/billing/orders/details?orderId=fc09e6ff-3b0f-4a6f-ad64-b13254f50833

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1/2



MEMORANDUM

Date: April 7, 2021

TO: NLTRA Board of Directors

FROM: Katie Biggers, Sr. Event Specialist

RE: 2021 Broken Arrow Skyrace Sponsorship Contract

Action Requested:

Review and possible approval of an agreement with Alpenglw Mountain Racing, LLC to sponsor the 2021 Broken Arrow Skyrace taking place at Squaw Valley, October 1-3, 2021 with a \$25,000 sponsorship.

Background:

The Broken Arrow Skyrace is owned and operated by local business owner Brendan Madigan, owner of Alpenglw Sports. The race will be in its fifth year in 2021 (postponed in 2020) and the NLTRA has been a sponsor since their inception. 1,350 Race entries were rolled over from 2020 participants, and 600 racers are on a wait list. The race is again part of the World Mountain Running Series and the new Salomon North American Golden Trail Series. This event was approved at the March 30th Tourism Development Meeting.

A sponsorship of \$25,000 is being requested at staff's recommendation.

Fiscal Impact:

\$20,000 - \$30,000

Staff allocated \$25,000 in the 20.21 Special Event Budget.



north lake tahoe

Chamber | CVB | Resort Association

2021 Broken Arrow Skyrace Contract Summary

Duration & Timing

- 1-Year Contract
- Event Date: October 1-3, 2021
- Location: Squaw Valley

Cash Sponsorship

- Currently Allocated: \$25,000 (Payment – 100% April 2021)

Sponsorship History

- 2020: \$25,000 (All of which was returned)
- 2019: \$27,500
 - Was originally funded at \$20K. Allocated \$7.5K of additional opportunistic funds to help the race become sanctioned in the World Mountain Running Association World Tour.
- 2018: \$15,000
- 2017: \$20,000
- 2016: \$10,000

Key Sponsorship Terms (based on \$25,000 funding)

- NLTRA to receive
 - Prominent logo inclusion on all branding and communications
 - Brand specific social post announcing NLTRA as a premier sponsor
 - Five (5) race entries (any distance)
 - 100+ mentions over all social media outlets to highlight sponsorship (FB, Twitter, Instagram) for 8 months leading to the event
 - FB: 4,709 Broken Arrow Skyrace followers/9,507 Alpenglow Sports followers
 - Instagram: 5,230 Broken Arrow Skyrace followers/5,255 Alpenglow Sports followers
 - Twitter: 698 Broken Arrow Skyrace followers/1,167 Alpenglow Sports followers
 - 25+ Public address recognition at start/finish during pre-race meeting, race announcements, awards ceremony and after party
 - Presence within Vendor Village during the 3-day event expo in The Village at Squaw Valley
 - Inclusion of NLTRA logo in the Broken Arrow annual video
 - Dedicated email to non-Western US states and international registrants with NLTRA desired messaging
 - Logo/link on event website in a prominent location

2019 Event Recap

June 21-23, 2019

Funded: \$27,500

Attendance:	1,605 (participants), 1,500 – 2,000 additional attendees
Out of Town Participants:	1,380
Average Night Stay:	2.8
Average Economic Impact:	\$226,495
ROI:	8:1

Event Stats

- 2019 race saw another 42% growth in participation.
- Registered Runners: 1,605 (versus 1027 in 2018 = 55% YOY growth)
- 61.5% male, 38.5% female
- Added a kids race, had over 200 racers
- Added an 11k, shorter distance to add a less extreme race
- 37 states represented (versus 32 states in 2018)
- 19 countries represented (versus 12 countries in 2018 = 58% growth)
- ALL 58 California counties represented
- Outstanding net promoter score of 90 (from post event survey)
- NLT's logo was featured in a video showcasing Mirna Valerio called Par for the Course that has now been selected for the Banff Film Festival.

2018 Event Recap

June 15 – 17, 2018

Funded: \$15,000

Attendance:	1,106 (participants), 1,500 – 2,000 additional attendees
Out of Town Participants:	940
Average Night Stay:	2.4
Average Economic Impact:	\$129,734
ROI:	9:1

Results:

The 2018 Broken Arrow Skyrace saw a 43% increase to participant number over 2017. New in 2018 was the 10k event and the kids race. Within the original distances (VK/26/52) they saw 32% growth in the VK category and 79% growth in the 26k category. The event had a 3-day vendor village, celebrity appearances and book signings, and the Trailsin Motion Film Festival.

Stats:

- Over 1100 registered runners (1020 online, 100+ day-of)
- 64% male 36% female
- 104 10k runners
- 159 VK runners (32% growth)
- 450 26k runners (79% growth)
- 333 52k runners
- 60 youth runners
- 309 runners from 32 states (does not include CA, which was nearly 700)
- All 58 California counties represented
- 21 international runners from 12 countries
- Net promoter score of 88 (from post event survey)

2017 Event Recap

June 16 & 17, 2017

Funded: \$20,000

Attendance:	772 (participants), 1,500 – 2,000 additional attendees
Out of Town Participants:	730
Average Night Stay:	2.5
Average Economic Impact:	\$94,329
ROI:	5:1

Results:

The 2017 Broken Arrow Skyrace, part of the 2017 Altra US Skyrunning Series, saw triple digit growth in its second year with participation increasing from 368 to 772. The event collaborated with Salomon and Outside Magazine to generate international media coverage via the online magazine and Salomon's global social team being onsite during the event. UltraRunning Magazine also published a feature article on the event in their September 2017 issue.

The majority of race participants came from California (62%) although they represented 140+ individual cities. There was also representation from 30 states with Oregon (39p), Colorado (33p), Nevada (31p), Utah (19p) and Texas (19p) being the most common. There were also international participants primarily from Mexico (13p) and Canada (12p) however New Zealand, France, Italy, Peru, and Switzerland were also represented.

The event utilized a portion of the sponsorship funds to create a video with Louder Than 11, an adventure media house to tell the story of locals Adrian Ballinger and Emily Harrington as they participated in the race. The video premiered on Outside Magazine Online on August 10, 2017, a media outlet that has over 1.8 million followers between Facebook, Instagram and Twitter.

Broken Arrow Skyrace EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between Alpenglow Mountain Racing LLC ("Producer"), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation ("Sponsor") on April 7, 2021.

1. Event. Alpenglow Mountain Racing LLC, is the organizer, owner and operator of "Broken Arrow Sky Race" which will take place on October 1-3, 2021 at Squaw Valley, Placer County, California (the "Event"). Sponsor desires to obtain, and Alpenglow Mountain Racing LLC desires to grant, sponsorship rights to the Event, as set forth in this Agreement.
2. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:
 - a) Sponsor's logo/web address/social handles/hash tags shall be included in all Event collateral, posters, websites, social media, videos, on-site signage, etc. where applicable. Sponsor is to be mentioned as a sponsor of the event wherever possible with links to GoTahoeNorth.
 - b) 50+ mentions over all social media outlets to highlight sponsorship (FB, Twitter, Instagram) during the 6 months leading up to the event.
 - c) 25+ Public address recognition at start/finish during pre-race meeting, race announcements, awards ceremony, and after party.
 - d) NLT will have a presence within Vendor Village during the 3-day event expo in The Village at Squaw Valley.
 - e) List 2021 Broken Arrow Skyrace on the event calendar on the NLTRA website (www.GoTahoeNorth.com).
 - f) Dedicated email to non-Western US states and international registrants with NLTRA desired messaging.
 - g) Alpenglow Mountain Racing LLC will make reasonable efforts to partner with lodging properties within Placer County in regard to the event and track overnight lodging as a result of the event.
 - h) Alpenglow Mountain Racing LLC will provide Sponsor with images and video for use in promoting both the event and the region.
 - i) Sponsor shall receive five (5) race entries (any distance) which can be used for giveaways and/or staff.
 - j) Alpenglow Mountain Racing LLC will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
 - k) Prior to the Event, Alpenglow Mountain Racing LLC will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. Alpenglow Mountain Racing LLC will name Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.
 - l) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event due to an act of God, natural disaster, inclement weather, catastrophe, pandemic, disease, accident, or fire immediately upon such cancellation or postponement, Alpenglow Mountain Racing LLC shall return to Sponsor all the sponsorship funding which has not been spent by Alpenglow Mountain Racing LLC. Upon cancellation or postponement, Sponsor's obligations to Alpenglow Mountain Racing LLC per this Agreement shall terminate.

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$25,000 cash sponsorship to the Event.
- b) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.

4. Economic Impact Assessment. Alpenglow Mountain Racing LLC and Sponsor shall work together to share available information and data to develop and economic impact analysis of the Event.

5. Use of Alpenglow Mountain Racing LLC's Intellectual Property by Sponsor. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Alpenglow Mountain Racing LLC, including, without limitation, the Event Marks; the Event (collectively Alpenglow Mountain Racing LLC Property"); and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belong exclusively to Alpenglow Mountain Racing LLC, (ii) Sponsor is hereby provided a limited license to use Alpenglow Mountain Racing LLC Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such Alpenglow Mountain Racing LLC Property shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Alpenglow Mountain Racing LLC Property, (iv) all uses of Alpenglow Mountain Racing LLC Property by Sponsor, and all goodwill therefrom, inure to the benefit of Alpenglow Mountain Racing LLC, (v) any permitted use of Alpenglow Mountain Racing LLC Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Alpenglow Mountain Racing LLC, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

6. Use of Sponsor's Intellectual Property by Producer. Alpenglow Mountain Racing LLC hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Sponsor, including, without limitation, web addresses, social hash tags, and social handles (collectively "Sponsor Property"), belong exclusively to Sponsor, (ii) Alpenglow Mountain Racing LLC is hereby provided a limited license to use Sponsor Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Alpenglow Mountain Racing LLC to use Sponsor Property shall immediately cease, (iii) Alpenglow Mountain Racing LLC will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Sponsor Property, (iv) all uses of Sponsor Property by Alpenglow Mountain Racing LLC, and all goodwill therefrom, inure to the benefit of Sponsor and (v) any permitted use of Sponsor Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Sponsor.

7. Relationship of the Parties. The relationship of Sponsor and Alpenglow Mountain Racing LLC hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership, joint venture or any relationship other than that of independent contractors. Sponsor and Alpenglow Mountain Racing LLC acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

8. Indemnity. Alpenglow Mountain Racing LLC agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from Alpenglow Mountain Racing LLC's use of the sponsorship funding provided under this Agreement or from any other term or provision of the Agreement, including without limitation, all attorneys, accountants, and other professional fees incurred by Sponsor in defense of any action, suit or other proceeding which may be brought against the Sponsor as a result of any action or inaction of Alpenglow Mountain Racing LLC, and Alpenglow Mountain Racing LLC further agrees that it will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.

9. Governing Law, Venue and Attorney Fees. This Agreement shall be governed by and interpreted in accordance with the laws of the State of California. Any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement shall be commenced and maintained only in the Superior Court in and for the County of Placer, State of California. In any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the prevailing party shall be entitled to an award of its attorneys' fees, costs, expert witness fees, fees of consultants and court costs incurred in connection therewith, in addition to any other relief awarded.

10. Sole Agreement/Amendment: This Agreement represents the entire agreement between Association and Alpenglw Mountain Racing LLC and supersedes any and all or prior agreements, negotiations or proposals related to the subject matter of this Agreement. This Agreement shall not be amended except by written agreement signed by both parties. No consent to any departure by Alpenglw Mountain Racing LLC from the limitations on use of the Funding contained in this Agreement shall be effective unless in writing and signed by an officer of Association and then only in the specific instance and for the specific purpose given.

11. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

By: _____

Name: Jeffrey Hentz

Title: CEO North Lake Tahoe Resort Assoc.

Date:

ALPENGLW MOUNTAIN RACING, LLC

By: _____

Name: Brendan Madigan

Title: Owner/Founder Alpenglw Mountain Racing LLC

Date: _____

20/21 Consumer Spring Campaign

Revised 3/25



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.

STRATEGY

- Adaptability
 - Incorporate adaptability and audience targeting strategies
 - Choosing media platforms and tactics that will allow for quick changes as well as optimizations
- Media Mix
 - Video will be our primary vehicle allowing visuals to carry our product into the hearts and minds of consumers
 - The budget doesn't allow for traditional media like outdoor, nor does our adaptability strategy
 - All digital including programmatic display and native, social with FB, IG, Twitter streaming OTT/CTV
- Audience Development
 - Targeting based on a variety of factors including:
 - Travel purchases and behaviors, credit card data, persona attributes, travel intent, and searches
 - Implement OTA partners specifically to those showing intent to purchase based on search activity, flight considerations, hotels, etc.
 - Expedia and TripAdvisor – both in conjunction with Visit CA co-op programs

PAID TACTICS

Texas (Incline Village Initiative – Paid for by IVCBVB)

- Support addition of flights to Dallas and Houston
- Compliment co-op campaign between IVCBVB and LTVA
- Media Mix: 65% Dallas, 35% Houston
 - Stronger focus on Dallas with more direct flights in April
- Budget: \$123,000
- Flight Dates: 3/29 – 5/22
- Personas:
- 40% Boomers | 40% Millennials | 20% Families

Southern CA & Coastal Communities (NLTRA Initiative – Paid for by NLTRA)

- Continuation of past NLTMC SoCal initiatives
- Inclusion of Coastal Communities that are within the expanded drive market distance
- Media Mix: 40% LA, 40% San Diego, 20% Santa Barbara & Monterey Bay
- Budget: \$114,000
- Flight Dates: 4/12 – 5/22
- Personas:
 - 40% Boomers | 40% Millennials | 20% Families

MEDIA FLOW CHART - CALIFORNIA

North Lake Tahoe 2020-21 Plan						
CAMPAIGN: CONSUMER	April		May			
	12	19	26	3	10	17
	SPRING					
	GEO: SoCal					
DIGITAL ADVERTISING						TOTAL
Search Marketing						\$6,780
Retargeting Display						\$2,260
Native (programmatic and direct)						\$3,390
Programmatic Display						\$14,690
Video (Youtube)						\$3,390
Search Retargeting Video						\$3,390
OTT/CTV						\$26,736
Digital Total						\$60,636
PAID SOCIAL						
FB/Insta Retargeting						\$6,780
FB/Insta Prospecting (Carousel, Timeline, and Instant Experience)						\$13,560
FB/Insta Video						\$3,390
Instagram Stories						\$3,390
Twitter						\$2,712
Paid Social Total						\$29,832
TRIPADVISOR						
Desktop & Mobile Display						\$6,215
Mobile Display						\$3,503
Audience Segments (Outdoor/Ski/Hike/etc)						\$4,492
TripAdvisor Total						\$14,210
OTHER						
Expedia						\$8,475
Other Total						\$8,475
Adserving						\$847
Total Media Investment	\$49,720		\$64,280			\$114,000

Total Spend

\$114,000

MEDIA FLOW CHART - TEXAS

North Lake Tahoe 2020-21 Plan							
CAMPAIGN: CONSUMER TX				April		May	
				29	5	12	19
				26	3	10	17
				SPRING			
				GEO: Houston 35%, Dallas 65%			
DIGITAL ADVERTISING							
							Total
Search Marketing				3500		3500	\$7,910
Retargeting Display				2000		2000	\$4,520
Native (programmatic and direct)				4000		4000	\$9,040
Programmatic Display				5000		4000	\$10,170
Video (Youtube)				3000		3000	\$6,780
Search Retargeting Video				2000		2000	\$4,520
OTT/CTV				14000		9500	\$26,555
Digital Total							\$69,495
PAID SOCIAL							
FB/Insta Retargeting				2000		2500	\$5,085
FB/Insta Prospecting (Carousel, Timeline, and Instant Experience)				5000		4000	\$10,170
FB/Insta Video				2500		2000	\$5,085
Instagram Stories				2250		2000	\$4,802
Twitter				1500		1000	\$2,825
Paid Social Total							\$27,967
TRIPADVISOR							
Desktop & Mobile Display				4000		3000	\$7,910
Mobile Display				2000		1000	\$3,390
Audience Segments (Outdoor/Ski/Hike/etc)				2850		1500	\$4,915
TripAdvisor Total							\$16,215
OTHER							
Expedia				7500			\$8,475
Other Total						0	\$8,475
Adserving							\$847
Total Media Investment				\$71,698		\$51,302	\$123,000

Dual Days - Landing Pages

- Separate landing pages for the two campaigns
- 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



Dual Days – Digital Banners

FAMILY

300x500



BOOMER

300x500



Dual Days – Digital Banners

MILLENNIAL

300x600



RETARGETING - LODGING FOCUS

300x600

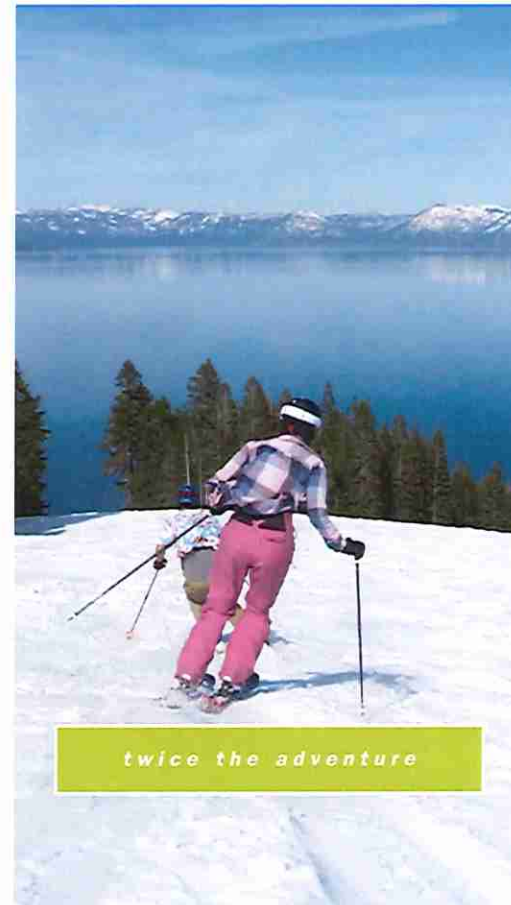
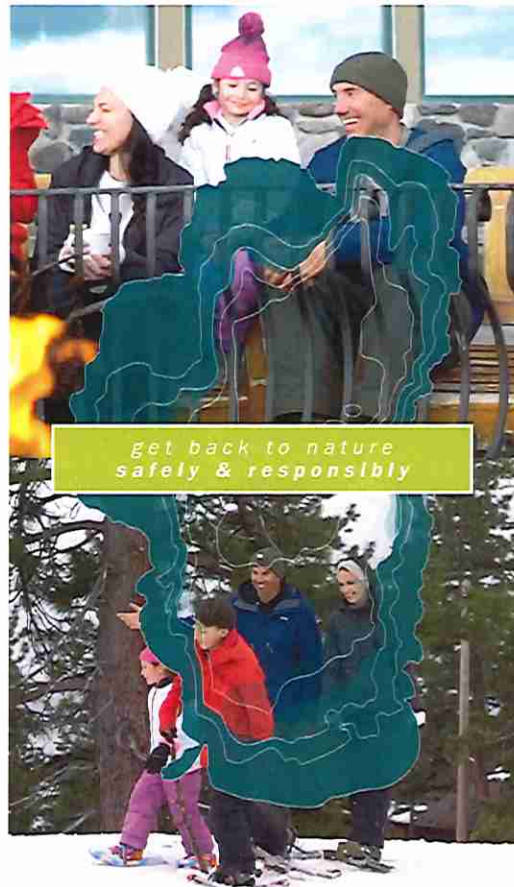


KNOW BEFORE YOU GO

300x600



Dual Days – Instagram Stories



North Lake Tahoe Semi-Annual Summary 2020-2021



north lake tahoe

Sales



north lake tahoe

An aerial photograph of a lake with a kayaker in a pink kayak. A semi-transparent white rectangle is overlaid on the image, containing the text 'MCC HIGHLIGHTS' in a bold, dark blue font. The background shows the blue water of the lake, green trees along the shore, and some rocks in the foreground.

MCC HIGHLIGHTS

- Completed a regional lodging survey that went out to all major MCC lodging properties to analyze market trends, needs, changes in staffing and more.
- Completed an IDSS CRM audit, including cleaning out all duplicate accounts, updating primary markets and more to enhance reporting capabilities and completed an IDSS sales training manual.
- Sales staff attended (6) virtual educational webinars and (6) virtual tradeshow with over 100+ B2B appointments
- Maximized our HelmsBriscoe, CVENT and Conference Direct Partnerships by participating in moderating of panels, custom newsletters sent to planners and participating in available training series.
- 6 key newsletters went out to different MCC distribution lists . Each newsletter July – December averaged an open rate of between 42-57%
- New Cancellation Report was developed to keep internal staff and lodging properties in the loop on cancellations due to covid-19 and rebooking's. This goes out bi-weekly.
 - Cancelled groups since March 15, 2020: \$1,481,544 and 7,332 room nights
 - Postponed/Rebooked Business: \$902,589 and 4,145 room nights
 - July 2020 – June 2021 Upcoming Group Business
 - Room Revenue: \$500,823
 - Room nights: 2,118



- Completed a full edit and redesign of our meetings and weddings webpages. Including new copy, new organizational structure of our properties, new downloadable one-pager documents, and a redesign and complete update of business listings on the meetings and website pages.
- Completed a redesign of the Come See, Fly Free flyer and the Meetings & Conventions Cash Incentive Program
- MCC Know Before You Go Guide
 - The MCC paid media campaign started early December to align with timing directed by Travel Nevada, who awarded North Lake Tahoe grant funds to support the campaign.
 - While the campaign continues to run through the end of the fiscal 20/21 year, initial results from the December flight showed promise and surpassed industry benchmarks: display .52% CTR; paid search 5.26% CTR; paid social 5.04% CTR.
 - The campaign targets meeting planners who primarily live or have clients in Nevada and California. Beyond drive markets, there are target markets where quick direct flights to Reno bring additional opportunities for longer stays and higher spends. Targeted media focuses on these areas as tertiary key performance indicators to drive higher spend and return on investment for North Lake Tahoe. Tactics for the campaign incorporates emails (4 total), search, display, native, LinkedIn, video, and a *Meetings Today* package which includes lead generation, eHandbook (full page ad with 2 pages of editorial) and Facebook ads.



An aerial photograph of a vibrant turquoise lake. In the foreground, several large, smooth white rocks are scattered along the shoreline. Lush green trees and foliage frame the right and bottom edges of the image. A semi-transparent white rectangular box is centered over the lake, containing the text "LEISURE HIGHLIGHTS" in a bold, dark blue, sans-serif font.

LEISURE HIGHLIGHTS



- Two dedicated leisure sales newsletter have gone out with an average open rate of 43%
- FAM Tours have been put on hold due to the sensitivity of covid-19, but in exchange we have participated in:
 - B2B sales meetings with domestic and international travel agents
 - Conducted 8 destination webinar trainings
 - Attended 5 virtual sales missions
 - Attended 11 educational webinars
- Marketing Campaigns
 - Expedia's Travel Nevada Crisis Recovery Campaign – this campaign ran October 15th – January 15th
 - Impressions: 3.05 million
 - Clicks: 3.129
 - Room nights: 103
 - Gross bookings: \$22,690.04
 - Visit California's HotelBeds Sales Campaign
 - The goal of this marketing campaign is to target domestic travel agents throughout different parts of the US.
 - Running October – March, but currently on hold and will resume March 1st.
 - Room night production per month is averaging at 300 rooms



International Update

- North Lake Tahoe is currently contracted with DCI in Canada and Gate 7 in Australia
- DCI key highlights
 - We reduced our scope of the contract to focus on agent trainings and setting up webinar series
 - We have completed (1) tour operator trainings with TrufflePig and have (1) planned with Kensington Tours
 - We are working on another (4) trainings for spring 2021
 - Roughly 5 key sales calls/meeting have taken place with Air Canada, WestJet Vacations, Kensington Tours, TrufflePig, and Alberta Motor Association
- Gate 7 key highlights
 - Keep the Lights on Webinar Series
 - Date a Destination – B2B meetings with key tour operators and seminars with high level decision makers
 - Conducted 299 agents trained
 - Hosted 27 sales calls with key industry tour operators
 - Currently moved from a monthly trade contract to a three-month public relations contract (Jan – March)



Domestic Visa Vue Analysis

- Analysis of quarterly reports
 - July – September
 - Total Spend: \$162,176,325
 - Year over year growth during this quarter was +2.5%
 - Average Cardholder spend: \$249.42
 - Top regions visiting: SF, Sacramento, Reno, LA, San Diego, Phoenix, Las Vegas, Seattle, New York, Stockton, Chico

DestiMetrics Data

- Currently working on a new communication tool with Liz and Amber to get more information out to partners and our monthly reports will be loaded onto the NLTRA.org site for our partners to access
- Current snapshot of future occupancy rates
 - Weekend of Feb 12th – 86% occupancy
 - Feb weekends roughly 66% occupancy and mid-week is anywhere between 17%-55% depending on the week
 - March is forecasting anywhere between 55-75% on weekends and 18-43% midweek

Marketing



north lake tahoe

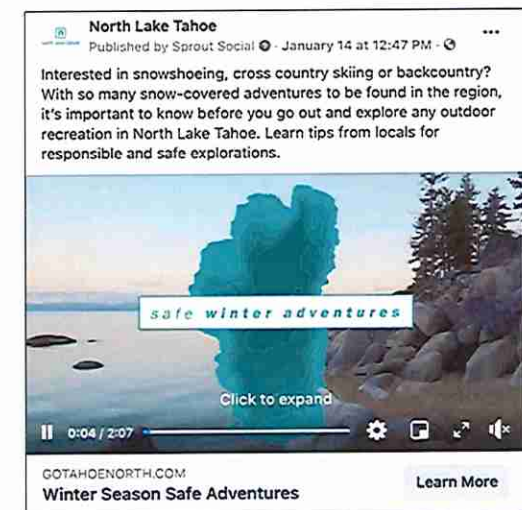
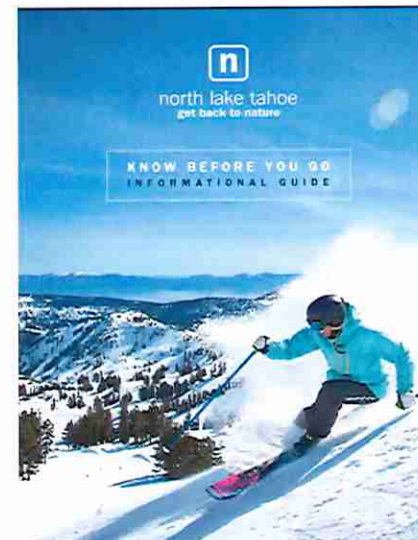
GoTahoeNorth.com Key Analytics

- 17.4% Increase in Users on GoTahoeNorth.com
 - 44% Increase in CA Users
 - 61% Increase in SF/Oakland/San Jose Metro
 - 47% Increase in Sac/Stockton/Modesto Metro
 - 35% Increase in LA Metro
 - 22% Decrease in San Diego Metro
 - 137% Increase in Fresno/Visalia Metro
 - 147% Increase in Monterey/Salinas Metro
 - 19% Increase in Reno Metro
 - 25% Increase in Dallas/Fort Worth Metro
 - 81% Decrease in New York Metro
- COVID-19 Destination Information Page is second most visited page
 - 3 Minute Avg. Time on Page



Content Development

- Gift Card Portal on NLTRA.org
- Six (6) COVID Friendly Itineraries
- Three (3) Know Before You Go Guides Created
 - Summer/Fall, Winter, & MCC
 - Safe Travels Landing Page Pageviews: 21,050
- Nine (9) Blog Posts Published
- Eight (8) Responsible Travel Videos Created
 - **Summer** – Traveling Responsibly in NLT, Safe Outdoor Recreation, Restaurant & Retail Safety, Safe Lodging Practices
 - **Winter** – Winter Safe Lodging Practices, Winter Responsible Travel, Safe Winter Outdoor Adventures, Indulging Safely
 - **Total Impressions: 68,475**
 - **Total Engagements: 2,041**
- Takeout Tahoe Guide
- Shop & Win Contest Campaign



North Lake Tahoe Social Media

- **Created a Social Media Communication Plan structured loosely on the CA Tier system**
 - **Included Posting Frequency and Recommended Content**
 - **Content Focus has been on:**
 - **Responsible Travel** – KBYG Guide, Parking, Weather, Trash
 - **Education** – COVID-19 Restrictions, Wildfire Resources, Operational Modifications, Ski Safe
 - **Local Business Support** – Gift Cards/Shopping, Takeout Tahoe, Virtual Events, Resort Openings
 - **Inspirational Imagery & Videos**
- **Social Media channels saw a decrease in audience acquisition YOY. We attribute this to:**
 - No paid advertising
 - No acquisition campaigns or social media contests
 - Negative sentiment in the summer when safety and responsible travel posts were interpreted as political



Additional Efforts

- Active participation with the following organizations/committees:
 - Visit CA Research Committee
 - Visit CA Snow Committee
 - Visit CA Brand & Content Committee
 - Regional Air Service Cooperation (RASC) Marketing Committee
 - Travel NV Industry Calls
- Created a Wildfire Resources page on GTN.com
 - Public Lands Operational Modifications Information
- Communication with Regional Event Producers
 - Sponsorship of Virtual Lake Tahoe Dance Festival
 - Sponsorship of TCDA Explorathon



Public Relations



north lake tahoe

Six Month Recap

- **Public Relations moves in-house**

- PR Spend: \$13,487 (FY 20/21) \$50,500 (FY 19/20) -- \$37,013 savings
- Placements: 166 | Regional / National: 27% / 73% | Marketing Campaigns | Updated Metrics for Reporting
- Facilitated all media inquiries, itineraries, pitches, press releases, talking points & statements
- NLT representation & collaboration: Regional Communications PIO Call (coordinated response), Visit California Public Relations Committee & Crisis Taskforce & Reno-Tahoe Territories Public Relations Committee
- Success with Tier 1 publications, story themes & content initiatives; limited FAMs; virtual media relations
- Australia / Gate 7 & IMM TravMedia Update

- **Launched Mask UP Tahoe campaign**

- **Continued PR efforts to expand Tourism Business Improvement District education**



#MASK
UP
TAHOE



Melissa Sigg
TAHOE TAP HAUS &
TAHOE ART HAUS



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

Placement Highlights

- Key Messaging Themes

- Safe & Responsible Travel (placements: *USA Today*, *CNN Travel*, *Forbes*, *Visit California*, *Marin Magazine*)
- Destination / Local Business Highlight (placements: *Vogue*, *Thrillist*, *Conde Nast Traveler*, *New York Times*)
- Crisis Response (placements: *San Francisco Chronicle*, Local/Regional)
- FAM Coordination (*CNN Travel*, *Thrillist*, *Vogue*, *Forbes*, *Conde Nast Traveler*, Golf Media Tour)
- Pending: *National Geographic*, *Conde Nast Traveler*, *Meetings Today*, *NY Elite Magazine*

The
New York
Times

THRILLIST

POWDER

THE SKIER'S MAGAZINE



USA
TODAY
A GANNETT COMPANY

VOGUE

Forbes

San Francisco
Chronicle



north lake tahoe

Condé Nast
Traveler



travel

visit
California

Marin
MAGAZINE

LA
Times



The New York Times

A Surge of Women in Ski Patrols, Once Nearly All Men

The women say they bring a more varied approach and perspective to policing earnest skiers and helping distressed ones.

f t i n s



north lake tahoe



ADVICE

Still traveling despite the CDC warning? Here's how to pick a safe vacation destination

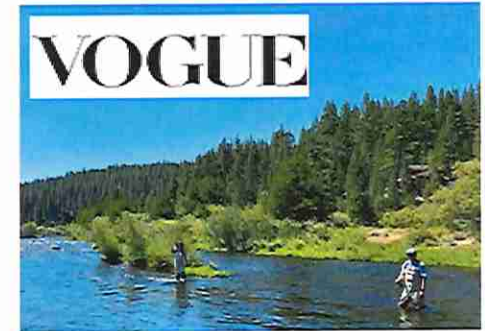
Christopher Elliott Special to USA TODAY

Published 7:00 a.m. ET Dec. 11, 2020 | Updated 1:10 p.m. ET Dec. 11, 2020

f t i n s



"If you try to get out of town, it doesn't mean you let your guard down about safety precautions and personal responsibility. Respect the communities you are visiting and be mindful of the safety protocols in place. Many destinations have created graphics, signage and advocacy campaigns to communicate mask requirements, safe travel tips and simple reminders about the importance of caring for public lands."

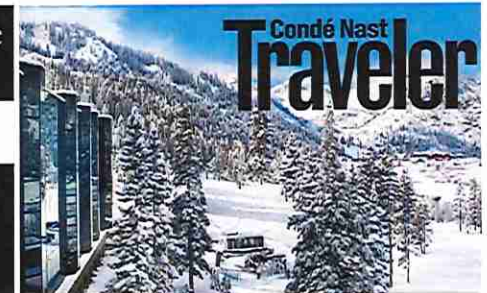


TRAVEL

Looking for a Socially Distanced Escape? Go to a River

Where to Eat, Stay, and Play Around Lake Tahoe

20 Snow-Filled, Socially Distanced Christmas Vacation Ideas



Media Trends & Partner Support

- **Media Trends:**

- Sustainability; Voluntourism; Safe Travel; Local Experiences; Location Considerations; Road Trips – willingness/ability to travel longer; Travelers are **cautiously optimistic**; How To stories; Hidden Gems/Rediscovery of Destinations You Know; Slow Travel; International: Dreaming of Travel; 2021: Domestic & Road Trip Travel; 2022/23: Big Splurge Travel
- Continued visitor education; on the ground task force; infrastructure enhancements that benefit both residents and visitors

- **Partner Support:**

- Ski Season Town Hall
- Public Relations & Crisis Communications Summit
- Two pre-winter press releases | Welcome to Winter Video | Regional Resort Map
- Responsible Travel Toolkits & Guest Communications
- Trash Mitigation Updates: We're Listening



north lake tahoe

Communications



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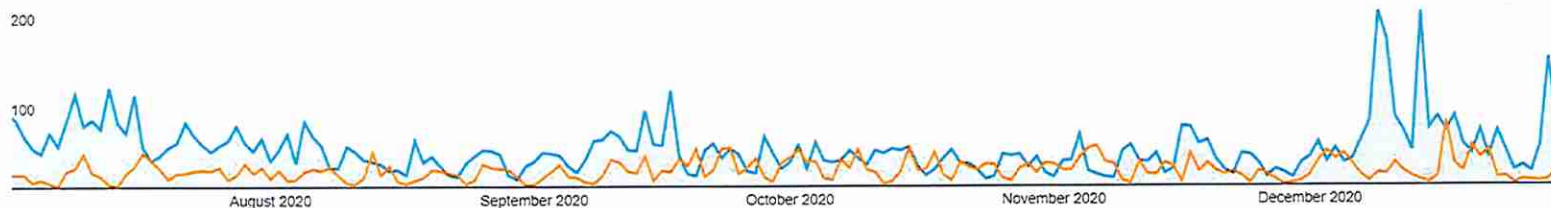
Communications Highlights

• Digital Newsletters

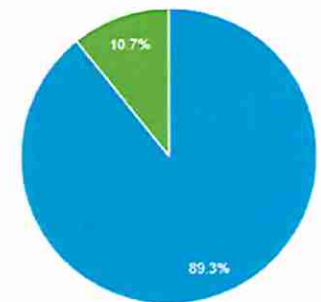
- Newsletters Issued: 81 (increased by 50 YOY)
- Open Rate: 36-43% (up by 13% from last year; industry standard: 23%)
- Key Themes: Member to Member; Business Reopening Toolkits; Marketing Campaign & KBYG Resources; Industry News; TBID Education

• NLTRA.org

- New users on NLTRA.org increased by 191% YOY and pageviews increased by 31% YOY
- Shop Local: 40,000 page views
- Continued to drive traffic to Blog, Event Calendar and TBID Education page
- Increased digital connectivity (newsletters, facebook)



■ New Visitor ■ Returning Visitor
Jul 1, 2020 - Dec 31, 2020



Communications Highlights

- **NLTRA Facebook Page:**

- 4,780 Followers
- Content Focus: Visitor Education, Local Business Highlights, PPE information, Consumer Marketing Campaigns, Funding Resources, NLTRA.org tools, Take Care Tahoe Resources, Placer County initiatives, Wildfire Preparedness

- **TBID Education:**

- Updated Informational Packet; Press Release + FAQ's
- Overview Video + Timeline
- Funding Sources Graphic + TOT vs. TBID Graphic
- Opinion Pieces (x4)
- 1x1 Media Overview





Thank You

Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1641 Units ('DestiMetrics Census**') and 50.83% of 3229 total units in the North Lake Tahoe destination ('Destination Census***')

Last Month Performance: Current YTD vs. Previous YTD		2020/21	2019/20	Year over Year Variance
North Lake Tahoe Occupancy for last month (Feb) changed by (-7.3%)	Occupancy (Feb) :	56.0%	60.5%	-7.3%
North Lake Tahoe ADR for last month (Feb) changed by (7.4%)	ADR (Feb) :	\$ 456	\$ 424	7.4%
North Lake Tahoe RevPAR for last month (Feb) changed by (-0.5%)	RevPAR (Feb) :	\$ 256	\$ 257	-0.5%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Mar) changed by (-8.0%)	Occupancy (Mar) :	36.8%	40.0%	-8.0%
North Lake Tahoe ADR for next month (Mar) changed by (9.6%)	ADR (Mar) :	\$ 376	\$ 343	9.6%
North Lake Tahoe RevPAR for next month (Mar) changed by (0.9%)	RevPAR (Mar) :	\$ 138	\$ 137	0.9%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-26.4%)	Occupancy	35.2%	47.9%	-26.4%
North Lake Tahoe ADR for the past 6 months changed by (6.5%)	ADR	\$ 382	\$ 359	6.5%
North Lake Tahoe RevPAR for the past 6 months changed by (-21.7%)	RevPAR	\$ 135	\$ 172	-21.7%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-16.8%)	Occupancy	23.1%	27.8%	-16.8%
North Lake Tahoe ADR for the future 6 months changed by (23.8%)	ADR	\$ 447	\$ 361	23.8%
North Lake Tahoe RevPAR for the future 6 months changed by (3.0%)	RevPAR	\$ 103	\$ 100	3.0%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Feb 28, 2021 vs. Previous Year				
Rooms Booked during last month (Feb,21) compared to Rooms Booked during the same period last year (Feb,20) for all arrival dates has changed by (42.7%)	Booking Pace (Feb)	7.5%	5.3%	42.7%

* 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 February 2021

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 2/28/21:	\$636,269	\$3,357,219	-81%
Number of Room Nights:	2,728	14646	-81%
Number of Delegates:	1356	7851	-83%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

Monthly Detail/Activity	<u>February-21</u>	<u>February-20</u>	
<u>Number of Groups Booked:</u>	<u>1</u>	<u>1</u>	
Revenue Booked:	\$12,537	\$6,519	92%
Room Nights:	45	51	-12%
Number of Delegates:	10	17	-41%
Booked Group Types:	Corp	1 Assoc.	
Lost Business, # of Groups:	6	13	

<u>Arrived in the month</u>	<u>February-21</u>	<u>February-20</u>	
Number of Groups:	<u>1</u>	<u>4</u>	
Revenue Arrived:	\$12,537	\$222,088	-94%
Room Nights:	45	1070	-96%
Number of Delegates:	10	578	-98%
Arrived Group Types:	Corp.	3 Corp., 1 Assoc.	

Monthly Detail/Activity	<u>January-21</u>	<u>January-20</u>	
<u>Number of Groups Booked:</u>	<u>0</u>	<u>4</u>	
Revenue Booked:	\$0	\$103,336	
Room Nights:	0	418	
Number of Delegates:	0	298	
Booked Group Types:		1 Corp., 3 Assoc.	
Lost Business, # of Groups:	3	29	

<u>Arrived in the month</u>	<u>January-21</u>	<u>January-20</u>	
Number of Groups:	<u>0</u>	<u>4</u>	
Revenue Arrived:	\$0	\$330,384	
Room Nights:	0	1522	-100%
Number of Delegates:	0	578	
Arrived Group Types:	0	2 Corp., 2 Assoc.	

Monthly Detail/Activity	<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%
		2 Corp, 1	
Booked Group Types:		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	
		1 Corp., 1	
Arrived Group Types:		Assoc.	

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

<u>Arrived in the month</u>	<u>November-20</u>	<u>November-19</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$66,659	-100%
Room Nights:	0	380	-100%
Number of Delegates:	0	447	
Arrived Group Types:		2 Corp.	

Monthly Detail/Activity	<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.	

Monthly Detail/Activity	<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.	

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

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

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

<u>Arrived in the month</u>	<u>July-20</u>	<u>July-19</u>	
Number of Groups:	2	8	
Revenue Arrived:	\$21,415	\$359,396	-94%
Room Nights:	80	1666	-95%
Number of Delegates:	39	2160	

Arrived Group Types:	1 CA Assoc.	2 Corp, 2 Assoc, 2 SMF, 2 Non-Profit
----------------------	-------------	--

	<u>Current Numbers</u>	<u>Goals</u>
For 2021/22:	\$1,388,560	\$1,200,000
For 2022/23:	\$116,002	\$500,000

NUMBER OF LEADS Generated as of 2/28/21:	51
YTD 2/29/20:	217
YTD 2/28/19:	234

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



February 2021
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. 101 Lacrosse - June 19-20, 2021, 100 room nights, 50 people
2. Ziprecruiter - President Chair Enterprise Group, March 3-6, 2022, 42 room nights, 28 people
3. Ziprecruiter - President Chair ISO Group, March 2-6, 2022, 54 room nights, 16 people
4. Catholic Alumni Clubs International - 63rd Annual National Convention, July 14-22, 2023 1, 414 room nights, 75 people
5. Lucid Motors - Commercial Shoot, February 21-26, 2021, 45 room nights, 10 people
6. Tire Industry Association - Board of Directors Mid-year Meeting, June 20-25, 2022, 84 room nights, 60 people
7. California Correctional Supervisors Organization - CCSO State Board Meeting, April 15-16, 2021, 40 room nights, 20 people
8. EIG Servic, Inc. - Employers Holdings, Inc- Annual Board of Directors Retreat, September 19-25, 2021, 84 room nights, 20 people
9. Bureau of Land Management - Pre-Season Fire Training 2022, April 3-7, 2022, 300 room nights, 150 people

NEW INQUIRIES:

1. Ameriprise Financial - 2021 Owner Meeting, May 2-5, 2021, 60 room nights, 20 people
2. College of American Pathologists - CAP 4/21 Executive Committee, April 15-18, 2021, 22 room nights, 10 people
3. CFM Equipment Distributors - CFM Fall 2021, September 16-19, 2021, 130 room nights, 90 people
4. OpenGov - 2021 All Team SKO, July 11-14, 2021, 747 room nights, 275 people
5. National Association for Community College Entrepreneurship - 2022 Annual Conference, 1363 room nights, 500 people

NEW PROSPECTS:

1. West Coast Lumber and Building Association - Ski Trip & Meeting, March/April 2021, 40 room nights, 20 people
2. McCormick Systems Inc - 2023 Annual Users Conference, March 2023, 390 room nights, 130 people
3. California Manufactured Housing Institute - Board Meetings, June 2022, 10 room nights, 40 people
4. Alaska Airlines - Annual Officer Meetings, September 2022, 105 room nights, 35 people
5. KME International - Annual Meeting, October 23-27, 2021, 3200 room nights, 1200 people
6. CA Indian Manpower Consortium Inc - Annual Meeting, November 3-7, 2021, 750 room nights, 150 people

NEW DEFINITES:

1. Lucid Motors - Commercial Shoot, 2/21/2021-2/26/2021, 63 room nights, 10 people

CONFERENCE SALES PROJECTS & TRAININGS

- Redesign of the Meetings & Conventions Planner is underway. Estimated completion timeframe is April.
- February 2, SDR Prospecting and Lead Generation Call. Discussed how the partnership is going and what area to improve.
- February 12, Staff attended CVENT Group Business Insights for January 2021. See attached slide recap on this webinar. Please click here to view the link to the [webinar](#).
- Staff reach out to new HelmsBriscoe Associates the joined the organization with welcome emails with our new incentive along with conference resources.
- Staff passed the Cvent Supplier Network Certification exam with a score of 95%.

TRADE SHOWS & EVENTS:

- North Lake Tahoe sales staff each hosted a virtual event in their geographical markets.
 - February 4, Tahoe Rum Trail Virtual Happy Hour with West Coast States Meeting Planners with a total of eight meeting planners.
 - February 18, Tahoe Rum Trail Virtual Happy Hour with Central & Southern States Meeting Planners with a total of five meeting planners.
 - February 25, Tahoe Rum Trail Virtual Happy Hour with North Eastern States Meeting Planners with a total of seven meeting planners.

CHICAGO EFFORTS:

- Mailed Valentine's packages with Lake Tahoe masks & cookie and/or brownie mix to top clients.
- North Lake Tahoe continues to be represented on the Chicago Destination Reps social media sites: Facebook, Instagram and Linked-In and on the website.
 - Currently planning a NLT feature for April.
- Virtual Yoga scheduled for top accounts on March 2, 2021.



Leisure Departmental Report
February 2021

KEY MEETINGS & PROJECT WORK

- Redevelopment of the Tourism Industry webpage is underway. Goal is to have this completed by end of year.
- Sustainability Pledge Development underway
- Hosted a DCI training webinar
- Hosted (2) Expedia discussion for upcoming marketing opportunities.
 - A second Travel NV opportunity
 - Visit CA marketing co-op.
 - North Lake Tahoe spring campaign
- Attended the Reno Tahoe Territory Meeting
- Attended the Visit California Training – California Now Stories
- Attended Lake Tahoe Sustainable Recreation and Tourism Workshop
- High Sierra Projects
 - Lead on Podcast Opportunity
 - Lead on Imagery Content Opportunity
 - Lead on Influencer Program – May 2021
 - Lead on planning Family Expo on March 16th

TRADESHOWS & FAMS

- Currently planning a Virtual Mexico FAM with Visit CA – taking place March 17th
- Tradeshow Attended
 - Visit CA Virtual Outlook Forum – February
- Upcoming Tradeshow:
 - Visit CA Family Expo – March
 - Virtually Yours Travel NV Travel Agent Show – March
 - Mountain Travel Symposium – April
 - Connect Travel – Tour Operator – April
 - Adventure Travel Expo – April
 - Visit California Team Training – April

MARKETING CAMPAIGNS

- Prepping spring newsletter to go out to agents through IDSS
- Re-engaging in HotelBeds Visit CA co-op, which was temporarily paused.
- Working with marketing team to develop spring 2021 Expedia Campaign

INTERNATIONAL UPDATES

- Australia contract moved to a public relations contract January – March. See updates in PR report.
- Canada/DCI – limited scope of work
 - Currently working on developing (4) new webinar trainings for March – June
 - Confirmed training with Kensington Tours on April 13th
 - Discussions to do trainings with Collette Tours, Ellison Tours, and Butterfield & Robinson.

VISAVUE DATA

- Q4 Domestic Data: September – December 2020
 - Total spend: \$107,703,903
 - Year over year growth during this quarter was +4.7%
 - Average cardholder spend: \$277.35
 - Top regions visiting: San Francisco, Sacramento, Reno, LA, San Diego, New York/NJ, Stockton/Lodi, Chico/Paradise, Seattle/Tacoma, New York, Salinas, Modesto

February 2021 Recap



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THE ABBY
AGENCY™

The background of the slide is a vibrant, high-contrast photograph of a natural landscape. It features a deep blue lake with visible ripples and reflections. In the foreground, there are large, light-colored rocks. To the right, the dense green needles of evergreen trees hang over the water. In the middle ground, a person in a yellow kayak is visible on the left side of the frame. A semi-transparent white rectangular box is centered over the image, containing the title text.

Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Social Media

- **Goal**
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: -3.93% decrease in Facebook followers and -3.75% decrease in Instagram followers.
 - SoCal: -9.18% decrease in Facebook followers and -48.40% decrease in IG followers.

Content

- **Blog**
 - Goal: 1 per month
 - Completed: 1
- **Newsletter**
 - Goal: 1 (experimentally segmented for two audiences)
 - Completed: 2



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Social Media



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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



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Channels

- Facebook, Instagram, Twitter, YouTube, Pinterest

Follower + Engagement Insights:

- Total followers: **233,746**
 - Total audience increased by **0.1%** with total net audience growth decreasing by **66%** compared to the previous month.
- Total Impressions: **1,117,672 (- 40%)**
- Total Engagement: **57,358 (- 51%)**

Insights:

- Engagements and impressions decreased in February from the previous month. While there were high-performing posts over the month of February, this decrease can be attributed to a strong start of the year in January, as well as a lack of new snow to attract our audience.

Top Posts by Engagement

#1 Instagram Post: 53k impressions, 53k reach, 4.1k engagements, 7.7% engagement rate

#1 Facebook Post: 24K impressions, 14k reach, 2.5k engagements, 10.3% engagement rate

#1 Twitter Post: 3.5k impressions, 165 engagements, 4.6% engagement rate



Content Messaging

North Lake Tahoe Social Media Efforts

- North Lake Tahoe has returned to higher posting frequency, with approx. 5 posts per week (optimized for each platform). Content is 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.

Local Business Support:

- The Takeout Tahoe campaign continues to run across social media, with posts being boosted and promoted to in-market visitors.
- On top of Takeout Tahoe we have been continuing to share ways visitors can support local restaurants and retailers.

Winter Resort/Snow Messaging

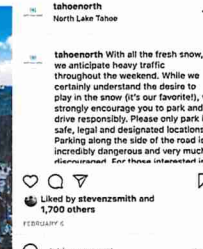
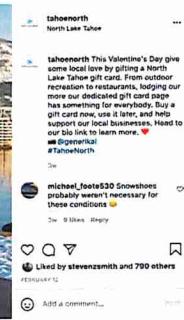
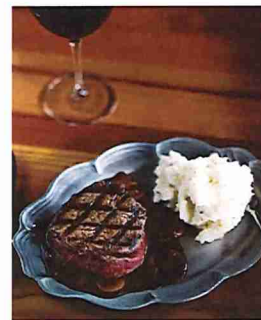
- Posts and videos shared to educate our audience around the opening dates for individual resorts with messaging related to safety and access booking to specific resorts.

Winter Responsible Travel

- 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.
- We have also made an effort to educate our audience on any weather related travel changes.

COVID-19 Restrictions

- In an effort to inform our audience on the changes, our posts aim to keep North Lake Tahoe's audience up to date on any changes within the industry.

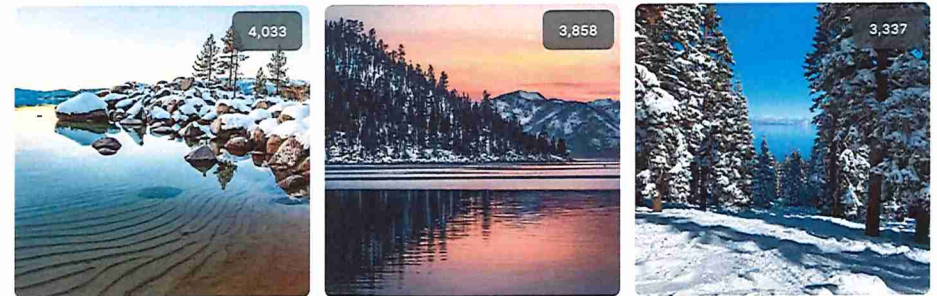




Instagram Competitor Set

Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In February @TahoeNorth had more engagements than Tahoe South and fewer than Visit Mammoth. All destinations are continuing to weave in beautiful imagery with safety messaging with about the same posting frequency throughout the month of February.

	 tahoenorth tahoenorth	20	#TahoeNorth #2021vision #TravelNevada	31,078	338	31,416	1,571	⌵
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Most Popular Media by tahoenorth



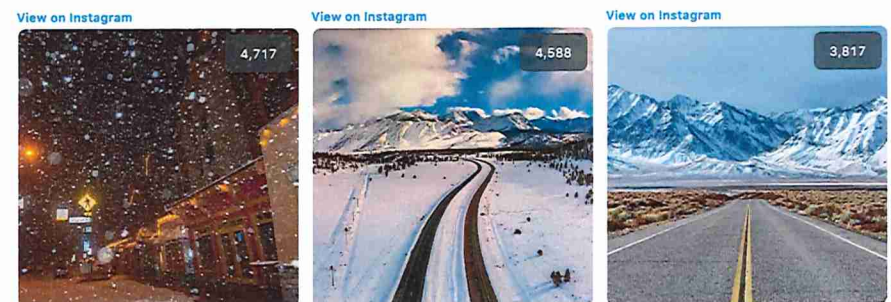
	 tahoesouth tahoesouth	12	#regram #KeepDreaming #LakeTahoe	13,192	121	13,313	1,109	⌵
--	---	----	-------------------------------------	--------	-----	--------	-------	---

Most Popular Media by tahoesouth



	 visitmammoth visitmammoth	27	#StaySafeToStayOpen #VisitMammoth #MammothLakes	56,348	353	56,701	2,100	⌵
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Most Popular Media by visitmammoth



Content



north lake tahoe

Content Approach

Overall Strategy:

The Abbi Agency has evolved content strategy by:

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



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Content Approach (cont)

Blogs:

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

Newsletters:

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



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Blogs & Newsletters

Key Themes:

- Winter Sports
- Travel Preparedness
- Winter Travel Advisories
- Safe Parking/Driving Behaviors
- Update to stay at home orders/tiers

Campaigns:

- Transit safety, Know Before You Go, Winter Advisory

Newsletters Posted: 1

- ***Snow has touched down in NLT***
 - Flight Market Segment Statistics: Open Rate 21.1% | CTR 0.5
 - Drive Market Segment Statistics: Open Rate 25.5% | CTR 1.5

Blogs Posted: 1

- ***Winter Sports Are For Everyone: Tips for Beginners***
 - Page views: 186 | Avg. time on page: 02:08



north lake tahoe



Thank You!



NORTH LAKE TAHOE DIGITAL REPORT

February 2021

EXECUTIVE SUMMARY

- The MCC campaign had over 227,000 impressions with an overall CTR of .88%.
- The second email for the campaign went out in February and provided a CTR of 10.74%.
- Search saw an CTR increase to 3.54%.
- Paid social had an average CTR of .71%.
- Due to campaign extension there was a reduction in monthly budget and impressions.

Performance Overview

Start Date 2/1/2021
End Date 2/28/2021

227,193
IMPRESSIONS

2,026
CLICKS

Ad Performance				
Channel	Impressions	Clicks	Click Through Rate	Cost
Display	132,042	263	0.20%	\$264.08
Email	9,321	1,001	10.74%	
Paid Search	5,475	194	3.54%	\$375.53
Paid Social	73,798	527	0.71%	
Video	6,557	41	0.63%	
Grand Total	227,193	2,026	0.89%	\$639.61

\$1.40
COST PER CLICK



Overview by Campaign

Start Date 2/1/2021
End Date 2/28/2021

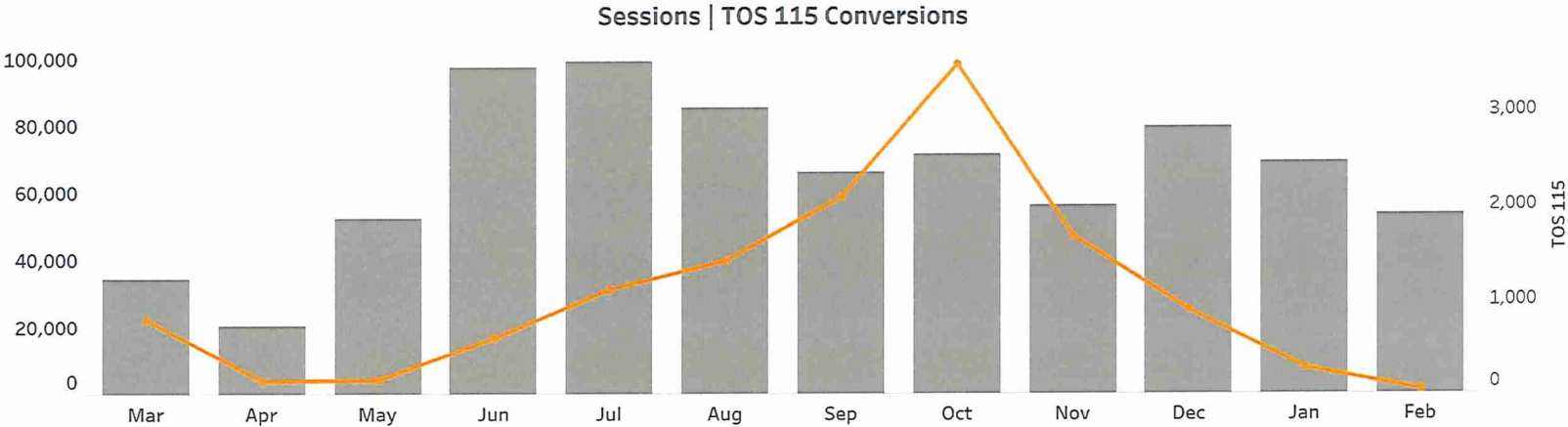
227,193
IMPRESSIONS

2,026
CLICKS

\$0.32
COST PER CLICK

41
PRIMARY
CONVERSIONS

\$15.60
COST PER TOS
CONVERSION



Campaign	Clicks	Impressions	Click Through Rate	Cost per Click	Cost	Tos 115	Cost Per Primary
MCC	2,026	227,193	0.89%	\$0.32	\$639.61	41	\$15.60

Overview by Medium

Start Date
2/1/2021

End Date
2/28/2021

While only the MCC campaign was live, there was some residual site traffic from previous consumer campaigns.

227,193
IMPRESSIONS

2,026
CLICKS

\$0.32
COST PER CLICK

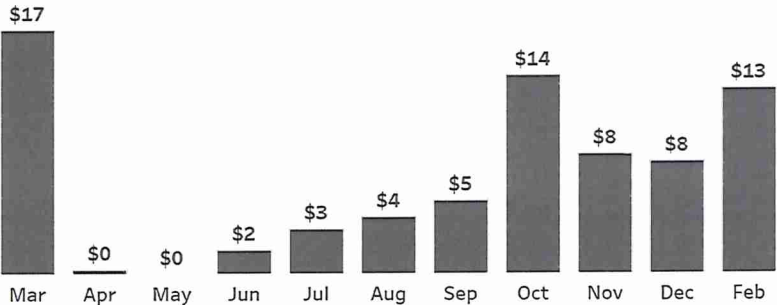
41
PRIMARY
CONVERSIONS

\$15.60
COST PER TOS
CONVERSION

Cost per Conversion Persona

Persona	TOS 115	TOS Conversion Rate	Cost per Primary	Submit RFP Conversion	Cost per Submit RFP Conversion
Boomer Ben	1	0.0%	\$0.00		\$0.00
Fall-RT	7	0.0%	\$0.00		\$0.00
Hotel	3	5.0%	\$22.02		\$0.00
KBYG	2	2.6%	\$32.97		\$0.00
mcctravel	2	3.0%	\$32.99		\$0.00
Outdoor	0	0.0%			\$0.00
Readiness Guide	1	0.0%	\$0.00		\$0.00

Cost per Conversion Trending



Channel	Clicks	Impressions	Click Through Rate	Cost per Click	Tos 115	Cost Per Primary
Display	263	132,042	0.20%	\$1.00	7	\$37.73
Email	1,001	9,321	10.74%	\$0.00		\$0.00
Paid Search	194	5,475	3.54%	\$1.94	34	\$11.05
Paid Social	527	73,798	0.71%	\$0.00		\$0.00
Video	41	6,557	0.63%	\$0.00		\$0.00
Grand Total	2,026	227,193	0.89%	\$0.32	41	\$15.60

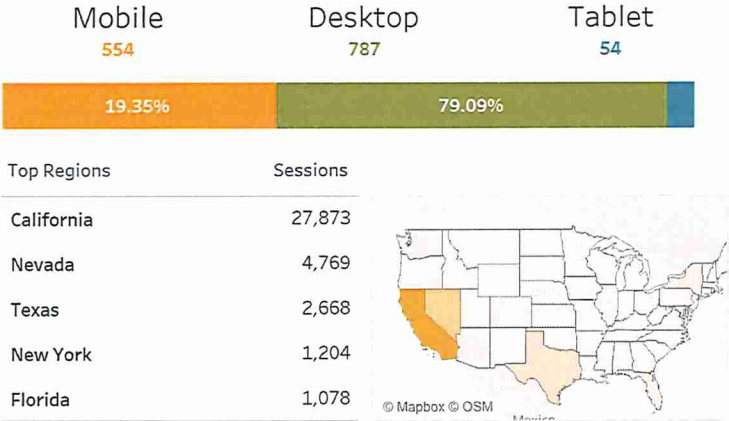
Website Performance

Report Date
2/1/2021 to 2/28/2021

1,395
SESSIONS

00:01:15
SESSION DURATION

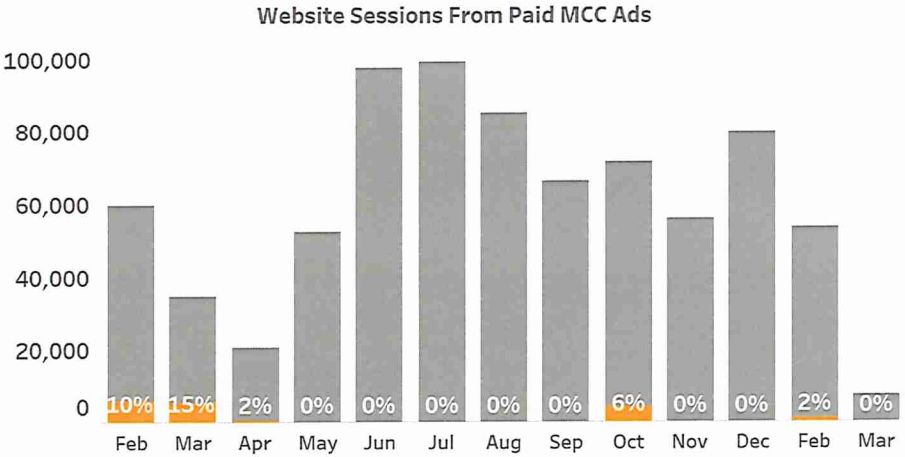
2.0
PAGES PER SESSION



Top Regions

Sessions

California	27,873
Nevada	4,769
Texas	2,668
New York	1,204
Florida	1,078



93%
NEW USER SESSION RATE

65%
BOUNCE RATE

Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	832	1,833	00:01:39	2.2	53%
Search	188	464	00:01:48	2.5	69%
Social	375	469	00:00:06	1.3	90%
Total	1,395	2,766	00:01:15	2.0	65%

Social Ad Performance

Start Date
2/1/2021

End Date
2/28/2021

73,798
IMPRESSIONS

527
CLICKS

0
PRIMARY
CONVERSIONS

0
SECONDARY
CONVERSIONS

0
COST PER TOS
CONVERSION

Meetings Today Facebook had a very high CTR with over .88% and had significantly higher clicks then LinkedIn.

Social Ads by Platform			
Platform	Impressions	Clicks	Click Through Rate
LinkedIn	33,711	176	0.52%
Meetings Today	40,087	351	0.88%
Grand Total	73,798	527	0.71%

Display Performance by Placement

Start Date 2/1/2021
End Date 2/28/2021

Cost per Conversion Trending

132,042
IMPRESSIONS

263
CLICKS

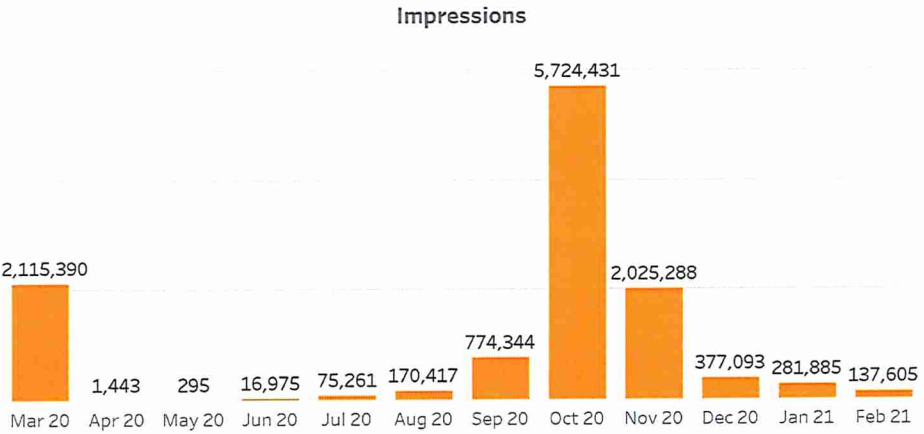
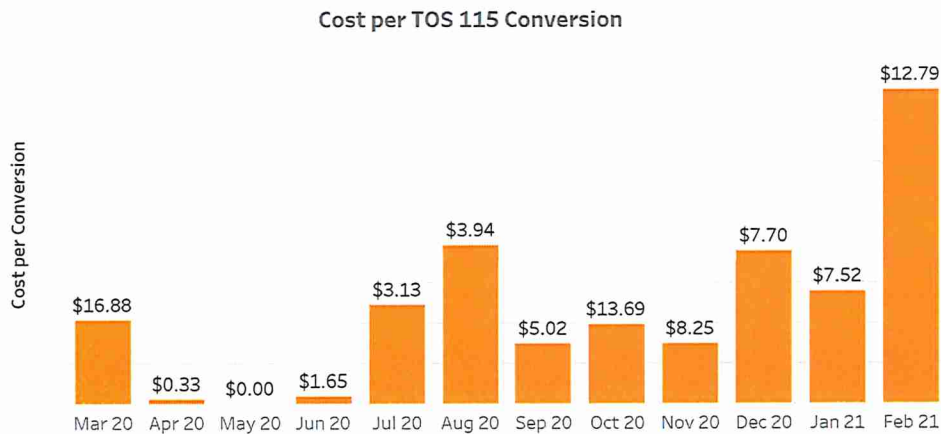
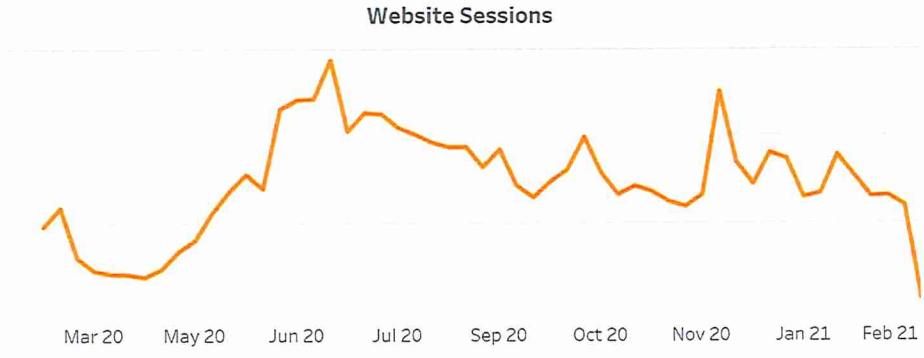
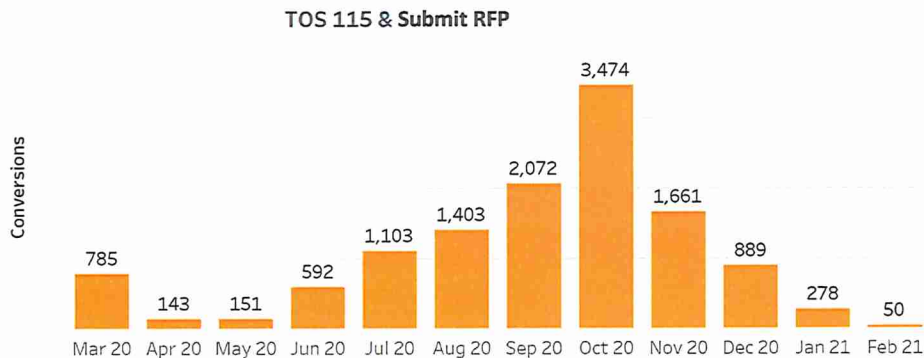
1.00
CPC

SUBMIT RFP
CONVERSIONS

\$17
COST PER
TOS CONVERSION



Trending Performance



Display Performance by Creative

Start Date 2/1/2021
End Date 2/28/2021

132,042
IMPRESSIONS

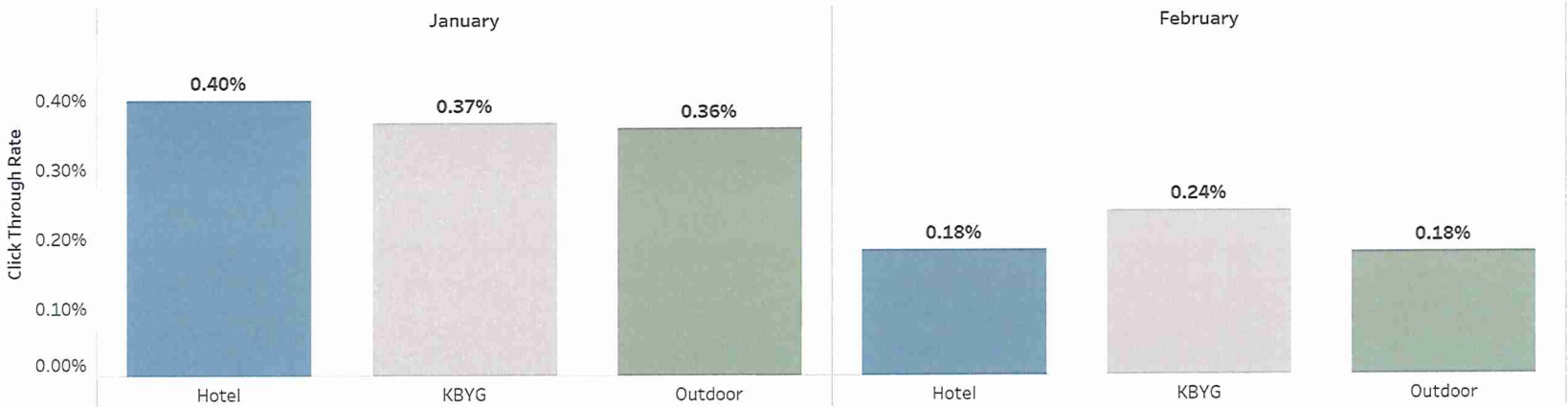
263
CLICKS

1.00
CPC

SUBMIT RFP
CONVERSIONS

\$17
COST PER
TOS CONVERSION

Creative CTR Trending



Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Submit RFP Conversion
Hotel	33,030	60	0.18%	\$1.10	\$66.06	3	\$22.02	
KBYG	32,969	78	0.24%	\$0.85	\$65.94	2	\$32.97	
mcctravel	32,992	66	0.20%	\$1.00	\$65.98	2	\$32.99	
Outdoor	33,051	59	0.18%	\$1.12	\$66.10	0		
Total	132,042	263	0.20%	\$1.00	\$264.08	7	\$37.73	

Paid Search Performance

Start Date
2/1/2021

End Date
2/28/2021

Ad Group Performance

	Impressions	Clicks	Click Through Rate	Cost	Cost per Click	Primary Conversions	Submit RFP Conversion
MCC	5,475	194	3.54%	\$375.53	\$0.52	34	

194
CLICKS

37
TOS 115
CONVERSIONS

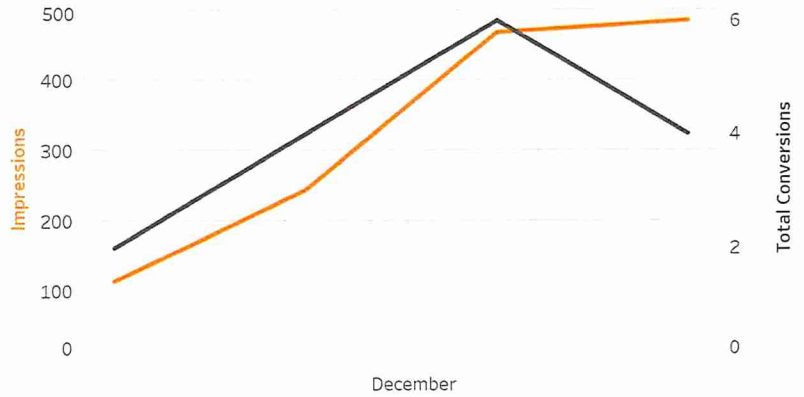
SUBMIT RFP
CONVERSIONS

\$0.52
COST PER CLICK

Impressions | Clicks

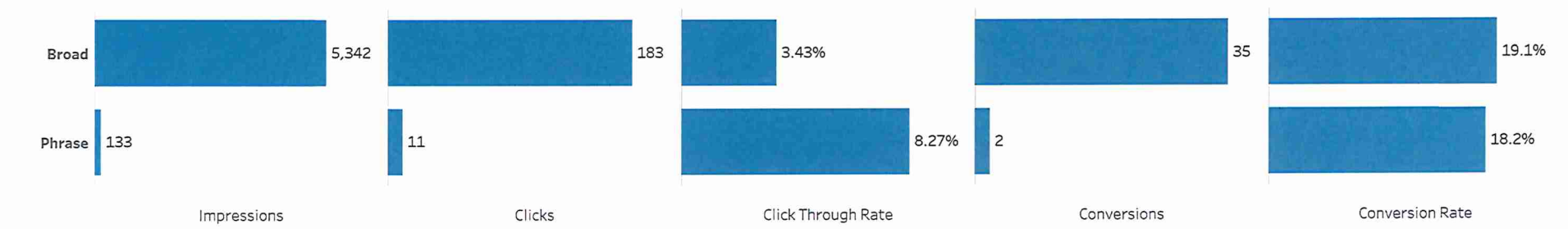


Impressions | Conversions



Paid Search Performance

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
MCC	5,475	\$375.53	194	\$0.52	3.54%	34

Paid Search Performance

Start Date End Date
2/1/2021 2/28/2021

Keyword Performance

	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
north lake tahoe things to..	3,854	136	\$0.52	3.53%	\$262.51	29	21.3%	\$9.16
lake tahoe venues	827	27	\$0.56	3.26%	\$47.85	2	7.4%	\$15.28
lake tahoe wedding venues	608	17	\$0.46	2.80%	\$37.32	3	17.6%	\$15.28
north lake Tahoe activities	133	11	\$0.52	8.27%	\$21.33	2	18.2%	\$9.16
+lake +Tahoe +venue	49	3	\$0.46	6.12%	\$6.52	1	33.3%	\$15.28
+Tahoe +conference +cen..	3	0		0.00%	\$0.00			\$16.15
+lake +Tahoe +conference..	1	0		0.00%	\$0.00			\$13.05
+lake +Tahoe +convention..	0	0			\$0.00			
+Tahoe +convention +cen..	0	0			\$0.00			\$35.48

RECOMMENDATIONS

DISPLAY

Display is performing well, and we're optimizing the campaign towards the best performing creatives.

SOCIAL

Social is still having a decrease in traffic for this space (LinkedIn), so we are continually making optimizations to increase its performance. We can consider moving more funds to Facebook if March doesn't perform to expectations.

SEARCH

With the recent changes to match types we will continue to optimize for Phrase match type.

EMAIL

Email performed well so we will be discussing if any of the format needs to change.

Video

The numbers in this report are under review. They seem very low so we are verifying with our vendors.



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center Visitor Report: February 2021

VISITORS SERVED:

Jan 2021

Total TC & KB Walk-ins 623
Total Phone Calls: 144
Total 767

Feb 2020

Total TC & KB Walk-ins: 3095
Total Phone Calls: 221
3,316

Feb 2021

Total TC Walk-ins: 729
Total Phone Calls: 145
874

REFERRALS GIVEN TO VISITORS:

Restaurants 125	Lodging 61	Historic / Museum 29	Events 13
Tours 6	Surrounding Towns (SLT / Truckee) 15	Shopping 37	Transportation 15
Services – Covid 19 & Closures 11	Activities Mountain / Trails 191	Activities / Lake 16	Maps / Directions 210

TOTAL: 729 = 26 referrals per day

February

- Trained on Libris – photo organizing for NLTRA marketing department
- All VIC full-time staff are compliant with CA Law in Sexual Harassment Training
- YTD we are -47% down in walk-ins and -11% down in call volumes. We are only -18% down in retail sales.
- YTD the VIC staff has an average of referring local businesses, activities, and directions 63 times per day.
- Continuing to sell Snowfest! merchandise on consignment. Looking at consignment merchandise selling for other big events in the region.
- Assisting NLT Chamber on membership information
- 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

February 28, 2021

North Lake Tahoe Marketing Cooperative

Accrual Basis

Balance Sheet

As of February 28, 2021

	Feb 28, 21	Feb 29, 20	\$ Change	% Change	Jun 30, 20
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	740,282	283,992	456,290	161%	491,681
Total Checking/Savings	740,282	283,992	456,290	161%	491,681
Accounts Receivable					
1200-00 · Accounts Receivable	390	6,285	(5,895)	(94%)	1,335
Total Accounts Receivable	390	6,285	(5,895)	(94%)	1,335
Other Current Assets					
1300 · Reimbursements Receivable	0	5,500	(5,500)	(100%)	25,720
1300 · Reimbursements Receivable	0	0	0	0%	11,705
1350-00 · Security Deposits	100	3,325	(3,225)	(97%)	100
Total Other Current Assets	100	8,825	(8,725)	(99%)	37,525
Total Current Assets	740,772	299,102	441,670	148%	530,541
Other Assets					
1400-00 · Prepaid Expenses	68,118	49,690	18,428	37%	8,321
Total Other Assets	68,118	49,690	18,428	37%	8,321
TOTAL ASSETS	808,890	348,792	460,098	132%	538,862
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	32,066	214,619	(182,553)	(85%)	51,879
Total Accounts Payable	32,066	214,619	(182,553)	(85%)	51,879
Total Current Liabilities	32,066	214,619	(182,553)	(85%)	51,879
Total Liabilities	32,066	214,619	(182,553)	(85%)	51,879
Equity					
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%	24,842
Net Income	289,841	109,331	180,510	165%	462,141
Total Equity	776,824	134,173	642,651	479%	486,983
TOTAL LIABILITIES & EQUITY	808,890	348,792	460,098	132%	538,862

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance
July 2020 through February 2021

Accrual Basis

	Jul '20 - Feb ...	Budget	\$ Over Budget	Jul '20 - Feb ...	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	328,800	396,000	(67,200)	328,800	396,000	(67,200)	592,000
4001-00 · NLTRA Funding	546,253	715,166	(168,913)	546,253	715,166	(168,913)	1,000,000
4004-00 · IVCBVB Entertainment	6,000	6,000	0	6,000	6,000	0	8,000
4005-00 · Prior Year Net Income	0	279,224	(279,224)	0	279,224	(279,224)	410,697
4099-00 · Revenue - Other	45,200	0	45,200	45,200	0	45,200	0
Total Income	926,253	1,396,390	(470,137)	926,253	1,396,390	(470,137)	2,010,697
Gross Profit	926,253	1,396,390	(470,137)	926,253	1,396,390	(470,137)	2,010,697
Expense							
5000-00 · CONSUMER MARKETING							
5001-00 · Broadcast / Radio - High Notes	0	0	0	0	0	0	5,000
5002-01 · Native Display	4,167	32,124	(27,957)	4,167	32,124	(27,957)	42,501
5004-00 · Trip Advisor	5,903	62,248	(56,345)	5,903	62,248	(56,345)	85,000
5005-00 · Paid Social	18,882	100,632	(81,750)	18,882	100,632	(81,750)	112,660
5005-01 · Digital Display / Retargeting	40,052	63,400	(23,348)	40,052	63,400	(23,348)	85,800
5005-02 · Retargeting Video	0	7,250	(7,250)	0	7,250	(7,250)	9,000
5007-00 · Creative Production							
5007-01 · Creative Production	37,104	0	37,104	37,104	0	37,104	0
5007-02 · Website Production	2,843	0	2,843	2,843	0	2,843	0
5007-03 · Photo/Video Creative	5,302	0	5,302	5,302	0	5,302	0
5007-00 · Creative Production - Other	1,148	58,770	(57,623)	1,148	58,770	(57,623)	105,364
Total 5007-00 · Creative Production	46,396	58,770	(12,375)	46,396	58,770	(12,375)	105,364
5010-00 · Account Strategy & Management	48,000	48,000	0	48,000	48,000	0	72,000
5010-02 · Website Strategy & Analysis	12,816	24,936	(12,120)	12,816	24,936	(12,120)	37,400
5013-00 · Outdoor	0	115,000	(115,000)	0	115,000	(115,000)	115,000
5015-00 · Video	0	87,950	(87,950)	0	87,950	(87,950)	112,350
5017-00 · Rich Media	0	35,000	(35,000)	0	35,000	(35,000)	35,000
5018-00 · Media Commission	30,400	76,315	(45,915)	30,400	76,315	(45,915)	98,631
5018-01 · Digital Ad Serving	333	2,000	(1,667)	333	2,000	(1,667)	3,000
5020-00 · Search Engine Marketing	34,744	51,000	(16,256)	34,744	51,000	(16,256)	65,700
5022-00 · Email	4,162	18,352	(14,190)	4,162	18,352	(14,190)	35,000
5024-00 · Fusion 7	16,000	16,000	0	16,000	16,000	0	24,000
5025-00 · Expedia	0	20,000	(20,000)	0	20,000	(20,000)	20,000
5028-00 · High Impact Media	0	19,900	(19,900)	0	19,900	(19,900)	30,000
5029-00 · Television	10,154	0	10,154	10,154	0	10,154	0
Total 5000-00 · CONSUMER MARKETING	272,009	838,877	(566,868)	272,009	838,877	(566,868)	1,091,406
5110-00 · LEISURE SALES							
5107-00 · Creative Production	150	6,250	(6,100)	150	6,250	(6,100)	7,250
5111-00 · FAMS - Domestic	0	0	0	0	0	0	4,500
5112-00 · Training / Sales Calls	120	5,000	(4,880)	120	5,000	(4,880)	5,000
5113-00 · Additional Opportunities	0	4,000	(4,000)	0	4,000	(4,000)	10,000
5115-00 · Travel Agent Incentive Program	0	0	0	0	0	0	2,000
5120-00 · Domestic - Trade Shows	0	6,500	(6,500)	0	6,500	(6,500)	6,500
5131-00 · FAMS -Intl - Travel Trade	0	0	0	0	0	0	5,510
5133-00 · Ski-Tops	0	1,345	(1,345)	0	1,345	(1,345)	2,545
5134-00 · Intl Marketing - Additional Opp	0	2,000	(2,000)	0	2,000	(2,000)	4,000
5137-00 · Co-op Opportunities	10,000	0	10,000	10,000	0	10,000	12,000
5143-00 · Mountain Travel Symposium	0	3,150	(3,150)	0	3,150	(3,150)	5,350
5144-00 · IPW - POW WOW	0	8,000	(8,000)	0	8,000	(8,000)	11,000
5145-00 · TIA Annual Dues	0	2,695	(2,695)	0	2,695	(2,695)	2,695
5147-00 · AUS / Gate 7	6,241	6,075	166	6,241	6,075	166	12,150
5154-00 · Canada							
5154-01 · Canada Sales Mission	0	0	0	0	0	0	6,000
5154-00 · Canada - Other	0	6,000	(6,000)	0	6,000	(6,000)	12,000
Total 5154-00 · Canada	0	6,000	(6,000)	0	6,000	(6,000)	18,000
5155-00 · California Star Program	1,167	3,500	(2,333)	1,167	3,500	(2,333)	3,500
Total 5110-00 · LEISURE SALES	17,678	54,515	(36,837)	17,678	54,515	(36,837)	112,000
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	12,000	12,000	0	12,000	12,000	0	18,000
5202-00 · PR Program/ Content Dev - Blogs	8,500	12,500	(4,000)	8,500	12,500	(4,000)	18,500
5202-01 · Rich Content Development	20,000	0	20,000	20,000	0	20,000	0
5204-00 · Media Mission(s)	747	20,000	(19,253)	747	20,000	(19,253)	30,000
5206-00 · Digital Buy/ Social Media Boost	4,000	4,000	0	4,000	4,000	0	6,000
5207-00 · Content Campaigns/Tools-My Emma	2,400	2,400	0	2,400	2,400	0	3,600
5209-00 · Domestic Travel Media FAMS	5,866	15,000	(9,134)	5,866	15,000	(9,134)	20,000
5210-00 · Content Dev - Newsletters	12,600	14,400	(1,800)	12,600	14,400	(1,800)	21,600
5211-00 · Social Media Strategy & Mgmt	32,000	32,000	0	32,000	32,000	0	48,000
5212-00 · Social Giveaways & Contests	0	7,000	(7,000)	0	7,000	(7,000)	10,500
5213-00 · Facebook Live	0	150	(150)	0	150	(150)	150
5214-00 · Social Takeover	0	11,250	(11,250)	0	11,250	(11,250)	15,000
5216-00 · PR Content Development + Distri	7,403	5,600	1,803	7,403	5,600	1,803	8,400
5218-00 · Crisis Communication / Training	5,000	4,900	100	5,000	4,900	100	4,900
5221-00 · Photography & Video Asset Dev	1,500	11,250	(9,750)	1,500	11,250	(9,750)	15,000
5222-00 · Media Tracking / Membership	1,816	9,328	(7,512)	1,816	9,328	(7,512)	14,000
5280-00 · PR Meals / Entertainment	29	0	29	29	0	29	0
Total 5200-00 · PUBLIC RELATIONS	113,860	161,778	(47,918)	113,860	161,778	(47,918)	233,650

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance
 July 2020 through February 2021

Accrual Basis

	Jul '20 - Feb ...	Budget	\$ Over Budget	Jul '20 - Feb ...	YTD Budget	\$ Over Budget	Annual Budget
6000-00 · CONFERENCE SALES							
6002-00 · Destination Print	2,500	10,000	(7,500)	2,500	10,000	(7,500)	20,000
6003-00 · Geo-Fence Targeting	0	1,500	(1,500)	0	1,500	(1,500)	3,000
6004-00 · Email	0	2,500	(2,500)	0	2,500	(2,500)	5,000
6005-00 · Paid Media	23,123	3,000	20,123	23,123	3,000	20,123	6,000
6006-00 · CVENT	10,678	10,678	0	10,678	10,678	0	10,678
6007-00 · Creative Production	14,308	7,372	6,936	14,308	7,372	6,936	14,744
6014-00 · MCC Group Incentive Program	0	5,000	(5,000)	0	5,000	(5,000)	10,000
6015-00 · MCC National Memberships	399	2,919	(2,520)	399	2,919	(2,520)	3,773
6016-00 · MCC Search Engine Marketing	853	3,328	(2,475)	853	3,328	(2,475)	5,000
6018-00 · MCC Media Commission	4,773	3,262	1,511	4,773	3,262	1,511	6,526
6019-00 · Conference Direct Partnership	5,333	5,000	333	5,333	5,000	333	5,000
6128-00 · HelmsBriscoe Strategic Partner	4,667	7,000	(2,333)	4,667	7,000	(2,333)	7,000
6152-00 · Client Events / Opportunities	109	1,570	(1,461)	109	1,570	(1,461)	6,570
6153-00 · Chicago Sales Rep Support	1,551	1,000	551	1,551	1,000	551	1,000
Total 6000-00 · CONFERENCE SALES	68,294	64,129	4,165	68,294	64,129	4,165	104,291
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	393	2,500	(2,107)	393	2,500	(2,107)	4,500
6116-00 · CalSAE Seasonal Spectacular	1,099	5,200	(4,101)	1,099	5,200	(4,101)	3,700
6118-00 · ASAE Annual	0	795	(795)	0	795	(795)	795
6120-01 · Sac River Cats Client Event	0	0	0	0	0	0	1,000
6127-00 · CalSAE Annual	0	0	0	0	0	0	6,700
6143-00 · Connect Marketplace	4,900	14,850	(9,950)	4,900	14,850	(9,950)	14,850
6146-00 · UC Vendor Fair	0	3,750	(3,750)	0	3,750	(3,750)	5,250
6151-00 · Destination CA	0	0	0	0	0	0	1,500
6154-00 · HelmsBriscoe ABC	0	4,500	(4,500)	0	4,500	(4,500)	6,500
6156-00 · Connect California	0	3,750	(3,750)	0	3,750	(3,750)	5,250
6156-02 · Connect Chicago	0	5,750	(5,750)	0	5,750	(5,750)	5,750
6157-00 · HPN Partner Conference	1,175	0	1,175	1,175	0	1,175	0
6160-00 · AllThingsMeetings Silicon Valley	675	0	675	675	0	675	0
6160-01 · AllThingsMeetings East Bay	0	2,000	(2,000)	0	2,000	(2,000)	2,000
6164-00 · Connect Mountain Incentive	0	3,750	(3,750)	0	3,750	(3,750)	5,750
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 · Sports Commission	0	795	(795)	0	795	(795)	795
6167-00 · Nor Cal DMO	420	0	420	420	0	420	0
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6169-00 · Prestige Meetings SF	0	2,500	(2,500)	0	2,500	(2,500)	2,500
6171-00 · Outdoor Retailer	0	1,000	(1,000)	0	1,000	(1,000)	1,000
6173-00 · Connect NYC	0	6,250	(6,250)	0	6,250	(6,250)	6,250
6180-00 · Conference Direct CA	0	1,000	(1,000)	0	1,000	(1,000)	1,000
6181-00 · Conference Direct PNW	0	1,000	(1,000)	0	1,000	(1,000)	1,000
Total 6100-00 · TRADE SHOWS	8,662	59,390	(50,728)	8,662	59,390	(50,728)	83,090
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	20,000	(20,000)	0	20,000	(20,000)	30,000
5009-00 · Fulfillment / Mail	1,226	8,000	(6,774)	1,226	8,000	(6,774)	12,000
5021-00 · RASC-Reno Air Service Corp	25,000	25,000	0	25,000	25,000	0	50,000
5123-00 · HSVC - High Sierra Visitors	1,000	2,000	(1,000)	1,000	2,000	(1,000)	2,000
7002-00 · CRM Subscription	8,125	7,497	628	8,125	7,497	628	9,996
7003-00 · IVCBVB Entertainment Fund	892	4,000	(3,108)	892	4,000	(3,108)	8,000
7004-00 · Research	6,668	5,000	1,668	6,668	5,000	1,668	29,000
7005-00 · Film Festival	15,000	15,000	0	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	0	0	0	30,000
7007-00 · DestImetrics / DMX	19,551	25,014	(5,463)	19,551	25,014	(5,463)	33,352
7008-00 · Opportunistic Funds	131	23,243	(23,112)	131	23,243	(23,112)	46,487
7009-00 · Tahoe Cam Usage	2,124	1,416	708	2,124	1,416	708	2,124
7010-00 · Photo Management & Storage	4,817	4,736	81	4,817	4,736	81	7,099
7020-00 · Collateral Production / Printin	10,256	8,000	2,256	10,256	8,000	2,256	8,000
7030-00 · Contract Review	2,300	0	2,300	2,300	0	2,300	0
8700-00 · Automobile Expense*	309	2,800	(2,491)	309	2,800	(2,491)	4,200
Total 7000-00 · COMMITTED & ADMIN EXPENSES	97,399	151,706	(54,307)	97,399	151,706	(54,307)	287,258
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	34,052	34,000	52	34,052	34,000	52	51,000
8003-00 · Website Hosting Maintenance	24,458	32,000	(7,542)	24,458	32,000	(7,542)	48,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	58,510	66,000	(7,490)	58,510	66,000	(7,490)	99,000
Total Expense	636,412	1,396,395	(759,983)	636,412	1,396,395	(759,983)	2,010,695
Net Income	289,841	(5)	289,846	289,841	(5)	289,846	2

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through February 2021

	Jul '20 - Feb 21	Jul '19 - Feb 20	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	328,800.00	648,057.00	-319,257.00	-49.3%
4001-00 · NLTRA Funding	546,252.63	1,107,149.00	-560,896.37	-50.7%
4004-00 · IVCBVB Entertainment	6,000.00	4,000.00	2,000.00	50.0%
4099-00 · Revenue - Other	45,200.00	0.00	45,200.00	100.0%
Total Income	928,252.63	1,759,206.00	-832,953.37	-47.4%
Gross Profit	928,252.63	1,759,206.00	-832,953.37	-47.4%
Expense				
5000-00 · CONSUMER MARKETING				
5001-00 · Broadcast / Radio - High Notes	0.00	5,104.00	-5,104.00	-100.0%
5002-01 · Native Display	4,166.65	9,250.00	-5,083.35	-55.0%
5004-00 · Trip Advisor	5,902.93	63,685.65	-57,782.72	-90.7%
5005-00 · Paid Social	18,881.83	104,650.12	-85,768.29	-82.0%
5005-01 · Digital Display / Retargeting	40,052.28	144,770.77	-104,718.49	-72.3%
5005-02 · Retargeting Video	0.00	12,472.82	-12,472.82	-100.0%
5007-00 · Creative Production				
5007-01 · Creative Production	37,103.87	0.00	37,103.87	100.0%
5007-02 · Website Production	2,842.50	0.00	2,842.50	100.0%
5007-03 · Photo/Video Creative	5,301.63	0.00	5,301.63	100.0%
5007-00 · Creative Production - Other	1,147.50		-145,375.49	-99.2%
Total 5007-00 · Creative Production	48,395.50	146,522.99	-100,127.49	-68.3%
5010-00 · Account Strategy & Management	48,000.00	56,000.00	-8,000.00	-14.3%
5010-01 · Digital Management & Reporting	0.00	16,000.00	-16,000.00	-100.0%
5010-02 · Website Strategy & Analysis	12,816.00	9,600.00	3,216.00	33.5%
5013-00 · Outdoor	0.00	115,000.00	-115,000.00	-100.0%
5015-00 · Video	0.00	4,373.48	-4,373.48	-100.0%
5017-00 · Rich Media	0.00	34,987.64	-34,987.64	-100.0%
5018-00 · Media Commission	30,400.34	73,817.95	-43,417.61	-58.8%
5018-01 · Digital Ad Serving	332.89	2,059.53	-1,726.64	-83.8%
5020-00 · Search Engine Marketing	34,744.30	42,480.87	-7,736.57	-18.2%
5022-00 · Email	4,162.45	36,460.36	-32,297.91	-88.6%
5024-00 · Fusion 7	16,000.00	0.00	16,000.00	100.0%
5029-00 · Television	10,154.30	0.00	10,154.30	100.0%
Total 5000-00 · CONSUMER MARKETING	272,009.47	877,236.16	-605,226.71	-69.0%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	150.00	2,775.00	-2,625.00	-94.6%
5112-00 · Training / Sales Calls	119.88	6,881.73	-6,761.85	-98.3%
5113-00 · Additional Opportunities	0.00	2,995.88	-2,995.88	-100.0%
5120-00 · Domestic - Trade Shows	0.00	5,066.22	-5,066.22	-100.0%
5131-00 · FAMS - Intl - Travel Trade	0.00	1,683.75	-1,683.75	-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	10,000.00	6,268.41	3,731.59	59.6%
5142-00 · UK Sales Mission	0.00	2,176.93	-2,176.93	-100.0%
5143-00 · Mountain Travel Symposium	0.00	535.19	-535.19	-100.0%
5144-00 · IPW - POW WOW	0.00	325.18	-325.18	-100.0%
5145-00 · TIA Annual Dues	0.00	2,695.00	-2,695.00	-100.0%
5146-00 · UK / Black Diamond	0.00	20,000.00	-20,000.00	-100.0%
5147-00 · AUS / Gate 7	6,241.22	23,776.00	-17,533.78	-73.8%
5149-00 · Mexico Program	0.00	2,490.81	-2,490.81	-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	16,859.94	-16,859.94	-100.0%
Total 5154-00 · Canada	0.00	23,269.12	-23,269.12	-100.0%
5155-00 · California Star Program	1,166.68	1,166.67	0.01	0.0%
5156-00 · German Trade Representation	0.00	10,060.30	-10,060.30	-100.0%
Total 5110-00 · LEISURE SALES	17,677.78	118,879.36	-101,201.58	-85.1%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	12,000.00	17,600.00	-5,600.00	-31.8%
5201-00 · National, Regional, & Local PR	0.00	40,000.00	-40,000.00	-100.0%
5202-00 · PR Program/ Content Dev - Blogs	8,500.00	16,000.00	-7,500.00	-46.9%
5202-01 · Rich Content Development	20,000.00	4,975.00	15,025.00	302.0%
5204-00 · Media Mission(s)	746.96	8,143.65	-7,396.69	-90.8%
5206-00 · Digital Buy/ Social Media Boost	4,000.00	4,000.00	0.00	0.0%
5207-00 · Content Campaigns/Tools-My Emma	2,400.00	2,400.00	0.00	0.0%
5208-00 · International Travel Media FAMS	0.00	3,858.28	-3,858.28	-100.0%
5208-01 · Intl FAM Hard Cost	0.00	1,940.96	-1,940.96	-100.0%
5208-02 · Intl Media Retainer	0.00	2,400.00	-2,400.00	-100.0%
5209-00 · Domestic Travel Media FAMS	5,865.75	13,868.29	-7,802.54	-57.1%
5210-00 · Content Dev - Newsletters	12,600.00	14,400.00	-1,800.00	-12.5%
5211-00 · Social Media Strategy & Mgmt	32,000.00	32,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	0.00	6,153.62	-6,153.62	-100.0%
5213-00 · Facebook Live	0.00	2,500.00	-2,500.00	-100.0%
5214-00 · Social Takeover	0.00	7,951.75	-7,951.75	-100.0%
5216-00 · PR Content Development + Distrib	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	1,816.00	0.00	1,816.00	100.0%
5280-00 · PR Meals / Entertainment	28.72	0.00	28.72	100.0%
Total 5200-00 · PUBLIC RELATIONS	113,860.49	177,987.55	-64,127.06	-36.0%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	2,500.00	17,260.00	-14,760.00	-85.5%
6004-00 · Email	0.00	2,550.00	-2,550.00	-100.0%
6005-00 · Paid Media	23,123.00	6,972.37	17,050.63	280.8%
6006-00 · CVENT	10,678.00	11,289.78	-611.78	-5.4%
6007-00 · Creative Production	14,308.19	14,536.11	-227.92	-1.6%
6008-00 · Conference PR / Social Outreach	0.00	8,000.00	-8,000.00	-100.0%
6015-00 · MCC National Memberships	399.00	0.00	399.00	100.0%
6016-00 · MCC Search Engine Marketing	853.36	3,401.55	-2,548.19	-74.9%
6018-00 · MCC Media Commission	4,772.84	5,736.60	-963.76	-16.8%
6018-01 · MCC Digital Ad Serving	0.00	1.26	-1.26	-100.0%
6019-00 · Conference Direct Partnership	5,333.36	0.00	5,333.36	100.0%
6128-00 · HelmsBriscoe Strategic Partner	4,666.64	4,583.31	83.33	1.8%
6152-00 · Client Events / Opportunities	108.54	10,789.44	-10,680.90	-99.0%

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through February 2021

	Jul '20 - Feb 21	Jul '19 - Feb 20	\$ Change	% Change
6153-00 - Chicago Sales Rep Support	1,551.11	7,054.20	-5,503.09	-78.0%
Total 6000-00 - CONFERENCE SALES	68,294.04	91,274.60	-22,980.56	-25.2%
6100-00 - TRADE SHOWS				
6111-00 - Site Inspections	392.56	2,103.05	-1,710.49	-81.3%
6116-00 - CalSAE Seasonal Spectacular	1,099.00	1,936.06	-837.06	-43.2%
6118-00 - ASAE Annual	0.00	6,036.38	-6,036.38	-100.0%
6120-00 - AFW Client Event	0.00	200.00	-200.00	-100.0%
6120-01 - Sac River Cate Client Event	0.00	2,392.41	-2,392.41	-100.0%
6127-00 - CalSAE Annual	0.00	6,022.07	-6,022.07	-100.0%
6143-00 - Connect Marketplace	4,900.00	3,814.74	1,085.26	28.5%
6164-00 - HelmsBriscoe ABC	0.00	5,316.80	-5,316.80	-100.0%
6166-00 - Connect California	0.00	280.96	-280.96	-100.0%
6166-04 - Connect Georgia	0.00	5,733.39	-5,733.39	-100.0%
6167-00 - 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%
6163-00 - Connect Financial	0.00	7,961.19	-7,961.19	-100.0%
6165-00 - Bay Area Client Appreciation	0.00	5,000.00	-5,000.00	-100.0%
6167-00 - Nor Cal DMO	420.00	489.00	-69.00	-14.1%
6168-00 - Sacramento/Roseville TopGolf	0.00	-105.58	105.58	100.0%
6171-00 - Outdoor Retailer	0.00	105.10	-105.10	-100.0%
6173-00 - Connect NYC	0.00	324.96	-324.96	-100.0%
Total 6100-00 - TRADE SHOWS	8,661.56	62,226.67	-53,565.11	-86.1%
6106-00 - CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
7000-00 - COMMITTED & ADMIN EXPENSES				
5008-00 - Cooperative Programs	0.00	30,226.60	-30,226.60	-100.0%
5009-00 - Fulfillment / Mail	1,225.85	8,795.92	-7,570.07	-86.1%
5021-00 - RASC-Reno Air Service Corp	25,000.00	75,000.00	-50,000.00	-66.7%
5122-00 - SSMC Shipping - Sierra Ski Mkt	0.00	5.03	-5.03	-100.0%
5123-00 - H SVC - High Sierra Visitors	1,000.02	1,333.36	-333.34	-25.0%
7001-00 - Miscellaneous	0.00	253.04	-253.04	-100.0%
7002-00 - CRM Subscription	8,124.98	6,666.65	1,458.33	21.9%
7003-00 - IVCBVB Entertainment Fund	891.95	2,210.73	-1,318.78	-59.7%
7004-00 - Research	6,667.67	26,530.02	-19,862.35	-74.9%
7005-00 - Film Festival	15,000.00	15,000.00	0.00	0.0%
7007-00 - Destimetrics / DMX	19,550.85	25,012.50	-5,461.65	-21.8%
7008-00 - Opportunistic Funds	131.19	37,394.53	-37,263.34	-99.7%
7009-00 - Tahoe Cam Usage	2,124.00	2,124.00	0.00	0.0%
7010-00 - Photo Management & Storage	4,816.64	0.00	4,816.64	100.0%
7011-00 - TrendKite PR Software	0.00	2,499.99	-2,499.99	-100.0%
7020-00 - Collateral Production / Printlin	10,256.45	0.00	10,256.45	100.0%
7030-00 - Contract Review	2,300.00	0.00	2,300.00	100.0%
8700-00 - Automobile Expense*	309.02	3,390.20	-3,081.18	-90.9%
7000-00 - COMMITTED & ADMIN EXPENSES - Other	0.00	160.44	-160.44	-100.0%
Total 7000-00 - COMMITTED & ADMIN EXPENSES	97,398.62	236,603.01	-139,204.39	-58.8%
8000-00 - WEBSITE CONTENT & MAINTENANCE				
8002-00 - Content Manager Contractor	34,051.94	34,000.00	51.94	0.2%
8003-00 - Website Hosting Maintenance	24,457.75	51,667.76	-27,210.01	-52.7%
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	58,509.69	85,667.76	-27,158.07	-31.7%
Total Expense	636,411.65	1,649,875.13	-1,013,463.48	-61.4%
Net Income	289,840.98	109,330.87	180,510.11	165.1%



north lake tahoe
Chamber / CVB / Resort Association

Aging by Revenue Item

As of 2/28/2021

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable: Member AR - Member Dues)									
101-200 Employees Membership Dues			\$750.00	\$0.00	\$0.00	\$0.00	\$975.00	\$940.00	\$2,665.00
11-20 Employees Membership Dues			\$1,035.00	\$0.00	\$0.00	\$0.00	\$345.00	\$2,740.00	\$4,120.00
1-5 Employees Membership Dues			\$8,545.00	\$285.00	\$1,180.00	\$1,465.00	\$865.00	\$22,090.00	\$34,430.00
200+ Employees Membership Dues			\$1,085.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,085.00
21-50 Employees Membership Dues			\$8,100.00	\$1,080.00	\$1,080.00	\$885.00	\$0.00	\$10,160.00	\$21,305.00
50-100 Employees Membership Dues			\$3,750.00	\$750.00	\$0.00	\$0.00	\$0.00	\$725.00	\$5,225.00
6-10 Employees Membership Dues			\$17,865.00	\$0.00	\$1,300.00	\$0.00	\$315.00	\$12,640.00	\$32,120.00
Associate Member Membership Dues			\$0.00	\$0.00	\$0.00	\$0.00	\$50.00	\$0.00	\$50.00
Financial Institutions Membership			\$2,100.00	\$0.00	\$700.00	\$0.00	\$0.00	\$3,500.00	\$6,300.00
Non-Profit Membership Dues Totals:			\$4,590.00	\$0.00	\$510.00	\$0.00	\$340.00	\$5,410.00	\$10,850.00
PUD Membership Dues Totals:			\$1,490.00	\$0.00	\$0.00	\$0.00	\$0.00	\$580.00	\$2,070.00
Ski Resorts Membership Dues Totals:			\$28,315.00	\$0.00	\$0.00	\$0.00	\$0.00	\$18,615.00	\$46,930.00
1201-01 Member AR Membership Dues			\$77,625.00	\$2,115.00	\$4,770.00	\$2,350.00	\$2,890.00	\$77,400.00	\$167,150.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable: Member AR - Other)									
Eblast Totals:									
Tuesday Morning Breakfast Club			\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$175.00	\$325.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00	\$165.00
1201-03 Member Accounts Receivable -			\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$565.00	\$565.00
GRAND TOTALS			\$77,775.00	\$2,115.00	\$4,770.00	\$2,350.00	\$2,890.00	\$78,305.00	\$168,205.00

KEY METRICS FOR February 28, 2021 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	3,348,850	\$	20,861,147
2019 - 2020	7,019,017	3,967,123	5,766,189	1,058,017	\$	17,810,346
2020 - 2021	7,269,123	2,929,630	242,914		\$	10,441,667

updated

Visitor Information Comparative Statistics For FYTD 2017/18 - 2020/21 (thru Feb 2021)				
Referrals -	2017-18	2018-19	2019-20	2020-21
Tahoe City:				
Walk In	30845	28430	34601	18398
Phone	2209	2012	2165	1919
Email	257	276	312	319
Kings Beach (Walk In)	7883	11439	8322	5406
NLT - Event Traffic	3127	3295	2913	749
Total	44,321	45,452	48,313	26,791

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	\$ 754,821	-13.77%
Second (Apr - June)	\$ 716,779	\$ 627,831	\$ 674,366	\$ 378,672	-43.85%
Third (Jul - Sept)	\$ 1,001,144	\$ 1,018,271	\$ 1,058,279	\$ 884,576	
Fourth (Oct - Dec)	\$ 641,261	\$ 671,770	\$ 770,185	\$ -	
Total	\$ 3,179,417	\$ 3,080,242	\$ 3,378,190	\$ 2,018,069	

Unemployment Rates - EDD		Jan 2021
California (pop. 38,332,521)		9.0%
Placer County (367,309)		6.0%
Dollar Point (1,215)		0.0%
Kings Beach (3,893)		1.9%
Sunnyside/Tahoe City (1,557)		0.0%
Tahoe Vista (1,433)		0.0%

Destimetrics Reservations Activity	FYTD 2019/20	FYTD 2020/21	YOY % Change
Occupancy	60.5%	56.0%	-7.4%
ADR (Average Daily Rate)	\$ 424	\$ 456	7.5%
RevPAR (Rev per Available Room)	\$ 257	\$ 256	-0.4%
Occupancy 1 Mth Forecast	40.0%	36.8%	-8.0%
ADR 1 Mth Forecast	\$ 343	\$ 376	9.6%
RevPAR 1 Mth Forecast	\$ 137	\$ 138	0.7%
Occupancy (prior 6 months)	47.9%	35.2%	-26.5%
ADR (prior 6 months)	\$ 359	\$ 382	6.4%
RevPAR (prior 6 months)	\$ 172	\$ 135	-21.5%
Occupancy (next 6 months)	27.8%	23.1%	-16.9%
ADR (next 6 months)	\$ 361	\$ 447	23.8%
RevPAR (next 6 months)	\$ 100	\$ 103	3.0%

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 2/28/2021					
FORWARD LOOKING	2019-20	Actuals	Forecasted	2020-21	YOY % Change
Total Revenue Booked	\$2,685,035	\$ 3,628,151	\$ 659,023		-81.84%
Commission for this Revenue	\$ 36,962	\$ 51,400	\$ -		
Number of Room Nights	12,075	17,367	2,728		-84.29%
Number of Bookings	53	63	12		-80.95%
Conference Revenue And Percentage by County:					
	19-20	20-21			
Placer	79%	72%	\$ 2,096,775	\$ 2,876,992	\$ 473,910
Washoe	16%	28%	\$381,642	\$ 580,963	\$ 185,113
South Lake	5%	0%	\$206,618	\$ 170,196	
Nevada County	0%	0%			
Total Conference Revenue	100%	100%	\$2,685,035	\$ 3,628,151	\$ 659,023
CURRENT					
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	\$ 0.00%