



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Wednesday, April 14th, 2021 3 – 5pm

Join Zoom Meeting

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The April meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday, April 14th, 2021 at 3pm via Zoom.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

- | | | | |
|-----------------|-----------|--|-------------------|
| | A | Call to Order | Chair |
| | B. | Public Comment (Pursuant to NRS 241.020) | Chair |
| | C. | Roll Call | Chair |
| | D. | Motion: Approval of Agenda | Chair |
| <i>Page: 1</i> | E. | Motion: Approval of February 10th, 2021 Coop Meeting Minutes | Chair |
| <i>Page: 4</i> | F. | Update on Texas and SoCal Spring Consumer Media Plan and Creative | Augustine/R7 |
| | G. | Update on Spring Social/Content Campaigns | Abbi Team |
| <i>Page: 14</i> | H. | Review Six Month Report | Sarah Winters |
| | I. | Discussion and Direction on Summer Consumer Target Market Strategy | Committee |
| <i>Page: 37</i> | J. | Motion: Review and Approve February Coop Financials | DeWitt Van Siclén |

- K. New Business Chair
- L. Old Business Chair
- M. Adjournment Chair

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

Public Posting

www.GoTahoeNorth.com

www.NLTRA.org

Nevada Public Meeting Notice Website



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An IVCBVB and NLTRA Partnership

NLT Marketing Cooperative Committee Meeting Minutes – Wednesday Feb 10, 2021

The North Lake Tahoe Marketing Cooperative Committee Meeting was held via Zoom Video Conferencing.

Committee members: Andy Chapman, Christine Horvath, Brett Williams, Jeff Hentz, Heather Bacon, Bill Wood

Staff members: Amber Burke, Sarah Winters, Greg Long, Liz Bowling, Anna Atwood

Other in attendance: Trish Tucker, Hasaan Azam, Kristin Rockhey, Carl Ribaldo, Steven Smith, Cathy Nanadiego, Walt McRoberts, Connie Anderson

- A. The meeting was called to order at 3:03pm
- B. No public comments
- C. Roll Call: Brett Williams, Trish Trucker, Andy Chapman, Hasaan Azam, Carl Ribaldo, Greg Long, Christine Horvath, Kristin Rochhey, Amber Burke, Sarah Winters, Jeff Hentz, Walt McRoberts, Heather Bacon, Connie Anderson, Cathy Nanadiego, Liz Bowling, Steven Smith, Bill Wood
- D. **Motion to approve the agenda as presented. CHAPMAN/HENTZ/UNANIMOUS**
- E. **Motion to approve the meeting minutes from November 11, 2020. HENTZ/BACON/Carried with Williams abstaining**

F. Update from Reno Tahoe Airport

Chapman stated Ribaldo who is the managing director of Reno Air Service Corporation (RASC) is also in attendance today to give an update.

Tucker with the Reno Tahoe Airport Authority gave an update on the Reno Air Service.

- Passenger Recovery Mar – Dec 2020 vs. Mar – Dec 2019, Reno was down 65%. Reno has been trending above the national numbers.
- Reno Airport did outperform its enplaned passenger forecast numbers. January's numbers came in below the forecasted numbers of 88K due to Covid restrictions.
- Tucker reviewed the airlines with new service into Reno and stated that longer routes are slowly being added back in. American Airlines and United Airlines has returned their flight to Chicago. Delta returned their flight to Atlanta in the fall of 2020. She also updated on the flights to Houston. Allegiant Air is adding two new flights: one to Orange County (Spring 2021) and one to Jackson Hole (Summer 2021). JSX airline operates a "private terminal" and you don't have to go through TSA, and they have two flights to Southern California. Jet Blue's flight to JFK will be returning this Spring. Williams questioned which are seasonal flights are which are year-round flights of these new services? Tucker stated flights to Los Angeles are year-round and Allegiant Air is seasonal. The other new flights will depend on passenger demand and how they perform.
- Big news as of today is the new non-stop flight to Charlotte on American Airlines starting June this year.
- Tucker reviewed what travel trends look like for 2021. Outdoor travel destinations will remain popular. Pandemic health and safety trends are going anywhere. More last-minute trips.
- Chapman reminded that the Coop (Incline Village & South Shore) is in the Dallas market currently with a campaign that will end on March 19 and shared there is good data coming out of this campaign.

Chapman requested that Ribaldo give an update on RASC marketing efforts. Ribaldo stated pre-Covid we were in a very different place in the airline world. What has changed is that the market and carriers has moved away from high density locations and cities, focusing more on rural and more outdoor types of destinations and Reno/Tahoe has been a beneficiary of that. Ribaldo shared toolkits are being created for every market they are

working in, with the goal of empowering our destination to do as much as we can in markets that are important to us. A wide variety of tools are being used including marketing dollars behind the Southwest flights in Long Beach and Dallas, a Minimum Revenue Guarantee (MRG) with JSX airline. RASC is working with JSX to develop new markets and they have also worked closely with Southwest Airlines. RASC is very fluid and flexible and the goal is to come out stronger as a region, than pre-Covid.

Horvath brought up that it is important to keep in mind you only get one "shot" with the destination skier and if they have less than a positive experience they will not return. There are still areas of improvements with regional transportation and traffic.

Hentz questioned if there has been any consideration of an exit survey? Tucker shared they completed a travel sentiment survey in December, and they are currently working on a info-graphic and will share with this group after it's completed.

Williams recommended that we get updated on a quarterly basis on RASC/ Reno Tahoe Airport efforts.

Action to staff (Jeff/Amber/Andy): Follow up with Tucker for information on survey that was completed in December.

G. FY 2020/2021 Budget Update

Chapman shared that staff is working on a 6-month reforecast. For obvious reason, there Coop has not spent very much money this year. There have been conversations with both the Incline Board of Directors and the NLTRA Board of Directors regarding suspending the remainder contribution payment to the Cooperative, because there are significant funds that are unspent and there is also carry-over funding from last year. After this reforecast has been completed, they will have a better idea of current budget.

H. Consumer Marketing Timing, Messaging and Market Discussion

Hentz shared the NLTRA Board of Directors had a robust discussion at the last meeting when it is time to start re-engaging in advertising. The consensus was that February is strong with the recent snowstorms and more on the way carrying us through the month, there is no appetite to re-engage yet and to re-evaluate in March depending on demand. There were also discussions on what markets to engage in Southern California and Texas.

Chapman shared occupancy numbers from Destimetrics are down but ADR (average daily rates) are up. Burke shared numbers from AirDNA and February is up except the last week of February which is down by 30%. The first week of March is down by 20% and last 3 weeks of March is significantly down but summer is pacing ahead. Burke stated we are seeing a shorter booking window.

Chapman stated that although snow creates an immediate demand, March is looking "soft" for many lodging businesses and that is something that needs to be considered and current campaign in Dallas is though March 19, 2021. He shared the ski resorts typically do well but let's look at the overall picture including other businesses. Hentz and Chapman stated they are looking for direction on this from the Cooperative Committee members on markets and messaging.

Committee member comments:

- Horvath stated it looks we are all in agreement for longer term, watching pacing but for shorter term if is it appropriate since this is a partnership to focus the message on gaming to the Incline side? Williams questioned maybe the consumer is still concerned with gaming and being inside? He shared he is a proponent of the Texas market especially from mid-March until Memorial Day with the possible of a dual-day ski message if we have snow.
- Wood emphasized he has always preferred marketing to the "whole area". Chapman shared that March is looking soft looking at the data, but we have a responsibility to the destination and how best do we do that? Chapman shared the data coming out of the Dallas campaign has seen significant growth compared to the 3-4 prior to the campaign start date.
- Bacon with Tahoe Biltmore/Boulder Bay shared that she is not seeing that visitors are concerned with indoor gaming, but they do appreciate the safety measures that are being taken. She stated it is great to give other options as far as things to do for our visitors. Bacon stated she is in favor of continuing the advertising efforts as long as it is done in a responsible way. Their numbers are very soft for March and could need some help.
- Horvath stated she does not see this as "political" as earlier mentioned but for her this is about the guest experience. Williams questioned Horvath regarding an appetite to go after the LA market? Horvath stated

that could be very attractive for April but considering the current Covid situation and travel restriction would need to be weighed in.

- Hentz brought up the need to be careful with not overselling and that we want the guest to have a good experience and what is "normal" in Texas is not the "normal" here in California. Chapman stated we should lead it with the responsible travel message and point to resources that gives more information on current restrictions.
- Kristin with the Hyatt shared they are seeing a shorter-term booking window and March and April is very soft.

The committee member gave direction to re-engage advertising efforts or continuing with the Dallas/Texas campaign mid-March for April stays, and to re-evaluate the LA market/San Diego market in April or May depending on Covid situation and the infectious rate.

I. Update on Social Media efforts

Smith with the Abbi Agency gave an update on Social Media efforts. North Lake Tahoe has returned to a higher posting frequency, with approximately 5 post per week focused on the responsible travel message. The Take-out Tahoe campaign continues to run across social media with posts being boosted and promoted to in-market visitors. Visual and messaging regarding winter responsible travel and the Know Before You Go Guide are being shared along with current Covid restrictions. Smith shared they filmed a video series as part of CARES Grant funding from Travel Nevada and published a series of responsible travel videos aimed to educate visitors on safe winter travel. These videos have performed well.

J. MCC/International Activities

Winters shared some highlights from MCC:

- Regional lodging survey went out to all MCC lodging properties to analyze market trends, needs, change in staffing and more.
- Sales staff attended 6 virtual education seminars and 6 virtual trade shows.
- Maximized our HelmsBriscoe, CVENT and ConferenceDirect Partnerships by participating in moderating of panels, custom newsletters sent to planners and participating in available training series.
- Virtual Event Series
- New Cancellation Report
- Newsletter goes out to different MCC distribution lists.
- Redesign of the Come See, Fly Free flyer and the Meetings & Convention Cash Incentive Program
- MCC Know Before You Go Guide

Leisure Sales Highlights:

- Two dedicated leisure sales newsletters
- FAM Tours have been put on hold due to the sensitivity of Covid but in exchange the team has participated in 23 B2B sales meetings with domestic and international travel agents.
- Marketing Campaigns – Expedia Travel Nevada Crisis Recovery Campaign & Visit California's Hotelbeds Sales Campaign
- International Update: North Lake Tahoe is currently contracted with DCI in Canada and Gate 7 in Australia.

K. Update on PR Efforts

Bowling gave a quick overview of Communications and PR highlights:

- Tier 1 placement has focused on safe travel over the past 6 months.
- Worked closely with regional publications communicating local campaign taking place such as Shop Local, Take-out Tahoe etc.
- Attended IMM virtually and met with many journalists.

Q. New Business

Williams shared the Management Plan for the TBID is currently being worked on.

R. Old Business

No old business.

S. Adjournment

Meeting adjourned at 4:50pm.

20/21 Consumer Spring Campaign

Revised 3/25



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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, and 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

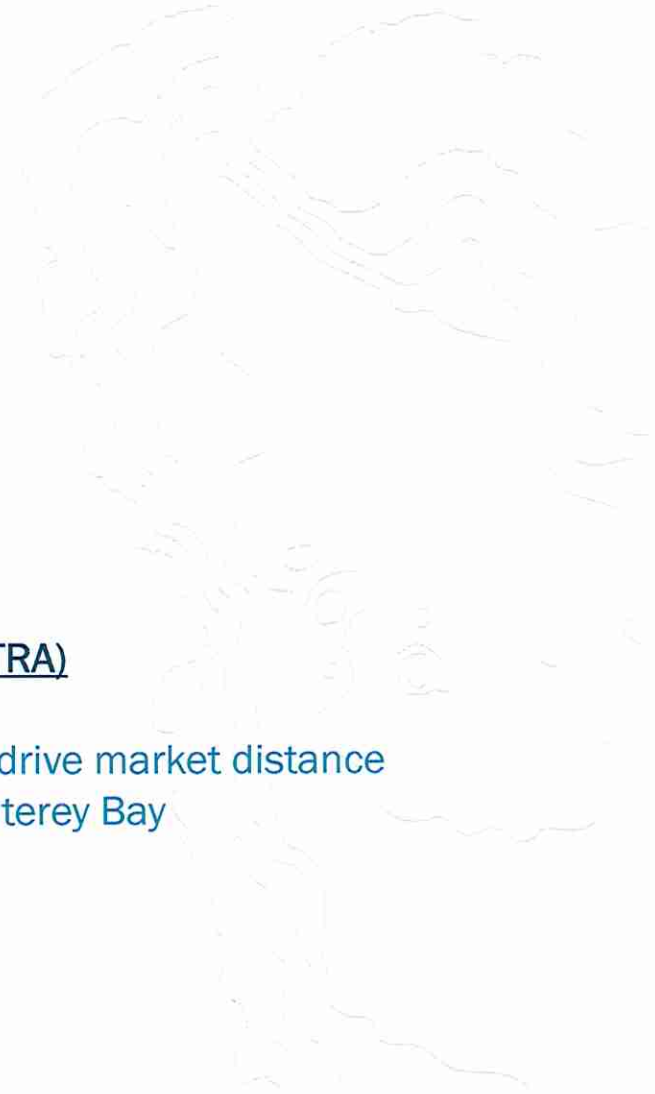
PAID TACTICS

Texas (Incline Village Initiative – Paid for by IVCBVB)

- Support additional flights to Dallas and Houston via RNO
- 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 - 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			\$123,000
						\$51,302		

MEDIA FLOW CHART - CALIFORNIA

North Lake Tahoe 2020-21 Plan					
CAMPAIGN: CONSUMER	April		May		TOTAL
	12	19	26	3 10 17	
	SPRING				
GEO: SoCal					
DIGITAL ADVERTISING					
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**

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

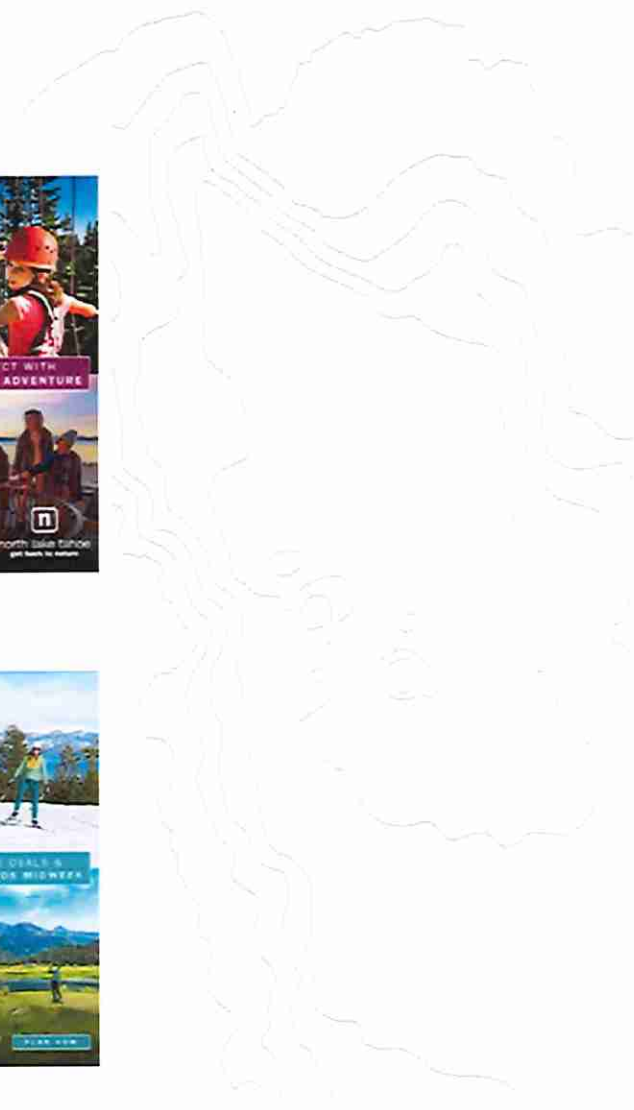
FAMILY

300x600



BOOMER

300x600



Dual Days – Digital Banners

MILLENNIAL

300x600



RETARGETING - LODGING FOCUS

300x600

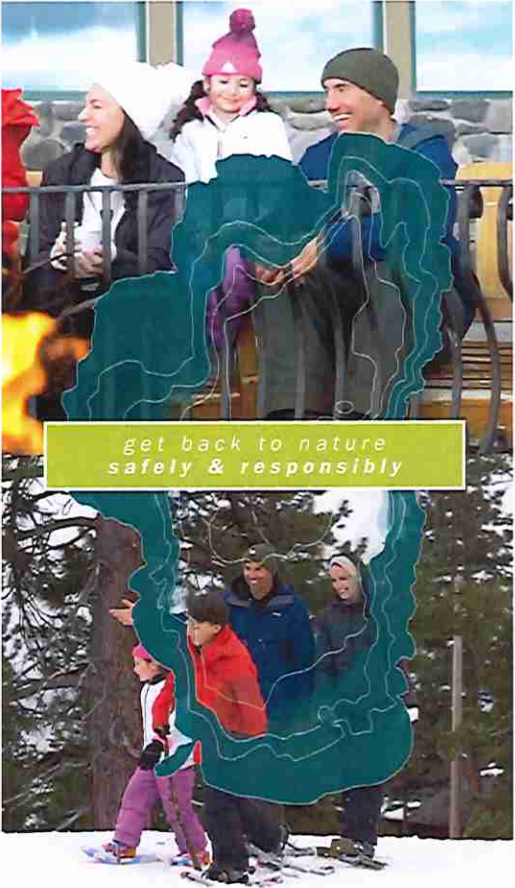


KNOW BEFORE YOU GO

300x600



Dual Days – Instagram Stories



North Lake Tahoe Semi-Annual Summary 2020-2021



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Sales



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An aerial photograph of a vibrant turquoise lake. The water is crystal clear, revealing white, rounded rocks and patches of green algae or seaweed. Lush green trees with dense foliage are visible along the right and bottom edges of the frame. A semi-transparent white rectangular box is centered over the lake, containing the title text.

MEETINGS & CONVENTIONS 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 re-design 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 serene lake scene. In the center, a white cabin with a dark roof sits on a small island. To the left, a boat with a yellow canopy is on the water. The surrounding water is a deep, clear blue, and the shoreline is lined with lush green trees and large grey rocks.

TOURISM SALES HIGHLIGHTS



- Two dedicated leisure sales newsletters 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
 - Q3: July – September, 2020
 - 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
 - Q4: 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

DestiMetrics Data

- New communication plan rolled out. This data is now provided monthly in the Lodging Barometer report and has been added to the NLTRA.org site.
- Spring Snapshot
 - Reduced occupancy for spring, specifically mid-week but the booking window is short, and expect this to change.
 - Pacing above for summer (not in bookings, but in pacing)
 - ADR is up month after month



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Marketing



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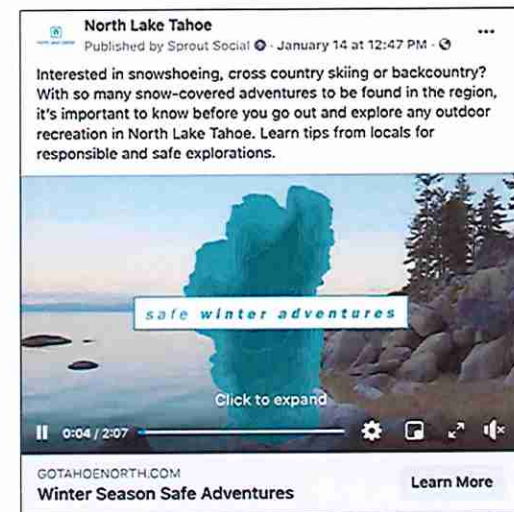
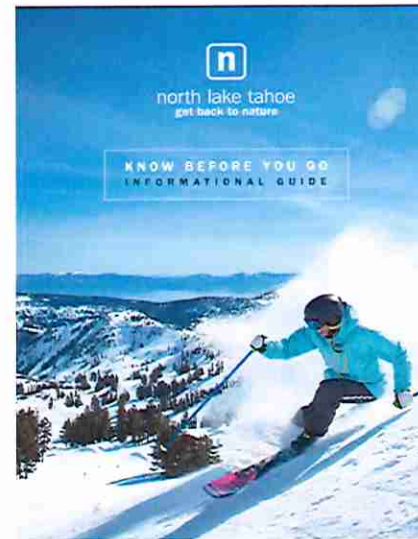
GoTahoeNorth.com Key Analytics

- **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**



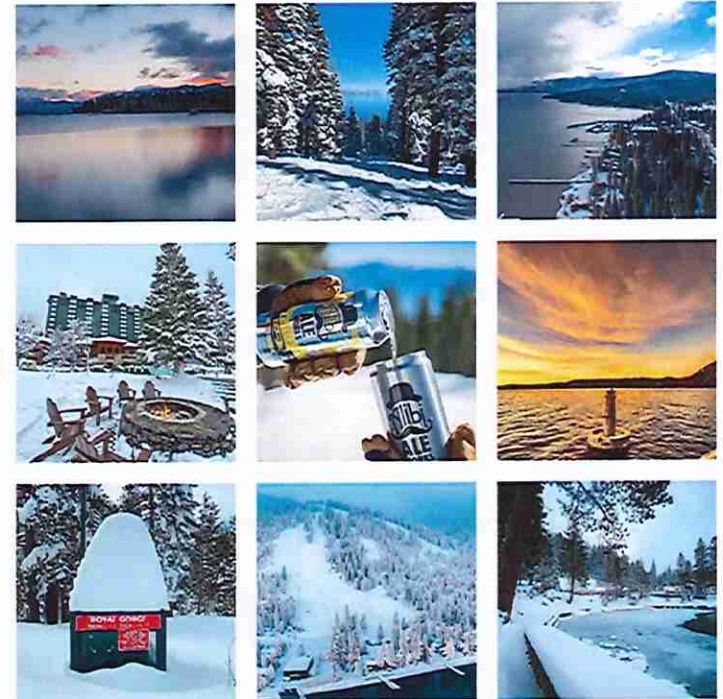
Content Development

- 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



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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**



#MASK
UP
TAHOE



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



VOGUE

Forbes

San Francisco
Chronicle



Condé Nast
Traveler



visit
California

Marin
MAGAZINE

LA
Times



Women of Winter

Caring our space in the industry



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 patrolling earnest skiers and helping distressed ones.



north lake tahoe



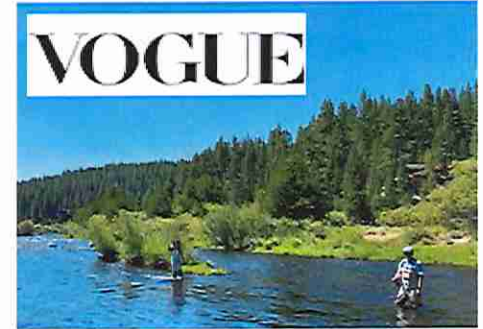
ADVICE

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



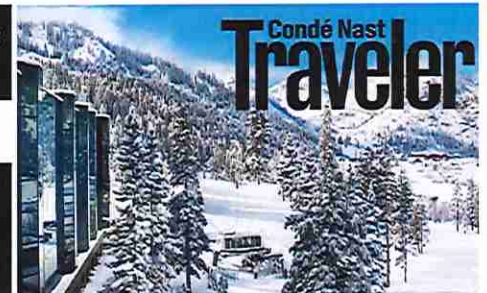
"If you try to get out of town, it doesn't mean you let your guard down about safety precautions and personal responsibility. Respect the communities you are visiting and be mindful of the safety protocols in place. Many destinations have created graphics, signage and advocacy campaigns to communicate 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



north lake tahoe

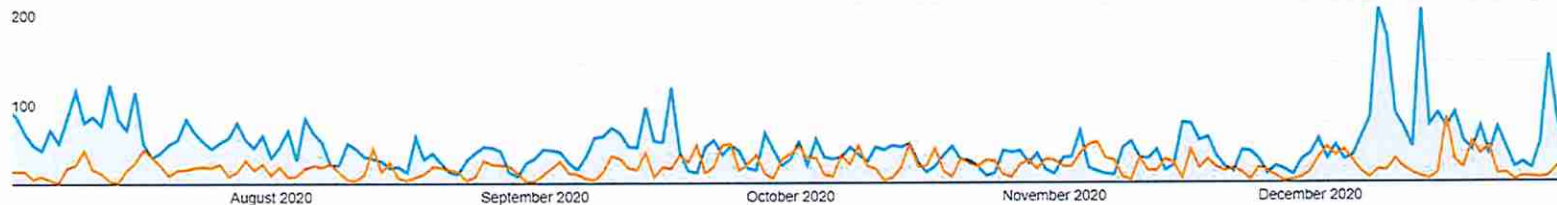
Communications Highlights

• Digital Newsletters

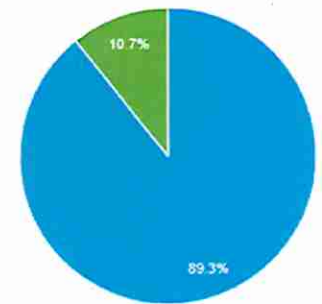
- Newsletters Issued: 81 (increased by 50 YOY)
- Open Rate: 36-43% (up by 13% from last year; industry standard: 23%)
- Key Themes: Member to Member; Business Reopening Toolkits; Marketing Campaign & KBYG Resources; Industry News; TBID Education

• 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



An aerial photograph of a lake with clear, turquoise water. A white boat is visible on the water's surface. The shoreline is lined with lush green trees and large, light-colored rocks. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Thank You".

Thank You

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

February 28, 2021

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of February 28, 2021

Accrual Basis

	<u>Feb 28, 21</u>	<u>Feb 29, 20</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 20</u>
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	740,282	283,992	456,290	161%	491,681
Total Checking/Savings	<u>740,282</u>	<u>283,992</u>	<u>456,290</u>	<u>161%</u>	<u>491,681</u>
Accounts Receivable					
1200-00 · Accounts Receivable	390	6,285	(5,895)	(94%)	1,335
Total Accounts Receivable	<u>390</u>	<u>6,285</u>	<u>(5,895)</u>	<u>(94%)</u>	<u>1,335</u>
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	<u>100</u>	<u>8,825</u>	<u>(8,725)</u>	<u>(99%)</u>	<u>37,525</u>
Total Current Assets	<u>740,772</u>	<u>299,102</u>	<u>441,670</u>	<u>148%</u>	<u>530,541</u>
Other Assets					
1400-00 · Prepaid Expenses	68,118	49,690	18,428	37%	8,321
Total Other Assets	<u>68,118</u>	<u>49,690</u>	<u>18,428</u>	<u>37%</u>	<u>8,321</u>
TOTAL ASSETS	<u><u>808,890</u></u>	<u><u>348,792</u></u>	<u><u>460,098</u></u>	<u><u>132%</u></u>	<u><u>538,862</u></u>
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	32,066	214,619	(182,553)	(85%)	51,879
Total Accounts Payable	<u>32,066</u>	<u>214,619</u>	<u>(182,553)</u>	<u>(85%)</u>	<u>51,879</u>
Total Current Liabilities	<u>32,066</u>	<u>214,619</u>	<u>(182,553)</u>	<u>(85%)</u>	<u>51,879</u>
Total Liabilities	<u>32,066</u>	<u>214,619</u>	<u>(182,553)</u>	<u>(85%)</u>	<u>51,879</u>
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	<u>776,824</u>	<u>134,173</u>	<u>642,651</u>	<u>479%</u>	<u>486,983</u>
TOTAL LIABILITIES & EQUITY	<u><u>808,890</u></u>	<u><u>348,792</u></u>	<u><u>460,098</u></u>	<u><u>132%</u></u>	<u><u>538,862</u></u>

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 - LTVCBVB 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)	96,631
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 - Fuslon 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	8,000
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 + Distr	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
5260-00 - 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)	233,850

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	6,826
6019-00 · Conference Direct Partnership	5,333	5,000	333	5,333	5,000	333	5,000
6128-00 · HelmsBliscoes 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)	8,570
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 · HelmsBliscoes 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	1,107,148.00	-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	926,252.63	1,759,206.00	-832,953.37	-47.4%
Gross Profit	926,252.63	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	146,522.99	-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	34,887.64	-34,887.64	-100.0%
5018-00 · Media Commission	30,400.34	73,817.95	-43,417.61	-58.8%
5018-01 · Digital Ad Servicing	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	-88.8%
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	877,238.18	-605,228.71	-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	4,528.92	-4,528.92	-100.0%
5136-00 · Tour Operator Brochure Support	0.00	2,800.00	-2,800.00	-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	23,775.00	-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	40,900.00	-40,900.00	-100.0%
5202-00 · PR Program/ Content Dev - Blogs	8,500.00	16,000.00	-7,500.00	-48.8%
5202-01 · Rich Content Development	20,000.00	4,975.00	15,025.00	302.0%
5204-00 · Media Milestones	746.96	8,143.85	-7,396.89	-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 · Int'l FAM Hard Cost	0.00	1,940.96	-1,940.96	-100.0%
5208-02 · Int'l Media Retainer	0.00	2,400.00	-2,400.00	-100.0%
5209-00 · Domestic Travel Media FAMS	5,865.75	13,666.29	-7,800.54	-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 + Distri	7,403.06	0.00	7,403.06	100.0%
5218-00 · Crisis Communication / Training	5,000.00	0.00	5,000.00	100.0%
5221-00 · Photography & Video Asset Dev	1,500.00	0.00	1,500.00	100.0%
5222-00 · Media Tracking / Membership	1,816.00	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	17,280.00	-14,780.00	-85.5%
6004-00 · Email	0.00	2,550.00	-2,550.00	-100.0%
6005-00 · Paid Media	23,123.00	6,072.37	17,050.63	280.8%
6006-00 · CVENT	10,678.00	11,289.76	-611.76	-5.4%
6007-00 · Creative Production	14,308.19	14,538.11	-229.92	-1.6%
6008-00 · Conference PR / Social Outreach	0.00	8,000.00	-8,000.00	-100.0%
6016-00 · 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 Servicing	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%
6162-00 · 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	88,284.04	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	1,089.00	1,936.06	-837.06	-43.2%
6118-00 - ASAE Annual	0.00	6,038.38	-6,038.38	-100.0%
6120-00 - AFW Client Event	0.00	200.00	-200.00	-100.0%
6120-01 - Sac River Cats Client Event	0.00	2,392.41	-2,392.41	-100.0%
6127-00 - CalSAE Annual	0.00	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%
6168-00 - 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 - HSVG - 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	8,124.88	6,666.65	1,458.33	21.9%
7003-00 - IVCBVB Entertainment Fund	891.85	2,210.73	-1,318.78	-59.7%
7004-00 - Research	6,867.67	26,630.02	-19,862.35	-74.9%
7005-00 - Film Festival	15,000.00	15,000.00	0.00	0.0%
7007-00 - DealMetrics / 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 / Printfn	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%