
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

David Lockard, Resort at Squaw Creek | Colin Perry, Ritz-Carlton, Lake Tahoe

Brett Williams, Agate Bay Realty | Stephanie Hoffman, Tahoe Luxury Properties | 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.

- Page: 1** A. NLTRA Board Meeting Minutes from May 5, 2021 [Link to preliminary online document](#)
- Page: 4** B. Approval of preliminary NLTRA Financial Statements of Apr 30, 2021
- Page: 23** C. Approval of CEO Expense Reports for Apr 2021
- Page: 29** D. Community Marketing Grants
- Page: 40** E. North Lake Tahoe Eats Campaign SOW with Abbi Agency
- Page: 44** F. In-Market Gift Card Program with Augustine Agency

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

- Finance Committee Meeting June 1, 2021
- Tourism Development Committee May 25, 2021
- In-Market Tourism Development Committee Mar 25, 2021

8:45 a.m.

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5. Action Items

- A. Review and Approval of Made in Tahoe Sponsorship – Amber
- B. Review and Approval of Oktoberfest Sponsorship – Amber
- C. Review and Approval of Hallowweekends at Homewood – Amber
- D. Review and Approval of Tahoe Adventure Vans Sponsorship – Amber
- E. Review and Approval of Tahoe Trail 100 Sponsorship – Amber
- F. In-Market Sustainability Initiative SOW with Abbi Agency – Amber/Liz
- G. 2021/22 NLTRA Budget Review & Approval – Jeff/DeWitt
- H. 2021/22 County of Placer Agreement & Scope of Work Review & Approval - Jeff
- I. TBID Contract with County of Placer - Jeff/Erin
- J. Unspent NLTRA funding recommendation from FY 2019/20 - Jeff/DeWitt
- K. Review and Approval of additional Tourism Mitigating Services – Jeff/Erin

9:45 a.m.

6. Informational Updates/Verbal Reports

- A. Coraggio Group Presentation on preliminary results – Matthew
- B. TBID and NLTRA Board Election Update - Jeff

10:45 a.m.

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

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- A. Destimetrics Report Apr 30, 2021
- B. Conference Revenue Statistics Report Apr 2021
- C. Tourism Development Report on Activities, Apr 2021
- D. Reno Tahoe Airport Report, April 2021
- E. Visitor Information Center Visitor Report, Apr 2021
- F. North Lake Tahoe Marketing Coop Financial Statements 2020
- G. Membership Accounts Receivable Report Apr 2021
- H. Financial Key Metrics Report Apr 2021

10:50 a.m.

8. CEO and Staff Updates

10:55 a.m.

9. Directors Comments

11:00 a.m.

10. Meeting Review and Staff Direction

11. Adjournment



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, May 5, 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 8:33 AM– Establish Quorum

Board members in attendance

Samir Tuma, Dan Tester, Adam Wilson, Kevin Mitchell, Jeff Cowen, Jim Phelan, Christine Horvath, Stephanie Hoffman, David Lockhard, Tom Turner, Jon Slaughter, and Colin Perry. A quorum was established.

Board members absent

Brett Williams and Advisory Committee member Erin Casey

Staff Members in attendance

Jeffrey Hentz, Anna Atwood, Amber Burke, DeWitt Van Siclen, Katie Biggers, and Liz Bowling

Others in attendance

Included Steve Gross, Drew Conly, David Lockard, Alyssa Reilly, Jerusha Hall, Emily Setzer, Kylee Bigelow, Robb Olson, Julia Powers, Scott Willers, Kylee Bigelow, Debra Augustine, Brad Johnson, Charles Teran, Cathy Nanadiego, Lindsay Romack, Nick Martin, Sahra Otero, Joy Doyle, and Andrew Ryan

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. **TESTER/WILSON/UNANIMOUS**

4. Consent Calendar

A. NLTRA Board Meeting Minutes from April 7, 2021

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

C. Approval of CEO Expense Reports for Mar 2021

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

- Finance Committee Meeting Apr 27, 2021

- Tourism Development Committee Apr 27, 2021

- In-Market Tourism Development Committee Mar 30, 2021

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

5. Action Items

A. Board Election/Amended Bylaw Discussion – Steve/Jeff

Hentz noted the changes required to the NLTRA Bylaws in order to fulfill TBID requirements. Attorney Steve Gross said the changes primarily deal with the composition of the Board, explaining the NLTRA also serves as the TBID Board and must comply with the TBID boundaries. A brief discussion followed clarifying the revisions and the process to amend the Bylaws. The changes are submitted to the membership for comment prior to the Board considering adoption of the new Bylaws.

Motion to notice and conduct a membership meeting on or around May 18, 2021 to address proposed changes to the Bylaws and to conduct an election for NLTRA Board members to be completed by June 18, 2021, with new Board members being seated no later than June 30, 2021. PHELAN/WILSON/UNANIMOUS

B. CAP Committee Appointment of Drew Conly – Jeff

Motion to appoint Drew Conly as the NLTRA appointed lodging representative on the CAP Committee. PHELAN/HORVATH/UNANIMOUS

C. NTBA/TCDA Request for Funding – Jeff

Hentz presented the request to allocate \$50,000 to both NTBA and TCDA to address the financial challenges each organization have had given COVID and the lack of fundraising opportunities over the past year. Both associations have been strong supporters of NLTRA and businesses during this difficult time. The funds will be allocated from the NLTRA surplus. Discussion followed. Wilson suggested NTBA and TCDA continue to collaborate with NLTRA and the Chamber during the TBID reorganization to find efficiencies and not duplicate efforts. Several Board members from each organization, as well as Emily Stetzer and Nick Martin from the CEO's office, spoke in support of the request. Hentz reported Supervisor Gustafson also is in favor of the allocations.

Motion to recommend the Placer County Board of Supervisors allocate \$50,000 to both NTBA and TCDA from NLTRA surplus funds. PHELAN/WILSON/UNANIMOUS

6. Informational Updates/Verbal Reports

A. TOT Renewal Update – Erin/Lindsay

Lindsay Romack reported the 2% additional TOT collected on the east side of the County sunsets in September 2022. The County is considering options for putting this on the ballot for voters to renew the tax. Romack presented a slide show explaining details of the tax, 2018 polling data that indicates strong support of the 2% and possibly raising it to 4%, options for new polling, and putting the initiative on the ballot. A brief discussion followed noting the importance of the funds, how the community benefits from the dollars, and impacts if the tax is not renewed. There was support for the initiative, although NLTRA as an organization cannot advocate for it.

B. Summer Advertising Campaign Update – Jeff/Amber

Burke reminded the group that a traditional summer campaign encouraging visitation would not be done this year, but smaller campaigns encouraging responsible travel would be done instead. She described the trends she is seeing in the market and expects a busy summer. NLTRA channels will be used to promote safe travel and supporting local businesses using the Traveler Responsibility Pledge and Know Before You Go programs for in-market audiences and drive markets.

Bowling discussed the seven videos being used to highlight responsible travel. Outreach to day-use visitors will be include paid media by re-targeting dollars.

Discussion followed regarding the impacts of visitation last summer and strategies this summer to address impacts including trash, parking, and access to recreation areas through appropriate messaging. There was overall support of the campaigns described.

C. Budget Update for FY 2021/22 – Jeff/DeWitt

Hentz said cash flow projections will be submitted to the Board in June and sent to Placer County as a bridge cash request of what NLTRA will need during the first nine months of the fiscal year. Van Siclen reminded the Board that TBID

collections do not begin until July 1 and there will be a lag before those dollars are realized. Lodging booked prior to July 1 will not be assessed the TBID amount. Van Siclen and Hentz will continue to work on projections.

D. TBID Coraggio Group Update - Jeff

Hentz reported the Ad Hoc Committee is working with Coraggio. Webinars, focus groups, and individual stakeholder interviews are being scheduled with various business sectors and community members. Coraggio is also helping to clarify the maps showing Zones and forming TBID, TOT, and Appeals committees. Working with Coraggio, the Ad Hoc Committee is still on target to wrap up its work in late June or early July.

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**
- G. Membership Accounts Receivable Report Feb 2021**
- H. Financial Key Metrics Report Feb 2021**

8. CEO and Staff Updates

No additional updates were given.

9. Directors Comments

Cowen reported the TRPA Governing Board approved the Regional Transportation Plan Update. He noted changes in boat inspection locations for this summer.

10. Meeting Review and Staff Direction

- Hentz will work with staff to advise members of the May 18 TBID Special Membership Meeting regarding the Bylaw updates
- Hentz will coordinate the balloting process for the Board election

11. Closed Session

The Board went into Closed Session at 10:21 AM. Open Session was reconvened at 11:39 AM and the following reported: There is alignment in the organizational opportunities that were just presented in the HR discussion just completed by the NLTRA Board of Directors. The Executive Committee will move forward with this alignment and there will be further reporting in the June NLTRA Board of Directors meeting.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:40 AM.

Respectfully submitted,
Judy Friedman
Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

Date: 6/4/21

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

From: DeWitt Van Siclen, Accounting Manager

RE: Report of Financial Results at April 30, 2021

A summary of preliminary NLTRA financial results for April 30, 2021 follows:

- Cash balance on April 30, 2021 of \$2,187,000 was \$1,404,000 greater than prior year due primarily to reduced Accounts Receivables of \$76,000, an increase in Accounts Payable of \$26,000, 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 \$38,000, and an increase in equity of \$748,000 offset primarily by an increase in Fixed Assets of \$8,000, and a reduction in Marketing Cooperative Liabilities of \$9,000.
- Accounts Receivable (QB) balance of \$1,000 was down relative to last year by \$69,000, due to fewer outstanding commissions owed to the NLTRA, MTS sponsorship invoices, a refund due on a deposit for the cancelled Community Awards Dinner event, and a refund due for sponsorship of a cancelled event.
- The Accounts Receivable – TOT balance of \$319,000 reflected County TOT funding invoices for April. The balance at this date last year was \$302,000. Payment has been received.
- Membership dues receivable totaled \$80,000; an increase of \$12,000 over prior year due to slow pay on membership dues invoices. The Allowance for Doubtful Accounts balance of \$51,000 was \$48,000 greater than prior year to cover potential uncollectible membership fees.
- Receivable from NLTMC was greater than prior year by \$13,000 due to the prior month's credit card expenses not yet reimbursed.
- Fixed Assets increased over prior year by \$8,000 due to the purchase of a new company server.
- Prepaid Expenses increase by \$4,000 over prior year.
- Accounts Payable of \$35,000 was \$26,000 great than prior year due primarily to lower expenditures in prior year due to the pandemic.
- Wages and related liabilities of \$166,000 were \$38,000 higher than prior year, a result of a combination of higher incentive accruals, increased PTO liability of staff, and fewer commissions owed to NLTRA reps.
- Marketing Cooperative Liabilities of \$0 were lower than prior year by \$9,000 due refunds received on credit cards in the prior year for NLTMC expenses as well as a payment received by the NLTRA in prior year that was due to the NLTMC.
- Deferred Revenue-Member Dues of \$76,000 was down \$1,000 from last year.

- Deferred Revenue – Events balance of \$0 was \$2,000 lower due to Community Awards Dinner tickets purchased in advance in the prior year. The Community Awards Dinner event was cancelled, and refunds were made to the ticket purchasers.
- 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 \$948,000 at month end April reflected a \$725,000 increase from prior year positive results of \$223,000, and represented Membership's net results YTD of \$8,000, and \$940,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$1,991,000 was lower than budget by \$354,000.
 - Expenses before overhead allocation totaled \$933,000 and were \$971,000 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 \$1,060,000 were better than budget by \$620,000.
- Operating Results YTD – Conference
 - TOT revenue of \$321,000 was on budget.
 - Expenses of \$263,000 before allocated overhead were below budget by \$1,000.
 - Net results of \$58,000 before overhead allocation were negative to budget by \$1,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$79,000 were positive to budget by \$12,000. TOT revenue of \$383,000 was on budget.
 - Expenses before overhead allocation of \$247,000 were good to budget by \$129,000 primarily due to reduced staffing and other operating costs related to the pandemic.
 - Net income of \$214,000 before overhead allocation was \$141,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$173,000 was on budget.
 - Expenditures of \$87,000 before overhead were \$53,000 good to budget due to timing.
 - Net results of \$86,000 before overhead allocation were positive to budget \$53,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$116,000 was \$12,000 over budget, total other revenues of \$7,000 were \$63,000 below budget due primarily to the Community Awards Dinner being cancelled.
 - Expenses before overhead allocation of \$94,000 were \$27,000 below budget due to increasing the allowance for doubtful accounts offset primarily by reduced staffing and the Community Awards Dinner being cancelled.
 - Net income of \$28,000 before overhead allocations was below budget by \$24,000.
 - Net results of \$8,000 after overhead allocations was bad to budget \$19,000.
- Operating Results YTD – Administration
 - Miscellaneous income of \$12,000 is due to 401k forfeitures of employees terminated in prior years. Auditors have advised that these should be expensed rather than recognized as revenue and will be reclassified as expenses in this fiscal year.
 - Total expenses of \$510,000 were \$118,000 below budget due primarily to staffing and timing.
- Membership cash position as of April 30, 2021
 - Membership activities resulted in a net gain of \$8,473.
 - Deferred revenues of \$75,837 less receivables of \$80,100, plus the allowance for uncollectible receivables of \$51,253 resulted in the saving of cash in the amount of \$55,463.

- Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
- Accrued Payroll expense provided cash of \$1,645.
- Prior years' cumulative negative net results totaled \$10,145.
- Net cash year-to-date was positive \$48,253.

Summary of North Lake Tahoe Marketing Cooperative (NLTMC) financial results at April 30, 2021:

- Cash balance at month end of \$687,000 was \$371,000 greater than prior year primarily due to a decrease in Receivables of \$75,000, an increase in Accounts Payable of \$314,000, and an increase in Equity - Unrestricted Net Assets of \$462,000 (prior year funding reserve), offset by a decrease in Net Income of \$448,000 and an increase in prepaid expenses of \$35,000.
- Accounts Receivable was \$58,000 lower due primarily to delayed payment on April funding by IVCBVB as a result of the pandemic.
- Reimbursements Receivable was \$17,000 lower than prior year primarily due to refunds expected for cancelled trade shows.
- Security Deposits decreased by \$3,000 due to a returned security deposit on a cancelled trade show.
- Accounts Payable of \$341,000 were \$314,000 greater than prior year due increased expenditures resulting from the pandemic in prior year as well as NLTMC funding owed back to the NLTRA and IVCBVB.
- Unrestricted Net Assets Equity of \$487,000 was \$462,000 greater than prior year due to unspent funding from 2019/20 fiscal year.
- Net Loss of \$72,000 was \$448,000 lower than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$680,000 was below budget \$753,000. 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 (\$349,000) is now being 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 \$309,000 were \$680,000 below budget due to reduced expenditures due to the pandemic.
- Leisure Sales expenditures of \$21,000 were \$76,000 below budget due to reduced expenditures due to the pandemic.
- Public Relations expenses of \$154,000 were \$57,000 below budget due to reduced expenditures due to the pandemic.
- Conference Sales expenditures of \$78,000 were \$4,000 below budget.
- Trade Show expenditures of \$12,000 were \$64,000 below budget due to reduced expenditures due to the pandemic.
- Committed & Administrative expenditures of \$123,000 were \$123,000 below budget due to reduced expenditures due to the pandemic.
- Website & Maintenance expenses of \$101,000 were over budget \$18,000 due to invoices received for prior year services.
- Total Expenses of \$797,000 were \$985,000 below budget.
- Net loss of \$72,000 was bad to budget by \$72,000.
- The 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

April 30, 2021

North Lake Tahoe Resort Association

Balance Sheet

As of April 30, 2021

Accrual Basis

	Apr 30, 21	Apr 30, 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	1,946,638	502,671	1,443,967	287%	565,602
1007-00 · Cash - Payroll BOTW #7421	12,075	4,603	7,472	162%	3,200
1008-00 · Marketing Reserve - Plumas	50,350	50,304	46	0%	50,313
1009-00 · Cash Flow Reserve - Plumas	100,956	100,814	142	0%	100,839
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	47,433	95,384	(47,951)	(50%)	86,322
10950 · Cash in Drawer	219	139	80	58%	139
Total Checking/Savings	2,187,411	783,655	1,403,756	179%	836,155
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	1,000	70,212	(69,212)	(99%)	3,500
1290-00 · A/R - TOT	318,538	301,548	16,990	6%	201,387
Total Accounts Receivable	319,538	371,760	(52,222)	(14%)	204,887
Other Current Assets					
1200-99 · AR Other	2,139	1,353	786	58%	12,881
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	79,610	67,830	11,780	17%	35,696
1201-03 · Member AR - Other	490	1,385	(895)	(65%)	1,040
Total 1201-00 · Member Accounts Receivable	80,100	69,215	10,885	16%	36,736
1201-02 · Allowance for Doubtful Accounts	(51,253)	(2,775)	(48,478)	(1,747%)	(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	24,130	22,880	1,250	5%	81,762
Total 12100 · Inventory Asset	24,148	22,898	1,250	5%	86,016
1299 · Receivable from NLTMC	13,627	328	13,299	4,055%	0
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
Total Other Current Assets	69,911	92,169	(22,258)	(24%)	111,796
Total Current Assets	2,576,860	1,247,584	1,329,276	107%	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	(2,917)	(4,269)	1,352	32%	(4,270)
1750-00 · Computer Software	20,493	20,493	0	0%	20,493
1751-00 · Accum. Amort. - Software	(20,493)	(20,265)	(228)	(1%)	(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	8,096	229	7,867	3,435%	0
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	13,379	11,677	1,702	15%	16,326

North Lake Tahoe Resort Association

Balance Sheet

As of April 30, 2021

Accrual Basis

	Apr 30, 21	Apr 30, 20	\$ Change	% Change	Jun 30, 20
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	2,651	583	2,068	355%	8,751
Total 1400-00 · Prepaid Expenses	16,130	12,360	3,770	31%	25,177
Total Other Assets	16,130	12,360	3,770	31%	25,177
TOTAL ASSETS	2,601,086	1,260,173	1,340,913	106%	1,178,015
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	34,734	8,708	26,026	299%	26,683
Total Accounts Payable	34,734	8,708	26,026	299%	26,683
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	19,132	17,809	1,323	7%	39,445
2101-00 · Incentive Payable	78,484	57,135	21,349	37%	88,359
2102-00 · Commissions Payable	30	5,657	(5,627)	(99%)	3,506
2120-00 · Empl. Federal Tax Payable	8,671	7,683	988	13%	1,551
2175-00 · 401 (k) Plan	4,389	2,617	1,772	68%	2,626
2180-00 · Estimated PTO Liability	54,845	36,333	18,512	51%	54,845
Total 21000 · Salaries/Wages/Payroll Liabilit	165,551	127,234	38,317	30%	190,332
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	10	0	10	100%	0
25500 · *Sales Tax Payable	609	0	609	100%	1,374
Total 2190-00 · Sales and Use Tax Payable	619	0	619	100%	1,374
2300-00 · Marketing Cooperative Liabili	0	8,910	(8,910)	(100%)	73,722
2400-60 · Deferred Revenue- Member Dues	75,837	77,096	(1,259)	(2%)	6,073
2500-00 · Deferred Revenue - TMBC	1,290	1,290	0	0%	28,890
2650-00 · Deferred Rev - Events	0	2,255	(2,255)	(100%)	1,290
2700-00 · Deferred Rev. County	525,305	350,305	175,000	50%	0
2900-00 · Due To/From County of Placer	384,939	19,871	365,068	1,837%	384,939
Total Other Current Liabilities	1,153,541	586,961	566,580	97%	686,620
Total Current Liabilities	1,188,275	595,669	592,606	99%	713,303
Total Liabilities	1,188,275	595,669	592,606	99%	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	948,100	223,040	725,060	325%	6,862
Total Equity	1,412,811	664,501	748,310	113%	464,711
TOTAL LIABILITIES & EQUITY	2,601,086	1,260,173	1,340,913	106%	1,178,015

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	318,538	384,038	(65,500)	2,867,820	3,221,371	(353,551)	4,043,867
4200-00 - Membership Dues Revenue	11,509	10,417	1,092	115,693	104,167	11,526	125,000
4250-00 - Revenues-Membership Activities							
4250-01 - Community Awards							
4250-04 - Silent Auction	0	19,000	(19,000)	0	19,000	(19,000)	19,000
4250-05 - Sponsorships	0	19,000	(19,000)	0	19,000	(19,000)	19,000
4250-01 - Community Awards - Other	0	20,000	(20,000)	0	20,000	(20,000)	20,000
Total 4250-01 - Community Awards	0	58,000	(58,000)	0	58,000	(58,000)	58,000
4250-02 - Chamber Events	0	0	0	0	4,500	(4,500)	6,000
4250-03 - Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	2,500
4251-00 - Tues AM Breakfast Club							
4251-01 - Tues AM Breakfast Club Sponsors	0	200	(200)	500	1,400	(900)	2,000
4251-00 - Tues AM Breakfast Club - Other	0	550	(550)	0	2,900	(2,900)	4,000
Total 4251-00 - Tues AM Breakfast Club	0	750	(750)	500	4,300	(3,800)	6,000
4250-00 - Revenues-Membership Activities - Other	800	0	800	6,290	0	6,290	0
Total 4250-00 - Revenues-Membership Activities	800	58,750	(57,950)	6,790	68,300	(61,510)	72,500
4253-00 - Revenue- Other	0	500	(500)	1,525	1,500	25	2,500
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC Income	155	0	155	2,138	0	2,138	0
4504-00 - Retail Revenue - Other	0	0	0	560	0	560	0
46000 - Merchandise Sales - Other	8,250	7,500	750	76,347	67,000	9,347	85,000
Total 46000 - Merchandise Sales	8,405	7,500	905	79,045	67,000	12,045	85,000
4720-00 - Miscellaneous	2,573	0	2,573	12,851	0	12,851	0
Total Income	341,825	461,205	(119,380)	3,083,724	3,462,338	(378,614)	4,328,867
Gross Profit	341,825	461,205	(119,380)	3,083,724	3,462,338	(378,614)	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	4,828	7,049	(2,221)	59,660	70,488	(10,829)	84,586
5030-00 - P/R - Health Insurance Expense	9,758	11,750	(1,992)	100,624	117,500	(16,876)	141,000
5040-00 - P/R - Workmans Comp	655	1,128	(472)	9,149	11,277	(2,128)	13,532
5060-00 - 401 (k)	2,429	3,308	(879)	19,043	33,083	(14,040)	39,700
5070-00 - Other Benefits and Expenses	163	428	(265)	3,529	4,279	(750)	5,135
5000-00 - Salaries & Wages - Other	73,886	94,593	(20,707)	827,278	945,934	(118,656)	1,135,121
Total 5000-00 - Salaries & Wages	91,719	118,256	(26,537)	1,021,388	1,182,562	(161,174)	1,419,074
5100-00 - Rent							
5110-00 - Utilities	904	987	(82)	8,842	9,752	(909)	11,655
5140-00 - Repairs & Maintenance	1,034	888	146	6,912	8,883	(1,972)	10,660
5150-00 - Office - Cleaning	600	1,058	(458)	5,875	10,583	(4,708)	12,700
5100-00 - Rent - Other	13,729	12,819	910	133,848	127,160	6,688	152,798
Total 5100-00 - Rent	16,268	15,752	516	155,477	156,379	(901)	187,813
5310-00 - Telephone							
5320-00 - Telephone	2,647	1,924	723	24,320	19,240	5,080	23,088
Total 5310-00 - Telephone	2,647	1,924	723	24,320	19,240	5,080	23,088
5420-00 - Mail - USPS	200	127	73	1,031	1,267	(236)	1,520
5510-00 - Insurance/Bonding	269	1,692	(1,423)	9,083	16,917	(7,833)	20,300
5520-00 - Supplies							
5525-00 - Supplies- Computer	268	287	(19)	7,489	2,867	4,622	3,440
5520-00 - Supplies - Other	617	7,598	(6,981)	19,142	75,978	(56,836)	91,174
Total 5520-00 - Supplies	885	7,885	(6,999)	26,631	78,845	(52,214)	94,614
5610-00 - Depreciation	153	0	153	1,069	0	1,069	0
5700-00 - Equipment Support & Maintenance	2,447	2,287	160	21,925	22,667	(741)	27,200
5710-00 - Taxes, Licenses & Fees	950	1,025	(75)	11,879	10,250	1,629	12,300
5740-00 - Equipment Rental/Leasing	365	969	(604)	4,237	9,692	(5,454)	11,630
5800-00 - Training Seminars	150	2,667	(2,517)	526	18,667	(18,140)	22,000
5850-00 - Artist of Month - Commissions	191	250	(59)	1,202	2,500	(1,298)	3,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	3,480	750	2,730	5,860	7,500	(1,640)	9,000
5920-00 - Professional Fees - Accountant	0	0	0	21,800	26,000	(4,200)	26,000
5921-00 - Professional Fees - Other	6,240	12,750	(6,510)	54,560	102,500	(47,941)	134,000
Total 5900-00 - Professional Fees	9,720	13,500	(3,780)	82,220	136,000	(53,781)	169,000
5941-00 - Research & Planning	0	1,250	(1,250)	0	37,500	(37,500)	55,000
6020-00 - Programs							
6016-00 - Special Event Partnership	1,900	10,000	(8,100)	1,426	33,750	(32,324)	50,000
6018-00 - Business Assoc. Grants	0	0	0	0	15,000	(15,000)	30,000
Total 6020-00 - Programs	1,900	10,000	(8,100)	1,426	48,750	(47,324)	80,000
6420-00 - Events							
6420-01 - Sponsorships							

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr ...	YTD Budget	\$ Over Budget	Annual Bud...
6421-01 - 4th of July Fireworks	0	0	0	0	20,000	(20,000)	20,000
6421-04 - Broken Arrow Skyrace	0	0	0	0	25,400	(25,400)	25,400
6421-06 - Spartan	0	0	0	0	0	0	180,900
6421-07 - Tahoe Lacrosse Tournament	0	0	0	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	0	0	0	31,500	(31,500)	31,500
6420-01 - Sponsorships - Other	0	50,000	(50,000)	0	150,000	(150,000)	240,800
Total 6420-01 - Sponsorships	0	50,000	(50,000)	0	257,300	(257,300)	529,000
6421-00 - New Event Development	14,000	5,000	9,000	18,000	22,500	(4,500)	30,000
6424-00 - Event Operation Expenses	13	500	(487)	13	4,000	(3,987)	6,000
Total 6420-00 - Events	14,013	55,500	(41,487)	18,013	283,800	(265,787)	565,000
6423-00 - Membership Activities							
6434-00 - Community Awards Dinner	0	28,000	(28,000)	295	28,000	(27,705)	28,000
6436-00 - Membership - Wn/Sum Rec Lunch	0	0	0	0	500	(500)	1,000
6437-00 - Tuesday Morning Breakfast Club	0	413	(413)	0	2,175	(2,175)	3,000
6442-00 - Public Relations/Website/Digital	519	417	102	5,802	4,167	1,635	5,000
6423-00 - Membership Activities - Other	1,645	417	1,228	2,560	4,167	(1,607)	5,000
Total 6423-00 - Membership Activities	2,164	29,246	(27,082)	8,657	39,008	(30,351)	42,000
6730-00 - Marketing Cooperative/Media	0	115,230	(115,230)	546,253	914,082	(367,829)	1,000,000
6740-00 - Media/Collateral/Production	0	1,667	(1,667)	0	16,667	(16,667)	20,000
6742-00 - Non-NLT Co-Op Marketing Program	258	23,000	(22,742)	4,374	186,000	(181,626)	232,000
6743-00 - BACC Marketing Programs							
6743-01 - Year Round Shopping Campaign	0	1,000	(1,000)	13,409	8,000	5,409	10,000
6743-03 - Winter Lakeside Campaign	0	1,000	(1,000)	0	8,000	(8,000)	10,000
6743-04 - Summerlong Music Campaign	0	1,000	(1,000)	0	8,000	(8,000)	10,000
6743-05 - Summer Mountain Campaign	0	1,000	(1,000)	0	8,000	(8,000)	10,000
6743-06 - COVID Summer Recovery Campaign	0	4,000	(4,000)	(14,507)	32,000	(46,507)	40,000
6743-07 - Winter Regional Campaign	0	0	0	17,277	0	17,277	0
Total 6743-00 - BACC Marketing Programs	0	8,000	(8,000)	16,178	64,000	(47,822)	80,000
7500-00 - Trade Shows/Travel	0	1,250	(1,250)	395	12,500	(12,105)	15,000
8100-00 - Cost of Goods Sold							
81100 - Freight and Shipping Costs	238	125	113	1,356	1,250	106	1,500
89900 - POS Inventory Adjustments	5	0	5	588	0	588	0
8100-01 - CGS - Other	0	0	0	247	0	247	0
8100-00 - Cost of Goods Sold - Other	4,312	3,353	960	40,409	29,949	10,460	38,000
Total 8100-00 - Cost of Goods Sold	4,555	3,478	1,077	42,600	31,199	11,401	39,500
8200-00 - Associate Relations	269	135	133	2,607	1,330	1,277	1,600
8300-00 - Board Functions	0	500	(500)	2,988	6,000	(3,012)	7,000
8500-00 - Credit Card Fees	262	2,203	(1,940)	3,251	4,999	(1,748)	5,850
8600-00 - Additional Opportunities	650	10,000	(9,350)	75,103	100,000	(24,897)	120,000
8700-00 - Automobile Expenses	53	466	(412)	1,944	4,519	(2,574)	5,450
8750-00 - Meals/Meetings	44	763	(719)	450	7,375	(6,925)	8,900
8810-00 - Dues & Subscriptions	1,211	1,513	(302)	12,187	14,874	(2,686)	17,900
8910-00 - Travel	0	2,500	(2,500)	134	7,500	(7,366)	12,600
8920-00 - Bad Debt	0	0	0	38,230	0	38,230	0
Total Expense	151,343	433,011	(281,669)	2,135,778	3,435,086	(1,299,308)	4,299,338
Net Ordinary Income	190,482	28,193	162,289	947,946	27,252	920,694	29,529
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	14	0	14	155	0	155	0
Total Other Income	14	0	14	155	0	155	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	14	0	14	155	0	155	(0)
Net Income	190,496	28,193	162,303	948,100	27,252	920,848	29,529

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

July 2020 through April 2021

Accrual Basis

	Jul '20 - Apr 21	Jul '19 - Apr 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 • County of Placer TOT Funding	2,867,820	3,131,500	(263,680)	(8)%
4200-00 • Membership Dues Revenue	115,693	112,305	3,388	3%
4250-00 • Revenues-Membership Activities				
4250-01 • Community Awards	0	0	0	0%
4250-05 • Sponsorships	0	0	0	0%
Total 4250-01 • Community Awards	0	0	0	0%
4251-00 • Tues AM Breakfast Club				
4251-01 • Tues AM Breakfast Club Sponsors	500	3,325	(2,825)	(85)%
4251-00 • Tues AM Breakfast Club - Other	0	4,380	(4,380)	(100)%
Total 4251-00 • Tues AM Breakfast Club	500	7,705	(7,205)	(94)%
4250-00 • Revenues-Membership Activities - Other	6,290	7,956	(1,666)	(21)%
Total 4250-00 • Revenues-Membership Activities	6,790	15,661	(8,871)	(57)%
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	34,320	(34,320)	(100)%
Total 4600-00 • Commissions	0	44,459	(44,459)	(100)%
46000 • Merchandise Sales				
4502-00 • Non-Retail VIC income	2,138	9,867	(7,729)	(78)%
4504-00 • Retail Revenue - Other	560	0	560	100%
46000 • Merchandise Sales - Other	76,347	73,746	2,601	4%
Total 46000 • Merchandise Sales	79,045	83,613	(4,568)	(6)%
4720-00 • Miscellaneous	12,851	0	12,851	100%
Total Income	3,083,724	3,388,538	(304,814)	(9)%
Cost of Goods Sold				
52900 • Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	3,083,724	3,388,538	(304,814)	(9)%
Expense				
5000-00 • Salaries & Wages				
5000-01 • In-Market Administration	0	0	0	0%
5010-00 • Sales Commissions	2,106	15,326	(13,220)	(86)%
5020-00 • P/R - Tax Expense	59,660	60,200	(541)	(1)%
5030-00 • P/R - Health Insurance Expense	100,624	101,747	(1,124)	(1)%
5040-00 • P/R - Workmans Comp	9,149	7,035	2,114	30%
5060-00 • 401 (k)	19,043	26,683	(7,639)	(29)%
5070-00 • Other Benefits and Expenses	3,529	2,854	674	24%
5000-00 • Salaries & Wages - Other	827,278	724,260	103,018	14%
Total 5000-00 • Salaries & Wages	1,021,388	938,106	83,282	9%
5100-00 • Rent				
5110-00 • Utilities	8,842	8,822	21	0%
5140-00 • Repairs & Maintenance	6,912	7,011	(100)	(1)%
5150-00 • Office - Cleaning	5,875	7,065	(1,190)	(17)%
5100-00 • Rent - Other	133,848	130,664	3,184	2%
Total 5100-00 • Rent	155,477	153,562	1,915	1%
5310-00 • Telephone				
5320-00 • Telephone	24,320	20,000	4,320	22%
Total 5310-00 • Telephone	24,320	20,000	4,320	22%
5420-00 • Mail - USPS	1,031	1,417	(386)	(27)%
5510-00 • Insurance/Bonding	9,083	9,942	(859)	(9)%
5520-00 • Supplies				
5525-00 • Supplies- Computer	7,489	855	6,633	775%
5520-00 • Supplies - Other	19,142	29,254	(10,112)	(35)%
Total 5520-00 • Supplies	26,631	30,109	(3,478)	(12)%
5610-00 • Depreciation	1,069	1,180	(110)	(9)%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through April 2021

	Jul '20 - Apr 21	Jul '19 - Apr 20	\$ Change	% Change
5700-00 · Equipment Support & Maintenance	21,925	22,110	(185)	(1)%
5710-00 · Taxes, Licenses & Fees	11,879	10,273	1,606	16%
5740-00 · Equipment Rental/Leasing	4,237	7,042	(2,804)	(40)%
5800-00 · Training Seminars	526	4,513	(3,986)	(88)%
5850-00 · Artist of Month - Commissions	1,202	9,927	(8,726)	(88)%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	5,860	4,320	1,540	36%
5920-00 · Professional Fees - Accountant	21,800	21,825	(25)	(0)%
5921-00 · Professional Fees - Other	54,560	91,498	(36,939)	(40)%
Total 5900-00 · Professional Fees	82,220	117,643	(35,424)	(30)%
6020-00 · Programs				
6016-00 · Special Event Partnership	1,426	20,954	(19,529)	(93)%
Total 6020-00 · Programs	1,426	20,954	(19,529)	(93)%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	0	34,668	(34,668)	(100)%
6421-04 · Broken Arrow Skyrace	0	0	0	0%
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	21,120	(21,120)	(100)%
6421-13 · Big Blue Adventure	0	0	0	0%
6421-16 · Mountain Travel Symposium	0	10,078	(10,078)	(100)%
Total 6420-01 · Sponsorships	0	325,885	(325,885)	(100)%
6421-00 · New Event Development	18,000	0	18,000	100%
6424-00 · Event Operation Expenses	13	1,617	(1,604)	(99)%
Total 6420-00 · Events	18,013	327,502	(309,489)	(95)%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	295	1,222	(927)	(76)%
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	5,802	4,555	1,247	27%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	2,560	13,280	(10,720)	(81)%
Total 6423-00 · Membership Activities	8,657	22,414	(13,757)	(61)%
6730-00 · Marketing Cooperative/Media	546,253	1,344,959	(798,706)	(59)%
6740-00 · Media/Collateral/Production	0	413	(413)	(100)%
6742-00 · Non-NLT Co-Op Marketing Program	4,374	9,744	(5,370)	(55)%
6743-00 · BACC Marketing Programs				
6743-01 · Year Round Shopping Campaign	13,409	10,557	2,852	27%
6743-03 · Winter Lakeside Campaign	0	19,788	(19,788)	(100)%
6743-04 · Summerlong Music Campaign	0	0	0	0%
6743-05 · Summer Mountain Campaign	0	(1,000)	1,000	100%
6743-06 · COVID Summer Recovery Campaign	(14,507)	0	(14,507)	(100)%
6743-07 · Winter Regional Campaign	17,277	0	17,277	100%
Total 6743-00 · BACC Marketing Programs	16,178	29,345	(13,166)	(45)%
7500-00 · Trade Shows/Travel	395	3,722	(3,327)	(89)%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	1,356	885	470	53%
52500 · Purchase Discounts	0	(101)	101	100%
59900 · POS Inventory Adjustments	588	351	237	68%
8100-01 · CGS - Other	247	0	247	100%
8100-00 · Cost of Goods Sold - Other	40,409	39,399	1,010	3%
Total 8100-00 · Cost of Goods Sold	42,600	40,535	2,065	5%
8200-00 · Associate Relations	2,607	1,042	1,565	150%
8300-00 · Board Functions	2,988	21,632	(18,645)	(86)%
8500-00 · Credit Card Fees	3,251	4,588	(1,337)	(29)%
8600-00 · Additional Opportunities	75,103	0	75,103	100%
8700-00 · Automobile Expenses	1,944	2,056	(112)	(5)%
8750-00 · Meals/Meetings	450	1,369	(919)	(67)%
8810-00 · Dues & Subscriptions	12,187	6,424	5,763	90%
8910-00 · Travel	134	0	134	100%
8920-00 · Bad Debt	38,230	3,199	35,031	1,095%
Total Expense	2,135,778	3,165,722	(1,029,944)	(33)%

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

Accrual Basis

July 2020 through April 2021

	Jul '20 - Apr 21	Jul '19 - Apr 20	\$ Change	% Change
Net Ordinary Income	947,946	222,816	725,130	325%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	155	224	(70)	(31)%
Total Other Income	155	224	(70)	(31)%
Other Expense				
Balancing Adjustments	0	0	0	0%
8990-00 · Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	155	224	(70)	(31)%
Net Income	948,100	223,040	725,061	325%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

11 - Marketing

Accrual Basis

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	229,818	265,318	(65,500)	1,991,001	2,344,551	(353,550)	2,983,682
4253-00 - Revenue- Other	0			1,625	0	1,625	0
4720-00 - Miscellaneous	0			1,250			
Total Income	229,818	265,318	(65,500)	1,993,776	2,344,551	(350,775)	2,983,682
Gross Profit	229,818	265,318	(65,500)	1,993,776	2,344,551	(350,775)	2,983,682
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	1,345	1,687	(322)	14,742	16,687	(1,925)	20,000
5030-00 - P/R - Health Insurance Expense	2,546	4,000	(1,454)	32,578	40,000	(7,424)	48,000
5040-00 - P/R - Workmans Comp	171	125	46	3,693	1,250	2,343	1,600
5060-00 - 401 (k)	815	833	(19)	8,242	8,333	(91)	10,000
5070-00 - Other Benefits and Expenses	32	142	(110)	736	1,417	(681)	1,700
5000-00 - Salaries & Wages - Other	22,414	22,299	115	224,711	222,993	1,718	287,692
Total 5000-00 - Salaries & Wages	27,322	28,066	(1,744)	284,600	280,660	(6,060)	348,792
5100-00 - Rent							
5110-00 - Utilities	143	170	(27)	1,428	1,585	(157)	1,855
5140-00 - Repairs & Maintenance	40	75	(35)	374	750	(376)	600
5160-00 - Office - Cleaning	180	250	(70)	1,872	2,500	(628)	3,000
5100-00 - Rent - Other	2,164	2,400	(238)	21,622	22,977	(1,355)	27,777
Total 5100-00 - Rent	2,527	2,895	(368)	25,298	27,812	(2,515)	33,532
5310-00 - Telephone							
5320-00 - Telephone	619	549	70	5,614	5,490	125	6,588
Total 5310-00 - Telephone	619	549	70	5,614	5,490	125	6,588
5420-00 - Mail - USPS	53	0	53	185	0	185	0
5520-00 - Supplies							
5525-00 - Supplies- Computer	0			3,382	0	3,382	0
5520-00 - Supplies - Other	66	1,716	(1,650)	714	17,162	(15,448)	20,594
Total 5520-00 - Supplies	66	1,716	(1,650)	4,096	17,162	(13,066)	20,594
5700-00 - Equipment Support & Maintenance							
5710-00 - Taxes, Licenses & Fees	0	13	(13)	0	125	(125)	150
5740-00 - Equipment Rental/Leasing	45	13	33	124	125	(1)	150
5800-00 - Training Seminars	91	167	(75)	1,063	1,687	(604)	2,000
5900-00 - Professional Fees	0	750	(750)	0	7,500	(7,500)	9,000
5910-00 - Professional Fees - Attorneys	0	125	(125)	0	1,250	(1,250)	1,500
5921-00 - Professional Fees - Other	0	1,125	(1,125)	0	11,250	(11,250)	13,500
Total 5900-00 - Professional Fees	0	1,250	(1,250)	0	12,500	(12,500)	15,000
5941-00 - Research & Planning	0	0	0	0	25,000	(25,000)	40,000
6020-00 - Programs							
6015-00 - Special Event Partnership	1,900	10,000	(8,100)	1,428	33,750	(32,324)	50,000
6018-00 - Business Assoc. Grants	0	0	0	0	15,000	(15,000)	30,000
Total 6020-00 - Programs	1,900	10,000	(8,100)	1,428	48,750	(47,324)	80,000
6420-00 - Events							
6420-01 - Sponsorships							
6421-01 - 4th of July Fireworks	0	0	0	0	20,000	(20,000)	20,000
6421-04 - Broken Arrow Skyrace	0	0	0	0	25,400	(25,400)	25,400
6421-06 - Spartan	0	0	0	0	0	0	180,900
6421-07 - Tahoe Lacrosse Tournament	0	0	0	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	0	0	0	31,500	(31,500)	31,500
6420-01 - Sponsorships - Other	0	50,000	(50,000)	0	150,000	(150,000)	240,800
Total 6420-01 - Sponsorships	0	50,000	(50,000)	0	257,300	(257,300)	529,000
6421-00 - New Event Development	14,000	5,000	9,000	18,000	22,500	(4,500)	30,000
6424-00 - Event Operation Expenses	13	500	(487)	13	4,000	(3,987)	6,000
Total 6420-00 - Events	14,013	55,500	(41,487)	18,013	283,800	(265,787)	585,000
6423-00 - Membership Activities							
6442-00 - Public Relations/Website/Digital	0			600			
Total 6423-00 - Membership Activities	0			600			
6730-00 - Marketing Cooperative/Media	0	110,190	(110,190)	503,399	851,105	(347,706)	925,000
6742-00 - Non-NLT Co-Op Marketing Program	58	22,000	(21,942)	2,374	176,000	(173,626)	220,000
6743-00 - BACC Marketing Programs							
6743-01 - Year Round Shopping Campaign	0	1,000	(1,000)	13,409	8,000	5,409	10,000
6743-03 - Winter Lakeside Campaign	0	1,000	(1,000)	0	8,000	(8,000)	10,000
6743-04 - Summerlong Music Campaign	0	1,000	(1,000)	0	8,000	(8,000)	10,000
6743-05 - Summer Mountain Campaign	0	1,000	(1,000)	0	8,000	(8,000)	10,000
6743-06 - COVID Summer Recovery Campaign	0	4,000	(4,000)	(14,507)	32,000	(46,507)	40,000
6743-07 - Winter Regional Campaign	0	0	0	17,277	0	17,277	0
Total 6743-00 - BACC Marketing Programs	0	8,000	(8,000)	16,178	64,000	(47,822)	80,000
7500-00 - Trade Shows/Travel	0	0	0	395	0	395	0
8200-00 - Associate Relations	0	23	(23)	168	205	(36)	250
8600-00 - Additional Opportunities	0	7,917	(7,917)	68,603	79,167	(10,564)	85,000
8700-00 - Automobile Expenses	14	135	(122)	317	1,227	(910)	1,500
8750-00 - Meals/Meetings	0	250	(250)	16	2,350	(2,334)	2,750
8810-00 - Dues & Subscriptions	32	259	(227)	485	2,332	(1,847)	2,850
8910-00 - Travel	0	2,500	(2,500)	0	7,500	(7,500)	11,100
8920-00 - Bad Debt	0			556			
Total Expense	48,741	253,193	(206,451)	933,490	1,904,375	(970,885)	2,459,258
Net Ordinary Income	183,077	42,125	140,951	1,060,286	440,176	620,110	524,428
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	14	0	14	155	0	155	0
Total Other Income	14	0	14	155	0	155	0
Other Expense							
8990-00 - Allocated	27,541	42,125	(14,584)	345,065	440,176	(95,111)	524,426

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

11 - Marketing

Accrual Basis

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Total Other Expense	27,541	42,125	(14,584)	345,065	440,176	(95,111)	524,426
Net Other Income	(27,527)	(42,125)	14,598	(344,910)	(440,176)	95,266	(524,426)
Net Income	155,550	0	155,550	715,376	(0)	715,376	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	31,425	31,425	0	321,262	321,262	0	384,054
Total Income	31,425	31,425	0	321,262	321,262	0	384,054
Gross Profit	31,425	31,425	0	321,262	321,262	0	384,054
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 - P/R - Tax Expense	1,131	1,157	(26)	11,681	11,572	109	13,886
5030-00 - P/R - Health Insurance Expense	2,265	2,042	243	22,449	20,417	2,033	24,500
5040-00 - P/R - Workmans Comp	108	167	(59)	2,341	1,667	675	2,000
5060-00 - 401 (k)	617	500	117	5,815	5,000	815	6,000
5070-00 - Other Benefits and Expenses	56	38	18	869	375	494	450
5000-00 - Salaries & Wages - Other	16,465	14,030	2,455	151,889	140,304	11,584	168,365
Total 5000-00 - Salaries & Wages	20,681	17,933	2,748	197,150	179,334	17,816	215,201
5100-00 - Rent							
5110-00 - Utilities	103	75	28	969	750	219	800
5140-00 - Repairs & Maintenance	28	22	6	275	217	58	260
5150-00 - Office - Cleaning	133	142	(8)	1,306	1,417	(111)	1,700
5100-00 - Rent - Other	1,422	1,167	255	14,218	11,667	2,551	14,000
Total 5100-00 - Rent	1,686	1,405	281	16,768	14,050	2,718	16,860
5310-00 - Telephone							
5320-00 - Telephone	479	267	212	4,241	2,667	1,574	3,200
Total 5310-00 - Telephone	479	267	212	4,241	2,667	1,574	3,200
5420-00 - Mail - USPS	36	17	20	127	167	(39)	200
5520-00 - Supplies							
5525-00 - Supplies - Computer	0	45	(45)	1,232	450	782	540
5520-00 - Supplies - Other	38	113	(75)	440	1,125	(685)	1,350
Total 5520-00 - Supplies	38	158	(120)	1,672	1,575	97	1,890
5710-00 - Taxes, Licenses & Fees	0	8	(8)	120	83	36	100
5740-00 - Equipment Rental/Leasing	40	83	(43)	492	833	(342)	1,000
5800-00 - Training Seminars	0	1,000	(1,000)	0	2,000	(2,000)	2,000
6730-00 - Marketing Cooperative/Media	0	5,040	(5,040)	42,853	62,977	(20,124)	75,000
8200-00 - Associate Relations	0			28	0	28	0
8750-00 - Meals/Meetings	0	29	(29)	0	292	(292)	350
8810-00 - Dues & Subscriptions	0	63	(63)	0	625	(625)	750
Total Expense	22,960	26,003	(3,043)	283,451	264,603	(1,152)	316,551
Net Ordinary Income	8,465	5,422	3,043	57,810	56,658	1,152	67,503
Other Income/Expense							
Other Expense							
8990-00 - Allocated	3,544	5,422	(1,879)	44,398	56,659	(12,261)	67,503
Total Other Expense	3,544	5,422	(1,879)	44,398	56,659	(12,261)	67,503
Net Other Income	(3,544)	(5,422)	1,879	(44,398)	(56,659)	12,261	(67,503)
Net Income	4,921	(0)	4,921	13,413	(0)	13,413	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

42 - Visitor Center

Accrual Basis

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	37,542	37,542	0	382,644	382,645	(1)	457,711
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC Income	155	0	155	2,138	0	2,138	0
4504-00 - Retail Revenue - Other	0	0	0	560	0	560	0
46000 - Merchandise Sales - Other	8,250	7,500	760	76,347	67,000	9,347	85,000
Total 46000 - Merchandise Sales	8,405	7,500	905	79,045	67,000	12,045	85,000
Total Income	45,947	45,042	905	461,688	449,645	12,044	542,711
Gross Profit	45,947	45,042	905	461,688	449,645	12,044	542,711
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	717	1,292	(575)	8,210	12,917	(4,706)	15,500
5030-00 - P/R - Health Insurance Expense	1,241	1,583	(343)	11,813	15,833	(4,021)	19,000
5040-00 - P/R - Workmans Comp	249	433	(185)	3,276	4,333	(1,055)	5,200
5060-00 - 401 (k)	315	417	(102)	3,484	4,167	(682)	5,000
5070-00 - Other Benefits and Expenses	17	82	(65)	965	818	147	882
5000-00 - Salaries & Wages - Other	8,341	15,568	(7,227)	91,733	155,682	(63,949)	188,818
Total 5000-00 - Salaries & Wages	10,880	19,375	(8,495)	119,483	193,760	(74,267)	232,500
5100-00 - Rent							
5110-00 - Utilities	439	583	(144)	4,424	5,833	(1,410)	7,000
5140-00 - Repairs & Maintenance	124	458	(335)	1,238	4,583	(3,345)	5,500
5150-00 - Office - Cleaning	0	358	(358)	0	3,583	(3,583)	4,300
5100-00 - Rent - Other	6,398	6,721	(323)	63,980	67,208	(3,228)	80,650
Total 5100-00 - Rent	6,961	8,121	(1,160)	69,641	81,208	(11,567)	97,450
5310-00 - Telephone							
5320-00 - Telephone	378	238	138	3,316	2,375	941	2,850
Total 5310-00 - Telephone	378	238	138	3,316	2,375	941	2,850
5420-00 - Mail - USPS	36	17	20	127	167	(39)	200
5520-00 - Supplies							
5525-00 - Supplies - Computer	11	75	(64)	95	750	(655)	900
5520-00 - Supplies - Other	379	2,917	(2,538)	3,368	28,167	(25,799)	35,000
Total 5520-00 - Supplies	389	2,992	(2,602)	3,463	28,917	(26,454)	35,900
5610-00 - Depreciation	(568)	0	(568)	0	0	0	0
5700-00 - Equipment Support & Maintenance	0	4	(4)	0	42	(42)	50
5710-00 - Taxes, Licenses & Fees	1	4	(3)	31	42	(11)	1,550
5740-00 - Equipment Rental/Leasing	73	129	(56)	841	1,292	(451)	3,000
5800-00 - Training Seminars	0	250	(250)	0	2,500	(2,500)	3,000
5850-00 - Artist of Month - Commissions	191	250	(59)	1,202	2,530	(1,299)	20,000
6740-00 - Media/Collateral/Production	0	1,667	(1,667)	0	18,667	(18,667)	12,000
6742-00 - Non-NLT Co-Op Marketing Program	200	1,000	(800)	2,000	10,000	(8,000)	
8100-00 - Cost of Goods Sold							
81100 - Freight and Shipping Costs	238	125	113	1,358	1,250	106	1,500
89900 - POS Inventory Adjustments	5	0	5	588	0	588	0
8100-01 - CGS - Other	0	0	0	247	0	247	0
8100-00 - Cost of Goods Sold - Other	4,312	3,353	960	40,409	29,849	10,460	38,000
Total 8100-00 - Cost of Goods Sold	4,555	3,478	1,077	42,600	31,199	11,401	39,500
8200-00 - Associate Relations	30	17	13	142	167	(25)	200
8500-00 - Credit Card Fees	202	353	(150)	2,766	3,149	(383)	4,000
8700-00 - Automobile Expenses	0	46	(46)	113	458	(345)	550
8750-00 - Meals/Meetings	0	33	(33)	58	333	(275)	400
8810-00 - Dues & Subscriptions	0	8	(8)	1,530	83	1,447	100
8910-00 - Travel	0	0	0	0	0	0	1,500
Total Expense	23,327	37,980	(14,653)	247,313	375,848	(128,535)	454,800
Net Ordinary Income	22,621	7,062	15,558	214,375	73,797	140,578	87,911
Other Income/Expense							
8990-00 - Allocated	5,095	7,062	(1,968)	63,831	73,797	(9,966)	87,921
Total Other Expense	(5,095)	(7,062)	1,968	(63,831)	(73,797)	9,966	(87,921)
Net Income	17,526	0	17,526	150,544	0	150,544	(10)

North Lake Tahoe Resort Association Profit & Loss Budget Performance

51 - TMPI

Accrual Basis

	Apr 21	Budget	\$ Over Bu...	Jul '20 - A...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	19,753	19,753	0	172,914	172,914	0	218,419
Total Income	19,753	19,753	0	172,914	172,914	0	218,419
Gross Profit	19,753	19,753	0	172,914	172,914	0	218,419
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	99	225	(126)	1,082	2,250	(1,168)	2,700
5030-00 · P/R - Health Insurance Expense	154	167	(13)	1,529	1,667	(138)	2,000
5040-00 · P/R - Workmans Comp	9	175	(166)	70	1,750	(1,680)	2,100
5060-00 · 401 (k)	0	167	(167)	0	1,667	(1,667)	2,000
5070-00 · Other Benefits and Expenses	1	17	(16)	9	169	(161)	203
5000-00 · Salaries & Wages - Other	1,647	3,836	(2,188)	16,718	38,355	(21,637)	46,026
Total 5000-00 · Salaries & Wages	1,910	4,586	(2,676)	19,407	45,858	(26,450)	55,029
5100-00 · Rent							
5110-00 · Utilities	5			45	0	45	0
5140-00 · Repairs & Maintenance	1			14	0	14	0
5150-00 · Office - Cleaning	7			65	0	65	0
5100-00 · Rent - Other	71	0	71	711	0	711	0
Total 5100-00 · Rent	84	0	84	835	0	835	0
5310-00 · Telephone							
5320-00 · Telephone	21	0	21	185	0	185	0
Total 5310-00 · Telephone	21	0	21	185	0	185	0
5420-00 · Mail - USPS	2			6	0	6	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			3	0	3	0
5520-00 · Supplies - Other	2	2,083	(2,081)	12,001	20,833	(8,832)	25,000
Total 5520-00 · Supplies	2	2,083	(2,081)	12,004	20,833	(8,829)	25,000
5710-00 · Taxes, Licenses & Fees	0			1			
5740-00 · Equipment Rental/Leasing	0			3	0	3	0
5800-00 · Training Seminars	150			150			
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	6,240	10,000	(3,760)	54,560	74,000	(19,441)	100,000
Total 5900-00 · Professional Fees	6,240	10,000	(3,760)	54,560	74,000	(19,441)	100,000
8700-00 · Automobile Expenses	0	0	0	65	0	65	0
8750-00 · Meals/Meetings	0	0	0	61	0	61	0
8810-00 · Dues & Subscriptions	2	0	2	64	0	64	0
8910-00 · Travel	0			13			
Total Expense	8,411	16,669	(8,258)	87,356	140,691	(53,335)	180,029
Net Ordinary Income	11,342	3,084	8,258	85,558	32,223	53,335	38,390
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,016	3,084	(1,067)	25,263	32,223	(6,960)	38,390
Total Other Expense	2,016	3,084	(1,067)	25,263	32,223	(6,960)	38,390
Net Other Income	(2,016)	(3,084)	1,067	(25,263)	(32,223)	6,960	(38,390)
Net Income	9,326	(0)	9,326	60,295	(0)	60,295	0

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

60 - Membership

Accrual Basis

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 - Membership Dues Revenue	11,509	10,417	1,092	115,693	104,167	11,526	125,000
4250-00 - Revenues-Membership Activities							
4250-01 - Community Awards							
4250-04 - Silent Auction	0	19,000	(19,000)	0	19,000	(19,000)	19,000
4250-05 - Sponsorships	0	19,000	(19,000)	0	19,000	(19,000)	19,000
4250-01 - Community Awards - Other	0	20,000	(20,000)	0	20,000	(20,000)	20,000
Total 4250-01 - Community Awards	0	58,000	(58,000)	0	58,000	(58,000)	58,000
4250-02 - Chamber Events	0	0	0	0	4,500	(4,500)	6,000
4250-03 - Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	2,500
4251-00 - Tues AM Breakfast Club							
4251-01 - Tues AM Breakfast Club Sponsors	0	200	(200)	500	1,400	(900)	2,000
4251-00 - Tues AM Breakfast Club - Other	0	550	(550)	0	2,900	(2,900)	4,000
Total 4251-00 - Tues AM Breakfast Club	0	750	(750)	500	4,300	(3,800)	6,000
4250-00 - Revenues-Membership Activities - Other	800	0	800	6,290	0	6,290	0
Total 4250-00 - Revenues-Membership Activities	800	58,750	(57,950)	6,790	68,300	(61,510)	72,500
4253-00 - Revenue- Other	0	500	(500)	0	1,500	(1,500)	2,500
Total Income	12,309	69,667	(57,358)	122,483	173,967	(51,484)	200,000
Gross Profit	12,309	69,667	(57,358)	122,483	173,967	(51,484)	200,000
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	255	458	(203)	2,664	4,583	(1,919)	5,500
5030-00 - P/R - Health Insurance Expense	340	667	(327)	2,259	6,667	(4,407)	8,000
5040-00 - P/R - Workmans Comp	17	33	(17)	114	333	(220)	400
5060-00 - 401 (K)	113	142	(29)	865	1,417	(552)	1,700
5070-00 - Other Benefits and Expenses	0	33	(33)	19	333	(314)	400
5000-00 - Salaries & Wages - Other	3,707	5,333	(1,627)	33,218	53,333	(20,115)	64,000
Total 5000-00 - Salaries & Wages	4,432	6,667	(2,235)	39,140	66,667	(27,527)	80,000
5100-00 - Rent							
5110-00 - Utilities	40	33	7	346	333	12	400
5140-00 - Repairs & Maintenance	9	8	1	114	83	31	100
5150-00 - Office - Cleaning	57	58	(2)	447	583	(136)	700
5100-00 - Rent - Other	565	638	(73)	5,627	6,375	(748)	7,650
Total 5100-00 - Rent	670	737	(67)	6,534	7,375	(841)	8,850
5310-00 - Telephone							
5320-00 - Telephone	139	121	18	1,182	1,208	(26)	1,450
Total 5310-00 - Telephone	139	121	18	1,182	1,208	(26)	1,450
5420-00 - Mail - USPS	12	10	2	40	100	(60)	120
5520-00 - Supplies							
5525-00 - Supplies- Computer	0			2	0	2	0
5520-00 - Supplies - Other	12	167	(154)	174	1,667	(1,492)	2,000
Total 5520-00 - Supplies	12	167	(154)	176	1,667	(1,491)	2,000
5710-00 - Taxes, Licenses & Fees	0			23	0	23	0
5740-00 - Equipment Rental/Leasing	55	173	(119)	604	1,733	(1,129)	2,080
5900-00 - Professional Fees							
5921-00 - Professional Fees - Other	0	0	0	0	1,000	(1,000)	1,000
Total 5900-00 - Professional Fees	0	0	0	0	1,000	(1,000)	1,000
6423-00 - Membership Activities							
6434-00 - Community Awards Dinner	0	28,000	(28,000)	295	28,000	(27,705)	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	2,175	(2,175)	3,000
6442-00 - Public Relations/Website/Digital	519	417	102	5,202	4,167	1,035	5,000
6423-00 - Membership Activities - Other	1,645	417	1,228	2,560	4,167	(1,607)	5,000
Total 6423-00 - Membership Activities	2,164	29,246	(27,082)	8,057	39,008	(30,951)	42,000
8200-00 - Associate Relations	0	13	(13)	93	125	(32)	150
8500-00 - Credit Card Fees	60	1,850	(1,790)	485	1,850	(1,365)	1,850
8700-00 - Automobile Expenses	5	33	(28)	159	333	(174)	400
8750-00 - Meals/Meetings	0	33	(33)	8	333	(326)	400
8810-00 - Dues & Subscriptions	11	17	(6)	183	167	17	200
8910-00 - Travel	0			7			
8920-00 - Bad Debt	0	0	0	37,587	0	37,587	0
Total Expense	7,560	30,067	(31,506)	94,278	121,567	(27,289)	140,500
Net Ordinary Income	4,749	30,600	(25,852)	28,205	52,400	(24,195)	59,500
Other Income/Expense							
Other Expense							
8990-00 - Allocated	1,575	2,407	(832)	19,732	25,148	(5,416)	29,961
Total Other Expense	1,575	2,407	(832)	19,732	25,148	(5,416)	29,961

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

Accrual Basis

60 - Membership

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Net Other Income	(1,575)	(2,407)	832	(19,732)	(25,148)	5,416	(29,961)
Net Income	<u>3,174</u>	<u>28,193</u>	<u>(25,020)</u>	<u>8,473</u>	<u>27,252</u>	<u>(18,779)</u>	<u>29,539</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

70 - Administration

Accrual Basis

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4720-00 - Miscellaneous	2,573	0	2,573	11,601	0	11,601	0
Total Income	2,573	0	2,573	11,601	0	11,601	0
Gross Profit	2,573	0	2,573	11,601	0	11,601	0
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	1,280	2,250	(970)	21,281	22,500	(1,219)	27,000
5030-00 - P/R - Health Insurance Expense	3,193	3,292	(98)	29,897	32,917	(2,919)	39,500
5040-00 - P/R - Workmans Comp	102	184	(82)	(247)	1,943	(2,191)	2,332
5050-00 - 401 (k)	570	1,250	(880)	637	12,500	(11,863)	15,000
5070-00 - Other Benefits and Expenses	58	117	(60)	931	1,167	(238)	1,400
5000-00 - Salaries & Wages - Other	21,291	33,527	(12,238)	309,009	335,267	(26,258)	402,320
Total 5000-00 - Salaries & Wages	26,493	40,629	(14,138)	361,608	408,293	(44,688)	487,552
5100-00 - Rent							
5110-00 - Utilities	173	125	48	1,630	1,250	380	1,500
5140-00 - Repairs & Maintenance	833	325	508	4,897	3,250	1,647	3,900
5150-00 - Office - Cleaning	223	250	(27)	2,185	2,500	(315)	3,000
5100-00 - Rent - Other	3,109	1,893	1,218	27,691	18,934	8,757	22,720
Total 5100-00 - Rent	4,339	2,593	1,745	36,403	25,934	10,469	31,120
5310-00 - Telephone							
5320-00 - Telephone	1,013	750	263	9,782	7,500	2,282	9,000
Total 5310-00 - Telephone	1,013	750	263	9,782	7,500	2,282	9,000
5420-00 - Mail - USPS	61	83	(22)	544	833	(289)	1,000
5510-00 - Insurance/Bonding	269	1,692	(1,423)	9,083	16,917	(7,833)	20,300
5520-00 - Supplies							
5525-00 - Supplies- Computer	257	167	91	2,774	1,687	1,107	2,000
5520-00 - Supplies - Other	121	603	(482)	2,445	6,025	(3,580)	7,230
Total 5520-00 - Supplies	378	769	(391)	5,219	7,692	(2,473)	9,230
5610-00 - Depreciation	720	0	720	1,069	0	1,069	0
5700-00 - Equipment Support & Maintenance	2,447	2,250	197	21,925	22,500	(575)	27,000
5710-00 - Taxes, Licenses & Fees	904	1,000	(97)	11,580	10,000	1,580	12,000
5740-00 - Equipment Rental/Leasing	106	417	(311)	1,234	4,167	(2,933)	5,000
5800-00 - Training Seminars	0	667	(667)	376	6,667	(6,290)	8,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	3,480	625	2,855	5,860	6,250	(390)	7,500
5920-00 - Professional Fees - Accountant	0	0	0	21,800	26,000	(4,200)	26,000
5921-00 - Professional Fees - Other	0	1,625	(1,625)	0	16,250	(16,250)	19,500
Total 5900-00 - Professional Fees	3,480	2,250	1,230	27,660	48,500	(20,840)	53,000
5941-00 - Research & Planning	0	1,250	(1,250)	0	12,500	(12,500)	15,000
7500-00 - Trade Shows/Travel	0	1,250	(1,250)	0	12,500	(12,500)	15,000
8200-00 - Associate Relations	239	83	156	2,175	833	1,342	1,000
8300-00 - Board Functions	0	500	(500)	2,888	6,000	(3,012)	7,000
8600-00 - Additional Opportunities	650	2,083	(1,433)	6,500	20,833	(14,333)	25,000
8700-00 - Automobile Expenses	34	250	(216)	1,290	2,500	(1,210)	3,000
8750-00 - Meals/Meetings	44	417	(373)	308	4,167	(3,859)	5,000
8810-00 - Dues & Subscriptions	1,168	1,167	(0)	9,845	11,667	(1,722)	14,000
8910-00 - Travel	0			114			
8920-00 - Bad Debt	0	0	0	67	0	67	0
Total Expense	42,343	60,100	(17,757)	509,890	628,002	(118,112)	748,202
Net Ordinary Income	(39,770)	(60,100)	20,330	(498,289)	(628,002)	129,713	(748,202)
Other Income/Expense							
Other Expense							
8990-00 - Allocated	(39,770)	(60,100)	20,330	(498,289)	(628,002)	129,713	(748,202)
Total Other Expense	(39,770)	(60,100)	20,330	(498,289)	(628,002)	129,713	(748,202)
Net Other Income	39,770	60,100	(20,330)	498,289	628,002	(129,713)	748,202
Net Income	0	(0)	0	0	(0)	0	0

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month Yr April 2021Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
04.05.2021	A	Garwoods Grill	966	Bonnie retirement celebration - NLTRA & IVCBVB Staff	\$238.98		8200-00/70
04.15.2021	B	Civitas	1442315	Civitas TBID event	\$150.00		5800-00/70
04.15.2021	C	Spindleshanks	175662	meeting with Any Chapman	\$44.00		8250-00/70
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
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	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					\$432.98		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$0.00	

Signed By: Jeff Hentz
 Date: 5/14/2021

Approved By: Jim Phelan
 Date: 6/2/2021

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	Accounting Manager APPROVAL	Accounting Manager APPROVAL DATE	DATE SCANNED	
		<u>DVS</u>	<u>5/14/2021</u>		


BANK OF THE WEST
BNP PARIBAS

 BANKCARD CENTER
 PO BOX 84043
 COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0150-4616
Statement Date	APR 28, 2021
Total Activity	\$432.98

**** MEMO STATEMENT ONLY ****
DO NOT REMIT PAYMENT

 JEFFREY HENTZ
 N LAKE TAHOE RESORT
 PO BOX 5459
 TAHOE CITY CA 96145-5459

ACCOUNT MESSAGES

Your Bank of the West Mastercard includes an additional benefit: Mastercard ID Theft Protection with access to complimentary Identity Theft resolution services. The benefit also helps prevent identity theft by monitoring the Internet to identify compromised and potentially damaging use of personal information. To enroll your card, please visit: <https://mastercardus.idprotectiononline.com>.

ACCOUNT SUMMARY

JEFFREY HENTZ XXXX-XXXX-0150-4616	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$432.98		\$0.00		\$0.00		\$432.98

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
04-05	04-01	75369431092501501026793	GAR WOODS GRILL & PIER CARNELIAN BAYCA Tran: 0401020000080 Tax ID: 680165856 Mer Zip: 96140 Tax: 15.48	238.98
04-15	04-14	55432861104200540577135	SQ *CIVITAS gosq.com CA Tran: 00011529215100373 Tax ID: 800429876 Mer Ref: 00011529215100373 Mer Zip: 95831 Origin Zip: 95831 Dest Zip: 95831 Dest Ctry: USA Product Code: 099 Desc: Consultant Service1618437071444 Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 150.00	150.00
04-15	04-14	25247801104001735054805	SPINDLESHANKS AMERICAN KINGS BEACH CA Tax ID: 300346317 Mer Zip: 96143	44.00

A

B

C

IMPORTANT INFORMATION ABOUT THIS STATEMENT

Payments. You must pay at least the "Amount Due" by the "Payment Due Date." Charges, payments and credits received after the "Closing Date" will be included in your next statement. The letters "CR" following the "New Balance" amount indicate a credit balance - do not pay this amount. Payments must reach our BankCard Center during our regular business day in order to be credited on that date. Payments received after the cutoff times of 6:00 p.m. on a Friday (or Thursday if we are closed on Friday) or 4:00 p.m. on any other business day that we are open, or on a day we are not open, or at a branch open on Saturday, Sunday or bank holiday, are credited as of the following business day. Later cutoff times generally apply at branches with extended hours. Business days shall mean Monday through Friday, except for bank holidays. If you fail to properly make payments, crediting such payments may be delayed.

Order of Application. We will apply your payments first to any membership fee or other fees, next to any finance charge or late charge, next to any Cash Advances included in your "Previous Balance," then to Purchases in your "Previous Balances."

Unauthorized Use. In the event of possible loss, theft or unauthorized use, Company agrees to notify us immediately. Company may be liable for the unauthorized use of any Card issued under the Corporate Credit Card Agreement. If 10 or more cards are issued pursuant to the Corporate Credit Card Agreement, Company shall be strictly liable for any unauthorized use. If fewer than 10 Cards are issued pursuant to the Corporate Credit Card Agreement, Company will not be liable for unauthorized use of the Card which occurs after it notifies us orally at 1-866-432-8161, or in writing at BANKCARD CENTER, PO BOX 84043, COLUMBUS, GA 31908-4043 of loss, theft, or possible unauthorized use, and Company's liability for unauthorized use of the Card will not exceed \$50.00 per Card for use of a Card by anyone other than an Employee prior to notice to us. However, a Card in the possession and control of an Employee, even after his or her authority to use the Card has been revoked by Company, is not considered lost or stolen, and its use by such Employee is not unauthorized. Company must recover the Card from the Employee. Company agrees to assist us in determining the facts and circumstances relating to any unauthorized use of a Card.

MANNA DEALS TAKE TIME TENTED COPY TO

Name: HENTZ/JEFFREY
 TID
 766654940008
 PURCHASE
 MASTERCARD
 XXXXXXXXXXXXXXX4616
 CVM
 SIGN
 0008064334
 RESPONSE
 AUTH CODE
 EMV DETAILS
 CHIP
 AID
 TVR
 0110A340322000000000000000000000FF
 TSI
 ARC
 Amount
 USD \$150.48

THANK YOU!
PLEASE LEAVE SIGNED COPY FOR SERVER!

Customer Copy

DeWitt Van Siclen

From: Jeffrey Hentz
Sent: Wednesday, May 12, 2021 8:39 PM
To: DeWitt Van Siclen
Subject: Receipt for TBID Civitas Event

DeWitt, this is what I could find which was in my meeting calendar.. Will this be enough?

Ordered By: Jeffrey Hentz (jeff@gotahoenorth.com)

Order #1442315



1 x Ticket

1 Individual Ticket: \$150



**Thu, April 29, 2021 at 09:30 AM-Thu, April 29, 2021 at 03:00 PM Pacific Time
(PST/PDT)**

Add to:

[Google](#)
[Outlook](#)
[iCal](#)
[Yahoo](#)



Jeffrey Hentz

Chief Executive Officer

Phone: 530.581.8739

Cell: 407.466.1320

SPINDLESHANKS
400 Brassie Ave.
Kings Beach, CA 96143
(530)-546-2191

SERVER: NICHOLA B
TABLE: 55
TICKET #: 175682 04/14/2021 13:08
GUESTS: 2

FISH TACOS	15.00
CESAR W/ CHIX	16.00
COFFE	3.50

SUB TOTAL:	34.50
SALES TAX:	2.50

TOTAL:	37.00
--------	-------

We serve
BREAKFAST LUNCH
and DINNER
Happy Hour 5 to 6 pm
All night Happy Hour on Tuesday

*mts w/ Andy
ICUP*

SPINDLESHANKS AMERICAN BISTRO
400 BRASSIE AVE
KINGS BEACH CA 96143
530-546-2191

Terminal ID: *****466 ***3

4/14/21 4:03 PM

SERVER #: 31

MASTERCARD - INSERT
AID: A0000000041010
ACCT #: *****4616

CREDIT SALE
UID: 110438397667 REF #: 0041
BATCH #: 002 AUTH #: 044907

DESCRIPTION : _____

AMOUNT	\$37.00
--------	---------

TIP	\$ 7
-----	------

TOTAL	\$ 44
-------	-------

APPROVED

ARQC - F51C40DB1370C84A

CUSTOMER COPY



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: June 3, 2021

TO: NLTRA Board of Directors

FROM: Amber Burke, Dir. of Marketing

RE: Business Association Community Marketing Grants – 2020.2021 Fiscal Year

Action Requested:

Approve Business Association Community Marketing Grant funding for the 20.21 proposals from two (2) business associations (Squaw Valley Business Association and West Shore Association), each at a \$10,000 level.

Background:

The NLTRA budgets \$30,000 annually to be used for business association marketing grants each fiscal year. The three business associations eligible for a \$10,000 grant each, are Squaw Valley Business Association, Northstar California and the West Shore Business Association.

For the 20.21 fiscal year, both Squaw Valley Business Association and the West Shore Association submitted requests for the funding. Northstar chose to skip requesting funds for the 20.21 FY due to staffing changes.

The In-Market Tourism Development and Tourism Development committees approved the planned usage of funding for both organizations at the May 2021 meeting. Below/attached are the approved proposals.

Squaw Valley Business Association:

- Revamp the design and content of the Olympic Valley Area Shopping, Dining & Lodging Guide to incorporate the upcoming Resort name change.

West Shore Association:

- Marketing functions including digital marketing including content creation, social media advertising, website updates and newsletters, along with advertising campaigns promoting events taking place on the West Shore.

The two Business Associations also presented recaps of their 19.20 efforts.

Fiscal Impact:

\$20,000

- Designated funds were included in the approved 20.21 budget.



ROI Prepared for: The Business Association Marketing Grant Program
For: FY 2019-2020

Overview of Organization: The Squaw Valley Business Association (SVBA) membership consists of the following six lodging properties; Olympic Village Inn, PlumpJack Squaw Valley Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Squaw Valley and three corporate entities: Squaw Valley Resort, the Squaw Village Neighbourhood Company and the Squaw Valley Public Service District.

The purpose of the Association is to:

- (a) Promote Squaw Valley as a year-round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

The Squaw Valley Business Association was awarded \$10,000 in June 2020 from the Community Marketing Program to edit, re-print and distribute 40,000 copies of the Squaw Valley Shopping, Dining and Lodging guide during Summer 2020. This piece features a detailed map of the Valley, represents all of the lodging properties, highlights businesses, year-round recreational offerings and a calendar of events.

Unfortunately due to COVID-19, the loss of businesses, continued business restrictions and the cancellation of all events and weddings in 2020, the organization decided to table the spending of these funds. However, SVBA is slated to utilize these funds now with a quick copy edit, reprint and distribution of the Olympic Valley Shopping, Dining & Lodging Guide for Summer 2021. The guides will be distributed via Certified Public Folder Display, to capture interest from our drive market, at 330 sites in Gold Country (Auburn, Grass Valley & Hwy 49 corridor), South Lake Tahoe as well as here in North Lake Tahoe and Olympic Valley.

Current Project Expense Breakdown:

DYNAGRAPHICS = \$7,432.00
40K – Printing of Brochure

CERTIFIED PUBLIC FOLDER DISPLAY = \$3,086.37
26K – Copies needed for distribution in 330 sites – Gold Country, South and North Lake Tahoe
Four Months of Distribution – July through October 2021

EXTRA COPIES

14K – To be distributed amongst our members for distribution in the Valley

CREATIVE DESIGN/UPDATES TO GUIDE = \$500.00

Total Project Expense = \$11,018.00

NLTRA Grant Request = \$10,000.00

SVBA Expense = \$1,018.00 (10% match)

Thank you for your support!

Caroline Ross

SVBA Representative

Squaw Valley Business Association

PO Box 2915 Olympic Valley, CA 96146



Proposal for consideration for: The Business Association Marketing Grant Program
By: In/Out Marketing Tourism Development Committees
For: FY 2020-2021

Overview of Organization: The Squaw Valley Business Association (SVBA) is made of the following six lodging properties; Olympic Village Inn, PlumpJack Squaw Valley Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Squaw Valley and three corporate entities: Squaw Valley Resort, the Squaw Village Neighbourhood Company and the Squaw Valley Public Service District.

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- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

SVBA Tax ID # - 68-0471187

Currently the SVBA maintains an annual operating budget of approximately \$45,000. The funding is made up solely by contributions from the above businesses to cover expenses associated with the gateway to our community at the base of Route 89/Squaw Valley Rd, marketing and normal business expenses to operate a non-profit corporation.

In addition to this funding, the SVBA members contribute individual funds towards enhanced operations that will benefit visitors and our community as well as to promote and host numerous events throughout the year. The businesses in Squaw Valley have successfully created a well-rounded calendar of events that draws visitors nationally, regionally and locally. This annual \$10,000 marketing grant is the only funding SVBA receives from the NLTRA annually, unlike some of the other Business Association groups, who receive significantly more support.

The Squaw Valley Business Association respectfully requests \$10,000 from the Business Association Marketing Grant Program for FY 2020-2021 for Phase 1 of 2 for the all new Olympic Valley Area Shopping, Dining & Lodging Guide. Phase 1 shall include a complete revamp to the design and a complete content edit. We plan to utilize these funds to update the look of the guide, to incorporate the Resort's name change and branding, as well as likely many lodging and property and business name changes throughout the Valley. The guide will include new photography and information, but will continue to highlight shopping, dining and recreational opportunities, in addition to lodging. This is very

important timing to get this collaborative piece updated, with the pending name change of our Resort in order to help with any confusion and keep our business community aligned. Our organization intends to apply for the 2021-2022 grant funds early on in the new fiscal year for Phase 2 of this project, which continuation of the project, to utilize the unallocated and additional funds to print a much larger quantity and distribute this guide, with our new Resort name for Winter 2021-2022. Receiving the grant for \$10,000 now will help determine our ability to contract a designer and create our plan for distribution.

Project Expense Breakdown:

PHASE 1: Applying for NOW in 2020-2021 FY

CREATIVE DESIGN/UPDATES TO GUIDE = \$8K-\$10K TBD, based on selected designer

Total Project Expense = \$8K-\$10K

20-21 NLTRA Grant Request = \$10,000.00

SVBA Expense = \$0 (In Kind, management of project)

*any left over will either be refunded or allocated to additional print/distribution in Phase 2

*any budget deficit will be absorbed by SVBA, to ensure this project moves forward

PHASE 2: Will apply in Sept/Oct for 2021-2022 FY

DYNAGRAPHICS = \$10,000.00

Printing of Brochure - Qty TBD

CERTIFIED PUBLIC FOLDER DISPLAY = \$5,500.00

NLT/Truckee, South Lake Tahoe, San Francisco and Sacramento Markets (Expanded)

Total Project Expense = \$15,500.00

21-22 NLTRA Grant Request = \$10,000.00

20-21 NLTRA Grant Carry Over = \$2,000.00 (TBD)

SVBA Projected Expense = \$3,500

Thanks to the support we received over the years, the SVBA has successfully produced and printed over 250,000 copies of this Guide. This collateral has proven great value over the course of the years, not only to the SVBA members but also to our business partners and visitors alike.

The project is consistent with the NLT Tourism and Community Investment Plan because it promotes Squaw Valley as a summer and fall destination that offers lodging, shopping, dining, events and recreational activity year-round and off the Lake. The timing of this piece also supports the current TBID initiative in that it will drive more revenue into our valley.

The continued success of the project will be measured by our guest and visitor's pleasure when they are handed the piece, by increased visitation and consumer satisfaction because they will be able to easily find the places they want to go and by increased room nights which some properties are able to track with a unique phone #. On behalf of all SVBA members and the Squaw Valley community, we thank you for your consideration and continual support in our marketing efforts.

Sincerely,

Caroline Ross, on behalf of the Squaw Valley Business Association



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

WELCOME TO THE MAGICAL WEST SHORE.

The mission of the West Shore Association is to promote business interests and the community as a whole on the West Shore of Lake Tahoe, CA. These interests include encouraging tourism and activities, coordinating community project involvement, supporting special events, and active involvement in important issues affecting the membership base and the West Shore region.

2019 – 2020 BACC Grant Request RECAP

WSA Digital Marketing

\$10,000 (\$2,433.74 Roll Over)

Ideal Wild (Andria Gutierrez) has been managing the WSA social media accounts for over 5 years and we continue to see a strong following through management efforts. All grant money was allocated towards digital marketing and Ideal Wild over the past year.

In addition to developing and updating COVID messaging, Ideal Wild sent out a series of eBlasts and managed our website updates, and maintained social media accounts over the past year.

		Allocated	Actual
Social Media	Social Media Management (includes overall account management and communication)	\$7,000	\$5,500
Website	Website Updates	\$3,000	\$3,500
	Website hosting + Domains		\$237
eBlast Campaigns	Visitor + Member Email Campaigns	\$2,433.74	\$3,000
	Mailchimp Platform		\$325.80
	TOTAL	\$12,433.74	\$12,562.80

Visitor Email Marketing:

Visitor Email #1

Date: July 2020

Focus: Email to visitor list when tourism opens

Visitor Email #2

Date: November 2020

Focus: Winter Focus - COVID restrictions, planning for winter travel, North Lake Tahoe Ski Guide, Travel Guide, Know Before You Go Guide, NLT Shop and Win Contest, Takeout Tahoe Guide

Visitor Email #3

Date: December 2020

Focus: COVID Update - Travel advisory update, plan for travel, COVID restrictions, Know Before You Go Guide, Takeout Tahoe Guide

Visitor Email #4

Date: January 2021



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

Focus: Travel advisory update, business features, lodging feature, Know Before You Go Guide, Takeout Tahoe Guide

Member Email Update:

Member Email #1

Date: June 2020

Focus:

- "We are here for you."
- Reopening West Shore Tahoe!
- COVID-19 Updates and Resources. Including county updates, small business resources.
- Let businesses know that we are the liaison between the business and the WSA. Ask for updates to their profile pages. Ask for specials/offers/deals. Ask about opening hours.

Member Email #2

Date: December 2020

Focus: Sent individual email to business owners and contacted via phone. Announcement regarding TTBD, seeking interest in board participation, seeking information regarding business COVID updates

Membership List:

Reviewed the membership list and updated. Sought assistance from Placer County regarding business licenses on West Shore.

Website Updates:

Date: Year-round

Details:

- Backend refresh and updates
- Updates to SEO
- Reviewing pages of the website and updating.
- Created Winter Ski Guide which included regional COVID policies:
<http://westshorelaketahoe.com/updates/guide-to-north-lake-tahoe-ski-resorts>
- Created COVID Travel Advisory Updates periodically throughout the year:
<http://westshorelaketahoe.com/updates/covid-19-travel-advisory>
- Updated business listings at the request of business owners/managers

COVID-19 Message:

Developed COVID-19 message for re-opening and shared via email, website and social media posts.

Social Media Shares:

- Updates from local businesses.
- Crafted social message for COVID-19 reopening
- COVID travel updates
- Current events and special events
- Homewood's Pride Ride
- Winter ski updates
- Inspirational and entertaining content to entice safe travel to Lake Tahoe
- User generated content



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

Social Media & Website Metrics:

Decreases in impressions, reach, and engagements YOY are due to a decrease in posts (Facebook -51%, Twitter -67%, Instagram -64%). Funds from social media were reallocated to COVID messaging and communication on the website and email blasts as well as increased website updates and SEO.

Although Facebook posts decreased by 51%, clicks to the website only decreased by 13.6% and impressions by 15.8%. Overall page views actually increased by 2.2%.

COVID messaging and website updates are validated by a great increase in overall web traffic by 51%.

	5/16 – 5/17	5/17 – 4/18	5/18 – 4/19	5/19 - 4/20	5/20 - 4/21	Increase YOY
FANS						
Facebook	6,978	8,062	8,932	9,508	10,003	5.2%
Instagram	13,400	16,200	17,986	19,785	20,360	2.9%
Twitter	1,297	1,370	1,442	1,482	1,496	1%
FACEBOOK						
POSTS			172	143	70	-51%
CLICKS TO WEBSITE	1,932	1,053	730	767	662	-13.6%
REACH (Total)	4,100,000	4,200,000	2,500,000	2,750,000	1,998,000	-27%
REACH (Paid)	497,900	206,600	0	0	0	
ENGAGEMENTS (includes video views + stories about page)			64,253	52,253	N/A	N/A
ENGAGEMENTS (Reactions, Comments, Shares)					9,313	N/A
IMPRESSIONS (Total)	7,200,000	7,300,000	5,100,000	4,950,000	4,165,497	-15.8%
IMPRESSIONS (Paid)	500,600	210,300	0	0	0	
PAGE VIEWS	3,131	3,224	5,931	7032	7188	2.2%
TWITTER						
POSTS			294	203	67	-67%



West Shore Association

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CLICKS TO WEBSITE	44	39	99	343	55	-84%
IMPRESSIONS (TOTAL)	139,300	141,500	155,400	105,700	34,088	-68%
Organic	77,141	141,500	155,400	105,700	34,088	-68%
Paid	62,159	0	0	0	0	
MENTIONS			56	83	35	-58%
RETWEETS	181	245	228	43	19	-56%
LIKES	662	1,367	1365	460	152	-67%
INSTAGRAM						
POSTS			168	144	52	-64%
CLICKS TO WEBSITE	210	751	239	232	104	-55%
ENGAGEMENTS	52,116	61,000	78,517	68,242	25,881	-62%
Average ENGAGEMENT per post	543	642	491	490	498	1.6%
IMPRESSIONS	-	-	877,000	1,000,050	379,059	-62%
REACH			N/A	746,000	331,673	-55%
WEBSITE						
Sessions	12,522	15,397	17,425	12,406	18,738	51%
Users	10,761	13,321	15,282	10,946	18,371	68%
Page Views	25,438	29,440	33,409	23,431	31,856	36%

2020 – 2021 Grant Request

WSA Digital Marketing

\$10,000

Ideal Wild (Andria Gutierrez) has been managing the WSA social media accounts for over 5 years and we continue to see a strong following through management efforts. If received, all grant money would be allocated towards digital marketing and Ideal Wild.

With the TBID taking effect this summer there is increased interest in business participation in the West Shore Association. We are reworking our mission statement and will begin educating West Shore businesses through member emails and updated website content.

In addition to growing our social channels Ideal Wild would send out a series of eBlasts to our members and visitors list and manage our website over the next year and continue business outreach and education.



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

		20-21 Spend	21-22 Budget
Account Management	Account Management, Meetings, Communication, Strategy	(budget was included in social media mgmt)	\$800.00
Social Media	Social Media Management	\$5,000	\$4,500.00
	Paid Media	0	\$500.00
Website	Website Updates	\$3,500	\$1,500.00
	Website hosting + Domains	\$237	\$237.00
eBlast Campaigns	Visitor + Member Email Campaigns	\$3,500	\$2,000.00
	FloDesk Email Platform	\$325.80	\$468.00
	TOTAL	\$12,562.80	\$10,005.00

IDEAL WILD PLAN OVERVIEW

Visitor Email Marketing

Visitor Email #1: May 2021

Focus: Opening Day at the Lake, early summer activities, business features, midweek lodging specials, summer events

Visitor Email #2: September 2021

Focus: Fall Focus

Visitor Email #3: November 2021

Focus: Winter Focus

Visitor Email #4: March 2022

Focus: Spring activities and spring skiing

Member Email Updates

Member email updates are TBD

Campaigns

Opening Day at the Lake 2021

Date: May 2021

Focus: Promote business events and updates leading up to Memorial Day Weekend. Utilize paid media to promote.

Events and Business Updates

Date: Year-round



West Shore Association

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Focus: Welcome back visitors to West Shore by promoting North Lake and West Shore events and business updates. Share event information on website, email marketing and social platforms. Events include:

- Tahoe City Farmers Market
- Tahoe City Solstice Festival
- Swing Into Summer Classic
- Tahoe Off-Road Triathlon
- Lake Tahoe Dance Festival
- Halloweekend at Homewood
- Pride Ride at Homewood
- Live Music
- High Sierra Archery Shoot

Microtransit Service

Date: TBD

Focus: Details are still vague on the West Shore Microtransit Service. Utilize paid media to promote.

Shoulder Season / Mid-week Lodging

Date: August - October 2021, February - April 2022

Focus: Promote off-season and mid-week getaways and lodging to increase visitation during slower visitation periods.

Giveaway/Sweepstakes

Date: TBD

Focus: Increase visitor email list, engagement on WSA owned social media platforms, and business awareness through a giveaway partnership with local businesses.

Opening Day at the Lake 2022

Date: May 2022

Focus: Promote business events and updates leading up to Memorial Day Weekend. Incorporate a scavenger hunt (similar to WSA past passports) utilizing digital platforms. Utilize paid media to promote.

Website Updates

Date: Year-round

Details: Continue to review and update web pages, SEO, business listings and backend functionality of the marketing website www.westshorelaketahoe.com.

Social Media and Paid Media

Date: Year-round

Details: Continue to utilize social media platforms to promote campaigns, inspire travel to West Shore Tahoe, communicate messaging, share business updates, and increase awareness of West Shore Tahoe.



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: June 3, 2021

TO: NLTRA Board of Directors

FROM: Amber Burke, Dir. of Marketing

RE: 2021 In-Market Tourism Development Summer Campaigns

Action Requested:

Approve two scopes of work for summer in-market campaigns – one for the North Tahoe Eats campaign and the other for the NLT Yiftee Gift Card Program campaign.

Background:

The NLTRA budgets \$80,000 annual to be used for in-market campaigns. Direction is given by the In-Market Tourism Development Committee along with the Tourism Development Committee.

Two (2) scopes of work were approved at the May 2021 meeting for campaigns that will run throughout the summer. All will be funded out of the 20.21 fiscal year budget from the remaining, pre-allocated, funds.

North Tahoe Eats Campaign

This scope of work is with The Abbi Agency and will continue the North Tahoe Eats/Takeout Tahoe campaign through the end of the 20.21 FY. The goal is to encourage dining, to highlight dining in each region of NLT and to provide information on the Takeout Tahoe guide. The campaign will utilize digital tactics. Budget: \$5,300

North Lake Tahoe Yiftee Gift Card Program Campaign

This scope of work is with Augustine and will run from late June/early July through Labor Day. The goal of the campaign is to promote the new North Lake Tahoe regional gift card and to educate on the importance of shopping local and supporting small business. The campaign will utilize digital tactics and will include a window cling to provide to participating businesses. Budget: \$6,950

Fiscal Impact:

\$12,250 (between the two campaigns)

- All funds were designated specifically to in-market marketing campaigns and were in the approved 20.21 budget.



North Lake Tahoe & The Abbi Agency

SCOPE OF WORK- Amendment

Client Name: North Lake Tahoe, North Tahoe Eats
Services: Creative, Media Buying
Timeline: April - June 2021
Completed by: Connie Anderson
Date Provided: May 19, 2021

BACKGROUND

SITUATIONAL ANALYSIS

As North Lake Tahoe faced dining restrictions, it created the Takeout Tahoe campaign to support local businesses. As restrictions have lifted, North Lake Tahoe has adapted the program to be called North Tahoe Eats to continue an initiative focused on supporting local restaurants.

GOALS

- Encourage dining among both visitors and locals
- Highlight each dining "region" in North Lake Tahoe
- Provide information to make takeout an easy option
- Create a collateral piece for lodging properties and STR's to put in rooms encouraging takeout

OBJECTIVES

- Achieve substantial reach via advertising
- Create conversation and engagement about takeout options in North Lake Tahoe
- Create assets that can help to support restaurant businesses in encouraging takeout in Fall 2020

TARGET AUDIENCE

The target audience is two-fold:

- Locals
- In-market visitors

PROJECT OVERVIEW

STRATEGIES / TACTICS

- Creative
 - Update logo to North Tahoe Eats (remove contest)
 - Update social media creative with new logo and messaging re: all eating
 - Update guide to include new/updated restaurants
- Social Media
 - Employ dining deals and message weekly throughout stories to drive restaurant support
- Media Buy



- Facebook and Instagram boosting

TIMELINE

- Phase 1:
 - April 15 - May 15: Weekly IG + FB story of 2-3 dining deals or highlights
 - Additional Boosting of photo contest
- Phase 2: May 15 - June 30: Ongoing weekly post of dining and boosting of message

BUDGET

By signing this Scope of Work, North Lake Tahoe agrees to the Scope of Work plan set forth by The Abbi Agency. Your signature allows The Abbi Agency to execute on the plan herein.

Phase 1

Organic Stories	\$850
Ad Creative Updates	\$850
Additional Boosting	\$800
Media Boosting Commission, Management	\$200
Takeout Tahoe Guide Edits	\$500
<i>Total</i>	<i>\$3,200</i>

Phase 2

Boosting	\$1,200
Media Boosting Commission, Management	\$300
Project Management	\$600
<i>Total:</i>	<i>\$2,100</i>

Project Total: ***\$5,300***

BILLING

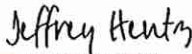
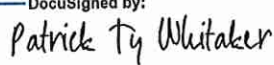
Invoices are sent on the 1st or 15th of each month. The Abbi Agency requests invoices be paid within 7 days of receipt. Invoices are officially due 30 days from their receipt.



Potential Additional Costs

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.

APPROVALS

<div>DocuSigned by:  7444B4FB5AA8401...</div>	6/2/2021
<hr/>	
Jeffrey Hentz, North Lake Tahoe	(Sign/Date)
<div>DocuSigned by:  07B79C9924FA48B...</div>	6/2/2021
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Ty Whitaker, CEO, The Abbi Agency	(Sign/Date)



5/21/21

North Lake Tahoe Resort Association In-Market Gift Card Program

Overview:

In order to continue supporting North Lake Tahoe businesses, the Resort Association will execute a local gift card program through the platform, Yiftee. This program provides consumers the opportunity to purchase a gift card for themselves or others to support North Lake Tahoe businesses and help boost the local economy.

Target Audiences:

- North Lake Tahoe locals
- In-market visitors

Program Objectives:

- Increase gift card purchases at local businesses
- Educate audiences as to the importance of shopping local and supporting small businesses

Timeline:

- Planning, coordination & creative development: May – June 2021
- Program & advertising live: June – September (Labor Day) 2021

Tactics:

- Creative:
 - o Digital/Social media ads
 - o Window cling for participating businesses
- Media Planning & Execution:
 - o Paid and boosted digital/social media ad campaign

Budget:

- Digital/Social Media Advertising:	\$3,000
- Digital Media Planning, Management & Optimization:	\$1,000
- Creative:	\$1,500
- Project Management:	\$850
- Window Cling Production (handled by NLTRA):	\$600
TOTAL:	\$6,950

**Note budgeted dollars may shift within line items depending on number of business participating, timeline and other variables.*

Augustine

AUGUSTINE

NORTH LAKE TAHOE RESORT ASSOCIATION

Sign: _____

Sign: _____

Name: _____

Name: _____

Title: _____

Title: _____



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: June 9, 2021

TO: NLTRA Board of Directors

FROM: Katie Biggers, NLTRA Sr. Event Specialist

RE: 20.21 Additional Opportunistic Event Sponsorship Funds Allocations

Action Requested:

In addition to the (5) event presentations Tourism Development Committee (TDC) saw from January- April requesting event sponsorships from the remaining 20.21 FY opportunistic funds, we have (5) more events seeking funding. These (5) have all been vetted by the Tourism Development Committee and are all recommended to receive funding from the 20.21 FY event opportunistic funds. There are approximately \$300,000 unallocated in the approved event budget. This remaining amount is a combination of previously allocated event funding and opportunistic funds.

Background:

MAY TOURISM DEVELOPMENT EVENT PRESENTATIONS

The following are applicants for opportunistic funds; the information below is subject to change

SQUAW VILLAGE NEIGHBORHOOD COMPANY (SVNC)

Requests from the Squaw Village Neighborhood Company, a Mutual Benefit Corporation and the Master Association for The Village at Squaw Valley. SVNC is an active member of the Squaw Valley Business Association but is a separate entity.

Made in Tahoe Festival- NEW Fall Event - \$10,000 Request - Approved by TDC

Review and possible approval of Squaw Village Neighborhood Company's request for \$10,000 in support of their 2021 Made in Tahoe Festival taking place October 9-10, 2021 at The Village at Squaw Valley

- Typically, a Memorial Day Weekend event. This is one of the communities biggest and most anticipated events of the year. Made in Tahoe (MIT) was postponed from May 2020 to October 2020 and both events were ultimately cancelled due to Covid-19.
- This will be the first time this event will be held in October and will need help getting the word out. SVNC is hoping to make this a bi-annual event moving forward with community and NLTRA support.
- Made in Tahoe has been celebrating all things LOCAL for over 8 years with 75-100 local vendors; artisan crafts, regional nonprofit information, food, drink and entertainment with a goal of bringing visitors and members of the Tahoe Truckee area together to discover, explore and experience our special community, rich with talented creators.
- The event historically brings in over 5,000 people per day to the North Tahoe / Truckee region. Participating vendors rave that Made in Tahoe generates significant revenue and awareness for their businesses.

- Proceeds from the MIT Bar have generated over \$40K for the Tahoe Food Hub in years past.
- Funding would be used towards marketing/promotion of this additional Made in Tahoe event and would also provide piece of mind around potential additional costs that SVNC might incur related to post pandemic times.
- NLTRA has not sponsored this event before, but it aligns with our cultural pillars, and is proven to produce room nights. It also supports our shopping initiatives.

Oktoberfest at The Village at Squaw Valley - \$10,000 request - Approved by TDC

Review and possible approval of Squaw Village Neighborhood Company's request for \$10,000 in support of their 2021 Oktoberfest event taking place September 18-19, 2021 at The Village at Squaw Valley

- Oktoberfest in Squaw Valley draws over 6,000 people for one day in late September. It has shown growth from both visitors and locals since 2002. This event was cancelled in 2020 due to Covid-19.
- While awaiting more post pandemic guidance SVNC intends to either expand this to a two-day event this year to allow for attendees to be spread over two days. This will result in additional costs; including labor, equipment rentals, entertainment, staffing, permit fees and possibly a ticketing platform. Entertainment alone will cost an additional \$10K with a two-day event. Funds from NLTRA would give the organization some wiggle room and peace of mind to move forward with planning.
- This annual event transforms the Village at Squaw Valley into the largest Bavarian playground in North Lake Tahoe, complete with authentic German beer and Bavarian music and dance, plus the ever-popular Oktoberfest Games and plenty of family fun.
- Proceeds from this event benefit High Sierra Lacrosse Foundation, which was founded in 2007 to support and grow the sport of lacrosse across Northern Nevada, Truckee, and the Tahoe Basin by raising and providing resources.
- Entertainment at this event is top notch, with Authentic Entertainment: Joe Smiell's 20 Piece Bavarian Band, The Alpentanzer Schuhplattler Dance Troop, Alpen Tanz Kapelle Band and the Almenrausch Schuhplattler Dance Troop.
- NLTRA has not sponsored this event before. It is in a need time period, and they are expanding it to Sunday, which would drive additional overnight lodging.

HOMEWOOD MOUNTAIN RESORT

Halloween weekends at Homewood- \$10,000 request - Approved by TDC

Review and possible approval of Homewood Mountain Resort's request for \$10,000 in support of their 2021 Halloween weekends event taking place October 21-24, 2021 at Homewood Mountain Resort.

- Homewood requested \$6,000 during the 2021 Partnership Funding process and was awarded \$6,000.
- In 2019, the event hired an event production company to produce events at both Homewood and West Shore Café. Hiring a designer (Forget me Knot Events) was a great decision for the event in 2019 and is something they will do for year two (2021). It allowed them to focus more on the marketing and other aspects of the event vs. the operations.
- For its second year (cancelled in 2020), this event will feature a bigger, more elaborate, version of the previous (2019) event.
- Since all the Halloween decorations were purchased in 2019, they will be able to build upon what they already have, add to the chairlift "scenes" and add on more kids' games and activities at the base of the resort.
- The main draw will continue to be the spooky chairlift ride and haunted house.
- Last year they were awarded an additional \$5,000 towards that from Opportunistic Funds.
- This year they are requesting \$10,000 in addition to the \$6,000 Partnership Funding allocation. Our Partnership Funding panel suggested a \$10,000 allocation out of opportunistic funds.

TAHOE ADVENTURE VANS

Adventure Van Expo - \$7,000 request, Approved at TDC and recommended to fund at \$10,000 with live music on Sunday to capture visitors one more night –Confirmed that they will be having live music both days
Review and possible approval of Tahoe Adventure Van's request/Tourism Developments suggested \$10,000 in support of their 2021 Adventure Van Expo event taking place September 18-19, 2021 at Homewood Mountain Resort.

- A traveling event series gearing back up in June as a four state, seven-stop run from California to Tennessee, Oregon, Utah, and Colorado. The Tahoe Show draws guests from the following areas: Bay Area, Los Angeles, Portland, OR, Salt Lake City, UT and Denver, CO.
- Due to Covid-19 they will be modifying their shows to follow all state and local regulations. They are pressing forward with hopes to run all seven events in a safe and fun outdoor environment.
- The expo is a consumer show and free to the public. The main attraction is the custom-built adventure rigs, and all the latest tech gear, builds, racks, and accessories.
- Last year over the four shows they were able to produce, they averaged over 30 vendors per show and the estimated attendance was around 15,000 people total.
- The events prove to offer both valuable Business to Business (B2B) and Business to Consumer (B2C) opportunities for exhibitors. They are usually hosted by the local Mercedes-Benz Dealer at each location.
- At this year's events, they plan on hosting over-landing classes, solar technology courses, mountain bike rides, beer gardens and this year plan to add MUSIC both days!
- They have already reached out to Basecamp/Peppertree to be a lodging partner
- Website traffic is now over 100k unique visits a year, and Instagram followship is over 26k, with a base of email subscribers is now at 8,000+
- Most of the funding will be used to go towards advertising; social media, local radio, out of area radio, local and out of area print, mail out cards, digital partner advertising.
- They are now attracting national brands and have Specialized Bike, Thule Racks, Rumpl blanket, and Winnebago to name a few.

NORTHSTAR CALIFORNIA RESORT

Tahoe Trail 100 - \$10,000 Request - Approved by TDC

Review and possible approval of Northstar California Resort's request for \$10,000 in support of their 2021 Tahoe Trail 100 mountain bike race taking place July 17th, 2021 at Northstar California Resort.

- Participants can ride rocky summits and breathtaking pine forests at the Tahoe Trail MTB, produced by Youphoria Productions.
- They have the option to race one a 50K-loop or take on two for a chance to qualify for the Stages Cycling Leadville Trail 100 MTB.
- The Tahoe Trail race hosts a post-race festival in the Village at Northstar
- In its 11th year, the Tahoe Trail event will bring hundreds of competitors and north of a thousand onlookers from around the country, region and world.
- This event brings in close to 700 competitors, hundreds of friends and family members.
- NLTRA sponsored this event in 2017 with a \$5,000 sponsorship.

Fiscal Impact:

- \$50,000 out of the 20.21 fiscal year event budget

An aerial photograph of a serene lake, likely Lake Tahoe, with a dense forest of evergreen trees lining the shore. Several rocky islands and peninsulas are visible in the water. The text is overlaid on the left side of the image.

MADE IN TAHOE

EVENT PROPOSAL

PRESENTED BY: SQUAW VILLAGE NEIGHBOURHOOD COMPANY

FESTIVAL STATS

Made in Tahoe has been celebrating all things LOCAL for over 8 years with hundreds of local vendors; artisan crafts, non profits, food, drink and entertainment. Made in Tahoe brings visitors and members of the Tahoe Truckee area together to celebrate our community, which is rich with talented creators.

5K+

ATTENDANCE

\$40K

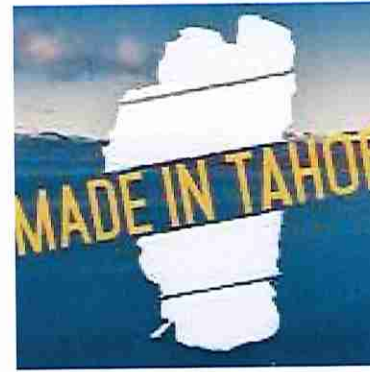
MONEY RAISED

8+

YEARS

100+

LOCAL
PARTICIPANTS

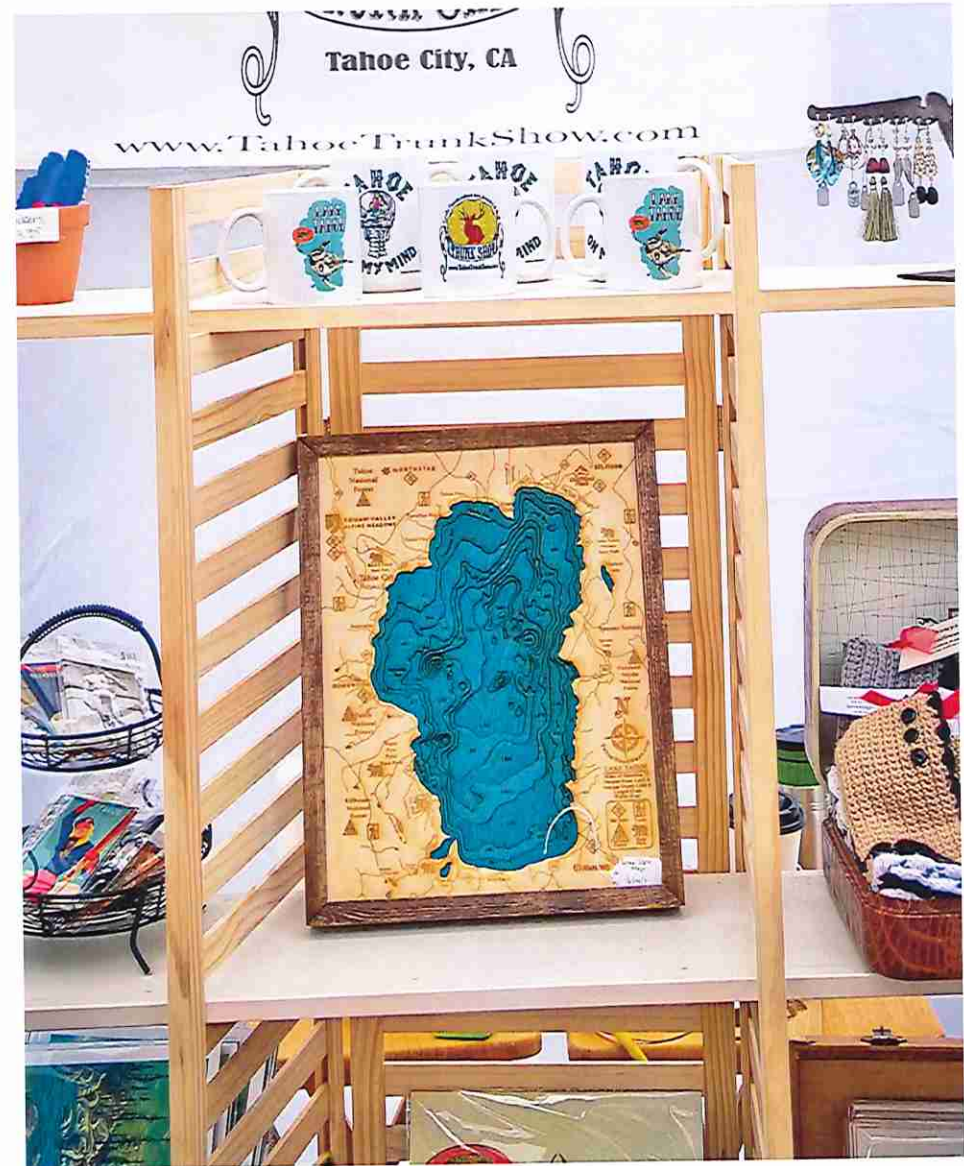


COVID-19

We all know this past year has been particularly hard on our local community and The Village at Squaw Valley is no exception. The event world has been turned upside down due to COVID-19 and all of our signature events in 2020 had to be canceled. We are determined to make a comeback this summer and could use some help!

We'd normally be celebrating Made in Tahoe this weekend.

Rather than canceling for another year, we have postponed the event to October 9-10, which is Columbus Day Weekend.





MADE IN TAHOE

Made in Tahoe celebrates all things LOCAL. The Village at Squaw Valley will host a wide array of offerings that are made or inspired in the Lake Tahoe Basin and Truckee areas - local artisans, businesses, chefs, organizations and entertainers. Discover, explore and experience our special community rich with talented creators.

- **New Fall Event October 9 & 10, 2021**
- Typically held on Memorial Day Weekend
- Cancelled in 2020 due to Covid-19
- Attempting the 1st Fall Made in Tahoe
- We intend to make this a bi-annual event in the Spring & Fall with community and NLTRA support

MAKING IT HAPPEN!

GOAL 1

ORGANIZE A TWO-DAY EVENT IN THE FALL

Saturday, October 9 - 11:00AM - 7:00PM

Sunday, October 10 - 11:00AM - 5:00PM

GOAL 2

SUPPORT LOCAL & HIRE TALENTED LOCAL ENTERTAINMENT

75 TAHOE & TRUCKEE artisans, entrepreneurs and organizations

Hire 10+ Local Entertainers, Musicians and DJs

GOAL 3

SHOWCASE TAHOE-TRUCKEE FOOD & BEER

We support a variety of local food and beer offerings from Alibi Ale Works, FiftyFifty Brewing, Starkey's Food Truck, MOGROG, Little Truckee Ice Creamery and many more!

GOAL 4

DRAW VISITATION & LODGING GUESTS TO TAHOE IN OCTOBER!

Capture interest from visitors over Columbus Day weekend, with the potential for additional overnight stay with Monday being a bank holiday.

DRAFT BUDGET AND 2021 P&L

REVENUE:

Booth Fees (2019 #s)	\$20,000
Bar Revenue	\$10,000
NLTRA support	\$10,000
Total Revenue	\$40,000

EXPENSE:

Entertainment	\$15,000
Infrastructure	\$10,000
Bar Expense	\$6,000
Marketing	\$5,000
TFH Proceeds	\$4,000
Total Expense	\$40,000
Net Rev Over (Under) Exp	\$0



BY FUNDING THIS COMMUNITY EVENT

You will give SVNC some piece of mind and wiggle room on budget to move forward with the planning of this Fall (and Spring) event. We can express with confidence to our talented community that we are going to make this new event and date happen!

NLT FUNDING REQUEST OF \$10,000

We are producing a tried and true event on a new, shoulder season date in the mountains. We need your help to get the word out. Plus, we intend to have 2X the expenses in one fiscal year, making this a BI-ANNUAL EVENT moving forward!

- Covid-19 shall likely bring additional unknown costs; including labor, equipment rentals and permit fees
- We need a budget for promotion
- We need to account for post pandemic times with a slightly limited number vendors and a possible dip in visitation?
- Made in Tahoe aligns with NLTRA's goals and generates significant revenue & brand awareness for our participating vendors.



ALLOCATION OF FUNDS

PROMO

MARKETING & PROMOTIONAL COSTS

Additional funding would allow us to target a larger audience and potentially participants, vendors and local community members

MUSIC

BANDS & DJS

We support and hire local Lake Tahoe and Truckee artists only. It is our goal to showcase the wide-array of local talent

RENTALS

EQUIPMENT RENTALS

We partner with Crux events a local event logistics company to help provide all the equipment needs for our event. Costs for event production have gone up over the years

ENTERTAINMENT


HIRE TALENTED LOCAL PERFORMERS

Performing artists that we have supported in the past and plan to continue to do so:
Tahoe Truckee School of Music, Tahoe Flow Arts and Truckee Dance Factory.



THANK YOU
FOR YOUR CONSIDERATION

SQUAW VILLAGE NEIGHBOURHOOD COMPANY



OKTOBERFEST EVENT PROPOSAL

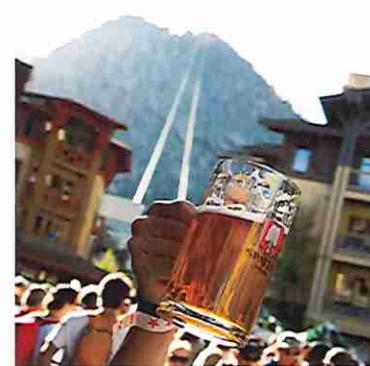
PRESENTED BY: SQUAW VILLAGE NEIGHBOURHOOD COMPANY

FESTIVAL STATS

OKTOBERFEST draws over 6,000 people annually, both out of town visitors and Tahoe locals to this one-day event in late September. Event attendance has been growing every year since 2002. Over \$100K has been raised for the High Sierra Lacrosse Foundation.

6K+ \$100K
ATTENDANCE MONEY RAISED

20
YEARS IN THE
VILLAGE





OKTOBERFEST IN THE VILLAGE

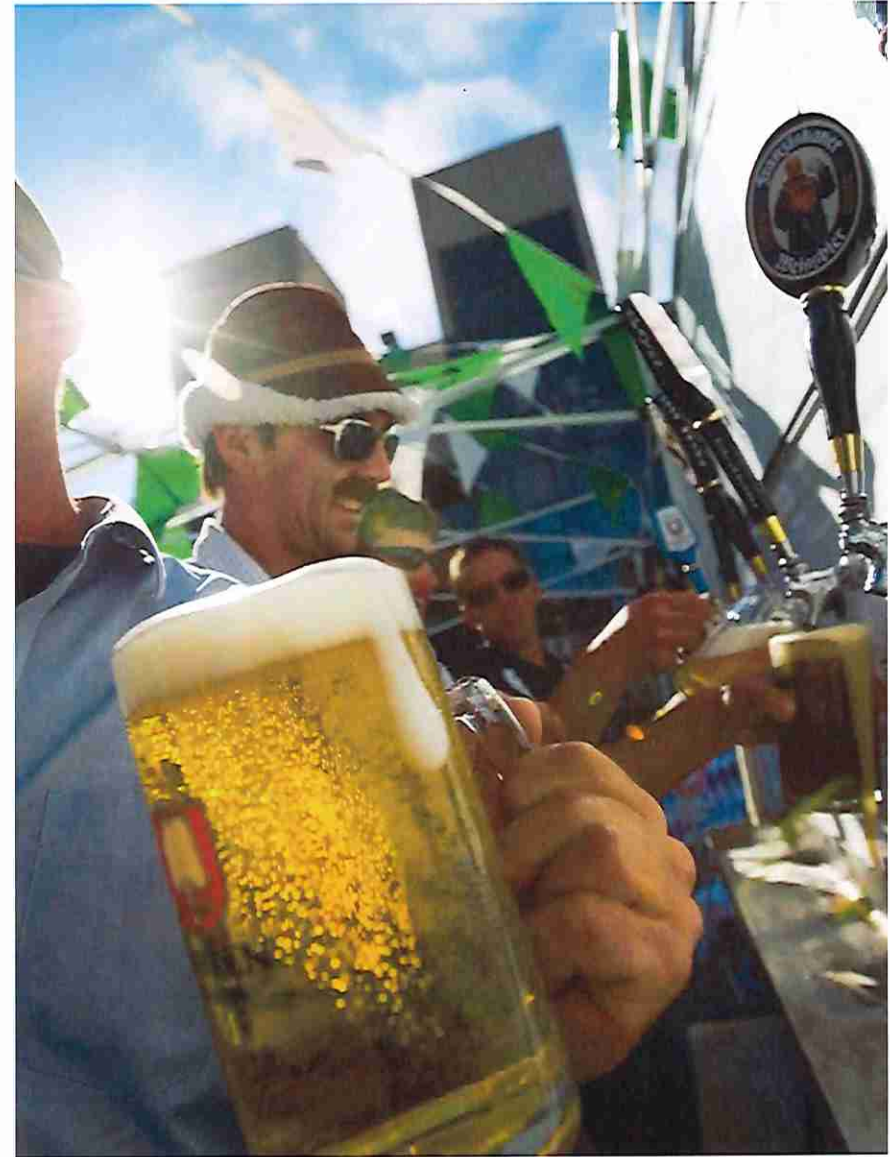
This annual event transforms the Village into the largest Bavarian playground in North Lake Tahoe, complete with authentic German beer and Bavarian music and dance, plus the ever-popular Oktoberfest Games and plenty of family fun.

Proceeds from this event benefit High Sierra Lacrosse Foundation, which was founded in 2007 to support and grow the sport of lacrosse across Northern Nevada, Truckee, and the Tahoe Basin. This cultural event draws many families from near and far with overnight lodging and exceptional daytime fun.

COVID-19

We were forced to cancel Oktoberfest in 2020 due to Covid-19, but we intend to bring this amazing, cultural and fun event back on September 18, 2021.

With the current guidance and uncertainty surrounding restrictions, we have two strategies to build on our previous event model. With funding from the NLTRA, we can implement one of these strategies this September!



2021 EVENT STRATEGIES

STRATEGY 1

CREATE A TWO-DAY FESTIVAL

By adding an additional day we would be able to hit our target numbers by spreading guests out over a two day period. This might also help draw additional overnight lodging guests. There would be costs associated with an additional date. At a minimum, our contracted entertainment would cost + \$10K.

STRATEGY 2

CREATE A HIGHER END, HIGH DEMAND EVENT WITH LIMITED CAPACITY

If we kept the event to one day, we would expand our seating and gathering areas, increase our food & beer offerings to spread people out and likely would have to come up with some sort of ticketing system, with the goal of an improved guest experience post pandemic.



EVENT DETAILS

The event structure would be very similar to 2019 with...

- Event hours: 12-6PM
- Entry is FREE for all ages
- A \$20 donation includes a .5 liter festival stein mug and 2 beer tickets. Additional beer tickets are available for \$5
- All proceeds from beer sales benefit the High Sierra Lacrosse Foundation

Authentic Entertainment: 12-6PM

- Joe Smiell's 20 Piece Bavarian Band - Events Plaza Music Stage
- Alpentanzer Schuhplattler - Events Plaza Music Stage
- Almenrausch Schuhplattler - Beer Hall Music Stage
- Alpen Tanz Kappel Band - Beer Hall Music Stage

DRAFT BUDGET AND 2021 P&L

REVENUE:

Entry/Beer Sales (2019 #s)	\$100,000
NLTRA Funding	\$10,000
Total Revenue	\$110,000

EXPENSE:

Entertainment	\$25,000
Infrastructure	\$8,000
Glassware	\$10,000
Beer Expense	\$15,000
Marketing	\$6,000
Food, Tax etc.	\$16,000
HSLF Proceeds (2019 #s)	\$30,000
Total Expense	\$110,000
Net Rev Over (Under) Exp	\$0



BY FUNDING THIS COMMUNITY EVENT

We hold ourselves to the highest quality standards for booking and hire authentic talent and will bring the event back post Covid with the same high level of event professionalism. Your support will give SVNC the confidence to move forward with planning and contracting our vendors & entertainers to make this event happen!

NLT FUNDING REQUEST OF \$10,000

- Covid-19 shall likely bring additional costs; including labor, equipment rentals, entertainment and permits
- We need to make sure we have adequate funding for marketing the event and lodging packages
- Funding from NLT would allow us to really contemplate our two day strategy vs one day and will ensure the return of quality entertainment, food and revelry to our Mountains.



ALLOCATION OF FUNDS

PROMO

MARKETING & PROMOTIONAL COSTS

Additional funding would allow us to expand our marketing efforts and educate guests on any new Covid related changes to the event, i.e. two festival and/or ticketed event.

TALENT

ENTERTAINMENT COSTS

We support and hire the highest quality German performers. It is our goal to showcase the most authentic entertainment available.

RENTALS

EQUIPMENT RENTALS

We partner with Crux events a local event logistics company to help provide equipment needs for our event. Costs to expand our 1-day or make this a 2-day festival would increase rental costs.



**THANK YOU
FOR YOUR CONSIDERATION**

SQUAW VILLAGE NEIGHBOURHOOD COMPANY



SPOOKY SCENIC CHAIRLIFT RIDES & MORE!

HALLOWEEN

—A—T—H—O—M—E—W—O—O—D

Tickets Sold	Type of Ticket
Online in Advance	
56	General Admission w/ Chairlift
5	All-Access Pass w/ Unlimited Chairlift rides
27	12 and under
6	12 and under unlimited
At the Door	
239	General Admission w/ Chairlift
12	All-Access Pass w/ Unlimited Chairlift rides
57	12 and under
7	12 and under unlimited
43	Season Passholder Ticket
129	Tahoe / Truckee Students
14	Tahoe / Truckee Students Unlimited
595	Total

2019 Event Recap

- Promotional Video
- Three day event during Halloween Weekend
- Hired Event Designer – Forget Me Knots Events

Budget & More

- Utilized current partnerships to push organic marketing including, Tahoe Quarterly, Tahoe City Downtown Association and the Truckee Chamber
- Flyers were also distributed within a 15mile radius at key locations
- Purchased a digital billboard on the I-80 corridor for three weeks leading up to the event.
- Connected with the local schools to help push marketing messages to the students, increasing event awareness and soliciting volunteers



ABOUT THE EVENT

Halloweekend at Homewood 2021

- When: Thursday, October 21 -24
- Where: Homewood Mountain Resort (Southbase):

Events within the event

- Homewood Haunted House
- Haunted Chairlift
- Trick or Treat Village
- Face painting
- Balloon Artist
- Pumpkin decorating
- Free Kids Games
- Pet Costume contest
- Costume contest

The Haunting at the West Shore Café 2021

- When: Thursday, October 21 at 6pm
- Where: West Shore Café & Homewood Mountain Resort
- What: Guests will first gain VIP access to Homewood's haunted chairlift ride before they are served a spooky supper. Expect killer cocktails, swamp juice, treacle tarts, bat wings, cauldrons of eyeballs and finger foods.

Similar Events

- Sundance Mountain Resorts Halloween Lift Rides - Utah
- Tahoe City Halloween Hunt
- Pumpkin Parade and Harvest Festival - SLT

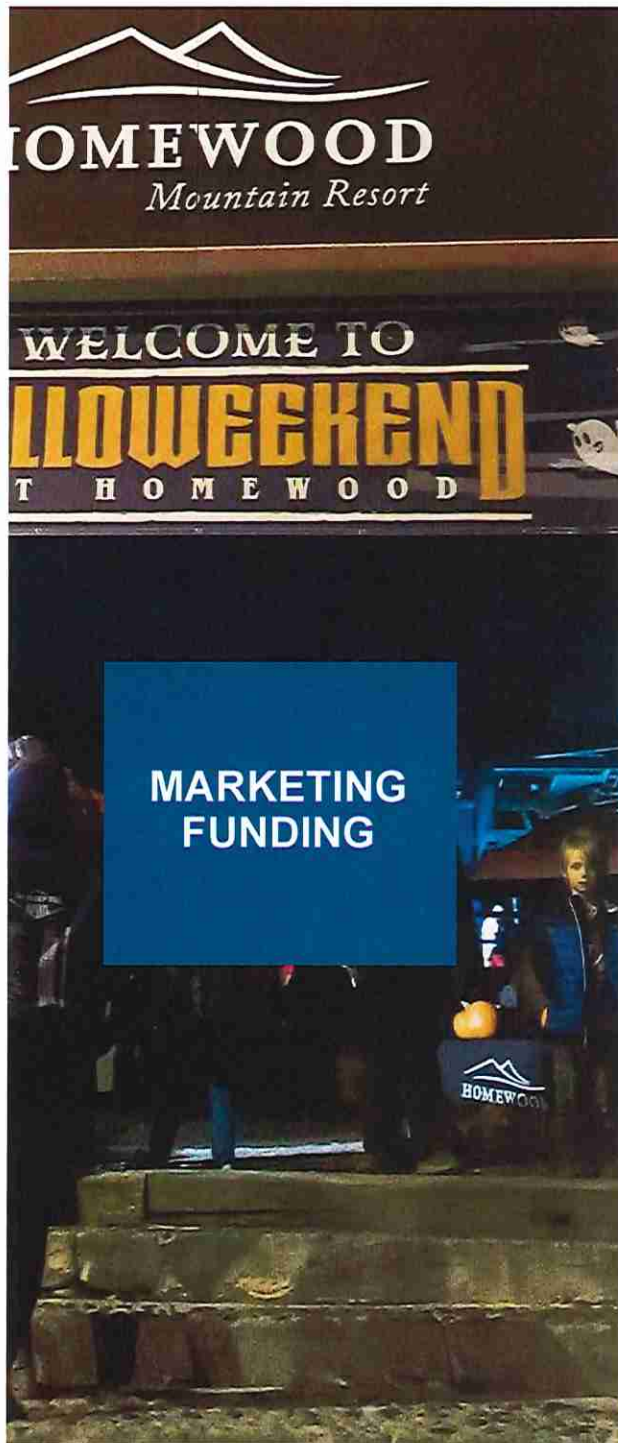
Community Involvement

- Lodging Partnerships
- Kids Games Sponsorships
- Actor/Kids Games/Event Volunteers

EVENT PRICING & SCHEDULE

Haunted House and Chairlift	Thursday	Friday	Saturday	Sunday
Adult	\$29	\$34	\$39	\$29
Child	\$14	\$19	\$24	\$14
Tahoe Truckee Student	\$10	\$10	\$15	\$10

	Thursday 10/21	Friday 10/22	Saturday 10/23	Sunday 10/24
Haunting at WSC	HH & HC at 6pm Dinner at 8pm			
Kids Games, FP, PP, Scenic Chairlift	NA	3-6 pm	3-6 pm	3-6 pm
Haunted House & Haunted Chairlift	6-9 pm	7-9 pm	7-9 pm	7-9 pm



EVENT ESTIMATED ATTENDANCE

HALLOWEEN ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING
TOTAL UNIQUE ATTENDEES	920	940	1,500
TOTAL ATTENDEES	1,131	1,100	2,000
TOTAL PARTICIPANTS	37	40	40
TOTAL SPECTATORS	895	900	1,460
ROOM NIGHTS*	115	118	187
PAID ROOM NIGHTS	30	32	80
BEDS	223	225	374

*Based on 25% of unique attendees staying 1 night in NLT. 2 people to a room. In talking with spectators and from survey results in 2019, a good portion seemed to be staying with friends or in a 2nd home. That is why paid room nights is estimated lower than room nights.

OPERATIONAL FUNDING

SPECIAL EVENT SPONSORSHIP REQUEST: \$10,000

Funding Usage

- Hire Event Director – Forget Me Knot Events: \$4,000
 - Set up and takedown Haunted House
 - Halloween props/decorations purchasing
- Decoration Costs: \$10,000
 - Crux Rentals
 - Candy/Games
 - Hay/Pumpkins
 - Decorations
 - Halloween props/decorations purchasing
- Actors / Labor: \$13,800
 - On mountain actors
 - Haunted house actors
 - Kids games
 - Lift labor
 - Balloon Artist
 - Face Painter



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Event Brief



Event Name:	Halloweekend at Homewood <i>The Haunting at the West Shore Cafe</i>																						
Prospective Date(s):	Thursday October 21 - Sunday, October 24																						
Location:	Quail Chair – South Base																						
Time:	6-9pm Thursday 3:00 – 9:00 pm every other day																						
COVID-19	<p>Safety continues to our top priority at Homewood. As we near to the event date and understand what mandates will be in place, we will include policies and procedures to fall within those requirements.</p> <p>Depending on the restrictions, we are able to scale up or scale down this event. For example, we may only run the haunted chairlift and require all guests to have designated chair times to reduce crowding. We could add in children's games if we are able to reduce touchpoints and host outside with social distancing. The Haunted house will depend on what stage we are in and would be the most difficult to execute at the current tier due to it being indoors.</p>																						
Goal(s) of Event:	<ul style="list-style-type: none">○ Host a seasonal Halloween event in the North Lake Tahoe region○ Drive TOT by utilizing lodging partners and packages in a typically low lodging timeframe○ Enhance the positioning and brand of Homewood as a year-round resort○ Extend the event season and fill holes in the regional annual calendar of special events○ Create a signature event to help establish our brand○ Drive revenue by selling event tickets and F&B○ Start small (overhead) for the first year, then go big the following year																						
Projected Attendance:	<table border="1"><thead><tr><th>HALLWEEKEND ATTENDANCE ESTIMATE</th><th>2019 ATTENDANCE</th><th>ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING</th><th>ESTIMATED ATTENDANCE COUNT WITH FUNDING</th></tr></thead><tbody><tr><td>Total Unique Attendees</td><td>920</td><td>940</td><td>1,500</td></tr><tr><td>Total Attendees</td><td>1,131</td><td>1,100</td><td>2,000</td></tr><tr><td>Total Participants</td><td>37</td><td>40</td><td>40</td></tr><tr><td>Total Spectators</td><td>895</td><td>900</td><td>1,460</td></tr></tbody></table>			HALLWEEKEND ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING	Total Unique Attendees	920	940	1,500	Total Attendees	1,131	1,100	2,000	Total Participants	37	40	40	Total Spectators	895	900	1,460
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Event Description:	<p>When the sun goes down the goblins, ghosts, and ghouls come out during Halloweekends at Homewood Mountain Resort from 6 to 9pm on Thursday, Oct 21 and 3 to 9 p.m. Oct. 22 to Oct 24. Join us for a peak-to-shore fright-fest featuring spooky fun for the whole family. Take a stroll through the trick-or-treat village at South Base featuring free scary movie showings, face painting, pumpkin decorating, and surprises from local vendors. For a truly terrifying experience, join us at dusk for a chilling chairlift ride – if you dare! Try not to scream as the Quail Chair whisks you through one haunted scene after another – but rider beware, the only way out is riding the chairlift back down to the bottom!</p> <p>Scare Disclosure: If you have little ones who are easily frightened, we recommend planning to ride the chairlift before dusk (3:00 – 6:00 pm), as it'll be a "high scare factor" once the sun sets. At the base area, the festival itself is suited for all ages.</p> <p>Entry into the festival is FREE. Haunted chairlifts rides are an additional fee and tickets can be</p>																						



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	<p>purchased in advanced or the day of at the door.</p> <p>Event Schedule</p> <p>Family Activities + Chair Lift Rides: 3pm – 6pm Activities for the entire family! Pumpkin painting, face painting, pin the boo on the ghost, pumpkin tic-tac-toe, trick-or-treat village, and more! PLUS, enjoy chairlift rides all day long, but rider beware, the chairlift is haunted after 7pm.</p> <p>Haunted Chairlift Rides + Haunted House 7pm – 9pm Try not to scream as the Quail Chair whisks you through one haunted scene after another – but first, walk through Homewood’s haunted house.</p> <p>Live Music: 3-6pm Music TBD</p> <p>The Haunting at the West Shore Cafe</p> <p>Start Halloween weekend off with The Haunting at West Shore Café on Thursday, October 21 at 6pm. This Halloween dinner experience won’t be for the faint of heart. Dinner guests will get VIP access as the first to experience Homewood’s haunted chairlift ride before they are served a spooky supper prepared by the Executive Chef Robb Wyss. Something along the lines of killer cocktails, swamp juice, and cauldrons of eyeballs can be expected.</p> <p>\$100 per person. Reservations are required and can be made by visiting the West Shore Cafe website below.</p>
2nd Year Strategy	<p>For its second year, this event will feature a bigger more elaborate version of the previous year event. Since all of the Halloween decorations were purchased in 2019 we will be able to build upon what we already have, add to the chairlift “scenes” and also add on more kids games and activities at the base of the resort.</p> <p>The main draw will continue to be the spooky chairlift ride and haunted house. Hiring a designer (Forget me Knot Events) was a great decision for the event in 2019 and is something we will do for year two. It allowed us to focus more on the marketing and other aspects of the event vs the operations.</p> <p>Volunteering component</p> <p>We would again reach out to local businesses and non-profits to help support the event by attending, sponsoring or volunteering.</p> <p>Below is an example of a call for volunteers / community involvement.</p> <p>We are gearing up for Halloween weekend and I wanted to share a list of four ways to get involved with the event. Hoping you can pass along to word to any businesses or volunteers that might be interested. See below.</p> <ol style="list-style-type: none">1. Game Booth Business Sponsor - \$100<ol style="list-style-type: none">a. We are offering businesses within the community game booth sponsorship opportunities. Booths will include Bean Bag Toss, Pumpkin Painting, Pumpkin Bowling and more. Business sponsors will have their name listed on a sign during the event, on our event page and throughout our advertising when possible. In addition, each station will be handing out candy as part of the trick or treat village. As a business sponsor we also want to encourage you to attend and help run the games,



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but this is not required.

2. Non-Profit Pop-up tent space – FREE
 - a. Be a part of this new event and join us for a weekend of Halloween related activities! Spooky decorations and costumes are encouraged. We also ask that you provide candy to hand out during the event.
3. Craft or Business Vendor Pop-up tent space – FREE
 - a. Sell arts, crafts and other items by hosting a 10x10 vendor booth at Halloweekend. Businesses are also encouraged to attend. Spooky decorations and costumes are encouraged. We also ask that you provide candy to hand out during the event.
4. Volunteer!
 - a. Calling all volunteers, we need your help! We are looking for people to help run our game booths or volunteer as an actor (Halloween zombie, ghost and so on) for our haunted chairlift rides or haunted house. All volunteers will receive 2 lift tickets to Homewood for the 2020/21 season and a \$50 gift certificate to the West Shore.



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Event Brief

Ticket

Structure/Event Price:

We would keep the ticket structure similar to the first year with free entry and charge for the chairlift rides. There is potential to charge an entry fee – however it depends on the games and activities we offer.

2019 Halloweekend Activities

- Food and Beverage
 - Carmel Apples / Pies / Popcorn balls
 - Grilled food – hamburgers and such
 - Seasonal Beers / Wine
- Face painting
- Pumpkin Painting
- Vendors
 - Craft / Business Vendors
 - Non-profits
- Trick or Treat vendor village w/ Kids games
 - Pumpkin Bowling
 - Pick a pumpkin
 - Halloween Bean Bag Toss
 - Fish for a prize
 - Spider Jumper
 - Candy Corn Ring Toss
 - Halloween Wheel of Fortune

2021 Proposed Additional Halloweekend Activities

- Costume Party/Costume Contest
- Balloon Artist
- Bounce House
- Climbing wall w/ treat at top?
- Pet costume parade
- Live Music

Haunted House and Chairlift	Thursday	Friday	Saturday	Sunday
Adult	\$29	\$34	\$39	\$29
Child	\$14	\$19	\$24	\$14
Tahoe Truckee Student	\$10	\$10	\$15	\$10

Tickets

*Tahoe/Truckee students must show their student ID to receive student pricing. Must attend school in



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	<p>the Tahoe/Truckee region to receive discount.</p> <p>Homewood 2019/20 Season Passholders entry is \$25 at the door. Must provide proof of pass purchase.</p> <p>Groups of 15+ please contact Inigon@skihomewood for group discounts.</p>
Event Schedule:	<p>Event Schedule</p> <p>Family Activities + Chair Lift Rides: 3pm – 6pm Activities for the entire family! Pumpkin painting, face painting, pin the boo on the ghost, pumpkin tic-tac-toe, trick-or-treat village, and more! PLUS, enjoy chairlift rides all day long, but rider beware, the chairlift is haunted after 7pm.</p> <p>Haunted Chairlift Rides + Haunted House 7pm – 9pm Try not to scream as the Quail Chair whisks you through one haunted scene after another – but first, walk through Homewood’s haunted house.</p> <p>Live Music: 3-6pm TBD</p> <p>Treats (Food and Beverage): Fall treats will be available each day from 3pm to 9pm and will include caramel apples, pie slices, popcorn balls and more. We will also be firing up the grill and serving hamburgers, hot dogs and a variety of other grilled goodies from 3-6pm each day.</p>
Layout	<ul style="list-style-type: none">○ The event will be held at the South base with the main entrance being under the main Homewood sign.○ Ticket window will act as the main point of sales for the chairlift and haunted house.○ F&B will sit right next to the ticket window on the patio.○ Retail will also have a pop up tent and selling merchandise throughout the event.○ Adjacent, we will be hosting mini activities like pumpkin bowling, hay playgrounds, and bar/food.○ The area between tickets and the vendors / games will include picnic tables for people to hang out.
Examples of Similar Events:	<ul style="list-style-type: none">• Sundance Mountain Resort, UT – Halloween themed chairlift rides and activities to compliment• Cranmore Mountain Resort, NH – CMR is on its 12th season of putting on a huge haunted house. They have their own site for it too: The Ghoulog• Crystal Mountain, MI – Spooktacular Saturday family fall festival• Snowbasin, UT – They’ve had a growing Halloween party for the last few years <p>Sundance:</p>



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Marketing Plan

Target Customers

Our goal for hosting a Halloween event in the North Lake Tahoe area is to create a tradition for friends and family each fall. While we anticipate a lot of locals and Reno residents to attend, we want the uniqueness to entice people from the Sacramento and San Francisco areas, and drive TOT.

Our target demographic are families with younger children who reside within a three-hour drive of our resort. This family would have most likely previously visited Lake Tahoe. We feel our event will resonate best with those who are looking to make an autumn getaway and want to include activities for the entire family.

SWOT Analysis

Strengths

There are no marquee Halloween events in the area and no "Haunted Chairlift Rides" anywhere in California. In addition, there are no haunted houses within the Lake Tahoe basin / region, which offers a bigger draw.

Weaknesses

While our goal would be to drive TOT during a typically quiet time in Tahoe, it has proven difficult to draw out-of-market guests to the area this time of year. We are also concerned about the oversaturation of these types of events. There are dozens of haunted houses and Halloween/fall activities already in Sacramento and San Francisco, will people be interested in driving to Tahoe to experience ours?

Opportunities

The North Lake Tahoe area is in need of a Halloween themed event. There are a lot of parties, music festivals and dance club Halloween themed happenings but there is nothing really for families with a unique draw. By hosting several activities into the weekend, combined with an affordable price point, there will be something for everyone.



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Threats

The weather proves to be a threat to this event. If it is too cold or we receive early season snow, we will need to cancel. COVID-19 could reduce the size of the event and activities depending on which tier we are in at the time.

Pricing & Distribution Plan

Pricing

Our goal is to provide an affordable product that allows all families to participate. By providing a multi-tiered ticketing system, general admission vs all access, it strives to push people into the higher price point for a better value. We also want to provide exclusivity to our passholders and provide a discounted entry ticket for them. Our pricing breakdown is included in the brief above.

Volunteers

Our volunteer-based program will hopefully help us spread the word about this event, extending our word of mouth referrals. With minimal Halloween themed activities around Lake Tahoe, we hope to see a fair amount of interest for this program.

Game Sponsorship

We will look to grow our kids game sponsorship base. The additional dollars we bring in will help fund the event / games and also provide brand exposure for businesses in the area.

Offers & Promotions

Promotions

Hosting the event in the fall is a strategic decision to also get people thinking about Homewood and winter. During the festival we will offer Season Pass specials. The purchase of those products the day of the event will also include entry.

Partners

We will continue to partner with local lodging to offer deals and discounts to overnight guests.

Marketing Materials

Marketing Materials

We will create a logo and poster for the event that will feature sponsors, and featured festivities. We will also stage or purchase a few images to use to promote the event via our website, social media and to share with partners.

Marketing Strategy

Overview

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

Free / Internal Advertising

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

- Flyers printed and distributed throughout community



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- Media Generation at the event
- 3-4 Reminder E-Blasts
- Press Release
- 3rd Party Listing Sites
 - North Lake Tahoe Chamber
 - Haunted House Websites
 - Local Paper Websites: Tahoe Tribune, Tahoe Weekly, Sierra Sun

Social Media

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

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

Guerrilla/Other Marketing

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

Promotions

- See if we can offer add on ticket to other Autumn related destination activities

Volunteer / Sponsorship Marketing

- Non-Profit booths that give away candy
- Game stations that businesses can sponsor for \$100, we will staff
- Scare to Ski – volunteers to help run event

Marketing Plan A: No additional funding

Budgeted In-Market Advertising: \$1,000

- Adwords: \$600
- Banner: \$50
- Print: \$300
- Facebook / Instagram: \$600
- 101.5: \$100
- Moonshine: \$150

Budgeted Out-of-Market Advertising: \$800

- Facebook / Instagram: \$350
- Google: \$350

Marketing Plan B: Additional funding

Budgeted In-Market Advertising: \$1,800

- Adwords: \$600
- Banner: \$50



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- Print: \$300
- Facebook / Instagram: \$600
- 101.5: \$100
- Moonshine: \$150

Out-of-Market Advertising: Requesting \$6,000 (Special Event Partnership Funding)

- Google: \$800
 - Need to have display ads along with text ads
- Facebook / Instagram: \$800
 - Targeted at San Francisco and Sacramento areas
 - Multiple photos including poster graphic
 - Apple hill target audience
 - Those who like lake Tahoe
- Radio Advertising: \$700
- SF Chronicle: \$700
- Digital Billboard Purchase: \$3,000 (1 month)

Operational Funding: \$10,000 (Special Event Sponsorship)

Requested operational funding would be allocated to the following:

- Halloween consultant / decoration company
- Halloween decorations, masks, costumes and props
- Chairlift operations
- Labor for "actors"

Partnerships

Lodging

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

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

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

HALLWEEKEND ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING
Total Unique Attendees	920	940	1,500
Total Attendees	1,131	1,100	2,000
Total Participants	37	40	40
Total Spectators	895	900	1,460



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Room Nights*	100	100	175
Paid Room Nights	30	30	80
Beds	223	225	365

*Based on 25% of unique spectators, estimates in brief above. In talking with spectators, a good portion seemed to be staying with friends or in a 2nd home.

Lodging Partnership Details and Surveying Strategies:

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

Favored lodging sponsors:

West Shore Café, Granlibakken, Cedar Crest, Tahoma Cottages and Tahoe Getaways, Tahoe Lux, Basecamp, Resort at Squaw Creek.

Sponsorship Amenities

Logo Inclusion

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

- Event Specific Webpage: Visits per year 337k
- Homewood eBlasts Regarding the Event: List Size 23k
- Inclusion on printed event posters
- Inclusion on event banners when applicable
- Promotional event video / video content
- Including "In Partnership with North Lake Tahoe" in any radio / TV advertising (when space allows)
- NLTRA (provided) banners can be displayed during the event and in ticket office
- Social media tagging and promotion of NLTRA when talking about the event
- NLTRA able to provide a North Lake Tahoe specific Halloween themed display in chairlift ride

Press

Press Plan

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

Photo / Video Highlights

Photo and video content captured in the first year would be used to promote the event in the second year. During the event we invited a videographer ambassador to capture content and they put together a great promotional video. We also invited a local photographer who supplied us with some photos we can use in our promotion for next year.

Detailed Demographic Information



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Market Segmentation

Demographic – The demographic we'd be aiming to reach would be mostly families with children, who are between 25-45. We feel confident in reaching this group as this age audience makes up most users who visit our website.

*Date represents two years of user website visits to skihomewood.com

Behavioral – Our event is most likely to resonate with those who have visited our resorts or others in the Tahoe basin previously for a skiing experience. The idea of a Halloween themed attraction will most likely appeal most to them. Those who have visited our resort once before are likely great candidates for our communications. Our target is interested in experiencing a fun weekend experience, complimented by an enjoyable lodging stay and activities at the lake.

Psychographic – This segment must be adventurous and interested in making the trip along with their family to experience a Halloween attraction. We will target those who have visited other similar Autumn attractions nearby, such as Apple Hill, Haunted Houses, etc. This segment likely decides to act on such a trip based on their kid's interest in the event, so by including smaller various activities along with our messaging we may have a better chance of grabbing their attention.

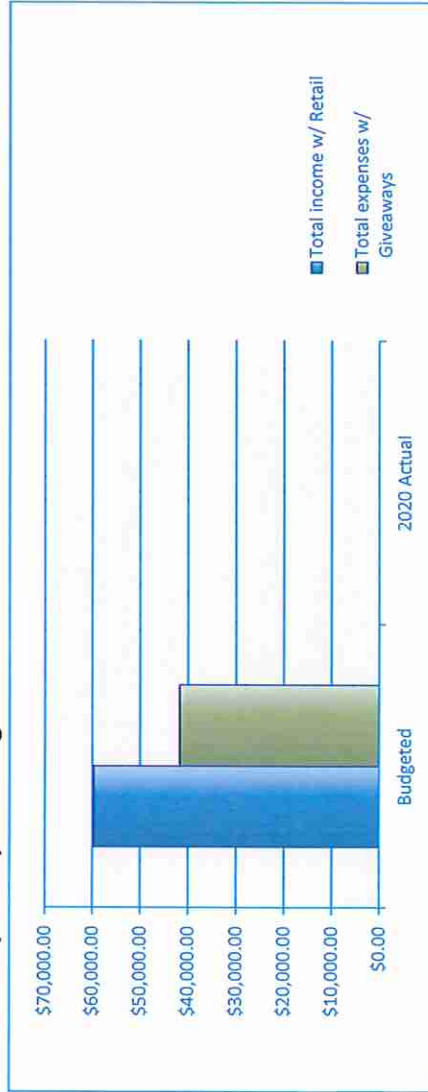
Geographic – Targeting and engaging with local families and organizations in North Lake Tahoe will remain priority. In terms of targeting out-of-market guests, we will largely reflect our website's geographic hot spots since these have proven to provide successful for us.

Event Budget for Halloweenweekend

> Profit - Loss Summary

	Budgeted	2020 Actual	2019 Actual
Total income w/ Retail	\$59,644.00	\$0.00	\$38,126.00
Total expenses w/ Giveaways	\$41,717.00	\$0.00	\$30,533.70
Total profit (or loss)	\$17,927.00	\$0.00	\$7,592.31
Total income w/ out Retail	\$58,040.00	\$0.00	\$36,810.00
Total expenses w/out Giveaways	\$41,567.00	\$0.00	\$30,533.70
Total profit (or loss) Excluding Retail	\$16,473.00	\$0.00	\$6,276.31

Total Profit (or loss) Including Retail





ADVENTURE VAN EXPO

Tahoe City, CA

03/2021

www.adventurevanexpo.com

The Adventure Van Expo Returns For Its 4th Year! **7 Stops, 4 States, the tour is ready to hit the road in 2021.**

The Adventure Van Expo - A traveling event series gearing back up in June as a four state, seven-stop run from California to Tennessee, Oregon, Utah, and Colorado. Due to Covid-19 we are going to modify our shows to follow all state and local regulations. We are pressing forward with hopes to run all seven events in a safe and fun outdoor environment.

The expo is a consumer show and free to the public. The main attraction is the custom built adventure rigs, and all the latest tech gear, builds, racks, and accessories. Last year over the four shows, we averaged over 30 vendors per show and the estimated attendance was around 15,000 people total. Our events prove to offer both valuable B2B and B2C opportunities for exhibitors.

We are usually hosted by the local Mercedes-Benz Dealer at each location. At the events, we plan on hosting over-landing classes, solar technology courses, mountain bike rides, beer gardens and much more!



Adventure vans have proved to be a safe alternative to other forms of travel right now. In a van, you are in your own 'house', cleaned to your standards and regulated to the amount of people that can go in it. With van travel, you don't check into a hotel or make restaurant reservations, you can hit the road and set up base camp wherever you'd like. Because of this, Van Companies and Builders have seen record numbers in the past 12 months.

Our attendees come to the show to shop for a van or accessories, learn and network, it's all about our love for vans!

Neil Morse

Promotor/Owner
Adventure Van Expo Series
Neil@adventurevanexpo.com
[@adventurevanxpo](https://twitter.com/adventurevanxpo)

Full Schedule

*Mt Hood, OR - June 19, 20
Logan, UT - July 31, Aug. 1
Dillon, CO - August 21, 22
Bend, OR - September 4, 5
Lake Tahoe, CA - September 18, 19
Chattanooga, TN - October 3, 4
Big Bear, CA - October 16, 17*

2021 Adventure Van Expo Marketing budget		HMR SHOW Sept.
Item	cost	
IG Boosts	\$3,000	
Banners	\$600	Vinyl banners pre-show
Facebook boosts	\$1,000	
Adwords	\$550	
Mail cards	\$1,000	4x6 Vistaprint Cards
flyers	\$500	
website	\$200	squarespace
stickers	\$100	
radio	spots on KTHX	\$500 app listeners are national
Promo wear giveaway	\$1,500	Swag Advertising
email blast cost	\$333	
Print media	\$2,000	local and out of the area
paid listings various media	\$400	Eventbrite, partner events, banner advertising
Total	\$11,683	

Show Costs:

Site fee	\$6,000	
Permit	\$500	
Insurance	\$660	
Signage	\$200	
Labor	\$2,000	wages to local help plus over 3 days estimate
Porta Potti	\$500	
Band	\$3,000	Budgeted. may go over
PA rental	\$1,500	
Light rental	\$1,500	
wristbands	\$50	
Total	\$15,910	



NORTHSTARTM
CALIFORNIA





TAHOE TRAIL EVENT PROPOSAL

Event Overview

July 17, 2021

The Tahoe Trail race showcases miles of North Tahoe's mountain bike trails, community amenities and stunning beauty.

In it's 11th year, the Tahoe Trail event will bring hundreds of competitors and north of a thousand onlookers from around the country, region and world.



Event Overview

WHEN

July 17, 2021

WHAT

Mountain Bike Trail Race

CHOOSE

Solo 50k

Solo 100k

2-Person 100k Relay

Tandem 100k

WHO

650 Competitors,
hundreds of friends and
family members

FROM

International, National and
Regional competitors

WHERE

Within the MTB Golden
Triangle of Highways 89,
28 and 267

WHY

Visit North Lake Tahoe
for an epic 1 day
challenge and possibly
qualify for the pinnacle
of MTB endurance
races, The Leadville
Race Series held in
Colorado in late
Summer.

Event Sponsorship Opportunity

Branding

Race tape at start, finish
and all aid stations

All event signage and
collateral

Winners Podium

All event swag
(staff/volunteer shirts,
athlete shirts)

Media

North Tahoe info in event
briefs

Official Race Book/emails
to teams and riders/event
website

Highlight Video

Discuss Post event survey
and email pushes

Physical

Complimentary expo
space in prime location
near the main stage

Access to additional expo
opportunity in the village

Support Requested: \$10,000

THANK YOU



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: June 3, 2021

TO: NLTRA Board of Directors

FROM: Amber Burke, Dir. of Marketing

RE: 2021 In-Market Tourism Development Summer Campaigns – Traveler Responsibility Pledge

Action Requested:

Approve the scope of work with the Abbi Agency for the summer Traveler Responsibility Pledge in-market awareness campaign.

Background:

The NLTRA budgets \$80,000 annual to be used for in-market campaigns. Direction is given by the In-Market Tourism Development Committee along with the Tourism Development Committee.

The summer Traveler Responsibility Pledge campaign scope of work was approved at the May 2021 meeting. The campaign will be funded out of the 20.21 fiscal year budget from the remaining, pre-allocated, in-market funds.

Traveler Responsibility Pledge/Sustainability Campaign

This scope of work is with The Abbi Agency and will run from Memorial Day through Labor Day. The goal of the campaign is to encourage a sustainability mindset among all in the region and to promote the Traveler Responsibility Pledge and encourage sign-ups. The campaign will include print and radio within the NLT, Reno and Carson City markets. Budget: \$38,714

Fiscal Impact:

\$38,714

- All funds were designated specifically to in-market marketing campaigns and were in the approved 20.21 budget.



Project Name: North Lake Tahoe In-Market Sustainability Initiative

Timeline:

- Preparation: May 2021
- Advertising Campaign Period: Memorial Day - Labor Day

BACKGROUND

SITUATIONAL ANALYSIS

Sustainability is no longer a fad, it's critical to the success of the destination. North Lake Tahoe has launched a Traveler Responsibility Pledge that encourages locals and visitors to take part in maintaining the destination's beauty for generations to come.

A complementary in-market campaign will be launched alongside out-of-market efforts, to educate locals and visitors in-market about the importance of sustainability and encourage them to take the pledge.

GOALS

- Encourage a sustainability mindset among all in the region
- Encourage pledge sign-ups

TARGET AUDIENCE

The target audience is multi-faceted:

- Locals
- In-market visitors
- Extended locals audience/day-trippers (Reno, Carson City)

PROJECT OVERVIEW

STRATEGIES / TACTICS

- Creative
 - Update existing sustainability focused ads to fit within new specifications
- Media Buy
 - Utilize a variety of local traditional media outlets including print and radio
 - Print Outlets: Moonshine Ink, RGJ, Sierra Sun, Nevada Appeal, Tahoe Quarterly, Tahoe Weekly
 - Radio Outlets: KTKE, Lotus Reno

See accompanying media plan for additional details on placement.

BUDGET

Print Media Buy	\$21,262
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Radio Media Buy	\$10,500
Media Buy Planning, Management	\$6,352
Project Management	\$600
Project Total:	\$38,714

See accompanying media plan for additional details on budget breakdown.

APPROVALS

DocuSigned by:

7444B4FB5AA8401...

6/2/2021

Jeffrey Hentz, CEO, NLTRA

(Sign/Date)

DocuSigned by:

07B79C9924FA48B...

6/2/2021

Ty Whitaker, CEO, The Abbi Agency

(Sign/Date)



north lake tahoe

Chamber | CVB | Resort Association

Date: 6/4/2021

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

Cc: Jeffrey Hentz, CEO

From: DeWitt Van Siclen, Accounting Manager

RE: Approval of Proposed 2021/22 NLTRA Budget

Action(s) Requested:

Staff requests Board approval of the 2020/21 NLTRA Budget.

Background:

- Collections on TBID assessments begin July 1, 2021 and will require several months to secure a reserve in order to sustain TBID operations. In the interim months, the NLTRA will be funded through TOT dollars to continue marketing, visitor services, and tourism master plan implementation operations.
- Placer County has budgeted \$4,100,000 in TOT funding for the NLTRA and the TOT Allocation for Housing & Transportation.
 - Budgeted use of TOT Funds for NLTRA operations totals \$3,195,286.
- NLTRA plans to use \$3,024,318 of the \$4.1million to fund marketing efforts, visitor services, and TMPI/TBID implementation through March 2022 (9 months). This marks an overall increase of 7% over the prior year's budget.
 - Marketing budget is 7% greater than prior year. This is a result of budgeting for events when contracts are signed to ensure funding as well as increased North Lake Tahoe Marketing Cooperative (NLTMC) contributions over FY2020/21.
 - Conference budget is 24% greater than prior year. This includes a formerly unbudgeted part time staff that had been hired in the prior year as well as increased NLTMC contributions over FY2020/21.
 - The 12-month Marketing and Promotions total budget marks a 0.5% increase over prior and is a combination of TOT and TBID dollars.
 - VIC budget is 1% lower than prior year over 9 months.
 - TMPI budget is 13% lower than prior year through March 2022. This is due to fewer contracted professional services relative to last year offset by partially funding a new staff position to implement and manage the NLT TBID.
 - TMPI will continue through the end of the fiscal year to account for the NLTRA's role in continuing development on the Tourism Master Plan.
 - The staff position to implement and manage the NLT TBID will be funded through the TBID once the NLTRA is fully operational under the TBID.
 - Membership budget through March 2022 has decreased over prior year due to reduced staffing and loss of membership caused by the TBID.
 - Membership is posting a loss after 9 months of \$17,000. This loss is caught up in April 2022 due to anticipated revenue received through the community awards event. Membership is anticipated to maintain positive cash flows through March 2022.

- Administration budget through March 2022 is 2% greater than prior year, with an additional \$9,744 allocated to the months of April – June 2022 to cover TMPI & TOT Allocation – Housing & Transportation admin overhead.
- TMPI will continue from April – June 2022 to account for the NLTRA's role in further developing the Tourism Master Plan.
 - TMPI is 35% lower than prior year through June 2022 due to fewer professional services required offset primarily by partial funding of a new staff position to implement and manage the TBID.
- NLTRA plans to use \$162,914 of the remaining budgeted TOT funding for partial staffing (split between TOT & TBID) and overhead for a VP level position to manage Transportation & Housing projects for the full 12 months of FY2021/22.
- Of the original \$4.1 million TOT funding budgeted for the NLTRA, staff anticipates the remaining \$904,714 to be put towards Transportation and Workforce Housing projects.
- Beginning April 2022, NLTRA anticipates having a sufficient reserve to begin operating fully under the TBID.
 - Total anticipated expenditures for TBID operations are budgeted at \$1,280,278.
 - Funding of TBID allocations is based on the allocations determined in the NLT TBID Management District Plan.
 - Anticipated expenditures of the TBID have been determined by current TOT-funded NLTRA operations.
- Placer County is awarding an additional \$200,000 to the NLTRA to provide grant funding for the North Tahoe Business Association (NTBA) and Tahoe City Downtown Association (TCDA) for the NLTRA to take over management of the NTBA and TCDA contracts. **This is part of a separate agreement between the NLTRA and the County of Placer and is not considered in the budgeted allocation of the \$4.1 million designated for NLTRA operations & TOT Allocation – Housing & Transportation.**
 - The business associations will invoice the NLTRA monthly through the full fiscal year 2021/22.

Fiscal Impact:

Revenues have increased while expenses have decreased due to the transition in funding from TOT to TBID. TOT revenues have increased \$56,133 over prior year and budgeted use of TOT funds for NLTRA operations has decreased by \$848,581 over prior year due to the anticipated transition to the NLT TBID.

Attachments:

NLTRA Proposed 2021/22 Budget Summary
 NLTRA Proposed 2021/22 TOT Budget Summary
 NLTRA Proposed 2021/22 NLT TBID Budget Summary & Projected TBID Cash Flow
 NLTRA Proposed 2021/22 TOT Budget Detail by Department

NLTRA Proposed 2021/22 TOT Budget Summary

	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-21	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
TOT FUNDED OPERATIONS	Jul - Jun 2022												
NLTRA TOT Funded Operations:	372,380	232,783	238,559	348,021	252,212	472,062	505,090	480,448	245,245	15,166	16,923	16,396	3,195,286
Marketing & Promotion													
Marketing	214,719	92,600	77,656	205,429	108,413	329,052	360,891	336,318	103,053				1,828,132
Conference	32,067	32,067	32,067	32,067	32,067	32,067	32,067	32,067	32,067				288,607
VIC	35,385	37,299	38,120	37,026	35,385	35,385	34,017	34,017	34,838				321,471
Less: retail revenue	(6,000)	(9,500)	(11,000)	(9,000)	(6,000)	(6,000)	(3,500)	(3,500)	(5,000)				(59,500)
Admin (w/o Housing/Infra Oversight)	63,700	61,200	83,700	62,700	63,200	61,200	61,200	61,200	61,200				579,296
Less: Membership Admin Alloc	(1,416)	(2,307)	(3,408)	(1,624)	(2,276)	(1,066)	(1,010)	(1,078)	(2,336)				(16,521)
Less: TOT Allocation - Housing & Transportation	(2,368)	(3,458)	(5,108)	(2,222)	(3,325)	(1,549)	(1,445)	(1,528)	(3,312)				(24,316)
Less: TMPI Admin Alloc	(4,316)	(3,422)	(5,054)	(2,199)	(3,290)	(1,533)	(1,430)	(1,512)	(3,277)				(26,034)
TMPI													
TMPI	21,905	10,655	10,655	10,655	10,655	10,655	10,655	10,655	10,655	2,145	2,145	2,145	113,584
TMPI Admin Alloc	4,316	3,422	5,054	2,199	3,290	1,533	1,430	1,512	3,277	374	666	578	27,653
TMPI TOT Funding Total:	26,222	14,077	15,710	12,854	13,946	12,189	12,086	12,167	13,933	2,519	2,811	2,724	141,237
TOT Allocation - Housing & Transportation													
TOT Allocation - Housing & Transportation	12,018	10,768	10,768	10,768	10,768	10,768	10,768	10,768	10,768	10,768	10,768	10,768	130,472
TOT Allocation - Housing & Transportation Admin allocation	2,368	3,458	5,108	2,222	3,325	1,549	1,445	1,528	3,312	1,878	3,343	2,903	32,442
Transportation & Workforce Housing TOT Funding Total:	14,387	14,227	15,877	12,991	14,094	12,318	12,214	12,296	14,081	12,647	14,112	13,672	162,914
NLTRA TOT Funded Operations Total:	372,380	232,783	238,559	348,021	252,212	472,062	505,090	480,448	245,245	15,166	16,923	16,396	3,195,286
Business Association Grant TOT Funding - Separate Contract	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	200,000
TOTAL TOT FUNDING:	403,433	263,677	271,102	377,679	282,972	501,047	533,970	509,411	275,992	44,480	47,702	46,734	3,395,286

NLTRA Proposed 2021/22 Budget NLT TBID Summary & Projected TBID Cash Flow

			Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-21	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
TBID FUNDED OPERATIONS			Apr - Jun 2022												
Marketing, Promo, Events												259,017	130,454	162,276	551,748
	Former NLTRA Marketing	551,748													
	Former NLTRA Conference	120,398										37,661	42,024	40,714	120,398
TOTAL Marketing, Promo, Events		672,146	53%									296,678	172,478	202,990	672,146
Visitors Center & Services												35,021	39,805	37,710	112,535
	Former NLTRA VIC	112,535										(6,358)	(6,358)	(6,358)	(19,075)
	TBID Visitors Center & Services	(19,075)													
TOTAL Visitors Center & Services		93,460	7%									28,663	33,446	31,351	93,460
Business Advocacy & Support												17,822	(955)	(1,580)	15,287
	Former NLTRA Membership	15,287													
	Former NLTRATMPI	5,633	18%									1,762	1,966	1,905	5,633
	TBID Business Advocacy & Support	49,496										16,499	16,499	16,499	49,496
TOTAL Business Advocacy & Support		70,415	6%									36,082	17,509	16,824	70,415
Zone 1 Services												6,358	6,358	6,358	19,075
	Former NLTRA VIC	19,075										4,741	5,290	5,125	15,157
	Former NLTRATMPI	15,157	47%									51,750	51,750	51,750	155,250
	TBID Zone 1 Services	155,250													
TOTAL Zone 1 Services		189,481	15%									62,849	63,398	63,234	189,481
Econ Devel, Trans, Other Opps												2,435	2,717	2,632	7,783
	Former NLTRATMPI	7,783	24%									29,839	29,839	29,839	89,518
	TBID Econ Devel, Trans, Other Opps	89,518										32,274	32,556	32,471	97,301
TOTAL Econ Devel, Trans, Other Opps		97,301	8%												
Sustainability, Mitigation of Tourism												1,057	1,180	1,143	3,380
	Former NLTRATMPI	3,380	11%									12,957	12,957	12,957	38,870
	TBID Sustainability, Mitigation of Tourism	38,870										14,014	14,136	14,099	42,249
TOTAL Sustainability, Mitigation of Tourism		42,249	3%									21,338	21,338	21,338	64,014
Administration		64,014	5%									8,535	8,535	8,535	25,606
County Administration		25,606	2%									8,535	8,535	8,535	25,606
Contingency		25,606	2%												
TBID anticipated expenses TOTAL:		1,280,278	100%	-	-	-	-	-	-	-	-	508,968	371,932	399,377	1,280,278
TBID projected monthly cash receipts:	Annual	% of Budget													
Marketing, Promo, Events	3,150,000	53%	-	2,100	2,584	3,718	93,797	230,016	52,428	219,656	467,578	59,506	197,269	435,745	1,764,398
Visitors Center & Services	438,000	7%	-	292	359	517	13,042	31,983	7,290	30,543	65,016	8,274	27,430	60,589	245,335
Business Advocacy & Support	330,000	6%	-	220	271	390	9,826	24,097	5,492	23,012	48,984	6,234	20,666	45,649	184,842
Zone 1 Services	888,000	15%	-	592	729	1,048	26,442	64,843	14,780	61,922	131,812	16,775	55,611	122,839	497,392
Econ Devel, Trans, Other Opps	456,000	8%	-	304	374	538	13,578	33,298	7,590	31,798	67,687	8,614	28,557	63,079	255,418
Sustainability, Mitigation of Tourism	198,000	3%	-	132	162	234	5,896	14,458	3,295	13,807	29,391	3,740	12,400	27,390	110,905
Administration	300,000	5%	-	200	246	354	8,933	21,906	4,993	20,920	44,531	5,667	18,788	41,500	168,038
County Administration	120,000	2%	-	80	98	142	3,573	8,763	1,997	8,368	17,812	2,267	7,515	16,600	67,215
Contingency	120,000	2%	-	80	98	142	3,573	8,763	1,997	8,368	17,812	2,267	7,515	16,600	67,215
TBID projected monthly cash receipts TOTAL:	6,000,000	100%	-	4,000	4,923	7,082	178,662	438,125	99,863	418,393	890,624	113,345	375,751	829,990	3,360,758
TBID cumulative cash receipts:			-	4,000	8,923	16,005	194,666	632,792	732,654	1,151,047	2,041,672	2,155,017	2,530,768	3,360,758	3,360,758
TBID cumulative proposed expenditures:												(508,968)	(880,901)	(1,280,278)	(1,280,278)
TBID cumulative net cash available:				4,000	8,923	16,005	194,666	632,792	732,654	1,151,047	2,041,672	1,646,049	1,649,867	2,080,480	2,080,480

NLTRA Proposed Budget 2021/22 - 9 Month Summary Comparison
TOT Funding

	Proposed 2021/22 Budget (Jul - Mar)	2020/2021 Budget (Jul - Mar)	Change 21/22 v 20/21 (\$)	Change 21/22 v 20/21 (%)
	Funding by TOT	Funding by TOT		
Department*				
Marketing	2,188,080	2,049,233	138,847	7%
Conference	360,285	289,837	70,448	24%
VIC	342,770	345,102	-2,332	-1%
	2,891,135	2,684,172	206,963	8%

TOT Allocation Proposed Budget 2021/22 - 12 Month Summary
TOT Funding

	Proposed 2021/22 Budget (Jul - Jun)	2020/2021 Budget (Jul - Jun)	Change 21/22 v 20/21 (\$)	Change 21/22 v 20/21 (%)
	Funding by TOT	Funding by TOT		
Department*				
TMPI/TBID	141,237	218,419	-77,182	-35%
TOT Housing & Transportation	162,914	0	162,914	100%
	304,151	218,419	85,731	39%

* Department expenses include a proportional share of the Administration department expenses.
Administration Expenses Jul 21 - Mar 22: 579,296
Administration Expenses (TMPI & TOT Alloc) Apr - Jun 22: 9,744

Business Association Grant Proposed Budget 2021/22 - 12 Month Summary
TOT Funding

	Proposed 2021/22 Budget (Jul - Jun)	2020/2021 Budget (Jul - Jun)	Change 21/22 v 20/21 (\$)	Change 21/22 v 20/21 (%)
	Funding by TOT	Funding by TOT		
Business Association Grants	200,000	0	200,000	100%

North Lake Tahoe Resort Association
Profit Loss Proposed Budget - Marketing
July 2021 through March 2022

9 MONTH TOTAL

	Jul 21 - Mar 22 Proposed Budget	Jul 20 - Mar 21 Actuals	Jul 20 - Jun 21 Budget	Budget Change 2021/22 vs 2020/21 (\$)	Budget Change 2021/22 vs 2020/21 (%)	Comments
Funding	2,188,080.42	1,761,183.33	2,049,233.34	138,847.08	7%	
	0.00	1,525.00	0.00	0.00	0%	
ing)	0.00	0.00	0.00	0.00	0%	
	0.00	1,250.00	0.00	0.00	0%	
	2,188,080.42	1,763,958.33	2,049,233.34	138,847.08	7%	
	2,188,080.42	1,763,958.33	2,049,233.34	138,847.08	7%	
st Administration	0.00	0.00	0.00	0.00	0%	
x Expense	21,534.38	13,398.92	15,000.03	6,534.35	44%	
alth Insurance Expense	37,080.00	30,030.24	38,000.00	1,080.00	3%	
orkmans Comp	1,158.75	3,422.00	1,125.00	33.75	3%	
	8,613.75	7,427.85	7,489.97	1,113.78	15%	
enefits and Expenses	1,091.59	704.12	1,275.03	-183.44	-14%	
& Wages - Other	215,343.75	202,266.78	200,693.97	14,649.78	7%	
	284,822.21	257,277.91	281,594.00	23,228.21	8%	To better reflect S&W actuals + 3%COL
	1,125.00	1,284.98	1,415.00	-290.00	-20%	
& Maintenance	675.00	334.13	675.00	0.00	0%	
Cleaning	1,687.50	1,692.22	2,250.00	-562.50	-25%	
ther	18,750.00	19,457.70	20,576.45	-1,826.45	-9%	
	22,237.50	22,769.03	24,916.45	-2,678.95	-11%	reduced based on headcount
ne	5,205.00	4,995.02	4,940.91	264.09	5%	
	5,205.00	4,995.02	4,940.91	264.09	5%	
	0.00	0.00	0.00	0.00	0%	
s - Computer	0.00	3,382.35	0.00	0.00	0%	
s - Other	3,750.00	647.45	15,445.53	-11,695.53	-76%	reduced - not anticipating unforeseen costs (budgeted high in FY20.21 due to COVID)
	3,750.00	4,029.80	15,445.53	-11,695.53	-76%	
Maintenance	112.50	-0.00	112.50	0.00	0%	
s	112.50	79.17	112.50	0.00	0%	
ing	750.00	971.78	1,500.03	-750.03	-50%	
	0.00	0.00	6,750.00	-6,750.00	-100%	
ional Fees - Attorneys	1,125.00	0.00	1,125.00	0.00	0%	
ional Fees - Other	1,125.00	0.00	10,125.00	-9,000.00	-89%	No anticipated professional services required
s	2,250.00	0.00	11,250.00	-9,000.00	-80%	
	0.00	0.00	25,000.00	-25,000.00	-100%	no anticipated research/planning
Event Partnership	50,000.00	-474.34	23,750.00	26,250.00	111%	Anticipating more events to support
s Assoc. Grants	20,000.00	0.00	15,000.00	5,000.00	33%	
	70,000.00	-474.34	38,750.00	31,250.00	81%	
ships						
23-00 • Autumn Food & Wine	0.00	0.00	0.00	0.00	0%	
21-01 • 4th of July Fireworks	30,000.00	0.00	20,000.00	10,000.00	50%	
21-04 • Broken Arrow Skyrace	25,400.00	0.00	25,400.00	0.00	0%	
21-06 • Spartan	179,400.00	0.00	0.00	179,400.00	100%	budgeted in December to ensure funding when contract is signed
21-07 • Tahoe Lacrosse Tournament	8,000.00	0.00	6,000.00	2,000.00	33%	
21-09 • Wanderlust						
21-10 • WinterWonderGrass - Tahoe	25,400.00	0.00	24,400.00	1,000.00	4%	
21-13 • Big Blue Adventure	0.00	0.00	0.00	0.00	0%	

North Lake Tahoe Resort Association
Profit Loss Proposed Budget - Marketing
July 2021 through March 2022

9 MONTH TOTAL					
	Jul 21 - Mar 22 Proposed Budget	Jul 20 - Mar 21 Actuals	Jul 20 - Jun 21 Budget	Budget Change 2021/22 vs 2020/21 (\$)	Budget Change 2021/22 vs 2020/21 (%)
Comments					
Ordinary Income/Expense					
Income					
4050-00 - County of Placer TOT Funding	2,188,080.42	1,761,183.33	2,049,233.34	138,847.08	7%
4253-00 - Revenue- Other	0.00	1,525.00	0.00	0.00	0%
4350-00 - Special Events (Marketing)	0.00	0.00	0.00	0.00	0%
4720-00 - Miscellaneous	0.00	1,250.00	0.00	0.00	0%
Total Income	2,188,080.42	1,763,958.33	2,049,233.34	138,847.08	7%
Gross Profit	2,188,080.42	1,763,958.33	2,049,233.34	138,847.08	7%
Expense					
5000-00 - Salaries & Wages					
5000-01 - In-Market Administration	0.00	0.00	0.00	0.00	0%
5020-00 - P/R - Tax Expense	21,534.38	13,398.92	15,000.03	8,534.35	44%
5030-00 - P/R - Health Insurance Expense	37,080.00	30,030.24	36,000.00	1,080.00	3%
5040-00 - P/R - Workmans Comp	1,158.75	3,422.00	1,125.00	33.75	3%
5060-00 - 401 (k)	8,613.75	7,427.85	7,499.97	1,113.78	15%
5070-00 - Other Benefits and Expenses	1,091.59	704.12	1,275.03	-183.44	-14%
5000-00 - Salaries & Wages - Other	215,343.75	202,296.78	200,693.97	14,649.78	7%
Total 5000-00 - Salaries & Wages	284,822.21	257,277.91	261,594.00	23,228.21	9% To better reflect S&W actuals + 3%COL
5100-00 - Rent					
5110-00 - Utilities	1,125.00	1,284.98	1,415.00	-290.00	-20%
5140-00 - Repairs & Maintenance	675.00	334.13	675.00	0.00	0%
5150-00 - Office - Cleaning	1,687.50	1,692.22	2,250.00	-562.50	-25%
5100-00 - Rent - Other	18,750.00	19,457.70	20,576.45	-1,826.45	-9%
Total 5100-00 - Rent	22,237.50	22,769.03	24,916.45	-2,678.95	-11% reduced based on headcount
5310-00 - Telephone					
5320-00 - Telephone	5,205.00	4,995.02	4,940.91	264.09	5%
Total 5310-00 - Telephone	5,205.00	4,995.02	4,940.91	264.09	5%
5420-00 - Mail - USPS	0.00	0.00	0.00	0.00	0%
5520-00 - Supplies					
5525-00 - Supplies- Computer	0.00	3,382.35	0.00	0.00	0%
5520-00 - Supplies - Other	3,750.00	647.45	15,445.53	-11,695.53	-78% reduced - not anticipating unforeseen costs (budgeted high in FY20.21 due to COVID)
Total 5520-00 - Supplies	3,750.00	4,029.80	15,445.53	-11,695.53	-78%
5700-00 - Equipment Support & Maintenance	112.50	-0.00	112.50	0.00	0%
5710-00 - Taxes, Licenses & Fees	112.50	79.17	112.50	0.00	0%
5740-00 - Equipment Rental/Leasing	750.00	971.78	1,500.03	-750.03	-50%
5800-00 - Training Seminars	0.00	0.00	8,750.00	-8,750.00	-100%
5900-00 - Professional Fees					
5910-00 - Professional Fees - Attorneys	1,125.00	0.00	1,125.00	0.00	0%
5921-00 - Professional Fees - Other	1,125.00	0.00	10,125.00	-9,000.00	-89% No anticipated professional services required
Total 5900-00 - Professional Fees	2,250.00	0.00	11,250.00	-9,000.00	-80%
5941-00 - Research & Planning	0.00	0.00	25,000.00	-25,000.00	-100% no anticipated research/planning
6020-00 - Programs					
6016-00 - Special Event Partnership	50,000.00	-474.34	23,750.00	26,250.00	111% Anticipating more events to support
6018-00 - Business Assoc. Grants	20,000.00	0.00	15,000.00	5,000.00	33%
Total 6020-00 - Programs	70,000.00	-474.34	38,750.00	31,250.00	81%
6420-00 - Events					
6420-01 - Sponsorships					
6023-00 - Autumn Food & Wine	0.00	0.00	0.00	0.00	0%
6421-01 - 4th of July Fireworks	30,000.00	0.00	20,000.00	10,000.00	50%
6421-04 - Broken Arrow Skyrace	25,400.00	0.00	25,400.00	0.00	0%
6421-06 - Spartan	179,400.00	0.00	0.00	179,400.00	100% budgeted in December to ensure funding when contract is signed
6421-07 - Tahoe Lacrosse Tournament	8,000.00	0.00	6,000.00	2,000.00	33%
6421-09 - Wanderlust					
6421-10 - WinterWonderGrass - Tahoe	25,400.00	0.00	24,400.00	1,000.00	4%
6421-13 - Big Blue Adventure	0.00	0.00	0.00	0.00	0%

North Lake Tahoe Resort Association
Profit Loss Proposed Budget - Marketing
July 2021 through March 2022

9 MONTH TOTAL					
	Jul 21 - Mar 22 Proposed Budget	Jul 20 - Mar 21 Actuals	Jul 20 - Jun 21 Budget	Budget Change 2021/22 vs 2020/21 (\$)	Budget Change 2021/22 vs 2020/21 (%)
					Comments
6421-16 • Mountain Travel Symposium	0.00	0.00	0.00	0.00	0%
6421-17 • Enduro	80,000.00	0.00	31,500.00	48,500.00	154%
6421-18 • Sponsorships - Other	62,800.00	0.00	0.00	62,800.00	0%
6420-01 • Sponsorships - Other	0.00	0.00	100,000.00	-100,000.00	-100% Sponsorships - Other split between 6421-18 & 6421-00
Total 6420-01 • Sponsorships	411,000.00	0.00	207,300.00	203,700.00	98%
6421-00 • New Event Development	102,075.00	4,000.00	17,500.00	84,575.00	483% See comment under Sponsorships - Other
6424-00 • Event Operation Expenses	1,500.00	0.00	3,500.00	-2,000.00	-57%
Total 6420-00 • Events	514,575.00	4,000.00	228,300.00	286,275.00	125% Total events increase due to budgeting expense at signing of contracts to ensure funding
6730-00 • Marketing Cooperative/Media	801,630.22	503,399.42	740,915.00	60,715.22	8%
6742-00 • Non-NLT Co-Op Marketing Program	45,000.00	2,318.36	154,000.00	-109,000.00	-71% Higher in 20.21 dues to anticipating unforeseen costs associated with COVID
6743-00 • BACC Marketing Programs					
6743-01 • Year Round Shopping Campaign	14,000.00	13,408.99	7,000.00	591.01	100%
6743-03 • Winter Lakeside Campaign	20,000.00	0.00	7,000.00	20,000.00	188%
6743-04 • Summerlong Music Campaign	0.00	0.00	7,000.00	0.00	-100%
6743-05 • Summer Mountain Campaign	0.00	0.00	7,000.00	0.00	-100%
6743-06 • COVID Summer Recovery Campaign	0.00	-14,507.46	28,000.00	14,507.46	-100%
6743-07 • Winter Regional Campaign	0.00	17,276.81	0.00	-17,276.81	0%
6743-08 • Summer Regional Campaign	0.00	0.00	0.00	0.00	0%
Total 6743-00 • BACC Marketing Programs	34,000.00	16,178.34	56,000.00	17,821.66	-39% BACC decreased largely due to no COVID Summer Recovery Campaign
7500-00 • Trade Shows/Travel	0.00	395.00	0.00	-395.00	0%
8200-00 • Associate Relations	187.50	168.23	181.84	19.27	3%
8500-00 • Credit Card Fees	0.00	0.00	0.00	0.00	0%
8600-00 • Additional Opportunities	37,500.00	68,602.59	71,250.03	-31,102.59	-47% Higher in 20.21 dues to anticipating unforeseen costs associated with COVID
8700-00 • Automobile Expenses	1,125.00	303.34	1,090.88	821.66	3%
8750-00 • Meals/Meetings	375.00	15.91	2,000.00	358.08	-81%
8810-00 • Dues & Subscriptions	750.00	432.54	2,072.72	317.46	-64%
8910-00 • Travel	3,750.00	0.00	5,000.00	3,750.00	-25%
8920-00 • Bad Debt	0.00	555.89	0.00	-555.89	0%
Total Expense	1,828,132.43	886,015.99	1,851,182.99	942,116.44	11%
Net Ordinary Income	359,947.99	877,942.34	398,050.99	-517,894.35	-10%
Other Income/Expense				0.00	
Other Income				0.00	
4700-00 • Revenues- Interest & Investment	0.00	140.44	0.00	-140.44	0%
Total Other Income				0.00	0%
Other Expense				0.00	
8990-00 • Allocated	359,948.00	317,523.97	398,050.99	42,424.03	-10%
Total Other Expense	359,948.00	317,523.97	398,050.99	42,424.03	-10%
Net Other Income	-359,948.00	-317,523.97	-398,050.99	-42,424.03	-10%
Net Income	-0.01	560,418.37	-0.04	-560,418.38	-72%

North Lake Tahoe Resort Association
Profit Loss Proposed Budget - Conference
July 2021 through March 2022

9 MONTH TOTAL						
	Jul 21 - Mar 22 Proposed Budget	Jul 20 - Mar 21 Actuals	Jul 20 - Jun 21 Budget	Budget Change 2021/22 vs 2020/21 (\$)	Budget Change 2021/22 vs 2020/21 (%)	Comments
Ordinary Income/Expense						
Income						
4050-00 - County of Placer TOT Funding	360,284.79	289,836.69	289,836.69	70,448.10	24%	
4600-00 - Commissions						
4601-00 - Commissions - South Shore						
4600-00 - Commissions - Other						
Total 4600-00 - Commissions	0.00	0.00	0.00	0.00	0%	
Total Income	360,284.79	289,836.69	289,836.69	70,448.10	24%	
Gross Profit	360,284.79	289,836.69	289,836.69	70,448.10	24%	
Expense						
5000-00 - Salaries & Wages						
5010-00 - Sales Commissions	0.00	2,105.67	0.00	0.00	0%	
5020-00 - P/R - Tax Expense	15,726.83	10,550.05	10,414.53	5,312.30	51%	
5030-00 - P/R - Health Insurance Expense	18,926.25	20,164.53	18,375.03	551.22	3%	
5040-00 - P/R - Workmans Comp	1,500.00	2,233.82	1,500.03	-0.03	0%	
5060-00 - 401 (k)	3,750.00	5,198.38	4,500.00	-750.00	-17%	
5061-00 - 401k Profit Sharing	0.00	0.00	0.00	0.00	0%	
5065-00 - Merit	0.00	0.00	0.00	0.00	0%	
5070-00 - Other Benefits and Expenses	675.00	812.88	337.50	337.50	100%	
5000-00 - Salaries & Wages - Other	157,268.25	135,403.36	126,273.78	30,994.47	25%	
Total 5000-00 - Salaries & Wages	197,846.33	176,468.69	161,400.87	36,445.46	23%	includes part time conference staff
5100-00 - Rent						
5110-00 - Utilities	750.00	866.10	675.00	75.00	11%	
5140-00 - Repairs & Maintenance	562.50	247.50	195.03	367.47	188%	
5150-00 - Office - Cleaning	1,125.00	1,172.20	1,275.03	-150.03	-12%	
5100-00 - Rent - Other	12,000.00	12,796.00	10,500.03	1,499.97	14%	
Total 5100-00 - Rent	14,437.50	15,081.80	12,645.09	1,792.41	14%	
5310-00 - Telephone						
5320-00 - Telephone	3,750.00	3,762.03	2,400.03	1,349.97	56%	
Total 5310-00 - Telephone	3,750.00	3,762.03	2,400.03	1,349.97	56%	
5420-00 - Mail - USPS	150.00	90.90	150.03	-0.03	0%	
5520-00 - Supplies						
5525-00 - Supplies- Computer	0.00	1,232.31	405.00	-405.00	-100%	
5520-00 - Supplies - Other	1,012.50	402.66	1,012.50	0.00	0%	
Total 5520-00 - Supplies	1,012.50	1,634.97	1,417.50	-405.00	-29%	
5700-00 - Equipment Support & Maintenance	0.00	0.00	0.00	0.00	0%	
5710-00 - Taxes, Licenses & Fees	75.00	119.79	74.97	0.03	0%	
5740-00 - Equipment Rental/Leasing	562.50	451.54	749.97	-187.47	-25%	
5800-00 - Training Seminars	750.00	0.00	1,000.00	-250.00	-25%	
6730-00 - Marketing Cooperative/Media	69,647.70	42,853.21	57,937.00	11,710.70	20%	Coop contributions based off FY19.20 monthly splits
8200-00 - Associate Relations	112.50	28.49	0.00	112.50	0%	
8500-00 - Credit Card Fees	0.00	0.00	0.00	0.00	0%	
8750-00 - Meals/Meetings	262.50	0.00	262.53	-0.03	0%	
8810-00 - Dues & Subscriptions	0.00	0.00	562.50	-562.50	-100%	
Total Expense	288,606.53	240,491.42	238,600.49	50,006.04	21%	

North Lake Tahoe Resort Association
Profit Loss Proposed Budget - Conference
 July 2021 through March 2022
 9 MONTH TOTAL

	Jul 21 - Mar 22 Proposed Budget	Jul 20 - Mar 21 Actuals	Jul 20 - Jun 21 Budget	Budget Change 2021/22 vs 2020/21 (\$)	Budget Change 2021/22 vs 2020/21 (%)	Comments
Net Ordinary Income	71,678.27	49,345.27	51,236.20	20,442.07	40%	
Other Income/Expense						
Other Expense						
8990-00 - Allocated	71,678.26	40,853.99	51,236.39	20,441.87	40%	
Total Other Expense	71,678.26	40,853.99	51,236.39	20,441.87	40%	
Net Other Income	-71,678.26	-40,853.99	-51,236.39	-20,441.87	40%	
Net Income	0.00	8,481.28	-0.19	0.19	-102%	

**North Lake Tahoe Resort Association
Profit Loss Proposed Budget - VIC
July 2021 through March 2022**

9 MONTH TOTAL					
	Jul 21 - Mar 22 Proposed Budget	Jul 20 - Mar 21 Actuals	Jul 20 - Jun 21 Budget	Budget Change 2021/22 vs 2020/21 (\$)	Budget Change 2021/22 vs 2020/21 (%)
Comments					
Ordinary Income/Expense					
Income					
4050-00 • County of Placer TOT Funding	342,769.71	345,101.18	345,102.18	-2,332.47	-1%
48000 • Merchandise Sales					
4502-00 • Non-Retail VIC Income	0.00	1,982.77	0.00	0.00	0%
4504-00 • Retail Revenue - Other	0.00	560.00	0.00	0.00	0%
46000 • Merchandise Sales - Other	59,500.00	68,087.01	59,500.00	0.00	0%
Total 48000 • Merchandise Sales	59,500.00	70,639.78	59,500.00	0.00	0%
Total Income	402,269.71	415,740.96	404,602.18	-2,332.47	-1%
Gross Profit	402,269.71	415,740.96	404,602.18	-2,332.47	-1%
Expense					
5000-00 • Salaries & Wages					
5020-00 • PIR - Tax Expense	13,959.08	7,493.05	11,625.03	2,334.05	20%
5030-00 • PIR - Health Insurance Expense	14,250.00	10,571.83	14,249.97	0.03	0%
5040-00 • PIR - Workmans Comp	5,250.00	3,029.47	3,896.97	1,353.03	35%
5000-00 • 401 (k)	3,750.00	3,169.15	3,750.03	-0.03	0%
5070-00 • Other Benefits and Expenses	750.00	948.10	736.47	13.53	2%
5090-00 • Salaries & Wages - Other	139,590.75	83,301.52	140,113.53	-522.78	0%
Total 5000-00 • Salaries & Wages	177,549.83	108,603.22	174,375.00	3,174.83	2%
5100-00 • Rent					
5110-00 • Utilities	6,000.00	3,984.61	5,249.97	750.03	14%
5140-00 • Repairs & Maintenance	4,500.00	1,113.75	4,124.97	375.03	9%
5150-00 • Office - Cleaning	1,675.00	0.00	3,324.97	-1,349.97	-42%
5100-00 • Rent - Other	60,000.00	57,562.00	60,487.47	-487.47	-1%
Total 5100-00 • Rent	72,375.00	62,660.36	73,087.39	-712.38	-1%
5310-00 • Telephone					
5320-00 • Telephone	3,712.50	2,939.80	2,137.50	1,575.00	74%
Total 5310-00 • Telephone	3,712.50	2,939.80	2,137.50	1,575.00	74%
5420-00 • Mail - USPS	150.00	90.80	150.03	-0.03	0%
5520-00 • Supplies					
5525-00 • Supplies- Computer	675.00	84.67	675.00	0.00	0%
5520-00 • Supplies - Other	5,250.00	2,886.13	26,250.03	-21,000.03	-80%
Total 5520-00 • Supplies	5,925.00	3,073.80	26,925.03	-21,000.03	-78%
5610-00 • Depreciation					
5700-00 • Equipment Support & Maintenance	37.50	0.00	37.53	-0.03	0%
5710-00 • Taxes, Licenses & Fees	37.50	29.83	37.53	-0.03	0%
5740-00 • Equipment Rental/Leasing	562.50	767.81	1,162.53	-600.03	-52%
5800-00 • Training Seminars	0.00	0.00	2,250.00	-2,250.00	-100%
5850-00 • Artist of Month - Commissions	1,500.00	1,010.25	2,250.00	-750.00	-33%
5740-00 • Media/Collateral/Production	15,000.00	0.00	15,000.03	-0.03	0%
6742-00 • Non-NLT Co-Op Marketing Program	9,000.00	1,600.00	9,000.00	0.00	0%
8100-00 • Cost of Goods Sold					
81100 • Freight and Shipping Costs	1,125.00	1,118.27	1,125.00	0.00	0%
82500 • Purchase Discounts	0.00	0.00	0.00	0.00	0%
89900 • POS Inventory Adjustments	0.00	583.04	0.00	0.00	0%
8100-01 • CGS - Other	0.00	247.00	0.00	0.00	0%
8100-00 • Cost of Goods Sold - Other	28,750.00	38,087.09	28,598.50	3,153.50	12%
Total 8100-00 • Cost of Goods Sold	30,875.00	38,045.40	27,721.50	3,153.50	11%
8200-00 • Associate Relations	225.00	112.01	150.03	74.97	50%
8500-00 • Credit Card Fees	2,796.50	2,563.85	2,796.50	0.00	0%
8700-00 • Automobile Expenses	375.00	113.33	412.47	-37.47	-8%
8750-00 • Meals/Meetings	150.00	58.20	299.97	-149.97	-50%
8810-00 • Dues & Subscriptions	1,200.00	1,529.98	74.97	1,125.03	1501%
8910-00 • Travel	0.00	0.00	0.00	0.00	0%
8920-00 • Bad Debt	0.00	0.00	0.00	0.00	0%
Total Expense	321,471.33	223,418.92	337,858.00	-16,386.68	-5%
Net Ordinary Income	80,798.38	192,322.04	66,744.18	14,084.21	21%
Other Income/Expense					
Other Expense					

North Lake Tahoe Resort Association
Profit Loss Proposed Budget - VIC
July 2021 through March 2022

9 MONTH TOTAL

	Jul 21 - Mar 22 Proposed Budget	Jul 20 - Mar 21 Actuals	Jul 20 - Jun 21 Budget	Budget Change 2021/22 vs 2020/21 (\$)	Budget Change 2021/22 vs 2020/21 (%)	Comments
8990-00 - Allocated	60,796.39	58,736.20	66,734.16	14,064.21	21%	
Total Other Expense	60,796.39	58,736.20	66,734.16	14,064.21	21%	
Not Other Income	-60,796.39	-58,736.20	-66,734.16	-14,064.21	21%	
Net Income	-0.00	133,585.84	0.00	-0.00	0%	

North Lake Tahoe Resort Association
Profit Loss Proposed Budget - TMPI
 July 2021 through March 2022

12 MONTH TOTAL					
	Jul 21 - Jun 22 Proposed Budget	Jul 20 - Mar 21 Actual	Jul 20 - Jun 21 Budget	Budget Change 2021/22 vs 2020/21 (\$)	Budget Change 2021/22 vs 2020/21 (%)
Comments					
Ordinary Income/Expense					
Income					
4050-00 - County of Placer TOT Funding	141,236.98	153,160.95	218,419.46	-77,182.48	-35%
Total Income	141,236.98	153,160.95	218,419.46	-77,182.48	-35%
Gross Profit	141,236.98	153,160.95	218,419.46	-77,182.48	-35%
Expense					
5000-00 - Salaries & Wages					
5020-00 - P/R - Tax Expense	7,362.80	982.67	2,700.00	4,662.80	173%
5030-00 - P/R - Health Insurance Expense	9,590.31	1,375.24	2,000.00	7,590.31	380%
5040-00 - P/R - Workmans Comp	239.76	61.19	2,100.00	-1,860.24	-89%
5060-00 - 401 (k)	2,945.12	0.00	2,000.00	945.12	47%
5070-00 - Other Benefits and Expenses	842.31	7.65	203.00	639.31	315%
5000-00 - Salaries & Wages - Other	73,628.00	15,070.85	46,026.00	27,602.00	60%
Total 5000-00 - Salaries & Wages	94,608.29	17,487.60	55,029.00	39,579.29	72%
5100-00 - Rent					
5110-00 - Utilities	237.50	39.77	0.00	237.50	100%
5140-00 - Repairs & Maintenance	158.33	12.38	0.00	158.33	100%
5150-00 - Office - Cleaning	395.83	58.63	0.00	395.83	100%
5100-00 - Rent - Other	3,562.50	639.80	0.00	3,562.50	100%
Total 5100-00 - Rent	4,354.17	750.58	0.00	4,354.17	100%
5310-00 - Telephone					
5320-00 - Telephone	1,274.58	163.77	0.00	1,274.58	100%
Total 5310-00 - Telephone	1,274.58	163.77	0.00	1,274.58	100%
5520-00 - Supplies					
5525-00 - Supplies- Computer	1,250.00	3.14	0.00	1,250.00	100%
5520-00 - Supplies - Other	5,000.00	11,999.47	25,000.00	-20,000.00	-80%
Total 5520-00 - Supplies	6,250.00	12,002.61	25,000.00	-18,750.00	-75%
5710-00 - Taxes, Licenses & Fees	119.88	1.49	0.00	119.88	100%
5740-00 - Equipment Rental/Leasing	178.13	3.24	0.00	178.13	100%
5900-00 - Professional Fees					
5910-00 - Professional Fees - Attorneys	5,000.00	0.00	0.00	5,000.00	100%
5920-00 - Professional Fees - Accountant	0.00	0.00	0.00	0.00	0%
5921-00 - Professional Fees - Other	0.00	48,319.50	100,000.00	-100,000.00	-100%
5900-00 - Professional Fees - Other			0.00		
Total 5900-00 - Professional Fees	5,000.00	48,319.50	100,000.00	-95,000.00	-95%
8700-00 - Automobile Expenses	399.60	65.05	0.00	399.60	100%
8750-00 - Meals/Meetings	1,000.00	60.58	0.00	1,000.00	100%
8810-00 - Dues & Subscriptions	399.60	62.50	0.00	399.60	100%
8910-00 - Travel	0.00	13.42	0.00	0.00	0%
Total Expense	113,584.24	78,940.34	180,029.00	-66,444.76	-37%
Net Ordinary Income	27,652.74	74,220.61	38,390.46	-10,737.72	-28%
Other Income/Expense					
Other Expense					
8990-00 - Allocated	27,652.73	23,246.90	38,390.46	-10,737.73	-28%
Total Other Expense	27,652.73	23,246.90	38,390.46	-10,737.73	-28%
Net Other Income	-27,652.73	-23,246.90	-38,390.46	10,737.73	-28%
Net Income	0.01	50,973.71	0.00	0.01	0%

North Lake Tahoe Resort Association
Profit Loss Proposed Budget - Membership
July 2021 through March 2022

		9 Month Total					Comments
		Jul 21 - Mar 22 Proposed Budget	Jul 20 - Mar 21 Actual	Jul 20 - Jun 21 Budget	Budget Change 2021/22 vs 2020/21 (\$)	Budget Change 2021/22 vs 2020/21 (%)	
Ordinary Income/Expense							
Income							
4200-00	Membership Dues Revenue	56,250.00	104,184.17	93,750.03	-37,500.03	-40%	reflects membership belonging to TBID
4250-00	Revenues-Membership Activities						
4250-01	Community Awards						
4250-04	Silent Auction	0.00	0.00	0.00	0.00	0%	
4250-05	Sponsorships	0.00	0.00	0.00	0.00	0%	
4250-01	Community Awards - Other	0.00	0.00	0.00	0.00	0%	
	Total 4250-01 - Community Awards	0.00	0.00	0.00	0.00	0%	
4250-02	Chamber Events	4,500.00	0.00	4,500.00	0.00	0%	
4250-03	Summer/Winter Roc Luncheon	1,500.00	0.00	1,500.00	0.00	0%	
4251-00	Tues AM Breakfast Club						
4251-01	Tues AM Breakfast Club Sponsors	1,200.00	500.00	1,200.00	0.00	0%	
4251-00	Tues AM Breakfast Club - Other	2,350.00	0.00	2,350.00	0.00	0%	
	Total 4251-00 - Tues AM Breakfast Club	3,550.00	500.00	3,550.00	0.00	0%	
4250-00	Revenues-Membership Activities - Other	0.00	5,490.00	0.00	0.00	0%	
	Total 4250-00 - Revenues-Membership Activities	9,550.00	5,990.00	9,550.00	0.00	0%	
4253-00	Revenue- Other	1,000.00	0.00	1,000.00	0.00	0%	
	Total Income	68,800.00	110,174.17	104,300.03	-37,500.03	-36%	
Gross Profit		68,800.00	110,174.17	104,300.03	-37,500.03	-36%	
Expense							
5000-00	Salaries & Wages						
5000-01	In-Market Administration	0.00	0.00	0.00	0.00	0%	
5020-00	P/R - Tax Expense	3,761.10	2,408.40	4,124.97	-363.87	-9%	
5030-00	P/R - Health Insurance Expense	3,000.00	1,919.65	6,000.03	-3,000.03	-50%	
5040-00	P/R - Workmans Comp	112.50	97.02	299.97	-187.47	-62%	
5060-00	401 (k)	1,504.44	752.13	1,275.03	229.41	18%	
5070-00	Other Benefits and Expenses	487.50	19.06	299.97	187.53	63%	
5000-00	Salaries & Wages - Other	37,611.00	29,511.44	47,999.97	-10,388.97	-22%	
	Total 5000-00 - Salaries & Wages	46,476.54	34,707.70	59,999.94	-13,523.40	-23%	reduced staffing from FY20.21 to FY21.22
5100-00	Rent						
5110-00	Utilities	225.00	305.76	299.97	-74.97	-25%	
5140-00	Repairs & Maintenance	187.50	105.21	74.97	112.53	150%	
5150-00	Office - Cleaning	375.00	390.45	524.97	-149.97	-29%	
5100-00	Rent - Other	4,740.00	5,062.20	5,737.50	-997.50	-17%	
	Total 5100-00 - Rent	5,527.50	5,863.62	6,637.41	-1,109.91	-17%	reduced staffing from FY20.21 to FY21.22
5310-00	Telephone						
5320-00	Telephone	1,252.50	1,043.58	1,087.47	165.03	15%	adjusted budget to better reflect PY actuals
	Total 5310-00 - Telephone	1,252.50	1,043.58	1,087.47	165.03	15%	
5420-00	Mail - USPS	90.00	28.64	90.00	0.00	0%	
5520-00	Supplies						
5525-00	Supplies- Computer	0.00	1.57	0.00	0.00	0%	
5520-00	Supplies - Other	1,500.00	162.26	1,500.03	-0.03	0%	
	Total 5520-00 - Supplies	1,500.00	163.83	1,500.03	-0.03	0%	
5710-00	Taxes, Licenses & Fees	37.50	22.71	0.00	37.50	100%	
5740-00	Equipment Rental/Leasing	187.50	549.49	1,559.97	-1,372.47	-88%	
5800-00	Training Seminars	0.00	0.00	0.00	0.00	0%	
5900-00	Professional Fees						
5921-00	Professional Fees - Other	0.00	0.00	1,000.00	-1,000.00	-100%	
	Total 5900-00 - Professional Fees	0.00	0.00	1,000.00	-1,000.00	-100%	
6423-00	Membership Activities						

North Lake Tahoe Resort Association
Profit Loss Proposed Budget - Membership
July 2021 through March 2022

9 Month Total					
	Jul 21 - Mar 22 Proposed Budget	Jul 20 - Mar 21 Actual	Jul 20 - Jun 21 Budget	Budget Change 2021/22 vs 2020/21 (\$)	Budget Change 2021/22 vs 2020/21 (%)
					Comments
6434-00 - Community Awards Dinner	0.00	295.00	0.00	0.00	0%
6436-00 - Membership - Wnt/Sum Rec Lunch		0.00	500.00	-500.00	-100%
6437-00 - Tuesday Morning Breakfast Club	500.00	0.00	1,762.50	-1,262.50	-72%
6442-00 - Public Relations/Website/Digita	1,762.50	4,662.99	3,750.03	-1,987.53	-53%
6444-00 - Trades	4,500.00	0.00	0.00	4,500.00	0%
6423-00 - Membership Activities - Other	0.00	915.00	3,750.03	-3,750.03	-100%
Total 6423-00 - Membership Activities	3,750.00	5,892.99	9,762.56	-6,012.56	-62%
6742-00 - Non-NLT Co-Op Marketing Program	10,512.50				
8200-00 - Associate Relations	60.00	92.99	112.50	-52.50	-47%
8500-00 - Credit Card Fees	450.00	424.54	0.00	450.00	100%
8700-00 - Automobile Expenses	375.00	153.64	299.97	75.03	25%
8750-00 - Meals/Meetings	300.00	7.69	299.97	0.03	0%
8810-00 - Dues & Subscriptions	150.00	172.38	150.03	-0.03	0%
8910-00 - Travel	0.00	6.70	0.00	0.00	0%
8920-00 - Bad Debt	0.00	37,587.00	0.00	0.00	0%
Total Expense	66,919.04	88,717.50	62,499.85	-15,560.81	-19%
Net Ordinary Income	-119.04	23,456.67	21,800.18	-21,919.22	-101%
Other Income/Expense					
Other Expense					
8990-00 - Allocated	16,520.93	18,157.31	22,741.11	-6,220.18	-27%
Total Other Expense	16,520.93	18,157.31	22,741.11	-6,220.18	-27%
Net Other Income	-16,520.93	-18,157.31	-22,741.11	6,220.18	-27%
Net Income	-16,639.97	5,299.36	-940.93	-15,699.04	1668%

North Lake Tahoe Resort Association
Profit Loss Proposed Budget - Admin
July 2021 through March 2022

9 MONTH TOTAL

	Jul 21 - Mar 22 Proposed Budget	Jul 20 - Mar 21 Actuals	Jul 20 - Jun 21 Budget	Budget Change 2021/22 vs 2020/21 (\$)	Budget Change 2021/22 vs 2020/21 (%)	Comments
Ordinary Income/Expense						
Income	0.00	0.00	0.00	0.00	0%	
Total Income	0.00	0.00	0.00	0.00	0%	
Gross Profit	0.00	0.00	0.00	0.00	0%	
Expense						
5000-00 - Salaries & Wages						
5020-00 - P/R - Tax Expense	28,815.75	20,001.12	20,250.00	8,565.75	42%	
5030-00 - P/R - Health Insurance Expense	33,750.00	26,804.19	29,625.03	4,124.97	14%	
5040-00 - P/R - Workmans Comp	1,749.00	-349.92	1,748.97	0.03	0%	
5060-00 - 401 (k)	11,904.39	66.56	11,250.00	654.39	6%	
5070-00 - Other Benefits and Expenses	1,644.88	874.25	1,050.03	594.85	57%	
5000-00 - Salaries & Wages - Other	297,609.75	287,718.13	301,740.03	-4,130.28	-1%	
Total 5000-00 - Salaries & Wages	375,473.77	335,114.33	355,664.08	9,809.71	3%	changes in staffing - increased staffing, reduced wages
5100-00 - Rent						
5110-00 - Utilities	1,500.00	1,456.88	1,125.00	375.00	33%	
5140-00 - Repairs & Maintenance	3,750.00	4,064.43	2,925.00	825.00	28%	
5150-00 - Office - Cleaning	2,625.00	1,961.50	2,250.00	375.00	17%	
5100-00 - Rent - Other	27,840.00	24,561.31	17,040.33	10,799.67	63%	
Total 5100-00 - Rent	35,715.00	32,084.12	23,340.33	12,374.67	53%	Rent increased based on headcount
5310-00 - Telephone						
5320-00 - Telephone	11,107.50	8,768.25	6,750.00	4,357.50	65%	
Total 5310-00 - Telephone	11,107.50	8,768.25	6,750.00	4,357.50	65%	
5420-00 - Mail - USPS						
5480-00 - Mail - Fed Ex	0.00	0.00	0.00	0.00	0%	
5420-00 - Mail - USPS - Other	750.00	483.08	749.97	0.03	0%	
Total 5420-00 - Mail - USPS	750.00	483.08	749.97	0.03	0%	
5510-00 - Insurance/Bonding	11,250.00	8,814.53	15,225.03	-3,975.03	-26%	
5520-00 - Supplies						
5525-00 - Supplies- Computer	2,500.00	2,516.73	1,500.03	999.97	67%	computer for admin assistant
5520-00 - Supplies - Other	4,500.00	2,323.67	5,422.50	-922.50	-17%	
Total 5520-00 - Supplies	7,000.00	4,840.40	6,922.53	77.47	1%	
5610-00 - Depreciation	1,374.84	348.87	0.00	1,374.84	10000%	
5700-00 - Equipment Support & Maintenance	26,250.00	19,478.70	20,250.00	6,000.00	30%	
5710-00 - Taxes, Licenses & Fees	11,250.00	10,676.17	9,000.00	2,250.00	25%	
5740-00 - Equipment Rental/Leasing	1,125.00	1,128.08	3,750.03	-2,625.03	-70%	
5800-00 - Training Seminars	3,750.00	376.30	6,000.03	-2,250.03	-38%	
5900-00 - Professional Fees						
5910-00 - Professional Fees - Attorneys	5,625.00	2,380.00	5,625.00	0.00	0%	
5920-00 - Professional Fees - Accountant	26,000.00	21,800.00	26,000.00	0.00	0%	
5921-00 - Professional Fees - Other	7,500.00	0.00	14,625.00	-7,125.00	-49%	
Total 5900-00 - Professional Fees	39,125.00	24,180.00	46,250.00	-7,125.00	-15%	
5941-00 - Research & Planning	11,250.00	0.00	11,250.00	0.00	0%	
6742-00 - Non-NLT Co-Op Marketing Program						
7500-00 - Trade Shows/Travel	15,000.00	0.00	11,250.00	3,750.00	33%	CEO travel
8200-00 - Associate Relations	1,125.00	1,936.41	749.97	375.03	50%	
8300-00 - Board Functions	5,250.00	2,987.59	5,500.00	-250.00	-5%	
8500-00 - Credit Card Fees						
8600-00 - Additional Opportunities	7,500.00	5,850.00	18,749.97	-11,249.97	-60%	
8700-00 - Automobile Expenses	2,250.00	1,255.92	2,250.00	0.00	0%	

North Lake Tahoe Resort Association
Profit Loss Proposed Budget - Admin
 July 2021 through March 2022

9 MONTH TOTAL						
	Jul 21 - Mar 22 Proposed Budget	Jul 20 - Mar 21 Actuals	Jul 20 - Jun 21 Budget	Budget Change 2021/22 vs 2020/21 (\$)	Budget Change 2021/22 vs 2020/21 (%)	Comments
8750-00 - Meals/Meetings	3,750.00	264.02	3,750.03	-0.03	0%	
8810-00 - Dues & Subscriptions	9,000.00	8,778.39	10,500.03	-1,500.03	-14%	
8910-00 - Travel						
8920-00 - Bad Debt	0.00	87.22	0.00	0.00	0%	
Total Expense	579,296.11	467,432.36	567,901.98	11,394.13	2%	
Net Ordinary Income	-579,296.11	-467,432.36	-567,901.98	-11,394.13	2%	
Other Income/Expense						
Other Expense						
8990-00 - Allocated	-579,296.11	-458,518.37	-567,901.89	-11,394.22	2%	
Total Other Expense	-579,296.11	-458,518.37	-567,901.89	-11,394.22	2%	
Net Other Income	579,296.11	458,518.37	567,901.89	11,394.22	2%	
Net Income	-0.00	-8,914.01	-0.09	0.09	-100%	

North Lake Tahoe Resort Association
Profit Loss Proposed Budget - TOT Allocation
 July 2021 through June 2022

		Jul '21 - Jun '22	
		Proposed Budget	Comments
Ordinary Income/Expense			
Income			
	4050-00 • County of Placer TOT Funding	162,913.62	
	Total Income	162,913.62	
	Gross Profit	162,913.62	
Expense			
	5000-00 • Salaries & Wages		
	5020-00 • P/R - Tax Expense	7,400.00	
	5030-00 • P/R - Health Insurance Expense	12,000.00	
	5040-00 • P/R - Workmans Comp	250.00	
	5060-00 • 401 (k)	2,960.00	
	5070-00 • Other Benefits and Expenses	501.88	
	5000-00 • Salaries & Wages - Other	74,000.00	
	Total 5000-00 • Salaries & Wages	97,111.88	50% TBID/TOT position
	5100-00 • Rent		
	5110-00 • Utilities	250.00	
	5140-00 • Repairs & Maintenance	150.00	
	5150-00 • Office - Cleaning	400.00	
	5100-00 • Rent - Other	3,750.00	
	Total 5100-00 • Rent	4,550.00	based off headcount
	5310-00 • Telephone		
	5320-00 • Telephone	700.00	
	Total 5310-00 • Telephone	700.00	
	5420-00 • Mail - USPS		
	5480-00 • Mail - Fed Ex	50.00	
	5420-00 • Mail - USPS - Other	50.00	
	Total 5420-00 • Mail - USPS	100.00	
	5520-00 • Supplies		
	5525-00 • Supplies- Computer	1,250.00	new computer / computer supplies
	5520-00 • Supplies - Other	5,000.00	additional supplies / equipment
	Total 5520-00 • Supplies	6,250.00	
	5700-00 • Equipment Support & Maintenance		
	5710-00 • Taxes, Licenses & Fees	200.00	
	5740-00 • Equipment Rental/Leasing	750.00	
	5800-00 • Training Seminars		
	5900-00 • Professional Fees		
	5910-00 • Professional Fees - Attorneys		

North Lake Tahoe Resort Association
Profit Loss Proposed Budget - TOT Allocation
 July 2021 through June 2022

		Jul '21 - Jun '22 Proposed Budget	Comments
5920-00 - Professional Fees - Accountant			
5921-00 - Professional Fees - Other		10,000.00	attorney/etc.
Total 5900-00 - Professional Fees		10,000.00	
5941-00 - Research & Planning		0.00	
7500-00 - Trade Shows/Travel		0.00	
8200-00 - Associate Relations		60.00	
8600-00 - Additional Opportunitites		10,000.00	
8700-00 - Automobile Expenses		500.00	
8750-00 - Meals/Meetings		250.00	
8810-00 - Dues & Subscriptions		0.00	
Total Expense		130,471.88	
Net Ordinary Income		32,441.74	
Other Income/Expense			
Other Expense			
8990-00 - Allocated		32,441.72	
Total Other Expense		32,441.72	
Net Other Income		-32,441.72	
Net Income		0.02	



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: May 28, 2021

TO: NLTRA Board of Directors

FROM: Jeff Hentz, CEO

RE: Recommendation for Unspent NLTRA funding from FY2019-20 to be added to FY2019-20 Transient Occupancy Tax Fund Balance

Action Requested

Requesting Board of Directors' approval of a recommendation to direct remaining unspent NLTRA funding in the amount of \$284,939.38 from FY2019-20 to be added to the FY2019-20 Transient Occupancy Tax Fund Balance.

Background

The NLTRA had a total of \$384,939.38 in unspent funds from FY2019-20 due back to the County of Placer. Of those monies, \$100,000 was directed by the NLTRA board to provide additional grants to support COVID-19 relief efforts of the NTBA and TCDA. NLTRA staff recommends the NLTRA board to direct the remaining \$284,909.38 to go towards housing and transportation projects funded out of the FY2019-20 Transient Occupancy Tax Fund Balance.

Fiscal Impact:

No direct fiscal impact to the NLTRA. These funds would increase the TOT Fund Balance to go towards Housing and Transportation in the amount of \$384,939.38,.

Attachments:

None

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1587 Units ("DestiMetrics Census**") and 49.16% 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 (Apr) changed by (19041.9%)	Occupancy (Apr) :	41.3%	0.2%	19,041.9%
North Lake Tahoe ADR for last month (Apr) changed by (-17.1%)	ADR (Apr) :	\$ 288	\$ 348	-17.1%
North Lake Tahoe RevPAR for last month (Apr) changed by (15764.3%)	RevPAR (Apr) :	\$ 119	\$ 1	15,764.3%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (May) changed by (1658.5%)	Occupancy (May) :	22.1%	1.3%	1,658.5%
North Lake Tahoe ADR for next month (May) changed by (-24.9%)	ADR (May) :	\$ 274	\$ 365	-24.9%
North Lake Tahoe RevPAR for next month (May) changed by (1219.8%)	RevPAR (May) :	\$ 60	\$ 5	1,219.8%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (7.0%)	Occupancy	38.8%	36.3%	7.0%
North Lake Tahoe ADR for the past 6 months changed by (-6.7%)	ADR	\$ 376	\$ 403	-6.7%
North Lake Tahoe RevPAR for the past 6 months changed by (-0.2%)	RevPAR	\$ 146	\$ 146	-0.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (82.1%)	Occupancy	32.6%	17.9%	82.1%
North Lake Tahoe ADR for the future 6 months changed by (15.5%)	ADR	\$ 423	\$ 366	15.5%
North Lake Tahoe RevPAR for the future 6 months changed by (110.3%)	RevPAR	\$ 138	\$ 65	110.3%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Apr 30, 2021 vs. Previous Year				
Rooms Booked during last month (Apr,21) compared to Rooms Booked during the same period last year (Apr,20) for all arrival dates has changed by (-372.9%)	Booking Pace (Apr)	10.0%	-3.7%	-372.9%

* 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 April 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 4/30/21:	\$379,352	\$2,652,761	-86%
Number of Room Nights:	1,673	10938	-85%
Number of Delegates:	606	6956	-91%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

<u>Monthly Detail/Activity</u>	<u>April-21</u>	<u>April-20</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$34,163	\$164,519	-79%
Room Nights:	127	877	-86%
Number of Delegates:	35	510	-93%
Booked Group Types:	1 Meeting Planner	1 Corp., 1 Assoc., 1 SMF	
Lost Business, # of Groups:	6	6	

<u>Arrived in the month</u>	<u>April-21</u>	<u>April-20</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:	0	0	

<u>Monthly Detail/Activity</u>	<u>March-21</u>	<u>March-20</u>	
<u>Number of Groups Booked:</u>	1	4	
Revenue Booked:	\$2,197	\$247,127	-99%
Room Nights:	35	830	-96%
Number of Delegates:	50	314	-84%
Booked Group Types:	Smf	4 Corp.	
Lost Business, # of Groups:	6	10	

<u>Arrived in the month</u>	<u>March-21</u>	<u>March-20</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:	0	0	

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

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

<u>Arrived in the month</u>	<u>January-21</u>	<u>January-20</u>	
Number of Groups:	0	4	
Revenue Arrived:	\$0	\$330,384	
Room Nights:	0	1522	-100%
Number of Delegates:	0	578	
		2 Corp., 2	
Arrived Group Types:	0	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.
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Monthly Detail/Activity	<u>July-20</u>	<u>July-19</u>	
<u>Number of Groups Booked:</u>	0	6	
Revenue Booked:	\$0	\$138,643	-100%
Room Nights:	0	591	-100%
Number of Delegates:	0	335	-100%
		3 Corp, 2 SMF,	
Booked Group Types:	0	1 Govt.	
Lost Business, # of Groups:	0	28	

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

	<u>Current Numbers</u>	<u>Goals</u>
For 2021/22:	\$1,600,437	\$1,200,000
For 2022/23:	\$223,464	\$500,000



north lake tahoe

April 2021

Meetings & Conventions Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. Blueprint to Practice Automation - Epic Mastermind Experience, August 5-8, 2021, 165 room nights, 100 people
2. HPN Global - 76689 Confidential Influence Event, August 11-15, 2021, 30 room nights, 14 people
3. HPN Global - 76808 - Room Block Only, October 11-15, 2021, 40 room nights, 10 people
4. Sacramento County of Education - SCOE Retreat, June 16-17, 2021, 18 room nights, 20 people
5. Soccer Shots Franchising - 2022 National Convention, July 19-23, 2022, 485 room nights, 300 people
6. HPN Global - 77067 Executive Recruiting Retreat, June 7-10, 2021, 36 room nights, 12 people
7. HPN Global - 77086 - Recruitment Incentive, November 4-7, 2021, 60 room nights, 20 people
8. HPN Global - 76994V2 Summer Executive Meeting, July 14-16, 2021, 20 room nights, 10 people
9. Sweat Equity Ventures - 2020 Team Meeting, August 23-26, 2021, 60 room nights, 20 people
10. Snow Tours, Inc - Schmußmeister Ski and Board Club - Detroit, February 26-March 5, 2022, 42 room nights, 24 people
11. Soccer Shots Franchising - 2022 National Convention, July 19-23, 2022, 485 room nights, 300 people
12. Sacramento County Office of Education - Retreat, June 16-17, 2021, 18 room nights, 20 people

NEW INQUIRIES:

1. Dr. Fabrizio Mancini D.C., P.C. - Mentorship -MX-PC, January 27-30, 2022, 45 room nights, 40 people
2. Plumbing-Heating-Cooling Contractors Association - 2022 PHCC-WEST Annual Convention & Trade Show, April 5-8, 2022, 85 room nights, 85 people
3. Association of California School Administrators - 2021 July Board Meeting, July 25-28, 2021, 108 room nights, 35 people
4. California Seed Association - 2023 Annual Convention, March 11-15, 2023, 360 room nights, 150 people
5. HEWLETT PACKARD - Ezmeral Software SKO, July 23-29, 2021, 1050 room nights, 300 people
6. Sunrise Dental Solutions - Annual Summit 2022, September 21-26, 2022, 208 room nights, 80 people

7. Brex. - Executive Retreat, July 22-25, 2021, 33 room nights, 12 people
8. SAP - US Summit, April 3-6, 2022, 162 room nights, 150 people
9. American Orthopaedic Foot & Ankle Society - Winter Meeting, February 16-20, 2022, 570 room nights, 150 people
10. Osher Institute - 2023 National Resource Conference, October 14-18, 2023, 670 room nights, 260 people
11. R1 RCM - Commercial Mid Year Meeting, July 12-14, 2021, 120 room nights, 40 people
12. Toyota North America - KC Region 2021 Golf Incentive, October 2-6, 2021, 74 room nights, 20 people
13. Vincent Owner's Club - 2023 International Rally - VOC, May 14-20, 2023

NEW DEFINITES:

1. HPN Global - 76501 Corporate HR Planning Meeting, September 20-24, 2021, \$34163 room revenue, 127 room nights, 40 people

CONFERENCE SALES PROJECTS

- Staff continues to add new associates from HelmsBriscoe to our IDSS data base. All the new associates receive a follow up email with our group and meetings incentives plus a link to our "Know Before You Go Guide".
- April 15, 2021, Staff attended CalSAE zoom call and tech run to over final keynote address format for CalSAE Elevate.
- Staff continue to review and provide edits for the new meeting & conference planning guide.

SITE VISITS & SALES CALLS:

- Regional Site Visits:
 - April 9, 2021 Staff conducted a site visit and meeting at the North Tahoe Events Center.
 - April 9, 2021 Staff conducted a site visit and meeting at Gar Woods Grill & Pier.
 - Future site visits are planned for June and July.
- Staff assisted in setting up site visit for Conference of California Public Utility Counsel site visit for April 11-13, 2021. This annual meeting is for April 21-24, 300 room nights and 130 people. This program visited the Ritz Carlton Lake Tahoe, Village at Squaw Valley, and the Resort at Squaw Creek

TRADE SHOWS & EVENTS:

- CalSAE Virtual Elevate: April 27-29, 2021. 145 California Association Executives, Association Manager and Third-Party Planners were in attendance. Our organization provided sponsorship for this California Society of Associations Executives annual event.
 - We assisted in the planning of Party with the Partners - Escape the Desert Island Team Challenge opening event. Our team won the event.
 - We also sponsored session "Now You See It: Unlocking the Power of Your Data." Staff gave the introduction along with regional highlights. We also took place in the final announcements as RSC is next year's host.

UPCOMING TRADE SHOWS AND EVENTS:

- Upcoming Tradeshows:
 - May 24-26, 2021, Connect Corporate & Association, Las Vegas, NV
 - June 28-30, 2021, HelmsBriscoe ABC, Dallas, TX

CHICAGO EFFORTS:

- Personal sales calls being made in May and June.
- North Lake Tahoe continues to be represented on the Chicago Destination Reps social media sites: Facebook, Instagram and Linked-In and on the website. A new campaign launched in April 2021 that will feature North Lake Tahoe.



north lake tahoe

April 2021
Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Launched the Traveler Responsibility Pledge
- Developed a presentation and program for Visit California's Third Thursday
 - April 14th, we presented to 70 of Visit CA's staff, board members and agency team members on all the hidden gems of North Lake Tahoe.
 - We had great partner participation – Tahoe Via, Old Greenwood, Wolfdale's, Sugarbowl, Homewood and Squaw Valley.
 - Link to the [presentation](#)
 - Password: j4^\$q+\$K
 - [link](#) to our newsroom article
- Met with Travel Nevada on international recovery efforts
- Met with Visit California on international recovery efforts
- High Sierra Visitors Council Projects:
 - Finalized Visit CA High Sierra newsletter – April.
 - Lead on the High Sierra Influencer Program – we did a kickoff call in March and plan to rollout all influencer content in May/June.
 - Lead on the VCA podcast opportunity – June
- Networking
 - Attended SkiTops Networking Event – April 8th
- Newsletters
 - Traveler Responsibility Pledge went out on April 30th
 - Open rate 20%

TRADESHOWS & FAMS

- Attended the TravPro Adventure/Sports Virtual Summit
 - [Link to contacts](#)
 - 204 booth visits
- Attended Mountain Travel Symposium
 - 18 B2B meetings and attended educational forums
 - [Link to leads](#)
- Attended the Virtually Yours Travel NV Virtual Roadshow – April 26-29th
- Coming up:
 - Visit California Luxury Forum – May 5th & 6th

INTERNATIONAL UPDATES

- Canada/DCI – limited scope of work
 - Presented to Kensington Tours
 - Working on (2) future trainings

April 2021 Recap



north lake tahoe

**THE ABBI
AGENCY**

The background image is a scenic landscape featuring a calm lake with a kayaker in the distance. In the foreground, there are large, light-colored rocks. The right side of the image is framed by dense green trees. A semi-transparent white rectangle 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: 0.5% increase in Facebook followers and -0.3% decrease in Instagram followers.
 - SoCal: -0.75% decrease in Facebook followers and -4.5% decrease in IG followers.

Content

- Blog
 - Goal: 1 per month
 - Completed: 2 (one was held over from March)
- Newsletter
 - Goal: 1
 - Completed: 2 (one was held over from March)



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Social Media



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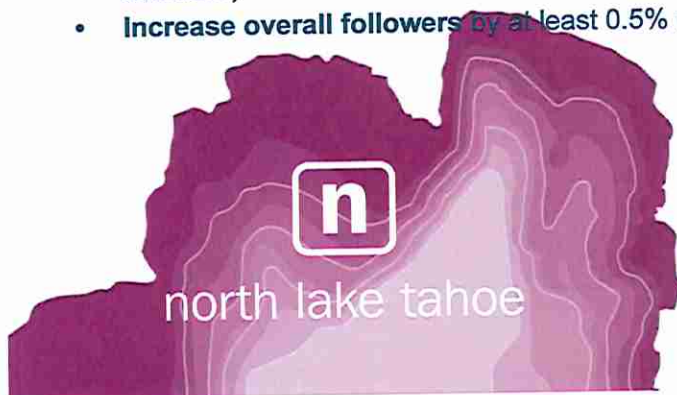
Social Media Approach

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



Channels

- Facebook, Instagram, Twitter, YouTube, Pinterest

Follower + Engagement Insights:

- Total followers: **234,752**
 - Total audience increased by **0.2%** with **484** new followers from the last month.
- Total Impressions: **6,134,675 (-19.3%)**
- Total Engagement: **77,035 (-5.4%)**

Insights:

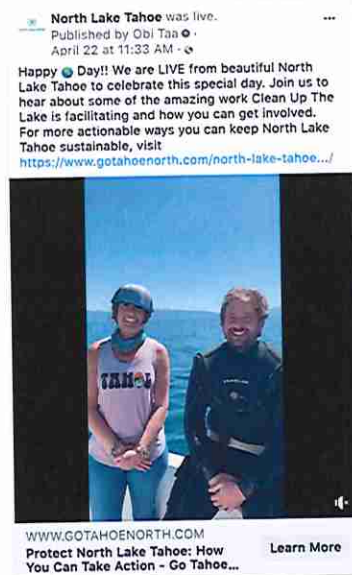
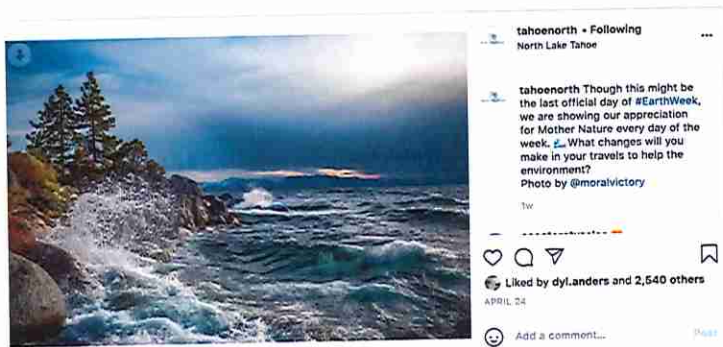
- Overall performance is slightly down from the previous month, though March did have a dramatic increase in performance. April saw the launch of new campaigns including the North Tahoe Eats Contest and the Traveler Responsibility Pledge.

Top Posts by Engagement

#1 Instagram Post: 38.3k impressions, 37k reach, 2.6k engagements, 6.9% engagement rate

#1 Facebook Post: 9.2K impressions, 7.1k reach, 1.3k engagements, 14.6% engagement rate

#1 Twitter Post: 2.7k impressions, 140 engagements, 5.1% engagement rate



Content Messaging

North Lake Tahoe Social Media Efforts

- North Lake Tahoe has returned to higher posting frequency, with approx. 5-7 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 spring travel and the in-market campaign have been included.

Local Business Support:

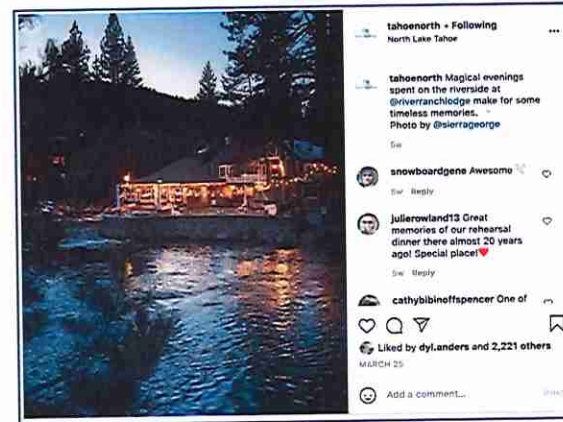
- The Takeout Tahoe campaign continues to run across social media, with posts being boosted and promoted to in-market visitors.
- On top of Takeout Tahoe we have been continuing to share ways visitors can support local restaurants and retailers.

North Tahoe Eats Contest

- To further support North Lake Tahoe's dining experiences, the North Tahoe Eats Contest launched at the beginning of April as a photo submission contest, where visitors to the region can submit photos of their favorite meals from around the lake either through a CrowdRiff form or through the #NorthTahoeEats hashtag.


Traveler Responsibility Pledge

- With the launch of the Traveler Responsibility Pledge, our social channels have developed a launch strategy for releasing the video series over the next few weeks, supported through Instagram stories and additional in-feed posts.

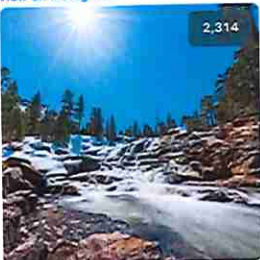


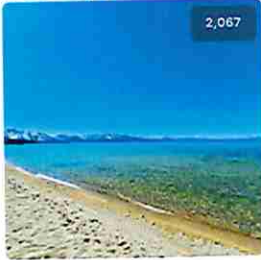
Instagram Competitor Set

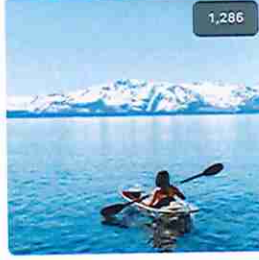
Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In April @TahoeNorth had more engagements than Tahoe South and fewer than Visit Mammoth. All destinations are continuing to weave in beautiful imagery with safety messaging with about the same posting frequency throughout the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


Account	Posts	Hashtags	Engagements	Followers	Following	Profile Views
 tahoessouth tahoessouth	12	#regam #MondayMotivation #Regam	12,038	159	12,197	1,016

Most Popular Media by tahoessouth

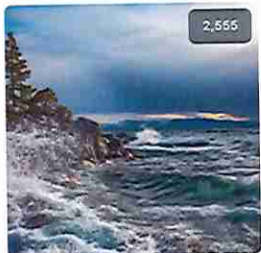
[View on Instagram](#)

2,314


[View on Instagram](#)

2,067

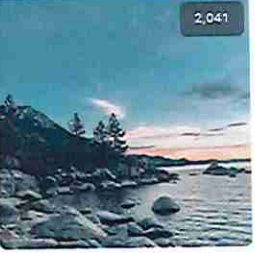
[View on Instagram](#)

1,286


Account	Posts	Hashtags	Engagements	Followers	Following	Profile Views
 tahoenorth tahoenorth	22	#NorthTahoeEats #EarthWeek #TahoePledge	20,453	153	20,606	936.64

Most Popular Media by tahoenorth



2,555

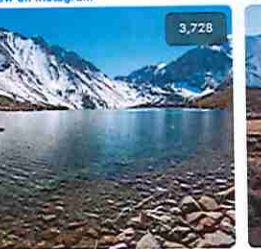

2,328



2,041

Account	Posts	Hashtags	Engagements	Followers	Following	Profile Views
 visitmammoth visitmammoth	26	#VisitMammoth #RecreateResponsibly #StaySafeToStayOpen	43,622	337	43,959	1,691

Most Popular Media by visitmammoth

[View on Instagram](#)

4,738

[View on Instagram](#)

3,728

[View on Instagram](#)

3,220

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:

- Spring Dual Days
- Travel Preparedness
- Safe Parking/Driving Behaviors
- Local Culinary Culture
- Sustainability
- Being a good Tahoe neighbor

Campaigns:

- Tahoe Eats Photo Contest, Dual Days
- Sustainability Pledge Launch



Newsletters Posted: 2

- ***Tahoe Earth Day: Honoring and Protecting Our Mountain Paradise***
 - Non-segmented newsletter.
 - Open rate: 9.9 percent.
 - Click through rate: 0.4 percent.
 - Newsletter performance suffers when not segmented.
- ***Culinary Adventures in North Lake Tahoe***
 - Segmented across markets.
 - Average open rate: 19.5 percent.
 - Average click through rate: 1.5 percent.

Blogs Posted: 2

- ***Protect North Lake Tahoe: How You Can Take Action***
 - Page views: 342
 - Time on page: 2:32
- ***Explore the Mouthwatering World of North Lake Tahoe Dining***
 - Page views: 86
 - Time on page: 2:43



Thank You!

April Monthly Report



north lake tahoe

An aerial photograph of a person in a red kayak on a calm, turquoise lake. The kayaker is positioned in the upper left quadrant. The water is clear, revealing large, light-colored rocks in the foreground and middle ground. Lush green trees line the right and bottom edges of the frame. A large, semi-transparent white rectangle is centered over the image, containing the text 'SEO REPORT' in a bold, dark blue font.

SEO REPORT

Remove Old Site From Indexing

- The old site — which is archived at old.gotahoenorth.com — is still being indexed and creating critical errors that are being passed on to the new, live site. Removing the old site from indexing is a high priority that we recommend addressing as soon as possible.
- We have discussed this issue in the past and the decision at the time was to see if the old site would deindex automatically from SERP with the aid of some redirects. At the moment some pages on the old site, such as the homepage old.gotahoenorth.com/ redirect to the new, live site. However, most pages do not, like: old.gotahoenorth.com/lake-tahoe-activities/downhill-resorts/.
- You can view additional instances [here](#).
- To fix this problem, we recommend setting up server-side authentication requiring login access to old.gotahoenorth.com. This way no one can view that site without logging in first. This will tell search engines that no pages on this subdomain should be indexed.



Fix Broken Links

- There were 151 new instances of broken links on the site. Augustine fixed all instances aside for the following which will require the development team's assistance.
- Page Where Broken Links Found:
 - www.farwestnordic.org
At the bottom of the page there is a button for Far West Nordic that returns a 404. After inspecting the backend we noticed that the button's URL is inputted correcting however for someone reason on the page the URL is automatically changing to <https://www.gotahoenorth.com/lake-tahoe-activities/nordic-skiing/www.farwestnordic.org>. This may be an issue with the backend input field and should be addressed as this could create issues for future pages like that use this field.
 - <https://www.gotahoenorth.com/travel-industry-toolkit/>
Similar issue to the one above. Relating to the button for "North Lake Tahoe Events."
 - <https://www.gotahoenorth.com/event/lake-tahoe-summerfest-2/all/>
The hyperlinked name "Ekaterina Semanchuk" points to a non-existent page.
 - <https://www.gotahoenorth.com/event/lake-tahoe-summerfest-2/all/>
The hyperlinked name "six orchestra concerts" points to a non-existent page.
 - <https://www.gotahoenorth.com/event/snowfest-2/all/>
The hyperlinked name "https://www.tahoesnowfest.org/event-schedule/" points to a non-existent page.
 - <https://www.gotahoenorth.com/event/northern-lights-tahoe-film-fest/all/>
The hyperlinked Facebook icon at the very bottom of this page points to a non-existent page.
 - <https://www.gotahoenorth.com/event/daily-sunset-kayak-tour/all/>
The hyperlinked website button at the top of this page points to a non-existent page.

Fix Redirect Issues

- It appears that recently the linking structure for the following page was changed from: <https://www.gotahoenorth.com/events/annual-events/lake-tahoe-autumn-food-and-wine/> to <https://www.gotahoenorth.com/annual-events/lake-tahoe-autumn-food-and-wine>
- We recommend setting up a 301 redirect from the first one to the second one.
 - In the future we recommend avoiding changing URLs after a page has been published. If a change is needed, it's very important to set up a 301 redirect from the old to new URL.
- This change created another issue related to the URL: <http://www.tahoefoodandwine.com/>. At some point a 301 redirect was set up for it pointing to the first link above. This creates Redirect Loops. Redirect Loops are when URL A redirects to URL B which redirects to URL C. The better practice is for URL A to redirect to URL C. To solve this: <http://www.tahoefoodandwine.com/> should redirect to <https://www.gotahoenorth.com/annual-events/lake-tahoe-autumn-food-and-wine>.

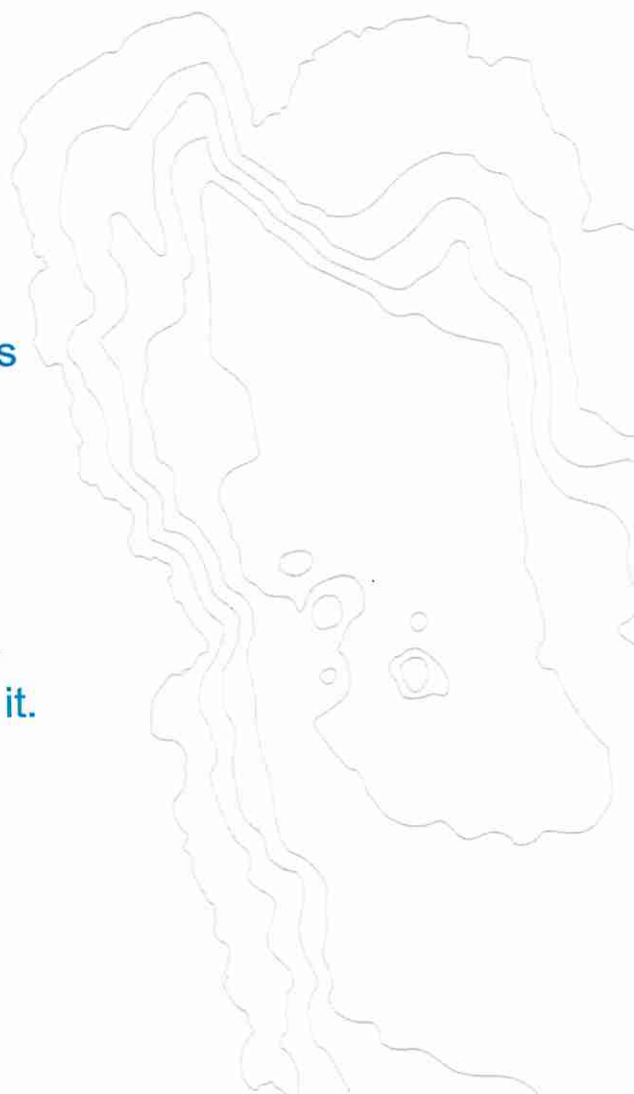
Canonicalize Pages

- The listing pages are not currently canonicalized. As a result, because they are generating a URL parameter, the page is registering as duplicate content.
- The first step towards correcting this issue is placing a canonical tag on all listing pages.
- Most pages on the site are not currently canonicalized. Ideally, all would be. Every page on the site should have canonicalization. Right now, we recommend prioritizing the homepage and listing pages. Then moving on to the rest of the site.

Title Tag		Duplicates
Tahoe Blooms Floral Designs - Go Tahoe North		2 pages ▲
1.	https://www.gotahoenorth.com/listing/tahoe-blooms-floral-designs/?ref_by=florists	
2.	https://www.gotahoenorth.com/listing/tahoe-blooms-floral-designs/	

Fix Code Error on Homepage

- On the homepage, under the “What’s Happening in Lake Tahoe” section, two of the boxes are generating a code error. These boxes are:
 - Sunset Kayak Tours
 - Full Moon Kayak Tours
- These boxes contain this erroneous code: `<a href="https://www....`
We recommend identifying the reason for this code and removing it.



Fix Critical Errors

- There are 46 critical errors on the site. They require the development team's further review. Identifying and addressing the issues for those listed below should fix the rest.
 - <https://www.gotahoenorth.com/lodging/pricing/inexpensive/>
This page's filter is returning the following and requires further review by development:
Warning: Invalid argument supplied for for each() in /gotahoenorth.com/htdocs/wp-content/themes/gtn20/functions/lodgings.php on line 53
 - The following pages are returning the following heading: Undefined Undefined NaN. Additionally, although the first three have different URLs, when you click on them the page title and content are exactly the same.
 - <https://www.gotahoenorth.com/venue/eric-johnson-solo-evening-acoustic-guitar-piano-seated-crown-room-show/>
 - <https://www.gotahoenorth.com/venue/george-clinton-parliament-funkadelic/>
 - <https://www.gotahoenorth.com/venue/polyrhythmics-album-release-party/>
 - <https://www.gotahoenorth.com/venue/200-ft-banana-split-extravaganza/>
 - Several "Organizer" pages are registering as Soft 404s. While technically not a 404 Page Not Found Google is noticing that content is missing or there is something wrong with the page's content.
 - <https://www.gotahoenorth.com/organizer/local-school-holiday-performance/>
 - <https://www.gotahoenorth.com/organizer/the-psychology-of-humor/>
 - <https://www.gotahoenorth.com/organizer/mountain-specialized-womens-weekend-2/>

Review Questionable Pages

- If this page is not relevant, we recommend removing it and setting up an appropriate 301 redirect, if relevant. If it is relevant, we recommend reviewing the “Touch Lake Tahoe” module to make sure it is set up properly and no links are broken within it as it’s creating issues on the site.
 - <https://www.gotahoenorth.com/chris-test>
- These two pages are questionable, especially since the main menu links to [gotahoenorth.com/events](https://www.gotahoenorth.com/events) (without the “-2” on the end of the URL). In the next phase of SEO improvements a overhaul of the site structure is recommended, and page structuring will be streamlined so no pages exist like this on the site. However, in preparation for the bigger site structure update, it’s a good idea to take care of unnecessary paths like these as they arise in monthly maintenance checks.
 - <https://www.gotahoenorth.com/events-2/>
 - <https://www.gotahoenorth.com/events-2/submit-your-event/>

Review Questionable Pages

- As soon as the spring campaign is complete, we recommend removing the first two URLs. The first two point to a page with a canonical tag, however, that canonical is broken. Oddly, the last URL, which should be the page's only URL, points to a version of the page that does not have a canonical at all.
 - <https://www.gotahoenorth.com/lake-tahoe-activities/nevada-things-to-do-spring/>
 - <https://www.gotahoenorth.com/lake-tahoe-activities/california-things-to-do-spring/>
 - <https://www.gotahoenorth.com/lake-tahoe-activities/spring/>
- This link is for a page for the homepage's hero video. We recommend reviewing this page, and verifying why it exists and if there is a better way to deliver this content that doesn't require creating an entire page just for it. Ideally this page wouldn't exist. At the very least, this page should be removed from the sitemap. It is currently marked "no index" but in the XML sitemap which is sending Google conflicting messages.
 - https://www.gotahoenorth.com/home/nlt_summer_loop/

Review Questionable Pages: Sitemap Conflict

- There are several pages that have been marked as “no index” but are found in the sitemap. The sitemap is as a guide by search engines on how they index pages. The “no index” tag tells search engines you don’t want a page to appear in search engines. Having both creates a conflict. Here are some examples:
 - https://www.gotahoenorth.com/member_types/jewelry-jewelry-repair/
 - https://www.gotahoenorth.com/home/nlt_summer_loop/
 - <https://www.gotahoenorth.com/itineraries-and-information/north-lake-tahoe-hindi-itinerary/>
 - <https://www.gotahoenorth.com/itineraries-and-information/north-lake-tahoe-french-itinerary/>
 - <https://www.gotahoenorth.com/lake-tahoe-activities/resort-discount-pricing-flyer/>
 - <https://www.gotahoenorth.com/lake-tahoe-activities/apres-ski>
 - https://www.gotahoenorth.com/lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/december_2020_special-board-mtg_bodagenda/
 - <https://www.gotahoenorth.com/listing/peppertree-inn/tower-view/>
- We recommend at the very least removing these pages, and similar ones, from the XML sitemap. For instance, all pages containing the path “/member_types/” should be marked “no index” and removed from the XML sitemap. We also recommend reviewing why these pages exist. For example, the last six pages listed above appear to be a page whose sole purpose is downloading/viewing a Word doc or PDF. Creating pages for this purpose is not advisable, and if possible, an ulterior way of sharing this content should be found.

Optimize Social Media - Instagram & Twitter Link Trees

- Consider creating a link tree for the bio link on Instagram and Twitter. You may already have this set up, and just decided to prioritize the current link to the Traveler Responsibility Pledge page. However, if not, a bio link tree can be an easy way to funnel traffic from social media accounts to high-value pages on the site. Click on the bio links on these accounts for examples:
 - https://www.instagram.com/barefoot_surf/?hl=en
 - <https://www.instagram.com/gap/>
 - <https://www.instagram.com/byheartmade/?hl=en>
- To create these link trees we recommend creating a page on the site that acts as a link tree instead of using third party tools. Augustine can help design this link tree to generate the best possible SEO benefit based on your preferences.

Optimize Social Media - Facebook Sitelinks

- The [proper link](#) to the GTN Facebook page has been added in the footer.
- We recommend disabling/closing the other, invalid account (facebook.com/LakeTahoeNorth) otherwise it will continue to rank alongside the proper one, potentially creating a conflict.
- The current Facebook page also does not link to the website in the About section. Nor does the About include links to the Instagram account. We recommend reviewing the About info on Facebook and updating wherever possible.



Optimize Social Media - YouTube Sitelinks

- YouTube does not link to the correct URL for the site <https://www.gotahoenorth.com>. Instead, it links to the non-secure HTTP version (<http://gotahoenorth.com/>).
- While search engines do not count social media links as backlinks, we still recommend ensuring the correct canonical address is used wherever the URL is shown and can be easily updated.



Avoid Creating Near Identical Pages

- We have found some instances where near identical pages are being created for similar events. Two examples are shown below:
 - <https://www.gotahoenorth.com/event/art-hikes-experience-art-within-nature/2020-09-19/>
<https://www.gotahoenorth.com/event/art-hikes-experience-art-within-nature/2020-09-20/>
 - <https://www.gotahoenorth.com/event/bear-factory/2019-02-16/>
<https://www.gotahoenorth.com/event/bear-factory-2/2019-03-09/>
- The only real difference between these are their dates. As a result these are registering as duplicate content and diminishing the site's crawl budget.
- Ideally, if the same event occurs yearly only one page would be created for it, and then updated each year to reflect the new date. If that is not possible within the current workflow for creating events on the site, we recommend at the very least creating different content for each event, meaning the second event would have completely different images and copy.

Review Press Release Linking

- Several press releases were sent out with broken links. Specifically, the “About North Lake Tahoe” section at the bottom of these releases contained the anchor text “Deals” hyperlinking to <http://deals/>. This link does not exist.
- Augustine fixed the currently affected press releases, but for future reference, we recommend reviewing your press release links in the “About North Lake Tahoe” section just to ensure they work.

An aerial photograph of a person in a red kayak on a vibrant turquoise lake. The water is clear, revealing large white rocks and green algae at the bottom. Lush green trees line the right side of the frame. A semi-transparent white rectangular box is centered over the image, containing the text "PAID MEDIA REPORT" in a bold, dark blue, sans-serif font.

PAID MEDIA REPORT

EXECUTIVE SUMMARY

- Overall, campaigns are performing well with good engagement rates, conversions and impression delivery to targeted audiences.
- Original questions/concerns about the 'family' audience performance have been alleviated with high engagement rates.
- TripAdvisor, which for many years has been a top 3 performer, is one of our lower performing channels. Optimizations are in progress and a high priority with the vendor offering bonus impressions for May.
- For paid search, SoCal markets are showing the lowest conversion costs with the Texas coming in at about 3x higher. Additional optimizations have been implemented.

All Campaigns Overview

15,399,121
IMPRESSIONS

\$2.22
COST PER CLICK

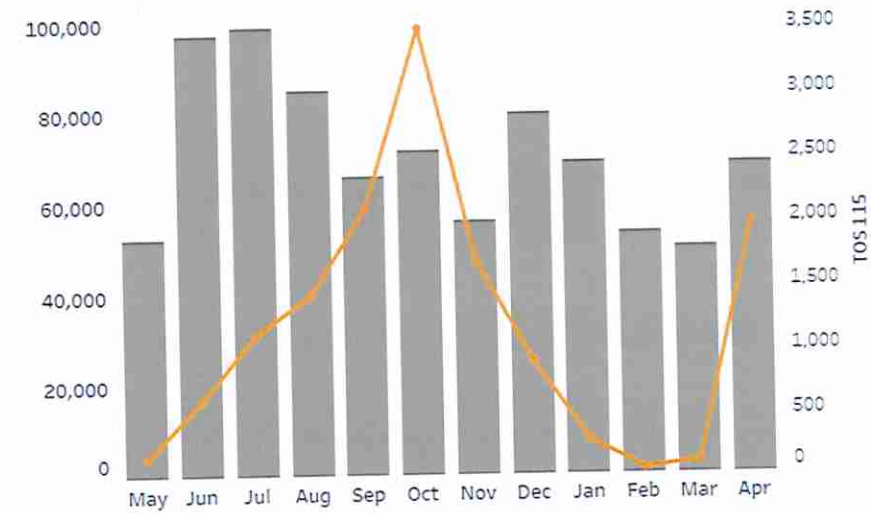
48,957
CLICKS

1,951
TOS
CONVERSIONS

\$55.80
COST PER TOS CONVERSION

- With all Consumer campaigns in full swing, there are dramatic increases in conversions and site traffic.
- The TX campaign received several optimizations the final weeks of April to help improve campaign metrics through the month of May.
- The SoCal campaign began reaching optimization impression levels at the end of April which will also show during the month of May.
- The MCC campaign continues at lower impression levels through June.

Sessions | TOS 115 Conversions



Campaign Overview

Campaign	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Book Now Conversions
Consumer	13,214,480	44,317	0.34%	\$2.44	\$108,264.86	1,910	\$56.68	104
MCC	2,184,641	4,640	0.21%	\$0.13	\$595.09	41	\$14.51	3
Total	15,399,121	48,957	0.32%	\$2.22	\$108,859.95	1,951	\$55.80	107



CONSUMER: TEXAS

Overview by Campaign - Texas

Start Date
4/1/2021

End Date
4/30/2021

5,922,576
IMPRESSIONS

25,452
CLICKS

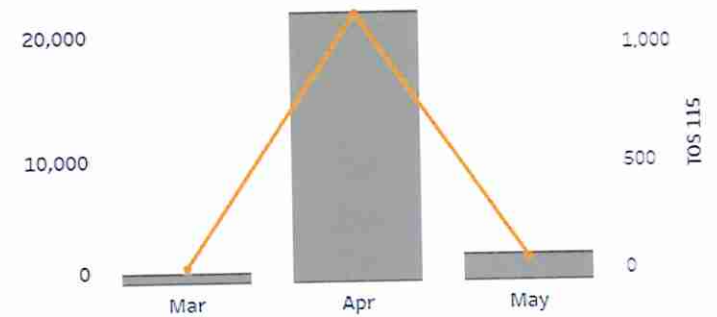
\$1.63
COST PER CLICK

1,127
PRIMARY
CONVERSIONS

\$36.81
COST PER TOS
CONVERSION

Campaign	Impressi..	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Book Now Conversi..
Consumer	5,922,576	25,452	0.43%	\$1.63	\$41,489.68	1,127	\$36.81	34

Sessions | TOS 115 Conversions



Creative Performance

	Impressions	Clicks	Click Through Rate	Cost	TOS 115
Programmatic Display	2,122,145	2,294	0.11%	\$10,611	181
Facebook	1,402,444	12,802	0.91%	\$7,736	236
YouTube	1,128,344	5,534	0.49%	\$3,126	552
TripAdvisor	646,546	404	0.06%	\$13,577	46
Instagram	448,891	2,626	0.58%	\$3,008	25
Google Ads	174,206	1,792	1.03%	\$3,431	87
Grand Total	5,922,576	25,452		\$41,490	1,127

Overview by Medium

Start Date
4/1/2021

End Date
4/30/2021

5,922,576
IMPRESSIONS

25,452
CLICKS

\$1.63
COST PER CLICK

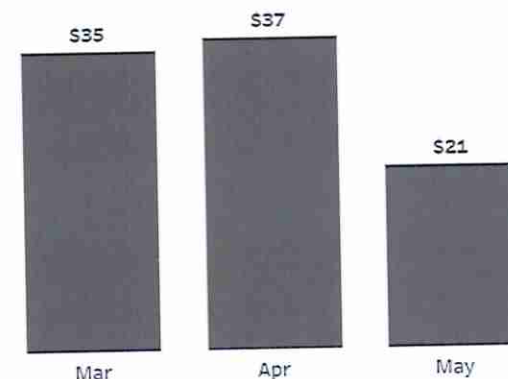
1,127
PRIMARY
CONVERSIONS

\$36.81
COST PER TOS
CONVERSION

Cost per Conversion Persona

Persona	TOS 115	TOS Conversion Rate	Cost per Primary	Book Now Conversions	Impressions
Boomer Ben	650	5.2%	\$17.85	8	2,267,941
Know Before Yo..	120	3.7%	\$54.76	4	976,749
Lodging	102	6.4%	\$66.05	4	704,791
Millennial Megan	67	2.3%	\$98.21	2	927,651
The Jones Family	101	3.1%	\$65.02	5	871,238

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Display	2,768,691	2,698	0.10%	\$8.97	\$24,188.19	227	\$106.56
Paid Search	174,206	1,792	1.03%	\$1.91	\$3,431.32	87	\$39.44
Paid Social	1,545,143	11,249	0.73%	\$0.78	\$8,824.26	253	\$34.88
Video	1,434,536	9,713	0.68%	\$0.52	\$5,045.91	560	\$9.01
Grand Total	5,922,576	25,452	0.43%	\$1.63	\$41,489.68	1,127	\$36.81

Social Ad Performance

Start Date
4/1/2021

End Date
4/30/2021

1,545,143
IMPRESSIONS

11,249
CLICKS

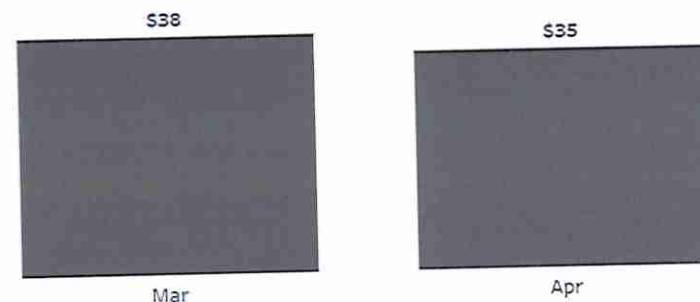
253
PRIMARY
CONVERSIONS

13
SECONDARY
CONVERSIONS

\$34.88
COST PER TOS
CONVERSION

- The Family audience has been performing better than expected. Unexpectedly, the Millennial audience has been the lower performer overall.
- The retargeting and KBYG messaging has been the highest performing conversion ad sets overall.
- The iOS update was released the final week of April and should begin impacting conversion data in May.

Cost per Conversion Trending



Targeting	Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per TOS 115
Prospecting	Boomer Ben	281,938	2,336	0.83%	\$0.74	\$1,720.93	41	\$41.97
	Know Before You Go	420,325	2,762	0.66%	\$0.63	\$1,727.48	82	\$21.07
	Millennial Megan	370,449	2,403	0.65%	\$0.72	\$1,729.27	25	\$69.17
	The Jones Family	318,857	2,660	0.83%	\$0.65	\$1,729.38	42	\$41.18
Retargeting	Lodging	153,574	1,088	0.71%	\$1.76	\$1,917.20	63	\$30.43
Total		1,545,143	11,249	0.73%	\$0.78	\$8,824.26	253	\$34.88

Paid Social Creative Performance

Start Date
4/1/2021

End Date
4/30/2021

Creative Performance

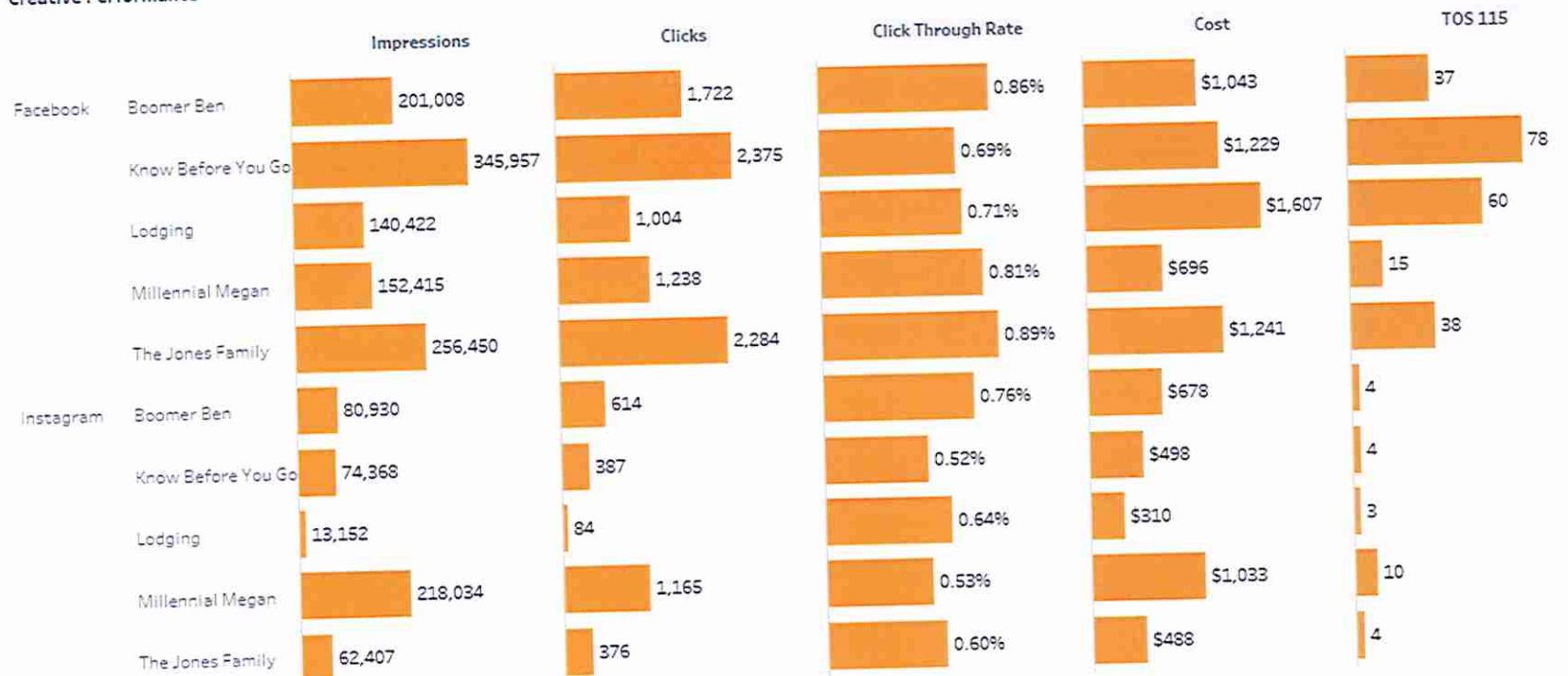
1,545,143
IMPRESSIONS

11,249
CLICKS

253
PRIMARY
CONVERSIONS

\$0.78
COST PER CLICK

\$34.88
COST PER TOS
CONVERSION



Display Performance by Placement

Start Date
4/1/2021

End Date
4/30/2021

2,768,691
IMPRESSIONS

2,665
CLICKS

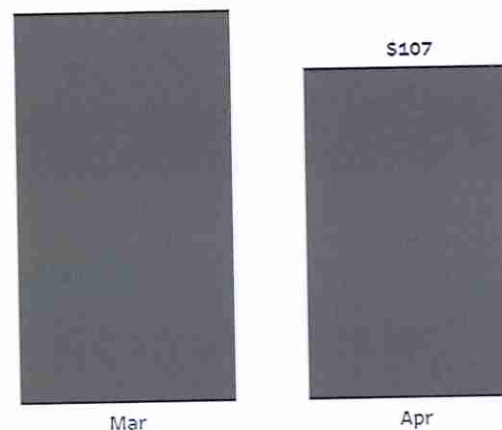
227
TOS 115
CONVERSIONS

\$9.08
COST PER CLICK

\$107
COST PER
TOS CONVERSION

- TripAdvisor performance has seen the worst conversion levels we have seen in over three years. They have multiple teams working on this and we should see drastic improvement in May.
- Our programmatic GPS targeting of past visitors as well as lookalike audiences has seen good results. We are hopeful recent optimizations see additional improvements.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Programmatic Display	2,122,145	2,261	0.11%	\$4.69	\$10,610.73	181	\$58.62
TripAdvisor	646,546	404	0.06%	\$33.61	\$13,577.47	46	\$295.16
Grand Total	2,768,691	2,665	0.10%	\$9.08	\$24,188.19	227	\$106.56

Display Performance by Creative

Start Date
4/1/2021

End Date
4/30/2021

2,768,691
IMPRESSIONS

2,665
CLICKS

227
TOS 115
CONVERSIONS

\$9.08
COST PER CLICK

\$107
COST PER
TOS CONVERSION

- As the campaign gained steam through impression delivery and optimizations, we saw good improvements verse the initial launch days in March.
- All creative is performing at similar levels for CTR, but the Boomer and Family audiences are seeing higher conversions.

Creative CTR Trending



Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Boomer Ben	551,467	538	0.10%	\$8.99	\$4,836.86	49	\$98.71
Know Before You Go	556,424	524	0.09%	\$9.24	\$4,843.19	38	\$127.45
Lodging	551,217	498	0.09%	\$9.68	\$4,819.49	39	\$123.58
Millennial Megan	557,202	532	0.10%	\$9.12	\$4,850.84	42	\$115.50
The Jones Family	552,381	573	0.10%	\$8.44	\$4,837.81	59	\$82.00
Grand Total	2,768,691	2,665	0.10%	\$9.08	\$24,188.19	227	\$106.56

Paid Search Performance

Start Date
4/1/2021

End Date
4/30/2021

Ad Group Performance

174,206
IMPRESSIONS

1,792
CLICKS

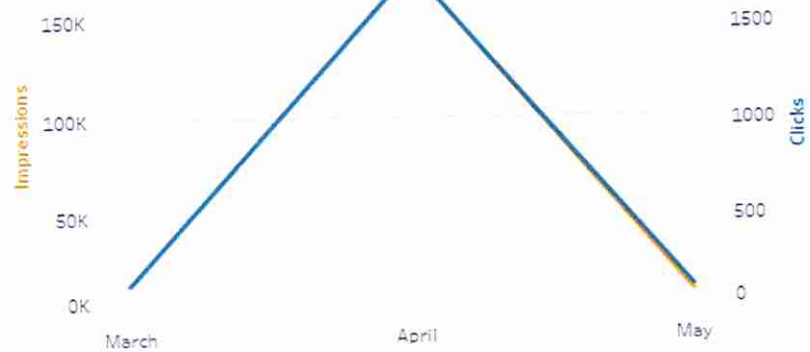
98
TOS 115
CONVERSIONS

\$39.44
COST PER TOS 115

\$0.52
COST PER CLICK

		Impressions	Clicks	Click Through Rate	Cost	Cost per Click	Primary Conversions	Book Now Conversions
Consumer 2020-21	dallas	81,174	1,008	1.24%	\$2,235.57	\$0.45	52	6
	houston	93,032	784	0.84%	\$1,195.75	\$0.66	35	5

Impressions | Clicks



Impressions | Conversions



Paid Search Performance

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
dallas	81,174	2,236	1,008	\$0.45	1.24%	52
houston	93,032	1,196	784	\$0.66	0.84%	35

Paid Search Performance

Start Date
4/1/2021

End Date
4/30/2021

Keyword Performance

	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
	83,186	437	\$0.60	0.53%	\$725.38	9	2.1%	\$86.09
+fishing	32,278	103	\$0.32	0.32%	\$318.02	19	18.4%	\$18.42
+hiking	18,690	45	\$0.53	0.24%	\$84.88	4	8.9%	\$5.62
AutomaticKeywords	12,927	139	\$0.52	1.08%	\$264.91	15	10.8%	\$17.81
+kayaking	10,416	212	\$0.51	2.04%	\$412.88	21	9.9%	\$21.55
+beaches	9,617	150	\$0.65	1.56%	\$230.67			\$86.09
+boating	5,731	15	\$0.58	0.26%	\$26.06			\$43.54
fishing	2,711	183	\$0.58	6.75%	\$317.04	9	4.9%	\$18.42
+horseback +riding	2,453	0		0.00%	\$0.00			
+outdoor +hiking	1,861	17	\$0.76	0.91%	\$22.27			\$340.33
+mountain +biking	1,576	192	\$0.64	12.18%	\$301.05	1	0.5%	\$21.55
+best +camping	1,002	5	\$0.48	0.50%	\$10.34			\$15.14
beaches	979	12	\$0.51	1.23%	\$23.37	1	8.3%	\$19.74
+paddle +boarding	901	34	\$0.33	3.77%	\$101.85	6	17.6%	
+river +rafting	728	8	\$0.99	1.10%	\$8.12			\$18.42
mountain biking	696	9	\$0.34	1.29%	\$26.85			\$18.42
+hiking +trails	450	1	\$0.79	0.22%	\$1.27			\$43.54
hiking	386	19	\$0.70	4.92%	\$27.04	1	5.3%	\$86.09
horseback riding	362	12	\$0.53	3.31%	\$22.52			\$83.91
+best +fishing	336	1	\$1.12	0.30%	\$0.89			\$19.60
+outdoor +fishing	330	11	\$0.30	3.33%	\$37.21			\$53.66
+rafting +river	288	3	\$0.16	1.04%	\$18.52			\$53.66
boat parasailing	276	3	\$0.43	1.09%	\$6.90			
water parasailing	256	22	\$0.58	8.59%	\$37.61			\$14.35
+lake +boating	232	0		0.00%	\$0.00			\$19.74
+stand +up +paddle +boar..	209	5	\$0.31	2.39%	\$16.08	1	20.0%	
+white +water +river +traf..								

Video Performance

Start Date
4/1/2021

End Date
4/30/2021

1,434,536
IMPRESSIONS

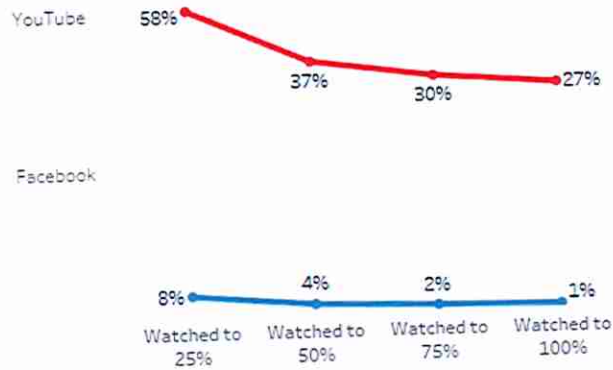
1,755,748
TOTAL VIEWS

560
PRIMARY
CONVERSIONS

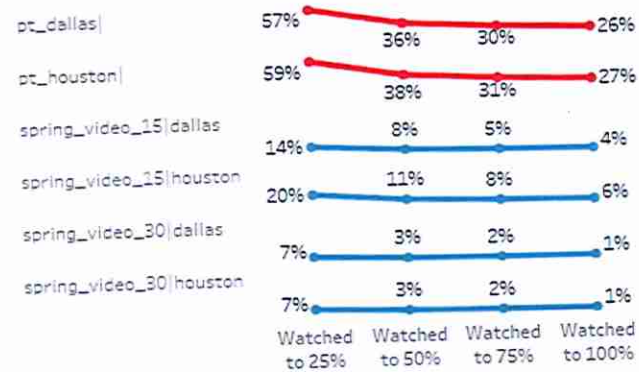
\$0.52
COST PER CLICK

\$9.01
PRIMARY CPC

Video Completion Rates



Video Completion Rates



Top Ads Views	Total
pt_dallas	1,078,483
pt_houston	631,953
spring_video_15 dallas	3,482
spring_video_15 houston	4,368
spring_video_30 dallas	23,590
spring_video_30 houston	13,873

Platform	Impressions	Watched to 100%	Video Clicks	Cost	TOS115
Facebook	306,192	1.5%	4,179	\$1,920	8
YouTube	1,128,344	26.6%	5,534	\$3,126	552
Grand Total	1,434,536	21.2%	9,713	\$5,046	560

Website Performance

Start Date
4/1/2021

End Date
4/30/2021

20,894
SESSIONS

00:00:19
SESSION DURATION

1.2
PAGES PER SESSION

91%
NEW USER SESSION RATE

88%
BOUNCE RATE



Top Regions	Sessions
California	30,422
Texas	16,406
Nevada	4,579
Florida	1,071
New York	1,033



Website Sessions From Paid Consumer Ads

20,000
15,000
10,000
5,000
0

100
Mar

3%
Apr

Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	3,196	3,626	00:00:21	1.1	91%
Native	9	32	00:04:04	3.6	22%
Search	6,570	8,931	00:00:25	1.4	82%
Social	11,000	13,107	00:00:17	1.2	90%
Video	119	148	00:00:26	1.2	85%
Grand Total	20,894	25,844	00:00:20	1.2	88%



CONSUMER: SOCIAL

Overview by Campaign

Start Date
4/1/2021

End Date
4/30/2021

2,735,265
IMPRESSIONS

18,835
CLICKS

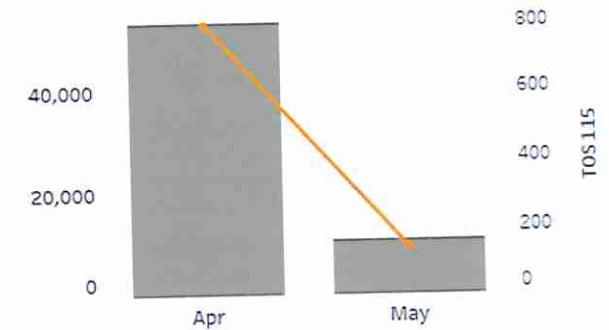
\$1.11
COST PER CLICK

784
PRIMARY
CONVERSIONS

\$26.58
COST PER TOS
CONVERSION

Campaign	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Book Now Conversions
Consumer	2,735,265	18,835	0.69%	\$1.11	\$20,837.86	784	\$26.58	70

Sessions | TOS 115 Conversions



Creative Performance

	Impressions	Clicks	Click Through Rate	Cost	TOS 115
Facebook	1,197,114	11,918	1.00%	\$7,203	394
Instagram	479,670	3,010	0.63%	\$2,978	63
YouTube	446,461	1,722	0.39%	\$1,275	156
TripAdvisor	268,318	187	0.07%	\$5,630	23
Programmatic Display	235,520	265	0.11%	\$1,178	11
Google Ads	108,182	1,733	1.60%	\$2,575	137
Grand Total	2,735,265	18,835		\$20,838	784

Overview by Medium

Start Date
4/1/2021

End Date
4/30/2021

2,735,265
IMPRESSIONS

18,835
CLICKS

\$1.11
COST PER CLICK

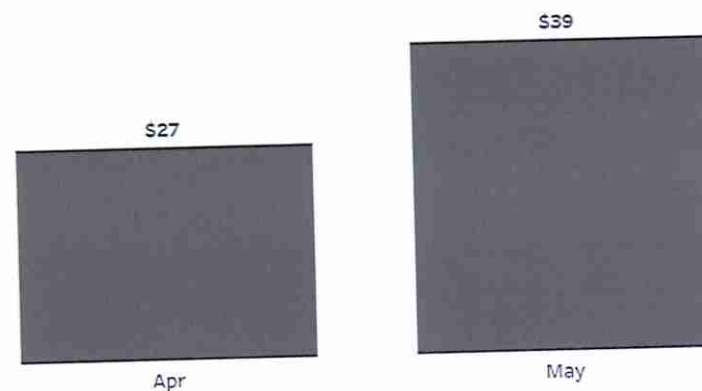
784
PRIMARY
CONVERSIONS

\$26.58
COST PER TOS
CONVERSION

Cost per Conversion Persona

Persona	TOS 115	TOS Conversion Rate	Cost per Primary	Impressions
Boomer Ben	248	3.8%	\$22.99	1,038,555
Know Before You Go	103	3.5%	\$30.72	455,849
Lodging	115	8.3%	\$26.06	244,756
Millennial Megan	56	2.2%	\$56.51	475,428
The Jones Family	125	3.5%	\$25.35	399,059

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Paid Social	1,464,583	12,456	0.85%	\$0.72	\$8,922.34	435	\$20.51
Video	658,662	4,194	0.64%	\$0.60	\$2,532.74	178	\$14.23
Display	503,838	452	0.09%	\$15.06	\$6,807.53	34	\$200.22
Paid Search	108,182	1,733	1.60%	\$1.49	\$2,575.24	137	\$18.80
Grand Total	2,735,265	18,835	0.69%	\$1.11	\$20,837.86	784	\$26.58

Social Ad Performance

Start Date
4/1/2021

End Date
4/30/2021

1,464,583
IMPRESSIONS

12,456
CLICKS

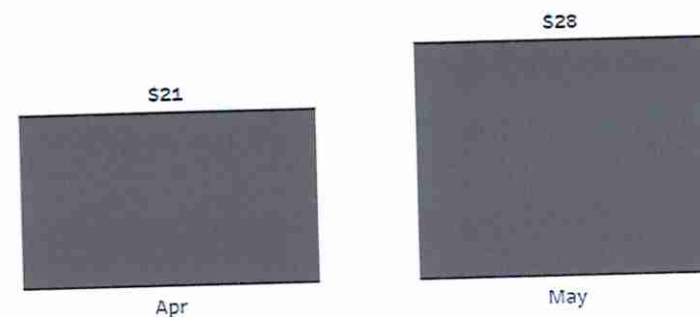
435
PRIMARY
CONVERSIONS

\$0.72
COST PER CLICK

\$20.51
COST PER TOS
CONVERSION

- The Family audience has been performing better than expected. Unexpectedly, the Millennial audience has been the lower performer overall. Similar to Texas.
- The iOS update was released the final week of April and should begin impacting conversion data in May.

Cost per Conversion Trending



Targeting	Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Prospecting	The Jones Family	290,344	3,479	1.20%	\$0.46	\$1,592.60	118	\$13.50
	Lodging	189,614	1,331	0.70%	\$1.91	\$2,546.39	114	\$22.34
	Know Before You Go	347,266	2,827	0.81%	\$0.56	\$1,593.03	93	\$17.13
	Boomer Ben	270,763	2,317	0.86%	\$0.69	\$1,596.44	60	\$26.61
	Millennial Megan	366,596	2,502	0.68%	\$0.64	\$1,593.68	50	\$31.88
Total		1,464,583	12,456	0.85%	\$0.72	\$8,922.34	435	\$20.51

Paid Social Creative Performance

Start Date
4/1/2021

End Date
4/30/2021

Creative Performance

1,464,583
IMPRESSIONS

12,456
CLICKS

435
PRIMARY
CONVERSIONS

\$0.72
COST PER CLICK

\$20.51
COST PER TOS
CONVERSION



Display Performance by Placement

Start Date
4/1/2021

End Date
4/30/2021

501,117
IMPRESSIONS

448
CLICKS

34
TOS 115
CONVERSIONS

3
BOOK NOW
CONVERSIONS

\$200
COST PER
TOS CONVERSION

- TripAdvisor performance has seen the worst conversion levels we have seen in over three years. They have multiple teams working on this and we should see drastic improvement in May.
- Our programmatic GPS targeting of past visitors as well as lookalike audiences has seen decent results. We are hopeful recent optimizations see additional improvements.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Programmatic Display	232,799	261	0.11%	\$4.46	\$1,163.99	11	\$105.82
TripAdvisor	268,318	187	0.07%	\$30.11	\$5,629.93	23	\$244.78
Grand Total	501,117	448	0.09%	\$15.17	\$6,793.93	34	\$199.82

Display Performance by Creative

Start Date
4/1/2021

End Date
4/30/2021

501,117
IMPRESSIONS

448
CLICKS

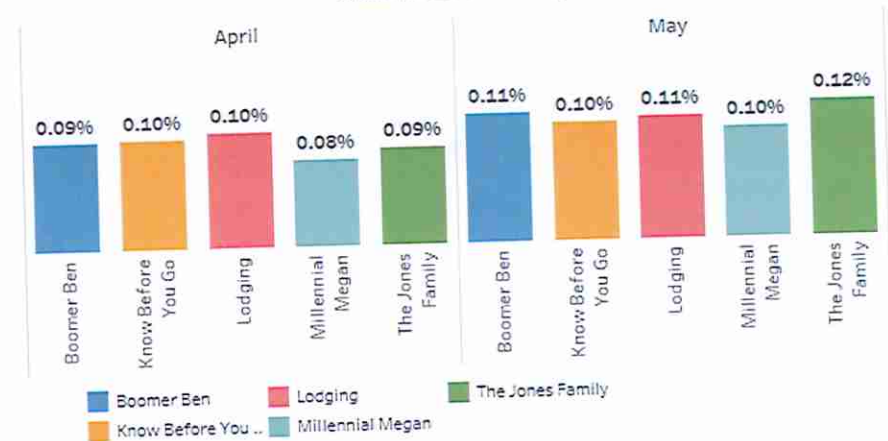
34
TOS 115
CONVERSIONS

3
BOOK NOW
CONVERSIONS

\$200
COST PER
TOS CONVERSION

- As the campaign gained steam through impression delivery and optimizations, there were good improvements..
- All creative is performing at similar levels for CTR, but lower than expected. We are working on targeting segment and lookalike adjustments.

Creative CTR Trending



Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Book Now Conversions
Boomer Ben	111,791	105	0.09%	\$15.10	\$1,585.17	10	\$158.52	2
Know Before You Go	111,280	107	0.10%	\$14.81	\$1,585.09	10	\$158.51	
Lodging	55,142	56	0.10%	\$8.05	\$450.65	1	\$450.65	
Millennial Megan	111,541	85	0.08%	\$18.64	\$1,583.99	6	\$264.00	1
The Jones Family	111,363	95	0.09%	\$16.73	\$1,589.02	7	\$227.00	
Total	501,117	448	0.09%	\$15.17	\$6,793.93	34	\$199.82	3

Paid Search Performance

Start Date
4/1/2021

End Date
4/30/2021

Ad Group Performance

108,182
IMPRESSIONS

1,733
CLICKS

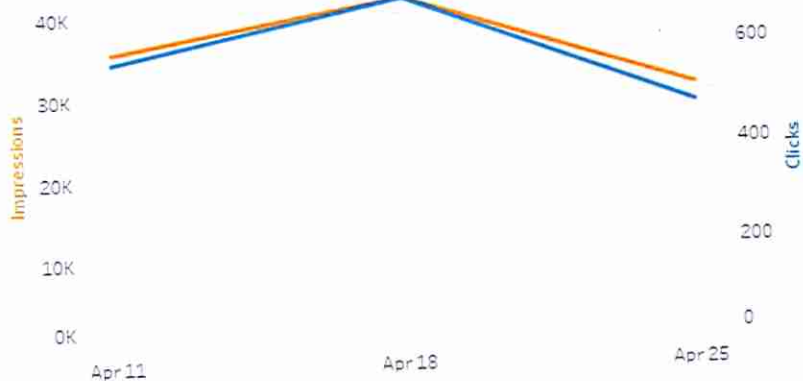
145
TOS 115
CONVERSIONS

8
BOOK NOW
CONVERSIONS

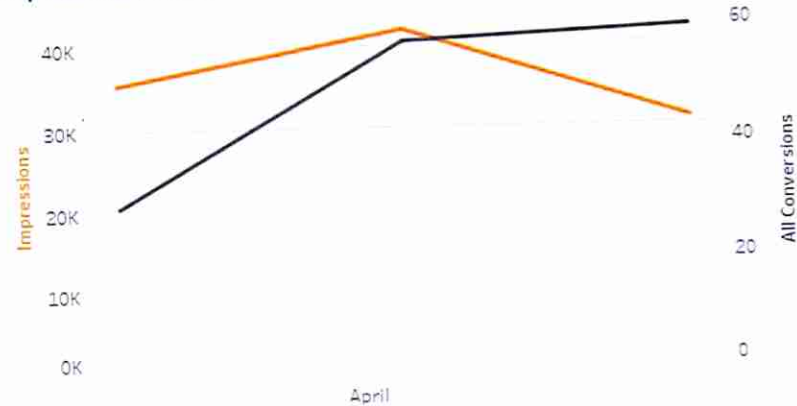
\$0.67
COST PER CLICK

		Impressions	Clicks	Click Through Rate	Cost	Cost per Click	Primary Conversions	Book Now Conversions
Consumer 2020-21	la	54,242	907	1.67%	\$1,033.65	\$0.88	78	6
	monterey	8,953	139	1.55%	\$256.43	\$0.54	5	
	san diego	36,994	559	1.51%	\$1,027.91	\$0.54	44	1
	santab	7,993	128	1.60%	\$257.25	\$0.50	10	1

Impressions | Clicks

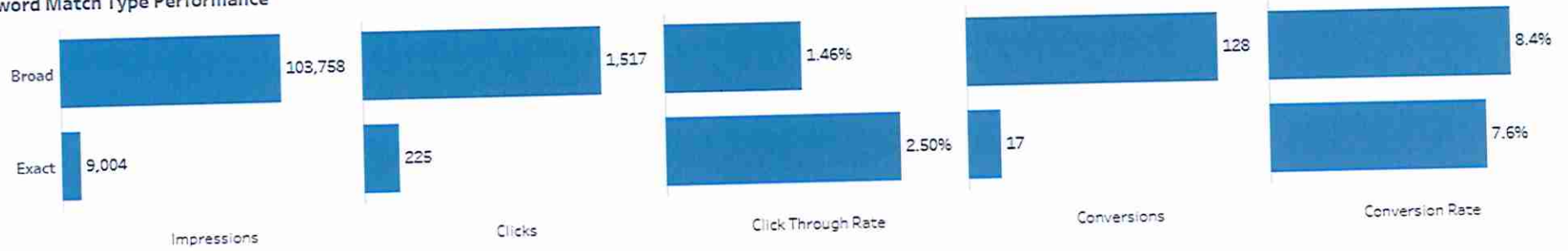


Impressions | Conversions



Paid Search Performance

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
la	54,242	1,034	907	\$0.88	1.67%	78
monterey	8,953	256	139	\$0.54	1.55%	5
san deigo	36,994	1,028	559	\$0.54	1.51%	44
santab	7,993	257	128	\$0.50	1.60%	10

Paid Search Performance

Start Date
4/1/2021

End Date
4/30/2021

Keyword Performance

	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
	34,875	241	\$0.80	0.69%	\$299.93	7	2.9%	\$37.36
+fishing	27,618	123	\$0.48	0.45%	\$254.53	24	19.5%	\$10.71
+hiking	8,888	95	\$0.61	1.07%	\$155.10	20	21.1%	\$6.50
+kayaking	5,256	63	\$0.82	1.20%	\$76.57	5	7.9%	\$17.34
+beaches	4,580	9	\$0.41	0.20%	\$22.09			\$8.16
AutomaticKeywords	3,812	83	\$0.85	2.18%	\$97.23			
+boating	3,020	8	\$0.84	0.26%	\$9.53	1	12.5%	\$37.36
fishing	2,607	38	\$0.72	1.46%	\$52.78	2	5.3%	\$30.85
+mountain +biking	2,437	263	\$0.91	10.79%	\$288.61	4	1.5%	\$99.92
+camping +California	1,662	0		0.00%	\$0.00			\$10.71
+outdoor +hiking	1,511	111	\$0.52	7.35%	\$213.73	15	13.5%	\$13.01
+river +rafting	1,412	60	\$0.81	4.25%	\$74.25	5	8.3%	\$13.45
+horseback +riding	1,192	1	\$0.44	0.08%	\$2.25			\$17.34
beaches	1,034	101	\$0.93	9.77%	\$108.66	1	1.0%	\$99.92
+best +camping	901	5	\$0.76	0.55%	\$6.57			\$30.85
mountain biking	877	76	\$0.54	8.67%	\$141.16	11	14.5%	\$13.01
+rafting +river	791	13	\$0.55	1.64%	\$23.53	1	7.7%	\$10.71
+hiking +trails	631	2	\$0.77	0.32%	\$2.60			\$9.23
+golf +California	613	17	\$0.62	2.77%	\$27.52	2	11.8%	\$10.30
+paddle +boarding	564	11	\$0.68	1.95%	\$16.21	1	9.1%	\$37.36
+fishing +California	563	78	\$1.08	13.85%	\$72.03			\$99.92
camping California	530	0		0.00%	\$0.00			\$10.46
hiking	416	52	\$0.40	12.50%	\$130.51	7	13.5%	\$18.64
+north +lake +tahoe +lake	326	0		0.00%	\$0.00			
+marina +ca	298	15	\$1.17	5.03%	\$12.80	1	6.7%	\$13.45
horseback riding	272	29	\$0.83	10.66%	\$34.79			
+lake +boating								

Video Performance

Start Date
4/1/2021

End Date
4/30/2021

658,662
IMPRESSIONS

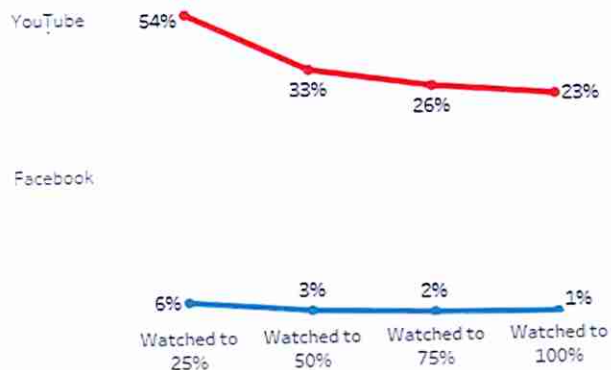
631,994
TOTAL VIEWS

178
PRIMARY
CONVERSIONS

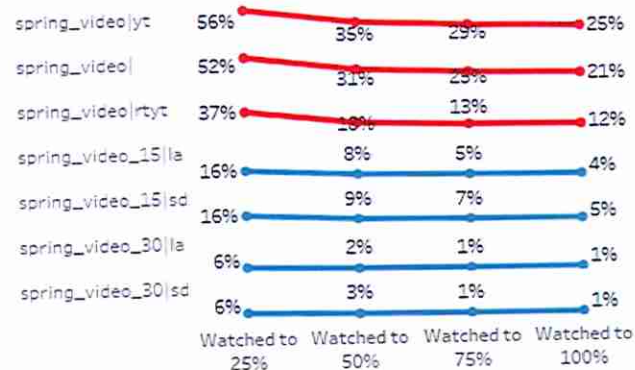
3
SECONDARY
CONVERSIONS

\$14.23
PRIMARY CPC

Video Completion Rates



Video Completion Rates



Top Ads Views	Total
spring_video_15 la	1,317
spring_video_15 sd	3,054
spring_video_30 la	9,204
spring_video_30 sd	12,357
spring_video	325,575
spring_video rtyt	298
spring_video yt	280,189

Platform	Impressions	Watched to 100%	Video Clicks	Video Cost	TOS115
Facebook	212,201	1.1%	2,472	\$1,258	22
YouTube	446,461	22.8%	1,722	\$1,275	156
Grand Total	658,662	15.8%	4,194	\$2,533	178

Website Performance

Start Date
4/1/2021

End Date
4/30/2021

18,050
SESSIONS

00:00:21
SESSION DURATION

1.2
PAGES PER SESSION

90%
NEW USER SESSION RATE

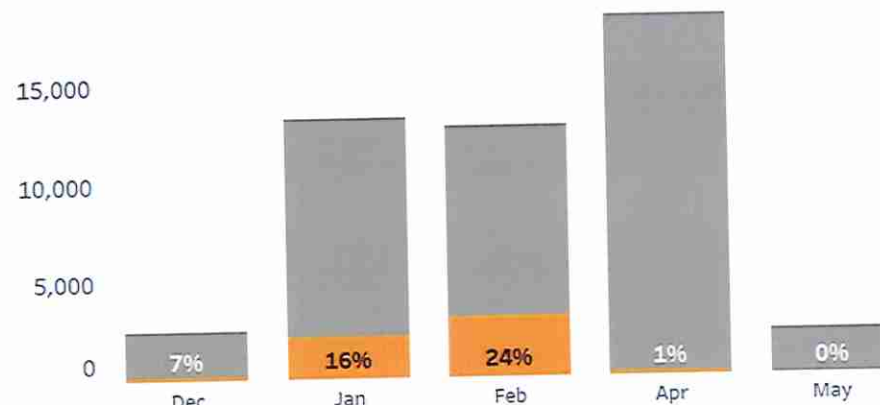
87%
BOUNCE RATE



Top Regions	Sessions
California	23,985
Texas	12,951
Nevada	3,167
Florida	771
New York	730



Website Sessions From Paid Consumer Ads



Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	2,768	3,151	00:00:23	1.1	91%
Native	5	13	00:05:32	2.6	20%
Search	5,744	7,878	00:00:25	1.4	82%
Social	9,414	11,276	00:00:18	1.2	90%
Video	119	148	00:00:26	1.2	85%
	18,050	22,466	00:00:21	1.2	87%



MCC CAMPAIGN

Overview by Campaign

Start Date
4/1/2021

End Date
4/30/2021

2,184,641
IMPRESSIONS

4,640
CLICKS

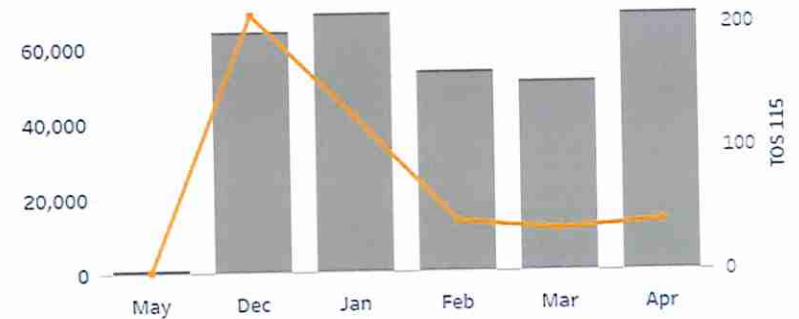
\$0.13
COST PER CLICK

41
PRIMARY
CONVERSIONS

\$14.51
COST PER TOS
CONVERSION

- TOS conversions are similar to past months.
- Overall CPC increased as more impressions were used through video to drive higher levels of visual aspects of the campaign and destination offerings.

Sessions | TOS 115 Conversions



Campaign	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Book Now Conversions	Submit RFP Conversion
MCC	2,184,641	4,640	0.21%	\$0.13	\$595.09	41	\$14.51	3	
Total	2,184,641	4,640	0.21%	\$0.13	\$595.09	41	\$14.51	3	

Overview by Medium

Start Date
4/1/2021

End Date
4/30/2021

2,184,641
IMPRESSIONS

4,640
CLICKS

\$0.13
COST PER CLICK

41
PRIMARY
CONVERSIONS

\$14.51
COST PER TOS
CONVERSION

Cost per Conversion Persona

Persona	TOS 115	TOS Conversion Rate
Hotel	9	2.3%
InNeed	0	0.0%
Instream	0	0.0%
KBYG	4	1.0%
mcctravel	8	2.0%
Outdoor	8	1.7%
Richter7 North Lake Tahoe	0	0.0%

Cost per Conversion Trending



Channel Raw	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Display	2,156,668	3,197	0.15%	\$0.00	\$0.00	29	\$0.00
Email	9,320	1,033	11.08%	\$0.00		0	
Paid Search	9,927	358	3.61%	\$1.66	\$595.09	12	\$49.59
Video	8,726	52	0.60%	\$0.00		0	
Grand Total	2,184,641	4,640	0.21%	\$0.13	\$595.09	41	\$14.51

Display Performance by Creative

Start Date
4/1/2021

End Date
4/30/2021

2,156,668
IMPRESSIONS

3,197
CLICKS

29
TOS 115
CONVERSIONS

SUBMIT RFP
CONVERSIONS

\$0
COST PER
TOS CONVERSION

- This programmatic display data includes display and programmatic video.
- The CTR saw a dramatic increase this month as shown in the visual. We attribute much of this to the increased interest in MCC opportunities with COVID trending down.
- The 'outdoor' creative is trending the highest with the most recent shift in COVID environment.

Creative CTR Trending



Persona	Impressions	Clicks	CTR	TOS 115
Hotel	270,777	398	0.15%	9
InNeed	1,072,953	1,538	0.14%	0
KBYG	270,702	403	0.15%	4
mcctravel	271,169	396	0.15%	8
Outdoor	271,067	462	0.17%	8
Total	2,156,668	3,197	0.15%	29

Paid Search Performance

Start Date
4/1/2021

End Date
4/30/2021

Ad Group Performance

9,927
IMPRESSIONS

MCC

Impressions

9,927

Clicks

358

Click Through Rate

3.61%

Cost

\$595.09

Cost per Click

\$0.60

TOS 115

12

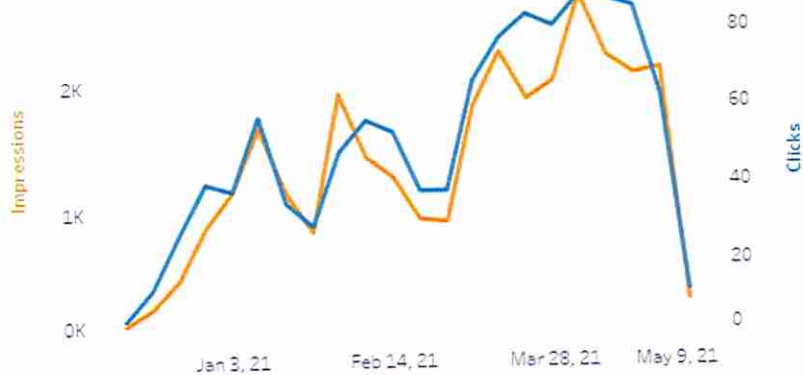
358
CLICKS

15
TOS 115
CONVERSIONS

\$49.59
COST PER TOS 115

\$0.60
COST PER CLICK

Impressions | Clicks



Impressions | Conversions



Paid Search Performance

Start Date
4/1/2021

End Date
4/30/2021

Keyword Performance

	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
north lake tahoe things to..	8,708	311	\$0.60	3.57%	\$517.24	8	2.6%	\$69.99
lake tahoe venues	634	14	\$0.69	2.21%	\$20.42	3	21.4%	\$5.03
lake tahoe wedding venues	362	8	\$0.70	2.21%	\$11.40	3	37.5%	\$5.03
north lake Tahoe activities	215	23	\$0.54	10.70%	\$42.66			\$69.99
+Tahoe +conference +cen..	5	2	\$0.59	40.00%	\$3.37	1	50.0%	\$4.26
+Tahoe +convention +cen..	2	0		0.00%	\$0.00			\$4.58
+lake +Tahoe +venue	1	0		0.00%	\$0.00			\$4.52
+lake +Tahoe +convention..	0	0			\$0.00			\$3.19
+lake +Tahoe +conference..	0	0			\$0.00			\$5.56

Website Performance

Start Date
4/1/2021

End Date
4/30/2021

863
SESSIONS

Mobile

263

Desktop

574

Tablet

26

20.61%

76.68%

Top Regions

Sessions

California

30,422

Texas

16,406

Nevada

4,579

Florida

1,071

New York

1,033



© Mapbox © OSN

00:00:15
SESSION DURATION

1.2

PAGES PER SESSION

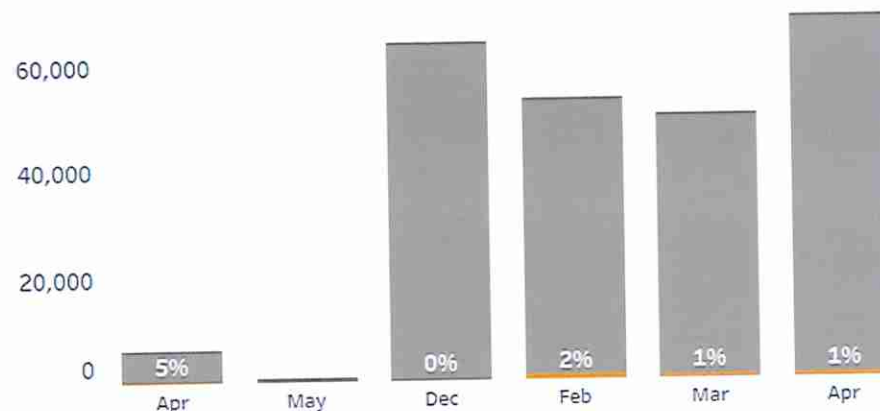
93%

NEW USER SESSION RATE

89%

BOUNCE RATE

Website Sessions From Paid MCC Ads



Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	626	699	00:00:08	1.1	91%
Search	33	98	00:02:05	3.0	55%
Social	204	240	00:00:17	1.2	90%
Total	863	1,037	00:00:15	1.2	89%

RECOMMENDATIONS

OVERALL

- We are beginning to see traffic opportunities for MCC audiences increase as COVID restrictions lower.
- The MCC campaign is now extended through June for paid search and social to catch up with previously lower traffic.
- Consumer: All eyes are focused on seeing TripAdvisor optimizations and improvements for the month of May.

PROGRAMMATIC DISPLAY

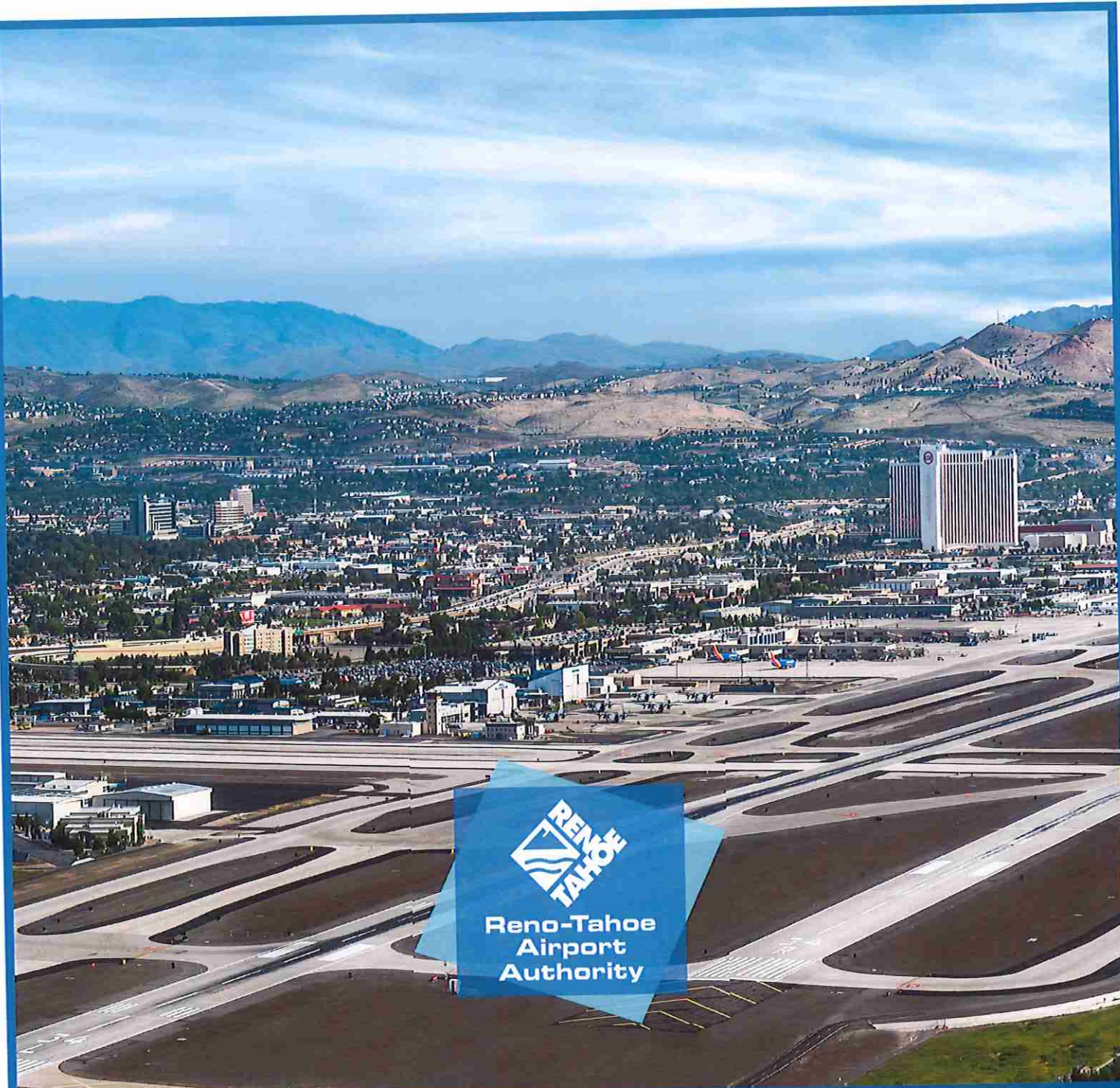
- Consumer: targeting and lookalike adjustments are implemented for additional improvements to CTR and conversions for SoCal in particular.
- MCC - With the higher CTR for the 'outdoor' creative, we are optimizing more placements accordingly.

SEARCH

- We have optimized campaign to higher performing keywords and traffic.



THANK YOU



Reno-Tahoe
Airport
Authority

Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

April 2021

U.S. DOMESTIC INDUSTRY OVERVIEW FOR APRIL 2021

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 37.5%
Capacity of Seats *:	Up 41.5%
Crude Oil Average:	\$61.72 per barrel in April 2021 \$16.55 per barrel in April 2020

RNO Overview for April 2021 vs. April 2020

Total Passengers:	Up 1332%
Avg. Enplaned Load Factor:	64.4%, up 51.9 pts.
Departures:	Up 220.2%
Departing Seats:	Up 176.5%

RNO Overview for April 2021 vs. April 2019

Total Passengers:	Down 26.7%
Departures:	Down 14.2%
Departing Seats:	Down 13.3%

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

APRIL 2021 SUMMARY

RNO served 247,220 passengers in April 2021, an increase of 1332% versus April 2020, and a decrease of 26.7% versus April 2019. RNO was served by nine commercial airlines providing 1,598 departures. JSX, the 10th airline at RNO, provided hop-on jet service from RNO to Burbank and Orange County using a 30-seat Embraer 135/145 aircraft in April 2021.

On May 21, 2021, JSX began daily non-stop flights from RNO to Las Vegas and Oakland. JSX operates out of Stellar Aviation, a private Fixed Base Operator, located at 485 South Rock Blvd.

On June 3, 2021, American Airlines will begin daily non-stop flights between RNO and Charlotte Douglas International (CLT), the first such recorded service in RNO's history.

On June 4, Allegiant Air will begin non-stop flights between RNO and Jackson Hole, WY, as a twice a week service.

On June 6, Southwest Airlines will begin non-stop flights between RNO and Orange County as a daily service.

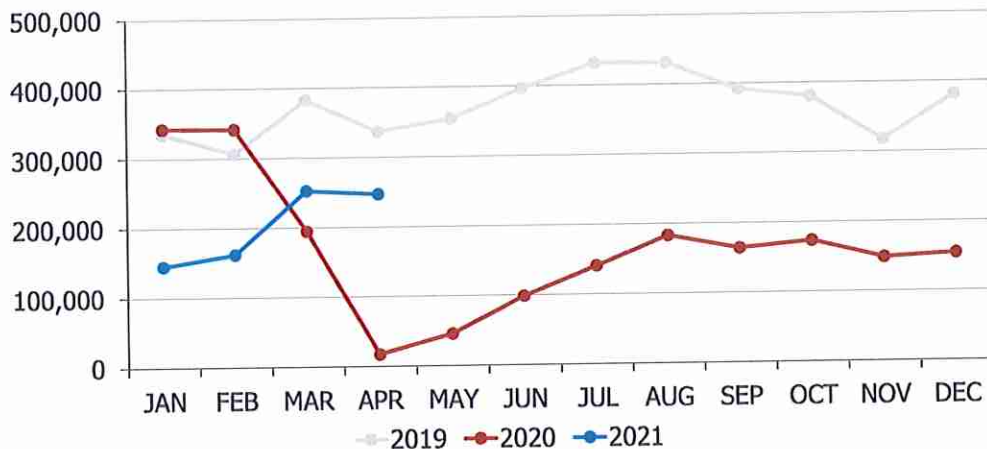
Starting July 11, Southwest Airlines will offer non-stop daily flights between RNO and Burbank.

RNO handled 12,611,682 pounds of air cargo in April 2021, an increase of 13.7% when compared to April 2020.

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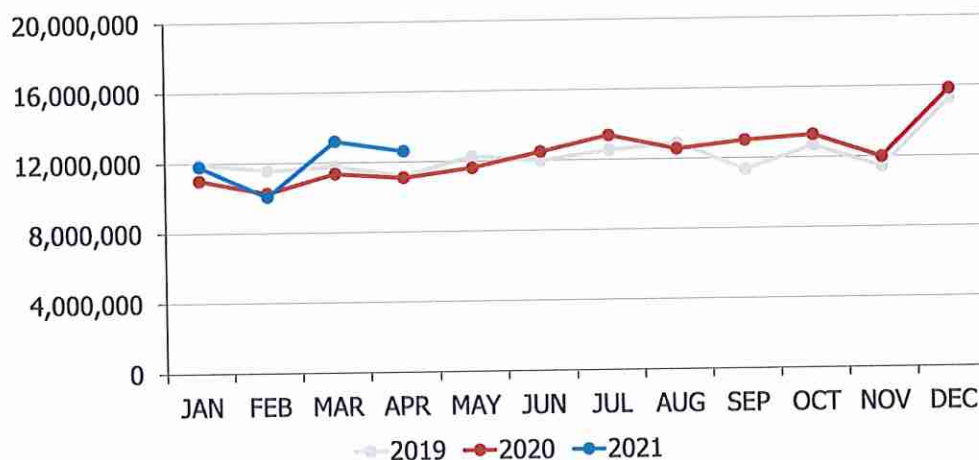


Passengers



Total Passengers			
	Apr-21	Apr-20	Difference
Alaska/Horizon	26,589	1,305	1937.5%
Allegiant Air	4,973	0	
American	50,856	3,991	1174.3%
Delta	24,827	2,057	1107.0%
Frontier	4,631	97	4674.2%
JetBlue	669	124	439.5%
Southwest	96,130	8,335	1053.3%
United	33,061	1,356	2338.1%
Volaris	2,853	0	

Cargo

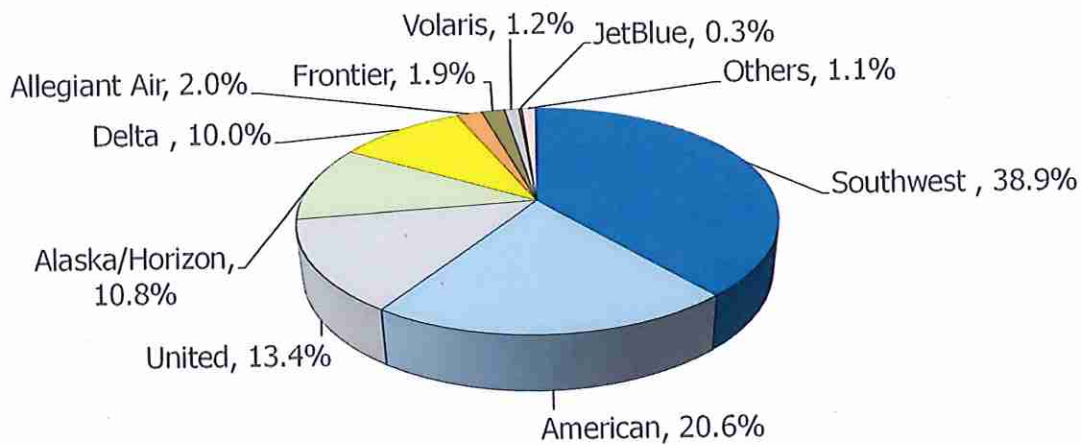


In April 2021, the UPS cargo volume was up 34.5% and FedEx was up 3.5% when compared to April 2020. DHL was down 5.7% during the same period.

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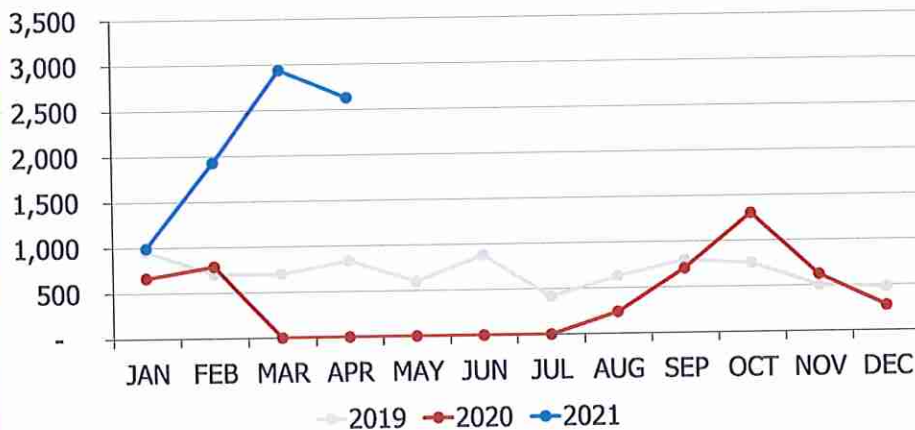


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Apr-21	Apr-20	YOY Change
Alaska/Horizon	10.8%	7.6%	3.2
Allegiant Air	2.0%	n/a	n/a
American	20.6%	23.1%	(2.5)
Delta	10.0%	11.9%	(1.9)
Frontier	1.9%	0.6%	1.3
JetBlue	0.3%	0.7%	(0.4)
Southwest	38.9%	48.3%	(9.4)
United	13.4%	7.9%	5.5
Volaris	1.2%	n/a	n/a
Others	1.1%	0.0%	1.1

TOTAL CHARTER PASSENGERS

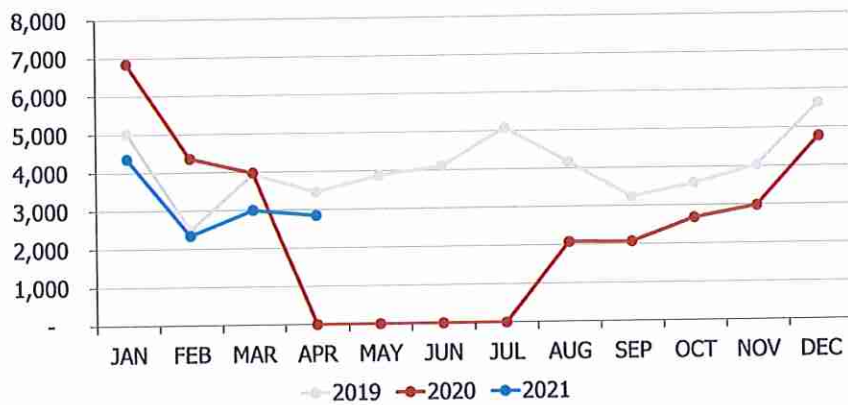


In April 2021, RNO served 2,631 passengers on charter flights. There was no charter activity in April 2020.

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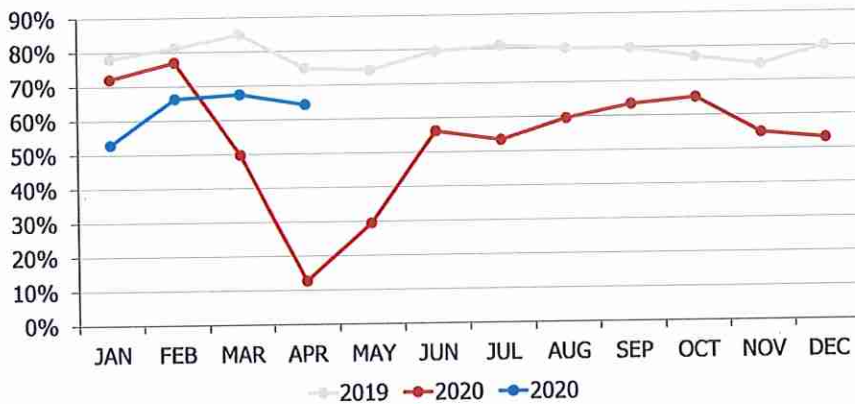


TOTAL INTERNATIONAL PASSENGERS

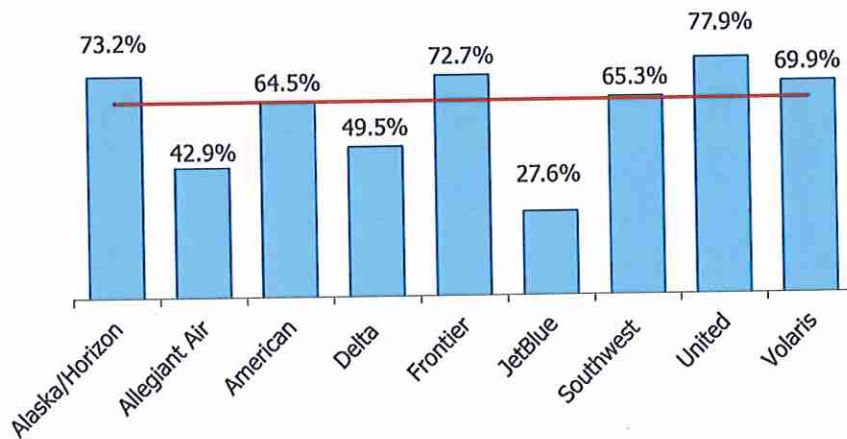


In April 2021, RNO served 2,853 international passengers. There were no international passengers in April 2020 due to the temporary suspension of Volaris flights between RNO and Guadalajara, MX.

AVERAGE ENPLANED LOAD FACTOR



In April 2021, RNO's average enplaned load factor was 64.4%, an increase of 51.9 pts. versus April 2020.

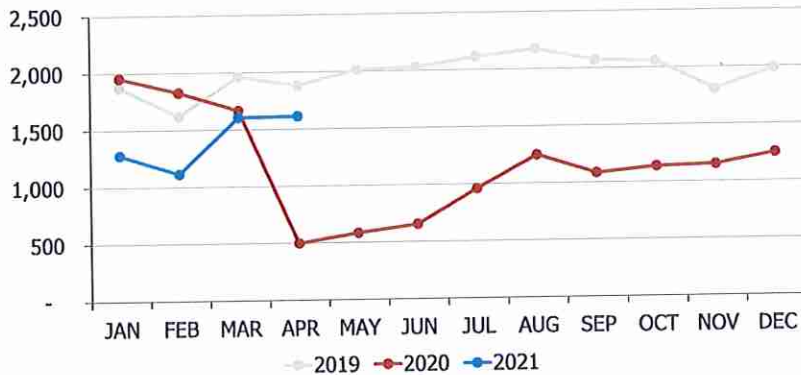


The red horizontal line on the left represents RNO's average enplaned load factor.

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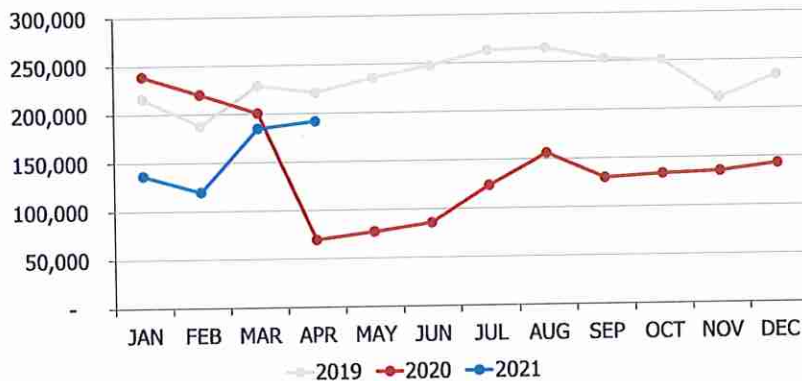


DEPARTURES



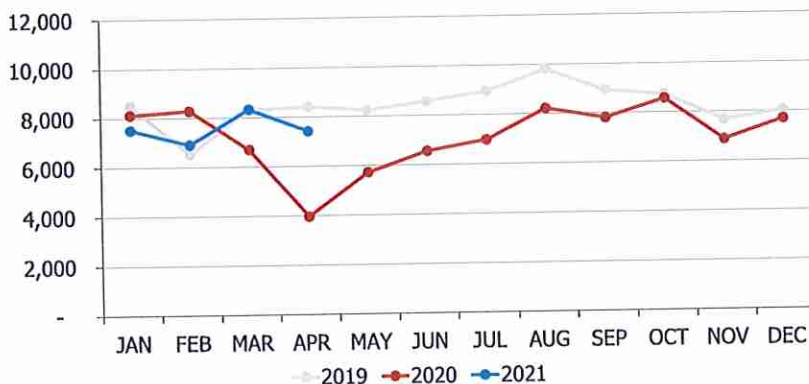
In April 2021, RNO handled 1,613 departures, an increase of 223.2% when compared to April 2020. This includes 15 passenger charter flights on Swift Air. Without the charter flights, the departures were up 220.2% for the same period.

DEPARTING SEATS



In April 2021, RNO offered 192,005 departing seats, an increase of 176.5% when compared to April 2020.

TOTAL OPERATIONS



A total of 7,427 operations were handled at RNO in April 2021, an increase of 87.2% when compared to April 2020. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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June 2021 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Atlanta	Delta	25	Five to six weekly. Mon, Wed, Thu, Fri, Sat, Sun
Charlotte-Douglas	American	28	Daily starting June 3
Chicago-Midway	Southwest	30	Daily
Chicago-O'Hare	American	59	Twice daily
	United	30	Daily
Dallas-Love	Southwest	34	Daily
Dallas/Fort Worth	American	117	Four daily
Denver	Frontier	8	Twice weekly. Mon, Fri
	Southwest	86	Three daily
	United	94	Three daily
Guadalajara	Volaris	17	Four weekly. Mon, Wed, Thu, Fri
Houston-Hobby	Southwest	22	Five weekly. Mon, Tue, Wed, Thu, Fri
Houston-Intercontinental	United	30	Daily
Jackson Hole	Allegiant	8	Twice weekly. Mon, Fri
Las Vegas	Allegiant	30	Daily
	Frontier	19	Four to five weekly. Mon, Thu, Fri, Sat, Sun
	Southwest	194	Six to seven times daily
Long Beach	Southwest	30	Daily
Los Angeles	Alaska	58	Twice daily
	American	114	Four daily
	Delta	90	Three daily
	JetBlue	26	Daily
	Southwest	27	Daily
	United	88	Three daily
New York-JFK	JetBlue	25	Daily
Oakland	Southwest	31	Daily
Orange County	Allegiant	8	Twice weekly. Thu, Sun
	Southwest	25	Daily starting June 6
Phoenix	American	120	Four daily
	Southwest	82	Three daily
Portland	Alaska	56	Twice daily
Salt Lake City	Delta	142	Five daily
San Diego	Southwest	49	Once to twice daily
San Francisco	United	88	Three daily
Seattle	Alaska	134	Four daily
	Delta	29	Daily

Multiple airlines in a market

Source: Diio Mi, 5.27.2021

JSX	Burbank	Four weekly. Mon, Thu, Fri, Sun
	Orange County	Four weekly. Mon, Thu, Fri, Sun
	Las Vegas	Twice on Mon, Thu, Fri, Sun. Once on Tue, Wed, Sat
	Oakland	Twice on Mon, Thu, Fri, Sun. Once on Tue, Wed, Sat

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Total Passengers Apr-21					
	Passengers		% Diff.	Passengers	
	2019	2020		2021	YOY % Diff.
JAN	335,095	342,796	2.3%	145,421	-57.6%
FEB	306,800	341,935	11.5%	162,071	-52.6%
MAR	383,215	194,796	-49.2%	252,828	29.8%
1st QTR	1,025,110	879,527	-14.2%	560,320	-36.3%
APR	337,062	17,265	-94.9%	247,220	1331.9%
MAY	354,311	46,015	-87.0%		
JUN	397,211	98,619	-75.2%		
2nd QTR	1,088,584	161,899	-85.1%	247,220	52.7%
JUL	432,188	140,986	-67.4%		
AUG	431,640	183,343	-57.5%		
SEP	392,353	164,103	-58.2%		
3rd QTR	1,256,181	488,432	-61.1%	0	
OCT	380,879	173,682	-54.4%		
NOV	318,022	148,777	-53.2%		
DEC	381,897	154,103	-59.6%		
4th QTR	1,080,798	476,562	-55.9%	0	
TOTAL	4,450,673	2,006,420	-54.9%		
YTD		896,792		807,540	-10.0%

Total Enplaned Passengers Apr-21				
Month	2019	2020	2021	% Diff.
JAN	168,909	172,452	72,887	-57.7%
FEB	152,933	170,067	80,263	-52.8%
MAR	195,310	99,986	126,359	26.4%
APR	166,676	8,690	125,009	1338.5%
MAY	175,621	22,807		
JUN	197,397	48,274		
JUL	213,326	66,039		
AUG	211,958	93,015		
SEP	202,280	82,844		
OCT	193,859	87,379		
NOV	158,558	74,910		
DEC	187,914	76,164		
TOTAL	2,224,741	1,002,627	404,518	
YTD Total		451,195	404,518	-10.3%

Total Deplaned Passengers				
Month	2019	2020	2021	% Diff.
JAN	166,186	170,344	72,534	-57.4%
FEB	153,867	171,868	81,808	-52.4%
MAR	187,905	94,810	126,469	33.4%
APR	170,386	8,575	122,211	1325.2%
MAY	178,690	23,208		
JUN	199,814	50,345		
JUL	218,862	74,947		
AUG	219,682	90,328		
SEP	190,073	81,259		
OCT	187,020	86,303		
NOV	159,464	73,867		
DEC	193,983	77,939		
TOTAL	2,225,932	1,003,793	403,022	
YTD Total		445,597	403,022	-9.6%

Enplaned Passengers & Load Factor				
Airline	Enplaned	Apr-21	Apr-20	Diff.
Alaska/Horizon	13,354	73.2%	17.7%	55.6
Allegiant Air	2,561	42.9%	n/a	n/a
American	25,614	64.5%	15.9%	48.5
Delta	12,570	49.5%	11.1%	38.4
Frontier	2,357	72.7%	6.1%	66.6
JetBlue	372	27.6%	8.3%	19.3
Southwest	48,625	65.3%	11.3%	54.0
United	16,567	77.9%	13.0%	64.8
Volaris	1,627	69.9%	n/a	n/a

Total Cargo Volume in Pounds Apr-21					
	Cargo in Pounds		% Diff.	Cargo in Pounds	
	2019	2020		2021	YOY % Diff.
JAN	11,940,830	11,008,444	-7.8%	11,805,228	5,354 7.2%
FEB	11,559,065	10,266,728	-11.2%	10,068,001	4,566 -1.9%
MAR	11,770,662	11,356,256	-3.5%	13,204,912	5,989 16.3%
1st QTR	35,270,557	32,631,428	-7.5%	35,078,141	15,908 7.5%
APR	11,208,216	11,090,789	-1.0%	12,611,682	5,720 13.7%
MAY	12,273,193	11,613,489	-5.4%		
JUN	11,988,693	12,488,906	4.2%		
2nd QTR	35,470,102	35,193,184	-0.8%	12,611,682	5,720 -64.2%
JUL	12,537,938	13,387,102	6.8%		
AUG	12,909,571	12,563,172	-2.7%		
SEP	11,350,614	13,014,081	14.7%		
3rd QTR	36,798,123	38,964,355	5.9%	0	
OCT	12,662,270	13,281,548	4.9%		
NOV	11,428,318	11,988,995	4.9%		
DEC	15,270,324	15,834,177	3.7%		
4th QTR	39,360,912	41,104,720	4.4%	0	
TOTAL	146,899,694	147,893,687	0.7%		
YTD		43,722,217		47,689,823	21,628 9.1%

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north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center Visitor Report: April 2021

VISITORS SERVED:

Mar 2021

Total TC & KB Walk-ins 1,237
Total Phone Calls: 153
Total 1,390

Apr 2020

Total TC & KB Walk-ins: 0
Total Phone Calls: 196
196

Apr 2021

Total TC Walk-ins: 2,030
Total Phone Calls: 171
2,201

REFERRALS GIVEN TO VISITORS:

Restaurants 351	Lodging 64	Historic / Museum 70	Events 6
Tours 12	Surrounding Towns (SLT / Truckee) 40	Shopping 95	Transportation 23
Services – Covid 19 & Closures 10	Activities Mountain / Trails 366	Activities / Lake 112	Maps / Directions 440

TOTAL: 1,589 = 53 referrals per day

April

- YTD we are -40% down in walk-ins and -9% down in call volumes. We are only -5% down in retail sales.
- YTD the VIC staff has an average of referring local businesses, activities, and directions 59 times per day.
- Continued servicing our local businesses by being a distribution center for 3 ply masks, sanitizer, funnels, pumps, signs, gloves, and floor decals
- Completed Visitor Guide Listing project – new this year to include all tourist related businesses (not just Chamber Members)
- Added additional merchandise for upcoming Memorial Day Holiday
- Decorated the Visitor Center for Spring

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

April 30, 2021

Accrual Basis

Balance Sheet

As of April 30, 2021

	<u>Apr 30, 21</u>	<u>Apr 30, 20</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 20</u>
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	686,705	315,532	371,173	118%	491,681
Total Checking/Savings	686,705	315,532	371,173	118%	491,681
Accounts Receivable					
1200-00 · Accounts Receivable	2,490	60,791	(58,301)	(96%)	1,335
Total Accounts Receivable	2,490	60,791	(58,301)	(96%)	1,335
Other Current Assets					
1200-99 · Accounts Receivable - Other	0	0	0	0%	25,720
1300 · Reimbursements Receivable	0	16,600	(16,600)	(100%)	11,705
1350-00 · Security Deposits	100	3,325	(3,225)	(97%)	100
Total Other Current Assets	100	19,925	(19,825)	(99%)	37,525
Total Current Assets	689,295	396,248	293,047	74%	530,541
Other Assets					
1400-00 · Prepaid Expenses	66,637	32,024	34,613	108%	8,321
Total Other Assets	66,637	32,024	34,613	108%	8,321
TOTAL ASSETS	<u>755,932</u>	<u>428,272</u>	<u>327,660</u>	<u>77%</u>	<u>538,862</u>
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	340,696	26,975	313,721	1,163%	51,879
Total Accounts Payable	340,696	26,975	313,721	1,163%	51,879
Total Current Liabilities	340,696	26,975	313,721	1,163%	51,879
Total Liabilities	340,696	26,975	313,721	1,163%	51,879
Equity					
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%	24,842
Net Income	(71,748)	376,455	(448,203)	(119%)	462,141
Total Equity	415,235	401,297	13,938	3%	486,983
TOTAL LIABILITIES & EQUITY	<u>755,932</u>	<u>428,272</u>	<u>327,660</u>	<u>77%</u>	<u>538,862</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

April 2021

Accrual Basis

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 • LTIVCBVB Funding	(76,247)	51,400	(127,647)	252,553	511,600	(259,047)	592,000
4001-00 • NLTRA Funding	(124,402)	115,230	(239,632)	421,850	914,082	(492,232)	1,000,000
4004-00 • IVCBVB Entertainment	0	2,000	(2,000)	6,000	8,000	(2,000)	8,000
4005-00 • Prior Year Net Income	0	34,903	(34,903)	0	349,030	(349,030)	410,697
4099-00 • Revenue - Other	0	0	0	45,200	0	45,200	0
Total Income	(200,649)	203,533	(404,182)	725,604	1,782,712	(1,057,108)	2,010,697
Gross Profit	(200,649)	203,533	(404,182)	725,604	1,782,712	(1,057,108)	2,010,697
Expense							
5000-00 • CONSUMER MARKETING	0	0	0	0	0	0	5,000
5001-00 • Broadcast / Radio - High Notes	833	2,000	(1,167)	5,833	36,124	(30,291)	42,501
5002-01 • Native Display	0	5,000	(5,000)	5,903	72,248	(66,345)	85,000
5004-00 • Trip Advisor	0	4,000	(4,000)	18,882	108,632	(89,750)	112,660
5005-00 • Paid Social	0	5,200	(5,200)	40,052	73,800	(33,748)	85,800
5005-01 • Digital Display / Retargeting	0	500	(500)	0	8,250	(8,250)	9,000
5005-02 • Retargeting Video	2,635	0	2,635	48,461	0	48,461	0
5007-00 • Creative Production	0	0	0	4,013	0	4,013	0
5007-01 • Creative Production	1,200	0	1,200	7,702	0	7,702	0
5007-02 • Website Production	128	5,128	(5,001)	1,403	104,108	(102,706)	105,364
5007-03 • Photo/Video Creative							
5007-00 • Creative Production - Other							
Total 5007-00 • Creative Production	3,963	5,128	(1,166)	61,577	104,108	(42,531)	105,364
5010-00 • Account Strategy & Management	6,000	6,000	0	60,000	60,000	0	72,000
5010-02 • Website Strategy & Analysis	3,204	3,117	87	19,224	31,170	(11,946)	37,400
5013-00 • Outdoor	0	0	0	0	115,000	(115,000)	115,000
5015-00 • Video	0	7,475	(7,475)	0	102,900	(102,900)	112,350
5017-00 • Rich Media	0	0	0	0	35,000	(35,000)	35,000
5018-00 • Media Commission	0	5,313	(5,313)	30,468	86,941	(56,473)	96,631
5018-01 • Digital Ad Serving	0	250	(250)	333	2,500	(2,167)	3,000
5020-00 • Search Engine Marketing	0	4,350	(4,350)	34,744	59,700	(24,956)	65,700
5022-00 • Email	0	4,163	(4,163)	4,162	26,678	(22,516)	35,000
5024-00 • Fusion 7	0	2,000	(2,000)	18,000	20,000	(2,000)	24,000
5025-00 • Expedia	0	0	0	0	20,000	(20,000)	20,000
5028-00 • High Impact Media	0	3,200	(3,200)	0	26,100	(26,100)	30,000
5029-00 • Television	0	0	0	10,154	0	10,154	0
Total 5000-00 • CONSUMER MARKETING	14,000	57,696	(43,696)	309,334	989,151	(679,817)	1,091,406
5110-00 • LEISURE SALES	0	1,000	(1,000)	150	7,250	(7,100)	7,250
5107-00 • Creative Production	0	4,500	(4,500)	0	4,500	(4,500)	4,500
5111-00 • FAMS - Domestic	0	0	0	120	5,000	(4,880)	5,000
5112-00 • Training / Sales Calls	0	3,000	(3,000)	0	7,000	(7,000)	10,000
5113-00 • Additional Opportunities	0	0	0	0	2,000	(2,000)	2,000
5115-00 • Travel Agent Incentive Program	0	0	0	0	6,500	(6,500)	6,500
5120-00 • Domestic - Trade Shows	(5)	0	(5)	595	2,500	(1,905)	5,510
5131-00 • FAMS -Intl - Travel Trade	0	0	0	0	2,545	(2,545)	2,545
5133-00 • Ski-Tops	0	0	0	0	2,000	(2,000)	4,000
5134-00 • Intl Marketing - Additional Opp	0	0	0	10,000	6,000	4,000	12,000
5137-00 • Co-op Opportunities	0	0	0	995	5,350	(4,355)	5,350
5143-00 • Mountain Travel Symposium	0	2,000	(2,000)	0	10,000	(10,000)	11,000
5144-00 • IPW - POW WOW	0	0	0	0	2,695	(2,695)	2,695
5145-00 • TIA Annual Dues	1,013	6,075	(5,063)	8,266	12,150	(3,884)	12,150
5147-00 • AUS / Gate 7							
5154-00 • Canada	0	6,000	(6,000)	0	6,000	(6,000)	6,000
5154-01 • Canada Sales Mission	0	6,000	(6,000)	0	12,000	(12,000)	12,000
5154-00 • Canada - Other							
Total 5154-00 • Canada	0	12,000	(12,000)	0	18,000	(18,000)	18,000
5155-00 • California Star Program	0	0	0	1,167	3,500	(2,333)	3,500
Total 5110-00 • LEISURE SALES	1,007	28,575	(27,568)	21,293	96,990	(75,697)	112,000
5200-00 • PUBLIC RELATIONS	1,500	1,500	0	15,000	15,000	0	18,000
5200-01 • Strategy, Reporting, Mgmt, Etc.	1,000	1,000	0	10,500	15,500	(5,000)	18,500
5202-00 • PR Program/ Content Dev - Blogs	0	0	0	20,500	0	20,500	0
5202-01 • Rich Content Development	16	10,000	(9,984)	780	30,000	(29,220)	30,000
5204-00 • Media Mission(s)	500	500	0	5,000	5,000	0	6,000
5206-00 • Digital Buy/ Social Media Boost	300	300	0	3,000	3,000	0	3,600
5207-00 • Content Campaigns/Tools-My Emma	0	0	0	6,226	20,000	(13,774)	20,000
5209-00 • Domestic Travel Media FAMS	1,800	1,800	0	16,200	18,000	(1,800)	21,600
5210-00 • Content Dev - Newsletters	4,000	4,000	0	40,000	40,000	0	48,000
5211-00 • Social Media Strategy & Mgmt	75	3,500	(3,425)	479	10,500	(10,021)	10,500
5212-00 • Social Giveaways & Contests	63	0	63	63	150	(87)	150
5213-00 • Facebook Live	9,775	3,750	6,025	9,775	15,000	(5,225)	15,000
5214-00 • Social Takeover	0	700	(700)	8,847	7,000	1,847	8,400
5216-00 • PR Content Development + Distri	0	0	0	5,000	4,900	100	4,900
5218-00 • Crisis Communication / Training	500	3,750	(3,250)	10,500	15,000	(4,500)	15,000
5221-00 • Photography & Video Asset Dev	0	1,166	(1,166)	1,816	11,660	(9,844)	14,000
5222-00 • Media Tracking / Membership	0	0	0	29	0	29	0
5280-00 • PR Meals / Entertainment							
Total 5200-00 • PUBLIC RELATIONS	19,529	31,966	(12,437)	153,715	210,710	(56,995)	233,650

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

April 2021

Accrual Basis

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
6000-00 · CONFERENCE SALES							
6002-00 · Destination Print	0	0	0	2,500	15,000	(12,500)	20,000
6003-00 · Geo-Fence Targeting	0	0	0	0	2,250	(2,250)	3,000
6004-00 · Email	0	0	0	0	3,750	(3,750)	5,000
6005-00 · Paid Media	0	0	0	28,348	4,500	23,848	6,000
6006-00 · CVENT	0	0	0	10,678	10,678	0	10,678
6007-00 · Creative Production	240	0	240	15,136	11,058	4,078	14,744
6014-00 · MCC Group Incentive Program	0	0	0	0	5,000	(5,000)	10,000
6015-00 · MCC National Memberships	0	475	(475)	399	3,394	(2,995)	3,773
6016-00 · MCC Search Engine Marketing	0	416	(416)	1,476	4,160	(2,684)	5,000
6018-00 · MCC Media Commission	58	0	58	5,578	4,893	685	6,526
6019-00 · Conference Direct Partnership	417	0	417	6,167	5,000	1,167	5,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	5,833	7,000	(1,167)	7,000
6152-00 · Client Events / Opportunities	0	0	0	109	4,070	(3,961)	6,570
6153-00 · Chicago Sales Rep Support	129	0	129	1,838	1,000	838	1,000
Total 6000-00 · CONFERENCE SALES	1,427	891	536	78,061	81,753	(3,692)	104,291
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	21	0	21	414	3,500	(3,086)	4,500
6116-00 · CalSAE Seasonal Spectacular	0	0	0	1,099	3,700	(2,601)	3,700
6118-00 · ASAE Annual	0	0	0	0	795	(795)	795
6120-01 · Sac River Cats Client Event	0	0	0	0	0	0	1,000
6127-00 · CalSAE Annual	192	6,700	(6,508)	2,692	6,700	(4,008)	6,700
6143-00 · Connect Marketplace	0	0	0	4,900	14,850	(9,950)	14,850
6146-00 · UC Vendor Fair	0	0	0	0	5,250	(5,250)	5,250
6151-00 · Destination CA	0	0	0	0	1,500	(1,500)	1,500
6154-00 · HelmsBriscoe ABC	0	2,000	(2,000)	0	6,500	(6,500)	6,500
6156-00 · Connect California	214	1,500	(1,286)	214	5,250	(5,036)	5,250
6156-02 · Connect Chicago	0	0	0	0	5,750	(5,750)	5,750
6157-00 · HPN Partner Conference	0	0	0	1,175	0	1,175	0
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	675	0	675	0
6160-01 · AllThingsMeetings East Bay	0	0	0	0	2,000	(2,000)	2,000
6164-00 · Connect Mountain Incentive	0	0	0	0	5,750	(5,750)	5,750
6165-00 · Bay Area Client Appreciation	0	1,500	(1,500)	0	1,500	(1,500)	4,500
6166-00 · Sports Commission	0	0	0	0	795	(795)	795
6167-00 · Nor Cal DMO	0	0	0	420	0	420	0
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6169-00 · Prestige Meetings SF	0	0	0	0	2,500	(2,500)	2,500
6171-00 · Outdoor Retailer	0	0	0	0	1,000	(1,000)	1,000
6173-00 · Connect NYC	0	0	0	0	6,250	(6,250)	6,250
6180-00 · Conference Direct CA	0	0	0	0	1,000	(1,000)	1,000
6181-00 · Conference Direct PNW	0	0	0	0	1,000	(1,000)	1,000
Total 6100-00 · TRADE SHOWS	427	11,700	(11,273)	11,588	75,590	(64,002)	83,090
7000-00 · COMMITTED & ADMIN EXPENSES							
7008-00 · Cooperative Programs	2,025	2,500	(475)	7,834	25,000	(17,166)	30,000
7009-00 · Fulfillment / Mail	118	1,000	(882)	1,344	10,000	(8,656)	12,000
7021-00 · RASC-Reno Air Service Corp	0	25,000	(25,000)	25,000	50,000	(25,000)	50,000
7123-00 · HSVC - High Sierra Visitors	167	0	167	1,333	2,000	(667)	2,000
7001-00 · Miscellaneous	2,709	0	2,709	2,709	0	2,709	0
7002-00 · CRM Subscription	833	2,499	(1,666)	8,958	9,996	(1,038)	9,996
7003-00 · IVCBVB Entertainment Fund	(8)	0	(8)	884	6,000	(5,116)	8,000
7004-00 · Research	1,111	24,000	(22,889)	8,890	29,000	(20,110)	29,000
7005-00 · Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	0	0	0	30,000
7007-00 · Destimetrics / DMX	667	8,338	(7,671)	20,884	33,352	(12,468)	33,352
7008-00 · Opportunistic Funds	0	0	0	131	46,487	(46,356)	46,487
7009-00 · Tahoe Cam Usage	0	177	(177)	2,124	1,770	354	2,124
7010-00 · Photo Management & Storage	805	592	213	6,213	5,920	293	7,099
7020-00 · Collateral Production / Printin	0	0	0	10,256	8,000	2,256	8,000
7030-00 · Contract Review	1,245	0	1,245	10,763	0	10,763	0
8708-00 · Automobile Expense*	39	350	(311)	435	3,500	(3,065)	4,200
Total 7000-00 · COMMITTED & ADMIN EXPENSES	9,711	64,456	(54,745)	122,759	246,025	(123,266)	287,258
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	42,552	42,500	52	51,000
8003-00 · Website Hosting Maintenance	28,132	4,000	24,132	58,049	40,000	18,049	48,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	32,382	8,250	24,132	100,601	82,500	18,101	99,000
Total Expense	78,482	203,534	(125,052)	797,352	1,782,719	(985,368)	2,010,695
Net Income	(279,131)	(1)	(279,130)	(71,748)	(7)	(71,741)	2

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through April 2021

	Jul '20 - Apr 21	Jul '19 - Apr 20	\$ Change	% Change
Income				
4000-00 - LTIVCBVB Funding	252,553.38	831,877.00	-579,323.62	-69.6%
4001-00 - NLTRA Funding	421,850.26	1,344,959.00	-923,108.75	-68.6%
4004-00 - IVCBVB Entertainment	8,000.00	8,000.00	0.00	0.0%
4099-00 - Revenue - Other	45,200.00	0.00	45,200.00	100.0%
Total Income	725,603.63	2,182,836.00	-1,457,232.37	-66.8%
Gross Profit	725,603.63	2,182,836.00	-1,457,232.37	-66.8%
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	5,833.31	9,250.00	-3,416.69	-36.9%
5004-00 - Trip Advisor	5,802.93	66,400.69	-60,497.76	-91.1%
5005-00 - Paid Social	18,881.83	101,850.14	-83,068.31	-81.5%
5005-01 - Digital Display / Retargeting	40,052.28	155,778.15	-115,725.87	-74.3%
5005-02 - Retargeting Video	0.00	14,972.28	-14,972.28	-100.0%
5007-00 - Creative Production				
5007-01 - Creative Production	48,460.56	0.00	48,460.56	100.0%
5007-02 - Website Production	4,012.50	0.00	4,012.50	100.0%
5007-03 - Photo/Video Creative	7,701.63	0.00	7,701.63	100.0%
5007-00 - Creative Production - Other	1,402.50	154,055.21	-152,652.71	-99.1%
Total 5007-00 - Creative Production	61,577.19	154,055.21	-92,478.02	-60.0%
5010-00 - Account Strategy & Management	60,000.00	67,000.00	-7,000.00	-10.5%
5010-01 - Digital Management & Reporting	0.00	18,000.00	-18,000.00	-100.0%
5010-02 - Website Strategy & Analysis	19,224.00	11,400.00	7,824.00	68.6%
5013-00 - Outdoor	0.00	115,000.00	-115,000.00	-100.0%
5015-00 - Video	0.00	20,176.21	-20,176.21	-100.0%
5017-00 - Rich Media	0.00	34,987.64	-34,987.64	-100.0%
5018-00 - Media Commission	30,468.43	77,333.06	-46,864.63	-60.6%
5018-01 - Digital Ad Serving	332.89	2,194.45	-1,861.56	-84.8%
5020-00 - Search Engine Marketing	34,744.30	43,847.92	-9,103.62	-20.8%
5022-00 - Email	4,162.45	28,476.66	-22,314.21	-84.3%
5024-00 - Fusion 7	18,000.00	0.00	18,000.00	100.0%
5029-00 - Television	10,154.30	0.00	10,154.30	100.0%
Total 5000-00 - CONSUMER MARKETING	309,333.91	923,926.41	-614,592.50	-66.5%
5110-00 - LEISURE SALES				
5107-00 - Creative Production	150.00	3,944.12	-3,794.12	-96.2%
5112-00 - Training / Sales Calls	119.88	6,928.20	-6,808.32	-98.3%
5113-00 - Additional Opportunities	0.00	3,392.02	-3,392.02	-100.0%
5115-00 - Travel Agent Incentive Program	0.00	1,500.00	-1,500.00	-100.0%
5120-00 - Domestic - Trade Shows	0.00	5,504.87	-5,504.87	-100.0%
5131-00 - FAMS -Intl - Travel Trade	594.82	1,088.93	-494.11	-45.4%
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	8,266.41	1,733.59	21.0%
5142-00 - UK Sales Mission	0.00	2,178.93	-2,178.93	-100.0%
5143-00 - Mountain Travel Symposium	895.00	37.93	857.07	2,233.3%
5144-00 - IPW - POW WOW	0.00	257.16	-257.16	-100.0%
5145-00 - TIA - Annual Dues	0.00	2,695.00	-2,695.00	-100.0%
5146-00 - UK / Black Diamond	0.00	24,166.67	-24,166.67	-100.0%
5147-00 - AUS / Gate 7	8,266.22	28,469.00	-19,202.78	-68.8%
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	1,750.01	-583.33	-33.3%
5156-00 - German Trade Representation	0.00	16,393.63	-16,393.63	-100.0%
Total 5110-00 - LEISURE SALES	21,262.60	137,641.80	-116,379.20	-84.5%
5200-00 - PUBLIC RELATIONS				
5200-01 - Strategy, Reporting, Mgmt, Etc.	15,000.00	21,000.00	-6,000.00	-28.6%
5201-00 - National, Regional, & Local PR	0.00	48,500.00	-48,500.00	-100.0%
5202-00 - PR Program/ Content Dev - Blogs	10,500.00	19,000.00	-8,500.00	-44.7%
5202-01 - Rich Content Development	20,500.00	4,975.00	15,525.00	312.1%
5204-00 - Media Mission(s)	779.95	8,823.11	-8,043.16	-91.2%
5206-00 - Digital Buy/ Social Media Boost	5,000.00	4,088.00	912.00	22.4%
5207-00 - Content Campaigns/Tools-My Emma	3,000.00	3,000.00	0.00	0.0%
5208-00 - International Travel Media FAMS	0.00	5,252.35	-5,252.35	-100.0%
5208-01 - Intl FAM Hard Cost	0.00	2,107.97	-2,107.97	-100.0%
5208-02 - Intl Media Retainer	0.00	2,850.00	-2,850.00	-100.0%
5209-00 - Domestic Travel Media FAMS	6,228.27	19,773.06	-13,544.79	-68.5%
5210-00 - Content Dev - Newsletters	16,200.00	18,000.00	-1,800.00	-10.0%
5211-00 - Social Media Strategy & Mgmt	40,000.00	40,000.00	0.00	0.0%
5212-00 - Social Giveaways & Contests	478.95	8,153.62	-7,674.67	-92.2%
5213-00 - Facebook Live	63.28	2,500.00	-2,436.72	-97.5%
5214-00 - Social Takeover	9,775.00	7,951.75	1,823.25	22.9%
5216-00 - PR Content Development + Distri	8,848.81	0.00	8,848.81	100.0%
5218-00 - Crisis Communication / Training	5,000.00	0.00	5,000.00	100.0%
5221-00 - Photography & Video Asset Dev	10,500.00	0.00	10,500.00	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	153,714.98	213,772.66	-60,057.68	-28.1%
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	28,348.03	8,276.18	22,071.85	351.7%
6006-00 - CVENT	10,678.00	11,289.76	-611.76	-5.4%
6007-00 - Creative Production	15,135.69	14,538.11	597.58	4.1%
6008-00 - Conference PR / Social Outreach	0.00	8,400.00	-8,400.00	-100.0%
6015-00 - MCC National Memberships	399.00	0.00	399.00	100.0%
6016-00 - MCC Search Engine Marketing	1,475.78	3,408.21	-1,932.43	-56.7%
6018-00 - MCC Media Commission	5,578.01	5,840.88	-262.87	-4.5%
6018-01 - MCC Digital Ad Serving	0.00	1.26	-1.26	-100.0%
6019-00 - Conference Direct Partnership	5,168.70	0.00	5,168.70	100.0%
6128-00 - HelmsBriscoe Strategic Partner	5,833.30	5,749.97	83.33	1.5%

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through April 2021

	Jul '20 - Apr 21	Jul '19 - Apr 20	\$ Change	% Change
6152-00 - Client Events / Opportunities	108.54	10,789.44	-10,680.90	-99.0%
6153-00 - Chicago Sales Rep Support	1,638.24	8,082.79	-6,244.55	-77.3%
Total 6000-00 - CONFERENCE SALES	78,061.29	94,184.60	-16,123.31	-17.1%
6100-00 - TRADE SHOWS				
6111-00 - Site Inspections	413.61	2,328.67	-1,914.86	-82.2%
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	1,168.39	-1,168.39	-100.0%
6120-01 - Sac River Cats Client Event	0.00	2,392.41	-2,392.41	-100.0%
6127-00 - CalSAE Annual	2,691.75	1,022.07	1,669.68	163.4%
6143-00 - Connect Marketplace	4,900.00	3,814.74	1,085.26	28.5%
6154-00 - HelmsBriggs ABC	0.00	5,316.80	-5,316.80	-100.0%
6156-00 - Connect California	213.57	280.96	-67.39	-24.0%
6156-04 - Connect Georgia	0.00	5,733.39	-5,733.39	-100.0%
6157-00 - HPN Partner Conference	1,175.00	4,299.45	-3,124.45	-72.7%
6160-00 - AllThingsMeetings Silicon Valley	675.00	510.76	164.24	32.2%
6161-00 - Connect Southwest	0.00	5,657.32	-5,657.32	-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	3,250.00	-3,250.00	-100.0%
6167-00 - Nor Cal DMO	420.00	493.00	-69.00	-14.1%
6168-00 - Sacramento/Roseville TopGolf	0.00	1,144.42	-1,144.42	-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	11,568.13	57,920.88	-46,332.55	-80.0%
6106-00 - CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
7000-00 - COMMITTED & ADMIN EXPENSES				
5008-00 - Cooperative Programs	7,834.00	33,558.60	-25,724.60	-76.7%
5009-00 - Fulfillment / Mail	1,343.84	9,019.90	-7,676.06	-85.1%
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 - HSVC - High Sierra Visitors	1,333.36	1,666.70	-333.34	-20.0%
7001-00 - Miscellaneous	2,709.13	253.04	2,456.09	970.6%
7002-00 - CRM Subscription	8,958.31	7,499.98	1,458.33	19.4%
7003-00 - IVCBVB Entertainment Fund	883.87	2,258.40	-1,374.53	-60.9%
7004-00 - Research	8,889.83	29,030.02	-20,140.19	-69.4%
7005-00 - Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 - Special Events	0.00	30,000.00	-30,000.00	-100.0%
7007-00 - Desitmetics / DMX	20,884.19	25,012.50	-4,128.31	-16.5%
7008-00 - Opportunistic Funds	131.19	34,373.27	-34,242.08	-99.6%
7009-00 - Tahoe Cam Usage	2,124.00	2,124.00	0.00	0.0%
7010-00 - Photo Management & Storage	6,213.10	5,499.20	713.90	13.0%
7011-00 - TrendKite PR Software	0.00	2,499.99	-2,499.99	-100.0%
7020-00 - Collateral Production / PrintIn	10,256.45	0.00	10,256.45	100.0%
7030-00 - Contract Review	10,763.04	0.00	10,763.04	100.0%
8700-00 - Automobile Expense*	435.08	3,390.20	-2,955.12	-67.2%
7000-00 - COMMITTED & ADMIN EXPENSES - Other	0.00	324.99	-324.99	-100.0%
Total 7000-00 - COMMITTED & ADMIN EXPENSES	122,759.39	276,515.82	-153,756.43	-55.6%
8000-00 - WEBSITE CONTENT & MAINTENANCE				
8002-00 - Content Manager Contractor	42,551.94	42,500.00	51.94	0.1%
8003-00 - Website Hosting Maintenance	58,049.26	59,916.76	-1,869.50	-3.1%
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	100,601.20	102,416.76	-1,817.56	-1.8%
Total Expense	797,351.50	1,808,380.93	-1,009,029.43	-55.9%
Net Income	-71,747.87	376,455.07	-448,202.94	-119.1%



north lake tahoe
Chamber / CVB / Resort Association

Aging by Revenue Item

As of 4/30/2021

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)									
11-20 Employees Membership Dues			\$0.00	\$690.00	\$345.00	\$0.00	\$0.00	\$2,720.00	\$3,755.00
1-5 Employees Membership Dues			\$3,835.00	\$1,475.00	\$5,300.00	\$285.00	\$590.00	\$17,940.00	\$29,425.00
21-50 Employees Membership Dues			\$1,080.00	\$0.00	\$2,160.00	\$540.00	\$1,080.00	\$4,260.00	\$9,120.00
50-100 Employees Membership Dues			\$750.00	\$0.00	\$750.00	\$0.00	\$0.00	\$0.00	\$1,500.00
6-10 Employees Membership Dues			\$325.00	\$0.00	\$6,165.00	\$0.00	\$650.00	\$7,760.00	\$14,900.00
Associate Member Membership Dues			\$0.00	\$100.00	\$0.00	\$0.00	\$0.00	\$50.00	\$150.00
Financial Institutions Membership			\$0.00	\$700.00	\$1,400.00	\$0.00	\$295.00	\$2,395.00	\$4,790.00
Non-Profit Membership Dues Totals:			\$510.00	\$510.00	\$1,530.00	\$0.00	\$170.00	\$3,550.00	\$6,270.00
Ski Resorts Membership Dues Totals:			\$0.00	\$0.00	\$9,700.00	\$0.00	\$0.00	\$0.00	\$9,700.00
1201-01 Member AR Membership Dues			\$6,500.00	\$3,475.00	\$27,350.00	\$825.00	\$2,785.00	\$38,675.00	\$79,610.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Eblast Totals:			\$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	\$340.00	\$490.00
GRAND TOTALS			\$6,650.00	\$3,475.00	\$27,350.00	\$825.00	\$2,785.00	\$39,015.00	\$80,100.00

KEY METRICS FOR April 30, 2021 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2012 - 2021 (as reported thru April 2021)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2012 - 2013	3,767,648	2,018,857	4,199,290	1,352,487	\$ 11,338,282
2013 - 2014	4,401,773	2,048,674	3,497,093	1,639,259	\$ 11,586,799
2014 - 2015	4,560,065	2,415,022	3,428,514	1,742,210	\$ 12,145,811
2015 - 2016	4,729,061	3,755,563	5,332,084	2,201,370	\$ 16,018,078
2016 - 2017	5,335,081	3,217,765	5,991,509	3,175,348	\$ 17,719,703
2017 - 2018	6,083,237	3,298,036	5,504,277	3,020,130	\$ 17,905,680
2018 - 2019	6,865,753	3,832,273	6,816,271	3,346,850	\$ 20,861,147
2019 - 2020	7,019,017	3,967,123	5,766,189	1,058,017	\$ 17,810,346
2020 - 2021	7,285,531	3,171,548	4,648,683	224	\$ 15,105,986

updated

Visitor Information Comparative Statistics For FYTD 2017/18 - 2020/21 (thru Mar 2021)					
Referrals -	2017-18	2018-19	2019-20	2020-21	YOY % Change
Tahoe City:					
Walk In	35244	33578	36049	21665	-39.9%
Phone	2582	2354	2455	2243	-8.6%
Email	315	338	373	432	15.8%
Kings Beach (Walk In)	7883	11439	8322	5406	-35.0%
NLT - Event Traffic	4494	3491	3243	749	-76.9%
Total	50,518	51,200	50,442	30,495	-39.5%

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	-16.41%
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					Mar 2021
California (pop. 38,332,521)					8.3%
Placer County (367,309)					5.5%
Dollar Point (1,215)					0.0%
Kings Beach (3,893)					1.7%
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	0.2%	41.3%	20550.0%
ADR (Average Daily Rate)	\$ 348	\$ 288	-17.2%
RevPAR (Rev per Available Room)	\$ 1	\$ 119	11800.0%
Occupancy 1 Mth Forecast	1.3%	22.1%	1600.0%
ADR 1 Mth Forecast	\$ 365	\$ 274	-24.9%
RevPAR 1 Mth Forecast	\$ 5	\$ 60	1100.0%
Occupancy (prior 6 months)	36.3%	38.8%	6.9%
ADR (prior 6 months)	\$ 403	\$ 376	-6.7%
RevPAR (prior 6 months)	\$ 146	\$ 146	0.0%
Occupancy (next 6 months)	17.9%	32.6%	82.1%
ADR (next 6 months)	\$ 366	\$ 423	15.6%
RevPAR (next 6 months)	\$ 65	\$ 138	112.3%

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 4/30/2021					
	2019-20	2019-20	2020-21	YOY %	
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change	
Total Revenue Booked	\$2,685,035	\$ 2,767,546	\$ 417,602	-562.72%	
Commission for this Revenue	\$ 36,962	\$ 46,373	\$ -		
Number of Room Nights	12,075	11,906	1,773	-571.52%	
Number of Bookings	53	54	10	-440.00%	
Conference Revenue And Percentage by County:					
	19-20	20-21			
Placer	79%	83%	\$2,096,775	\$ 2,179,286	\$ 348,025 -526.19%
Washoe	14%	17%	\$381,642	\$ 381,642	\$ 69,577 -448.52%
South Lake	7%	0%	\$206,618	\$ 206,618	
Nevada County	0%	0%			
Total Conference Revenue	100%	100%	\$2,685,035	\$ 2,767,546	\$ 417,602 -562.72%
CURRENT					
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%