
Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge

Ron Cohen, Squaw Valley Alpine Meadows | **Deirdra Walsh**, Northstar California | **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

Jim Phelan, Tahoe City Marina | **Tom Turner**, Tahoe Restaurant Collection | **Samir Tuma**, Tahoe City Lodge

Dave Wilderotter, Tahoe Daves

Melissa Siig, TCDA | **Alyssa Reilly**, NTBA | **Ray Villaman**, Northstar Business Assoc. | **Dan Tester**, Squaw Valley Business Assoc.

Advisory member: **Jeff Cowen**, TRPA

Advisory member: **Nick Martin and Lindsay Romack**, Placer County Executive Office

Join Zoom Meeting

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

Meeting ID: 829 6852 3606

Passcode: 486552

Dial by your location

+1 669 900 9128 US (San Jose)

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:30 a.m.** 2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 8:35 a.m.** 3. Agenda Amendments and Approval
- 8:40 a.m.** 4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.
- Page: 1** A. NLTRA Board Meeting Minutes from July 7, 2021 [Link to preliminary online document](#)
- Page: 5** B. NLTRA Special Board of Directors Meeting Minutes July 13, 2021 [Link to preliminary online document](#)
- Page: 7** C. Approval of Broken Arrow Live Streaming Sponsorship \$5,000

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

- Finance Committee Meeting Aug 24, 2021
- Tourism Development Committee Aug 24, 2021
- In-Market Tourism Development Committee Mar 25, 2021

8:45 a.m.

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5. Action Items

- A. NLT Coop Budget 2021.22
- B. NLTRA Bank Account Signatories
- C. Communications and Digital Marketing Contracts

9:10 a.m.

6. Informational Updates/Verbal Reports

Page: 27

- A. NLTRA 2020/21 Annual Report to County of Placer
- B. TBID Appeals Process and Results
- C. County of Placer Short Term Rental Moratorium

10:40 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 July 31, 2021
- B. Conference Revenue Statistics Report July 2021
- C. Tourism Development Report on Activities, July 2021
- D. Reno Tahoe Airport Report, July 2021
- E. Visitor Information Center Visitor Report, July 2021
- F. Preliminary NLTRA Financial Statements of June 30 & July 31, 2021
- G. Preliminary North Lake Tahoe Marketing Coop Financial Statements July 31, 2021
- H. Membership Accounts Receivable Report July 2021
- J. Financial Key Metrics Report July 2021
- J. NLTRA Annual Report 2020/21

10:40 a.m.

8. CEO and Staff Updates

10:50 a.m.

9. Directors Comments

10:55 a.m.

10. Meeting Review and Staff Direction

11:00 a.m.

11. Closed Session

11:00 a.m.

12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org

Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge

Ron Cohen, Squaw Valley Alpine Meadows | **Deirdra Walsh**, Northstar California | **Kevin Mitchell**, Homewood Mountain Resort |

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Melissa Siig, TCDA | **Alyssa Reilly**, NTBA | **Ray Villaman**, Northstar Business Assoc. | **Dan Tester**, Squaw Valley Business Assoc.

Advisory member: **Jeff Cowen**, TRPA

Advisory member: **Nick Martin and Lindsay Romack**, Placer County Executive Office

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

Board members in attendance

Samir Tuma, Ron Cohen, Jim Phelan, Deirdra Walsh, Kevin Mitchell, David Lockard, Colin Perry, Brett Williams, Melissa Siig, Stephanie Hoffman, Dave Wilderotter, Alyssa Reilly, Ray Villaman, Dan Tester, Sue Rae Irelan, and Tom Turner. A quorum was established.

Advisory Committee members Nick Martin and Lindsay Romack were also in attendance.

Board members absent

None

Staff Members in attendance

Jeffrey Hentz, Amber Burke, DeWitt Van Siclen, Katie Biggers, Sarah Winters, and Liz Bowling

Others in attendance

Included Cathy Nanadiego, Claire Marcus, Lindsay Moore, Jaime Wright, Keith Vogt, Valli Murnane, Adam Wilson, Joy Doyle, Kylee Bigelow, Steve Gross, Keith Fountain, Travis Gleason, and Matthew Landkramer.

2. Public Forum

Alyssa Reilly and Kylee Bigelow spoke to the benefits of working more collaboratively.

3. Board Member Introductions

All members of the Board introduced themselves, including the seven new members being seated today. Hentz thanked outgoing Board members Christine Horvath, Jon Slaughter, and Adam Wilson for their contributions and commitment to the organization.

4. Agenda Amendments and Approval

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

5. Consent Calendar

A. NLTRA Board Meeting Minutes from June 9, 2021 [Link to preliminary online document](#)

B. NLTRA Special Board of Directors Meeting Minutes June 11, 2021 [Link to preliminary online document](#)

C Approval of preliminary NLTRA Financial Statements of May 31, 2021

D. Approval of CEO Expense Reports for May 2021

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

- Finance Committee Meeting June 29, 2021
- Tourism Development Committee June 29, 2021
- In-Market Tourism Development Committee Mar 25, 2021

Motion to approve the items on the Consent Calendar as presented. PHELAN/TESTER/Carried with abstention from Wilderotter.

6. Action Items

A. Election of new Officers – Jeff

Motion to appoint Samir Tuma as Chair of the Board. TESTER/WILLIAMS/UNANIMOUS

Motion to appoint Deirdra Walsh as Vice-Chair of the Board. TUMA/TESTER/UNANIMOUS

Motion to appoint Dan Tester as Secretary of the Board. PHELAN/HOFFMAN/UNANIMOUS

Motion to appoint Jim Phelan as Treasurer of the Board. TESTER/WILLIAMS/UNANIMOUS

B. Review and Approval of Scope of Work and Agreement for TCDA and NTBA – Jeff

Attorney Steve Gross and Hentz presented the proposed agreements between NLTRA and the business associations, which were included in the meeting packets. Discussion followed as details of the agreements were clarified.

Motion to approve the Economic Development Services Agreements for Business Community Development and Promotional Services By and Between North Lake Tahoe Resort Association and Tahoe City Downtown Association and a second agreement between the North Lake Tahoe Resort Association and North Tahoe Business Association with revisions per discussion, including adding “Placer County” to the agreements. PHELAN/MITCHELL/Carried with abstention from REILLY

C. Review and Approval of NLTRA FY 2021/22 Scope of Work and Budget Addendum for Augustine Agency Services Jeff/Amber

Burke presented the addendum to the agreement signed in April for in-market tourism campaigns.

Motion to approve the FY 2021/22 Scope of Work and Budget Addendum for Augustine Agency services. WILLIAMS/WALSH/UNANIMOUS

D. Review and Approval of the 3-Year NLTMC Agreement with Augustine Agency for Advertising, Marketing and Design Services Jeff/Amber

Motion to approve the three-year NLTMC Agreement with Augustine Agency for advertising, marketing, and design services as presented. TURNER/HOFFMAN/UNANIMOUS

E. Review and Approval of Winter Microtransit Pilot Program Funding Request with FY 2019/20 Transient Occupancy Tax Fund Balance as a Result of TBID Formation - Lindsay

Romack presented the recommendation to use the FY 2019/20 TOT fund balance to extend the summer TART Connect to a winter micro-transit pilot program. The summer program has only been in operation 14 days and is already very successful. The winter program will connect with the Mountaineer program in Squaw Valley and Alpine Meadows. Today's request is for \$530,000 and a match of \$531,000 is being requested from Placer County. There was a discussion regarding the proposal, the current service, and opportunities for further expansion, including connections to Truckee.

Motion to allocate \$530,000 from the FY 2019/20 TOT fund balance for a winter Micro-Transit Pilot Program, contingent upon Placer County contributing the remainder of funding needed. TESTER/WILLIAMS/UNANIMOUS

7. Informational Updates/Verbal Reports

Tuma described the changes to the organization as a result of TBID being instituted. Coraggio Group has been advising the transition.

A. Coraggio Group Update – Matthew

Matthew Landkramer described the work Coraggio has been doing with the Ad Hoc Committee for both the restructuring and 2021-2023 Strategic Plan. He noted the many ways for Board members to provide feedback and get clarification on the proposed Plan. Tuma stressed that this is a draft Plan and encouraged input as the organization transitions.

The proposed Organizational Chart was reviewed. Phelan described the function of the committees shown, as outlined in the Management District Plan (MDP), and how funding allocations are determined. He showed a pie chart of proposed allocations assuming a budget of \$6 million. There still needs to be some clarification as to the role and make-up of the TOT/CAP Committee and strengthening the role of the Chamber.

Discussion followed as the Organizational Chart and current and new committees were considered.

B. TBID Committees – Jeff

Hentz noted the current standing committees and described the new ones that will be formed as directed in the MDP, including the NLT TBID Advisor Committee for Zone 1, the re-formed TOT/CAP Committee, and the Appeals Committee. Hentz recommended appointing the 3-person Committee at the August NLTRA meeting so any TBID appeals received by the August 31 deadline can be heard in a timely manner.

C. TBID Update - Jeff

Hentz reported assessment collections began July 1. NLTRA has been busy implementing a comprehensive communication strategy to inform impacted businesses. Hentz is working on a plan to include non-assessed businesses who want to participate in TBID.

A 6 to 8-month Sustainable Business Plan is being developed to meet funding requirements and build up the Chamber. Hentz discussed the three divisions being addressed, including Planning Infrastructure, the Chamber, and Marketing, which will function as a Visitors Bureau/Destination Management Organization (VCB/DMO).

8. Reports/Back up

A. Destimetrics Report May 31, 2021

B. Conference Revenue Statistics Report May 2021

C. Tourism Development Report on Activities, May 2021

D. Reno Tahoe Airport Report, May 2021

E. Visitor Information Center Visitor Report, May 2021

F. North Lake Tahoe Marketing Coop Financial Statements 2020

G. Membership Accounts Receivable Report May 2021

H. Financial Key Metrics Report May 2021

9. CEO and Staff Updates

Hentz said the new Board Member Welcome Packet includes a document noting the length of terms, which is staggered and different for each Board member.

Hentz reported the COVID-modified Brown Act allows electronic meetings until October. At that time, meetings must be in-person, unless the order is extended. He suggested holding an in-person Board retreat in September, which will include more information on the Brown Act, the final reorganization plan, and the TBID budget. Hentz will poll the Board on their opinions regarding in-person meetings.

Hentz thanked the staff that organized the TART Connect ribbon cutting ceremony. The service is already a big success.

10. Directors Comments

Villaman is looking forward to working with this group and hopes that housing will be an immediate priority.

Hoffman noted piles of trash on dumpsters over the weekend and wondered how to encourage TTSD to pick up on weekends.

11. Meeting Review and Staff Direction

Hentz will make the requested updates to the TCDA and NTBA agreements.

Hentz will work with the Executive Committee to plan the September retreat. He will poll Board members on their comfort level to start in-person meetings.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:34 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



Board of Directors:

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Dave Wilderotter, Tahoe Daves

Melissa Siig, TCDA | **Alyssa Reilly**, NTBA | **Ray Villaman**, Northstar Business Assoc. | **Dan Tester**, Squaw Valley Business Assoc.

Advisory member: **Jeff Cowen**, TRPA

Advisory member: **Nick Martin and Lindsay Romack**, Placer County Executive Office

1. Call to Order at 8:04 AM – Establish Quorum

Board members in attendance

Samir Tuma, Ron Cohen, Jim Phelan, Deirdra Walsh, Kevin Mitchell, David Lockard, Colin Perry, Melissa Siig, Stephanie Hoffman, Dave Wilderotter, Alyssa Reilly, Dan Tester, Sue Rae Irelan, and Tom Turner.

Advisory Committee members Nick Martin

Board members absent

Brett Williams and Ray Villaman

Staff Members in attendance

Anna Atwood

Others in attendance

Steve Gross, Adam Wilson

2. Public Forum

No public forum

3. Designation of Samir Tuma and Deirdra Walsh as labor negotiators to negotiate with the Association's Unrepresented Employee – Chief Executive Officer.

Recommendation: The Board approve a motion to designate Samir Tuma and Deirdra Walsh as labor negotiators to negotiate with the Association's Unrepresented Employee – Chief Executive Officer

Tuma stated the recommendations to appoint Samir Tuma and Deirdra as Chair and Vice Chair was a recommendation from legal counsel, Steve Gross. Steve Gross stated it is a pre-requisite to designate this in Open Session before going into Closed Session.

Adam Wilson question if it would be appropriate to delegate authority to the EC Committee on HR matters at today's meeting. Steve Gross shared since it was not on today's agenda as an action item and no prior notice was given, it would have to be tabled.

Action to Anna: Add Delegation of EC Committee to handle HR matters to the agenda for August.

Motion to approve Samir Tuma and Deirdra Walsh Walsh as labor negotiators to negotiate with the Association's Unrepresented Employee – Chief Executive Officer. TESTER/PHELAN/UNANIMOUS

Samir Tuma questioned Steve Gross if it is permissible for non-voting Board of Directors member to continue into Closed Session. Steve Gross shared it is permissible and a matter of how the Board operates and the non-voting Board of Director members can participate in the Closed Session.

4. Closed Session

5. Adjournment

Respectfully submitted,
Anna Atwood
Officer Manager
NLTRA



MEMORANDUM

Date: August 26, 2021
TO: NLTRA Board of Directors
FROM: Amber Burke, Dir. of Marketing
RE: 2021 Broken Arrow Skyrace Livestream Sponsorship

Action Requested:

Approval of a \$5,000 sponsorship of the 2021 Broken Arrow Skyrace Livestream.

Background:

Broken Arrow Skyrace has partnered with Strava to live broadcast the 2021 Broken Arrow Skyrace event. The 4-hour live broadcast of the 26k distance will take place on Sunday October 3, 2021 on the Broken Arrow Skyrace YouTube channel. There will also be a 2-hour bonus coverage of the Vertical Kilometer held on October 1, 2021.

There are two sponsorship levels available, the Granite Chief sponsor for \$15,000 (available to one sponsor) and the Big Blue sponsors for \$5,000 (available to three sponsors). Attached are the benefits for each level.

Additional information on the streaming event can also be found on www.brokenarrow.skyrace.com/livestream.

In March 2021, the Tourism Development Committee recommended a \$25,000 sponsorship of this event which was approved by the NLTRA Board of Directors at the April 2021 meeting. This funding came out of the 20.21 fiscal year and has been paid to the event producer.

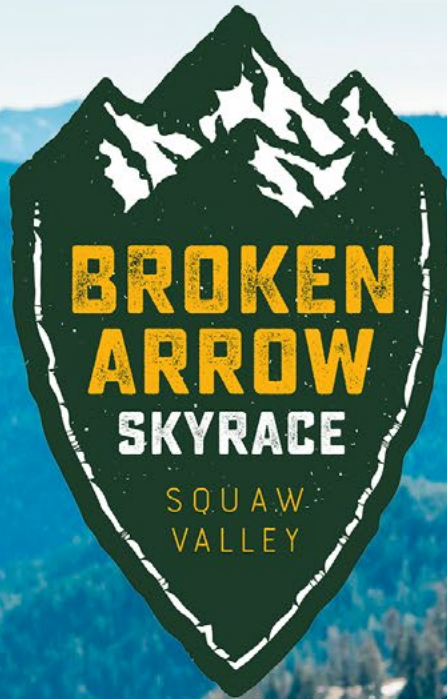
The Tourism Development Committee voted at the August meeting to approve a \$5,000 sponsorship at the Big Blue level. They agreed that the event producers consistently create top quality content and want to support the inaugural year of the live stream event.

Fiscal Impact:

\$5,000 from the 21.22 fiscal year Event Sponsorship budget

Attachments:

- Broken Arrow Skyrace Livestream Sponsorship Deck



BROKEN ARROW SKYRACE

OCT. 1-3, 2021



**LIVESTREAM
SPONSOR
BENEFITS**

TITLE SPONSOR • TAKEN FOR 2021
 DETAILS: BRENDAN@BROKENARROWSKYRACE.COM

WHAT'S INCLUDED:

| | GRANITE CHIEF \$15,000 | BIG BLUE \$5000 |
|---|-----------------------------------|----------------------------|
| QUANTITY AVAILABLE | 1 SPONSOR | 3 SPONSORS |
| 6HR BROADCAST DISPLAY AND MENTIONS (VK - 2HR, 26KM - 4HR) | | |
| • LOGO DISPLAYED IN LIVESTREAM ROTATING SPONSOR BANNER | 180 MINUTES | 60 MINUTES |
| • BRAND MENTIONS BY EMCEE'S DURING BROADCAST | 25 | 8 |
| • SOCIAL MEDIA MENTIONS DURING EVENT | 10 | 5 |
| BRAND PROVIDED CONTENT (ATHLETE PROFILE)^A | 3 FILMS | 1 FILM |
| • ATHLETIC PROFILE (HUMAN INTEREST FILM) OR | 3 MIN/FILM | 3 MINUTES |
| • LIVE ATHLETE INTERVIEW (FILMED DURING RACE) | 3 MIN/ATHLETE | 3 MINUTES |
| OPTION TO REALLOCATE ALLOTTED TIME BASED ON BRAND'S PRE-EXISTING ASSETS*. *REQUIRES ADDITIONAL NEGOTIATION | | |
| COMMERCIAL ADVERTISEMENT TIME | | |
| • ORGANIC EMCEE BRAND CONVERSATION | 3 X | 1 X |
| • BRAND REPRESENTATIVE "GO LIVE" WITH EMCEE'S DURING RACE | 2 X | 1 X |
| • COMMERCIAL TIME OPTIONS (CHOICE OF ONE) | | |
| • 15 SECONDS | 12 | 4 |
| • 30 SECONDS | 8 | 3 |
| • 1 MINUTE | 5 | 1 |
| *COMMERCIALS SHOWN IN PERPETUITY VIA BROKEN ARROW SKYRACE'S YOUTUBE CHANNEL | | |
| ADDITIONAL IN-RACE ACTIVATIONS | | |
| • ON-COURSE ACTIVATION WITH DEDICATED CAMERA | | |
| • DRONE CAMERA | 3 | - |
| • FOLLOW CAMS ^B | - | 2 |
| • ELITE PROFILES/RACE STATISTICS HIGHLIGHTS "BROUGHT TO YOU BY" | MENS AND WOMENS | MENS OR WOMENS |

^A - INTENTION ON HUMAN-INTEREST STORIES

^B - 4 FOLLOW CAMS SPREAD OVER COURSE



PRESENTED BY



EXAMPLE: LIVESTREAM SCENES



MAIN DISPLAY

*FINAL OVERLAY DESIGN IN PROGRESS



↑
ROTATING LOGO BANNER

EXAMPLE: LIVESTREAM SCENES



RACE/RUNNER STAT HIGHLIGHTS

*FINAL OVERLAY DESIGN IN PROGRESS

ATHLETE HIGHLIGHTS

- JARED VANDERHOOK, 35
- MINNESOTA NATIVE
- HARROCK 100 2021, 42HRS
- 1ST PLACE SUPERIOR 100
- 14 TOP 5 ELITE FINISHES
- 1ST BROKEN ARROW SKYRACE

BROUGHT TO YOU BY: ALPENGLow SPORTS

STRAVA

START 1,000M

EASY STREET 10/38KM

KT-22 SUMMIT 12/38KM

STAIRWAY TO HEAVEN 15/41KM

HIGH CAMP AID 20KM/46KM

FINISH 26/62KM

2,000M 2,400M 2,700M 2,000M

EVENT SPONSORS

Alpenglow Sports

BROKEN ARROW SKYRACE VIRTUAL SERIES

↑
ROTATING LOGO BANNER

EXAMPLE: LIVESTREAM SCENES



FOLLOW CAM DISPLAY

*FINAL OVERLAY DESIGN IN PROGRESS



ROTATING LOGO BANNER



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: August 26, 2021

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

FROM: DeWitt Van Siclen, Accounting Manager

RE: Proposed 2021/22 NLT Marketing Cooperative Budget

Action Requested

Staff requests Board approval of the 2021/22 NLT Marketing Cooperative Budget.

Background

- The North Lake Tahoe Resort Association (NLTRA) contribution to the North Lake Tahoe Marketing Cooperative (NLTMC) of \$1,100,000 is increased by \$100,000 from prior year and contribution from the Incline Village Crystal Bay Visitors Bureau (IVCBVB) to the NLTMC is increased by \$100,000 from prior year budget. Actual NLTRA contributions to the NLTMC were reduced from \$1,000,000 to \$422,000 due to reduced expenditures caused by the pandemic. Anticipated Unrestricted Net Assets balance at fiscal year end 2020/21 is approximately \$197,000, of which \$98,000 is expected to be used in fiscal year 2021/22 to cover budgeted expenses. Total NLTMC funding for the fiscal year 2021/22 of \$1,800,000 is \$200,000 greater than the budgeted funding for prior year.
- Consumer Marketing expenses of \$903,595 are \$187,811 less than prior year budget and \$530,940 greater than actual expenditure projection for fiscal year 2020/21.
- Leisure Sales expenses of \$81,250 are \$30,750 less than prior year budget and \$49,679 greater than projections.
- Public Relations expenses of \$253,910 are \$20,260 greater than prior year budget and \$67,161 greater than projections.
- Conference Sales expenses of \$91,450 are \$12,841 less than prior year budget and \$7,241 less than projections.
- Trade Shows expenses of \$53,895 are \$29,195 less than prior year budget and \$32,941 greater than projections.
- Committed & Admin expenses of \$340,253 are \$52,995 greater than prior year budget and \$146,863 greater than projections.
- Website Content & Maintenance expenses of \$173,161 are \$74,161 greater than prior year budget and \$61,200 greater than projections.
- Total NLT Marketing Cooperative expenditures as proposed in the fiscal year 2021/22 budget total \$1,897,514 and are \$113,181 less than the fiscal year 2020/21 budget and \$881,543 greater than projected year end 2020/21 actuals.

- Expenditures in fiscal year 2020/21 exceeded contributions and other revenues by \$290,000, reducing Unrestricted Net Assets from \$487,000 to \$197,000. Budgeted expenditures in fiscal year 2021/22 will further reduce Unrestricted Net Assets to \$99,000.

Fiscal Impact:

The fiscal year 2021/22 NLT Marketing Cooperative budget as proposed requires funding from the North Lake Tahoe Resort Association in the amount of \$1,100,000 and that amount is included in the previously approved NLTRA 2021/22 budget.

Attachments:

NLT Marketing Cooperative Proposed 2021/22 Budget Summary

| North Lake Tahoe Marketing Cooperative | | 2021-22 DRAFT Budget | | Prior Year Proj. Variance | | Prior Year Budget Variance | |
|---|----------------------------------|----------------------|------------------|---------------------------|----------------|----------------------------|------------------|
| Income | | Total | | Total | Total | Total | Total |
| 4001 | NLTRA | | 1,100,000 | 421,850 | 678,150 | 1,000,000 | 100,000 |
| 4001-01 | NLTRA- Add On | | - | - | - | - | - |
| 4000 | IVCBVB | | 692,000 | 252,553 | 439,447 | 592,000 | 100,000 |
| 4004 | IVCBVB Entertainment Account | | 8,000 | 6,000 | 2,000 | 8,000 | - |
| 4004-00 | IVCBVB - Add On | | - | - | - | - | - |
| 4099 | Revenue - Other | | - | 45,200 | (45,200) | - | - |
| | Total Operating income | | 1,800,000 | 725,603 | 1,074,397 | 1,600,000 | 200,000 |
| Operating Expenses | | | | | | | |
| 5000 CONSUMER MARKTING | | | | | | | |
| | Total Consumer Marketing | | 903,595 | 372,655 | 530,940 | 1,091,406 | (187,811) |
| 5110 LEISURE SALES | | | | | | | |
| | Total Leisure Sales | | 81,250 | 31,571 | 49,679 | 112,000 | (30,750) |
| 5200 PUBLIC RELATIONS | | | | | | | |
| | Total Public Relations | | 253,910 | 186,749 | 67,161 | 233,650 | 20,260 |
| 6000 CONFERENCE SALES | | | | | | | |
| | Total Conference Sales | | 91,450 | 98,691 | (7,241) | 104,291 | (12,841) |
| 6100 TRADE SHOWS | | | | | | | |
| | Total Trade Shows | | 53,895 | 20,954 | 32,941 | 83,090 | (29,195) |
| 7000 COMMITTED & ADMIN EXPENSES | | | | | | | |
| | Total Committed & Admin Expenses | | 340,253 | 193,390 | 146,863 | 287,258 | 52,995 |
| 8000 WEBSITE CONTENT & MAINTENANCE | | | | | | | |
| | Total Website | | 173,161 | 111,961 | 61,200 | 99,000 | 74,161 |
| Total Expenses | | | 1,897,514 | 1,015,971 | 881,543 | 2,010,695 | (113,181) |
| Net Results | | | (97,514) | (290,368) | 192,854 | (410,695) | 313,181 |
| Beginning Fiscal Year Unrestricted Net Assets | | | 196,616 | | 486,983 | | |
| Ending Fiscal Year Unrestricted Net Assets | | | 99,102 | | 196,616 | | |



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: August 26, 2021

TO: NLTRA Board of Directors

FROM: DeWitt Van Siclen, Accounting Manager

RE: Resolutions Appointing Signatories for NLTRA and NLTMC Bank Accounts

Action Requested

With the recent departures of the North Lake Tahoe Resort Association (NLTRA) CEO and Director of Global Communications it is requested that the board approve resolutions to appoint new signers to the bank accounts as outlined below.

Background

The NLTRA and the North Lake Tahoe Marketing Cooperative (NLTMC) bank accounts require two signers on every check. With the departures of Jeffrey Hentz and Elizabeth Bowling and their subsequent removal of bank access, the remaining authorized signers on NLTRA and NLTMC bank accounts are Amber Burke and James Phelan for the NLTRA accounts and Amber Burke, James Phelan, and Andrew Chapman for the NLTMC account. It is proposed that Amber Burke, James Phelan, and Dan Tester be approved as signers on the NLTRA bank accounts.

It is also recommended that Amber Burke, James Phelan, and Dan Tester be approved as signers on the NLTMC bank accounts on behalf of the NLTRA. The IVCBVB will have authorized signers in Andrew Chapman and Greg Long for the second signature on the NLTMC bank account.

Recommendation:

Staff recommends that the Board approve a resolution authorizing Amber Burke, James Phelan, and Dan Tester as signers on the NLTRA and NLTMC bank accounts as well as add Andrew Chapman and Greg Long as signers on the NLTMC bank account, and that the Secretary affirm such to the institutions requiring notification.



MEMORANDUM

Date: August 26, 2021
TO: NLTRA Board of Directors
FROM: Liz Bowling, Director of Global Communications & Public Relations
RE: NLTRA Contractor Scope of Work and Rates

Action Requested:

Approval of communications and digital marketing services between NLTRA, JVP Communications and InBloom Marketing for September 1, 2021 – June 30, 2022 unless terminated earlier.

Background:

While the communications and public relations role was managed by a single NLTRA employee over the past three and a half years, it is recommended that in the interim of the Director's departure and CEO hire, the workload and responsibilities be transitioned to two separate individuals with extensive industry experience. The Communications Director also oversaw consumer public relations and that work has already been transitioned to The Augustine Agency, noted in the FY 21-22 scope of work. This recommendation will allow the North Lake Tahoe Resort Association to continue utilizing owned digital platforms (newsletter, website and social channels) to reach local audiences with important visitor information and local business resources, and continue communications transparency with the local business community and regional media partners.

Both agreements are for the remainder of the '21-22 Fiscal Year. InBloom Marketing has noted a 60-day cancellation clause and JVP Communications has noted a 30-day cancellation clause that allows for either party to terminate the contract upon 30/60 days with written notice if desired.

To clarify services, scope of work proposals include:

Jessica Weaver of JVP Communications will oversee all communications on behalf of NLTRA. Scope will include (but not limited to):

- Attendance at NLTRA Board Meetings (monthly)
- Coordination with Placer County on North Lake Tahoe focused news relevant for the business community (bi-weekly)
- TBID communications strategy
- Local and regional media outreach; responding to media requests
- Content:
 - Content Calendar meetings
 - Last set of eyes on NLTRA newsletters
 - Social media response
 - NLTRA press releases

- TOT-TBID Campaign (in conjunction with Placer County)

Tiffany Connolly of InBloom Marketing will oversee digital content on behalf of NLTRA. Scope will include (but not limited to):

- Ownership of an NLTRA content calendar to outline all communications on behalf of NLTRA for website, social media, newsletters and public relations
- Oversight of NLTRA Facebook page
- Oversight and coordination of NLTRA's newsletters
- Oversight of NLTRA.org

Fiscal Impact:

Content Marketing:

- Monthly Retainer: \$3,300
- 10-month contract (September 1, 2021 – June 30, 2022): \$33,000
- Hourly Rate: \$80

Communications & Public Relations:

- Monthly Retainer: \$5,600
- 10-month contract (September 1, 2021 – June 30, 2022): \$56,000
- Hourly Rate: \$185

Attachments:

- Communications & Public Relations Proposal & Contract
- Content Marketing Scope of Work & Contract

Content Marketing Contract

Between North Lake Tahoe Resort Association (NLTRA) and Tiffany Connolly,
InBloom Marketing

Contract in effect from September 1, 2021 through June 30, 2022

STATEMENT OF WORK

NLTRA is contracting with InBloom Marketing to provide the following on a monthly basis:

- **Content Calendar.** InBloom Marketing will create and deliver a content calendar on the third week of each month, outlining the following month's newsletters and social media posts.
- **Monthly Programming Meeting.** InBloom Marketing will schedule a monthly meeting with key stakeholders on the third week of each month to finalize and receive approval for the following month's content calendar.
- **Social Media.** InBloom Marketing will create and execute social media posts on the NLTRA Facebook page with content pulled from newsletters and other relevant news for a maximum of 5 hours per week.
- **Newsletters.** InBloom Marketing will create and send for approval 3 member newsletters per month, one of them being the Member to Member monthly eblast.
- **Website Updates.** InBloom Marketing will work with key stakeholders to update the NLTRA website with copy for a maximum of 10 hours per month.

FEES + SCHEDULE

NLTRA will provide InBloom Marketing with a monthly marketing retainer based on the following hourly schedule and deliverables. Requests above and beyond the monthly budget may be considered out-of-scope and an amendment to the budget will be recommended.

Content Calendar and Programing Meeting

1 per month

\$300/mo

Social Media Management

20 hours per month

\$1600/mo

Newsletters

3 per month

\$600/mo

Website Copy Updates

10 hours per month

\$800/mo

Monthly Retainer: \$3,300*

*Additional needs beyond the scope of the Statement of Work will be billed at \$80/hour.

TERMS OF PAYMENT

InBloom Marketing will invoice NLTRA by the 21st of each month. An August invoice will be sent for a Content Calendar and Programming Meeting to schedule September content.

Payment is due within 30 days of receiving invoice.

MUTUAL COOPERATION

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your communications and to cooperate with us in expediting the work.

CHANGES + REVISIONS

The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible. If you want to change your mind or add anything new, we'll provide a separate estimate to cover the additional work.

CANCELLATIONS

You have the right to modify, reject, cancel or stop any and all plans or work in process. However, you agree to reimburse us for all costs and expenses we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

90-DAY REVIEW

Ninety days after the return of this agreement, in November 2021, InBloom Marketing will hold a review of the hours agreed upon and set out in the Statement of Work and will update the contract accordingly if hourly commitment is exceeded, or projected to be exceeded.

CLIENT RESPONSIBILITY FOR RELEASE

NLTRA guarantees that all elements of text, images, or other artwork you provide are either owned by your good selves, or that you have permission to use them.

CLIENT RESPONSIBILITY FOR ACCURACY

You shall be responsible for the accuracy, completeness and propriety of information concerning your communications which you furnish to us verbally or in writing.

ERRORS

While we do our best to provide error-free deliverables, we can't guarantee that our work will be error free, and are not liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages.

CONFIDENTIALITY

InBloom Marketing acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by InBloom Marketing on behalf of or disclosed by NLTRA to InBloom Marketing.

PERIOD OF AGREEMENT AND NOTICE OF TERMINATION

This agreement shall become effective as of August 16, 2021 and shall continue until terminated by either party upon not less than 60 days' notice in writing given by either party to the other.

Tiffany Connolly

Signature

Tiffany Connolly, InBloom Marketing

Print Name

August 19, 2021

Date

Signature

Print Name

Date



August 20, 2021

North Lake Tahoe Resort Association
100 North Lake Blvd.
Tahoe City, CA 96145

Dear North Lake Tahoe Resort Association,

On behalf of JVP Communications, we are delighted to extend public relations services to you for business community communications and other contract PR services as requested by the North Lake Tahoe Resort Association.

In the interest of maintaining a clear understanding of our working arrangement, this letter sets out the scope of work and terms of our agreement. Please read it carefully. If you have any questions, contact Jessica Weaver (530.448.6981) or by e-mail at jessica@jvpcommunications.com.

Otherwise, please sign each copy and return one of the originals to us (jessica@jvpcommunications.com).

Letter of Agreement for Public Relations Services

This letter describes terms under which JVP Communications and affiliates (Consultant) will provide public relations services to the North Lake Tahoe Resort Association (Client) and serves as the contract between the two parties.

1. DURATION

This agreement shall be in effect from September 1, 2021, through June 30, 2022 when the Consultant and Client will discuss extension or modification of the current services. If requested, a new plan and proposal will be submitted by Consultant, at the direction of the Client. If work continues and a new contract is not signed this agreement shall remain in effect. Any renewal shall be based upon written terms and conditions acceptable to both parties.

2. PURPOSE

The purpose of this agreement is to provide Client with professional expertise that will enable Client to communicate effectively with the public through news and other media to the betterment of its corporate image and products.

3. SCOPE OF SERVICES

Consultant will provide to Client public relations counsel and services, "Services", as an independent contractor and not as an employee or agent of the Client as follows:

- Ongoing proactive communications: writing, editing, curating partner content for inclusion and/or dissemination
- Lead reactive communications as requested/needed
- Coordination/collaboration with NLTRA staff, board, partners and agencies, including through participation in weekly and/or monthly meetings or calls
- Idea generation and execution around TBID momentum building communications
- Attendance at monthly NLTRA board meetings as needed via Zoom (in person when requested)

- Attendance at Placer County BOS meetings as needed via Zoom (in person when requested)
- Crisis communications recommendations/response as required
- Additional communications assistance as requested by NLTRA staff and/or board

4. PRICE

| Consultant shall be paid by Client for the Scope of Services as indicated in the checked box, below: | |
|---|--|
| X | <p>Consultant will be retained for the Scope of Services in the amount of \$56,000 total and up to 400 hours of work (10 hours per week, 40 hours per month) from September 1, 2021 through June 30, 2022. Payments shall be made in increments, billed at the end of each month and due within 30 days in the amount of \$5,600 per month. Additional hours requested beyond this scope will be billed at \$185 per hour.</p> <p>The Consultant will intake, plan and lead facilitation of communications to Client’s business community, participate in meetings virtually and in person when requested, aid in and lead messaging development, as well as ongoing counsel, monthly reporting and client communications for the duration of the project.</p> <p>If the scope of the project should look to exceed its maximum, the Client will be informed and an additional project rate will be discussed with the Client and only be charged with prior written approval.</p> |

5. GENERAL DESCRIPTION OF TERMS USED IN SCOPE OF SERVICES:

Media Contact

Consultant shall establish and maintain effective contact with media and/or blogger key influencer representatives as determined with Client.

Writing

Consultant will write pitching materials and other communications for public distribution, as directed. Planning, research, strategic goal setting, branding maintenance, draft and revision are included.

Distribution

Media distribution lists, whether by mail or electronic means and research required to establish and maintain effective distribution. Press release distribution by third party vendors will be billed directly and paid for by the Client. Consultant will have these fees approved by the Client prior to incurring such expenses.

6. EXPENSES

Outside Expenses

Outside expenses, such as mileage and travel-related expenses (lodging, per diem meals), will be billed separately as needed on a monthly basis with prior Client approval.

7. SERVICES NOT COVERED

Payment to vendors, subcontractors and outside services necessary but tangential to performance of the Scope of Services and other project specific expenses not included in the Scope of Services are Client’s expenses and not included in the Price. For example, excluded costs may be for outside vendors used for graphic design and video services, travel, online advertising buys, social media promoted posts, design

changes to for social content use, media buys. Services not covered will also be charged a below industry standard of 10% fee.

All outside and excluded project related expenses shall be presented for approval by the Client prior to incurring the expense.

8. BILLING

Payment for the project shall commence September 1, 2021 and run monthly through June 30, 2022 in the amount of \$5,600 per month for work completed. Invoicing for outside and/or expenses not included in the Scope of Services shall be made no later than 15 days after Consultant is billed for such services.

Payment terms are net 30 days. A 1.5% per month service charge will be assessed for overdue amounts not paid after 30 days from the invoice date. Any balances more than 50 days past due will result in all work being stopped until all outstanding balances are paid in full.

An invoice for a fixed sum/single payment will be submitted within 30 days after completion of the services. Consultant also agrees that it will not exceed the project retainer without the advance approval of the Client.

9. TERMINATION

This agreement may be voluntarily terminated without cause by either party upon no less than 30-day written notice. If this agreement is voluntarily terminated, Client agrees to pay all amounts for services performed up to the date the notice of termination is received. Consultant shall not have any right to payment or liability for terminated work under the Scope of Services.

10. CONSULTANT /CLIENT RELATIONSHIP

Consultant is an independent contractor and Consultant is not to be considered an agent or employee of Client for federal tax or other purposes and is not entitled to any of the benefits that the Client provides for its employees.

Consultant will provide the required services according to its own means and drawing upon its own expertise. It is understood that Client does not agree to use Consultant exclusively. Consultant expressly acknowledges that she is not entitled to workers' compensation benefits pursuant to this agreement and is responsible for all applicable taxes (including federal income taxes) on all sums paid pursuant to this Agreement.

11. APPLICABLE LAW

This agreement shall be governed for all purposes by the laws of the State of Oregon.

12. DISPUTE RESOLUTION

If a dispute arises between the parties relating to this agreement, the parties agree to submit the dispute to arbitration under the rules of the American Arbitration Association. The prevailing party shall be entitled to recover its attorney fees, costs and expenses as part of the Award.

13. LIABILITY

The Client agrees to indemnify and hold harmless from and against all losses, claims, expenses or liabilities which Consultant may incur based upon information, representations, reports or data furnished, prepared or approved by the Client. Consultant agrees to indemnify and hold harmless Client from and against all losses, claims, expenses or liabilities based upon the work product furnished, prepared or approved by JVP Communications not derived from or produced as a result of the information provided by the Client.

14. CONFIDENTIALITY

In the course of performing the contracted services, Consultant may have access to confidential information. Consultant will sign a non-disclosure agreement and agrees not to use or disclose any information identified by the Client as confidential, either on its face or by memorandum, to third parties that is not otherwise required by law, i.e. a subpoena.

15. SAVINGS

If any provision of this agreement is found to be illegal or unenforceable for any reason, such clause or provision may be severed or modified to the extent necessary to make this agreement legal and enforceable and the remainder of this agreement shall remain in full force and effect.

This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, personal representative, successors, and assigns.

Upon the expiration date of this agreement and 'JVP Communications' continues to perform services for the Client, the terms and conditions of this agreement will continue until an extension or revised agreement is signed.

SIGNED BY:

CONSULTANT

Jessica Weaver

JVP Communications

CLIENT

North Lake Tahoe Resort Association

By _____

By _____

Date

Date



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 09/01/2021

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta, Interim-CEO

RE: NLT TBID Appeals 2021

Action(s) Requested:

None, informational report on the TBID appeals for 2021 only.

Background:

As outlined in the North Lake Tahoe TBID Management District Plan (MDP) there is a process for businesses that feel they should not be subject to the NLT TBID assessment yet are on the list of assessed businesses to appeal for an exemption. The MDP addresses appeals in Section E6 on page 18 and Appendix 3 on page 89 where the process for appeal and the qualifications for exclusion from the TBID assessment are outlined.

An Appeals Committee has been appointed by the Chairman of the Board as outlined in the NLTRA Bylaws, and consists of three board members – Deirdra Walsh, Ray Villaman, and Alyssa Reilly.

There were 15 entities that submitted a completed form to appeal for exemption from the TBID assessment. Except for one, they all fall into a category outlined in the MDP Appendix 3 as exempt – non-tourist, non-profit, or wholesale business. The process states they must submit verifiable documentation as to their qualification for exemption. We have verifiable evidence that qualifies them for exemption either in the form of copies of business licenses, financial statements, or web site confirmation of the business activity. The one exception is an entity that once was a vendor at a Squaw Valley event and no longer does business in the area. Without sales activity that entity will not owe an assessment.

Typically, the appeal submittals and review by the committee would take place in June and July of every year. In this first year of the TBID, that process was delayed and the appeals are being reviewed in the month of August. If we have unanimous approval of the requests by an email vote of the appeals committee we will notify the applicants and not need an appeal hearing. If any applicant is not initially approved on review of the appeals, an appeal hearing will be scheduled with the business.

Fiscal Impact:

No fiscal impact as the businesses would not required to submit TBID assessments.

Attachments:

None.

Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1654 Units ("DestiMetrics Census**") and 51.21% of 3229 total units in the North Lake Tahoe destination ("Destination Census**").

| Last Month Performance: Current YTD vs. Previous YTD | | 2021/22 | 2020/21 | Year over Year Variance |
|--|---|---------|---------|-------------------------|
| North Lake Tahoe | Occupancy for last month (Jul) changed by (33.5%) | 71.9% | 53.8% | 33.5% |
| North Lake Tahoe | ADR for last month (Jul) changed by (15.0%) | \$ 558 | \$ 485 | 15.0% |
| North Lake Tahoe | RevPAR for last month (Jul) changed by (53.5%) | \$ 401 | \$ 261 | 53.5% |
| Next Month Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe | Occupancy for next month (Aug) changed by (66.6%) | 61.4% | 36.8% | 66.6% |
| North Lake Tahoe | ADR for next month (Aug) changed by (0.1%) | \$ 506 | \$ 506 | 0.1% |
| North Lake Tahoe | RevPAR for next month (Aug) changed by (66.7%) | \$ 311 | \$ 186 | 66.7% |
| Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe | Occupancy for the past 6 months changed by (87.6%) | 52.6% | 28.0% | 87.6% |
| North Lake Tahoe | ADR for the past 6 months changed by (-1.0%) | \$ 424 | \$ 428 | -1.0% |
| North Lake Tahoe | RevPAR for the past 6 months changed by (85.8%) | \$ 223 | \$ 120 | 85.8% |
| Future 6 Month On The Books Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe | Occupancy for the future 6 months changed by (101.6%) | 29.6% | 14.7% | 101.6% |
| North Lake Tahoe | ADR for the future 6 months changed by (-2.2%) | \$ 402 | \$ 411 | -2.2% |
| North Lake Tahoe | RevPAR for the future 6 months changed by (97.2%) | \$ 119 | \$ 61 | 97.2% |
| Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jul 31, 2021 vs. Previous Year | | | | |
| Rooms Booked during last month (Jul,21) compared to Rooms Booked during the same period last year (Jul,20) for all arrival dates has changed by (6.4%) | | 4.8% | 4.5% | 6.4% |

* 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 July 2021

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 21/22

Prepared By: Anna Atwood, Marketing Executive Assistant

| | <u>FY 21/22</u> | <u>FY 20/21</u> | <u>Variance</u> |
|-------------------------------------|-----------------|-----------------|-----------------|
| Total Revenue Booked as of 7/31/21: | \$1,670,835 | \$1,595,907 | 5% |
| Number of Room Nights: | 8,044 | 6986 | 15% |
| Number of Delegates: | 3629 | 3073 | 18% |
| Annual Revenue Goal: | \$2,000,000 | \$2,000,000 | 0% |

| <u>Monthly Detail/Activity</u> | <u>July-21</u> | <u>July-20</u> |
|---------------------------------|--------------------|--------------------|
| <u>Number of Groups Booked:</u> | 1 | 0 |
| Revenue Booked: | \$45,903 | \$0 |
| Room Nights: | 100 | 0 |
| Number of Delegates: | 50 | 0 |
| Booked Group Types: | 1 Corp. | 0 |
| Lost Business, # of Groups: | 22 | 0 |
| <u>Arrived in the month</u> | <u>July-21</u> | <u>July-20</u> |
| Number of Groups: | 2 | 2 |
| Revenue Arrived: | \$208,360 | \$21,415 |
| Room Nights: | 795 | 80 |
| Number of Delegates: | 330 | 39 |
| Arrived Group Types: | 2 Assoc. | 1 CA Assoc. |

| | <u>Current Numbers</u> | <u>Goals</u> |
|--------------|------------------------|--------------|
| For 2022/23: | \$269,367 | \$2,000,000 |
| For 2023/24: | \$100,804 | \$2,000,000 |

| | |
|--|----|
| NUMBER OF LEADS Generated as of 7/31/21: | 9 |
| YTD 7/31/20: | 9 |
| YTD 7/31/19: | 33 |

Total Number of Leads Generated in Previous Years:

| | |
|-----------|-----|
| 2020/2021 | 90 |
| 2019/2020 | 252 |
| 2018/2019 | 320 |
| 2017/2018 | 302 |



north lake tahoe

July 2021

Meetings & Conventions Report

NEW MEETINGS & RFPs DISTRIBUTED

1. HelmsBriscoe - Association of Professional Tour Caddies - August 1-8, 2021, 127 rooms, 70 people
2. Scram Systems - SCRAM Systems - West Sales Team Meeting - August 30 - September 1, 2021, 54 rooms, 25 people
3. Wiley - West Regional Meeting - September 13-16, 2021, 60 rooms, 25 people
4. HelmsBriscoe - FicTiv Company Event 2021 - October 4 - 7, 2021, 450 rooms, 150 people
5. California Society of Association Executives - Association Societies Alliance 2022 Winter Meeting - January 23-25, 2022, 50 rooms, 25 people
6. National Wildlife Federation - NWF 2022 Annual Conference - June 6 - 11, 2022, 794 rooms 300 people
7. American College of Gastroenterology - 2022 ACG Summer Board - June 15-22, 2022, 115 rooms, 60 people
8. Embroiderers' Guild of America - Greater Pacific Region - EGA GPR 2024 Seminar - July 18-24, 2024, 385 rooms, 125 people

NEW INQUIRIES

1. Kim Nabozny Productions Inc - Mattel Photo Shoot, August 20-21, 2021 20 room nights, 10 people
2. Photo Group - Reno Tourism Photo Shoot, August 6-8, 2021, 3 room nights, 3 people
3. Denise Amber Lee Foundation - Conference 2023, January 27 - February 1, 2023, 1690 rooms, 500 people
4. Family Wealth Advisors Council, January 24-30, 2022, 39 room nights, 10 people
5. Truck Hero Group - August 27 - 28, 2021, 13 room nights, 13 people
6. The Center for the Arts - Staff and Board Retreat, September 7-8, 2021, 35 people
7. Daiichi Sankyo, Inc. - Incentive Meetings, July 19-24, 2022, 375 room, 135 people

NEW DEFINITES

1. Vivun Team Meeting, August 2022, 100 room nights, 50 people - Ritz-Carlton

CONFERENCE SALES PROJECTS

- Conducted a ConferenceDirect Training - CD Insights with Ashlee Barton from the Hyatt
- Key Projects:
 - Finalized the 21/22 budget
 - Finalized the 21/22 sales schedule

- Working on contracting for 21/22 partnerships with CVENT, Conference Direct, HB and HPN.

SITE VISITS & SALES CALLS

- Hosted Site Visits:
 - Hosted Wendy Berg & Mike Mercado from Soccer Shots July 13 & 14

TRADE SHOWS & EVENTS

- Attended trade shows: none for July
- Upcoming trade shows:
 - Connect Corporate Tampa - August 30 - September 1
 - Connect Chicago - September 28-29
 - HPN Global Annual Partner Conference October 3-6
 - Destination Celebration, Minneapolis Trade Show - November 2021
 - Connect Pacific Northwest November 15-16

CHICAGO EFFORTS

- Our in-market representative, Denise Cmiel focused on the below for the month of June:
 - personal sales calls - meeting with clients from home
 - July 20 held Destination Reps Golf Tournament
- Coming up:
 - Destination Reps networking event on August 12th - Chicago Dogs baseball event
 - Registered for Working on contracting for the 21/22 fiscal year



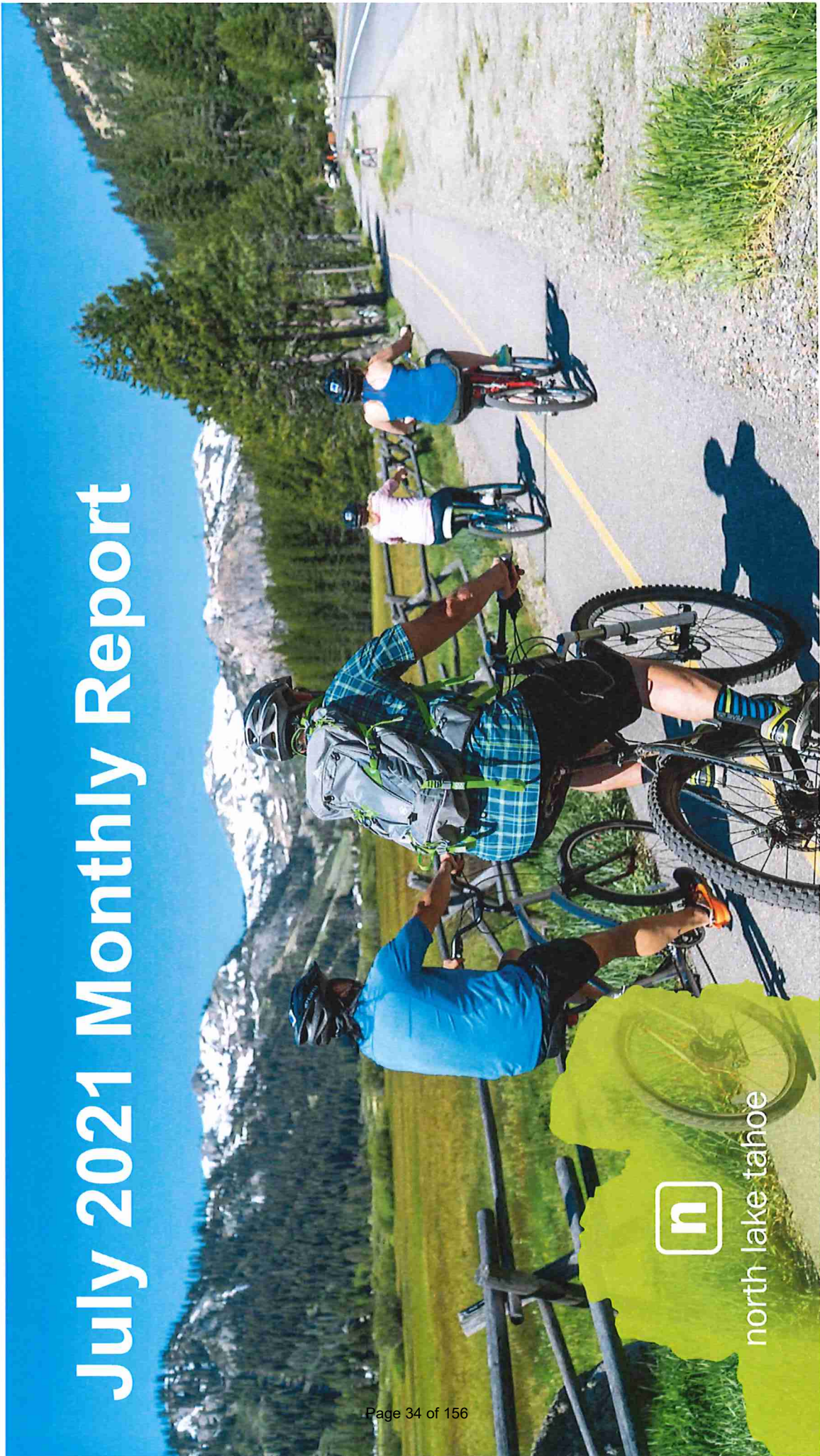
north lake tahoe

July 2021
Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Hosted and attended the High Sierra Council Planning Meeting. This meeting consisted of year end updates to Visit California and goal setting and budget planning for the 21/22 fiscal year.
- Attended Visit California's Sustainability Summit on behalf of the High Sierra Council
- Met with Tourism Cares to initiate planning for the 2022 conference
- Met with Kind Traveler to discuss next steps for sales, marketing and public relations.
- Managed and wrapped up sustainability travelers.
- Met with Expedia on quarterly revenue numbers
- Met with Bonotel on quarterly revenue numbers
- Met with HotelBeds on quarterly revenue numbers
- Projects:
 - Finalized the 21/22 Tourism Sales budget
 - Finalized on 21/22 Tourism Sales travel schedule
 - Finalized the NLTRA County report for tourism sales
 - Met with Visa Vue on new data dashboard
 - Reviewed and sent international scope of work recommendations to CEOs
 - On-going - working on IPW planning for September and IPW FAM planning for September

July 2021 Monthly Report



north lake tahoe



Paid Media

Paid Media Executive Summary

- The summer campaign continues to trend well with the social pledge messaging resonating with locals and visitors.
- The primary focus for the campaign is the Travel Responsibly Pledge and sustainability messaging. Know Before You Go Guide assets are being updated, so these ads were paused in July.
- Display ads are performing at standard levels while pulling in TOS conversions.
- Social video ads show above average CTR for video assets.
- Additional optimizations have been made with "visitation data" for social assets as well as interest targeting options to improve engagement.



Overview by Campaign

Start Date: 7/1/2021
End Date: 7/31/2021

| Campaign | Impressions | Clicks | CTR | CPC | Cost | Book Now Conversions | TOS 115 | Cost Per TOS 115 |
|----------|-------------|--------|-----|-----|------|----------------------|---------|------------------|
|----------|-------------|--------|-----|-----|------|----------------------|---------|------------------|

| | | | | | | | | |
|----------|-----------|--------|-------|--------|-------------|---|-----|---------|
| Consumer | 1,507,077 | 11,671 | 0.77% | \$1.03 | \$11,975.84 | 5 | 405 | \$29.57 |
|----------|-----------|--------|-------|--------|-------------|---|-----|---------|

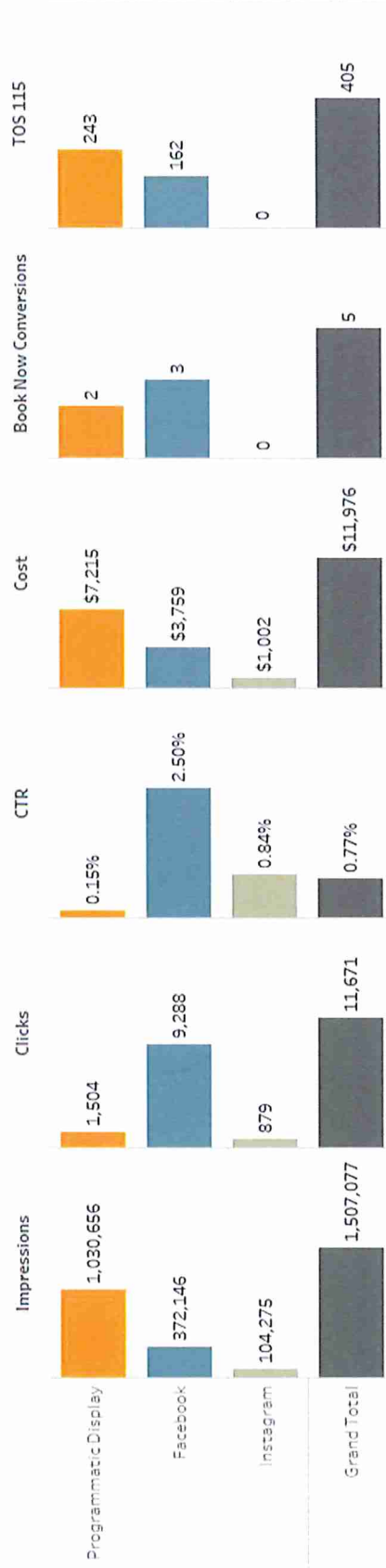
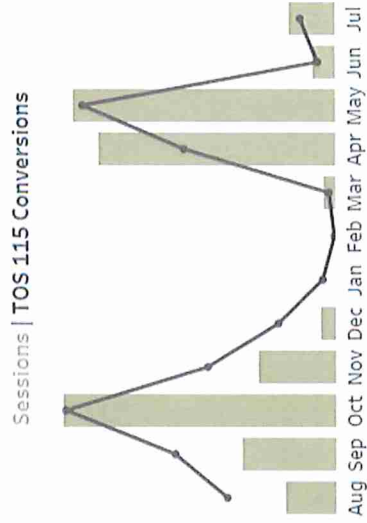
1,507,077
IMPRESSIONS

11,671
CLICKS

\$1.03
CPC

405
TOS 115
CONVERSIONS

\$29.57
COST PER TOS 115
CONVERSION



Overview by Medium

Start Date
7/1/2021

End Date
7/31/2021

1,507,077
IMPRESSIONS

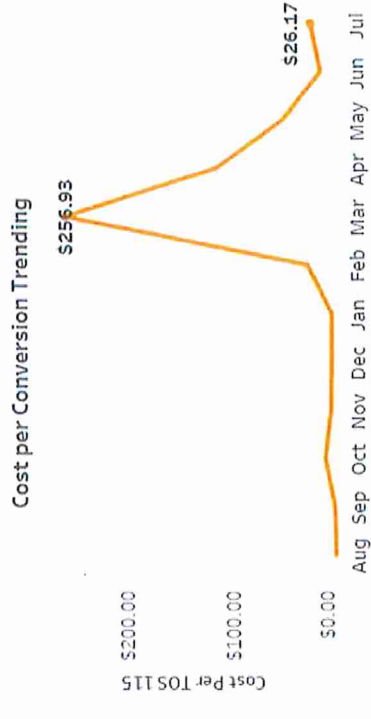
11,671
CLICKS

\$1.03
CPC

405
TOS 115
CONVERSIONS

\$29.57
COST PER TOS 115
CONVERSION

| Target Group | TOS 115 | TOS Conversion Rate | Cost Per TOS 115 | Book Now Conversions | Impressions |
|------------------------|------------|---------------------|------------------|----------------------|------------------|
| Fly Markets | 63 | 3.6% | \$48.97 | 0 | 434,582 |
| Local / Visitor | 305 | 3.2% | \$22.72 | 4 | 792,204 |
| Past Visitor / 3 Years | 37 | 9.2% | \$53.03 | 1 | 280,291 |
| Grand Total | 405 | 3.5% | \$29.57 | 5 | 1,507,077 |



| Channel | Impressions | Clicks | CTR | CPC | Cost | Book Now Conversions | TOS 115 | Cost Per TOS 115 |
|--------------------|------------------|---------------|--------------|---------------|--------------------|----------------------|------------|------------------|
| Display | 1,030,656 | 1,504 | 0.15% | \$4.80 | \$7,214.59 | 2 | 243 | \$29.69 |
| Paid Social | 476,421 | 10,167 | 2.13% | \$0.47 | \$4,761.25 | 3 | 162 | \$29.39 |
| Grand Total | 1,507,077 | 11,671 | 0.77% | \$1.03 | \$11,975.84 | 5 | 405 | \$29.57 |

Paid Social Performance

Start Date
7/1/2021

End Date
7/31/2021

476,421
IMPRESSIONS

10,167
CLICKS

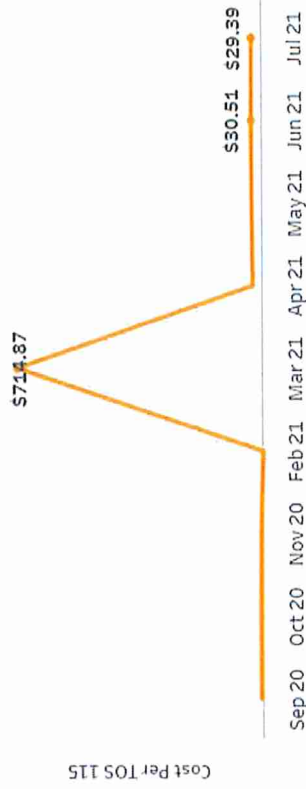
\$0.47
CPC

162
TOS 115
CONVERSIONS

\$29.39
COST PER TOS 115
CONVERSION

- For locals/visitors the CTR was higher at 2.38%, showing that the travel responsibly pledge creative was resonating with this audience.

Cost per Conversion Trending



| Targeting | Target Group | Impressions | Clicks | CTR | CPC | Cost | Book Now Conversions | TOS 115 | Cost Per TOS 115 |
|--------------|---------------|----------------|---------------|--------------|---------------|-------------------|----------------------|------------|------------------|
| Prospecting | Fly Markets | 108,052 | 1,291 | 1.25% | \$0.59 | \$764.56 | 0 | 17 | \$44.97 |
| | Local/Visitor | 373,369 | 8,876 | 2.38% | \$0.45 | \$3,996.69 | 3 | 145 | \$27.56 |
| Total | | 476,421 | 10,167 | 2.13% | \$0.47 | \$4,761.25 | 3 | 162 | \$29.39 |

Paid Social Creative Performance

Start Date 7/1/2021
End Date 7/31/2021

Creative Performance

| Market | Platform | Creative | Impressions | Clicks | CTR | Cost | CPC | TOS 115 | Cost Per TOS 115 |
|----------------|-----------|----------------------------|-------------|--------|-------|-------|--------|---------|------------------|
| Fly Markets | Facebook | tro_carousel pledge | 67,135 | 1,000 | 1.49% | \$479 | \$0.48 | 17 | \$28.16 |
| | Instagram | tro_carousel pledge | 35,917 | 291 | 0.81% | \$286 | \$0.98 | 0 | \$0.00 |
| Local/ Visitor | Facebook | tro_timeline 4_wildlife | 65,875 | 2,368 | 3.59% | \$574 | \$0.24 | 39 | \$14.72 |
| | Facebook | tro_timeline 6_mindful | 49,075 | 1,817 | 3.70% | \$692 | \$0.38 | 37 | \$18.69 |
| | Facebook | tro_timeline 2_environment | 43,235 | 1,430 | 3.31% | \$503 | \$0.35 | 20 | \$25.14 |
| | Facebook | tro_timeline 40secvideo | 37,850 | 863 | 2.28% | \$567 | \$0.66 | 3 | \$189.06 |
| | Facebook | tro_timeline 5_fire | 36,286 | 786 | 2.17% | \$313 | \$0.40 | 11 | \$28.48 |
| Fly Markets | Instagram | tro_carousel pledge | 17,627 | 130 | 0.74% | \$99 | \$0.76 | 6 | \$16.51 |
| | Instagram | kygg_timeline | 17,505 | 370 | 2.11% | \$183 | \$0.49 | 8 | \$22.84 |
| | Instagram | tro_timeline 1_steward | 16,289 | 241 | 1.48% | \$119 | \$0.49 | 8 | \$14.90 |
| | Instagram | tro_timeline 3_educate | 12,218 | 132 | 1.08% | \$95 | \$0.72 | 6 | \$15.81 |
| | Instagram | tro_video 15secvideo | 9,051 | 151 | 1.67% | \$136 | \$0.90 | 7 | \$19.37 |
| | Instagram | tro_timeline 4_wildlife | 23,844 | 209 | 0.88% | \$227 | \$1.09 | 0 | \$0.00 |
| | Instagram | tro_carousel pledge | 15,626 | 118 | 0.76% | \$179 | \$1.51 | 0 | \$0.00 |
| | Instagram | tro_timeline 2_environment | 9,391 | 96 | 1.02% | \$106 | \$1.10 | 0 | \$0.00 |
| | Instagram | tro_timeline 1_steward | 6,164 | 38 | 0.62% | \$49 | \$1.29 | 0 | \$0.00 |
| | Instagram | tro_timeline 6_mindful | 4,381 | 42 | 0.96% | \$49 | \$1.18 | 0 | \$0.00 |
| | Instagram | tro_timeline 40secvideo | 3,086 | 39 | 1.26% | \$51 | \$1.31 | 0 | \$0.00 |
| | Instagram | tro_timeline 5_fire | 2,497 | 11 | 0.44% | \$20 | \$1.80 | 0 | \$0.00 |
| | Instagram | kygg_timeline | 1,631 | 20 | 1.23% | \$18 | \$0.88 | 0 | \$0.00 |
| | Instagram | tro_timeline 3_educate | 1,170 | 12 | 1.03% | \$12 | \$0.99 | 0 | \$0.00 |
| | Instagram | tro_video 15secvideo | 568 | 3 | 0.53% | \$6 | \$1.92 | 0 | \$0.00 |

476,421
IMPRESSIONS

10,167
CLICKS

\$0.47
CPC

162
TOS 115
CONVERSIONS

\$29.39
COST PER TOS 115
CONVERSION

Display Performance

Start Date
7/1/2021

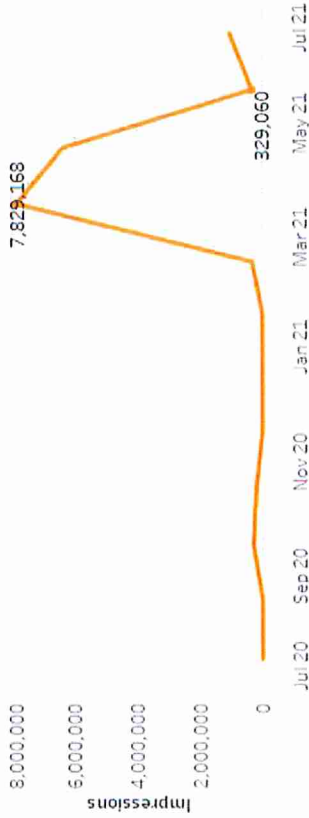
End Date
7/31/2021

1,030,656
IMPRESSIONS

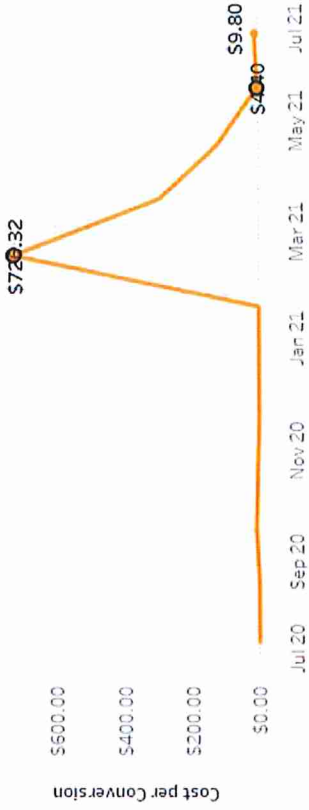
1,504
CLICKS

\$4.80
CPC

Display Impressions Trending



Cost per Conversion Trending



| Platform | Impressions | Clicks | CTR | CPC | Cost | TOS 115 | Cost Per TOS 115 |
|----------|-------------|--------|-----|-----|------|---------|------------------|
|----------|-------------|--------|-----|-----|------|---------|------------------|

| | | | | | | | |
|----------------------|-----------|-------|-------|--------|------------|-----|---------|
| Programmatic Display | 1,030,656 | 1,504 | 0.15% | \$4.80 | \$7,214.59 | 243 | \$29.69 |
|----------------------|-----------|-------|-------|--------|------------|-----|---------|

\$29.69
COST PER TOS 115
CONVERSION

| | | | | | | | |
|-------------|-----------|-------|-------|--------|------------|-----|---------|
| Grand Total | 1,030,656 | 1,504 | 0.15% | \$4.80 | \$7,214.59 | 243 | \$29.69 |
|-------------|-----------|-------|-------|--------|------------|-----|---------|

Display Creative Performance

Start Date 7/1/2021
End Date 7/31/2021

1,030,656
IMPRESSIONS

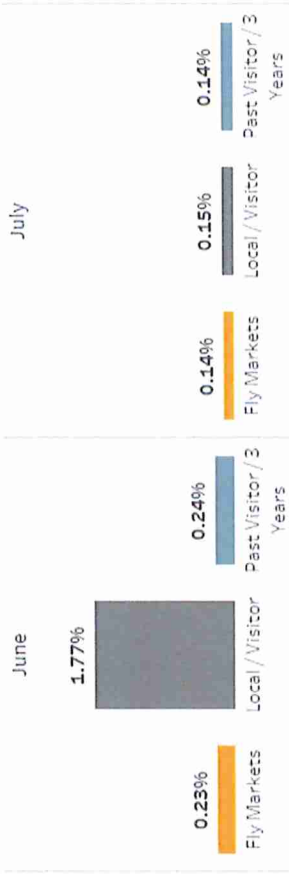
1,504
CLICKS

\$4.80
CPC

243
TOS 115
CONVERSIONS

\$29.69
COST PER TOS 115
CONVERSION

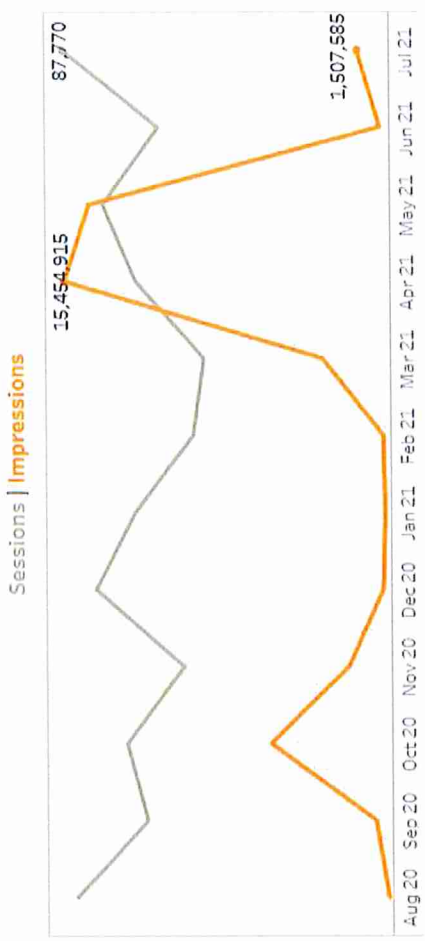
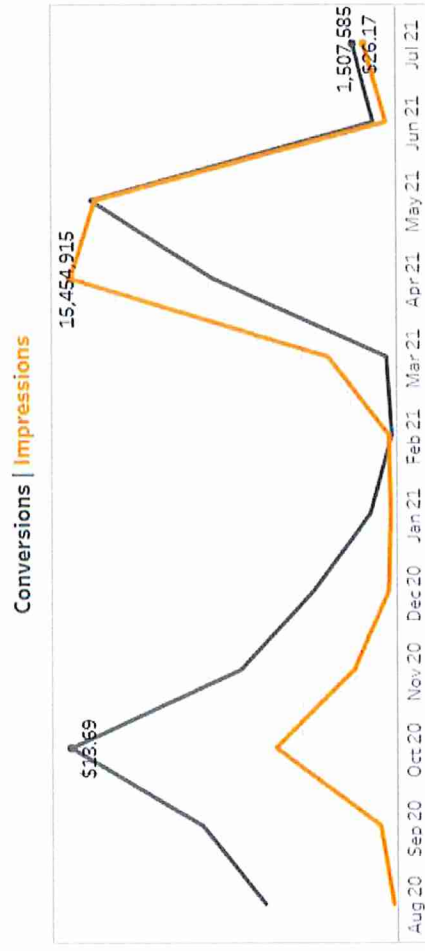
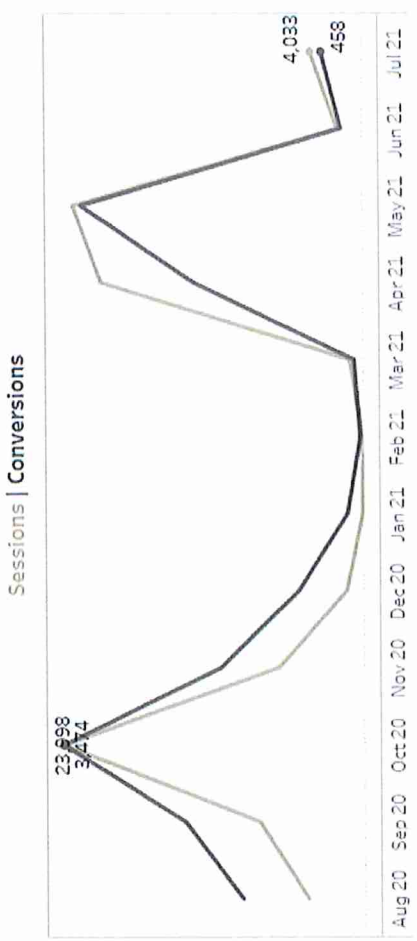
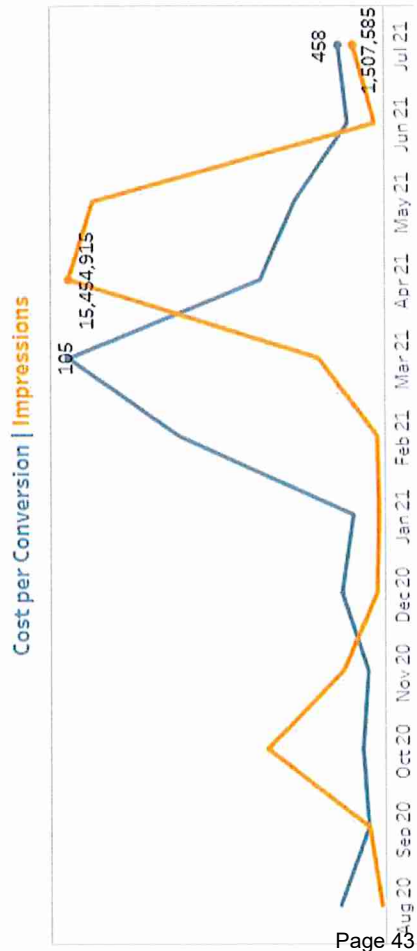
Creative CTR Trending



- CTR for all targets have leveled from previous months as pledge messaging became the primary messaging.
- Overall TOS for display ads are performing well when comparing from previous campaigns.

| Target Group | Ad Name | Impressions | Clicks | CTR | CPC | Cost | TOS 115 | Cost Per TOS 115 |
|----------------------|---------|------------------|--------------|--------------|---------------|-------------------|------------|------------------|
| Local/Visitor | TRP | 408,999 | 576 | 0.14% | \$4.97 | \$2,862.57 | 159 | \$18.00 |
| | KBVG | 9,896 | 71 | 0.72% | \$0.98 | \$69.27 | 1 | \$69.27 |
| Fly Markets | KBVG | 173,679 | 234 | 0.13% | \$5.20 | \$1,215.75 | 19 | \$63.99 |
| | TRP | 157,851 | 221 | 0.14% | \$5.00 | \$1,104.96 | 27 | \$40.92 |
| Past Visitor/3 Years | KBVG | 147,248 | 214 | 0.15% | \$4.82 | \$1,030.74 | 13 | \$79.29 |
| | TRP | 133,043 | 188 | 0.14% | \$4.95 | \$931.30 | 24 | \$38.80 |
| Grand Total | | 1,030,656 | 1,504 | 0.15% | \$4.80 | \$7,214.59 | 243 | \$29.69 |

Trending Performance



Recommendations

- In late July, we introduced TART messaging which is now running at 50/50 with the pledge messaging. We'll continue to optimize and look at interest targeting options.
- Consider changing to fall messaging as we near the end of August.
- When appropriate, reintroduce KBYG messaging as sustainability updates are finished.
- For social, continue impression optimization for higher performing ads.
- For display, look for further enhancements to reach vs. frequency for locals.





Website

Visitors & Sessions

| Visitors (MoM) | Sessions | Page Views | Pages Per Session | Sessions Per User | Avg. Session Duration | Events | Pledge Form Completions |
|----------------|---------------|----------------|-------------------|-------------------|-----------------------|---------------|-------------------------|
| 71,896 (+37%) | 88,837 (+40%) | 173,268 (+28%) | 1.95 (-9%) | 1.24 (+2%) | 1:29 (-13%) | 87,649 (+35%) | 33 (+0%) |

- There were 71,896 visitors to GoTahoeNorth.com, up 37% from June. Sessions were also up 40%.
- There were 87,649 events, up 35% and 33 pledge form completions.



Location

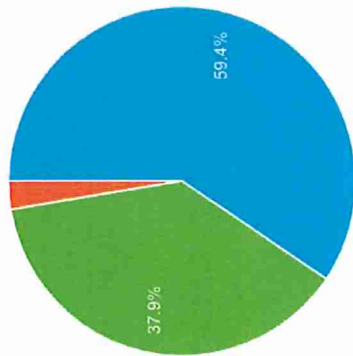
| State | Users | Time on Page |
|------------|--------|--------------|
| California | 37,952 | 1:27 |
| Nevada | 8,644 | 1:29 |
| Texas | 3,168 | 1:39 |
| Washington | 1,452 | 1:13 |
| Florida | 1,190 | 1:48 |

| City | Users | Time on Page |
|-----------------|-------|--------------|
| San Francisco | 5,428 | 1:07 |
| Sacramento | 4,997 | 1:11 |
| Incline Village | 4,358 | 1:12 |
| Truckee | 2,872 | 1:07 |
| Los Angeles | 2,659 | 1:24 |
| Reno | 2,322 | 1:57 |
| Roseville | 1,481 | 1:23 |
| San Jose | 1,442 | 1:38 |
| South Lake | 1,088 | 1:13 |
| Las Vegas | 743 | 1:47 |

- Of the top five states, the most engaged with the website was Florida at 1:48.
- The top 10 cities were mostly nearby California and Nevada cities with Reno as the most engaged audience at 1:57 average time on page.



Device



- 1. mobile
- 2. desktop
- 3. tablet



| Device Category | Acquisition | | | Behavior | | | Conversions | | |
|-----------------|--|--|--|--|---------------------------------------|---|---|--|--|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | |
| 1. mobile | 71,896 (71.896%) % of Total: 100.00% | 70,833 (70.720%) % of Total: 100.00% | 88,837 (88.837%) % of Total: 100.00% | 67.94% (67.94%) Avg for View: 67.94% | 1.95 (1.95) Avg for Views: 1.95 | 00:01:29 (0.00%) Avg for View: 00:01:29 | 85.25% (85.25%) Avg for View: 85.25% | 75,730 (75.730%) % of Total: 100.00% | |
| 2. desktop | 43,041 (43.041%) % of Total: 100.00% | 42,292 (42.292%) % of Total: 100.00% | 52,761 (52.761%) % of Total: 100.00% | 71.59% (71.59%) Avg for View: 71.59% | 1.67 (1.67) Avg for Views: 1.67 | 00:01:05 (0.00%) Avg for View: 00:01:05 | 72.60% (72.60%) Avg for View: 72.60% | 38,303 (38.303%) % of Total: 100.00% | |
| 3. tablet | 27,482 (27.482%) % of Total: 100.00% | 26,694 (26.694%) % of Total: 100.00% | 33,682 (33.682%) % of Total: 100.00% | 62.32% (62.32%) Avg for View: 62.32% | 2.39 (2.39) Avg for Views: 2.39 | 00:02:04 (0.00%) Avg for View: 00:02:04 | 103.99% (103.99%) Avg for View: 103.99% | 35,027 (35.027%) % of Total: 100.00% | |
| | 1,901 (1.901%) % of Total: 100.00% | 1,847 (1.847%) % of Total: 100.00% | 2,394 (2.394%) % of Total: 100.00% | 66.33% (66.33%) Avg for View: 66.33% | 2.07 (2.07) Avg for Views: 2.07 | 00:01:48 (0.00%) Avg for View: 00:01:48 | 100.25% (100.25%) Avg for View: 100.25% | 2,400 (2.400%) % of Total: 100.00% | |

- Most users visited the site from mobile with 59.43% of the total.
- Desktop users were the most engaged with 2:04 average time on page and 2.39 pages per session.

Top Pages Visited

- Users were most engaged with the Webcams page (4:51) followed by the Sustainable Travel Pledge (2:26).
- The most prominent demographics were females ages 25-34.



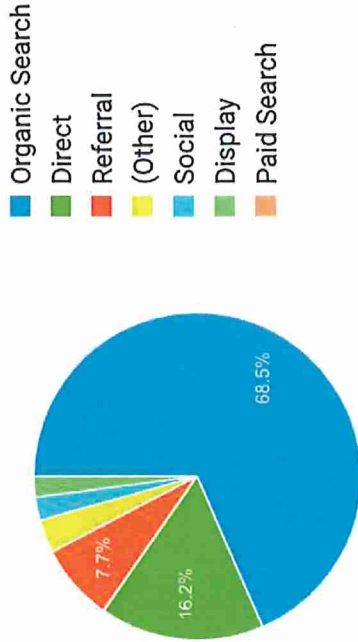
| Page | Visitors | Time on Page | Top Demos |
|---------------------------|----------|--------------|-------------------------|
| Home | 22,104 | 1:07 | F/25-34/San Francisco |
| Webcams | 15,351 | 4:51 | M/55-64/Reno |
| Summer Activities | 8,589 | 1:23 | F/25-34/San Francisco |
| Lodging | 7,427 | 1:18 | M/25-34/Los Angeles |
| Activities | 4,292 | 0:29 | F/25-34/Sacramento |
| Beaches | 3,118 | 1:13 | F/25-34/San Francisco |
| Hiking Trails | 3,064 | 1:15 | F/25-34/Incline Village |
| Events | 2,830 | 1:06 | F/25-34/Incline Village |
| Sustainable Travel Pledge | 2,294 | 2:26 | M/35-44/Incline Village |
| Getting Here | 2,240 | 1:09 | F/25-34/Los Angeles |

Channel Performance

- Organic Search brought in the most users to the website at 50,334.
- Users coming to the website from Referrals were the most engaged with the website (2:50).



Top Channels



| Source | Visitors | Session Duration |
|----------------|----------|------------------|
| Organic Search | 50,334 | 1:30 |
| Direct | 11,908 | 1:12 |
| Referral | 5,627 | 2:50 |
| Paid Social | 2,384 | 0:13 |
| Social | 1,680 | 0:48 |

Referrals

- VisitingLakeTahoe.com brought in the most visitors at 3,495. This site also brought in the most engaged users (3:28).

| Source | Visitors | Session Duration |
|-----------------------|----------|------------------|
| VisitingLakeTahoe.com | 3,495 | 3:28 |
| Facebook Mobile | 942 | 0:36 |
| TravelNevada.com | 238 | 1:13 |
| VisitCalifornia.com | 218 | 2:06 |
| Travel.USNews.com | 193 | 0:46 |



SEO Traffic Performance

| Acquisition | | Behavior | | Conversions | | | |
|--------------------------|--------------------------|--------------------------|-------------------------|---------------------|-----------------------------|-------------------------|--------------------------|
| Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions |
| 42.30% 50,334 vs 35,371 | 41.30% 48,558 vs 34,366 | 45.73% 61,756 vs 42,378 | 5.43% 66.76% vs 63.32% | 6.75% 1.95 vs 2.10 | 9.95% 00:01:30 vs 00:01:40 | 1.50% 91.16% vs 92.55% | 43.54% 56,294 vs 39,219 |

- Traffic from Organic Search was up 42% and goal completions were up 45% from June.
- Engagement metrics were slightly down but these numbers remain strong.

Replacing the homepage video with image sliders improved the page size from 5.08mb to 1.98mb! Huge improvement closer to the 1mb goal.

SEO Progress

Completed :

- Technical and keyword audit
- Logo loading issue fixed
- Broken breadcrumb schema fixed
- Missing page canonicals added
- Sitemap added to Robots.txt
- Redirected "Events-2" URL
- Removed unnecessary pages
 - "/Chris-Test" page
 - "/Submit Event" page
- Events fixed and no longer creating duplicate pages

In Progress:

- Listing page malfunction
- Event organizer and location clean up
- Review site hierarchy
 - Map out current navigation
 - Identify duplicate and unnecessary pages
- Keyword, SERP, and page popularity research
- Optimize and implement new site structure map
- Search functionality
- H1 and H2 updates
- Plugin review

CrowdRiff – SEO Performance Audit

- No major red flags with keeping CrowdRiff on the homepage.
- The images being pulled are having a very positive impact on the user experience of the page. This will continue to be a great UX addition.
- Recommendations:
 - Redesign the surrounding content to make the images look less like promotion of social content and more like a native website component. Suggestions will be provided with on-page SEO analysis once the site structure edits are complete and during the page structure phase.
 - Use it strategically and not everywhere to limit impact and so users don't get "banner-blind" to its benefits and when they see it it'll really stand out and have an impact.





Social Media

Facebook Overview

| Data | June | July | MoM |
|-------------|-----------|-----------|--------|
| Audience | 130,605 | 130, 612 | +0.01% |
| Impressions | 1,032,154 | 1,203,552 | +16.6% |
| Engagement | 29,777 | 42,602 | +43.1% |

- Facebook continues to be a driving force to increase brand awareness and drive traffic to the website.
- 1.2M impressions and 4.1 post clicks were generated.
- The most reached audience was women aged 35-44. The highest reached locations included Tahoe City, Los Angeles and Sacramento.
- This month saw overall increases across the board which is a positive indicator that content is resonating well with target audiences.



Facebook Top Posts

- Top posts showcased scenic Tahoe views with an emphasis on summer messaging and outdoor recreation.
- The top post by lifetime engagements featured the Resort at Squaw Creek and generated 2,860 engagements, including 108 shares.
- Other top posts included a feature from the Hyatt Regency Hotel and the National Forest week posts.



North Lake Tahoe
 7/25/2021 12:23 pm PDT

Mountainside stays in North Lake Tahoe are accompanied by magnificent views of towering pines and granite peaks. Visit mid-week and discover more open spots.

| | |
|--------------------------|--------------|
| Total Engagements | 2,860 |
| Reactions | 1,623 |
| Comments | 60 |
| Shares | 108 |
| Post Link Clicks | 257 |
| Other Post Clicks | 912 |

North Lake Tahoe
 7/29/2021 11:17 am PDT

North Lake Tahoe offers unique lodging options from resorts and hotels, to inns and bed & breakfasts. Every option makes for a perfect mid-week getaway.

| | |
|--------------------------|------------|
| Total Engagements | 919 |
| Reactions | 444 |
| Comments | 12 |
| Shares | 18 |
| Post Link Clicks | 110 |
| Other Post Clicks | 335 |

North Lake Tahoe
 7/16/2021 4:48 pm PDT

Happy **#NationalForestWeek**! North Lake Tahoe is surrounded by breathtaking mountains, scenic water and trails to explore. It's our duty to **#RecreateResponsibly**.

| | |
|--------------------------|------------|
| Total Engagements | 473 |
| Reactions | 298 |
| Comments | 0 |
| Shares | 13 |
| Post Link Clicks | 1 |
| Other Post Clicks | 153 |

Instagram Overview


| Data | June | July | MoM |
|-------------|---------|---------|--------|
| Audience | 82,357 | 81,832 | +0.64% |
| Impressions | 481,558 | 667,088 | +38.5% |
| Engagement | 17,538 | 26,670 | +52.1% |

- Instagram continues to be a driving force to provide trip inspiration to travelers.
- Generated 481K impressions and 26K engagements. While the posting cadence changed with the new strategy, efforts are resonating well with audiences as engagements increased by 38%.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, San Francisco and Sacramento.




Instagram Top Posts

- Top posts highlighted summer in North Lake Tahoe showcasing scenic Tahoe views.
- Similar to Facebook, the top post by lifetime engagements featured the Resort at Squaw Creek generating 4,569 engagements, including 104 saves.
- Other top posts included a feature from the Hyatt Regency Hotel and the July Fourth lake post.



tabernorth
Fri 7/9/2021 10:11 pm PDT


Scenic views from @resortatquawcreek 🌲 Visit mid-week and discover more open space plus all the beautiful scenery the area has to offer. ... #northlaketahoe



Total Engagements
4,568
4,014
Likes


47
Comments

107
Saves



tabernorth
Thu 7/29/2021 12:31 pm PDT

Make North Lake Tahoe your home by visiting one of our unique properties for a midweek stay. ... #northlaketahoe



Total Engagements
3,278
3,485
Likes

19
Comments

74
Saves



tabernorth
Sat 7/24/2021 12:05 pm PDT

Total Engagements
2,008
2,061
Likes

23
Comments

14
Saves



Twitter Overview

| Data | June | July | MoM |
|-------------|--------|--------|--------|
| Audience | 22,615 | 22,689 | +0.3% |
| Impressions | 41,539 | 30,231 | -27.2% |
| Engagement | 1,073 | 1,067 | -0.6% |

- Twitter content provided travel inspiration, updates and news to target audiences.
- Twitter saw an increase in audience growth, gaining 74 followers in July.
- While there was a decrease in impressions, that is due to posting less on Twitter. There was, however, an increase in post clicks by 241% generating 123 clicks. This is a positive indicator that while posting is happening at a lower frequency, the content is generating more interactions from audiences in terms of clicks.



Twitter Top Posts

- Top posts highlighted summer in North Lake Tahoe by showcasing outdoor recreation and lodging.
- The top post by lifetime engagements featured Tahoe Paddle generating 132 engagements.
- Other top posts included a feature from Visit Placer showcasing summer and the Hyatt Regency Hotel.



TahoeNorth
Fri 7/23/2021 1:23 am UTC

Slither through the cool, clear water where you can find hidden beaches, rocky coves and gigantic boulder hazels in North Lake Tahoe. [#LakeTahoe](#) [#VisitPlacer](#)

Total Engagements 102

| | |
|-------------------|-----|
| Likes | 22 |
| @Replies | 0 |
| Retweets | 4 |
| Post Link Clicks | 30 |
| Other Post Clicks | 106 |
| Other Engagements | 0 |

TahoeNorth
Mon 7/19/2021 12:16 pm UTC

Dipping into summer fun. [#VisitPlacer](#) [#LakeTahoe](#)

Total Engagements 135

| | |
|-------------------|-----|
| Likes | 15 |
| @Replies | 0 |
| Retweets | 0 |
| Post Link Clicks | 1 |
| Other Post Clicks | 119 |
| Other Engagements | 0 |

TahoeNorth
Sat 7/24/2021 12:29 am UTC

Mountainside stays in North Lake Tahoe are accompanied by magnificent views of towering pines and granite peaks. Visit mid-week and discover more about us.

Total Engagements 119

| | |
|-------------------|----|
| Likes | 22 |
| @Replies | 0 |
| Retweets | 4 |
| Post Link Clicks | 8 |
| Other Post Clicks | 85 |
| Other Engagements | 0 |

Upcoming Initiatives

- **Build content itineraries for TikTok.**
- **Build California Now Stories in alignment with monthly themes.**
- **Build seasonal custom assets for Pinterest in alignment with ongoing paid media campaigns.**
- **Create LinkedIn content strategy.**





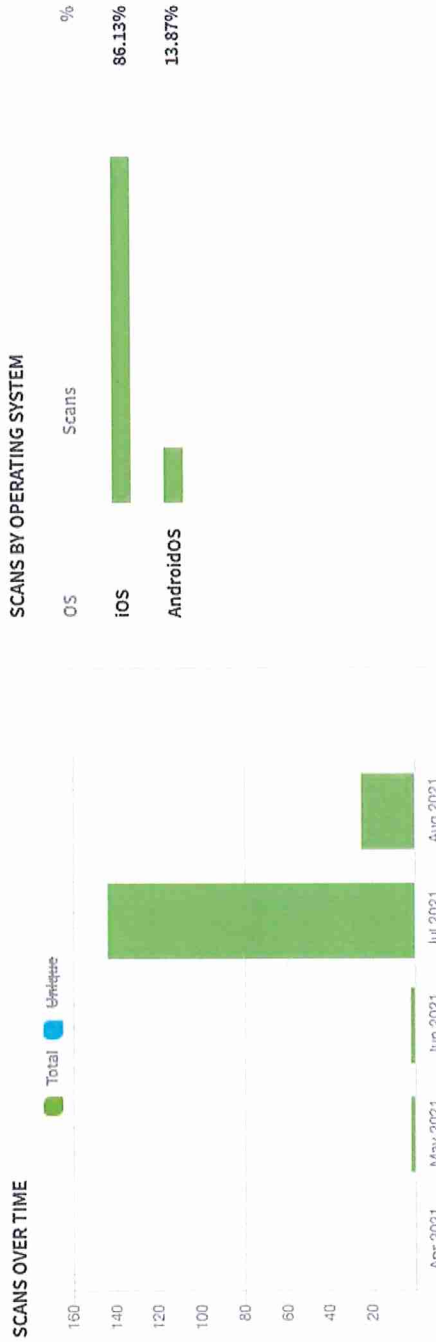
Traveler Responsibility Pledge

Traveler Responsibility Pledge QR Code Results

- QR codes have been generated to track traffic across collateral, print ads and signage.
- To date, the sandwich boards have provided the vast majority of scans (173 total, 144 in July), with the print ads providing (13 total, 8 in July).
- Scans are completed mostly on iPhones, with devices registered primarily in Indianapolis, Chicago and local Crystal Bay.



QR Code Results – Sandwich Boards



[Show less](#)

SCANS BY TOP COUNTRIES

| # | Country | Scans | % |
|---|---------------|-------|--------|
| 1 | United States | 172 | 99.42% |
| 2 | Canada | 1 | 0.58% |

SCANS BY TOP CITIES

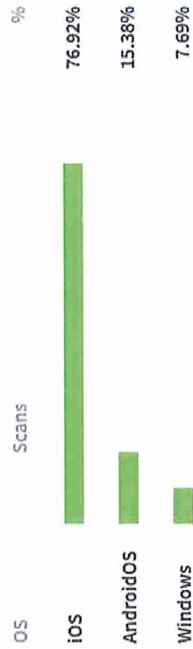
| # | City | Scans | % |
|---|--------------|-------|--------|
| 1 | Indianapolis | 30 | 17.34% |
| 2 | Chicago | 23 | 13.29% |
| 3 | Crystal Bay | 22 | 12.72% |
| 4 | Modesto | 8 | 4.62% |
| 5 | San Jose | 7 | 4.05% |
| 6 | San Ramon | 6 | 3.47% |

QR Code Results – Print Ads

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



[Show less](#)

SCANS BY TOP COUNTRIES

| # | Country | Scans | % |
|---|---------------|-------|------|
| 1 | United States | 13 | 100% |

SCANS BY TOP CITIES

| # | City | Scans | % |
|---|-------------|-------|--------|
| 1 | Modesto | 2 | 15.38% |
| 2 | Portland | 2 | 15.38% |
| 3 | Roseville | 1 | 7.69% |
| 4 | Crystal Bay | 1 | 7.69% |
| 5 | Reno | 1 | 7.69% |
| 6 | Boise | 1 | 7.69% |

An aerial photograph of a lake with a white rectangular overlay in the center. The overlay contains the text 'Other Creative Projects'. The background shows green trees and blue water.

Other Creative Projects

Creative Projects

- Finalizing the year-round Know Before You Go Responsible Travel Guide focusing on sustainability messaging.
- Spartan Race deliverables – social media posts, :30 TV commercial, b-roll, email assets and print ad.
- Fall campaign – developing creative for a wide variety of digital placements.





Industry Insights

Industry Insights

- 72% of travelers say they have considered natural disasters when choosing a destination. Despite wildfires impacting many western states, California is associated with wildfires more than any other state. Top-of-mind awareness for California is 87%. Consumers primarily associate wildfire with summer and early fall. The top concern about wildfires is air quality, followed by being caught in a fire. Consumers reacted most positively to reassuring messages including: 1. There are many unaffected places to visit. 2. Impacted areas can easily be avoided. 3. Disruptions are localized and rarely impact tourism infrastructure. 4. Travelers are looking for flexible options, up-to-date info, discounts and insurance. (Visit California Communications, July 2021)



Industry Insights

- Optimism about the pandemic has receded to a level last seen during the Winter COVID-19 surge. Since June 8th, optimism has fallen over 40 percentage points, reaching a year-to-date low of 20.4%. Instead, over half of American travelers now expect the pandemic to get worse in the U.S. over the next month. Americans feeling pre-pandemic normalcy has tumbled another 7 percentage points to 25.3%, after reaching 42.7% a month ago. (*Destination Analyst*, "Travel Trends for Week of August 9th")
- After months of steady recovery, confidence in travel's safety now continues to decline. After hitting a high of 52.9% just six weeks ago, the percent of American travelers who feel "confident" or "very confident" they can travel safely in the current environment fell to 36.6%. Nearly half (48.0%) agree that media coverage of the COVID-19 situation has them doubting that it is safe to travel. Fortunately, the majority of American travelers still feel road tripping, dining in restaurants, staying in a hotel, visiting amusement parks and other outdoor attractions, shopping and outdoor recreational activities are safe; however, it's notable that less than half now consider flying on an airplane, visiting a museum or indoor attraction, and riding in an Uber/taxi is safe. (*Destination Analyst*, "Travel Trends for Week of August 9th")



Industry Insights

- As we head out of the summer peak—and despite diminished enthusiasm right now—many Americans are still planning Fall travel. With the peak summer travel weeks in the rearview mirror and COVID concerns up, the percentage of travelers expecting to take one or more overnight leisure trips in the next three months has fallen to 51.5% from 63.0% July 26th. Meanwhile just 34.4% say now is a good time to spend money on travel, down from 42.4% two weeks ago, and Americans reporting travel as a budget priority dropped to 51.3% from 62.2%. And yet 75% of American travelers still did some travel dreaming or planning in the last week alone, with 23.9% reporting trip plans for September, and 26.1% for October. (*Destination Analyst*, "Travel Trends for Week of August 9th")
- Male travelers are feeling more positive. In our survey this week, those who identify as men report lower stress levels and a stronger sense of normalcy in their lives. Relative to women, they are more confident they can travel safely and exhibit greater optimism and commitment to their travel future. A key factor may be vaccination status. This week, 74.2% of male travelers report receiving a COVID-19 vaccine, compared to 58.9% of women. (*Destination Analyst*, "Travel Trends for Week of August 9th")



A scenic landscape featuring a calm lake in the foreground, a rocky shoreline with large, smooth stones, and a backdrop of misty mountains and evergreen trees under a clear blue sky. The text "THANK YOU" is centered in a white rectangular box.

THANK YOU



Reno-Tahoe
Airport
Authority

Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

June 2021

U.S. DOMESTIC INDUSTRY OVERVIEW FOR JUNE 2021

Systemwide RNO Airlines Domestic Flights – year over year comparison

| | |
|----------------------|--|
| Number of Flights *: | Up 139% vs. June 2020, down 17.5% vs. June 2019 |
| Capacity of Seats *: | Up 143% vs. June 2020, down 14.6% vs. June 2019 |
| Crude Oil Average: | \$71.38 per barrel in June 2021 \$38.31 per barrel in June 2020 |

RNO Overview for June 2021 vs. June 2020

| | |
|----------------------------|---------------------|
| Total Passengers: | Up 303% |
| Avg. Enplaned Load Factor: | 79.1%, up 22.9 pts. |
| Departures: | Up 213% |
| Departing Seats: | Up 188% |

RNO Overview for June 2021 vs. June 2019

| | |
|-------------------|---------|
| Total Passengers: | Up 0.2% |
| Departures: | Up 1.3% |
| Departing Seats: | flat |

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

JUNE 2021 SUMMARY

Reno-Tahoe International Airport (RNO) served 397,906 passengers in June 2021, an increase of 303% versus June 2020, and an increase of 0.2% versus June 2019. The June 2021 total seat capacity was up 188% and the flights increased 213% when compared to June 2020.

JSX offers non-stop flights from RNO to Orange County, Burbank, Las Vegas and Oakland using a 30-seat Embraer 135/145 aircraft. JSX operates out of Stellar Aviation, a private Fixed Base Operator, located at 485 South Rock Blvd. This memo does not include JSX schedule details.

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

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

On July 11, Southwest Airlines began non-stop daily flights between RNO and Burbank.

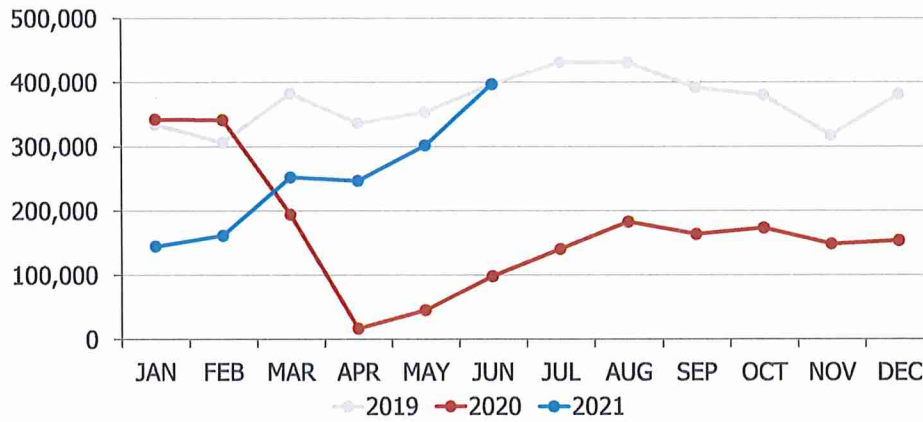
On September 9, 2021, American Airlines will begin daily non-stop flights between RNO and Austin. The airline will operate this route on a year-round basis .

RNO handled 13,000,085 pounds of air cargo in June 2021, an increase of 4.1% when compared to June 2020.

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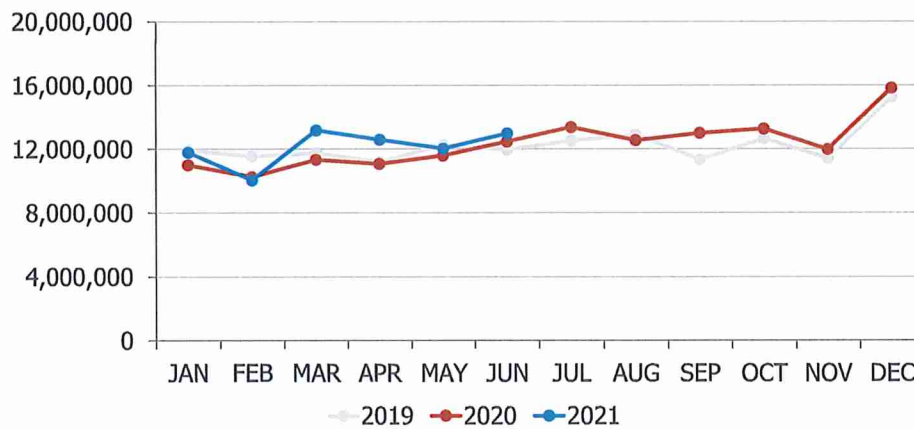


Passengers



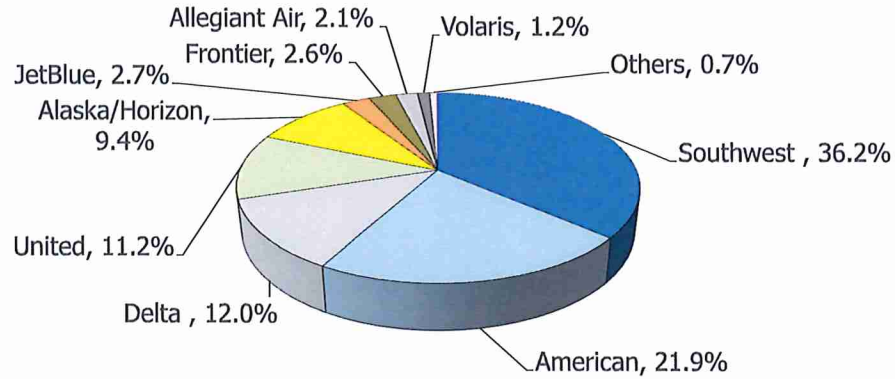
| Total Passengers | | | |
|------------------|---------|--------|------------|
| | Jun-21 | Jun-20 | Difference |
| Alaska/Horizon | 37,560 | 5,388 | 597.1% |
| Allegiant Air | 8,172 | 4,022 | 103.2% |
| American | 87,189 | 20,996 | 315.3% |
| Delta | 47,666 | 8,370 | 469.5% |
| Frontier | 10,467 | 1,021 | 925.2% |
| JetBlue | 10,564 | 1,658 | 537.2% |
| Southwest | 144,072 | 47,493 | 203.4% |
| United | 44,601 | 9,671 | 361.2% |
| Volaris | 4,753 | 0 | |

Cargo



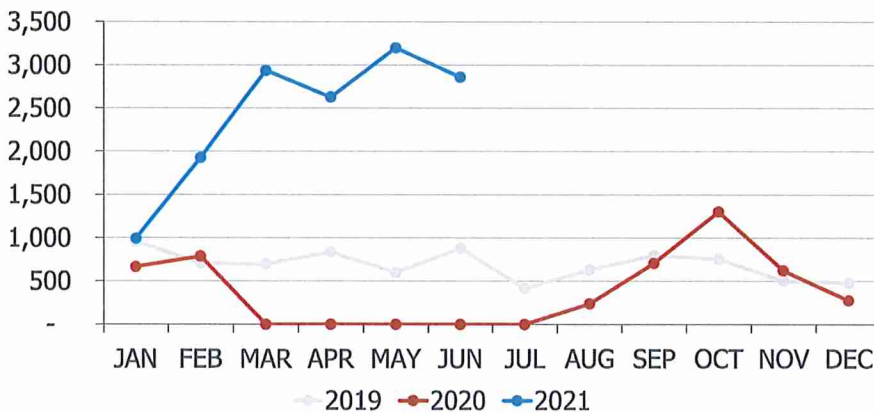
In June 2021, the UPS cargo volume was up 9.4% and FedEx was up 0.9% when compared to June 2020. DHL was down 16.3% during the same period.

AIRLINE MARKET SHARE (passengers)



| Airline Market Share | | | |
|----------------------|--------|--------|------------|
| | Jun-21 | Jun-20 | YOY Change |
| Alaska/Horizon | 9.4% | 5.5% | 4.0 |
| Allegiant Air | 2.1% | 4.1% | (2.0) |
| American | 21.9% | 21.3% | 0.6 |
| Delta | 12.0% | 8.5% | 3.5 |
| Frontier | 2.6% | 1.0% | 1.6 |
| JetBlue | 2.7% | 1.7% | 1.0 |
| Southwest | 36.2% | 48.2% | (12.0) |
| United | 11.2% | 9.8% | 1.4 |
| Volaris | 1.2% | n/a | n/a |
| Others | 0.7% | 0.0% | 0.7 |

TOTAL CHARTER PASSENGERS

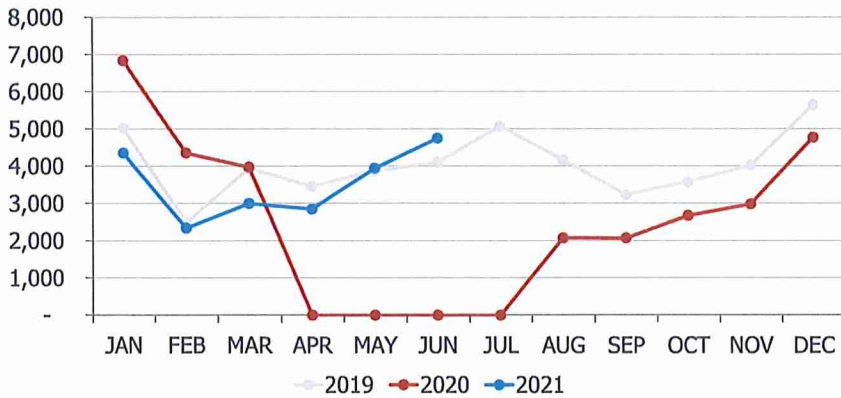


In June 2021, RNO served 2,862 passengers on charter flights. There was no charter activity in June 2020.

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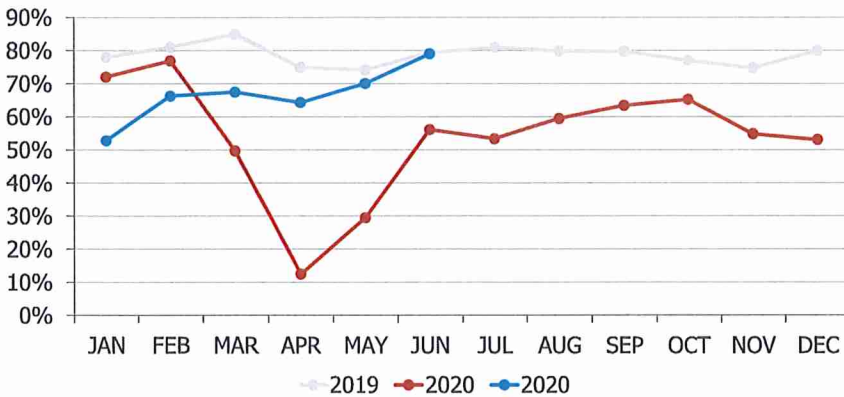


TOTAL INTERNATIONAL PASSENGERS

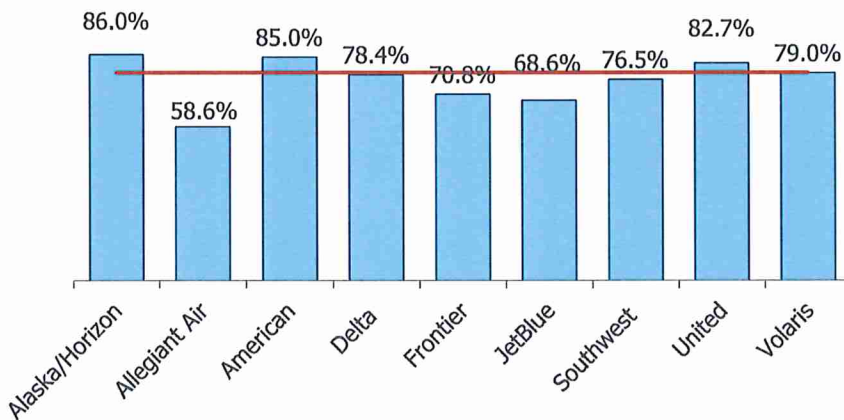


In June 2021, RNO served 4,753 international passengers. There were no international passengers in June 2020 due to the temporary suspension of Volaris flights between RNO and Guadalajara, MX.

AVERAGE ENPLANED LOAD FACTOR

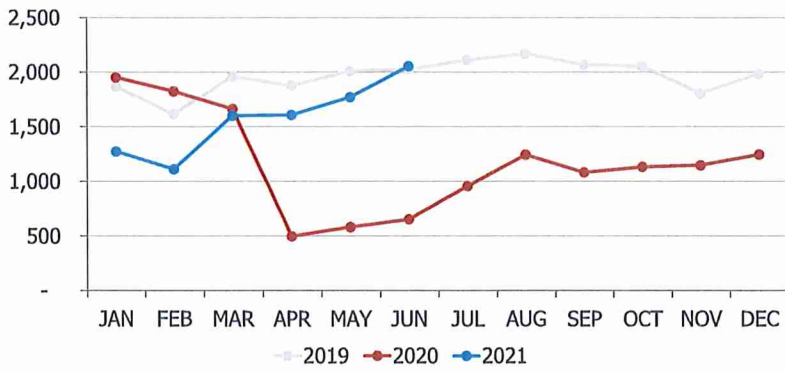


In June 2021, RNO's average enplaned load factor was 79.1%, an increase of 22.9 pts. versus June 2020.



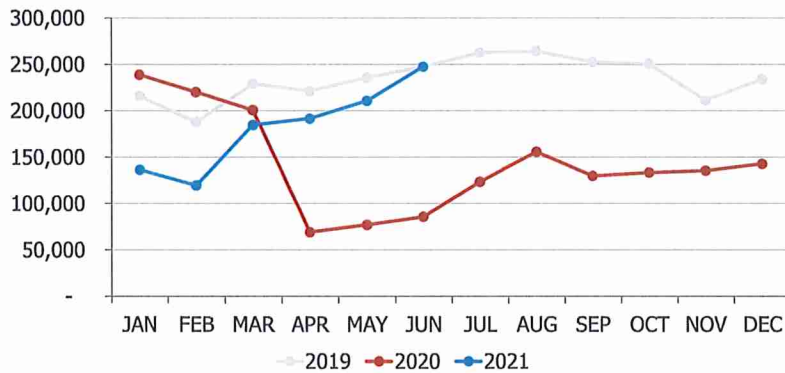
The red horizontal line on the left represents RNO's average enplaned load factor.

DEPARTURES



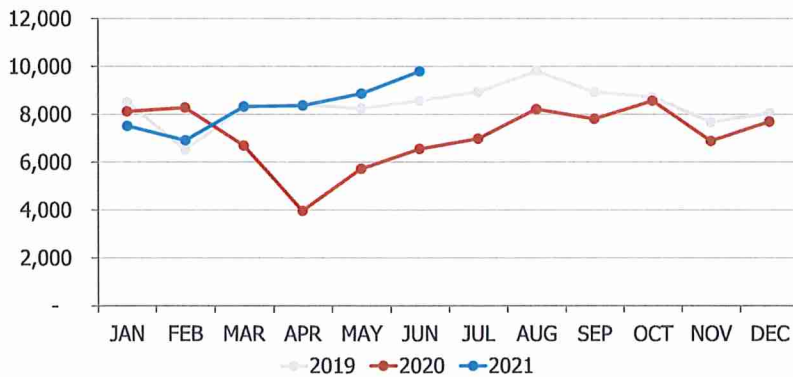
In June 2021, RNO handled 2,058 departures, an increase of 214% when compared to June 2020. This includes charter flights on Swift Air. Without the charter flights, the departures were up 211% for the same period.

DEPARTING SEATS



In June 2021, RNO offered 247,822 departing seats, an increase of 188% when compared to June 2020.

TOTAL OPERATIONS



A total of 9,806 operations were handled at RNO in June 2021, an increase of 49.5% when compared to June 2020. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

August 2021 RNO Flight Schedule

| Destination | Airlines | Total Departures | Details |
|---------------------------------|-----------|------------------|--------------------------------------|
| Atlanta | Delta | 14 | Daily - suspends on August 16 |
| Burbank | Southwest | 31 | Daily |
| Charlotte-Douglas | American | 30 | Daily |
| Chicago-Midway | Southwest | 31 | Daily |
| Chicago-O'Hare | American | 60 | Twice daily |
| | United | 31 | Daily |
| Dallas-Love | Southwest | 31 | Daily |
| Dallas/Fort Worth | American | 117 | Three to four times a day |
| Denver | Frontier | 9 | Twice weekly. Mon, Fri |
| | Southwest | 89 | Three daily |
| | United | 124 | Four times a day |
| Guadalajara | Volaris | 17 | Four weekly. Mon, Wed, Thu, Fri |
| Houston-Hobby | Southwest | 22 | Five weekly. Mon, Tue, Wed, Thu, Fri |
| Houston-Intercontinental | United | 53 | Twice daily |
| Jackson Hole | Allegiant | 0 | Returns in November |
| Las Vegas | Allegiant | 31 | Daily |
| | Frontier | 19 | Four weekly. Mon, Fri, Sat, Sun |
| | Southwest | 204 | Six to seven times a day |
| Long Beach | Southwest | 31 | Daily |
| Los Angeles | Alaska | 60 | Twice daily |
| | American | 119 | Four daily |
| | Delta | 93 | Three daily |
| | JetBlue | 31 | Daily |
| | Southwest | 27 | Six weekly. No Sat flight |
| | United | 93 | Three daily |
| New York-JFK | JetBlue | 31 | Daily |
| Oakland | Southwest | 31 | Daily |
| Orange County | Allegiant | 9 | Twice weekly. Thu, Sun |
| | Southwest | 31 | Daily |
| Phoenix | American | 122 | Four daily |
| | Southwest | 84 | Three daily |
| Portland | Alaska | 52 | Twice daily |
| Salt Lake City | Delta | 144 | Five daily |
| San Diego | Southwest | 53 | Twice daily. Once a day on weekends |
| San Francisco | United | 105 | Three to four times a day |
| Seattle | Alaska | 171 | Six daily |
| | Delta | 35 | Daily |

Multiple airlines in a market

Source: Diio Mi, 7.27.2021

| | | |
|------------|---------------|---------------------------------|
| JSX | Burbank | Four weekly. Mon, Thu, Fri, Sun |
| | Orange County | Four weekly. Mon, Thu, Fri, Sun |
| | Las Vegas | Four weekly. Mon, Thu, Fri, Sun |
| | Oakland | Four weekly. Mon, Thu, Fri, Sun |

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| Total Passengers Jun-21 | | | | | |
|----------------------------|------------------|------------------|---------------|------------------|---------------|
| | Passengers | | % Diff. | YOY % | |
| | 2019 | 2020 | | 2021 | 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% | 302,403 | 557.2% |
| JUN | 397,211 | 98,619 | -75.2% | 397,906 | 303.5% |
| 2nd QTR | 1,088,584 | 161,899 | -85.1% | 947,529 | 485.3% |
| 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 | | 1,041,426 | | 1,507,849 | 44.8% |

| Total Enplaned Passengers Jun-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 | 149,486 | 555.4% |
| JUN | 197,397 | 48,274 | 197,261 | 308.6% |
| 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 | 751,265 | |
| YTD Total | | 522,276 | 751,265 | 43.8% |

| 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 | 152,917 | 558.9% |
| JUN | 199,814 | 50,345 | 200,645 | 298.5% |
| 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 | 756,584 | |
| YTD Total | | 519,150 | 756,584 | 45.7% |

| Total Cargo Volume in Pounds Jun-21 | | | | | | |
|--|--------------------|--------------------|--------------|-------------------|---------------|----------------|
| | 2019 | | % Diff. | 2021 | | YOY % Diff. |
| | Cargo in Pounds | | | Pounds | Metric Tons | |
| 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% | 12,048,247 | 5,464 | 3.7% |
| JUN | 11,988,693 | 12,488,906 | 4.2% | 13,000,085 | 5,896 | 4.1% |
| 2nd QTR | 35,470,102 | 35,193,184 | -0.8% | 37,660,014 | 17,079 | 7.0% |
| 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 | | 67,824,612 | | 72,738,155 | 32,988 | 7.2% |

| Enplaned Passengers & Load Factor | | | | |
|-----------------------------------|----------|--------|--------|-------|
| Airline | Enplaned | Jun-21 | Jun-20 | Diff. |
| Alaska/Horizon | 18,601 | 86.0% | 60.0% | 26.1 |
| Allegiant Air | 4,203 | 58.6% | 54.6% | 4.0 |
| American | 42,891 | 85.0% | 73.8% | 11.3 |
| Delta | 23,614 | 78.4% | 42.5% | 35.9 |
| Frontier | 5,101 | 70.8% | 41.8% | 29.0 |
| JetBlue | 5,178 | 68.6% | 40.4% | 28.2 |
| Southwest | 71,593 | 76.5% | 54.2% | 22.3 |
| United | 22,405 | 82.7% | 58.2% | 24.5 |
| Volaris | 2,404 | 79.0% | n/a | n/a |

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north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center

Visitor Report: July 2021

VISITORS SERVED:

June 2021

Total TC & KB Walk-ins 7,121
 Total Phone Calls: 259
Total 7,380

July 2020

Total TC & KB Walk-ins 6,894
 Total Phone Calls: 409
7,303

July 2021

Total TC&KB Walk-ins: 9,854
 Total Phone Calls: 404
10,258

REFERRALS GIVEN TO VISITORS:

| | | | |
|--|--|---|---|
| Restaurants 753 | Lodging 147 | Historic / Museum 219 | Events 413 |
| Tours 103 | Surrounding Towns (SLT / Truckee) 317 | Shopping 144 | Transportation 258 |
| Services – Covid 19 & Smoke 163 | Activities Mountain / Trails 1189 | Activities / Lake 1410 | Maps / Directions 1954 |

TOTAL 7,070 = 228 referrals per day

July Highlights

- The VIC recorded it highest sales for July since we opened in 2014. This is the 3rd month in a row for record sales. Everyone wants to bring a piece of Tahoe home with them.
- Our walk-ins were up 71% from last year. Call volume basically flat and emails up 5%.
- VIC staff has an average of referring local businesses, activities, and directions 228 times per day.
- Continued servicing our local businesses by being a distribution center for 3 ply masks, sanitizer, funnels, pumps, signs and floor decals
- Partnered with the North Tahoe Fire Department to put a giant red flag flown during the Red Flag days.
- Kings Beach and Tahoe City has been busy talking about and encouraging visitors to sign up for the Travel Responsibly Pledge
- Helped advertise Dance Festival, ArtTour, Bluesdays and Tahoe Nalu at the center.



north lake tahoe

Chamber | CVB | Resort Association

Date: 8/26/21

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

From: DeWitt Van Sicen, Accounting Manager

RE: Report of Financial Results for June 30 and July 31, 2021,

Update to June 2021 year end results:

- At the July 27, 2021 Finance Committee meeting it was reported that NLTRA financial results at the end of June were \$1,120,000 underspent to the County TOT funding budget, and anticipated to come in approximately \$1,450,000 under budgeted funding after know adjustments. The current preliminary results reflect a \$1,501,000 underspent position. Results pending final adjustments are anticipated to be underspent to budget by \$1,480,000.
- Adjustments to the prior financial statements for June included:
 - Increase in cash balance due to uncleared check for \$8,000 issued in error and voided.
 - Reduction to Membership Accounts Receivable and Membership Deferred Revenue in the amount of \$24,815 for Unearned and Unpaid Membership Fees.
 - Reduction in Membership Accounts Receivable for \$32,915 and reductions to the Allowance for Doubtful Accounts (\$29,648) and Deferred Revenue (\$2,377) due to writing off invoices deemed uncollectible.
 - Reduction in Deferred Revenue and an increase in Accounts Payable – Other of \$22,000 for paid membership invoices of TBID assessed businesses.
 - Reduction in the Allowance for Doubtful Accounts for \$9,567 and Bad Debt Expense of \$9,567 to reflect 70% of the outstanding membership fees earned but not collected.
 - Reduction in Incentive Payable of \$36,000.
 - TOT revenues were reduced to meet actual expenditures and the Due To/From County liability was adjusted to reflect these changes.
 - The Marketing Reserve equity account was increased by \$7,266 to bring it to 10% of the last three year's budget for Tourism & Visitor Information as outlined in the contract with the County. This further reduced the Due To/From the County balance.
 - Revised June 2021 financials are attached.

A summary of preliminary NLTRA financial results for July 31, 2021 follows:

- Cash balance on July 31, 2021 of \$2,609,000 was \$1,488,000 greater than prior year due primarily to decreases in Accounts Receivable of \$119,000, Inventory of \$7,000, Prepaid Expenses of \$8,000, increases in Accounts Payable of \$91,000, Sales & Use Tax Payable of \$5,000, Accrued Expenses of \$97,000, Due/To From County of Placer of \$1,116,000, Unrestricted Net Assets of \$27,000, Designated Marketing Reserve of \$7,000, and an increase in Net Income of 98,000 offset by an increase in Fixed assets of 8,000, decreases in Payroll Liabilities of \$55,000 and Deferred Revenue - Membership of \$27,000.
- Accounts Receivable (QB) balance of \$0 was down relative to last year by \$3,000.
- The Accounts Receivable – TOT balance of \$355,000 reflected County TOT funding invoices for July. The balance at this date last year was \$437,000. Payment has been made.

- AR Other balance of \$2,000 was \$9,000 lower than prior year due to anticipated refunds in prior year due to the pandemic as well as PPE inventory that had been returned to the vendor but not yet refunded.
- Membership dues receivable totaled \$29,000, which reflects a decrease of \$51,000 from prior year due to a combination of increased collections as well as write-offs on uncollectible amounts. The Allowance for Doubtful Accounts balance of \$9,000 was \$16,000 less than prior year.
- Retail Inventory totaled \$28,000, which reflects a decrease of \$7,000 from prior year due to the purchase of PPE that had originally been sold at cost to the local business community and later distributed free of charge.
- Receivable from NLTRC was greater than prior year by \$6,000 due to reimbursements owed on credit cards.
- Fixed Assets increased over prior year by \$8,000 due to the purchase of a new server for the NLTRC.
- Prepaid Expenses decreased by \$8,000 over prior year.
- Accounts Payable of \$126,000 was \$68,000 greater than prior year due primarily to lower expenditures in prior year due to the pandemic.
- Accounts Payable – Other balance of \$23,000 reflects amounts due back on member dues invoices paid by TBID assessed businesses in fiscal year 2020.21.
- Wages and related liabilities of \$116,000 were \$55,000 lower than prior year; a result of a combination of lower incentive accruals, decreased PTO liability of staff, and no commissions owed to NLTRC reps year.
- Sales and Use Tax liability balance of \$6,000 was \$5,000 higher than prior year due to increased retail sales due to the Visitor's Center being closed at the start of the pandemic as well as late payment on prior quarter sales/purchases.
- Accrued expenses of \$118,000 were \$97,000 higher than prior year, primarily due to timing of Spartan invoices that were budgeted for fiscal year 2020.21 offset by a COVID recovery campaign that had been accrued in prior year.
- Deferred Revenue-Member Dues of \$38,000 was down \$27,000 from last year due to a combination of writing off uncollectible invoices, reclassing the amount due back on paid invoices from TBID businesses, and reduced membership billing due to the TBID.
- Deferred Revenue–County of \$525,000 reflects the 2021/22 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 anticipates a payment to Spartan for September 2022 pending board approval in the amount of \$175,000.
- Due To/From County balance of \$1,501,000 was \$1,116,000 greater than prior year and represents the balance due to the County of Placer for unspent fiscal year 2020/21 TOT funding. This balance is subject to change due to adjustments made prior to approval of the fiscal year 2020/21 financials.
- YTD consolidated net income of \$96,000 at month end July 31 reflected a \$98,000 increase from prior year negative results of \$3,000, and represented Membership's net loss YTD of \$1,000, and \$97,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$223,000 was lower than budget by \$34,000.

- Expenses before overhead allocation totaled \$166,000 and were \$49,000 below budget largely due to timing.
- Total net results before overhead allocation of \$57,000 were better than budget by \$15,000.
- Operating Results YTD – Conference
 - TOT revenue of \$38,000 was on budget.
 - Expenses of \$18,000 before allocated overhead were below budget by \$15,000 largely due to staffing.
 - Net results of \$21,000 before overhead allocation were good to budget by \$15,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$22,000 were positive to budget by \$16,000. TOT revenue of \$36,000 was on budget.
 - Expenses before overhead allocation of \$36,000 were over budget by \$1,000.
 - Net income of \$22,000 before overhead allocation was \$15,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$26,000 was on budget.
 - Expenditures of \$14,000 before overhead were \$8,000 good to budget due to timing.
 - Net results of \$12,000 before overhead allocation were positive to budget \$8,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$7,000 was \$1,000 over budget, total other revenues of \$1,000 were \$1,000 good to budget.
 - Expenses before overhead allocation of \$7,000 were on budget.
 - Net income of \$300 before overhead allocations was good to budget by \$1,000.
 - Net loss of \$1,000 after overhead allocations was good to budget \$1,000.
- Operating Results YTD – Business Association Grant Funding
 - TOT Revenue of \$17,000 was on budget.
 - Expenses of \$0 was below budget by \$17,000 due to Association Grant Funding placed on hold.
 - Net results of \$17,000 was good to budget \$17,000.
- Operating Results YTD – Administration
 - Total expenses of \$47,000 were \$17,000 good to budget due primarily to staffing and timing.
- Operating Results YTD – TOT Housing & Transportation Allocation
 - TOT Revenue of \$14,000 was on budget.
 - Total expense of \$0 was below budget \$12,000 due to staffing.
 - Net results of before overhead was \$12,000 good to budget.
- Membership cash position as of July 31, 2021
 - Membership activities resulted in a net loss of \$1,144.
 - Deferred revenues of \$37,975 less receivables of \$29,847, plus the allowance for uncollectible receivables of \$8,692 resulted in the saving of cash in the amount of \$15,676.
 - Deferred revenue due back for paid invoices from TBID businesses reduced cash by \$22,935.
 - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
 - Prior years' cumulative net results totaled \$17,240.
 - Net cash year-to-date was positive \$11,271.

Summary of North Lake Tahoe Marketing Cooperative (NLTMC) preliminary financial results at July 31, 2021

- Cash balance at month end of \$313,000 was \$177,000 lower than prior year primarily due to an increase in Accounts Payable of \$68,000, and an increase in Net Income of \$120,000 offset by an increase in Receivables of \$29,000, an increase in Prepaid Expenses of \$45,000 and a decrease in Unrestricted Net Assets Equity of \$290,000.
- Accounts Receivable of \$60,000 was \$23,000 higher than prior year due to an outstanding NLTMC funding invoice.
- A/R – Other was \$23,000 lower than prior year due to cancelled trade shows in prior year.
- Reimbursements Receivable was lower than prior year by \$6,000 due to reimbursements owed on partner-sponsored events that were cancelled in prior year.

- Prepaid Expenses of \$77,000 were \$45,000 greater than prior year.
- Accounts Payable of \$113,000 were \$68,000 greater than prior year.
- Unrestricted Net Assets Equity of \$197,000 was \$290,000 less than prior year due to the use of unspent FY19.20 funds in the prior fiscal year.
- Net Income of \$80,000 was \$60,000 greater than prior year.

- Year-to-date revenue from NLTRA and IVCBVB of \$203,000 was on budget.
- Consumer Marketing expenditures of \$34,000 were \$31,000 below budget due to timing.
- Leisure Sales expenditures of \$2,000 were \$2,000 over budget due to timing.
- Public Relations expenses of \$6,000 were \$3,000 below budget due to timing.
- Conference Sales expenditures of \$1,000 were \$1,000 below budget.
- Trade Show expenditures of \$1,000 were \$1,000 below budget.
- Committed & Administrative expenditures of \$4,000 were \$16,000 below budget due to timing.
- Website & Maintenance expenses of \$15,000 were on budget.
- Total Expenses of \$63,000 were \$48,000 below budget.
- Net Income of \$140,000 was positive to budget by \$48,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

June 30, 2021

North Lake Tahoe Resort Association
Balance Sheet
As of June 30, 2021

Accrual Basis

| | Jun 30, 21 | Jun 30, 20 | \$ Change | % Change |
|---|------------------|------------------|------------------|--------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Checking/Savings | | | | |
| 1001-00 · Petty Cash | 158 | 158 | 0 | 0% |
| 1002-00 · Cash - Operations BOTW #8328 | 1,965,992 | 0 | 1,965,992 | 100% |
| 1003-00 · Cash - Operations BOTW #6712 | (273,742) | 565,602 | (839,344) | (148)% |
| 1007-00 · Cash - Payroll BOTW #7421 | 38,521 | 3,200 | 35,320 | 1,104% |
| 1008-00 · Marketing Reserve - Plumas | 50,356 | 50,313 | 43 | 0% |
| 1009-00 · Cash Flow Reserve - Plumas | 100,976 | 100,839 | 137 | 0% |
| 1071-00 · Payroll Reserves BOTW #8163 | 29,582 | 29,582 | 0 | 0% |
| 1080-00 · Special Events BOTW #1626 | 39,803 | 86,322 | (46,520) | (54)% |
| 10950 · Cash in Drawer | 139 | 139 | (0) | 0% |
| Total Checking/Savings | 1,951,783 | 836,155 | 1,115,628 | 133% |
| Accounts Receivable | | | | |
| 1200-00 · Quickbooks Accounts Receivable | 1,000 | 3,500 | (2,500) | (71)% |
| 1290-00 · A/R - TOT | 432,499 | 201,387 | 231,111 | 115% |
| Total Accounts Receivable | 433,499 | 204,887 | 228,611 | 112% |
| Other Current Assets | | | | |
| 1200-99 · AR Other | 2,442 | 12,881 | (10,439) | (81)% |
| 1201-00 · Member Accounts Receivable | | | | |
| 1201-01 · Member AR - Member Dues | 15,855 | 35,696 | (19,842) | (56)% |
| 1201-03 · Member AR - Other | 985 | 1,040 | (55) | (5)% |
| Total 1201-00 · Member Accounts Receivable | 16,840 | 36,736 | (19,897) | (54)% |
| 1201-02 · Allowance for Doubtful Accounts | (9,796) | (24,987) | 15,192 | 61% |
| 12100 · Inventory Asset | | | | |
| 1210-01 · Inventory - Other | 0 | 4,236 | (4,236) | (100)% |
| 25300 · Gift Cards Outstanding | 18 | 18 | 0 | 0% |
| 12100 · Inventory Asset - Other | 26,867 | 81,762 | (54,895) | (67)% |
| Total 12100 · Inventory Asset | 26,885 | 86,015 | (59,131) | (69)% |
| 1299 · Receivable from NLTMC | 5,932 | 0 | 5,932 | 100% |
| 1490-00 · Security Deposits | 1,150 | 1,150 | 0 | 0% |
| Total Other Current Assets | 43,453 | 111,795 | (68,343) | (61)% |
| Total Current Assets | 2,428,735 | 1,152,838 | 1,275,897 | 111% |
| Fixed Assets | | | | |
| 1700-00 · Furniture & Fixtures | 45,289 | 45,289 | 0 | 0% |
| 1701-00 · Accum. Depr. - Furn & Fix | (45,289) | (45,289) | 0 | 0% |
| 1740-00 · Computer Equipment | 11,013 | 4,270 | 6,743 | 158% |
| 1741-00 · Accum. Depr. - Computer Equip | (3,222) | (4,270) | 1,047 | 25% |
| 1750-00 · Computer Software | 20,493 | 20,493 | 0 | 0% |
| 1751-00 · Accum. Amort. - Software | (20,493) | (20,493) | 0 | 0% |
| 1770-00 · Leasehold Improvements | 24,284 | 24,284 | 0 | 0% |
| 1771-00 · Accum. Amort - Leasehold Impr | (24,284) | (24,284) | 0 | 0% |
| Total Fixed Assets | 7,791 | 0 | 7,791 | 100% |
| Other Assets | | | | |
| 1400-00 · Prepaid Expenses | | | | |
| 1410-00 · Prepaid Insurance | 2,689 | 16,326 | (13,637) | (84)% |
| 1430-00 · Prepaid 1st Class Postage | 100 | 100 | 0 | 0% |
| 1400-00 · Prepaid Expenses - Other | 6,500 | 8,751 | (2,251) | (26)% |
| Total 1400-00 · Prepaid Expenses | 9,289 | 25,177 | (15,888) | (63)% |
| Total Other Assets | 9,289 | 25,177 | (15,888) | (63)% |
| TOTAL ASSETS | 2,445,815 | 1,178,015 | 1,267,799 | 108% |
| LIABILITIES & EQUITY | | | | |
| Liabilities | | | | |

North Lake Tahoe Resort Association
Balance Sheet
As of June 30, 2021

Accrual Basis

| | Jun 30, 21 | Jun 30, 20 | \$ Change | % Change |
|--|------------------|------------------|------------------|-------------|
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| 2000-00 · Accounts Payable | 42,927 | 26,683 | 16,244 | 61% |
| Total Accounts Payable | 42,927 | 26,683 | 16,244 | 61% |
| Other Current Liabilities | | | | |
| 2000-01 · Accounts Payable - Other | 21,747 | 0 | 21,747 | 100% |
| 21000 · Salaries/Wages/Payroll Liabilit | | | | |
| 2100-00 · Salaries / Wages Payable | 26,467 | 39,445 | (12,978) | (33)% |
| 2101-00 · Incentive Payable | 43,624 | 88,359 | (44,736) | (51)% |
| 2102-00 · Commissions Payable | 0 | 3,506 | (3,506) | (100)% |
| 2120-00 · Empl. Federal Tax Payable | 11,826 | 1,551 | 10,275 | 662% |
| 2175-00 · 401 (k) Plan | 4,606 | 2,626 | 1,980 | 75% |
| 2180-00 · Estimated PTO Liability | 62,280 | 54,845 | 7,435 | 14% |
| Total 21000 · Salaries/Wages/Payroll Liabilit | 148,802 | 190,332 | (41,530) | (22)% |
| 2190-00 · Sales and Use Tax Payable | | | | |
| 2195-00 · Use Tax Payable | 1,418 | 0 | 1,418 | 100% |
| 25500 · *Sales Tax Payable | 2,877 | 1,374 | 1,503 | 109% |
| Total 2190-00 · Sales and Use Tax Payable | 4,295 | 1,374 | 2,921 | 213% |
| 2250-00 · Accrued Expenses | 205,350 | 73,722 | 131,628 | 179% |
| 2300-00 · Marketing Cooperative Liabili | 0 | 6,073 | (6,073) | (100)% |
| 2400-60 · Deferred Revenue- Member Dues | 20,827 | 28,890 | (8,063) | (28)% |
| 2500-00 · Deferred Revenue - TMBC | 1,290 | 1,290 | 0 | 0% |
| 2900-00 · Due To/From County of Placer | 1,501,223 | 384,939 | 1,116,284 | 290% |
| Total Other Current Liabilities | 1,903,534 | 686,621 | 1,216,913 | 177% |
| Total Current Liabilities | 1,946,461 | 713,304 | 1,233,157 | 173% |
| Total Liabilities | 1,946,461 | 713,304 | 1,233,157 | 173% |
| Equity | | | | |
| 32000 · Unrestricted Net Assets | (10,145) | (17,007) | 6,862 | 40% |
| 3300-11 · Designated Marketing Reserve | 331,856 | 324,590 | 7,266 | 2% |
| 3301 · Cash Flow Reserve | 100,248 | 100,248 | 0 | 0% |
| 3302 · Marketing Cash Reserve | 50,018 | 50,018 | 0 | 0% |
| Net Income | 27,376 | 6,862 | 20,515 | 299% |
| Total Equity | 499,353 | 464,711 | 34,642 | 8% |
| TOTAL LIABILITIES & EQUITY | 2,445,815 | 1,178,015 | 1,267,799 | 108% |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

| | Jun 21 | Budget | \$ Over Budget | Jul '20 - Jun ... | YTD Budget | \$ Over Budget | Annual Bud... |
|---|------------------|----------------|--------------------|-------------------|------------------|--------------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | (550,686) | 533,243 | (1,083,929) | 2,535,388 | 4,043,867 | (1,508,480) | 4,043,867 |
| 4200-00 · Membership Dues Revenue | 10,224 | 10,417 | (192) | 137,471 | 125,000 | 12,471 | 125,000 |
| 4250-00 · Revenues-Membership Activities | | | | | | | |
| 4250-01 · Community Awards | | | | | | | |
| 4250-04 · Silent Auction | 0 | 0 | 0 | 0 | 19,000 | (19,000) | 19,000 |
| 4250-05 · Sponsorships | 0 | 0 | 0 | 0 | 19,000 | (19,000) | 19,000 |
| 4250-01 · Community Awards - Other | 0 | 0 | 0 | 0 | 20,000 | (20,000) | 20,000 |
| Total 4250-01 · Community Awards | 0 | 0 | 0 | 0 | 58,000 | (58,000) | 58,000 |
| 4250-02 · Chamber Events | 0 | 0 | 0 | 0 | 6,000 | (6,000) | 6,000 |
| 4250-03 · Summer/Winter Rec Luncheon | 0 | 1,000 | (1,000) | 0 | 2,500 | (2,500) | 2,500 |
| 4251-00 · Tues AM Breakfast Club | | | | | | | |
| 4251-01 · Tues AM Breakfast Club Sponsors | 1,000 | 400 | 600 | 1,500 | 2,000 | (500) | 2,000 |
| 4251-00 · Tues AM Breakfast Club - Other | 0 | 550 | (550) | 0 | 4,000 | (4,000) | 4,000 |
| Total 4251-00 · Tues AM Breakfast Club | 1,000 | 950 | 50 | 1,500 | 6,000 | (4,500) | 6,000 |
| 4250-00 · Revenues-Membership Activities - Other | 285 | 0 | 285 | 6,960 | 0 | 6,960 | 0 |
| Total 4250-00 · Revenues-Membership Activities | 1,285 | 1,950 | (665) | 8,460 | 72,500 | (64,040) | 72,500 |
| 4253-00 · Revenue- Other | 0 | 500 | (500) | 1,525 | 2,500 | (975) | 2,500 |
| 46000 · Merchandise Sales | | | | | | | |
| 4502-00 · Non-Retail VIC income | 529 | 0 | 529 | 5,331 | 0 | 5,331 | 0 |
| 4504-00 · Retail Revenue - Other | 0 | 0 | 0 | 560 | 0 | 560 | 0 |
| 46000 · Merchandise Sales - Other | 17,319 | 10,000 | 7,319 | 104,469 | 85,000 | 19,469 | 85,000 |
| Total 46000 · Merchandise Sales | 17,848 | 10,000 | 7,848 | 110,360 | 85,000 | 25,360 | 85,000 |
| 4720-00 · Miscellaneous | (14,004) | 0 | (14,004) | 1,250 | 0 | 1,250 | 0 |
| Total Income | (535,332) | 556,110 | (1,091,442) | 2,794,453 | 4,328,867 | (1,534,414) | 4,328,867 |
| Gross Profit | (535,332) | 556,110 | (1,091,442) | 2,794,453 | 4,328,867 | (1,534,414) | 4,328,867 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5010-00 · Sales Commissions | 0 | 0 | 0 | 2,106 | 0 | 2,106 | 0 |
| 5020-00 · P/R - Tax Expense | 5,422 | 7,049 | (1,627) | 70,311 | 84,586 | (14,275) | 84,586 |
| 5030-00 · P/R - Health Insurance Expense | 8,748 | 11,750 | (3,002) | 117,899 | 141,000 | (23,101) | 141,000 |
| 5040-00 · P/R - Workmans Comp | 1,087 | 1,128 | (41) | 10,906 | 13,532 | (2,626) | 13,532 |
| 5060-00 · 401 (k) | (7,525) | 3,308 | (10,833) | 13,941 | 39,700 | (25,759) | 39,700 |
| 5070-00 · Other Benefits and Expenses | 1,269 | 428 | 841 | 4,822 | 5,135 | (313) | 5,135 |
| 5000-00 · Salaries & Wages - Other | 31,293 | 94,593 | (63,300) | 939,282 | 1,135,121 | (195,839) | 1,135,121 |
| Total 5000-00 · Salaries & Wages | 40,293 | 118,256 | (77,962) | 1,159,266 | 1,419,074 | (259,808) | 1,419,074 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 869 | 937 | (68) | 10,365 | 11,655 | (1,290) | 11,655 |
| 5140-00 · Repairs & Maintenance | 87 | 888 | (802) | 7,340 | 10,660 | (3,320) | 10,660 |
| 5150-00 · Office - Cleaning | 600 | 1,058 | (458) | 6,475 | 12,700 | (6,225) | 12,700 |
| 5100-00 · Rent - Other | 11,818 | 12,819 | (1,000) | 158,945 | 152,798 | 6,147 | 152,798 |
| Total 5100-00 · Rent | 13,374 | 15,702 | (2,328) | 183,125 | 187,813 | (4,687) | 187,813 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 2,665 | 1,924 | 741 | 29,615 | 23,088 | 6,527 | 23,088 |
| Total 5310-00 · Telephone | 2,665 | 1,924 | 741 | 29,615 | 23,088 | 6,527 | 23,088 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5480-00 · Mail - Fed Ex | 0 | 0 | 0 | 50 | 0 | 50 | 0 |
| 5420-00 · Mail - USPS - Other | 200 | 127 | 73 | 1,466 | 1,520 | (54) | 1,520 |
| Total 5420-00 · Mail - USPS | 200 | 127 | 73 | 1,516 | 1,520 | (4) | 1,520 |
| 5510-00 · Insurance/Bonding | 269 | 1,692 | (1,423) | 9,621 | 20,300 | (10,679) | 20,300 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 251 | 287 | (36) | 10,916 | 3,440 | 7,476 | 3,440 |
| 5520-00 · Supplies - Other | 2,906 | 7,598 | (4,691) | 24,238 | 91,174 | (66,936) | 91,174 |
| Total 5520-00 · Supplies | 3,158 | 7,884 | (4,727) | 35,154 | 94,614 | (59,460) | 94,614 |
| 5610-00 · Depreciation | 153 | 0 | 153 | 1,375 | 0 | 1,375 | 0 |
| 5700-00 · Equipment Support & Maintenance | 2,524 | 2,267 | 258 | 26,845 | 27,200 | (355) | 27,200 |
| 5710-00 · Taxes, Licenses & Fees | 1,044 | 1,025 | 19 | 13,245 | 12,300 | 945 | 12,300 |
| 5740-00 · Equipment Rental/Leasing | 850 | 969 | (120) | 5,087 | 11,630 | (6,543) | 11,630 |
| 5800-00 · Training Seminars | 0 | 1,667 | (1,667) | 526 | 22,000 | (21,474) | 22,000 |
| 5850-00 · Artist of Month - Commissions | 0 | 250 | (250) | 3,272 | 3,000 | 272 | 3,000 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 750 | (750) | 7,320 | 9,000 | (1,680) | 9,000 |
| 5920-00 · Professional Fees - Accountant | 0 | 0 | 0 | 21,800 | 26,000 | (4,200) | 26,000 |
| 5921-00 · Professional Fees - Other | 37,073 | 13,750 | 23,323 | 120,798 | 134,000 | (13,202) | 134,000 |
| Total 5900-00 · Professional Fees | 37,073 | 14,500 | 22,573 | 149,918 | 169,000 | (19,082) | 169,000 |
| 5941-00 · Research & Planning | 0 | 11,250 | (11,250) | 0 | 55,000 | (55,000) | 55,000 |
| 6020-00 · Programs | | | | | | | |
| 6016-00 · Special Event Partnership | 33,500 | 6,250 | 27,250 | 36,426 | 50,000 | (13,574) | 50,000 |
| 6018-00 · Business Assoc. Grants | 0 | 15,000 | (15,000) | 0 | 30,000 | (30,000) | 30,000 |

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

Accrual Basis

All Departments

| | Jun 21 | Budget | \$ Over Budget | Jul '20 - Jun ... | YTD Budget | \$ Over Budget | Annual Bud... |
|--|--------------------|----------------|--------------------|-------------------|------------------|--------------------|------------------|
| Total 6020-00 · Programs | 33,500 | 21,250 | 12,250 | 36,426 | 80,000 | (43,574) | 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 | 25,000 | 0 | 25,000 | 25,000 | 25,400 | (400) | 25,400 |
| 6421-06 · Spartan | 180,900 | 180,900 | 0 | 180,900 | 180,900 | 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 | 48,000 | 40,800 | 7,200 | 48,000 | 240,800 | (192,800) | 240,800 |
| Total 6420-01 · Sponsorships | 253,900 | 221,700 | 32,200 | 253,900 | 529,000 | (275,100) | 529,000 |
| 6421-00 · New Event Development | 10,000 | 2,500 | 7,500 | 28,000 | 30,000 | (2,000) | 30,000 |
| 6424-00 · Event Operation Expenses | 19,282 | 1,000 | 18,282 | 19,294 | 6,000 | 13,294 | 6,000 |
| Total 6420-00 · Events | 283,182 | 225,200 | 57,982 | 301,194 | 565,000 | (263,806) | 565,000 |
| 6423-00 · Membership Activities | | | | | | | |
| 6434-00 · Community Awards Dinner | 0 | 0 | 0 | 295 | 28,000 | (27,705) | 28,000 |
| 6436-00 · Membership - Wnt/Sum Rec Lunch | 0 | 500 | (500) | 0 | 1,000 | (1,000) | 1,000 |
| 6437-00 · Tuesday Morning Breakfast Club | 0 | 413 | (413) | 0 | 3,000 | (3,000) | 3,000 |
| 6442-00 · Public Relations/Website/Digita | 519 | 417 | 102 | 6,640 | 5,000 | 1,640 | 5,000 |
| 6423-00 · Membership Activities - Other | 590 | 417 | 173 | 3,150 | 5,000 | (1,850) | 5,000 |
| Total 6423-00 · Membership Activities | 1,109 | 1,746 | (637) | 10,085 | 42,000 | (31,915) | 42,000 |
| 6730-00 · Marketing Cooperative/Media | 0 | 76,200 | (76,200) | 421,850 | 1,000,000 | (578,150) | 1,000,000 |
| 6740-00 · Media/Collateral/Production | 1,500 | 1,667 | (167) | 3,325 | 20,000 | (16,675) | 20,000 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 871 | 23,000 | (22,129) | 114,507 | 232,000 | (117,493) | 232,000 |
| 6743-00 · BACC Marketing Programs | | | | | | | |
| 6743-01 · Year Round Shopping Campaign | 0 | 1,000 | (1,000) | 13,409 | 10,000 | 3,409 | 10,000 |
| 6743-03 · Winter Lakeside Campaign | 0 | 1,000 | (1,000) | 0 | 10,000 | (10,000) | 10,000 |
| 6743-04 · Summerlong Music Campaign | 0 | 1,000 | (1,000) | 0 | 10,000 | (10,000) | 10,000 |
| 6743-05 · Summer Mountain Campaign | 0 | 1,000 | (1,000) | 0 | 10,000 | (10,000) | 10,000 |
| 6743-06 · COVID Summer Recovery Campaign | 0 | 4,000 | (4,000) | (14,507) | 40,000 | (54,507) | 40,000 |
| 6743-07 · Winter Regional Campaign | 4,800 | 0 | 4,800 | 22,077 | 0 | 22,077 | 0 |
| 6743-08 · Summer Regional Campaign | 37,652 | 0 | 37,652 | 37,652 | 0 | 37,652 | 0 |
| 6743-00 · BACC Marketing Programs - Other | 6,950 | | | 6,950 | | | |
| Total 6743-00 · BACC Marketing Programs | 49,402 | 8,000 | 41,402 | 65,580 | 80,000 | (14,420) | 80,000 |
| 7500-00 · Trade Shows/Travel | 246 | 1,250 | (1,004) | 641 | 15,000 | (14,359) | 15,000 |
| 8100-00 · Cost of Goods Sold | | | | | | | |
| 51100 · Freight and Shipping Costs | 142 | 125 | 17 | 1,703 | 1,500 | 203 | 1,500 |
| 59900 · POS Inventory Adjustments | 142 | 0 | 142 | 713 | 0 | 713 | 0 |
| 8100-01 · CGS - Other | 1,124 | 0 | 1,124 | 1,371 | 0 | 1,371 | 0 |
| 8100-00 · Cost of Goods Sold - Other | 8,932 | 4,475 | 4,457 | 54,932 | 38,000 | 16,932 | 38,000 |
| Total 8100-00 · Cost of Goods Sold | 10,339 | 4,600 | 5,739 | 58,719 | 39,500 | 19,219 | 39,500 |
| 8200-00 · Associate Relations | 265 | 135 | 130 | 3,351 | 1,600 | 1,751 | 1,600 |
| 8300-00 · Board Functions | 623 | 500 | 123 | 4,624 | 7,000 | (2,376) | 7,000 |
| 8500-00 · Credit Card Fees | 463 | 475 | (12) | 4,051 | 5,850 | (1,799) | 5,850 |
| 8600-00 · Additional Opportunites | 3,150 | 10,000 | (6,850) | 79,050 | 120,000 | (40,950) | 120,000 |
| 8700-00 · Automobile Expenses | 270 | 466 | (196) | 2,296 | 5,450 | (3,154) | 5,450 |
| 8750-00 · Meals/Meetings | 117 | 763 | (646) | 567 | 8,900 | (8,333) | 8,900 |
| 8810-00 · Dues & Subscriptions | 803 | 1,513 | (711) | 13,577 | 17,900 | (4,323) | 17,900 |
| 8910-00 · Travel | 0 | 1,100 | (1,100) | 134 | 12,600 | (12,466) | 12,600 |
| 8920-00 · Bad Debt | (9,567) | 0 | (9,567) | 28,713 | 0 | 28,713 | 0 |
| Total Expense | 477,875 | 555,376 | (77,501) | 2,767,257 | 4,299,338 | (1,532,081) | 4,299,338 |
| Net Ordinary Income | (1,013,207) | 734 | (1,013,941) | 27,196 | 29,529 | (2,333) | 29,529 |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |
| 4700-00 · Revenues- Interest & Investment | 11 | 0 | 11 | 180 | 0 | 180 | 0 |
| Total Other Income | 11 | 0 | 11 | 180 | 0 | 180 | 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 | 11 | (0) | 11 | 180 | (0) | 180 | (0) |
| Net Income | (1,013,196) | 734 | (1,013,930) | 27,376 | 29,529 | (2,153) | 29,529 |

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

Accrual Basis

June 2021

| | Jun 21 | Jun 20 | \$ Change | % Change |
|---|------------------|----------------|------------------|-------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 4050-00 · County of Placer TOT Funding | (550,686) | 150,365 | (701,050) | (466)% |
| 4200-00 · Membership Dues Revenue | 10,224 | 11,342 | (1,118) | (10)% |
| 4250-00 · Revenues-Membership Activities | | | | |
| 4251-00 · Tues AM Breakfast Club | | | | |
| 4251-01 · Tues AM Breakfast Club Sponsors | 1,000 | 0 | 1,000 | 100% |
| 4251-00 · Tues AM Breakfast Club - Other | 0 | 0 | (0) | (100)% |
| Total 4251-00 · Tues AM Breakfast Club | 1,000 | 0 | 1,000 | 1,999,900% |
| 4250-00 · Revenues-Membership Activities - Other | 285 | 435 | (150) | (35)% |
| Total 4250-00 · Revenues-Membership Activities | 1,285 | 435 | 850 | 195% |
| 4350-00 · Special Events (Marketing) | 0 | 88,889 | (88,889) | (100)% |
| 4600-00 · Commissions | 0 | (11,676) | 11,676 | 100% |
| 46000 · Merchandise Sales | | | | |
| 4502-00 · Non-Retail VIC income | 529 | 0 | 529 | 100% |
| 4504-00 · Retail Revenue - Other | 0 | 6,256 | (6,256) | (100)% |
| 46000 · Merchandise Sales - Other | 17,319 | 3,714 | 13,605 | 366% |
| Total 46000 · Merchandise Sales | 17,848 | 9,971 | 7,877 | 79% |
| 4720-00 · Miscellaneous | (14,004) | 0 | (14,004) | (100)% |
| Total Income | (535,332) | 249,326 | (784,658) | (315)% |
| Cost of Goods Sold | | | | |
| 52900 · Purchases - Resale Items | 0 | 0 | 0 | 0% |
| Total COGS | 0 | 0 | 0 | 0% |
| Gross Profit | (535,332) | 249,326 | (784,658) | (315)% |
| Expense | | | | |
| 5000-00 · Salaries & Wages | | | | |
| 5000-01 · In-Market Administration | 0 | 0 | 0 | 0% |
| 5010-00 · Sales Commissions | 0 | (2,151) | 2,151 | 100% |
| 5020-00 · P/R - Tax Expense | 5,422 | 14,533 | (9,111) | (63)% |
| 5030-00 · P/R - Health Insurance Expense | 8,748 | 12,997 | (4,250) | (33)% |
| 5040-00 · P/R - Workmans Comp | 1,087 | 884 | 203 | 23% |
| 5060-00 · 401 (k) | (7,525) | 2,306 | (9,831) | (426)% |
| 5070-00 · Other Benefits and Expenses | 1,269 | 872 | 397 | 46% |
| 5000-00 · Salaries & Wages - Other | 31,293 | 104,294 | (73,001) | (70)% |
| Total 5000-00 · Salaries & Wages | 40,293 | 133,737 | (93,443) | (70)% |
| 5100-00 · Rent | | | | |
| 5110-00 · Utilities | 869 | 616 | 253 | 41% |
| 5140-00 · Repairs & Maintenance | 87 | 87 | 0 | 0% |
| 5150-00 · Office - Cleaning | 600 | 1,050 | (450) | (43)% |
| 5100-00 · Rent - Other | 11,818 | 13,330 | (1,512) | (11)% |
| Total 5100-00 · Rent | 13,374 | 15,083 | (1,709) | (11)% |
| 5310-00 · Telephone | | | | |
| 5320-00 · Telephone | 2,665 | 2,170 | 495 | 23% |
| Total 5310-00 · Telephone | 2,665 | 2,170 | 495 | 23% |
| 5420-00 · Mail - USPS | | | | |
| 5480-00 · Mail - Fed Ex | 0 | 21 | (21) | (100)% |
| 5420-00 · Mail - USPS - Other | 200 | 0 | 200 | 100% |
| Total 5420-00 · Mail - USPS | 200 | 21 | 179 | 874% |
| 5510-00 · Insurance/Bonding | 269 | 269 | 0 | 0% |
| 5520-00 · Supplies | | | | |
| 5525-00 · Supplies- Computer | 251 | 0 | 251 | 100% |
| 5520-00 · Supplies - Other | 2,906 | 1,358 | 1,549 | 114% |
| Total 5520-00 · Supplies | 3,158 | 1,358 | 1,800 | 133% |
| 5610-00 · Depreciation | 153 | 110 | 43 | 39% |
| 5700-00 · Equipment Support & Maintenance | 2,524 | 2,844 | (320) | (11)% |
| 5710-00 · Taxes, Licenses & Fees | 1,044 | 1,350 | (306) | (23)% |
| 5740-00 · Equipment Rental/Leasing | 850 | 484 | 365 | 76% |
| 5900-00 · Professional Fees | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 340 | (340) | (100)% |

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

Accrual Basis

June 2021

| | Jun 21 | Jun 20 | \$ Change | % Change |
|--|--------------------|------------------|------------------|----------------|
| 5921-00 · Professional Fees - Other | 37,073 | 0 | 37,073 | 100% |
| Total 5900-00 · Professional Fees | 37,073 | 340 | 36,733 | 10,804% |
| 6020-00 · Programs | | | | |
| 6016-00 · Special Event Partnership | 33,500 | 7,250 | 26,250 | 362% |
| 6018-00 · Business Assoc. Grants | 0 | 20,000 | (20,000) | (100)% |
| Total 6020-00 · Programs | 33,500 | 27,250 | 6,250 | 23% |
| 6420-00 · Events | | | | |
| 6420-01 · Sponsorships | | | | |
| 6023-00 · Autumn Food & Wine | 0 | 88,889 | (88,889) | (100)% |
| 6421-04 · Broken Arrow Skyrace | 25,000 | 0 | 25,000 | 100% |
| 6421-06 · Spartan | 180,900 | 0 | 180,900 | 100% |
| 6420-01 · Sponsorships - Other | 48,000 | (5,000) | 53,000 | 1,060% |
| Total 6420-01 · Sponsorships | 253,900 | 83,889 | 170,011 | 203% |
| 6421-00 · New Event Development | 10,000 | 16,000 | (6,000) | (38)% |
| 6424-00 · Event Operation Expenses | 19,282 | 0 | 19,282 | 100% |
| Total 6420-00 · Events | 283,182 | 99,889 | 183,292 | 184% |
| 6423-00 · Membership Activities | | | | |
| 6442-00 · Public Relations/Website/Digita | 519 | 477 | 42 | 9% |
| 6444-00 · Trades | 0 | 0 | 0 | 0% |
| 6423-00 · Membership Activities - Other | 590 | 295 | 295 | 100% |
| Total 6423-00 · Membership Activities | 1,109 | 772 | 337 | 44% |
| 6730-00 · Marketing Cooperative/Media | 0 | 81,918 | (81,918) | (100)% |
| 6740-00 · Media/Collateral/Production | 1,500 | 0 | 1,500 | 100% |
| 6742-00 · Non-NLT Co-Op Marketing Program | 871 | 380 | 491 | 129% |
| 6743-00 · BACC Marketing Programs | | | | |
| 6743-06 · COVID Summer Recovery Campaign | 0 | 41,433 | (41,433) | (100)% |
| 6743-07 · Winter Regional Campaign | 4,800 | 0 | 4,800 | 100% |
| 6743-08 · Summer Regional Campaign | 37,652 | 0 | 37,652 | 100% |
| 6743-00 · BACC Marketing Programs - Other | 6,950 | 0 | 6,950 | 100% |
| Total 6743-00 · BACC Marketing Programs | 49,402 | 41,433 | 7,969 | 19% |
| 7500-00 · Trade Shows/Travel | 246 | 0 | 246 | 100% |
| 8100-00 · Cost of Goods Sold | | | | |
| 51100 · Freight and Shipping Costs | 142 | 891 | (749) | (84)% |
| 59900 · POS Inventory Adjustments | 142 | 263 | (121) | (46)% |
| 8100-01 · CGS - Other | 1,124 | 11,092 | (9,968) | (90)% |
| 8100-00 · Cost of Goods Sold - Other | 8,932 | 1,870 | 7,063 | 378% |
| Total 8100-00 · Cost of Goods Sold | 10,339 | 14,115 | (3,776) | (27)% |
| 8200-00 · Associate Relations | 265 | 57 | 208 | 365% |
| 8300-00 · Board Functions | 623 | 1,710 | (1,088) | (64)% |
| 8500-00 · Credit Card Fees | 463 | 248 | 216 | 87% |
| 8600-00 · Additional Opportunites | 3,150 | 47,456 | (44,306) | (93)% |
| 8700-00 · Automobile Expenses | 270 | 123 | 147 | 119% |
| 8750-00 · Meals/Meetings | 117 | 0 | 117 | 100% |
| 8810-00 · Dues & Subscriptions | 803 | 470 | 333 | 71% |
| 8920-00 · Bad Debt | (9,567) | 22,263 | (31,830) | (143)% |
| Total Expense | 477,875 | 495,848 | (17,974) | (4)% |
| Net Ordinary Income | (1,013,207) | (246,522) | (766,685) | (311)% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| 4700-00 · Revenues- Interest & Investment | 11 | 17 | (5) | (33)% |
| Total Other Income | 11 | 17 | (5) | (33)% |
| 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 | 11 | 17 | (5) | (33)% |
| Net Income | (1,013,196) | (246,506) | (766,690) | (311)% |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

11 - Marketing

Accrual Basis

| | Jun 21 | Budget | \$ Over Budget | Jul '20 - Jun 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|------------------|----------------|------------------|------------------|------------------|--------------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | (396,931) | 439,972 | (836,903) | 1,722,229 | 2,983,682 | (1,261,453) | 2,983,682 |
| 4253-00 · Revenue- Other | 0 | | | 1,525 | 0 | 1,525 | 0 |
| 4720-00 · Miscellaneous | 0 | | | 1,250 | | | |
| Total Income | (396,931) | 439,972 | (836,903) | 1,725,004 | 2,983,682 | (1,258,678) | 2,983,682 |
| Gross Profit | (396,931) | 439,972 | (836,903) | 1,725,004 | 2,983,682 | (1,258,678) | 2,983,682 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 1,348 | 1,667 | (318) | 17,378 | 20,000 | (2,622) | 20,000 |
| 5030-00 · P/R - Health Insurance Expense | 2,927 | 4,000 | (1,073) | 38,037 | 48,000 | (9,963) | 48,000 |
| 5040-00 · P/R - Workmans Comp | 268 | 125 | 143 | 4,035 | 1,500 | 2,535 | 1,500 |
| 5060-00 · 401 (k) | 817 | 833 | (17) | 9,839 | 10,000 | (161) | 10,000 |
| 5070-00 · Other Benefits and Expenses | 557 | 142 | 416 | 1,279 | 1,700 | (421) | 1,700 |
| 5000-00 · Salaries & Wages - Other | 26,499 | 22,299 | 4,199 | 272,678 | 267,592 | 5,086 | 267,592 |
| Total 5000-00 · Salaries & Wages | 32,416 | 29,066 | 3,350 | 343,245 | 348,792 | (5,547) | 348,792 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 135 | 120 | 15 | 1,648 | 1,855 | (207) | 1,855 |
| 5140-00 · Repairs & Maintenance | 0 | 75 | (75) | 374 | 900 | (526) | 900 |
| 5150-00 · Office - Cleaning | 180 | 250 | (70) | 2,052 | 3,000 | (948) | 3,000 |
| 5100-00 · Rent - Other | 1,974 | 2,400 | (427) | 25,815 | 27,777 | (1,962) | 27,777 |
| Total 5100-00 · Rent | 2,289 | 2,845 | (556) | 29,889 | 33,532 | (3,643) | 33,532 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 626 | 549 | 77 | 6,863 | 6,588 | 276 | 6,588 |
| Total 5310-00 · Telephone | 626 | 549 | 77 | 6,863 | 6,588 | 276 | 6,588 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5480-00 · Mail - Fed Ex | 0 | | | 50 | | | |
| 5420-00 · Mail - USPS - Other | 53 | 0 | 53 | 265 | 0 | 265 | 0 |
| Total 5420-00 · Mail - USPS | 53 | 0 | 53 | 315 | 0 | 315 | 0 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 95 | 0 | 95 | 4,567 | 0 | 4,567 | 0 |
| 5520-00 · Supplies - Other | 60 | 1,716 | (1,656) | 820 | 20,594 | (19,774) | 20,594 |
| Total 5520-00 · Supplies | 156 | 1,716 | (1,561) | 5,387 | 20,594 | (15,207) | 20,594 |
| 5700-00 · Equipment Support & Maintenance | 0 | 13 | (13) | 0 | 150 | (150) | 150 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 13 | (13) | 124 | 150 | (26) | 150 |
| 5740-00 · Equipment Rental/Leasing | 212 | 167 | 45 | 1,275 | 2,000 | (725) | 2,000 |
| 5800-00 · Training Seminars | 0 | 750 | (750) | 0 | 9,000 | (9,000) | 9,000 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 125 | (125) | 0 | 1,500 | (1,500) | 1,500 |
| 5921-00 · Professional Fees - Other | 0 | 1,125 | (1,125) | 13,000 | 13,500 | (500) | 13,500 |
| Total 5900-00 · Professional Fees | 0 | 1,250 | (1,250) | 13,000 | 15,000 | (2,000) | 15,000 |
| 5941-00 · Research & Planning | 0 | 10,000 | (10,000) | 0 | 40,000 | (40,000) | 40,000 |
| 6020-00 · Programs | | | | | | | |
| 6016-00 · Special Event Partnership | 33,500 | 6,250 | 27,250 | 36,426 | 50,000 | (13,574) | 50,000 |
| 6018-00 · Business Assoc. Grants | 0 | 15,000 | (15,000) | 0 | 30,000 | (30,000) | 30,000 |
| Total 6020-00 · Programs | 33,500 | 21,250 | 12,250 | 36,426 | 80,000 | (43,574) | 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 | 25,000 | | 25,000 | 25,000 | 25,400 | (400) | 25,400 |
| 6421-06 · Spartan | 180,900 | 180,900 | 0 | 180,900 | 180,900 | 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 | 48,000 | 40,800 | 7,200 | 48,000 | 240,800 | (192,800) | 240,800 |
| Total 6420-01 · Sponsorships | 253,900 | 221,700 | 32,200 | 253,900 | 529,000 | (275,100) | 529,000 |
| 6421-00 · New Event Development | 10,000 | 2,500 | 7,500 | 28,000 | 30,000 | (2,000) | 30,000 |
| 6424-00 · Event Operation Expenses | 19,282 | 1,000 | 18,282 | 19,294 | 6,000 | 13,294 | 6,000 |
| Total 6420-00 · Events | 283,182 | 225,200 | 57,982 | 301,194 | 565,000 | (263,806) | 565,000 |
| 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 | 65,344 | (65,344) | 388,694 | 925,000 | (536,306) | 925,000 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 671 | 22,000 | (21,329) | 112,107 | 220,000 | (107,893) | 220,000 |
| 6743-00 · BACC Marketing Programs | | | | | | | |
| 6743-01 · Year Round Shopping Campaign | 0 | 1,000 | (1,000) | 13,409 | 10,000 | 3,409 | 10,000 |
| 6743-03 · Winter Lakeside Campaign | 0 | 1,000 | (1,000) | 0 | 10,000 | (10,000) | 10,000 |
| 6743-04 · Summerlong Music Campaign | 0 | 1,000 | (1,000) | 0 | 10,000 | (10,000) | 10,000 |
| 6743-05 · Summer Mountain Campaign | 0 | 1,000 | (1,000) | 0 | 10,000 | (10,000) | 10,000 |
| 6743-06 · COVID Summer Recovery Campaign | 0 | 4,000 | (4,000) | (14,507) | 40,000 | (54,507) | 40,000 |
| 6743-07 · Winter Regional Campaign | 4,800 | 0 | 4,800 | 22,077 | 0 | 22,077 | 0 |
| 6743-08 · Summer Regional Campaign | 37,652 | 0 | 37,652 | 0 | 0 | 37,652 | 0 |
| 6743-00 · BACC Marketing Programs - Other | 6,950 | | | 6,950 | | | |
| Total 6743-00 · BACC Marketing Programs | 49,402 | 8,000 | 41,402 | 65,580 | 80,000 | (14,420) | 80,000 |
| 7500-00 · Trade Shows/Travel | 0 | 0 | 0 | 395 | 0 | 395 | 0 |
| 8200-00 · Associate Relations | 52 | 23 | 29 | 220 | 250 | (30) | 250 |
| 8600-00 · Additional Opportunities | 2,500 | 7,917 | (5,417) | 71,250 | 95,000 | (23,750) | 95,000 |
| 8700-00 · Automobile Expenses | 34 | 136 | (103) | 363 | 1,500 | (1,137) | 1,500 |
| 8750-00 · Meals/Meetings | 47 | 250 | (203) | 63 | 2,750 | (2,687) | 2,750 |
| 8810-00 · Dues & Subscriptions | 32 | 259 | (227) | 529 | 2,850 | (2,321) | 2,850 |
| 8910-00 · Travel | 0 | 1,100 | (1,100) | 0 | 11,100 | (11,100) | 11,100 |
| 8920-00 · Bad Debt | 0 | | | 556 | | | |
| Total Expense | 405,170 | 397,847 | 7,324 | 1,378,076 | 2,459,256 | (1,081,180) | 2,459,256 |
| Net Ordinary Income | (802,102) | 42,125 | (844,227) | 346,928 | 524,426 | (177,498) | 524,426 |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |

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

Accrual Basis

11 - Marketing

| | Jun 21 | Budget | \$ Over Budget | Jul '20 - Jun 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|------------------|----------|------------------|------------------|------------|----------------|---------------|
| 4700-00 · Revenues- Interest & Investment | 11 | 0 | 11 | 180 | 0 | 180 | 0 |
| Total Other Income | 11 | 0 | 11 | 180 | 0 | 180 | 0 |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | (24,871) | 42,125 | (66,996) | 347,117 | 524,426 | (177,310) | 524,426 |
| Total Other Expense | (24,871) | 42,125 | (66,996) | 347,117 | 524,426 | (177,310) | 524,426 |
| Net Other Income | 24,882 | (42,125) | 67,007 | (346,937) | (524,426) | 177,490 | (524,426) |
| Net Income | <u>(777,220)</u> | <u>0</u> | <u>(777,220)</u> | <u>(9)</u> | <u>0</u> | <u>(9)</u> | <u>0</u> |

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

Accrual Basis

30 - Conference

| | Jun 21 | Budget | \$ Over Budget | Jul '20 - Jun 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|-----------------|----------|-----------------|------------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 11,078 | 36,241 | (25,163) | 358,891 | 384,054 | (25,163) | 384,054 |
| Total Income | 11,078 | 36,241 | (25,163) | 358,891 | 384,054 | (25,163) | 384,054 |
| Gross Profit | 11,078 | 36,241 | (25,163) | 358,891 | 384,054 | (25,163) | 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 | 384 | 1,157 | (773) | 13,634 | 13,886 | (252) | 13,886 |
| 5030-00 · P/R - Health Insurance Expense | 2,094 | 2,042 | 53 | 25,545 | 24,500 | 1,045 | 24,500 |
| 5040-00 · P/R - Workmans Comp | 84 | 167 | (83) | 2,604 | 2,000 | 604 | 2,000 |
| 5060-00 · 401 (k) | 214 | 500 | (286) | 6,875 | 6,000 | 875 | 6,000 |
| 5070-00 · Other Benefits and Expenses | 47 | 38 | 10 | 955 | 450 | 505 | 450 |
| 5000-00 · Salaries & Wages - Other | (218) | 14,030 | (14,248) | 173,889 | 168,365 | 5,524 | 168,365 |
| Total 5000-00 · Salaries & Wages | 2,605 | 17,933 | (15,328) | 225,607 | 215,201 | 10,406 | 215,201 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 97 | 75 | 22 | 1,127 | 900 | 227 | 900 |
| 5140-00 · Repairs & Maintenance | 0 | 22 | (22) | 275 | 260 | 15 | 260 |
| 5150-00 · Office - Cleaning | 133 | 142 | (8) | 1,439 | 1,700 | (261) | 1,700 |
| 5100-00 · Rent - Other | 1,290 | 1,167 | 124 | 16,957 | 14,000 | 2,957 | 14,000 |
| Total 5100-00 · Rent | 1,521 | 1,405 | 116 | 19,799 | 16,860 | 2,939 | 16,860 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 410 | 267 | 143 | 5,058 | 3,200 | 1,858 | 3,200 |
| Total 5310-00 · Telephone | 410 | 267 | 143 | 5,058 | 3,200 | 1,858 | 3,200 |
| 5420-00 · Mail - USPS | 36 | 17 | 20 | 182 | 200 | (18) | 200 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies - Computer | 0 | 45 | (45) | 1,232 | 540 | 692 | 540 |
| 5520-00 · Supplies - Other | 42 | 113 | (71) | 513 | 1,350 | (837) | 1,350 |
| Total 5520-00 · Supplies | 42 | 158 | (116) | 1,746 | 1,890 | (144) | 1,890 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 8 | (8) | 120 | 100 | 20 | 100 |
| 5740-00 · Equipment Rental/Leasing | 102 | 83 | 19 | 594 | 1,000 | (406) | 1,000 |
| 5800-00 · Training Seminars | 0 | 0 | 0 | 0 | 2,000 | (2,000) | 2,000 |
| 6730-00 · Marketing Cooperative/Media | 0 | 10,856 | (10,856) | 33,156 | 75,000 | (41,844) | 75,000 |
| 8200-00 · Associate Relations | 0 | 0 | 0 | 419 | 0 | 419 | 0 |
| 8750-00 · Meals/Meetings | 0 | 29 | (29) | 0 | 350 | (350) | 350 |
| 8810-00 · Dues & Subscriptions | 0 | 63 | (63) | 0 | 750 | (750) | 750 |
| Total Expense | 4,716 | 30,818 | (26,103) | 286,681 | 316,551 | (29,870) | 316,551 |
| Net Ordinary Income | 6,362 | 5,423 | 939 | 72,210 | 67,503 | 4,707 | 67,503 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 24,349 | 5,422 | 18,926 | 72,210 | 67,503 | 4,707 | 67,503 |
| Total Other Expense | 24,349 | 5,422 | 18,926 | 72,210 | 67,503 | 4,707 | 67,503 |
| Net Other Income | (24,349) | (5,422) | (18,926) | (72,210) | (67,503) | (4,707) | (67,503) |
| Net Income | (17,987) | 0 | (17,987) | 0 | 0 | 0 | 0 |

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

42 - Visitor Center

Accrual Basis

| | Jun 21 | Budget | \$ Over Budget | Jul '20 - Jun 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|------------------|----------------|------------------|------------------|-----------------|------------------|-----------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | (146,717) | 36,277 | (182,994) | 274,716 | 457,711 | (182,995) | 457,711 |
| 46000 · Merchandise Sales | | | | | | | |
| 4502-00 · Non-Retail VIC income | 529 | 0 | 529 | 5,331 | 0 | 5,331 | 0 |
| 4504-00 · Retail Revenue - Other | 0 | 0 | 0 | 560 | 0 | 560 | 0 |
| 46000 · Merchandise Sales - Other | 17,319 | 10,000 | 7,319 | 104,469 | 85,000 | 19,469 | 85,000 |
| Total 46000 · Merchandise Sales | 17,848 | 10,000 | 7,848 | 110,360 | 85,000 | 25,360 | 85,000 |
| Total Income | (128,869) | 46,277 | (175,146) | 385,076 | 542,711 | (157,635) | 542,711 |
| Gross Profit | (128,869) | 46,277 | (175,146) | 385,076 | 542,711 | (157,635) | 542,711 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 1,508 | 1,292 | 216 | 10,339 | 15,500 | (5,161) | 15,500 |
| 5030-00 · P/R - Health Insurance Expense | 713 | 1,583 | (870) | 13,779 | 19,000 | (5,221) | 19,000 |
| 5040-00 · P/R - Workmans Comp | 629 | 433 | 196 | 4,161 | 5,200 | (1,039) | 5,200 |
| 5060-00 · 401 (k) | 563 | 417 | 146 | 4,383 | 5,000 | (617) | 5,000 |
| 5070-00 · Other Benefits and Expenses | 8 | 82 | (73) | 974 | 982 | (8) | 982 |
| 5000-00 · Salaries & Wages - Other | 7,953 | 15,568 | (7,615) | 108,544 | 186,818 | (78,274) | 186,818 |
| Total 5000-00 · Salaries & Wages | 11,374 | 19,375 | (8,001) | 142,180 | 232,500 | (90,320) | 232,500 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 430 | 583 | (153) | 5,236 | 7,000 | (1,764) | 7,000 |
| 5140-00 · Repairs & Maintenance | 0 | 458 | (458) | 1,238 | 5,500 | (4,263) | 5,500 |
| 5150-00 · Office - Cleaning | 0 | 358 | (358) | 0 | 4,300 | (4,300) | 4,300 |
| 5100-00 · Rent - Other | 5,807 | 6,721 | (914) | 76,308 | 80,650 | (4,342) | 80,650 |
| Total 5100-00 · Rent | 6,237 | 8,121 | (1,884) | 82,782 | 97,450 | (14,668) | 97,450 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 378 | 238 | 141 | 4,071 | 2,850 | 1,221 | 2,850 |
| Total 5310-00 · Telephone | 378 | 238 | 141 | 4,071 | 2,850 | 1,221 | 2,850 |
| 5420-00 · Mail - USPS | 36 | 17 | 20 | 182 | 200 | (18) | 200 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 75 | (75) | 95 | 900 | (805) | 900 |
| 5520-00 · Supplies - Other | 522 | 2,917 | (2,394) | 4,033 | 35,000 | (30,967) | 35,000 |
| Total 5520-00 · Supplies | 522 | 2,992 | (2,469) | 4,128 | 35,900 | (31,772) | 35,900 |
| 5700-00 · Equipment Support & Maintenance | 0 | 4 | (4) | 0 | 50 | (50) | 50 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 4 | (4) | 31 | 50 | (19) | 50 |
| 5740-00 · Equipment Rental/Leasing | 168 | 129 | 39 | 1,009 | 1,550 | (541) | 1,550 |
| 5800-00 · Training Seminars | 0 | 250 | (250) | 0 | 3,000 | (3,000) | 3,000 |
| 5850-00 · Artist of Month - Commissions | 0 | 250 | (250) | 3,272 | 3,000 | 272 | 3,000 |
| 6740-00 · Media/Collateral/Production | 1,500 | 1,667 | (167) | 3,325 | 20,000 | (16,675) | 20,000 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 200 | 1,000 | (800) | 2,400 | 12,000 | (9,600) | 12,000 |
| 8100-00 · Cost of Goods Sold | | | | | | | |
| 51100 · Freight and Shipping Costs | 142 | 125 | 17 | 1,703 | 1,500 | 203 | 1,500 |
| 59900 · POS Inventory Adjustments | 142 | 0 | 142 | 713 | 0 | 713 | 0 |
| 8100-01 · CGS - Other | 1,124 | 0 | 1,124 | 1,371 | 0 | 1,371 | 0 |
| 8100-00 · Cost of Goods Sold - Other | 8,932 | 4,475 | 4,457 | 54,932 | 38,000 | 16,932 | 38,000 |
| Total 8100-00 · Cost of Goods Sold | 10,339 | 4,600 | 5,739 | 58,719 | 39,500 | 19,219 | 39,500 |
| 8200-00 · Associate Relations | 105 | 17 | 89 | 247 | 200 | 47 | 200 |
| 8500-00 · Credit Card Fees | 438 | 475 | (37) | 3,497 | 4,000 | (503) | 4,000 |
| 8700-00 · Automobile Expenses | 0 | 46 | (46) | 125 | 550 | (425) | 550 |
| 8750-00 · Meals/Meetings | 33 | 33 | (1) | 91 | 400 | (309) | 400 |
| 8810-00 · Dues & Subscriptions | 0 | 8 | (8) | 1,530 | 100 | 1,430 | 100 |
| 8910-00 · Travel | 0 | 0 | 0 | 0 | 1,500 | (1,500) | 1,500 |
| Total Expense | 31,331 | 39,225 | (7,894) | 307,588 | 454,800 | (147,212) | 454,800 |
| Net Ordinary Income | (160,200) | 7,052 | (167,252) | 77,488 | 87,911 | (10,423) | 87,911 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 8,668 | 7,062 | 1,605 | 77,479 | 87,921 | (10,443) | 87,921 |
| Total Other Expense | 8,668 | 7,062 | 1,605 | 77,479 | 87,921 | (10,443) | 87,921 |
| Net Other Income | (8,668) | (7,062) | (1,605) | (77,479) | (87,921) | 10,443 | (87,921) |
| Net Income | (168,868) | (10) | (168,858) | 9 | (10) | 19 | (10) |

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

Accrual Basis

51 - TMPI

| | Jun 21 | Budget | \$ Over Bu... | Jul '20 - Ju... | YTD Budget | \$ Over Bu... | Annual Bu... |
|---|-----------------|----------|-----------------|-----------------|------------|---------------|--------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | (18,115) | 20,753 | (38,868) | 179,551 | 218,419 | (38,868) | 218,419 |
| Total Income | (18,115) | 20,753 | (38,868) | 179,551 | 218,419 | (38,868) | 218,419 |
| Gross Profit | (18,115) | 20,753 | (38,868) | 179,551 | 218,419 | (38,868) | 218,419 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 99 | 225 | (126) | 1,276 | 2,700 | (1,424) | 2,700 |
| 5030-00 · P/R - Health Insurance Expense | 154 | 167 | (13) | 1,839 | 2,000 | (161) | 2,000 |
| 5040-00 · P/R - Workmans Comp | 9 | 175 | (166) | 85 | 2,100 | (2,015) | 2,100 |
| 5060-00 · 401 (k) | 0 | 167 | (167) | 0 | 2,000 | (2,000) | 2,000 |
| 5070-00 · Other Benefits and Expenses | 1 | 17 | (16) | 9 | 203 | (194) | 203 |
| 5000-00 · Salaries & Wages - Other | (1,314) | 3,836 | (5,149) | 16,990 | 46,026 | (29,036) | 46,026 |
| Total 5000-00 · Salaries & Wages | (1,051) | 4,586 | (5,637) | 20,199 | 55,029 | (34,830) | 55,029 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 5 | 0 | 5 | 53 | 0 | 53 | 0 |
| 5140-00 · Repairs & Maintenance | 0 | 0 | 0 | 14 | 0 | 14 | 0 |
| 5150-00 · Office - Cleaning | 7 | 0 | 7 | 72 | 0 | 72 | 0 |
| 5100-00 · Rent - Other | 65 | 0 | 65 | 848 | 0 | 848 | 0 |
| Total 5100-00 · Rent | 76 | 0 | 76 | 986 | 0 | 986 | 0 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 22 | 0 | 22 | 228 | 0 | 228 | 0 |
| Total 5310-00 · Telephone | 22 | 0 | 22 | 228 | 0 | 228 | 0 |
| 5420-00 · Mail - USPS | 2 | | | 9 | 0 | 9 | 0 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 0 | 0 | 3 | 0 | 3 | 0 |
| 5520-00 · Supplies - Other | 2 | 2,083 | (2,081) | 13,823 | 25,000 | (11,177) | 25,000 |
| Total 5520-00 · Supplies | 2 | 2,083 | (2,081) | 13,826 | 25,000 | (11,174) | 25,000 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 0 | 0 | 1 | 0 | 1 | 0 |
| 5740-00 · Equipment Rental/Leasing | 1 | 0 | 1 | 4 | 0 | 4 | 0 |
| 5800-00 · Training Seminars | 0 | | | 150 | | | |
| 5900-00 · Professional Fees | | | | | | | |
| 5921-00 · Professional Fees - Other | 37,073 | 11,000 | 26,073 | 107,798 | 100,000 | 7,798 | 100,000 |
| Total 5900-00 · Professional Fees | 37,073 | 11,000 | 26,073 | 107,798 | 100,000 | 7,798 | 100,000 |
| 8700-00 · Automobile Expenses | 15 | 0 | 15 | 80 | 0 | 80 | 0 |
| 8750-00 · Meals/Meetings | 0 | 0 | 0 | 61 | 0 | 61 | 0 |
| 8810-00 · Dues & Subscriptions | 2 | 0 | 2 | 68 | 0 | 68 | 0 |
| 8910-00 · Travel | 0 | | | 13 | | | |
| Total Expense | 36,142 | 17,669 | 18,473 | 143,425 | 180,029 | (36,604) | 180,029 |
| Net Ordinary Income | (54,257) | 3,084 | (57,341) | 36,127 | 38,390 | (2,264) | 38,390 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 8,892 | 3,084 | 5,808 | 36,127 | 38,390 | (2,264) | 38,390 |
| Total Other Expense | 8,892 | 3,084 | 5,808 | 36,127 | 38,390 | (2,264) | 38,390 |
| Net Other Income | (8,892) | (3,084) | (5,808) | (36,127) | (38,390) | 2,264 | (38,390) |
| Net Income | (63,149) | 0 | (63,149) | 0 | 0 | 0 | 0 |

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

Accrual Basis

60 - Membership

| | Jun 21 | Budget | \$ Over Budget | Jul '20 - Jun 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|----------------|---------------|-----------------|------------------|----------------|-----------------|----------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4200-00 · Membership Dues Revenue | 10,224 | 10,417 | (192) | 137,471 | 125,000 | 12,471 | 125,000 |
| 4250-00 · Revenues-Membership Activities | | | | | | | |
| 4250-01 · Community Awards | | | | | | | |
| 4250-04 · Silent Auction | 0 | 0 | 0 | 0 | 19,000 | (19,000) | 19,000 |
| 4250-05 · Sponsorships | 0 | 0 | 0 | 0 | 19,000 | (19,000) | 19,000 |
| 4250-01 · Community Awards - Other | 0 | 0 | 0 | 0 | 20,000 | (20,000) | 20,000 |
| Total 4250-01 · Community Awards | 0 | 0 | 0 | 0 | 58,000 | (58,000) | 58,000 |
| 4250-02 · Chamber Events | 0 | 0 | 0 | 0 | 6,000 | (6,000) | 6,000 |
| 4250-03 · Summer/Winter Rec Luncheon | 0 | 1,000 | (1,000) | 0 | 2,500 | (2,500) | 2,500 |
| 4251-00 · Tues AM Breakfast Club | | | | | | | |
| 4251-01 · Tues AM Breakfast Club Sponsors | 1,000 | 400 | 600 | 1,500 | 2,000 | (500) | 2,000 |
| 4251-00 · Tues AM Breakfast Club - Other | 0 | 550 | (550) | 0 | 4,000 | (4,000) | 4,000 |
| Total 4251-00 · Tues AM Breakfast Club | 1,000 | 950 | 50 | 1,500 | 6,000 | (4,500) | 6,000 |
| 4250-00 · Revenues-Membership Activities - Other | 285 | 0 | 285 | 6,960 | 0 | 6,960 | 0 |
| Total 4250-00 · Revenues-Membership Activities | 1,285 | 1,950 | (665) | 8,460 | 72,500 | (64,040) | 72,500 |
| 4253-00 · Revenue- Other | 0 | 500 | (500) | 0 | 2,500 | (2,500) | 2,500 |
| Total Income | 11,509 | 12,867 | (1,357) | 145,931 | 200,000 | (54,069) | 200,000 |
| Gross Profit | 11,509 | 12,867 | (1,357) | 145,931 | 200,000 | (54,069) | 200,000 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 250 | 458 | (209) | 3,152 | 5,500 | (2,348) | 5,500 |
| 5030-00 · P/R - Health Insurance Expense | 99 | 667 | (567) | 2,706 | 8,000 | (5,294) | 8,000 |
| 5040-00 · P/R - Workmans Comp | 28 | 33 | (5) | 159 | 400 | (241) | 400 |
| 5060-00 · 401 (k) | 110 | 142 | (32) | 1,080 | 1,700 | (620) | 1,700 |
| 5070-00 · Other Benefits and Expenses | 218 | 33 | 184 | 237 | 400 | (163) | 400 |
| 5000-00 · Salaries & Wages - Other | 1,301 | 5,333 | (4,032) | 38,071 | 64,000 | (25,929) | 64,000 |
| Total 5000-00 · Salaries & Wages | 2,007 | 6,667 | (4,660) | 45,405 | 80,000 | (34,595) | 80,000 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 38 | 33 | 4 | 406 | 400 | 6 | 400 |
| 5140-00 · Repairs & Maintenance | 0 | 8 | (8) | 114 | 100 | 14 | 100 |
| 5150-00 · Office - Cleaning | 57 | 58 | (2) | 504 | 700 | (196) | 700 |
| 5100-00 · Rent - Other | 522 | 638 | (116) | 6,738 | 7,650 | (912) | 7,650 |
| Total 5100-00 · Rent | 616 | 738 | (121) | 7,762 | 8,850 | (1,088) | 8,850 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 140 | 121 | 19 | 1,462 | 1,450 | 12 | 1,450 |
| Total 5310-00 · Telephone | 140 | 121 | 19 | 1,462 | 1,450 | 12 | 1,450 |
| 5420-00 · Mail - USPS | 12 | 10 | 2 | 58 | 120 | (62) | 120 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | | | 37 | 0 | 37 | 0 |
| 5520-00 · Supplies - Other | 389 | 167 | 222 | 574 | 2,000 | (1,426) | 2,000 |
| Total 5520-00 · Supplies | 389 | 167 | 222 | 610 | 2,000 | (1,390) | 2,000 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 0 | 0 | 23 | 0 | 23 | 0 |
| 5740-00 · Equipment Rental/Leasing | 119 | 173 | (55) | 723 | 2,080 | (1,357) | 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 | 0 | 0 | 295 | 28,000 | (27,705) | 28,000 |
| 6436-00 · Membership - Wnt/Sum Rec Lunch | 0 | 500 | (500) | 0 | 1,000 | (1,000) | 1,000 |
| 6437-00 · Tuesday Morning Breakfast Club | 0 | 413 | (413) | 0 | 3,000 | (3,000) | 3,000 |
| 6442-00 · Public Relations/Website/Digita | 519 | 417 | 102 | 6,040 | 5,000 | 1,040 | 5,000 |
| 6423-00 · Membership Activities - Other | 590 | 417 | 173 | 3,150 | 5,000 | (1,850) | 5,000 |
| Total 6423-00 · Membership Activities | 1,109 | 1,746 | (637) | 9,485 | 42,000 | (32,515) | 42,000 |
| 8200-00 · Associate Relations | 0 | 13 | (13) | 181 | 150 | 31 | 150 |
| 8500-00 · Credit Card Fees | 25 | 0 | 25 | 554 | 1,850 | (1,296) | 1,850 |
| 8700-00 · Automobile Expenses | 39 | 33 | 5 | 198 | 400 | (202) | 400 |
| 8750-00 · Meals/Meetings | 0 | 33 | (33) | 8 | 400 | (392) | 400 |
| 8810-00 · Dues & Subscriptions | 11 | 17 | (6) | 206 | 200 | 6 | 200 |
| 8910-00 · Travel | 0 | | | 7 | | | |
| 8920-00 · Bad Debt | (9,567) | 0 | (9,567) | 28,020 | 0 | 28,020 | 0 |
| Total Expense | (5,101) | 9,717 | (14,818) | 94,701 | 140,500 | (45,799) | 140,500 |
| Net Ordinary Income | 16,610 | 3,150 | 13,460 | 51,230 | 59,500 | (8,270) | 59,500 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 2,583 | 2,407 | 176 | 23,854 | 29,961 | (6,107) | 29,961 |
| Total Other Expense | 2,583 | 2,407 | 176 | 23,854 | 29,961 | (6,107) | 29,961 |

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

Accrual Basis

60 - Membership

| | Jun 21 | Budget | \$ Over Budget | Jul '20 - Jun 21 | YTD Budget | \$ Over Budget | Annual Budget |
|-------------------------|---------------|------------|----------------|------------------|---------------|----------------|---------------|
| Net Other Income | (2,583) | (2,407) | (176) | (23,854) | (29,961) | 6,107 | (29,961) |
| Net Income | <u>14,027</u> | <u>743</u> | <u>13,284</u> | <u>27,375</u> | <u>29,539</u> | <u>(2,164)</u> | <u>29,539</u> |

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

70 - Administration

Accrual Basis

| | Jun 21 | Budget | \$ Over Budget | Jul '20 - Jun 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|-----------------|-----------------|-----------------|------------------|------------------|------------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4720-00 · Miscellaneous | (14,004) | 0 | (14,004) | 0 | 0 | 0 | 0 |
| Total Income | (14,004) | 0 | (14,004) | 0 | 0 | 0 | 0 |
| Gross Profit | (14,004) | 0 | (14,004) | 0 | 0 | 0 | 0 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 1,833 | 2,250 | (417) | 24,532 | 27,000 | (2,468) | 27,000 |
| 5030-00 · P/R - Health Insurance Expense | 2,761 | 3,292 | (531) | 35,993 | 39,500 | (3,507) | 39,500 |
| 5040-00 · P/R - Workmans Comp | 69 | 194 | (125) | (139) | 2,332 | (2,471) | 2,332 |
| 5060-00 · 401 (k) | (9,228) | 1,250 | (10,478) | (8,236) | 15,000 | (23,236) | 15,000 |
| 5070-00 · Other Benefits and Expenses | 437 | 117 | 320 | 1,368 | 1,400 | (32) | 1,400 |
| 5000-00 · Salaries & Wages - Other | (2,928) | 33,327 | (36,454) | 329,111 | 402,320 | (73,209) | 402,320 |
| Total 5000-00 · Salaries & Wages | (7,057) | 40,629 | (47,686) | 382,630 | 487,552 | (104,922) | 487,552 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 163 | 125 | 38 | 1,894 | 1,500 | 394 | 1,500 |
| 5140-00 · Repairs & Maintenance | 87 | 325 | (238) | 5,326 | 3,900 | 1,426 | 3,900 |
| 5150-00 · Office - Cleaning | 223 | 250 | (27) | 2,408 | 3,000 | (592) | 3,000 |
| 5100-00 · Rent - Other | 2,161 | 1,893 | 268 | 32,279 | 22,720 | 9,559 | 22,720 |
| Total 5100-00 · Rent | 2,634 | 2,593 | 41 | 41,908 | 31,120 | 10,787 | 31,120 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 1,089 | 750 | 339 | 11,933 | 9,000 | 2,933 | 9,000 |
| Total 5310-00 · Telephone | 1,089 | 750 | 339 | 11,933 | 9,000 | 2,933 | 9,000 |
| 5420-00 · Mail - USPS | 61 | 83 | (22) | 770 | 1,000 | (230) | 1,000 |
| 5510-00 · Insurance/Bonding | 269 | 1,692 | (1,423) | 9,621 | 20,300 | (10,679) | 20,300 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 156 | 167 | (11) | 4,981 | 2,000 | 2,981 | 2,000 |
| 5520-00 · Supplies - Other | 1,891 | 603 | 1,289 | 4,475 | 7,230 | (2,755) | 7,230 |
| Total 5520-00 · Supplies | 2,047 | 769 | 1,278 | 9,456 | 9,230 | 226 | 9,230 |
| 5610-00 · Depreciation | 153 | 0 | 153 | 1,375 | 0 | 1,375 | 0 |
| 5700-00 · Equipment Support & Maintenance | 2,524 | 2,250 | 274 | 26,845 | 27,000 | (155) | 27,000 |
| 5710-00 · Taxes, Licenses & Fees | 1,044 | 1,000 | 44 | 12,946 | 12,000 | 946 | 12,000 |
| 5740-00 · Equipment Rental/Leasing | 248 | 417 | (169) | 1,482 | 5,000 | (3,518) | 5,000 |
| 5800-00 · Training Seminars | 0 | 667 | (667) | 376 | 8,000 | (7,624) | 8,000 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 625 | (625) | 7,320 | 7,500 | (180) | 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 | 19,500 | (19,500) | 19,500 |
| Total 5900-00 · Professional Fees | 0 | 2,250 | (2,250) | 29,120 | 53,000 | (23,880) | 53,000 |
| 5941-00 · Research & Planning | 0 | 1,250 | (1,250) | 0 | 15,000 | (15,000) | 15,000 |
| 7500-00 · Trade Shows/Travel | 246 | 1,250 | (1,004) | 246 | 15,000 | (14,754) | 15,000 |
| 8200-00 · Associate Relations | 108 | 83 | 25 | 2,284 | 1,000 | 1,284 | 1,000 |
| 8300-00 · Board Functions | 623 | 500 | 123 | 4,624 | 7,000 | (2,376) | 7,000 |
| 8600-00 · Additional Opportunites | 650 | 2,083 | (1,433) | 7,800 | 25,000 | (17,200) | 25,000 |
| 8700-00 · Automobile Expenses | 182 | 250 | (68) | 1,531 | 3,000 | (1,469) | 3,000 |
| 8750-00 · Meals/Meetings | 37 | 417 | (380) | 345 | 5,000 | (4,655) | 5,000 |
| 8810-00 · Dues & Subscriptions | 758 | 1,167 | (409) | 11,245 | 14,000 | (2,755) | 14,000 |
| 8910-00 · Travel | 0 | 0 | 0 | 114 | 0 | 114 | 0 |
| 8920-00 · Bad Debt | 0 | 0 | 0 | 137 | 0 | 137 | 0 |
| Total Expense | 5,616 | 60,100 | (54,484) | 556,787 | 748,202 | (191,416) | 748,202 |
| Net Ordinary Income | (19,620) | (60,100) | 40,480 | (556,787) | (748,202) | 191,416 | (748,202) |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | (19,620) | (60,100) | 40,480 | (556,787) | (748,202) | 191,416 | (748,202) |
| Total Other Expense | (19,620) | (60,100) | 40,480 | (556,787) | (748,202) | 191,416 | (748,202) |
| Net Other Income | 19,620 | 60,100 | (40,480) | 556,787 | 748,202 | (191,416) | 748,202 |
| Net Income | 0 | 0 | (0) | 0 | 0 | 0 | 0 |

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

July 31, 2021

North Lake Tahoe Resort Association

Balance Sheet

As of July 31, 2021

Accrual Basis

| | Jul 31, 21 | Jul 31, 20 | \$ Change | % Change | Jun 30, 21 |
|---|------------------|------------------|------------------|--------------|------------------|
| ASSETS | | | | | |
| Current Assets | | | | | |
| Checking/Savings | | | | | |
| 1001-00 · Petty Cash | 158 | 158 | 0 | 0% | 158 |
| 1002-00 · Cash - Operations BOTW #8328 | 2,415,170 | 0 | 2,415,170 | 100% | 1,965,992 |
| 1003-00 · Cash - Operations BOTW #6712 | (30,676) | 854,330 | (885,006) | (104%) | (273,742) |
| 1007-00 · Cash - Payroll BOTW #7421 | 5,765 | 1,916 | 3,849 | 201% | 38,521 |
| 1008-00 · Marketing Reserve - Plumas | 50,359 | 50,317 | 42 | 0% | 50,356 |
| 1009-00 · Cash Flow Reserve - Plumas | 100,984 | 100,852 | 132 | 0% | 100,976 |
| 1071-00 · Payroll Reserves BOTW #8163 | 29,582 | 29,582 | 0 | 0% | 29,582 |
| 1080-00 · Special Events BOTW #1626 | 36,688 | 83,308 | (46,620) | (56%) | 39,803 |
| 10950 · Cash in Drawer | 598 | 307 | 291 | 95% | 139 |
| Total Checking/Savings | 2,608,628 | 1,120,770 | 1,487,858 | 133% | 1,951,785 |
| Accounts Receivable | | | | | |
| 1200-00 · Quickbooks Accounts Receivable | 0 | 2,500 | (2,500) | (100%) | 1,000 |
| 1290-00 · A/R - TOT | 355,021 | 434,141 | (79,120) | (18%) | 432,499 |
| Total Accounts Receivable | 355,021 | 436,641 | (81,620) | (19%) | 433,499 |
| Other Current Assets | | | | | |
| 1200-99 · AR Other | 2,400 | 11,852 | (9,452) | (80%) | 2,442 |
| 1201-00 · Member Accounts Receivable | | | | | |
| 1201-01 · Member AR - Member Dues | 29,027 | 79,770 | (50,743) | (64%) | 15,855 |
| 1201-03 · Member AR - Other | 820 | 1,040 | (220) | (21%) | 985 |
| Total 1201-00 · Member Accounts Receivable | 29,847 | 80,810 | (50,963) | (63%) | 16,840 |
| 1201-02 · Allowance for Doubtful Accounts | (8,692) | (24,987) | 16,295 | 65% | (9,796) |
| 12100 · Inventory Asset | | | | | |
| 1210-01 · Inventory - Other | 0 | (6,135) | 6,135 | 100% | 0 |
| 25300 · Gift Cards Outstanding | 18 | 18 | 0 | 0% | 18 |
| 12100 · Inventory Asset - Other | 28,390 | 41,152 | (12,762) | (31%) | 26,867 |
| Total 12100 · Inventory Asset | 28,408 | 35,035 | (6,627) | (19%) | 26,885 |
| 1299 · Receivable from NLTMC | 6,351 | 0 | 6,351 | 100% | 5,932 |
| 1490-00 · Security Deposits | 1,150 | 1,150 | 0 | 0% | 1,150 |
| Total Other Current Assets | 59,464 | 103,860 | (44,396) | (43%) | 43,453 |
| Total Current Assets | 3,023,113 | 1,661,271 | 1,361,842 | 82% | 2,428,737 |
| 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% | 11,013 |
| 1741-00 · Accum. Depr. - Computer Equip | (3,375) | (4,270) | 895 | 21% | (3,222) |
| 1750-00 · Computer Software | 20,493 | 20,493 | 0 | 0% | 20,493 |
| 1751-00 · Accum. Amort. - Software | (20,493) | (20,493) | 0 | 0% | (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 | 7,638 | 0 | 7,638 | 100% | 7,791 |
| Other Assets | | | | | |

North Lake Tahoe Resort Association

Balance Sheet

As of July 31, 2021

Accrual Basis

| | Jul 31, 21 | Jul 31, 20 | \$ Change | % Change | Jun 30, 21 |
|--|------------------|------------------|------------------|------------|------------------|
| 1400-00 · Prepaid Expenses | | | | | |
| 1410-00 · Prepaid Insurance | 12,828 | 16,468 | (3,640) | (22%) | 2,689 |
| 1430-00 · Prepaid 1st Class Postage | 100 | 100 | 0 | 0% | 100 |
| 1400-00 · Prepaid Expenses - Other | 6,250 | 10,669 | (4,419) | (41%) | 6,500 |
| Total 1400-00 · Prepaid Expenses | 19,178 | 27,237 | (8,059) | (30%) | 9,289 |
| Total Other Assets | 19,178 | 27,237 | (8,059) | (30%) | 9,289 |
| TOTAL ASSETS | 3,049,929 | 1,688,508 | 1,361,421 | 81% | 2,445,817 |
| LIABILITIES & EQUITY | | | | | |
| Liabilities | | | | | |
| Current Liabilities | | | | | |
| Accounts Payable | | | | | |
| 2000-00 · Accounts Payable | 125,754 | 57,619 | 68,135 | 118% | 42,927 |
| Total Accounts Payable | 125,754 | 57,619 | 68,135 | 118% | 42,927 |
| Other Current Liabilities | | | | | |
| 2000-01 · Accounts Payable - Other | 22,935 | 0 | 22,935 | 100% | 21,747 |
| 21000 · Salaries/Wages/Payroll Liabilit | | | | | |
| 2100-00 · Salaries / Wages Payable | 10,084 | 10,906 | (822) | (8%) | 26,467 |
| 2101-00 · Incentive Payable | 50,866 | 95,560 | (44,694) | (47%) | 43,624 |
| 2102-00 · Commissions Payable | 0 | 3,506 | (3,506) | (100%) | 0 |
| 2120-00 · Empl. Federal Tax Payable | 4,545 | 4,658 | (113) | (2%) | 11,826 |
| 2175-00 · 401 (k) Plan | 1,822 | 1,913 | (91) | (5%) | 4,606 |
| 2180-00 · Estimated PTO Liability | 49,144 | 54,845 | (5,701) | (10%) | 62,280 |
| Total 21000 · Salaries/Wages/Payroll Liabilit | 116,461 | 171,388 | (54,927) | (32%) | 148,803 |
| 2190-00 · Sales and Use Tax Payable | | | | | |
| 2195-00 · Use Tax Payable | 1,418 | 0 | 1,418 | 100% | 1,418 |
| 25500 · *Sales Tax Payable | 4,678 | 887 | 3,791 | 427% | 2,877 |
| Total 2190-00 · Sales and Use Tax Payable | 6,096 | 887 | 5,209 | 587% | 4,295 |
| 2250-00 · Accrued Expenses | 117,850 | 20,507 | 97,343 | 475% | 205,350 |
| 2400-60 · Deferred Revenue- Member Dues | 37,975 | 64,576 | (26,601) | (41%) | 0 |
| 2500-00 · Deferred Revenue - TMBC | 1,290 | 1,290 | 0 | 0% | 20,827 |
| 2700-00 · Deferred Rev. County | 525,305 | 525,305 | 0 | 0% | 1,290 |
| 2900-00 · Due To/From County of Placer | 1,501,223 | 384,939 | 1,116,284 | 290% | 1,501,223 |
| Total Other Current Liabilities | 2,329,135 | 1,168,892 | 1,160,243 | 99% | 1,903,535 |
| Total Current Liabilities | 2,454,889 | 1,226,511 | 1,228,378 | 100% | 1,946,462 |
| Total Liabilities | 2,454,889 | 1,226,511 | 1,228,378 | 100% | 1,946,462 |
| Equity | | | | | |
| 32000 · Unrestricted Net Assets | 17,231 | (10,145) | 27,376 | 270% | (10,145) |
| 3300-11 · Designated Marketing Reserve | 331,856 | 324,590 | 7,266 | 2% | 331,856 |
| 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 | 95,684 | (2,714) | 98,398 | 3,626% | 27,376 |
| Total Equity | 595,037 | 461,997 | 133,040 | 29% | 499,353 |
| TOTAL LIABILITIES & EQUITY | 3,049,926 | 1,688,508 | 1,361,418 | 81% | 2,445,815 |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Bud... |
|---|----------------|----------------|-----------------|----------------|----------------|-----------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 355,021 | 389,046 | (34,025) | 355,021 | 389,046 | (34,025) | 3,395,286 |
| 4200-00 · Membership Dues Revenue | 6,915 | 6,250 | 665 | 6,915 | 6,250 | 665 | 56,250 |
| 4250-00 · Revenues-Membership Activities | | | | | | | |
| 4250-02 · Chamber Events | 0 | 0 | 0 | 0 | 0 | 0 | 4,500 |
| 4250-03 · Summer/Winter Rec Luncheon | 0 | 0 | 0 | 0 | 0 | 0 | 1,500 |
| 4251-00 · Tues AM Breakfast Club | | | | | | | |
| 4251-01 · Tues AM Breakfast Club Sponsors | 0 | 0 | 0 | 0 | 0 | 0 | 2,350 |
| 4251-00 · Tues AM Breakfast Club - Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,200 |
| Total 4251-00 · Tues AM Breakfast Club | 0 | 0 | 0 | 0 | 0 | 0 | 3,550 |
| 4250-00 · Revenues-Membership Activities - Other | 600 | 0 | 600 | 600 | 0 | 600 | 0 |
| Total 4250-00 · Revenues-Membership Activities | 600 | 0 | 600 | 600 | 0 | 600 | 9,550 |
| 4253-00 · Revenue- Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,000 |
| 46000 · Merchandise Sales | 21,834 | 6,000 | 15,834 | 21,834 | 6,000 | 15,834 | 59,500 |
| Total Income | 384,370 | 401,296 | (16,926) | 384,370 | 401,296 | (16,926) | 3,521,586 |
| Gross Profit | 384,370 | 401,296 | (16,926) | 384,370 | 401,296 | (16,926) | 3,521,586 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 7,050 | 10,695 | (3,645) | 7,050 | 10,695 | (3,645) | 98,560 |
| 5030-00 · P/R - Health Insurance Expense | 5,330 | 13,890 | (8,559) | 5,330 | 13,890 | (8,559) | 128,597 |
| 5040-00 · P/R - Workmans Comp | 1,192 | 1,131 | 60 | 1,192 | 1,131 | 60 | 10,260 |
| 5060-00 · 401 (k) | 2,087 | 3,834 | (1,747) | 2,087 | 3,834 | (1,747) | 35,428 |
| 5070-00 · Other Benefits and Expenses | 463 | 646 | (183) | 463 | 646 | (183) | 5,993 |
| 5000-00 · Salaries & Wages - Other | 80,722 | 108,002 | (27,280) | 80,722 | 108,002 | (27,280) | 995,051 |
| Total 5000-00 · Salaries & Wages | 96,844 | 138,199 | (41,355) | 96,844 | 138,199 | (41,355) | 1,273,889 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 448 | 1,113 | (664) | 448 | 1,113 | (664) | 10,088 |
| 5140-00 · Repairs & Maintenance | 87 | 1,104 | (1,017) | 87 | 1,104 | (1,017) | 9,983 |
| 5150-00 · Office - Cleaning | 725 | 929 | (204) | 725 | 929 | (204) | 8,483 |
| 5100-00 · Rent - Other | 13,759 | 14,391 | (632) | 13,759 | 14,391 | (632) | 130,642 |
| Total 5100-00 · Rent | 15,019 | 17,537 | (2,518) | 15,019 | 17,537 | (2,518) | 159,197 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 2,136 | 2,973 | (838) | 2,136 | 2,973 | (838) | 27,002 |
| Total 5310-00 · Telephone | 2,136 | 2,973 | (838) | 2,136 | 2,973 | (838) | 27,002 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5470-00 · Mail - UPS | 0 | 4 | (4) | 0 | 4 | (4) | 50 |
| 5480-00 · Mail - Fed Ex | 149 | 4 | 145 | 149 | 4 | 145 | 50 |
| 5420-00 · Mail - USPS - Other | 200 | 127 | 73 | 200 | 127 | 73 | 1,140 |
| Total 5420-00 · Mail - USPS | 349 | 135 | 214 | 349 | 135 | 214 | 1,240 |
| 5510-00 · Insurance/Bonding | 269 | 1,250 | (981) | 269 | 1,250 | (981) | 11,250 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 40 | 5,492 | (5,452) | 40 | 5,492 | (5,452) | 9,425 |
| 5520-00 · Supplies - Other | 639 | 6,779 | (6,140) | 639 | 6,779 | (6,140) | 22,263 |
| Total 5520-00 · Supplies | 679 | 12,271 | (11,592) | 679 | 12,271 | (11,592) | 31,688 |
| 5610-00 · Depreciation | 153 | 153 | 0 | 153 | 153 | 0 | 1,375 |
| 5700-00 · Equipment Support & Maintenance | 0 | 2,933 | (2,933) | 0 | 2,933 | (2,933) | 26,400 |
| 5710-00 · Taxes, Licenses & Fees | 1,843 | 1,308 | 535 | 1,843 | 1,308 | 535 | 11,832 |
| 5740-00 · Equipment Rental/Leasing | 365 | 435 | (70) | 365 | 435 | (70) | 4,116 |
| 5800-00 · Training Seminars | 0 | 500 | (500) | 0 | 500 | (500) | 4,500 |
| 5850-00 · Artist of Month - Commissions | 670 | 167 | 503 | 670 | 167 | 503 | 1,500 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 5,750 | (5,750) | 0 | 5,750 | (5,750) | 11,750 |
| 5920-00 · Professional Fees - Accountant | 0 | 0 | 0 | 0 | 0 | 0 | 26,000 |
| 5921-00 · Professional Fees - Other | 11,336 | 1,792 | 9,544 | 11,336 | 1,792 | 9,544 | 18,625 |
| Total 5900-00 · Professional Fees | 11,336 | 7,542 | 3,794 | 11,336 | 7,542 | 3,794 | 56,375 |
| 5941-00 · Research & Planning | 0 | 1,250 | (1,250) | 0 | 1,250 | (1,250) | 11,250 |
| 6020-00 · Programs | | | | | | | |
| 6016-00 · Special Event Partnership | 0 | 0 | 0 | 0 | 0 | 0 | 50,000 |
| 6018-00 · Business Assoc. Grants | 0 | 0 | 0 | 0 | 0 | 0 | 20,000 |
| Total 6020-00 · Programs | 0 | 0 | 0 | 0 | 0 | 0 | 70,000 |
| 6420-00 · Events | | | | | | | |
| 6420-01 · Sponsorships | | | | | | | |
| 6421-01 · 4th of July Fireworks | 0 | 0 | 0 | 0 | 0 | 0 | 30,000 |
| 6421-04 · Broken Arrow Skyrace | 0 | 0 | 0 | 0 | 0 | 0 | 25,400 |
| 6421-06 · Spartan | 0 | 0 | 0 | 0 | 0 | 0 | 179,400 |
| 6421-07 · Tahoe Lacrosse Tournament | 0 | 0 | 0 | 0 | 0 | 0 | 8,000 |
| 6421-09 · Wanderlust | 0 | 0 | 0 | 0 | 0 | 0 | 25,400 |
| 6421-17 · Enduro | 0 | 0 | 0 | 0 | 0 | 0 | 80,000 |
| 6421-18 · Sponsorships - Other | 0 | 0 | 0 | 0 | 0 | 0 | 62,800 |
| Total 6420-01 · Sponsorships | 0 | 0 | 0 | 0 | 0 | 0 | 411,000 |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Bud... |
|---|----------------|----------------|------------------|----------------|----------------|------------------|------------------|
| 6421-00 · New Event Development | 0 | 34,025 | (34,025) | 0 | 34,025 | (34,025) | 102,075 |
| 6424-00 · Event Operation Expenses | 225 | 0 | 225 | 225 | 0 | 225 | 1,500 |
| Total 6420-00 · Events | 225 | 34,025 | (33,800) | 225 | 34,025 | (33,800) | 514,575 |
| 6423-00 · Membership Activities | | | | | | | |
| 6436-00 · Membership - Wnt/Sum Rec Lunch | 0 | 0 | 0 | 0 | 0 | 0 | 500 |
| 6437-00 · Tuesday Morning Breakfast Club | 0 | 0 | 0 | 0 | 0 | 0 | 1,763 |
| 6442-00 · Public Relations/Website/Digita | 1,238 | 500 | 738 | 1,238 | 500 | 738 | 4,500 |
| 6423-00 · Membership Activities - Other | 295 | 417 | (122) | 295 | 417 | (122) | 3,750 |
| Total 6423-00 · Membership Activities | 1,533 | 917 | 616 | 1,533 | 917 | 616 | 10,513 |
| 6730-00 · Marketing Cooperative/Media | 143,108 | 143,108 | 0 | 143,108 | 143,108 | 0 | 871,278 |
| 6740-00 · Media/Collateral/Production | 0 | 1,667 | (1,667) | 0 | 1,667 | (1,667) | 15,000 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 333 | 6,000 | (5,667) | 333 | 6,000 | (5,667) | 54,000 |
| 6743-00 · BACC Marketing Programs | | | | | | | |
| 6743-01 · Year Round Shopping Campaign | 0 | 0 | 0 | 0 | 0 | 0 | 14,000 |
| 6743-03 · Winter Lakeside Campaign | 0 | 0 | 0 | 0 | 0 | 0 | 20,000 |
| Total 6743-00 · BACC Marketing Programs | 0 | 0 | 0 | 0 | 0 | 0 | 34,000 |
| 6750-00 · Business Association Grant | | | | | | | |
| 6750-01 · Business Assn Grant - NTBA | 0 | 8,333 | (8,333) | 0 | 8,333 | (8,333) | 100,000 |
| 6750-02 · Business Assn Grant - TCDA | 0 | 8,333 | (8,333) | 0 | 8,333 | (8,333) | 100,000 |
| Total 6750-00 · Business Association Grant | 0 | 16,667 | (16,667) | 0 | 16,667 | (16,667) | 200,000 |
| 7500-00 · Trade Shows/Travel | 0 | 1,667 | (1,667) | 0 | 1,667 | (1,667) | 15,000 |
| 8100-00 · Cost of Goods Sold | | | | | | | |
| 51100 · Freight and Shipping Costs | 359 | 125 | 234 | 359 | 125 | 234 | 1,125 |
| 59900 · POS Inventory Adjustments | (23) | 0 | (23) | (23) | 0 | (23) | 0 |
| 8100-01 · CGS - Other | 10 | 0 | 10 | 10 | 0 | 10 | 0 |
| 8100-00 · Cost of Goods Sold - Other | 10,868 | 3,000 | 7,868 | 10,868 | 3,000 | 7,868 | 29,750 |
| Total 8100-00 · Cost of Goods Sold | 11,213 | 3,125 | 8,088 | 11,213 | 3,125 | 8,088 | 30,875 |
| 8200-00 · Associate Relations | 0 | 195 | (195) | 0 | 195 | (195) | 1,770 |
| 8300-00 · Board Functions | 425 | 583 | (158) | 425 | 583 | (158) | 5,250 |
| 8500-00 · Credit Card Fees | 593 | 332 | 261 | 593 | 332 | 261 | 3,247 |
| 8600-00 · Additional Opportunitites | 650 | 5,833 | (5,183) | 650 | 5,833 | (5,183) | 55,000 |
| 8700-00 · Automobile Expenses | 70 | 542 | (471) | 70 | 542 | (471) | 5,025 |
| 8750-00 · Meals/Meetings | 111 | 642 | (531) | 111 | 642 | (531) | 6,088 |
| 8810-00 · Dues & Subscriptions | 774 | 1,275 | (501) | 774 | 1,275 | (501) | 11,500 |
| 8910-00 · Travel | 0 | 417 | (417) | 0 | 417 | (417) | 3,750 |
| Total Expense | 288,697 | 403,646 | (114,948) | 288,697 | 403,646 | (114,948) | 3,528,482 |
| Net Ordinary Income | 95,673 | (2,350) | 98,023 | 95,673 | (2,350) | 98,023 | (6,896) |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |
| 4700-00 · Revenues- Interest & Investment | 11 | 0 | 11 | 11 | 0 | 11 | 0 |
| Total Other Income | 11 | 0 | 11 | 11 | 0 | 11 | 0 |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 0 | (0) | 0 | 0 | (0) | 0 | 9,744 |
| Total Other Expense | 0 | (0) | 0 | 0 | (0) | 0 | 9,744 |
| Net Other Income | 11 | 0 | 11 | 11 | 0 | 11 | (9,744) |
| Net Income | 95,684 | (2,350) | 98,034 | 95,684 | (2,350) | 98,034 | (16,640) |

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

July 2021

Accrual Basis

| | Jul 21 | Jul 20 | \$ Change | % Change |
|--|----------------|----------------|----------------|---------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 4050-00 · County of Placer TOT Funding | 355,021 | 232,754 | 122,267 | 53% |
| 4200-00 · Membership Dues Revenue | 6,915 | 11,348 | (4,432) | (39)% |
| 4250-00 · Revenues-Membership Activities | 600 | 50 | 550 | 1,100% |
| | | | | |
| 46000 · Merchandise Sales | | | | |
| 4502-00 · Non-Retail VIC income | 0 | 672 | (672) | (100)% |
| 4504-00 · Retail Revenue - Other | 0 | 230 | (230) | (100)% |
| 46000 · Merchandise Sales - Other | 21,834 | 11,336 | 10,498 | 93% |
| Total 46000 · Merchandise Sales | 21,834 | 12,238 | 9,596 | 78% |
| Total Income | 384,370 | 256,390 | 127,981 | 50% |
| Gross Profit | 384,370 | 256,390 | 127,981 | 50% |
| Expense | | | | |
| 5000-00 · Salaries & Wages | | | | |
| 5020-00 · P/R - Tax Expense | 7,050 | 5,921 | 1,129 | 19% |
| 5030-00 · P/R - Health Insurance Expense | 5,330 | 5,202 | 128 | 3% |
| 5040-00 · P/R - Workmans Comp | 1,192 | 755 | 436 | 58% |
| 5060-00 · 401 (k) | 2,087 | 2,565 | (478) | (19)% |
| 5070-00 · Other Benefits and Expenses | 463 | 167 | 296 | 178% |
| 5000-00 · Salaries & Wages - Other | 80,722 | 85,493 | (4,771) | (6)% |
| Total 5000-00 · Salaries & Wages | 96,844 | 100,103 | (3,259) | (3)% |
| 5100-00 · Rent | | | | |
| 5110-00 · Utilities | 448 | 863 | (415) | (48)% |
| 5140-00 · Repairs & Maintenance | 87 | 87 | 0 | 0% |
| 5150-00 · Office - Cleaning | 725 | 600 | 125 | 21% |
| 5100-00 · Rent - Other | 13,759 | 13,330 | 429 | 3% |
| Total 5100-00 · Rent | 15,019 | 14,880 | 139 | 1% |
| 5310-00 · Telephone | | | | |
| 5320-00 · Telephone | 2,136 | 2,179 | (43) | (2)% |
| Total 5310-00 · Telephone | 2,136 | 2,179 | (43) | (2)% |
| 5420-00 · Mail - USPS | | | | |
| 5480-00 · Mail - Fed Ex | 149 | 0 | 149 | 100% |
| 5420-00 · Mail - USPS - Other | 200 | 0 | 200 | 100% |
| Total 5420-00 · Mail - USPS | 349 | 0 | 349 | 100% |
| 5510-00 · Insurance/Bonding | 269 | 269 | 0 | 0% |
| 5520-00 · Supplies | | | | |
| 5525-00 · Supplies- Computer | 40 | 131 | (92) | (70)% |
| 5520-00 · Supplies - Other | 639 | 889 | (249) | (28)% |
| Total 5520-00 · Supplies | 679 | 1,020 | (341) | (33)% |
| 5610-00 · Depreciation | 153 | 0 | 153 | 100% |
| 5700-00 · Equipment Support & Maintenance | 0 | 2,379 | (2,379) | (100)% |
| 5710-00 · Taxes, Licenses & Fees | 1,843 | 1,146 | 698 | 61% |
| 5740-00 · Equipment Rental/Leasing | 365 | 365 | 0 | 0% |
| 5850-00 · Artist of Month - Commissions | 670 | 240 | 430 | 179% |
| 5900-00 · Professional Fees | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 300 | (300) | (100)% |
| 5921-00 · Professional Fees - Other | 11,336 | 0 | 11,336 | 100% |
| Total 5900-00 · Professional Fees | 11,336 | 300 | 11,036 | 3,679% |
| 6420-00 · Events | | | | |
| 6424-00 · Event Operation Expenses | 225 | 0 | 225 | 100% |
| Total 6420-00 · Events | 225 | 0 | 225 | 100% |
| 6423-00 · Membership Activities | | | | |
| 6434-00 · Community Awards Dinner | 0 | 295 | (295) | (100)% |
| 6442-00 · Public Relations/Website/Digita | 1,238 | 569 | 669 | 118% |
| 6444-00 · Trades | 0 | 0 | 0 | 0% |
| 6423-00 · Membership Activities - Other | 295 | 915 | (620) | (68)% |
| Total 6423-00 · Membership Activities | 1,533 | 1,779 | (246) | (14)% |
| 6730-00 · Marketing Cooperative/Media | 143,108 | 79,439 | 63,669 | 80% |
| 6742-00 · Non-NLT Co-Op Marketing Program | 333 | 399 | (66) | (17)% |
| 8100-00 · Cost of Goods Sold | | | | |

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

July 2021

Accrual Basis

| | Jul 21 | Jul 20 | \$ Change | % Change |
|---|----------------|----------------|-----------------|---------------|
| 51100 · Freight and Shipping Costs | 359 | 379 | (20) | (5)% |
| 59900 · POS Inventory Adjustments | (23) | 0 | (23) | (100)% |
| 8100-01 · CGS - Other | 10 | 43,102 | (43,093) | (100)% |
| 8100-00 · Cost of Goods Sold - Other | 10,868 | 5,878 | 4,990 | 85% |
| Total 8100-00 · Cost of Goods Sold | 11,213 | 49,359 | (38,145) | (77)% |
| 8200-00 · Associate Relations | 0 | 163 | (163) | (100)% |
| 8300-00 · Board Functions | 425 | 0 | 425 | 100% |
| 8500-00 · Credit Card Fees | 593 | 346 | 247 | 71% |
| 8600-00 · Additional Opportunitites | 650 | 4,000 | (3,350) | (84)% |
| 8700-00 · Automobile Expenses | 70 | 365 | (295) | (81)% |
| 8750-00 · Meals/Meetings | 111 | 0 | 111 | 100% |
| 8810-00 · Dues & Subscriptions | 774 | 390 | 384 | 99% |
| 8920-00 · Bad Debt | 0 | 0 | 0 | 0% |
| Total Expense | 288,697 | 259,121 | 29,577 | 11% |
| Net Ordinary Income | 95,673 | (2,731) | 98,404 | 3,603% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| 4700-00 · Revenues- Interest & Investment | 11 | 17 | (6) | (35)% |
| Total Other Income | 11 | 17 | (6) | (35)% |
| 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 | 11 | 17 | (6) | (35)% |
| Net Income | 95,684 | (2,714) | 98,398 | 3,626% |

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

Accrual Basis

11 - Marketing

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|---------|---------|----------------|---------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 223,003 | 257,028 | (34,025) | 223,003 | 257,028 | (34,025) | 2,188,080 |
| Total Income | 223,003 | 257,028 | (34,025) | 223,003 | 257,028 | (34,025) | 2,188,080 |
| Gross Profit | 223,003 | 257,028 | (34,025) | 223,003 | 257,028 | (34,025) | 2,188,080 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 1,349 | 2,393 | (1,043) | 1,349 | 2,393 | (1,043) | 21,534 |
| 5030-00 · P/R - Health Insurance Expense | 2,266 | 4,120 | (1,854) | 2,266 | 4,120 | (1,854) | 37,080 |
| 5040-00 · P/R - Workmans Comp | 185 | 129 | 56 | 185 | 129 | 56 | 1,159 |
| 5060-00 · 401 (k) | 817 | 957 | (140) | 817 | 957 | (140) | 8,614 |
| 5070-00 · Other Benefits and Expenses | 424 | 121 | 303 | 424 | 121 | 303 | 1,092 |
| 5000-00 · Salaries & Wages - Other | 22,477 | 23,927 | (1,450) | 22,477 | 23,927 | (1,450) | 215,344 |
| Total 5000-00 · Salaries & Wages | 27,518 | 31,647 | (4,129) | 27,518 | 31,647 | (4,129) | 284,822 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 40 | 125 | (85) | 40 | 125 | (85) | 1,125 |
| 5140-00 · Repairs & Maintenance | 0 | 75 | (75) | 0 | 75 | (75) | 675 |
| 5150-00 · Office - Cleaning | 191 | 188 | 4 | 191 | 188 | 4 | 1,688 |
| 5100-00 · Rent - Other | 1,858 | 2,083 | (226) | 1,858 | 2,083 | (226) | 18,750 |
| Total 5100-00 · Rent | 2,089 | 2,471 | (381) | 2,089 | 2,471 | (381) | 22,237 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 549 | 578 | (30) | 549 | 578 | (30) | 5,205 |
| Total 5310-00 · Telephone | 549 | 578 | (30) | 549 | 578 | (30) | 5,205 |
| 5420-00 · Mail - USPS | 53 | 0 | 53 | 53 | 0 | 53 | 0 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 40 | 417 | (377) | 40 | 417 | (377) | 3,750 |
| 5520-00 · Supplies - Other | 27 | 0 | 27 | 27 | 0 | 27 | 0 |
| Total 5520-00 · Supplies | 67 | 417 | (350) | 67 | 417 | (350) | 3,750 |
| 5700-00 · Equipment Support & Maintenance | 0 | 13 | (13) | 0 | 13 | (13) | 113 |
| 5710-00 · Taxes, Licenses & Fees | 48 | 13 | 35 | 48 | 13 | 35 | 113 |
| 5740-00 · Equipment Rental/Leasing | 82 | 83 | (2) | 82 | 83 | (2) | 750 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 125 | (125) | 0 | 125 | (125) | 1,125 |
| 5921-00 · Professional Fees - Other | 0 | 125 | (125) | 0 | 125 | (125) | 1,125 |
| Total 5900-00 · Professional Fees | 0 | 250 | (250) | 0 | 250 | (250) | 2,250 |
| 6020-00 · Programs | | | | | | | |
| 6016-00 · Special Event Partnership | 0 | 0 | 0 | 0 | 0 | 0 | 50,000 |
| 6018-00 · Business Assoc. Grants | 0 | 0 | 0 | 0 | 0 | 0 | 20,000 |
| Total 6020-00 · Programs | 0 | 0 | 0 | 0 | 0 | 0 | 70,000 |
| 6420-00 · Events | | | | | | | |
| 6420-01 · Sponsorships | | | | | | | |
| 6421-01 · 4th of July Fireworks | 0 | 0 | 0 | 0 | 0 | 0 | 30,000 |
| 6421-04 · Broken Arrow Skyrace | 0 | 0 | 0 | 0 | 0 | 0 | 25,400 |
| 6421-06 · Spartan | 0 | 0 | 0 | 0 | 0 | 0 | 179,400 |
| 6421-07 · Tahoe Lacrosse Tournament | 0 | 0 | 0 | 0 | 0 | 0 | 8,000 |
| 6421-09 · Wanderlust | 0 | 0 | 0 | 0 | 0 | 0 | 25,400 |
| 6421-17 · Enduro | 0 | 0 | 0 | 0 | 0 | 0 | 80,000 |
| 6421-18 · Sponsorships - Other | 0 | 0 | 0 | 0 | 0 | 0 | 62,800 |
| Total 6420-01 · Sponsorships | 0 | 0 | 0 | 0 | 0 | 0 | 411,000 |
| 6421-00 · New Event Development | 0 | 34,025 | (34,025) | 0 | 34,025 | (34,025) | 102,075 |
| 6424-00 · Event Operation Expenses | 225 | 0 | 225 | 225 | 0 | 225 | 1,500 |
| Total 6420-00 · Events | 225 | 34,025 | (33,800) | 225 | 34,025 | (33,800) | 514,575 |
| 6730-00 · Marketing Cooperative/Media | 135,369 | 135,369 | 0 | 135,369 | 135,369 | 0 | 801,630 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 133 | 5,000 | (4,867) | 133 | 5,000 | (4,867) | 45,000 |
| 6743-00 · BACC Marketing Programs | | | | | | | |
| 6743-01 · Year Round Shopping Campaign | 0 | 0 | 0 | 0 | 0 | 0 | 14,000 |
| 6743-03 · Winter Lakeside Campaign | 0 | 0 | 0 | 0 | 0 | 0 | 20,000 |
| Total 6743-00 · BACC Marketing Programs | 0 | 0 | 0 | 0 | 0 | 0 | 34,000 |
| 8200-00 · Associate Relations | 0 | 21 | (21) | 0 | 21 | (21) | 187 |
| 8600-00 · Additional Opportunitites | 0 | 4,167 | (4,167) | 0 | 4,167 | (4,167) | 37,500 |
| 8700-00 · Automobile Expenses | 26 | 125 | (99) | 26 | 125 | (99) | 1,125 |
| 8750-00 · Meals/Meetings | 0 | 42 | (42) | 0 | 42 | (42) | 375 |
| 8810-00 · Dues & Subscriptions | 32 | 83 | (51) | 32 | 83 | (51) | 750 |
| 8910-00 · Travel | 0 | 417 | (417) | 0 | 417 | (417) | 3,750 |
| Total Expense | 166,191 | 214,719 | (48,528) | 166,191 | 214,719 | (48,528) | 1,828,132 |
| Net Ordinary Income | 56,812 | 42,309 | 14,503 | 56,812 | 42,309 | 14,503 | 359,948 |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |

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

Accrual Basis

11 - Marketing

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|
| 4700-00 · Revenues- Interest & Investment | 11 | 0 | 11 | 11 | 0 | 11 | 0 |
| Total Other Income | 11 | 0 | 11 | 11 | 0 | 11 | 0 |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 27,958 | 42,309 | (14,351) | 27,958 | 42,309 | (14,351) | 359,948 |
| Total Other Expense | 27,958 | 42,309 | (14,351) | 27,958 | 42,309 | (14,351) | 359,948 |
| Net Other Income | (27,946) | (42,309) | 14,362 | (27,946) | (42,309) | 14,362 | (359,948) |
| Net Income | 28,865 | 0 | 28,865 | 28,865 | 0 | 28,865 | 0 |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|---------------|----------|----------------|---------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 38,386 | 38,386 | 0 | 38,386 | 38,386 | 0 | 360,285 |
| Total Income | 38,386 | 38,386 | 0 | 38,386 | 38,386 | 0 | 360,285 |
| Gross Profit | 38,386 | 38,386 | 0 | 38,386 | 38,386 | 0 | 360,285 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 505 | 1,747 | (1,242) | 505 | 1,747 | (1,242) | 15,727 |
| 5030-00 · P/R - Health Insurance Expense | (841) | 2,103 | (2,944) | (841) | 2,103 | (2,944) | 18,926 |
| 5040-00 · P/R - Workmans Comp | 72 | 167 | (95) | 72 | 167 | (95) | 1,500 |
| 5060-00 · 401 (k) | 281 | 417 | (136) | 281 | 417 | (136) | 3,750 |
| 5070-00 · Other Benefits and Expenses | 39 | 75 | (36) | 39 | 75 | (36) | 675 |
| 5000-00 · Salaries & Wages - Other | 7,797 | 17,474 | (9,677) | 7,797 | 17,474 | (9,677) | 157,268 |
| Total 5000-00 · Salaries & Wages | 7,853 | 21,983 | (14,130) | 7,853 | 21,983 | (14,130) | 197,846 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 30 | 83 | (54) | 30 | 83 | (54) | 750 |
| 5140-00 · Repairs & Maintenance | 0 | 63 | (63) | 0 | 63 | (63) | 563 |
| 5150-00 · Office - Cleaning | 132 | 125 | 7 | 132 | 125 | 7 | 1,125 |
| 5100-00 · Rent - Other | 1,186 | 1,333 | (148) | 1,186 | 1,333 | (148) | 12,000 |
| Total 5100-00 · Rent | 1,347 | 1,604 | (257) | 1,347 | 1,604 | (257) | 14,437 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 328 | 417 | (88) | 328 | 417 | (88) | 3,750 |
| Total 5310-00 · Telephone | 328 | 417 | (88) | 328 | 417 | (88) | 3,750 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5480-00 · Mail - Fed Ex | 137 | | | 137 | | | |
| 5420-00 · Mail - USPS - Other | 36 | 17 | 20 | 36 | 17 | 20 | 150 |
| Total 5420-00 · Mail - USPS | 173 | 17 | 157 | 173 | 17 | 157 | 150 |
| 5520-00 · Supplies | 19 | 113 | (94) | 19 | 113 | (94) | 1,013 |
| 5710-00 · Taxes, Licenses & Fees | 33 | 8 | 25 | 33 | 8 | 25 | 75 |
| 5740-00 · Equipment Rental/Leasing | 56 | 63 | (6) | 56 | 63 | (6) | 563 |
| 5800-00 · Training Seminars | 0 | 83 | (83) | 0 | 83 | (83) | 750 |
| 6730-00 · Marketing Cooperative/Media | 7,739 | 7,739 | 0 | 7,739 | 7,739 | 0 | 69,648 |
| 8200-00 · Associate Relations | 0 | 13 | (13) | 0 | 13 | (13) | 113 |
| 8750-00 · Meals/Meetings | 0 | 29 | (29) | 0 | 29 | (29) | 263 |
| Total Expense | 17,548 | 32,067 | (14,519) | 17,548 | 32,067 | (14,519) | 288,607 |
| Net Ordinary Income | 20,838 | 6,319 | 14,519 | 20,838 | 6,319 | 14,519 | 71,678 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 4,673 | 6,319 | (1,645) | 4,673 | 6,319 | (1,645) | 71,678 |
| Total Other Expense | 4,673 | 6,319 | (1,645) | 4,673 | 6,319 | (1,645) | 71,678 |
| Net Other Income | (4,673) | (6,319) | 1,645 | (4,673) | (6,319) | 1,645 | (71,678) |
| Net Income | 16,165 | 0 | 16,165 | 16,165 | 0 | 16,165 | (0) |

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

42 - Visitor Center

Accrual Basis

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 36,357 | 36,357 | 0 | 36,357 | 36,357 | 0 | 342,770 |
| 46000 · Merchandise Sales | 21,834 | 6,000 | 15,834 | 21,834 | 6,000 | 15,834 | 59,500 |
| Total Income | 58,191 | 42,357 | 15,834 | 58,191 | 42,357 | 15,834 | 402,270 |
| Gross Profit | 58,191 | 42,357 | 15,834 | 58,191 | 42,357 | 15,834 | 402,270 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 1,504 | 1,551 | (47) | 1,504 | 1,551 | (47) | 13,959 |
| 5030-00 · P/R - Health Insurance Expense | 241 | 1,583 | (1,342) | 241 | 1,583 | (1,342) | 14,250 |
| 5040-00 · P/R - Workmans Comp | 641 | 583 | 58 | 641 | 583 | 58 | 5,250 |
| 5060-00 · 401 (k) | 507 | 417 | 90 | 507 | 417 | 90 | 3,750 |
| 5070-00 · Other Benefits and Expenses | 0 | 83 | (83) | 0 | 83 | (83) | 750 |
| 5000-00 · Salaries & Wages - Other | 13,402 | 15,510 | (2,108) | 13,402 | 15,510 | (2,108) | 139,591 |
| Total 5000-00 · Salaries & Wages | 16,295 | 19,728 | (3,433) | 16,295 | 19,728 | (3,433) | 177,550 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 312 | 667 | (355) | 312 | 667 | (355) | 6,000 |
| 5140-00 · Repairs & Maintenance | 0 | 500 | (500) | 0 | 500 | (500) | 4,500 |
| 5150-00 · Office - Cleaning | 0 | 208 | (208) | 0 | 208 | (208) | 1,875 |
| 5100-00 · Rent - Other | 6,522 | 6,667 | (145) | 6,522 | 6,667 | (145) | 60,000 |
| Total 5100-00 · Rent | 6,833 | 8,042 | (1,208) | 6,833 | 8,042 | (1,208) | 72,375 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 328 | 413 | (84) | 328 | 413 | (84) | 3,713 |
| Total 5310-00 · Telephone | 328 | 413 | (84) | 328 | 413 | (84) | 3,713 |
| 5420-00 · Mail - USPS | 36 | 17 | 20 | 36 | 17 | 20 | 150 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 75 | (75) | 0 | 75 | (75) | 675 |
| 5520-00 · Supplies - Other | 284 | 583 | (300) | 284 | 583 | (300) | 5,250 |
| Total 5520-00 · Supplies | 284 | 658 | (375) | 284 | 658 | (375) | 5,925 |
| 5700-00 · Equipment Support & Maintenance | 0 | 4 | (4) | 0 | 4 | (4) | 38 |
| 5710-00 · Taxes, Licenses & Fees | 33 | 4 | 29 | 33 | 4 | 29 | 38 |
| 5740-00 · Equipment Rental/Leasing | 56 | 63 | (6) | 56 | 63 | (6) | 563 |
| 5850-00 · Artist of Month - Commissions | 670 | 167 | 503 | 670 | 167 | 503 | 1,500 |
| 6740-00 · Media/Collateral/Production | 0 | 1,667 | (1,667) | 0 | 1,667 | (1,667) | 15,000 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 200 | 1,000 | (800) | 200 | 1,000 | (800) | 9,000 |
| 8100-00 · Cost of Goods Sold | | | | | | | |
| 51100 · Freight and Shipping Costs | 359 | 125 | 234 | 359 | 125 | 234 | 1,125 |
| 59900 · POS Inventory Adjustments | (23) | 0 | (23) | (23) | 0 | (23) | 0 |
| 8100-01 · CGS - Other | 10 | 0 | 10 | 10 | 0 | 10 | 0 |
| 8100-00 · Cost of Goods Sold - Other | 10,868 | 3,000 | 7,868 | 10,868 | 3,000 | 7,868 | 29,750 |
| Total 8100-00 · Cost of Goods Sold | 11,213 | 3,125 | 8,088 | 11,213 | 3,125 | 8,088 | 30,875 |
| 8200-00 · Associate Relations | 0 | 25 | (25) | 0 | 25 | (25) | 225 |
| 8500-00 · Credit Card Fees | 526 | 282 | 244 | 526 | 282 | 244 | 2,797 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 42 | (42) | 375 |
| 8750-00 · Meals/Meetings | 0 | 17 | (17) | 0 | 17 | (17) | 150 |
| 8810-00 · Dues & Subscriptions | 0 | 133 | (133) | 0 | 133 | (133) | 1,200 |
| Total Expense | 36,475 | 35,385 | 1,091 | 36,475 | 35,385 | 1,091 | 321,471 |
| Net Ordinary Income | 21,716 | 6,972 | 14,743 | 21,716 | 6,972 | 14,743 | 80,798 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 5,271 | 6,972 | (1,702) | 5,271 | 6,972 | (1,702) | 80,798 |
| Total Other Expense | 5,271 | 6,972 | (1,702) | 5,271 | 6,972 | (1,702) | 80,798 |
| Net Other Income | (5,271) | (6,972) | 1,702 | (5,271) | (6,972) | 1,702 | (80,798) |
| Net Income | 16,445 | (0) | 16,445 | 16,445 | (0) | 16,445 | (0) |

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

Accrual Basis

51 - TMPI

| | Jul 21 | Budget | \$ Over Bu... | Jul 21 | YTD Budget | \$ Over Bu... | Annual Bu... |
|---|--------------|----------|---------------|--------------|------------|---------------|--------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 26,222 | 26,222 | 0 | 26,222 | 26,222 | 0 | 141,237 |
| Total Income | 26,222 | 26,222 | 0 | 26,222 | 26,222 | 0 | 141,237 |
| Gross Profit | 26,222 | 26,222 | 0 | 26,222 | 26,222 | 0 | 141,237 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 223 | 768 | (544) | 223 | 768 | (544) | 7,363 |
| 5030-00 · P/R - Health Insurance Expense | 154 | 1,000 | (846) | 154 | 1,000 | (846) | 9,590 |
| 5040-00 · P/R - Workmans Comp | 18 | 25 | (7) | 18 | 25 | (7) | 240 |
| 5060-00 · 401 (k) | 0 | 307 | (307) | 0 | 307 | (307) | 2,945 |
| 5070-00 · Other Benefits and Expenses | 0 | 88 | (88) | 0 | 88 | (88) | 842 |
| 5000-00 · Salaries & Wages - Other | 1,964 | 7,677 | (5,714) | 1,964 | 7,677 | (5,714) | 73,628 |
| Total 5000-00 · Salaries & Wages | 2,358 | 9,865 | (7,507) | 2,358 | 9,865 | (7,507) | 94,608 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 2 | 25 | (23) | 2 | 25 | (23) | 238 |
| 5140-00 · Repairs & Maintenance | 0 | 17 | (17) | 0 | 17 | (17) | 158 |
| 5150-00 · Office - Cleaning | 40 | 42 | (2) | 40 | 42 | (2) | 396 |
| 5100-00 · Rent - Other | 356 | 375 | (19) | 356 | 375 | (19) | 3,563 |
| Total 5100-00 · Rent | 397 | 458 | (61) | 397 | 458 | (61) | 4,354 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 45 | 134 | (89) | 45 | 134 | (89) | 1,275 |
| Total 5310-00 · Telephone | 45 | 134 | (89) | 45 | 134 | (89) | 1,275 |
| 5420-00 · Mail - USPS | 2 | | | 2 | | | |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 1,250 | (1,250) | 0 | 1,250 | (1,250) | 1,250 |
| 5520-00 · Supplies - Other | 1 | 5,000 | (4,999) | 1 | 5,000 | (4,999) | 5,000 |
| Total 5520-00 · Supplies | 1 | 6,250 | (6,249) | 1 | 6,250 | (6,249) | 6,250 |
| 5710-00 · Taxes, Licenses & Fees | 10 | 13 | (3) | 10 | 13 | (3) | 120 |
| 5740-00 · Equipment Rental/Leasing | 17 | 19 | (2) | 17 | 19 | (2) | 178 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 5,000 | (5,000) | 0 | 5,000 | (5,000) | 5,000 |
| 5921-00 · Professional Fees - Other | 11,336 | 0 | 11,336 | 11,336 | 0 | 11,336 | 0 |
| Total 5900-00 · Professional Fees | 11,336 | 5,000 | 6,336 | 11,336 | 5,000 | 6,336 | 5,000 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 42 | (42) | 400 |
| 8750-00 · Meals/Meetings | 0 | 83 | (83) | 0 | 83 | (83) | 1,000 |
| 8810-00 · Dues & Subscriptions | 2 | 42 | (40) | 2 | 42 | (40) | 400 |
| Total Expense | 14,168 | 21,905 | (7,738) | 14,168 | 21,905 | (7,738) | 113,584 |
| Net Ordinary Income | 12,054 | 4,316 | 7,738 | 12,054 | 4,316 | 7,738 | 27,653 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 4,491 | 4,316 | 174 | 4,491 | 4,316 | 174 | 27,653 |
| Total Other Expense | 4,491 | 4,316 | 174 | 4,491 | 4,316 | 174 | 27,653 |
| Net Other Income | (4,491) | (4,316) | (174) | (4,491) | (4,316) | (174) | (27,653) |
| Net Income | 7,563 | 0 | 7,563 | 7,563 | 0 | 7,563 | (0) |

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

Accrual Basis

60 - Membership

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4200-00 · Membership Dues Revenue | 6,915 | 6,250 | 665 | 6,915 | 6,250 | 665 | 56,250 |
| 4250-00 · Revenues-Membership Activities | | | | | | | |
| 4250-02 · Chamber Events | 0 | 0 | 0 | 0 | 0 | 0 | 4,500 |
| 4250-03 · Summer/Winter Rec Luncheon | 0 | 0 | 0 | 0 | 0 | 0 | 1,500 |
| 4251-00 · Tues AM Breakfast Club | | | | | | | |
| 4251-01 · Tues AM Breakfast Club Sponsors | 0 | 0 | 0 | 0 | 0 | 0 | 2,350 |
| 4251-00 · Tues AM Breakfast Club - Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,200 |
| Total 4251-00 · Tues AM Breakfast Club | 0 | 0 | 0 | 0 | 0 | 0 | 3,550 |
| 4250-00 · Revenues-Membership Activities - Other | 600 | 0 | 600 | 600 | 0 | 600 | 0 |
| Total 4250-00 · Revenues-Membership Activities | 600 | 0 | 600 | 600 | 0 | 600 | 9,550 |
| 4253-00 · Revenue- Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,000 |
| Total Income | 7,515 | 6,250 | 1,265 | 7,515 | 6,250 | 1,265 | 66,800 |
| Gross Profit | 7,515 | 6,250 | 1,265 | 7,515 | 6,250 | 1,265 | 66,800 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 312 | 418 | (106) | 312 | 418 | (106) | 3,761 |
| 5030-00 · P/R - Health Insurance Expense | 340 | 333 | 6 | 340 | 333 | 6 | 3,000 |
| 5040-00 · P/R - Workmans Comp | 37 | 13 | 25 | 37 | 13 | 25 | 113 |
| 5060-00 · 401 (k) | 110 | 167 | (57) | 110 | 167 | (57) | 1,504 |
| 5070-00 · Other Benefits and Expenses | 0 | 54 | (54) | 0 | 54 | (54) | 488 |
| 5000-00 · Salaries & Wages - Other | 3,895 | 4,179 | (284) | 3,895 | 4,179 | (284) | 37,611 |
| Total 5000-00 · Salaries & Wages | 4,694 | 5,164 | (470) | 4,694 | 5,164 | (470) | 46,477 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 12 | 25 | (13) | 12 | 25 | (13) | 225 |
| 5140-00 · Repairs & Maintenance | 0 | 21 | (21) | 0 | 21 | (21) | 187 |
| 5150-00 · Office - Cleaning | 43 | 42 | 1 | 43 | 42 | 1 | 375 |
| 5100-00 · Rent - Other | 524 | 527 | (3) | 524 | 527 | (3) | 4,740 |
| Total 5100-00 · Rent | 579 | 614 | (35) | 579 | 614 | (35) | 5,528 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 123 | 139 | (16) | 123 | 139 | (16) | 1,253 |
| Total 5310-00 · Telephone | 123 | 139 | (16) | 123 | 139 | (16) | 1,253 |
| 5420-00 · Mail - USPS | 12 | 10 | 2 | 12 | 10 | 2 | 90 |
| 5520-00 · Supplies | 6 | 167 | (161) | 6 | 167 | (161) | 1,500 |
| 5710-00 · Taxes, Licenses & Fees | 11 | 4 | 7 | 11 | 4 | 7 | 38 |
| 5740-00 · Equipment Rental/Leasing | 18 | 21 | (3) | 18 | 21 | (3) | 187 |
| 6423-00 · Membership Activities | | | | | | | |
| 6436-00 · Membership - Wnt/Sum Rec Lunch | 0 | 0 | 0 | 0 | 0 | 0 | 500 |
| 6437-00 · Tuesday Morning Breakfast Club | 0 | 0 | 0 | 0 | 0 | 0 | 1,763 |
| 6442-00 · Public Relations/Website/Digita | 1,238 | 500 | 738 | 1,238 | 500 | 738 | 4,500 |
| 6423-00 · Membership Activities - Other | 295 | 417 | (122) | 295 | 417 | (122) | 3,750 |
| Total 6423-00 · Membership Activities | 1,533 | 917 | 616 | 1,533 | 917 | 616 | 10,513 |
| 8200-00 · Associate Relations | 0 | 7 | (7) | 0 | 7 | (7) | 60 |
| 8500-00 · Credit Card Fees | 46 | 50 | (4) | 46 | 50 | (4) | 450 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 42 | (42) | 375 |
| 8750-00 · Meals/Meetings | 111 | 33 | 77 | 111 | 33 | 77 | 300 |
| 8810-00 · Dues & Subscriptions | 11 | 17 | (6) | 11 | 17 | (6) | 150 |
| Total Expense | 7,144 | 7,184 | (40) | 7,144 | 7,184 | (40) | 66,919 |
| Net Ordinary Income | 372 | (934) | 1,306 | 372 | (934) | 1,306 | (119) |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 1,516 | 1,416 | 100 | 1,516 | 1,416 | 100 | 16,521 |
| Total Other Expense | 1,516 | 1,416 | 100 | 1,516 | 1,416 | 100 | 16,521 |
| Net Other Income | (1,516) | (1,416) | (100) | (1,516) | (1,416) | (100) | (16,521) |
| Net Income | (1,144) | (2,350) | 1,205 | (1,144) | (2,350) | 1,205 | (16,640) |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

61 - Business Association Grant Funding

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|---------------|------------|----------------|---------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 16,667 | 16,667 | 0 | 16,667 | 16,667 | 0 | 200,000 |
| Total Income | 16,667 | 16,667 | 0 | 16,667 | 16,667 | 0 | 200,000 |
| Gross Profit | 16,667 | 16,667 | 0 | 16,667 | 16,667 | 0 | 200,000 |
| Expense | | | | | | | |
| 6750-00 · Business Association Grant | | | | | | | |
| 6750-01 · Business Assn Grant - NTBA | 0 | 8,333 | (8,333) | 0 | 8,333 | (8,333) | 100,000 |
| 6750-02 · Business Assn Grant - TCDA | 0 | 8,333 | (8,333) | 0 | 8,333 | (8,333) | 100,000 |
| Total 6750-00 · Business Association Grant | 0 | 16,667 | (16,667) | 0 | 16,667 | (16,667) | 200,000 |
| Total Expense | 0 | 16,667 | (16,667) | 0 | 16,667 | (16,667) | 200,000 |
| Net Ordinary Income | 16,667 | (0) | 16,667 | 16,667 | (0) | 16,667 | 0 |
| Net Income | 16,667 | (0) | 16,667 | 16,667 | (0) | 16,667 | 0 |

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

70 - Administration

Accrual Basis

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 3,157 | 3,202 | (45) | 3,157 | 3,202 | (45) | 28,816 |
| 5030-00 · P/R - Health Insurance Expense | 3,170 | 3,750 | (580) | 3,170 | 3,750 | (580) | 33,750 |
| 5040-00 · P/R - Workmans Comp | 239 | 194 | 44 | 239 | 194 | 44 | 1,749 |
| 5060-00 · 401 (k) | 373 | 1,323 | (950) | 373 | 1,323 | (950) | 11,904 |
| 5070-00 · Other Benefits and Expenses | 0 | 183 | (183) | 0 | 183 | (183) | 1,645 |
| 5000-00 · Salaries & Wages - Other | 31,188 | 33,068 | (1,880) | 31,188 | 33,068 | (1,880) | 297,610 |
| Total 5000-00 · Salaries & Wages | 38,126 | 41,719 | (3,593) | 38,126 | 41,719 | (3,593) | 375,474 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 51 | 167 | (116) | 51 | 167 | (116) | 1,500 |
| 5140-00 · Repairs & Maintenance | 87 | 417 | (330) | 87 | 417 | (330) | 3,750 |
| 5150-00 · Office - Cleaning | 287 | 292 | (5) | 287 | 292 | (5) | 2,625 |
| 5100-00 · Rent - Other | 3,018 | 3,093 | (76) | 3,018 | 3,093 | (76) | 27,840 |
| Total 5100-00 · Rent | 3,442 | 3,968 | (526) | 3,442 | 3,968 | (526) | 35,715 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 736 | 1,234 | (498) | 736 | 1,234 | (498) | 11,108 |
| Total 5310-00 · Telephone | 736 | 1,234 | (498) | 736 | 1,234 | (498) | 11,108 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5480-00 · Mail - Fed Ex | 12 | 0 | 12 | 12 | 0 | 12 | 0 |
| 5420-00 · Mail - USPS - Other | 61 | 83 | (22) | 61 | 83 | (22) | 750 |
| Total 5420-00 · Mail - USPS | 73 | 83 | (10) | 73 | 83 | (10) | 750 |
| 5510-00 · Insurance/Bonding | 269 | 1,250 | (981) | 269 | 1,250 | (981) | 11,250 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 2,500 | (2,500) | 0 | 2,500 | (2,500) | 2,500 |
| 5520-00 · Supplies - Other | 303 | 500 | (197) | 303 | 500 | (197) | 4,500 |
| Total 5520-00 · Supplies | 303 | 3,000 | (2,697) | 303 | 3,000 | (2,697) | 7,000 |
| 5610-00 · Depreciation | 153 | 153 | 0 | 153 | 153 | 0 | 1,375 |
| 5700-00 · Equipment Support & Maintenance | 0 | 2,917 | (2,917) | 0 | 2,917 | (2,917) | 26,250 |
| 5710-00 · Taxes, Licenses & Fees | 1,700 | 1,250 | 450 | 1,700 | 1,250 | 450 | 11,250 |
| 5740-00 · Equipment Rental/Leasing | 122 | 125 | (3) | 122 | 125 | (3) | 1,125 |
| 5800-00 · Training Seminars | 0 | 417 | (417) | 0 | 417 | (417) | 3,750 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 625 | (625) | 0 | 625 | (625) | 5,625 |
| 5920-00 · Professional Fees - Accountant | 0 | 0 | 0 | 0 | 0 | 0 | 26,000 |
| 5921-00 · Professional Fees - Other | 0 | 833 | (833) | 0 | 833 | (833) | 7,500 |
| Total 5900-00 · Professional Fees | 0 | 1,458 | (1,458) | 0 | 1,458 | (1,458) | 39,125 |
| 5941-00 · Research & Planning | 0 | 1,250 | (1,250) | 0 | 1,250 | (1,250) | 11,250 |
| 7500-00 · Trade Shows/Travel | 0 | 1,667 | (1,667) | 0 | 1,667 | (1,667) | 15,000 |
| 8200-00 · Associate Relations | 0 | 125 | (125) | 0 | 125 | (125) | 1,125 |
| 8300-00 · Board Functions | 425 | 583 | (158) | 425 | 583 | (158) | 5,250 |
| 8500-00 · Credit Card Fees | 20 | | | 20 | | | |
| 8600-00 · Additional Opportunites | 650 | 833 | (183) | 650 | 833 | (183) | 7,500 |
| 8700-00 · Automobile Expenses | 44 | 250 | (206) | 44 | 250 | (206) | 2,250 |
| 8750-00 · Meals/Meetings | 0 | 417 | (417) | 0 | 417 | (417) | 3,750 |
| 8810-00 · Dues & Subscriptions | 729 | 1,000 | (271) | 729 | 1,000 | (271) | 9,000 |
| Total Expense | 46,793 | 63,700 | (16,907) | 46,793 | 63,700 | (16,907) | 579,296 |
| Net Ordinary Income | (46,793) | (63,700) | 16,907 | (46,793) | (63,700) | 16,907 | (579,296) |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | (46,793) | (63,700) | 16,907 | (46,793) | (63,700) | 16,907 | (579,296) |
| Total Other Expense | (46,793) | (63,700) | 16,907 | (46,793) | (63,700) | 16,907 | (579,296) |
| Net Other Income | 46,793 | 63,700 | (16,907) | 46,793 | 63,700 | (16,907) | 579,296 |
| Net Income | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

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

Accrual Basis

80 - TOT Housing & Transportation

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|---------------|----------|----------------|---------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 14,387 | 14,387 | 0 | 14,387 | 14,387 | 0 | 162,914 |
| Total Income | 14,387 | 14,387 | 0 | 14,387 | 14,387 | 0 | 162,914 |
| Gross Profit | 14,387 | 14,387 | 0 | 14,387 | 14,387 | 0 | 162,914 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 0 | 617 | (617) | 0 | 617 | (617) | 7,400 |
| 5030-00 · P/R - Health Insurance Expense | 0 | 1,000 | (1,000) | 0 | 1,000 | (1,000) | 12,000 |
| 5040-00 · P/R - Workmans Comp | 0 | 21 | (21) | 0 | 21 | (21) | 250 |
| 5060-00 · 401 (k) | 0 | 247 | (247) | 0 | 247 | (247) | 2,960 |
| 5070-00 · Other Benefits and Expenses | 0 | 42 | (42) | 0 | 42 | (42) | 502 |
| 5000-00 · Salaries & Wages - Other | 0 | 6,167 | (6,167) | 0 | 6,167 | (6,167) | 74,000 |
| Total 5000-00 · Salaries & Wages | 0 | 8,093 | (8,093) | 0 | 8,093 | (8,093) | 97,112 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 1 | 21 | (20) | 1 | 21 | (20) | 250 |
| 5140-00 · Repairs & Maintenance | 0 | 13 | (13) | 0 | 13 | (13) | 150 |
| 5150-00 · Office - Cleaning | 33 | 33 | (0) | 33 | 33 | (0) | 400 |
| 5100-00 · Rent - Other | 296 | 313 | (16) | 296 | 313 | (16) | 3,750 |
| Total 5100-00 · Rent | 330 | 379 | (49) | 330 | 379 | (49) | 4,550 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 26 | 58 | (32) | 26 | 58 | (32) | 700 |
| Total 5310-00 · Telephone | 26 | 58 | (32) | 26 | 58 | (32) | 700 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5470-00 · Mail - UPS | 0 | 4 | (4) | 0 | 4 | (4) | 50 |
| 5480-00 · Mail - Fed Ex | 0 | 4 | (4) | 0 | 4 | (4) | 50 |
| Total 5420-00 · Mail - USPS | 0 | 8 | (8) | 0 | 8 | (8) | 100 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 1,250 | (1,250) | 0 | 1,250 | (1,250) | 1,250 |
| 5520-00 · Supplies - Other | 0 | 417 | (417) | 0 | 417 | (417) | 5,000 |
| Total 5520-00 · Supplies | 0 | 1,667 | (1,667) | 0 | 1,667 | (1,667) | 6,250 |
| 5710-00 · Taxes, Licenses & Fees | 8 | 17 | (8) | 8 | 17 | (8) | 200 |
| 5740-00 · Equipment Rental/Leasing | 14 | 63 | (48) | 14 | 63 | (48) | 750 |
| 5900-00 · Professional Fees | | | | | | | |
| 5921-00 · Professional Fees - Other | 0 | 833 | (833) | 0 | 833 | (833) | 10,000 |
| Total 5900-00 · Professional Fees | 0 | 833 | (833) | 0 | 833 | (833) | 10,000 |
| 8200-00 · Associate Relations | 0 | 5 | (5) | 0 | 5 | (5) | 60 |
| 8600-00 · Additional Opportunitites | 0 | 833 | (833) | 0 | 833 | (833) | 10,000 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 42 | (42) | 500 |
| 8750-00 · Meals/Meetings | 0 | 21 | (21) | 0 | 21 | (21) | 250 |
| Total Expense | 378 | 12,018 | (11,640) | 378 | 12,018 | (11,640) | 130,472 |
| Net Ordinary Income | 14,008 | 2,368 | 11,640 | 14,008 | 2,368 | 11,640 | 32,442 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 2,885 | 2,368 | 517 | 2,885 | 2,368 | 517 | 32,442 |
| Total Other Expense | 2,885 | 2,368 | 517 | 2,885 | 2,368 | 517 | 32,442 |
| Net Other Income | (2,885) | (2,368) | (517) | (2,885) | (2,368) | (517) | (32,442) |
| Net Income | 11,123 | 0 | 11,123 | 11,123 | 0 | 11,123 | 0 |

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

July 31, 2021

North Lake Tahoe Marketing Cooperative
Balance Sheet
As of July 31, 2021

Accrual Basis

| | Jul 31, 21 | Jul 31, 20 | \$ Change | % Change |
|---------------------------------------|----------------|----------------|------------------|--------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Checking/Savings | | | | |
| 1000-00 · Cash | 312,516 | 489,420 | (176,904) | (36)% |
| Total Checking/Savings | 312,516 | 489,420 | (176,904) | (36)% |
| Accounts Receivable | | | | |
| 1200-00 · Accounts Receivable | 59,666 | 1,335 | 58,331 | 4,368% |
| Total Accounts Receivable | 59,666 | 1,335 | 58,331 | 4,368% |
| Other Current Assets | | | | |
| 1200-99 · Accounts Receivable - Other | 0 | 22,820 | (22,820) | (100)% |
| 1300 · Reimbursements Receivable | 0 | 6,205 | (6,205) | (100)% |
| 1350-00 · Security Deposits | 100 | 100 | 0 | 0% |
| Total Other Current Assets | 100 | 29,125 | (29,025) | (100)% |
| Total Current Assets | 372,282 | 519,880 | (147,598) | (28)% |
| Other Assets | | | | |
| 1400-00 · Prepaid Expenses | 77,406 | 32,704 | 44,702 | 137% |
| Total Other Assets | 77,406 | 32,704 | 44,702 | 137% |
| TOTAL ASSETS | 449,687 | 552,584 | (102,896) | (19)% |
| LIABILITIES & EQUITY | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| 2000-00 · Accounts Payable | 112,982 | 45,452 | 67,530 | 149% |
| Total Accounts Payable | 112,982 | 45,452 | 67,530 | 149% |
| Total Current Liabilities | 112,982 | 45,452 | 67,530 | 149% |
| Total Liabilities | 112,982 | 45,452 | 67,530 | 149% |
| Equity | | | | |
| 32000 · Unrestricted Net Assets | 196,616 | 486,983 | (290,367) | (60)% |
| Net Income | 140,089 | 20,149 | 119,940 | 595% |
| Total Equity | 336,705 | 507,132 | (170,427) | (34)% |
| TOTAL LIABILITIES & EQUITY | 449,687 | 552,584 | (102,896) | (19)% |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

July 2021

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|----------------|----------------|-----------------|----------------|----------------|-----------------|------------------|
| Income | | | | | | | |
| 4000-00 · LTIVCBVB Funding | 57,666 | 57,666 | 0 | 57,666 | 57,666 | 0 | 692,000 |
| 4001-00 · NLTRA Funding | 143,108 | 143,108 | 0 | 143,108 | 143,108 | 0 | 1,100,000 |
| 4004-00 · IVCBVB Entertainment | 2,000 | 2,000 | 0 | 2,000 | 2,000 | 0 | 8,000 |
| Total Income | 202,774 | 202,774 | 0 | 202,774 | 202,774 | 0 | 1,800,000 |
| Gross Profit | 202,774 | 202,774 | 0 | 202,774 | 202,774 | 0 | 1,800,000 |
| Expense | | | | | | | |
| 5000-00 · CONSUMER MARKETING | | | | | | | |
| 5002-01 · Native Display | 833 | 0 | 833 | 833 | 0 | 833 | 70,000 |
| 5004-00 · Trip Advisor | 0 | 0 | 0 | 0 | 0 | 0 | 50,000 |
| 5005-00 · Paid Social | 4,760 | 5,150 | (390) | 4,760 | 5,150 | (390) | 132,960 |
| 5005-01 · Digital Display / Retargeting | 8,424 | 9,114 | (690) | 8,424 | 9,114 | (690) | 79,000 |
| 5007-00 · Creative Production | | | | | | | |
| 5007-01 · Creative Production | 6,695 | 37,500 | (30,805) | 6,695 | 37,500 | (30,805) | 150,000 |
| 5007-03 · Photo/Video Creative | 2,244 | 2,373 | (129) | 2,244 | 2,373 | (129) | 28,469 |
| 5007-00 · Creative Production - Other | 128 | 0 | 128 | 128 | 0 | 128 | 0 |
| Total 5007-00 · Creative Production | 9,067 | 39,873 | (30,806) | 9,067 | 39,873 | (30,806) | 178,469 |
| 5010-00 · Account Strategy & Management | 7,000 | 7,000 | 0 | 7,000 | 7,000 | 0 | 84,000 |
| 5016 · Video Streaming | 0 | 0 | 0 | 0 | 0 | 0 | 105,000 |
| 5018-00 · Media Commission | 1,590 | 1,866 | (276) | 1,590 | 1,866 | (276) | 71,166 |
| 5018-01 · Digital Ad Serving | 67 | 92 | (25) | 67 | 92 | (25) | 6,000 |
| 5020-00 · Search Engine Marketing | 0 | 0 | 0 | 0 | 0 | 0 | 54,000 |
| 5022-00 · Email | 0 | 0 | 0 | 0 | 0 | 0 | 20,000 |
| 5024-00 · Fusion 7 | 2,000 | 2,000 | 0 | 2,000 | 2,000 | 0 | 24,000 |
| 5025-00 · Expedia | 0 | 0 | 0 | 0 | 0 | 0 | 15,000 |
| 5029-00 · Television | 0 | 0 | 0 | 0 | 0 | 0 | 14,000 |
| Total 5000-00 · CONSUMER MARKETING | 33,742 | 65,095 | (31,353) | 33,742 | 65,095 | (31,353) | 903,595 |
| 5110-00 · LEISURE SALES | | | | | | | |
| 5107-00 · Creative Production | 0 | 0 | 0 | 0 | 0 | 0 | 2,000 |
| 5111-00 · FAMS - Domestic | 0 | 0 | 0 | 0 | 0 | 0 | 1,500 |
| 5112-00 · Training / Sales Calls | 1,500 | 0 | 1,500 | 1,500 | 0 | 1,500 | 5,000 |
| 5113-00 · Additional Opportunities | 0 | 0 | 0 | 0 | 0 | 0 | 9,050 |
| 5115-00 · Travel Agent Incentive Program | 0 | 0 | 0 | 0 | 0 | 0 | 4,750 |
| 5131-00 · FAMS -Intl - Travel Trade | 0 | 0 | 0 | 0 | 0 | 0 | 2,250 |
| 5133-00 · Ski-Tops | 0 | 0 | 0 | 0 | 0 | 0 | 4,000 |
| 5134-00 · Intl Marketing - Additional Opp | 0 | 0 | 0 | 0 | 0 | 0 | 4,000 |
| 5137-00 · Co-op Opportunities | 0 | 0 | 0 | 0 | 0 | 0 | 6,000 |
| 5143-00 · Mountain Travel Symposium | 0 | 0 | 0 | 0 | 0 | 0 | 6,000 |
| 5144-00 · IPW - POW WOW | 0 | 0 | 0 | 0 | 0 | 0 | 16,000 |
| 5145-00 · TIA Annual Dues | 0 | 0 | 0 | 0 | 0 | 0 | 2,700 |
| 5155-00 · California Star Program | 0 | 0 | 0 | 0 | 0 | 0 | 3,000 |
| 5157-00 · International Efforts | 0 | 0 | 0 | 0 | 0 | 0 | 15,000 |
| Total 5110-00 · LEISURE SALES | 1,500 | 0 | 1,500 | 1,500 | 0 | 1,500 | 81,250 |
| 5200-00 · PUBLIC RELATIONS | | | | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 0 | 0 | 0 | 0 | 0 | 0 | 55,000 |
| 5202-00 · PR Program/ Content Dev - Blogs | 0 | 750 | (750) | 0 | 750 | (750) | 12,000 |
| 5204-00 · Media Mission(s) | 0 | 0 | 0 | 0 | 0 | 0 | 24,000 |
| 5206-00 · Digital Buy/ Social Media Boost | 800 | 800 | 0 | 800 | 800 | 0 | 9,600 |
| 5207-00 · Content Campaigns/Tools-My Emma | 240 | 240 | 0 | 240 | 240 | 0 | 2,880 |
| 5208-00 · International Travel Media FAMS | 0 | 0 | 0 | 0 | 0 | 0 | 3,000 |
| 5209-00 · Domestic Travel Media FAMS | 0 | 0 | 0 | 0 | 0 | 0 | 18,600 |
| 5210-00 · Content Dev - Newsletters | 0 | 1,800 | (1,800) | 0 | 1,800 | (1,800) | 21,600 |
| 5211-00 · Social Media Strategy & Mgmt | 5,000 | 5,000 | 0 | 5,000 | 5,000 | 0 | 71,000 |
| 5212-00 · Social Giveaways & Contests | 0 | 0 | 0 | 0 | 0 | 0 | 7,200 |
| 5214-00 · Social Takeover | 0 | 0 | 0 | 0 | 0 | 0 | 10,000 |
| 5216-00 · PR Content Development + Distri | 0 | 0 | 0 | 0 | 0 | 0 | 6,000 |
| 5221-00 · Photography & Video Asset Dev | 0 | 0 | 0 | 0 | 0 | 0 | 8,000 |
| 5222-00 · Media Tracking / Membership | 16 | 294 | (278) | 16 | 294 | (278) | 3,530 |
| 5280-00 · PR Meals / Entertainment | 25 | 250 | (225) | 25 | 250 | (225) | 1,500 |
| Total 5200-00 · PUBLIC RELATIONS | 6,081 | 9,134 | (3,053) | 6,081 | 9,134 | (3,053) | 253,910 |
| 6000-00 · CONFERENCE SALES | | | | | | | |
| 6005-00 · Paid Media | 0 | 0 | 0 | 0 | 0 | 0 | 24,114 |
| 6006-00 · CVENT | 0 | 890 | (890) | 0 | 890 | (890) | 10,967 |
| 6007-00 · Creative Production | 0 | 0 | 0 | 0 | 0 | 0 | 10,000 |
| 6014-00 · MCC Group Incentive Program | 0 | 0 | 0 | 0 | 0 | 0 | 7,000 |
| 6015-00 · MCC National Memberships | 0 | 0 | 0 | 0 | 0 | 0 | 779 |
| 6018-00 · MCC Media Commission | 30 | 0 | 30 | 30 | 0 | 30 | 4,590 |
| 6018-01 · MCC Digital Ad Serving | 0 | 42 | (42) | 0 | 42 | (42) | 500 |
| 6019-00 · Conference Direct Partnership | 0 | 0 | 0 | 0 | 0 | 0 | 7,000 |
| 6128-00 · HelmsBriscoe Strategic Partner | 583 | 0 | 583 | 583 | 0 | 583 | 7,000 |
| 6152-00 · Client Events / Opportunities | 0 | 0 | 0 | 0 | 0 | 0 | 17,000 |
| 6153-00 · Chicago Sales Rep Support | 858 | 0 | 858 | 858 | 0 | 858 | 2,500 |
| Total 6000-00 · CONFERENCE SALES | 1,471 | 932 | 539 | 1,471 | 932 | 539 | 91,450 |
| 6100-00 · TRADE SHOWS | | | | | | | |
| 6111-00 · Site Inspections | 138 | 0 | 138 | 138 | 0 | 138 | 6,000 |
| 6116-00 · CalSAE Seasonal Spectacular | 0 | 0 | 0 | 0 | 0 | 0 | 5,000 |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

July 2021

Accrual Basis

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|----------------|----------------|-----------------|----------------|----------------|-----------------|------------------|
| 6120-01 · Sac River Cats Client Event | 500 | 0 | 500 | 500 | 0 | 500 | 0 |
| 6127-00 · CalSAE Annual | 0 | 0 | 0 | 0 | 0 | 0 | 1,500 |
| 6143-00 · Connect Marketplace | 0 | 0 | 0 | 0 | 0 | 0 | 6,000 |
| 6154-00 · HelmsBriscoe ABC | 0 | 0 | 0 | 0 | 0 | 0 | 5,500 |
| 6156-00 · Connect California | 0 | 0 | 0 | 0 | 0 | 0 | 5,500 |
| 6156-02 · Connect Chicago | 0 | 0 | 0 | 0 | 0 | 0 | 4,700 |
| 6156-05 · Connect Northwest | 0 | 0 | 0 | 0 | 0 | 0 | 5,500 |
| 6160-00 · AllThingsMeetings Silicon Valley | 0 | 0 | 0 | 0 | 0 | 0 | 1,500 |
| 6160-01 · AllThingsMeetings East Bay | 0 | 0 | 0 | 0 | 0 | 0 | 1,500 |
| 6165-00 · Bay Area Client Appreciation | 0 | 0 | 0 | 0 | 0 | 0 | 4,500 |
| 6166-00 · Sports Commission | 0 | 0 | 0 | 0 | 0 | 0 | 420 |
| 6168-00 · Sacramento/Roseville TopGolf | 0 | 0 | 0 | 0 | 0 | 0 | 2,500 |
| 6171-00 · Outdoor Retailer | 0 | 0 | 0 | 0 | 0 | 0 | 1,500 |
| 6182-00 · Destination Celebration | 0 | 0 | 0 | 0 | 0 | 0 | 2,275 |
| Total 6100-00 · TRADE SHOWS | 638 | 0 | 638 | 638 | 0 | 638 | 53,895 |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | | | | |
| 5008-00 · Cooperative Programs | 0 | 0 | 0 | 0 | 0 | 0 | 30,000 |
| 5009-00 · Fulfillment / Mail | 0 | 200 | (200) | 0 | 200 | (200) | 2,400 |
| 5021-00 · RASC-Reno Air Service Corp | 0 | 0 | 0 | 0 | 0 | 0 | 100,000 |
| 5123-00 · HSVC - High Sierra Visitors | 167 | 0 | 167 | 167 | 0 | 167 | 2,000 |
| 5124-00 · Reno Tahoe Territory Membership | 0 | 1,000 | (1,000) | 0 | 1,000 | (1,000) | 1,000 |
| 7002-00 · CRM Subscription | 2,500 | 885 | 1,615 | 2,500 | 885 | 1,615 | 10,620 |
| 7003-00 · IVCBVB Entertainment Fund | 0 | 0 | 0 | 0 | 0 | 0 | 8,000 |
| 7004-00 · Research | 1,111 | 2,750 | (1,639) | 1,111 | 2,750 | (1,639) | 83,000 |
| 7005-00 · Film Festival | 0 | 15,000 | (15,000) | 0 | 15,000 | (15,000) | 15,000 |
| 7006-00 · Special Events | 70 | 0 | 70 | 70 | 0 | 70 | 20,000 |
| 7007-00 · Destimetrics / DMX | 0 | 0 | 0 | 0 | 0 | 0 | 33,352 |
| 7008-00 · Opportunistic Funds | 0 | 0 | 0 | 0 | 0 | 0 | 25,000 |
| 7009-00 · Tahoe Cam Usage | 0 | 177 | (177) | 0 | 177 | (177) | 2,124 |
| 7010-00 · Photo Management & Storage | 621 | 625 | (4) | 621 | 625 | (4) | 7,757 |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 4,469 | 20,637 | (16,169) | 4,469 | 20,637 | (16,169) | 340,253 |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | | | | |
| 8002-00 · Content Manager Contractor | 4,250 | 4,250 | 0 | 4,250 | 4,250 | 0 | 51,000 |
| 8003-00 · Website Hosting Maintenance | 534 | 534 | 0 | 534 | 534 | 0 | 2,161 |
| 8004-00 · Website Strategy & Maintenance | 7,500 | 7,500 | 0 | 7,500 | 7,500 | 0 | 90,000 |
| 8005-00 · Website SEO Strategy/Maint | 2,500 | 2,500 | 0 | 2,500 | 2,500 | 0 | 30,000 |
| Total 8000-00 · WEBSITE CONTENT & MAINTENANCE | 14,784 | 14,784 | 0 | 14,784 | 14,784 | 0 | 173,161 |
| Total Expense | 62,685 | 110,582 | (47,897) | 62,685 | 110,582 | (47,897) | 1,897,514 |
| Net Income | 140,089 | 92,192 | 47,897 | 140,089 | 92,192 | 47,897 | (97,514) |

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2021

| | Jul 21 | Jul 20 | \$ Change | % Change |
|--|-------------------|------------------|-------------------|---------------|
| Income | | | | |
| 4000-00 · LTIVCBVB Funding | 57,666.00 | 0.00 | 57,666.00 | 100.0% |
| 4001-00 · NLTRA Funding | 143,107.83 | 79,439.00 | 63,668.83 | 80.2% |
| 4004-00 · IVCBVB Entertainment | 2,000.00 | 0.00 | 2,000.00 | 100.0% |
| Total Income | 202,773.83 | 79,439.00 | 123,334.83 | 155.3% |
| Gross Profit | 202,773.83 | 79,439.00 | 123,334.83 | 155.3% |
| Expense | | | | |
| 5000-00 · CONSUMER MARKETING | | | | |
| 5002-01 · Native Display | 833.33 | 0.00 | 833.33 | 100.0% |
| 5005-00 · Paid Social | 4,760.25 | 960.97 | 3,799.28 | 395.4% |
| 5005-01 · Digital Display / Retargeting | 8,424.33 | 0.00 | 8,424.33 | 100.0% |
| 5007-00 · Creative Production | | | | |
| 5007-01 · Creative Production | 6,695.32 | 11,669.63 | -4,974.31 | -42.6% |
| 5007-02 · Website Production | 0.00 | 888.75 | -888.75 | -100.0% |
| 5007-03 · Photo/Video Creative | 2,244.40 | 0.00 | 2,244.40 | 100.0% |
| 5007-00 · Creative Production - Other | 127.50 | 127.50 | 0.00 | 0.0% |
| Total 5007-00 · Creative Production | 9,067.22 | 12,685.88 | -3,618.66 | -28.5% |
| 5010-00 · Account Strategy & Management | 7,000.00 | 6,000.00 | 1,000.00 | 16.7% |
| 5018-00 · Media Commission | 1,590.34 | 528.95 | 1,061.39 | 200.7% |
| 5018-01 · Digital Ad Serving | 67.02 | 0.00 | 67.02 | 100.0% |
| 5020-00 · Search Engine Marketing | 0.00 | 3,446.98 | -3,446.98 | -100.0% |
| 5024-00 · Fusion 7 | 2,000.00 | 2,000.00 | 0.00 | 0.0% |
| Total 5000-00 · CONSUMER MARKETING | 33,742.49 | 25,622.78 | 8,119.71 | 31.7% |
| 5110-00 · LEISURE SALES | | | | |
| 5112-00 · Training / Sales Calls | 1,500.00 | 0.00 | 1,500.00 | 100.0% |
| 5147-00 · AUS / Gate 7 | 0.00 | 1,012.50 | -1,012.50 | -100.0% |
| 5155-00 · California Star Program | 0.00 | 291.67 | -291.67 | -100.0% |
| Total 5110-00 · LEISURE SALES | 1,500.00 | 1,304.17 | 195.83 | 15.0% |
| 5200-00 · PUBLIC RELATIONS | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 0.00 | 1,500.00 | -1,500.00 | -100.0% |
| 5202-00 · PR Program/ Content Dev - Blogs | 0.00 | 1,750.00 | -1,750.00 | -100.0% |
| 5206-00 · Digital Buy/ Social Media Boost | 800.00 | 500.00 | 300.00 | 60.0% |
| 5207-00 · Content Campaigns/Tools-My Emma | 240.00 | 300.00 | -60.00 | -20.0% |
| 5209-00 · Domestic Travel Media FAMS | 0.00 | 915.54 | -915.54 | -100.0% |
| 5210-00 · Content Dev - Newsletters | 0.00 | 1,800.00 | -1,800.00 | -100.0% |
| 5211-00 · Social Media Strategy & Mgmt | 5,000.00 | 4,000.00 | 1,000.00 | 25.0% |
| 5222-00 · Media Tracking / Membership | 15.96 | 1,800.00 | -1,784.04 | -99.1% |
| 5280-00 · PR Meals / Entertainment | 24.70 | 28.72 | -4.02 | -14.0% |
| Total 5200-00 · PUBLIC RELATIONS | 6,080.66 | 12,594.26 | -6,513.60 | -51.7% |
| 6000-00 · CONFERENCE SALES | | | | |
| 6006-00 · CVENT | 0.00 | 10,678.00 | -10,678.00 | -100.0% |
| 6018-00 · MCC Media Commission | 29.68 | 1,281.36 | -1,251.68 | -97.7% |
| 6019-00 · Conference Direct Partnership | 0.00 | 416.67 | -416.67 | -100.0% |
| 6128-00 · HelmsBriscoe Strategic Partner | 583.33 | 583.33 | 0.00 | 0.0% |
| 6153-00 · Chicago Sales Rep Support | 858.33 | 147.25 | 711.08 | 482.9% |
| Total 6000-00 · CONFERENCE SALES | 1,471.34 | 13,106.61 | -11,635.27 | -88.8% |
| 6100-00 · TRADE SHOWS | | | | |
| 6111-00 · Site Inspections | 137.80 | 0.00 | 137.80 | 100.0% |
| 6120-01 · Sac River Cats Client Event | 499.90 | 0.00 | 499.90 | 100.0% |
| Total 6100-00 · TRADE SHOWS | 637.70 | 0.00 | 637.70 | 100.0% |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | |
| 5123-00 · HSVC - High Sierra Visitors | 166.67 | 0.00 | 166.67 | 100.0% |
| 7002-00 · CRM Subscription | 2,500.00 | 833.33 | 1,666.67 | 200.0% |
| 7003-00 · IVCBVB Entertainment Fund | 0.00 | 13.78 | -13.78 | -100.0% |
| 7004-00 · Research | 1,111.08 | 0.00 | 1,111.08 | 100.0% |
| 7006-00 · Special Events | 70.00 | 0.00 | 70.00 | 100.0% |
| 7010-00 · Photo Management & Storage | 620.75 | 591.58 | 29.17 | 4.9% |
| 7020-00 · Collateral Production / Printin | 0.00 | 375.00 | -375.00 | -100.0% |
| 8700-00 · Automobile Expense* | 0.00 | 38.93 | -38.93 | -100.0% |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 4,468.50 | 1,852.62 | 2,615.88 | 141.2% |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | |
| 8002-00 · Content Manager Contractor | 4,250.00 | 4,275.91 | -25.91 | -0.6% |
| 8003-00 · Website Hosting Maintenance | 534.00 | 534.00 | 0.00 | 0.0% |
| 8004-00 · Website Strategy & Maintenance | 7,500.00 | 0.00 | 7,500.00 | 100.0% |
| 8005-00 · Website SEO Strategy/Maint | 2,500.00 | 0.00 | 2,500.00 | 100.0% |
| Total 8000-00 · WEBSITE CONTENT & MAINTENA... | 14,784.00 | 4,809.91 | 9,974.09 | 207.4% |
| Total Expense | 62,684.69 | 59,290.35 | 3,394.34 | 5.7% |
| Net Income | 140,089.14 | 20,148.65 | 119,940.49 | 595.3% |

Aging by Revenue Item

As of 7/31/2021

| 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 | | | \$345.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$468.75 | \$813.75 |
| 1-5 Employees Membership Dues | | | \$2,360.00 | \$2,079.58 | \$3,323.34 | \$1,548.75 | \$688.33 | \$4,503.33 | \$14,503.33 |
| 21-50 Employees Membership Dues | | | \$0.00 | \$540.00 | \$540.00 | \$0.00 | \$0.00 | \$1,890.00 | \$2,970.00 |
| 50-100 Employees Membership Dues | | | \$0.00 | \$0.00 | \$0.00 | \$750.00 | \$750.00 | \$0.00 | \$1,500.00 |
| 6-10 Employees Membership Dues | | | \$325.00 | \$647.08 | \$352.08 | \$81.25 | \$0.00 | \$3,734.58 | \$5,139.99 |
| Associate Member Membership Dues | | | \$0.00 | \$50.00 | \$0.00 | \$0.00 | \$50.00 | \$50.00 | \$150.00 |
| Financial Institutions Membership | | | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$700.00 | \$700.00 | \$1,400.00 |
| Non-Profit Membership Dues Totals: | | | \$510.00 | \$510.00 | \$170.00 | \$0.00 | \$510.00 | \$850.00 | \$2,550.00 |
| 1201-01 Member AR Membership Dues | | | \$3,540.00 | \$3,826.66 | \$4,385.42 | \$2,920.00 | \$2,698.33 | \$12,736.66 | \$30,107.07 |
| Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other) | | | | | | | | | |
| Eblast Totals: | | | \$0.00 | \$235.00 | \$85.00 | \$0.00 | \$0.00 | \$0.00 | \$320.00 |
| Tuesday Morning Breakfast Club | | | \$0.00 | \$500.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$500.00 |
| 1201-03 Member Accounts Receivable - | | | \$0.00 | \$735.00 | \$85.00 | \$0.00 | \$0.00 | \$0.00 | \$820.00 |
| GRAND TOTALS | | | \$3,540.00 | \$4,561.66 | \$4,470.42 | \$2,380.00 | \$2,698.33 | \$12,196.66 | \$29,847.07 |

KEY METRICS FOR July 31, 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 | 7,318,049 | 3,229,380 | 6,154,186 | 3,484,202 | \$ 20,185,817 |

updated

| Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru July 2021) | | | | | |
|--|---------------|---------------|--------------|---------------|--------------|
| Referrals - | 2018-19 | 2019-20 | 2020-21 | 2021-22 | YOY % Change |
| Tahoe City: | | | | | |
| Walk In | 7541 | 6993 | 4122 | 7078 | 71.7% |
| Phone | 480 | 326 | 409 | 404 | -1.2% |
| Email | 56 | 69 | 70 | 74 | 5.7% |
| Kings Beach (Walk In) | 6059 | 4036 | 2772 | 2776 | 0.1% |
| NLT - Event Traffic | 1588 | 1221 | 212 | 238 | 12.3% |
| Total | 15,724 | 12,645 | 7,585 | 10,570 | 39.4% |

| Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag) | | | | | |
|--|---------------------|---------------------|---------------------|---------------------|--------------|
| Quarter | 2018 | 2019 | 2020 | 2021 | YOY % Change |
| First (Jan - Mar) | \$ 762,370 | \$ 875,360 | \$ 767,831 | \$ 661,434 | -13.86% |
| Second (Apr - June) | \$ 627,831 | \$ 674,366 | \$ 417,576 | \$ - | -100.00% |
| Third (Jul - Sept) | \$ 1,018,271 | \$ 1,058,279 | \$ 922,133 | \$ - | -100.00% |
| Fourth (Oct - Dec) | \$ 671,770 | \$ 770,185 | \$ 616,050 | \$ - | |
| Total | \$ 3,080,242 | \$ 3,378,190 | \$ 2,723,590 | \$ 2,018,069 | |

| Unemployment Rates - EDD | | June 2021 |
|------------------------------|--|-----------|
| California (pop. 38,332,521) | | 7.7% |
| Placer County (367,309) | | 5.4% |
| 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 | 2021/22 | 2020/21 | YOY % Change |
|------------------------------------|---------|---------|--------------|
| Occupancy | 71.9% | 53.8% | 33.6% |
| ADR (Average Daily Rate) | \$ 558 | \$ 485 | 15.1% |
| RevPAR (Rev per Available Room) | \$ 401 | \$ 261 | 53.6% |
| Occupancy 1 Mth Forecast | 61.4% | 36.8% | 66.8% |
| ADR 1 Mth Forecast | \$ 506 | \$ 506 | 0.0% |
| RevPAR 1 Mth Forecast | \$ 311 | \$ 186 | 67.2% |
| Occupancy (prior 6 months) | 52.6% | 28.0% | 87.9% |
| ADR (prior 6 months) | \$ 424 | \$ 428 | -0.9% |
| RevPAR (prior 6 months) | \$ 223 | \$ 120 | 85.8% |
| Occupancy (next 6 months) | 29.6% | 14.7% | 101.4% |
| ADR (next 6 months) | \$ 402 | \$ 411 | -2.2% |
| RevPAR (next 6 months) | \$ 119 | \$ 61 | 95.1% |

| Total Chamber Membership | |
|--------------------------|------------|
| June 2017 | 424 |
| June 2018 | 378 |
| June 2019 | 371 |
| June 2020 | 362 |
| June 2021 | 366 |

| Conference Revenue Statistics Comparison FYTD 20/21 vs. FYTD 21/22 at 7/31/2021 | | | | | |
|---|--------------|--------------|------------------|---------------------|----------------------------|
| | 2020-21 | 2020-21 | 2021-22 | YOY % | |
| | Actuals | Forecasted | Forecasted | Change | |
| FORWARD LOOKING | | | | | |
| Total Revenue Booked | \$ 257,997 | \$ 1,104,796 | \$ 1,668,638 | 51.0% | |
| Commission for this Revenue | \$ - | \$ - | \$ - | | |
| Number of Room Nights | 1,287 | 5,024 | 8,044 | 60.1% | |
| Number of Bookings | 8 | 17 | 22 | 29.4% | |
| Conference Revenue And Percentage by County: | | | | | |
| | <u>20-21</u> | <u>21-22</u> | | | |
| Placer | 100% | \$257,997 | \$ 913,164 | \$ 1,191,275 30.5% | |
| Washoe | 0% | \$0 | \$ 191,632 | \$ 477,363 149.1% | |
| South Lake | 0% | \$0 | \$ - | | |
| Nevada County | 0% | 0% | | | |
| Total Conference Revenue | 100% | 100% | \$257,997 | \$ 1,104,796 | \$ 1,668,638 33.79% |
| CURRENT | | | | | |
| NLT - Annual Revenue Goal | | | \$ 2,500,000 | \$ 2,500,000 0.0% | |



north lake tahoe

**ANNUAL REPORT
ORGANIZATIONAL PERFORMANCE
REPORT
2020/2021**

Submitted to Placer County

August 14, 2021

ATTACHMENT A – North Lake Tahoe Resort Association Scope of Work for July 1, 2020 - June 30, 2021

The North Lake Tahoe Resort Association (Resort Association) will provide services in accordance with the provisions and requirements specified in the scope of work in order to assist the County in meeting its tourism promotion objectives as identified in the 2015 Tourism Master Plan. Services will include:

1. Organization Management/Administration
2. Support for Tourism Master Plan Implementation
3. Tourism Development Programs
4. Visitor Information Services

1. ORGANIZATION MANAGEMENT AND ADMINISTRATION (18% budget)

GOAL: Provide management and administrative functions for the organization.

Tasks:

1. Ensure compliance with all provisions and requirements of the Agreement between Placer County and the Resort Association.
2. Continue evaluation and modification of NLTRA's service delivery methods to ensure cost effectiveness.
3. Adapt NLTRA's procedures to meet Placer County's Performance-Based Contracting specifications.
4. Complete revisions to the Supplemental Operating Procedures and Policies consistent with scope of work and contract requirements.
5. Implement and maintain the new NLTRA.org website.

Performance Indicators:

1. Ensure compliance with all provisions and requirements of the Agreement between Placer County and the Resort Association.
 - a. Achieve full compliance with the County contract, utilizing written memorandums to clarify contract and reporting requirements.
 - NLTRA staff has complied with the reporting requirements of the Agreement between Placer County and the Resort Association. NLTRA and County staff work diligently to remain in communication and utilize written memorandums, often in the form of emails, Zoom calls and postings to a shared drive, to clarify and comply with contract requirements.
2. Continue evaluation and modification of NLTRA's service delivery methods to ensure cost effectiveness.
 - a. Deliver successful implementation of organizational goals and achievement of performance indicators in the most cost-effective manner.

- Better staff alignment against strategic objectives and assignments has resulted in elevated results in the overall organization's performance goals.
- 3. Adapt NLTRA's procedures to meet Placer County's Performance-Based Contracting specifications.
 - a. Implementation of revisions to NLTRA's procedures to meet Placer County Performance Standards (multi-year project).
 - NLTRA has complied with the performance based revisions set forth by Placer County.
- 4. Complete revisions to the Supplemental Operating Procedures and Policies consistent with scope of work and contract requirements.
 - a. NLTRA Board adoption of SOP, including committee make-up, organizational communications, and travel policy.
 - Adoption and full compliance with the Supplemental Operating Procedures and Policies are in place and fully activated.

2. SUPPORT FOR TOURISM MASTER PLAN IMPLEMENTATION (4% Budget)

GOAL: Provide support to Placer County to implement the Tourism Master Plan priorities.

Tasks:

1. Co-chair, with Placer County, the Capital Projects Advisory Committee (CAP Committee), ensuring business community involvement in process and programs.
2. Coordinate with Placer County, special districts, and business community to develop funding strategies to support implementation of the Tourism Master Plan.
3. Develop outreach and education for business community support for funding of Tourism Master Plan priorities.

Performance Indicators:

1. Co-chair, with Placer County, the Capital Projects Advisory Committee (CAP Committee), ensuring business community awareness of process and programs.
 - a. Grow business community participation in CAP committee meetings and processes.
 - NLTRA has fully participated as co-chair of the CAP committee and through its channels has worked to increase business community awareness and participation in the committee and its processes.
 - b. Achieve general business community awareness for CAP Committee review and recommendations to the Board of Supervisors.
 - NLTRA has continued to elevate community awareness of all CAP committee progress through Board and business community communication.

2. Actively participate in the Housing Trust Fund project development and implementation for employee housing solutions in Eastern Placer County.
 - a. Engage the local business community in development of employee housing solutions for the benefit of the tourism industry.
 - NLTRA has been focused on completing the Tourism Business Improvement District (TBID) initiative in this fiscal year. The prioritization of COVID-19 response efforts caused the petition drive to be paused through September. The TBID signature process re-started in September and the TBID petition requirement was met in December. The Placer County Board of Supervisors approved the TBID formation and assessment collection began July 1, 2021. The TBID will free up NLTRA TOT funds to be directed for workforce housing initiatives and the NLTRA has already begun the preliminary steps in forming an ad-hoc committee and the formation of a TOT Committee that will advise in the use of these funds.

3. Coordinate with Placer County, special districts, and business communities to develop funding strategies to support implementation of the Tourism Master Plan including consideration of increases in sales tax, increases in transient occupancy tax, and the establishment of a regional tourism business improvement district.
 - a. Funding strategy acceptance by governmental and business leaders for implementation of Tourism Master Plan priorities.
 - NLTRA worked with business and governmental leaders to achieve acceptance of the proposed TBID for funding TMP priorities. The TBID was approved and assessments began July 1, 2021. In addition, preliminary discussions on updating the TMP have begun with NLTRA officials.
 - b. Develop outreach and education for business community support for funding of Tourism Master Plan priorities.
 - NLTRA continued to create and drive communication of TMP priorities throughout the business community with regular newsletter communications, social media and website updates, and presentations as part of the TBID education process.

4. Proposed additional funding strategy for NLTRA Board of Directors and Placer County Board of Supervisors review and approval by January 2021.
 - The TBID funding strategy and structure was proposed and approved by NLTRA Board of Directors and the final TBID Management District Plan was approved by the Placer County Board of Supervisors in March of 2021. The Covid-19 pandemic required a pause in the petition process of the TBID formation, which delayed the approval.

3. TOURISM DEVELOPMENT PROGRAMS (69% Budget)

GOAL: In accordance with the strategic Tourism Development Plan, develop and execute comprehensive public relations, marketing, advertising, sales, special events, and promotion programs to maximize the exposure and promotion of eastern Placer County, as part of the North Lake Tahoe region, as a premier mountain travel destination in the United States.

Tourism Development Tasks:

1. Position North Lake Tahoe as a year-round/four season destination
2. Increase visitation during Spring and Fall, targeting Bay Area/Southern California
3. Increase mid-week visitation
4. Increase length of stay and visitor spending year-round
5. Create opportunities for new market entry that aligns with direct lift into Reno/Tahoe Airport and Sacramento Airport
6. Increase the number of conference leads and bookings as post-Covid 19 conditions allow
7. Increase stakeholder communication and partnership opportunities
8. Create an ongoing measurement plan evaluating ad effectiveness, visitor profiles, lodging occupancy data, target market development and visitation.

Performance Indicators/Results Tracking:

1. Position North Lake Tahoe as a year-round/four season destination
 - Create two evergreen content articles per season that align with pillars identified in the Tourism Development Plan
 - During this fiscal year it has been difficult to create truly evergreen pieces of content as our main focus was on education in relation to COVID travel impacts on the region. However, we have published three (3) Know Before You Go guides which are “evergreen” for the pandemic with emphasis on safe and responsible travel - a summer/fall version, a winter version and a Meetings, Conventions and Conference Sales (MCC) version. We also created and distributed the Takeout Tahoe guide which has been relevant for the COVID-19 pandemic and can be modified for use after.
 - Create quarterly newsletter showcasing year-round activities
 - NLT has sent out the following newsletters this fiscal year:
 - 7/2: Have a Safe and Happy Independence Day
 - 8/28: Peace and Tranquility in NLT
 - 10/29: Explore Tahoe Flavors - Then Get Ready for Winter
 - 11/24: Holiday Preparations Underway in NLT
 - 12/11: Curious About Winter Travel to NLT? Here's What You Need to Know
 - 1/14: California Stay-at-Home Orders Lifted
 - 2/21: Snow has Touched Down in NLT
 - 4/13: Get Ready to Taste, Touch and Explore NLT this Spring

- 4/22: Tahoe Earth Day: Honoring and Protecting our Mountain Paradise
 - 6/18: Get Ready for Summer in NLT
 - 6/24: Sunny Summer Days Have Arrived in NLT
- Publish 2 blog posts per month to align with key themes and pillars
 - NLT has published the following blogs this fiscal year:
 - 7/2: Getting Back to Nature in NLT - Safely
 - 8/5: Mask UP Tahoe
 - 8/27: Peace and Tranquility in NLT
 - 9/11: Public Lands Operations Update due to Closures
 - 9/24: Preparing for the 20/21 Winter Ski Season
 - 10/27: Takeout Tahoe: Exploring Inspiring Spots to Dine on the Go in NLT
 - 11/18: NLT Prepares for Winter with Healthy Safeguards and Safe Ski Operations
 - 11/23: Shop Local & Win! Support NLT's Shopping Scene this Holiday Season
 - 12/10: Planning a Visit to NLT this Winter? Here's What You Need to Know
 - 1/6: Dashing Through the Snow: Your Guide to Getting Around NLT this Winter
 - 2/17: Winter Sports are for Everyone: Tips for Beginners
 - 3/8: Women of Winter: Interview with Kari Brandt
 - 3/15: Women of Winter: Interview with Michelle Parker
 - 3/26: Women of Winter: Interview with Deirdra Walsh
 - 4/8: Explore the Mouthwatering World of NLT
 - 4/21: Protect NLT: How You Can Take Action
 - 6/7: Sustainability Superstar: Sherry McConkey
 - 6/9: NLT on Two Wheels - Taking Tahoe by Bicycle
 - 6/16: Sustainability Superstar: Amy Berry
 - 6/22: Tahoe Voluntourism: How You Tap into NLT's Sustainability Ethos
 - 6/24: Meet TART Connect: The Sustainable and Convenient Way to Explore NLT
 - 6/30: Taking a Tour of NLT's Traveler Responsibility Pledge
- Utilize sponsored event partnerships to extend reach of destination messaging
 - One of the unique events NLTRA has sponsored this fiscal year is the virtual Lake Tahoe Dance Festival. The event featured past performances from the festival along with new interviews utilizing Lake Tahoe as the backdrop. The virtual event was featured in 53 publications/sites/podcasts based around the world including in Los Angeles, San Francisco, New York and Paris. The festival website had over 6,000 website pageviews, 33,000 views of the virtual programs, and 79% of website visitors were new to the site.

- NLTRA's sponsorship dollars allowed the festival to take place and provided means to advertise the event.
- Utilize a sales kit for tour operator and travel agent use
 - Complete - The team has developed informational newsletters for tour operators and travel agents that include current sales kit information: Know Before You Go Guides (summer and winter editions) and COVID-19 Friendly Activities.
 - Newsletters:
 - Fall - Know Before You Go Update - sent 43% open rate
 - Winter - Tips on Planning Safe Travel - sent 1/29 with a 22% open rate
 - Spring - Travel Responsibility Pledge & New Flights - sent 5/13 with an open rate of 21%
 - Summer - Tourism Updates - sent 6/17 with a 24% open rate
 - Additional newsletters included:
 - Welcome to North Lake Tahoe to all new travel agents sent out October 2020 with an open rate of 43%
 - North Lake Tahoe's Virtual Ski FAM - sent out 4/1 with an open rate of 23%
 - We completed a full audit of the Travel Industry portion of the GTN website, including updating our industry tool-kit
 - Develop and execute two trade marketing collaboratives in a tier 1 or tier 2 market
 - Complete - With our primary focus for July - December 2020 being domestic travel, we participated in two (2) travel trade marketing collaboratives:
 - HotelBeds: This was a five month program, subsidized by Visit California, that began in October 2020 and runs through March 2021. Each month targeted domestic travel agent sales in a different region of the U.S.
 - January - June we saw a 37% increase in bookings
 - Average length of stay was 2.5 nights
 - Expedia: The Travel Nevada Crisis Recovery Program was subsidized by Travel Nevada. Titled "Discover Your Nevada", this campaign allowed DMO's to push out relevant marketing and destination information with a 1:1 match from Expedia. This campaign ran November 2020 - January 2021 and below is the ROI:
 - Impressions: 3.05 million
 - Clicks: 3,129
 - Room Nights: 103
 - Gross Bookings: \$22,690.04
 - Expedia's North Lake Tahoe Spring Campaign

- We secured (3) lodging properties that participated in buying into this program: The Village at Squaw Valley, Welk Resorts and Squaw Valley Lodge
 - This campaign ran: April 1 - May 31, 2021
 - Total Ad spend: \$25,000 (shared with NLT/Expedia/Partners)
 - Total room revenue generated to the three (3) participating hotels:\$125,991
 - Total room revenue generated to the region: \$506,770
- 2. Increase visitation during non-peak periods (non-peak periods are typically identified as April through mid-May, late August through mid-December, and most mid-week periods, excluding holidays) targeting the Bay Area and Southern California using events as a key driver.
 - Provide summary of sponsored events with ROI including report on event attendance, media exposure and overnight stays in eastern Placer County.
 - Full report is attached.
 - Events that were completed in the 20.21 FY
 - Events were reduced due to the Covid-19 Pandemic

2020 Lake Tahoe Dance Festival (Virtual)

July 22-24, 2020

Location: Gatekeepers (Tahoe City)
 Event Sponsorship: \$5,000
 Attendance: 6,094 website pageviews (79.2% new visitors)
 Out of Town Participants: Viewers in 49 Countries
 Media Exposure: Regional, National, International
 ROI: Not able to calculate due to being virtual

2020 Tahoe City Explorathon

September 19 - October 18, 2020

Location: Tahoe City
 Funded: \$5,000
 Attendance: 235 Participants
 Media Exposure: Regional
 ROI: Not able to calculate due to being virtual

2021 Homewood Pride Ride

March 26-28, 2021

Location: Homewood Mountain Resort
 Funded: \$13,000
 Attendance: 599 Participants
 Media Exposure: Regional
 ROI: 11:1

2021 Annual Tahoe City Solstice Event

June 12-20, 2021

Location: Tahoe City
Funded: \$5,000
Attendance: 2200 Participants
Media Exposure: Local/Regional
ROI: TBD, waiting on survey results

2021 High Sierra Archery

June 12-13, 2021

Location: Homewood Mountain Resort
Funded: \$5,000
Attendance: 668 Participants
Media Exposure: Regional
ROI: TBD, waiting on survey results

- Ensure local districts and public service agencies are notified of North Lake Tahoe sponsored special events.
 - i. Distribute event notifications after sponsorships are approved by the Resort Association Board of Directors and/or on a quarterly basis via email.
 - The following emails were sent to the Event Notification distribution list, which includes local districts and public services agencies:
 - 9/21: Included information on the 2021 Partnership Funding cycle
 - 10/9: Included information on Spartan sponsorship and safe travel resources
 - 12/31: Included information on Spartan, WinterWonderGrass, Lake Tahoe Summit Lacrosse, Broken Arrow Skyrace, 2021 Partnership Funding events, small business relief grants and NLTRA TBID
- Sponsor events that meet 3 of the 4 following criteria:
 - i. Number of room nights generated – greater than 100
 - ii. Average night stay – at least/greater than 2.5
 - iii. Media/PR value – greater than \$25,000
 - iv. Meet at least one of the brand pillars (wellness, arts/culture, culinary, outdoor recreation)
 - The NLTRA sponsored two (2) events in the first half of the fiscal year, the virtual Lake Tahoe Dance Festival and the Tahoe City Explorathon. The Tourism Development Committee, in conjunction with staff, agreed to sponsor each event at a \$5,000 level. Neither event met 3 out of 4 of the criteria above; however, due to COVID-19 implications, it was agreed upon that event support was still important. The above criteria are still the standard for events

moving forward, however a few exceptions were made in the early stages of the COVID-19 landscape.

- The NLTRA has committed to sponsoring (2) events for this next fiscal year that meet the criteria above. These events are the Spartan North American Championships (September 25-26, 2021) and Broken Arrow Skyrace (October 1-3, 2021). In 2019, the Spartan Race held in NLT proved to have 4934 visitors contributing to TOT and the Broken Arrow Skyrace showed 463 in 2019. Both are significant marquee events for our region in the “Outdoor Recreation” NLTRA Brand Pillar. Both events have International PR/Media Reach.
- Host 2 seasonal media FAMS one in spring and one in fall – 3-4 journalists each
 - Given the sensitivities around safe travel and overtourism, we were selective with hosting journalists and vetted not only the publication and writer, but also the story lines they were covering to ensure Know Before You Go and Traveler Responsibility Pledge content was a key theme. Because Public Relations was brought in-house this fiscal year, we were able to host more journalists without incurring agency hard costs for media coordination and correspondence, implementation and management. We worked with the following publications over the past 12 months to highlight nonstop flights, local businesses, and destination efforts to encourage responsible travel and environmental stewardship:
 - i. CNN Travel -- July: This story focused on how lodging reopened safely and why consumers are continuing to travel over summer months. Alex Mourelatos was quoted in this piece.
 - ii. Forbes -- July: This story focused on short-term rentals and responsible travel in outdoor mountain destinations. Tahoe Luxury Properties was featured.
 - iii. Thrillist & Trivago -- August: This piece talked about road trips, responsible travel and accessing outdoor destinations safely as lodging reopens to leisure travel. The Hyatt Lake Tahoe was featured. A backlink to the Know Before You Go guide was included.
 - iv. Vogue Magazine -- August: This piece highlighted five outdoor recreation businesses, two restaurants and two lodging properties, all based in North Lake Tahoe. The storyline was focused on responsible recreation and described the ways to socially distance outdoors. A backlink to the Know Before You Go guide was included.
 - v. North Lake Tahoe participated in a regional golf media FAM that takes place annually. The FAM resulted in 15 media placements that highlighted safe travel content and the range of outdoor offerings in the Sierra region -- most notably, golf.

- vi. Marie Claire -- September: This piece focused on fall travel and safety information -- resources to track wildfire safety and Know Before You Go content on the GoTahoeNorth website. The article also highlighted 8 local businesses.
 - vii. Travel + Leisure -- October: This lodging specific story highlighted a number of different properties in North Lake Tahoe while speaking directly to safety precautions in place.
 - viii. Conde Nast Traveler -- December: Shortly following the launch of Takeout Tahoe, this *Eat Stay Play* themed article highlighted 13 west shore and north shore based businesses while reiterating the importance of planning ahead.
 - ix. New York Lifestyles Magazine -- March: To highlight the return of nonstop JetBlue flight from JFK to RNO, a writer highlighted spring travel to an affluent New York Audience.
 - x. Houston Style Magazine -- May: To highlight nonstop flight options from Houston to Reno and the launch of Lake Tahoe's Traveler Responsibility Pledge, a writer highlighted spring travel opportunities and itinerary recommendations to an affluent Texas audience.
 - xi. TravelAge West & Forbes Travel -- May: This freelance writer stayed in Squaw Valley to explore the mountain in early summer and provide activity and lodging recommendations to readers, aligning with destination goals of moving travelers around the region in peak periods.
 - xii. North Lake Tahoe hosted two influencers in June to support the launch of the Traveler Responsibility Pledge. The influencers took to their social media pages to highlight pledge tenets and support environmental stewardship efforts.
- Increase website visitation and social media followers from the Bay Area/Southern California by 5%

Our consumer and trade marketing was paused for most of this reporting period due to Covid-19 and visitation impacts to our area. The results of our website traffic were quite positive considering the limited consumer market outreach.

 - i. Website Visitation - YOY for July 1, 2020 - June 30, 2021
 - 1. Bay Area: 34.78% increase
 - 2. Los Angeles: 10.36% increase
 - 3. San Diego: 9.79% decrease
 - ii. Social Media Followers - YOY for July 1, 2020 - June 30, 2021
 - 1. San Francisco:
 - a. Facebook: 19% decrease
 - b. IG: 56% decrease
 - 2. Los Angeles:
 - a. Facebook: 21% decrease
 - b. IG: 51% decrease
 - 3. San Diego:

- a. Facebook: 28% decrease
 - b. IG: 43% decrease
- 4. Notes:
 - a. We attribute these decreases to a number of factors:
 - i. Limited paid advertising which increases destination awareness
 - ii. Limited campaigns or social media contests to drive acquisition
 - iii. Over the summer months of 2020 we had some negative feedback and lost social media followers when safety and responsible travel posts were interpreted as political (example: Mask Up Tahoe)
 - b. Overall we had an increase in followers but we did see more followers this year lost than most years, likely due to the political nature of the last year. Overall it looks like we decreased followers from some of our drive markets but increased in other cities that aren't in our top 10.
- Host at least 2 travel trade FAMs per year with targeted markets referenced in the Tourism Development plan in the fall and spring
 - i. Complete - Due to COVID-19 travel restrictions, hosting in-person familiarization tours has not been possible. We were able to complete the 3 virtual fam opportunities listed below:
 - 1. Visit California Virtual Mexico Ski FAM on March 17th with 7 key tour operators. [Link to Virtual Ski FAM video.](#)
 - 2. Visit California Virtual AAA FAM called Adventurefest on May 24th in conjunction with our partners at the Tahoe Via Ferrata. There were roughly fifty travel agents in attendance.
 - 3. Travel Nevada Virtual Mexico FAM showcasing the East Shore Trail on June 23rd with nineteen tour operators.
- 3. Increase mid-week visitation
 - Obtain at least 1 article in a Tier 1 Publication – (ex. Conde Nast, Outside, Travel & Leisure, Forbes Travel)
 - i. While we continued to highlight the benefits of mid-week/shoulder season travel, our key focus remained on destination stewardship and Know Before You Go content. The region saw an uptick of visitation throughout the pandemic and therefore instead of seasonally crafted pitches, we ensured the COVID-19 travel page was a key component of any story, and campaigns to support our business community like Takeout Tahoe and Shop Local were prominent. We also focused efforts on the ski season -- how safety protocols were implemented. What's New information from partners and why outdoor recreation continues to trend high in travel. Placements included:

1. Ahead of the July 4th weekend, we worked closely with regional DMO partners in South Lake Tahoe and Truckee to issue a joint release discussing safe travel. We coincided the release with video messaging for media and consumer channels. The release was picked up locally and in regional news publications (broadcast + print).
 2. Los Angeles Times: two (2) fall travel stories featured North Lake Tahoe -- the first on Oct. 16 about secret season travel and the second on Oct. 28 about viewing fall colors.
 3. Conde Nast Traveler: North Lake Tahoe led a roundup piece about how to spend Christmas vacation with ideas that ranged from mountainside to lakeside and plugged midweek offerings.
 4. KRON 4 (Bay Area) and KFBK (Sacramento) also highlighted real-time travel information as restrictions changed. Interviews with North Lake Tahoe business leaders and destination CEO's were facilitated to ensure accurate coverage and resources pertaining to Know Before You Go content. The GoTahoeNorth website was mentioned in both pieces.
 5. Business Insider: *How California Ski Towns Will Welcome Back Visitors* shared information on how resorts reopened for the winter and included tips for safely accessing mountain destinations -- inclusive of promoting midweek visitation.
 6. Wall Street Journal: *5 Outdoor Adventure Vacations Inspired by the Tokyo Olympics* focused on activity recommendations that span all four seasons.
- Obtain at least 1 article in an International Publication
 - i. North Lake Tahoe worked with Gate 7 in Australia from January - June, 2021 to continue travel momentum with the Australian audience. The work resulted in placements about the Treasures of Tahoe and s'mores highlights from the region. The agency reported 225,442 impressions from placements in Ticker, Travel Daily, Eat drink and be Kerry, and So Where Next.
 - Target groups staying Sunday through Thursday as post COVID-19 conditions allow
 - i. Complete and on-going - The conference sales team has been prospecting group business that has actualized, canceled or turned lost business the last three years that had been a Sunday through Thursday stay. As always, our goal was to increase mid-week visitation, but in the face of COVID-19, we actively pursued all MCC business opportunities.
 - ii. In addition, our new MCC Incentive Program specifically required groups to come mid-week, during non-peak times to qualify.
 - Increase website visitation and time on site from flight markets by 5%

- i. Dallas/Ft. Worth Metro
 - 1. Website visitation increased by 259.41%
 - 2. Time on Site decreased by 3%
 - ii. Houston Metro
 - 1. Website visitation increased by 345%
 - 2. Time on Site decreased by 47%
 - iii. New York Metro
 - 1. Website visitation decreased by 74%
 - 2. Time on Site increased by 132%
 - iv. Overall, the website saw a 16% increase in users YOY, a 20% increase in sessions YOY, a 23% increase in pageviews, and a 28% increase in time on site conversions (at least 115 seconds on site). The average session duration increased 4% YOY. After the homepage, the most popular page was the COVID-19 Destination Statement which had over 142,000 pageviews and an average of 2 minutes and 57 seconds time on page which is almost double the site average. The Know Before You Go Safe Travel Page also saw high visitation with over 32,000 pageviews. This shows that visitors were looking for up-to-date information on COVID-19 impacts.
- 4. Increase length of stay and visitor spending year-round
 - Conduct 15 leisure sales site inspections/sales missions
 - i. Complete - Due to COVID-19, our capacity to host in person site visits was limited. We were able to complete (5) in person site inspections January - June 2021 with: Getaroom.com, Expedia, Booking.com, SkiTops, and HotelBeds.
 - ii. In addition, we attended (5) virtual sales missions July - December 2020 and another (5) from January - June, 2021.
 - 1. Visit CA Domestic Roadshow, Gate 7 Keep the Lights On, Visit California's Luxury Summit Winter, Visit California UK Summit, Mountain Travel Symposium, Virtually Yours Travel NV Tradeshow, Adventure Tradeshow & Expo, Visit California's Around the Globe Mexico Summit, Visit CA Luxury Summit Spring, & High Sierra's Adventure Expo.
 - iii. We participated in an additional 8 virtual travel agent webinars in conjunction with our international offices in Australia, the UK and Canada.
 - Increase product placement with receptive operators and with international and domestic tour operators as post Covid-19 conditions allow
 - i. Due to our reduced international contracts, we were unable to track this data in this fiscal year.
 - ii. Due to covid-19, most tour operators were not adding hotel or activity product. We are seeing this pick up currently and are hopeful for the future.
 - Target international spend in North Lake Tahoe (tracking by Visa Vue data) as post COVID-19 conditions allow

- i. We track Visa Vue data on a calendar year basis, not fiscal basis. Domestic numbers are up with an average growth rate of 4%. International numbers are down, due to covid-19.
- Host at least two digital influencer FAMs that align with target destinations
 - i. Per state restrictions on out-of-state travel, we did not focus on digital influencer opportunities this July-Dec..
 - ii. We hosted (2) digital influencers in conjunction with the launch of the Travel Responsibility Pledge
 - 1. Brandon Beck
 - 2. Amie Engerbretson
 - iii. In addition, in conjunction with the High Sierra Council, we were able to host digital influencer, Hannah Brie on June 8th.
 - Hannah Brie has 61,000 followers and a 2% engagement rate.
 - We shared this opportunity with Truckee
 - ROI: 105,000 impressions, 7,500 total engagement, 243 blog views and \$0.12 average cost per click
- Obtain at least 1 media placement in a Tier 1 Publication – (ex. Conde Nast, Outside, Travel & Leisure, Forbes Travel)
 - i. North Lake Tahoe received a number of Tier 1 media placements over the past 12 months with an emphasis on safe travel and environmental sustainability. We also prioritized local media outlets to share campaign information (Mask Up Tahoe, Takeout Tahoe, Shop Local, Traveler Responsibility Pledge) to ensure that incoming visitors had awareness of these content tools along with full-time residents. 17 press releases were issued during this time period with content themes ranging from TBID to Emergency Rent Relief programs to safe winter travel information and What's New content from partners. One of the biggest content initiatives of the Fiscal Year was the launch of North Lake Tahoe's Traveler Responsibility Pledge, which resulted in top-tier media coverage in our regional drive markets ahead of summer.
 - ii. Tier 1 Placements include:
 - 1. **USA Today:** Still traveling despite the CDC warning? Here's how to pick a safe vacation destination (UVM: 69,015,640; Domain Authority: 94)
 - 2. **Outside Magazine:** The Best Nordic Trails in the U.S. (UVM: 3,313,258; Domain Authority: 80)
 - 3. **Trip Savvy:** 10 Lesser Known US Destinations To Go Skiing This Winter (UVM: 4,734,919; Domain Authority: 83)
 - 4. **Conde Nast Traveler:** Where to Eat Play & Stay Around Lake Tahoe (UVM: 2,193,842; Domain Authority: 85)
 - 5. **Marie Claire:** The Instagram Guide to Lake Tahoe (UVM: 15,448,136; Domain Authority: 87)

6. **Travel + Leisure:** 12 Most Beautiful Lakes in the United States (UVM: 5,065,042; Domain Authority: 88)
 7. **Forbes:** Responsible Road-Tripping: Rent A Lake Tahoe House With Tahoe Luxury Properties (UVM: 83,656,374; Domain Authority: 95)
 8. **Vogue:** Looking for a Socially Distanced Escape? Go to a River (UVM: 6,229,717; Domain Authority: 87)
 9. **Powder Magazine:** Tahoe Leaders and Pro Skiers Ask Their Community to Wear Masks (UVM: 137,916; Domain Authority: 63)
 10. **CNN Travel:** Summer vacation plans stay the course in spite of Covid-19 spikes (UVM: 170,889,861; Domain Authority: 95)
 11. **New York Times:** [A Surge of Women in Ski Patrols, Once Nearly All Men](#)
 12. **Forbes Travel:** [Five US Destinations to Visit in the Off-Season](#)
 13. **Wall Street Journal:** [5 Outdoor Adventure Vacations Inspired by the Tokyo Olympics](#)
 14. **Fodor's Travel:** [The Best Beaches in the US That Are Nowhere Near the Ocean](#)
5. Create opportunities for new market entry that aligns with direct lift into Reno/Tahoe Airport and Sacramento Airport
 - Support emerging markets identified by Reno Air Services Corporation (RASC) with marketing and PR efforts.
 - i. NLT has supported RASC efforts by promoting new/returning flights to RNO throughout the pandemic.
 1. 10/29 Newsletter: Highlighted Burbank flight along with mention of flights from LAX, ATL, DFW and PSP.
 2. 11/24 Newsletter: Highlighted Dallas Love Field flight along with mention of flights from Burbank, OC, LAX, PSP, LAX, ATL and Long Beach.
 3. 1/6 Blog: Linked to RNO's list of nonstop flights and highlighted the JSX Burbank to Reno flight.
 4. 4/13 Newsletter: Highlighted SoCal and TX flight deals
 5. Placement in New York Lifestyles Magazine supports the return of JFK to RNO.
 6. Placement in Houston Style Magazine supports the nonstop flight between HOU to RNO.
 - Obtain at least one media placement in a publication that aligns with air service into Reno/Tahoe International Airport

- i. To be cognizant of state guidance around out of state travel, distance restrictions and Stay Home orders, air travel focus was on the Southern California market to promote secret season (fall), ski season and how North Lake Tahoe businesses and resorts continued to prioritize safety. Placements included:
 1. Los Angeles Times: Insiders call it the 'Secret Season,' when travel bargains are everywhere: It's happening now (UVM: 31,800,607; Domain Authority: 93)
 2. Los Angeles Times: It's not too late. Last call for fall color in these California locations (UVM: 31,800,607; Domain Authority: 93)
 3. Thrillist: 10 Best Ski Destinations Near Los Angeles and San Diego (UVM: 11,711,451; Domain Authority: 86)
 4. About Town San Diego: Wintertime in Tahoe (UVM: 80,000)
 5. Placement in New York Lifestyles Magazine supports the return of JFK to RNO.
 6. Placement in Houston Style Magazine supports the nonstop flight between HOU to RNO.
 - o Participate on the RASC Marketing Committee
 - Our CEO, Jeffrey Hentz, sat on the RASC Board, and Amber Burke continues to sit on the RASC Marketing Committee and has attended all monthly meetings during the fiscal year.
- 6. Restore conference business in the region
 - o Complete a post COVID-19 analysis of the regional MCC market; interview up to 6 of our major hotels.
 - i. Complete - A survey went out to all major hotels to analyze market trends, needs, changes in staffing and more. In conjunction with this, the Know Before You Go Meetings & Conventions Guide was developed. With receipt of a Travel Nevada grant, we were able to actively address these needs with a marketing and sales campaign featured around the guide and safe and responsible travel. This campaign included a lead generation program with Strategic Database Research (SDR) to generate new prospects and leads. Since the launch of this program in November, North Lake Tahoe has received (4) qualified leads, 26 verified information requests, and 28 new prospects for meetings in North Lake Tahoe, addressing the overwhelming response from partners to tap into new lead acquisition.
 - o Identify a new target industry and generate at least 5 new leads post COVID-19
 - i. Complete - Due to COVID-19, we were looking into all target industries. We did a full CRM analysis and narrowed down our existing primary markets in order to be able to identify these new markets in the future. The markets we are targeting are the following:

1. Pharma, Healthcare & Biotech
 2. Travel, Recreation & Leisure
 3. Software & Internet
 4. Telecommunications
 5. Business Services
- ii. In addition, we targeted previously lost and cancelled business and utilized our new SDR lead generation program mentioned above. With the new SDR lead generation program, we generated over 40 new prospects and 14 qualified leads.
- Edit and redesign all content on the MCC website
 - i. Complete - Over the last 6 months, the www.gotahoenorth.com/meetings as well as the www.gotahoenorth.com/wedding sites have been completely edited to make our site more user friendly, accurate, and useful.
 - ii. Changes include: updated and edited content, the creation of new MCC categories and organization systems on the pages, updated imagery, the creation of 7 new one page documents available for download and use by our partners and incoming groups, the creation of two (2) new flyers for our existing/new programs, Come See, Fly Free and the MCC Cash Incentive Program.
 - iii. Group specific dining and team building pages were built out.
 - iv. We also completed a full business audit of each sub-category on the meetings and weddings pages. Over time, businesses have been added or removed from relevant pages and we were able to completely update and add each appropriate business to make this site much more user friendly and accurate for those seeking MCC information. We reached out to all changed/updated businesses to remind them to keep content updated with their own username and password. We also added over 30+ businesses to our weddings page, created their profiles and reached out with their new login information.
 - Attend at least two(2) trade shows either in person or virtually
 - i. Complete - Leisure Sales: In addition to the (10 sales missions) listed above, we attended an additional (5) trade shows including: Tourism Cares Conference, Expedia's Virtual Summit, Visit California Outlook Forum, Travel Nevada's Rural Roundup and Travel Nevada's Tourism Summit.
 - ii. Leisure Sales - Additional webinar training/educational forums were attended including: Best Day Travel Sales Training, Expedia Insight Webinars (monthly), DestiMetrics Roundtables, Visit California's Around the Globe Series, and the Gate 7 Path to Reopening Webinar.
 - iii. The Meetings & Conventions team attended six (6) virtual trade shows July - December, including: CVENT Connect Virtual, All Things Meetings, Connect Corporate, Connect Association, HPN Annual Conference, and CalSAE Seasonal Spectacular and (5) in

person trade shows January - June 2021: Atlanta/Charlotte joint leisure MCC sales mission, Connect Cyber, HelmsBriscoe Annual Conference, Connect Corporate, and Connect Association.

- iv. The Meetings & Conventions team attended eight (8) virtual webinar educational trainings, including: Conference Direct Insights Webinar, Attending Connect's Meetings Happenings Right Now Webinar, CALSAE Industry Partner Check-In, The Meet California Alliance DMO Webinar, CVENT: Group Business Insights Webinar, Meetings Made Easy Live Event and (2) ConferenceDirect Webinars.
- o Sponsor one industry event in North Lake Tahoe
 - i. Due to COVID-19, we have not been able to sponsor an industry event yet in-market, however, we have launched a new resource for incoming meeting partners - the MCC Incentive Program, and developed a digital one-sheet that is currently being listed on our www.gotahoenorth.com/meetings site and can be located here: <https://www.gotahoenorth.com/meetings/use-convention-visitor-bureau/>.
 - ii. Due to our paid sponsorship with ConferenceDirect, we were able to moderate three panels on North Lake Tahoe and reach over 50 meeting planners.
- 7. Increase stakeholder communication and partnership opportunities
 - o Create at least 4 opportunities where industry stakeholders can participate in a program they could otherwise not do on their own (for example IPW trade show, media missions, research opportunities, state programs, Covid-19 recovery efforts)
 - i. Complete - These programs looked a bit different during the COVID-19 pandemic, but we were able to create (6) unique experiences for partners to participate in:
 1. One opportunity we created for the MCC hotel partners was to actively submit content for our Know Before You Go Meetings & Conventions Guide and to include real time information on their properties.
 2. In December 2020, Resort at Squaw Creek and the Village at Squaw Valley participated in our virtual trade show booth at CALSAE Seasonal Spectacular.
 3. In February 2021, each sales team member - Sarah, Bart and Greg - hosted (1) virtual MCC event inviting a local hotel partner to join in. These virtual happy hours featured inspirational content on the Tahoe Treasures Campaign, specifically the Rum Trail.
 4. In March 2021, Squaw Valley | Alpine Meadows joined North Lake Tahoe in participating in the Visit California Virtual FAM.

5. In May 2021, The Tahoe Via Ferrata joined North Lake Tahoe in a partnership to train over 50 travel agents through AAA Adventurefest.
 6. In June 2021, The Hyatt joined North Lake Tahoe as a panelist during a ConferenceDirect Digital Insights Event, speaking with over 25 MCC planners.
- Create and distribute monthly email and/or newsletter that highlights research insights, group bookings, social media metrics, travel trade insights and other pertinent information to interested parties
 - i. Monthly and quarterly newsletters were sent on a variety of subjects. Content included TahoeLove, Tackling Covid-19 Together, Virtual Experiences, COVID-19 Regional Updates, Stronger Together Campaign, Mask Up Tahoe, Know Before You Go Information, COVID-19 Friendly Activities and more. At least one newsletter per month was sent to our key distribution lists:
 1. July Conference Sales Update - open rate 57%
 2. August Conference Sales Update - open rate of 40%
 3. September Conference Sales Update - open rate of 45%
 4. October Conference Sales Update - open rate of 55%
 5. October - Sarah's introduction to the Northeast Market - open rate of 17%
 6. November Conference Sales Update - open rate of 42%
 7. December Season Greetings Newsletter - open rate of 25%
 8. January - Reopening update - open rate of 39%
 9. February - Reopening update - open rate of 33%
 10. March Reopening update - open rate of 50%
 11. April - Reopening Update - open rate of 47%
 12. May - North Lake Tahoe Welcome to newly added MCC planners - open rate of 24%
 13. May MCC - Reopening update - open rate 20%
 14. June - MCC Reopening Update - open rate 27%
 - ii. New: Conference Cancellation Report was developed as an internal tool for NLT staff and regional lodging partners. Every other Friday this newsletter goes out with new lead and booking information, cancellation report and a rebooking report.
 - iii. You can find the tourism sales newsletters listed above, but key travel industry insights, operational/destination information and flight market updates are provided in both MCC and Leisure newsletters.
 - Host partner calls during crisis periods to align communication efforts and strategies
 - i. The North Lake Tahoe business community was at the forefront of NLTRA's COVID-19 response efforts to ensure the region could reopen safely and stay open. This included a number of stakeholder calls with local and state leaders, and varied by business industry to ensure reopening guidance was

communicated clearly. NLTRA also hosted virtual Town Hall meetings to help businesses understand various funding sources and grant programs available. Additionally, the NLTRA facilitated multiple Personal Protective Equipment (PPE) giveaway days which were promoted extensively through NLTRA's digital channels and stakeholder calls. Reopening toolkits were distributed to local businesses and COVID-19 Compliant signage was created and shared to further demonstrate business compliance with state rules. Liz Bowling sits on the Visit California Public Relations Committee and the Reno Tahoe Territories Public Relations Committee, both of which have been focused on crisis communications efforts. Lastly, First Tuesday Breakfast Club resumed virtually to address timely topics for the local community.

- Implement partnership funding program to increase exposure for local events
 - On 9/21/20, NLTRA opened the application process for the 2021 Partnership Funding program. Applications were due on 10/16/20 and on 11/5/20 a selection panel listened to presentations from all applicants and made funding recommendations. The NLTRA BOD accepted those recommendations on 12/2/20. Of the \$50,000 budgeted to the program, \$40,000 was allocated to the following events. Staff remained in close contact with event producers to ensure they met all obligations of the program.
 - [2021 Homewood - Pride Ride](#) | March 26-28 | Homewood Resort
 - [2021 Tahoe City Food and Wine Festival](#) (June 6-20) | Tahoe City
 - [High Sierra Archery](#) | June 12-13th, 2021 | Homewood Mountain Resort
 - [2021 Tahoe Paddle Racing Series](#) | July 24, August 28 & 29, September 18 & 19 | Tahoe Donner, Waterman's Landing-Carnelian Bay & West Shore
 - [2021 Lake Tahoe Dance Festival](#) | July 28-30 | North Lake Tahoe/West Shore
 - [2021 TaHoeNalu](#) | August 7-8 | Kings Beach
 - [2021 Skate the Lake](#) | July 7-8th | Tahoe City & Squaw Valley
 - [2021 Halloweekends at Homewood](#) | October 22-24 | Homewood Resort
- Distribute international market information such as: market profiles, trends and state opportunities to industry members
 - i. Complete - Updated information to all regional partners has been provided. Sarah sits on the Visit CA Rural Grant Committee, Visit CA International Committee, is Vice President of the High Sierra

Council and sits on the Travel NV Reno Tahoe Territory. Twice during the last six months, key updated information from each of these committees has been sent out to all local lodging partners that sit on the Leisure Sales Task Force.

- Host two regional PR summits for stakeholders annually
 - i. The NLTRA facilitated a Crisis Communications and Public Relations Summit featuring a panel of industry experts: Ryan Becker: VP of Communications, Visit California; Abbi Whitaker: CEO/Founder, The Abbi Agency; Jess Weaver: President/Founder, JVP Communications; Stephanie Herrera: PIO, Placer County; Michael Reitzell: President, Ski California; Megan Michaelson: Freelance Journalist. The summit was promoted as a way for local businesses to discover tools, metrics and insights from Visit California related to crisis communications and an opportunity to learn best practices, industry tips and more from the panel that ranged from agency owners and public information officers to freelance journalists. There were 81 participants on the Zoom call and the meeting recording was shared out following the Summit via newsletter, blog and social media.
 - ii. The NLTRA facilitated a frontline hospitality staff training ahead of summer to help connect key staff with resources from North Lake Tahoe with emphasis on the Traveler Responsibility Pledge and TART Connect.
- 8. Create an ongoing measurement plan evaluating ad effectiveness, visitor profiles, lodging occupancy data, target market and visitation.
 - Implement advertising effectiveness and ROI study
 - It was collectively decided to skip the SMARI ROI study for the 20.21 fiscal year due to the fact that NLT essentially stopped consumer marketing in March 2020 due to COVID-19. Instead the NLTMC felt that purchasing AirDNA and Arrivalist research data would be a more effective use of the research funds. AirDNA tracks available inventory and bookings for STR's and Arrivalist uses mobile location datasets to provide insights on consumer behavior within the market. Both sets of research will be extremely valuable to guide future consumer marketing campaigns and provide much needed data on in-market consumer behaviors. Staff has included insights from AirDNA and Destimetrics on a monthly basis in the lodging barometer newsletters.
 - Create surveys to distribute during 4 events throughout the year – targeting each season
 - NLTRA has not attended any events this fiscal due to COVID-19. However, during the Shop & Win Holiday Contest, one of the challenges required participants to answer a few questions about themselves including where they were from. This contest took place in December.

- A North Lake Tahoe MCC survey was conducted with all of our major meetings and conventions lodging properties to gather market trends, cancellation trends, upcoming needs, and internal changes in staffing. In conjunction with this, the Know Before You Go Meetings & Conventions Guide was developed.
- Continue using Destimetrics to forecast lodging occupancy data
 - i. DestiMetrics Data: This data is reviewed on a monthly basis to review ongoing sales and marketing initiatives. As of January 2021, this data is now listed on the NLTRA.org website and provided in the monthly lodging barometer. In the barometer, we showcase the previous months and forward looking data.
 - ii. Updated and revised lodging barometer - this key tool in seeing real time lodging occupancy data was re-invented in 2020 to include more robust information, such as: new easily read formatting, short term forecasted lodging numbers per community, actual pick up report data from week prior, year-over-year comparisons, and monthly projections.
- Utilize Visa Vue data to inform target market priorities
 - i. Summaries of each quarter, both domestic and international, were re-capped and provided to the internal team as well as our Tourism Development Committee and Board of Directors. Internally, this data has been used in directing our sales, marketing and public relations strategies.

Reporting Documents and Other Items

- Delivery of semi-annual and annual report showcasing plan implementation and results **Completed**
- Seasonal campaign re-caps will be provided noting any new or changed items based on ongoing performance evaluation by agencies and staff or opportunities approved by the Board of Directors, Tourism Development Committee and Marketing Coop Committee. **Seasonal campaign re-caps are presented to the NLTRA Board and stakeholders regularly and posted to the NLTRA.org website.**
- Complete an evaluation of the Conference department in Q1 to better understand shifts in the industry to best serve our lodging businesses. **Completed last fiscal year, but will be ongoing as market conditions shift and adjust due to COVID -19.**

Annual Performance indicators can be amended with Placer County approval based on:

- Travel/Tourism industry best practices
- Prior year research results
- Consumer Marketing best practices
- Shifts when metrics are not achieved or as warranted based on market and/or product changes

4. VISITOR INFORMATION SERVICES (9% Budget)

GOAL: Provide comprehensive information to visitors to eastern Placer County, as part of the North Lake Tahoe region, to enhance the visitor experience, reduce visitor

impacts, encourage longer stays, generate return visitation, and increase economic activity.

Tasks:

1. Provide 364 days of operation at the Tahoe City Visitors Center unless otherwise mandated to close
2. Resume operations of the summer-season Visitor Center at Kings Beach State Recreation Area.
3. Assist in distribution North Lake Tahoe Visitor Guide, Tahoe Magazine, California magazine and other marketing collateral.
4. Increase net revenue for the Visitor Center.
5. Educate eastern Placer County lodging properties about the services and benefits provided by Placer County through the contract with NLTRA.
6. Regularly distribute information on events and business opportunities to visitors and locals coming into the Center.
7. Ensure proper signage is in place to entice visitation at the Visitors Center

Performance Indicators:

1. Provide 364 days of operation (closed Christmas Day) at the Tahoe City Visitors Center.
 - a. Develop programs to increase visitors served in visitor information centers over prior year.
 - i. We have participated in virtual programs and treasure hunts to bring people to the Visitor Center and promoted local merchandise on both local and consumer channels. Virtual program participation includes:
 1. Tahoe City Downtown Association's Explorathon Adventure Challenge
 2. NLTRA's Take Out Tahoe Campaign
 3. We have been a point of contact and distribution of PPE for local business partners throughout the COVID-19 pandemic.
 - ii. The Visitor Information booth at Tahoe City's Farmers Market was modified last summer to ensure COVID-19 safety information was distributed and guests were pointed to the GoTahoeNorth website for a variety of Know Before You Go and safe travel information. Additionally, we provided guests with Personal Protective Equipment and many local business referrals. Staff engaged with over 873 guests at the booth last summer.
 - iii. We continue to work with CalTrans and Public Works for additional directional signage at the new roundabouts in Tahoe City to ensure the Visitor Center is visible to in-coming traffic.
2. Resume operations of the summer-season (mid -June – mid September) Visitor Center at Kings Beach State Recreation Area.
 - a. A Visitor Information booth at Kings Beach State Recreation Area operated seven days per week from June 10 - September 27, 2020. Late

summer was very mild and we were able to extend operations for 7 additional days to include the last weekend of September. Staff served 5,408 people, which is 35% less than 2019/20. In addition, staff at the Kings Beach location took the lead on distributing hundreds of masks to visitors, ensuring compliance with CDC and Placer County guidelines.

- b. We were able to reopen for the 2021 Summer Season on May 29, 2021 (Memorial Day Weekend a full 2 weeks ahead of schedule) and operated 7 days/week through 6/30/21, serving 2,600 visitors.
 - c. From July 1, 2020 - Jun 30, 2021 we serviced 7,666 visitors, 17% less than the 19/20 fiscal year.
3. Assist in distribution of the North Lake Tahoe Visitor Guide, Tahoe Magazine, California magazine and other marketing collateral.
 - a. Because reopening guidance changed regularly, we moved the previously printed Visitor Guide into digital format. The Know Before You Go guide was promoted heavily across North Lake Tahoe's consumer channels and printed versions were also distributed at the Visitor Center. Visitor Center staff also utilized local publications (such as Lake Tahoe Visitors Guide, 101 Things to Do in Lake Tahoe, Tahoe Magazine, California Road Trips and California Magazine) to assist with visitor communications and trip planning guidance.
 - b. In June 2021, a printed annual Visitor Guide was produced to better highlight consumer marketing content, including: Traveler Responsibility Pledge, seasonal content, Shop Local, Takeout Tahoe, Local Luminaries and more. 75,000 copies were printed and will be distributed across the region, including a kiosk at the Reno-Tahoe International Airport. The team worked diligently to include a robust business listings section, highlighting all TBID businesses and contact information for incoming guests.
 4. Increase net revenue for the Visitor Center.
 - a. Evaluate and modify inventory and sales strategies to improve results.
 - i. Visitor Center merchandise highlights the range of artisans and makers in North Lake Tahoe. During this fiscal year, we brought in eight new local vendors. We have 80% local vendors in the center's retail space. We also continued to highlight local artists through the monthly gallery format and when the time is right, will resume *Meet the Artist* receptions.
 - ii. To ensure compliance with retail reopening guidance, the Visitor Center operated with reduced staffing. Early in the year, to manage capacity numbers indoors, a table was set up outdoors with visitor information resources, including Know Before You Go content and regional maps. Physical distancing graphics, plexiglass barriers were installed and sanitization protocols were also implemented.
 - iii. The team continues to evaluate meeting space possibilities in the Visitor Center conference room and in the interim, this space has been used for PPE materials.

- iv. The Visitor Center managed PPE inventory, local business orders and PPE distributions as North Lake Tahoe businesses began to reopen under state guidance.
 - v. As reopening continued, the visitor center stocked local merchandise to meet heavy demand resulting in record sales in May 2021 and June 2021. Despite periodic mandated closures, the Visitor Center increased sales by 4.5% over FY 19.20.
- 5. Educate eastern Placer County lodging properties about the services and benefits provided by Placer County through the contract with NLTRA.
 - a. Bi-annual training programs in the Visitor Center had to be cancelled due to COVID-19 and meeting size restrictions. Instead, we utilized stakeholder calls and virtual Town Hall meetings to share hospitality information, which included Know Before You Go content, Takeout Tahoe and Shop Local campaigns. In addition, the frontline hospitality staff training resumed virtually in May. Benefits provided by Placer County funding of NLTRA are shared with the lodging properties.
 - b. Update, change, and republish Neighborhood Maps and distribute in eastern Placer County, as part of the North Lake Tahoe region.
 - i. The Resorts & Towns Neighborhood Map was fully audited and updated. An order of 30,000 maps were delivered in summer 2020 and we continued to distribute those versions throughout the fiscal year
- 6. Regularly distribute information on events and business opportunities to visitors and locals coming into the Center.
 - a. While the majority of events in the region were cancelled due to COVID-19, Visitor Center staff continued to provide informational tools (one-sheets) for front line hospitality staff and began selling event merchandise on the retail floor to keep long standing marquee events top of mind for both visitors and locals. Staff continually worked with restaurants, event producers, and others to display and help promote their marketing pieces at the Visitor Center.
 - b. We partnered with TCDA in several marketing programs:
 - i. Aug 2020: Free give-aways of koozies and information on Commons Beach concerts
 - ii. Sept 2020 - Free give-aways of Explorathon towels
- 7. Ensure proper signage is in place to entice visitation at the Visitors Center
 - a. We continue to work with CalTrans and Public Works for additional directional signage at the new roundabouts in Tahoe City to ensure the Visitor Center is clearly identified to incoming visitor traffic.
 - b. We have enhanced the Visitor Center with various features to entice customers to spend more time in the Visitors Center and engage with visitor information, such as NLTRA short videos and webcams playing on the Visitor Center TV's.

COVID -19 Supplemental Initiatives & Activities

At the onset of COVID-19, the North Lake Tahoe Resort Association / Chamber of Commerce responded immediately with a multi-pronged communications approach that included local and visitor outreach, business advocacy and community support. Promoting travel to the region shifted dramatically and there was a focus on responsible travel content rooted in public safety and environmental stewardship. The NLTRA team worked closely with Take Care Tahoe on public signage, coordinated with Placer County on trash mitigation efforts throughout peak season months and facilitated the distribution of personal protection equipment (PPE) for the local business community. These efforts were recapped in the TOT-TBID Dollars at Work campaign, which includes robust project information on a new website.

There were a number of content pieces that aligned regional Know Before You Go and Traveler Responsibility Pledge information to residents and guests. This included North Lake Tahoe videos, blog posts, press releases and active social media monitoring. Local communications also increased dramatically and newsletters were sent out weekly to businesses. During this timeframe, NLTRA's newsletter open rates increased by 13% and continue to grow. The COVID-19 Community page on NLTRA.org was updated daily with resources and funding information, and blog posts coincided with targeted information about business resilience, state guidance and funding sources.

Prior to COVID-19, the NLTRA organization had various levels of marketing focus, yet we were able to shift quickly and move to more of a destination management role. Our staff and Board of Directors regularly coordinated efforts at the State level to restart North Lake Tahoe's tourism-centric economy. We made every effort to educate the local community on the importance of tourism and also provide background on the split between full-time and part-time residents. The NLTRA hosted Town Hall meetings (by industry) to ensure communication lines were open and concurrently, developed reopening toolkits that outlined guidance, checklists, and consumer facing signage. The Stronger Together video series that was created in March 2020 to share messages of positivity with the local community continued through summer, with several public entities funding additional signage at high-traffic locations around the north shore. Continued promotion of the gift card purchasing portal on NLTRA.org has resulted in over 40,000 page views and translated to direct revenues for local business owners.

Biweekly core calls between NLTRA staff, NLTRA executive committee members and Placer County continued and by July we deemed it necessary to elevate our safety messaging even further and launched the bilingual Mask Up Tahoe campaign. Through videos, still photography, blog and social media posts, local leaders, small business owners and nationally recognized athletes reminded both visitors and residents that wearing a face covering is a simple act, but a grand gesture to help keep North Lake

Tahoe open. The campaign received both national and industry recognition and resulted in 359,607 impressions.

In spring of 2021, the team was hyperfocused on sustainable travel and created a Traveler Responsibility Pledge campaign that was adapted region-wide. The campaign included seven videos to highlight each pledge tenant and communicated the importance of traveling with mindfulness and care. Regional media outlets shared the content (which also included a robust press release) and continued to reinforce positive travel behaviors.

Consumer messaging and sales focused on several key areas of focus, and below are projects completed over the past 10 months related to the COVID-19 response:

Education

- At the start of the pandemic, we created a COVID-19 page on GoTahoeNorth.com which we've kept updated with the most recent news on the region, state, and county mandates.
- In July 2021, North Lake Tahoe launched a Mask Up Tahoe campaign to promote the importance of mask-wearing and responsible travel.
- In the fall we published a press release, video and blog post encouraging potential visitors to plan ahead and to be aware of significant operational modifications for the 20.21 winter season, specifically at downhill and cross-country ski resorts.
- During the wildfire season, NLT promoted up-to-date information on regional closures, fire safety practices and red flag warnings. This was done through social media channels, GoTahoeNorth.com, blogs and newsletters. Locally, we shared resources with businesses to ensure preparedness.
- On Earth Day, North Lake Tahoe, South Lake Tahoe and Truckee launched the Traveler Responsibility Pledge. Content was produced by North Lake Tahoe and adapted regionally for consumer consumption.
- In June, NLTRA launched a TART Connect promotional campaign which included a dedicated landing page, a promotional/educational video, photography, a blog and inclusion in a consumer newsletter.

Safe & Responsible Travel

- A Safe Travel hub was created on GoTahoeNorth.com to house all of the information below. Messaging from NLT owned channels was consistently linked to this information hub.
- In June 2020 we launched the first of three Know Before You Go (KBYG) Informational Guides which covered information potential guests would need to know, and adhere to, while visiting North Lake Tahoe. This was both educational and promotes responsible travel. You'll see there is a large responsible travel focus in the guide. We then launched a winter version in October and a meeting industry focused guide in December.

- In conjunction with the KBYG Guides, we also produced both a summer and winter video series to supplement the guides. Themes included:
 - Summer (published late June/early July)
 - Traveling Responsibly in NLT: <https://vimeo.com/432639773>
 - Safe Outdoor Recreation: <https://vimeo.com/434416419>
 - Restaurant & Retail Safety Practices: <https://vimeo.com/433042593>
 - Safe Lodging Practices: <https://vimeo.com/433041501>
 - Winter (first three published late Nov/early Dec, Indulge published early Feb)
 - Updated Safe Lodging Practices: <https://vimeo.com/492578353>
 - Winter Responsible Travel: <https://vimeo.com/495552963>
 - Safe Winter Outdoor Adventures: <https://vimeo.com/499431397>
 - Indulging Safely: <https://vimeo.com/508482937/994bf8b167>
- In June 2020 we also launched a Mask Up campaign with a variety of local influencers. We had a general video and then a video with each influencer. We released 1-2 videos a week over the summer in conjunction with the influencers.
- We created a handful of COVID-19 friendly itineraries to encourage socially distanced activities.
- In April 2021, NLTRA, in conjunction with IVCBVB, through the Marketing Coop, launched a lakewide Traveler Responsibility Pledge. The pledge includes 6 tenants meant to influence and educate visitors and locals.
 - A Sustainable Travel section was added to GTN.com which houses the pledge and related items.
 - Seven (7) videos were produced along with pledge specific photography.
 - Traveler Responsibility Pledge Video: <https://vimeo.com/534688213>
 - Become a Steward of Lake Tahoe Video: <https://vimeo.com/534688224>
 - Respect the Environment Video: <https://vimeo.com/534688248>
 - Stay Educated Video: <https://vimeo.com/534688259>
 - Keep Wildlife Wild Video: <https://vimeo.com/534688262>
 - Be Fire Safe Video: <https://vimeo.com/534688274>
 - Demonstrate Mindful Travel Video: <https://vimeo.com/534688281>
 - The following blogs were launched, all related to the pledge and sustainable travel:
 - Tahoe Voluntourism: How You Can Tap into NLT's Sustainability Ethos
 - Protect NLT: How You Can Take Action
 - Sustainable Transit: TART Connect
 - Sustainability Superstar: Sherry McConkey
 - Sustainability Superstar: Amy Berry
 - Sustainability Superstar: Jesse Patterson
 - Sustainability Superstar: Heather Segale
 - Sustainability Superstar: Jeremy Jones

- Staff conducted a Facebook Live with members of Clean Up the Lake on Earth Day to launch the pledge and to highlight the start of Clean Up the Lake's project to SCUBA dive and clean Lake Tahoe this summer.
- A Facebook badge was created that fans/supporters could put on their profile picture to promote the pledge.
- A toolkit was created to provide local businesses with all assets from the campaign so they could easily implement components through their owned channels.
- Two influencers were hired to conduct FAMs within the region promoting the pledge.
- NLTRA partnered with Sierra Nevada Alliance to host an Americorps California Climate Action summer fellowship to help mobilize and recruit volunteers for region-wide clean-up days and educate visitors about the importance of safe, responsible travel. The ambassador will visit a number of high-traffic areas across North Lake Tahoe and share tips with visitors that include crisis response, wildlife awareness, trash mitigation (including promotion of the Clean Tahoe Litter Hotline), fire safety and tenets of the Traveler Responsibility Pledge.
- Collateral/Ads were created to promote the pledge:
 - Full page ad in the annual Visitor Guide
 - In-Market ad campaign including local print publications and radio
 - Digital ads were run in-market to both visitors and locals (through the summer of 2021)
 - A-frames were printed for the Visitor Center, the booth at the Tahoe City Farmer's Market and one to be used at regional events.
 - Streetlight Banners in Tahoe City and Kings Beach (front in English, back in Spanish)

Supporting Local Business

- In early April 2020 we launched the Stronger Together campaign in an effort to give hope, evoke community spirit, and support business resiliency. The campaign included a video series and in-market signage.
 - Lake Tahoe/Truckee Reopening Message: <https://vimeo.com/428685197>
 - Visit CA Montage: <https://vimeo.com/428569901>
 - CA Focus: <https://vimeo.com/428683223>
 - NV Focus: <https://vimeo.com/428682783>
- In June we launched a Gift Card portal on NLTRA.org. This portal has been promoted both locally and through NLT consumer channels and is linked on GoTahoeNorth.com. During the launch, staff also created a DIY toolkit for businesses with information and resources to help them set up a gift card program. The toolkit also referred a number of local marketing agencies that could be of assistance.
 - Portal & Toolkit: <https://www.nltra.org/resources/north-lake-tahoe-business-gift-cards/>
- In October we launched a Takeout Tahoe campaign which included a takeout guide for the region, a blog post highlighting 10 Spots for a Delicious Al Fresco

Dining Experience, and the creation of the North Tahoe EATS! Facebook group which currently has 672 members. We continue to promote this program through organic and paid efforts.

- Landing Page: <https://www.gotahoenorth.com/takeouttahoe/>
- Blog: <https://www.gotahoenorth.com/takeout-tahoe/>
- FB Group: <https://www.facebook.com/groups/northtahoeeats>
- In November we launched a Shop & Win Contest to promote supporting local businesses during the holiday season. The launch included a business toolkit with contest information and promotion tips, store signage, a blog post, newsletter mention, and a paid in-market campaign. 77 teams signed up to participate and over 600 challenge submissions were received. The contest also received local media coverage.
 - Contest Landing Page: <https://www.gotahoenorth.com/shopandwin>
- NLTRA staff hosted free Personal Protection Equipment (PPE) days for the North Lake Tahoe business community (July 24, 2020 and November 13, 2020). Items available to businesses and community members included hand sanitizer, gloves, signage from Take Care Tahoe, physical distancing graphics and face coverings. Events took place in Tahoe City (Old Fire Station 51) and Kings Beach (North Tahoe Event Center) to ensure ease of pick-up.
- In April we launched a North Tahoe Eats Facebook contest to continue promoting local dining businesses and the Takeout Tahoe Guide. Users were asked to submit photos of their NLT dining experiences to be entered to win local restaurant gift cards.
- In partnership with the Sierra Business Council we facilitated The North Lake Tahoe Emergency Rent Relief Fund program provided grants of up to \$5,000 to cover rent for eligible small businesses financially impacted by the COVID-19 pandemic.

Sales Projects

- New Cancellation/Bookings Report
 - A new COVID-19 cancellation report with postponements, cancellations and future bookings was created and is sent out to internal staff and local lodging partners bi-weekly to keep them up to date on MCC trends.
- CRM Cleanout and Trainings:
 - After moving our CRM a few years back, we took some additional time during the last six months to do a deep clean. This clean up took a full year to clean up including the removal of all outdated accounts, duplicate contacts, added primary markets for all key contacts and more.
 - In addition, new primary markets were created and cleaned up, distribution lists were cleaned up and organized, old business/lost business was cleaned up and contacts were contacted.
 - This project took countless hours, but will enhance data tracking and will make the sales reporting process more accurate and efficient.
 - Lastly, a 30+ page training manual was created so the team can better use our system and new team members can get trained on how to implement in their own departments.
- New Partnerships:

- We enhanced our partnerships with Meeting Professionals International (MPI), ConferenceDirect, HelmsBriscoe and CVENT.
- In doing so, North Lake Tahoe has maximized these partnerships by:
 - staff each attended an MPI virtual networking mixer/event
 - NLT staff moderated key meeting & convention virtual conversations in the ConferenceDirect Virtual Insights
 - Staff submitted content for the HelmsBriscoe newsletter on our MCC Know Before You Go Guide for their January newsletter, going out to over 18,000 meeting professionals.
 - Bart and Greg are taking the next step with CVENT and participating in a six month DMO enhancement training.
- Development of the Meetings & Conventions Know Before You Go Guide.
 - Staff worked with our local lodging partners to gather updated information for our KBYG Guide along with Augustine to design and write content.
 - The launch of this program will be connected with a larger MCC marketing campaign which is focused on education and safe travel.
 - The MCC paid media campaign started early December to align with timing directed by Travel Nevada, who awarded North Lake Tahoe grant funds to support the campaign. While the campaign continues to run through the end of the fiscal 20/21 year, initial results from the December flight showed promise and surpassed industry benchmarks: display .52% CTR; paid search 5.26% CTR; paid social 5.04% CTR.
 - The campaign targets meeting planners who primarily live or have clients in Nevada and California. Beyond drive markets, there are target markets where quick direct flights to Reno bring additional opportunities for longer stays and higher spends. Targeted media focuses on these areas as tertiary key performance indicators to drive higher spend and return on investment for North Lake Tahoe. Tactics for the campaign incorporates emails (4 total), search, display, native, LinkedIn, video, and a *Meetings Today* package which includes lead generation, eHandbook (full page ad with 2 pages of editorial) and Facebook ads. Messaging across these tactics inspires and encourages planners to submit an RFP on GoTahoeNorth.com for their next event, and also provides resources to help them and their clients understand what to expect prior to visiting, along with tips and resources to help people travel safely and responsibly.
- Kind Traveler Partnership
 - In early fall, our Tourism Development Committee and Board of Directors approved a one time membership fee to Kind Traveler. The way it works is simple: Travelers unlock exclusive hotel rates and perks upon a \$10 nightly donation to a highlighted local charity that positively impacts the destination visited, or to a charity of choice. 100% of donations are given to charities.
 - Staff is currently meeting with local lodging partners to assist and encourage them to partner with Kind Traveler and with regional non-profits for the give back selections.