



**NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING**

**Agenda**

**Wednesday, October 20<sup>th</sup>, 2021 3 – 5pm  
Join Zoom Meeting**

<https://us02web.zoom.us/j/84766008118?pwd=dmF2OFZuWnVRdG4ra3c4aHgzZEcrcZz09>

**Meeting ID: 847 6600 8118**

**Passcode: 758413**

**Dial by your location**

**+1 669 900 9128 US (San Jose)**

**The October meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday, October 20<sup>th</sup>, 2021 at 3pm via Zoom.**

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

- |                 |  |                    |
|-----------------|--|--------------------|
|                 | A. Call to Order   | Chair              |
|                 | B. Public Comment (Pursuant to NRS 241.020)                                    | Chair              |
|                 | C. Roll Call   | Chair              |
|                 | D. Introduction of New Members   | Chair              |
|                 | <b>E. Motion: Approval of Agenda</b>   | Chair              |
| <i>Page: 1</i>  | <b>F. Motion: Approval of April 14<sup>th</sup>, 2021 Coop Meeting Minutes</b> | Chair              |
| <i>Page: 4</i>  | G. Winter Consumer Media Discussion and Direction                              | Augustine/Mahk     |
| <i>Page: 15</i> | H. PR & Communications Update  | Augustine          |
| <i>Page: 22</i> | I. Social Media Update   | Augustine          |
| <i>Page: 37</i> | J. Leisure & Conference Sales Update   | Augustine\Peterson |

<b>Page: 43</b>	K.	June 2021 Financials	Van Siclen
	L.	August 2021 Financials	Van Siclen
	M.	NLTRA CEO search update & TBID	Bavetta
	N.	New Business	Chair
	O.	Old Business	Chair
	P.	Adjournment	Chair

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

Public Posting

[www.GoTahoeNorth.com](http://www.GoTahoeNorth.com)

[www.NLTRA.org](http://www.NLTRA.org)

Nevada Public Meeting Notice Website



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An IVCBVB and NLTRA Partnership

### NLT Marketing Cooperative Committee Meeting Minutes – Wednesday April 14, 2021

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

**Committee members:** Andy Chapman, Jeffrey Hentz, Heather Bacon, Bill Wood, Christine Horvath, Ashlee Barton, Stephanie Hoffman

**Staff members:** Sarah Winters, DeWitt Van Sicklen, Anna Atwood

**Other in attendance:** Kressa Olguin, Lindsay Moore, Cathy Nanadiego, Connie Anderson, Joslyn Christman

A. No public comments

B. Roll call: Andy Chapman, Jeffrey Hentz, Heather Bacon, Christine Horvath, Ashlee Barton, Stephanie Hoffman, Sarah Winters, DeWitt Van Sicklen, Connie Anderson, Joslyn Christman, Lindsay Moore, Cathy Nanadiego, Kressa Olguin, Anna Atwood.

Anderson with the Abbi Agency introduced Joslyn Christman as the new Digital Content Manager to the committee members.

D. **Motion to approve the agenda with the amendments moving items I after item F. HENTZ/WOOD/UNANIMOUS**

E. **Motion to approve the meeting minutes from Feb 10, 2021. WOOD/HENTZ/UNANIMOUS**

F. Update on Texas and SoCal Spring Consumer Campaigns

Nanadiego gave an update on the Consumer Spring Campaign. The objective for the campaign remains the same and it is still focused on promoting safe and responsible travel, with a push to increase midweek travel. The strategy includes:

- Adaptability – 1) Incorporate adaptability and audience targeting strategies. 2) Choosing media platforms and tactics that will allow for quick changes as well as optimizations.
- Media Mix – 1) Video will be the primary vehicle allowing visuals to carry our product into the hearts and minds of consumers. 2) The budget does not allow for traditional media like outdoor, nor does the adaptability strategy. 3) All digital including programmatic display and native, social with FB, IG, Twitter, and streaming OTT/CTV.
- Audience Development – 1) Targeting based on a variety of factors including: Travel purchases and behaviors, credit card data, persona attributes, travel intent, and searches. 2) Implement OTA partners specifically to those showing intent to purchase based on search activity, flight considerations, hotels, etc. Expedia and TripAdvisor – both in conjunction with Visit CA coop programs.

Paid tactics are broken into two categories: 1) Texas – Incline Village Initiative and paid for by ICCBVB. Budget is \$123K. This is in support of additional flights to Dallas and Houston via Reno. Media mix: 65% Dallas, 35% Houston. Flight dates: 3/29 – 5/22. Personas: 40% Boomers, 40% Millennials, 20% Families. 2) Southern CA & Coastal Communities – NLTRA Initiative and paid for by NLTRA. Budget is \$114K. Media mix: 40% LA, 40% San Diego, 20% Santa Barbara & Monterey Bay. Flight dates: 4/12 – 5/22. Personas: 40% Boomers, 40% Millennials, 20% Families. Nanadiego shared a breakdown of the media flow chart and stated the NV Campaign ads will filter only Nevada properties when on the Consumer website and same with the Southern California ads, they will filter only California properties.

Comments:

- Horvath questioned if we could shift dollars if we see one demographic doing better? Nanadiego shared this is very adaptable and they can shift budget to the best performing creative, best performing tactics by



market audience. If Los Angeles is doing better than San Diego they can shift more into that market as well.

- Chapman brought up that he ran some numbers from Google Analytics on average session duration and it is lower than other destinations. He questioned what is behind this? Nanadiego shared a lot of destinations started advertising at the same time and it could be heavy competition to try and bring back visitation. Nanadiego will keep an eye on the google analytics and find out what is causing this.

**Action to staff (Chapman/Hentz): Follow up with the Augustine Agency on the Google Analytics numbers regarding average session duration.**

G. Update on Spring Social/Content Campaigns

Anderson shared her Spring Social Campaign results highlights:

- Reached 80k followers on North Lake Tahoe's Instagram account.
- Launched Responsible Travel Video Series with winter focus.
- Implemented Crowdriff for asset collection, gallery development.
- Accumulated 40 million impressions and 1 million engagements last year.
- Re-launched the long-awaited newsletter segmentation project.

The North Tahoe Eats Contest has been launched. This is highlighting and promoting dining in North Lake Tahoe. The North Tahoe Eats Contest is a weekly photo submission contest. Prizes include weekly \$100 gift cards to North Lake Tahoe restaurants. Anderson also shared on April 22<sup>nd</sup> the North Lake Tahoe Sustainability Pledge will launch to encourage travelers and locals alike to practice sustainability. A Facebook frame will be offered to those who take the pledge. The Abbi Agency will be working with local Influencer to help promote the sustainability message. Another initiative the Abbi Agency has been working on includes the automated welcome messages for the newsletters.

H. Review of 6-month report

Winters reviewed the 6-month report. The report can be viewed [here](#).

I. Discussion and Direction on Summer Consumer Target Market Strategy

Chapman shared he is looking for direction from the committee members on how this group would like to move forward as the Coop start the summer planning process. What do we think this summer will bring? Last summer we saw high visitation numbers including day visitors.

Comments/Directions:

- Hentz shared he has been doing a lot of outreach to lodging properties and indications show strong advance bookings so far. He brought up maybe due to this it would be wise to consider shifting to a more "need" season such as the fall.
- Barton with the Hyatt answered Chapman question on summer pacing, that up until recently the booking window was still within 7 days, but things are shifting more to a 45-60day window. The Hyatt anticipates being extremely busy summer. They are also operating with a very limited staff as they are having difficulties with the J1 visas due to Covid. Leads are also picking up as well. Barton shared they have been receiving 50% more leads on weddings compared to 2019. Barton did agree to not focus on summer.
- Horvath recommended being caution with summer and focusing more on shoulder season with the caveat to be flexible if we need to.
- Hoffman recommended not spending any funds on summer efforts as they are facing a very busy July and August with a 7-night minimum stay. She is now with Tahoe Luxury Properties.
- Bacon shared they have a shorter booking window and do not do much group business, but they are seeing across the boards they are seeing an increase in bookings.
- Andy questioned if there is any need to focus on summer midweek strategy, longer haul? Utilizing PR/Social? Barton shared she thinks that would sense coming up with a midweek strategy. Bacon shared that can be tough when the weekends are already filled. Hoffman shared she does not think there is any need to spend money midweek as people will be coming and some people are still cautions getting on planes. She recommended focusing on awareness campaign this summer and what is happening and put the recommended focusing on November and December being the shoulder season.
- Wood agreed with the other committee members that he thinks it will be a busy summer and shift the money towards late October, November, and December.
- Hentz brought up that we should all pay attention to any vaccination passport programs, especially for the big theme parks.



- Chapman did share Destimetrics numbers showing a dip in midweek starting the 3<sup>rd</sup> week in August.
- Bacon reminded everyone that last year we had a lot of angry residents because it was so busy.
- Chapman reminded everyone that this group gets together again in June and we can bring this back to the agenda.
- Hentz shared data on two big commercials he recently saw including Disney and they were including masks in their advertising. Chapman stated we should keep an eye on the research that Visit CA is coming out with.

The committee members all recommended to focus efforts on shoulder season but to keep an eye on midweek and bring this up at the June meeting.

**Action to staff (Chapman/Hentz): Add midweek summer occupancy “check-in” with our lodging partners to the June agenda.**

**J. Review and Approval of February Coop Financials**

Chapman introduced DeWitt Van Siclen as the new Accounting Manager at NLTRA and taking over from Bonnie Bavetta who has retired. The cash balance ending in February of 2021 was \$740K and was \$456K greater than prior year, mostly due to a decrease in receivables, increase in prior year funding reserve and an increase in net income. This has been offset by an increase in pre-paid expenses and a reduction in accounts payable. Van Siclen shared an overview of the different department’s budgets.

**Motion to approve the February Cooperative Financials BACON/HOFFMAN/UNANIMOUS**

**K. New Business**

No new business.

**L. Old Business**

No old business.

**M. Adjournment**

Meeting adjourned at 4:22PM.

# 2021-22 WINTER CONSUMER MEDIA RECOMMENDATIONS



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An aerial photograph of a lake with clear, turquoise water. A person in a kayak is visible in the upper left quadrant. The right side of the image is framed by the branches of evergreen trees. A semi-transparent white rectangle is centered over the image, containing the text.

# **AGENDA**

**CAMPAIGN STRATEGIES**

**MEDIA STRATEGIES**

**TARGET MARKETS**

**TACTICS**

**CREATIVE EXAMPLES**





## CAMPAIGN STRATEGIES

### Tier 1:

- Increase length of stay
- Increase mid-week visitation

### Tier 2:

- Support Traveler Responsibility Pledge and sustainability efforts.
- Increase in-market spending and support of local businesses.
- Engage with locals and visitors, promoting positive sentiment and community support.
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy.
- Increase awareness of seasonal activities, events and experiences.
- Continue to grow destination awareness, brand loyalty and conversation.

## MEDIA STRATEGIES

- Keep spending geographically close to allow flexibility in the current COVID-19 environment.
  - Use lower budgets to target CA fly markets.
- Target national high-value audiences.
  - Fly market / 3-year visitor.
  - 4+ day stay, mid-week, higher HHI and higher spending.
- Maintain sustainability messaging.



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## WINTER TARGET MARKETS

- Los Angeles, CA
- San Diego, CA
- National Fly Markets / 3 Years Visitor (High Value)



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## TACTICS

- Programmatic Display
  - Prospecting and retargeting
  - High value / national audiences
- Native Direct
- Search Marketing
- Facebook/Instagram
  - Prospecting and retargeting
  - High value / national audiences
- TripAdvisor
- Email



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## SUSTAINABILITY

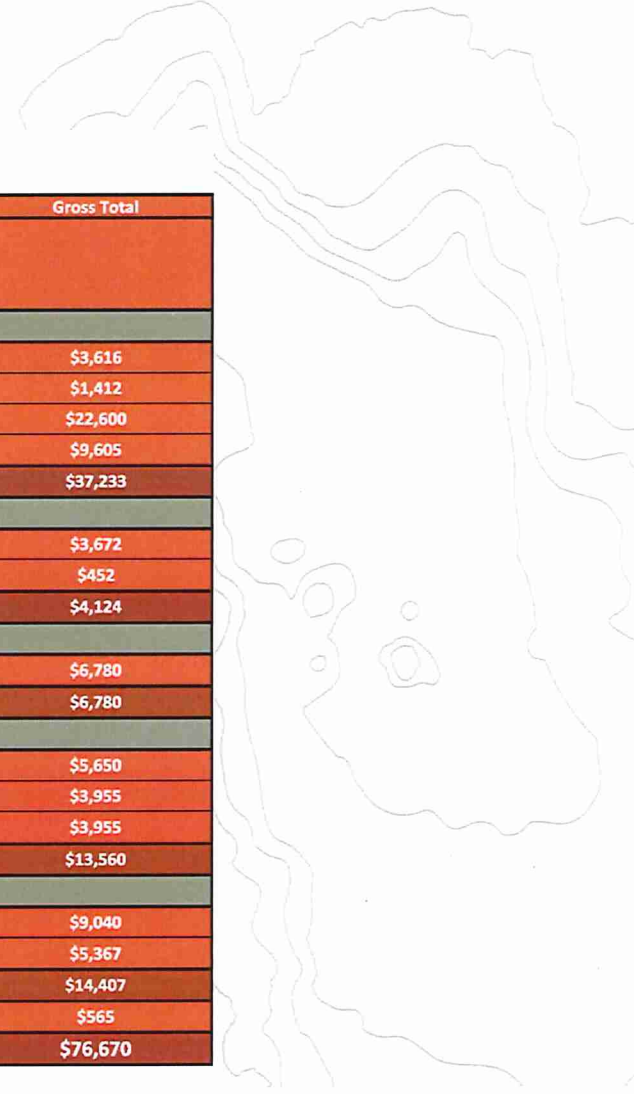
- TV: Sac/SF
- FB / Insta: In-Market Travelers 75%; Locals 25%



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# CONSUMER MEDIA FLOWCHART

NLT 2021-22 MEDIA PLAN		3Q 2022												Gross Total		
CAMPAIGN: CONSUMER	December						January						February			
	15	22	29	6	13	20	27	3	10	17	24	31	7		14	21
	Winter															
	Fly/Local/3 Year Visitor															
S76,670																
DIGITAL																
Programmatic Display PT																\$3,616
Programmatic Display RT																\$1,412
Native (direct)																\$22,600
Search Marketing																\$9,605
<b>Digital Total</b>																\$37,233
SOCIAL																
FB/IG PT																\$3,672
FB/IG RT																\$452
<b>Social Total</b>																\$4,124
OTA's																
TripAdvisor (Desktop/Mobile/Audience/etc)																\$6,780
<b>OTA's Total</b>																\$6,780
MISC																
Email																\$5,650
Programmatic Display (High Value / National)																\$3,955
FB/IG (High Value / National)																\$3,955
<b>MISC Total</b>																\$13,560
SUSTAINABILITY/PLEDGE/TART/etc																
TV: Sac/SF (KRON/KCRA/etc)																\$9,040
FB/IG (In-Market Travelers 75%; Locals 25%)																\$5,367
<b>Sustainability/Pledge Totals</b>																\$14,407
Adserving																\$565
<b>Total Media Investment</b>																\$76,670





# CREATIVE – SUSTAINABILITY

North Lake Tahoe  
Sponsored

From picturesque crystal blue waters and towering tree-lined mountains, preserving North Lake Tahoe's natural beauty starts with you.

GOTAHONORTH.COM  
**Take the Traveler Responsibility Pledge** [LEARN MORE](#)

Like Comment Share

North Lake Tahoe  
Sponsored

The TART Connect app offers a free and easy way to get around North Lake Tahoe. Get picked up in as little as 15 minutes. Servicing three zones from Incline Village to Tahoe.

GOTAHONORTH.COM  
**Free Shuttle Service** [LEARN MORE](#)  
Nov - September 6, 2021

Like Comment Share

North Lake Tahoe  
Sponsored

You can make a positive impact on the North Lake Tahoe region by following these six simple tips.

GOTAHONORTH.COM  
**Travel Responsibly. Take the Pledge.** [LEARN MORE](#)

Like Comment Share

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Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge.

**Take the Pledge** [LEARN MORE](#)

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Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge.

**Become a Steward** [LEARN MORE](#)

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Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge.

**Respect the Environment** [LEARN MORE](#)

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**Stay Educated** [LEARN MORE](#)

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**Keep Wildlife Wild** [LEARN MORE](#)

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Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge.

**Be Fire Safe** [LEARN MORE](#)

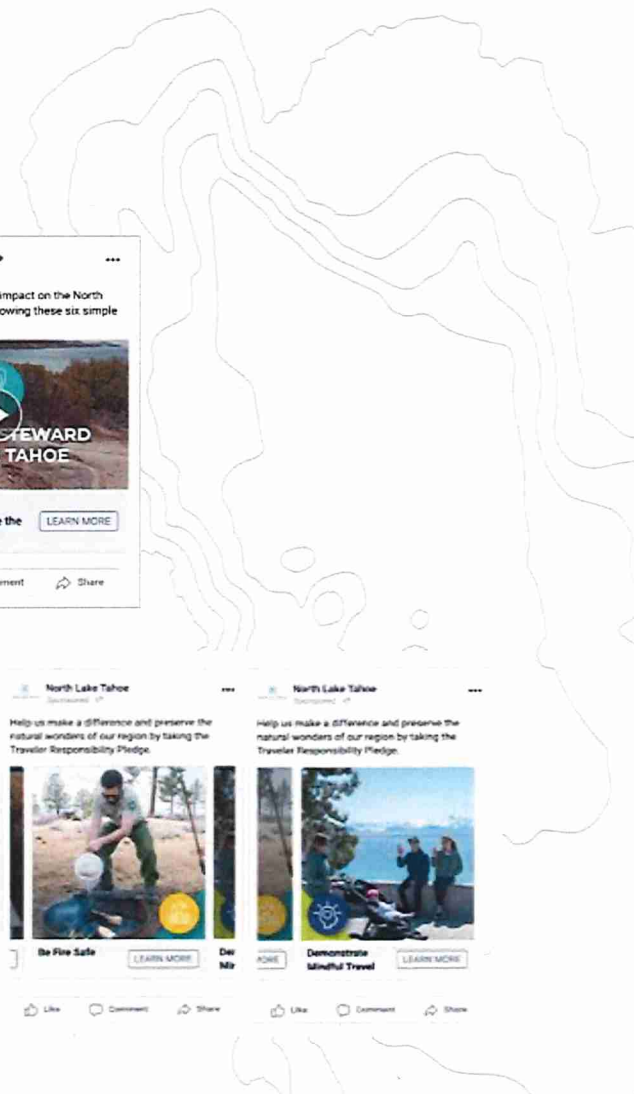
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**Demonstrate Mindful Travel** [LEARN MORE](#)

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# CREATIVE – WINTER WOW



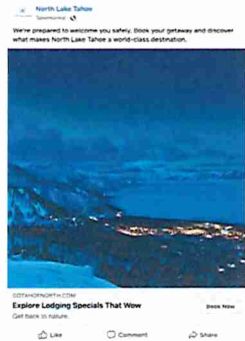
**MILLENNIAL  
STATIC**



**FAMILY  
STATIC**



**BOOMER  
STATIC**



**RETARGETING  
STATIC**



**KNOW BEFORE YOU GO  
STATIC**





**THANK YOU!**



An aerial photograph of a person in a red kayak on a clear, turquoise lake. The water is so clear that the rocky bottom and some submerged vegetation are visible. In the foreground, there are large, smooth, light-colored rocks. On the right side, there are green evergreen trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Public Relations" in a bold, dark blue font.

# Public Relations

## PR Recap

- Augustine kicked off public relations efforts in August, with efforts focused on: strategic planning, media relations, pitching, media monitoring, organizing FAM Tours and auditing the press room page.
- Efforts quickly shifted to monitoring the Caldor Fire and managing crisis communications.
- Toward the end of September, Augustine resumed general travel media relations efforts and FAM Tour planning.
- The team also developed a Call for Content to be distributed to destination partners and was selected to attend Visit California's Fall LA Media Event in October on behalf of North Lake Tahoe.



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## Crisis Communications

- Developed during crisis and welcome back media talking points to be utilized for incoming media inquiries and owned channels related to the Caldor Fire.
- Partnered and developed a joint statement with Tahoe South.
- Supported various media inquiries/interviews related to the release as well as continued to monitor coverage and ongoing updates.
- Developed and distributed a North Lake Tahoe specific welcome back press release.
- Caldor Fire coverage included the *Sacramento Bee*, Sacramento's Fox 40, San Francisco's KPIX 5 CBS, *Mercury News*, *East Bay Times*, *San Luis Obispo Tribune*, *Fresno Bee*, *SFGate*, among other outlets across the region and beyond.



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## Crisis Communications Earned Media Results

- **Secured Clips:** 31+
- **Est. Digital Monthly Visits:** 8.48M
- **Est. Coverage Views:** 26.7K
- **Est. Audience Reach:** 646K
- Coverage included outlets across California markets and in Reno including Sacramento's CBS 13, Good Day Sacramento and Fox 40 affiliates; San Francisco's KRON 4, ABC 7 and CBS affiliates, Los Angeles' KTLA, San Diego's Fox 5, Reno's KRNV, KRXI and KOLO affiliates, among other outlets.



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## Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
  - Halloween events
  - Dining globally
  - Tourism impacts going into fall/winter
  - Staffing shortages impacting region
  - How to have a safe golf trip
  - Snow resort updates
  - Stargazing opportunities
- Media Conversations:
  - Visit California, *Sierra Sun*, AARP, *Gold Country Media* newspapers, *San Jose Mercury News*, *Sunset Magazine*, Matador Network, freelance writers contributing to various outlets.



**MATADOR**  
network



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# Upcoming FAM Tours

- Social Influencer:
  - Lindsay of Compass + Twine (audiences primarily within US/New York City)
  - Focus to include family-friendly travel, luxury experiences and lodging
  - Dates in Market: Oct. 20-24
- Traditional Media:
  - Cynthia Dial of JustLuxe and Travel Squire (national audiences)
  - Focus to include luxury travel, lodging, activities and restaurants
  - Dates in Market: Nov. 5-7



compassandtwine Follow ...

2,780 posts 30.5k followers 1,453 following

**Compass + Twine**  
 Luxury Travel  
 • Writers: Signature Lux Travel, Orbitz  
 • As seen on: Travel & Leisure, CNN Travel, NYT, AFAR, Fodor's, GOOP  
 📍 Mpls/Houston  
 🏠 Home  
[www.compassandtwine.com](http://www.compassandtwine.com)



Gulf Coast...



Travel Inspo



WritingPar...



The Baha...



Family Tra...



California



Turks & C...



## Upcoming PR Initiatives

- Continue to pitch local travel story angles to target media focusing on fall travel.
- Continue FAM Tour planning and coordination.
- Attend Visit California's LA Fall 2021 media event in October 2021.
- Develop a What's New/Seasonal press release.

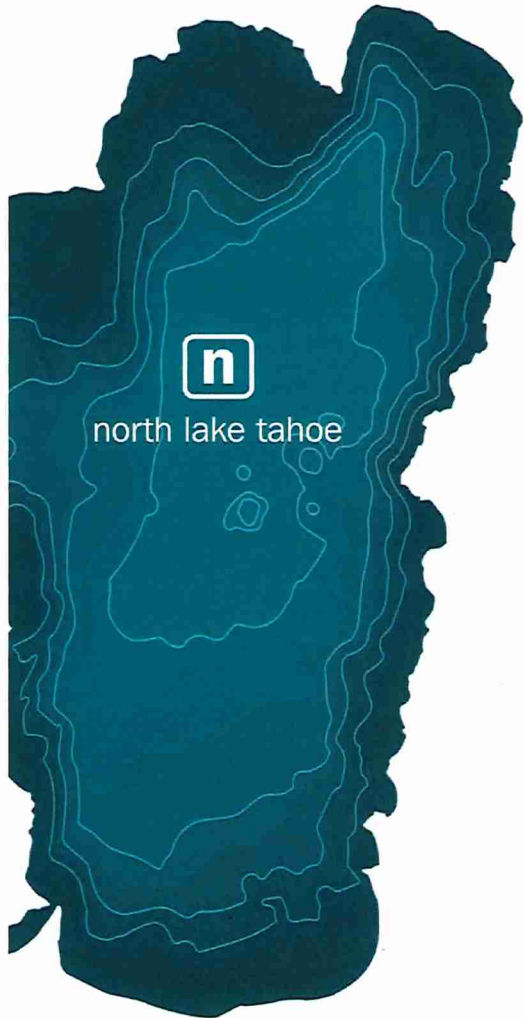


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An aerial photograph of a person in a red kayak on a clear, turquoise lake. The water is so clear that large, light-colored rocks are visible beneath the surface. The shoreline is lined with green pine trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Social Media" in a bold, dark blue font.

# Social Media





## State of Social

Content across platforms aesthetically tells the North Lake Tahoe story. After auditing existing pages, various areas of opportunity have been identified:



- Create a strategic boosted posts strategy to increase reach on top posts.
- Utilize location tagging in posts when possible.



- Utilize Reels to showcase daily activity in North Lake Tahoe.
- Create weekly story graphics to spotlight locations, lodging and more.
- Create Instagram Guides to help expand reach.
- Utilize relevant hashtags to increase reach.



- Utilize relevant hashtags to increase reach.
- Incorporate polls to increase engagement.



- Implement SEO strategy to improve video views.
- Utilize boosted social budget to promote YouTube videos on social platforms.



- Currently not being utilized.
- Will develop content to support MCC efforts.



- Condense boards to become more user-friendly to help aid travelers looking for inspiration.
- Will develop inspirational content to capture attention during the trip planning phase.



- This platform is an area of opportunity that is currently not being utilized.

# Target Overview

Looked at groups of people on social platforms and gathered insights into their behavior, interests, beliefs and stated intentions. Combined this data with demographic, engagement and census data to provide truly representative social media target.

## LIFESTYLES

<b>TRAVELERS</b> Affinity 2.33x	<b>READERS</b> Affinity 1.83x	<b>GAMBLERS</b> Affinity 3.61x
<b>POLITICALLY ACTIVE</b> Affinity 1.26x	<b>ART APPRECIATORS</b> Affinity 1.85x	<b>BUSINESS PEOPLE</b> Affinity 1.78x

## PERSONALITIES

<b>INVENTIVE &amp; CURIOUS</b> INVENTIVE & CURIOUS PEOPLE ARE OPEN TO EXPERIENCES AND ARE INTELLECTUALLY CURIOUS, ORIGINAL, CREATIVE AND SENSITIVE TO BEAUTY. THEY ENJOY EXPLORING NEW PLACES AND PREFER NOVELTY OVER STRICT ROUTINE.	<b>FRIENDLY &amp; COMPASSIONATE</b> FRIENDLY & COMPASSIONATE PEOPLE TEND TO BE EMPATHETIC, COMPASSIONATE, AND COOPERATIVE TOWARDS OTHERS. THEY OFTEN MAKE THEMSELVES AVAILABLE WHEN ASKED AND MAY HAVE A HARD TIME SAYING 'NO'.
--	--





## Creative Considerations

Seasonality & Positioning (may change as branding evolves):

- Spring: Twice the Fun/Dual Days
- Summer: Summer's Official Playground
- Fall: Secret Season
- Winter: Winter Wow

Unique & Common Holidays

Events & Deals

## Content Pillar #1: Explore

Explore what North Lake Tahoe has to offer:

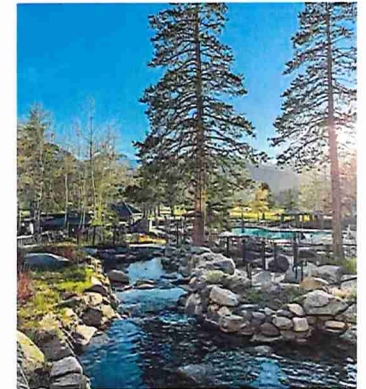
- Events
- Activities
- Indulge



## Content Pillar #2: Stay

Stay and enjoy North Lake Tahoe with peace of mind:

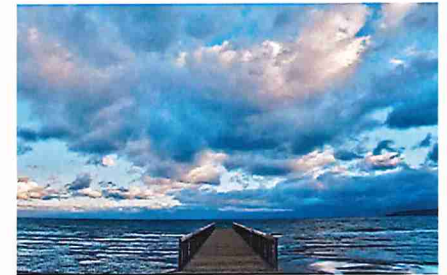
- Lodging Inspiration
- Offers and Promos
- Safety



## Content Pillar #3: Maintain

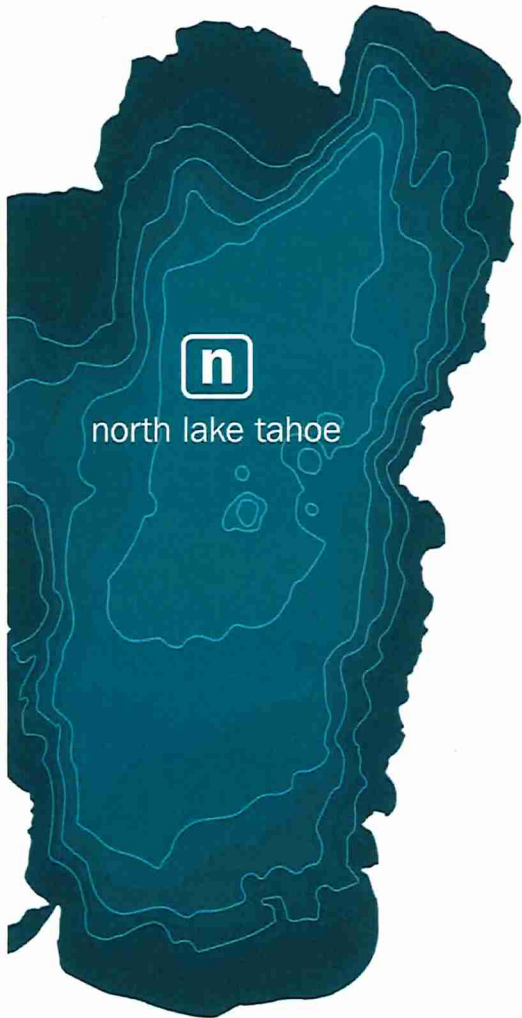
Maintain an inner balance through nature:

- Sustainability
- Wellness



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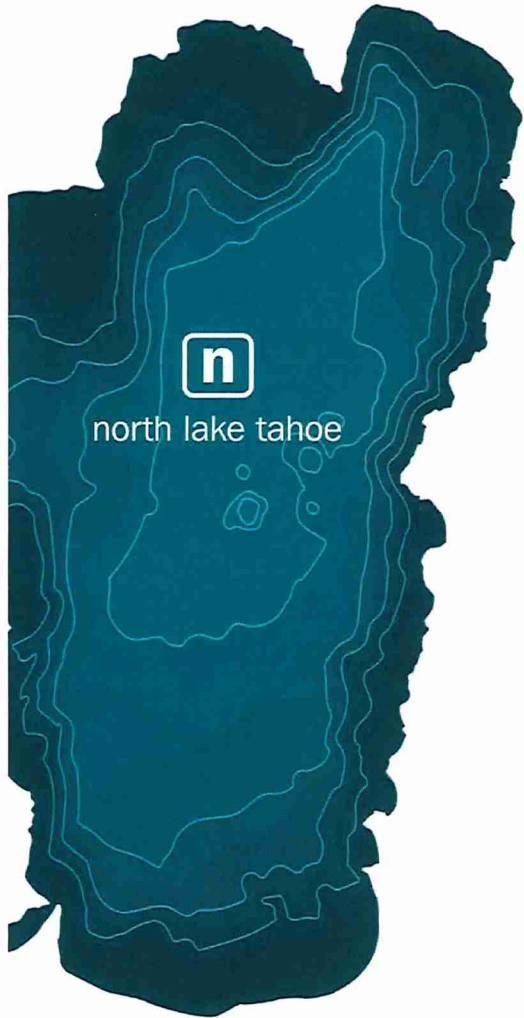




## Credibility and Exploration



- The content will include a mix of owned content as well as User Generated Content highlighting key messages.
- Will be instrumental in increasing traffic to the website, increasing reach and building upon brand awareness.
- In-feed content will be supported by a boosted budget to expand reach.



## Showcase Experiences



- Content will utilize strong visuals with relevant hashtags to increase reach and engagement.
- Will combine a mixture of owned and User Generated Content centered around key messaging.
- Content will place a heavy emphasis on seasonal messaging throughout the year.
- Explore content pillar will provide engaging content by highlighting key activities in North Lake Tahoe as well as scenic views.



## Instagram Reels, Stories, IGTV



- Story content will promote:
  - Repurpose CA Now Stories.
  - Itineraries for various traveler personas showcasing all levels of abilities.
  - “Tahoe Tuesday” series by creating trivia questions for the audience to engage.
    - Trivia's will include a total of 3 questions each week allowing for 3 winners.
- Reels content will promote video content created showcasing North Lake Tahoe in vlog format.
- ITGV content will promote long-form videos such as interviews or behind the scenes.



## Build Awareness and Credibility



- Pinterest content will create an opportunity for those in the planning and research phase of the consumer journey.
  - Create boards surrounding seasons and utilize User Generated Content and owned content.
- LinkedIn content will:
  - Promote blogs, news and updates.
  - Support MCC efforts.
  - Highlight career opportunities by positioning NLT as an ideal location to work.

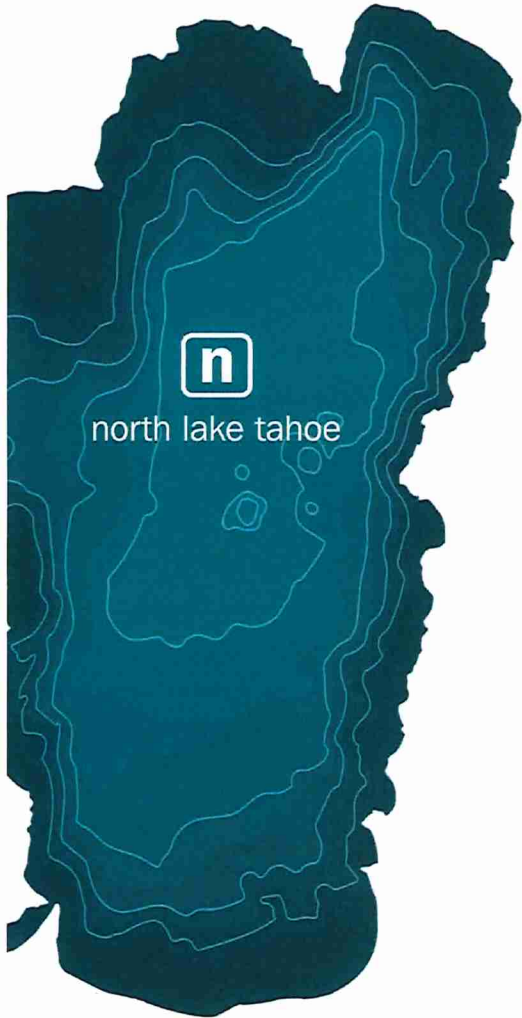




## Twitter



- Content will:
  - Closely mirror Facebook and Instagram posts.
  - Promote blogs and events.
  - Update audiences on road and weather conditions.



## TikTok



- Create seasonal videos showcasing hidden gems.
- Explore working with influencers/creators to develop “Day in Tahoe” videos.
- Leverage educational content to highlight North Lake Tahoe.
- Repurpose CA Now stories.









## Campaign Integration

- Social content will include campaign components in alignment with paid media campaigns including Facebook, Instagram, Twitter and TikTok.
  - Quarterly contests will be promoted to align with seasonal content campaigns.



## Monthly Social Content Cadence

Channel						
Cadence	15 posts	15 posts	12 posts	Blogs	4	2
Additional Support	N/A	4 stories	News	News	N/A	N/A
Key Performance Indicator	Traffic	Engage	Traffic	Traffic	Traffic	Views
Key Performance Indicator	Engage	Save	Engage	N/A	N/A	Engage



# MCC Campaign



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## Media Strategies

- Balance media platform opportunities.
- Maintain messaging through majority of year.
- Include successful lead-gen.
- Incorporate video.
- Continue with CVENT.



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## Tactics

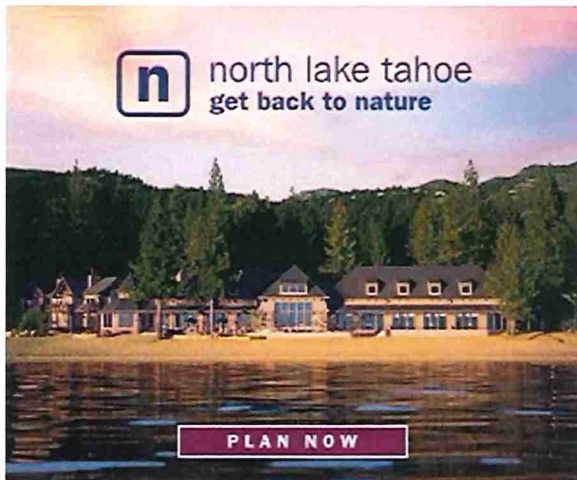
- Display
- LinkedIn
- Facebook/Instagram
- YouTube
- CVENT
- Lead Gen Program



north lake tahoe



# Current Creative Campaign Examples



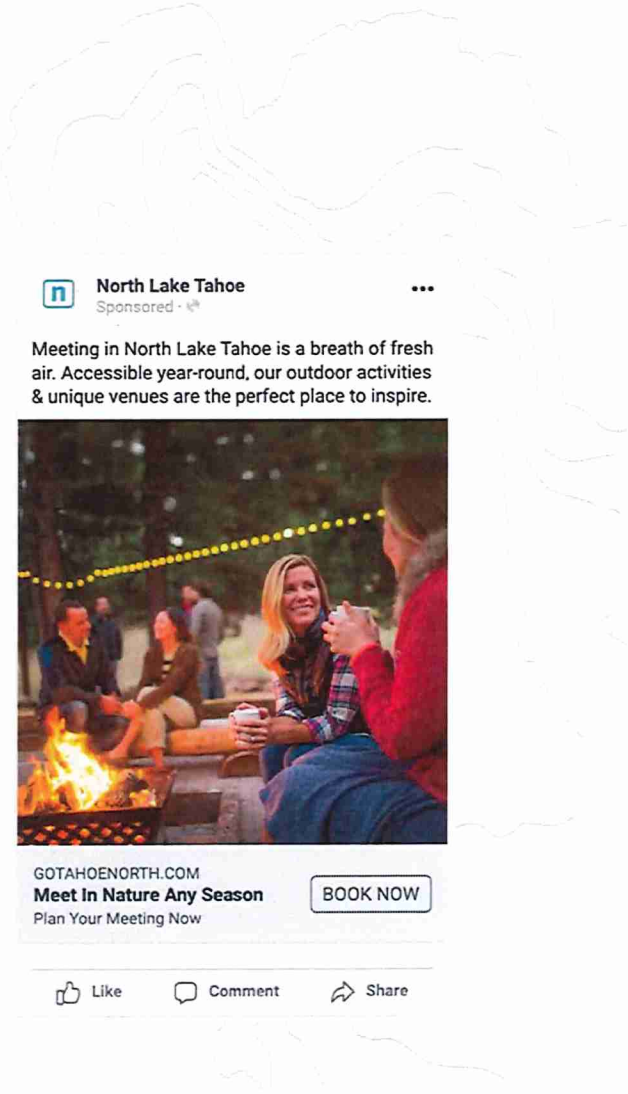
**North Lake Tahoe**  
Sponsored · 🌐

Use our meeting specific Know Before You Go Informational Guide to help plan your next North Lake Tahoe retreat.

GOTAHOENORTH.COM  
**Meet Safely & Responsibly**  
Plan Your Meeting Now

BOOK NOW

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**North Lake Tahoe**  
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Meeting in North Lake Tahoe is a breath of fresh air. Accessible year-round, our outdoor activities & unique venues are the perfect place to inspire.

GOTAHOENORTH.COM  
**Meet In Nature Any Season**  
Plan Your Meeting Now

BOOK NOW

Like Comment Share



## New Campaign

### Objectives

- Create awareness as the ideal meeting destination.
- Reinforce positioning as the premier destination choice.
- Drive planners to action (gain information and engage).
- Own a unique look and message.

### Positioning

All the best amenities come naturally in North Lake Tahoe.

Isn't it time to think outside the Zoom boxes? In North Lake Tahoe, outdoor team adventures, unique meeting venues and sunny skies create an ideal climate for your team to get inspired together.





**Thank you!**



## north lake tahoe

Chamber | CVB | Resort Association

Date: 10/15/21

To: North Lake Tahoe Marketing Cooperative

From: DeWitt Van Siclen, Accounting Manager

RE: Report of Financial Results for June 30, 2021 & August 31, 2021 financial results

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

- Cash balance at month end of \$217,000 was \$275,000 lower than prior year primarily due to a decrease in Accounts Receivable of \$39,000, an increase in Accounts Payable of \$12,000, and an increase in Unrestricted Net Assets of \$462,000 offset by an increase in Prepaid Expenses of \$32,000 and a decrease in Net Income of \$756,000.
- A/R – Other was \$26,000 lower than prior year due to cancelled trade shows in prior year. Balance has since paid.
- Prepaid Expenses of \$40,000 were \$32,000 greater than prior year.
- Accounts Payable of \$64,000 were \$12,000 greater than prior year due to timing.
- Unrestricted Net Assets Equity of \$487,000 was \$462,000 greater than prior year due to unspent FY2019.20 funds.
- Net Loss for the year was \$294,000. Prior year's positive results were \$462,000 for a difference of \$756,000. The current year's negative results of \$294,000 reduced equity to \$193,000.
  
- Year-to-date revenue from NLTRA and IVCBVB of \$680,000 was below budget \$920,000. NLTRA and IVCBVB had halted contributions to NLTMC in January 2021 due to reduced forecasted expenditures and further reduced contributions in April to fund separate spring consumer marketing campaigns. Budgeted use of prior year reserves was utilized to fund operations.
- Revenue - Other of \$45,000 is primarily due to an unbudgeted receipt from a Travel Nevada grant.
- Consumer Marketing expenditures of \$373,000 were \$719,000 below budget due to reduced expenditures due to the pandemic.
- Leisure Sales expenditures of \$32,000 were \$80,000 below budget due to reduced expenditures due to the pandemic.
- Public Relations expenses of \$187,000 were \$47,000 below budget due to reduced expenditures due to the pandemic.
- Conference Sales expenditures of \$99,000 were \$6,000 below budget.
- Trade Show expenditures of \$21,000 were \$62,000 below budget due to reduced expenditures due to the pandemic.
- Committed & Administrative expenditures of \$197,000 were \$90,000 below budget due to reduced expenditures due to the pandemic.
- Website & Maintenance expenses of \$112,000 were over budget \$13,000 primarily due to invoices received for prior year services.
- Total Expenses of \$1,020,000 were \$991,000 below budget.
- Net loss of \$294,000 was bad to budget by \$294,000.

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

- Cash balance at month end of \$279,000 was \$235,000 lower than prior year primarily due to an increase in Accounts Payable of \$91,000 and an increase Net Income of \$114,000 offset by an increase in Accounts Receivable of \$93,000, an increase in Prepaid Expenses of \$53,000 and a decrease in Unrestricted Net Assets of \$294,000.
- Accounts Receivable of \$117,000 was \$116,000 greater than prior year due to funding invoices not yet paid. Payment has since been received.
- A/R – Other was \$23,000 lower than prior year due to cancelled trade shows in prior year.
- Prepaid Expenses of \$79,000 were \$52,000 greater than prior year.
- Accounts Payable of \$111,000 were \$91,000 greater than prior year due to a combination of increased expenses as well as timing of payment.
- Unrestricted Net Assets Equity of \$193,000 was \$294,000 less than prior year due to the use of unspent FY2019.20 funds in the prior fiscal year.
- Net Income of \$172,000 was \$114,000 greater than prior year.
  
- Year-to-date revenue from NLTRA and IVCBVB of \$315,000 was on budget.
- Consumer Marketing expenditures of \$65,000 were \$21,000 below budget due to timing.
- Leisure Sales expenditures of \$2,000 were \$1,000 below budget.
- Public Relations expenses of \$15,000 were \$11,000 below budget due to timing.
- Conference Sales expenditures of \$3,000 were \$14,000 below budget.
- Trade Show expenditures of \$1,000 were \$9,000 below budget due to anticipated trade shows being cancelled.
- Committed & Administrative expenditures of \$32,000 were \$7,000 over budget due to timing.
- Website & Maintenance expenses of \$27,000 were \$3,000 below budget.
- Total Expenses of \$144,000 were \$52,000 below budget.
- Net Income of \$171,000 was good to budget by \$52,000.



# **North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

June 30, 2021

## North Lake Tahoe Marketing Cooperative

### Balance Sheet

As of June 30, 2021

Accrual Basis

	Jun 30, 21	Jun 30, 20	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
Checking/Savings				
1200-00 · Cash	216,621	491,681	(275,059)	(56)%
<b>Total Checking/Savings</b>	216,621	491,681	(275,059)	(56)%
<b>Accounts Receivable</b>				
1200-00 · Accounts Receivable	0	1,335	(1,335)	(100)%
<b>Total Accounts Receivable</b>	0	1,335	(1,335)	(100)%
<b>Other Current Assets</b>				
1200-99 · Accounts Receivable - Other	0	25,720	(25,720)	(100)%
1300 · Reimbursements Receivable	0	11,705	(11,705)	(100)%
1350-00 · Security Deposits	100	100	0	0%
<b>Total Other Current Assets</b>	100	37,525	(37,425)	(100)%
<b>Total Current Assets</b>	216,721	530,541	(313,820)	(59)%
<b>Other Assets</b>				
1400-00 · Prepaid Expenses	40,310	8,321	31,989	384%
<b>Total Other Assets</b>	40,310	8,321	31,989	384%
<b>TOTAL ASSETS</b>	<b>257,031</b>	<b>538,862</b>	<b>(281,831)</b>	<b>(52)%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Accounts Payable				
2000-00 · Accounts Payable	64,362	51,879	12,484	24%
<b>Total Accounts Payable</b>	64,362	51,879	12,484	24%
<b>Total Current Liabilities</b>	64,362	51,879	12,484	24%
<b>Total Liabilities</b>	64,362	51,879	12,484	24%
<b>Equity</b>				
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%
Net Income	(294,315)	462,141	(756,456)	(164)%
<b>Total Equity</b>	192,669	486,983	(294,315)	(60)%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>257,031</b>	<b>538,862</b>	<b>(281,831)</b>	<b>(52)%</b>

**North Lake Tahoe Marketing Cooperative**  
**A/P Aging Summary**  
As of June 30, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Amber Burke	0.00	13.44	0.00	0.00	0.00	13.44
Dean Runyan Associates	16,875.00	0.00	0.00	0.00	0.00	16,875.00
IVCB Visitors Bureau	772.71	0.00	0.00	0.00	0.00	772.71
Jeff Hentz	0.00	46.48	0.00	0.00	0.00	46.48
Just Imagine	8,100.00	0.00	0.00	0.00	0.00	8,100.00
MAHK Advertising	7,521.46	0.00	0.00	0.00	0.00	7,521.46
NLTRA	4,881.53	1,050.79	0.00	0.00	0.00	5,932.32
Print Art/Sierra Mail	1,541.44	0.00	0.00	0.00	0.00	1,541.44
Sarah Winters	0.00	33.00	0.00	0.00	0.00	33.00
SJ Marketing	9,012.35	0.00	0.00	0.00	0.00	9,012.35
The Abbi Agency, Inc	14,514.20	0.00	0.00	0.00	0.00	14,514.20
<b>TOTAL</b>	<b><u>63,218.69</u></b>	<b><u>1,143.71</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>64,362.40</u></b>

**North Lake Tahoe Marketing Cooperative  
Profit & Loss Budget Performance**

Accrual Basis

June 2021

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun ...	YTD Budget	\$ Over Budget	Annual Budget
<b>Income</b>							
4000-00 - LTVCBVB Funding	0	33,000	(33,000)	252,553	592,000	(339,447)	592,000
4001-00 - NLTRA Funding	0	76,200	(76,200)	421,850	1,000,000	(578,150)	1,000,000
4004-00 - IVCBVB Entertainment	0	0	0	6,000	8,000	(2,000)	8,000
4005-00 - Prior Year Net Income	0	26,764	(26,764)	0	410,697	(410,697)	410,697
4099-00 - Revenue - Other	0	0	0	45,200	0	45,200	0
<b>Total Income</b>	<b>0</b>	<b>135,964</b>	<b>(135,964)</b>	<b>725,604</b>	<b>2,010,697</b>	<b>(1,285,093)</b>	<b>2,010,697</b>
<b>Gross Profit</b>	<b>0</b>	<b>135,964</b>	<b>(135,964)</b>	<b>725,604</b>	<b>2,010,697</b>	<b>(1,285,093)</b>	<b>2,010,697</b>
<b>Expense</b>							
<b>5000-00 - CONSUMER MARKETING</b>							
5001-00 - Broadcast / Radio - High Notes	0	5,000	(5,000)	0	5,000	(5,000)	5,000
5002-00 - Consumer Print	8,100			8,100			
5002-01 - Native Display	633	3,189	(2,356)	7,500	42,501	(35,001)	42,501
5004-00 - Trip Advisor	0	6,377	(6,377)	5,903	85,000	(79,097)	85,000
5006-00 - Paid Social	1,980	2,014	(34)	20,862	112,660	(91,798)	112,660
5005-01 - Digital Display / Retargeting	2,134	6,000	(3,866)	42,187	85,800	(43,613)	85,800
5005-02 - Retargeting Video	0	375	(375)	0	9,000	(9,000)	9,000
5007-00 - Creative Production							
5007-01 - Creative Production	7,545	0	7,545	67,933	0	67,933	0
5007-02 - Website Production	854	0	854	4,866	0	4,866	0
5007-03 - Photo/Video Creative	1,500	0	1,500	10,402	0	10,402	0
5007-00 - Creative Production - Other	518	1,128	(611)	2,048	105,364	(103,317)	105,364
<b>Total 5007-00 - Creative Production</b>	<b>10,417</b>	<b>1,128</b>	<b>9,289</b>	<b>85,248</b>	<b>105,364</b>	<b>(20,116)</b>	<b>105,364</b>
5010-00 - Account Strategy & Management	6,000	6,000	0	72,000	72,000	0	72,000
5010-02 - Website Strategy & Analysis	3,204	3,113	91	25,632	37,400	(11,768)	37,400
5013-00 - Outdoor	0	0	0	0	115,000	(115,000)	115,000
5015-00 - Video	0	4,725	(4,725)	0	112,350	(112,350)	112,350
5017-00 - Rich Media	0	0	0	0	35,000	(35,000)	35,000
5018-00 - Media Commission	339	4,845	(4,506)	30,808	96,631	(65,823)	96,631
5018-01 - Digital Ad Serving	21	250	(229)	354	3,000	(2,746)	3,000
5020-00 - Search Engine Marketing	1,000	3,000	(2,000)	35,744	65,700	(29,956)	65,700
5022-00 - Email	0	4,159	(4,159)	4,182	35,000	(30,818)	35,000
5024-00 - Fuslon 7	2,000	2,000	0	24,000	24,000	0	24,000
5025-00 - Expedia	0	0	0	0	20,000	(20,000)	20,000
5028-00 - High Impact Media	0	1,950	(1,950)	0	30,000	(30,000)	30,000
5029-00 - Television	0	0	0	10,154	0	10,154	0
<b>Total 5000-00 - CONSUMER MARKETING</b>	<b>36,029</b>	<b>54,125</b>	<b>(18,096)</b>	<b>372,655</b>	<b>1,091,406</b>	<b>(718,751)</b>	<b>1,091,406</b>
<b>5110-00 - LEISURE SALES</b>							
5107-00 - Creative Production	0	0	0	150	7,250	(7,100)	7,250
5111-00 - FAMS - Domestic	0	0	0	0	4,500	(4,500)	4,500
5112-00 - Training / Sales Calls	196	0	196	1,494	5,000	(3,506)	5,000
5113-00 - Additional Opportunities	0	3,000	(3,000)	0	10,000	(10,000)	10,000
5115-00 - Travel Agent Incentive Program	0	0	0	0	2,000	(2,000)	2,000
5120-00 - Domestic - Trade Shows	0	0	0	0	6,500	(6,500)	6,500
5131-00 - FAMS Intl - Travel Trade	(178)	3,010	(3,188)	416	5,510	(5,094)	5,510
5133-00 - Ski-Tops	0	0	0	0	2,545	(2,545)	2,545
5134-00 - Intl Marketing - Additional Opp	0	0	0	0	4,000	(4,000)	4,000
5137-00 - Co-op Opportunities	0	0	0	10,000	12,000	(2,000)	12,000
5143-00 - Mountain Travel Symposium	0	0	0	895	5,350	(4,355)	5,350
5144-00 - IPW - POW WOW	0	1,000	(1,000)	0	11,000	(11,000)	11,000
5145-00 - TIA Annual Dues	2,550	0	2,550	2,550	2,695	(145)	2,695
5147-00 - AUS / Gate 7	4,216	0	4,216	13,495	12,150	1,345	12,150
5154-00 - Canada							
5154-01 - Canada Sales Mission	0	0	0	0	6,000	(6,000)	6,000
5154-00 - Canada - Other	0	0	0	1,500	12,000	(10,500)	12,000
<b>Total 5154-00 - Canada</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,500</b>	<b>18,000</b>	<b>(16,500)</b>	<b>18,000</b>
5155-00 - California Star Program	0	0	0	1,167	3,500	(2,333)	3,500
<b>Total 5110-00 - LEISURE SALES</b>	<b>6,784</b>	<b>7,010</b>	<b>(226)</b>	<b>31,767</b>	<b>112,000</b>	<b>(80,233)</b>	<b>112,000</b>
<b>5200-00 - PUBLIC RELATIONS</b>							
5200-01 - Strategy, Reporting, Mgmt, Etc.	1,500	1,500	0	18,000	18,000	0	18,000
5202-00 - PR Program/ Content Dev - Blogs	1,000	1,000	0	12,500	18,500	(6,000)	18,500
5202-01 - Rich Content Development	0	0	0	20,500	0	20,500	0
5204-00 - Media Mission(s)	16	0	16	628	30,000	(29,172)	30,000
5206-00 - Digital Buy/ Social Media Boost	500	500	0	6,000	6,000	0	6,000
5207-00 - Content Campaigns/Tools-Hy Emma	300	300	0	3,600	3,600	0	3,600
5208-00 - Domestic Travel Media FAMS	4,251	0	4,251	11,416	20,000	(8,584)	20,000
5210-00 - Content Dev - Newsletters	1,800	1,800	0	18,800	21,600	(1,800)	21,600
5211-00 - Social Media Strategy & Mgmt	4,000	4,000	0	48,000	48,000	0	48,000
5212-00 - Social Giveaways & Contests	635	0	635	4,614	10,500	(5,886)	10,500
5213-00 - Facebook Live	199	0	199	262	150	112	150
5214-00 - Social Takeover	4,114	0	4,114	14,889	15,000	(111)	15,000
5216-00 - PR Content Development + Distrib	0	700	(700)	8,847	8,400	447	8,400
5218-00 - Crisis Communication / Training	0	0	0	5,000	4,900	100	4,900
5221-00 - Photography & Video Asset Dev	0	0	0	10,500	15,000	(4,500)	15,000
5222-00 - Media Tracking / Membership	0	1,174	(1,174)	1,816	14,000	(12,184)	14,000
5280-00 - PR Meals / Entertainment	148	0	148	177	0	177	0
<b>Total 5200-00 - PUBLIC RELATIONS</b>	<b>18,463</b>	<b>10,974</b>	<b>7,489</b>	<b>186,749</b>	<b>233,650</b>	<b>(46,901)</b>	<b>233,650</b>
<b>6000-00 - CONFERENCE SALES</b>							
6002-00 - Destination Print	0	5,000	(5,000)	2,500	20,000	(17,500)	20,000
6003-00 - Geo-Fence Targeting	0	750	(750)	0	3,000	(3,000)	3,000
6004-00 - Email	0	1,250	(1,250)	0	5,000	(5,000)	5,000
6005-00 - Paid Media	844	1,500	(656)	38,364	6,000	32,364	6,000
6006-00 - EVENT	0	0	0	10,678	10,678	0	10,678
6007-00 - Creative Production	5,808	3,686	2,122	21,068	14,744	6,319	14,744
6014-00 - MCC Group Incentive Program	0	5,000	(5,000)	0	10,000	(10,000)	10,000
6016-00 - MCC National Memberships	0	379	(379)	399	3,773	(3,374)	3,773
6016-00 - MCC Search Engine Marketing	123	424	(301)	2,453	5,000	(2,548)	5,000
6018-00 - MCC Media Commission	79	1,633	(1,554)	6,809	6,528	281	6,528
6018-01 - MCC Digital Ad Serving	0	0	0	77	0	77	0
6019-00 - Conference Direct Partnership	417	0	417	7,000	5,000	2,000	5,000
6128-00 - HelmsBriscoe Strategic Partner	583	0	583	7,000	7,000	0	7,000
6152-00 - Client Events / Opportunities	28	2,500	(2,472)	137	6,570	(6,433)	6,570
6153-00 - Chicago Sales Rep Support	191	0	191	2,112	1,000	1,112	1,000
<b>Total 6000-00 - CONFERENCE SALES</b>	<b>8,072</b>	<b>22,122</b>	<b>(14,050)</b>	<b>98,691</b>	<b>104,291</b>	<b>(5,600)</b>	<b>104,291</b>
<b>6100-00 - TRADE SHOWS</b>							
6111-00 - Site Inspections	351	1,000	(649)	765	4,500	(3,735)	4,500
6116-00 - CalSAE Seasonal Spectacular	0	0	0	1,099	3,700	(2,601)	3,700
6118-00 - ASAE Annual	0	0	0	0	795	(795)	795
6120-01 - Sac River Cats Client Event	0	1,000	(1,000)	0	1,000	(1,000)	1,000
6127-00 - CalSAE Annual	0	0	0	3,071	6,700	(3,629)	6,700
6143-00 - Connect Marketplace	0	0	0	4,900	14,850	(9,950)	14,850
6146-00 - UC Vendor Fair	0	0	0	0	5,250	(5,250)	5,250
6151-00 - Destination CA	0	0	0	26	1,500	(1,474)	1,500
6154-00 - HelmsBriscoe ABC	0	0	0	730	6,500	(5,770)	6,500



**North Lake Tahoe Marketing Cooperative  
Profit & Loss Budget Performance**

June 2021

Accrual Basis

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun ...	YTD Budget	\$ Over Budget	Annual Budget
6166-00 - Connect California	0	0	0	8,328	5,250	3,078	5,250
6166-02 - Connect Chicago	0	0	0	0	5,750	(5,750)	5,750
6167-00 - HPN Partner Conference	0	0	0	1,175	0	1,175	0
6160-00 - AllThingsMeetings Silicon Valley	0	0	0	675	0	675	0
6160-01 - AllThingsMeetings East Bay	0	0	0	0	2,000	(2,000)	2,000
6164-00 - Connect Mountain Incentive	0	0	0	0	5,750	(5,750)	5,750
6165-00 - Bay Area Client Appreciation	0	3,000	(3,000)	0	4,500	(4,500)	4,500
6166-00 - Sports Commission	0	0	0	0	795	(795)	795
6167-00 - Nor Cal DMO	0	0	0	420	0	420	0
6168-00 - Sacramento/Roseville TopGolf	0	0	0	0	2,500	(2,500)	2,500
6169-00 - Prestige Meetings SF	0	0	0	0	2,500	(2,500)	2,500
6171-00 - Outdoor Retailer	0	0	0	0	1,000	(1,000)	1,000
6173-00 - Connect NYC	0	0	0	0	6,250	(6,250)	6,250
6180-00 - Conference Direct CA	0	0	0	0	1,000	(1,000)	1,000
6181-00 - Conference Direct PNW	0	0	0	0	1,000	(1,000)	1,000
<b>Total 6100-00 - TRADE SHOWS</b>	<b>351</b>	<b>5,000</b>	<b>(4,649)</b>	<b>21,189</b>	<b>83,090</b>	<b>(61,901)</b>	<b>83,090</b>
<b>7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>							
8008-00 - Cooperative Programs	6,162	2,500	3,662	13,996	30,000	(16,004)	30,000
5009-00 - Fulfillment / Mail	218	1,000	(782)	1,898	12,000	(10,102)	12,000
5021-00 - RASC-Reno Air Service Corp	25,000	0	25,000	50,000	50,000	0	50,000
5123-00 - HSVC - High Sierra Visitors	167	0	167	1,667	2,000	(333)	2,000
7001-00 - Miscellaneous	(3,008)	0	(3,008)	0	0	0	0
7002-00 - CRM Subscription	833	0	833	10,625	9,996	629	9,996
7003-00 - IVCBVB Entertainment Fund	228	2,000	(1,772)	1,163	8,000	(6,837)	8,000
7004-00 - Research	21,161	0	21,161	31,162	29,000	2,162	29,000
7005-00 - Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 - Special Events	2,615	30,000	(27,385)	2,615	30,000	(27,385)	30,000
7007-00 - Destination / DMX	887	0	887	29,326	33,352	(4,026)	33,352
7008-00 - Opportunistic Funds	2,500	0	2,500	2,631	46,487	(43,856)	46,487
7009-00 - Tahoe Cam Usage	0	177	(177)	2,124	2,124	0	2,124
7010-00 - Photo Management & Storage	592	587	5	7,516	7,089	417	7,089
7020-00 - Collateral Production / Printin	2,521	0	2,521	12,777	8,000	4,777	8,000
7030-00 - Contract Review	0	0	0	13,768	0	13,768	0
8700-00 - Automobile Expense*	74	350	(276)	634	4,200	(3,566)	4,200
<b>Total 7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>	<b>59,729</b>	<b>36,614</b>	<b>23,115</b>	<b>196,902</b>	<b>287,258</b>	<b>(90,356)</b>	<b>287,258</b>
<b>8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>							
8002-00 - Content Manager Contractor	4,250	4,250	0	51,052	51,000	52	51,000
8003-00 - Website Hosting Maintenance	2,855	4,000	(1,145)	60,914	48,000	12,914	48,000
<b>Total 8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>7,105</b>	<b>8,250</b>	<b>(1,145)</b>	<b>111,966</b>	<b>99,000</b>	<b>12,966</b>	<b>99,000</b>
<b>Total Expense</b>	<b>136,534</b>	<b>144,095</b>	<b>(7,561)</b>	<b>1,019,918</b>	<b>2,010,695</b>	<b>(990,777)</b>	<b>2,010,695</b>
<b>Net Income</b>	<b>(136,534)</b>	<b>(8,131)</b>	<b>(128,403)</b>	<b>(294,316)</b>	<b>2</b>	<b>(294,317)</b>	<b>2</b>

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

Accrual Basis

July 2020 through June 2021

	Jul '20 - Jun 21	Jul '19 - Jun 20	\$ Change	% Change
<b>Income</b>				
4000-00 - LTVCBVB Funding	252,553.38	842,000.00	-589,446.62	-70.0%
4001-00 - NLTRA Funding	421,850.25	1,503,362.00	-1,081,511.75	-71.9%
4004-00 - IVCBVB Entertainment	6,000.00	8,000.00	-2,000.00	-25.0%
4099-00 - Revenue - Other	45,200.00	0.00	45,200.00	100.0%
<b>Total Income</b>	<b>725,603.63</b>	<b>2,353,362.00</b>	<b>-1,627,758.37</b>	<b>-69.2%</b>
<b>Gross Profit</b>	<b>725,603.63</b>	<b>2,353,362.00</b>	<b>-1,627,758.37</b>	<b>-69.2%</b>
<b>Expense</b>				
<b>6000-00 - CONSUMER MARKETING</b>				
6001-00 - Broadcast / Radio - High Notes	0.00	5,104.00	-5,104.00	-100.0%
6002-00 - Consumer Print	8,100.00	0.00	8,100.00	100.0%
6002-01 - Native Display	7,499.97	9,250.00	-1,750.03	-18.9%
6004-00 - Trip Advisor	5,902.83	66,400.69	-60,497.86	-91.1%
6005-00 - Paid Social	20,862.21	105,696.70	-84,734.49	-80.2%
6005-01 - Digital Display / Retargeting	42,186.84	155,778.15	-113,591.31	-72.9%
6005-02 - Retargeting Video	0.00	14,972.28	-14,972.28	-100.0%
6007-00 - Creative Production				
6007-01 - Creative Production	67,933.12	0.00	67,933.12	100.0%
6007-02 - Website Production	4,866.25	0.00	4,866.25	100.0%
6007-03 - Photo/Video Creative	10,401.63	0.00	10,401.63	100.0%
6007-00 - Creative Production - Other	2,047.60	160,810.21	-158,762.71	-98.7%
<b>Total 6007-00 - Creative Production</b>	<b>85,248.50</b>	<b>160,810.21</b>	<b>-75,561.71</b>	<b>-47.0%</b>
6010-00 - Account Strategy & Management	72,000.00	72,000.00	-2,000.00	-2.7%
6010-01 - Digital Management & Reporting	0.00	19,000.00	-19,000.00	-100.0%
6010-02 - Website Strategy & Analysis	25,832.00	12,400.00	13,232.00	106.7%
6013-00 - Outdoor	0.00	115,000.00	-115,000.00	-100.0%
6015-00 - Video	0.00	20,176.21	-20,176.21	-100.0%
6017-00 - Rich Media	0.00	34,987.64	-34,987.64	-100.0%
6018-00 - Media Commission	30,607.65	77,839.44	-47,131.79	-60.5%
6018-01 - Digital Ad Serving	354.28	2,194.45	-1,840.17	-83.9%
6020-00 - Search Engine Marketing	35,744.30	44,823.15	-9,078.85	-20.3%
6022-00 - Email	4,162.45	28,478.66	-22,316.21	-84.3%
6024-00 - Fusion 7	24,000.00	0.00	24,000.00	100.0%
6029-00 - Television	10,154.30	0.00	10,154.30	100.0%
<b>Total 6000-00 - CONSUMER MARKETING</b>	<b>372,655.23</b>	<b>944,909.58</b>	<b>-572,254.35</b>	<b>-60.6%</b>
<b>6110-00 - LEISURE SALES</b>				
6110-00 - Creative Production	150.00	3,944.12	-3,794.12	-96.2%
6112-00 - Training / Sales Calls	1,493.88	4,028.20	-2,534.32	-62.8%
6113-00 - Additional Opportunities	0.00	3,392.02	-3,392.02	-100.0%
6115-00 - Travel Agent Incentive Program	0.00	1,500.00	-1,500.00	-100.0%
6120-00 - Domestic - Trade Shows	0.00	5,504.87	-5,504.87	-100.0%
6131-00 - FAMS - Intl - Travel Trade	416.43	2,392.35	-1,975.92	-82.6%
6132-00 - FAMS - Intl - Media	0.00	35.08	-35.08	-100.0%
6134-00 - Intl Marketing - Additional Opp	0.00	11,921.32	-11,921.32	-100.0%
6138-00 - Tour Operator Brochure Support	0.00	2,000.00	-2,000.00	-100.0%
6137-00 - Co-op Opportunities	10,000.00	8,266.41	1,733.59	21.0%
6142-00 - UK Sales Mission	0.00	2,176.93	-2,176.93	-100.0%
6143-00 - Mountain Travel Symposium	995.00	37.93	957.07	2,523.3%
6144-00 - IPW - POW WOW	0.00	257.18	-257.18	-100.0%
6145-00 - TIA Annual Dues	2,850.00	2,850.00	-145.00	-5.4%
6146-00 - UK Black Diamond	0.00	27,590.01	-27,590.01	-100.0%
6147-00 - AUS / Gate 7	13,494.95	28,463.00	-14,968.05	-49.0%
6149-00 - Mexico Program	0.00	2,490.81	-2,490.81	-100.0%
6160-00 - China Program	0.00	154.17	-154.17	-100.0%
6164-00 - Canada				
6164-01 - Canada Sales Mission	0.00	6,409.18	-6,409.18	-100.0%
6164-00 - Canada - Other	1,500.00	16,859.04	-15,359.04	-91.1%
<b>Total 6164-00 - Canada</b>	<b>1,500.00</b>	<b>23,268.12</b>	<b>-21,768.12</b>	<b>-93.6%</b>
6165-00 - California Star Program	1,166.88	2,333.30	-1,166.42	-50.0%
6165-00 - German Trade Representation	0.00	19,660.31	-19,660.31	-100.0%
<b>Total 6110-00 - LEISURE SALES</b>	<b>31,766.04</b>	<b>149,829.11</b>	<b>-118,063.07</b>	<b>-78.8%</b>
<b>6200-00 - PUBLIC RELATIONS</b>				
6200-01 - Strategy, Reporting, Mgmt, Etc.	18,000.00	23,400.00	-5,400.00	-23.1%
6201-00 - National, Regional, & Local PR	0.00	49,250.00	-49,250.00	-100.0%
6202-00 - PR Program Content Dev - Blogs	12,500.00	21,500.00	-9,000.00	-42.3%
6202-01 - Rich Content Development	20,500.00	18,975.00	1,525.00	8.0%
6204-00 - Media Mission(s)	827.87	8,223.11	-7,395.24	-90.5%
6205-00 - Digital Buy/ Social Media Boost	6,000.00	4,288.00	1,712.00	40.0%
6207-00 - Content Campaigns/Tools-Me Emma	3,600.00	0.00	3,600.00	100.0%
6208-00 - International Travel Media FAMS	0.00	6,252.35	-6,252.35	-100.0%
6208-01 - Intl FAM Hard Cost	0.00	2,107.67	-2,107.67	-100.0%
6208-02 - Intl Media Retainer	0.00	2,650.00	-2,650.00	-100.0%
6209-00 - Domestic Travel Media FAMS	11,415.66	19,773.06	-8,357.40	-42.3%
6210-00 - Content Dev - Newsletters	19,800.00	1,800.00	18,000.00	900.0%
6211-00 - Social Media Strategy & Mgmt	48,000.00	48,000.00	0.00	0.0%
6212-00 - Social Giveaways & Contests	4,613.66	8,153.62	-3,539.96	-43.5%
6213-00 - Facebook Live	262.03	2,500.00	-2,237.97	-85.1%
6214-00 - Social Takeover	14,889.20	7,991.75	6,897.45	87.2%
6216-00 - PR Content Development + Distrib	8,846.81	0.00	8,846.81	100.0%
6218-00 - Crisis Communication / Training	5,000.00	0.00	5,000.00	100.0%
6221-00 - Photography & Video Asset Dev	10,500.00	0.00	10,500.00	100.0%
6222-00 - Media Training / Membership	1,810.00	0.00	1,810.00	100.0%
6220-00 - PR Meals / Entertainment	177.13	0.00	177.13	100.0%
<b>Total 6200-00 - PUBLIC RELATIONS</b>	<b>186,748.66</b>	<b>245,322.86</b>	<b>-58,574.20</b>	<b>-23.9%</b>
<b>6000-00 - CONFERENCE SALES</b>				
6002-00 - Destination Print	2,500.00	17,260.00	-14,760.00	-85.5%
6004-00 - Email	0.00	2,550.00	-2,550.00	-100.0%
6005-00 - Paid Media	38,364.15	6,276.18	32,087.97	511.3%
6005-00 - CVENT	10,678.00	11,289.76	-611.76	-5.4%
6007-00 - Creative Production	21,063.19	14,538.11	6,525.08	44.9%
6008-00 - Conference PR / Social Outreach	0.00	8,400.00	-8,400.00	-100.0%
6015-00 - MCC National Memberships	399.00	0.00	399.00	100.0%
6016-00 - MCC Search Engine Marketing	2,452.50	3,408.21	-955.71	-28.0%
6018-00 - MCC Media Commission	6,908.52	5,840.88	1,067.64	18.3%
6018-01 - MCC Digital Ad Serving	76.52	1.26	75.26	5,973.0%
6019-00 - Conference Direct Partnership	7,000.04	0.00	7,000.04	100.0%
6128-00 - HelmsBriscoe Strategic Partner	6,999.98	6,916.63	83.35	1.2%
6162-00 - Client Events / Opportunities	136.79	10,789.44	-10,652.65	-98.7%
6163-00 - Chicago Sales Rep Support	2,112.15	2,027.29	84.86	4.2%
<b>Total 6000-00 - CONFERENCE SALES</b>	<b>98,690.82</b>	<b>89,295.78</b>	<b>9,395.04</b>	<b>10.6%</b>
<b>6100-00 - TRADE SHOWS</b>				
6111-00 - Site Inspections	784.83	2,460.25	-1,675.42	-68.0%
6118-00 - CalSAE Seasonal Spectacular	1,099.00	6,381.06	-5,282.06	-82.7%
6118-00 - ASAE Annual	0.00	6,511.38	-6,511.38	-100.0%
6120-00 - AFW Client Event	0.00	1,188.39	-1,188.39	-100.0%
6120-01 - Sac River Cats Client Event	0.00	1,187.41	-1,187.41	-100.0%
6127-00 - CalSAE Annual	3,070.75	1,022.07	2,048.68	200.4%
6143-00 - Connect Marketplace	4,500.00	3,814.74	685.26	18.0%
6161-00 - Destination CA	25.90	0.00	25.90	100.0%
6164-00 - HelmsBriscoe ABC	730.10	5,316.80	-4,586.70	-68.3%
6168-00 - Connect California	8,328.07	280.96	8,047.11	2,864.2%
6169-04 - Connect Georgia	0.00	5,733.39	-5,733.39	-100.0%
6167-00 - HPA Partner Conference	1,176.00	4,299.45	-3,123.45	-72.7%
6160-00 - AllThingsMeetings Silicon Valley	676.00	610.76	65.24	10.7%
6161-00 - Connect Southwest	0.00	5,057.32	-5,057.32	-100.0%
6162-00 - Connect Tech & Medical	0.00	4,748.81	-4,748.81	-100.0%
6163-00 - Connect Financial	0.00	7,961.19	-7,961.19	-100.0%
6165-00 - Bay Area Client Appreciation	0.00	750.00	-750.00	-100.0%
6167-00 - Nor Cal DMO	420.00	489.00	-69.00	-14.1%
6168-00 - Sacramento/Roseville TopGolf	0.00	1,144.42	-1,144.42	-100.0%
6174-00 - Outdoor Retailer	0.00	105.10	-105.10	-100.0%
6173-00 - Connect NYC	0.00	324.06	-324.06	-100.0%
6100-00 - TRADE SHOWS - Other	0.00	250.00	-250.00	-100.0%
<b>Total 6100-00 - TRADE SHOWS</b>	<b>21,188.65</b>	<b>57,997.26</b>	<b>-36,808.61</b>	<b>-63.6%</b>
6166-00 - CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
<b>7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>				
5008-00 - Cooperative Programs	13,999.35	33,558.80	-19,559.45	-58.3%
5009-00 - Fulfillment / Mail	1,897.81	9,131.89	-7,234.08	-79.2%
5021-00 - RASC-Reno Air Service Corp	50,000.00	75,000.00	-25,000.00	-33.3%

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

Accrual Basis

July 2020 through June 2021

	Jul '20 - Jun 21	Jul '19 - Jun 20	\$ Change	% Change
6122-00 - SSMC Shipping - Sierra Ski Mkt	0.00	5.03	-5.03	-100.0%
6123-00 - HSVC - High Sierra Visitors	1,666.70	2,000.04	-333.34	-16.7%
7001-00 - Miscellaneous	0.00	253.04	-253.04	-100.0%
7002-00 - CRM Subscription	10,824.97	7,499.03	3,324.99	41.7%
7003-00 - NCBVB Entertainment Fund	1,162.73	2,258.40	-1,095.67	-48.5%
7004-00 - Research	31,161.72	30,030.02	1,131.70	3.8%
7005-00 - Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 - Special Events	2,615.39	30,000.00	-27,384.61	-91.3%
7007-00 - Desimetrics / DMX	29,326.28	33,350.00	-4,023.72	-12.1%
7008-00 - Opportunistic Funds	2,631.19	34,373.27	-31,742.08	-92.4%
7009-00 - Tahoe Cam Usage	2,124.00	2,124.00	0.00	0.0%
7010-00 - Photo Management & Storage	7,616.14	6,999.04	617.10	13.9%
7011-00 - TrendKite PR Software	0.00	2,499.99	-2,499.99	-100.0%
7020-00 - Collateral Production / Printin	12,777.09	0.00	12,777.09	100.0%
7030-00 - Contract Review	13,767.61	0.00	13,767.61	100.0%
8700-00 - Automobile Expense*	633.88	3,456.66	-2,822.68	-81.7%
7000-00 - COMMITTED & ADMIN EXPENSES - Other	0.00	324.99	-324.99	-100.0%
<b>Total 7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>	<b>196,901.66</b>	<b>287,464.85</b>	<b>-90,562.99</b>	<b>-31.5%</b>
<b>8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 - Content Manager Contractor	51,051.94	51,000.00	51.94	0.1%
8003-00 - Website Hosting Maintenance	60,914.26	65,302.26	-4,388.00	-6.7%
<b>Total 8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>111,966.20</b>	<b>116,302.26</b>	<b>-4,336.06</b>	<b>-3.7%</b>
<b>Total Expense</b>	<b>1,019,918.26</b>	<b>1,891,220.68</b>	<b>-871,302.42</b>	<b>-46.1%</b>
<b>Net Income</b>	<b>-294,314.63</b>	<b>462,141.32</b>	<b>-756,455.95</b>	<b>-163.7%</b>

# **North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

August 31, 2021



**North Lake Tahoe Marketing Cooperative**

**Balance Sheet**

As of August 31, 2021

Accrual Basis

	Aug 31, 21	Aug 31, 20	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
Checking/Savings				
1000-00 · Cash	279,491	514,300	(234,809)	(46)%
<b>Total Checking/Savings</b>	<b>279,491</b>	<b>514,300</b>	<b>(234,809)</b>	<b>(46)%</b>
<b>Accounts Receivable</b>				
1200-00 · Accounts Receivable	117,332	1,335	115,997	8,687%
<b>Total Accounts Receivable</b>	<b>117,332</b>	<b>1,335</b>	<b>115,997</b>	<b>8,687%</b>
<b>Other Current Assets</b>				
1200-99 · Accounts Receivable - Other	0	22,820	(22,820)	(100)%
1300 · Reimbursements Receivable	0	132	(132)	(100)%
1350-00 · Security Deposits	100	100	0	0%
<b>Total Other Current Assets</b>	<b>100</b>	<b>23,052</b>	<b>(22,952)</b>	<b>(100)%</b>
<b>Total Current Assets</b>	<b>396,923</b>	<b>538,687</b>	<b>(141,764)</b>	<b>(26)%</b>
<b>Other Assets</b>				
1400-00 · Prepaid Expenses	78,913	26,700	52,213	196%
<b>Total Other Assets</b>	<b>78,913</b>	<b>26,700</b>	<b>52,213</b>	<b>196%</b>
<b>TOTAL ASSETS</b>	<b>475,837</b>	<b>565,387</b>	<b>(89,551)</b>	<b>(16)%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000-00 · Accounts Payable	111,284	20,038	91,245	455%
<b>Total Accounts Payable</b>	<b>111,284</b>	<b>20,038</b>	<b>91,245</b>	<b>455%</b>
<b>Total Current Liabilities</b>	<b>111,284</b>	<b>20,038</b>	<b>91,245</b>	<b>455%</b>
<b>Total Liabilities</b>	<b>111,284</b>	<b>20,038</b>	<b>91,245</b>	<b>455%</b>
<b>Equity</b>				
32000 · Unrestricted Net Assets	192,669	486,983	(294,315)	(60)%
Net Income	171,884	58,366	113,519	195%
<b>Total Equity</b>	<b>364,553</b>	<b>545,349</b>	<b>(180,796)</b>	<b>(33)%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>475,837</b>	<b>565,387</b>	<b>(89,551)</b>	<b>(16)%</b>

**North Lake Tahoe Marketing Cooperative**  
**A/P Aging Summary**  
As of August 31, 2021

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Atomic Printing, Inc.	723.94	0.00	0.00	0.00	0.00	723.94
AugustineIdeas	5,491.68	0.00	0.00	0.00	0.00	5,491.68
Dean Runyan Associates	0.00	0.00	16,875.00	0.00	0.00	16,875.00
Fallon Multimedia	4,250.00	4,250.00	4,250.00	0.00	0.00	12,750.00
IVCB Visitors Bureau	0.00	0.00	772.71	0.00	0.00	772.71
Jeff Hentz	0.00	0.00	0.00	46.48	0.00	46.48
JVP Communications	1,320.00	0.00	0.00	0.00	0.00	1,320.00
MAHK Advertising	12,570.69	28,801.42	0.00	0.00	0.00	41,372.11
NLTRA	580.91	418.46	4,881.53	1,050.79	0.00	6,931.69
Regional Air Service Corporation	25,000.00	0.00	0.00	0.00	0.00	25,000.00
<b>TOTAL</b>	<b>49,937.22</b>	<b>33,469.88</b>	<b>26,779.24</b>	<b>1,097.27</b>	<b>0.00</b>	<b>111,283.61</b>

**North Lake Tahoe Marketing Cooperative  
Profit & Loss Budget Performance**

Accrual Basis

August 2021

	Aug 21	Budget	\$ Over Budget	Jul - Aug 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Income</b>							
4000-00 - LTVCBVB Funding	57,666	57,666	0	115,332	115,332	0	692,000
4001-00 - NLTRA Funding	55,014	55,014	0	198,121	198,121	0	1,100,000
4004-00 - IVCBVB Entertainment	0	0	0	2,000	2,000	0	6,000
<b>Total Income</b>	<b>112,680</b>	<b>112,680</b>	<b>0</b>	<b>315,453</b>	<b>315,453</b>	<b>0</b>	<b>1,800,000</b>
<b>Gross Profit</b>	<b>112,680</b>	<b>112,680</b>	<b>0</b>	<b>315,453</b>	<b>315,453</b>	<b>0</b>	<b>1,800,000</b>
<b>Expense</b>							
<b>5000-00 - CONSUMER MARKETING</b>							
5002-01 - Native Display	833	0	833	1,687	0	1,687	70,000
5004-00 - Trip Advisor	0	0	0	0	0	0	50,000
5006-00 - Paid Social	6,564	5,968	596	11,324	11,118	206	132,960
5005-01 - Digital Display / Retargeting	3,007	2,026	981	11,431	11,140	291	79,000
5007-00 - Creative Production							
5007-01 - Creative Production	5,582	0	5,582	12,278	37,500	(25,222)	150,000
5007-03 - Photo/Video Creative	2,484	2,373	111	4,729	4,746	(17)	28,469
5007-00 - Creative Production - Other	128	0	128	255	0	255	0
<b>Total 5007-00 - Creative Production</b>	<b>8,194</b>	<b>2,373</b>	<b>5,821</b>	<b>17,262</b>	<b>42,246</b>	<b>(24,985)</b>	<b>178,469</b>
5010-00 - Account Strategy & Management	7,000	7,000	0	14,000	14,000	0	64,000
5010-02 - Website Strategy & Analysis	2,500	0	2,500	2,500	0	2,500	0
5016 - Video Streaming	0	0	0	0	0	0	105,000
5018-00 - Media Commission	133	1,049	(916)	1,723	2,915	(1,192)	71,166
5018-01 - Digital Ad Serving	0	73	(73)	67	165	(98)	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	3,000	2,000	1,000	5,000	4,000	1,000	24,000
5025-00 - Expedia	0	0	0	0	0	0	15,000
5029-00 - Television	0	0	0	0	0	0	14,000
<b>Total 6000-00 - CONSUMER MARKETING</b>	<b>31,231</b>	<b>20,469</b>	<b>10,762</b>	<b>64,973</b>	<b>85,584</b>	<b>(20,611)</b>	<b>803,595</b>
<b>5110-00 - LEISURE SALES</b>							
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	0	0	0	1,500	0	1,500	5,000
5113-00 - Additional Opportunities	168	0	168	168	0	168	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	3,000	(3,000)	0	3,000	(3,000)	3,000
5157-00 - International Efforts	0	0	0	0	0	0	15,000
<b>Total 5110-00 - LEISURE SALES</b>	<b>168</b>	<b>3,000</b>	<b>(2,832)</b>	<b>1,688</b>	<b>3,000</b>	<b>(1,332)</b>	<b>81,250</b>
<b>5200-00 - PUBLIC RELATIONS</b>							
5200-01 - Strategy, Reporting, Mgmt, Etc.	0	5,000	(5,000)	0	5,000	(5,000)	55,000
5202-00 - PR Program/ Content Dev - Blogs	0	750	(750)	0	1,500	(1,500)	12,000
5204-00 - Media Misson(s)	0	0	0	0	0	0	24,000
5206-00 - Digital Buy/ Social Media Boost	800	800	0	1,600	1,600	0	9,600
5207-00 - Content Campaigns/Tools-My Emma	240	240	0	480	480	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	3,600	(3,600)	21,600
5211-00 - Social Media Strategy & Mgmt	6,000	6,000	0	11,000	11,000	0	71,000
5212-00 - Social Giveaways & Contests	0	1,800	(1,800)	0	1,800	(1,800)	7,200
5214-00 - Social Takeover	0	0	0	0	0	0	10,000
5216-00 - PR Content Development + Distrib	1,320	0	1,320	1,320	0	1,320	8,000
5221-00 - Photography & Video Asset Dev	0	0	0	0	0	0	8,000
5222-00 - Media Tracking / Membership	(5)	294	(299)	11	588	(577)	3,530
5280-00 - PR Meals / Entertainment	178	0	178	203	250	(47)	1,500
<b>Total 5200-00 - PUBLIC RELATIONS</b>	<b>8,533</b>	<b>16,684</b>	<b>(8,151)</b>	<b>14,614</b>	<b>25,818</b>	<b>(11,204)</b>	<b>253,910</b>
<b>6000-00 - CONFERENCE SALES</b>							
6005-00 - Paid Media	0	0	0	0	0	0	24,114
6006-00 - CVENT	712	916	(204)	712	1,806	(1,094)	10,987
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	202	0	202	232	0	232	4,590
6018-01 - MCC Digital Ad Serving	0	42	(42)	0	84	(84)	500
6019-00 - Conference Direct Partnership	0	7,000	(7,000)	0	7,000	(7,000)	7,000
6128-00 - HelmsBriscoe Strategic Partner	583	7,000	(6,417)	1,167	7,000	(5,833)	7,000
6162-00 - Client Events / Opportunities	0	1,000	(1,000)	0	1,000	(1,000)	17,000
6163-00 - Chicago Sales Rep Support	83	0	83	942	0	942	2,500
<b>Total 6000-00 - CONFERENCE SALES</b>	<b>1,580</b>	<b>15,958</b>	<b>(14,378)</b>	<b>3,052</b>	<b>16,890</b>	<b>(13,838)</b>	<b>91,450</b>
<b>6100-00 - TRADE SHOWS</b>							
6111-00 - Site Inspections	0	0	0	138	0	138	6,000
6116-00 - CalSAE Seasonal Spectacular	0	0	0	0	0	0	5,000
6120-01 - Sac River Cats Client Event	0	0	0	500	0	500	0
6127-00 - CalSAE Annual	0	0	0	0	0	0	1,500
6143-00 - Connect Marketplace	0	6,000	(6,000)	0	6,000	(6,000)	6,000
6154-00 - HelmsBriscoe ASC	0	0	0	0	0	0	5,500
6166-00 - Connect California	0	0	0	0	0	0	5,500
6166-02 - Connect Chicago	0	3,700	(3,700)	0	3,700	(3,700)	4,700
6166-05 - 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
<b>Total 6100-00 - TRADE SHOWS</b>	<b>0</b>	<b>9,700</b>	<b>(9,700)</b>	<b>638</b>	<b>9,700</b>	<b>(9,062)</b>	<b>53,895</b>
<b>7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>							
5008-00 - Cooperative Programs	0	0	0	0	0	0	30,000
6009-00 - Fulfillment / Mail	0	200	(200)	0	400	(400)	2,400
5021-00 - RASC-Reno Air Service Corp	25,000	0	25,000	25,000	0	25,000	100,000
5123-00 - HSVC - High Sierra Visitors	167	0	167	333	0	333	2,000
5124-00 - Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7052-00 - CRM Subscription	0	885	(885)	2,500	1,770	730	10,820
7053-00 - IVCBVB Entertainment Fund	0	0	0	0	0	0	8,000
7004-00 - Research	1,111	2,750	(1,639)	2,222	5,500	(3,278)	83,000
7005-00 - Film Festival	0	0	0	0	15,000	(15,000)	15,000
7006-00 - Special Events	0	0	0	70	0	70	20,000
7007-00 - Destimetrics / DMX	0	0	0	0	0	0	33,352

**North Lake Tahoe Marketing Cooperative  
Profit & Loss Budget Performance**

August 2021

Accrual Basis

	Aug 21	Budget	\$ Over Budget	Jul - Aug 21	YTD Budget	\$ Over Budget	Annual Budget
7008-00 - Opportunistic Funds	0	0	0	0	0	0	25,000
7009-00 - Tahoe Cam Usage	0	177	(177)	0	354	(354)	2,124
7010-00 - Photo Management & Storage	621	625	(4)	1,242	1,250	(9)	7,757
7020-00 - Collateral Production / Printin	724	0	724	724	0	724	0
<b>Total 7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>	<b>27,622</b>	<b>4,637</b>	<b>22,985</b>	<b>32,091</b>	<b>25,274</b>	<b>6,817</b>	<b>340,253</b>
<b>8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>							
8002-00 - Content Manager Contractor	0	4,250	(4,250)	8,500	8,500	0	51,000
8003-00 - Website Hosting Maintenance	7,500	0	7,500	8,034	534	7,500	2,181
8004-00 - Website Strategy & Maintenance	0	7,500	(7,500)	7,500	15,000	(7,500)	90,000
8005-00 - Website SEO Strategy/Maint	0	2,500	(2,500)	2,500	5,000	(2,500)	30,000
<b>Total 8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>7,500</b>	<b>14,250</b>	<b>(6,750)</b>	<b>26,534</b>	<b>29,034</b>	<b>(2,500)</b>	<b>173,161</b>
<b>Total Expense</b>	<b>76,635</b>	<b>84,718</b>	<b>(8,083)</b>	<b>143,569</b>	<b>195,300</b>	<b>(51,731)</b>	<b>1,897,514</b>
<b>Net Income</b>	<b>35,045</b>	<b>27,982</b>	<b>8,083</b>	<b>171,884</b>	<b>120,163</b>	<b>51,731</b>	<b>(97,514)</b>



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

Accrual Basis

July through August 2021

	Jul - Aug 21	Jul - Aug 20	\$ Change	% Change
<b>Income</b>				
4000-00 - LTIVCBVB Funding	115,332.00	20,200.00	95,132.00	471.0%
4001-00 - NLTRA Funding	198,121.44	135,748.00	62,373.44	46.0%
4004-00 - IVCBVB Entertainment	2,000.00	2,000.00	0.00	0.0%
<b>Total Income</b>	<b>315,453.44</b>	<b>157,948.00</b>	<b>157,505.44</b>	<b>99.7%</b>
<b>Gross Profit</b>	<b>315,453.44</b>	<b>157,948.00</b>	<b>157,505.44</b>	<b>99.7%</b>
<b>Expense</b>				
<b>5000-00 - CONSUMER MARKETING</b>				
5002-01 - Native Display	1,666.66	0.00	1,666.66	100.0%
5005-00 - Paid Social	11,324.42	960.97	10,363.45	1,078.4%
5005-01 - Digital Display / Retargeting	11,430.85	0.00	11,430.85	100.0%
5007-00 - Creative Production				
5007-01 - Creative Production	12,277.70	13,424.63	-1,146.93	-8.5%
5007-02 - Website Production	0.00	888.75	-888.75	-100.0%
5007-03 - Photo/Video Creative	4,728.80	100.00	4,628.80	4,628.8%
5007-00 - Creative Production - Other	255.00	255.00	0.00	0.0%
<b>Total 5007-00 - Creative Production</b>	<b>17,261.50</b>	<b>14,668.38</b>	<b>2,593.12</b>	<b>17.7%</b>
5010-00 - Account Strategy & Management	14,000.00	12,000.00	2,000.00	16.7%
5010-02 - Website Strategy & Analysis	2,500.00	0.00	2,500.00	100.0%
5018-00 - Media Commission	1,722.86	598.32	1,124.54	188.0%
5018-01 - Digital Ad Serving	67.02	0.00	67.02	100.0%
5020-00 - Search Engine Marketing	0.00	8,946.98	-8,946.98	-100.0%
5024-00 - Fusion 7	5,000.00	2,000.00	3,000.00	150.0%
<b>Total 5000-00 - CONSUMER MARKETING</b>	<b>64,973.31</b>	<b>39,174.65</b>	<b>25,798.66</b>	<b>65.9%</b>
<b>5110-00 - LEISURE SALES</b>				
5112-00 - Training / Sales Calls	1,500.00	0.00	1,500.00	100.0%
5113-00 - Additional Opportunities	167.94	0.00	167.94	100.0%
5147-00 - AUS / Gate 7	0.00	2,025.00	-2,025.00	-100.0%
5156-00 - California Star Program	0.00	583.34	-583.34	-100.0%
<b>Total 5110-00 - LEISURE SALES</b>	<b>1,667.94</b>	<b>2,608.34</b>	<b>-940.40</b>	<b>-36.1%</b>
<b>5200-00 - PUBLIC RELATIONS</b>				
5200-01 - Strategy, Reporting, Mgmt, Etc.	0.00	3,000.00	-3,000.00	-100.0%
5202-00 - PR Program/ Content Dev - Blogs	0.00	3,500.00	-3,500.00	-100.0%
5206-00 - Digital Buy/ Social Media Boost	1,600.00	1,000.00	600.00	60.0%
5207-00 - Content Campaigns/Tools-My Emma	480.00	600.00	-120.00	-20.0%
5209-00 - Domestic Travel Media FAMS	0.00	5,000.93	-5,000.93	-100.0%
5210-00 - Content Dev - Newsletters	0.00	3,600.00	-3,600.00	-100.0%
5211-00 - Social Media Strategy & Mgmt	11,000.00	8,000.00	3,000.00	37.5%
5215-00 - PR Content Development + Distri	1,320.00	800.00	720.00	120.0%
5222-00 - Media Tracking / Membership	10.93	1,805.92	-1,794.99	-99.4%
5280-00 - PR Meals / Entertainment	202.70	28.72	173.98	605.8%
<b>Total 5200-00 - PUBLIC RELATIONS</b>	<b>14,613.63</b>	<b>27,129.65</b>	<b>-12,516.02</b>	<b>-46.1%</b>
<b>6000-00 - CONFERENCE SALES</b>				
6005-00 - EVENT	711.87	10,678.00	-9,966.13	-93.3%
6016-00 - MCC National Memberships	0.00	378.00	-378.00	-100.0%
6018-00 - MCC Media Commission	231.56	1,400.95	-1,169.39	-83.5%
6019-00 - Conference Direct Partnership	0.00	2,833.34	-2,833.34	-100.0%
6128-00 - HalmsBriscoe Strategic Partner	1,166.66	1,166.66	0.00	0.0%
6153-00 - Chicago Sales Rep Support	941.66	294.50	647.16	219.8%
<b>Total 6000-00 - CONFERENCE SALES</b>	<b>3,051.75</b>	<b>16,752.45</b>	<b>-13,700.70</b>	<b>-81.8%</b>
<b>6100-00 - TRADE SHOWS</b>				
6111-00 - Site Inspections	137.80	194.13	-56.33	-29.0%
6120-01 - Sac River Cats Client Event	499.90	0.00	499.90	100.0%
<b>Total 6100-00 - TRADE SHOWS</b>	<b>637.70</b>	<b>194.13</b>	<b>443.57</b>	<b>228.5%</b>
<b>7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>				
7009-00 - Fulfillment/ Mail	0.00	335.92	-335.92	-100.0%
7021-00 - RASC-Reno Air Service Corp	25,000.00	0.00	25,000.00	100.0%
7123-00 - H SVC - High Sierra Visitors	333.34	0.00	333.34	100.0%
7002-00 - CRM Subscription	2,500.00	1,666.66	833.34	50.0%
7003-00 - IVCBVB Entertainment Fund	0.00	13.78	-13.78	-100.0%
7004-00 - Research	2,222.16	0.00	2,222.16	100.0%
7006-00 - Special Events	70.00	0.00	70.00	100.0%
7010-00 - Photo Management & Storage	1,241.50	1,267.16	-25.66	-2.0%
7020-00 - Collateral Production / PrintIn	723.94	1,250.00	-526.06	-42.1%
8700-00 - Automobile Expense*	0.00	129.77	-129.77	-100.0%
<b>Total 7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>	<b>32,090.94</b>	<b>4,663.29</b>	<b>27,427.65</b>	<b>588.2%</b>
<b>8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 - Content Manager Contractor	8,500.00	8,525.91	-25.91	-0.3%
8003-00 - Website Hosting Maintenance	8,034.00	534.00	7,500.00	1,404.5%
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%
<b>Total 8000-00 - WEBSITE CONTENT &amp; MAINTENA...</b>	<b>26,534.00</b>	<b>9,059.91</b>	<b>17,474.09</b>	<b>192.9%</b>
<b>Total Expense</b>	<b>143,569.27</b>	<b>99,582.42</b>	<b>43,986.85</b>	<b>44.2%</b>
<b>Net Income</b>	<b>171,884.17</b>	<b>58,365.58</b>	<b>113,518.59</b>	<b>194.5%</b>