
Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge

Dee Byrne, Palisades Tahoe | **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 Dave's

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

Sue Rae Irelan, Placer County Appointee

Advisory members: Stephanie Holloway, Placer County Executive Office | **Jeff Cowen**, TRPA

Join Zoom Meeting

<https://us02web.zoom.us/j/82968523606?pwd=cU0xellxSGZ0ekkzQ2oyZFhWEUzZz09>

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
- 8:35a.m.** 2. Approval of Resolution 2021.04
Page:1 A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD DECEMBER 1, 2021 TO DECEMBER 30, 2022 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**
- 8:40 a.m.** 3. 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.
- 8:45 a.m.** 4. Agenda Amendments and Approval **[ACTION]**
- 8:50 a.m.** 5. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

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- A. NLTRA Board Meeting Minutes from Nov 3, 2021 [Link to preliminary online document](#)
- B. NLTRA Financial Statements, Oct 31, 2021
- C. Approval of Lacrosse Tournament 2022 Sponsorship
- D. Approval of Partnership Funding Recommendations
- E. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org
 - Finance Committee Meeting Nov 22, 2021
 - Tourism Development Committee Nov 23, 2021
 - In-Market Tourism Development Committee Nov 23, 2021

8:55 a.m.

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- 6. Action Item:
 - A. Review and Recommendation of CAP Project Funding [ACTION] – Bavetta/Phelan
 - B. Appointment of NLTRA Finance Committee Members [ACTION] – Bavetta
 - C. Appointment of NLTRA Tourism Development Committee Members [ACTION] – Burke
 - D. Appointment of NLTRA Election Committee Members [ACTION] - Bavetta
 - E. Review and Approval of WinterWonderGrass 2022 Sponsorship [ACTION]- Biggers

9:30 a.m.

- 7. Informational Updates/Verbal Reports:
 - A. Placer County Short Term Rental Study
 - B. Placer County TOT Renewal Update
 - C. CEO Search Update

10:10 a.m.

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- 8. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.
 - A. Destimetrics Report, Oct 31, 2021
 - B. Conference Revenue Statistics Report, Oct 2021
 - C. Tourism Development Report on Activities, Oct 2021
 - D. 2021-22 Winter Consumer Media Plan
 - E. Reno Tahoe Airport Report, Oct 2021
 - F. Visitor Information Center Report, Oct 2021
 - G. North Lake Tahoe Marketing Coop Financial Statements, Oct 31, 2021
 - H. Membership Accounts Receivable Report Oct 31, 2021
 - I. Financial Key Metrics Report Oct 2021

10:15 a.m.

- 9. CEO and Staff Updates

10:20 a.m.

- 10. Directors Comments

10:30 a.m.

- 11. Meeting Review and Staff Direction

10:35 a.m.

- 12. Closed Session

11:00 a.m.

- 13. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org

RESOLUTION NO. 2021.04

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD DECEMBER 1, 2021 TO DECEMBER 30, 2021 PURSUANT TO BROWN ACT PROVISIONS.

WHEREAS, the North Lake Tahoe Resort Association ("NLTRA") is committed to preserving and nurturing public access and participation in meetings of the Board of Directors; and

WHEREAS, all meetings of the NLTRA's legislative bodies organized and meeting for purposes of the North Lake Tahoe Tourism & Business Improvement District ("NLTTBID") are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code 54950 – 54963), so that any member of the public may attend, participate, and watch the NLTRA's legislative bodies conduct their business; and

WHEREAS, the Brown Act, Government Code section 54953(e), makes provisions for remote teleconferencing participation in meetings by members of a legislative body, without compliance with the requirements of Government Code section 54953(b)(3), subject to the existence of certain conditions; and

WHEREAS, a required condition is that a state of emergency is declared by the Governor pursuant to Government Code section 8625, proclaiming the existence of conditions of disaster or of extreme peril to the safety of persons and property within the state caused by conditions as described in Government Code section 8558; and

WHEREAS, a proclamation is made when there is an actual incident, threat of disaster, or extreme peril to the safety of persons and property within the jurisdictions that are within the NLTRA's boundaries, caused by natural, technological, or human-caused disasters; and

WHEREAS, it is further required that state or local officials have imposed or recommended measures to promote social distancing, or the legislative body meeting in person would present imminent risks to the health and safety of attendees; and

WHEREAS, such conditions now exist in the NLTRA, specifically, the State of Emergency declared by Governor Newsom on March 4, 2020, due to COVID-19; and

WHEREAS, the Board of Directors does hereby find that the increase in SARS-CoV-2 Delta Variant has caused, and will continue to cause, conditions of peril to the safety of persons within the NLTRA that are likely to be beyond the control of services, personnel, equipment, and facilities of the NLTRA, and desires to proclaim a local emergency and ratify the proclamation of state of emergency by the Governor of the State of California; and

WHEREAS, as a consequence of the local emergency, the Board of Directors does hereby find that the legislative bodies of North Lake Tahoe Resort Association organized and meeting for purposes of the NLTTBID shall conduct their meetings without compliance with paragraph (3) of subdivision (b) of Government Code section 54953, as authorized by subdivision (e) of section 54953, and that such legislative bodies shall comply with the requirements to provide the public with access to the meetings as prescribed in paragraph (2) of subdivision (e) of section 54953; and

WHEREAS, the NLTRA enacted virtual meeting protocols on April 01, 2020, which include options for public participation.

NOW, THEREFORE, THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION DOES HEREBY RESOLVE AS FOLLOWS:

1. Recitals. The Recitals set forth above are true and correct and are incorporated into this Resolution by this reference.
2. Proclamation of Local Emergency. The Board hereby proclaims that a local emergency now exists throughout the NLTRA, and COVID-19 has caused, and will continue to cause, conditions of peril to the safety of persons within the NLTRA that are likely to be beyond the control of services, personnel, equipment, and facilities of the NLTRA.
3. Ratification of Governor's Proclamation of a State of Emergency. The Board hereby ratifies the Governor of the State of California's Proclamation of State of Emergency, effective as of its issuance date of March 4, 2020.
4. Remote Teleconference Meetings. The General Manager and Board of Directors of the North Lake Tahoe Resort Association are hereby authorized and directed to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and public meetings in accordance with Government Code section 54953(e) and other applicable provisions of the Brown Act.
5. Effective Date of Resolution. This Resolution shall take effect immediately upon its adoption and shall be effective until the earlier of (i) November 5, 2021, or such time the Board of Directors adopts a subsequent resolution in accordance with Government Code section 54953(e)(3) to extend the time during which the legislative bodies of Tahoe City Public Utility NLTRA may continue to teleconference without compliance with paragraph (3) of subdivision (b) of section 54953.

PASSED AND ADOPTED by the Board of Directors of the North Lake Tahoe Resort Association Tahoe this 1st day of December 2021 by the following vote:

NORTH LAKE TAHOE RESORT ASSOCIATION

BY:

ATTEST:

Samir Tuma, President

Dan Tester, NLTRA Secretary



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING
Date: Wednesday, November 3, 2021
Location: Virtual meeting via Zoom

Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge

Dee Byrne, Palisades Tahoe | 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: Stephanie Holloway, Placer County Executive Office | Jeff Cowen, TRPA

1. Call to Order – Establish Quorum at 8:31 AM

Board members in attendance

Samir Tuma, Dave Wilderotter, Jim Phelan, Alyssa Reilly, Dan Tester, Brett Williams, Kevin Mitchell, Melissa Siig, Deirdra Walsh, Dee Byrne, David Lockard, Ray Villaman, Sue Rae Irelan, and Stephanie Hoffman. A quorum was established. Advisory Committee member Stephanie Holloway was also present. Collin Perry joined the call at 9:10 AM.

Board members absent

Tom Turner

Staff Members in attendance

Bonnie Bavetta, Anna Atwood, DeWitt Van Sicen, Amber Burke, and Katie Biggers

Others in attendance

Included Jess Weaver, Kendall Galka, Kelly Altick, Adam Wilson, and Shawna Purvines.

2. Approval of Resolution 2021.03

Motion to adopt Resolution 2021.03 proclaiming a local emergency, ratifying the proclamation of a state of emergency by Governor Newsom's order dated March 4, 2020 and authorizing remote teleconference meetings of the legislative bodies of the North Lake Tahoe Resort Association for the period November 3, 2021 to December 2, 2021, pursuant to Brown Act provisions. TESTER/PHELAN/Approved unanimously by roll call vote.

3. Public Forum

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

4. Agenda Amendments and Approval [ACTION]

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

5. 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.

A. NLTRA Board Meeting Minutes from Oct 6, 2021 [Link to preliminary online document](#)

B. NLTRA Financial Statements, Sept 31, 2021

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

- Finance Committee Meeting Oct 26, 2021

- **Tourism Development Committee Oct 26, 2021**
- **In-Market Tourism Development Committee Sept 28, 2021**

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

6. Action Items:

A. NLTRA Fiscal Year 2020/21 Audit – McClintock Accountancy [MOTION]

Kendall Galka from McClintock Accountancy presented the audit, which has been reviewed by the Finance Committee.

Motion to approve the NLTRA FY 2020/21 Audit as presented. PHELAN/MITCHELL/UNANIMOUS

B. Lake Tahoe-Truckee Sustainable Recreation & Tourism Funding [MOTION]

Bavetta reported TRPA is leading the effort to conduct a study in the Lake Tahoe basin and Truckee to develop a regional strategy to achieve sustainable travel and tourism in the area. Today’s request is for NLTRA to contribute \$20,000 toward the \$170,000 consultant fee. Other stakeholder agencies are also contributing. The study should take about one year. Discussion followed as the proposal was clarified.

Motion to allocate \$20,000 to the Lake Tahoe-Truckee Sustainable Recreation and Tourism study. WILLIAMS/WALSH/UNANIMOUS

C. Appointment of Kevin Mitchell to the Finance Committee [MOTION]

Motion to appoint Kevin Mitchell to the Finance Committee. PHELAN/BYRNE/Carried with Mitchell abstaining

D. Spartan 2022 Sponsorship [MOTION]

Biggers presented the request to fund one of the proposed Spartan races at Palisades Tahoe in September, 2022. The sponsorship proposals are up to \$150,000 for the North American Championship and \$175,000 for the Ultra World Championship. Details of the request need to be flushed out, but Spartan is asking for a commitment now in order to get the events on their calendar, which is released on Black Friday in November. Biggers answered questions clarifying the request and the event. More information was requested regarding room nights and attendance from prior events and strategies for messaging to participants and the community focused on NLTRA’s commitment to sustainability. The Event Guide will be updated to stress that messaging. When the event and contract are finalized, this will be brought back to the board for final approval.

Motion to allocate up to \$150,000 for the Spartan 2022 North American Championship and \$175,000 for the Ultra World Championship. WILLIAMS/VILLAMAN/Carried with abstention from Byrne

E. Broken Arrow 2022 Sponsorship & Contract [MOTION]

Biggers reported the Tourism Development Committee (TDC) recommended funding this event at \$40,000, plus \$5,000 depending on achievement of Key Performance Indicators (KPI). Brendan Madigan, owner and producer of the event, is requesting \$60,000. NLTRA has funded this project since 2016. Costs have increased over the years, but so has participation and the event is now being live streamed. Discussion followed as the TDC recommendation was explained.

Motion to allocate up to \$40,000 with an additional \$5000 based on KPI. WALSH/HOFFMAN/Carried with Tester and Byrne abstaining.

7. Informational Updates/Verbal Reports:

A. Recap of Summer TOT/TBID Dollars at Work

Burke presented slides describing the five pilot programs funded by TOT dollars this summer and the results of each, including TART Connect, Clean Tahoe, pedestrian crossing guards in the town centers, the temporary signal at Grove Street and SR 28, and the “responsible traveler” information, such as the Traveler Responsibility Pledge. All of the projects were quite successful and discussion is underway to continue them.

In response to questions regarding TART Connect, Holloway noted the full report submitted to the Board of Supervisors included statistics on ridership and lessons learned. This service addresses the “first mile” and “last mile” from

neighborhoods to TART mainline service. It was extended into the fall and will continue through the winter with connections to Squaw and Alpine, supplementing the Mountaineer service.

Williams suggested the community needs to be better educated that TOT funding makes these projects possible. Tuma agreed, saying the partnership between the County and NLTRA needs to be highlighted.

B. County of Placer STR Moratorium Update – Stephanie Holloway

Holloway reviewed the STR Ordinance approved in November 2019. In June, the Board of Supervisors approved an Emergency Ordinance calling for moratorium on issuing new permits, which has been extended to March 31, 2022. Staff is reviewing the current ordinance and working with stakeholders to consider issues with short-term rentals and make recommendations on updating the Ordinance. Concurrently, consultant BAE is investigating economic impacts of rentals. Williams asked that the cost of vacancies also be considered. Recommended changes will be presented to the Supervisors in January with the goal of implementing revisions April 1, 2022. There was a brief conversation about some of the issues to be considered. Holloway was asked to make another presentation to the NLTRA Board in December so this Board can offer comment prior to the presentation to the Supervisors.

C. County of Placer Housing Review – Shawna Purvines

Purvines described the County's Multi-Disciplinary Housing Team and its goals. The County is also a partner of the Mountain Housing Council and participated in the Housing Needs Assessment. In this area, there are 288 affordable housing units either proposed or in various stages of construction, including Hopkins Village, Meadowview Place and Dollar Creek Crossing. The County continues to consider regulatory updates regarding zoning and ADUs. The Placer Housing Trust is another housing initiative, which will hopefully be part of a larger regional effort. There was a discussion as the Board offered suggestions on additional strategies the County could consider, including outreach and messaging to the community.

D. County of Placer TOT renewal Update – Stephanie Holloway

Hoffman anticipates the initiative to renew the 2% TOT will be on the June 2022 ballot. She reviewed the strategies to educate the voters. Tuma noted NLTRA is obligated to run the campaign, which the County cannot do.

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

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

9. CEO and Staff Updates

Bavetta reported there is work being done to clarify some discrepancies in the Bylaws. The public needs to be notified of any revisions at least 14 days prior to the Board voting on changes. This should be on the December agenda.

First quarter TBID collections were due at the end of October. A meeting is planned in mid-November with the County's Revenue Services to get a report on the amount of collections.

Grant requests being considered by the CAP Committee total approximately \$4 million, about the same amount as is available. Interviews are later this month. The Committee's recommendations will be presented to this Board next month and the Board of Supervisors in January.

Board member orientation is still being planned.

10. Directors Comments

Wilderrotter asked for a discussion about the make-up of the TBID Committees. Funds will be available for allocation in the spring and he suggests Committees be in place by then.

Irelan asked for an update on the relocation of North Tahoe Arts from the Community Center to Kings Beach to understand the move and plans for the building.

Reilly is hearing from TBID businesses that have not been billed and are not sure what to do. She and Bavetta will meet.

Tuma reported Walsh is leading the CEO Search. The Committee is working with the consultant and has narrowed the list of applicants to five, who will be interviewed November 15 and 16. The goal is to make an offer in December and have a new CEO on board in early January.

11. Meeting Review and Staff Direction

- The final Spartan contract will be presented
- The Event Guide will be updated to include sustainability
- A discussion on carry-over TOT dollars from the last fiscal year will be on an agenda
- Staff will work with the Country on branding TOT/TBID funded projects
- The recommended STR Ordinance revisions will be presented in December
- Employee housing information will be distributed to the Board. Housing impacts on businesses will continue to be recognized
- An update on the Community Center will be presented

12. Closed Session

Closed Session was not convened.

13. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:15 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



north lake tahoe

Chamber | CVB | Resort Association

Date: 11/23/21

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

From: DeWitt Van Siclen, Accounting Manager

RE: Report of Financial Results for October 31, 2021

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

- Cash balance on October 31, 2021 of \$2,639,000 was \$1,194,000 greater than prior year due primarily to an increase in Due To/From County of Placer of \$1,096,000 as well as an increase in Accounts Payable of \$38,000, an increase in Accrued Expenses of \$35,000, and an increase in Unrestricted Net Assets of \$28,000 offset by an increase in Prepaid Expenses of \$11,000, a decrease in Payroll Liabilities of \$62,000, and a decrease in Deferred Revenue – Member Dues of \$13,000. Additionally, Net income is greater than prior year by \$1,525,000 due primarily to an increase in Receivables of \$1,445,000
- Accounts Receivable (QB) balance of \$0 was down relative to last year by \$3,000.
- The Accounts Receivable – TOT balance of \$262,000 reflected County TOT funding invoices for October. The balance at this date last year was \$246,000. Payment has been made.
- AR Other balance of \$5,000 was \$4,000 greater than prior year and primarily constitutes the amount due back for a cancelled portion of the contract for the Spartan 2021 event.
- Membership dues receivable totaled \$26,000, which reflects a decrease of \$58,000 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 \$10,000 was \$15,000 less than prior year.
- Retail Inventory totaled \$29,000, which reflects an increase of \$3,000 from prior year.
- AR TBID balance of \$1,473,000 reflects the anticipated revenue on TBID assessment collections that have not yet been received. TBID assessments for the period of July – September 2021 total \$972,000, and receipt of these funds will be split between November and December.
- Prepaid Expenses of \$32,000 increased by \$11,000 over prior year.
- Accounts Payable of \$69,000 was \$14,000 greater than prior year.
- Accounts Payable – Other balance of \$24,000 reflects unrealized revenue due back for member dues invoices paid by TBID-assessed businesses in the prior fiscal year.
- Wages and related liabilities of \$77,000 were \$62,000 lower than prior year; primarily the result of reduced staffing as well as incentives in prior year that had not yet been distributed.
- Sales and Use Tax liability balance was \$1,000.

- Accrued expenses of \$56,000 were \$35,000 higher than prior year, primarily due to Business Association Grant funding as well as an increase in the number of events scheduled for the summer and fall over prior year offset by a COVID recovery campaign that had been accrued in prior year.
- Deferred Revenue-Member Dues of \$26,000 was down \$13,000 from last year due to a combination of writing off uncollectible invoices, reclassing the unrealized revenue owed for paid invoices from TBID-assessed businesses, and reduced membership billing due to the inception of 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. The prepayment also anticipates a payment to Spartan for September 2022 pending board approval in the amount of \$175,000.
- Due To/From County balance of \$1,481,000 was \$1,096,000 greater than prior year and represents the balance due to the County of Placer for unspent fiscal year 2020/21 TOT funding.
- YTD consolidated net income of \$1,707,000 at October 31 reflected a \$1,525,000 increase from prior year positive results of \$182,000, and represents anticipated TBID revenues of \$1,474,000 YTD, Membership's net loss of \$3,000, and \$236,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$600,000 was lower than budget by \$141,000 due to the timing of the pay for performance portion of County TOT funding.
 - Expenses before overhead allocation totaled \$393,000 and were \$177,000 below budget largely due to a combination of reduced staffing and timing.
 - Total net results before overhead allocation of \$207,000 were better than budget by \$36,000.
- Operating Results YTD – Conference
 - TOT revenue of \$167,000 was on budget.
 - Expenses of \$68,000 before allocated overhead were below budget by \$60,000 primarily due to reduced staffing.
 - Net results of \$98,000 before overhead allocation were good to budget by \$60,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$45,000 were positive to budget by \$9,000. TOT revenue of \$157,000 was on budget.
 - Expenses before overhead allocation of \$111,000 were below budget by \$37,000 primarily due to staffing and timing.
 - Net income of \$91,000 before overhead allocation was \$47,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$69,000 was on budget.
 - Expenditures of \$16,000 before overhead were \$38,000 good to budget primarily due to reduced staffing and timing.
 - Net results of \$53,000 before overhead allocation were positive to budget \$38,000.
- Operating Results YTD – TBID Assessment Revenue
 - Anticipated revenues YTD totaled \$1,473,000.
 - TBID assessments for the period of July – September 2021 totaled \$972,000, and receipt of these funds will be split between November and December.
- Operating Results YTD – Membership
 - Membership dues revenue of \$26,000 was \$1,000 good to budget, total other revenues of \$1,000 were \$1,000 bad to budget by \$1,000.
 - Expenses before overhead allocation of \$21,000 were good to budget by \$9,000.
 - Net income of \$7,000 before overhead allocations was good to budget by \$9,000.
 - Net loss of \$3,000 after overhead allocations was good to budget \$9,000.
- Operating Results YTD – Business Association Grant Funding
 - TOT Revenue of \$67,000 was on budget.
 - Expenses of \$67,000 was on budget.
 - Net results of \$27,000 was good to budget \$27,000.
- Operating Results YTD – TOT Housing & Transportation Allocation

- o TOT Revenue of \$57,000 was on budget.
- o Total expense of \$2,000 was below budget \$43,000 due primarily to staffing.
- o Net results of \$56,000 before overhead was \$43,000 good to budget.
- Operating Results YTD – Administration
 - o Total expenses of \$279,000 were \$7,000 over budget due primarily to unbudgeted expenses offset by staffing and timing.
 - o Overhead Allocation was adjusted this month to reflect actual expenditures year to date.
- Membership cash position as of October 31, 2021
 - o Membership activities YTD resulted in a net loss of \$2,688.
 - o Deferred revenues of \$25,729 less receivables of \$26,104, plus the allowance for uncollectible receivables of \$9,523 resulted in the saving of cash in the amount of \$6,460.
 - o The balance owed on paid invoices from TBID businesses increased cash by \$23,835.
 - o Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
 - o Prior years' cumulative net results totaled \$17,781.
 - o Net cash year-to-date was positive \$49,366.

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

- Cash balance at month end of \$371,000 was \$308,000 lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294,000 and an increase in Prepaid Expenses of \$31,000, offset by a decrease in Receivables of \$7,000 and an increase in Accounts Payable of \$7,000.
- Accounts Receivable balance was \$1,000.
- A/R – Other was \$8,000 lower than prior year due to a refund owed on a cancelled trade show in prior year.
- Prepaid Expenses of \$72,000 were \$31,000 greater than prior year.
- Accounts Payable of \$120,000 were \$7,000 greater than prior year.
- Unrestricted Net Assets Equity of \$193,000 was \$294,000 less than prior year due to the use of unspent FY19.20 funds in the prior fiscal year.
- Net Income of \$130,000 was \$3,000 greater than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$526,000 was on budget.
- Consumer Marketing expenditures of \$212,000 were \$122,000 below budget due to timing.
- Leisure Sales expenditures of \$2,000 were \$15,000 below budget due to a combination of cancelled events/activities and timing.
- Public Relations expenses of \$42,000 were \$29,000 below budget due to timing.
- Conference Sales expenditures of \$14,000 were \$15,000 below budget due to timing.
- Trade Show expenditures of \$1,000 were \$17,000 below budget due to anticipated trade shows and client events being cancelled.
- Committed & Administrative expenditures of \$63,000 were \$13,000 below budget due to timing.
- Website & Maintenance expenses of \$61,000 were \$3,000 over budget.
- Total Expenses of \$395,000 were \$209,000 below budget.
- Net Income of \$131,000 was good to budget by \$209,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

October 31, 2021

North Lake Tahoe Resort Association

Balance Sheet

As of October 31, 2021

Accrual Basis

	Oct 31, 21	Oct 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	2,426,433	0	2,426,433	100%	1,965,992
1003-00 · Cash - Operations BOTW #6712	0	1,187,253	(1,187,253)	(100%)	(268,644)
1007-00 · Cash - Payroll BOTW #7421	5,316	2,629	2,687	102%	38,521
1008-00 · Marketing Reserve - Plumas	50,366	50,330	36	0%	50,356
1009-00 · Cash Flow Reserve - Plumas	101,010	100,890	120	0%	100,976
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	25,233	72,570	(47,337)	(65%)	39,803
10950 · Cash in Drawer	1,240	1,781	(541)	(30%)	139
Total Checking/Savings	2,639,338	1,445,193	1,194,145	83%	1,956,883
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	0	2,500	(2,500)	(100%)	1,000
1290-00 · A/R - TOT	262,263	246,040	16,223	7%	432,499
Total Accounts Receivable	262,263	248,540	13,723	6%	433,499
Other Current Assets					
1200-99 · AR Other	5,562	1,407	4,155	295%	2,442
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	25,549	83,105	(57,556)	(69%)	17,025
1201-03 · Member AR - Other	555	1,400	(845)	(60%)	985
Total 1201-00 · Member Accounts Receivable	26,104	84,505	(58,401)	(69%)	18,010
1201-02 · Allowance for Doubtful Accounts	(9,523)	(24,987)	15,464	62%	(9,632)
12100 · Inventory Asset					
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	28,920	25,893	3,027	12%	26,867
Total 12100 · Inventory Asset	28,938	25,911	3,027	12%	26,885
1220-00 · AR TBID	1,473,299	0	1,473,299	100%	
1299 · Receivable from NLTMC	1,551	4,900	(3,349)	(68%)	5,932
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
Total Other Current Assets	1,527,081	92,886	1,434,195	1,544%	44,787
Total Current Assets	4,428,682	1,786,619	2,642,063	148%	2,435,169
Fixed Assets					
1700-00 · Furniture & Fixtures	43,330	45,289	(1,959)	(4%)	43,330
1701-00 · Accum. Depr. - Furn & Fix	(43,330)	(45,289)	1,959	4%	(43,330)
1740-00 · Computer Equipment	11,013	7,674	3,339	44%	11,013
1741-00 · Accum. Depr. - Computer Equip	(3,833)	(1,944)	(1,889)	(97%)	(3,222)
1750-00 · Computer Software	6,206	20,493	(14,287)	(70%)	6,206
1751-00 · Accum. Amort. - Software	(6,206)	(20,493)	14,287	70%	(6,206)
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	7,180	5,730	1,450	25%	7,791
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	14,814	15,843	(1,029)	(6%)	2,689
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100

North Lake Tahoe Resort Association
Balance Sheet
As of October 31, 2021

	Oct 31, 21	Oct 31, 20	\$ Change	% Change	Jun 30, 21
1400-00 · Prepaid Expenses - Other	16,718	4,300	12,418	289%	6,500
Total 1400-00 · Prepaid Expenses	31,632	20,243	11,389	56%	9,289
Total Other Assets	31,632	20,243	11,389	56%	9,289
TOTAL ASSETS	4,467,494	1,812,592	2,654,902	146%	2,452,249
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	69,382	55,209	14,173	26%	69,892
Total Accounts Payable	69,382	55,209	14,173	26%	69,892
Other Current Liabilities					
2000-01 · Accounts Payable - Other	23,835	0	23,835	100%	22,140
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	10,593	21,792	(11,199)	(51%)	41,223
2101-00 · Incentive Payable	12,655	45,444	(32,789)	(72%)	44,055
2102-00 · Commissions Payable	0	3,500	(3,500)	(100%)	0
2120-00 · Empl. Federal Tax Payable	4,669	9,528	(4,859)	(51%)	3,379
2175-00 · 401 (k) Plan	3,090	4,001	(911)	(23%)	1,218
2180-00 · Estimated PTO Liability	45,948	54,845	(8,897)	(16%)	62,280
Total 21000 · Salaries/Wages/Payroll Liabilit	76,955	139,110	(62,155)	(45%)	152,155
2190-00 · Sales and Use Tax Payable					1,418
25500 · *Sales Tax Payable	907	854	53	6%	2,877
Total 2190-00 · Sales and Use Tax Payable	907	854	53	6%	4,295
2250-00 · Accrued Expenses					200,350
2250-01 · Business Association Grant	33,333	0	33,333	100%	
2250-00 · Accrued Expenses - Other	22,500	20,507	1,993	10%	
Total 2250-00 · Accrued Expenses	55,833	20,507	35,326	172%	
2400-60 · Deferred Revenue- Member Dues	25,729	38,581	(12,852)	(33%)	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	1,480,803	384,939	1,095,864	285%	1,480,803
Total Other Current Liabilities	2,190,657	1,110,586	1,080,071	97%	1,881,860
Total Current Liabilities	2,260,039	1,165,795	1,094,244	94%	1,951,752
Total Liabilities	2,260,039	1,165,795	1,094,244	94%	1,951,752
Equity					
32000 · Unrestricted Net Assets	17,781	(10,145)	27,926	275%	(10,736)
3300-11 · Designated Marketing Reserve	331,856	324,590	7,266	2%	331,856
3301 · Cash Flow Reserve	100,839	100,248	591	1%	100,839
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	1,706,958	182,084	1,524,874	837%	28,518
Total Equity	2,207,452	646,795	1,560,657	241%	500,495
TOTAL LIABILITIES & EQUITY	4,467,491	1,812,590	2,654,901	146%	2,452,247

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
All Departments

	Oct 21	Budget	\$ Over Bu...	Jul - Oct 21	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	262,263	364,688	(102,425)	1,117,160	1,258,410	(141,250)	3,395,286
4100-00 · TBID Assessment Revenue	913,963	501,727	412,236	1,473,299	1,061,063	412,236	4,689,362
4200-00 · Membership Dues Revenue	6,521	6,250	271	25,936	25,000	936	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	1,500	(1,500)	0	1,500	(1,500)	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	250	(250)	0	250	(250)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	200	(200)	1,200
Total 4251-00 · Tues AM Breakfast Club	0	450	(450)	0	450	(450)	3,550
4250-00 · Revenues-Membership Activities - Other	335	0	335	1,420	0	1,420	0
Total 4250-00 · Revenues-Membership Activities	335	1,950	(1,615)	1,420	1,950	(530)	9,550
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	169	0	169	274	0	274	0
46000 · Merchandise Sales - Other	6,709	9,000	(2,291)	44,518	35,500	9,018	59,500
Total 46000 · Merchandise Sales	6,878	9,000	(2,122)	44,792	35,500	9,292	59,500
Total Income	1,189,960	883,616	306,345	2,662,606	2,381,923	280,683	8,210,947
Gross Profit	1,189,960	883,616	306,345	2,662,606	2,381,923	280,683	8,210,947
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	2,446	10,695	(8,250)	20,664	42,781	(22,117)	98,560
5030-00 · P/R - Health Insurance Expense	5,059	13,890	(8,830)	21,239	55,558	(34,319)	128,597
5040-00 · P/R - Workmans Comp	464	1,131	(668)	3,654	4,526	(872)	10,260
5060-00 · 401 (k)	1,099	3,834	(2,735)	7,125	15,336	(8,211)	35,428
5070-00 · Other Benefits and Expenses	429	646	(217)	1,519	2,585	(1,066)	5,993
5000-00 · Salaries & Wages - Other	34,368	108,002	(73,634)	290,902	432,009	(141,107)	995,051
Total 5000-00 · Salaries & Wages	43,865	138,199	(94,333)	345,103	552,794	(207,692)	1,273,889
5100-00 · Rent							
5110-00 · Utilities	1,305	1,113	193	4,023	4,450	(427)	10,088
5140-00 · Repairs & Maintenance	87	1,104	(1,017)	180	4,417	(4,236)	9,983
5150-00 · Office - Cleaning	0	929	(929)	2,550	3,717	(1,167)	8,483
5100-00 · Rent - Other	13,684	14,391	(707)	54,825	57,563	(2,739)	130,642
Total 5100-00 · Rent	15,076	17,537	(2,461)	61,578	70,147	(8,569)	159,197
5310-00 · Telephone							
5320-00 · Telephone	2,967	2,973	(7)	10,068	11,893	(1,825)	27,002
Total 5310-00 · Telephone	2,967	2,973	(7)	10,068	11,893	(1,825)	27,002
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	17	(17)	50
5480-00 · Mail - Fed Ex	0	4	(4)	233	17	217	50
5420-00 · Mail - USPS - Other	0	127	(127)	200	507	(307)	1,140
Total 5420-00 · Mail - USPS	0	135	(135)	433	540	(107)	1,240
5510-00 · Insurance/Bonding	785	1,250	(465)	3,516	5,000	(1,484)	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	492	(492)	135	6,967	(6,832)	9,425
5520-00 · Supplies - Other	1,073	1,779	(706)	4,071	12,117	(8,045)	22,263
Total 5520-00 · Supplies	1,073	2,271	(1,197)	4,206	19,083	(14,877)	31,688
5610-00 · Depreciation	153	153	0	611	611	0	1,375
5700-00 · Equipment Support & Maintenance	338	2,933	(2,595)	766	11,733	(10,967)	26,400
5710-00 · Taxes, Licenses & Fees	1,328	1,308	20	5,992	5,233	758	11,832
5740-00 · Equipment Rental/Leasing	2,616	435	2,181	3,932	1,742	2,190	4,116
5800-00 · Training Seminars	0	500	(500)	0	2,000	(2,000)	4,500
5850-00 · Artist of Month - Commissions	158	167	(9)	827	667	161	1,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	1,350	750	600	6,125	8,000	(1,875)	11,750
5920-00 · Professional Fees - Accountant	19,345	1,500	17,845	19,345	24,000	(4,655)	26,000
5921-00 · Professional Fees - Other	20,040	1,792	18,248	32,117	7,167	24,951	18,625
Total 5900-00 · Professional Fees	40,735	4,042	36,693	57,587	39,167	18,421	56,375
5941-00 · Research & Planning	0	1,250	(1,250)	0	5,000	(5,000)	11,250
6020-00 · Programs							

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
All Departments

	Oct 21	Budget	\$ Over Bu...	Jul - Oct 21	YTD Budget	\$ Over Bu...	Annual Bu...
6016-00 · Special Event Partnership	0	0	0	0	0	0	50,000
6018-00 · Business Assoc. Grants	10,000	0	10,000	10,000	0	10,000	20,000
Total 6020-00 · Programs	10,000	0	10,000	10,000	0	10,000	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	400	(400)	5,000	400	4,600	25,400
6421-06 · Spartan	0	0	0	0	4,400	(4,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0	8,000	(8,000)	0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	0	25,000	(25,000)	0	25,000	(25,000)	25,400
6421-17 · Enduro	0	0	0	0	0	0	80,000
6421-18 · Sponsorships - Other	0	15,000	(15,000)	0	15,400	(15,400)	62,800
Total 6420-01 · Sponsorships	0	48,400	(48,400)	5,000	53,200	(48,200)	411,000
6421-00 · New Event Development	0	34,025	(34,025)	0	68,050	(68,050)	102,075
6424-00 · Event Operation Expenses	0	0	0	225	0	225	1,500
Total 6420-00 · Events	0	82,425	(82,425)	5,225	121,250	(116,025)	514,575
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0	500	(500)	0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	188	(188)	(500)	188	(688)	1,763
6442-00 · Public Relations/Website/Digita	0	500	(500)	1,838	2,000	(162)	4,500
6444-00 · Trades	295	0	295	295	0	295	0
6423-00 · Membership Activities - Other	0	417	(417)	403	1,667	(1,264)	3,750
Total 6423-00 · Membership Activities	295	1,604	(1,309)	2,036	4,354	(2,318)	10,513
6730-00 · Marketing Cooperative/Media	59,818	59,818	0	291,209	291,209	0	871,278
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	6,667	(6,667)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	6,413	6,000	413	15,736	24,000	(8,264)	54,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	2,000	(2,000)	0	4,000	(4,000)	14,000
6743-03 · Winter Lakeside Campaign	0	3,600	(3,600)	0	3,600	(3,600)	20,000
Total 6743-00 · BACC Marketing Programs	0	5,600	(5,600)	0	7,600	(7,600)	34,000
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	33,333	8,333	25,000	33,333	33,333	(0)	100,000
6750-02 · Business Assn Grant - TCDA	33,333	8,333	25,000	33,333	33,333	(0)	100,000
Total 6750-00 · Business Association Grant	66,667	16,667	50,000	66,667	66,667	(0)	200,000
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	6,667	(6,667)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	152	125	27	848	500	348	1,125
59900 · POS Inventory Adjustments	0	0	0	112	0	112	0
8100-01 · CGS - Other	0	0	0	10	0	10	0
8100-00 · Cost of Goods Sold - Other	3,469	4,500	(1,031)	22,572	17,750	4,822	29,750
Total 8100-00 · Cost of Goods Sold	3,621	4,625	(1,004)	23,542	18,250	5,292	30,875
8200-00 · Associate Relations	264	195	69	454	780	(326)	1,770
8300-00 · Board Functions	15,295	583	14,712	31,543	2,333	29,210	5,250
8500-00 · Credit Card Fees	210	473	(263)	1,319	1,869	(550)	3,247
8600-00 · Additional Opportunities	5,675	5,833	(158)	7,625	23,333	(15,708)	55,000
8700-00 · Automobile Expenses	282	542	(260)	418	2,167	(1,749)	5,025
8750-00 · Meals/Meetings	0	642	(642)	111	2,567	(2,456)	6,088
8810-00 · Dues & Subscriptions	1,019	1,275	(256)	4,262	5,100	(838)	11,500
8910-00 · Travel	303	417	(114)	303	1,667	(1,364)	3,750
8920-00 · Bad Debt	0	0	0	624	0	624	0
Total Expense	278,955	363,184	(84,229)	955,692	1,312,089	(356,396)	3,528,482
Net Ordinary Income	911,005	520,431	390,574	1,706,914	1,089,834	637,080	4,682,465
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	11	0	11	44	0	44	0
Total Other Income	11	0	11	44	0	44	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

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

All Departments

	Oct 21	Budget	\$ Over Bu...	Jul - Oct 21	YTD Budget	\$ Over Bu...	Annual Bu...
Net Other Income	11	0	11	44	0	44	(9,744)
Net Income	<u>911,016</u>	<u>520,431</u>	<u>390,585</u>	<u>1,706,958</u>	<u>1,069,834</u>	<u>637,124</u>	<u>4,672,721</u>

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

	Jul - Oct 21	Jul - Oct 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	1,117,160	967,343	149,817	16%
4100-00 · TBID Assessment Revenue	1,473,299	0	1,473,299	100%
4200-00 · Membership Dues Revenue	25,936	45,353	(19,416)	(43)%
4250-00 · Revenues-Membership Activities	1,420	2,005	(585)	(29)%
4253-00 · Revenue- Other	0	1,525	(1,525)	(100)%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC Income	274	1,250	(976)	(78)%
4504-00 · Retail Revenue - Other	0	470	(470)	(100)%
46000 · Merchandise Sales - Other	44,518	46,432	(1,914)	(4)%
Total 46000 · Merchandise Sales	44,792	48,152	(3,360)	(7)%
Total Income	2,662,606	1,064,377	1,598,230	150%
Gross Profit	2,662,606	1,064,377	1,598,230	150%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	0	2,106	(2,106)	(100)%
5020-00 · P/R - Tax Expense	20,664	22,474	(1,811)	(8)%
5030-00 · P/R - Health Insurance Expense	21,239	40,142	(18,903)	(47)%
5040-00 · P/R - Workmans Comp	3,654	3,497	156	5%
5060-00 · 401 (k)	7,125	5,116	2,009	39%
5070-00 · Other Benefits and Expenses	1,519	1,389	130	9%
5000-00 · Salaries & Wages - Other	290,902	334,219	(43,317)	(13)%
Total 5000-00 · Salaries & Wages	345,103	408,944	(63,841)	(16)%
5100-00 · Rent				
5110-00 · Utilities	4,023	3,203	819	26%
5140-00 · Repairs & Maintenance	180	347	(167)	(48)%
5150-00 · Office - Cleaning	2,550	2,750	(200)	(7)%
5100-00 · Rent - Other	54,825	53,563	1,262	2%
Total 5100-00 · Rent	61,578	59,863	1,714	3%
5310-00 · Telephone				
5320-00 · Telephone	10,068	9,156	912	10%
Total 5310-00 · Telephone	10,068	9,156	912	10%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	233	0	233	100%
5420-00 · Mail - USPS - Other	200	157	43	28%
Total 5420-00 · Mail - USPS	433	157	277	176%
5510-00 · Insurance/Bonding	3,516	4,314	(798)	(19)%
5520-00 · Supplies				
5525-00 · Supplies- Computer	135	1,610	(1,475)	(92)%
5520-00 · Supplies - Other	4,071	5,172	(1,101)	(21)%
Total 5520-00 · Supplies	4,206	6,782	(2,576)	(38)%
5610-00 · Depreciation	611	97	514	529%
5700-00 · Equipment Support & Maintenance	766	13,769	(13,003)	(94)%
5710-00 · Taxes, Licenses & Fees	5,992	3,728	2,263	61%
5740-00 · Equipment Rental/Leasing	3,932	1,774	2,158	122%
5800-00 · Training Seminars	0	66	(66)	(100)%
5850-00 · Artist of Month - Commissions	827	918	(91)	(10)%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	6,125	1,200	4,925	410%
5920-00 · Professional Fees - Accountant	19,345	15,065	4,280	28%
5921-00 · Professional Fees - Other	32,117	18,720	13,397	72%
Total 5900-00 · Professional Fees	57,587	34,985	22,602	65%

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

	Jul - Oct 21	Jul - Oct 20	\$ Change	% Change
6020-00 · Programs				
6018-00 · Business Assoc. Grants	10,000	0	10,000	100%
Total 6020-00 · Programs	10,000	0	10,000	100%
6420-00 · Events				
6420-01 · Sponsorships				
6421-04 · Broken Arrow Skyrace	5,000	0	5,000	100%
Total 6420-01 · Sponsorships	5,000	0	5,000	100%
6421-00 · New Event Development	0	4,000	(4,000)	(100)%
6424-00 · Event Operation Expenses	225	0	225	100%
Total 6420-00 · Events	5,225	4,000	1,225	31%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	0	295	(295)	(100)%
6437-00 · Tuesday Morning Breakfast Club	(500)	0	(500)	(100)%
6442-00 · Public Relations/Website/Digital	1,838	2,420	(582)	(24)%
6444-00 · Trades	295	0	295	100%
6423-00 · Membership Activities - Other	403	915	(512)	(56)%
Total 6423-00 · Membership Activities	2,036	3,630	(1,594)	(44)%
6730-00 · Marketing Cooperative/Media	291,209	228,082	63,127	28%
6742-00 · Non-NLT Co-Op Marketing Program	15,736	1,377	14,359	1,043%
6743-00 · BACC Marketing Programs				
6743-01 · Year Round Shopping Campaign	0	0	0	0%
Total 6743-00 · BACC Marketing Programs	0	0	0	0%
6750-00 · Business Association Grant				
6750-01 · Business Assn Grant - NTBA	33,333	0	33,333	100%
6750-02 · Business Assn Grant - TCDA	33,333	0	33,333	100%
Total 6750-00 · Business Association Grant	66,667	0	66,667	100%
7500-00 · Trade Shows/Travel	0	395	(395)	(100)%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	848	836	13	2%
59900 · POS Inventory Adjustments	112	478	(366)	(77)%
8100-01 · CGS - Other	10	56,727	(56,717)	(100)%
8100-00 · Cost of Goods Sold - Other	22,572	24,228	(1,656)	(7)%
Total 8100-00 · Cost of Goods Sold	23,542	82,269	(58,727)	(71)%
8200-00 · Associate Relations	454	904	(450)	(50)%
8300-00 · Board Functions	31,543	1,567	29,977	1,914%
8500-00 · Credit Card Fees	1,319	1,474	(155)	(11)%
8600-00 · Additional Opportunites	7,625	10,385	(2,760)	(27)%
8700-00 · Automobile Expenses	418	810	(393)	(49)%
8750-00 · Meals/Meetings	111	206	(96)	(46)%
8810-00 · Dues & Subscriptions	4,262	2,707	1,555	58%
8910-00 · Travel	303	0	303	100%
8920-00 · Bad Debt	624	0	624	100%
Total Expense	955,692	882,360	73,332	8%
Net Ordinary Income	1,706,914	182,017	1,524,897	838%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	44	68	(24)	(35)%
Total Other Income	44	68	(24)	(35)%
Other Expense				
Balancing Adjustments	0	0	0	0%

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

	Jul - Oct 21	Jul - Oct 20	\$ Change	% Change
8990-00 - Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	44	68	(24)	(35)%
Net Income	1,706,958	182,084	1,524,874	838%

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance
11 - Marketing**

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	145,399	247,824	(102,425)	600,432	741,682	(141,250)	2,188,080
Total Income	145,399	247,824	(102,425)	600,432	741,682	(141,250)	2,188,080
Gross Profit	145,399	247,824	(102,425)	600,432	741,682	(141,250)	2,188,080
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	720	2,393	(1,673)	4,420	9,571	(5,151)	21,534
5030-00 · P/R - Health Insurance Expense	1,286	4,120	(2,834)	9,542	16,480	(6,938)	37,080
5040-00 · P/R - Workmans Comp	72	129	(57)	651	515	136	1,159
5050-00 · 401 (k)	358	957	(599)	2,404	3,828	(1,425)	8,614
5070-00 · Other Benefits and Expenses	29	121	(92)	942	485	457	1,092
5000-00 · Salaries & Wages - Other	12,508	23,827	(11,421)	67,357	95,708	(28,351)	215,344
Total 5000-00 · Salaries & Wages	14,972	31,847	(16,675)	85,316	126,588	(41,271)	284,822
5100-00 · Rent							
5110-00 · Utilities	180	125	55	586	500	86	1,125
5140-00 · Repairs & Maintenance	0	75	(75)	0	300	(300)	675
5150-00 · Office - Cleaning	0	188	(188)	613	750	(137)	1,888
5100-00 · Rent - Other	1,858	2,083	(226)	7,431	8,333	(902)	18,750
Total 5100-00 · Rent	2,037	2,471	(434)	8,631	9,883	(1,253)	22,237
5310-00 · Telephone							
5320-00 · Telephone	591	578	13	2,142	2,313	(172)	5,205
Total 5310-00 · Telephone	591	578	13	2,142	2,313	(172)	5,205
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			85			
5420-00 · Mail - USPS - Other	0	0	0	53	0	53	0
Total 5420-00 · Mail - USPS	0	0	0	137	0	137	0
5510-00 · Insurance/Bonding	0			87			
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	417	(417)	40	1,667	(1,627)	3,750
5520-00 · Supplies - Other	77	0	77	288	0	288	0
Total 5520-00 · Supplies	77	417	(339)	327	1,667	(1,339)	3,750
5700-00 · Equipment Support & Maintenance	0	13	(13)	0	50	(50)	113
5740-00 · Taxes, Licenses & Fees	0	13	(13)	48	50	(2)	113
5740-00 · Equipment Rental/Leasing	81	83	(2)	378	333	44	750
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	500	(500)	1,125
5921-00 · Professional Fees - Other	0	125	(125)	0	500	(500)	1,125
Total 5900-00 · Professional Fees	0	250	(250)	0	1,000	(1,000)	2,250
6020-00 · Programs							
6018-00 · Special Event Partnership	0	0	0	0	0	0	50,000
6018-00 · Business Assoc. Grants	10,000	0	10,000	10,000	0	10,000	20,000
Total 6020-00 · Programs	10,000	0	10,000	10,000	0	10,000	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	400	(400)	5,000	400	4,600	25,400
6421-06 · Spartan	0	0	0	0	4,400	(4,400)	178,400
6421-07 · Tahoe Lacrosse Tournament	0	8,000	(8,000)	0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	0	25,000	(25,000)	0	25,000	(25,000)	25,400
6421-17 · Enduro	0	0	0	0	0	0	80,000
6421-18 · Sponsorships - Other	0	15,000	(15,000)	0	15,400	(15,400)	62,800
Total 6420-01 · Sponsorships	0	48,400	(48,400)	5,000	53,200	(48,200)	411,000
6421-00 · New Event Development	0	34,025	(34,025)	0	68,050	(68,050)	102,075
6424-00 · Event Operation Expenses	0	0	0	225	0	225	1,500
Total 6420-00 · Events	0	82,425	(82,425)	5,225	121,250	(118,025)	514,575
6730-00 · Marketing Cooperative/Media	52,079	52,079	0	260,254	260,254	0	801,630
6742-00 · Non-NLT Co-Op Marketing Program	6,213	5,000	1,213	14,936	20,000	(5,064)	45,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	2,000	(2,000)	0	4,000	(4,000)	14,000
6743-03 · Winter Lakeside Campaign	0	3,600	(3,600)	0	3,600	(3,600)	20,000
Total 6743-00 · BACC Marketing Programs	0	5,600	(5,600)	0	7,600	(7,600)	34,000
8200-00 · Associate Relations	41	21	20	41	83	(43)	187
8500-00 · Additional Opportunites	5,025	4,167	858	5,025	16,667	(11,642)	37,500
8700-00 · Automobile Expenses	141	125	16	200	500	(300)	1,125
8750-00 · Meals/Meetings	0	42	(42)	0	167	(167)	375
8810-00 · Dues & Subscriptions	32	83	(51)	129	333	(204)	750
8910-00 · Travel	303	417	(114)	303	1,667	(1,364)	3,750

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance
11 - Marketing**

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Total Expense	91,593	185,429	(93,836)	393,179	570,405	(177,226)	1,828,132
Net Ordinary Income	53,806	62,395	(8,589)	207,253	171,277	35,976	359,948
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	11	0	11	44	0	44	0
Total Other Income	11	0	11	44	0	44	0
Other Expense							
8990-00 - Allocated	63,605	42,395	21,210	179,399	151,277	28,123	359,948
Total Other Expense	63,605	42,395	21,210	179,399	151,277	28,123	359,948
Net Other Income	(63,594)	(42,395)	(21,199)	(179,355)	(151,277)	(28,079)	(359,948)
Net Income	(9,788)	20,000	(29,788)	27,898	20,000	7,898	0

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

30 - Conference

	Oct 21	Budget	\$ Over Bud...	Jul - Oct 21	YTD Budget	\$ Over Bud...	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	38,685	38,685	0	166,715	166,715	0	360,285
Total Income	38,685	38,685	0	166,715	166,715	0	360,285
Gross Profit	38,685	38,685	0	166,715	166,715	0	360,285
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	(14)	1,747	(1,762)	1,688	6,990	(5,302)	15,727
5030-00 · P/R - Health Insurance Expense	1,609	2,103	(494)	1,806	8,412	(6,606)	18,926
5040-00 · P/R - Workmans Comp	17	167	(149)	254	667	(413)	1,500
5060-00 · 401 (k)	(34)	417	(451)	917	1,667	(750)	3,750
5070-00 · Other Benefits and Expenses	0	75	(75)	63	300	(237)	675
5000-00 · Salaries & Wages - Other	(847)	17,474	(18,321)	24,876	69,897	(45,021)	157,288
Total 5000-00 · Salaries & Wages	731	21,983	(21,252)	29,603	87,932	(58,328)	197,846
5100-00 · Rent							
5110-00 · Utilities	126	83	42	408	333	75	750
5140-00 · Repairs & Maintenance	0	63	(63)	0	250	(250)	563
5150-00 · Office - Cleaning	0	125	(125)	423	500	(77)	1,125
5100-00 · Rent - Other	1,186	1,333	(148)	4,743	5,333	(590)	12,000
Total 5100-00 · Rent	1,311	1,604	(293)	5,574	6,417	(843)	14,437
5310-00 · Telephone							
5320-00 · Telephone	392	417	(24)	1,360	1,667	(307)	3,750
Total 5310-00 · Telephone	392	417	(24)	1,360	1,667	(307)	3,750
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			137			
5420-00 · Mail - USPS - Other	0	17	(17)	36	67	(30)	150
Total 5420-00 · Mail - USPS	0	17	(17)	173	67	107	150
5510-00 · Insurance/Bonding	0			60			
5520-00 · Supplies	53	113	(59)	198	450	(252)	1,013
5710-00 · Taxes, Licenses & Fees	15	8	7	53	33	20	75
5740-00 · Equipment Rental/Leasing	56	63	(6)	262	250	12	563
5800-00 · Training Seminars	0	83	(83)	0	333	(333)	750
6730-00 · Marketing Cooperative/Media	7,739	7,739	0	30,955	30,955	0	69,648
8200-00 · Associate Relations	80	13	68	80	50	30	113
8750-00 · Meals/Meetings	0	29	(29)	0	117	(117)	263
Total Expense	10,378	32,067	(21,689)	68,318	128,270	(59,951)	288,607
Net Ordinary Income	28,307	6,618	21,689	98,397	38,445	59,951	71,678
Other Income/Expense							
Other Expense							
8990-00 · Allocated	11,817	6,618	5,199	31,172	38,445	(7,273)	71,678
Total Other Expense	11,817	6,618	5,199	31,172	38,445	(7,273)	71,678
Net Other Income	(11,817)	(6,618)	(5,199)	(31,172)	(38,445)	7,273	(71,678)
Net Income	16,490	(0)	16,490	67,224	(0)	67,224	(0)

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
42 - Visitor Center

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	35,667	35,667	0	157,003	157,003	0	342,770
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC Income	169	0	169	274	0	274	0
46000 · Merchandise Sales - Other	6,709	9,000	(2,291)	44,518	35,500	9,018	59,500
Total 46000 · Merchandise Sales	6,878	9,000	(2,122)	44,792	35,500	9,292	59,500
Total Income	42,545	44,667	(2,122)	201,795	192,503	9,292	402,270
Gross Profit	42,545	44,667	(2,122)	201,795	192,503	9,292	402,270
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	667	1,551	(884)	4,374	6,204	(1,830)	13,959
5030-00 · P/R - Health Insurance Expense	3	1,583	(1,580)	(295)	6,333	(6,628)	14,250
5040-00 · P/R - Workmans Comp	292	583	(291)	1,804	2,333	(530)	5,250
5060-00 · 401 (k)	277	417	(140)	1,730	1,667	63	3,750
5070-00 · Other Benefits and Expenses	0	83	(83)	33	333	(300)	750
5000-00 · Salaries & Wages - Other	6,421	15,510	(9,089)	44,089	62,040	(17,952)	139,591
Total 5000-00 · Salaries & Wages	7,660	19,728	(12,068)	51,734	78,911	(27,177)	177,550
5100-00 · Rent							
5110-00 · Utilities	641	667	(25)	1,833	2,667	(834)	6,000
5140-00 · Repairs & Maintenance	0	500	(500)	0	2,000	(2,000)	4,500
5150-00 · Office - Cleaning	0	208	(208)	225	833	(608)	1,875
5100-00 · Rent - Other	6,522	6,667	(145)	26,086	26,667	(581)	60,000
Total 5100-00 · Rent	7,163	8,042	(879)	28,144	32,167	(4,023)	72,375
5310-00 · Telephone							
5320-00 · Telephone	392	413	(20)	1,360	1,650	(290)	3,713
Total 5310-00 · Telephone	392	413	(20)	1,360	1,650	(290)	3,713
5420-00 · Mail - USPS	0	17	(17)	36	67	(30)	150
5510-00 · Insurance/Bonding	0			60			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	75	(75)	0	300	(300)	675
5520-00 · Supplies - Other	663	583	80	2,096	2,333	(238)	5,250
Total 5520-00 · Supplies	663	658	5	2,096	2,633	(538)	5,925
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	17	(17)	38
5710-00 · Taxes, Licenses & Fees	0	4	(4)	376	17	359	38
5740-00 · Equipment Rental/Leasing	56	63	(6)	262	250	12	563
5850-00 · Artist of Month - Commissions	158	167	(9)	827	667	161	1,500
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	6,667	(6,667)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	800	4,000	(3,200)	9,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	152	125	27	848	500	348	1,125
59900 · POS Inventory Adjustments	0	0	0	112	0	112	0
8100-01 · CGS - Other	0	0	0	10	0	10	0
8100-00 · Cost of Goods Sold - Other	3,469	4,500	(1,031)	22,572	17,750	4,822	29,750
Total 8100-00 · Cost of Goods Sold	3,621	4,625	(1,004)	23,542	18,250	5,292	30,875
8200-00 · Associate Relations	128	25	103	154	100	54	225
8500-00 · Credit Card Fees	177	423	(246)	1,139	1,669	(529)	2,797
8700-00 · Automobile Expenses	0	42	(42)	0	167	(167)	375
8750-00 · Meals/Meetings	0	17	(17)	0	67	(67)	150
8810-00 · Dues & Subscriptions	0	133	(133)	0	533	(533)	1,200
Total Expense	20,218	37,026	(16,808)	110,529	147,830	(37,300)	321,471
Net Ordinary Income	22,327	7,641	14,686	91,265	44,673	46,592	80,798
Other Income/Expense							
Other Expense							
8990-00 · Allocated	28,603	7,641	20,962	50,432	44,673	5,759	80,798
Total Other Expense	28,603	7,641	20,962	50,432	44,673	5,759	80,798
Net Other Income	(28,603)	(7,641)	(20,962)	(50,432)	(44,673)	(5,759)	(80,798)
Net Income	(6,276)	(0)	(6,276)	40,833	(0)	40,833	(0)

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
51 - TMPI

	Oct 21	Budget	\$ Over ...	Jul - Oct...	YTD Bu...	\$ Over ...	Annual ...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	12,854	12,854	0	68,863	68,863	0	141,237
Total Income	<u>12,854</u>	<u>12,854</u>	<u>0</u>	<u>68,863</u>	<u>68,863</u>	<u>0</u>	<u>141,237</u>
Gross Profit	12,854	12,854	0	68,863	68,863	0	141,237
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	768	(768)	201	3,071	(2,870)	7,363
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	133	4,000	(3,867)	9,590
5040-00 · P/R - Workmans Comp	0	25	(25)	54	100	(47)	240
5060-00 · 401 (k)	0	307	(307)	0	1,228	(1,228)	2,945
5070-00 · Other Benefits and Expenses	0	88	(88)	1	351	(350)	842
5000-00 · Salaries & Wages - Other	0	7,677	(7,677)	1,354	30,709	(29,355)	73,628
Total 5000-00 · Salaries & Wages	<u>0</u>	<u>9,865</u>	<u>(9,865)</u>	<u>1,741</u>	<u>39,460</u>	<u>(37,718)</u>	<u>94,608</u>
5100-00 · Rent							
5110-00 · Utilities	31	25	6	109	100	9	238
5140-00 · Repairs & Maintenance	0	17	(17)	0	67	(67)	158
5150-00 · Office - Cleaning	0	42	(42)	127	167	(40)	396
5100-00 · Rent - Other	356	375	(19)	1,423	1,500	(77)	3,563
Total 5100-00 · Rent	<u>387</u>	<u>458</u>	<u>(72)</u>	<u>1,658</u>	<u>1,833</u>	<u>(175)</u>	<u>4,354</u>
5310-00 · Telephone							
5320-00 · Telephone	103	134	(31)	310	537	(227)	1,275
Total 5310-00 · Telephone	<u>103</u>	<u>134</u>	<u>(31)</u>	<u>310</u>	<u>537</u>	<u>(227)</u>	<u>1,275</u>
5420-00 · Mail - USPS	0			2			
5510-00 · Insurance/Bonding	0			18			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	0	1,250	(1,250)	1,250
5520-00 · Supplies - Other	16	0	16	55	5,000	(4,945)	5,000
Total 5520-00 · Supplies	<u>16</u>	<u>0</u>	<u>16</u>	<u>55</u>	<u>6,250</u>	<u>(6,195)</u>	<u>6,250</u>
5710-00 · Taxes, Licenses & Fees	0	13	(13)	10	50	(40)	120
5740-00 · Equipment Rental/Leasing	122	19	103	313	75	238	178
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	0	0	0	5,000	(5,000)	5,000
5921-00 · Professional Fees - Other	0	0	0	11,954	0	11,954	0
Total 5900-00 · Professional Fees	<u>0</u>	<u>0</u>	<u>0</u>	<u>11,954</u>	<u>5,000</u>	<u>6,954</u>	<u>5,000</u>
8700-00 · Automobile Expenses	0	42	(42)	0	167	(167)	400
8750-00 · Meals/Meetings	0	83	(83)	0	333	(333)	1,000
8810-00 · Dues & Subscriptions	0	42	(42)	5	167	(162)	400
Total Expense	<u>627</u>	<u>10,655</u>	<u>(10,028)</u>	<u>16,066</u>	<u>53,872</u>	<u>(37,806)</u>	<u>113,584</u>
Net Ordinary Income	<u>12,227</u>	<u>2,199</u>	<u>10,028</u>	<u>52,797</u>	<u>14,991</u>	<u>37,806</u>	<u>27,653</u>
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(11,269)	2,199	(13,468)	7,330	14,991	(7,661)	27,653
Total Other Expense	<u>(11,269)</u>	<u>2,199</u>	<u>(13,468)</u>	<u>7,330</u>	<u>14,991</u>	<u>(7,661)</u>	<u>27,653</u>
Net Other Income	<u>11,269</u>	<u>(2,199)</u>	<u>13,468</u>	<u>(7,330)</u>	<u>(14,991)</u>	<u>7,661</u>	<u>(27,653)</u>
Net Income	<u><u>23,496</u></u>	<u><u>0</u></u>	<u><u>23,496</u></u>	<u><u>45,467</u></u>	<u><u>(0)</u></u>	<u><u>45,467</u></u>	<u><u>(0)</u></u>

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance
52 - TBID Assessment**

	Oct 21	Budget	\$ Over Bud...	Jul - Oct 21	YTD Budget	\$ Over Bud...	Annual Bud...
Ordinary Income/Expense							
Income							
4100-00 - TBID Assessment Revenue	913,963	501,727	412,236	1,473,299	1,061,063	412,236	4,689,362
Total Income	913,963	501,727	412,236	1,473,299	1,061,063	412,236	4,689,362
Gross Profit	913,963	501,727	412,236	1,473,299	1,061,063	412,236	4,689,362
Net Ordinary Income	913,963	501,727	412,236	1,473,299	1,061,063	412,236	4,689,362
Net Income	913,963	501,727	412,236	1,473,299	1,061,063	412,236	4,689,362

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
60 - Membership

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	6,521	6,250	271	25,936	25,000	936	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	1,500	(1,500)	0	1,500	(1,500)	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	250	(250)	0	250	(250)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	200	(200)	1,200
Total 4251-00 · Tues AM Breakfast Club	0	450	(450)	0	450	(450)	3,550
4250-00 · Revenues-Membership Activities - Other	335	0	335	1,420	0	1,420	0
Total 4250-00 · Revenues-Membership Activities	335	1,950	(1,615)	1,420	1,950	(530)	9,550
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
Total Income	6,856	8,200	(1,344)	27,356	26,950	406	66,800
Gross Profit	6,856	8,200	(1,344)	27,356	26,950	406	66,800
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	188	418	(229)	933	1,672	(739)	3,761
5030-00 · P/R - Health Insurance Expense	221	333	(113)	920	1,333	(413)	3,000
5040-00 · P/R - Workmans Comp	20	13	8	129	50	79	113
5060-00 · 401 (k)	0	167	(167)	135	699	(534)	1,504
5070-00 · Other Benefits and Expenses	0	54	(54)	0	217	(218)	488
5000-00 · Salaries & Wages - Other	2,878	4,179	(1,501)	12,508	16,716	(4,208)	37,611
Total 5000-00 · Salaries & Wages	3,108	5,164	(2,056)	14,625	20,656	(6,031)	46,477
5100-00 · Rent							
5110-00 · Utilities	44	25	19	138	100	38	225
5140-00 · Repairs & Maintenance	0	21	(21)	0	83	(83)	187
5150-00 · Office - Cleaning	0	42	(42)	137	167	(29)	375
5100-00 · Rent - Other	524	527	(3)	2,095	2,107	(11)	4,740
Total 5100-00 · Rent	567	614	(47)	2,371	2,457	(86)	5,528
5310-00 · Telephone							
5320-00 · Telephone	141	139	2	499	557	(57)	1,253
Total 5310-00 · Telephone	141	139	2	499	557	(57)	1,253
5420-00 · Mail - USPS	0	10	(10)	12	40	(28)	90
5510-00 · Insurance/Bonding	0			20			
5520-00 · Supplies	17	167	(149)	64	667	(602)	1,500
5710-00 · Taxes, Licenses & Fees	0	4	(4)	11	17	(6)	38
5740-00 · Equipment Rental/Leasing	17	21	(4)	84	83	1	187
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0	500	(500)	0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	188	(188)	(500)	188	(688)	1,763
6442-00 · Public Relations/Website/Digital	0	500	(500)	1,838	2,000	(162)	4,500
6444-00 · Trades	295	0	295	295	0	295	0
6423-00 · Membership Activities - Other	0	417	(417)	403	1,667	(1,264)	3,750
Total 6423-00 · Membership Activities	295	1,604	(1,309)	2,036	4,354	(2,318)	10,513
8200-00 · Associate Relations	0	7	(7)	164	27	138	60
8500-00 · Credit Card Fees	33	50	(17)	160	200	(40)	450
8700-00 · Automobile Expenses	106	42	64	106	167	(61)	375
8750-00 · Meals/Meetings	0	33	(33)	111	133	(23)	300
8810-00 · Dues & Subscriptions	10	17	(6)	43	67	(23)	150
8920-00 · Bad Debt	0	0	0	325	0	325	0
Total Expense	4,294	7,872	(3,577)	20,631	29,424	(8,793)	66,819
Net Ordinary Income	2,562	328	2,233	6,725	(2,474)	9,199	(119)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	3,135	1,624	1,511	9,413	8,755	659	16,521
Total Other Expense	3,135	1,624	1,511	9,413	8,755	659	16,521
Net Other Income	(3,135)	(1,624)	(1,511)	(9,413)	(8,755)	(659)	(16,521)
Net Income	(573)	(1,296)	723	(2,688)	(11,229)	8,541	(16,640)

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
61 - Business Association Grant Funding

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	16,667	16,667	(0)	66,667	66,667	(0)	200,000
Total Income	16,667	16,667	(0)	66,667	66,667	(0)	200,000
Gross Profit	16,667	16,667	(0)	66,667	66,667	(0)	200,000
Expense							
6750-00 - Business Association Grant							
6750-01 - Business Assn Grant - NTBA	33,333	8,333	25,000	33,333	33,333	(0)	100,000
6750-02 - Business Assn Grant - TCDA	33,333	8,333	25,000	33,333	33,333	(0)	100,000
Total 6750-00 - Business Association Grant	66,667	16,667	50,000	66,667	66,667	(0)	200,000
Total Expense	66,667	16,667	50,000	66,667	66,667	(0)	200,000
Net Ordinary Income	(50,000)	(0)	(50,000)	(0)	(0)	0	0
Net Income	(50,000)	(0)	(50,000)	(0)	(0)	0	0

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
80 - TOT Housing & Transportation

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	12,991	12,991	0	57,481	57,481	0	162,914
Total Income	12,991	12,991	0	57,481	57,481	0	162,914
Gross Profit	12,991	12,991	0	57,481	57,481	0	162,914
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	0	617	(617)	0	2,467	(2,467)	7,400
5030-00 - P/R - Health Insurance Expense	0	1,000	(1,000)	0	4,000	(4,000)	12,000
5040-00 - P/R - Workmans Comp	0	21	(21)	0	83	(83)	250
5060-00 - 401 (k)	0	247	(247)	0	987	(987)	2,960
5070-00 - Other Benefits and Expenses	0	42	(42)	0	167	(167)	502
5000-00 - Salaries & Wages - Other	0	6,167	(6,167)	0	24,667	(24,667)	74,000
Total 5000-00 - Salaries & Wages	0	8,093	(8,093)	0	32,371	(32,371)	97,112
5100-00 - Rent							
5110-00 - Utilities	25	21	4	88	83	5	250
5140-00 - Repairs & Maintenance	0	13	(13)	0	50	(50)	150
5150-00 - Office - Cleaning	0	33	(33)	106	133	(28)	400
5100-00 - Rent - Other	296	313	(16)	1,186	1,250	(64)	3,750
Total 5100-00 - Rent	321	379	(58)	1,380	1,517	(137)	4,550
5310-00 - Telephone							
5320-00 - Telephone	86	58	27	247	233	13	700
Total 5310-00 - Telephone	86	58	27	247	233	13	700
5420-00 - Mail - USPS							
5470-00 - Mail - UPS	0	4	(4)	0	17	(17)	50
5480-00 - Mail - Fed Ex	0	4	(4)	0	17	(17)	50
Total 5420-00 - Mail - USPS	0	8	(8)	0	33	(33)	100
5510-00 - Insurance/Bonding	0			15			
5520-00 - Supplies							
5525-00 - Supplies- Computer	0	0	0	0	1,250	(1,250)	1,250
5520-00 - Supplies - Other	13	417	(403)	45	1,667	(1,622)	5,000
Total 5520-00 - Supplies	13	417	(403)	45	2,917	(2,872)	6,250
5710-00 - Taxes, Licenses & Fees	0	17	(17)	8	67	(58)	200
5740-00 - Equipment Rental/Leasing	14	63	(48)	60	250	(190)	750
5900-00 - Professional Fees							
5921-00 - Professional Fees - Other	0	833	(833)	0	3,333	(3,333)	10,000
Total 5900-00 - Professional Fees	0	833	(833)	0	3,333	(3,333)	10,000
8200-00 - Associate Relations	0	5	(5)	0	20	(20)	60
8600-00 - Additional Opportunitis	0	833	(833)	0	3,333	(3,333)	10,000
8700-00 - Automobile Expenses	0	42	(42)	0	167	(167)	500
8750-00 - Meals/Meetings	0	21	(21)	0	83	(83)	250
Total Expense	434	10,768	(10,335)	1,754	44,324	(42,570)	130,472
Net Ordinary Income	12,557	2,222	10,335	55,726	13,157	42,570	32,442
Other Income/Expense							
Other Expense							
8990-00 - Allocated	(11,148)	2,222	(13,370)	800	13,157	(12,356)	32,442
Total Other Expense	(11,148)	2,222	(13,370)	800	13,157	(12,356)	32,442
Net Other Income	11,148	(2,222)	13,370	(800)	(13,157)	12,356	(32,442)
Net Income	23,705	0	23,705	54,926	0	54,926	0

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
70 - Administration

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	885	3,202	(2,317)	9,048	12,607	(3,759)	28,816
5030-00 · P/R - Health Insurance Expense	1,941	3,750	(1,809)	9,134	15,000	(5,866)	33,750
5040-00 · P/R - Workmans Comp	82	194	(132)	763	777	(14)	1,749
5060-00 · 401 (k)	498	1,323	(824)	1,941	5,291	(3,350)	11,904
5070-00 · Other Benefits and Expenses	400	183	217	479	731	(252)	1,645
5000-00 · Salaries & Wages - Other	13,609	33,068	(19,459)	140,718	132,271	8,447	297,610
Total 5000-00 · Salaries & Wages	17,395	41,719	(24,325)	162,083	166,877	(4,795)	375,474
5100-00 · Rent							
5110-00 · Utilities	260	167	93	860	667	194	1,500
5140-00 · Repairs & Maintenance	87	417	(330)	180	1,667	(1,486)	3,750
5150-00 · Office - Cleaning	0	292	(292)	919	1,167	(247)	2,625
5100-00 · Rent - Other	2,943	3,093	(150)	11,660	12,373	(513)	27,840
Total 5100-00 · Rent	3,289	3,968	(679)	13,821	15,873	(2,053)	35,715
5310-00 · Telephone							
5320-00 · Telephone	1,261	1,234	27	4,151	4,937	(786)	11,108
Total 5310-00 · Telephone	1,261	1,234	27	4,151	4,937	(786)	11,108
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0	0	0	12	0	12	0
5420-00 · Mail - USPS - Other	0	83	(83)	61	333	(272)	750
Total 5420-00 · Mail - USPS	0	83	(83)	73	333	(260)	750
5510-00 · Insurance/Bonding	785	1,250	(465)	3,257	5,000	(1,743)	11,250
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	0	0	95	2,500	(2,405)	2,500
5520-00 · Supplies - Other	233	500	(267)	1,326	2,000	(674)	4,500
Total 5520-00 · Supplies	233	500	(267)	1,421	4,500	(3,079)	7,000
5610-00 · Depreciation	153	153	0	611	611	0	1,375
5700-00 · Equipment Support & Maintenance	338	2,917	(2,578)	766	11,667	(10,901)	26,250
5710-00 · Taxes, Licenses & Fees	1,313	1,250	63	5,466	5,000	466	11,250
5740-00 · Equipment Rental/Leasing	2,269	125	2,144	2,573	500	2,073	1,125
5800-00 · Training Seminars	0	417	(417)	0	1,667	(1,667)	3,750
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	1,350	625	725	6,125	2,500	3,625	5,625
5920-00 · Professional Fees - Accountant	19,345	1,500	17,845	19,345	24,000	(4,655)	28,000
5921-00 · Professional Fees - Other	20,040	833	19,207	20,164	3,333	16,830	7,500
Total 5900-00 · Professional Fees	40,735	2,958	37,777	45,634	29,833	15,800	39,125
5941-00 · Research & Planning	0	1,250	(1,250)	0	5,000	(5,000)	11,250
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	6,667	(6,667)	15,000
8200-00 · Associate Relations	16	125	(109)	16	500	(484)	1,125
8300-00 · Board Functions	15,295	583	14,712	31,543	2,333	29,210	5,250
8500-00 · Credit Card Fees	0			20			
8600-00 · Additional Opportunitites	650	833	(183)	2,600	3,333	(733)	7,500
8700-00 · Automobile Expenses	35	250	(215)	112	1,000	(888)	2,250
8750-00 · Meals/Meetings	0	417	(417)	0	1,667	(1,667)	3,750
8810-00 · Dues & Subscriptions	976	1,000	(24)	4,084	4,000	84	9,000
8920-00 · Bad Debt	0	0	0	299	0	299	0
Total Expense	84,743	62,700	22,044	278,548	271,298	7,250	579,296
Net Ordinary Income	(84,743)	(62,700)	(22,044)	(278,548)	(271,298)	(7,250)	(579,296)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(84,743)	(62,700)	(22,044)	(278,548)	(271,298)	(7,250)	(579,296)
Total Other Expense	(84,743)	(62,700)	(22,044)	(278,548)	(271,298)	(7,250)	(579,296)
Net Other Income	84,743	62,700	22,044	278,548	271,298	7,250	579,296
Net Income	0	0	0	0	0	0	0



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

DATE: December 1, 2021
TO: NLTRA Board of Directors
FROM: Katie Biggers, NLTRA Sr. Event Specialist
RE: 2022 Summit Lacrosse Classic

Action Requested:

Review and approval of an agreement with ADVNC Lacrosse and Summit Lacrosse Ventures to sponsor the 2022 Lake Tahoe Summit Classic Lacrosse Tournament taking place in North Lake Tahoe and Truckee, June 18-19, 2022. Recommended by the Tourism Development Committee with a \$8,000 sponsorship.

Background:

The NLTRA has sponsored the Lake Tahoe Summit Lacrosse Tournament since its inception in 2014. The event has consistently drawn large numbers of out-of-town guests to the North Lake Tahoe region and is becoming a staple in the North Lake Tahoe event calendar. It is anticipated to bring 6,000 attendees and participants (100 teams). The event has seen teams consistently returning year over year to attend the event. Teams attend from all over CA, including San Francisco Bay Area, Napa Valley, Sacramento and Los Angeles, and also OR, ID, TX and CO. The event was moved to Carson last year due to COVID, but they did a great job on their website keeping players up to date on changes happening in North Lake Tahoe this past summer, as well as pushing out our safe travel content.

- Tourism Development Committee wanted us to pitch the idea of an awards ceremony at a facility on the lake (North Tahoe Event Center) to get one more night of lodging at the end.

Staff recommends sponsoring the event and continuing to support this successful, family event.

Fiscal Impact:

An \$8,000 expense that falls within the FY 2021/22 NLTRA Special Events Budget.



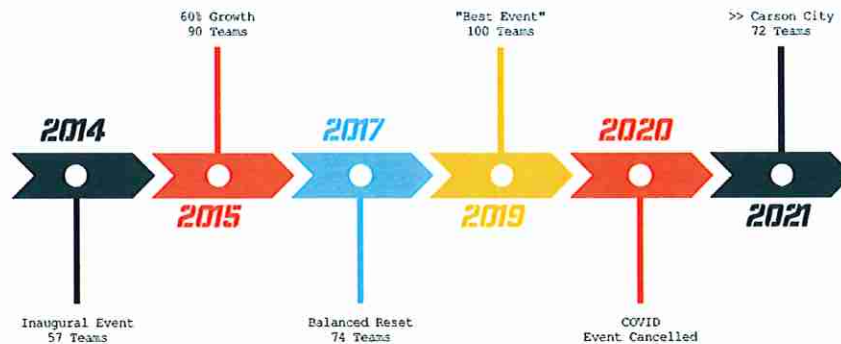
WE ARE ADVNC + SUMMIT

ADVNC Lacrosse, headquartered in San Francisco, was established in 2011 and is the west coast's premier youth lacrosse club. Summit Lacrosse Ventures, established in 1990, is a leader in nationwide lacrosse destination events, to include one of the world's most prestigious events, the 32-year-old Lake Placid Summit Classic. The lacrosse demographic's travel orientation and financial means make it a prime target for repeated destination visitation and recreation.

NORTH LAKE TAHOE

Truckee Incline
 Olympic History Tahoe City Biking Paddling Dining
 Kayaking Regional Access Hiking

LTSC OVER THE YEARS



LOOKING AHEAD TO 2022

98 Teams
 1,765 Players
 5,924 Total Participants
 2.5 Days Avg. Stay Duration
 \$2.1MM Est. Direct Economic Impact



2022 Lake Tahoe Summit Classic EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this “Agreement”) is made and entered into between Lake Tahoe Summit Classic owned and operated by, ADVNC Lacrosse and Summit Lacrosse Ventures (“Producer”), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation (“Sponsor”).

1. Event. ADVNC Lacrosse and Summit Lacrosse Ventures is the organizer, owner and operator of “Lake Tahoe Summit Classic” which will take place on June 18-19, 2022 at North Tahoe High School / Riverview Sports Park / Truckee High School/Squaw Valley Park Fields/Alder Creek Middle School, Placer County, California (the “Event”). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.
2. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:
 - a) Sponsor’s name and logo shall be included on digital, print and grassroots media pertaining to the event where applicable.
 - b) Sponsor’s logo/web address/social handles/hashtags shall be included in all Event collateral, posters, websites, social media, on-site signage, etc. where applicable. Sponsors is to be mentioned as a sponsor of the event wherever possible.
 - c) Sponsor’s name and logo shall be included on the Event website home page and sponsor page, listed as a partner, with a link to GoTahoeNorth.com.
 - d) Producer will include regional information on event website and in participant communications, promoting additional activities in the region to encourage longer regional stays.
 - e) Sponsor information will be included in a minimum of two (2) Event E-blasts/newsletters. Content will be created collaboratively and approved by both parties.
 - f) Producer will highlight the North Lake Tahoe destination in a minimum of two (2) destination specific posts on event social media channels. Content will be created collaboratively and approved by both parties.
 - g) Sponsor shall be included in daily PA announcements during the Event.
 - h) Producer will list event on GoTahoeNorth.com event calendar no later than 90 days prior to event.
 - i) Producer will make reasonable efforts to partner with lodging properties within Placer County in regard to the event and track overnight lodging as a result of the event.
 - j) Producer will provide Sponsor with images and video for use in promoting both the event and the region.
 - k) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website and the like.
 - l) Producer will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
 - m) Prior to the Event, Producer will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. Producer will name Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.
 - n) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event due to an act of God, natural disaster, inclement weather, catastrophe, pandemic, disease, accident, or fire

immediately upon such cancellation or postponement, Producer shall return to Sponsor all the sponsorship funding which has not been spent by Producer. Upon cancellation or postponement, Sponsor's obligations to Producer per this Agreement shall terminate.

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$8,000 cash sponsorship to the Event.
- b) Support the development and promotion of the Lake Tahoe Summit Classic through NLTRA marketing and development resources.
- c) Work to develop a 'passport' program in which information/discounts/special rates from local businesses are provided to LTSC participants in order to attract them to great-off field activities, sights, etc. while in the area for the event. Assist with Promoting Opening Ceremonies for Event.
- d) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.

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

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

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

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

8. Indemnity. Producer agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages

and claims ("Claims") arising from Producer's use of the sponsorship funding provided under this Agreement or from any other term or provision of the Agreement, including without limitation, all attorneys, accountants, and other professional fees incurred by Sponsor in defense of any action, suit or other proceeding which may be brought against the Sponsor as a result of any action or inaction of Producer, and Producer further agrees that it will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.

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

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

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

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

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

LAKE TAHOE SUMMIT CLASSIC

By:
Name:
Title:
Date:

By:
Name:
Title:
Date:

Lake Tahoe Summit Classic Lacrosse Tournament

Contract Summary

Duration & Timing

- 1-Year Contract (June 2022 Event)
- Event Date: June 18-19, 2022
- Location: North Lake Tahoe & Truckee

Cash Sponsorship

- \$8,000 (Payment – 100% March)

Key Sponsorship Terms

- NLTRA to receive
 - o Custom branding on the LTSC lodging page, linked to GTN.com
 - o Logo/link on North Lake Tahoe Summit Classic website and emails
 - o On-site signage during event
 - o Ability to provide collateral to participants upon arrival
 - o NLT crafted message sent to all team and individuals after registration. Provide activity and region information to encourage additional room nights.
- NLTRA to provide
 - o Assistance on a “Passport Program” in which information/discounts/special rates from local businesses are provided to participants

2019 Lake Tahoe Lacrosse Tournament

June 21 – 23, 2019

Location: North Lake Tahoe & Truckee

Funded: \$5,000

Attendance: 6,000 (participants and attendees – 100 teams)

Avg. Night Stay: 2.5

Results:

The 6th year of the Lake Tahoe Lacrosse Tournament was a success with 100 teams, the largest in the tournament history. The event took place across 5 venues in the North Tahoe and Truckee region and operationally went very smoothly. The event was pushed back a weekend in June to deconflicts with local high school graduations, allowing maximum usage of the high school facilities to increase team capacity which proved to be fruitful. The new dates also avoided a conflict with two other 'regional' lacrosse tournaments in SoCal and Denver. Organizers intend to keep the event in the North Tahoe region moving forward and have already selected the dates of June 19 – 21, 2020.

2018 Event Recap

North Lake Tahoe/Truckee, June 15 – 17, 2018

Funded: \$5,000 + \$670 (not including Northstar) = \$5,670

Attendance:	4,858 (1,659 players)
Out of Town Participants:	87% (CA, OR, ID, TX and CO)
Average Night Stay:	2.5
Average Economic Impact:	\$850,575
ROI:	150:1

Tracked Lodging: 134 rooms

- The Resort at Squaw Creek: 70
- Northstar California: No Results Yet (requested multiple times – estimate 70 not included)
- The Village at Squaw Valley: 17
- Granlibakken Tahoe: 12
- Squaw Valley Lodge: 35

Results:

The event was deemed a success by the producers, ADVNC Lacrosse. 2018 was the fifth year of the tournament. They had 88 teams, 12 of which were local (Tahoe/Reno), making 76 teams from out of town. They had many returning teams and operationally the flow of getting teams around the region, to multiple venues, went very smoothly. A major obstacle was conflicting with both North Tahoe and Truckee graduations which limited field use and ultimately impacted overall team capacity. The event will

be the following weekend in 2019 and will not conflict with graduations which the producers believe will make it so they can accommodate additional teams.

2017 Event Recap

North Lake Tahoe/Truckee, June 16 – 18, 2017

Funded: \$5,000 + \$1,050 = \$6,050

Attendance:	4,747 (1,549 players)
Out of Town Participants:	100% (CA, OR, ID, TX and CO)
Average Night Stay:	2.5
Average Economic Impact:	\$955,344
ROI:	158:1

Results:

The event was deemed a success by the producers, ADVNC Lacrosse. 2017 was the fourth year of the tournament. They experienced a decline in teams, from 116 to 86, however after 3 years of rapid growth (2014 – 57 teams, 2016 – 116 teams) this gave the producers an opportunity to focus on experience and value. A different producer, the Tenacity Project, started a girl's summer tournament in South Lake Tahoe this year which pulled approximate 16 teams. They ran into a few field issues but were able to utilize 13 fields, across 6 venues, operating on all available, suitable fields in the North Lake Tahoe region.



north lake tahoe

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MEMORANDUM

Date: December 1, 2021
TO: NLTRA Board of Directors
FROM: Katie Biggers, NLTRA Sr. Event Specialist
RE: 2022 Special Event Partnership Funding Allocation Recommendations

Action Requested:

Approval of 2022 Special Event Partnership Funding allocations totaling \$50,000 as recommended by the Partnership Funding Selection Panel and the Tourism Development Committee.

Individual event sponsorship allocations are listed below:

- Lake Tahoe Paddle Racing Series | June 18, July 23, August 27 & 28, September 17, 2022 | North Lake Tahoe | Sponsorship: \$7,000
- Lake Tahoe Dance Collective | July 27-29, 2022 | Tahoe City | Sponsorship: \$2,500
- Snowfest! | February 25-March 6, 2022 | North Shore – Lakeside | Sponsorship: \$5,000
- Skate the Lake | August | Tahoe City | Sponsorship: \$5,000
- Tahoe Spark | April 30 & May 1, 2022 | Kings Beach | Sponsorship: \$5,000
- TaHoeNalu | August 6-7, 2022 | Kings Beach State | Sponsorship: \$3,500
- Haight Ashbury Concert | September 2022 | Tahoe City | Sponsorship: \$1,000
- The Great Ski Race | March 6, 2022 | Tahoe | Sponsorship: \$7,000
- Concours d'Elegance | August 12-13, 2022 | West Shore | Sponsorship: \$5,000
- Made in Tahoe, May/October 2022 | Palisades Tahoe | Sponsorship: \$5,000
- Oktoberfest | September 17-18, 2022 | Palisades Tahoe | Sponsorship: \$4,000

Background:

Applications for funding of events taking place in 2022 were submitted on October 29th. A selection panel reviewed applications and met with all applicants before making funding recommendations based on existing criteria. There were 13 applications submitted, a total of \$119,500 being requested. The Panel suggested funding 11 of those applications.

All applications can be found here:

<https://www.dropbox.com/sh/xxceywe8f69mpha/AAA1oM8chjDSx3xs37GNmZFda?dl=0>

2022 Partnership Funding Selection Panel

- Cameron Calvert - Village at Palisades Tahoe
- Stephanie Hoffman - Tahoe Luxury Properties
- Kristen Bartlett - Palisades Tahoe
- Wendy Hummer - EXL Media
- Karin Schwarz - Tahoe Getaways
- Amber Burke - NLTRA
- Katie Biggers - NLTRA

The partnership funding selection panel also made recommendations on additional funding for a few of the events out of opportunistic funds. These will be vetted through the Tourism Development Committee before coming to the board for final approval at a future date.

Fiscal Impact:

A \$50,000 expense in Partnership Funding as budgeted in FY 2021/22.

2022 Partnership Funding Presentations

Event	Presenter	Event Dates	Location	Amount Requested 19	Awarded 19	Amount Requested 20	Awarded 20	Amount Requested 21	Amount Approved 21	Amount Requested 22	Amount Recommended 22
1 Homewood - Pride	Patrick Lacey	March 24-27, 2022	Homewood Mountain Resort			\$5,000	\$5,000	\$5,000	\$5,000	\$6,000	\$0
2 Lake Tahoe Paddle Racing Series	Jay & Anik Wild	June 18, July 23, August 27&28 - September 17 2022	Carnelian Bay, Sunnyside, Meeks Bay, Tahoe Visto	\$10,000	\$5,000	\$10,000	\$5,000	\$8,000	\$5,000	\$10,000	\$7,000
3 Lake Tahoe Dance Collective	Christin Hanna	July 27-29, 2022	Gatekeeper's Museum	\$20,000	\$5,000	\$20,000	5000, 15k Opps	\$25,000	\$5,000	\$30,000	\$2,500
4 Snowfest	Doug Hartline	February 25-March 6, 2022	North Shore - Lakeside	\$5,000	\$5,000	\$8,000	\$5,000	\$5,000	\$0	\$5,000	\$5,000
5 High Sierra Archery	Justin Stong	June 25-26, 2022	Homewood Mountain Resort					\$8,000	\$5,000	\$5,000	\$0
6 Skate the Lake	Kim/Lisa/Curt	August	Commons Beach	\$10,410	\$5,000	\$12,000	\$5,000	\$12,000	\$6,000	\$6,000	\$5,000
7 Tahoe Spark	KC Kent	April 30 & May 1, 2022	Kings Beach, Event Center			\$1,000	\$500			\$10,000	\$5,000
8 ToHoeNalu	Ernie Brassard	August 6-7, 2022	Kings Beach State Recreation Area	\$5,000	\$2,500	\$5,000	\$2,500	\$5,000	\$3,000	\$5,000	\$3,500
9 Haight Ashbury	Ben Martin	September 2022	Tahoe City							\$2,500	\$1,000
10 The Great Ski Race	Andrew Oesterreicher	March 6, 2022	Tahoe XC							\$7,500	\$7,000
11 Concours d'Elegance	Jess Horning	August 12-13, 2022	West Shore							\$10,000	\$5,000
12 Made in Tahoe	Cameron Calvert	memorial/columbus	Palisades					\$10,000	\$10,000	\$15,000	\$5,000
13 Oktoberfest	Cameron Calvert	September 17-18, 2022	Palisades					\$10,000	\$10,000	\$7,500	\$4,000
Total				\$147,895	\$50,000	\$41,000	\$23,000	\$88,000	\$49,000	\$119,500	\$50,000

2021-2022 Partnership Funding Panel

Cameron Calvert - Events Manager - Palisade Tahoe Village/Heavy Event Operations
 Kristen Bartlett- Palisades Tahoe -Sponsorship, Athlete & Event Marketing Manager
 Stephanie Hoffman- Tahoe Luxury Properties - BOD / West Shore/Lodging
 Wendy Hummer- EXL Media -Tourism Development/In Market
 Karin Schwarz, Tahoe Getaways

Opportunistic Presentations to TDC

Nov	Jan	Feb
Lax	LTDF	Archery
WWG	MIT	SUP
	Oktoberfest	Tahoe 100
	Concourse	
	Pride	



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MEMORANDUM

Date: 12/01/2021

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta, Interim-CEO

RE: CAP Committee Project Recommendations 2021/22

Action Requested:

Potential recommendation to the County of Placer Board of Supervisors for CAP project funding.

Background:

The CAP Committee received 13 proposals for FY 21/22 funding totaling \$4.6 million. The projects were diverse and were submitted by many entities including special districts, county, and nonprofit organizations. Projects were reviewed to ensure they fit the Tourism Master Plan direction. All 13 projects were ultimately presented to the CAP committee for consideration. There were \$4.9 million in CAP 20/21 funding available. Interviews were held on November 9th where applicants presented their project in detail to the committee. Committee members each completed ranking sheets for the individual projects, then met on November 18th to deliberate and form a recommendation for funding. A listing of the projects with their initial request and the committee recommendation for funding is attached, as well as a summary sheet for each project. The recommended funding totals \$2.7 million, which would leave an unallocated balance of \$2.2 million in CAP funds. One project, Van Norden Meadow Restoration and Recreation Project, has not been recommended for funding at this time, but the committee has contacted the applicant to explore how they would utilize \$500,000 in funding. The committee may later recommend funding up to this amount for the project.

Attachments:

FY 2021/22 CAP project funding outline and summary sheets for each proposed project.

FY 21-22 Ranking Sheet Results

Ranking Number	Project Name	Applicant Name	Cumulative Project Ranking Total	Project Ranking Median	Total Project Amount	Grant Request	TOT Funds Recommended by CAP Committee	Footnote
1	Martis Valley Trail	Northstar Community Service District	1649	140	\$ 20,467,737	\$ 1,000,000	\$ 1,000,000	
2	Waddle Ranch Trail Loop	Truckee Trails Foundation	1460	134	\$ 205,242	\$ 67,730	\$ 67,730	
3	Resort Triangle Trails	Placer County Tahoe Engineering	1438	127	\$ 40,000,000	\$ 900,000	\$ 900,000	
4	Tahoe Cross Country Lodge Project - Entitlement Process	Tahoe Cross Country Ski Education Association'	1401	133	\$ 532,530	\$ 151,240	\$ 151,240	
Sub Total						\$ 2,118,970	\$ 2,118,970	
5	Donner Summit Recreation Plan	Donner Summit Association	1298	121	\$ 59,400	\$ 49,400	\$ 34,400	1
6	Van Norden Meadow Restoration and Recreation Project	South Yuba River Citizens League	1288	112	\$ 4,677,319	\$ 1,500,000	\$ -	2
7	Tahoe City Gateway Trail	Sierra State Parks	1280	118	\$ 163,000	\$ 121,000	\$ 121,000	
Sub Total						\$ 1,670,400	\$ 155,400	
8	North Tahoe Regional Park Tennis and Pickleball Reconstruction Project	North Tahoe Public Utility District	1182	113	\$ 1,161,101	\$ 364,865	\$ 182,432	3
9	Tahoe Vista Recreation Area Dredging, Marina Trail, & Scenic Overlook Improvement Project	North Tahoe Public Utility District	1130	114	\$ 739,518	\$ 214,200	\$ 214,200	
10	Sequoia Trail Crossing	Tahoe City Public Utility District	1097	113	\$ 46,288	\$ 41,660	\$ 41,660	
11	Changeable Message Signs	Tahoe City Public Utility District	1052	105	\$ 17,500	\$ 15,750	\$ 15,750	
12	Solar Trash Compactor	Tahoe City Public Utility District	892	85	\$ 21,000	\$ 15,021	\$ 15,021	
13	Olympic Valley HWY 89 Entry Signage phase II	Squaw Valley Business Association'	889	86	\$ 175,500	\$ 157,950	\$ -	4
Sub Total						\$ 809,446	\$ 469,063	
Total TOT Request						\$ 4,598,816	\$ 2,743,433	
Total available FY2021-22 TOT Funding						\$ 4,945,550	\$ 2,202,117	

Footnotes:

- 1 Website work removed
- 2 Asked that applicant come back with more detailed info on what they would spend \$500k on
- 3 Funded half the requested amount
- 4 Did not support new grant funding, but suggested working with applicant on funding remaining from previous grant



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Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Application Memo FY 2021-22 Allocation

PROJECT INFORMATION

Project Name: Martis Valley Trail

TOT Request: \$1,000,000

Total Project Cost: \$20,467,737

Matching Funds: \$6,384,583 (NCSD Bond funds, CMAQ, Tahoe Mountain Resorts Foundation, TOT grant funds, Placer County Park Dedication fees)

Project Type: Planning/Design/Constructions

Project Description: The Martis Valley Trail (MVT) is an approximately 10-mile paved Class 1 multiple-use trail through Martis Valley and the Northstar California resort and climbing to the ridgeline defining the Lake Tahoe Basin. The MVT is an integral segment of the resort triangle trail network which will connect the communities of Truckee, Kings Beach, and Tahoe City. A milestone goal has been set to complete the trail from the Town of Truckee boundary to the Northstar Village by the end of 2022.

Geographic Area Served: Martis Valley / Truckee / North Lake Tahoe

TMP Priority: Tier 1 - Visitor Activities and Facilities - Trails

Applicant: Northstar Community Services District (NCSD)

Items of Note:

- Funds were previously approved by the CAP Committee in the amount of \$2,500,000.
- This request will fund both hard costs (construction) and soft costs (design, permitting, etc.) of the remaining segments of the Martis Valley Trail, Martis Valley Parking, and Cultural Kiosk.
- Major link in the Resort Triangle Class 1 Trail System.
- Match exceeds minimum requirements.
- Potential completion date:
 - Segment 3F Design, permitting, Construction – April 2022 - October 2022
 - Segments 3B Construction – October 31, 2020
 - Segments 1B-2 Construction – October 31, 2021
 - Segments 3A Construction – November 30, 2021
 - Martis Valley Parking Design, permitting, Construction – December 2021- October 2022
 - Cultural Kiosk Design, Construction – November 2021- August 2022



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Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Application Memo FY 2021-22 Allocation

PROJECT INFORMATION

Project Name: Waddle Ranch Trail Loop

TOT Request: \$67,730

Total Project Cost: \$205,242

Matching Funds: \$137,512

Project Type: Construction and implementation

Project Description: Truckee Trails Foundation is proposing to build a 5-mile multi-use trail in the Waddle Ranch area of Martis Valley, creating a new loop for trail users. The trail will connect the existing Elizabethtown Trail (which begins off of 267 at Northstar Drive in Placer County) to Waddle Ranch.

Geographic Area Served: Martis Valley/North Lake Tahoe

TMP Priority: Tier 1- Visitor Activities and Facilities- Trails

Applicant: Truckee Trails Foundation

Items of Note:

- This project falls both Nevada County and Placer County lines
- Match exceeds minimum requirements.
- Potential Project Completion – trial construction - Fall 2022



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Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Application Memo FY 2021-22 Allocation

PROJECT INFORMATION

Project Name: Resort Triangle Trail System Projects: North Tahoe Trail & Truckee River Recreational Access

TOT Request: \$900,000 (\$600,000 – Truckee River Trail & \$300,000 – North Tahoe Trail)

Total Project Cost: \$40 million

Matching Funds: \$163,000

Project Type: Planning/Design & Construction/Implementation

Project Description: The Resort Triangle Trail System is a concept for a paved trail system connecting the three major North Lake Tahoe communities of Tahoe City - Kings Beach - Truckee. The intent is to balance the existing motorized transportation system with a sustainable, cost-effective, non-motorized trail system, connecting communities for visitors and residents. This FY21-22 grant request is for the Truckee River Recreational Access Trail (\$600,000) and the North Tahoe Multi-Use Trail (\$300,000) sections of the Resort Triangle vision.

Geographic Area Served: North Lake Tahoe

TMP Priority: Tier 1- Visitor Activities and Facilities - Trails

Applicant: Placer County Department of Public Works -Tahoe Engineering Division

Items of Note:

- CAP Committee supported the projects in the amount of:
 - Truckee River Trail - \$2,650,000
 - North Tahoe Trail - \$650,000
- The TMP Grant application states that match requirements may be reduced for project planning, design and/or environmental review proposals.
- Potential completion dates:
 - North Tahoe Trail
 - Permitting – Fall 2022
 - Final Design – Winter 2023
 - Engineering plans, Construction bid- Spring 2023
 - Truckee River Trail
 - Preliminary engineering studies – Summer 2023
 - Completion of segment construction phasing – Winter 2023

Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Application Memo FY 2021-22 Allocation

PROJECT INFORMATION

Project Name: Tahoe Cross Country Lodge Project - Entitlement Process

TOT Request: \$151,240

Total Project Cost: \$532,530

Matching Funds: \$300,900

Project Type: Planning/Design

Project Description: This project will address the additional study and design needs arising from new regulatory requirements and new information revealed during the CEQA process and new approaches to neighborhood compatibility needs for the Tahoe XC Lodge Project. The new regulatory requirements are mostly related to meeting targets for greenhouse gas emission reductions. The neighborhood compatibility project features are the result of ongoing discussions with neighbors and the settlement of legal action following environmental approval. This application will help fund the development and incorporation of these features into the project plans reviewed by Placer County and TRPA.

Geographic Area Served: North Lake Tahoe

TMP Priority: Tier 2 - Visitor Activities and Facilities

Applicant: Tahoe Cross Country Ski Education Association

Items of Note:

- The CAP Committee previously supported the project in the amount \$393,342
- Match exceeds minimum requirements.
- The TMP Grant application states that match requirements may be reduced for project planning, design and/or environmental review proposals.
- TCPUD Board of Directors certified the CEQA document and approved the project on February 25, 2021. This allows TCPUD to proceed with the California Tahoe Conservancy on a land exchange that will convey ownership of the entire project site to TCPUD and to develop the legal agreements for TCCSEA to construct and operate the project facility. The land exchange is expected to be completed in early 2022.
- Potential completion date Planning/Design – Spring 2023



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Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Application Memo FY 2021-22 Allocation

PROJECT INFORMATION

Project Name: Donner Summit Public Use and Recreation Plan for Donner Summit II

TOT Request: \$49,4000

Total Project Cost: \$59,400

Matching Funds: \$10,000

Project Type: Design/Planning

Project Description: This grant application has two tracks. The first track will enable the applicant to complete the current draft of the Donner Summit Public Use, Trails and Recreation Facilities Plan (The Plan) and to produce the final version of The Plan. The second track takes the first track and moves it from being just a planning document to a resource for visitors. Track two will take visitor information that is contained in The Plan, such as detailed trail descriptions, trailhead locations and amenities, visitor resources and other general information, and put all that onto a user-friendly website.

Geographic Area Served: Donner Summit / eastern Placer County

TMP Priority: Tier 2 - Visitor Activities and Facilities and Visitor Information

Applicant: Donner Summit Association

Items of Note:

- This project is consistent with the 2016 Soda Springs Area Plan which contains a number of references that can be applied to validate the application for the Comprehensive Public Use and Recreation Master Plan.
- The match meets the match requirements.
- The TMP Grant application states that match requirements may be reduced for project planning, design and/or environmental review proposals.
- CAP Committee supported Phase I of the project in the amount of \$107,511
- Potential completion date – Summer 2022



Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Application Memo FY 2021-22 Allocation

PROJECT INFORMATION

Project Name: Van Norden Meadow Restoration and Recreation Project
TOT Request: \$1,500,000
Total Project Cost: \$4,677,319
Matching Funds: \$2,897,319
Project Type: Construction

Project Description: The Van Norden Meadow Restoration and Recreation Project will restore 485 acres of meadow and establish nearly 5 miles of multi-use trail on Donner Summit in the headwaters of the Yuba River watershed. The project team requests funding to complete Phase 1 recreation construction actions, including trail improvements on the cross-meadow section of existing trail to allow for better drainage, addition of stream crossings, viewing platforms and educational signage, grading for and installation of a parking lot in the Southwest corner of meadow, and building a trailhead and bathrooms at the new parking lot.

Geographic Area Served: Donner Summit/Soda Springs

TMP Priority: Tier 1 and 2 – Visitor activities and facilities

Applicant: South Yuba River Citizens League

Items of Note:

- This project falls both Nevada County and Placer County lines
- Match exceeds minimum requirements.
- Project site/environmental review info:
 - Tahoe National Forest: majority landowner of project site and NEPA lead agency.
 - Nevada County: CEQA lead agency
 - Truckee Donner Land Trust: owns 8 acres of project area
 - POWDR Corps/Soda Springs: owns ~2-3 acres of project area
- This project will require long-term maintenance of trails, bathrooms, and interpretive signs. Long term maintenance will be conducted by the Tahoe National Forest with support by SYRCL.
- Potential completion date – Construction – Fall 2024



Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Application Memo FY 2021-22 Allocation

PROJECT INFORMATION

Project Name: Tahoe City Gateway Trail
TOT Request: \$121,000
Total Project Cost: \$163,000
Matching Funds: \$42,000
Project Type: Design/Construction

Project Description: This project would construct a hike-bike single track, native surface trail from Tahoe State Recreation Area to Burton Creek State Park. This "Gateway" trail would provide sustainable dispersed recreation opportunities for the local community and visitors, allow people to use alternative modes of transportation to access recreation within the park, and afford recreationists views and vistas of Lake Tahoe and the surrounding mountains within minutes of the urban center of Tahoe City.

Geographic Area Served: Tahoe City

TMP Priority: Tier 1 - Visitor Activities and Facilities - Trails

Applicant: Sierra State Parks Foundation

Items of Note:

- Match exceeds minimum requirements.
- This project would provide a link connecting downtown Tahoe City (and the Resort Triangle Class 1 Trail System) directly to Burton Creek State Park via a hiking and biking trail.
- Potential completion date:
 - CEQA Completion – Spring 2022
 - Wildlife, vegetation, and cultural surveys – Summer 2022
 - Trail corridor brushing – Fall 2022
 - Trail Construction – Spring – Summer 2023



Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Application Memo FY 2021-22 Allocation

PROJECT INFORMATION

Project Name: North Tahoe Regional Park Tennis and Pickleball Reconstruction Project
TOT Request: \$364,864.50
Total Project Cost: \$1,161,101.47
Matching Funds: \$796,236.97
Project Type: Construction

Project Description: This project will fund the conversion of two (2) of the tennis courts to six (6) dedicated pickleball courts. The NTPUD is currently in the planning phase for the reconstruction of the existing tennis court facility in the North Tahoe Regional Park and the conversion is being proposed due to interest expressed in community meetings in 2019 and the continued growth of pickleball through 2021. Improvements and investment in targeted areas and emerging sports, such as pickleball, will enhance the entire North Tahoe Regional Park and extend the life of the District's recreation facilities.

Geographic Area Served: Kings Beach, Tahoe Vista, North Lake Tahoe

TMP Priority: Tier 2 - Visitor Activities & Facilities

Applicant: North Tahoe Public Utility District

Items of Note:

- In 2019, NTPUD submitted a grant for North Tahoe Regional Park Sports Facilities Enhancement & Expansion. This was a part of the application. The Committee asked NTPUD to scale back the project. The NTPUD brought the Expansion of the Turf field forward. Ultimately, the turf field was funded through Placer County Park Dedication Fees.
- Match exceeds minimum requirements.
- Potential completion date:
 - Design prep, permitting, bid process – Summer 2022 – Winter 2023
 - Construction – Spring/Summer 2023
 - Final closeout – Fall 2023



Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Application Memo FY 2021-22 Allocation

PROJECT INFORMATION

Project Name: Tahoe Vista Recreation Area – Dredging, Marina Trail, & Scenic Overlook Improvement Project

TOT Request: \$214,200

Total Project Cost: \$525,318.12

Matching Funds: \$739,518.12

Project Type: Construction/Implementation

Project Description: This project will fund the construction of a new lake access trail and scenic overlook at the Tahoe Vista Recreation Area (TVRA) in Tahoe Vista. Currently, the lake access trail leading to the scenic overlook at the TVRA is not ADA accessible and much of the overlook base is severely eroded, leaving large, exposed rocks and an unsafe area for the public to view and access Lake Tahoe. The dredging and marina bulkhead repairs are funded through the NTPUD's Capital Improvement Plan and are scheduled for Fall 2022., pending environmental review and permitting

Geographic Area Served: Tahoe Vista / North Lake Tahoe

TMP Priority: Tier 1 and 2 - Visitor Activities and Facilities - Trails

Applicant: North Tahoe Public Utility District

Items of Note:

- Match exceeds minimum requirements.
- Potential completion date:
 - Design prep, permitting, bid process – Winter/Spring 2022
 - Construction – Spring/Summer 2022
 - Final closeout – Fall 2022



Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Application Memo FY 2021-22 Allocation

PROJECT INFORMATION

Project Name: Sequoia Trail Crossing Safety Upgrades
TOT Request: \$41,660
Total Project Cost: \$46,288
Matching Funds: \$4,628
Project Type: Construction & Implementation

Project Description: The Project proposes to construct recommended pedestrian crossing infrastructure at the Sequoia Avenue and Highway 89 TCPUD Multi-Use Trail crossing to make improvements to pedestrian safety. The upgrades include installing two (2) Rectangular Rapid Flash Beacons and advanced warning solar powered LED lighting to a priority intersection crossing on the west shore.

Geographic Area Served: Lake Tahoe - West Shore

TMP Priority: Tier 1 - Transportation

Applicant: Tahoe City Public Utility District

Items of Note:



Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Application Memo FY 2021-22 Allocation

PROJECT INFORMATION

Project Name: Portable Changeable Message Sign

TOT Request: \$15,750

Total Project Cost: \$17,500

Matching Funds: \$1,750

Project Type: Other

Project Description: The TCPUD proposes to purchase one (1) trailer mounted portable changeable message sign (PCMS) for a highly visible, reliable, and movable communication tool that alerts visitors and residents of traffic congestion, parking impacts, and other notifications associated with popular recreation areas and community events. Use of the PCMS will be coordinated with and available for other agency and community partner use.

Geographic Area Served: North and West Shore of Lake Tahoe

TMP Priority: Tier 1- Visitor Information

Applicant: Tahoe City Public Utility District

Items of Note:

- The CAP Committee had supported the purchase of portable message boards in the past (North Tahoe Fire).
- Match meets minimum requirements.



Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Application Memo FY 2021-22 Allocation

PROJECT INFORMATION

Project Name: Solar Powered Waste Compactors
TOT Request: \$15,021
Total Project Cost: \$21,000
Matching Funds: \$5,979
Project Type: Other

Project Description: The TCPUD proposes to purchase four (4) 35-gallon solar trash compactors to be installed in high volume trash collection areas within the TCPUD service boundary. Waste compactors allow for controlled compaction of waste, reducing overflow and collection trips. Together with a fill-level sensor, this technology allows land managers to optimize collection schedules, saving fuel and emissions while also minimizing unsightly trash overflows.

Geographic Area Served: North and West Shore of Lake Tahoe

TMP Priority: Not identified as a priority in the Tourism Master Plan

Applicant: Tahoe City Public Utility District

Items of Note:

- This project is not identified in the Tourism Master Plan
- Match meets minimum requirement



Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Application Memo FY 2021-22 Allocation

PROJECT INFORMATION

Project Name: Olympic Valley/HWY 89 Entry Signage phase II

TOT Request: \$157,950

Total Project Cost: \$175,500

Matching Funds: \$30,000

Project Type: Planning/Design and Construction/Implementation

Project Description: This is phase II of a continuing project to fully replace and update historical elements of the Olympic Valley/HWY 89 entry signage. Phase II includes title/rights of way exploration, civil, structural and electrical engineering as well as landscape architecture and graphic design (though graphic design is likely to be completed and funded separately from this project).

Geographic Area Served: Olympic Valley

TMP Priority: Tier 2 Priority – Visitor Information - Wayfinding Signage

Applicant: Squaw Valley Business Association

Items of Note:

- CAP Committee supported Phase I of the project in the amount of \$99,000
- Outside agency approval is needed from Placer County, Caltrans and Squaw Valley Design Review Committee.
- The match exceeds the minimum requirements.
- The TMP Grant application states that match requirements may be reduced for project planning, design and/or environmental review proposals.
- Potential completion date – TBD



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 12/1/2021

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta, Interim CEO

RE: Finance Committee Member Appointments for 2022

Action Requested:

Board approval of four current Finance Committee members for the calendar year 2022.

Background:

Finance Committee members are appointed for a one year term. It is recommended that the board reappoint the four appointed members of the current Finance Committee for another one year term. The current members are Jim Phelan, NLTRA Board Member and Treasurer, David Brown, CPA, Ramona Cruz, Tahoe City Public Utility District CFO/District Treasurer/District Accountant and Kevin Mitchell, General Manager of Homewood Resort. All members are very engaged in the committee business, knowledgeable in their fields and have been valuable members of the committee. It is recommended that all four members be reappointed.

Fiscal Impact:

None



MEMORANDUM

Date: November 23, 2021
TO: NLTRA Board of Directors
FROM: Amber Burke, Director of Marketing
RE: Tourism Development Committee Open Seats

Action Requested:

Approval to renew two (2) Tourism Development Pool B members for an additional term through 2024. The renewing members are Becky Moore and Wendy Hummer.

Information:

Three seats in the Tourism Development Committee member pool B are set to expire in December 2021. The following committee members make up Pool B:

- o Becky Moore – Granite Peak/Squaw Valley Lodge (Sales, Marketing)
- o Wendy Hummer – EXL Media (Marketing)
- o Tyler Gaffaney – Biltmore (Marketing, Sales)

Two of the three members expressed an interest in remaining as committee members for another 3-year term (2022 – 2024). Those members are Becky Moore and Wendy Hummer. Both have consistently attended and contributed to the Tourism Development Committee meetings and staff recommends they both be approved to continue.

Tyler Gaffaney opted to drop off the committee at the end of his term (Dec. 2021). He was recently elected to the IVCBVB board of directors, so he'll still be involved in regional efforts but from a different seat.

That leaves one seat open in Pool B. Staff was unable to get a call for applicants to fill that seat in time so it's proposed that we'll accept applications in December/January and then bring those to the TDC for consideration at the January 2022 meeting. Due to Susan Whitman's departure, we have an additional seat open in Pool A that we can fill at that same time. A recommendation will then be brought to the NLTRA Board in February 2022.



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 12/01/2021

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta, Interim CEO

RE: Appointment of Election Committee

Action Requested:

Appointment of NLTRA/Chamber Election Committee and adding duties as described below.

Background:

The Bylaws require the Board of Directors to appoint an Election Committee.

Duties (as required by Bylaws)

- a. To solicit qualified candidates for nomination.
- b. To give notice of the election.
- c. To conduct the election.
- d. To appoint an impartial party as inspector of election to tally the ballots and announce the results to the Board.

Committee make-up

- 3-7 members
- At least one current member of the Board (not up for election)
- At least one member not currently serving on the Board (and not running for election).

The Executive Committee is discussing nominations and will bring recommendations to the board meeting.

Fiscal Impact:

There is no fiscal impact resulting from this action.

MEMORANDUM

DATE: December 1, 2021
TO: NLTRA Board of Directors
FROM: Katie Biggers, NLTRA Sr. Event Specialist
RE: 2022 WinterWonderGrass Palisades Tahoe Sponsorship Contract

Action Requested:

Review and approval of the agreement with WonderGrass California to sponsor the 2022 WinterWonderGrass Palisades Music & Beer Festival taking place in Olympic Valley, April 1-3, 2022 for the amount of \$50,000. This sponsorship was approved at the November 23, 2021 Tourism Development meeting.

Background:

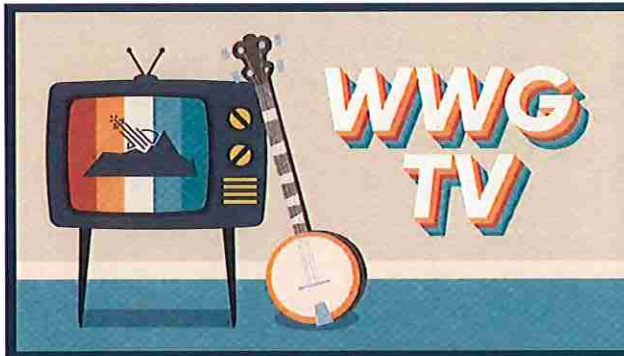
- WinterWonderGrass Tahoe helps fulfill the NLT commitment to having a diversified event portfolio as it contributes to the region both culturally and in the food and beverage category.
- WWG expanded their festivals in 2019 and added one in Stratton, Vermont which will return in 2023. Festivals are now in CO, CA, and VT all taking place at resorts within the Alterra collection.
- They have a great kids' zone with face painting, hula hooping, activities and more.
- Kids 12 and under are free
- Environmentally conscious event – works with Waste Free Earth who specializes in onsite sustainability coordination and consulting strategies.
- Special ski offers for WWG ticket holders.

The event sold 4,500 tickets in 2019 and the majority were 2 and 3-day tickets. The event drew 65% first time attendees, so the event continues to reach a new audience and drive new visitors to North Lake Tahoe. The producers of the event are in a multi-year agreement with Palisades Tahoe for 2022-2024.

The event sponsorship was approved in the amount of \$24,400 in FY 2020/21, but was not funded due to cancellation as a result of the pandemic. Five-thousand tickets have been sold for 2022, and 450 of those are VIP's. Scotty has approached us for a larger 2022 sponsorship of \$50,000 due to increased costs. He will be offering additional benefits with the larger sponsorship (attached).

Fiscal Impact:

A \$50,000 expense which is within the events budget for FY 2021/22.



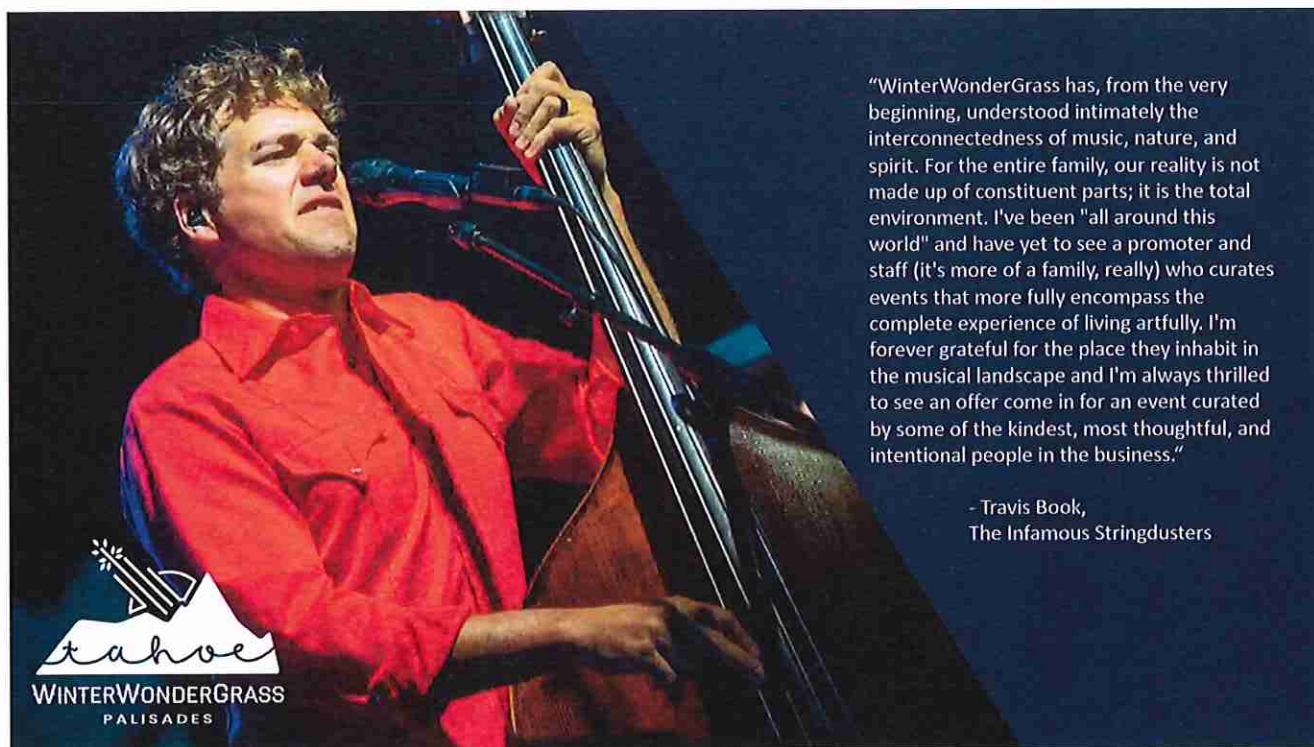
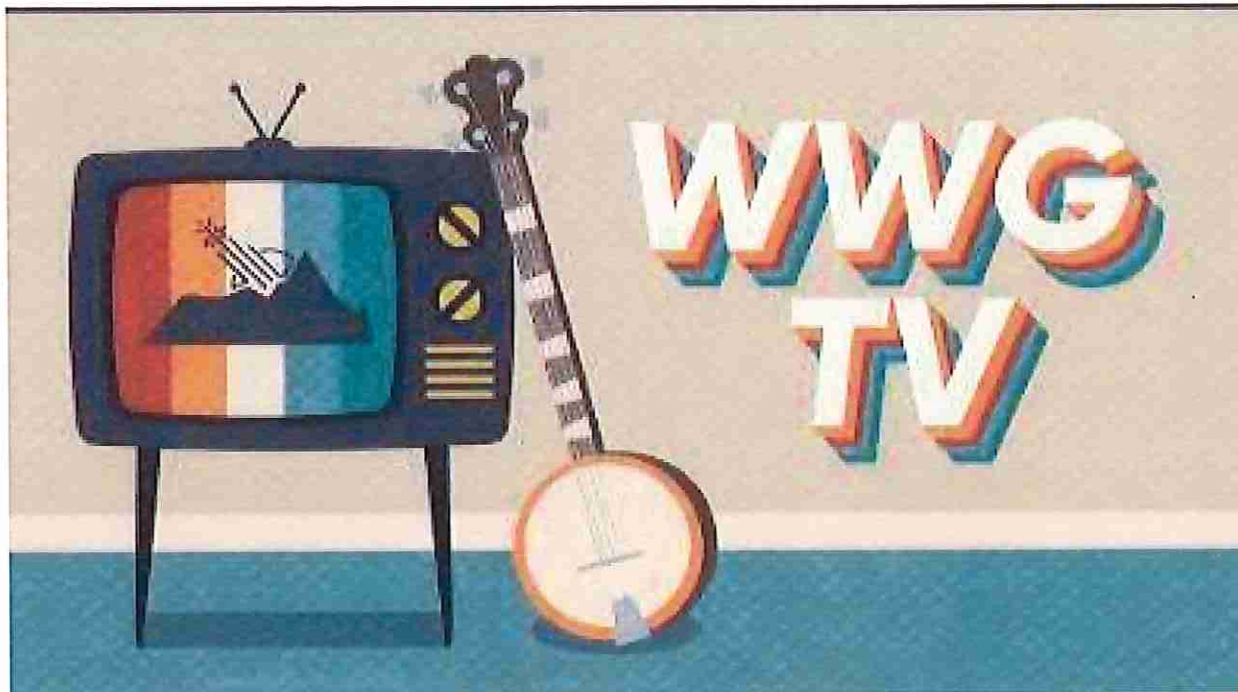
WWG TV launched in March 2020 to fill a void within our festival community during the COVID-19 global pandemic. The team successfully developed five full length episodes at approximately an hour each.

DATA

14.2K views
(YouTube)
173K views
(Facebook)

SHOWTIME

Pre- and post-show
events hosted by
artists, with
conversation,
music and more.
+30K views



"WinterWonderGrass has, from the very beginning, understood intimately the interconnectedness of music, nature, and spirit. For the entire family, our reality is not made up of constituent parts; it is the total environment. I've been "all around this world" and have yet to see a promoter and staff (it's more of a family, really) who curates events that more fully encompass the complete experience of living artfully. I'm forever grateful for the place they inhabit in the musical landscape and I'm always thrilled to see an offer come in for an event curated by some of the kindest, most thoughtful, and intentional people in the business."

- Travis Book,
The Infamous Stringdusters



"WWG is coming back in full force following two cancelled years. The challenges of shutting down what became a very iconic event were nearly insurmountable, but we prevailed. By reorganizing and making the move into early April, we hope to provide incremental visitor business to the area for many years to come. We kindly ask for your support to help us, as independent producers, to continue to bring the magic of WinterWonderGrass to Tahoe for many years to come."

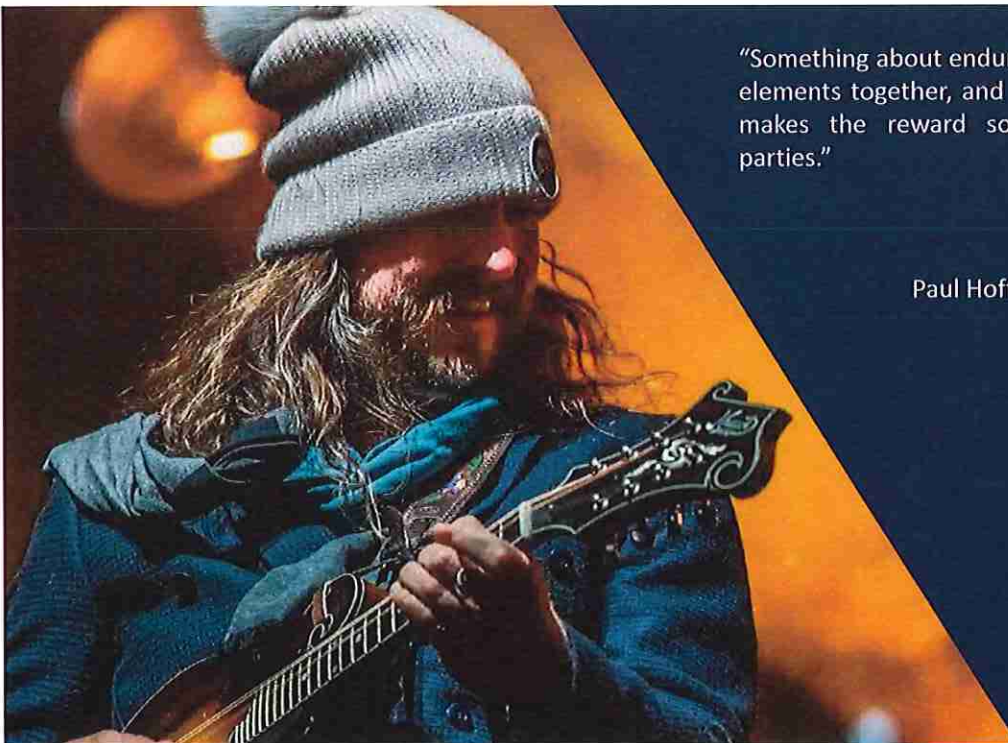
- Scotty Stoughton,
Founder WinterWonderGrass



tahoe
WINTERWONDERGRASS
PALISADES

"Something about enduring the cold, being in the elements together, and playing through snowfall makes the reward so much greater for all parties."

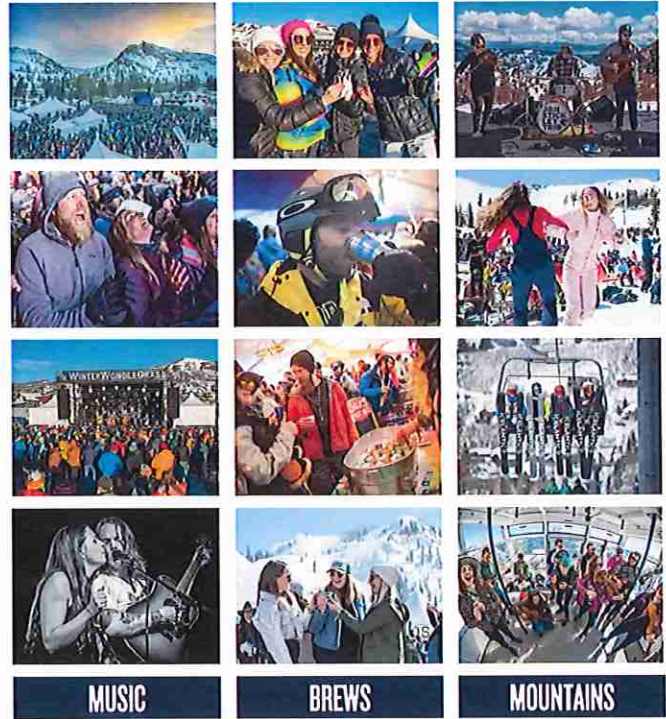
Paul Hoffman; Greensky Bluegrass



tahoe
WINTERWONDERGRASS
PALISADES

WinterWonderGrass was founded in 2013, in Eagle, CO by Scott Stoughton, while seeking the perfect marriage of music, winter sports, craft beer, fresh eats and family. With roots in Colorado, California and Vermont, the event has established itself as a leader in winter lifestyle, where the quality of experience outweighs the notion of quantity.

WinterWonderGrass is an intimate gathering, where inspiration, connection and sustainability sit at its core. Since its inception, the festival continues to cultivate the relationship between nature, roots music and community. It has established itself as a vehicle for inspiration, a place where open hearts and minds—along with a dissolved illusion of separation—creates a true, authentic platform for artists, vendors, attendees and the planet to connect as one.



MUSIC

BREWS

MOUNTAINS

- World class ski resorts
- +50 total artists
- +200K tickets sold
- +\$1.5M economic impact
- 20 brand partners
- 12 non-profits served
- +\$120K donated to charity
- 74.25 net promoter score



A GREEN FESTIVAL

We provide a free reusable tasting cup and EcoVessel reusable pint included with each festival ticket. While the 2020 season was cut short in an unprecedented manner, we're proud to report the following numbers alongside our greening partner, Waste-Free Earth:

- 16,280 pounds of waste diverted from landfills, +3.3K year over year
- 600 pounds of food donated to a local, Steamboat food bank
- Removal of 21K single-use compostable tasting cups by switching to reusables, plus a saving of 30K single-use water bottles from being produced

MUSIC

At the core of the WinterWonderGrass experience is music; the best in bluegrass, folk and Americana.

OUTDOORS

Our home is in the outdoors, within the arms of Mother Earth; where we ski, where we paddle, where we are nurtured.

BREWS

We strive and thrive upon relationships with the local craft beer scene, giving our fans a taste of the finest brews.

SUSTAINABILITY

We always strive to keep our environmental impact to a minimum.

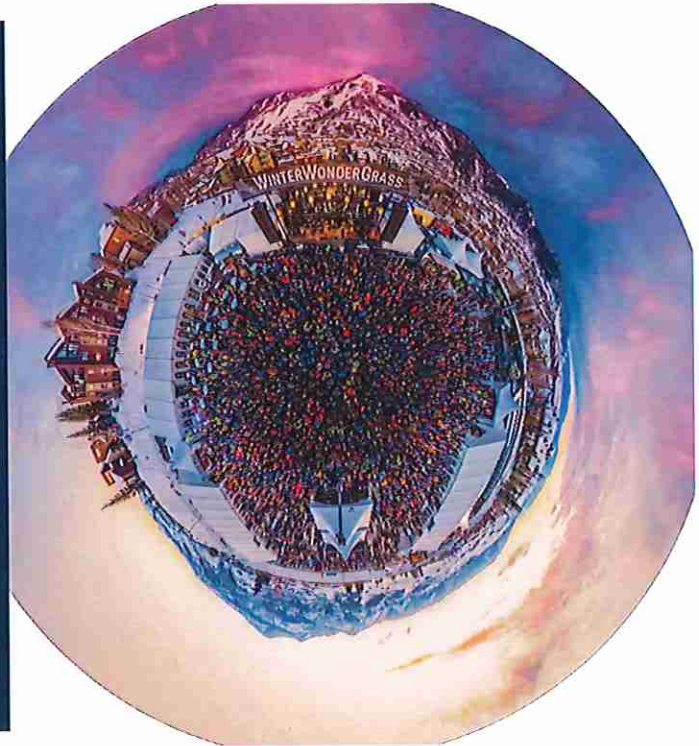
COMMUNITY

Our love of community is deep; where we have contributed +\$120K to nonprofit partners over the years.

THE WORLD OF WINTERWONDERGRASS*

- 82% likely to return
- 835 Room nights booked annually
- 46% new to file customers year over year
- 74.25 net promoter score
- 80% would not have visited if not for the festival
- 85% stayed in paid lodging with 65% staying +3 nights
- 50 states and 9 countries represented
- 75% of festival attendees skied (43% on an Ikon Pass)
- 80% skied 2+ days

*based on 2019-2020 data



WWG SOCIAL MEDIA & REACH

FACEBOOK: 48K Followers

INSTAGRAM: 23.5K Followers

WEBSITE: 352K users, 581K sessions

EMAIL: 84K subscribers, 20% opens, 3.7% clicks

WWG TV: 14.2K views (YouTube), 168K views (Facebook)

NLTRA – DIRECT and INDIRECT IMPACT ESTIMATE (2022)

- Direct (est) = \$260,000
- Indirect impact (est) = \$1.6M / year
- Direct + Indirect = \$1.86 M/year

Impact		Description	2022	Detail
DIRECT	WWG local spend	<ul style="list-style-type: none"> • WWG spends an estimated \$260,000 on local vendors leading up to and during the show 	\$260,000	<ul style="list-style-type: none"> • Lodging • Catering • Concession • Misc.
INDIRECT	WWG attendee impact	<ul style="list-style-type: none"> • The festival brings roughly 4,500 people into the resort community • A significant portion of whom indicate (survey) that they would NOT have been at the resort but for the festival (80%) 	\$1,620,000 (3 days/visitor)	<ul style="list-style-type: none"> • Attendees: 8% day-trippers, 65% stayed MORE than 3 days, 50%+ stay in paid lodging • Estimate of 3 days/visitor • Estimate \$150 pp/night spending impact for incremental visitors
TERTIARY	Media / Exposure	<ul style="list-style-type: none"> • Social platforms / WWG-TV / Website • Earned media • National media (Rolling Stone, Outside, Warren Miller, etc.) 	WWG-TV views: 13k (YouTube) -- 168K (Facebook) Followers: 47k (Facebook) -- 21k (Instagram) Website: 352k unique visitors (2019/2020)	

MARKETING

Social Media: Tahoe (March 28 – 31, 2019)

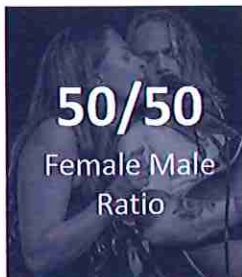


MARKETING

Paid Social: Recap and ROI (All 3 resorts, 2018-2019)



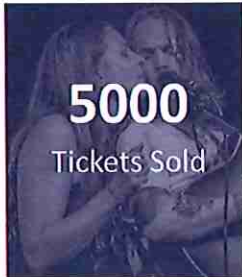
STATISTICS



STATISTICS (2022)



2828
Unique Buyers



5000
Tickets Sold



1.9
Tickets Per Buyer



25%
Buyers Within 50 Miles



75%
Drive Market



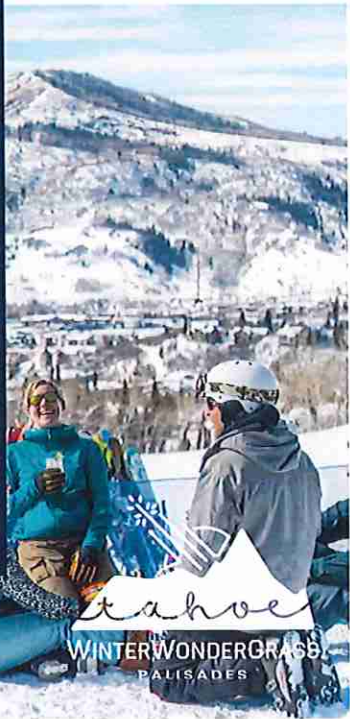
We partnered with WinterWonderGrass at its inception because the event aligned so well with what we're about—mountains, music, great beer, and a respect for leaving the land like you found it. Years later, it's become more than just a partnership. Some of our best times have happened on the mountain with the folks at WWG; a chance to truly connect with an audience who loves this stuff as much as we do. We look forward to coming together at WWG each and every year.

Zoe Richards, Marketing Manager




WinterWonderGrass has had a profound impact on the culture and community of many of our resort destinations. It was incredibly important to us from the beginning that Ikon Pass was a supportive partner and contributor to what makes WWG so special. The relationship we have with the team couldn't be stronger. What started as an opportunity to build awareness for Ikon Pass has expanded to a real strategic relationship that has allowed us the fortuity to collaborate on other projects such as The Great American Beer Festival, Ikon Pass Stoke Events, and our own on-mountain destination events.

Ryan Blanchard, Director of Brand Partnerships





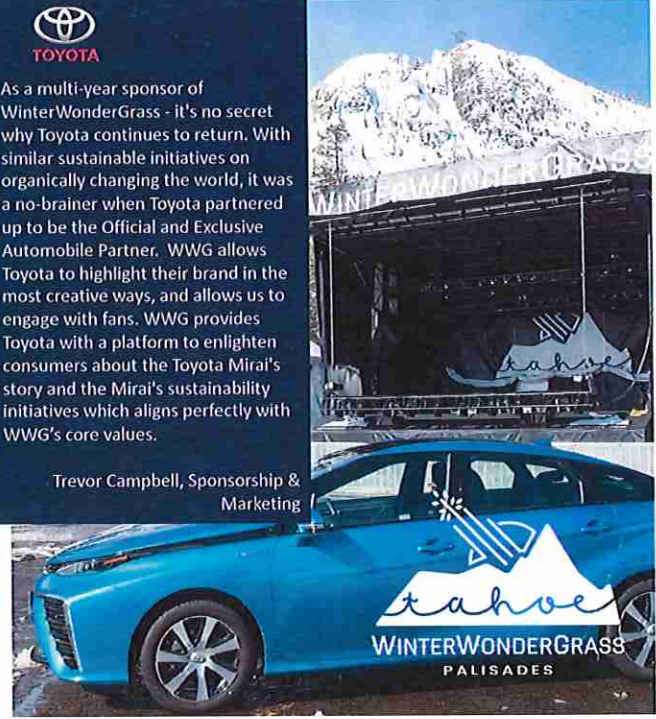
Zeal Optics is incredibly focused on experiential events to get in front of new customers, and partnering with WinterWonderGrass has become one of the main pillars we've built our event program and calendar around. The people behind WWG and their fans espouse all the same values as Zeal. We joke internally that we've gone from minimal brand awareness when we started working with WWG in 2017, to becoming the official unofficial sunglass of bluegrass thanks in large part to this partnership.

Mike Lewis, Dir. of Marketing



As a multi-year sponsor of WinterWonderGrass - it's no secret why Toyota continues to return. With similar sustainable initiatives on organically changing the world, it was a no-brainer when Toyota partnered up to be the Official and Exclusive Automobile Partner. WWG allows Toyota to highlight their brand in the most creative ways, and allows us to engage with fans. WWG provides Toyota with a platform to enlighten consumers about the Toyota Mirai's story and the Mirai's sustainability initiatives which aligns perfectly with WWG's core values.

Trevor Campbell, Sponsorship & Marketing



The Squaw Valley WinterWonderGrass Festival completely aligns with the values and mission of the Shane McConkey Foundation. The event bring four days of kindness, laughter, music and community to the valley and then they tie it all up with environmental awareness and charitable giving to local non-profits. It is a weekend of good vibes and fun for all ages and walks of life. We Love WinterWonderGrass.

Sherry McConkey, Founder



WWG has been incredible to partner with. Always asking and offering ways for us to engage their community with our mission and work as a nonprofit working to unify the outdoor community to protect the places and people we love from climate change--while only asking us to keep pushing our work forward in return. They have provided opportunities for us on the ground while on tour and digitally as well. The team has been kind, open and willing, they are unlike any other festival in the world with what they offer and how they execute.

Jake Black, Program Manager



Rolling Stone

Outside

Freeskier

WARREN MILLER

PR & MEDIA
+1.5M impressions
+200 placements

EDITORIAL
COVERAGE

- [Rolling Stone](#)
- [Freeskier](#)
- [Outside](#)
- [Relix](#)
- [Warren Miller](#)



Outside



GEAR ADVENTURE HEALTH TRAVEL CULTURE LONG READS VIDEOS PODCASTS NEWSLETTERS TRIPS

DESTINATIONS TRAVEL ADVICE ESSAYS NEWS AND ANALYSIS NATIONAL PARKS

Travel » Destinations

9 Can't-Miss Winter Festivals Around the World

Celebrate ice climbing, snow monsters, and bluegrass at these stellar seasonal jubilees





NON-PROFIT COMMUNITY

Our intention is to create a platform for artists, vendors, attendees, and our planet to unite as one – connecting the community – all of which is manifested through our relationships with non-profit organizations. Total contributions have exceeded \$120K (Combined).



THANK YOU
FOR YOUR CONTINUED SUPPORT!



WinterWonderGrass Palisades Music Festival EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between WonderGrass California, a Colorado limited liability company ("WGC"), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation ("Sponsor") on December 1, 2021.

1. Event. WGC is the organizer, owner and operator of "WinterWonderGrass Tahoe Festival Palisades" which will take place on April 1-3, 2022 in Olympic Valley, Placer County, California (the "Event"). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.
2. Obligations of WGC to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:
 - a) Inclusion of Sponsor's name and logo on the website home page as a presenting partner.
 - b) Producer will include regional information on event website and in participant communications, promoting additional activities in the region to encourage longer regional stays.
 - c) Sponsor information included in a minimum of two (2) WWG consumer emails prior to the event. Content will be created collaboratively and approved by both parties.
 - d) Two (2) destination specific posts via WGC social media channels. Sponsor will provide content, and will be approved by both parties.
 - e) Two (2) destination specific Instagram stories via WGC social media channels. Sponsor will provide content, and will be approved by both parties.
 - f) Sponsor shall be included in daily PA announcements from the main stage during the Event.
 - g) Sponsor specific questions will be included in post-event survey to attendees, and WGC will provide response data to Sponsor.
 - h) Sponsor is granted ability to use the official WGC trademarks and logos in promotions, marketing material, website and the like.
 - i) Sponsor is granted full rights usage to at least 15 WGC images.
 - j) Inclusion of Sponsor's name and logo on limited-edition commemorative, eco-friendly beer mug for the Event.

- k) Logo inclusion in any promotional or recap videos
- l) Sponsor shall receive (10) VIP 3-day tickets, (15) Friday GA, (15) Saturday GA, and (15) Sunday GA (total ticket value = \$7000)
- m) WWG CA Will support late night events during the concert in Tahoe City
- n) WWG CA will offer 6 late night passes to each late night
- o) WWG will offer 2 seats on each tram jam to be used by staff or for contest, promotional value
- p) WWG CA will be sure to tag @tahoenorth for more region exposure in all social posts
- q) WWG will promote North Lake Tahoe micro transit heavily on their channels
- r) Instagram Live Opportunity on Tram Jam, and potential in tram branding (will work with Palisades Tahoe)
- s) Prior to the Event, WGC will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. WGC will name Sponsor, its members, directors, officers, employees, agents, attorneys, representatives, and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.
- t) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event due to an act of God, natural disaster, inclement weather, catastrophe, pandemic, disease, accident, or fire immediately upon such cancellation or postponement, Producer shall return to Sponsor all the sponsorship funding which has not been spent by Producer. Upon cancellation or postponement, Sponsor's obligations to Producer per this Agreement shall terminate.

3. Obligations of Sponsor to Producer/Event:

- a. Sponsor shall contribute \$50,000 in cash support for the Event (\$10,000 earmarked towards Sustainability efforts at the event) with the sponsorship due no later than January 20, 2022.
- b. Public relations, content, marketing, and social media assistance to promote the event to the North Lake Tahoe audience.
- c. For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.
- d. Ten street banners (\$400) to be hung in Tahoe City two weeks prior to event through event conclusion. Event producers will produce the banners; sponsor will pay for banner space.

If it is impossible or impracticable to provide one or more of the listed benefits, WGC and Sponsor shall consult regarding a substitute therefore, and agree on a substitute promotional or other benefit having value not materially less than that of the unavailable benefit.

- 4. Economic Impact Assessment. WGC and Sponsor shall work together to share available information and data to develop and economic impact analysis of the Event.

5. Use of WGC's Intellectual Property by Sponsor. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of WGC (collectively, "WGC Properties"), including, without limitation, the Event Marks; the Event; and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belongs exclusively to WGC, (ii) Sponsor may use WGC Properties only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such WGC Properties shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to WGC Properties, (iv) all uses of WGC Properties by Sponsor, and all goodwill therefrom, inure to the benefit of WGC, (v) any permitted use of WGC Properties may be used to indicate a sponsor relationship with the Event, for all forms of marketing and event promotion, and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by WGC, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.
6. Use of Sponsor's Intellectual Property by WGC. WGC hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Sponsor, including, without limitation, web addresses, social hashtags and social handles (collectively "Sponsor Property"), belong exclusively to Sponsor, (ii) WGC is hereby provided a limited license to use Sponsor Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of WGC to use Sponsor Property shall immediately cease, (iii) WGC will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Sponsor Property, (iv) all uses of Sponsor Property by WGC, and all goodwill therefrom, inure to the benefit of Sponsor and (v) any permitted use of Sponsor Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Sponsor.
7. Relationship of the Parties. The relationship of Sponsor and WGC hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership, joint venture or any relationship other than that of independent contractors. Sponsor and WGC acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.
8. Indemnity. WGC agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from WGC's use of the sponsorship funding provided under this Agreement or from any other term or provision of the Agreement, including without limitation, all attorneys, accountants, and other professional fees incurred by Sponsor in defense of any action, suit or other proceeding which may be brought against the Sponsor as a result of any action or inaction of WGC, and WGC further agrees that it will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.
9. Governing Law, Venue and Attorney Fees. This Agreement shall be governed by and interpreted in accordance with the laws of the State of California. Any lawsuit, proceeding or other attempt

to enforce, construe or to determine the validity of this Agreement shall be commenced and maintained only in the Superior Court in and for the County of Placer, State of California. In any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the prevailing party shall be entitled to an award of its attorneys' fees, costs, expert witness fees, fees of consultants and court costs incurred in connection therewith, in addition to any other relief awarded.

10. Sole Agreement/Amendment: This Agreement represents the entire agreement between Sponsor and WGC and supersedes any and all or prior agreements, negotiations or proposals related to the subject matter of this Agreement. This Agreement shall not be amended except by written agreement signed by both parties. No consent to any departure by WGC from the limitations on use of the Funding contained in this Agreement shall be effective unless in writing and signed by an officer of Association and then only in the specific instance and for the specific purpose given.
11. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

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

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

By:

Name:

Title:

Date:

WONDERGRASS CALIFORNIA, LLC

By:

Name:

Title:

Date:

EXHIBIT A

In-Kind Sponsorship Scope of Work

- Inclusion in one (1) consumer newsletters – Date TBD
 - o *Includes design, digital coding, research and content development, approvals, editing and management*
 - o *Estimated reach per newsletter: 33,000+*
- Inclusion in NLTRA blog
 - o *Includes research, content development, editing, posting, management and sharing*
 - o *Estimated views per post: 575*
- Dedicated E-blast to chamber members
 - o *Includes design and content development*
 - o *Estimated reach: 3,500+*
- Inclusion in post-based social giveaway on Facebook or Instagram
 - o *Includes development of graphic, posting coordination, coordination with client and winner, reporting, \$50 boosting budget*
- Minimum of one (1) social post on the following channels leading up to the event
 - o Facebook post with \$15 boosting budget
 - *Estimated reach: 150,000 followers*
 - o Twitter post
 - *Estimated reach: 23,000 followers*
 - o Instagram post
 - *Estimated reach: 80,000 followers*
- Creation (if requested) and distribution of press release
- Distribution of rack cards in local and regional visitor centers (Tahoe City, Kings Beach, Reno)

WinterWonderGrassPalisades

Deliverables/Contract Summary

Duration & Timing

- 1-Year Contract (April 2022 Event)
- Event Date: April 1-3, 2022
- Location: Olympic Valley

Cash Sponsorship

- \$50,000 with the sponsorship due no later than January 20, 2022.

Key Sponsorship Terms

NLTRA to receive:

- Inclusion of Sponsor's name and logo on the website home page as a presenting partner, in a position based on partnership equity.
- Producer will include regional information on event website and in participant communications, promoting additional activities in the region to encourage longer regional stays.
- Sponsor information included in a minimum of two (2) WWG consumer emails prior to the event. (Sustainability Pledge push, Micro Transit, NLT Gift Card)
- ALL Content will be created collaboratively and approved by both parties.
- Two (2) destination specific posts via WGC social media channels. Sponsor will provide content, and will be approved by both parties.
- Two (2) destination specific Instagram stories leading up to the event. Sponsor will provide content, and will be approved by both parties.
- Sponsor shall be included in daily PA announcements from the main stage during the Event.
- Sponsor specific questions will be included in post-event survey to attendees, and WGC will provide response data to Sponsor.
- Sponsor is granted ability to use the official WGC trademarks and logos in promotions, marketing material, website and the like.
- Sponsor is granted full rights usage to at least 15 WGC images.
- Inclusion of Sponsor's name and logo on limited-edition commemorative, eco-friendly beer mug for the Event.
- Logo inclusion in any promotional or recap videos
- Sponsor shall receive (10) VIP 3-day tickets, (15) Friday GA, (15) Saturday GA, and (15) Sunday GA (total ticket value = \$7000)

NEW

- WWG CA Will support late night events during the concert in Tahoe City
- WWG CA will offer 6 late night passes to each late night
- WWG will offer 2 seats on each tram jam to be used by staff or for contest, promotional value

- WWG CA will be sure to tag @tahoenorth for more region exposure in all social posts
- WWG will promote North Lake Tahoe micro transit heavily on their channels
- Instagram Live Opportunity on Tram Jam, and potential in tram branding (will work with Palisades Tahoe)

NLTRA to provide:

- o Sponsor shall contribute in cash support for the Event (with a certain amount earmarked towards Transportation, and a certain amount earmarked towards sustainability), with the sponsorship due no later than January 20, 2022.
- o Public relations, content, marketing and social media assistance to promote the event to the North Lake Tahoe audience.
- o Ten street banners to be hung in Tahoe City two weeks prior to event through event conclusion. Event producers will produce the banners; sponsor will pay for banner space.

2019 WinterWonderGrass

March 29 – 31, 2019

Location: Squaw Valley

Funded: \$15,000

Attendance: 4,500

Avg. Economic Impact: \$795,262

Economic Impact ROI: 53:1

Media Exposure: National

Results:

Overall the event was very successful in 2019. A new addition to the event was shuttle transportation from Truckee to Squaw Valley and Tahoe City to Squaw Valley which WWG coordinated and paid for. The evening shuttles were full and proved to be successful. It aligns with WWG's green initiatives along with regional efforts to minimize traffic and also offered safe options for guests who had been drinking at the event. Through our contract with The Abbi Agency, we were able to promote WinterWonderGrass through North Lake Tahoe's PR, social and content channels with a primary goal of driving ticket sales, showcasing the vertical of arts and culture (year-round), and bringing attention to North Lake Tahoe's natural backdrop. We hosted three journalists on-site at the event and secured 22 media placements including coverage on NBC Los Angeles, NBC Bay Area, NBC San Diego, 7x7 Magazine and Connect Meetings. We also did a Tahoe Treasure around WinterWonderGrass to promote the winter Arts & Culture scene.

Overall notes:

- 618 total responses this year
- Had 456 last year
- Charts on the left are for this year – with comparisons from last year on the right

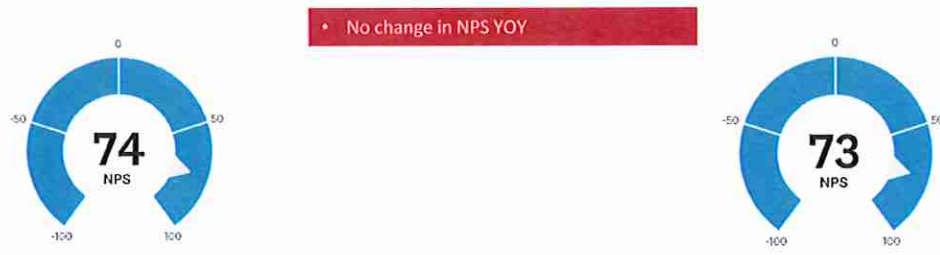
2019 WinterWonderGrass - Squaw

Tuesday, April 23, 2019

618 Total Responses

Q2: How likely is it that you would recommend the WinterWonderGrass festival to a friend or colleague?

Answered: 606 Skipped: 12

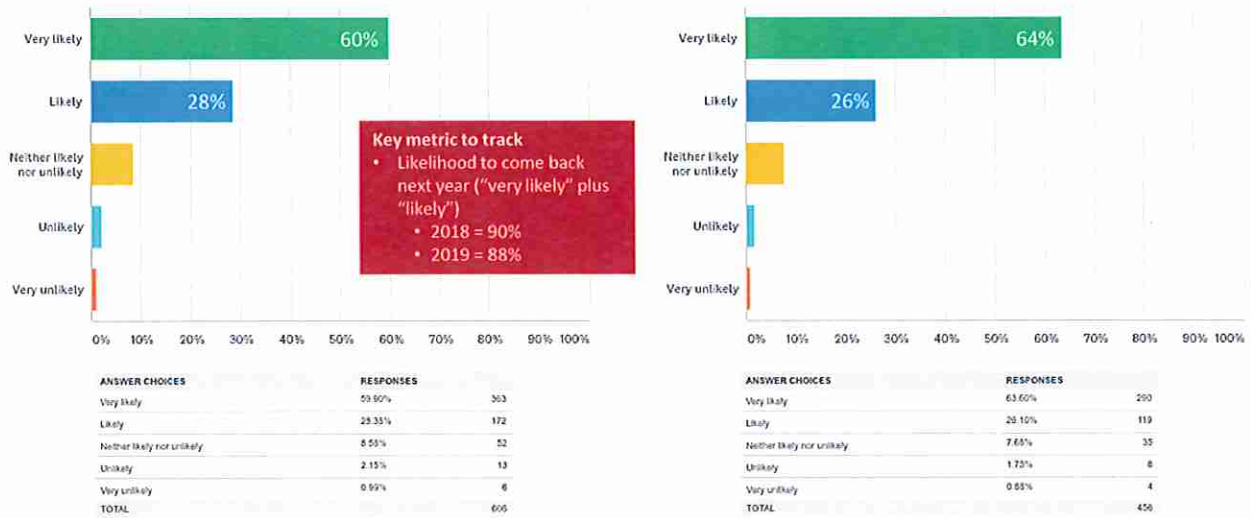


DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
4% 22	19% 115	77% 469	74

DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
5% 22	17% 77	76% 357	73

Q9: How likely are you to return for WinterWonderGrass in Tahoe in 2020?

Answered: 606 Skipped: 12

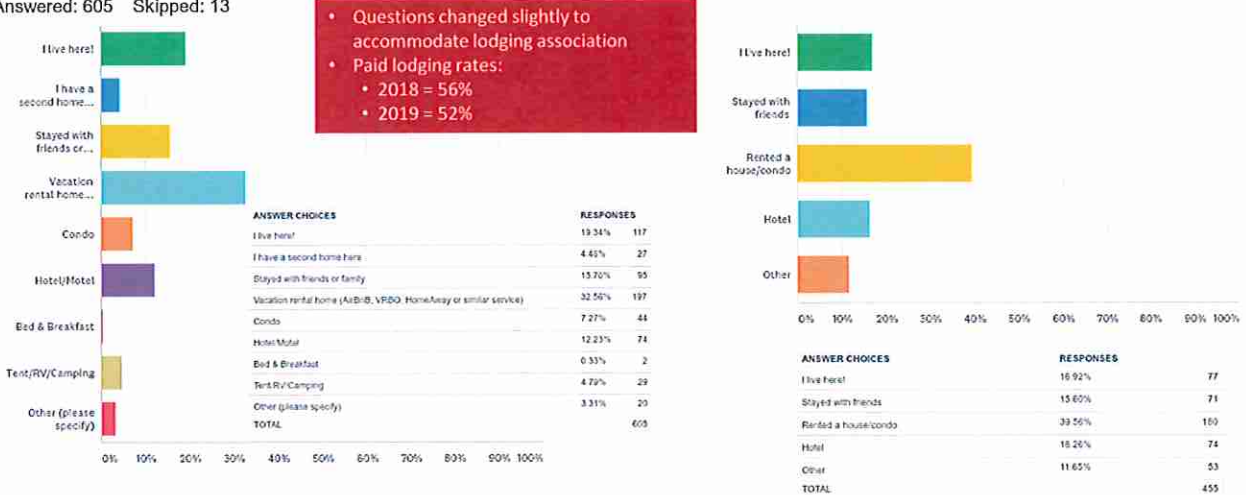


Powered by SurveyMonkey

3

Q15: What best describes your lodging for the festival weekend?

Answered: 605 Skipped: 13

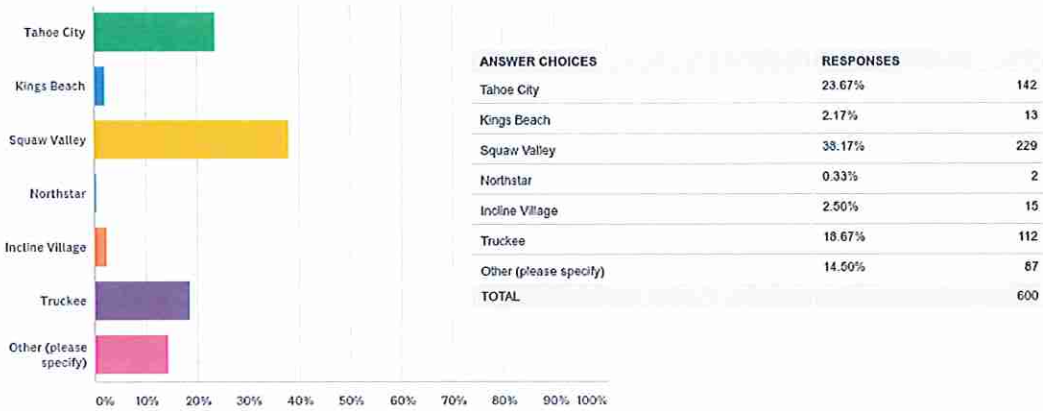


Powered by SurveyMonkey

4

Q16: Where was your lodging located?

Answered: 600 Skipped: 18

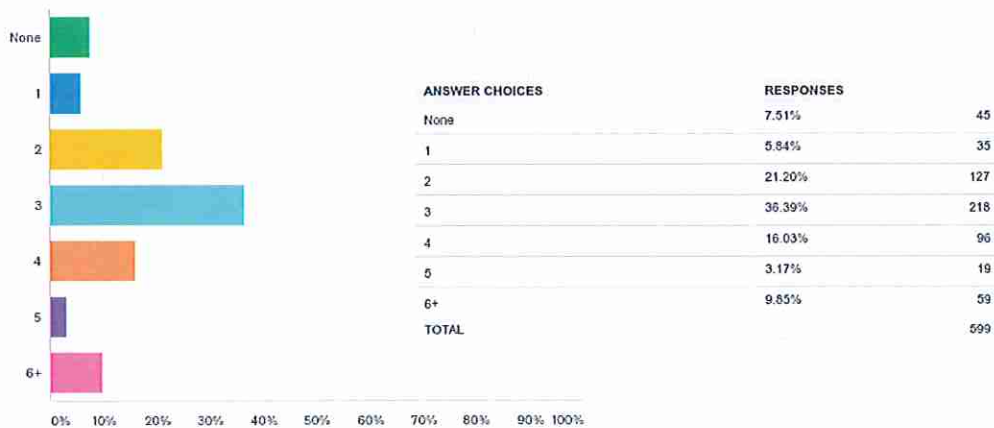


Powered by SurveyMonkey

5

Q17: How many nights did you stay?

Answered: 599 Skipped: 19

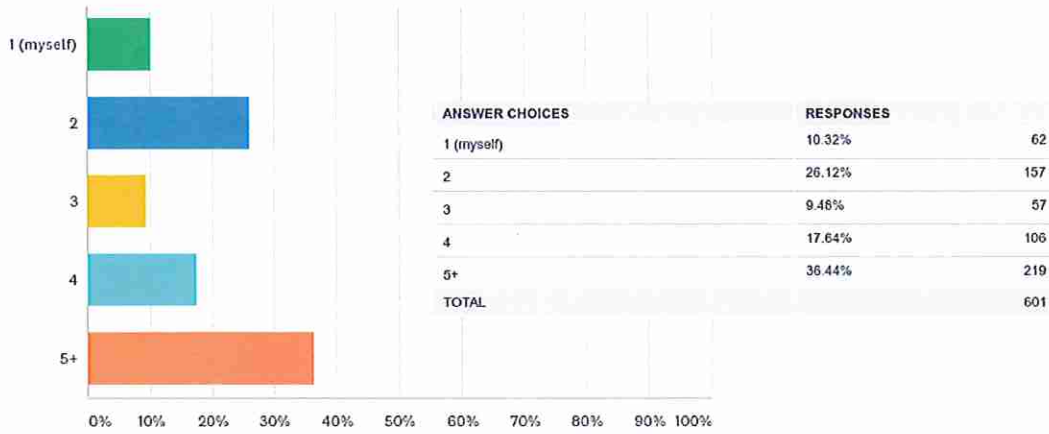


Powered by SurveyMonkey

6

Q18: How many people were in your immediate travel party?

Answered: 601 Skipped: 17

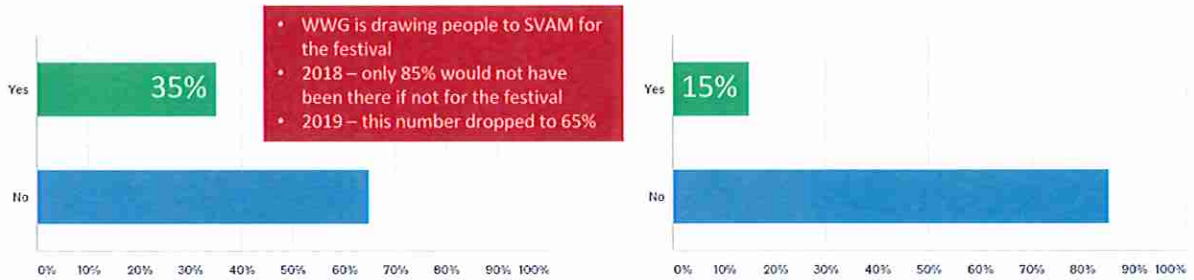


Powered by SurveyMonkey

7

Q21: If not for the WinterWonderGrass, would you have been in Tahoe the weekend of the festival?

Answered: 604 Skipped: 14

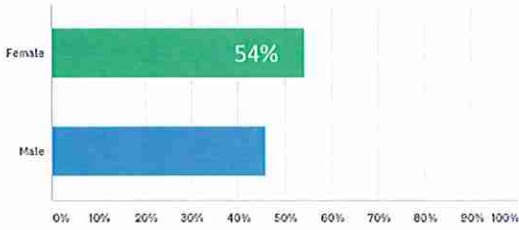


Powered by SurveyMonkey

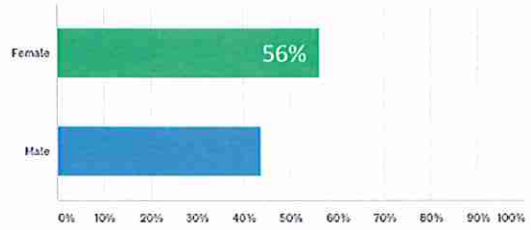
8

Q51: What is your gender?

Answered: 595 Skipped: 23



ANSWER CHOICES	RESPONSES	COUNT
Female	54.29%	323
Male	45.71%	272
TOTAL		595



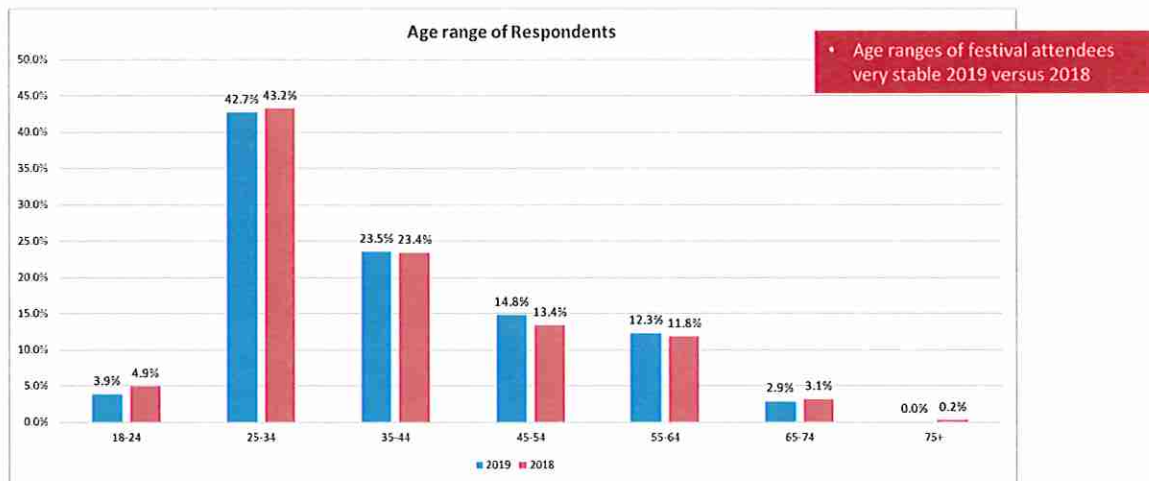
ANSWER CHOICES	RESPONSES	COUNT
Female	56.35%	253
Male	43.65%	196
TOTAL		449

Powered by SurveyMonkey

9

Q52: What is your age?

Answered: 595 Skipped: 23

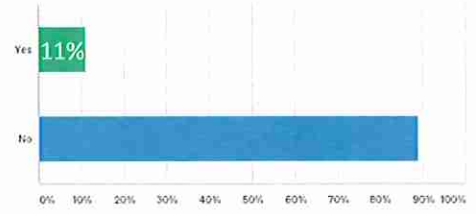
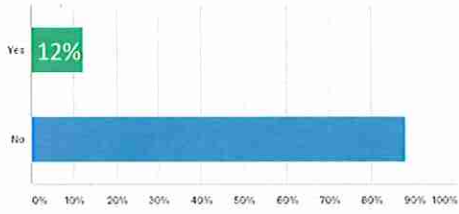


Powered by SurveyMonkey

10

Q53: Were there children under the age of 13 in your festival party?

Answered: 594 Skipped: 24



Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1525 Units ("DestiMetrics Census**") and 47.22% 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 (Oct) changed by (10.7%)	Occupancy (Oct) :	40.6%	36.7%	10.7%
North Lake Tahoe ADR for last month (Oct) changed by (-2.7%)	ADR (Oct) :	\$ 258	\$ 265	-2.7%
North Lake Tahoe RevPAR for last month (Oct) changed by (7.7%)	RevPAR (Oct) :	\$ 105	\$ 97	7.7%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Nov) changed by (39.6%)	Occupancy (Nov) :	29.3%	21.0%	39.6%
North Lake Tahoe ADR for next month (Nov) changed by (-0.3%)	ADR (Nov) :	\$ 278	\$ 279	-0.3%
North Lake Tahoe RevPAR for next month (Nov) changed by (39.2%)	RevPAR (Nov) :	\$ 82	\$ 59	39.2%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (29.5%)	Occupancy	46.3%	35.8%	29.5%
North Lake Tahoe ADR for the past 6 months changed by (4.3%)	ADR	\$ 428	\$ 411	4.3%
North Lake Tahoe RevPAR for the past 6 months changed by (35.1%)	RevPAR	\$ 198	\$ 147	35.1%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (76.1%)	Occupancy	24.5%	13.9%	76.1%
North Lake Tahoe ADR for the future 6 months changed by (7.8%)	ADR	\$ 445	\$ 413	7.8%
North Lake Tahoe RevPAR for the future 6 months changed by (89.7%)	RevPAR	\$ 109	\$ 57	89.7%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Oct 31, 2021 vs. Previous Year				
Rooms Booked during last month (Oct,21) compared to Rooms Booked during the same period last year (Oct,20) for all arrival dates has changed by (25.9%)	Booking Pace (Oct)	7.6%	6.1%	25.9%

* Inntopia Census: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. ** Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst Inntopia's other participants. As is the case in all Inntopia data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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Monthly Report Oct 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 10/31/21:	\$1,747,110	\$1,098,382	59%
Number of Room Nights:	8,177	4958	65%
Number of Delegates:	3874	2196	76%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>October-21</u>	<u>October-20</u>
<u>Number of Groups Booked:</u>	4	2
Revenue Booked:	\$121,383	\$136,331
Room Nights:	579	569
Number of Delegates:	390	250
Booked Group Types:	3 Corp. 1 Assn.	2 Corp.
Lost Business, # of Groups:	35	0

<u>Arrived in the month</u>	<u>October-21</u>	<u>October-20</u>
Number of Groups:	5	0
Revenue Arrived:	\$352,682	\$0
Room Nights:	1144	0
Number of Delegates:	1047	0
Arrived Group Types:	2 Corp, 2 Assn., 1 SMF,	0

Monthly Detail/Activity	<u>September-21</u>	<u>September-20</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$57,355
Room Nights:	0	345
Number of Delegates:	0	120
Booked Group Types:	0	1 Assoc.
Lost Business, # of Groups:	10	2

<u>Arrived in the month</u>	<u>September-21</u>	<u>September-20</u>
Number of Groups:	4	2
Revenue Arrived:	\$114,272	\$73,873
Room Nights:	704	343
Number of Delegates:	290	175
Arrived Group Types:	1 Govt., 1 SMF, 1 Assoc., 1 MP	1 Corp, 1 Non-profit

Monthly Detail/Activity	<u>August-21</u>	<u>August-20</u>
<u>Number of Groups Booked:</u>	0	2

Revenue Booked:	\$0	\$61,662
Room Nights:	0	353
Number of Delegates:	0	317
Booked Group Types:	0	1 Corp., 1 SMF
Lost Business, # of Groups:	10	14

<u>Arrived in the month</u>	<u>August-21</u>	<u>August-20</u>
Number of Groups:	4	1
Revenue Arrived:	\$512,023	\$5,907
Room Nights:	1992	53
Number of Delegates:	915	17
Arrived Group Types:	3 Corp., 1 Assoc.	1 Corp.

Monthly Detail/Activity	<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:	\$199,444	\$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:	\$337,674	\$2,000,000
For 2023/24:	\$100,804	\$2,000,000

NUMBER OF LEADS Generated as of 10/31/21:	24
YTD 10/31/20:	35
YTD 10/31/19:	124

Total Number of Leads Generated in Previous Years:

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



north lake tahoe

October 2021

Meetings & Conventions Report

TURNED DEFINITE

1. Family Wealth Advisors Council - 1/24/22 - 1/30/22. 39 rooms, 10 people at Resort at Squaw Creek
2. Water Quality Association - 2022 Mid-Year Leadership - 9/11/ 22 - 9/16/22. 100 people, 280 rooms at Resort at Squaw Creek.

NEW MEETINGS & RFPs DISTRIBUTED

1. Weintraub Tobin - Weintraub Firm Retreat 2022 - 5/19/22 - 5/22/22, 70 people, 146 rooms
1. Emotionally Healthy Discipleship - EHD-Intensive Marriage Cohort Retreat - 6/1/22-6/4/22, 48 rooms, 25 people
2. National Interstate Insurance Company - Key Accounts Conference - 8/2/22 - 8/7/22, 235 rooms, 100 people
3. Air Movement and Control Association - 2022 AMCA Annual Meeting - 10/3/22 - 10/9/22. 125 people, 354 rooms.

NEW INQUIRIES

1. Achieve Incentives & Meetings - 2022 Incentive Club Trip - 7/17/22-7/22/22, 120 people, 312 rooms.
2. Alliance Defending Freedom - ADF 2022 Senior Staff Retreat - 4/6/22-4/9/22, 65 people, 175 rooms.
3. ScanSource - ScanSource Golden Ticket 2022 - 3/12/22-3/16/22, 30 people, 61 rooms.
4. Owens Corning - OC CEE Conference - 4/23/23-4/27/23, 170 people, 599 rooms.
5. International Risk Management Institute - IRMI 2023 - 3/24/23-3/27/23, 300 people, 465 rooms.
6. WellSky - 2022 May Sky Session - 5/15/22-5/17/22, 14 people, 60 rooms.
7. National Ski Area Association - 2023 Winter Show - 1/14/23-1/19/23, 891 rooms.
8. ALX Inc - NOMA Winter Conference - 1/19/22-1/22/22, 100 people, 112 rooms.
9. MAPFRE - 2023 Incentive: 04-MAY-2023 - 5/2/23-5/8/23, 140 people, 306 rooms.
10. National Association for Home Care & Hospice - NAHC Private Duty Meeting - 2/22/22-2/25/22, 150 people, 235 rooms.
11. Entomological Society of America - Pacific Branch - ESA - 2022 Pacific Branch Annual Meeting - 4/9/22-4/13/22, 200 people, 258 rooms.
12. FC Capital Partners - Annual Meeting - 7/9/23-7/11/23, 70 people, 166 rooms.

CONFERENCE SALES PROJECTS

- Key Projects:

- Winter Newsletter Draft

SITE VISITS & SALES CALLS

- Hosted Site Visits:
 - None in October

TRADE SHOWS & EVENTS

- Attended trade shows: none for October
- Upcoming trade shows:
 - Destination Celebration, Minneapolis Trade Show - November 16
 - Connect Pacific Northwest November 15-16
 - Visit California Conference Event in Chicago December 8
 - CalSAE December 14-15

CHICAGO EFFORTS

- Our in-market representative, Denise Cmiel focused on the below for the month of October:
 -



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October 2021
Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Pleasant Holidays - Destination video co-op with AAA
 - Travel Representations of the Americas - ANLT product
 - Diversity Tours GmbH - Planning site for April 22'
 - Rocky Mountain Holiday Tours - Adding activity providers for packaging
 - American Airlines Vacations - Provided photo assets for ski promotion
 - Viajes Palacio - Webinar scheduled for Dec 14
 - Expedia production:

2020

- Net Room Nights production, -13.6% YoY
- ADR AVG \$391, +11% YoY
- AVG Booking Window- 42 days
- Attrition Rate- 43%, 15.6% increase YoY
- Top Properties- Hyatt Regency, Ritz-Carlton, SVL, Village @ SV, RASC

2021 YTD

- Net Room Nights production, +11.5% YoY
 - ADR Avg \$354, +14% YoY
 - Avg Booking Window, 49 days
 - Attrition Rate 34%, 5% decrease YoY
 - Top Properties- Hyatt, RASC, Village @ Palisades, Ritz
-
- Projects
 - Winter 21/22 Newsletter activities from Tahoe Adventure Company, Diamond Peak wholesale program
 - High Sierra - List of (42) primary properties to receive SEO optimization from Miles Media through Visit California's Digital Optimization Program

October 2021 Monthly Report



north lake tahoe

October Executive Summary

- **In paid media campaigns, video assets are outperforming any other medium.** For the MCC campaign specifically, animated display has led to 41% of the total conversions.
- **Due to the fall consumer campaign and the MCC campaign launching in October, website metrics were up across the board.** Events were up 14% with pageviews increasing by 18%. Californians made up the vast majority of the audience (nearly 30,000 visitors) most likely due to paid media targeting.



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October Executive Summary

- **Despite a trend toward everything mobile, North Lake Tahoe website audiences are still consuming most content via desktop platforms (53% using this platform).**
- **Top pages for the month show that visitors are craving real-time information, even if they come from the paid media campaign.** The Webcams, Road Conditions and Weather Report pages were all in the top 10 pages for the month. The early winter storms most likely drove a lot of this traffic.
- **As SEO maintenance and tweaks continue, performance continues to strengthen.** Organic Search was the leading channel in October and outperformed 2020 levels.



October Executive Summary

- **PR efforts this month primarily focused on proactive media outreach highlighting North Lake Tahoe as a must-visit destination this fall/winter.** There was a total of four clips with an estimated digital monthly visits of 10.7M and an estimated 28.3K digital coverage views. Coverage featured ski resort opening days and more.
- **The PR team also coordinated and hosted a social influencer visit and attended the Visit California Fall Media Event.** At the media event, the team secured coverage with Sunset Magazine and coordinated a deskside meeting with a freelance journalist representing the *Los Angeles Times*.



October Executive Summary

- Social content focused on sharing snow assets with the first winter storm of the season. North Lake Tahoe social platforms utilized local creator and partner content to bring the scenes of new snow to life.
- Instagram saw the largest lift in metrics, growing by 112% in terms of impressions and 27% in terms of engagement. Both metric increases were likely due to continued paid media efforts and focus on video stories. Specifically, the sharing of CA Now Stories has helped boost efforts.



An aerial photograph of a lake with clear, turquoise water. The shoreline is visible with green trees and grey rocks. A large, semi-transparent white rectangular box is centered over the lake, containing the text "Paid Media" in a bold, dark blue font.

Paid Media

Consumer Paid Media Executive Summary

- October was the first full month of the fall campaign.
- Display and social drove the lowest cost per conversions with paid search coming in higher with a primary focus towards target markets. Further optimizations are in process to improve search.
- Markets ranked by TOS conversions: Los Angeles, Seattle, San Diego & Portland. However, cost per conversions were lowest in Seattle and Portland showing engagement and interest for these out of state markets.
- Millennial Megan pulled the strongest TOS 115 conversions in LA, Seattle and San Diego. The Jones Family pulled the best for Portland.
- Video is performing well across all platforms showing the importance to include in campaigns going forward.



north lake tahoe

Overview by Campaign

Start Date
10/1/2021

End Date
10/31/2021

4,249,483
IMPRESSIONS

15,610
CLICKS

\$1.92
CPC

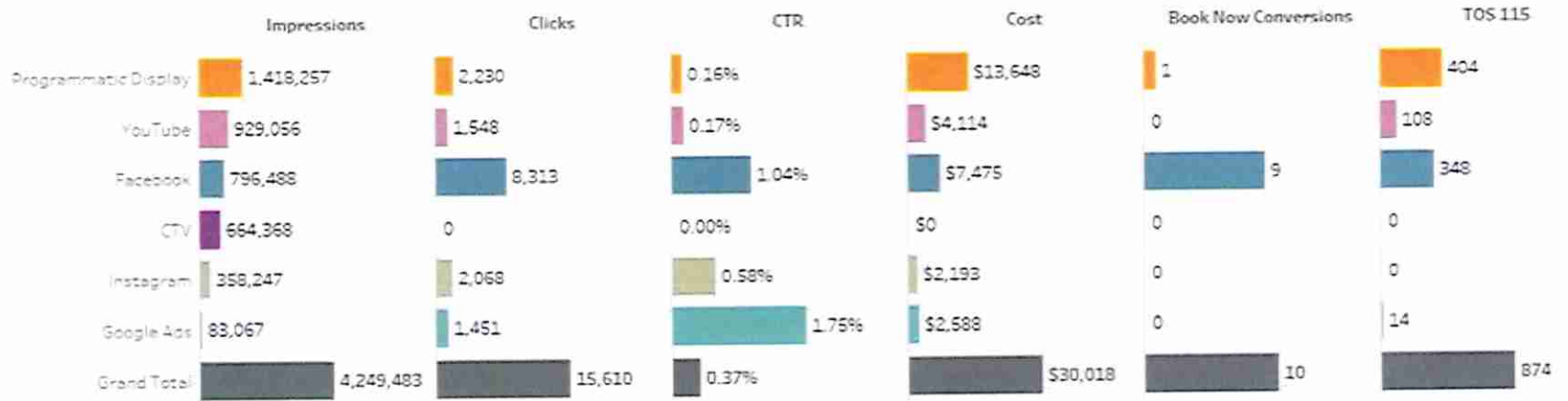
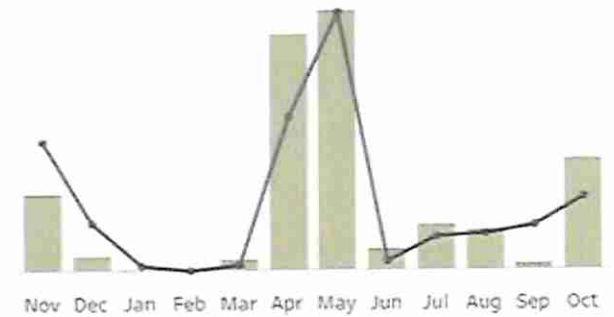
874
TOS 115
CONVERSIONS

\$34.35
COST PER TOS 115
CONVERSION

Campaign	Impressio..	Clicks	CTR	CPC	Cost	Book Now Conversio..	TOS 115	Cost Per TOS 115
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Consumer	4,249,483	15,610	0.37%	\$1.92	\$30,017.97	10	874	\$34.35
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Sessions | TOS 115 Conversions



Overview by Medium

Start Date: 10/1/2021
End Date: 10/31/2021

4,249,483
IMPRESSIONS

15,610
CLICKS

\$1.92
CPC

874
TOS 115
CONVERSIONS

\$34.35
COST PER TOS 115
CONVERSION

Cost per Conversion by Channel

Channel	TOS 115	CTR	TOS Conversion Rate	Cost Per TOS 115	Book Now Conversions	Impressions
Display	404	0.11%	18.1%	\$33.78	1	2,082,625
Paid Social	348	0.90%	3.4%	\$27.78	9	1,154,735
Video	108	0.17%	7.0%	\$38.10	0	929,056
Paid Search	14	1.75%	1.0%	\$184.85	0	83,067
Grand Total	874	0.37%	5.6%	\$34.35	10	4,249,483

Cost per Conversion Trending



Channel	Impressions	CTR	Clicks	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Display	2,082,625	0.11%	2,230	\$13,648.25	1	404	\$33.78
Paid Social	1,154,735	0.90%	10,381	\$9,667.51	9	348	\$27.78
Video	929,056	0.17%	1,548	\$4,114.34	0	108	\$38.10
Paid Search	83,067	1.75%	1,451	\$2,587.88	0	14	\$184.85
Grand Total	4,249,483	0.37%	15,610	\$30,017.97	10	874	\$34.35

Overview by DMA

Start Date
10/1/2021

End Date
10/31/2021

4,249,483
IMPRESSIONS

15,610
CLICKS

\$1.92
CPC

874
TOS 115
CONVERSIONS

\$34.35
COST PER TOS 115
CONVERSION

			Impressions	Clicks	CTR	Cost	TOS 115	Cost Per TOS 115
Prospecting	Los Angeles	Millennial Megan	204,298	646	0.32%	\$1,296	18	\$71.99
		Boomer Ben	177,817	1,237	0.70%	\$1,214	16	\$75.88
		The Jones Family	87,533	824	0.94%	\$650	5	\$129.91
		Insta Stories	911,494	2,290	0.25%	\$6,353	58	\$109.54
San Diego	Millennial Megan	Millennial Megan	149,195	602	0.40%	\$998	35	\$28.51
		Boomer Ben	60,275	107	0.18%	\$362	1	\$361.65
		The Jones Family	88,495	680	0.77%	\$665	9	\$73.91
		Insta Stories	240,709	684	0.28%	\$2,374	3	\$791.31
Seattle	Millennial Megan	Millennial Megan	142,318	430	0.30%	\$906	30	\$30.19
		Boomer Ben	99,851	462	0.46%	\$667	17	\$39.24
		The Jones Family	72,477	531	0.73%	\$521	10	\$52.11
		Insta Stories	424,141	985	0.23%	\$3,176	28	\$113.44
Portland	Millennial Megan	Millennial Megan	55,551	290	0.52%	\$379	4	\$94.74
		Boomer Ben	43,471	384	0.88%	\$334	7	\$47.70
		The Jones Family	51,354	485	0.94%	\$380	10	\$38.03
		Insta Stories	194,618	317	0.16%	\$507	0	\$0.00
National	High Value	High Value	523,783	1,530	0.29%	\$4,611	115	\$40.09
		Insta Stories	367,254	721	0.20%	\$2,119	37	\$57.27
		Sustainability	42,211	1,241	2.94%	\$500	81	\$6.17
Retargeting	Los Angeles	Insta Stories	4,418	10	0.23%	\$51	1	\$51.03
		Seattle	1,904	25	1.31%	\$22	5	\$4.42
	National	Insta Stories	3,393	7	0.21%	\$39	0	\$0.00
		Retargeting	302,923	1,122	0.37%	\$1,694	384	\$4.93
Grand Total			4,249,483	15,610	0.37%	\$30,018	874	\$34.35

Paid Social Performance

Start Date
10/1/2021

End Date
10/31/2021

1,154,735
IMPRESSIONS

10,381
CLICKS

\$0.93
CPC

348
TOS 115
CONVERSIONS

\$27.78
COST PER TOS 115
CONVERSION

- Retargeting has an extremely low cost per conversion and is thus performing very well.
- Sustainability also resonated across social media audiences with the lowest cost per TOS conversion. Audiences responded well to the environmental and preventative messaging.
- Instagram stories is not driving TOS conversions. Further optimizations are in place to further analyze opportunities with this particular type of ad.



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Prospecting	High Value	242,813	1,067	0.44%	\$2.74	\$2,925.10	1	84	\$34.80
	Millennial Megan	191,752	1,403	0.73%	\$1.01	\$1,420.45	0	60	\$23.67
	The Jones Family	167,558	2,237	1.34%	\$0.64	\$1,422.40	0	28	\$50.80
	Boomer Ben	135,594	1,743	1.29%	\$0.63	\$1,101.73	0	25	\$44.07
	Sustainability	42,207	1,241	2.94%	\$0.40	\$499.89	0	44	\$11.36
	Insta Stories	339,627	1,964	0.58%	\$1.02	\$2,010.17	0	0	\$0.00
Retargeting	Retargeting	35,184	726	2.06%	\$0.40	\$287.77	8	107	\$2.69
Total		1,154,735	10,381	0.90%	\$0.93	\$9,667.51	9	348	\$27.78

Paid Social Creative Performance

Start Date: 10/1/2021
End Date: 10/31/2021

Creative Performance

1,154,735
IMPRESSIONS

10,381
CLICKS

\$0.93
CPC

348
TOS 115
CONVERSIONS

\$27.78
COST PER TOS 115
CONVERSION

			Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Prospecting	High Value	230,498	1,025	0.44%	\$2,799	\$2.73	84	\$33.33
		Millennial Megan	191,188	1,400	0.73%	\$1,418	\$1.01	60	\$23.63
		The Jones Family	167,366	2,237	1.34%	\$1,421	\$0.64	28	\$50.75
		Boomer Ben	135,240	1,742	1.29%	\$1,100	\$0.63	25	\$44.00
		Sustainability	37,552	1,189	3.17%	\$453	\$0.38	44	\$10.30
Facebook	Retargeting	Retargeting	34,644	720	2.08%	\$283	\$0.39	107	\$2.65
Instagram	Prospecting	Insta Stories	339,627	1,964	0.58%	\$2,010	\$1.02	0	\$0.00
		High Value	12,315	42	0.34%	\$126	\$2.99	0	\$0.00
		Sustainability	4,655	52	1.12%	\$47	\$0.90	0	\$0.00
		Millennial Megan	564	3	0.53%	\$2	\$0.83	0	\$0.00
		Boomer Ben	354	1	0.28%	\$2	\$1.83	0	\$0.00
		The Jones Family	192	0	0.00%	\$1	\$0.00	0	\$0.00
Instagram	Retargeting	Retargeting	540	6	1.11%	\$4	\$0.73	0	\$0.00

Paid Search Performance

Start Date: 10/1/2021
End Date: 10/31/2021

Ad Group Performance

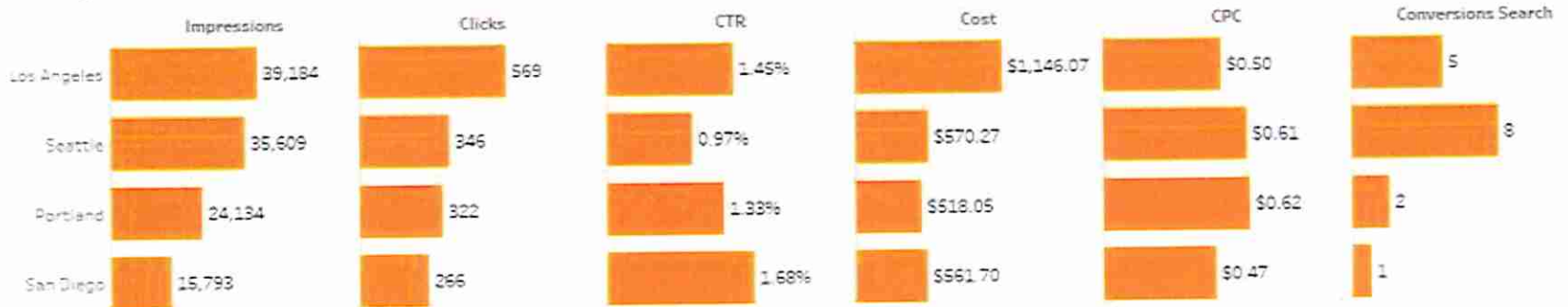
114,720
IMPRESSIONS

1,503
CLICKS

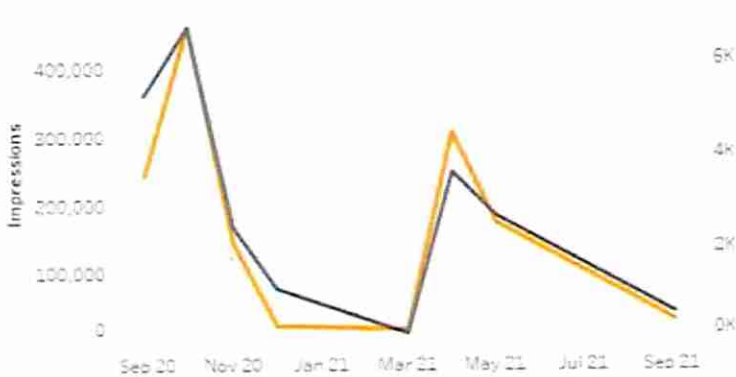
\$0.54
COST PER CLICK

16
TOS 115
CONVERSIONS

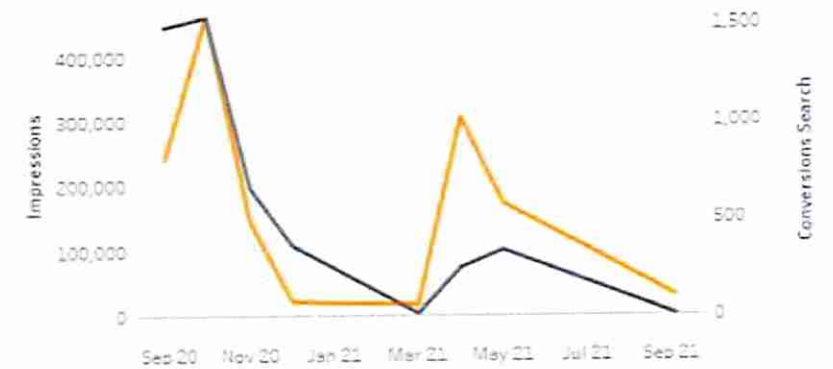
\$184.85
COST PER TOS 115
CONVERSIONS



Impressions | Clicks



Impressions | Conversions



Paid Search Performance

Start Date: 10/1/2021
End Date: 10/31/2021

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost per Conversion
fishing	41,986	407	\$0.78	0.97%	\$519.95	3	0.7%	\$0.36
Automatic Keywords	31,646	52	\$0.25	0.16%	\$208.16	2	3.8%	\$0.00
hiking	14,921	201	\$0.48	1.35%	\$420.97	0	0.0%	\$1.55
camping California	5,840	345	\$0.41	5.91%	\$835.94	0	0.0%	\$0.00
boating	5,607	81	\$0.75	1.44%	\$108.30	0	0.0%	\$1.34
beaches	3,340	39	\$0.99	1.17%	\$39.27	5	12.8%	\$0.09
kayaking	2,442	50	\$0.85	2.05%	\$58.51	6	12.0%	\$0.05
best camping	1,934	116	\$0.42	6.00%	\$278.27	0	0.0%	\$0.60
mountain biking	1,333	21	\$0.80	1.58%	\$26.35	0	0.0%	\$0.02
horseback riding	890	40	\$1.22	4.49%	\$32.81	0	0.0%	\$0.03
hiking trails	794	14	\$0.47	1.76%	\$29.65	0	0.0%	\$0.29
outdoor hiking	637	18	\$0.46	2.83%	\$39.09	0	0.0%	\$0.00
trails for hiking	452	17	\$0.48	3.76%	\$35.17	0	0.0%	\$0.00
paddle boarding	259	6	\$0.74	2.32%	\$8.14	0	0.0%	\$0.02
november vacations	227	12	\$0.68	5.29%	\$17.68	0	0.0%	\$0.00
best hiking	246	3	\$0.47	1.22%	\$6.34	0	0.0%	\$0.00
camping vacation	193	11	\$0.40	5.70%	\$27.20	0	0.0%	\$0.07
river rafting	194	5	\$0.75	2.58%	\$6.71	0	0.0%	\$0.01
fishing California	155	3	\$0.84	1.94%	\$3.58	0	0.0%	\$0.00
golf California	150	1	\$0.23	0.67%	\$4.34	0	0.0%	\$0.00
top rated camping	119	6	\$0.41	5.04%	\$14.66	0	0.0%	\$0.00
lakeside camping	109	3	\$0.43	2.75%	\$7.04	0	0.0%	\$0.05
fall vacation spots	79	5	\$0.72	6.33%	\$6.92	0	0.0%	\$0.05
camping Nevada	64	2	\$0.44	3.13%	\$4.59	0	0.0%	\$0.00
october vacations	61	3	\$0.72	4.92%	\$4.16	0	0.0%	\$0.00
best october vacation spo..	57	3	\$0.67	5.26%	\$4.51	0	0.0%	\$0.00

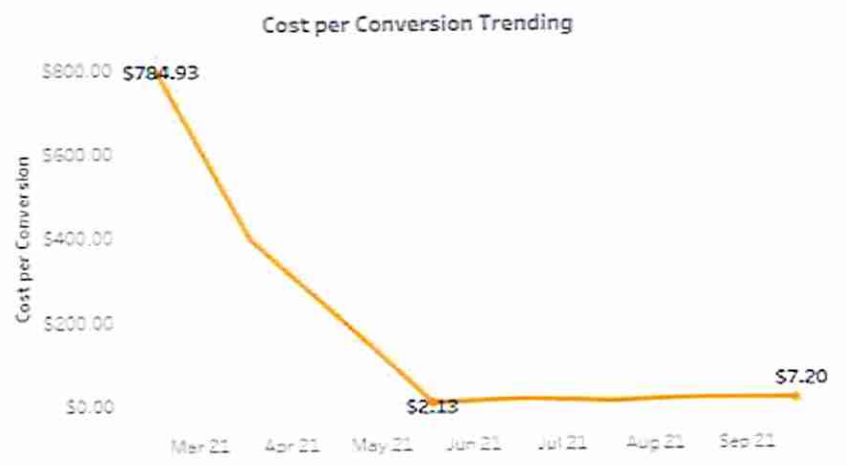
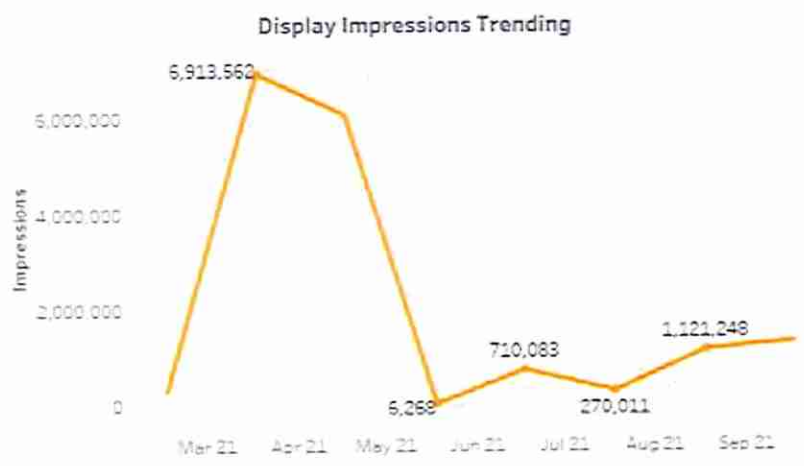
Display Performance

Start Date: 10/1/2021
End Date: 10/31/2021

1,286,444
IMPRESSIONS

2,154
CLICKS

\$3.58
CPC



394
TOS 115
CONVERSIONS

\$19.59
COST PER TOS 115
CONVERSION

Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	1,018,705	1,758	0.17%	\$3.48	\$6,112.21	117	\$52.24
Retargeting	267,739	396	0.15%	\$4.06	\$1,606.43	277	\$5.80
Grand Total	1,286,444	2,154	0.17%	\$3.58	\$7,718.64	394	\$19.59

Display Creative Performance

Start Date
10/1/2021

End Date
10/31/2021

1,286,444
IMPRESSIONS

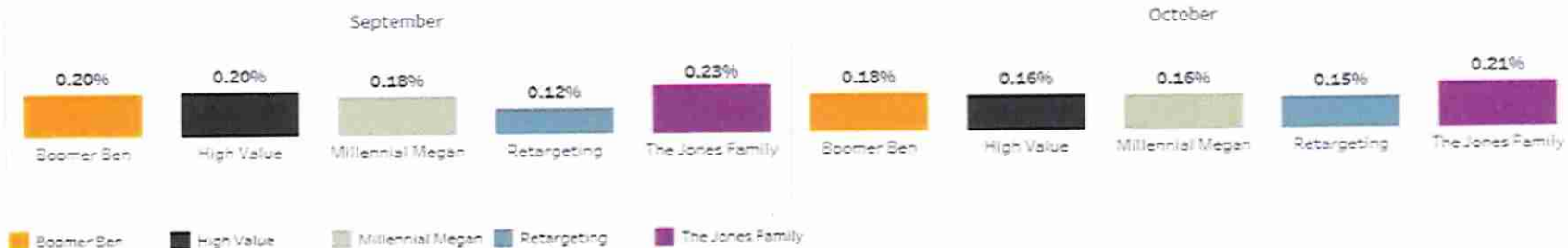
2,154
CLICKS

\$3.58
CPC

394
TOS 115
CONVERSIONS

\$19.59
COST PER TOS 115
CONVERSION

Creative CTR Trending



DMA	Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
National	High Value	390,970	463	0.16%	\$3.64	\$1,685.82	31	\$54.38
	Retargeting	267,739	396	0.15%	\$4.06	\$1,606.43	277	\$5.80
	Sustainability	4	0	0.00%	\$0.00	\$0.00	37	\$0.00
Los Angeles	Millennial Megan	157,886	240	0.15%	\$3.95	\$947.32	7	\$135.93
	Boomer Ben	104,201	172	0.17%	\$3.63	\$625.21	7	\$89.92
	The Jones Family	50,324	98	0.20%	\$3.07	\$301.34	1	\$301.34
Seattle	Millennial Megan	100,577	134	0.13%	\$4.50	\$603.46	9	\$67.05
	Boomer Ben	68,432	117	0.17%	\$3.61	\$410.59	8	\$51.32
	The Jones Family	36,395	71	0.20%	\$3.08	\$218.37	4	\$54.59
San Diego	Millennial Megan	88,338	153	0.17%	\$3.46	\$530.03	11	\$48.18
	Boomer Ben	60,275	107	0.18%	\$3.38	\$361.65	1	\$361.65
	The Jones Family	32,813	73	0.22%	\$2.70	\$196.88	0	\$0.00
Portland	Boomer Ben	12,912	51	0.39%	\$1.52	\$77.47	0	\$0.00
	The Jones Family	12,869	41	0.32%	\$1.88	\$77.21	1	\$77.21
	Millennial Megan	12,809	38	0.30%	\$2.02	\$76.85	0	\$0.00
Grand Total		1,286,444	2,154	0.17%	\$3.58	\$7,718.64	394	\$19.59

Video Performance

Start Date: 10/1/2021
End Date: 10/31/2021

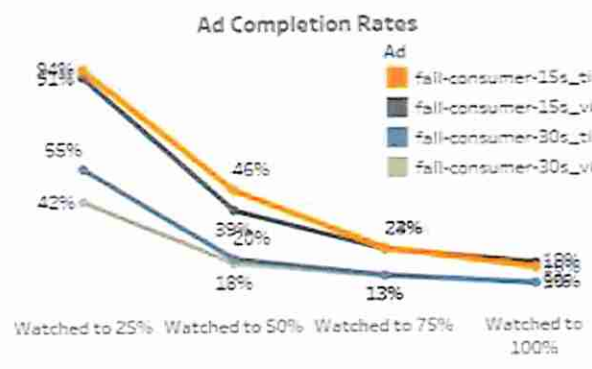
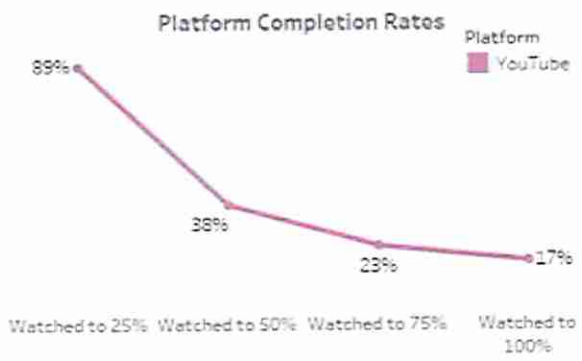
929,056
IMPRESSIONS

1,547,386
TOTAL VIEWS

108
TOS CONVERSIONS

\$2.66
COST PER CLICK

\$38.10
PRIMARY CPC



Top Ads	Total Views
fall-consumer-15s_video	1,504,381
fall-consumer-30s_video	29,047
fall-consumer-15s_timeline	9,856
fall-consumer-30s_timeline	4,102

Platform	Targeting	Impressions	Watched to 100%	Video Clicks	Cost	TOS 115	Cost Per TOS 115
YouTube	Prospecting	919,341	17.2%	1,506	\$4,002	102	\$39.23
	Retargeting	9,715	12.9%	42	\$112	6	\$18.74
Grand Total		929,056	17.2%	1,548	\$4,114	108	\$38.10

CONNECTED TV

Top Premium Publishers

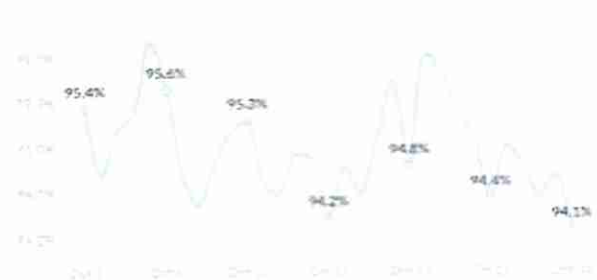
LG	107,509 (13.70%)
CBS	93,060 (11.81%)
philo	83,660 (10.66%)
sling	77,270 (9.85%)
FX	63,249 (8.08%)
Discovery	51,564 (6.57%)
Discovery Channel	43,749 (5.59%)
Discovery	43,450 (5.54%)
xumo	32,722 (4.19%)
CRACKLE	28,077 (3.58%)
AMC Networks	16,541 (2.13%)
A&E	7,701 (0.98%)
fuboTV	7,332 (0.94%)
wurl	3,141 (0.40%)
netflix	1,912 (0.24%)
MLBTV	1,359 (0.17%)
AMC NETWORKS	1,169 (0.15%)

Day Part Distribution



View Completion Rate

ave 95.0%



Impressions



Devices



Website Performance

Start Date: 10/1/2021
End Date: 10/31/2021



9,706
SESSIONS

00:01:07
SESSION DURATION

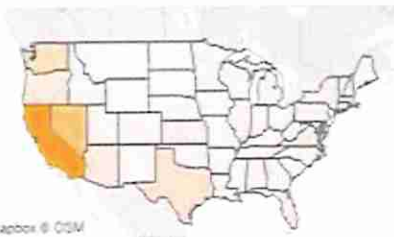
1.4
PAGES PER SESSION

94%
NEW USER
SESSION RATE

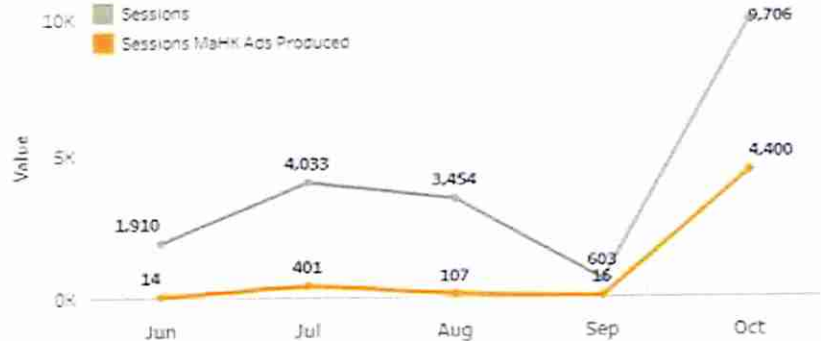
76%
BOUNCE RATE

Top Regions

Region	Sessions
California	35,836
Nevada	5,433
Washington	3,201
Texas	2,361
Oregon	1,853



Website Sessions From Paid Consumer Ads



Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	4,692	7,659	00:02:01	1.6	61%
Social	3,957	4,555	00:00:16	1.2	90%
Search	871	1,045	00:00:10	1.2	87%
Video	146	171	00:00:19	1.2	89%
newsletter	20	110	00:03:04	5.5	45%
Native	19	40	00:03:41	2.1	53%
TikTok	1	2	00:09:10	2.0	0%
Grand Total	9,706	13,582	00:01:07	1.4	76%

Consumer Paid Media Recommendations

- Our message is resonating well in Portland and Seattle with higher engagement rates vs CA markets. Thus, validating the data/research showing these markets as opportunities. Further optimizations in CA markets are in place.
- "The Jones Family" in LA and "Boomer Ben" in SD are not performing well despite optimizations. Thus, we will pull impressions from these audiences and move to higher performing personas.
- The High Value nationally targeted audience is seeing good engagement levels. We'll continue to adjust and maintain the audience pulls in efforts to bring this audience back to our destination.
- Sustainability messaging has the lowest cost per conversion levels in many instances showing a strong need to continue these efforts throughout the year.
- Retargeting efforts are working quite well with much lower cost per conversions. Obviously a mainstay of each campaign, but also shows the importance of building a strong retargeting audience pools going forward.
- Continue to lead with social (lowest cost per TOS 155 and highest CTRs) and followed with display (highest number of TOS 115 conversions).
- Connected TV has maintained a high completion rate of 95% and delivering well. All video metrics across campaign are showing high levels of engagement suggesting the importance of video moving forward.



north lake tahoe

MCC Paid Media Executive Summary

- The video implementation for retargeting efforts performed well with 7x TOS conversions during October as opposed to no video or non-video.
- Retargeting efforts are garnering 5-6x lower cost per conversion levels (in comparison to prospecting activities) showing the importance of building the MCC retargeting audiences.
- Cost per TOS conversion is trending higher as impression levels are increasing for campaign reach. Optimizations are in progress to balance audience targeting.



All Campaigns Overview

Start Date: 10/1/2021
End Date: 10/31/2021

5,069,406
IMPRESSIONS

\$2.03
COST PER CLICK

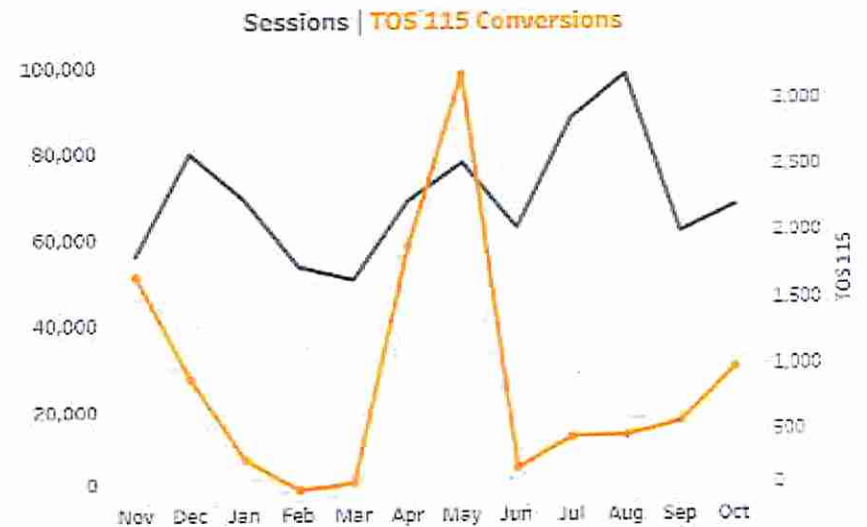
16,493
CLICKS

970
TOS
CONVERSIONS

\$34.57
COST PER TOS
CONVERSION

- Consumer: Campaign is performing steady through fall season with optimizations helping to drive TOS conversions.
- MCC: TOS 115 conversions continue to steadily climb as the campaign begins to gain frequency with target audiences.

*Reminder that "Book Now" is not a KIP of the MCC campaign based on the audience type and typical actions associated with the industry.



Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion	Book Now Conversions
Consumer	4,952,191	16,053	0.32%	\$2.05	\$32,828.81	956	\$34.27	16
MCC	117,215	440	0.38%	\$1.60	\$823.55	12	\$68.77	0
Total	5,069,406	16,493	0.33%	\$2.03	\$33,652.36	970	\$34.57	16

Overview by Campaign

Start Date: 10/1/2021
End Date: 10/31/2021

117,215
IMPRESSIONS

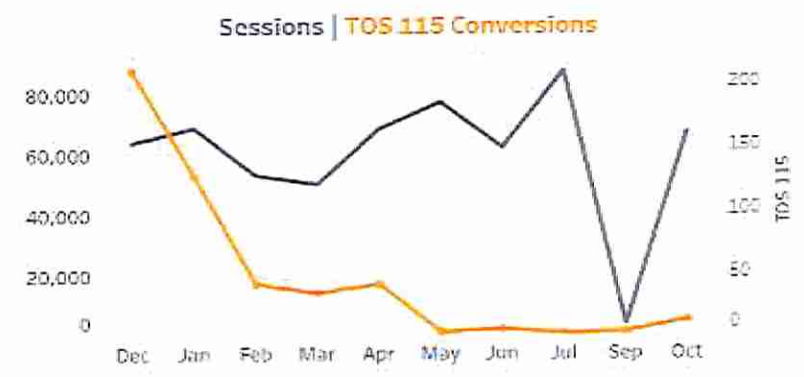
440
CLICKS

\$1.60
COST PER CLICK

12
TOS CONVERSIONS

\$58.77
COST PER TOS CONVERSION

- Sessions and TOS conversions recovered from the pause and are climbing.
- CPC is strong with retargeting efforts effective for TOS conversions.



Campaign	Impressions	Clicks	CTR	CPC	Spend	Book Now Conversions	TOS 115	Cost per Conversion
MCC	117,215	440	0.38%	\$1.60	\$823.55	0	12	\$58.77
Total	117,215	440	0.38%	\$1.60	\$823.55	0	12	\$58.77

Overview by Medium

Start Date: 10/1/2021 | End Date: 10/31/2021

117,215
IMPRESSIONS

440
CLICKS

\$1.60
COST PER CLICK

12
TOS CONVERSIONS

\$58.77
COST PER TOS
CONVERSION

Cost per Conversion by Channel

Channel	TOS 115	TOS Conversion Rate	Spend	Cost per Conversion
Display	5	1.2%	\$640.59	\$128.12
Video	7	17.9%	\$182.96	\$26.14

Cost per Conversion Trending



Channel	Impressions	Spend	Clicks	CPC	CTR	Book Now Conversions	TOS 115	Cost per Conversion
Display	101,592	\$640.59	401	\$1.60	0.39%	0	5	\$128.12
Video	15,623	\$182.96	39	\$4.69	0.25%	0	7	\$26.14
Grand Total	117,215	\$823.55	440	\$1.60	0.38%	0	12	\$58.77

Display Performance by Placement

Start Date: 10/1/2021
End Date: 10/31/2021

101,592
IMPRESSIONS

401
CLICKS

5
TOS 115
CONVERSIONS

0.39%
CLICK THROUGH RATE

\$128.12
COST PER
TOS CONVERSION

- Display earned 41% of TOS conversions.
- Comparing clicks to TOS conversions, every 80 clicks results in 1 longer session visit.



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	101,592	401	0.39%	\$1.60	\$640.59	5	\$128.12
Grand Total	101,592	401	0.39%	\$1.60	\$640.59	5	\$128.12

Display Performance by Creative

Start Date: 10/1/2021
End Date: 10/31/2021

101,592
IMPRESSIONS

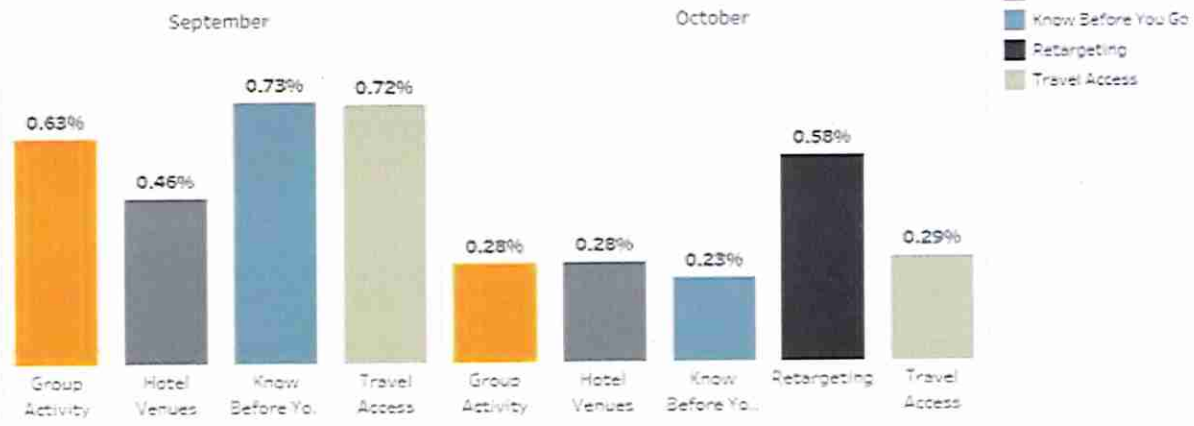
401
CLICKS

5
TOS 115
CONVERSIONS

0.39%
CLICK THROUGH RATE

\$128.12
COST PER
TOS CONVERSION

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Retargeting	41,266	238	0.58%	\$0.44	\$104.41	2	\$52.21
Group Activity	15,221	42	0.28%	\$3.21	\$134.94	3	\$44.98
Travel Access	15,084	44	0.29%	\$3.02	\$132.69	0	\$0.00
Hotel Venues	15,029	42	0.28%	\$3.16	\$132.63	0	\$0.00
Know Before You Go	14,992	35	0.23%	\$3.88	\$135.71	0	\$0.00
TOTAL	101,592	401	0.39%	\$1.60	\$640.59	5	\$128.12

Video Performance

Start Date: 10/1/2021
End Date: 10/31/2021

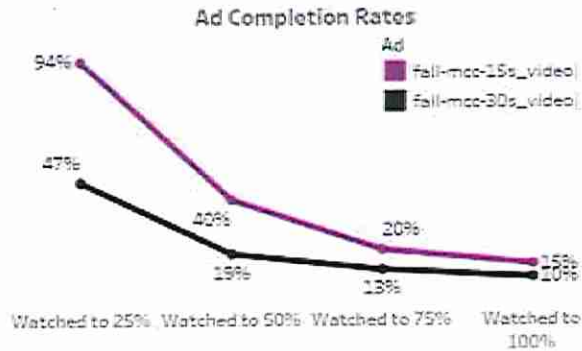
15,623
IMPRESSIONS

21,328
TOTAL VIEWS

7
TOS CONVERSIONS

\$4.69
COST PER CLICK

\$26.14
PRIMARY CPC



Top Ads	Total Views
fall-mcc-15s_video	15,747
fall-mcc-30s_video	5,581

Platform	Targeting	Ad	Impressions	Watched to 100%	Video Clicks	CTR	Cost	TOS 1:1	Cost Per TOS 1:1
YouTube	Retargeting	fall-mcc-15s_video	9,308	15.0%	29	0.31%	\$109.13	5	\$18.18
		fall-mcc-30s_video	6,315	9.9%	10	0.16%	\$73.83	1	\$73.83
Grand Total			15,623	12.9%	39	0.25%	\$182.96	7	\$26.14

MCC Paid Media Recommendations

- Continue to optimize impressions and TOS conversion costs across display and video.
- Prioritize 15 second videos where appropriate to increase completion rates with retargeting efforts.
- Full video completions are higher for 15 second videos as well as partial video views.
- Video continues to perform at higher levels across most industries and should be considered a mainstay for retargeting efforts and rolled into prospecting efforts for testing.



An aerial photograph of a lake with clear, turquoise water. A person in a red kayak is visible in the upper left quadrant. The water is surrounded by green trees and large, light-colored rocks. A semi-transparent white rectangular box is centered over the image, containing the word "Website" in a bold, dark blue font.

Website

Visitors & Sessions

Visitors (MoM)	Sessions	Page Views	Pages Per Session	Sessions Per User	Avg. Session Duration	Events	Pledge Form Completions
65,171 (+18%)	63,162 (+19%)	115,608 (+8%)	1.54 (-4%)	1.15 (-5%)	0:58 (+5%)	54,686 (+14%)	10 (+4%)

- There were 65,171 visitors to GoTahoeNorth.com, up 18% from September. Sessions were also up 19%.
- There were 54,686 events, up 14% and 10 pledge form completions.



Location

State	Users	Time on Page
California	29,946	1:05
Nevada	4,318	1:14
Washington	2,929	0:53
Texas	1,963	1:27
Oregon	1,700	0:30

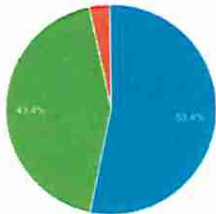
City	Users	Time on Page
Los Angeles	3,508	0:44
San Francisco	3,231	0:54
Sacramento	2,580	1:04
Reno	1,595	1:24
Incline Village	1,408	1:09
San Diego	1,225	0:51
Truckee	1,150	1:11
San Jose	1,078	1:02
Seattle	1,054	0:41
Roseville	783	1:50

- Of the top five states, the most engaged with the website was Texas at 1:27.
- The top 10 cities were mostly nearby California and Nevada cities with Roseville as the most engaged audience at 1:50 average time on page.



Device

Contribution to total:
Users



1. desktop
2. mobile
3. tablet

Device Category	Acquisition			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	65,171 % of Total: 100.00% (65,171)	63,216 % of Total: 100.09% (63,162)	74,924 % of Total: 100.00% (74,924)	78.50% Avg for View: 78.50% (0.00%)	1.54 Avg for View: 1.54 (0.00%)	00:00:58 Avg for View: 00:00:58 (0.00%)	66.11% Avg for View: 66.11% (0.00%)	49,536 % of Total: 100.00% (49,536)
1. mobile	34,538 (53.38%)	33,689 (53.29%)	40,007 (53.40%)	80.99%	1.38	00:00:43	57.71%	23,087 (46.61%)
2. desktop	28,095 (43.42%)	27,507 (43.51%)	32,418 (43.27%)	75.52%	1.74	00:01:15	75.66%	24,527 (49.51%)
3. tablet	2,074 (3.21%)	2,020 (3.20%)	2,499 (3.34%)	77.19%	1.55	00:01:05	76.91%	1,922 (3.88%)

- Most users visited the site from desktop with 53.4% of the total.
- Desktop users were the most engaged with 1:15 average time on page and 1.74 pages per session.



Top Pages Visited

- Users were most engaged with the Webcams page (3:39) followed by the Road Conditions Page (3:13).
- Demographics were primarily females ages 25-34. Locations were somewhat scattered with the main visitors being from SF, LA or Incline Village.

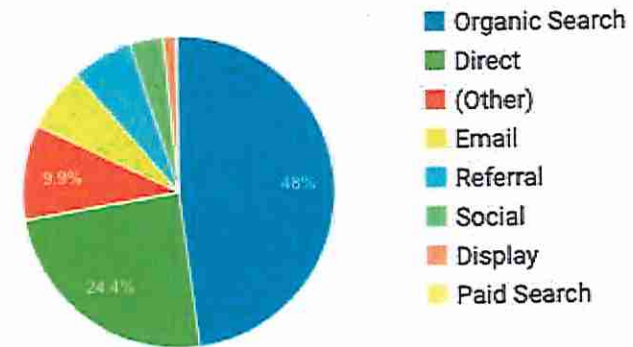
Page	Visitors	Time on Page	Top Demos
Webcams	14,834	3:39	M/55-64/San Francisco
Home	10,741	1:12	F/25-34/San Francisco
Fall Activities	9,342	2:19	F/25-34/Los Angeles
Lodging	2,858	1:22	F/25-34/Los Angeles
Road Conditions	2,369	3:13	F/45-54/San Francisco
Lodging Packages	1,895	1:44	M/25-34/Los Angeles
Weather Report	1,819	1:40	F/25-34/San Francisco
Events	1,760	1:23	F/25-34/Incline Village
Lake Tahoe Activities	1,670	0:47	F/25-34/San Francisco
Hiking Trails	1,390	1:17	F/25-34/Incline Village



Channel Performance

- Organic Search brought in the most users to the website at 31,460.
- Users coming to the website from Email were the most engaged with the website (2:11).

Top Channels



Source	Visitors	Session Duration
Organic Search	31,460	1:06
Direct	15,963	0:33
Paid Social	6,465	0:15
Email	4,310	2:11
Referral	4,115	1:42



Referrals

- VisitingLakeTahoe.com brought in the most visitors at 1,297 as well as the most engaged users (2:46).

Source	Visitors	Session Duration
VisitingLakeTahoe.com	1,297	3:22
Facebook Mobile	1,543	0:20
Facebook Mobile Link	344	0:17
Facebook Link	288	0:57
Investing.com	181	0:01



**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

SEO Traffic Performance

Acquisition			Behavior			Conversions All Goals ▾	
Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
39.12% ↑ 31,460 vs 22,613	42.48% ↑ 29,990 vs 21,049	40.58% ↑ 37,650 vs 26,782	8.48% ↑ 75.48% vs 69.58%	15.07% ↓ 1.63 vs 1.92	25.96% ↓ 00:01:06 vs 00:01:29	0.80% ↓ 83.21% vs 83.88%	39.45% ↑ 31,327 vs 22,464

- Traffic from Organic Search was up 39% and goal completions were up 40% from 2020.
- Engagement metrics were slightly down but these numbers remain strong.
- For the SEO Technical work, the team is in progress on updating the Navigation and Site Structure.

Blogs

- On 10/14, Augustine posted a blog paying tribute to Nevada Day (10/29). The blog provided readers with various activities to do in the region.
- The blog had 156 page views and an average time on page of 1:48.



Arts & Culture Dining Entertainment Family Hiking Human Powered Sports Lake Activities Lodging Outdoors
Secret Season Ski & Snowboard Things To Do Towns Uncategorized

CELEBRATE NEVADA DAY IN NORTH LAKE TAHOE

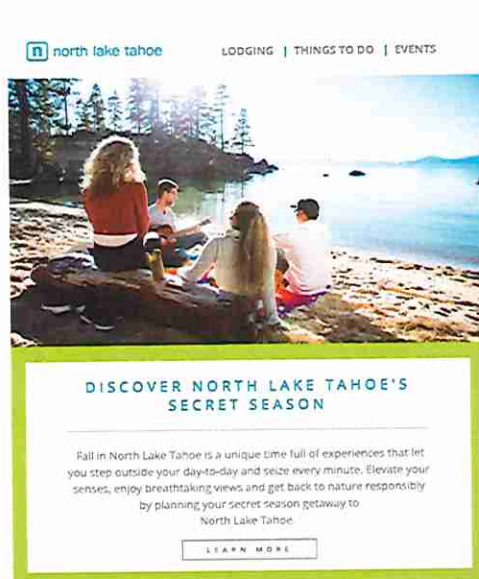
North Lake Tahoe spans across California and Nevada with beautiful surroundings, easygoing communities, secluded beaches, hike-and-bike trails, welcoming lodging and so much more. In honor of Nevada day, on October 29th, we'll be sharing all the adventure to be had on the Nevada side of North Lake Tahoe. Expand your California vacation and explore Nevada for a day just minutes...

[READ MORE >](#)



eNewsletters

Two eNewsletters were sent out in October featuring the Nevada Day blog, fall activities, events and other relevant content.

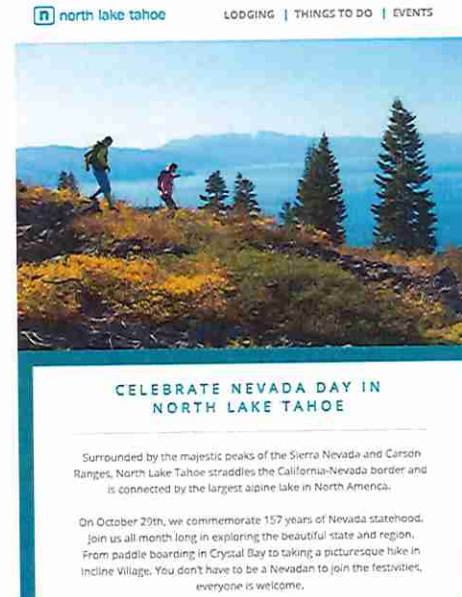


"Plan an Unforgettable Secret Season Getaway"

Sent: 10/5

Open Rate: 13.5%
(Industry Avg: 16%)

CTR: 1%
(Industry Avg: 1.6%)



"Wickedly Fun Activities in North Lake Tahoe"

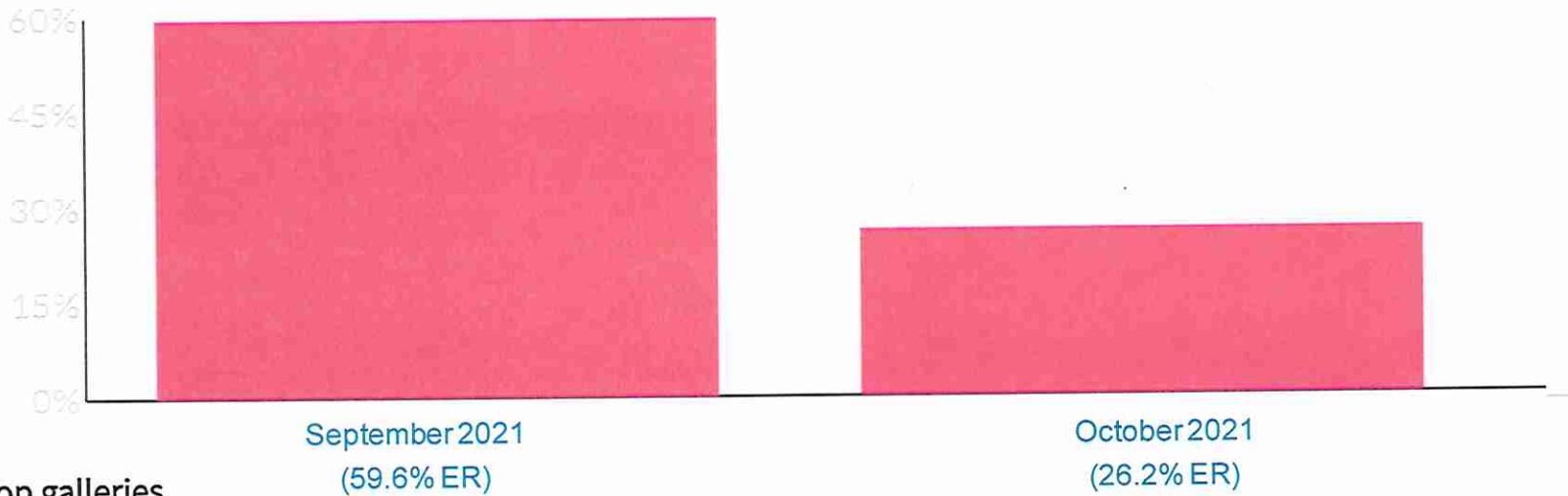
Sent: 10/19

Open Rate: 15.7%
(Industry Avg: 16%)

CTR: 0.7%
(Industry Avg: 1.6%)

CrowdRiff Insights

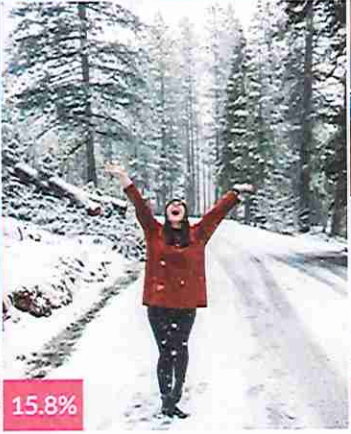
For the selected date range your galleries had a **26.2% engagement rate**.
 Your engagement rate is calculated from **471 interactions** and **1.8k views**.



Top galleries

North Tahoe Eats	48.5% Engagement rate	16 Interactions	33 Views
Wedding page	32.8% Engagement rate	22 Interactions	67 Views
Home Page Test	25.5% Engagement rate	433 Interactions	1.7k Views

CrowdRiff Insights



An aerial photograph of a lake with a white boat in the center. The water is a deep blue-green color, and there are green trees along the shoreline. The scene is captured from a high angle, looking down at the water and the surrounding landscape.

Public Relations

PR October Recap

- PR efforts this month primarily focused on proactive media outreach highlighting North Lake Tahoe as a must-visit destination this fall/winter.
- Coordinated and hosted a social influencer visit.
- Developed an itinerary and began coordination of a Traditional Media FAM Tour in November.
- Distributed a Call for Content to partners to gather insights for the upcoming What's New winter press release.
- Attended Visit California's Fall LA Media Event.



Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:

- Meetings
- Winter Travel
- Ski Season/Resorts
- Best Ski Towns
- Multi-Gen Travel
- Honeymoon Destinations
- Accessible Travel
- Family Getaways

- Media Conversations:

- Visit California, *Sunset Magazine*, Matador Network, The Toronto Star, Condé Nast Traveler, Muscle and Health, Hotels Above Par, Travelocity, OnTheSnow, Families Love Travel, NBC Los Angeles, freelance writers contributing to various outlets.

Sunset

visit
California



MATADOR
network

CONDÉ NAST

TORONTO STAR



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Earned Media Results

- Secured Clips: 4
- Est. Digital Monthly Visits: 10.7M
- Est. Digital Coverage Views: 28.3K
- Coverage featured ski resort opening day of Palisades Tahoe and Boreal as well as lodging coverage featuring The Village at Palisades Tahoe. Media outlets include Tahoe Ski World, *Sunset Magazine*, NBC Los Angeles and The Points Guy.



The screenshot shows the top navigation bar of the Sunset Magazine website with links for FOOD & DRINK, HOME & GARDEN, IDEA HUB, LIFESTYLE, TRAVEL, SHOP, NEWSLETTERS, and SUBSCRIBE. Below the navigation is a Google Ad for 'Ads by Google' with buttons for 'Stop seeing this ad' and 'Why this ad?'. The article title is 'These California Ski Resorts Are Opening Early for the Winter Season' under the category 'TRAVEL + CALIFORNIA'. The sub-headline reads: 'Several California ski resorts are opening early due to a winter storm. Here are resort opening dates in Tahoe, Mammoth, and more.' Below the text are three small images: a ski lift, a skier, and a snowy mountain peak.

Coverage Highlights



These California Ski Resorts Are Opening Ea...



Written by:
Kristin Scharkey

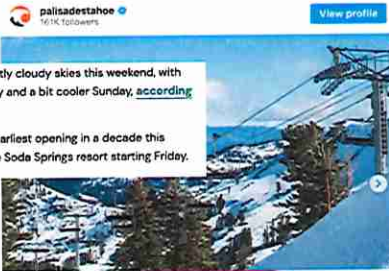
OCTOBER 29, 2021

Share this story



Thanks to a fresh blanket of snow across the state, California ski resorts are opening early for the winter season—for many, marking the earliest opening weekend in decades.

The newly renamed **Palisades Tahoe**, for one, kicks off the season Friday through Sunday, with multiple lifts spinning plus specials like \$10 hot waxes and \$6 beers for anyone dressed in a Halloween costume. It's only the third time in over seven decades that the resort has been able to open in October, [according to Palisades Tahoe](#), thanks to more than 3 feet of snow on the upper mountains late in the month.



The greater Tahoe area is expected to see mostly cloudy skies this weekend, with high temperatures in the 50s and 60s Saturday and a bit cooler Sunday, [according to the National Weather Service](#).

Another Tahoe area resort, **Boreal**, will see its earliest opening in a decade this weekend. Two lifts will be up and running at the Soda Springs resort starting Friday.



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SKIING

Opening Day Schusses Into Mammoth and Palisades Tahoe

Winter arrived before Halloween 2021 at two of the Golden State's favorite frost-fun, ski-strong spots.

By Alysia Gray Painter - Published October 29, 2021 - Updated on October 29, 2021 at 11:48 am



Trending Stories

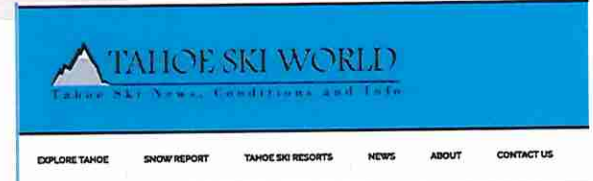
BELLFLOWER
Fire Burns Through Facility's Roof in Be...

CALIFORNIA
Sisters Rescued Fr California 'House o' Speak of Survival in Interview

ORANGE COUNTY
Banking In-Person Become a Challenge County as Branche...



GUIDES
Ready, set, ski – these resorts in California and Colorado are already open or will be soon



Village at Palisades Tahoe offers excellent lodging

OCTOBER 26, 2021 BY ADMIN

The Village at Palisades Tahoe is an excellent lodging location any time of year when visiting the iconic Lake Tahoe ski resort that hosted the 1960 Olympics.

We had a one-bedroom condo for three nights in late early October 2021. We loved the condo and the gorgeous window view and private balcony overlooking the Village and the beautiful Lake Tahoe.



Coverage Highlight Links

- *Sunset Magazine* - [These California Ski Resorts Are Opening Early for the Winter Season](#)
- NBC Los Angeles - [Opening Day Schusses Into Mammoth and Palisades Tahoe](#)
- The Points Guy - [Ready, set, ski — these resorts in California and Colorado are already open or will be soon](#)
- Tahoe Ski World - [Village at Palisades Tahoe offers excellent lodging](#)



FAM Tours

- Social Influencer:
 - Lindsay of Compass + Twine (audiences primarily within US/New York City)
 - Dates in Market: Oct. 20-24
 - Coverage anticipated in November highlighting family-friendly travel, luxury experiences and lodging



HOME NEW YORK CITY DESTINATIONS MAP LISTS TIPS SHOP ABOUT WORK WITH US

COMPASS+TWINE

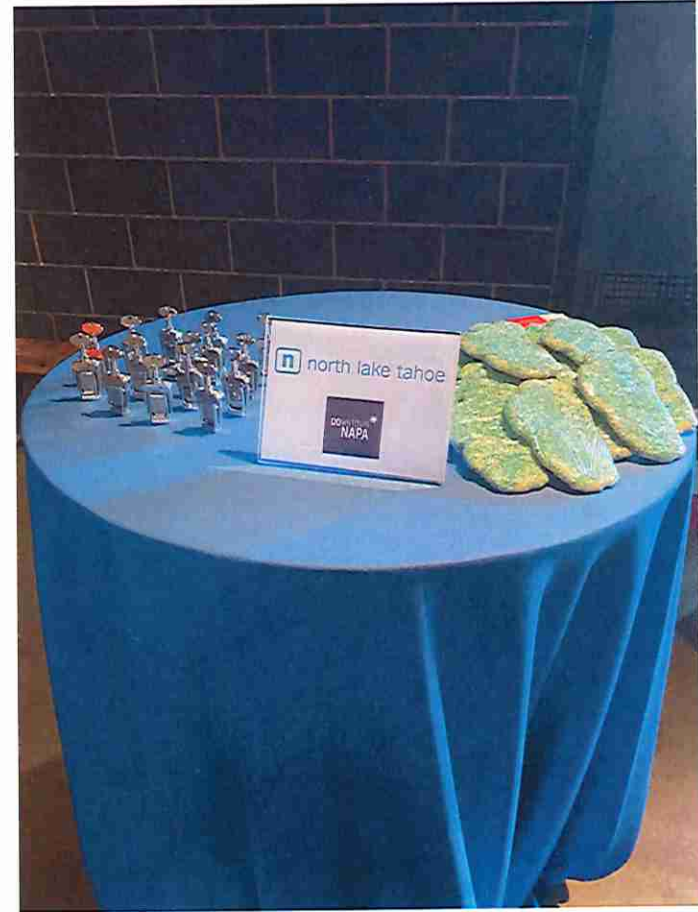
compassandtwine Follow ...

2,819 posts 30.5k followers 1,480 following

Compass + Twine
Luxury Travel
• Writers: Signature Lux Travel, Orbitz
• As seen on: Travel & Leisure, CNN Travel, NYT, AFAR, Fodor's, GOOP
• Mpls/Houston
• Lake Tahoe
actv.at/k2K/CompassTwine

Visit California's Fall LA Media Event

- Attended Visit California's Fall LA Media Event on Oct. 28 and met with approximately 18 freelance journalists, editors and social influencers throughout the event.
- Media outlet conversations included TripSavvy, Thrillist, Palm Springs Life, *Sunset Magazine*, NBC - California Live, Bravo TV, Betches, LA Weekly, Gotham, Travel + Leisure, Hidden Hills, Beau Monde, Lucire Rouge, Travel Pulse, Westways, Reader's Digest, Bridal Guide and *C Magazine*.
- Distributed Tahoe House cookies and highlighted fall/winter travel featuring ski resorts, outdoor activities, eateries, lodging properties and other major attractions.



Visit California's Fall LA Media Event - Continued

- Several journalists and influencers are interested in visiting North Lake Tahoe on a FAM Tour in the spring.
- The team also secured coverage with *Sunset Magazine* following the event.
- Additionally, Augustine coordinated a separate deskside meeting while in market with freelance contributor to the *Los Angeles Times* - Terry Gardner - on Oct. 29.



Upcoming PR Initiatives

- Host a Traditional Media FAM Tour in early November.
- Continue proactive media outreach pitching travel story angles focusing on fall/winter travel and long-lead spring-focused opportunities.
- Coordinate an influencer visit in partnership with Visit California in November.
- Develop and distribute the winter What's New/Seasonal press release.
- Continue FAM Tour planning and coordination for spring 2022.
- Begin planning media missions ahead of TravMedia's International Media Marketplace (IMM) event taking place in January 2022 in New York City.



An aerial photograph of a lake with a kayaker in a red kayak on the left. A white cabin is visible on the right side of the lake. The water is a deep blue-green color, and there are green trees along the shoreline. A semi-transparent white rectangle is overlaid on the center of the image, containing the text 'Social Media'.

Social Media

Facebook Overview

Data	September	October	MoM
Audience	130,520	130,473	0%
Impressions	1,740,856	2,252,237	+23%
Engagement	47,694	54,469	+13.6%

- Augustine positioned October content to promote fall messaging and activities.
- Augustine sourced a variety of content types to capture snow assets for social media.
- In October, 2.25M impressions and 10.8K post clicks were generated.
- The most reached audience was women aged 25-34. The highest reached locations included, Los Angeles, San Diego, Reno and Tahoe City.



Facebook Top Posts

- Top posts included sustainability messaging as well as snow updates.
- Augustine continued to provide weather updates and resort opening information.
- A sustainability post generated 8,442 engagements, including 889 shares. Social audiences were engaged with keeping Tahoe blue and appreciated social reminders for locals and visitors.

The image shows three screenshots of Facebook posts from the 'North Lake Tahoe' page. Each post includes a photo, a short text snippet, and a table of engagement metrics.

Post Description	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
When we look after our land, our land will look after us. To protect and preserve our beloved environment, we ask North Lake Tahoe visitors and locals to commit to six travel tenets that will...	8,442	4,764	176	398	189	2,915
This is just how we like to start the week. Some areas in North Lake Tahoe were graced with over 18 inches of snow. It's safe to say winter is closer than ever. Stay up to date with the latest...	2,486	1,467	104	141	35	719
Leave Lake Tahoe better than you found it by traveling responsibly and playing your part in helping keep our region beautiful. Become a Steward of the Lake by adhering to instructions and signs...	810	563	22	49	6	170



Instagram Overview

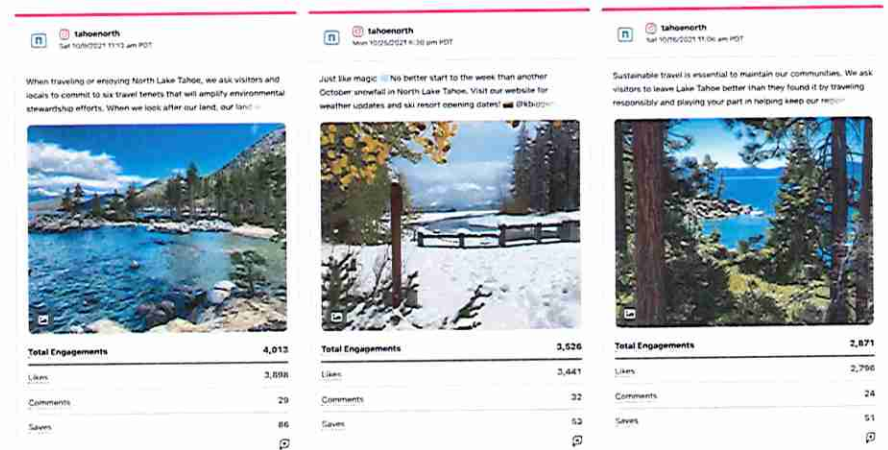
Data	September	October	MoM
Audience	82,901	83,129	+0.3%
Impressions	445,473	945,946	+112.6%
Engagement	20,419	26,055	+27.6%

- Instagram continued to be a platform to provide trip inspiration for North Lake Tahoe visitors.
- Augustine continued to highlight fall and snow weather in the region through in-feed content. In addition to providing story video content for snow conditions.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, Sparks and San Francisco.



Instagram Top Posts

- Similar to Facebook, top posts included sustainability messaging as well as snow updates.
- A sustainability post generated 4,013 engagements, including 86 saves.
- North Lake Tahoe's Instagram audience continued to engage daily with content and there was a sense of excitement for snow in the region.



Twitter Overview

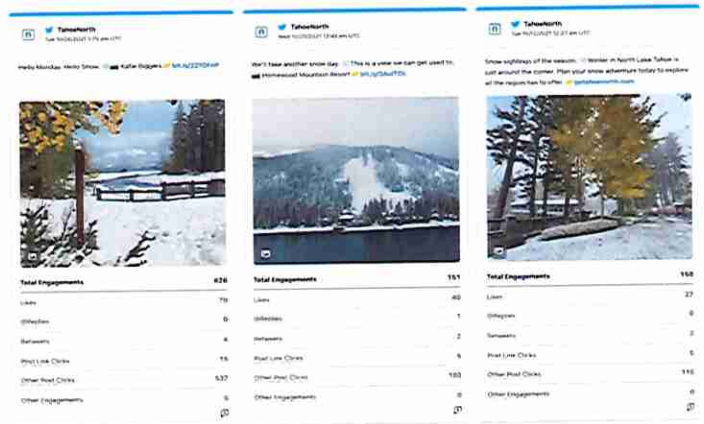
Data	September	October	MoM
Audience	22,928	23,022	+0.4%
Impressions	45,832	38,308	-16.5%
Engagement	1,648	1,888	+14.4%

- Content provided weather updates and highlighted events with fall and snow messaging.
- The Twitter audience increased this month, gaining 94 followers.
- Similar to last month, we continued to see increases in engagements overall due to providing weather-related updates and news versus general region content.



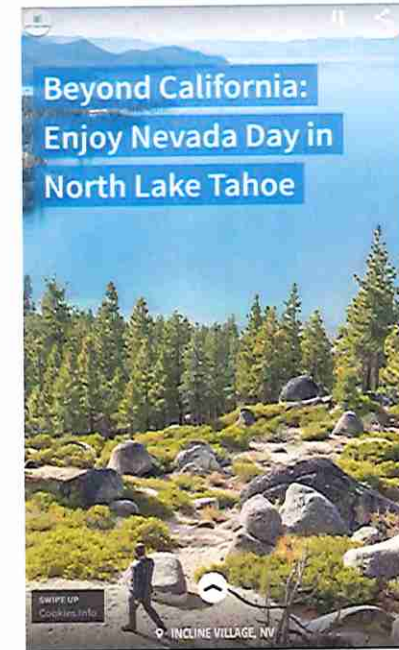
Twitter Top Posts

- Top posts provided weather updates by showcasing snow conditions.
- The top post on Twitter was a snow sighting update that generated 626 engagements including 537 clicks.
- All top posts on Twitter displayed snow in the region. This is a position indicator that our Twitter audience is engaged with newsworthy content.



CA Now Story

- The Top CA Now Story this month promoted the Nevada Day blog.
- The story generated 935 views, 391 swipe ups and a click-through rate of 6.28%.
- Another top story this month highlighted road trip stops in North Lake Tahoe with 769 views and a click-through rate of 9%.



Ongoing Initiatives

- Content Creation
 - Work with local content creators to capture real time content.
- Blogs
 - Continue to develop CA Now monthly themed stories. Create stories for blogs to increase destination awareness.



An aerial photograph of a lake with clear, turquoise water. The shoreline is visible with some rocks and green trees. A large, semi-transparent white rectangular box is centered over the lake, containing the text "Other Creative Projects" in a dark blue, bold font.

Other Creative Projects

Creative Projects

- Winter Campaign – Developing creative in preparation for mid-November launch.
- Continuing CA Now Stories for blogs and relevant Visit California topics.
- Finalizing the year-round Know Before You Go Responsible Travel Guide focusing on sustainability messaging.
- Developing new creative ideas and activations for the fiscal year.



An aerial photograph of a lake with a white boat in the center. The water is a deep blue-green color, and there are green trees along the right and bottom edges. A semi-transparent white rectangle is overlaid on the center of the image, containing the text "Industry Insights".

Industry Insights

Industry Insights

- Before the pandemic, 54% of Generation Z travelers said the environmental impact of traveling is an important factor when deciding where to book travel, according to Booking.com. Around the same time, McKinsey found that 83 percent of C-Suite executives and investors believe companies with a positive ESG story – covering environmental, social and governance policies — would gain value over the next five years. As tourism reopened this June, another Booking.com survey found 83% of consumers believe sustainable travel is vital, while 61% said the pandemic had increased their interest in traveling sustainably. (*Visit California*, "Communications Report – November 2021")



Industry Insights

- Research found that a number of Americans are looking at lifestyle changes, primarily centered on transforming their relationships with themselves, their family and work. The relationship with travel will also change—more trips, using travel as a means to deeply connect with their friends and family, traveling more sustainably and with a greater environmental consciousness, and a greater focus on outdoor activities. Although change is less likely for Baby Boomer-aged travelers, fully one-third of those Millennial-age say they intend to change their lifestyle going forward (with another 20% uncertain if they will). Of top importance: being more mindful of wellness or self-care, spending more time with friends and family, achieving a healthier work-life balance and, relatedly, changing careers and/or jobs. And while nearly half of those that intend to change the way they travel going forward say they will travel more internationally, 48.5% say that the pandemic did open their mind to domestic travel opportunities. In addition, over 60% of Millennial age and younger travelers say they are interested in trying a digital nomad lifestyle. (*Destination Analyst*, "Travel Sentiment Updates for Week of November 1st")



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Industry Insights

- Travel marketers have an opportunity to more precisely target, engage, and convert shoppers, particularly millennials and Generation Z. We've known for a while now—even before the pandemic—that millennials prefer to spend their money on experiences over material goods. According to an Expedia study from 2017, 65% of millennials said they were saving money for travel, and nearly half of them said they would sell their clothes or furniture to travel more. This hasn't changed with the pandemic. In a YPulse study from spring 2021, 59% of 13-19-year-olds and 49% of 20-39-year-olds chose travel as the activity they're most excited to resume post-pandemic. Understandably, millennials—and Generation Z—are ready to make up for lost time. But about when it comes to holiday shopping? Recent research from Sitecore, in their 2021 Holiday trends report, indicates that 49% of 18- to 44-year-olds don't even plan to buy gifts this year, and instead plan to donate to charities. At the same time, 71% of 25-34-year-olds have more savings set aside for the holidays this year, and are thus equipped to spend if the product is something they feel strongly about. (Expedia, "Promote the Gift of Travel this Holiday Season" - October 27th)



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THANK YOU

2021-22 WINTER CONSUMER MEDIA



An aerial photograph of a vibrant turquoise lake. The water is crystal clear, revealing dark rocks and patches of green algae or seaweed. Lush green trees, possibly pines or firs, are scattered along the shoreline, their branches extending over the water. The overall scene is bright and scenic, with a clear blue sky visible in the background.

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 flexibly 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)



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%

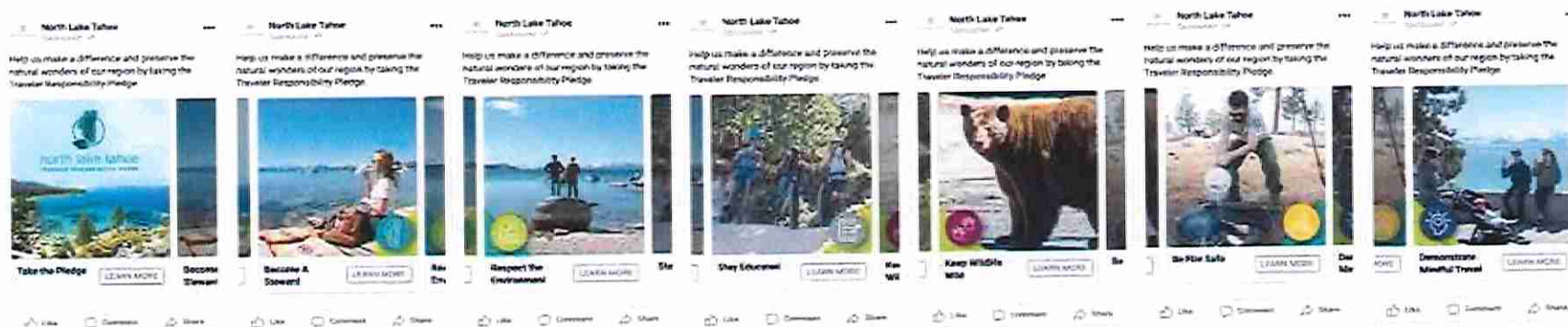
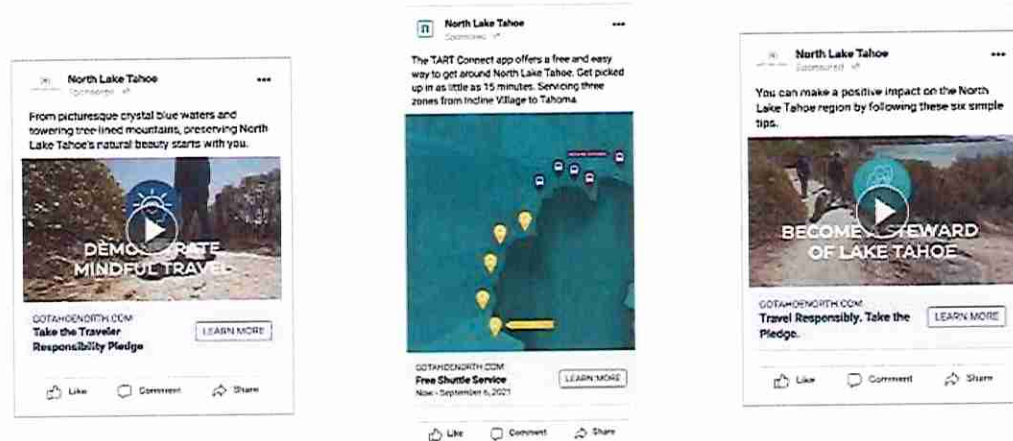


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CONSUMER MEDIA FLOWCHART

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															
\$76,670																
DIGITAL																
Programmatic Display PT																\$3,516
Programmatic Display RT																\$1,412
Native (direct)																\$22,600
Search Marketing																\$9,605
Digital Total																\$37,233
SOCIAL																
FB/IG PT																\$3,672
FB/IG RT																\$452
Social Total																\$4,124
OTA's																
TripAdvisor (Desktop/Mobile/Audience/etc)																\$6,780
OTA's Total																\$6,780
MISC																
Email																\$5,650
Programmatic Display (High Value / National)																\$3,955
FB/IG (High Value / National)																\$3,955
MISC Total																\$13,560
SUSTAINABILITY/PLEDGE/TART/etc																
TV: Sac/SF (KRON/KCRA/etc)																\$9,040
FB/IG (In-Market Travelers 75%; Locals 25%)																\$5,367
Sustainability/Pledge Totals																\$14,407
Adserving																\$565
Total Media Investment																\$76,670

CREATIVE – SUSTAINABILITY



CREATIVE – WINTER WOW



**MILLENNIAL
 STATIC**



**FAMILY
 STATIC**



**BOOMER
 STATIC**



**RETARGETING
 STATIC**



**KNOW BEFORE YOU GO
 STATIC**



THANK YOU!



Reno-Tahoe
Airport
Authority

Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

September 2021

U.S. DOMESTIC INDUSTRY OVERVIEW FOR SEPTEMBER 2021

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 62.1% vs. Sep 2020, down 14.3% vs. Sep 2019
Capacity of Seats *:	Up 68.4% vs. Sep 2020, down 10.9% vs. Sep 2019
Crude Oil Average:	\$71.65 per barrel in Sep 2021 \$39.63 per barrel in Sep 2020

RNO Overview for September 2021 vs. September 2020

Total Passengers:	Up 84.6%
Avg. Enplaned Load Factor:	64.0%, up 0.6 pts.
Departures:	Up 84.3%
Departing Seats:	Up 82.2%
Cargo Volume:	Up 0.3%

RNO Overview for September 2021 vs. September 2019

Total Passengers:	Down 22.8%
Avg. Enplaned Load Factor:	Down 15.8 pts.
Departures:	Down 3.6%
Departing Seats:	Down 6.3%

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

SEPTEMBER 2021 SUMMARY

Reno-Tahoe International Airport (RNO) served 302,929 passengers in September 2021, an increase of 84.6% versus September 2020, and a decrease of 22.8% versus September 2019. The September 2021 total seat capacity was up 82.2% and the flights increased 84.3% when compared to September 2020.

On October 24, 2021, aha!, powered by ExpressJet, will launch non-stop flights from RNO to eight cities across the western United States. aha! has chosen cities that do not currently have non-stop service to RNO, giving travelers access to convenient one-to-two hour non-stop flights. aha! will serve each community three times a week with 50-seat Embraer ERJ145 regional jets. The non-stop cities are Pasco/Tri-Cities, WA, Bakersfield, CA, Medford/Ashland, OR, Eugene/Springfield, OR, Ontario, CA, Redmond/Bend, OR, Eureka/Arcata, CA, and Fresno/Yosemite, CA.

On September 7, 2021, Southwest Airlines began daily non-stop flights between RNO and San Jose.

On September 9, 2021, American Airlines began daily non-stop flights between RNO and Austin.

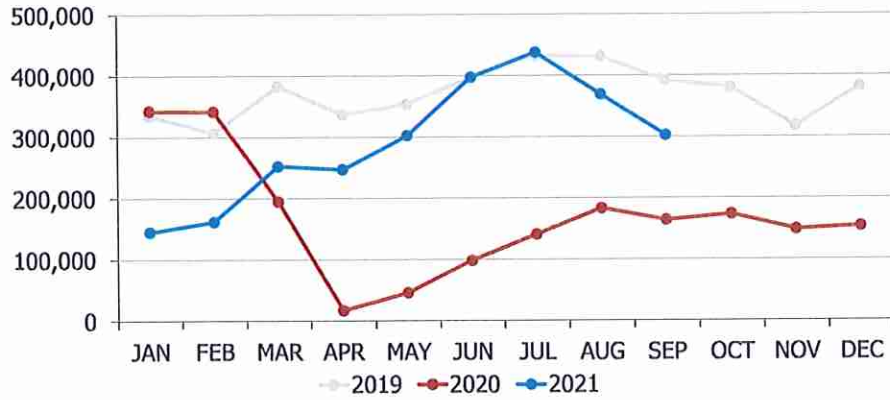
JSX offers non-stop flights from RNO to Orange County and Burbank using a 30-seat Embraer 135/145 aircraft. JSX operates out of Stellar Aviation, a private Fixed Base Operator, located at 485 South Rock Blvd.

RNO handled 13,055,518 pounds of air cargo in September 2021, an increase of 0.3% when compared to September 2020.

wemoveyou

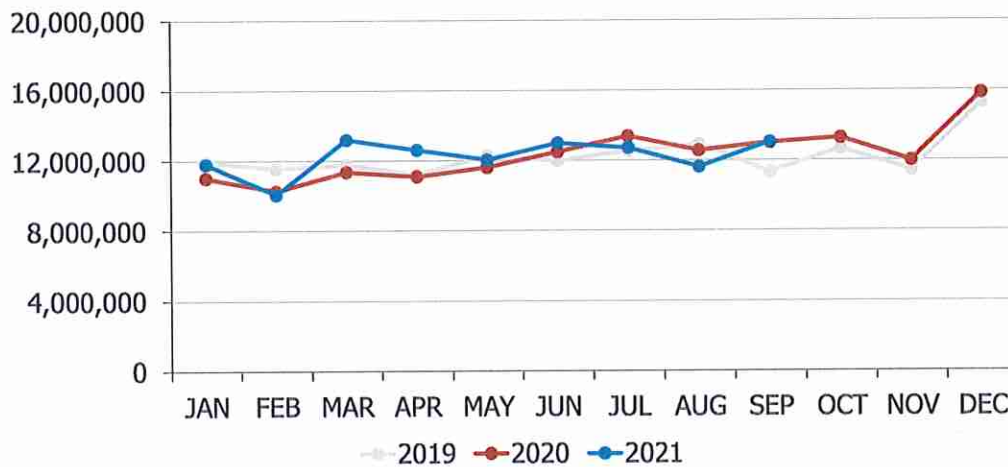


Passengers



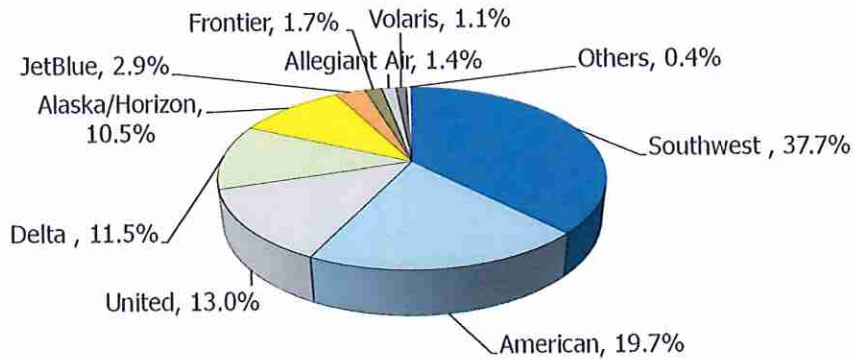
Total Passengers			
	Sep-21	Sep-20	Difference
Alaska/Horizon	34,661	16,414	111.2%
Allegiant Air	5,838	3,692	58.1%
American	60,652	38,836	56.2%
Delta	29,808	13,947	113.7%
Frontier	5,042	5,265	-4.2%
JetBlue	5,852	1,570	272.7%
Southwest	113,800	56,161	102.6%
United	42,625	25,536	66.9%
Volaris	3,342	2,075	61.1%

Cargo



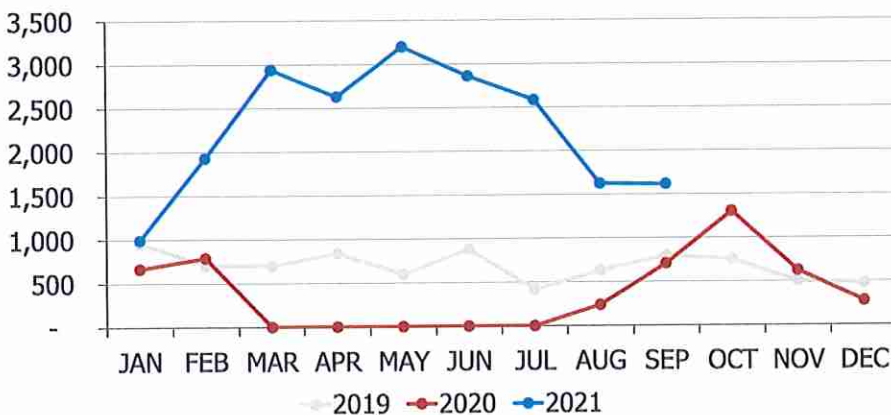
In September 2021, the UPS cargo volume was up 3.9% when compared to September 2020. FedEx was down 2.2% and DHL was down 3.7% during the same period.

AIRLINE MARKET SHARE (passengers)



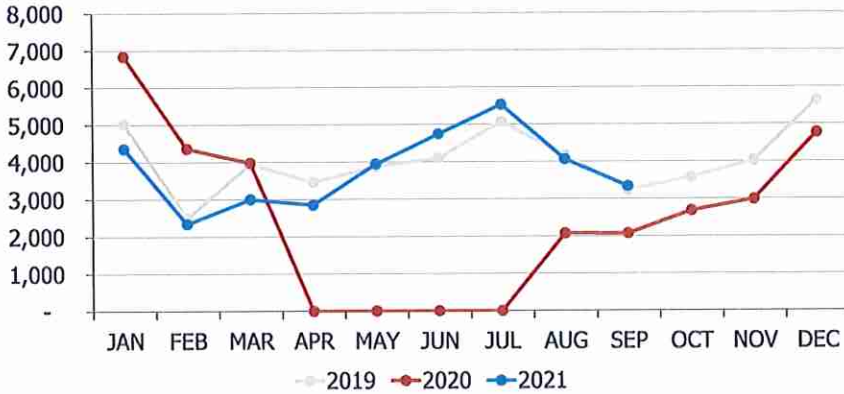
Airline Market Share			
	Sep-21	Sep-20	YOY Change
Alaska/Horizon	11.4%	10.0%	1.4
Allegiant Air	1.9%	2.2%	(0.3)
American	20.0%	23.7%	(3.6)
Delta	9.8%	8.5%	1.3
Frontier	1.7%	3.2%	(1.5)
JetBlue	1.9%	1.0%	1.0
Southwest	37.6%	34.2%	3.3
United	14.1%	15.6%	(1.5)
Volaris	1.1%	1.3%	(0.2)
Others	0.4%	0.4%	0.1

TOTAL CHARTER PASSENGERS



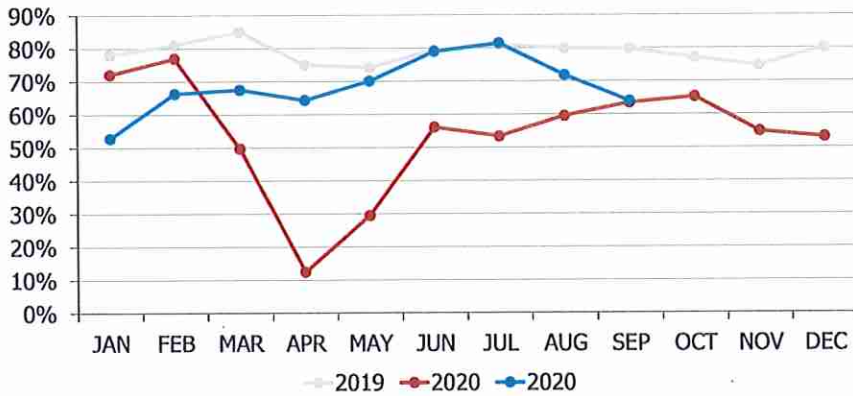
In September 2021, RNO served 1,618 passengers on charter flights, an increase of 128.9% when compared to September 2020.

TOTAL INTERNATIONAL PASSENGERS

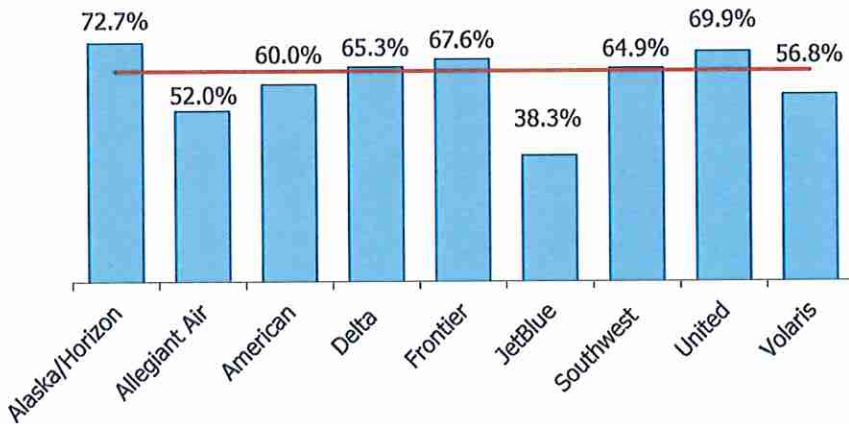


In September 2021, RNO served 3,342 international passengers, an increase of 61.1% versus September 2020.

AVERAGE ENPLANED LOAD FACTOR

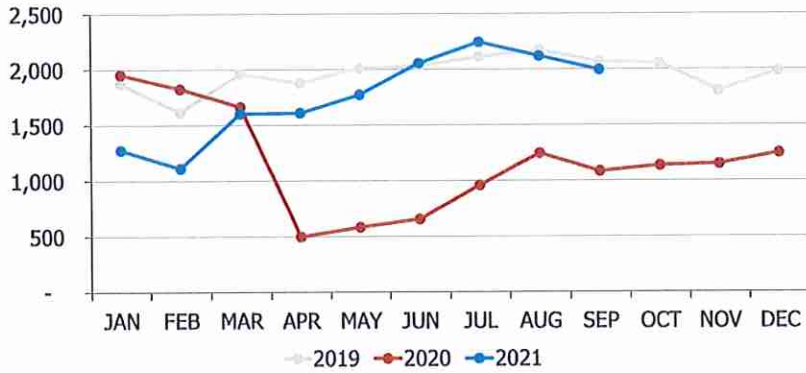


In September 2021, RNO's average enplaned load factor was 64.0%, an increase of 0.6 pts. versus September 2020.



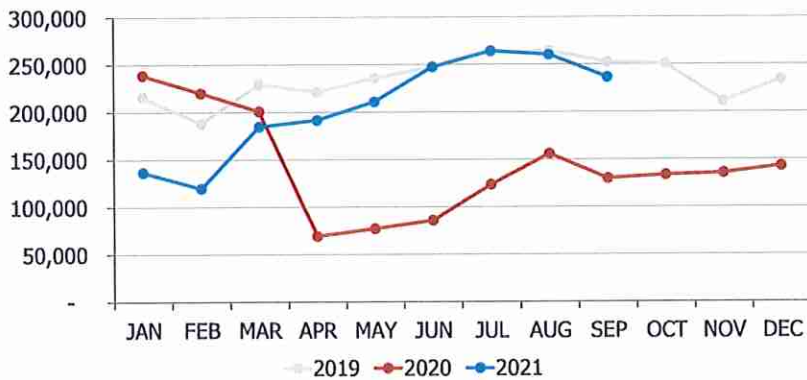
The red horizontal line on the left represents RNO's average enplaned load factor.

DEPARTURES



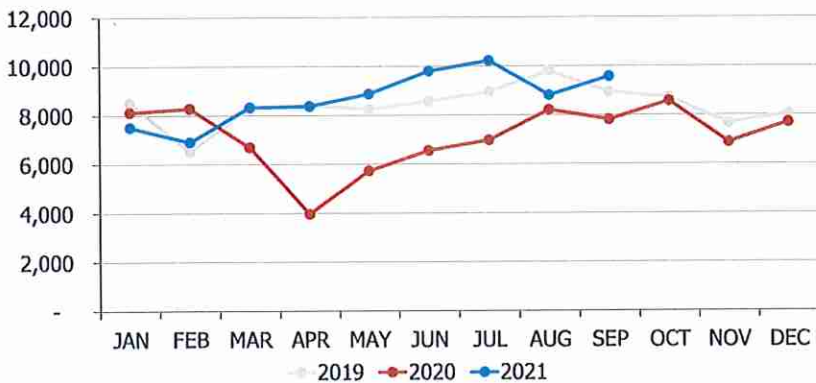
In September 2021, RNO handled 1,998 departures, an increase of 84.3% when compared to September 2020. This includes charter flights on Swift Air. Without the charter flights, the departures were up 84.2% for the same period.

DEPARTING SEATS



In September 2021, RNO offered 236,862 departing seats, an increase of 82.2% when compared to September 2020.

TOTAL OPERATIONS



A total of 9,580 operations were handled at RNO in September 2021, an increase of 22.6% when compared to September 2020. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

November 2021 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Arcata/Eureka	aha! - ExpressJet	10	Begins Nov 9. Three weekly Tue, Thu, Sun
Austin	American	24	Five to six weekly flights the first three weeks. Then daily
Bakersfield	aha! - ExpressJet	13	Three weekly Mon, Wed, Fri
Burbank	Southwest	29	Daily
Chicago-Midway	Southwest	1	one flight on November 6. Then suspends for the season
Chicago-O'Hare	American	3	Two flights on Nov 1 and one flight on Nov 2. Then suspends for the season
Dallas-Love	Southwest	4	Daily flights on Nov 23, 24, 28, 29
Dallas/Fort Worth	American	89	Three daily
Denver	Southwest	74	Three daily. Once a day on Tue, Wed
	United	88	Three daily
Eugene	aha! - ExpressJet	13	Begins Nov 1. Three weekly Mon, Wed, Fri
Fresno	aha! - ExpressJet	9	Begins Nov 11. Twice weekly Wed, Fri
Guadalajara	Volaris	17	Four weekly. Mon, Wed, Thu, Fri
Houston-Hobby	Southwest	4	Daily flights on Nov 23, 24, 28, 29
Houston-Intercontinental	United	8	Daily flights on Nov 6, 7, 13, 14, 20, 21, 27, 28
Las Vegas	Allegiant	30	Daily
	Frontier	20	Four to six times a week
	Southwest	175	Five to seven times a day
Long Beach	Southwest	54	Twice daily. Once a day on Sat
Los Angeles	Alaska	48	Twice daily. Once a day starting Nov 19
	American	88	Three daily
	Delta	88	Three daily
	JetBlue	19	Four to five weekly flights
	Southwest	51	Twice daily. Once a day from Nov 1-6 and Sat
	United	58	Twice daily. Once a day on Nov 25, 26
Medford	aha! - ExpressJet	13	Three weekly Tue, Thu, Sun
New York-JFK	JetBlue	10	Daily, Nov 19-29
Oakland	Southwest	30	Daily
Ontario	aha! - ExpressJet	12	Begins Nov 4. Three weekly Tue, Thu, Sun
Orange County	Allegiant	1	Suspends after Nov 1
	Southwest	6	Once daily on Nov 20, 23, 24, 27, 28, 29
Pasco	aha! - ExpressJet	13	Three weekly Tue, Thu, Sun
Phoenix	American	118	Four daily
	Southwest	60	Twice daily
Portland	Alaska	40	Daily. Twice daily on Nov 2, 3, 7, 8, 11, 12, 14, 15, 18
Redmond/Bend	aha! - ExpressJet	11	Begins Nov 5. Three weekly Mon, Wed, Fri
Salt Lake City	Delta	113	Three to four daily
San Diego	Southwest	32	Daily
San Francisco	United	108	Three to four daily
San Jose	Southwest	29	Daily
Seattle	Alaska	110	Two to five times a day

Multiple airlines in a market

Source: Diio Mi, 10.21.2021

JSX	Burbank	Four weekly. Mon, Thu, Fri, Sun
	Orange County	Four weekly. Mon, Thu, Fri, Sun

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air • hotel • adventure Powered by EXPRESSJET

aha! Air Hotel Adventure										Schedule				
Airport/City	Code	Start Date	Day of Week							Departure		Arrival		
			Mon	Tue	Wed	Thu	Fri	Sat	Sun	RNO	Dest.	Dest.	RNO	
Pasco/Tri-Cities, WA	PSC	10.24.2021		X		X				X	2:05 PM	3:40 PM	4:25 PM	6:00 PM
Bakersfield, CA	BFL	10.25.2021	X		X		X				3:00 PM	4:15 PM	5:00 PM	6:15 PM
Medford/Ashland, OR	MFR	10.31.2021		X		X				X	10:00 AM	11:10 AM	11:55 AM	1:05 PM
Eugene/Springfield, OR	EUG	11.1.2021	X		X		X				10:25 AM	11:50 AM	12:35 PM	2:00 PM
Ontario, CA	ONT	11.4.2021		X		X				X	1:35 PM	3:03 PM	4:00 PM	5:28 PM
Redmond/Bend, OR	RDM	11.5.2021	X		X		X				9:50 AM	11:11 AM	11:55 AM	1:16 PM
Arcata/Eureka, CA	ACV	11.9.2021		X		X				X	9:30 AM	10:40 AM	11:25 AM	12:35 PM
Fresno, CA	FAT	11.10.2021	*		X		X				2:30 PM	3:33 PM	4:15 PM	5:18 PM

aha! will offer three weekly roundtrips to all destinations
 * = Monday flights added in December
 For bookings go to www.flyaha.com
 Flights will be available on Expedia and Cheapoair on October 28
 Expedia, Kayak and Travelocity is expected to go online on or before December 31
 X = one roundtrip flight

Source: Schedules data via Diio Mi

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Total Passengers Sep-21					
	Passengers		% Diff.	Passengers	
	2019	2020		2021	YOY % Diff.
JAN	335,095	342,796	2.3%	145,421	-57.6%
FEB	306,800	341,935	11.5%	162,071	-52.6%
MAR	383,215	194,796	-49.2%	252,828	29.8%
1st QTR	1,025,110	879,527	-14.2%	560,320	-36.3%
APR	337,062	17,265	-94.9%	247,220	1331.9%
MAY	354,311	46,015	-87.0%	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%	438,168	210.8%
AUG	431,640	183,343	-57.5%	369,686	101.6%
SEP	392,353	164,103	-58.2%	302,929	84.6%
3rd QTR	1,256,181	488,432	-61.1%	1,110,783	127.4%
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		1,529,858		2,618,632	71.2%

Total Enplaned Passengers Sep-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	217,124	228.8%
AUG	211,958	93,015	188,207	102.3%
SEP	202,280	82,844	152,267	83.8%
OCT	193,859	87,379		
NOV	158,558	74,910		
DEC	187,914	76,164		
TOTAL	2,224,741	1,002,627	1,308,863	
YTD Total		764,174	1,308,863	71.3%

Total Deplaned Passengers				
Month	2019	2020	2021	% Diff.
JAN	166,186	170,344	72,534	-57.4%
FEB	153,867	171,868	81,808	-52.4%
MAR	187,905	94,810	126,469	33.4%
APR	170,386	8,575	122,211	1325.2%
MAY	178,690	23,208	152,917	558.9%
JUN	199,814	50,345	200,645	298.5%
JUL	218,862	74,947	221,044	194.9%
AUG	219,682	90,328	181,479	100.9%
SEP	190,073	81,259	150,662	85.4%
OCT	187,020	86,303		
NOV	159,464	73,867		
DEC	193,983	77,939		
TOTAL	2,225,932	1,003,793	1,309,769	
YTD Total		765,684	1,309,769	71.1%

Enplaned Passengers & Load Factor				
Airline	Enplaned	Sep-21	Sep-20	Diff.
Alaska/Horizon	17,645	72.7%	58.9%	13.9
Allegiant Air	3,089	52.0%	75.3%	-23.3
American	30,310	60.0%	74.9%	-14.9
Delta	15,152	65.3%	49.3%	16.0
Frontier	2,435	67.6%	68.9%	-1.3
JetBlue	3,103	38.3%	45.2%	-6.9
Southwest	57,015	64.9%	57.7%	7.1
United	21,201	69.9%	76.6%	-6.7
Volaris	1,728	56.8%	71.9%	-15.1

Total Cargo Volume in Pounds Sep-21						
	Cargo in Pounds		% Diff.	2021		YOY % Diff.
	2019	2020		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%	12,722,035	5,770	-5.0%
AUG	12,909,571	12,563,172	-2.7%	11,636,003	5,277	-7.4%
SEP	11,350,614	13,014,081	14.7%	13,055,518	5,921	0.3%
3rd QTR	36,798,123	38,964,355	5.9%	37,413,556	16,968	-4.0%
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		106,788,967		110,151,711	49,955	3.1%



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center Visitor Report: Oct 2021

VISITORS SERVED:

Sept 2021

Total TC & KB Walk-ins 2,357
Total Phone Calls: 336
Total 2,693

Oct 2020

Total TC & KB Walk-ins 3,082
Total Phone Calls: 219
Total 3,301

Oct 2021

Total TC&KB Walk-ins: 2,253
Total Phone Calls: 160
Total 2,413

REFERRALS GIVEN TO VISITORS:

Restaurants 292	Lodging 19	Historic / Museum 48	Events 50
Tours 21	Surrounding Towns (SLT / Truckee) 32	Retail 51	Transportation 12
Services – Covid 19 & Smoke 101	Activities Mountain / Trails 191	Activities / Lake 281	Maps / Directions 461

TOTAL 1,559 = 50 referrals per day

October Highlights

- VIC sales and referrals are down in October due to low numbers of visitors coming into the visitor center.
- YTD, our walk-in numbers are flat compared with 2020 and our phones calls are up 2%. Most of our calls were regarding road and snow conditions from the October storm. Our email correspondence to people looking for information from our GoTahoeNorth website is up 31% (Info@gotahoenorth.com).
- VIC staff has an average of referring local businesses, activities, restaurants, transportation and directions 50 times per day.
- VIC staffed booths at both Broken Arrow and Made at Tahoe servicing 500+ people – answering questions, giving out information and swag.
- Continued servicing our local businesses by being a distribution center for 3 ply masks, sanitizer, funnels, pumps, signs and floor decals
- Meeting with Tahoe Fund and Tahoe Conservancy to continue VIC participation as the fulfillment center for the Plates for Powder Program.

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

October 31, 2021

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of October 31, 2021

	<u>Oct 31, 21</u>	<u>Oct 31, 20</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 21</u>
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	370,714	678,530	(307,816)	(45%)	216,621
Total Checking/Savings	<u>370,714</u>	<u>678,530</u>	<u>(307,816)</u>	<u>(45%)</u>	<u>216,621</u>
Accounts Receivable					
1200-00 · Accounts Receivable	0	1,335	(1,335)	(100%)	0
Total Accounts Receivable	<u>0</u>	<u>1,335</u>	<u>(1,335)</u>	<u>(100%)</u>	<u>0</u>
Other Current Assets					
1200-99 · Accounts Receivable - Other	0	7,970	(7,970)	(100%)	0
1350-00 · Security Deposits	100	100	0	0%	100
Total Other Current Assets	<u>100</u>	<u>8,070</u>	<u>(7,970)</u>	<u>(99%)</u>	<u>100</u>
Total Current Assets	<u>370,814</u>	<u>687,935</u>	<u>(317,121)</u>	<u>(46%)</u>	<u>216,721</u>
Other Assets					
1400-00 · Prepaid Expenses	71,770	40,328	31,442	78%	40,310
Total Other Assets	<u>71,770</u>	<u>40,328</u>	<u>31,442</u>	<u>78%</u>	<u>40,310</u>
TOTAL ASSETS	<u><u>442,584</u></u>	<u><u>728,263</u></u>	<u><u>(285,679)</u></u>	<u><u>(39%)</u></u>	<u><u>257,031</u></u>
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	120,324	113,696	6,628	6%	64,362
Total Accounts Payable	<u>120,324</u>	<u>113,696</u>	<u>6,628</u>	<u>6%</u>	<u>64,362</u>
Total Current Liabilities	<u>120,324</u>	<u>113,696</u>	<u>6,628</u>	<u>6%</u>	<u>64,362</u>
Total Liabilities	<u>120,324</u>	<u>113,696</u>	<u>6,628</u>	<u>6%</u>	<u>64,362</u>
Equity					
32000 · Unrestricted Net Assets	192,669	486,983	(294,314)	(60%)	486,983
Net Income	129,591	127,583	2,008	2%	(294,315)
Total Equity	<u>322,260</u>	<u>614,566</u>	<u>(292,306)</u>	<u>(48%)</u>	<u>192,668</u>
TOTAL LIABILITIES & EQUITY	<u><u>442,584</u></u>	<u><u>728,262</u></u>	<u><u>(285,678)</u></u>	<u><u>(39%)</u></u>	<u><u>257,030</u></u>

**North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance
October 2021**

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTVCBVB Funding	57,666	57,666	0	230,664	230,664	0	692,000
4001-00 · NLTRA Funding	59,818	59,818	0	291,209	291,209	0	1,100,000
4004-00 · IVCBVB Entertainment	2,000	2,000	0	4,000	4,000	0	8,000
Total Income	119,484	119,484	0	525,873	525,873	0	1,800,000
Gross Profit	119,484	119,484	0	525,873	525,873	0	1,800,000
Expense							
5000-00 · CONSUMER MARKETING							
5002-01 · Native Display	4,500	4,000	500	7,000	16,500	(9,500)	70,000
5004-00 · Trip Advisor	11,429	10,000	1,429	11,429	19,000	(7,571)	50,000
5005-00 · Paid Social	11,129	20,792	(9,663)	30,530	53,910	(23,380)	132,960
5005-01 · Digital Display / Retargeting	18,681	9,500	9,181	40,627	31,140	9,487	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	360	37,500	(37,140)	19,094	75,000	(55,906)	150,000
5007-02 · Website Production	0	0	0	120	0	120	0
5007-03 · Photo/Video Creative	2,244	2,373	(129)	9,218	9,492	(274)	28,469
5007-00 · Creative Production - Other	128	0	128	510	0	510	0
Total 5007-00 · Creative Production	2,732	39,873	(37,141)	28,941	84,492	(55,551)	178,469
5010-00 · Account Strategy & Management	7,000	7,000	0	28,000	28,000	0	84,000
5010-02 · Website Strategy & Analysis	0	0	0	2,500	0	2,500	0
5016 · Video Streaming	34,957	25,000	9,957	34,957	45,000	(10,043)	105,000
5018-00 · Media Commission	10,892	10,048	844	12,800	24,815	(11,815)	71,166
5018-01 · Digital Ad Serving	181	1,000	(819)	321	2,300	(1,979)	6,000
5020-00 · Search Engine Marketing	4,077	7,000	(2,923)	5,174	16,000	(10,826)	54,000
5022-00 · Email	5,000	0	5,000	5,000	5,000	(0)	20,000
5024-00 · Fuslon 7	0	2,000	(2,000)	5,000	8,000	(3,000)	24,000
5025-00 · Expedia	0	0	0	0	0	0	15,000
5029-00 · Television	0	0	0	0	0	0	14,000
Total 5000-00 · CONSUMER MARKETING	110,678	136,213	(25,535)	212,279	333,957	(121,678)	903,595
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	0	0	0	500	(500)	2,000
5111-00 · FAMs - Domestic	0	0	0	0	500	(500)	1,500
5112-00 · Training / Sales Calls	0	0	0	1,620	0	1,620	5,000
5113-00 · Additional Opportunities	0	0	0	166	3,000	(2,832)	9,050
5115-00 · Travel Agent Incentive Program	0	750	(750)	0	750	(750)	4,750
5131-00 · FAMs -Intl - Travel Trade	0	0	0	0	750	(750)	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	3,000	(3,000)	6,000
5143-00 · Mountain Travel Symposium	0	0	0	0	0	0	6,000
5144-00 · IPW - POW WOW	0	0	0	0	5,000	(5,000)	16,000
5145-00 · TIA Annual Dues	0	0	0	0	0	0	2,700
5165-00 · California Star Program	0	0	0	0	3,000	(3,000)	3,000
5157-00 · International Efforts	0	0	0	0	0	0	15,000
Total 5110-00 · LEISURE SALES	0	750	(750)	1,788	16,500	(14,712)	81,250
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	5,000	5,000	0	10,000	15,000	(5,000)	55,000
5202-00 · PR Program/ Content Dev - Blogs	402	750	(348)	762	3,750	(2,988)	12,000
5204-00 · Media Mission(s)	263	0	263	822	0	822	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	3,200	3,200	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	240	240	0	980	960	0	2,880
5208-00 · International Travel Media FAMS	0	0	0	0	0	0	3,000
5209-00 · Domestic Travel Media FAMS	0	3,100	(3,100)	0	6,200	(6,200)	18,600
5210-00 · Content Dev - Newsletters	1,320	1,800	(480)	1,800	7,200	(5,400)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	23,000	23,000	0	71,000
5212-00 · Social Giveaways & Contests	0	0	0	0	1,800	(1,800)	7,200
5214-00 · Social Takeover	107	2,500	(2,393)	107	5,000	(4,893)	10,000
5216-00 · PR Content Development + Distrib	0	0	0	1,320	1,500	(180)	6,000
5221-00 · Photography & Video Asset Dev	0	0	0	0	2,000	(2,000)	8,000
5222-00 · Media Tracking / Membership	0	294	(294)	11	1,176	(1,165)	3,530
5280-00 · PR Meals / Entertainment	0	250	(250)	203	750	(547)	1,500
Total 5200-00 · PUBLIC RELATIONS	14,132	20,734	(6,602)	42,185	71,536	(29,351)	253,910
6000-00 · CONFERENCE SALES							
6005-00 · Paid Media	1,480	1,511	(21)	1,480	3,022	(1,532)	24,114
6006-00 · CVENT	712	916	(204)	2,886	3,638	(752)	10,967
6007-00 · Creative Production	0	5,000	(5,000)	330	5,000	(4,670)	10,000
6014-00 · MCC Group Incentive Program	0	0	0	0	0	0	7,000
6016-00 · MCC National Memberships	0	0	0	0	0	0	779
6018-00 · MCC Media Commission	266	459	(193)	2,954	918	2,036	4,590
6018-01 · MCC Digital Ad Serving	7	42	(36)	7	168	(162)	500
6019-00 · Conference Direct Partnership	0	0	0	1,750	7,000	(5,250)	7,000
6128-00 · HalmsBriscoe Strategic Partner	583	0	583	2,333	7,000	(4,667)	7,000
6152-00 · Client Events / Opportunities	1,500	1,000	500	1,500	2,000	(500)	17,000
6153-00 · Chicago Sales Rep Support	83	0	83	1,129	625	504	2,500
Total 6000-00 · CONFERENCE SALES	4,640	8,928	(4,288)	14,378	29,371	(14,993)	91,450
6100-00 · TRADE SHOWS							

**North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance
October 2021**

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
6111-00 - Site Inspections	0	0	0	138	1,500	(1,362)	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	0	0	0	6,000	(6,000)	6,000
6154-00 - HelmsBriscos 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	4,700	(4,700)	4,700
6156-05 - Connect Northwest	0	3,700	(3,700)	0	3,700	(3,700)	5,500
6160-00 - AllThingsMeetings Silicon Valley	0	1,500	(1,500)	0	1,500	(1,500)	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	420	(420)	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
6180-00 - Conference Direct CA	583	0	583	583	0	583	0
6182-00 - Destination Celebration	0	775	(775)	0	775	(775)	2,275
Total 6100-00 - TRADE SHOWS	583	5,975	(5,392)	1,221	18,595	(17,374)	53,895
7000-00 - COMMITTED & ADMIN EXPENSES							
5008-00 - Cooperative Programs	0	3,000	(3,000)	0	6,000	(6,000)	30,000
5009-00 - Fulfillment / Mail	0	200	(200)	0	800	(800)	2,400
5021-00 - RASC-Reno Air Service Corp	0	0	0	25,000	25,000	0	100,000
5123-00 - HSVG - High Sierra Visitors	167	0	167	667	0	667	2,000
5124-00 - Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7002-00 - CRM Subscription	833	885	(52)	10,942	3,540	7,402	10,620
7003-00 - IVCBVB Entertainment Fund	0	0	0	0	2,000	(2,000)	8,000
7004-00 - Research	1,905	2,750	(845)	7,619	11,000	(3,381)	83,000
7005-00 - Film Festival	15,000	0	15,000	15,000	15,000	0	15,000
7006-00 - Special Events	0	0	0	70	0	70	20,000
7007-00 - Destimetrics / DMX	0	8,338	(8,338)	0	8,338	(8,338)	33,352
7008-00 - Opportunistic Funds	0	0	0	0	0	0	25,000
7009-00 - Tahoe Cam Usage	0	177	(177)	0	708	(708)	2,124
7010-00 - Photo Management & Storage	621	625	(4)	2,483	2,500	(17)	7,757
7020-00 - Collateral Production / PrintIn	0	0	0	724	0	724	0
8700-00 - Automobile Expense*	17	0	17	28	0	26	0
Total 7000-00 - COMMITTED & ADMIN EXPENSES	18,542	15,975	2,567	62,530	75,886	(13,356)	340,253
8000-00 - WEBSITE CONTENT & MAINTENANCE							
8002-00 - Content Manager Contractor	4,250	4,250	0	17,000	17,000	0	51,000
8003-00 - Website Hosting Maintenance	534	534	0	8,568	1,068	7,500	2,161
8004-00 - Website Strategy & Maintenance	7,500	7,500	0	22,500	30,000	(7,500)	90,000
8005-00 - Website SEO Strategy/Maint	2,500	2,500	0	12,500	10,000	2,500	30,000
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	14,784	14,784	0	60,568	58,068	2,500	173,161
Total Expense	163,361	203,359	(39,998)	394,949	603,913	(208,964)	1,897,514
Net Income	(43,877)	(83,875)	39,998	130,924	(76,040)	208,964	(97,514)

**North Lake Tahoe Marketing Cooperative
Profit & Loss Prev Year Comparison
July through October 2021**

	Jul - Oct 21	Jul - Oct 20	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	230,664.00	182,600.00	48,064.00	26.3%
4001-00 · NLTRA Funding	291,208.63	228,082.00	63,126.63	27.7%
4004-00 · IVCBVB Entertainment	4,000.00	4,000.00	0.00	0.0%
4099-00 · Revenue - Other	0.00	1,200.00	-1,200.00	-100.0%
Total Income	525,872.63	415,882.00	109,990.63	26.5%
Gross Profit	525,872.63	415,882.00	109,990.63	26.5%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	6,999.99	833.33	6,166.66	740.0%
5004-00 · Trip Advisor	11,428.87	3,558.17	7,870.70	221.2%
5005-00 · Paid Social	30,529.84	13,014.32	17,515.52	134.6%
5005-01 · Digital Display / Retargeting	40,626.51	32,538.28	8,088.23	24.9%
5007-00 · Creative Production				
5007-01 · Creative Production	19,093.63	25,453.79	-6,360.16	-25.0%
5007-02 · Website Production	120.00	1,817.50	-1,697.50	-93.4%
5007-03 · Photo/Video Creative	9,217.60	951.63	8,265.97	868.6%
5007-00 · Creative Production - Other	510.00	637.50	-127.50	-20.0%
Total 5007-00 · Creative Production	28,941.23	28,860.42	80.81	0.3%
5010-00 · Account Strategy & Management	28,000.00	24,000.00	4,000.00	16.7%
5010-02 · Website Strategy & Analysis	2,500.00	0.00	2,500.00	100.0%
5016 · Video Streaming	34,957.41	0.00	34,957.41	100.0%
5018-00 · Media Commission	12,800.45	10,290.74	2,509.71	24.4%
5018-01 · Digital Ad Serving	320.94	160.54	160.40	99.9%
5020-00 · Search Engine Marketing	5,174.14	30,192.45	-25,018.31	-82.9%
5022-00 · Email	4,999.70	4,162.45	837.25	20.1%
5024-00 · Fusion 7	5,000.00	8,000.00	-3,000.00	-37.5%
Total 5000-00 · CONSUMER MARKETING	212,279.06	155,610.70	56,668.38	36.4%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	0.00	160.00	-160.00	-100.0%
5112-00 · Training / Sales Calls	1,619.88	119.88	1,500.00	1,251.3%
5113-00 · Additional Opportunities	167.94	0.00	167.94	100.0%
5147-00 · AUS / Gate 7	0.00	5,170.00	-5,170.00	-100.0%
5155-00 · California Star Program	0.00	1,166.66	-1,166.66	-100.0%
Total 5110-00 · LEISURE SALES	1,787.82	6,606.56	-4,818.74	-72.9%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	10,000.00	6,000.00	4,000.00	66.7%
5202-00 · PR Program/ Content Dev - Blogs	762.36	4,500.00	-3,737.64	-83.1%
5204-00 · Media Mission(s)	821.50	746.98	74.52	10.0%
5206-00 · Digital Buy/ Social Media Boost	3,200.00	2,000.00	1,200.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	960.00	1,200.00	-240.00	-20.0%
5209-00 · Domestic Travel Media FAMS	0.00	5,706.88	-5,706.88	-100.0%
5210-00 · Content Dev - Newsletters	1,800.00	5,400.00	-3,600.00	-66.7%
5211-00 · Social Media Strategy & Mgmt	23,000.00	16,000.00	7,000.00	43.8%
5214-00 · Social Takeover	107.42	0.00	107.42	100.0%
5216-00 · PR Content Development + Distri	1,320.00	6,334.06	-5,014.06	-79.2%
5221-00 · Photography & Video Asset Dev	0.00	0.00	0.00	0.0%
5222-00 · Media Tracking / Membership	10.93	1,800.00	-1,789.07	-99.4%
5280-00 · PR Meals / Entertainment	202.70	28.72	173.98	605.8%
Total 5200-00 · PUBLIC RELATIONS	42,184.91	49,716.62	-7,531.71	-15.2%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	0.00	2,500.00	-2,500.00	-100.0%
6005-00 · Paid Media	1,489.75	0.00	1,489.75	100.0%
6006-00 · CVENT	2,885.61	10,678.00	-7,792.39	-73.0%
6007-00 · Creative Production	330.00	143.75	186.25	129.6%
6015-00 · MCC National Memberships	0.00	379.00	-379.00	-100.0%
6018-00 · MCC Media Commission	2,953.88	1,700.95	1,252.93	73.7%
6018-01 · MCC Digital Ad Serving	6.50	0.00	6.50	100.0%
6019-00 · Conference Direct Partnership	1,749.99	3,666.68	-1,916.69	-52.3%
6128-00 · HelmsBriscoe Strategic Partner	2,333.32	2,333.32	0.00	0.0%
6152-00 · Client Events / Opportunities	1,500.00	53.54	1,446.46	2,701.6%
6153-00 · Chicago Sales Rep Support	1,128.52	589.00	539.52	91.8%
Total 6000-00 · CONFERENCE SALES	14,377.57	22,044.24	-7,666.67	-34.8%
6100-00 · TRADE SHOWS				
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%
6143-00 · Connect Marketplace	0.00	4,900.00	-4,900.00	-100.0%
6160-00 · AllThingsMeetings Silicon Valley	0.00	675.00	-675.00	-100.0%
6180-00 · Conference Direct CA	583.33	0.00	583.33	100.0%
Total 6100-00 · TRADE SHOWS	1,221.03	5,769.13	-4,548.10	-78.8%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	0.00	559.90	-559.90	-100.0%
5021-00 · RASC-Reno Air Service Corp	25,000.00	0.00	25,000.00	100.0%
6123-00 · HSCV - High Sierra Visitors	666.68	333.34	333.34	100.0%
7002-00 · CRM Subscription	10,942.08	3,458.32	7,483.76	216.4%

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

July through October 2021

	Jul - Oct 21	Jul - Oct 20	\$ Change	% Change
7003-00 · IVCBVB Entertainment Fund	0.00	13.78	-13.78	-100.0%
7004-00 · Research	7,619.04	0.00	7,619.04	100.0%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 · Special Events	70.00	0.00	70.00	100.0%
7007-00 · Destimetrics / DMX	0.00	2,666.67	-2,666.67	-100.0%
7010-00 · Photo Management & Storage	2,483.00	2,450.32	32.68	1.3%
7020-00 · Collateral Production / PrintIn	723.94	1,250.00	-526.06	-42.1%
8700-00 · Automobile Expense*	25.73	298.07	-270.34	-91.3%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	62,530.47	26,028.40	36,502.07	140.2%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	17,000.00	17,025.91	-25.91	-0.2%
8003-00 · Website Hosting Maintenance	8,568.00	5,497.00	3,071.00	55.9%
8004-00 · Website Strategy & Maintenance	22,500.00	0.00	22,500.00	100.0%
8005-00 · Website SEO Strategy/Maint	12,500.00	0.00	12,500.00	100.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENA...	60,568.00	22,522.91	38,045.09	168.9%
Total Expense	394,948.88	288,298.58	106,650.32	37.0%
Net Income	130,923.75	127,583.44	3,340.31	2.6%



Aging by Revenue Item

As of 10/31/2021

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)									
101-200	Employees	Membership Dues	\$975.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$975.00
11-20	Employees	Membership Dues	\$0.00	\$0.00	\$0.00	\$345.00	\$0.00	\$468.75	\$813.75
1-5	Employees	Membership Dues	\$295.00	\$295.00	\$1,445.00	\$1,180.00	\$1,784.58	\$8,170.83	\$13,170.41
21-50	Employees	Membership Dues	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,430.00	\$2,430.00
6-10	Employees	Membership Dues	\$325.00	\$0.00	\$0.00	\$325.00	\$352.08	\$3,057.50	\$4,059.58
	Financial Institutions	Membership	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,400.00	\$1,400.00
	Non-Profit Membership Dues Totals:		\$340.00	\$0.00	\$340.00	\$170.00	\$340.00	\$1,360.00	\$2,550.00
1201-01	Member AR	Membership	\$1,935.00	\$295.00	\$1,785.00	\$2,020.00	\$2,476.66	\$17,037.08	\$25,548.74
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
	Eblast Totals:		\$235.00	\$0.00	\$0.00	\$0.00	\$235.00	\$85.00	\$555.00
1201-03	Member Accounts	Receivable	\$235.00	\$0.00	\$0.00	\$0.00	\$235.00	\$85.00	\$555.00
GRAND TOTALS			\$2,170.00	\$295.00	\$1,785.00	\$2,020.00	\$2,711.66	\$17,122.08	\$26,103.74

KEY METRICS FOR Oct 31, 2021 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru October 2021)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
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	6,876,440	3,904,575	6,856,707	3,399,734	\$ 21,037,456
2019 - 2020	7,028,821	3,976,398	5,798,487	1,078,692	\$ 17,882,398
2020 - 2021	7,355,541	3,313,439	6,215,382	4,947,159	\$ 21,831,521
2021 - 2022	5,071,958	66,577	-	-	\$ 5,138,535

Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Oct 2021)					
Referrals -	2018-19	2019-20	2020-21	2021-22	YOY % Change
Tahoe City:					
Walk In	21331	22632	14549	14656	0.74%
Phone	1137	991	1246	1268	1.77%
Email	157	183	182	238	30.77%
Kings Beach (Walk In)	4439	8322	5408	3998	-26.07%
NLT - Event Traffic	3080	2893	749	1604	114.15%
Total	30,144	35,021	22,134	21,764	-1.67%

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	\$ -	
Third (Jul - Sept)	\$ 1,018,271	\$ 1,058,279	\$ 922,133	\$ -	
Fourth (Oct - Dec)	\$ 671,770	\$ 770,185	\$ 616,050	\$ -	
Total	\$ 3,080,242	\$ 3,378,190	\$ 2,723,590	\$ 661,434	

Unemployment Rates - EDD		Sept 2021
California (pop. 38,332,521)		7.5%
Placer County (367,309)		4.3%
Dollar Point (1,215)		0.0%
Kings Beach (3,893)		1.4%
Sunnyside/Tahoe City (1,557)		0.0%
Tahoe Vista (1,433)		0.0%

Destimetrics Reservations Activity	2021/22	2020/21	YOY % Change
Occupancy	40.6%	36.7%	10.70%
ADR (Average Daily Rate)	\$ 258	\$ 265	-2.64%
RevPAR (Rev per Available Room)	\$ 105	\$ 97	7.70%
Occupancy 1 Mth Forecast	29.3%	21.0%	39.52%
ADR 1 Mth Forecast	\$ 278	\$ 279	-0.36%
RevPAR 1 Mth Forecast	\$ 82	\$ 59	38.98%
Occupancy (prior 6 months)	46.3%	35.8%	29.33%
ADR (prior 6 months)	\$ 428	\$ 411	4.14%
RevPAR (prior 6 months)	\$ 198	\$ 147	34.69%
Occupancy (next 6 months)	24.5%	13.9%	76.26%
ADR (next 6 months)	\$ 445	\$ 413	7.75%
RevPAR (next 6 months)	\$ 109	\$ 57	91.23%

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 10/31/2021				
	2020-21	2020-21	2021-22	YOY %
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change
Total Revenue Booked	\$ 257,997	\$ 1,132,263	\$ 1,747,110	35.19%
Commission for this Revenue	\$ -	\$ -	\$ -	
Number of Room Nights	1,287	5,052	8,177	38.22%
Number of Bookings	8	17	23	26.09%
Conference Revenue And Percentage by County:				
	<u>20-21</u>	<u>21-22</u>		
Placer	100%	100%	\$ 257,997 \$ 947,150	\$ 1,195,678 20.79%
Washoe	0%	0%	\$ 0 \$ 185,113	\$ 551,432 66.43%
South Lake	0%	0%	\$ 0 \$ -	
Nevada County	0%	0%		
Total Conference Revenue	100%	100%	\$ 257,997 \$ 1,132,263	\$ 1,747,110 35.19%
CURRENT				
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000 0.00%