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**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

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**Join Zoom Meeting**

<https://us02web.zoom.us/j/82968523606?pwd=cU0xellxSGZ0ekgzQ2oyZFBNWEUzZz09>

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 2021.05  
**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 JANUARY 5, 2022 TO FEBRUARY 3, 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 December 1, 2021 [Link to preliminary online document](#)
- B. Approval of NLTRA Financial Statements, Nov 30, 2021
- C. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)
  - Finance Committee Meeting Dec 21, 2021

**9:00 a.m.**  
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- 6. Action Item:
  - A. CAP Project Funding Review [ACTION] – Bavetta/Phelan
  - B. Appointment of NLTRA Election Committee Member [ACTION] – Bavetta
  - C. TOT Reserve & FY 2021 NLTRA TOT Funds Potential Expenditures [ACTION]

**9:30 a.m.**

- 7. Informational Updates/Verbal Reports:
  - A. Placer County 2% TOT Renewal Update – Placer County staff
  - B. Placer County Short Term Rental Ordinance Update – Placer County staff
  - C. NLTRA/TOT/TBID Committee Structures review - Bavetta
  - D. Proposed Joint IVCBVB/NLTRA Boards meeting - Bavetta

**10:20 a.m.**

- 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.

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

**10:25 a.m.**

- 10. CEO and Staff Updates

**10:30 a.m.**

- 11. Directors Comments

**10:45 a.m.**

- 12. Meeting Review and Staff Direction

**10:50 a.m.**

- 13. Closed Session

**11:00 a.m.**

- 14. Adjournment

*This meeting is wheelchair accessible*

*Posted online at [nltra.org](http://nltra.org)*



# north lake tahoe

Chamber | CVB | Resort Association

## MEMORANDUM

Date: 01/05/2022

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta, Interim-CEO

RE: Resolution Proclaiming a Local Emergency and Authorizing Remote Teleconference Meeting

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### **Action(s) Requested:**

North Lake Tahoe Resort Association board approval of Resolution No. 2021.05 as **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 JANUARY 5, 2022 TO FEBRUARY 3, 2022 PURSUANT TO BROWN ACT PROVISIONS.**

### **Background:**

The NLTRA Board of Directors has been conducting virtual Board of Directors meetings since April 1, 2020 under the provisions of the Governor of California's Executive Order N-29-20 in response to the COVID -19 pandemic. That order expired on September 30, 2021. On September 16, 2021, the Governor signed into law AB 361 which amends the Brown Act to allow continued flexibility for conducting public meetings. A subsequent Executive Order N-15-21 gave AB361 an application date of October 1, 2021. The provisions of AB 361 regarding remote meetings can only be used in the event there is a Governor issued state of emergency that is active under the California Emergency Services Act that impacts our area. The Governor's state of emergency enacted on March 4, 2020 remains in effect.

Under AB 361 the board is required to vote and adopt a resolution finding that meeting in person during the state of emergency would pose imminent risk to the health and safety of attendees. That resolution is attached. This resolution would need to be renewed every 30 days should the board desire to hold another meeting under the modified remote meeting rules.

### **Fiscal Impact:**

None.

### **Attachments:**

Resolution 2021.05

**RESOLUTION NO. 2021.05**

**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 JANUARY 5, 2022 TO FEBRUARY 3, 2022 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) February 3, 2022, 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 5th day of January 2022 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, December 1, 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, Dan Tester, Jim Phelan, Dee Byrne, Kevin Mitchell, Melissa Siig, Sue Rae Ireland, Deirdra Walsh, Ray Villaman, Alyssa Reilly, Tom Turner, Stephanie Hoffman, and David Lockard. A quorum was established.

Advisory Committee members Jeff Cowen and Stephanie Holloway were also present.

**Board members absent**

Brett Williams and Colin Perry

**Staff Members in attendance**

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

**Others in attendance**

Included Ryan Marino, Jess Weaver, Katelynn Hopkins, Lindsay Romack, Nick Martin, Ron Parson and Aaron Nousaine

**2. Approval of Resolution 2021.04**

Motion to adopt Resolution 2021.04 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. SIIG/WILDEROTTER/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. TESTER/WILDEROTTER/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 Nov 3, 2021**

**B. NLTRA Financial Statements, Oct 31, 2021**

**C. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized [www.nltra.org](http://www.nltra.org)**

- Finance Committee Meeting Nov 22, 2021
- Tourism Development Committee Nov 23, 2021

• **In-Market Tourism Development Committee Nov 23, 2021**

**Motion to approve the Consent Calendar as presented. MITCHELL/WALSH/UNANIMOUS**

**6. Action Items**

**A. Review and Recommendation of CAP Project Funding [ACTION] – Bavetta/Phelan**

Bavetta described the CAP Committee’s process to make the recommendations on allocations of TOT funds. Ultimately, the Placer County Board of Supervisors takes action regarding the recommendations. CAP Committee Chair Phelan provided more detail on each request. Of the approximately \$4.9 million available, \$2.78 million was recommended for the projects presented.

Phelan, Committee member Ron Parson, and County representative Lindsay Romack answered questions clarifying the process and recommendations. During discussion, it was noted the applications need to have a connection to Tier 1 or 2 priorities in the Tourism Master Plan. Housing is not a recognized priority in the current TMP. However, the document is being revised and highest and best use of the funds will be considered.

Parson feels specific priority projects need to be identified and then proponents need to come forward to request funding, such as what happened with sidewalks in Tahoe City.

**Motion that the NLTRA Board accepts the CAP Committee recommendations as presented.**

**PHELAN/VILLAMAN/ Carried with abstention from Irelan**

**B. Appointment of NLTRA Finance Committee Members [ACTION] – Bavetta**

**Motion to appoint Jim Phelan, Kevin Mitchell, Dave Brown (CPA), and Ramona Cruz (CFO, TCPUD) to the NLTRA Finance Committee for 2022. HOFFMAN/WILDEROTTER/UNANIMOUS**

**C. Appointment of NLTRA Tourism Development Committee Members [ACTION] – Burke**

Burke explained the three “pools” of the TDC. Pool B terms expire the end of this year. Burke recommends reappointing Becky Moore and Wendy Hummer for another three year term. Incumbent Tyler Gaffney is not asking to be reappointed. A recommendation to fill the third seat will be presented to this Board in February. A brief discussion followed regarding the reporting process for this Committee.

**Motion to appoint Becky Moore and Wendy Hummer to the NLTRA Tourism Development Committee through December 2024. WILDEROTTER/TESTER/UNANIMOUS**

**D. Appointment of NLTRA Election Committee Members [ACTION] – Bavetta**

**Motion to appoint Stephanie Hoffman, Dave Wilderotter, and Judy Friedman to the NLTRA Election Committee. IRELAN/VILLAMAN/UNANIMOUS**

**E. Review and Approval of WinterWonderGrass 2022 Sponsorship [ACTION]- Biggers**

Biggers presented the request for a \$50,000 sponsorship of the 2022 WinterWonderGrass. The request is larger this year because of increased production costs. Additional information was included in today’s meeting packet, including proposed marketing and deliverables.

**Motion to approve a \$50,000 sponsorship for the 2022 WinterWonderGrass as presented.**

**WILDEROTTER/MITCHELL/Carried with abstention from Byrne**

**7. Informational Updates/Verbal Reports**

**A. Placer County Short Term Rental Study**

Holloway reminded the group of the reasons for the study and the key issues being considered, including the possible link between STRs and workforce housing, impacts to neighborhoods, and safety issues. Stakeholder meetings are being conducted and strategies other areas are using to mitigate impacts are being considered. Aaron Nousaine from BAE presented data being collected as economic impacts of STRs and trends are being analyzed.

Discussion followed clarifying the information presented today, how condo-hotels are being considered in the mix, and from what sources the data was collected.

Holloway described some of scenarios being presented at the December 14 Board of Supervisors meeting, including capping the number of permits issued and minimum night stay requirements. The December 14<sup>th</sup> meeting will be mainly for staff to get direction in order to present recommendations on revisions to the current STR Ordinance at the January BOS meeting.

#### **B. Placer County TOT Renewal Update**

This item was tabled to January.

#### **C. CEO Search Update**

Walsh reported the search has been narrowed to three candidates, who have been invited for personal interviews next week. Those candidates will also meet with stakeholders in the area. The Search Committee will then make a recommendation to the NLTRA Executive Committee. The process was clarified.

**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**

#### **9. CEO and Staff Updates**

Bavetta reported the County collected \$971,000 in first quarter TBID receipts, which is higher than anticipated. That said, Bavetta is not making any predictions of future receipts.

In response to a question last month about the status of the Art Center and Fire House, Holloway said the property will be a priority for the County in 2022 when the STR Ordinance updates are completed.

Burke is working on a roadmap to consider how events are evaluated as regards sustainability. Recommendations will go to the Tourism Development Committee in early 2022, then to the Board for consideration.

#### **10. Directors Comments**

Phelan reported a decision on the consultant for the Sustainable Recreation and Tourism effort should be made soon. He reminded the group NLTRA contributed \$20,000 to the study.

#### **11. Meeting Review and Staff Direction**

- Today's STR presentation will be posted on the NLTRA website.
- The TOT Renewal report will be presented next month.

#### **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: 12/30/21

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

From: DeWitt Van Siclen, Accounting Manager

RE: Report of Financial Results for November 30, 2021

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

- Cash balance on November 30, 2021 of \$2,702,000 was \$1,431,000 greater than prior year due primarily to an increase in Due To County of Placer balance of \$1,096,000 as well as a decrease in Receivables excluding TBID Assessments of \$251,000, a decrease in Prepaid Expenses of \$11,000, an increase in Accounts Payable of \$63,000, an increase in Unrestricted Net Assets of \$28,000, and increase in the Designated Marketing Reserve of \$7,000 offset by a decrease in Payroll Liabilities of \$67,000 and a decrease in Deferred Revenue – Member Dues of \$10,000. Additionally, Net income is greater than prior year by \$1,996,000 due primarily to an increase in Receivables from TBID Assessments of \$1,943,000
- Accounts Receivable (QB) balance of \$0 was down relative to last year by \$3,000.
- The Accounts Receivable – TOT balance of \$269,000 reflected County TOT funding invoices for November. The balance at this date last year was \$480,000.
- AR Other balance of \$6,000 was \$5,000 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 \$29,000, which reflects a decrease of \$57,000 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 \$30,000, which reflects an increase of \$4,000 from prior year.
- AR TBID balance of \$1,943,000 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 payment has not yet been received.
- Prepaid Expenses of \$16,000 decreased by \$11,000 from prior year.
- Accounts Payable of \$71,000 was \$39,000 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 \$84,000 were \$67,000 lower than prior year; primarily the result of reduced staffing as well as incentives in prior year that had not yet been distributed.

- Accrued expenses of \$26,000 were \$5,000 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 \$24,000 was down \$10,000 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 \$2,258,000 at November 30 reflected a \$1,996,000 increase from prior year positive results of \$263,000, and represents anticipated TBID revenues of \$1,943,000 YTD, Membership's net loss of \$4,000, and \$319,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
  - YTD Revenue from Placer TOT Funding of \$742,000 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 \$486,000 and were \$388,000 below budget largely due to a combination of reduced staffing and timing.
  - Total net results before overhead allocation of \$256,000 were better than budget by \$247,000.
- Operating Results YTD – Conference
  - TOT revenue of \$209,000 was on budget.
  - Expenses of \$82,000 before allocated overhead were below budget by \$79,000 primarily due to reduced staffing.
  - Net results of \$127,000 before overhead allocation were good to budget by \$79,000.
- Operating Results YTD – Visitor Center
  - Retail sales of \$54,000 were positive to budget by \$12,000. TOT revenue of \$197,000 was on budget.
  - Expenses before overhead allocation of \$140,000 were below budget by \$43,000 primarily due to staffing and timing.
  - Net income of \$111,000 before overhead allocation was \$55,000 positive to budget.
- Operating Results YTD – TMPI
  - TOT revenue of \$83,000 was on budget.
  - Expenditures of \$17,000 before overhead were \$48,000 good to budget primarily due to reduced staffing and timing offset by an unbudgeted professional fees expense.
  - Net results of \$66,000 before overhead allocation were positive to budget \$48,000.
- Operating Results YTD – TBID Assessment Revenue
  - Anticipated revenues YTD totaled \$1,943,000.
  - TBID assessments for the period of July – September 2021 totaled \$972,000.
- Operating Results YTD – Membership
  - Membership dues revenue of \$32,000 was \$1,000 good to budget, total other revenues of \$2,000 were bad to budget by \$2,000.
  - Expenses before overhead allocation of \$27,000 were good to budget by \$10,000.
  - Net income of \$7,000 before overhead allocations was good to budget by \$9,000.
  - Net loss of \$4,000 after overhead allocations was good to budget \$9,000.
- Operating Results YTD – Business Association Grant Funding
  - TOT Revenue of \$83,000 was on budget.
  - Expenses of \$83,000 was on budget.
  - Net results of \$0 was on budget.
- Operating Results YTD – TOT Housing & Transportation Allocation

- TOT Revenue of \$72,000 was on budget.
- Total expense of \$2,000 was below budget \$53,000 due primarily to staffing.
- Net results of \$69,000 before overhead was \$53,000 good to budget.
- Operating Results YTD – Administration
  - Total expenses of \$321,000 were \$13,000 below budget due primarily to unbudgeted expenses offset by staffing and timing.
- Membership cash position as of November 30, 2021
  - Membership activities YTD resulted in a net loss of \$3,945.
  - Deferred revenues of \$23,287 less receivables of \$29,217, plus the allowance for uncollectible receivables of \$9,523 resulted in the loss of cash in the amount of \$352.
  - The balance owed on paid invoices from TBID businesses increased cash by \$23,835.
  - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
  - Prior years' cumulative net results totaled \$17,781.
  - Net cash year-to-date was positive \$42,554.

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

- Cash balance at month end of \$325,000 was \$335,000 lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294,000, an increase in Prepaid Expenses of \$45,000, and a decrease in Accounts Payable of \$3,000 offset by a decrease in Receivables of \$8,000.
- 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 \$97,000 were \$45,000 greater than prior year.
- Accounts Payable of \$107,000 were \$3,000 less 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 \$124,000 was equal to prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$649,000 was on budget.
- Consumer Marketing expenditures of \$282,000 were \$101,000 below budget due to timing.
- Leisure Sales expenditures of \$7,000 were \$14,000 below budget due to a combination of cancelled events/activities and timing.
- Public Relations expenses of \$57,000 were \$42,000 below budget due to timing.
- Conference Sales expenditures of \$27,000 were \$6,000 below budget due to timing.
- Trade Show expenditures of \$7,000 were \$15,000 below budget due to anticipated trade shows and client events being cancelled.
- Committed & Administrative expenditures of \$71,000 were \$13,000 below budget due to timing.
- Website & Maintenance expenses of \$75,000 were \$3,000 over budget.
- Total Expenses of \$525,000 were \$188,000 below budget.
- Net Income of \$124,000 was good to budget by \$188,000.

**North Lake Tahoe Resort Association**

Preliminary

Financial Statements for the Period Ending

November 30, 2021

**North Lake Tahoe Resort Association**

**Balance Sheet**

As of November 30, 2021

Accrual Basis

	<u>Nov 30, 21</u>	<u>Nov 30, 20</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 21</u>
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1001-00 · Petty Cash	158	158	0	0%	158
1002-00 · Cash - Operations BOTW #8328	2,477,350	0	2,477,350	100%	1,965,992
1003-00 · Cash - Operations BOTW #6712	0	1,016,464	(1,016,464)	(100%)	(268,644)
1007-00 · Cash - Payroll BOTW #7421	24,050	4,065	19,985	492%	38,521
1008-00 · Marketing Reserve - Plumas	50,369	50,333	36	0%	50,356
1009-00 · Cash Flow Reserve - Plumas	101,018	100,902	116	0%	100,976
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	18,439	69,301	(50,862)	(73%)	39,803
10950 · Cash in Drawer	1,433	139	1,294	931%	139
<b>Total Checking/Savings</b>	<b>2,702,399</b>	<b>1,270,944</b>	<b>1,431,455</b>	<b>113%</b>	<b>1,956,883</b>
<b>Accounts Receivable</b>					
1200-00 · Quickbooks Accounts Receivable	0	2,500	(2,500)	(100%)	1,000
1290-00 · A/R - TOT	268,879	480,122	(211,243)	(44%)	432,499
<b>Total Accounts Receivable</b>	<b>268,879</b>	<b>482,622</b>	<b>(213,743)</b>	<b>(44%)</b>	<b>433,499</b>
<b>Other Current Assets</b>					
1200-99 · AR Other	6,203	1,420	4,783	337%	2,442
12000 · Undeposited Funds	18	0	18	100%	
<b>1201-00 · Member Accounts Receivable</b>					
1201-01 · Member AR - Member Dues	28,662	85,760	(57,098)	(67%)	17,025
1201-03 · Member AR - Other	555	1,550	(995)	(64%)	985
<b>Total 1201-00 · Member Accounts Receivable</b>	<b>29,217</b>	<b>87,310</b>	<b>(58,093)</b>	<b>(67%)</b>	<b>18,010</b>
1201-02 · Allowance for Doubtful Accounts	(9,523)	(24,987)	15,464	62%	(9,632)
<b>12100 · Inventory Asset</b>					
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	29,701	25,396	4,305	17%	26,867
<b>Total 12100 · Inventory Asset</b>	<b>29,719</b>	<b>25,414</b>	<b>4,305</b>	<b>17%</b>	<b>26,885</b>
1220-00 · AR TBID	1,943,011	0	1,943,011	100%	
1299 · Receivable from NLTMC	2,038	1,790	248	14%	5,932
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
<b>Total Other Current Assets</b>	<b>2,001,833</b>	<b>92,097</b>	<b>1,909,736</b>	<b>2,074%</b>	<b>44,787</b>
<b>Total Current Assets</b>	<b>4,973,111</b>	<b>1,845,663</b>	<b>3,127,448</b>	<b>169%</b>	<b>2,435,169</b>
<b>Fixed Assets</b>					
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	(3,986)	(2,041)	(1,945)	(95%)	(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)
<b>Total Fixed Assets</b>	<b>7,027</b>	<b>5,633</b>	<b>1,394</b>	<b>25%</b>	<b>7,791</b>
<b>Other Assets</b>					
<b>1400-00 · Prepaid Expenses</b>					
1410-00 · Prepaid Insurance	6,434	14,723	(8,289)	(56%)	2,689

North Lake Tahoe Resort Association

Balance Sheet

As of November 30, 2021

Accrual Basis

	Nov 30, 21	Nov 30, 20	\$ Change	% Change	Jun 30, 21
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	9,201	11,429	(2,228)	(19%)	6,500
<b>Total 1400-00 · Prepaid Expenses</b>	<b>15,735</b>	<b>26,252</b>	<b>(10,517)</b>	<b>(40%)</b>	<b>9,289</b>
Total Other Assets	15,735	26,252	(10,517)	(40%)	9,289
<b>TOTAL ASSETS</b>	<b>4,995,873</b>	<b>1,877,548</b>	<b>3,118,325</b>	<b>166%</b>	<b>2,452,249</b>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
2000-00 · Accounts Payable	71,225	32,204	39,021	121%	69,892
<b>Total Accounts Payable</b>	<b>71,225</b>	<b>32,204</b>	<b>39,021</b>	<b>121%</b>	<b>69,892</b>
<b>Other Current Liabilities</b>					
2000-01 · Accounts Payable - Other	23,835	0	23,835	100%	22,140
<b>21000 · Salaries/Wages/Payroll Liabilit</b>					
2100-00 · Salaries / Wages Payable	13,122	23,603	(10,481)	(44%)	41,223
2101-00 · Incentive Payable	15,329	53,328	(37,999)	(71%)	44,055
2102-00 · Commissions Payable	0	3,500	(3,500)	(100%)	0
2120-00 · Empl. Federal Tax Payable	5,806	10,478	(4,672)	(45%)	3,379
2175-00 · 401 (k) Plan	3,569	5,342	(1,773)	(33%)	1,218
2180-00 · Estimated PTO Liability	45,948	54,845	(8,897)	(16%)	62,280
<b>Total 21000 · Salaries/Wages/Payroll Liabilit</b>	<b>83,774</b>	<b>151,096</b>	<b>(67,322)</b>	<b>(45%)</b>	<b>152,155</b>
<b>2190-00 · Sales and Use Tax Payable</b>					
2195-00 · Use Tax Payable	0	551	(551)	(100%)	
25500 · *Sales Tax Payable	1,571	1,797	(226)	(13%)	1,418
2190-00 · Sales and Use Tax Payable - Other	0	(496)	496	100%	2,877
<b>Total 2190-00 · Sales and Use Tax Payable</b>	<b>1,571</b>	<b>1,852</b>	<b>(281)</b>	<b>(15%)</b>	<b>4,295</b>
<b>2250-00 · Accrued Expenses</b>					
					200,350
2250-01 · Business Association Grant	3,333	0	3,333	100%	
2250-00 · Accrued Expenses - Other	22,500	20,507	1,993	10%	
<b>Total 2250-00 · Accrued Expenses</b>	<b>25,833</b>	<b>20,507</b>	<b>5,326</b>	<b>26%</b>	
2400-60 · Deferred Revenue- Member Dues	23,287	33,024	(9,737)	(29%)	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
<b>Total Other Current Liabilities</b>	<b>2,165,698</b>	<b>1,118,013</b>	<b>1,047,685</b>	<b>94%</b>	<b>1,881,860</b>
<b>Total Current Liabilities</b>	<b>2,236,923</b>	<b>1,150,217</b>	<b>1,086,706</b>	<b>94%</b>	<b>1,951,752</b>
<b>Total Liabilities</b>	<b>2,236,923</b>	<b>1,150,217</b>	<b>1,086,706</b>	<b>94%</b>	<b>1,951,752</b>
<b>Equity</b>					
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	2,258,453	262,619	1,995,834	760%	28,518
<b>Total Equity</b>	<b>2,758,947</b>	<b>727,330</b>	<b>2,031,617</b>	<b>279%</b>	<b>500,495</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>4,995,870</b>	<b>1,877,547</b>	<b>3,118,323</b>	<b>166%</b>	<b>2,452,247</b>

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

Accrual Basis

All Departments

	Nov 21	Budget	\$ Over Bu...	Jul - Nov 21	YTD Budget	\$ Over Bu...	Annual Bu...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	268,879	268,879	0	1,386,038	1,527,288	(141,250)	3,395,286
4100-00 · TBID Assessment Revenue	469,712	469,712	(0)	1,943,011	1,530,775	412,235	4,689,362
4200-00 · Membership Dues Revenue	6,547	6,250	297	32,483	31,250	1,233	56,250
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	1,500	(1,500)	0	1,500	(1,500)	4,500
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	250	(250)	0	500	(500)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	400	(400)	1,200
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>0</b>	<b>450</b>	<b>(450)</b>	<b>0</b>	<b>900</b>	<b>(900)</b>	<b>3,550</b>
4250-00 · Revenues-Membership Activities - Other	150	0	150	1,570	0	1,570	0
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>150</b>	<b>1,950</b>	<b>(1,800)</b>	<b>1,570</b>	<b>3,900</b>	<b>(2,330)</b>	<b>9,550</b>
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	204	0	204	478	0	478	0
46000 · Merchandise Sales - Other	8,954	6,000	2,954	53,472	41,500	11,972	59,500
<b>Total 46000 · Merchandise Sales</b>	<b>9,158</b>	<b>6,000</b>	<b>3,158</b>	<b>53,950</b>	<b>41,500</b>	<b>12,450</b>	<b>59,500</b>
<b>Total Income</b>	<b>754,446</b>	<b>752,791</b>	<b>1,655</b>	<b>3,417,052</b>	<b>3,134,714</b>	<b>282,338</b>	<b>8,210,947</b>
<b>Gross Profit</b>	<b>754,446</b>	<b>752,791</b>	<b>1,655</b>	<b>3,417,052</b>	<b>3,134,714</b>	<b>282,338</b>	<b>8,210,947</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	2,909	10,695	(7,787)	23,572	53,476	(29,904)	98,560
5030-00 · P/R - Health Insurance Expense	11,420	13,890	(2,469)	32,659	69,448	(36,789)	128,597
5040-00 · P/R - Workmans Comp	40	1,131	(1,091)	3,694	5,657	(1,963)	10,260
5060-00 · 401 (k)	1,344	3,834	(2,490)	8,470	19,170	(10,701)	35,428
5070-00 · Other Benefits and Expenses	106	646	(540)	1,625	3,231	(1,606)	5,993
5000-00 · Salaries & Wages - Other	41,008	108,002	(66,995)	331,910	540,011	(208,101)	995,051
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>56,827</b>	<b>138,199</b>	<b>(81,372)</b>	<b>401,930</b>	<b>690,993</b>	<b>(289,063)</b>	<b>1,273,889</b>
5100-00 · Rent							
5110-00 · Utilities	2,100	1,113	988	6,123	5,563	561	10,088
5140-00 · Repairs & Maintenance	0	1,104	(1,104)	180	5,521	(5,341)	9,983
5150-00 · Office - Cleaning	1,375	929	446	3,925	4,646	(721)	8,483
5100-00 · Rent - Other	13,698	14,391	(693)	68,523	71,954	(3,432)	130,642
<b>Total 5100-00 · Rent</b>	<b>17,173</b>	<b>17,537</b>	<b>(363)</b>	<b>78,751</b>	<b>87,683</b>	<b>(8,932)</b>	<b>159,197</b>
5310-00 · Telephone							
5320-00 · Telephone	2,942	2,973	(32)	13,010	14,867	(1,857)	27,002
<b>Total 5310-00 · Telephone</b>	<b>2,942</b>	<b>2,973</b>	<b>(32)</b>	<b>13,010</b>	<b>14,867</b>	<b>(1,857)</b>	<b>27,002</b>
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	21	(21)	50
5480-00 · Mail - Fed Ex	0	4	(4)	233	21	213	50
5420-00 · Mail - USPS - Other	23	127	(103)	223	633	(410)	1,140
<b>Total 5420-00 · Mail - USPS</b>	<b>23</b>	<b>135</b>	<b>(112)</b>	<b>457</b>	<b>675</b>	<b>(218)</b>	<b>1,240</b>
5510-00 · Insurance/Bonding	3,162	1,250	1,912	6,678	6,250	428	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	492	(492)	135	7,458	(7,324)	9,425
5520-00 · Supplies - Other	1,239	1,779	(540)	5,310	13,896	(8,586)	22,263
<b>Total 5520-00 · Supplies</b>	<b>1,239</b>	<b>2,271</b>	<b>(1,032)</b>	<b>5,445</b>	<b>21,354</b>	<b>(15,909)</b>	<b>31,688</b>
5610-00 · Depreciation	153	153	0	764	764	0	1,375
5700-00 · Equipment Support & Maintenance	238	2,933	(2,695)	1,004	14,667	(13,663)	26,400
5710-00 · Taxes, Licenses & Fees	1,481	1,308	173	7,473	6,542	931	11,832
5740-00 · Equipment Rental/Leasing	2,977	435	2,542	6,909	2,177	4,732	4,116
5800-00 · Training Seminars	649	500	149	649	2,500	(1,851)	4,500
5850-00 · Artist of Month - Commissions	153	167	(14)	980	833	147	1,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	750	(750)	6,125	8,750	(2,625)	11,750
5920-00 · Professional Fees - Accountant	0	2,000	(2,000)	19,345	26,000	(6,655)	26,000
5921-00 · Professional Fees - Other	8,520	1,792	6,728	40,637	8,958	31,679	18,625
<b>Total 5900-00 · Professional Fees</b>	<b>8,520</b>	<b>4,542</b>	<b>3,978</b>	<b>66,107</b>	<b>43,708</b>	<b>22,399</b>	<b>56,375</b>
5941-00 · Research & Planning	0	1,250	(1,250)	0	6,250	(6,250)	11,250
6020-00 · Programs							

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

Accrual Basis

All Departments

	Nov 21	Budget	\$ Over Bu...	Jul - Nov 21	YTD Budget	\$ Over Bu...	Annual Bu...
6016-00 · Special Event Partnership	220	0	220	220	0	220	50,000
6018-00 · Business Assoc. Grants	0	20,000	(20,000)	10,000	20,000	(10,000)	20,000
<b>Total 6020-00 · Programs</b>	<b>220</b>	<b>20,000</b>	<b>(19,780)</b>	<b>10,220</b>	<b>20,000</b>	<b>(9,780)</b>	<b>70,000</b>
<b>6420-00 · Events</b>							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	0	0	0	0	0	30,000
6421-04 · Broken Arrow Skyrace	0	0	0	5,000	400	4,600	25,400
6421-06 · Spartan	0	175,000	(175,000)	0	179,400	(179,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0	0	0	0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	0	25,000	(25,000)	25,400
6421-17 · Enduro	0	0	0	0	0	0	80,000
6421-18 · Sponsorships - Other	0	0	0	0	15,400	(15,400)	62,800
<b>Total 6420-01 · Sponsorships</b>	<b>0</b>	<b>175,000</b>	<b>(175,000)</b>	<b>5,000</b>	<b>228,200</b>	<b>(223,200)</b>	<b>411,000</b>
6421-00 · New Event Development	0	0	0	0	68,050	(68,050)	102,075
6424-00 · Event Operation Expenses	63	0	63	289	0	289	1,500
<b>Total 6420-00 · Events</b>	<b>63</b>	<b>175,000</b>	<b>(174,937)</b>	<b>5,289</b>	<b>296,250</b>	<b>(290,961)</b>	<b>514,575</b>
<b>6423-00 · Membership Activities</b>							
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	188	(188)	(500)	375	(875)	1,763
6442-00 · Public Relations/Website/Digita	2,157	500	1,657	3,995	2,500	1,495	4,500
6444-00 · Trades	0	0	0	295	0	295	0
6423-00 · Membership Activities - Other	0	417	(417)	403	2,083	(1,680)	3,750
<b>Total 6423-00 · Membership Activities</b>	<b>2,157</b>	<b>1,104</b>	<b>1,053</b>	<b>4,193</b>	<b>5,458</b>	<b>(1,265)</b>	<b>10,513</b>
6730-00 · Marketing Cooperative/Media	65,226	65,226	0	356,435	356,435	0	871,278
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	8,333	(8,333)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	11,215	6,000	5,215	26,951	30,000	(3,049)	54,000
<b>6743-00 · BACC Marketing Programs</b>							
6743-01 · Year Round Shopping Campaign	2,500	2,000	500	2,500	6,000	(3,500)	14,000
6743-03 · Winter Lakeside Campaign	2,500	3,600	(1,100)	2,500	7,200	(4,700)	20,000
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>5,000</b>	<b>5,600</b>	<b>(600)</b>	<b>5,000</b>	<b>13,200</b>	<b>(8,200)</b>	<b>34,000</b>
<b>6750-00 · Business Association Grant</b>							
6750-01 · Business Assn Grant - NTBA	8,333	8,333	0	41,667	41,667	(0)	100,000
6750-02 · Business Assn Grant - TCDA	8,333	8,333	0	41,667	41,667	(0)	100,000
<b>Total 6750-00 · Business Association Grant</b>	<b>16,667</b>	<b>16,667</b>	<b>0</b>	<b>83,333</b>	<b>83,333</b>	<b>(0)</b>	<b>200,000</b>
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	8,333	(8,333)	15,000
<b>8100-00 · Cost of Goods Sold</b>							
51100 · Freight and Shipping Costs	130	125	5	978	625	353	1,125
59900 · POS Inventory Adjustments	(3)	0	(3)	110	0	110	0
8100-01 · CGS - Other	0	0	0	10	0	10	0
8100-00 · Cost of Goods Sold - Other	4,574	3,000	1,574	27,146	20,750	6,396	29,750
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>4,701</b>	<b>3,125</b>	<b>1,576</b>	<b>28,243</b>	<b>21,375</b>	<b>6,868</b>	<b>30,875</b>
8200-00 · Associate Relations	0	195	(195)	454	975	(521)	1,770
8300-00 · Board Functions	570	583	(13)	32,113	2,917	29,197	5,250
8500-00 · Credit Card Fees	257	332	(75)	1,576	2,201	(624)	3,247
8600-00 · Additional Opportunites	650	5,833	(5,183)	8,275	29,167	(20,892)	55,000
8700-00 · Automobile Expenses	0	542	(542)	379	2,708	(2,330)	5,025
8750-00 · Meals/Meetings	0	642	(642)	111	3,208	(3,098)	6,088
8810-00 · Dues & Subscriptions	737	1,275	(538)	4,999	6,375	(1,376)	11,500
8910-00 · Travel	0	417	(417)	303	2,083	(1,780)	3,750
8920-00 · Bad Debt	0	0	0	624	0	624	0
<b>Total Expense</b>	<b>203,001</b>	<b>479,526</b>	<b>(276,526)</b>	<b>1,158,654</b>	<b>1,791,615</b>	<b>(632,961)</b>	<b>3,528,482</b>
<b>Net Ordinary Income</b>	<b>551,445</b>	<b>273,265</b>	<b>278,181</b>	<b>2,258,398</b>	<b>1,343,099</b>	<b>915,300</b>	<b>4,682,465</b>
<b>Other Income/Expense</b>							
Other Income							
4700-00 · Revenues- Interest & Investment	11	0	11	55	0	55	0
<b>Total Other Income</b>	<b>11</b>	<b>0</b>	<b>11</b>	<b>55</b>	<b>0</b>	<b>55</b>	<b>0</b>
Other Expense							
8990-00 · Allocated	0	0	(0)	0	0	(0)	9,744
<b>Total Other Expense</b>	<b>0</b>	<b>0</b>	<b>(0)</b>	<b>0</b>	<b>0</b>	<b>(0)</b>	<b>9,744</b>



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

Accrual Basis

All Departments

	<u>Nov 21</u>	<u>Budget</u>	<u>\$ Over Bu...</u>	<u>Jul - Nov 21</u>	<u>YTD Budget</u>	<u>\$ Over Bu...</u>	<u>Annual Bu...</u>
Net Other Income	11	(0)	11	55	(0)	55	(9,744)
Net Income	<u>551,456</u>	<u>273,264</u>	<u>278,191</u>	<u>2,258,453</u>	<u>1,343,099</u>	<u>915,355</u>	<u>4,672,721</u>

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

Accrual Basis

	Jul - Nov 21	Jul - Nov 20	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4050-00 · County of Placer TOT Funding	1,386,038	1,201,425	184,614	15%
4100-00 · TBID Assessment Revenue	1,943,011	0	1,943,011	100%
4200-00 · Membership Dues Revenue	32,483	56,660	(24,177)	(43)%
4250-00 · Revenues-Membership Activities	1,570	2,255	(685)	(30)%
4253-00 · Revenue- Other	0	1,525	(1,525)	(100)%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	478	1,255	(777)	(62)%
4504-00 · Retail Revenue - Other	0	560	(560)	(100)%
46000 · Merchandise Sales - Other	53,472	52,513	959	2%
<b>Total 46000 · Merchandise Sales</b>	<b>53,950</b>	<b>54,328</b>	<b>(378)</b>	<b>(1)%</b>
<b>Total Income</b>	<b>3,417,052</b>	<b>1,316,192</b>	<b>2,100,860</b>	<b>160%</b>
<b>Gross Profit</b>	<b>3,417,052</b>	<b>1,316,192</b>	<b>2,100,860</b>	<b>160%</b>
<b>Expense</b>				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	0	2,106	(2,106)	(100)%
5020-00 · P/R - Tax Expense	23,572	27,709	(4,137)	(15)%
5030-00 · P/R - Health Insurance Expense	32,659	49,542	(16,883)	(34)%
5040-00 · P/R - Workmans Comp	3,694	2,924	770	26%
5060-00 · 401 (k)	8,470	7,517	952	13%
5070-00 · Other Benefits and Expenses	1,625	1,964	(339)	(17)%
5000-00 · Salaries & Wages - Other	331,910	415,059	(83,150)	(20)%
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>401,930</b>	<b>506,822</b>	<b>(104,892)</b>	<b>(21)%</b>
5100-00 · Rent				
5110-00 · Utilities	6,123	4,007	2,117	53%
5140-00 · Repairs & Maintenance	180	750	(570)	(76)%
5150-00 · Office - Cleaning	3,925	2,750	1,175	43%
5100-00 · Rent - Other	68,523	66,912	1,611	2%
<b>Total 5100-00 · Rent</b>	<b>78,751</b>	<b>74,419</b>	<b>4,332</b>	<b>6%</b>
5310-00 · Telephone				
5320-00 · Telephone	13,010	11,469	1,541	13%
<b>Total 5310-00 · Telephone</b>	<b>13,010</b>	<b>11,469</b>	<b>1,541</b>	<b>13%</b>
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	233	0	233	100%
5420-00 · Mail - USPS - Other	223	431	(208)	(48)%
<b>Total 5420-00 · Mail - USPS</b>	<b>457</b>	<b>431</b>	<b>26</b>	<b>6%</b>
5510-00 · Insurance/Bonding	6,678	4,583	2,095	46%
5520-00 · Supplies				
5525-00 · Supplies- Computer	135	1,610	(1,475)	(92)%
5520-00 · Supplies - Other	5,310	6,018	(708)	(12)%
<b>Total 5520-00 · Supplies</b>	<b>5,445</b>	<b>7,629</b>	<b>(2,184)</b>	<b>(29)%</b>
5610-00 · Depreciation	764	194	570	293%
5700-00 · Equipment Support & Maintenance	1,004	14,035	(13,031)	(93)%
5710-00 · Taxes, Licenses & Fees	7,473	4,107	3,366	82%
5740-00 · Equipment Rental/Leasing	6,909	2,173	4,736	218%
5800-00 · Training Seminars	649	66	583	882%
5850-00 · Artist of Month - Commissions	980	918	62	7%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	6,125	1,380	4,745	344%
5920-00 · Professional Fees - Accountant	19,345	17,000	2,345	14%
5921-00 · Professional Fees - Other	40,637	24,960	15,677	63%
<b>Total 5900-00 · Professional Fees</b>	<b>66,107</b>	<b>43,340</b>	<b>22,767</b>	<b>53%</b>

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

Accrual Basis

	Jul - Nov 21	Jul - Nov 20	\$ Change	% Change
<b>6020-00 · Programs</b>				
6016-00 · Special Event Partnership	220	131	90	69%
6018-00 · Business Assoc. Grants	10,000	0	10,000	100%
<b>Total 6020-00 · Programs</b>	<b>10,220</b>	<b>131</b>	<b>10,090</b>	<b>7,721%</b>
<b>6420-00 · Events</b>				
6420-01 · Sponsorships				
6421-04 · Broken Arrow Skyrace	5,000	0	5,000	100%
<b>Total 6420-01 · Sponsorships</b>	<b>5,000</b>	<b>0</b>	<b>5,000</b>	<b>100%</b>
6421-00 · New Event Development	0	4,000	(4,000)	(100)%
6424-00 · Event Operation Expenses	289	0	289	100%
<b>Total 6420-00 · Events</b>	<b>5,289</b>	<b>4,000</b>	<b>1,289</b>	<b>32%</b>
<b>6423-00 · Membership Activities</b>				
6434-00 · Community Awards Dinner	0	295	(295)	(100)%
6437-00 · Tuesday Morning Breakfast Club	(500)	0	(500)	(100)%
6442-00 · Public Relations/Website/Digita	3,995	3,154	841	27%
6444-00 · Trades	295	0	295	100%
6423-00 · Membership Activities - Other	403	915	(512)	(56)%
<b>Total 6423-00 · Membership Activities</b>	<b>4,193</b>	<b>4,364</b>	<b>(171)</b>	<b>(4)%</b>
6730-00 · Marketing Cooperative/Media	356,435	263,148	93,287	36%
6742-00 · Non-NLT Co-Op Marketing Program	26,951	1,652	25,299	1,532%
<b>6743-00 · BACC Marketing Programs</b>				
6743-01 · Year Round Shopping Campaign	2,500	0	2,500	100%
6743-03 · Winter Lakeside Campaign	2,500	0	2,500	100%
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>5,000</b>	<b>0</b>	<b>5,000</b>	<b>100%</b>
<b>6750-00 · Business Association Grant</b>				
6750-01 · Business Assn Grant - NTBA	41,667	0	41,667	100%
6750-02 · Business Assn Grant - TCDA	41,667	0	41,667	100%
<b>Total 6750-00 · Business Association Grant</b>	<b>83,333</b>	<b>0</b>	<b>83,333</b>	<b>100%</b>
7500-00 · Trade Shows/Travel	0	395	(395)	(100)%
<b>8100-00 · Cost of Goods Sold</b>				
51100 · Freight and Shipping Costs	978	997	(19)	(2)%
59900 · POS Inventory Adjustments	110	478	(368)	(77)%
8100-01 · CGS - Other	10	58,178	(58,168)	(100)%
8100-00 · Cost of Goods Sold - Other	27,146	27,796	(650)	(2)%
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>28,243</b>	<b>87,449</b>	<b>(59,206)</b>	<b>(68)%</b>
8200-00 · Associate Relations	454	1,260	(806)	(64)%
8300-00 · Board Functions	32,113	1,914	30,199	1,578%
8500-00 · Credit Card Fees	1,576	2,238	(662)	(30)%
8600-00 · Additional Opportunites	8,275	11,760	(3,485)	(30)%
8700-00 · Automobile Expenses	379	1,289	(910)	(71)%
8750-00 · Meals/Meetings	111	247	(136)	(55)%
8810-00 · Dues & Subscriptions	4,999	3,342	1,658	50%
8910-00 · Travel	303	0	303	100%
8920-00 · Bad Debt	624	285	339	119%
<b>Total Expense</b>	<b>1,158,654</b>	<b>1,053,657</b>	<b>104,997</b>	<b>10%</b>
<b>Net Ordinary Income</b>	<b>2,258,398</b>	<b>262,535</b>	<b>1,995,863</b>	<b>760%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
4700-00 · Revenues- Interest & Investment	55	84	(29)	(34)%
<b>Total Other Income</b>	<b>55</b>	<b>84</b>	<b>(29)</b>	<b>(34)%</b>
<b>Other Expense</b>				

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

Accrual Basis

	Jul - Nov 21	Jul - Nov 20	\$ Change	% Change
Balancing Adjustments	0	0	0	0%
8990-00 - Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	55	84	(29)	(34)%
Net Income	<u>2,258,453</u>	<u>262,619</u>	<u>1,995,835</u>	<u>760%</u>

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

### 11 - Marketing

Accrual Basis

	Nov 21	Budget	\$ Over Budget	Jul - Nov 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 - County of Placer TOT Funding	141,891	141,891	0	742,322	883,572	(141,250)	2,188,080
<b>Total Income</b>	<b>141,891</b>	<b>141,891</b>	<b>0</b>	<b>742,322</b>	<b>883,572</b>	<b>(141,250)</b>	<b>2,188,080</b>
<b>Gross Profit</b>	<b>141,891</b>	<b>141,891</b>	<b>0</b>	<b>742,322</b>	<b>883,572</b>	<b>(141,250)</b>	<b>2,188,080</b>
<b>Expense</b>							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	681	2,393	(1,712)	5,100	11,964	(6,863)	21,534
5030-00 - P/R - Health Insurance Expense	995	4,120	(3,125)	10,537	20,600	(10,063)	37,080
5040-00 - P/R - Workmans Comp	(17)	129	(146)	834	644	(10)	1,169
5060-00 - 401 (k)	401	957	(556)	2,805	4,785	(1,980)	8,614
5070-00 - Other Benefits and Expenses	50	121	(72)	692	606	386	1,092
5000-00 - Salaries & Wages - Other	12,977	23,927	(10,950)	80,335	119,635	(39,300)	215,344
<b>Total 5000-00 - Salaries &amp; Wages</b>	<b>15,087</b>	<b>31,647</b>	<b>(16,560)</b>	<b>100,403</b>	<b>158,235</b>	<b>(57,831)</b>	<b>284,822</b>
5100-00 - Rent							
5110-00 - Utilities	282	125	157	868	625	243	1,125
5140-00 - Repairs & Maintenance	0	75	(75)	0	375	(375)	675
5150-00 - Office - Cleaning	363	188	175	975	938	38	1,688
5100-00 - Rent - Other	1,858	2,083	(226)	9,289	10,417	(1,128)	18,750
<b>Total 5100-00 - Rent</b>	<b>2,502</b>	<b>2,471</b>	<b>31</b>	<b>11,132</b>	<b>12,354</b>	<b>(1,222)</b>	<b>22,237</b>
5310-00 - Telephone							
5320-00 - Telephone	591	578	13	2,733	2,892	(159)	5,205
<b>Total 5310-00 - Telephone</b>	<b>591</b>	<b>578</b>	<b>13</b>	<b>2,733</b>	<b>2,892</b>	<b>(159)</b>	<b>5,205</b>
5420-00 - Mail - USPS							
5480-00 - Mail - Fed Ex	0			85			
5420-00 - Mail - USPS - Other	0	0	0	53	0	53	0
<b>Total 5420-00 - Mail - USPS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>137</b>	<b>0</b>	<b>137</b>	<b>0</b>
5510-00 - Insurance/Bonding	0			87			
5520-00 - Supplies							
5525-00 - Supplies - Computer	0	417	(417)	40	2,083	(2,044)	3,750
5520-00 - Supplies - Other	103	0	103	390	0	390	0
<b>Total 5520-00 - Supplies</b>	<b>103</b>	<b>417</b>	<b>(314)</b>	<b>430</b>	<b>2,083</b>	<b>(1,654)</b>	<b>3,750</b>
5700-00 - Equipment Support & Maintenance	0	13	(13)	0	63	(63)	113
5710-00 - Taxes, Licenses & Fees	0	13	(13)	48	63	(15)	113
5740-00 - Equipment Rental/Leasing	0	83	(83)	378	417	(39)	750
5800-00 - Training Seminars	649	0	649	649	0	649	0
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	0	125	(125)	0	625	(625)	1,125
5921-00 - Professional Fees - Other	0	125	(125)	0	625	(625)	1,125
<b>Total 5900-00 - Professional Fees</b>	<b>0</b>	<b>250</b>	<b>(250)</b>	<b>0</b>	<b>1,250</b>	<b>(1,250)</b>	<b>2,250</b>
6020-00 - Programs							
6016-00 - Special Event Partnership	220	0	220	220	0	220	50,000
6018-00 - Business Assoc. Grants	0	20,000	(20,000)	10,000	20,000	(10,000)	20,000
<b>Total 6020-00 - Programs</b>	<b>220</b>	<b>20,000</b>	<b>(19,780)</b>	<b>10,220</b>	<b>20,000</b>	<b>(9,780)</b>	<b>70,000</b>
6420-00 - Events							
6420-01 - Sponsorships							
6421-01 - 4th of July Fireworks	0	0	0	0	0	0	30,000
6421-04 - Broken Arrow Skyrace	0	0	0	5,000	400	4,600	25,400
6421-06 - Spartan	0	175,000	(175,000)	0	179,400	(179,400)	179,400
6421-07 - Tahoe Lacrosse Tournament	0	0	0	0	8,000	(8,000)	8,000
6421-10 - WinterWonderGrass - Tahoe	0	0	0	0	25,000	(25,000)	25,400
6421-17 - Enduro	0	0	0	0	0	0	80,000
6421-18 - Sponsorships - Other	0	0	0	0	15,400	(15,400)	62,800
<b>Total 6420-01 - Sponsorships</b>	<b>0</b>	<b>175,000</b>	<b>(175,000)</b>	<b>5,000</b>	<b>228,200</b>	<b>(223,200)</b>	<b>411,000</b>
6421-00 - New Event Development	0	0	0	0	68,050	(68,050)	102,075
6424-00 - Event Operation Expenses	63	0	63	289	0	289	1,500
<b>Total 6420-00 - Events</b>	<b>63</b>	<b>175,000</b>	<b>(174,937)</b>	<b>5,289</b>	<b>296,250</b>	<b>(290,961)</b>	<b>514,575</b>
6730-00 - Marketing Cooperative/Media	57,487	57,487	0	317,741	317,741	0	801,630
6742-00 - Non-NLT Co-Op Marketing Program	11,015	5,000	6,015	25,951	25,000	951	45,000
6743-00 - BACC Marketing Programs							
6743-01 - Year Round Shopping Campaign	2,500	2,000	500	2,500	6,000	(3,500)	14,000
6743-03 - Winter Lakeside Campaign	2,500	3,600	(1,100)	2,500	7,200	(4,700)	20,000
<b>Total 6743-00 - BACC Marketing Programs</b>	<b>5,000</b>	<b>5,600</b>	<b>(600)</b>	<b>5,000</b>	<b>13,200</b>	<b>(8,200)</b>	<b>34,000</b>
8200-00 - Associate Relations	0	21	(21)	41	104	(63)	187
8600-00 - Additional Opportunities	0	4,167	(4,167)	5,025	20,833	(15,808)	37,500
8700-00 - Automobile Expenses	0	125	(125)	181	625	(444)	1,125
8750-00 - Meals/Meetings	0	42	(42)	0	208	(208)	375
8810-00 - Dues & Subscriptions	45	83	(38)	174	417	(242)	750
8910-00 - Travel	0	417	(417)	303	2,083	(1,780)	3,750

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

Accrual Basis

	Nov 21	Budget	\$ Over Budget	Jul - Nov 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Total Expense</b>	92,783	303,413	(210,650)	485,922	873,818	(387,896)	1,828,132
<b>Net Ordinary Income</b>	49,128	(161,522)	210,650	256,400	9,755	246,646	359,948
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 - Revenues- Interest & Investment	11	0	11	55	0	55	0
<b>Total Other Income</b>	11	0	11	55	0	55	0
<b>Other Expense</b>							
8990-00 - Allocated	27,519	33,478	(5,959)	206,918	184,755	22,163	359,948
<b>Total Other Expense</b>	27,519	33,478	(5,959)	206,918	184,755	22,163	359,948
<b>Net Other Income</b>	(27,508)	(33,478)	5,970	(206,863)	(184,755)	(22,108)	(359,948)
<b>Net Income</b>	21,620	(195,000)	216,620	49,537	(175,000)	224,537	0

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

Accrual Basis

30 - Conference

	Nov 21	Budget	\$ Over Bud...	Jul - Nov 21	YTD Budget	\$ Over Bud...	Annual Bud...
<b>Ordinary Income/Expense</b>							
Income							
4050-00 · County of Placer TOT Funding	41,970	41,970	0	208,685	208,685	0	360,285
<b>Total Income</b>	<b>41,970</b>	<b>41,970</b>	<b>0</b>	<b>208,685</b>	<b>208,685</b>	<b>0</b>	<b>360,285</b>
<b>Gross Profit</b>	<b>41,970</b>	<b>41,970</b>	<b>0</b>	<b>208,685</b>	<b>208,685</b>	<b>0</b>	<b>360,285</b>
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	179	1,747	(1,569)	1,867	8,737	(6,871)	15,727
5030-00 · P/R - Health Insurance Expense	1,341	2,103	(762)	3,147	10,515	(7,368)	18,926
5040-00 · P/R - Workmans Comp	(7)	167	(173)	247	833	(586)	1,500
5060-00 · 401 (k)	81	417	(336)	997	2,083	(1,086)	3,750
5070-00 · Other Benefits and Expenses	16	75	(59)	79	375	(296)	675
5000-00 · Salaries & Wages - Other	2,025	17,474	(15,450)	26,901	87,371	(60,471)	157,268
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>3,635</b>	<b>21,983</b>	<b>(18,348)</b>	<b>33,238</b>	<b>109,915</b>	<b>(76,676)</b>	<b>197,846</b>
5100-00 · Rent							
5110-00 · Utilities	194	83	111	602	417	186	750
5140-00 · Repairs & Maintenance	0	63	(63)	0	313	(313)	563
5150-00 · Office - Cleaning	250	125	125	673	625	48	1,125
5100-00 · Rent - Other	1,186	1,333	(148)	5,929	6,667	(738)	12,000
<b>Total 5100-00 · Rent</b>	<b>1,630</b>	<b>1,604</b>	<b>26</b>	<b>7,204</b>	<b>8,021</b>	<b>(817)</b>	<b>14,437</b>
5310-00 · Telephone							
5320-00 · Telephone	367	417	(49)	1,727	2,083	(356)	3,750
<b>Total 5310-00 · Telephone</b>	<b>367</b>	<b>417</b>	<b>(49)</b>	<b>1,727</b>	<b>2,083</b>	<b>(356)</b>	<b>3,750</b>
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			137			
5420-00 · Mail - USPS - Other	0	17	(17)	36	83	(47)	150
<b>Total 5420-00 · Mail - USPS</b>	<b>0</b>	<b>17</b>	<b>(17)</b>	<b>173</b>	<b>83</b>	<b>90</b>	<b>150</b>
5510-00 · Insurance/Bonding	0			60			
5520-00 · Supplies	28	113	(85)	226	563	(336)	1,013
5710-00 · Taxes, Licenses & Fees	0	8	(8)	53	42	11	75
5740-00 · Equipment Rental/Leasing	0	63	(63)	262	313	(51)	563
5800-00 · Training Seminars	0	83	(83)	0	417	(417)	750
6730-00 · Marketing Cooperative/Media	7,739	7,739	0	38,693	38,693	0	69,648
8200-00 · Associate Relations	0	13	(13)	80	63	18	113
8750-00 · Meals/Meetings	0	29	(29)	0	146	(146)	263
<b>Total Expense</b>	<b>13,398</b>	<b>32,067</b>	<b>(18,669)</b>	<b>81,717</b>	<b>160,337</b>	<b>(78,620)</b>	<b>288,607</b>
<b>Net Ordinary Income</b>	<b>28,571</b>	<b>9,902</b>	<b>18,669</b>	<b>126,968</b>	<b>48,348</b>	<b>78,620</b>	<b>71,678</b>
Other Income/Expense							
Other Expense							
8990-00 · Allocated	4,782	9,902	(5,121)	35,954	48,348	(12,394)	71,678
<b>Total Other Expense</b>	<b>4,782</b>	<b>9,902</b>	<b>(5,121)</b>	<b>35,954</b>	<b>48,348</b>	<b>(12,394)</b>	<b>71,678</b>
<b>Net Other Income</b>	<b>(4,782)</b>	<b>(9,902)</b>	<b>5,121</b>	<b>(35,954)</b>	<b>(48,348)</b>	<b>12,394</b>	<b>(71,678)</b>
<b>Net Income</b>	<b>23,790</b>	<b>(0)</b>	<b>23,790</b>	<b>91,014</b>	<b>(0)</b>	<b>91,014</b>	<b>(0)</b>

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

**42 - Visitor Center**

Accrual Basis

	Nov 21	Budget	\$ Over Budget	Jul - Nov 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	40,312	40,312	0	197,315	197,315	0	342,770
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC Income	204	0	204	478	0	478	0
46000 · Merchandise Sales - Other	8,954	6,000	2,954	53,472	41,500	11,972	59,500
<b>Total 46000 · Merchandise Sales</b>	<b>9,158</b>	<b>6,000</b>	<b>3,158</b>	<b>53,950</b>	<b>41,500</b>	<b>12,450</b>	<b>59,500</b>
<b>Total Income</b>	<b>49,470</b>	<b>46,312</b>	<b>3,158</b>	<b>251,264</b>	<b>238,815</b>	<b>12,450</b>	<b>402,270</b>
<b>Gross Profit</b>	<b>49,470</b>	<b>46,312</b>	<b>3,158</b>	<b>251,264</b>	<b>238,815</b>	<b>12,450</b>	<b>402,270</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	717	1,551	(834)	5,091	7,755	(2,664)	13,959
5030-00 · P/R - Health Insurance Expense	6,969	1,583	5,386	6,674	7,917	(1,243)	14,250
5040-00 · P/R - Workmans Comp	24	583	(559)	1,828	2,917	(1,089)	5,250
5080-00 · 401 (k)	308	417	(108)	2,038	2,083	(45)	3,750
5070-00 · Other Benefits and Expenses	16	83	(67)	49	417	(368)	750
5000-00 · Salaries & Wages - Other	8,029	15,510	(7,481)	52,118	77,550	(25,433)	139,591
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>16,064</b>	<b>19,728</b>	<b>(3,664)</b>	<b>67,790</b>	<b>98,639</b>	<b>(30,841)</b>	<b>177,550</b>
5100-00 · Rent							
5110-00 · Utilities	1,033	667	366	2,865	3,333	(468)	6,000
5140-00 · Repairs & Maintenance	0	500	(500)	0	2,500	(2,500)	4,500
5150-00 · Office - Cleaning	0	208	(208)	225	1,042	(817)	1,875
5100-00 · Rent - Other	6,522	6,667	(145)	32,608	33,333	(726)	60,000
<b>Total 5100-00 · Rent</b>	<b>7,554</b>	<b>8,042</b>	<b>(487)</b>	<b>35,698</b>	<b>40,208</b>	<b>(4,510)</b>	<b>72,375</b>
5310-00 · Telephone							
5320-00 · Telephone	392	413	(20)	1,752	2,063	(310)	3,713
<b>Total 5310-00 · Telephone</b>	<b>392</b>	<b>413</b>	<b>(20)</b>	<b>1,752</b>	<b>2,063</b>	<b>(310)</b>	<b>3,713</b>
5420-00 · Mail - USPS	0	17	(17)	36	83	(47)	150
5510-00 · Insurance/Bonding	0			60			
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	75	(75)	0	375	(375)	675
5520-00 · Supplies - Other	517	583	(66)	2,613	2,917	(304)	5,250
<b>Total 5520-00 · Supplies</b>	<b>517</b>	<b>658</b>	<b>(141)</b>	<b>2,613</b>	<b>3,292</b>	<b>(679)</b>	<b>5,925</b>
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	21	(21)	38
5710-00 · Taxes, Licenses & Fees	0	4	(4)	376	21	355	38
5740-00 · Equipment Rental/Leasing	0	63	(63)	262	313	(51)	583
5850-00 · Artist of Month - Commlssions	153	167	(14)	980	833	147	1,500
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	8,333	(8,333)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,000	5,000	(4,000)	9,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	130	125	5	978	625	353	1,125
59900 · POS Inventory Adjustments	(3)	0	(3)	110	0	110	0
8100-01 · CGS - Other	0	0	0	10	0	10	0
8100-00 · Cost of Goods Sold - Other	4,574	3,000	1,574	27,146	20,750	6,396	29,750
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>4,701</b>	<b>3,125</b>	<b>1,576</b>	<b>28,243</b>	<b>21,375</b>	<b>6,868</b>	<b>30,875</b>
8200-00 · Associate Relations	0	25	(25)	154	125	29	225
8500-00 · Credit Card Fees	237	282	(45)	1,377	1,951	(574)	2,797
8700-00 · Automobile Expenses	0	42	(42)	0	208	(208)	375
8750-00 · Meals/Meetings	0	17	(17)	0	83	(83)	150
8810-00 · Dues & Subscriptions	0	133	(133)	0	667	(667)	1,200
<b>Total Expense</b>	<b>29,819</b>	<b>35,385</b>	<b>(5,565)</b>	<b>140,349</b>	<b>183,214</b>	<b>(42,866)</b>	<b>321,471</b>
<b>Net Ordinary Income</b>	<b>19,651</b>	<b>10,927</b>	<b>8,724</b>	<b>110,916</b>	<b>55,600</b>	<b>55,316</b>	<b>80,798</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	7,736	10,927	(3,191)	58,168	55,600	2,568	80,798
<b>Total Other Expense</b>	<b>7,736</b>	<b>10,927</b>	<b>(3,191)</b>	<b>58,168</b>	<b>55,600</b>	<b>2,568</b>	<b>80,798</b>
<b>Net Other Income</b>	<b>(7,736)</b>	<b>(10,927)</b>	<b>3,191</b>	<b>(58,168)</b>	<b>(55,600)</b>	<b>(2,568)</b>	<b>(80,798)</b>
<b>Net Income</b>	<b>11,915</b>	<b>(0)</b>	<b>11,915</b>	<b>52,748</b>	<b>(0)</b>	<b>52,748</b>	<b>(0)</b>



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

Accrual Basis

	Nov 21	Budget	\$ Over ...	Jul - No...	YTD Bu...	\$ Over ...	Annual ...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	13,946	13,946	0	82,809	82,809	0	141,237
<b>Total Income</b>	13,946	13,946	0	82,809	82,809	0	141,237
<b>Gross Profit</b>	13,946	13,946	0	82,809	82,809	0	141,237
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	768	(768)	201	3,839	(3,638)	7,363
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	133	5,000	(4,867)	9,590
5040-00 · P/R - Workmans Comp	(3)	25	(28)	50	125	(75)	240
5060-00 · 401 (k)	0	307	(307)	0	1,535	(1,535)	2,945
5070-00 · Other Benefits and Expenses	0	88	(88)	1	439	(438)	842
5000-00 · Salaries & Wages - Other	0	7,677	(7,677)	1,354	38,387	(37,033)	73,628
<b>Total 5000-00 · Salaries &amp; Wages</b>	(3)	9,865	(9,868)	1,738	49,325	(47,586)	94,608
5100-00 · Rent							
5110-00 · Utilities	58	25	33	167	125	42	238
5140-00 · Repairs & Maintenance	0	17	(17)	0	83	(83)	158
5150-00 · Office - Cleaning	75	42	33	202	208	(7)	396
5100-00 · Rent - Other	356	375	(19)	1,779	1,875	(96)	3,563
<b>Total 5100-00 · Rent</b>	489	458	31	2,147	2,292	(144)	4,354
5310-00 · Telephone							
5320-00 · Telephone	103	134	(32)	412	671	(259)	1,275
<b>Total 5310-00 · Telephone</b>	103	134	(32)	412	671	(259)	1,275
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	8	0	8	63	5,000	(4,937)	5,000
<b>Total 5520-00 · Supplies</b>	8	0	8	63	6,250	(6,187)	6,250
5710-00 · Taxes, Licenses & Fees	0	13	(13)	10	63	(53)	120
5740-00 · Equipment Rental/Leasing	0	19	(19)	313	94	219	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
<b>Total 5900-00 · Professional Fees</b>	0	0	0	11,954	5,000	6,954	5,000
8700-00 · Automobile Expenses	0	42	(42)	0	208	(208)	400
8750-00 · Meals/Meetings	0	83	(83)	0	417	(417)	1,000
8810-00 · Dues & Subscriptions	0	42	(42)	5	208	(203)	400
<b>Total Expense</b>	597	10,655	(10,059)	16,663	64,527	(47,865)	113,584
<b>Net Ordinary Income</b>	13,349	3,290	10,059	66,146	18,282	47,865	27,653
<b>Other Income/Expense</b>							
Other Expense							
8990-00 · Allocated	1,124	3,290	(2,166)	8,455	18,282	(9,827)	27,653
<b>Total Other Expense</b>	1,124	3,290	(2,166)	8,455	18,282	(9,827)	27,653
<b>Net Other Income</b>	(1,124)	(3,290)	2,166	(8,455)	(18,282)	9,827	(27,653)
<b>Net Income</b>	12,225	(0)	12,225	57,691	(0)	57,692	(0)

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

Accrual Basis

	Nov 21	Budget	\$ Over Bud...	Jul - Nov 21	YTD Budget	\$ Over Bud...	Annual Bud...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4100-00 · TBID Assessment Revenue	469,712	469,712	(0)	1,943,011	1,530,775	412,235	4,689,362
<b>Total Income</b>	469,712	469,712	(0)	1,943,011	1,530,775	412,235	4,689,362
<b>Gross Profit</b>	469,712	469,712	(0)	1,943,011	1,530,775	412,235	4,689,362
<b>Net Ordinary Income</b>	469,712	469,712	(0)	1,943,011	1,530,775	412,235	4,689,362
<b>Net Income</b>	469,712	469,712	(0)	1,943,011	1,530,775	412,235	4,689,362

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

Accrual Basis

60 - Membership

	Nov 21	Budget	\$ Over Budget	Jul - Nov 21	YTD Budget	\$ Over Budget	Annual Bud...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4200-00 · Membership Dues Revenue	6,547	6,250	297	32,483	31,250	1,233	56,250
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	1,500	(1,500)	0	1,500	(1,500)	4,500
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	250	(250)	0	500	(500)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	400	(400)	1,200
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>0</b>	<b>450</b>	<b>(450)</b>	<b>0</b>	<b>900</b>	<b>(900)</b>	<b>3,550</b>
4250-00 · Revenues-Membership Activities - Other	150	0	150	1,570	0	1,570	0
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>150</b>	<b>1,950</b>	<b>(1,800)</b>	<b>1,570</b>	<b>3,900</b>	<b>(2,330)</b>	<b>9,550</b>
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
<b>Total Income</b>	<b>6,697</b>	<b>8,200</b>	<b>(1,503)</b>	<b>34,053</b>	<b>35,150</b>	<b>(1,097)</b>	<b>66,800</b>
<b>Gross Profit</b>	<b>6,697</b>	<b>8,200</b>	<b>(1,503)</b>	<b>34,053</b>	<b>35,150</b>	<b>(1,097)</b>	<b>66,800</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	289	418	(129)	1,222	2,090	(868)	3,761
5030-00 · P/R - Health Insurance Expense	218	333	(116)	1,138	1,667	(529)	3,000
5040-00 · P/R - Workmans Comp	11	13	(2)	140	83	77	113
5060-00 · 401 (k)	0	167	(167)	135	836	(701)	1,504
5070-00 · Other Benefits and Expenses	0	54	(54)	0	271	(270)	488
5000-00 · Salaries & Wages - Other	2,987	4,179	(1,192)	15,495	20,895	(5,400)	37,611
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>3,504</b>	<b>5,164</b>	<b>(1,660)</b>	<b>18,129</b>	<b>25,820</b>	<b>(7,691)</b>	<b>46,477</b>
5100-00 · Rent							
5110-00 · Utilities	63	25	38	201	125	76	225
5140-00 · Repairs & Maintenance	0	21	(21)	0	104	(104)	187
5150-00 · Office - Cleaning	81	42	40	219	208	10	375
5100-00 · Rent - Other	524	527	(3)	2,619	2,633	(14)	4,740
<b>Total 5100-00 · Rent</b>	<b>668</b>	<b>614</b>	<b>54</b>	<b>3,039</b>	<b>3,071</b>	<b>(32)</b>	<b>5,528</b>
5310-00 · Telephone							
5320-00 · Telephone	141	139	2	641	696	(55)	1,253
<b>Total 5310-00 · Telephone</b>	<b>141</b>	<b>139</b>	<b>2</b>	<b>641</b>	<b>696</b>	<b>(55)</b>	<b>1,253</b>
5420-00 · Mail - USPS	0	10	(10)	12	50	(38)	90
5510-00 · Insurance/Bonding	0			20			
5520-00 · Supplies	9	167	(158)	73	833	(760)	1,500
5710-00 · Taxes, Licenses & Fees	0	4	(4)	11	21	(10)	38
5740-00 · Equipment Rental/Leasing	0	21	(21)	84	104	(20)	187
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	188	(188)	(500)	375	(875)	1,763
6442-00 · Public Relations/Website/Digita	2,157	500	1,657	3,985	2,500	1,485	4,500
6444-00 · Trades	0	0	0	295	0	295	0
6423-00 · Membership Activities - Other	0	417	(417)	403	2,083	(1,680)	3,750
<b>Total 6423-00 · Membership Activities</b>	<b>2,157</b>	<b>1,104</b>	<b>1,053</b>	<b>4,193</b>	<b>5,458</b>	<b>(1,265)</b>	<b>10,513</b>
8200-00 · Associate Relations	0	7	(7)	164	33	131	60
8500-00 · Credit Card Fees	20	50	(30)	180	250	(70)	450
8700-00 · Automobile Expenses	0	42	(42)	106	208	(103)	375
8750-00 · Meals/Meetings	0	33	(33)	111	167	(56)	300
8810-00 · Dues & Subscriptions	10	17	(6)	54	83	(30)	150
8920-00 · Bad Debt	0	0	0	325	0	325	0
<b>Total Expense</b>	<b>6,510</b>	<b>7,372</b>	<b>(862)</b>	<b>27,140</b>	<b>36,795</b>	<b>(9,655)</b>	<b>66,919</b>
<b>Net Ordinary Income</b>	<b>187</b>	<b>828</b>	<b>(641)</b>	<b>6,913</b>	<b>(1,645)</b>	<b>8,558</b>	<b>(119)</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	1,444	2,276	(832)	10,857	11,031	(174)	16,521
<b>Total Other Expense</b>	<b>1,444</b>	<b>2,276</b>	<b>(832)</b>	<b>10,857</b>	<b>11,031</b>	<b>(174)</b>	<b>16,521</b>
<b>Net Other Income</b>	<b>(1,444)</b>	<b>(2,276)</b>	<b>832</b>	<b>(10,857)</b>	<b>(11,031)</b>	<b>174</b>	<b>(16,521)</b>
<b>Net Income</b>	<b>(1,257)</b>	<b>(1,448)</b>	<b>191</b>	<b>(3,945)</b>	<b>(12,677)</b>	<b>8,732</b>	<b>(16,640)</b>

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

Accrual Basis

	Nov 21	Budget	\$ Over Budget	Jul - Nov 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4050-00 - County of Placer TOT Funding	16,667	16,667	(0)	83,333	83,333	(0)	200,000
<b>Total Income</b>	<u>16,667</u>	<u>16,667</u>	<u>(0)</u>	<u>83,333</u>	<u>83,333</u>	<u>(0)</u>	<u>200,000</u>
<b>Gross Profit</b>	16,667	16,667	(0)	83,333	83,333	(0)	200,000
Expense							
6750-00 - Business Association Grant							
6750-01 - Business Assn Grant - NTBA	8,333	8,333	0	41,667	41,667	(0)	100,000
6750-02 - Business Assn Grant - TCDA	8,333	8,333	0	41,667	41,667	(0)	100,000
<b>Total 6750-00 - Business Association Grant</b>	<u>16,667</u>	<u>16,667</u>	<u>0</u>	<u>83,333</u>	<u>83,333</u>	<u>(0)</u>	<u>200,000</u>
<b>Total Expense</b>	<u>16,667</u>	<u>16,667</u>	<u>0</u>	<u>83,333</u>	<u>83,333</u>	<u>(0)</u>	<u>200,000</u>
<b>Net Ordinary Income</b>	<u>0</u>	<u>0</u>	<u>(0)</u>	<u>(0)</u>	<u>(0)</u>	<u>0</u>	<u>0</u>
<b>Net Income</b>	<u>0</u>	<u>0</u>	<u>(0)</u>	<u>(0)</u>	<u>(0)</u>	<u>0</u>	<u>0</u>

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

Accrual Basis

	Nov 21	Budget	\$ Over Budget	Jul - Nov 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	14,094	14,094	0	71,574	71,574	0	162,914
<b>Total Income</b>	14,094	14,094	0	71,574	71,574	0	162,914
<b>Gross Profit</b>	14,094	14,094	0	71,574	71,574	0	162,914
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	617	(617)	0	3,083	(3,083)	7,400
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	0	5,000	(5,000)	12,000
5040-00 · P/R - Workmans Comp	0	21	(21)	0	104	(104)	250
5060-00 · 401 (k)	0	247	(247)	0	1,233	(1,233)	2,960
5070-00 · Other Benefits and Expenses	0	42	(42)	0	209	(209)	502
5000-00 · Salaries & Wages - Other	0	6,167	(6,167)	0	30,833	(30,833)	74,000
<b>Total 5000-00 · Salaries &amp; Wages</b>	0	8,093	(8,093)	0	40,463	(40,463)	97,112
5100-00 · Rent							
5110-00 · Utilities	49	21	28	137	104	33	250
5140-00 · Repairs & Maintenance	0	13	(13)	0	63	(63)	150
5150-00 · Office - Cleaning	63	33	29	168	167	2	400
5100-00 · Rent - Other	296	313	(16)	1,482	1,563	(80)	3,750
<b>Total 5100-00 · Rent</b>	407	379	28	1,767	1,896	(109)	4,550
5310-00 · Telephone							
5320-00 · Telephone	86	58	27	332	292	40	700
<b>Total 5310-00 · Telephone</b>	86	58	27	332	292	40	700
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	21	(21)	50
5480-00 · Mail - Fed Ex	0	4	(4)	0	21	(21)	50
<b>Total 5420-00 · Mail - USPS</b>	0	8	(8)	0	42	(42)	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	7	417	(410)	52	2,083	(2,032)	5,000
<b>Total 5520-00 · Supplies</b>	7	417	(410)	52	3,333	(3,282)	6,250
5710-00 · Taxes, Licenses & Fees	0	17	(17)	8	83	(75)	200
5740-00 · Equipment Rental/Leasing	0	63	(63)	60	313	(252)	750
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	833	(833)	0	4,167	(4,167)	10,000
<b>Total 5900-00 · Professional Fees</b>	0	833	(833)	0	4,167	(4,167)	10,000
8200-00 · Associate Relations	0	5	(5)	0	25	(25)	60
8600-00 · Additional Opportunites	0	833	(833)	0	4,167	(4,167)	10,000
8700-00 · Automobile Expenses	0	42	(42)	0	208	(208)	500
8750-00 · Meals/Meetings	0	21	(21)	0	104	(104)	250
<b>Total Expense</b>	500	10,768	(10,269)	2,254	55,092	(52,838)	130,472
<b>Net Ordinary Income</b>	13,594	3,325	10,269	69,320	16,482	52,838	32,442
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	123	3,325	(3,203)	923	16,482	(15,559)	32,442
<b>Total Other Expense</b>	123	3,325	(3,203)	923	16,482	(15,559)	32,442
<b>Net Other Income</b>	(123)	(3,325)	3,203	(923)	(16,482)	15,559	(32,442)
<b>Net Income</b>	13,471	0	13,471	68,397	0	68,397	0

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

Accrual Basis

**70 - Administration**

	Nov 21	Budget	\$ Over Budget	Jul - Nov 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,043	3,202	(2,159)	10,091	16,009	(5,917)	28,816
5030-00 · P/R - Health Insurance Expense	1,898	3,750	(1,852)	11,032	18,750	(7,718)	33,750
5040-00 · P/R - Workmans Comp	32	194	(162)	795	972	(177)	1,749
5060-00 · 401 (k)	553	1,323	(769)	2,494	8,614	(4,120)	11,904
5070-00 · Other Benefits and Expenses	24	183	(159)	503	914	(411)	1,645
5000-00 · Salaries & Wages - Other	14,989	33,068	(18,078)	155,708	165,339	(9,631)	297,610
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>18,540</b>	<b>41,719</b>	<b>(23,179)</b>	<b>180,622</b>	<b>208,597</b>	<b>(27,974)</b>	<b>375,474</b>
5100-00 · Rent							
5110-00 · Utilities	422	167	256	1,283	833	449	1,500
5140-00 · Repairs & Maintenance	0	417	(417)	180	2,083	(1,903)	3,750
5150-00 · Office - Cleaning	544	282	252	1,463	1,458	5	2,625
5100-00 · Rent - Other	2,957	3,093	(136)	14,817	15,467	(649)	27,840
<b>Total 5100-00 · Rent</b>	<b>3,923</b>	<b>3,968</b>	<b>(45)</b>	<b>17,743</b>	<b>19,842</b>	<b>(2,098)</b>	<b>35,715</b>
5310-00 · Telephone							
5320-00 · Telephone	1,262	1,234	28	5,413	6,171	(758)	11,108
<b>Total 5310-00 · Telephone</b>	<b>1,262</b>	<b>1,234</b>	<b>28</b>	<b>5,413</b>	<b>6,171</b>	<b>(758)</b>	<b>11,108</b>
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0	0	0	12	0	12	0
5420-00 · Mail - USPS - Other	23	83	(60)	84	417	(333)	750
<b>Total 5420-00 · Mail - USPS</b>	<b>23</b>	<b>83</b>	<b>(60)</b>	<b>96</b>	<b>417</b>	<b>(321)</b>	<b>750</b>
5510-00 · Insurance/Bonding	3,162	1,250	1,912	6,418	6,250	168	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	95	2,500	(2,405)	2,500
5520-00 · Supplies - Other	567	500	67	1,893	2,500	(607)	4,500
<b>Total 5520-00 · Supplies</b>	<b>567</b>	<b>500</b>	<b>67</b>	<b>1,988</b>	<b>5,000</b>	<b>(3,012)</b>	<b>7,000</b>
5610-00 · Depreciation	153	153	0	764	764	0	1,375
5700-00 · Equipment Support & Maintenance	238	2,917	(2,679)	1,004	14,583	(13,579)	26,250
5710-00 · Taxes, Licenses & Fees	1,481	1,250	231	6,967	6,250	717	11,250
5740-00 · Equipment Rental/Leasing	2,977	125	2,852	5,550	625	4,925	1,125
5800-00 · Training Seminars	0	417	(417)	0	2,083	(2,083)	3,750
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	625	(625)	6,125	3,125	3,000	5,625
5920-00 · Professional Fees - Accountant	0	2,000	(2,000)	19,345	26,000	(6,655)	26,000
5921-00 · Professional Fees - Other	8,520	833	7,687	28,684	4,167	24,517	7,500
<b>Total 5900-00 · Professional Fees</b>	<b>8,520</b>	<b>3,458</b>	<b>5,062</b>	<b>54,154</b>	<b>33,292</b>	<b>20,862</b>	<b>39,125</b>
5941-00 · Research & Planning	0	1,250	(1,250)	0	6,250	(6,250)	11,250
7500-00 · Trade Shows/Travel	0	1,687	(1,687)	0	8,333	(8,333)	15,000
8200-00 · Associate Relations	0	125	(125)	16	625	(609)	1,125
8300-00 · Board Functions	570	583	(13)	32,113	2,917	29,197	5,250
8500-00 · Credit Card Fees	0			20			
8600-00 · Additional Opportunités	650	833	(183)	3,250	4,167	(917)	7,500
8700-00 · Automobile Expenses	0	250	(250)	92	1,250	(1,158)	2,250
8750-00 · Meals/Meetings	0	417	(417)	0	2,083	(2,083)	3,750
8810-00 · Dues & Subscriptions	682	1,000	(318)	4,766	5,000	(234)	9,000
8920-00 · Bad Debt	0	0	0	299	0	299	0
<b>Total Expense</b>	<b>42,747</b>	<b>63,200</b>	<b>(20,453)</b>	<b>321,276</b>	<b>334,498</b>	<b>(13,222)</b>	<b>579,296</b>
<b>Net Ordinary Income</b>	<b>(42,747)</b>	<b>(63,200)</b>	<b>20,453</b>	<b>(321,276)</b>	<b>(334,498)</b>	<b>13,222</b>	<b>(579,296)</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	(42,728)	(63,200)	20,472	(321,276)	(334,498)	13,222	(579,296)
<b>Total Other Expense</b>	<b>(42,728)</b>	<b>(63,200)</b>	<b>20,472</b>	<b>(321,276)</b>	<b>(334,498)</b>	<b>13,222</b>	<b>(579,296)</b>
<b>Net Other Income</b>	<b>42,728</b>	<b>63,200</b>	<b>(20,472)</b>	<b>321,276</b>	<b>334,498</b>	<b>(13,222)</b>	<b>579,296</b>
<b>Net Income</b>	<b>(20)</b>	<b>0</b>	<b>(20)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>



## north lake tahoe

Chamber | CVB | Resort Association

### MEMORANDUM

Date: 01/05/2022

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta, Interim-CEO

RE: CAP Committee Project Recommendation 2021/22

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**Action Requested:**

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

**Background:**

The CAP committee had 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. The Committee recommended project funding totaling \$2.7 million, which left an unallocated balance of \$2.2 million in CAP funds. The Placer County Board of Supervisors approved those projects at their December meeting.

One project, Van Norden Meadow Restoration and Recreation Project at a request of \$1.5 million, was not recommended for funding in the initial CAP committee review. The applicant, however, was contacted to explore how they might utilize \$500,000 in funding. The proposal for \$500,000 in CAP funding for the project was presented at the December CAP committee meeting, and the committee approved a recommendation for funding at that level.

A summary of the project will be presented at the NLTRA board meeting on Jan 5<sup>th</sup> for this board's consideration of a recommendation to the County Board of Supervisors.

**Attachments:**

FY 2021/22 CAP Committee Project Recommendation Summary.

FY 2021/22 CAP Committee Project Recommendation Summary

**PROJECT NAME:** Van Norden Meadow Restoration and Recreation Project

**AMOUNT RECOMMENDED:** \$500,000

**AMOUNT REQUESTED:** \$1,500,000

**APPLICANT:** South Yuba River Citizens League

**TOURISM MASTER PLAN PRIORITY:** Tier 1 and 2 – Trails/Visitor activities and facilities

**PROJECT TYPE:** Construction

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. This funding will help create a functional trail for multiple use and will include raising the trail, re-routing, and adding culverts to protect the trail when the meadow is flooded with water in the spring and early summer. The CAP Committee recommended partial funding because it was felt some of the original tasks that were included in the requests were not appropriate for Tourism Master Plan funding.





# north lake tahoe

Chamber | CVB | Resort Association

## MEMORANDUM

Date: 01/05/2022

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta, Interim CEO

RE: Appointment of Election Committee Member

---

### **Action Requested:**

Appointment of NLTRA/Chamber Election Committee Member.

### **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).

One member appointed to the committee at the last board meeting is not eligible as that seat is up 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.



# north lake tahoe

Chamber | CVB | Resort Association

## MEMORANDUM

Date: 01/05/2022

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta, Interim CEO

RE: TOT Project Funding

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### Action Requested:

Review and potential recommendation for project expenditures from the TOT prior year Tahoe Tourism and Promotions Fund balance (Reserve) and the FY2020/21 NLTRA TOT Funding surplus (Contract Fund Remittance).

### Background:

The County of Placer CEO's office has prepared recommendations for expenditures of the approximately \$1.7 million in funds available from TOT prior year Tahoe Tourism and Promotions Fund balance and the approximately \$1.48 million in excess NLTRA TOT funding from FY 2020/21. A brief summary of the projects being proposed is attached and a more detailed review of these projects will be presented by County staff at our January 5<sup>th</sup> board meeting.

The County of Placer CEO's office would like to bring a recommendation for project expenditures to its Board of Supervisors' meeting on January 25<sup>th</sup>.

Per the Five Year Agreement between the County and NLTRA, the NLTRA is to convey its recommendation for use of these funds, during the term of the agreement, for workforce housing, transportation and tourism mitigating activities to the Board of Supervisors. The Board of Supervisors will be the final decision maker on any and all recommendations of the NLTRA.

### Fiscal Impact:

The project expenditures would reduce the available TOT funds for other workforce housing and transportation projects.

### Attachments:

Summary of Potential TOT Funded Housing, Transportation and Tourism Mitigating Projects.

## SUMMARY OF POTENTIAL TOT FUNDED HOUSING, TRANSPORTATION AND TOURISM MITIGATING PROJECTS

Prepared by County of Placer, CEO Office 12/2/2021

### TOT Reserve Funding Expenditure: \$1.7 million

- **Housing Trust Contribution:** \$1.45 million TOT Funds available in reserve which is not CAP reserve (Housing Trust Placer with Fund Management Agreement for use in Eastern Placer):
- **Swiss Mart:** \$250k for initial planning and design efforts. Another \$1.4 to 2m would be needed for final design permitting, and construction.
- **Bike Share Pilot Program:** \$75-100k. The total will depend on size of pilot program and potential collaboration with Truckee on a regional program.

### NLTRA Contract Fund Remittance: \$1.48 million

#### Housing

- **Workforce Preservation Program:** \$1,000,000; increasing the down payment amount to \$150,000 for each qualified applicant.

#### Transportation

- **Parking Management:** \$480k to cover program development support and consultant costs to design and implement an initial program targeting residential parking and high priority paid parking areas in Kings Beach and possibly Tahoe City.

### Future discussion on Freed Up TOT Housing/Transportation

- **Land for Workforce Housing:** \$1 million estimate. Potential purchase of land in the Basin for workforce housing. County currently getting appraisal and working with landowner and will update on total needed once more due diligence is completed.
- **Dollar Creek Funding:** Any amount available could be utilized. This would be for gap financing for mixed income product (80-220% AMI) at Dollar Creek Crossing.
- **Fanny Bridge** – Final Phase of construction → complete streets and bridge along old SR 89 alignment. Final funding gap is \$3,000,000 of which half would be provided via Transportation Fees (\$1,500,000). The remaining amount of \$1,500,000 in TOT would active the project to construction. This could also be considered for CAP infrastructure funds.
- Overnight Safe Parking Lots

## Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1553 Units ("DestiMetrics Census\*\*") and 48.08% 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 (Nov) changed by (13.6%)	Occupancy (Nov) :	30.3%	26.7%	13.6%
North Lake Tahoe ADR for last month (Nov) changed by (-12.1%)	ADR (Nov) :	\$ 298	\$ 338	-12.1%
North Lake Tahoe RevPAR for last month (Nov) changed by (-0.1%)	RevPAR (Nov) :	\$ 90	\$ 90	-0.1%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Dec) changed by (81.9%)	Occupancy (Dec) :	50.1%	27.5%	81.9%
North Lake Tahoe ADR for next month (Dec) changed by (-3.5%)	ADR (Dec) :	\$ 548	\$ 568	-3.5%
North Lake Tahoe RevPAR for next month (Dec) changed by (75.5%)	RevPAR (Dec) :	\$ 275	\$ 156	75.5%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (16.9%)	Occupancy	46.1%	39.4%	16.9%
North Lake Tahoe ADR for the past 6 months changed by (6.4%)	ADR	\$ 429	\$ 404	6.4%
North Lake Tahoe RevPAR for the past 6 months changed by (24.4%)	RevPAR	\$ 198	\$ 159	24.4%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (89.8%)	Occupancy	27.3%	14.4%	89.8%
North Lake Tahoe ADR for the future 6 months changed by (9.8%)	ADR	\$ 465	\$ 423	9.8%
North Lake Tahoe RevPAR for the future 6 months changed by (108.4%)	RevPAR	\$ 127	\$ 61	108.4%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Nov 30, 2021 vs. Previous Year				
Rooms Booked during last month (Nov,21) compared to Rooms Booked during the same period last year (Nov,20) for all arrival dates has changed by (72.6%)	Booking Pace (Nov)	5.6%	3.2%	72.6%

\* 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 Nov 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 11/30/21:	\$1,759,314	\$1,132,263	55%
Number of Room Nights:	8,216	5052	63%
Number of Delegates:	3884	2261	72%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>November-21</u>	<u>November-20</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$33,881
Room Nights:	0	94
Number of Delegates:	0	65
Booked Group Types:		1 Assoc.
Lost Business, # of Groups:	7	2

<u>Arrived in the month</u>	<u>November-21</u>	<u>November-20</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:		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>September-21</u>	<u>September-20</u>
<u>Arrived in the month</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:	\$435,102	\$2,000,000

For 2023/24:	\$100,804	\$2,000,000
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NUMBER OF LEADS Generated as of 11/30/21:	42
YTD 11/30/20:	37
YTD 11/30/19:	143

**Total Number of Leads Generated in Previous Years:**

2020/2021	90
2019/2020	252
2018/2019	320
2017/2018	302
2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205



## north lake tahoe

November 2021

Meetings & Conventions Report

### **TURNED DEFINITE**

1. Soccer Shots Franchising - 2022 National Convention - 7/10/2022 - 7/15/2022, 417 rooms, 300 people at Village at Palisades
2. Hilltop Securities - Circle of Excellence 2022 - 2/3/22-2/5/22, 225 rooms, 125 people at Hyatt Regency

### **NEW MEETINGS & RFPs DISTRIBUTED**

1. HPN - 80108 - December Meeting - 11/30/21-12/2/21, 25 rooms, 20 people
2. HPN - 79519 - Incentive - 12/11/21-12/14/21, 51 rooms, 17 people
3. HPN - 80015 2022 Region 8 Training - 3/6/22-3/10/22, 116 rooms, 100 people
4. HPN - 80049 - 2022 Incentive - 3/24/22-3/28/22, 540 rooms, 250 people
5. HPN - 80807 - Sales Meeting 2022 - 3/27/22-3/31/22, 440 rooms, 125 people
6. HPN - 79367 - Passover 2022 - 4/14/22-4/24/22, 2,500 rooms, 500 people
7. TNT Arrowheads Lacrosse - 2022 Lake Tahoe Summit Classic Tournament - 6/17/22-6/18/22, 76 rooms, 100 people
8. Schaeffer Manufacturing - Schaeffer Manufacturing 2022 West Summer Meeting - 7/10/22-7/14/22, 200 rooms, 93 people
9. National Community Pharmacists Association - NCPA's 2022 Summer Board of Directors Meeting - 7/22/22-7/26/22, 56 rooms, 15 people
10. HPN - 80690 - Annual Retreat - 8/1/22-8/5/22, 260 rooms, 65 people/
11. HPN - 78030V2 - / President's Club 2022 - 9/8/22-9/11/22, 180 rooms, 120 people
12. HPN - 79665 - 2022 WEE - 9/15/22-9/20/22, 340 rooms, 300 people
13. National Interstate Insurance Company - Move-CAP Advisory Board Meeting - 9/17/22-9/20/22, 90 rooms, 40 people
14. HPN - 80750 - DTF Dealer Principal Forum Meeting - 10/4/22-10/7/22, 56 rooms, 30 people
15. American Probation and Parole Association - 2023 Winter Training Institute - 1/27/23-1/31/23, 390 rooms, 300 people
16. National Interstate Insurance Company - TowCap Advisory Board - 4/3/23-4/5/23, 125 rooms, 60 people
17. HPN - 78353V2 - President's Club 2023 - 4/27/23-4/30-23, 180 rooms, 60 people
18. HPN - 76464V2 - 2024 Annual Conference - 2/20/24-2/25/24, 1,000 rooms, 500 people

### **NEW INQUIRIES**

1. Convex - Convex Staff Retreat Q1 2022 - 2/23/22-2/24/22, 200 rooms, 100 people
2. J.D. Power and Associates - Auto Sales Kick Off - 1/25/22-1/27/22, 180 rooms, 60 people



3. J.D. Power and Associates - emPOWER Customer Service 2022 - 9/11/22-9/14/22, 202 rooms, 90 people
4. Lockton Companies - 2022 MLP Conference - 9/13/22-9/14/22, 200 rooms, 100 people
5. Multiple System Atrophy (MSA) Coalition - MSA Coalition 2022 Annual Patient and Family Conference - 9/14/22-9/18/22, 182 rooms, 250 people
6. Kimley-Horn & Associates - 2023 Planning Meeting - 7/19/23-7/21/23, 39 rooms, 13 people
7. 1-N-Only - June 2022 Retreat - Reno/Tahoe - 6/1/22-6/4/22, 105 rooms, 50 people
8. Young Professionals Organization Houston - 2022 YPO EA - Young Professionals Organization Houston Retreat - 4/28/22-4/30/22, 45 rooms, 20 people
9. North American Mission Board - NAMB 2022 May Timothy Barnabas Lake Tahoe - 5/15/22-5/18/22, 268 rooms, 250 people
10. Navistar Inc - Parts Pro Academy Regional Event (Denver, Tahoe); Sept 2022 - 9/11/22-9/14/22, 166 rooms, 100 people
11. Blueprint to Practice Automation - Epic Mastermind Experience - 6/22/22-6/25/22, 217 rooms, 150 people
12. American Society of Farm Managers and Rural Appraisers - Ann Conf 2023 - 11/3/23-11/10/23, 763 rooms, 325 people
13. PeriAnesthesia Nurses Association of California - PANAC October 2022 Seminar - 10/14/22-10/16/22, 102 rooms, 125 people

### **CONFERENCE SALES P-ROJECTS**

- Key Projects:
  - Winter MCC Newsletter Sent to 11,161 planners and 15% open rate

### **SITE VISITS & SALES CALLS**

- Hosted Site Visits:
  - None in November

### **TRADE SHOWS & EVENTS**

- Attended trade shows:
  - Destination Celebration, Minneapolis Trade Show - November 16, attended and followed up with (70) clients
  - Connect Pacific Northwest - November 15-16, attended and followed up with (21) clients
- Upcoming trade shows:
  - Visit California Conference Event in Chicago - December 8
  - CalSAE Seasonal Spectacular - December 14-15

### **CHICAGO EFFORTS**

- Our in-market representative, Denise Cmiel focused on the below for the month of November:
  - Destination Reps – Coordinated the MPI Signature Event effort



## north lake tahoe

November 2021  
Tourism Development Report

### **KEY MEETINGS & PROJECT WORK**

- Key Meetings:
  - HotelBeds as of 11/12/21- In 2021 we have produced ~12500 RN as of this week, which last year 2020 we had only ~6800 RN
- Key Projects:
  - Winter 21/22 Newsletter sent to 2,604 travel agents and product managers and at a 20% open rate

### **VISA VUE DATA**

- Domestic Data - January - September, 2021
  - Top Cities - Visitor Origin:
    - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
    - Key findings on these cities:
      - SF is down by -3% YoY
      - Sacramento is up by 16% YoY
      - Reno is up by 19% YoY
      - LA/Long Beach/Anaheim is up by 14% YoY
      - Santa Rosa is up 17% YoY
      - San Diego is up by 12% YoY
      - Santa Cruz is up by 18% YoY
      - New York is up by 33% YoY
  - Total spend: \$409 M (all) and \$267M (non-resident)
  - Top spend by market:
    - Restaurants 34%
    - Food & Grocery 21%
    - Retail 13%
    - Hotels & Lodging 7%
- International Data - January - September, 2021
  - Total spend: \$1.1M
  - Estimated visitors: 4.7K
  - Top countries by spend
    - Canada
    - Mexico
    - Peru
    - China Mainland
    - United Kingdom

- United Arab Emirates
- Guatemala
- Russia
- Israel
- Switzerland
- Top spend by markets:
  - Restaurants & Dining 25%
  - Hotels & Lodging 17%
  - Retail 17%

# November 2021 Monthly Report



north lake tahoe

## November Executive Summary

- Despite a decrease in impressions due to the heavily competitive holiday season, paid media campaigns for MCC and the fall Consumer campaign continued to be strong. The fall campaign, in particular, had 70% more conversions than in October. The Millennial audience led to the most TOS conversions, with Los Angeles as the most engaged location.
- In terms of creative for paid media campaigns, video and retargeting messaging continue to be the most successful, leading to the most TOS conversions.



north lake tahoe

## November Executive Summary

- The busy holiday season led to modest decreases in metrics across the board. This trend included lower impressions in paid media, decreases in website traffic and less social media impressions. As more people were spending time with families and digital spaces experiencing competitive rates, this trend was to be expected and will likely extend through the end of December.
- Drive markets of San Francisco and Sacramento, along with paid media markets of Los Angeles and San Diego, helped drive the majority of website traffic.



north lake tahoe

## November Executive Summary

- While real-time informational pages like the Webcam page were still popular on the website, other pages related to activities and seasonal information grew in interest this month. This trend was most likely due to the paid media campaigns driving traffic to the seasonal landing pages.
- Visitors from mobile were much higher this month than in previous months (52%), most likely due to continued paid media campaigns.



north lake tahoe

## November Executive Summary

- PR efforts this month primarily focused on proactive media outreach highlighting what's new in North Lake Tahoe as well as winter travel. The team had 14 secured clips that included an estimated digital monthly visits of 3.4B, estimated digital coverage views of 2.6M and estimated broadcast reach of 3.5K.
- Coverage featured ski season and ski resort updates, what's new, lodging properties, winter activities, meetings, wellness and restaurants. Media outlets included *Travel + Leisure*, Visit California, Tahoe Ski World, Traveling Mom, L.A. Parent and Yahoo! News.
- The PR team also coordinated and hosted a traditional media visit with Compass + Twine and began coordination of a social influencer visit in partnership with Visit California coming in January 2022.



north lake tahoe



## November Executive Summary

- From a social perspective, impressions and reach were down due to the busy holiday season. Content focused on dining, fall seasonal messaging and sustainability messaging with the Know Before You Go Guide.
- The CA Now Story featuring California-based activities performed best this month, generating 2,721 views (the average CA Now Story receives about 1,200 views), 874 swipe ups and an interaction rate of 43%.



north lake tahoe

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

# Paid Media

## Consumer Paid Media Executive Summary

- This month, the fall campaign wrapped up, running until November 14th. With the shorter reporting period, impression totals overall were lower. (The winter campaign only had a few assets running but none with enough substantial impressions to provide any insights– we will include it in the following month's report.
- Of the four market DMAs (Los Angeles, San Diego, Seattle, and Portland), Los Angeles led with the highest number of TOS conversions. Seattle surpassed San Diego as the second highest market for conversions.
- Retargeting remained one of the most effective tactics for capturing TOS conversions.
- The Millennial audience continues to respond strongly to messaging, showing the highest number of TOS conversions in Los Angeles, San Diego and Seattle. The Family audience maintained the highest CTRs.
- The High Value target audience has been performing well for display. Display maintains similar levels to retargeting levels. Social is below average, most likely due to changes in algorithms with each platform.



north lake tahoe

## All Campaigns Overview

Start Date  
11/1/2021

End Date  
11/30/2021

2,144,824  
IMPRESSIONS

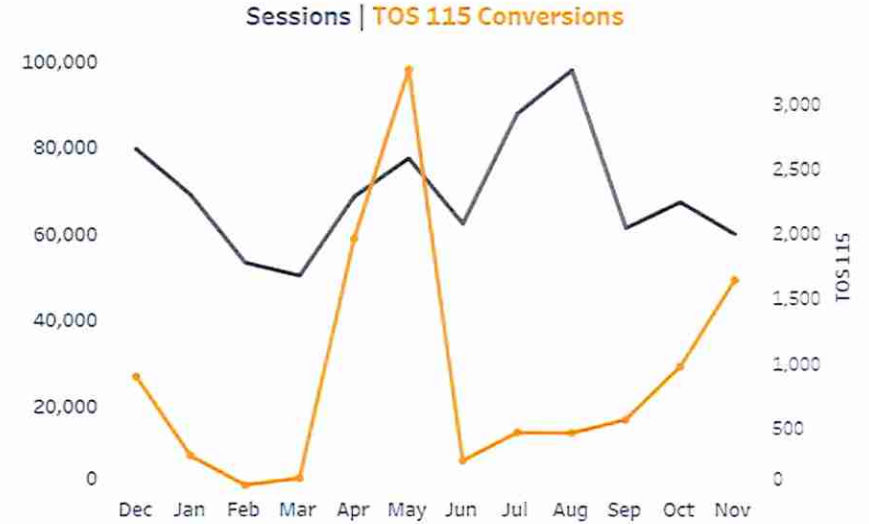
\$2.13  
COST PER CLICK

12,960  
CLICKS

1,637  
TOS  
CONVERSIONS

\$16.90  
COST PER TOS  
CONVERSION

- The Consumer campaign saw TOS 115 conversions increasing 70% compared to last month while spending dropped 18%.



### Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion	Submit RFP Conversion
Consumer	2,034,455	12,359	0.61%	\$2.17	\$26,837.40	1,628	\$16.46	0
MCC	110,369	601	0.54%	\$1.37	\$828.03	9	\$91.70	0
<b>Total</b>	<b>2,144,824</b>	<b>12,960</b>	<b>0.60%</b>	<b>\$2.13</b>	<b>\$27,665.44</b>	<b>1,637</b>	<b>\$16.90</b>	<b>0</b>

# Overview by Campaign

Start Date  
11/1/2021

End Date  
11/14/2021

**1,765,988**  
IMPRESSIONS

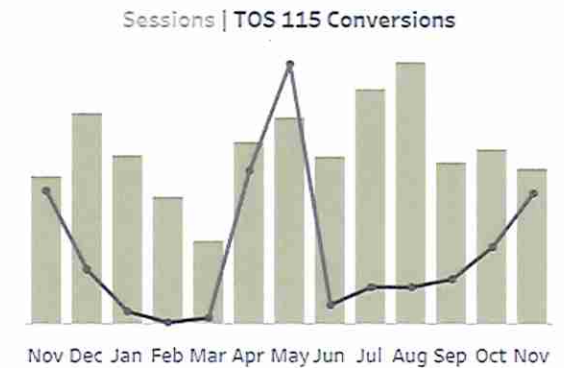
**11,083**  
CLICKS

**\$2.93**  
CPC

**1,028**  
TOS 115  
CONVERSIONS

**\$31.60**  
COST PER TOS 115  
CONVERSION

Campaign	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Consumer	1,765,988	11,083	0.63%	\$2.93	\$32,488.29	70	1,028	\$31.60



	Impressions	Clicks	CTR	Cost	Book Now Conversions	TOS 115
Programmatic Display	856,972	1,281	0.15%	\$9,043	4	210
CTV	388,116	0	0.00%	\$6,631	0	0
Facebook	248,916	3,181	1.28%	\$2,508	1	147
Google Ads	174,079	6,436	3.70%	\$13,694	62	619
TripAdvisor	61,608	51	0.08%	\$246	3	52
Twitter	31,381	101	0.32%	\$291	0	0
Instagram	4,768	33	0.69%	\$75	0	0
YouTube	148	0	0.00%	\$0	0	0
<b>Grand Total</b>	<b>1,765,988</b>	<b>11,083</b>	<b>0.63%</b>	<b>\$32,488</b>	<b>70</b>	<b>1,028</b>

## Overview by Medium

Start Date  
11/1/2021

End Date  
11/14/2021

### Cost per Conversion by Channel

Channel	TOS 115	TOS Conversion Rate	Cost Per TOS 115	Book Now Conversions	Impressions
Paid Search	619	9.6%	\$22.12	62	174,079
Display	256	20.0%	\$18.70	7	818,542
Paid Social	147	4.4%	\$19.55	1	285,065
Video	6	12.0%	\$1,855.51	0	488,302
<b>Grand Total</b>	<b>1,028</b>	<b>9.3%</b>	<b>\$31.60</b>	<b>70</b>	<b>1,765,988</b>

1,765,988  
IMPRESSIONS

11,082.8  
CLICKS

\$2.93  
CPC

1,028  
TOS 115  
CONVERSIONS

\$31.60  
COST PER TOS 115  
CONVERSION

Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Display	818,542	1,282	0.16%	\$3.73	\$4,787.94	7	256	\$18.70
Video	488,302	50	0.01%	\$222.66	\$11,133.07	0	6	\$1,855.51
Paid Social	285,065	3,315	1.16%	\$0.87	\$2,873.17	1	147	\$19.55
Paid Search	174,079	6,436	3.70%	\$2.13	\$13,694.11	62	619	\$22.12
<b>Grand Total</b>	<b>1,765,988</b>	<b>11,083</b>	<b>0.63%</b>	<b>\$2.93</b>	<b>\$32,488.29</b>	<b>70</b>	<b>1,028</b>	<b>\$31.60</b>

### Cost per Conversion Trending



# Overview by DMA

Start Date  
11/1/2021

End Date  
11/14/2021

**1,765,974**  
IMPRESSIONS

**11,083**  
CLICKS

**\$2.93**  
CPC

**1,028**  
TOS 115  
CONVERSIONS

**\$31.60**  
COST PER TOS 115  
CONVERSION

			Impressions	Clicks	CTR	Cost	TOS 115	Cost Per TOS 115
Prospecting	Los Angeles	OTT	192,411	17	0.01%	\$4,325	2	\$2,162.30
		Millennial Megan	108,794	299	0.28%	\$708	16	\$44.24
		Boomer Ben	87,065	477	0.55%	\$605	9	\$67.26
		Paid Search	38,762	744	1.92%	\$3,043	14	\$217.38
		The Jones Family	37,268	313	0.84%	\$311	3	\$103.59
San Diego	OTT	106,199	20	0.02%	\$2,642	1	\$2,641.79	
	Millennial Megan	84,230	315	0.37%	\$592	10	\$59.19	
	The Jones Family	37,595	316	0.84%	\$312	4	\$77.88	
	Boomer Ben	35,528	55	0.15%	\$214	0	\$0.00	
	Paid Search	14,000	286	2.04%	\$1,102	4	\$275.41	
Seattle	OTT	109,822	11	0.01%	\$2,763	3	\$920.96	
	Millennial Megan	82,253	222	0.27%	\$541	8	\$67.59	
	Boomer Ben	55,491	209	0.38%	\$388	3	\$129.46	
	The Jones Family	26,645	227	0.85%	\$212	6	\$35.37	
	Paid Search	23,410	310	1.32%	\$1,303	5	\$260.65	
Portland	OTT	79,722	2	0.00%	\$1,404	0	\$0.00	
	Boomer Ben	22,320	176	0.79%	\$176	2	\$87.92	
	Millennial Megan	21,778	114	0.52%	\$175	2	\$87.59	
	The Jones Family	20,806	180	0.87%	\$174	2	\$87.19	
National	High Value	203,243	352	0.17%	\$1,245	23	\$54.11	
	Paid Search	83,187	3,078	3.70%	\$6,471	439	\$14.74	
	Sustainability	26,188	622	2.38%	\$500	25	\$19.98	
	The Jones Family	4,336	14	0.31%	\$39	0	\$0.00	
	Millennial Megan	2,071	6	0.29%	\$18	0	\$0.00	
	Boomer Ben	267	1	0.35%	\$4	0	\$0.00	
Retargeting	Los Angeles	Sustainability	32,353	19	0.06%	\$129	3	\$43.14
	National	Retargeting	196,254	670	0.34%	\$1,242	241	\$5.15
		Sustainability	19,109	11	0.06%	\$76	46	\$1.66
		Paid Search	14,868	2,018	13.57%	\$1,775	157	\$11.30
Grand Total			1,765,974	11,083	0.63%	\$32,488	1,028	\$31.60

# Paid Social Performance

Start Date  
11/1/2021

End Date  
11/14/2021

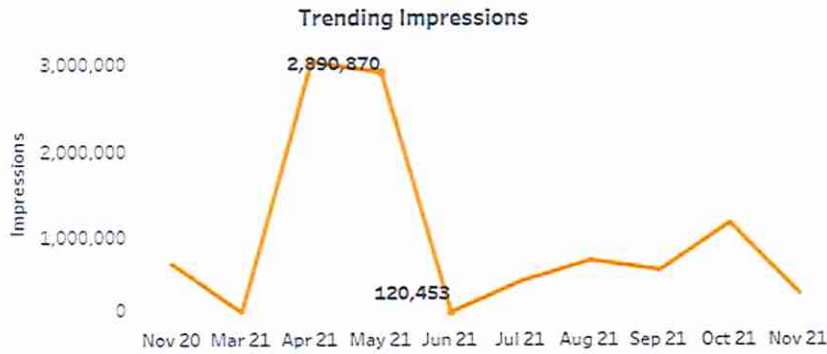
285,065  
IMPRESSIONS

3,315  
CLICKS

\$0.87  
CPC

147  
TOS 115  
CONVERSIONS

\$19.55  
COST PER TOS 115  
CONVERSION



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Prospecting	The Jones Family	85,863	956	1.11%	\$0.84	\$803.26	0	14	\$57.38
	Millennial Megan	69,694	578	0.83%	\$1.14	\$657.23	0	16	\$41.08
	Boomer Ben	65,021	676	1.04%	\$0.85	\$573.64	0	9	\$63.74
	Sustainability	26,186	622	2.38%	\$0.80	\$499.62	0	19	\$26.30
	High Value	11,972	78	0.65%	\$1.24	\$96.97	0	4	\$24.24
Retargeting	Retargeting	26,329	405	1.54%	\$0.60	\$242.45	1	85	\$2.85
<b>Total</b>		<b>285,065</b>	<b>3,315</b>	<b>1.16%</b>	<b>\$0.87</b>	<b>\$2,873.17</b>	<b>1</b>	<b>147</b>	<b>\$19.55</b>



# Paid Social Creative Performance

Start Date  
11/1/2021

End Date  
11/14/2021

## Creative Performance

285,065  
IMPRESSIONS

3,315  
CLICKS

\$0.87  
CPC

147  
TOS 115  
CONVERSIONS

\$19.55  
COST PER TOS 115  
CONVERSION

			Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Prospecting	The Jones Family	68,002	893	1.31%	\$615.34	\$0.69	14	\$43.95
		Millennial Megan	61,405	562	0.92%	\$615.35	\$1.09	16	\$38.46
		Boomer Ben	59,506	653	1.10%	\$511.64	\$0.78	9	\$56.85
		Sustainability	23,073	595	2.58%	\$437.30	\$0.73	19	\$23.02
		High Value	11,702	78	0.67%	\$95.18	\$1.22	4	\$23.80
Retargeting	Retargeting	25,228	400	1.59%	\$233.05	\$0.58	85	\$2.74	
Instagram	Prospecting	The Jones Family	119	0	0.00%	\$0.47	\$0.00	0	\$0.00
		Millennial Megan	106	0	0.00%	\$0.46	\$0.00	0	\$0.00
		Boomer Ben	59	1	1.69%	\$0.36	\$0.36	0	\$0.00
		Sustainability	3,113	27	0.87%	\$62.32	\$2.31	0	\$0.00
		High Value	270	0	0.00%	\$1.79	\$0.00	0	\$0.00
Retargeting	Retargeting	1,101	5	0.45%	\$9.40	\$1.88	0	\$0.00	
Twitter	Prospecting	The Jones Family	17,742	63	0.35%	\$187.45	\$3.00	0	\$0.00
		Millennial Megan	8,183	16	0.19%	\$41.42	\$2.61	0	\$0.00
		Boomer Ben	5,456	22	0.41%	\$61.64	\$2.75	0	\$0.00

# Paid Search Performance

Start Date  
11/1/2021

End Date  
11/14/2021

## Ad Group Performance

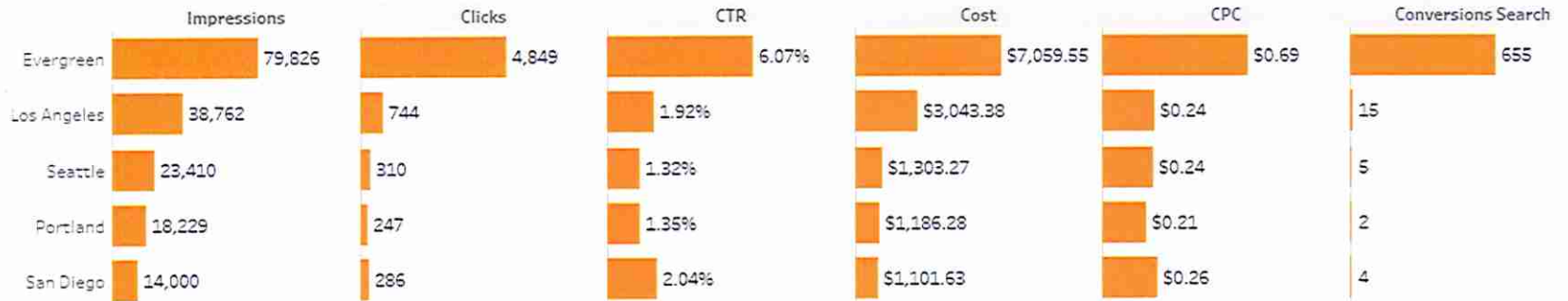
174,227  
IMPRESSIONS

6,436  
CLICKS

\$0.47  
COST PER CLICK

681  
TOS 115  
CONVERSIONS

\$22.12  
COST PER TOS 115  
CONVERSIONS



## Impressions | Clicks



## Impressions | Conversions



## Paid Search Performance

Start Date  
11/1/2021

End Date  
11/14/2021

### Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
fishing	19,676	169	\$0.63	0.86%	\$267.34	0	0.0%
beaches	19,428	307	\$0.19	1.58%	\$1,652.04	21	6.8%
+resort	14,614	2,010	\$1.14	13.75%	\$1,765.50	162	8.1%
kayaking	12,778	195	\$0.17	1.53%	\$1,160.09	4	2.1%
hiking	11,226	165	\$0.29	1.47%	\$574.31	0	0.0%
+hotel	9,214	564	\$1.25	6.12%	\$451.94	34	6.0%
boating	7,866	109	\$0.23	1.39%	\$475.52	0	0.0%
things to do	7,577	315	\$0.32	4.16%	\$974.70	78	24.8%
+vacation	6,960	155	\$0.67	2.23%	\$232.53	25	16.1%
+hotels	5,691	259	\$0.98	4.55%	\$264.72	16	6.2%
+vacations	4,318	122	\$0.69	2.83%	\$176.92	21	17.2%
events	3,064	162	\$0.34	5.29%	\$469.58	20	12.3%
+fishing	3,024	19	\$0.40	0.63%	\$46.97	0	0.0%
mountain biking	2,988	35	\$0.29	1.17%	\$121.77	0	0.0%
camping California	2,747	125	\$0.39	4.55%	\$323.22	0	0.0%
what to do in tahoe	2,692	195	\$0.35	7.24%	\$555.80	64	32.8%
horseback riding	2,519	110	\$0.28	4.37%	\$399.41	0	0.0%
+lodging	2,505	45	\$0.64	1.80%	\$70.77	7	15.6%
north tahoe	2,491	176	\$0.33	7.07%	\$529.77	64	36.4%
restaurants	2,114	38	\$0.46	1.80%	\$82.21	9	23.7%
+casinos	1,344	17	\$1.03	1.26%	\$16.58	2	11.8%
activities	1,296	76	\$0.34	5.86%	\$220.83	23	30.3%
restaurant	1,173	57	\$0.61	4.86%	\$94.09	6	10.5%
+lake +cabin	1,045	46	\$0.64	4.40%	\$71.35	6	13.0%
hiking trails	1,031	18	\$0.30	1.75%	\$60.86	0	0.0%
+cabin +Rentals	967	63	\$0.62	6.51%	\$100.85	19	30.2%

# Display Performance

Start Date  
11/1/2021

End Date  
11/14/2021

**361,196**  
IMPRESSIONS

**539**  
CLICKS

**\$3.98**  
CPC

**175**  
TOS 115  
CONVERSIONS

**\$12.27**  
COST PER TOS 115  
CONVERSION

Display Impressions Trending



Cost per Conversion Trending



Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	191,271	274	0.14%	\$4.19	\$1,147.63	19	\$60.40
Retargeting	169,925	265	0.16%	\$3.77	\$999.26	156	\$6.41
<b>Grand Total</b>	<b>361,196</b>	<b>539</b>	<b>0.15%</b>	<b>\$3.98</b>	<b>\$2,146.88</b>	<b>175</b>	<b>\$12.27</b>

# Display Creative Performance

Start Date  
11/1/2021

End Date  
11/14/2021

361,196  
IMPRESSIONS

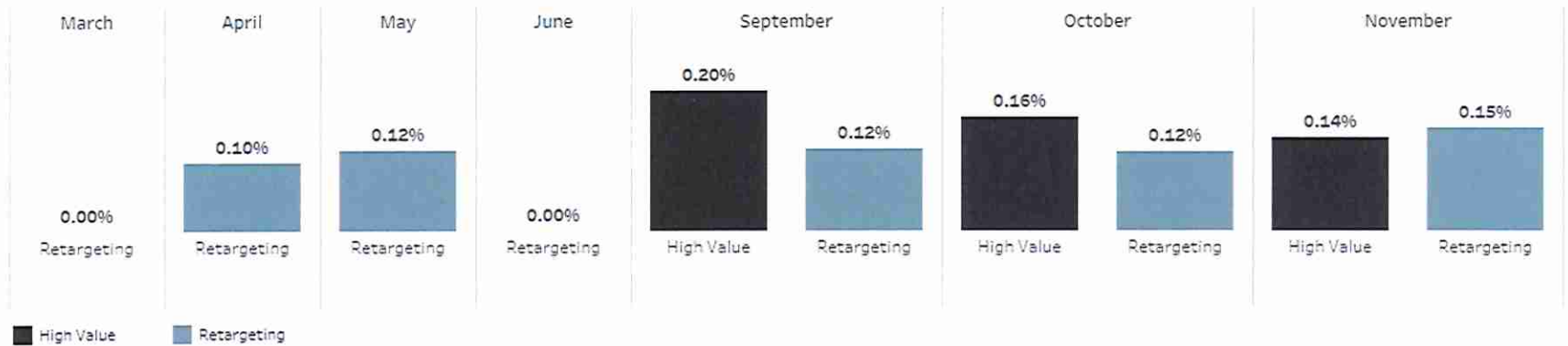
539  
CLICKS

\$3.98  
CPC

175  
TOS 115  
CONVERSIONS

\$12.27  
COST PER TOS 115  
CONVERSION

## Creative CTR Trending



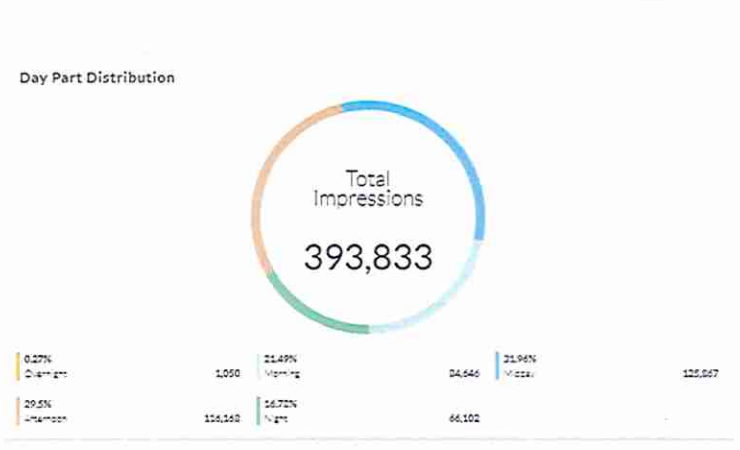
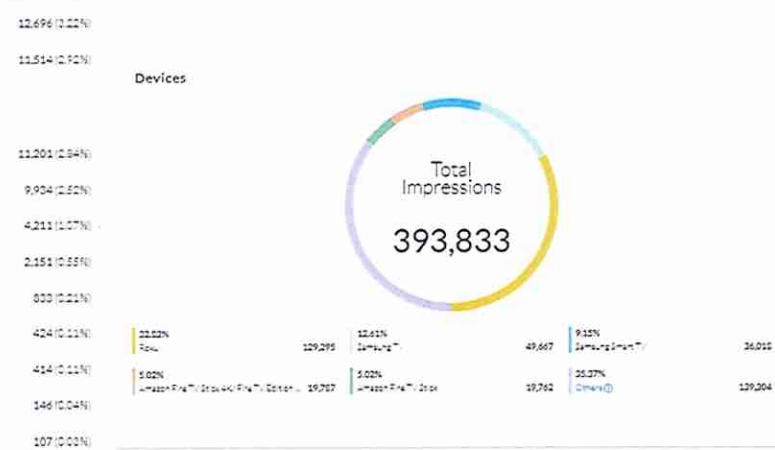
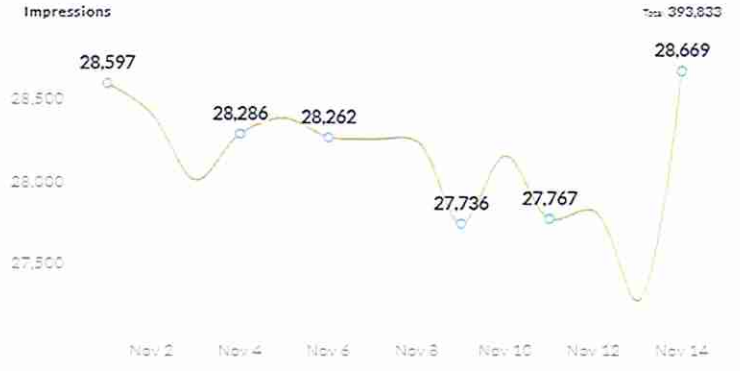
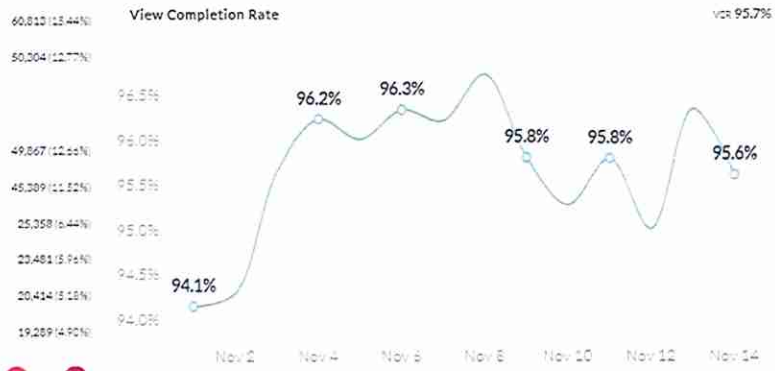
DMA	Platform	Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
National	Programmatic Display	High Value	191,271	274	0.14%	\$4.19	\$1,147.63	19	\$60.40
		Retargeting	159,779	244	0.15%	\$3.93	\$958.67	153	\$6.27
	TripAdvisor	Retargeting	10,146	21	0.21%	\$1.93	\$40.58	3	\$13.53
<b>Grand Total</b>			<b>361,196</b>	<b>539</b>	<b>0.15%</b>	<b>\$3.98</b>	<b>\$2,146.88</b>	<b>175</b>	<b>\$12.27</b>

# Video Performance

Start Date: 11/1/2021  
End Date: 11/14/2021

Top Premium Publishers

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# Website Performance

Start Date  
11/1/2021

End Date  
11/14/2021

**31,389**  
SESSIONS



Top Regions	Sessions
California	14,883
Nevada	2,016
Washington	1,651
Texas	1,290
Oregon	663



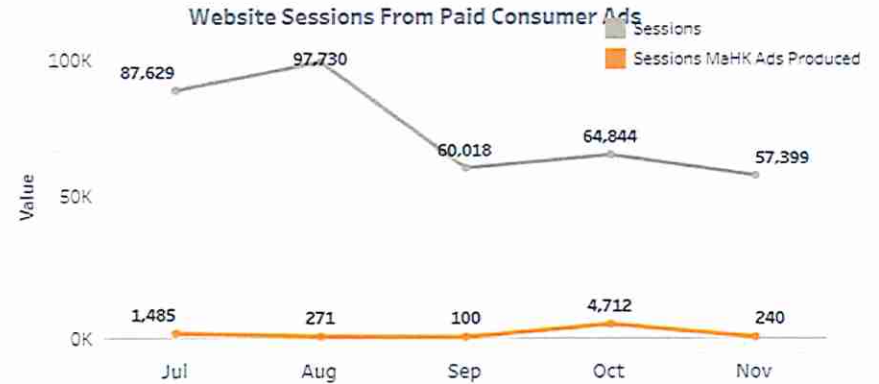
**00:01:01**  
SESSION DURATION

**1.8**  
PAGES PER SESSION

**85%**  
NEW USER  
SESSION RATE

**69%**  
BOUNCE RATE

Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	15,653	27,402	00:01:16	1.8	72%
Direct	6,791	13,297	00:00:42	2.0	59%
Search	4,943	9,055	00:00:37	1.8	67%
Referral	2,889	5,564	00:01:14	1.9	73%
Social	956	1,131	00:00:15	1.2	87%
Display	153	272	00:02:03	1.8	80%
Video	4	5	00:00:02	1.3	75%
<b>Grand Total</b>	<b>31,389</b>	<b>56,726</b>	<b>00:01:01</b>	<b>1.8</b>	<b>69%</b>



## Consumer Paid Media Recommendations

- The Family audience has improved in CTR performance and TOS conversions from October. For the winter campaign, there will be optimization towards this audience in terms of impressions.
- Continue to build the Retargeting audience into the winter campaign; the campaign won the highest number of TOS conversions and performed well for the fall campaign.
- The OTT/ConnectedTV buy delivered well throughout the fall campaign. Delivery across premium publishers continued without pricing pressures as demand sharply rose for the holidays. CTV opportunities will continue as a strong recommendation moving forward.
- The High Value target audience is responding to messaging at average or above average rates depending on media channel. There will be continued optimizations on social for further improvements as we move into the winter season.
- Local/Sustainability messaging continues with the highest levels of engagement and is recommended as a long-term messaging strategy going forward.
- A full fall campaign recap will be coming as we move to winter messaging.



north lake tahoe



## MCC Paid Media Executive Summary

- The display retargeting campaign received the highest percentage of TOS conversions showing good engagement and website interest.
- Retargeting costs per conversion remain low and effective across display and social media, showing the importance of building 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.



north lake tahoe

## All Campaigns Overview

Start Date  
11/1/2021

End Date  
11/30/2021

2,247,897  
IMPRESSIONS

\$2.65  
COST PER CLICK

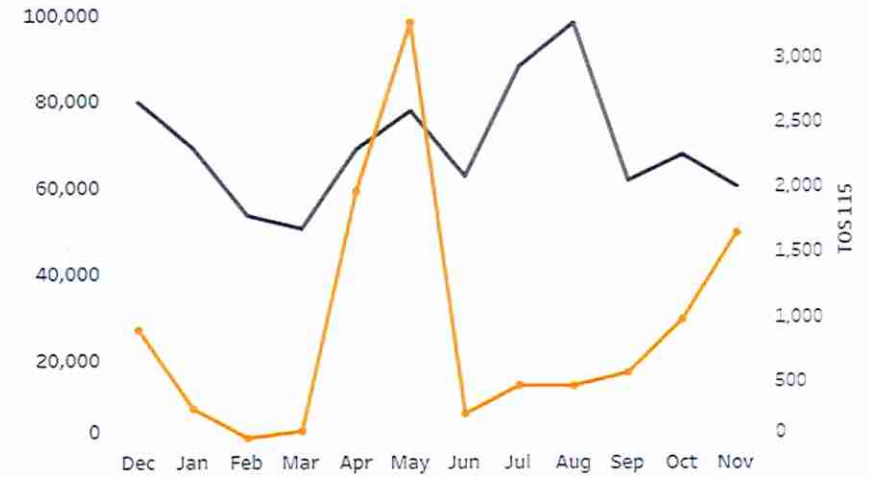
13,429  
CLICKS

1,637  
TOS  
CONVERSIONS

\$21.76  
COST PER TOS  
CONVERSION

- Consumer: TOS 115 conversions increased 70% from last month while spend dropped 18%.
- MCC: Continues to drive clicks/engagement although no RFPs have been submitted.

Sessions | TOS 115 Conversions



### Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion	Submit RFP Conversion
Consumer	2,101,701	12,575	0.60%	\$2.71	\$34,094.55	1,628	\$20.94	0
MCC	146,196	854	0.58%	\$1.79	\$1,530.36	9	\$169.74	0
<b>Total</b>	<b>2,247,897</b>	<b>13,429</b>	<b>0.60%</b>	<b>\$2.65</b>	<b>\$35,624.91</b>	<b>1,637</b>	<b>\$21.76</b>	<b>0</b>

## Overview by Campaign

Start Date  
11/1/2021

End Date  
11/30/2021

**146,196**  
IMPRESSIONS

•TOS conversions remain higher than early pause recovery. There were 3x fewer conversions than October.

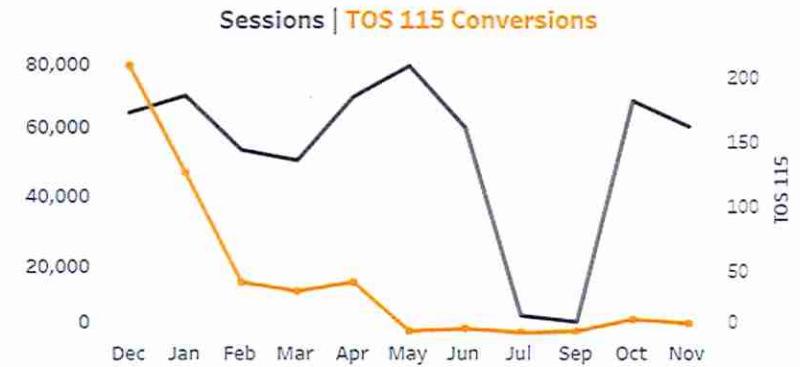
**854**  
CLICKS

•CPC rose \$0.30, however, clicks jumped 36% showing a higher interest from targeted audience.

**\$1.79**  
COST PER CLICK

**9**  
TOS CONVERSIONS

**\$169.74**  
COST PER TOS  
CONVERSION



Campaign	Impressions	Clicks	CTR	CPC	Spend	Submit RFP Conversion	TOS 115	Cost per Conversion
MCC	146,196	854	0.58%	\$1.79	\$1,530.36	0	9	\$169.74
<b>Total</b>	<b>146,196</b>	<b>854</b>	<b>0.58%</b>	<b>\$1.79</b>	<b>\$1,530.36</b>	<b>0</b>	<b>9</b>	<b>\$169.74</b>

## Overview by Medium

Start Date  
11/1/2021

End Date  
11/30/2021

**146,196**  
IMPRESSIONS

**854**  
CLICKS

**\$1.79**  
COST PER CLICK

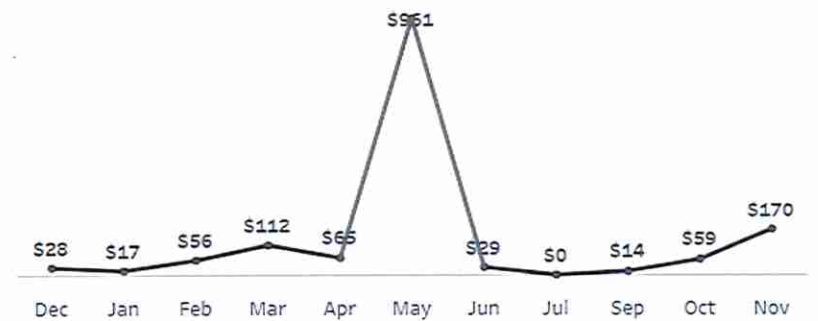
**9**  
TOS CONVERSIONS

**\$169.74**  
COST PER TOS  
CONVERSION

Cost per Conversion by Channel

Channel	TOS 115	TOS Conversion Rate	Spend	Cost per Conversion
Display	7	1.4%	\$493.85	\$70.55
Paid Social	1	0.4%	\$482.66	\$482.66
Video	1	1.0%	\$553.86	\$553.86

Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	Submit RFP Conversion	TOS 115	Cost per Conversion
Display	Programmatic Display	86,643	\$493.85	496	\$1.00	0.57%	0	7	\$70.55
Video	YouTube	19,352	\$227.11	34	\$6.66	0.18%	0	1	\$227.11
	LinkedIn	15,450	\$260.07	46	\$5.65	0.30%	0	0	\$0.00
	Facebook	2,375	\$66.50	22	\$3.02	0.93%	0	0	\$0.00
	Instagram	59	\$0.18	0	\$0.00	0.00%	0	0	\$0.00
Paid Social	LinkedIn	20,377	\$442.26	207	\$2.14	1.02%	0	0	\$0.00
	Facebook	1,312	\$34.03	47	\$0.72	3.58%	0	1	\$34.03
	Instagram	628	\$6.37	2	\$3.18	0.32%	0	0	\$0.00
<b>Grand Total</b>		<b>146,196</b>	<b>\$1,530.36</b>	<b>854</b>	<b>\$1.79</b>	<b>0.58%</b>	<b>0</b>	<b>9</b>	<b>\$169.74</b>

# Paid Social Performance

Start Date  
11/1/2021

End Date  
11/30/2021

**22,317**  
IMPRESSIONS

**324**  
CLICKS

**1**  
TOS  
CONVERSIONS

**0**  
SUBMIT RFP  
CONVERSIONS

**\$809.41**  
COST PER TOS  
CONVERSION

Social Trending Impressions



Cost per Conversion Trending



Platform	Targeting	Ad Name	Impressions	Clicks	CTR	Cost per Click	Cost	TOS 115	Cost per TOS Conv..
Facebook	Retargeting	fall-audio-visual	875	40	4.57%	\$0.55	\$22.05	1	\$22.05
		fall-breakout	234	5	2.14%	\$1.60	\$8.01	0	\$0.00
		fall-room-to-project	183	2	1.09%	\$1.84	\$3.68	0	\$0.00
		fall-conference-room	20	0	0.00%	\$0.00	\$0.29	0	\$0.00
Instagram	Retargeting	fall-room-to-project	330	1	0.30%	\$3.51	\$3.51	0	\$0.00
		fall-audio-visual	238	1	0.42%	\$1.86	\$1.86	0	\$0.00
		fall-conference-room	36	0	0.00%	\$0.00	\$0.52	0	\$0.00
		fall-breakout	24	0	0.00%	\$0.00	\$0.48	0	\$0.00
LinkedIn	Prospecting	Carousel	5,740	4	0.07%	\$48.05	\$192.20	0	\$0.00
		Break Out Sessions	2,631	47	1.79%	\$1.05	\$49.14	0	\$0.00
		Audio Visual	2,531	40	1.58%	\$1.08	\$43.26	0	\$0.00
		Room to Project	2,479	40	1.61%	\$1.12	\$44.70	0	\$0.00
		Conference Rooms	2,414	36	1.49%	\$1.23	\$44.19	0	\$0.00
		Outdoor Group	1,717	11	0.64%	\$2.20	\$24.25	0	\$0.00
		Travel Accessibility	1,264	11	0.87%	\$1.72	\$18.95	0	\$0.00
		Hotel Variety/Venues	830	9	1.08%	\$1.43	\$12.84	0	\$0.00
		KBYG	771	9	1.17%	\$1.41	\$12.73	0	\$0.00

## Display Performance by Placement

Start Date  
11/1/2021

End Date  
11/30/2021

86,643  
IMPRESSIONS

496  
CLICKS

7  
TOS 115  
CONVERSIONS

0.57%  
CLICK THROUGH RATE

\$70.55  
COST PER  
TOS CONVERSION

- Display earned 77% of total TOS conversions.
- Comparing clicks to TOS conversions, every 70 clicks results in one longer session visit. November's display campaign was 14% more effective in converting clicks to TOS conversions than October's display.



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	86,643	496	0.57%	\$1.00	\$493.85	7	\$70.55
<b>Grand Total</b>	<b>86,643</b>	<b>496</b>	<b>0.57%</b>	<b>\$1.00</b>	<b>\$493.85</b>	<b>7</b>	<b>\$70.55</b>

# Display Performance by Creative

Start Date  
11/1/2021

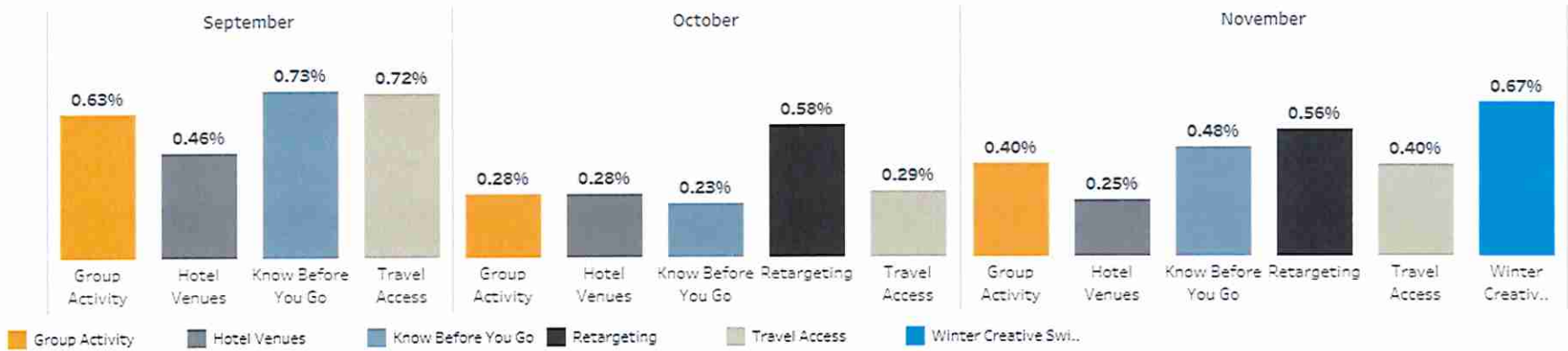
End Date  
11/30/2021

## Creative CTR Trending

86,643  
IMPRESSIONS

496  
CLICKS

7  
TOS 115  
CONVERSIONS



0.57%  
CLICK THROUGH RATE

\$70.55  
COST PER  
TOS CONVERSION

Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Retargeting	49,783	277	0.56%	\$0.43	\$120.06	5	\$24.01
Winter Creative Switch	26,943	181	0.67%	\$1.49	\$270.40	0	\$0.00
Know Before You Go	2,522	12	0.48%	\$2.29	\$27.45	2	\$13.73
Travel Access	2,476	10	0.40%	\$2.62	\$26.17	0	\$0.00
Group Activity	2,472	10	0.40%	\$2.59	\$25.91	0	\$0.00
Hotel Venues	2,447	6	0.25%	\$3.98	\$23.86	0	\$0.00
<b>Total</b>	<b>86,643</b>	<b>496</b>	<b>0.57%</b>	<b>\$1.00</b>	<b>\$493.85</b>	<b>7</b>	<b>\$70.55</b>

# Video Performance

Start Date  
11/1/2021

End Date  
11/30/2021

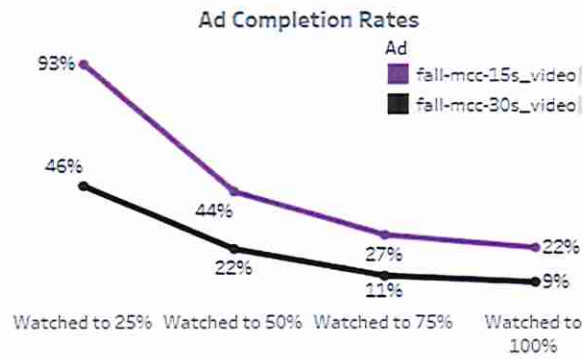
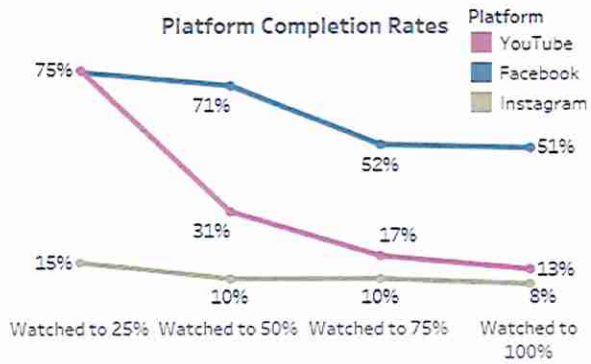
21,786  
IMPRESSIONS

32,423  
TOTAL VIEWS

1  
TOS CONVERSIONS

\$5.25  
COST PER CLICK

\$293.79  
PRIMARY CPC



Top Ads	Total Views
fall-mcc-15s_video	25,305
fall-mcc-30s_video	7,118

Platform	Targeting	Ad	Impressions	Watched to 100%	Video Clicks	CTR	Cost	TOS 115	Cost Per TOS 115
YouTube	Retargeting	fall-mcc-15s_video	11,877	15.2%	21	0.18%	\$138.32	0	\$0.00
		fall-mcc-30s_video	7,475	9.7%	13	0.17%	\$88.79	1	\$88.79
Facebook	Retargeting	fall-mcc-15s_video	1,754	69.0%	16	0.91%	\$49.48	0	\$0.00
		fall-mcc-30s_video	621	0.3%	6	0.97%	\$17.02	0	\$0.00
Instagram	Retargeting	fall-mcc-15s_video	25	12.0%	0	0.00%	\$0.09	0	\$0.00
		fall-mcc-30s_video	34	5.9%	0	0.00%	\$0.09	0	\$0.00
<b>Grand Total</b>			<b>21,786</b>	<b>17.2%</b>	<b>56</b>	<b>0.26%</b>	<b>\$293.79</b>	<b>1</b>	<b>\$293.79</b>

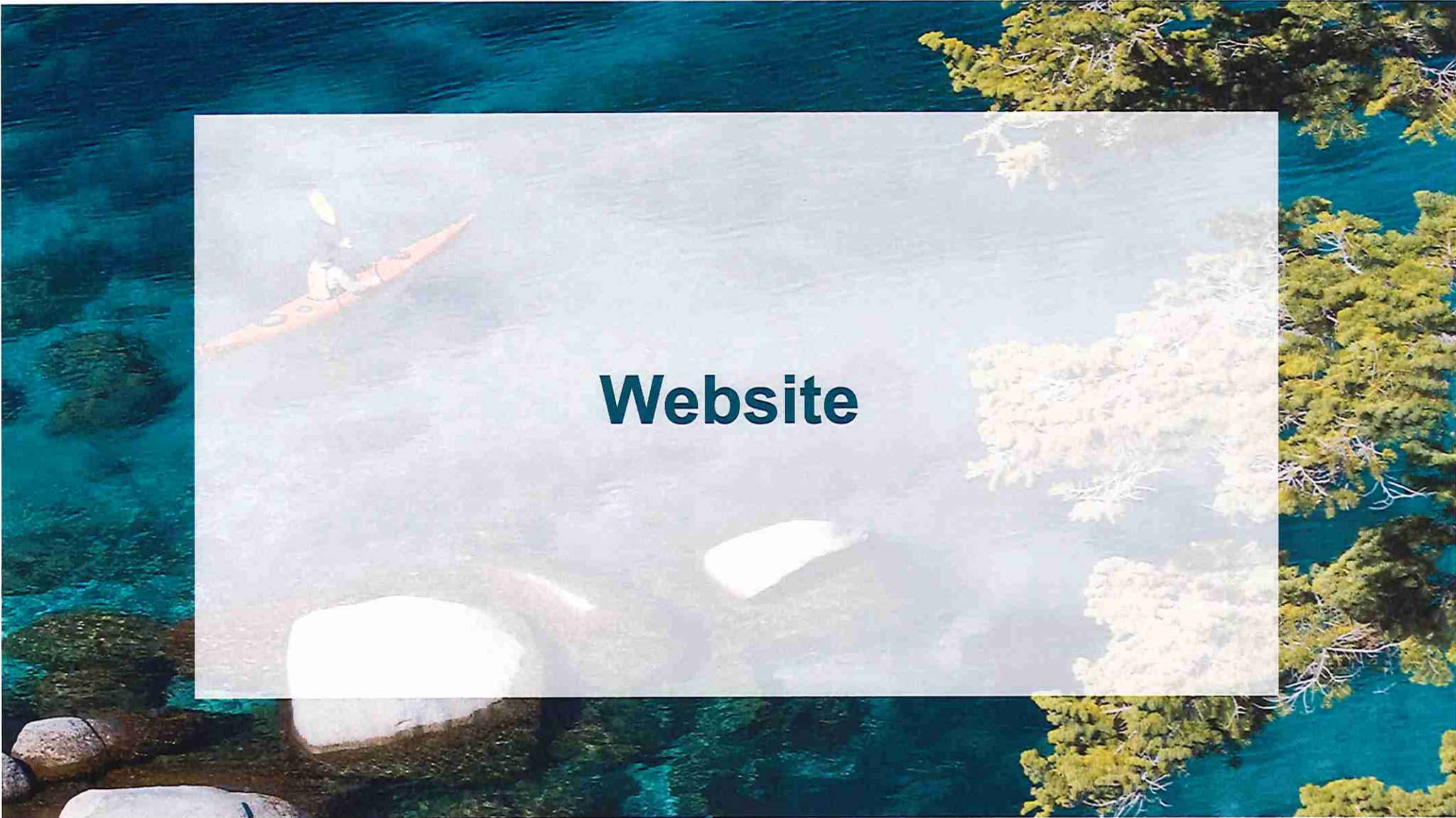


## MCC Paid Media Recommendations

- Continue to optimize impressions and TOS conversions costs across display and video.
- Continue prioritizing retargeting for display. Especially in the MCC audience, the retargeting pulls high TOS conversions.
- Prioritize 0:15 second videos where appropriate to increase completion rates with retargeting efforts. Full video completions are higher for 0:15 second videos as well as partial video views.
- Video continues to perform at higher levels across most trends and industries and should be considered a mainstay for retargeting efforts.



north lake tahoe



**Website**

## Visitors & Sessions

Visitors (MoM)	Sessions	Page Views	Pages Per Session	Sessions Per User	Avg. Session Duration	Events	Pledge Form Completions
57,885 (-11%)	56,668 (-10%)	114,045 (-1%)	1.72 (+11%)	1.15 (0%)	1:02 (+7%)	48,896 (-11%)	1 (-90%)

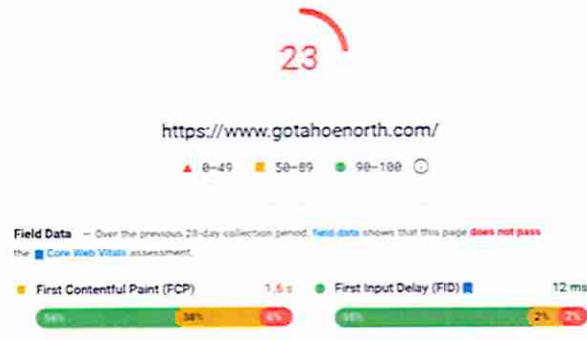
- There were 57,885 visitors to GoTahoeNorth.com, down slightly from the previous month. This decrease is most likely due to people spending time with families for the holidays and focusing online time on shopping.
- Session duration continues to climb, up 7% from October, showing that engagement is strong.
- There were 48,896 events, down 11% and one pledge form completion.



north lake tahoe

# SPEED TESTS

## MOBILE



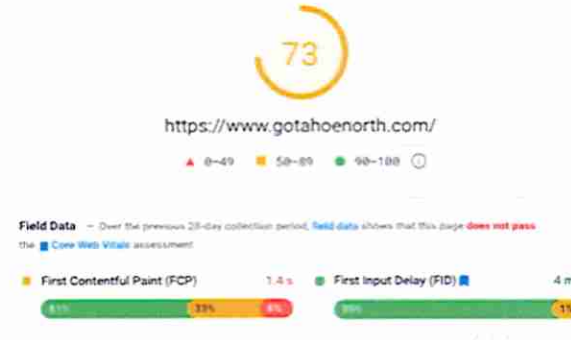
AUGUST 2021



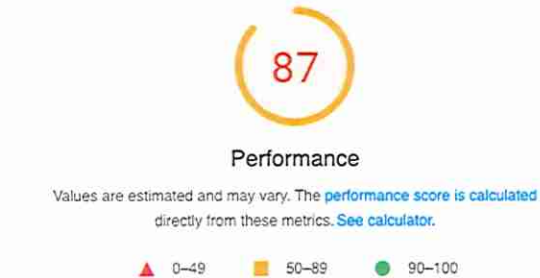
NOVEMBER 2021

Site speed on both mobile and desktop platforms have improved significantly since August.

## DESKTOP



AUGUST 2021



NOVEMBER 2021

## Location

State	Users	Time on Page
California	25,866	1:17
Nevada	3,794	1:26
Texas	2,102	1:24
Washington	1,989	0:36
Virginia	1,115	0:21

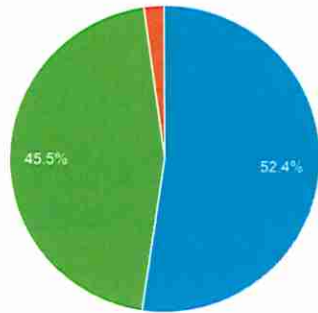
City	Users	Time on Page
San Francisco	3,565	1:09
Sacramento	2,372	1:05
Los Angeles	1,965	0:56
San Jose	1,663	1:10
Reno	1,416	1:37
Incline Village	1,298	1:35
Truckee	1,126	1:26
San Diego	701	2:12
Roseville	651	2:19
Seattle	650	0:53

- Of the top five states, the most engaged with the website was Nevada at 1:26.
- The top 10 cities were mostly nearby California and Nevada cities with the San Diego and Roseville audiences very engaged with over two minutes average time on page.



north lake tahoe

# Device



1. ■ mobile
2. ■ desktop
3. ■ tablet



Device Category	Acquisition			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	57,885 % of Total: 100.00% (57,885)	56,718 % of Total: 100.09% (56,668)	66,382 % of Total: 100.00% (66,382)	73.20% Avg for View: 73.20% (0.00%)	1.72 Avg for View: 1.72 (0.00%)	00:01:02 Avg for View: 00:01:02 (0.00%)	63.13% Avg for View: 63.13% (0.00%)	41,905 % of Total: 100.00% (41,905)
1. mobile	30,171 (52.38%)	29,793 (52.53%)	34,967 (52.68%)	76.01%	1.52	00:00:50	55.81%	19,514 (46.57%)
2. desktop	26,215 (45.51%)	25,759 (45.42%)	29,911 (45.06%)	69.83%	1.95	00:01:16	71.17%	21,287 (50.80%)
3. tablet	1,212 (2.10%)	1,166 (2.06%)	1,504 (2.27%)	75.07%	1.63	00:00:55	73.40%	1,104 (2.63%)

- Most users visited the site from mobile with 52% of the total audience.
- Desktop users were the most engaged with 1:16 average time on page and 1.95 pages per session.

## Top Pages Visited

- Users were most engaged with the Webcams page (3:07) followed by the Weather Report Page (1:41).
- Demographics were primarily females ages 25-34. Locations were somewhat scattered with the main visitors being from San Francisco and San Jose.

Page	Visitors	Time on Page	Top Demos
Home	14,029	1:01	M/25-34/San Francisco
Webcams	6,842	3:07	M/35-44/San Francisco
Winter Activities	3,657	0:54	M/25-34/San Francisco
Lodging	3,427	1:17	F/25-34/San Francisco
Hiking Trails	2,762	0:22	F/18-24/San Jose
Activities	2,744	0:39	F/25-34/San Francisco
Beaches	2,299	0:07	F/35-44/San Jose
Shopping	2,181	0:24	F/N/A/San Jose
Fall	2,072	1:28	F/35-44/San Francisco
Weather Report	2,002	1:41	M/35-44/San Francisco



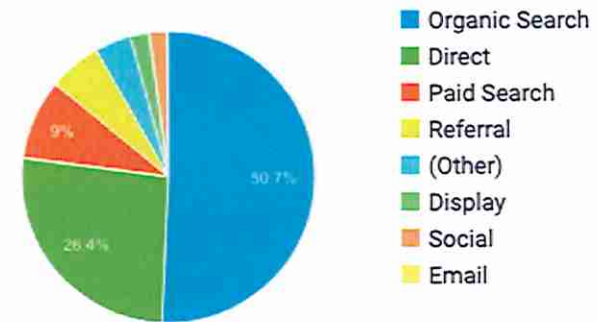
north lake tahoe

## Channel Performance

- Organic Search brought in the most users to the website at 29,810.
- Users coming to the website from Referrals were the most engaged with the website (1:47).



Top Channels



Source	Visitors	Session Duration
Organic Search	29,810	1:17
Direct	15,527	0:32
Paid Search	5,262	0:48
Referral	3,376	1:47
Paid Social	2,358	0:17



## Referrals

- VisitingLakeTahoe.com brought in the most visitors at 1,111 as well as the most engaged users (3:08).

Source	Visitors	Session Duration
VisitingLakeTahoe.com	1,111	3:08
Facebook Mobile	541	0:28
VisitCalifornia.com	157	1:49
Facebook Mobile Link	149	0:22
Facebook Link	97	2:54



north lake tahoe

## SEO Traffic Performance

Acquisition			Behavior			Conversions <span>All Goals ▾</span>	
Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
25.04% <span>▲</span> 57,895 vs 46,292	24.92% <span>▲</span> 56,718 vs 45,404	17.59% <span>▲</span> 66,382 vs 56,452	0.89% <span>▼</span> 73.20% vs 73.86%	1.56% <span>▲</span> 1.72 vs 1.69	8.46% <span>▼</span> 00:01:02 vs 00:01:07	17.53% <span>▼</span> 63.13% vs 76.54%	3.02% <span>▼</span> 41,905 vs 43,209

- Traffic from Organic Search was up 25% from 2020.
- Average session duration was slightly down but remains strong above one minute.
- For the SEO technical work, the team is in progress on updating the navigation and site structure.

## Blogs



- Posted: 11/3
- Pageviews: 119
- Time on Page: 3:01



- Posted: 11/19
- Pageviews: 65
- Time on Page: 1:06



- Augustine also updated content on the Winter Transit blog for the 2021/2022 winter season.

# eNewsletters

Two eNewsletters were sent out featuring the holiday shopping blog, Grateful Table initiative, Tahoe Film Fest and other relevant content.



Winning subject line:  
"Spread Local Cheer  
This Year, Shop Small"

Sent: 11/19

Open Rate: 17.8%  
(Industry Avg: 16%)

CTR: 3.7%  
(Industry Avg: 1.6%)



Winning subject line:  
"We're Thankful For You"

Sent: 11/24

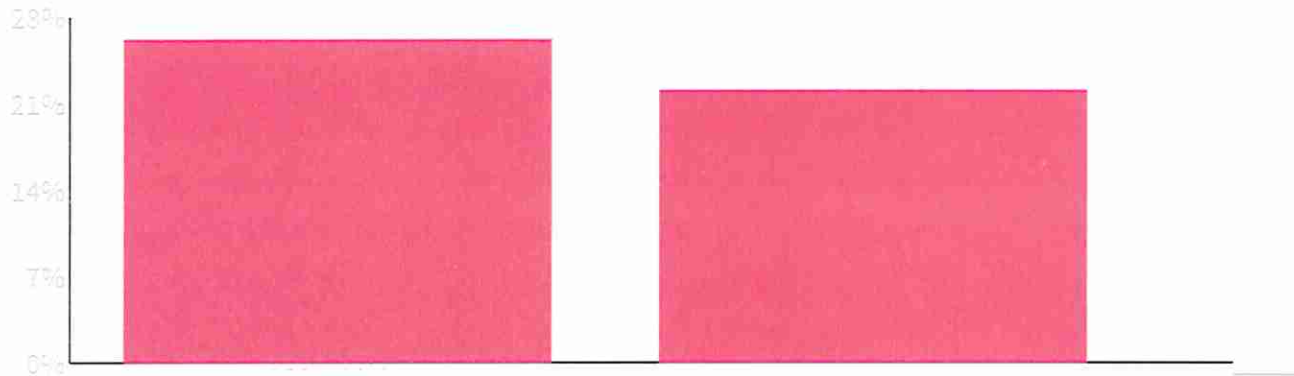
Open Rate: 17.7%  
(Industry Avg: 16%)

CTR: 4.1%  
(Industry Avg: 1.6%)

# CrowdRiff Insights

Nov 01, 2021 → Nov 30, 2021   Monthly   Engagement ...

For the selected date range your galleries had a **22.1% engagement rate**.  
 Your engagement rate is calculated from **240 interactions** and **1.1k views**.



## Top galleries

	October 2021 (26.2% ER)	November 2021 (22.1% ER)	
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 kayaker on a lake. The water is a deep, clear blue-green. In the foreground, there are large, smooth, light-colored rocks. To the right, there are dense evergreen trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Public Relations" in a bold, dark blue font.

# Public Relations

## PR November Recap

- Efforts primarily focused on proactive media outreach highlighting what's new in North Lake Tahoe as well as winter travel.
- Coordinated and hosted a traditional media visit.
- Began coordination of a social influencer visit in partnership with Visit California.
- Partnered with Visit California for a holiday/winter podcast opportunity.
- Attended the Reno-Tahoe Territory PR alliance meeting.
- Continued to meet with partners virtually throughout the destination.



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## Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
  - Wellness
  - Winter/Seasonal Travel
  - Ski Resorts/Experiences
  - Trails
- Highlights:
  - Distributed a press release highlighting what's new this fall/winter in North Lake Tahoe
- Media Conversations:
  - Visit California, JustLuxe, Traveling Mom, Rails to Trails Conservancy
  - Top-tier outlets and various freelance writers including *Los Angeles Times*, *Travel + Leisure*, *Westways*, *Travel Pulse*, *Thrillist*, *Outside*, *AFAR*, *Forbes* and many more



## Earned Media Results

- Secured Clips: 14
- Est. Digital Monthly Visits: 3.4B
- Est. Digital Coverage Views: 2.6M
- Est. Broadcast Reach: 3.5K+
- Coverage featured ski season and ski resort updates, what's new, lodging properties, winter activities, meetings, wellness and restaurants. Media outlets included *Travel + Leisure*, *Visit California*, *Tahoe Ski World*, *Traveling Mom*, *L.A. Parent* and *Yahoo! News*.



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KPLORE TRAVEL+ LEISURE

Home + Trip Ideas

### Best Places to Travel in February

Here are ten of the best places to travel this February.

By [Patricia Doherty](#) November 19, 2021

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TRAVEL+ LEISURE

You might like

Best Places to Travel in February

The Best Small Towns in Virginia to Add to Your

# Coverage Highlights

EXPLORE TRAVEL+ LEISURE

Q Join

Home + Trip Ideas

February is ski season, and there's plenty of snow in the Lake Tahoe area. In [South Lake Tahoe](#), Heavenly is the largest and highest ski area, with views of the lake, 97 trails, nine high-speed lifts, 28 chairlifts, terrain parks, and restaurants, casinos, and nightclubs for after skiing. At nearby [Edgewood Tahoe](#), onsite Ski Butlers deliver ski and snowboard equipment and take care of your gear when you leave. The resort offers plush guest rooms, ice skating, a spa, and a guided snowshoe experience that ends at the Champagne Chalet with Veuve Clicquot, hot cocoa, and popcorn. In [North Lake Tahoe](#), there's [Northstar](#), one of the best family ski resorts in California, featuring a ski and snowboard school, 100 trails, and eight terrain parks. The [Ritz-Carlton Lake Tahoe](#), a family-friendly luxury resort located mid-mountain, offers ski-in/ski-out access on Northstar, a spa, and easy access to the Village at Northstar California for ice skating, fire pits, shopping, and dining.

## Lake Tahoe, Nevada and California



CREDIT: MICHAEL MARFELLI/GETTY IMAGES



In the midst of February, we're either waiting for winter to be over or diving right into cold-weather sports. Some of us just need a change of scenery with the holidays over, so for fans of the snow, how about combining a trip to Europe with some of the world's most beautiful mountains in [Austria](#)? Or there's Lake Tahoe for a ski vacation. By Patricia Doherty



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TRAVEL

## Best Places to Travel in February

Patricia Doherty

November 19, 2021 · 9 min read

In the midst of February, we're either waiting for winter to be over or diving right into cold weather sports. Some of us just need a change of scenery with the holidays over, so for fans of the snow, how about combining a trip to Europe with some of the world's most beautiful mountains in Austria? Or closer to home, there's Lake Tahoe for a [ski vacation](#).

TravelingMom

ROAD TRIPS DESTINATIONS DISNEY OUTDOORS TRAVEL



Heavenly's view of Lake Tahoe are some of the best. Credit: Val Research/Heavenly Mountain Resort

## 10 Best Lake Tahoe Resorts for Families

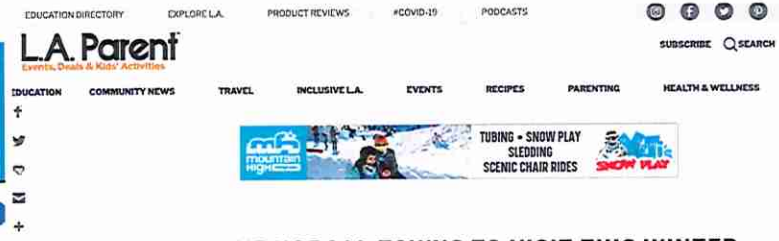
# Coverage Highlights



## What's new at Tahoe ski resorts

NOVEMBER 19, 2021 BY ADMIN

Home to the largest concentration of ski resorts in North America with 34 downhill ski resorts and 10 cross country ski areas. Lake Tahoe offers a variety of budget and ability-friendly options for every level of skier and snowboarder.



## FESTIVE NORCAL TOWNS TO VISIT THIS WINTER: NAPA, HEALDSBURG, LAKE TAHOE AND REDDING

Published November 18, 2021  
By Nina Harada

### Lake Tahoe

If your family is looking for snow, then head to the mountains. Lake Tahoe is home to some of North America's largest ski resorts and family-friendly resorts like the Ritz-Carlton and Resort at Squaw Creek.

The Ritz-Carlton, Lake Tahoe, nestled mid-mountain at Northstar California Resort, is hosting festive winter programming perfect for families looking for holiday experiences, gourmet dining and easy access to skiing as the only ski-in/ski-out destination in Lake Tahoe.



Certainly, the snowy mountains of the Sierra Nevada create a winter wonderland this time of year. "It's really magical," says Brendan Madigan, owner of sporting goods store **Alpenglow Sports** in **Tahoe City**. "During the holidays, there's a tremendous amount to do." Beyond skiing and snowboarding, he recommends snowshoeing for an easy way to find winter bliss. "You can just rent snowshoes for 20 or 30 bucks—and if you can walk, you can snowshoe. Once those snowshoes are on your feet, you can enjoy the scenic beauty of the area."



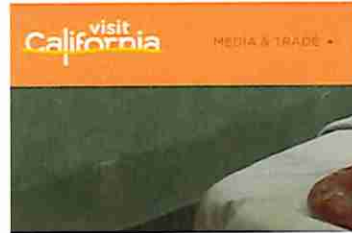
# Coverage Highlights



## Inclusive Travel in California

### Tahoe Trails

The stark beauty of the Sierra Nevada wilderness is best explored on the many nature trails in the Tahoe area. The Pine Drop Trail located near Tahoe Vista is a beautiful, nearly flat, wide paved trail that takes outdoor lovers on a tour of the many wildflowers in the national forest.



## Ring in Wellness

### Resort at Squaw Creek

The beauty of North Lake Tahoe is the perfect setting to relax and detox for the weekend at the Resort at Squaw Creek. After a day skiing the peaks or snowshoeing the trails, indulge in a high altitude massage or the Walk in the Woods Signature Facial.



## Winter Activities in California

### Palisades Tahoe

With a new name honoring the rich ski history of its mountains, Palisades Tahoe has formed a long-term partnership with the Washoe Tribe to help educate resort guests and the community about their history and culture. Tribe members host monthly Washoe Cultural Tours, have an exhibit at High Camp, and will help rename the Squaw One chairlift. This season, a new surface lift has been installed in the High Camp beginner area, and the new "Take 4" lesson package will save beginner skiers and riders \$240 when they commit to four lessons.



## California's Innovative and Impactful Culinary Scene

### Christy Hill

Using the freshest and finest seasonal ingredients, Christy Hill in North Lake Tahoe offers Modern American cuisine with refined Mediterranean influences and French influenced sauces. Diners also get to explore fine wines from around the world.



## Green Meetings in the Golden State

### Tahoe Time

Amid the unparalleled beauty of North Lake Tahoe, the Resort at Squaw Creek offers its Destination Earth Green Meetings Program. Elements include decreasing energy and water usage, reducing waste, increasing recycling and composting, and purchasing local and organic food and beverages when possible.



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## Coverage Highlight Links

- Visit California - [Green Meetings in the Golden State](#)
- Visit California - [Inclusive Travel in California](#)
- Visit California - [Winter Activities in California](#)
- Visit California - [California's Innovative and Impactful Culinary Scene](#)
- Visit California - [Ring in Wellness](#)
- Visit California - [Holiday 2021: Must-See Events in California](#)



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## Coverage Highlight Links

- Visit California - [Holiday Travels in California](#)
- Visit California - Holiday Travels in California (podcast)
- Tahoe Ski World - [What's new at Tahoe ski resorts](#)
- Traveling Mom - [10 Best Lake Tahoe Resorts for Families](#)
- L.A. Parent - [Festive Norcal Towns To Visit This Winter: Napa, Healdsburg, Lake Tahoe And Redding](#)



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## Coverage Highlight Links

- Travel + Leisure - [Best Places to Travel in February](#)
- Travel + Leisure India - [10 Best Places You Should Explore In February 2022](#)
- Yahoo! News - [Best Places to Travel in February](#)



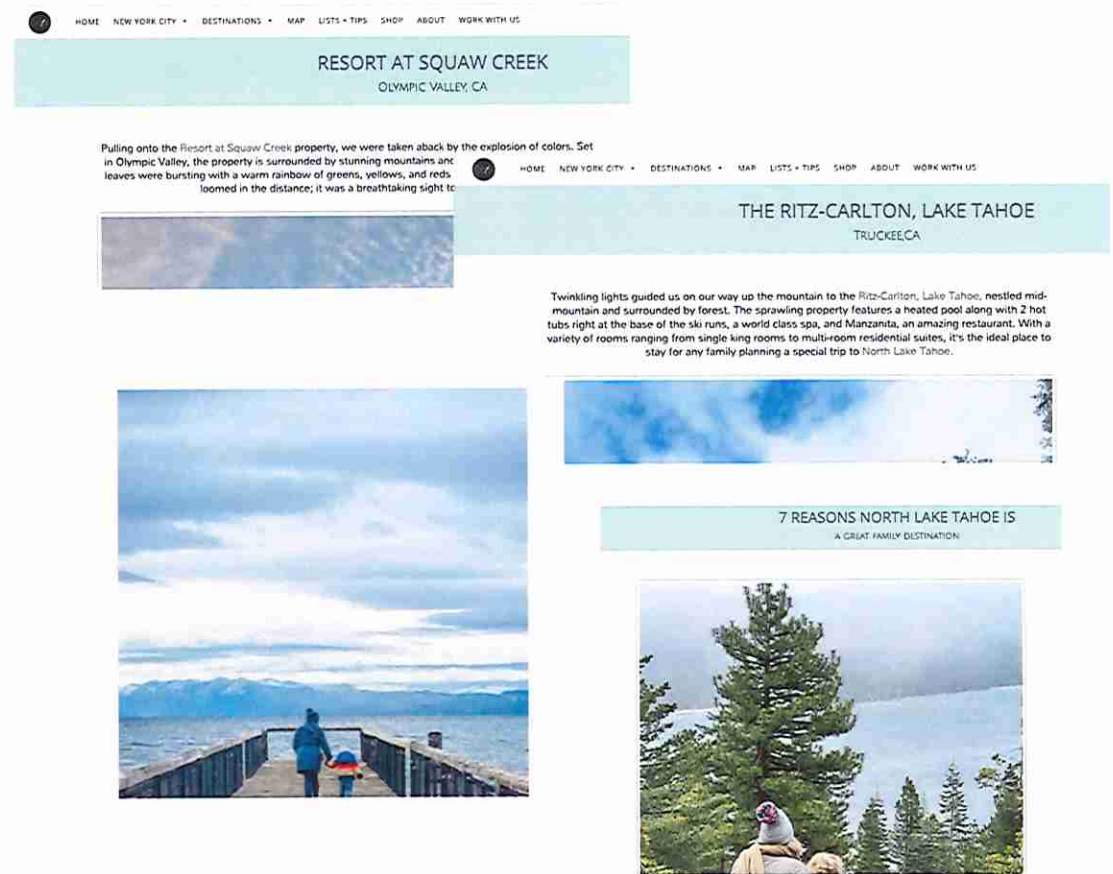
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# FAM Tour: Social Influencer Campaign Recap

## Lindsay Ridenour of Compass + Twine

- Website: [compassandtwine.com](http://compassandtwine.com)
- Content Type: Travel, Luxury Experiences
- Travel Dates: October 20-24
- Lodging: The Ritz-Carlton, Lake Tahoe and Resort at Squaw Creek
- Featured Businesses/Attractions: Gar Woods Grill & Bar, Fire Sign Cafe, West Shore Market, Jake's on the Lake, Soule Domain, Manzanita, Spindleshanks, Sandy's Pub, Crest Cafe & Catering, Sunshine Deli, Eagle Rock Trail, Sand Harbor Beach, Tahoe Adventure Company, Tahoe City, Kings Beach Playground, High Altitude Fitness, Stateline Lookout Trail





# FAM Tour: Traditional Recap

## Cynthia Dial

- Worked with freelance travel journalist Cynthia Dial on a press trip highlighting North Lake Tahoe attractions, dining and lodging with story angles focused on luxury travel. Developed Cynthia's itinerary and worked with North Lake Tahoe partners to coordinate lodging and experiences.
- Travel Dates: November 5-7
- Lodging: Hyatt Regency Lake Tahoe Resort, Spa and Casino
- Dining/Activities: Tahoe City, Tahoe House, Eagle Rock Trail, North Lake Tahoe's Visitor Center, Gar Woods Grill & Pier, Tahoe Adventure Company, Lone Eagle Grill, Monkey Rock, Crystal Bay Club Steak & Lobster House, Stillwater Spa & Salon, Incline Village, Kings Beach, Palisades Tahoe
- Anticipated coverage dates in JustLuxe and Travel Squire: Fall/Winter 21-22



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## Upcoming PR Initiatives

- Host a social influencer visit in partnership with Visit California in early January.
- Continue proactive media outreach pitching travel story angles focusing on what's new, winter travel and long-lead spring-focused opportunities.
- 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.



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An aerial photograph of a person kayaking on a clear, turquoise lake. The kayaker is in the upper left quadrant, paddling a red kayak. The water is exceptionally clear, revealing large, light-colored rocks on the lakebed. The right side of the image is framed by the dense green foliage of evergreen trees. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "Social Media" in a bold, dark blue font.

# Social Media

## Facebook Overview

Data	October	November	MoM
Audience	130,473	130,351	-0.1%
Impressions	2,252,237	820,239	-63.6%
Engagement	54,469	26,898	-50.6%

- November content promoted fall activities, dining and holiday messaging.
- Augustine captured holiday assets throughout the region.
- 820K impressions and 3.9K post clicks were generated. The decrease in impressions and engagement was most likely due to holiday promotions across platforms.
- The most reached audience was women ages 25-34. The highest reached locations included Los Angeles, San Diego, Sacramento, Reno and Tahoe City.



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## Facebook Top Posts

- Top posts included the Know Before You Go Guide, a shared blog from California High Sierra and a Grateful Table promotion featuring Old Range Steakhouse.
- Facebook continued to provide regional information including weather and resort opening information.
- The visitor guide generated 2,120 engagements, including 75 shares. Social audiences were engaged with seasonal travel updates.

Post Title	Total Engagements
Planning your visit to North Lake Tahoe? Check out our new Visitor Guide for activity, lodging and dining information in all four seasons! The guide also provides an inside look at some of...	2,120
Does the idea of leaving your furry family members for a romantic getaway seem terrible? Luckily, you don't have to when visiting North Tahoe. California High Sierra notes Tahoe City as...	526
Support your favorite North Lake Tahoe restaurants this month and dine out in November! Grateful Table's Dine Out November encourages support of neighborhood restaurants and resto...	338

Engagement Type	Value
Reactions	1,610
Comments	21
Shares	75
Post Link Clicks	48
Other Post Clicks	357

Engagement Type	Value
Reactions	110
Comments	6
Shares	10
Post Link Clicks	326
Other Post Clicks	74

Engagement Type	Value
Reactions	136
Comments	5
Shares	12
Post Link Clicks	10
Other Post Clicks	175



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## Instagram Overview

Data	October	November	MoM
Audience	83,129	83,274	+0.2%
Impressions	945,946	370,777	-60.8%
Engagement	26,055	9,049	-65.3%

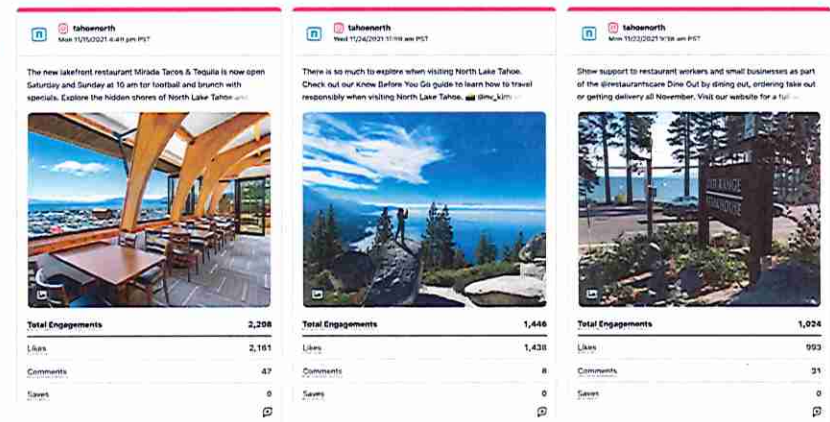
- Content continued to provide trip inspiration for North Lake Tahoe visitors with activities, dining and lodging options. Sustainability remained a key pillar in social content.
- While snow was delayed this month, Augustine continued to highlight fall in the region through in-feed content.
- Metrics decreased this month across the board due to holiday promotions across platforms.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, Sparks and San Francisco.





## Instagram Top Posts

- Top posts included dining content promoting Grateful Table initiative and the Know Before You Go Guide.
- The Mirada Tacos and Tequila post generated 2,208 engagements.
- North Lake Tahoe's Instagram audience continued to engage daily with content. The platform continued to receive questions about snow and resort opening dates.



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## Twitter Overview

Data	October	November	MoM
Audience	23,022	23,059	+0.2%
Impressions	38,308	19,067	-50.3%
Engagement	1,888	507	-73.1%

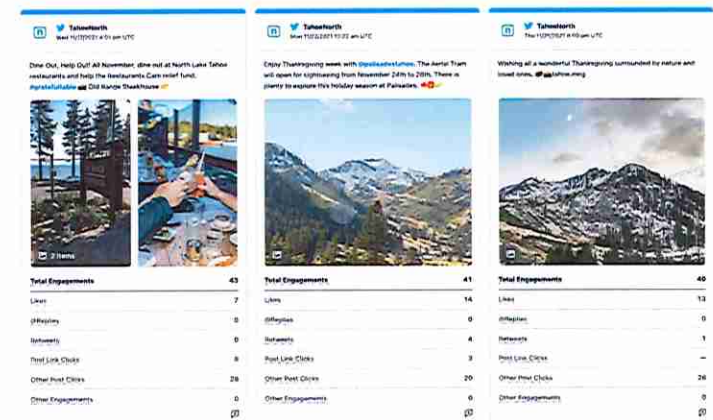
- Content highlighted events with fall messaging.
- The audience increased this month, gaining 36 followers.
- This month, there were decreases in metrics due to the holidays.
- Augustine will continue to provide updates and promote specials and events on Twitter.



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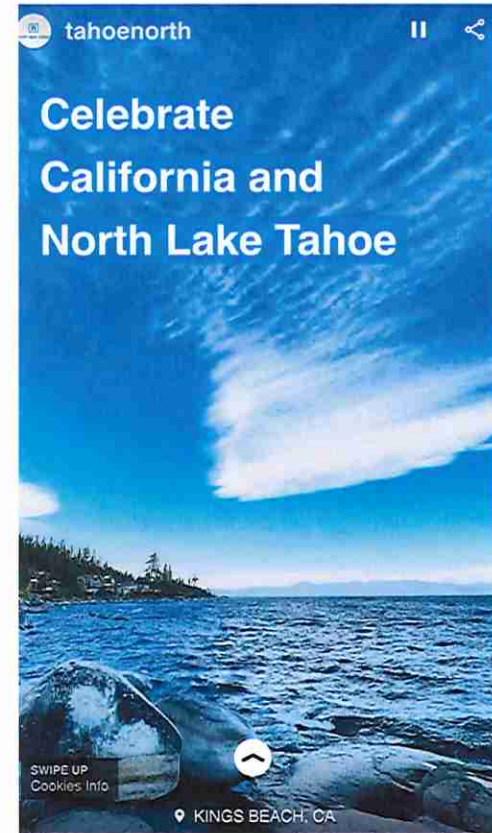
## Twitter Top Posts

- Top posts provided resort updates and showcased scenic views.
- The top post on Twitter was a Palisades Tahoe update that generated 43 engagements.
- Twitter audience remains engaged with content monthly. Moving forward, Augustine will begin testing content to foster engagement with our ever-growing audience.



## CA Now Story

- The Top CA Now Story this month promoted the California activities blog.
- The story generated 2,721 views, 874 swipe ups and an interaction rate of 43%.
- Other CA Now Stories highlighted fall dining in the region and holiday shopping.

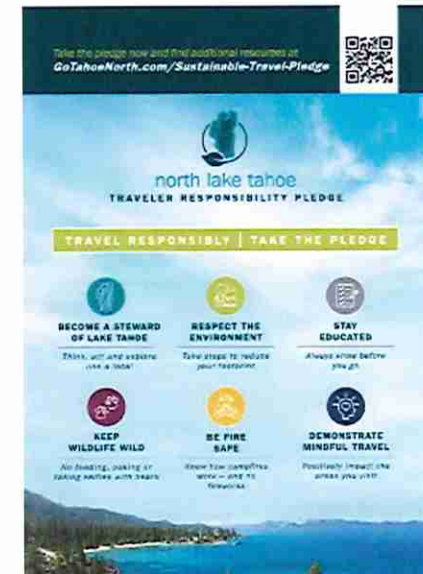


An aerial photograph of a kayaker on a vibrant turquoise lake. The kayaker is positioned in the upper left quadrant, paddling a narrow orange kayak. The water is exceptionally clear, revealing large, light-colored rocks beneath the surface. On the right side, the dense green foliage of evergreen trees borders the water. A large, semi-transparent white rectangular box is centered over the image, containing the text "Traveler Responsibility Pledge" in a bold, dark blue font.

# **Traveler Responsibility Pledge**

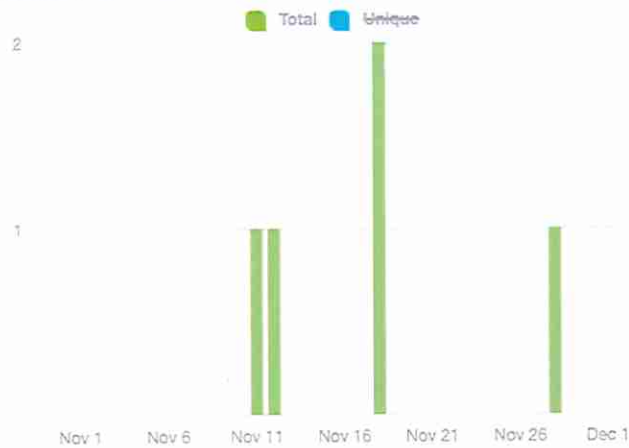
## Traveler Responsibility Pledge QR Code Results

- To date, the sandwich boards have provided the vast majority of scans (238 total, 5 in November).
- The swag tags came in second with 30 scans, followed by the print ads with 15 total scans, none of which were in November though for either placement.
- For the Yiftee campaign, a code was generated as well, with three scans in November, 10 total.
- Scans are primarily completed on iPhones, with devices registered in a variety of cities, most outside of CA and NV.



# QR Code November Results – Sandwich Boards

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



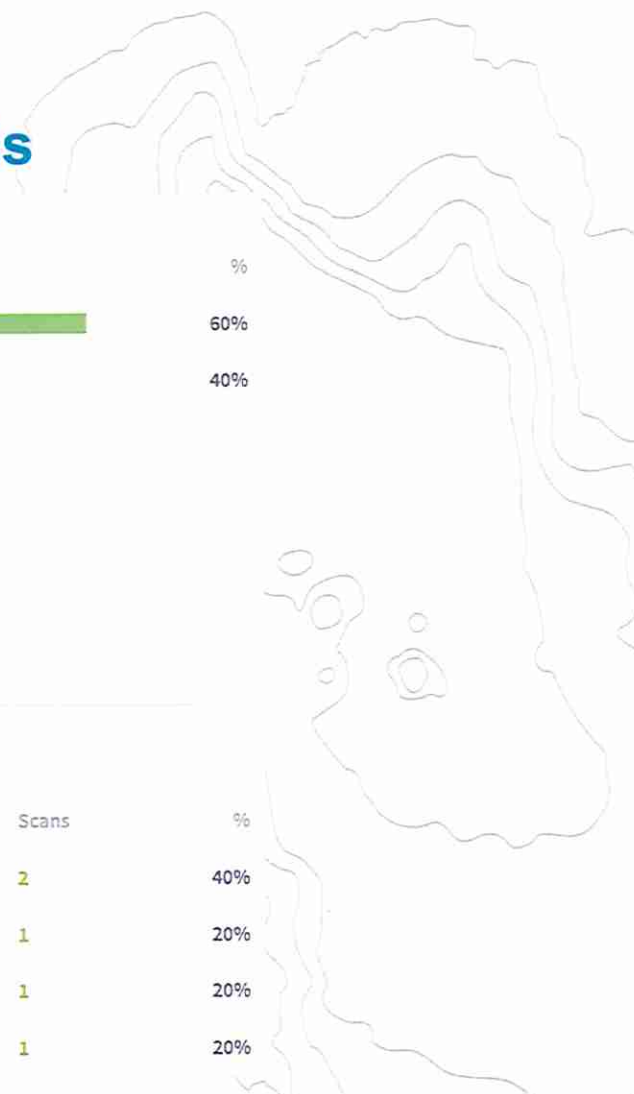
SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	5	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	San Jose	2	40%
2	Indianapolis	1	20%
3	Dallas	1	20%
4	Newark	1	20%

[Show less ^](#)



# QR Code November Results – Yiftee

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	3	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Portland	1	33.33%
2	New York	1	33.33%
3	Fair Oaks	1	33.33%



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

## Other Creative Projects

## Creative Projects

- Winter Campaign – Finalizing creative highlighting seasonal activities.
- Continuing CA Now Stories for blogs and relevant Visit California topics.
- Developing monthly blogs and newsletters.
- Providing MCC Conference Direct assets.
- 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 person in a red kayak on a clear, turquoise lake. The water is so clear that large, light-colored rocks are visible beneath the surface. The shoreline is lined with green trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Industry Insights" in a bold, dark blue font.

# Industry Insights

## Industry Insights

- According to Hilton's 2022 Traveler Trends Report, families and friends began slowly re-emerging from their pandemic bubbles with a unified goal: to reunite and reconnect. Americans say making memories with loved ones is one of the most important reasons they travel. Additionally, when it came to reunion trips, the road trip reigned king. (*Hilton 2022 Traveler Trends Report*)
- From a business traveler perspective, in a survey commissioned by Hilton and Morning Brew of more than 7,000 of the news site's business-savvy readers, 87% of respondents say they miss hopping from city to city to pursue their work and more than half (54%) believe the importance of building "in real life" relationships is more apparent than ever. (*Hilton 2022 Traveler Trends Report*)



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## Industry Insights

- Dynata, the world's largest first-party data platform, and decision science agency Blackbox Research recently conducted a study examining the feelings, preferences and expectations of 10,195 people across 17 countries regarding travel in a post COVID-19 era. The study suggested that contactless travel will be a new benchmark expected by travelers. (*Hilton 2022 Traveler Trends Report*)
- According to Accenture, 86% of travelers want to travel more sustainably, but only half of that number manage to do so. American Express' Global Travel Trends Report indicated that 72% of respondents agree that they are passionate about traveling to destinations to help boost tourism revenue and the local economy, and 77% agree they want to be more conscious about supporting small, local businesses while traveling. (*Hilton 2022 Traveler Trends Report*)



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## Industry Insights

- In 2022, Hilton says that people will seek out places that address holistic wellness. Wellness continues to be all about finding balance in travel routines. According to the Global Wellness Institute, this holistic view of wellness is also leading to the growth of wellness tourism, which is forecasted to be a \$919 billion industry by the end of 2022. *(Hilton 2022 Traveler Trends Report)*
- According to the American Express Global Travel Trends Report, the pandemic has changed people's perception of luxury travel with personalized experiences (82%), high cleanliness standards (81%) and privacy (79%) being the most desirable luxury amenities. People want to have a high-level dining experience but also be casual, but still sharp while doing it. *(Hilton 2022 Traveler Trends Report)*
- Nearly 80% of Americans plan to take a wish list trip in the coming months, with close to 60% saying they'll first travel domestically before heading overseas. Nearly half of respondents (49%) also said they used the pandemic as an opportunity to save up more money for a dream vacation they have always had on their wish list, while 55% said they plan to spend more than they usually would on their next trip since they haven't traveled in a while: an average of \$2,173.11. *(Hilton 2022 Traveler Trends Report)*



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**THANK YOU**

**DATE:** November 30, 2021

**SUBJECT:** December 2021 RNO Flight Schedule

---

In December 2021, Reno-Tahoe International Airport (RNO) will offer a total of 1,665 scheduled departures, an increase of 34.5% versus December 2020, and a decrease of 16.8% when compared to the December 2019 schedule. The monthly scheduled seat capacity is up 42.4% at 201,827 versus December 2020, and down 14.4% when compared to December 2019 schedule.

On October 24, 2021, aha!, operated by ExpressJet, launched nonstop flights from RNO to eight destinations. On December 15, aha! will start non-stop flights to Spokane. On January 3, 2022, the airline will start non-stop flights to Palm Springs.

RNO will offer 31 non-stop destinations on 11 airlines in December 2021.

JSX offers non-stop flights from RNO to Orange County, Las Vegas 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.





**December 2021 RNO Flight Schedule**

Destination	Airlines	Total Departures	Details
Arcata/Eureka	aha! / ExpressJet	13	Three weekly Tue, Thu, Sun
Atlanta	Delta	14	Daily from 18th - 31st
Austin	American	26	Daily. No Tue Wed during first two weeks
Bakersfield	aha! / ExpressJet	14	Three weekly Mon, Wed, Fri
Burbank	Southwest	28	Daily
Dallas-Love	Southwest	6	Once daily on 23, 26, 27, 28, 29, 30
Dallas/Fort Worth	American	91	Three daily
Denver	Southwest	63	Twice daily
	United	93	Three daily
Eugene	aha! / ExpressJet	14	Three weekly Mon, Wed, Fri
Fresno	aha! / ExpressJet	14	Three weekly Mon, Wed, Fri
Guadalajara	Volaris	23	Daily on week days
Houston-Hobby	Southwest	6	Once daily on 23, 26, 27, 28, 29, 30
Houston-Intercontinental	United	20	Once daily on 4, 5, 11, 12, 16 to 31
Las Vegas	Allegiant	23	Four weekly. Mon, Thu, Fri, Sun
	Frontier	21	Four weekly. Mon, Thu, Fri, Sat
	Southwest	168	Five to six times a day
Long Beach	Southwest	58	Twice daily
Los Angeles	Alaska	31	Daily
	American	34	Twice daily on 1, 16 to 31
	Delta	90	Three daily
	JetBlue	22	Four to five weekly flights. Mon, Thu, Fri, Sat, Sun
	Southwest	58	Twice daily
	United	47	Once daily 1-15. Twice daily 16-31
Medford	aha! / ExpressJet	13	Three weekly Tue, Thu, Sun
New York-JFK	JetBlue	11	Once daily 21 - 31
Oakland	Southwest	31	Daily
Ontario	aha! / ExpressJet	13	Three weekly Tue, Thu, Sun
Orange County	Southwest	7	Once daily 18, 23, 26-30
Pasco	aha! / ExpressJet	13	Three weekly Tue, Thu, Sun
Phoenix	American	107	Three to four daily
	Southwest	62	Twice daily
Portland	Alaska	33	Daily
Redmond/Bend	aha! / ExpressJet	14	Three weekly Mon, Wed, Fri
Salt Lake City	Delta	118	Three to four daily
San Diego	Southwest	33	Daily
San Francisco	United	115	Three to four daily
San Jose	Southwest	28	Daily
Seattle	Alaska	82	Two to three daily
Spokane	aha! / ExpressJet	8	Begins Dec 15. Three weekly Mon, Wed, Fri
Multiple airlines in a market			

Source: Dilo Mi, 11.24.2021

## Reference

Airline Codes		Airport Codes	
EV	aha!	ATL	Atlanta, GA
AA	American Airlines	AUS	Austin, TX
AS	Alaska Airlines	BFL	Bakersfield, CA
B6	JetBlue Airways	CLT	Charlotte, NC
DL	Delta Air Lines	DEN	Denver, CO
F9	Frontier Airlines	DFW	Dallas/Ft. Worth, TX
G4	Allegiant Air	DAL	Dallas Love Field, TX
MQ	Envoy, Air	EUG	Eugene, OR
OO	SkyWest Airlines	ACV	Eureka, CA
QX	Horizon Air	FAT	Fresno, CA
UA	United Airlines	GDL	Guadalajara, MX
WN	Southwest Airlines	IAH	Houston, TX
YV	Mesa Airlines	JAC	Jackson Hole, WY
Y4	Volaris Airlines	JFK	New York City, NY
		LAS	Las Vegas, NV
		LGB	Long Beach, CA
		LAX	Los Angeles, CA
		MDW	Chicago, IL (Midway)
		MFR	Medford, OR
		MSP	Minneapolis, MN
		OAK	Oakland, CA
		ONT	Ontario, CA
		ORD	Chicago, IL (O'Hare)
		PDX	Portland, OR
		PHX	Phoenix, AZ
		PSC	Pasco, WA
		RDM	Redmond, OR
		SAN	San Diego, CA
		SEA	Seattle, WA
		SFO	San Francisco, CA
		SLC	Salt Lake City, UT
		SJC	San Jose, CA
		GEG	Spokane, WA
Operating Days			
1	Monday		
2	Tuesday		
3	Wednesday		
4	Thursday		
5	Friday		
6	Saturday		
7	Sunday		
Equipment Codes			
319	Airbus A319		
320	Airbus A320		
733, 735, 738, 73G	Boeing 737 (all variants)		
757	Boeing 757		
CRJ, CR7, CR9	Canadair Regional Jet (all variants)		
DH4	DeHavilland Dash 8 Q400		
M80, M83	McDonnell Douglas MD-80		
ERD, ERJ	Embraer Regional Jet		

**Peak Day Non-Stop Departures (including less than daily flights)**

**December 2021**

Airport	Code	aha!	Alaska	Allegiant	American	Delta	Frontier	JetBlue	Southwest	United	Volaris	Totals	Percent of Total	Total Seats
Austin, TX	AUS				1		0					1	1%	76
Atlanta, GA	ATL					1						1	1%	199
Bakersfield, CA	BFL	1										1	1%	50
Burbank, CA	BUR								1			1	1%	143
Charlotte, NC	CLT				0							0	0%	0
Denver, CO	DEN						0		3	3		6	9%	842
Dallas/Ft. Worth, TX	DFW				3							3	4%	494
Dallas Love Field, TX	DAL								1			1	1%	143
Eugene, CA	EUG	1										1	1%	50
Eureka, CA	ACV	1										1	1%	50
Fresno, CA	FAT	1										1	1%	50
Guadalajara, MX	GDL										1	1	1%	186
Houston, TX	HOU								1			1	1%	143
Houston, TX	IAH									1		1	1%	126
Jackson Hole, WY	JAC			0								0	0%	0
Medford, OR	MFR	1										1	1%	50
New York City, NY	JFK							1				1	1%	162
Las Vegas, NV	LAS			1			1		6			8	12%	1,290
Long Beach, CA	LGB							0	2			2	3%	286
Los Angeles, CA	LAX		1		2	3		1	2	2		11	16%	990
Chicago, IL (Midway)	MDW								0			0	0%	0
Oakland, CA	OAK								1			1	1%	175
Ontario, CA	ONT	1										1	1%	50
Chicago, IL (O'Hare)	ORD				0					0		0	0%	0
Pasco, WA	PSC	1										1	1%	50
Portland, OR	PDX		1									1	1%	76
Phoenix, AZ	PHX				3				2			5	7%	681
Redmond, OR	RDM	1										1	1%	50
San Diego, CA	SAN								1			1	1%	143
Seattle, WA	SEA		3			0			0			3	4%	330
San Francisco, CA	SFO									4		4	6%	246
Salt Lake City, UT	SLC					4						4	6%	460
San Jose, CA	SJC		0						1			1	1%	143
Spokane, WA	GEG	1										1	1%	50
Orange County, CA	SNA			0					1			1	1%	143
<b>Total</b>		<b>9</b>	<b>5</b>	<b>1</b>	<b>9</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>22</b>	<b>10</b>	<b>1</b>	<b>68</b>	<b>100%</b>	<b>7,927</b>

**Peak Day Non-Stop Departures (including less than daily flights)**

Airline/Destination	Code	December 2021	November 2021	December 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	December 2021	November 2021	December 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
<b>aha! - (EV)</b>		<b>9</b>	<b>8</b>	<b>0</b>	<b>1</b>	<b>9</b>	<b>12.5%</b>	<b>-</b>	<b>450</b>	<b>400</b>	<b>0</b>	<b>50</b>	<b>450</b>	<b>12.5%</b>	<b>-</b>
Bakersfield, WA	BFL	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Eugene, OR	EUG	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Eureka, CA	ACV	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Fresno, CA	FAT	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Medford, OR	MFR	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Ontario, CA	ONT	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Pasco, WA	PSC	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Spokane, WA	GEG	1	0	0	1	1	-	-	50	0	0	50	-	-	
Redmond, OR	RDM	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
<b>Alaska - (AS)</b>		<b>5</b>	<b>9</b>	<b>9</b>	<b>-4</b>	<b>-4</b>	<b>-44.4%</b>	<b>-44.4%</b>	<b>482</b>	<b>936</b>	<b>684</b>	<b>-454</b>	<b>-202</b>	<b>-48.5%</b>	<b>-29.5%</b>
Los Angeles, CA	LAX	1	2	1	-1	0	-50.0%	0.0%	76	152	76	-76	0	-50.0%	0.0%
Portland, OR	PDX	1	2	3	-1	-2	-50.0%	-66.7%	76	152	228	-76	-152	-50.0%	-66.7%
Palm Springs, CA	PSP	0	0	1	0	-1	-	-100.0%	0	76	0	-76	0	-100.0%	-
Seattle, WA	SEA	3	5	4	-2	-1	-40.0%	-25.0%	330	632	304	-302	26	-47.8%	8.6%
<b>Allegiant - (G4)</b>		<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>	<b>156</b>	<b>156</b>	<b>156</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>
Jackson Hole, WY	JAC	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%
Orange County, CA	SNA	0	0	0	0	0	-	-	0	0	0	0	0	-	-
<b>American Airlines (AA)</b>		<b>9</b>	<b>11</b>	<b>6</b>	<b>-1</b>	<b>2</b>	<b>-18.2%</b>	<b>50.0%</b>	<b>1,031</b>	<b>1,228</b>	<b>828</b>	<b>-197</b>	<b>203</b>	<b>-16.0%</b>	<b>24.5%</b>
Austin, TX	AUS	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-
Dallas/Ft. Worth, TX	DFW	3	3	3	0	0	0.0%	0.0%	494	516	504	-22	-10	-4.3%	-2.0%
Los Angeles, CA	LAX	2	3	0	-1	2	-33.3%	-	130	195	0	-65	130	-33.3%	-
Phoenix	PHX	3	4	3	-1	0	-25.0%	0.0%	331	441	324	-110	7	-24.9%	2.2%
<b>Delta Airlines (DL)</b>		<b>8</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>0</b>	<b>14.3%</b>	<b>0.0%</b>	<b>869</b>	<b>670</b>	<b>881</b>	<b>199</b>	<b>-12</b>	<b>29.7%</b>	<b>-1.4%</b>
Atlanta, GA	ATL	1	0	1	1	0	-	0.0%	199	0	199	199	0	-	0.0%
Los Angeles, CA	LAX	3	3	3	0	0	0.0%	0.0%	210	210	210	0	0	0.0%	0.0%
Salt Lake City, UT	SLC	4	4	4	0	0	0.0%	0.0%	460	460	472	0	-12	0.0%	-2.5%
<b>Frontier Airlines (F9)</b>		<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>	<b>180</b>	<b>186</b>	<b>186</b>	<b>-6</b>	<b>-6</b>	<b>-3.2%</b>	<b>-3.2%</b>
Denver, CO	DEN	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	180	186	186	-6	-6	-3.2%	-3.2%
<b>JetBlue Airways (B6)</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>	<b>324</b>	<b>324</b>	<b>312</b>	<b>0</b>	<b>12</b>	<b>0.0%</b>	<b>3.8%</b>
Los Angeles, CA	LAX	1	1	1	0	0	0.0%	0.0%	162	162	162	0	0	0.0%	0.0%
New York City, NY	JFK	1	1	1	0	0	0.0%	0.0%	162	162	150	0	12	0.0%	8.0%
<b>Southwest Airlines (WN)</b>		<b>22</b>	<b>19</b>	<b>14</b>	<b>3</b>	<b>7</b>	<b>15.8%</b>	<b>57.1%</b>	<b>3,370</b>	<b>2,941</b>	<b>2,098</b>	<b>429</b>	<b>1,272</b>	<b>14.6%</b>	<b>60.6%</b>
Burbank, CA	BUR	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-
Dallas Love Field, TX	DAL	1	0	0	1	1	-	-	143	0	0	143	143	-	-
Denver, CO	DEN	3	3	3	0	0	0.0%	0.0%	461	461	461	0	0	0.0%	0.0%
Houston, TX	HOU	1	0	0	1	1	-	-	143	0	0	143	143	-	-
Las Vegas, NV	LAS	6	6	7	0	-1	0.0%	-14.3%	954	954	1,033	0	-79	0.0%	-7.6%
Long Beach, CA	LGB	2	2	0	0	2	0.0%	-	286	286	0	0	286	0.0%	-
Los Angeles, CA	LAX	2	2	1	0	1	0.0%	100.0%	286	286	143	0	143	0.0%	100.0%
Chicago, IL (Midway)	MDW	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Oakland, CA	OAK	1	1	1	0	0	0.0%	0.0%	175	175	143	0	32	0.0%	22.4%
Orange County, CA	SNA	1	0	0	1	1	-	-	143	0	0	143	143	-	-
Phoenix, AZ	PHX	2	2	2	0	0	0.0%	0.0%	350	350	318	0	32	0.0%	10.1%
San Diego, CA	SAN	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-
San Jose, CA	SJC	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-
Seattle, WA	SEA	0	0	0	0	0	-	-	0	0	0	0	0	-	-
<b>United Airlines (UA)</b>		<b>10</b>	<b>10</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>	<b>879</b>	<b>883</b>	<b>812</b>	<b>-4</b>	<b>67</b>	<b>-0.5%</b>	<b>8.3%</b>
Denver, CO	DEN	3	3	3	0	0	0.0%	0.0%	381	431	402	-50	-21	-11.6%	-5.2%
Houston, TX	IAH	1	1	1	0	0	0.0%	0.0%	126	76	70	50	56	65.8%	80.0%
Los Angeles, CA	LAX	2	2	3	0	-1	0.0%	-33.3%	126	100	170	26	-44	26.0%	-25.9%

**Peak Day Non-Stop Departures (including less than daily flights)**

Airline/Destination	Code	December 2021	November 2021	December 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	December 2021	November 2021	December 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
San Francisco, CA	SFO	4	4	3	0	1	0.0%	33.3%	246	276	170	-30	76	-10.9%	44.7%
<b>Volaris Airlines (Y4)</b>		<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>	<b>186</b>	<b>174</b>	<b>179</b>	<b>12</b>	<b>7</b>	<b>6.9%</b>	<b>3.9%</b>
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	186	174	179	12	7	6.9%	3.9%
<b>AIRPORT TOTALS</b>		<b>68</b>	<b>69</b>	<b>52</b>	<b>-1</b>	<b>16</b>	<b>-1.4%</b>	<b>30.8%</b>	<b>7,927</b>	<b>7,898</b>	<b>6,136</b>	<b>29</b>	<b>1,791</b>	<b>0.4%</b>	<b>29.2%</b>

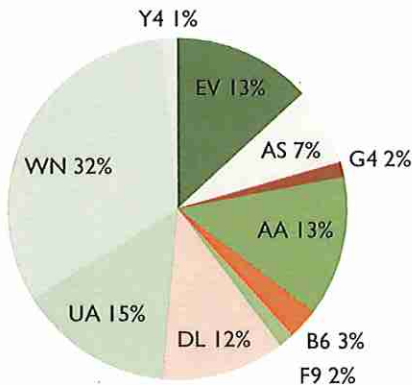
**Peak Day Non-Stop Departures (including less than daily flights)**

Airline/Destination	Code	December 2021	November 2021	December 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	December 2021	November 2021	December 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year		
<b>AIRLINES TOTALS</b>		<b>Flights</b>								<b>Seats</b>							
ahai	EV	9	8	0	1	9	12.5%	-	450	400	0	50	450	12.5%	-		
Alaska Airlines	AS	5	9	9	-4	-4	-44.4%	-44.4%	482	936	684	-454	-202	-48.5%	-29.5%		
Allegiant Air	G4	1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%		
American Airlines	AA	9	11	6	-2	3	-18.2%	50.0%	1,031	1,228	828	-197	203	-16.0%	24.5%		
Delta Air Lines	DL	8	7	8	1	0	14.3%	0.0%	869	670	881	199	-12	29.7%	-1.4%		
Frontier Airlines	F9	1	1	1	0	0	0.0%	0.0%	180	186	186	-6	-6	-3.2%	-3.2%		
JetBlue Airways	B6	2	2	2	0	0	0.0%	0.0%	324	324	312	0	12	0.0%	3.8%		
Southwest Airlines	WN	22	19	14	3	8	15.8%	57.1%	3,370	2,941	2,098	429	1,272	14.6%	60.6%		
United Airlines	UA	10	10	10	0	0	0.0%	0.0%	879	883	812	-4	67	-0.5%	8.3%		
Volaris Airlines	Y4	1	1	1	0	0	0.0%	0.0%	186	174	179	12	7	6.9%	3.9%		
<b>Grand Total - All Airlines</b>		<b>68</b>	<b>69</b>	<b>52</b>	<b>-1</b>	<b>16</b>	<b>-1.4%</b>	<b>30.8%</b>	<b>7,927</b>	<b>7,898</b>	<b>6,136</b>	<b>29</b>	<b>1,791</b>	<b>0.4%</b>	<b>29.2%</b>		
<b>TOTALS BY CITY</b>		<b>Flights</b>								<b>Seats</b>							
Austin, TX	AUS	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-		
Atlanta, GA	ATL	1	0	1	1	0	-	0.0%	199	0	199	199	0	-	0.0%		
Bakersfield, WA	BFL	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Burbank, CA	BUR	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-		
Charlotte, NC	CLT	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Denver, CO	DEN	6	6	6	0	0	0.0%	0.0%	842	892	863	-50	-21	-5.6%	-2.4%		
Dallas/Ft. Worth, TX	DFW	3	3	3	0	0	0.0%	0.0%	494	516	504	-22	-10	-4.3%	-2.0%		
Dallas Love Field	DAL	1	0	0	1	1	-	-	143	0	0	143	143	-	-		
Eugene, OR	EUG	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Eureka, CA	ACV	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Fresno, CA	FAT	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	186	174	179	12	7	6.9%	3.9%		
Houston, TX	HOU	1	0	0	1	1	-	-	143	0	0	143	143	-	-		
Houston, TX	IAH	1	1	1	0	0	0.0%	0.0%	126	76	70	50	56	65.8%	80.0%		
Las Vegas, NV	LAS	8	8	9	0	-1	0.0%	-11.1%	1,290	1,296	1,375	-6	-85	-0.5%	-6.2%		
Jackson Hole, WY	JAC	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Long Beach, CA	LGB	2	2	0	0	2	0.0%	-	286	286	0	0	286	0.0%	-		
Los Angeles, CA	LAX	11	13	9	-2	2	-15.4%	22.2%	990	1,105	761	-115	229	-10.4%	30.1%		
Chicago, IL (Midway)	MDW	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Oakland, CA	OAK	1	1	1	0	0	0.0%	0.0%	175	175	143	0	32	0.0%	22.4%		
Ontario, CA	ONT	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Orange County, CA	SNA	1	0	0	1	1	-	-	143	0	0	143	143	-	-		
Chicago, IL (O'Hare)	ORD	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Medford, OR	MFR	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Minneapolis, MN	MSP	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
New York City	JFK	1	1	1	0	0	0.0%	0.0%	162	162	150	0	12	0.0%	8.0%		
Palm Springs, CA	PSP	0	0	1	0	-1	-	-100.0%	0	0	76	0	-76	-	-100.0%		
Pasco, WA	PSC	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Portland, OR	PDX	1	2	3	-1	-2	-50.0%	-66.7%	76	152	228	-76	-152	-50.0%	-66.7%		
Phoenix, AZ	PHX	5	6	5	-1	0	-16.7%	0.0%	681	791	642	-110	39	-13.9%	6.1%		
Redmond, OR	RDM	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
San Diego, CA	SAN	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-		
Seattle, WA	SEA	3	5	4	-2	-1	-40.0%	-25.0%	330	632	304	-302	26	-47.8%	8.6%		
San Francisco, CA	SFO	4	4	3	0	1	0.0%	33.3%	246	276	170	-30	76	-10.9%	44.7%		
Salt Lake City, UT	SLC	4	4	4	0	0	0.0%	0.0%	460	460	472	0	-12	0.0%	-2.5%		
Spokane, WA	GEG	1	0	0	1	1	-	-	50	0	0	50	50	-	-		
San Jose, CA	SJC	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-		
<b>Grand Total - All Cities</b>		<b>68</b>	<b>69</b>	<b>52</b>	<b>-1</b>	<b>16</b>	<b>-1.4%</b>	<b>30.8%</b>	<b>7,927</b>	<b>7,898</b>	<b>6,136</b>	<b>29</b>	<b>1,791</b>	<b>0.4%</b>	<b>29.2%</b>		

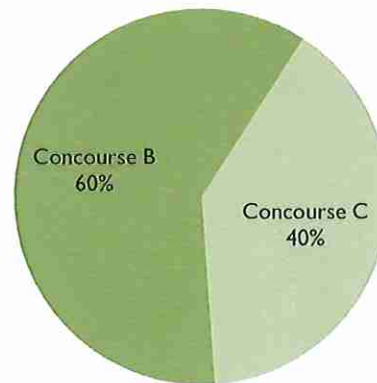
## Peak Day Non-Stop Departures (including less than daily flights) by Concourse

December 2021							
Airline	Code	Daily Flights	Concourse	Airport	Daily Seats	Concourse	Airport
aha!	EV	9	22.0%	13.2%	450	9.0%	5.7%
Delta	DL	8	19.5%	11.8%	869	17.3%	11.0%
JetBlue	B6	2	4.9%	2.9%	324	6.5%	4.1%
Southwest	WN	22	53.7%	32.4%	3,370	67.2%	42.5%
<b>B-Concourse</b>		<b>41</b>	<b>100.0%</b>	<b>60.3%</b>	<b>5,013</b>	<b>100.0%</b>	<b>63.2%</b>
Alaska	AS	5	18.5%	7.4%	482	16.5%	6.1%
Allegiant	G4	1	3.7%	1.5%	156	5.4%	2.0%
American	AA	9	33.3%	13.2%	1,031	35.4%	13.0%
Frontier	F9	1	3.7%	1.5%	180	6.2%	2.3%
United	UA	10	37.0%	14.7%	879	30.2%	11.1%
Volaris	Y4	1	3.7%	1.5%	186	6.4%	2.3%
<b>C-Concourse</b>		<b>27</b>	<b>100.0%</b>	<b>39.7%</b>	<b>2,914</b>	<b>100.0%</b>	<b>36.8%</b>
<b>Grand Total</b>		<b>68</b>		<b>100.0%</b>	<b>7,927</b>		<b>100.0%</b>

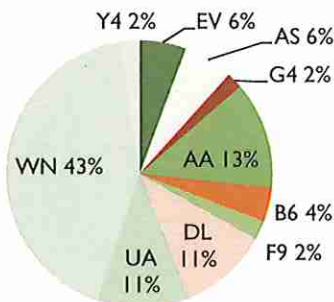
Percent of Scheduled Flights  
by Airlines



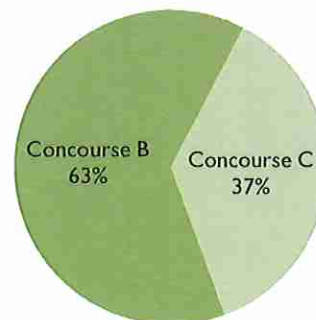
Percent of Scheduled Flights  
by Concourse



Percent of Scheduled Seats  
by Airline



Percent of Scheduled Seats  
by Concourse



## Non-Stop Arrivals

December 2021

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	SJC	RNO	4830	73W	143	0750	0850	.....7
AA	YV	PHX	RNO	5733	CR9	76	0825	0926	1234567
WN	WN	LAS	RNO	5163	73W	143	0805	0930	.....7
UA	OO	SFO	RNO	5394	CRJ	50	0825	0931	1234567
WN	WN	SAN	RNO	1132	73H	175	0815	0955	.....7
Y4	Y4	GDL	RNO	5998	32N	186	0750	0955	.2.....
UA	OO	LAX	RNO	5252	CRJ	50	0819	0957	1234567
WN	WN	SJC	RNO	3697	73W	143	0900	1000	12345..
WN	WN	DEN	RNO	4437	7M8	175	0855	1020	.....7
WN	WN	LAS	RNO	1232	73W	143	0925	1050	12345..
DL	OO	LAX	RNO	3501	E7W	70	0930	1100	.....6.
WN	WN	SAN	RNO	160	73W	143	0925	1100	.....6.
DL	OO	LAX	RNO	3501	E7W	70	0930	1101	12345.7
WN	WN	LAS	RNO	3559	73H	175	0955	1120	.....6.
WN	WN	PHX	RNO	1120	73H	175	1020	1120	.....7
AA	AA	DFW	RNO	2722	738	172	0935	1123	1234567
AA	OO	PHX	RNO	3233	CR7	65	1055	1151	1234567
WN	WN	LAS	RNO	2683	73W	143	1040	1205	12345..
DL	DL	SLC	RNO	2666	738	160	1135	1208	1234567
G4	G4	LAS	RNO	256	319	156	1059	1219	1...5..
F9	F9	LAS	RNO	2175	32N	186	1052	1221	...4...
F9	F9	LAS	RNO	2175	32N	186	1053	1222	.....6.
UA	OO	IAH	RNO	5963	E7W	76	1015	1229	.....6.
UA	YV	IAH	RNO	6240	E7W	70	1015	1229	.....7
EV	EV	ACV	RNO	7001	ERJ	50	1125	1235	.2.4..7
UA	UA	DEN	RNO	2141	319	126	1115	1238	12345.7
UA	UA	DEN	RNO	2141	320	150	1115	1238	.....6.
WN	WN	LAS	RNO	2920	73H	175	1135	1255	.....6.
EV	EV	MFR	RNO	7061	ERJ	50	1155	1305	.2.4..7
AS	AS	SEA	RNO	475	320	150	1120	1306	.23....
AS	AS	SEA	RNO	475	739	178	1120	1306	1..456.
WN	WN	LAS	RNO	3953	73H	175	1150	1310	.....7
Y4	Y4	GDL	RNO	998	32N	186	1108	1313	1.345..
EV	EV	RDM	RNO	7065	ERJ	50	1155	1316	1.3.5..
AA	AA	DFW	RNO	2448	738	172	1140	1321	12...6.
WN	WN	LAS	RNO	2082	73W	143	1200	1325	12345..
WN	WN	LGB	RNO	5721	7M8	175	1200	1325	12345..
WN	WN	PHX	RNO	5471	7M8	175	1245	1335	.....6.
WN	WN	LAX	RNO	209	73H	175	1210	1340	12345..
EV	EV	EUG	RNO	7063	ERJ	50	1235	1400	1.3.5..
AA	AA	DFW	RNO	2448	738	172	1217	1402	..345.7
G4	G4	LAS	RNO	256	319	156	1254	1414	...4..7
UA	OO	SFO	RNO	5469	CRJ	50	1305	1414	1234567
WN	WN	LAX	RNO	1912	73W	143	1300	1425	.....7
WN	WN	LGB	RNO	1269	73W	143	1305	1430	.....7
WN	WN	SAN	RNO	569	7M8	175	1300	1440	12345..
WN	WN	DEN	RNO	4262	73W	143	1330	1450	.....6.
WN	WN	BUR	RNO	6002	73W	143	1335	1455	.....7
WN	WN	LAS	RNO	746	73H	175	1330	1455	12345..



## Non-Stop Arrivals

December 2021

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
DL	OO	LAX	RNO	3755	E7W	70	1340	1507	.....6.
DL	OO	LAX	RNO	3755	E7W	70	1340	1508	12345.7
F9	F9	LAS	RNO	2175	32N	186	1341	1516	1.....
WN	WN	LAS	RNO	1523	73W	143	1440	1605	.....6.
WN	WN	BUR	RNO	6018	73H	175	1450	1610	12345..
AS	OO	LAX	RNO	3312	E75	76	1455	1625	123.56.
AS	QX	LAX	RNO	2548	E75	76	1455	1625	...4..7
WN	WN	LAS	RNO	2870	73W	143	1515	1640	.....7
DL	OO	SLC	RNO	3653	E7W	70	1616	1650	1234567
F9	F9	LAS	RNO	2175	32N	186	1530	1701	....5..
B6	B6	LAX	RNO	942	320	162	1545	1709	1..4567
EV	EV	FAT	RNO	7026	ERJ	50	1615	1718	1.3.5..
UA	UA	DEN	RNO	374	739	179	1600	1722	.....7
UA	UA	DEN	RNO	1981	738	166	1600	1722	12345..
EV	EV	ONT	RNO	7008	ERJ	50	1600	1728	.2.4..7
UA	OO	DEN	RNO	5606	CRJ	50	1600	1738	.....6.
AS	QX	PDX	RNO	2564	E75	76	1615	1743	1234567
EV	EV	PSC	RNO	7083	ERJ	50	1625	1800	.2.4..7
WN	WN	LAS	RNO	4276	73W	143	1640	1805	12345..
EV	EV	BFL	RNO	7012	ERJ	50	1700	1815	1.3.5..
WN	WN	LGB	RNO	3536	73W	143	1650	1815	.....6.
DL	OO	SLC	RNO	3505	E7W	70	1755	1833	.....7
DL	OO	SLC	RNO	3505	E7W	76	1755	1833	12345..
WN	WN	DEN	RNO	458	73W	143	1715	1835	.....7
AA	AA	PHX	RNO	1222	320	150	1751	1848	1234567
WN	WN	LGB	RNO	4106	73H	175	1735	1900	12345..
WN	WN	LAS	RNO	4342	73W	143	1745	1910	.....6.
AS	QX	SEA	RNO	2441	E75	76	1740	1920	1..45.7
WN	WN	LAX	RNO	4125	73W	143	1755	1920	.....6.
UA	OO	SFO	RNO	5470	CRJ	50	1835	1939	1..45.7
WN	WN	OAK	RNO	3542	73W	143	1900	2000	.....7
WN	WN	OAK	RNO	4352	73H	175	1900	2000	.....6.
WN	WN	LAS	RNO	164	73W	143	1900	2025	.....7
UA	UA	DEN	RNO	2300	319	126	1900	2026	1234567
WN	WN	PHX	RNO	6215	73W	143	1950	2040	.....6.
WN	WN	LAS	RNO	5084	73W	143	1925	2050	12345..
AA	AA	DFW	RNO	1273	738	172	1905	2053	1234567
WN	WN	LAS	RNO	3917	73H	175	1940	2100	.....6.
DL	OO	LAX	RNO	3860	E7W	70	1940	2105	.....6.
WN	WN	LAX	RNO	3916	73W	143	1940	2105	12345..
DL	OO	LAX	RNO	3860	E7W	70	1940	2106	12345.7
WN	WN	PHX	RNO	6274	73H	175	2035	2130	12345..
WN	WN	LGB	RNO	2811	73W	143	2010	2135	.....7
WN	WN	SAN	RNO	2904	73H	175	2010	2145	.....7
DL	DL	SLC	RNO	2652	738	160	2115	2159	.....6.
WN	WN	LAS	RNO	5854	73W	143	2040	2200	12345..
WN	WN	DEN	RNO	5921	73H	175	2055	2215	.....6.
AA	MQ	AUS	RNO	4227	E75	76	2030	2217	..34567
WN	WN	LAS	RNO	4133	73H	175	2110	2230	.....7

## Non-Stop Arrivals

December 2021

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	PHX	RNO	4564	73W	143	2155	2245	.....7
AA	AA	PHX	RNO	1765	320	150	2150	2247	12345.7
WN	WN	LAX	RNO	6311	73H	175	2130	2255	.....7
WN	WN	DEN	RNO	1545	73H	175	2155	2315	12345..
AA	AA	PHX	RNO	1765	320	150	2225	2318	.....6.
WN	WN	DEN	RNO	298	73W	143	2205	2325	.....7
AS	QX	SEA	RNO	2592	E75	76	2200	2344	1234567
UA	UA	SFO	RNO	532	319	126	2240	2349	1234567
DL	DL	SLC	RNO	2652	738	160	2315	2359	12345.7

## Non-Stop Departures

December 2021

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
UA	UA	RNO	DEN	2415	739	179	0520	0836	1.....
UA	UA	RNO	DEN	2415	738	166	0530	0846	.23456.
UA	OO	RNO	DEN	5737	CRJ	50	0530	0902	.....7
AA	AA	RNO	PHX	1741	320	150	0540	0835	1234567
WN	WN	RNO	PHX	1864	73H	175	0540	0830	12345..
AA	MQ	RNO	AUS	4270	E75	76	0600	1121	1..4567
AA	AA	RNO	DFW	1361	738	172	0600	1122	1234567
DL	DL	RNO	SLC	2762	738	160	0600	0844	1234567
WN	WN	RNO	DEN	1749	73H	175	0600	0920	.....6.
WN	WN	RNO	LAS	140	73W	143	0600	0730	.....7
WN	WN	RNO	OAK	152	73H	175	0620	0730	.....7
WN	WN	RNO	PHX	1908	73W	143	0620	0915	.....6.
UA	UA	RNO	SFO	547	319	126	0630	0745	1234567
WN	WN	RNO	PHX	3584	73H	175	0635	0925	.....7
WN	WN	RNO	OAK	3882	73H	175	0640	0750	.....6.
WN	WN	RNO	DEN	5042	73H	175	0645	1005	.....7
WN	WN	RNO	LAS	1757	73H	175	0645	0810	12345..
AS	QX	RNO	SEA	2593	E75	76	0700	0902	1234567
WN	WN	RNO	OAK	1178	73W	143	0700	0810	12345..
WN	WN	RNO	SAN	1911	73H	175	0715	0855	.....6.
DL	OO	RNO	LAX	4172	E7W	70	0742	0910	12345.7
DL	OO	RNO	LAX	4172	E7W	70	0743	0910	.....6.
WN	WN	RNO	LAX	2692	73H	175	0755	0930	12345..
WN	WN	RNO	LGB	2109	73W	143	0755	0925	.....7
WN	WN	RNO	LAX	144	73W	143	0805	0935	.....7
WN	WN	RNO	LGB	5964	73W	143	0810	0940	12345..
WN	WN	RNO	LAS	3867	73W	143	0830	0955	.....6.
UA	UA	RNO	DEN	1227	319	126	0900	1212	1234567
WN	WN	RNO	LAS	4830	73W	143	0920	1040	.....7
EV	EV	RNO	ACV	7000	ERJ	50	0930	1040	.2.4..7
EV	EV	RNO	RDM	7064	ERJ	50	0950	1111	1.3.5..
AA	YV	RNO	PHX	5733	CR9	76	0956	1243	1234567
EV	EV	RNO	MFR	7060	ERJ	50	1000	1110	.2.4..7
UA	OO	RNO	SFO	5899	CRJ	50	1005	1129	1234567
WN	WN	RNO	BUR	137	73W	143	1005	1125	.....7
WN	WN	RNO	BUR	480	73W	143	1010	1130	12345..
WN	WN	RNO	LAS	5059	73W	143	1015	1135	.....6.
EV	EV	RNO	EUG	7062	ERJ	50	1025	1150	1.3.5..
UA	OO	RNO	LAX	5548	CRJ	50	1027	1202	1234567
WN	WN	RNO	LAS	1133	73H	175	1045	1205	.....7
WN	WN	RNO	LAS	3697	73W	143	1045	1205	12345..
WN	WN	RNO	DEN	2550	7M8	175	1110	1415	.....7
WN	WN	RNO	DEN	1232	73W	143	1125	1435	12345..
WN	WN	RNO	LGB	182	73W	143	1135	1300	.....6.
Y4	Y4	RNO	GDL	5999	32N	186	1143	1723	.2.....
DL	OO	RNO	LAX	3501	E7W	70	1150	1317	12345.7
DL	OO	RNO	LAX	3501	E7W	70	1157	1320	.....6.
WN	WN	RNO	PHX	3561	73H	175	1210	1455	.....6.

## Non-Stop Departures

December 2021

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AA	AA	RNO	DFW	2722	738	172	1215	1727	1234567
WN	WN	RNO	LAS	5330	73H	175	1215	1335	.....7
AA	OO	RNO	PHX	3233	CR7	65	1223	1511	1234567
WN	WN	RNO	SAN	5995	73W	143	1240	1410	12345..
G4	G4	RNO	LAS	244	319	156	1304	1415	1...5..
UA	OO	RNO	IAH	5301	E7W	76	1305	1843	.....6.
UA	YV	RNO	IAH	6343	E7W	70	1305	1843	.....7
F9	F9	RNO	LAS	2174	32N	186	1306	1427	...4...
F9	F9	RNO	LAS	2174	32N	186	1307	1428	.....6.
UA	UA	RNO	DEN	2470	319	126	1325	1637	12345.7
UA	UA	RNO	DEN	2470	320	150	1325	1637	.....6.
DL	DL	RNO	SLC	2666	738	160	1330	1559	1234567
EV	EV	RNO	ONT	7007	ERJ	50	1335	1503	.2.4..7
WN	WN	RNO	DEN	2920	73H	175	1355	1705	.....6.
WN	WN	RNO	PHX	31	73H	175	1400	1645	.....7
AS	AS	RNO	SEA	474	320	150	1401	1559	.23....
AS	AS	RNO	SEA	474	739	178	1401	1559	1..456.
EV	EV	RNO	PSC	7082	ERJ	50	1405	1540	.2.4..7
WN	WN	RNO	LGB	5722	7M8	175	1410	1535	12345..
AA	AA	RNO	DFW	2448	738	172	1415	1928	12...6.
WN	WN	RNO	LAS	2108	73H	175	1425	1540	12345..
EV	EV	RNO	FAT	7025	ERJ	50	1430	1533	1.3.5..
WN	WN	RNO	LAS	5467	7M8	175	1435	1550	.....6.
AA	AA	RNO	DFW	2448	738	172	1452	2005	..345.7
Y4	Y4	RNO	GDL	999	32N	186	1453	2033	1.345..
EV	EV	RNO	BFL	7011	ERJ	50	1500	1615	1.3.5..
UA	OO	RNO	SFO	5814	CRJ	50	1500	1622	1234567
WN	WN	RNO	LGB	1636	73W	143	1500	1625	.....7
G4	G4	RNO	LAS	244	319	156	1501	1610	...4..7
WN	WN	RNO	DEN	1269	73W	143	1505	1810	.....7
WN	WN	RNO	LAX	4262	73W	143	1525	1655	.....6.
WN	WN	RNO	LAX	4970	7M8	175	1525	1655	12345..
WN	WN	RNO	LAX	6004	73W	143	1530	1700	.....7
WN	WN	RNO	PHX	4706	73H	175	1540	1825	12345..
WN	WN	RNO	LAS	4242	73W	143	1550	1705	12345..
F9	F9	RNO	LAS	2174	32N	186	1601	1722	1.....
DL	OO	RNO	LAX	3836	E7W	70	1621	1748	12345.7
DL	OO	RNO	LAX	3836	E7W	70	1622	1748	.....6.
WN	WN	RNO	LAS	6139	73W	143	1640	1755	.....6.
AS	OO	RNO	LAX	3351	E75	76	1705	1840	123.56.
AS	QX	RNO	LAX	2549	E75	76	1705	1840	...4..7
WN	WN	RNO	LAS	3023	73H	175	1710	1825	12345..
WN	WN	RNO	LAS	958	73W	143	1715	1835	.....7
DL	OO	RNO	SLC	3925	E7W	70	1735	2010	1234567
F9	F9	RNO	LAS	2176	32N	186	1746	1909	....5..
B6	B6	RNO	LAX	943	320	162	1755	1914	1..4567
AS	QX	RNO	PDX	2565	E75	76	1825	2004	1234567
WN	WN	RNO	SJC	4276	73W	143	1840	1945	12345..

## Non-Stop Departures

December 2021

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	RNO	LAS	4120	73W	143	1855	2015	.....6.
WN	WN	RNO	SJC	458	73W	143	1905	2010	.....7
DL	OO	RNO	SLC	3505	E7W	70	1920	2155	.....7
DL	OO	RNO	SLC	3505	E7W	76	1920	2155	12345..
AA	AA	RNO	PHX	1222	320	150	1933	2220	1234567
AS	QX	RNO	SEA	2408	E75	76	2000	2200	1..45.7
UA	OO	RNO	SFO	5380	CRJ	50	2020	2142	1..45.7
WN	WN	RNO	SAN	465	73W	143	2030	2200	.....7
WN	WN	RNO	LAS	4618	73W	143	2055	2210	.....7



### Reno-Tahoe International Airport

Hourly schedule arrivals, departures, and related seats

Sample: 20th - 26th December 2021

Airport Totals	Monday					Tuesday					Wednesday					Thursday					Friday					Saturday					Sunday						
	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats		
	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0	0000	0	0	0	0	0	0000	0	0	0	0	0	0000	0
0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0	0100	0	0	0	0	0	0100	0	0	0	0	0	0100	0	0
0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0	0200	0	0	0	0	0	0200	0	0	0	0	0	0200	0	0
0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0	0300	0	0	0	0	0	0300	0	0	0	0	0	0300	0	0
0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0	0400	0	0	0	0	0	0400	0	0	0	0	0	0400	0	0
0	0	0500	2	354	0	0	0500	2	301	0	0	0500	2	354	0	0	0500	2	354	0	0	0500	2	354	0	0	0500	2	354	0	0	0500	2	354	0	0	
0	0	0600	9	1,232	0	0	0600	9	1,232	0	0	0600	9	1,232	0	0	0600	7	914	0	0	0600	7	914	0	0	0600	8	1,116	0	0	0600	7	914	0	0	
0	0	0700	3	255	0	0	0700	3	255	0	0	0700	3	295	166	1	0700	4	438	0	0	0700	4	470	0	0	0700	3	327	155	1	0700	4	438	0	0	
219	2	0800	2	213	219	2	0800	2	213	219	2	0800	2	213	251	2	0800	4	574	70	1	0800	2	213	0	0	0800	2	213	251	2	0800	5	620	0	0	
301	3	0900	6	570	487	4	0900	6	570	301	3	0900	6	570	587	5	0900	6	570	50	1	0900	3	170	50	1	0900	3	316	587	5	0900	5	494	0	0	
644	5	1000	1	50	488	4	1000	1	50	488	4	1000	1	50	663	5	1000	3	368	362	3	1000	3	336	217	3	1000	1	143	663	5	1000	3	368	0	0	
763	6	1100	6	653	763	6	1100	6	683	949	7	1100	5	497	302	3	1100	5	529	571	5	1100	3	284	593	4	1100	3	284	302	3	1100	5	529	0	0	
590	4	1200	5	754	610	5	1200	5	754	590	4	1200	6	940	783	6	1200	3	436	773	5	1200	5	649	765	5	1200	5	676	605	5	1200	3	436	0	0	
611	5	1300	5	690	425	4	1300	5	610	611	5	1300	5	640	436	4	1300	6	783	1,005	8	1300	5	680	375	3	1300	5	765	250	3	1300	5	605	0	0	
50	1	1400	5	611	0	0	1400	4	425	50	1	1400	5	611	0	0	1400	4	436	400	3	1400	6	712	219	2	1400	3	375	0	0	1400	3	250	0	0	
405	3	1500	3	280	381	3	1500	1	50	225	2	1500	2	100	635	5	1500	4	492	115	2	1500	5	593	50	1	1500	3	269	641	5	1500	3	336	0	0	
359	4	1600	1	175	359	4	1600	2	311	359	4	1600	1	175	556	5	1600	3	493	553	5	1600	0	0	359	4	1600	1	143	556	5	1600	4	655	0	0	
558	5	1700	6	664	668	6	1700	5	502	482	5	1700	5	502	600	5	1700	4	378	326	3	1700	5	663	308	3	1700	3	308	438	4	1700	3	216	0	0	
529	6	1800	2	219	459	4	1800	3	405	509	5	1800	2	219	392	4	1800	3	394	319	4	1800	2	219	143	1	1800	2	219	392	4	1800	3	394	0	0	
76	1	1900	2	213	76	1	1900	2	219	76	1	1900	2	219	219	2	1900	2	219	515	3	1900	0	0	552	4	1900	0	0	219	2	1900	2	219	0	0	
476	3	2000	1	70	529	3	2000	1	70	529	3	2000	1	70	465	3	2000	2	213	478	3	2000	0	0	484	3	2000	1	70	465	3	2000	2	213	0	0	
461	4	2100	0	0	461	4	2100	0	0	617	5	2100	0	0	461	4	2100	1	143	556	4	2100	1	156	423	3	2100	0	0	461	4	2100	1	143	0	0	
143	1	2200	0	0	305	2	2200	0	0	305	2	2200	1	156	623	4	2200	0	0	541	4	2200	0	0	497	3	2200	0	0	623	4	2200	0	0	0	0	
695	6	2300	0	0	695	6	2300	1	162	695	6	2300	1	162	727	6	2300	1	162	251	2	2300	1	162	217	3	2300	1	162	727	6	2300	1	162	0	0	
<b>6,940</b>	<b>59</b>		<b>59</b>	<b>6,993</b>	<b>6,925</b>	<b>58</b>		<b>58</b>	<b>6,872</b>	<b>7,005</b>	<b>59</b>		<b>59</b>	<b>7,005</b>	<b>7,896</b>	<b>64</b>		<b>64</b>	<b>7,896</b>	<b>6,875</b>	<b>56</b>		<b>54</b>	<b>6,575</b>	<b>5,252</b>	<b>43</b>		<b>45</b>	<b>5,565</b>	<b>7,346</b>	<b>61</b>		<b>61</b>	<b>7,333</b>			



north lake tahoe

Chamber | CVB | Resort Association

## North Lake Tahoe Visitor Information Center

### Visitor Report: Nov 2021

#### VISITORS SERVED:

##### Oct 2021

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

##### Nov 2020

Total TC & KB Walk-ins 1,672  
 Total Phone Calls: 178  
 Total 1,850

##### Nov 2021

Total TC&KB Walk-ins: 2,287  
 Total Phone Calls: 161  
 Total 2,448

#### REFERRALS GIVEN TO VISITORS:

<b>Restaurants</b>	<b>Lodging</b>	<b>Historic / Museum</b>	<b>Events</b>
<b>281</b>	<b>24</b>	<b>40</b>	<b>1</b>
<b>Tours</b>	<b>Surrounding Towns (SLT / Truckee)</b>	<b>Retail</b>	<b>Transportation</b>
<b>19</b>	<b>39</b>	<b>99</b>	<b>2</b>
<b>Services – tree permits &amp; roads</b>	<b>Activities Mountain / Trails</b>	<b>Activities / Lake</b>	<b>Maps / Directions</b>
<b>111</b>	<b>351</b>	<b>219</b>	<b>531</b>

**TOTAL 1,717 = 57 referrals per day**

#### November Highlights

- VIC sales are up 48% above last years sales. However, our YTD is flat compared to last year. Our referrals are up in November (averaging 57 referrals per day) with many people asking for ideas for shopping restaurants and hiking trails.
- Gave lots of info on online buying of Christmas Trees
- Advertised Thanksgiving dinner specials in the Visitor Center
- Tahoe Fund Plates for Powder Launched. VIC participation as the fulfillment center for the Plates for Powder Program. Answered 78 emails/32 lift tickets mailed
- Retrained staff on Yiftee gift card sales
- Participated in Small Business Saturday
- Helped with Swag distribution for the Chamber
- Continued servicing our local businesses by being a distribution center for 3 ply masks, sanitizer, funnels, pumps, signs and floor decals



# **North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

November 30, 2021

# North Lake Tahoe Marketing Cooperative

## Balance Sheet

As of November 30, 2021

Accrual Basis

	Nov 30, 21	Nov 30, 20	\$ Change	% Change	Jun 30, 21
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1000-00 · Cash	325,104	660,162	(335,058)	(51%)	216,621
<b>Total Checking/Savings</b>	<b>325,104</b>	<b>660,162</b>	<b>(335,058)</b>	<b>(51%)</b>	<b>216,621</b>
<b>Accounts Receivable</b>					
1200-00 · Accounts Receivable	666	390	276	71%	0
<b>Total Accounts Receivable</b>	<b>666</b>	<b>390</b>	<b>276</b>	<b>71%</b>	<b>0</b>
<b>Other Current Assets</b>					
1200-99 · Accounts Receivable - Other	0	7,970	(7,970)	(100%)	0
1350-00 · Security Deposits	100	100	0	0%	100
<b>Total Other Current Assets</b>	<b>100</b>	<b>8,070</b>	<b>(7,970)</b>	<b>(99%)</b>	<b>100</b>
<b>Total Current Assets</b>	<b>325,870</b>	<b>668,622</b>	<b>(342,752)</b>	<b>(51%)</b>	<b>216,721</b>
<b>Other Assets</b>					
1400-00 · Prepaid Expenses	97,235	51,757	45,478	88%	40,310
<b>Total Other Assets</b>	<b>97,235</b>	<b>51,757</b>	<b>45,478</b>	<b>88%</b>	<b>40,310</b>
<b>TOTAL ASSETS</b>	<b>423,105</b>	<b>720,379</b>	<b>(297,274)</b>	<b>(41%)</b>	<b>257,031</b>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
2000-00 · Accounts Payable	106,901	109,874	(2,973)	(3%)	64,362
<b>Total Accounts Payable</b>	<b>106,901</b>	<b>109,874</b>	<b>(2,973)</b>	<b>(3%)</b>	<b>64,362</b>
<b>Total Current Liabilities</b>	<b>106,901</b>	<b>109,874</b>	<b>(2,973)</b>	<b>(3%)</b>	<b>64,362</b>
<b>Total Liabilities</b>	<b>106,901</b>	<b>109,874</b>	<b>(2,973)</b>	<b>(3%)</b>	<b>64,362</b>
<b>Equity</b>					
32000 · Unrestricted Net Assets	192,669	486,983	(294,314)	(60%)	486,983
Net Income	123,536	123,521	15	0%	(294,315)
<b>Total Equity</b>	<b>316,205</b>	<b>610,504</b>	<b>(294,299)</b>	<b>(48%)</b>	<b>192,668</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>423,106</b>	<b>720,378</b>	<b>(297,272)</b>	<b>(41%)</b>	<b>257,030</b>

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

Accrual Basis

	Nov 21	Budget	\$ Over Bu...	Jul - Nov 21	YTD Budget	\$ Over Bu...	Annual Bu...
<b>Income</b>							
4000-00 · LTIVCBVB Funding	57,666	57,666	0	288,330	288,330	0	692,000
4001-00 · NLTRA Funding	65,226	65,226	0	356,435	356,435	0	1,100,000
4004-00 · IVCBVB Entertainment	0	0	0	4,000	4,000	0	8,000
<b>Total Income</b>	<b>122,892</b>	<b>122,892</b>	<b>0</b>	<b>648,765</b>	<b>648,765</b>	<b>0</b>	<b>1,800,000</b>
<b>Gross Profit</b>	<b>122,892</b>	<b>122,892</b>	<b>0</b>	<b>648,765</b>	<b>648,765</b>	<b>0</b>	<b>1,800,000</b>
<b>Expense</b>							
<b>5000-00 · CONSUMER MARKETING</b>							
5002-01 · Native Display	0	5,000	(5,000)	7,000	21,500	(14,500)	70,000
5004-00 · Trip Advisor	2,986	2,000	986	14,414	21,000	(6,586)	50,000
5005-00 · Paid Social	3,426	8,850	(5,424)	33,956	62,760	(28,804)	132,960
5005-01 · Digital Display / Retargeting	11,619	7,250	4,369	52,246	38,390	13,856	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	1,981	0	1,981	21,075	75,000	(53,925)	150,000
5007-02 · Website Production	0	0	0	120	0	120	0
5007-03 · Photo/Video Creative	2,481	2,373	108	11,698	11,865	(167)	28,469
5007-00 · Creative Production - Other	0	0	0	510	0	510	0
<b>Total 5007-00 · Creative Production</b>	<b>4,462</b>	<b>2,373</b>	<b>2,089</b>	<b>33,403</b>	<b>86,865</b>	<b>(53,462)</b>	<b>178,469</b>
5010-00 · Account Strategy & Management	7,000	7,000	0	35,000	35,000	0	84,000
5010-02 · Website Strategy & Analysis	0	0	0	2,500	0	2,500	0
5016 · Video Streaming	17,636	5,000	12,636	52,593	50,000	2,593	105,000
5017-00 · Rich Media	600	0	600	600	0	600	0
5018-00 · Media Commission	6,735	4,251	2,484	19,536	28,866	(9,330)	71,166
5018-01 · Digital Ad Serving	103	600	(497)	423	2,900	(2,477)	6,000
5020-00 · Search Engine Marketing	14,665	4,000	10,665	19,840	20,000	(160)	54,000
5022-00 · Email	0	0	0	5,000	5,000	(0)	20,000
5024-00 · Fusion 7	0	2,000	(2,000)	5,000	10,000	(5,000)	24,000
5025-00 · Expedia	0	0	0	0	0	0	15,000
5029-00 · Television	0	0	0	0	0	0	14,000
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>69,232</b>	<b>48,324</b>	<b>20,908</b>	<b>281,511</b>	<b>382,281</b>	<b>(100,770)</b>	<b>903,595</b>
<b>5110-00 · LEISURE SALES</b>							
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	551	2,000	(1,449)	2,171	2,000	171	5,000
5113-00 · Additional Opportunities	17	0	17	185	3,000	(2,815)	9,050
5115-00 · Travel Agent Incentive Program	0	1,000	(1,000)	0	1,750	(1,750)	4,750
5131-00 · FAMS -Intl - Travel Trade	0	0	0	0	750	(750)	2,250
5133-00 · Ski-Tops	0	850	(850)	0	850	(850)	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	4,334	0	4,334	4,334	5,000	(666)	16,000
5145-00 · TIA Annual Dues	0	0	0	0	0	0	2,700
5155-00 · 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
<b>Total 5110-00 · LEISURE SALES</b>	<b>4,901</b>	<b>3,850</b>	<b>1,051</b>	<b>6,689</b>	<b>20,350</b>	<b>(13,661)</b>	<b>81,250</b>
<b>5200-00 · PUBLIC RELATIONS</b>							
5200-01 · Strategy, Reporting, Mgmt, Etc.	5,000	5,000	0	15,000	20,000	(5,000)	55,000
5202-00 · PR Program/ Content Dev - Blogs	360	750	(390)	1,122	4,500	(3,378)	12,000
5204-00 · Media Mission(s)	0	7,000	(7,000)	822	7,000	(6,179)	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	4,000	4,000	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	240	240	0	1,200	1,200	0	2,880
5208-00 · International Travel Media FAMS	0	3,000	(3,000)	0	3,000	(3,000)	3,000
5209-00 · Domestic Travel Media FAMS	0	0	0	0	6,200	(6,200)	18,600
5210-00 · Content Dev - Newsletters	1,110	1,800	(690)	2,910	9,000	(6,090)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	29,000	29,000	0	71,000
5212-00 · Social Giveaways & Contests	0	1,800	(1,800)	0	3,600	(3,600)	7,200
5214-00 · Social Takeover	0	0	0	107	5,000	(4,893)	10,000
5216-00 · PR Content Development + Distrib	0	1,500	(1,500)	1,320	3,000	(1,680)	6,000
5221-00 · Photography & Video Asset Dev	0	0	0	0	2,000	(2,000)	8,000
5222-00 · Media Tracking / Membership	1,766	294	1,472	1,777	1,470	307	3,530
5280-00 · PR Meals / Entertainment	0	0	0	203	750	(547)	1,500
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>15,276</b>	<b>28,184</b>	<b>(12,908)</b>	<b>57,461</b>	<b>99,720</b>	<b>(42,259)</b>	<b>253,910</b>
<b>6000-00 · CONFERENCE SALES</b>							
6005-00 · Paid Media	1,774	1,511	263	3,263	4,533	(1,270)	24,114
6006-00 · CVENT	712	916	(204)	3,597	4,554	(957)	10,967
6007-00 · Creative Production	9,160	0	9,160	9,480	5,000	4,480	10,000

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

Accrual Basis

	Nov 21	Budget	\$ Over Bu...	Jul - Nov 21	YTD Budget	\$ Over Bu...	Annual Bu...
6014-00 · MCC Group Incentive Program	0	1,000	(1,000)	0	1,000	(1,000)	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6018-00 · MCC Media Commission	314	459	(145)	3,268	1,377	1,891	4,590
6018-01 · MCC Digital Ad Serving	6	42	(36)	12	210	(198)	500
6019-00 · Conference Direct Partnership	0	0	0	1,750	7,000	(5,250)	7,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	2,917	7,000	(4,083)	7,000
6152-00 · Client Events / Opportunities	150	0	150	1,650	2,000	(350)	17,000
6153-00 · Chicago Sales Rep Support	83	0	83	1,212	625	587	2,500
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>12,782</b>	<b>3,928</b>	<b>8,854</b>	<b>27,159</b>	<b>33,299</b>	<b>(6,140)</b>	<b>91,450</b>
<b>6100-00 · TRADE SHOWS</b>							
6111-00 · Site Inspections	323	0	323	461	1,500	(1,039)	6,000
6116-00 · CalSAE Seasonal Spectacular	1,889	0	1,889	1,889	0	1,889	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 · HelmsBriscoe ABC	227	0	227	227	0	227	5,500
6155-00 · Connect Trade Shows	1,204	0	1,204	1,204	0	0	5,500
6156-00 · Connect California	0	0	0	0	0	0	4,700
6156-02 · Connect Chicago	0	0	0	0	4,700	(4,700)	4,700
6156-05 · Connect Northwest	0	1,800	(1,800)	0	5,500	(5,500)	5,500
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	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	1,167	0	1,167	0
6182-00 · Destination Celebration	1,116	1,500	(384)	1,116	2,275	(1,159)	2,275
<b>Total 6100-00 · TRADE SHOWS</b>	<b>5,342</b>	<b>3,300</b>	<b>2,042</b>	<b>8,563</b>	<b>21,895</b>	<b>(15,332)</b>	<b>53,895</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>							
5008-00 · Cooperative Programs	0	3,000	(3,000)	0	9,000	(9,000)	30,000
5009-00 · Fulfillment / Mail	1,311	200	1,111	1,311	1,000	311	2,400
5021-00 · RASC-Reno Air Service Corp	0	0	0	25,000	25,000	0	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	833	0	833	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)	11,775	4,425	7,350	10,620
7003-00 · IVCBVB Entertainment Fund	211	0	211	211	2,000	(1,789)	8,000
7004-00 · Research	5,105	2,750	2,355	12,724	13,750	(1,026)	83,000
7005-00 · Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	70	0	70	20,000
7007-00 · Destimetrics / DMX	0	0	0	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	885	(885)	2,124
7010-00 · Photo Management & Storage	621	625	(4)	3,104	3,125	(21)	7,757
7020-00 · Collateral Production / Printin	0	0	0	724	0	724	0
8700-00 · Automobile Expense*	184	0	184	209	0	209	0
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>8,431</b>	<b>7,637</b>	<b>794</b>	<b>70,962</b>	<b>83,523</b>	<b>(12,561)</b>	<b>340,253</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>							
8002-00 · Content Manager Contractor	4,250	4,250	0	21,250	21,250	0	51,000
8003-00 · Website Hosting Maintenance	65	0	65	8,633	1,088	7,565	2,161
8004-00 · Website Strategy & Maintenance	7,500	7,500	0	30,000	37,500	(7,500)	90,000
8005-00 · Website SEO Strategy/Maint	2,500	2,500	0	15,000	12,500	2,500	30,000
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>14,315</b>	<b>14,250</b>	<b>65</b>	<b>74,883</b>	<b>72,318</b>	<b>2,565</b>	<b>173,161</b>
<b>Total Expense</b>	<b>130,279</b>	<b>109,473</b>	<b>20,806</b>	<b>525,228</b>	<b>713,386</b>	<b>(188,158)</b>	<b>1,897,514</b>
<b>Net Income</b>	<b>(7,387)</b>	<b>13,419</b>	<b>(20,806)</b>	<b>123,536</b>	<b>(64,621)</b>	<b>188,158</b>	<b>(97,514)</b>

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

Accrual Basis

July through November 2021

	Jul - Nov 21	Jul - Nov 20	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding	288,330.00	256,400.00	31,930.00	12.5%
4001-00 · NLTRA Funding	356,434.61	263,146.00	93,288.61	35.5%
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%
<b>Total Income</b>	<b>648,764.61</b>	<b>524,748.00</b>	<b>124,016.61</b>	<b>23.6%</b>
<b>Gross Profit</b>	<b>648,764.61</b>	<b>524,748.00</b>	<b>124,016.61</b>	<b>23.6%</b>
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5002-01 · Native Display	6,999.99	1,666.66	5,333.33	320.0%
5004-00 · Trip Advisor	14,414.41	5,902.93	8,511.48	144.2%
5005-00 · Paid Social	33,955.82	18,896.35	15,059.47	79.7%
5005-01 · Digital Display / Retargeting	52,245.73	40,052.28	12,193.45	30.4%
5007-00 · Creative Production				
5007-01 · Creative Production	21,074.83	33,817.99	-12,743.16	-37.7%
5007-02 · Website Production	120.00	2,842.50	-2,722.50	-95.8%
5007-03 · Photo/Video Creative	11,698.25	1,551.63	10,146.62	653.9%
5007-00 · Creative Production - Other	510.00	765.00	-255.00	-33.3%
<b>Total 5007-00 · Creative Production</b>	<b>33,403.08</b>	<b>38,977.12</b>	<b>-5,574.04</b>	<b>-14.3%</b>
5010-00 · Account Strategy & Management	35,000.00	30,000.00	5,000.00	16.7%
5010-02 · Website Strategy & Analysis	2,500.00	3,204.00	-704.00	-22.0%
5016 · Video Streaming	52,593.14	0.00	52,593.14	100.0%
5017-00 · Rich Media	600.00	0.00	600.00	100.0%
5018-00 · Media Commission	19,535.79	28,280.57	-8,744.78	-30.8%
5018-01 · Digital Ad Serving	423.48	310.54	112.94	36.4%
5020-00 · Search Engine Marketing	19,839.55	33,778.83	-13,939.28	-41.3%
5022-00 · Email	4,999.70	4,162.45	837.25	20.1%
5024-00 · Fusion 7	5,000.00	10,000.00	-5,000.00	-50.0%
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>281,510.69</b>	<b>215,231.73</b>	<b>66,278.96</b>	<b>30.8%</b>
<b>5110-00 · LEISURE SALES</b>				
5107-00 · Creative Production	0.00	150.00	-150.00	-100.0%
5112-00 · Training / Sales Calls	2,170.50	119.88	2,050.62	1,710.6%
5113-00 · Additional Opportunities	185.07	0.00	185.07	100.0%
5144-00 · IPW - POW WOW	4,333.67	0.00	4,333.67	100.0%
5147-00 · AUS / Gate 7	0.00	6,211.86	-6,211.86	-100.0%
5155-00 · California Star Program	0.00	1,168.68	-1,168.68	-100.0%
<b>Total 5110-00 · LEISURE SALES</b>	<b>6,889.24</b>	<b>7,648.42</b>	<b>-959.18</b>	<b>-12.5%</b>
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	15,000.00	7,500.00	7,500.00	100.0%
5202-00 · PR Program/ Content Dev - Blogs	1,122.36	5,500.00	-4,377.64	-79.6%
5204-00 · Media Mission(s)	821.50	746.96	74.54	10.0%
5206-00 · Digital Buy/ Social Media Boost	4,000.00	2,500.00	1,500.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	1,200.00	1,500.00	-300.00	-20.0%
5209-00 · Domestic Travel Media FAMS	0.00	5,812.83	-5,812.83	-100.0%
5210-00 · Content Dev - Newsletters	2,910.00	7,200.00	-4,290.00	-59.6%
5211-00 · Social Media Strategy & Mgmt	29,000.00	20,000.00	9,000.00	45.0%
5214-00 · Social Takeover	107.42	0.00	107.42	100.0%
5216-00 · PR Content Development + Distrib	1,320.00	7,238.06	-5,918.06	-81.8%
5221-00 · Photography & Video Asset Dev	0.00	1,500.00	-1,500.00	-100.0%
5222-00 · Media Tracking / Memberships	1,776.93	1,800.00	-23.07	-1.3%
5280-00 · PR Meals / Entertainment	202.70	28.72	173.98	605.8%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>57,460.91</b>	<b>61,326.57</b>	<b>-3,865.66</b>	<b>-6.3%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6002-00 · Destination Print	0.00	2,500.00	-2,500.00	-100.0%
6005-00 · Paid Media	3,263.35	0.00	3,263.35	100.0%
6006-00 · CVENT	3,597.48	10,678.00	-7,080.52	-66.3%
6007-00 · Creative Production	9,490.06	1,580.46	7,909.60	500.5%
6015-00 · MCC National Memberships	0.00	379.00	-379.00	-100.0%
6018-00 · MCC Media Commission	3,267.78	1,700.95	1,566.83	92.1%
6018-01 · MCC Digital Ad Serving	12.13	0.00	12.13	100.0%
6019-00 · Conference Direct Partnership	1,749.99	4,083.35	-2,333.36	-57.1%
6128-00 · HelmsBriscoe Strategic Partner	2,916.65	2,916.65	0.00	0.0%
6152-00 · Client Events / Opportunities	1,650.00	53.54	1,596.46	2,981.8%
6153-00 · Chicago Sales Rep Support	1,211.85	897.13	314.72	35.1%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>27,159.29</b>	<b>24,789.08</b>	<b>2,370.21</b>	<b>9.6%</b>
<b>6100-00 · TRADE SHOWS</b>				
6111-00 · Site Inspections	460.84	194.13	266.71	137.4%
6116-00 · CalSAE Seasonal Spectacular	1,889.34	1,099.00	790.34	71.9%
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%
6154-00 · HelmsBriscoe ABC	227.39	0.00	227.39	100.0%
6155-00 · Connect Trade Shows	1,203.64	0.00	1,203.64	100.0%
6180-00 · AllThingsMeetings Silicon Valley	0.00	675.00	-675.00	-100.0%
6167-00 · Nor Cal DMO	0.00	420.00	-420.00	-100.0%
6180-00 · Conference Direct CA	1,166.66	0.00	1,166.66	100.0%
6182-00 · Destination Celebration	1,115.62	0.00	1,115.62	100.0%

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

Accrual Basis

July through November 2021

	Jul - Nov 21	Jul - Nov 20	\$ Change	% Change
<b>Total 6100-00 · TRADE SHOWS</b>	6,563.39	7,288.13	-724.74	-9.9%
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5009-00 · Fulfillment / Mail	1,310.91	559.90	751.01	134.1%
5021-00 · RASC-Reno Air Service Corp	25,000.00	0.00	25,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	833.35	500.01	333.34	66.7%
7002-00 · CRM Subscription	11,775.42	4,291.65	7,483.77	174.4%
7003-00 · IVCBVB Entertainment Fund	211.23	13.78	197.45	1,432.8%
7004-00 · Research	12,723.80	0.00	12,723.80	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 · Destimefrics / DMX	0.00	10,442.09	-10,442.09	-100.0%
7010-00 · Photo Management & Storage	3,103.75	3,041.90	61.85	2.0%
7020-00 · Collateral Production / Printlin	723.94	10,256.45	-9,532.51	-92.9%
8700-00 · Automobile Expense*	209.41	309.02	-99.61	-32.2%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	70,961.81	44,414.80	26,547.01	59.8%
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	21,250.00	21,301.94	-51.94	-0.2%
8003-00 · Website Hosting Maintenance	8,633.00	19,226.00	-10,593.00	-55.1%
8004-00 · Website Strategy & Maintenance	30,000.00	0.00	30,000.00	100.0%
8005-00 · Website SEO Strategy/Maint	15,000.00	0.00	15,000.00	100.0%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENAN...</b>	74,883.00	40,527.94	34,355.06	84.8%
<b>Total Expense</b>	525,228.33	401,226.67	124,001.66	30.9%
<b>Net Income</b>	123,536.28	123,521.33	14.95	0.0%



# Aging by Revenue Item

As of 11/30/2021

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
<b>Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)</b>									
101-200	Employees	Membership Dues	\$0.00	\$975.00	\$0.00	\$0.00	\$0.00	\$0.00	\$975.00
11-20	Employees	Membership Dues	\$0.00	\$0.00	\$0.00	\$0.00	\$345.00	\$468.75	\$813.75
1-5	Employees	Membership Dues	\$2,360.00	\$295.00	\$295.00	\$1,150.00	\$1,180.00	\$9,807.91	\$15,087.91
21-50	Employees	Membership Dues	\$1,080.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,430.00	\$3,510.00
6-10	Employees	Membership Dues	\$0.00	\$650.00	\$0.00	\$0.00	\$325.00	\$3,030.41	\$4,005.41
	Associate Member	Membership Dues	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00	\$150.00
	Financial Institutions	Membership	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,400.00	\$1,400.00
	<b>Non-Profit Membership Dues Totals:</b>		\$170.00	\$340.00	\$0.00	\$340.00	\$170.00	\$1,700.00	\$2,720.00
1201-01	Member AR Membership Dues		\$3,610.00	\$2,260.00	\$295.00	\$1,490.00	\$2,020.00	\$18,987.07	\$28,662.07
<b>Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)</b>									
	<b>Eblast Totals:</b>		\$0.00	\$235.00	\$0.00	\$0.00	\$0.00	\$320.00	\$555.00
1201-03	Member Accounts Receivable -		\$0.00	\$235.00	\$0.00	\$0.00	\$0.00	\$320.00	\$555.00
<b>GRAND TOTALS</b>			\$3,610.00	\$2,495.00	\$295.00	\$1,490.00	\$2,020.00	\$19,307.07	\$29,217.07

**KEY METRICS FOR Nov 30, 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	7,355,548	3,313,439	6,215,382	4,947,159	\$ 21,831,528
2021 - 2022	7,549,175	179,432	150	-	\$ 7,728,757

Total NLTBID Collections by Quarter 2022 - 2026 (as reported thru November 2021)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2021 - 2022	971,221				\$ 971,221
2022 - 2023					\$ -
2023 - 2024					\$ -
2024 - 2025					\$ -
2025 - 2026					\$ -

Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Nov 2021)					
Referrals -	2018-19	2019-20	2020-21	2021-22	YOY % Change
<b>Tahoe City:</b>					
Walk In	24443	25977	16221	16943	4.45%
Phone	1501	1385	1424	1429	0.35%
Email	180	212	213	272	27.70%
<b>Kings Beach (Walk In)</b>	4439	8322	5408	3998	-26.07%
<b>NLT - Event Traffic</b>	3220	2893	749	1604	114.15%
<b>Total</b>	<b>33,783</b>	<b>38,789</b>	<b>24,015</b>	<b>24,246</b>	<b>0.96%</b>

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	\$ -	
<b>Total</b>	<b>\$ 3,080,242</b>	<b>\$ 3,378,190</b>	<b>\$ 2,723,590</b>	<b>\$ 661,434</b>	

Destimetrics Reservations Activity	2021/22	2020/21	YOY % Change
Occupancy	30.3%	26.7%	13.48%
ADR (Average Daily Rate)	\$ 298	\$ 338	-11.83%
RevPAR (Rev per Available Room)	\$ 90	\$ 90	0.00%
Occupancy 1 Mth Forecast	50.1%	27.5%	82.18%
ADR 1 Mth Forecast	\$ 548	\$ 568	-3.52%
RevPAR 1 Mth Forecast	\$ 275	\$ 156	76.28%
Occupancy (prior 6 months)	46.1%	39.4%	17.01%
ADR (prior 6 months)	\$ 429	\$ 404	6.19%
RevPAR (prior 6 months)	\$ 198	\$ 159	24.53%
Occupancy (next 6 months)	27.3%	14.4%	89.58%
ADR (next 6 months)	\$ 465	\$ 423	9.93%
RevPAR (next 6 months)	\$ 127	\$ 61	108.20%

Unemployment Rates - EDD	Oct 2021
<b>California (pop. 38,332,521)</b>	<b>7.3%</b>
<b>Placer County (367,309)</b>	<b>4.1%</b>
Dollar Point (1,215)	0.0%
Kings Beach (3,893)	1.3%
Sunnyside/Tahoe City (1,557)	0.0%
Tahoe Vista (1,433)	0.0%

Total Chamber Membership	
June 2017	424
June 2018	378
June 2019	371
June 2020	362
<b>June 2021</b>	<b>366</b>

Conference Revenue Statistics Comparison FYTD 20/21 vs. FYTD 21/22 at 11/30/2021						
	2020-21	2020-21	2021-22	YOY %		
<b>FORWARD LOOKING</b>	<b>Actuals</b>	<b>Forecasted</b>	<b>Forecasted</b>	<b>Change</b>		
Total Revenue Booked	\$ 257,997	\$ 1,132,263	\$ 1,759,314	35.64%		
Commission for this Revenue	\$ -	\$ -	\$ -			
Number of Room Nights	1,287	5,052	8,216	38.51%		
Number of Bookings	8	17	24	29.17%		
Conference Revenue And Percentage by County:						
	<u>20-21</u>	<u>21-22</u>				
Placer	100%	\$257,997	\$ 947,150	\$ 1,207,882 21.59%		
Washoe	0%	\$0	\$ 185,113	\$ 551,432 66.43%		
South Lake	0%	\$0	\$ -			
Nevada County	0%	0%				
<b>Total Conference Revenue</b>	<b>100%</b>	<b>100%</b>	<b>\$257,997</b>	<b>\$ 1,132,263</b>	<b>\$ 1,759,314</b>	<b>35.64%</b>
<b>CURRENT</b>						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%	