
Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge

Dee Byrne, Palisades Tahoe | **Deirdra Walsh**, Northstar California | **Kevin Mitchell**, Homewood Mountain Resort

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

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

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

Dave Wilderotter, Tahoe Dave's

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

Sue Rae Irelan, Placer County Appointee

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

Join Zoom Meeting

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

Meeting ID: 829 6852 3606

Passcode: 486552

+1 669 900 9128 US (San Jose)

8:30 a.m.

1. Call to Order – Establish Quorum

2. Approval of Resolution 2021.06

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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 FEBRUARY 2, 2022 TO MARCH 4, 2022 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**

8:35a.m.

3. Introduction of Tony Karwowski, NLTRA CEO

8:45a.m.

4. 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.

8:50 a.m.

5. Agenda Amendments and Approval **[ACTION]**

8:55 a.m.

6. 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. **[ACTION]**

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A. NLTRA Board Meeting Minutes from Jan 5, 2022

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- B. NLTRA Financial Statements, Dec 31, 2021
- C. Approval of Accounting Software Purchase & Implementation
- D. Approval of 2022 Lake Tahoe Dance Festival Sponsorship
- E. Approval of 2022 Oktoberfest Sponsorship
- F. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org
 - Finance Committee Meeting January
 - Tourism Development Committee Meeting
 - In-Market Tourism Development Committee Meeting

9:00 a.m.
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- 7. Action Item:
 - A. Approval of Resolution Appointing Bank Signatories - VanSiclen **[ACTION]**
 - B. Approval of Made in Tahoe Events - Biggers **[ACTION]**
 - C. Approval of Tourism Development Committee Members – Burke **[ACTION]**

9:15 a.m.
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- 8. Informational Updates/Verbal Reports:
 - A. 2021-22 Responsible Travel Focused Spring Consumer Media - Burke
 - B. County of Placer Short Term Rental Ordinance Update
 - C. NLTRA/TOT/TBID Committees Overview – Bavetta
 - D. NLTRA Board Election Update – Bavetta
 - E. Discussion of NLTRA/IVCBVCB Joint Meeting

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- 9. 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, Dec 31, 2021
 - B. Conference Revenue Statistics Report, Dec 2021
 - C. Tourism Development Report on Activities, Dec 2021
 - D. 2021-22 Responsible Travel Focused Spring Consumer Media Supplemental Information
 - E. Reno Tahoe Airport Report, Dec 2021
 - F. Visitor Information Center Report, Dec 2021
 - G. North Lake Tahoe Marketing Coop Financial Statements, Dec 2021
 - H. Membership Accounts Receivable Report Dec 2021
 - I. Financial Key Metrics Report Dec 2021

10:15 a.m.

- 10. CEO and Staff Updates

10:20 a.m.

- 11. Directors Comments

10:30 a.m.

- 12. Meeting Review and Staff Direction

10:35 a.m.

- 13. Closed Session

11:00 a.m.

- 14. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org



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MEMORANDUM

Date: 02/02/2022

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta

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

Action(s) Requested:

North Lake Tahoe Resort Association board approval of Resolution No. 2021.06 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 FEBRUARY 2, 2022 TO MARCH 4, 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 2021.06

RESOLUTION NO. 2021.06

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 FEBRUARY 2, 2022 TO MARCH 4, 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) March 4, 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 2nd day of February 2022 by the following vote:

NORTH LAKE TAHOE RESORT ASSOCIATION

BY:

ATTEST:

Samir Tuma, President

Dan Tester, NLTRA Secretary



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BOARD OF DIRECTORS MEETING

Date: Wednesday, January 5, 2022

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.

Sue Rae Irelan, Placer County Appointee

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

1. Call to Order – Establish Quorum at 8:38 AM

Board members in attendance

Samir Tuma, Dave Wilderotter, Dan Tester, Jim Phelan, Kevin Mitchell, Sue Rae Irelan, Deirdra Walsh, Sue Rae Irelan, Brett Williams, Melissa Siig, and David Lockard. A quorum was established. Tom Turner and Alyssa Reilly joined the meeting. Advisory Committee members Jeff Cowen and Stephanie Holloway were also present.

Board members absent

Dee Byrne

Ray Villaman,

Stephanie Hoffman

Colin Perry

Staff Members in attendance

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

Others in attendance

Included Cindy Gustafson, Lindsay Romack, Nick Martin, Katelynn Hopkins, Emily Setzer, and Joy Doyle

2. Approval of Resolution 2021.05

Motion to adopt Resolution 2021.05 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. TESTER/MITCHELL/Approved unanimously by roll call vote.

3. Public Forum

Supervisor Gustafson said COVID numbers are increasing in the area as a result of the Omicron variant. She reviewed the statistics and said Interim Health Director Rob Oldham’s recommendation is for people to wear N95 masks even indoors. There are no new requirements from the County or the State.

Gustafson reported on the extreme storm damage on the west side of the County. Many people have been without power for over a week. Caltrans has had staffing and equipment issues, which is why Highway 28 through Tahoe City has not been fully opened up. There could be funding available from the state for the increased costs related to the storms.

Gustafson reviewed agenda items for upcoming Board of Supervisors meeting. She will become Chair of the Board at the January 11, 2022 meeting. The Board is meeting at Granlibakken January 24 and 25. Gustafson is hosting a virtual North Tahoe Town Hall tomorrow night.

4. Agenda Amendments and Approval [ACTION]

A Closed Session was added to today's agenda. Item 6C will be an update not requiring action.

Motion to approve today's agenda as amended. SIIG/WILLIAMS/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 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

- **Finance Committee Meeting Dec 21, 2021**

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

6. Action Items

A. CAP Project Funding Review [ACTION] – Bavetta/Phelan

Bavetta reminded the group of previous CAP Committee recommendations. The Committee asked the South Yuba River Citizen's League to reconsider its request for \$1.5 million for a restoration and trail project at Van Norden Meadow. The revised request is for \$500,000 and the CAP Committee recommends approval. The project area being funded is in Placer County.

Motion to approve the recommendation to fund the South Yuba River Citizen's League project at \$500,000.

PHELAN/TESTER/UNANIMOUS

B. Appointment of NLTRA Election Committee Member [ACTION] – Bavetta

Bavetta reported Wilderotter was approved, but is unable to serve on the Committee.

Motion to appoint Phelan to the NLTRA Election Committee. IRELAN/WILDEROTTER/UNANIMOUS

C. TOT Reserve & FY 2021 NLTRA TOT Funds Potential Expenditures [ACTION]

Action on this item was tabled.

Holloway reported FY 2021 Reserves totaled approximately \$1.7 million and there is a fund balance of approximately \$1.5 million from the NLTRA Fund Remittance. She discussed possible allocation options for those funds, including transit and the Housing Trust Placer.

Discussion followed regarding the proposed allocations and projects that may be addressed. The Board asked for additional clarification on Housing Trust Placer and transit needs. There was agreement that more discussion is needed before recommendations are made, including how the proposed expenditures address the area's priorities and how other agencies and organizations may be addressing the needs.

7. Informational Updates/Verbal Reports

A. Placer County 2% TOT Renewal Update – Placer County staff

Romack presented results of a voter survey that indicated strong support of renewing the 2% TOT, which sunsets in fall 2022. Priorities identified in the survey were protecting lake water quality, quality of life, and keeping the funds local. The number one issue identified was the cost of housing, followed by traffic congestion, drought impacts, and trash.

This information will be presented to the Board of Supervisors, who will consider approving a ballot measure on the June 7, 2022 ballot to renew the tax. Romack explained the County can only educate the public on the measure. NLTRA could advocate for its passage, using non-public funds.

Discussion followed. Although there could be support to increase the tax above 2%, the Board of Supervisors agreed not to request an increase if the North Lake Tahoe TBID was approved, which it was. Conversation continued regarding how the 2% is allocated.

B. Placer County Short Term Rental Ordinance Update – Placer County staff

Holloway presented County staff's findings and BAE's economic study being used to inform staff's recommendations on revision to the STR Ordinance. She reminded the group of the STR permit moratorium in effect until the end of March. Staff made a presentation to the Board of Supervisors to get feedback on avenues to pursue, including caps on the numbers of permits, removing existing exemptions, and removing hotels, motels, timeshares, and condo-hotels from the Ordinance. There was not a lot of support for setting a maximum number of nights rented, but there was for setting minimums.

Discussion followed as the presentation was clarified. Williams pointed out several components of the presentation he felt were disingenuous and should be reconsidered. He believes staff is being pressured to draw conclusions prior to getting facts. Tester agreed, saying he is not sure the limitations proposed are based on empirical evidence or community sentiment. Discussion continued. This information will be presented in other public forums and to the Board of Supervisors in January. Any revisions to the Ordinance will go into effect April 1, 2022.

C. NLTRA/TOT/TBID Committee Structures review - Bavetta

This item was tabled.

D. Proposed Joint IVCBVB/NLTRA Boards meeting - Bavetta

Bavetta will send out an email to see about scheduling this meeting on March 16, 2022.

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, 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

9. CEO and Staff Updates

Bavetta noted the Q1 TOT Collections report in the meeting packet. Revenues are up despite smoke and closures.

Burke reported Crest is the consulting firm selected to do the TRPA Sustainable Recreation Plan. It should take about one year.

10. Directors Comments

There were no additional comments.

11. Meeting Review and Staff Direction

Bavetta will:

- Circulate Gustafson's email regarding mask wearing from Placer County
- Post the presentations from today on the website
- Send an email to schedule the joint IVCBVB/NLTRA Board meeting

CLOSED SESSION

The Board went into Closed Session at 11:10 AM to discuss hiring of new CEO and associated compensation.

Open Session was reconvened at 11:20 AM and there was no reportable action.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:20 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



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Date: 1/27/2022

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

From: DeWitt Van Siclén, Accounting Manager

RE: Report of Financial Results for December 31, 2021

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

- Cash balance on December 31, 2021 of \$2,685,000 was \$1,222,000 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 \$17,000, an increase in Accounts Payable of \$43,000, an increase in Accrued Expenses of \$16,000, an increase in Unrestricted Net Assets of \$28,000, and increase in the Designated Marketing Reserve of \$7,000 offset by an increase in Inventory of \$9,000, an increase in Prepaid Expenses of \$15,000, a decrease in Payroll Liabilities of \$61,000 and a decrease in Deferred Revenue – Member Dues of \$10,000. Additionally, Net income is greater than prior year by \$2,484,000 due primarily to an increase in Receivables from TBID Assessments of \$2,372,000
- Accounts Receivable (QB) balance of \$0 was down relative to last year by \$3,000.
- The Accounts Receivable – TOT balance of \$313,000 reflected County TOT funding invoices for December. The balance at this date last year was \$294,000.
- AR Other balance of \$15,000 was \$14,000 greater than prior year and primarily constitutes the amount due back for a cancelled portion of the contract for the Spartan 2021 event along with unauthorized transactions due back to the NLTRA.
- Membership dues receivable totaled \$33,000, which reflects a decrease of \$62,000 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 \$33,000, which reflects an increase of \$9,000 from prior year.
- AR TBID balance of \$2,372,000 reflects the anticipated revenue on TBID assessment collections that have not yet been received. Payment of \$1,272,000 for the first quarter assessment of 2021.22 was received in January.
- Prepaid Expenses of \$26,000 increased by \$15,000 from prior year primarily due to Business Association Grant funding.
- Accounts Payable of \$37,000 was \$19,000 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 \$73,000 were \$61,000 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 \$32,000 were \$17,000 higher than prior year primarily due to Business Association Grant funding as well as an increase in the number of over prior year, offset by a COVID recovery campaign that had been accrued in prior year.
- Deferred Revenue-Member Dues of \$21,000 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 \$2,781,000 at December 31 reflected a \$2,484,000 increase from prior year positive results of \$298,000, and represents anticipated TBID revenues of \$2,372,000 YTD, Membership's net loss of \$4,000, and \$413,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$943,000 was lower than budget by \$317,000 due to the timing of the pay for performance portion of County TOT funding.
 - Expenses before overhead allocation totaled \$619,000 and were \$409,000 below budget largely due to a combination of reduced staffing and timing.
 - Total net results before overhead allocation of \$324,000 were better than budget by \$92,000.
- Operating Results YTD – Conference
 - TOT revenue of \$245,000 was on budget.
 - Expenses of \$98,000 before allocated overhead were below budget by \$95,000 primarily due to reduced staffing.
 - Net results of \$148,000 before overhead allocation were good to budget by \$95,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$60,000 were positive to budget by \$12,000. TOT revenue of \$232,000 was on budget.
 - Expenses before overhead allocation of \$159,000 were below budget by \$59,000 primarily due to staffing and timing.
 - Net income of \$132,000 before overhead allocation was \$72,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$95,000 was on budget.
 - Expenditures of \$17,000 before overhead were \$58,000 good to budget primarily due to reduced staffing and timing offset by an unbudgeted professional fees expense.
 - Net results of \$78,000 before overhead allocation were positive to budget \$58,000.
- Operating Results YTD – TBID Assessment Revenue
 - Anticipated revenues YTD totaled \$2,372,000.
 - TBID assessments for the period of July – September 2021 totaled \$971,000.
 - Total cash receipts YTD total \$1,272,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$39,000 was \$2,000 good to budget, total other revenues of \$2,000 were bad to budget by \$3,000.
 - Expenses before overhead allocation of \$33,000 were good to budget by \$11,000.
 - Net income of \$8,000 before overhead allocations was good to budget by \$10,000.
 - Net loss of \$4,000 after overhead allocations was good to budget \$10,000.
- Operating Results YTD – Business Association Grant Funding
 - TOT Revenue of \$100,000 was on budget.
 - Expenses of \$100,000 was on budget.
 - Net results of \$0 was on budget.

- Operating Results YTD – TOT Housing & Transportation Allocation
 - TOT Revenue of \$84,000 was on budget.
 - Total expense of \$3,000 was below budget \$63,000 due primarily to staffing.
 - Net results of \$81,000 before overhead was \$63,000 good to budget.
- Operating Results YTD – Administration
 - Total expenses of \$362,000 were \$33,000 below budget due primarily to unbudgeted expenses offset by staffing and timing.
- Membership cash position as of December 31, 2021
 - Membership activities YTD resulted in a net loss of \$4,175.
 - Deferred revenues of \$21,345 less receivables of \$33,122, plus the allowance for uncollectible receivables of \$9,523 resulted in the loss of cash in the amount of \$2,254.
 - 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 \$36,477.

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

- Cash balance at month end of \$381,000 was \$340,000 lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294,000, an increase in Prepaid Expenses of \$43,000, and a decrease in Accounts Payable of \$14,000, offset by an increase in Net Income of \$15,000.
- Accounts Receivable balance was \$3,000.
- Prepaid Expenses of \$88,000 were \$43,000 greater than prior year.
- Accounts Payable of \$94,000 were \$14,000 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 \$185,000 was \$15,000 higher than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$817,000 was on budget.
- Consumer Marketing expenditures of \$314,000 were \$95,000 below budget due to timing.
- Leisure Sales expenditures of \$10,000 were \$11,000 below budget due to a combination of cancelled events/activities and timing.
- Public Relations expenses of \$75,000 were \$42,000 below budget due to timing.
- Conference Sales expenditures of \$34,000 were \$4,000 below budget due to timing.
- Trade Show expenditures of \$9,000 were \$25,000 below budget due to anticipated trade shows and client events being cancelled.
- Committed & Administrative expenditures of \$100,000 were \$44,000 below budget due to timing.
- Website & Maintenance expenses of \$89,000 were \$3,000 over budget.
- Total Expenses of \$632,000 were \$217,000 below budget.
- Net Income of \$185,000 was good to budget by \$217,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

December 31, 2021

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

	Dec 31, 21	Dec 31, 20	\$ Change	% Change	Jun 30, 21
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	158	0	0%	158
1002-00 · Cash - Operations BOTW #8328	2,493,035	0	2,493,035	100%	1,965,992
1003-00 · Cash - Operations BOTW #6712	0	1,213,165	(1,213,165)	(100%)	(268,644)
1007-00 · Cash - Payroll BOTW #7421	3,255	2,920	335	11%	38,521
1008-00 · Marketing Reserve - Plumas	50,371	50,337	34	0%	50,356
1009-00 · Cash Flow Reserve - Plumas	101,027	100,913	114	0%	100,976
1071-00 · Payroll Reserves BOTW #8163	21,582	29,582	(8,000)	(27%)	29,582
1080-00 · Special Events BOTW #1626	14,452	64,845	(50,393)	(78%)	39,803
10950 · Cash in Drawer	641	139	502	361%	139
Total Checking/Savings	2,684,521	1,462,059	1,222,462	84%	1,956,883
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	0	2,500	(2,500)	(100%)	1,000
1290-00 · A/R - TOT	313,229	294,448	18,781	6%	432,499
Total Accounts Receivable	313,229	296,948	16,281	5%	433,499
Other Current Assets					
1200-99 · AR Other	14,787	1,179	13,608	1,154%	2,442
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	32,802	94,730	(61,928)	(65%)	17,025
1201-03 · Member AR - Other	320	1,400	(1,080)	(77%)	985
Total 1201-00 · Member Accounts Receivable	33,122	96,130	(63,008)	(66%)	18,010
1201-02 · Allowance for Doubtful Accounts	(9,523)	(24,987)	15,464	62%	(9,632)
12100 · Inventory Asset					
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	33,479	24,129	9,350	39%	26,867
Total 12100 · Inventory Asset	33,497	24,147	9,350	39%	26,885
1220-00 · AR TBID	2,372,411	0	2,372,411	100%	
1299 · Receivable from NLTMC	2,324	1,966	358	18%	5,932
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
Total Other Current Assets	2,447,768	99,585	2,348,183	2,358%	44,787
Total Current Assets	5,445,518	1,858,592	3,586,926	193%	2,435,169
Fixed Assets					
1700-00 · Furniture & Fixtures	43,330	45,289	(1,959)	(4%)	43,330
1701-00 · Accum. Depr. - Furn & Fix	(43,330)	(45,289)	1,959	4%	(43,330)
1740-00 · Computer Equipment	11,013	6,799	4,214	62%	11,013
1741-00 · Accum. Depr. - Computer Equip	(4,139)	(2,153)	(1,986)	(92%)	(3,222)
1750-00 · Computer Software	6,206	20,493	(14,287)	(70%)	6,206
1751-00 · Accum. Amort. - Software	(6,206)	(20,493)	14,287	70%	(6,206)
1770-00 · Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%	(24,284)
Total Fixed Assets	6,874	4,646	2,228	48%	7,791
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	7,831	1,076	6,755	628%	2,689
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	17,651	9,384	8,267	88%	6,500
Total 1400-00 · Prepaid Expenses	25,582	10,560	15,022	142%	9,289
Total Other Assets	25,582	10,560	15,022	142%	9,289
TOTAL ASSETS	5,477,974	1,873,798	3,604,176	192%	2,452,249
LIABILITIES & EQUITY					

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

	<u>Dec 31, 21</u>	<u>Dec 31, 20</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 21</u>
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	36,804	17,448	19,356	111%	69,892
Total Accounts Payable	<u>36,804</u>	<u>17,448</u>	<u>19,356</u>	<u>111%</u>	<u>69,892</u>
Other Current Liabilities					
2000-01 · Accounts Payable - Other	23,835	0	23,835	100%	22,140
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	5,469	8,844	(3,375)	(38%)	41,223
2101-00 · Incentive Payable	18,003	61,212	(43,209)	(71%)	44,055
2102-00 · Commissions Payable	0	3,500	(3,500)	(100%)	0
2120-00 · Empl. Federal Tax Payable	2,427	3,473	(1,046)	(30%)	3,379
2175-00 · 401 (k) Plan	1,482	1,964	(482)	(25%)	1,218
2180-00 · Estimated PTO Liability	45,948	54,845	(8,897)	(16%)	62,280
Total 21000 · Salaries/Wages/Payroll Liabilit	<u>73,329</u>	<u>133,838</u>	<u>(60,509)</u>	<u>(45%)</u>	<u>152,155</u>
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	0	551	(551)	(100%)	
25500 · *Sales Tax Payable	1,615	2,118	(503)	(24%)	1,418
2190-00 · Sales and Use Tax Payable - Other	0	(496)	496	100%	2,877
Total 2190-00 · Sales and Use Tax Payable	<u>1,615</u>	<u>2,173</u>	<u>(558)</u>	<u>(26%)</u>	<u>4,295</u>
2250-00 · Accrued Expenses					200,350
2250-01 · Business Association Grant	10,000	0	10,000	100%	
2250-00 · Accrued Expenses - Other	21,857	15,132	6,725	44%	
Total 2250-00 · Accrued Expenses	<u>31,857</u>	<u>15,132</u>	<u>16,725</u>	<u>111%</u>	
2400-60 · Deferred Revenue- Member Dues	21,345	31,410	(10,065)	(32%)	0
2500-00 · Deferred Revenue - TMBC	1,290	1,290	0	0%	20,827
2700-00 · Deferred Rev. County	525,305	525,305	0	0%	1,290
2900-00 · Due To/From County of Placer	1,480,803	384,939	1,095,864	285%	1,480,803
Total Other Current Liabilities	<u>2,159,379</u>	<u>1,094,087</u>	<u>1,065,292</u>	<u>97%</u>	<u>1,881,860</u>
Total Current Liabilities	<u>2,196,183</u>	<u>1,111,535</u>	<u>1,084,648</u>	<u>98%</u>	<u>1,951,752</u>
Total Liabilities	2,196,183	1,111,535	1,084,648	98%	1,951,752
Equity					
32000 · Unrestricted Net Assets	17,781	(10,145)	27,926	275%	(10,736)
3300-11 · Designated Marketing Reserve	331,856	324,590	7,266	2%	331,856
3301 · Cash Flow Reserve	100,839	100,248	591	1%	100,839
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	<u>2,781,295</u>	<u>297,549</u>	<u>2,483,746</u>	<u>835%</u>	<u>28,518</u>
Total Equity	<u>3,281,789</u>	<u>762,260</u>	<u>2,519,529</u>	<u>331%</u>	<u>500,495</u>
TOTAL LIABILITIES & EQUITY	<u><u>5,477,972</u></u>	<u><u>1,873,795</u></u>	<u><u>3,604,177</u></u>	<u><u>192%</u></u>	<u><u>2,452,247</u></u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Dec 21	Budget	\$ Over Bu...	Jul - Dec 21	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	313,229	488,729	(175,500)	1,699,267	2,016,017	(316,750)	3,395,286
4100-00 · TBID Assessment Revenue	429,401	429,401	0	2,372,411	1,960,176	412,235	4,689,362
4200-00 · Membership Dues Revenue	6,546	6,250	296	39,030	37,500	1,530	56,250
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	0	0	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	300	(300)	0	800	(800)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	600	(600)	1,200
Total 4251-00 · Tues AM Breakfast Club	0	500	(500)	0	1,400	(1,400)	3,550
4250-00 · Revenues-Membership Activities - Other	235	0	235	1,805	0	1,805	0
Total 4250-00 · Revenues-Membership Activities	235	500	(265)	1,805	4,400	(2,595)	9,550
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	138	0	138	616	0	616	0
46000 · Merchandise Sales - Other	5,745	6,000	(255)	59,200	47,500	11,700	59,500
Total 46000 · Merchandise Sales	5,883	6,000	(117)	59,815	47,500	12,315	59,500
Total Income	755,293	930,880	(175,586)	4,172,329	4,065,593	106,735	8,210,947
Gross Profit	755,293	930,880	(175,586)	4,172,329	4,065,593	106,735	8,210,947
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	3,099	10,695	(7,596)	26,671	64,171	(37,500)	98,560
5030-00 · P/R - Health Insurance Expense	4,428	13,890	(9,462)	37,087	83,337	(46,250)	128,597
5040-00 · P/R - Workmans Comp	660	1,131	(471)	4,354	6,788	(2,434)	10,260
5060-00 · 401 (k)	1,438	3,834	(2,396)	9,907	23,004	(13,097)	35,428
5070-00 · Other Benefits and Expenses	86	646	(560)	1,711	3,877	(2,166)	5,993
5000-00 · Salaries & Wages - Other	43,556	108,002	(64,446)	375,466	648,013	(272,547)	995,051
Total 5000-00 · Salaries & Wages	53,267	138,199	(84,932)	455,197	829,192	(373,995)	1,273,889
5100-00 · Rent							
5110-00 · Utilities	170	1,113	(942)	6,293	6,675	(382)	10,088
5140-00 · Repairs & Maintenance	787	1,104	(317)	967	6,625	(5,658)	9,983
5150-00 · Office - Cleaning	0	929	(929)	3,925	5,575	(1,650)	8,483
5100-00 · Rent - Other	13,698	14,391	(693)	82,221	86,345	(4,124)	130,642
Total 5100-00 · Rent	14,655	17,537	(2,882)	93,406	105,220	(11,814)	159,197
5310-00 · Telephone							
5320-00 · Telephone	2,820	2,973	(153)	15,830	17,840	(2,010)	27,002
5350-00 · Internet	180			180			
Total 5310-00 · Telephone	3,000	2,973	26	16,010	17,840	(1,831)	27,002
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	25	(25)	50
5480-00 · Mail - Fed Ex	0	4	(4)	233	25	208	50
5420-00 · Mail - USPS - Other	296	127	169	519	760	(241)	1,140
Total 5420-00 · Mail - USPS	296	135	161	753	810	(57)	1,240
5510-00 · Insurance/Bonding	269	1,250	(981)	6,947	7,500	(553)	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	492	(492)	135	7,950	(7,815)	9,425
5520-00 · Supplies - Other	931	1,779	(848)	6,241	15,675	(9,434)	22,263
Total 5520-00 · Supplies	931	2,271	(1,340)	6,376	23,625	(17,249)	31,688
5610-00 · Depreciation	153	153	0	917	917	0	1,375
5700-00 · Equipment Support & Maintenance	6,753	2,933	3,820	7,757	17,600	(9,843)	26,400
5710-00 · Taxes, Licenses & Fees	1,416	1,308	108	8,889	7,850	1,039	11,832
5740-00 · Equipment Rental/Leasing	(4,137)	435	(4,572)	2,772	2,612	160	4,116
5800-00 · Training Seminars	0	500	(500)	649	3,000	(2,351)	4,500
5850-00 · Artist of Month - Commissions	0	167	(167)	980	1,000	(20)	1,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	750	(750)	6,125	9,500	(3,375)	11,750
5920-00 · Professional Fees - Accountant	0	0	0	19,345	26,000	(6,655)	26,000
5921-00 · Professional Fees - Other	7,080	1,792	5,288	47,717	10,750	36,967	18,625
Total 5900-00 · Professional Fees	7,080	2,542	4,538	73,187	46,250	26,937	56,375
5941-00 · Research & Planning	0	1,250	(1,250)	0	7,500	(7,500)	11,250

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Dec 21	Budget	\$ Over Bu...	Jul - Dec 21	YTD Budget	\$ Over Bu...	Annual Bu...
6020-00 · Programs							
6016-00 · Special Event Partnership	2,500	0	2,500	2,720	0	2,720	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	20,000	(10,000)	20,000
Total 6020-00 · Programs	2,500	0	2,500	12,720	20,000	(7,280)	70,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	0	0	0	0	0	30,000
6421-04 · Broken Arrow Skyrace	0	0	0	5,000	400	4,600	25,400
6421-06 · Spartan	0	0	0	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
Total 6420-01 · Sponsorships	0	0	0	5,000	228,200	(223,200)	411,000
6421-00 · New Event Development	0	0	0	0	68,050	(68,050)	102,075
6424-00 · Event Operation Expenses	0	500	(500)	289	500	(211)	1,500
Total 6420-00 · Events	0	500	(500)	5,289	296,750	(291,461)	514,575
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	225	(225)	(500)	600	(1,100)	1,763
6442-00 · Public Relations/Website/Digita	919	500	419	4,914	3,000	1,914	4,500
6444-00 · Trades	0	0	0	295	0	295	0
6423-00 · Membership Activities - Other	470	417	53	873	2,500	(1,627)	3,750
Total 6423-00 · Membership Activities	1,389	1,142	247	5,582	6,600	(1,018)	10,513
6730-00 · Marketing Cooperative/Media	110,366	110,366	0	466,800	466,800	0	871,278
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	10,000	(10,000)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	8,500	6,000	2,500	35,451	36,000	(549)	54,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	2,000	(2,000)	2,500	8,000	(5,500)	14,000
6743-03 · Winter Lakeside Campaign	0	3,600	(3,600)	2,500	10,800	(8,300)	20,000
Total 6743-00 · BACC Marketing Programs	0	5,600	(5,600)	5,000	18,800	(13,800)	34,000
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	8,333	8,333	0	50,000	50,000	(0)	100,000
6750-02 · Business Assn Grant - TCDA	8,333	8,333	0	50,000	50,000	(0)	100,000
Total 6750-00 · Business Association Grant	16,667	16,667	0	100,000	100,000	(0)	200,000
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	10,000	(10,000)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	216	125	91	1,194	750	444	1,125
52500 · Purchase Discounts	(6)	0	(6)	(6)	0	(6)	0
59900 · POS Inventory Adjustments	(35)	0	(35)	75	0	75	0
8100-01 · CGS - Other	266	0	266	276	0	276	0
8100-00 · Cost of Goods Sold - Other	3,159	3,000	159	30,305	23,750	6,555	29,750
Total 8100-00 · Cost of Goods Sold	3,600	3,125	475	31,843	24,500	7,343	30,875
8200-00 · Associate Relations	199	195	4	653	1,170	(517)	1,770
8300-00 · Board Functions	3,658	583	3,075	35,772	3,500	32,272	5,250
8500-00 · Credit Card Fees	195	332	(137)	1,771	2,533	(761)	3,247
8600-00 · Additional Opportunites	650	5,833	(5,183)	8,925	35,000	(26,075)	55,000
8700-00 · Automobile Expenses	196	542	(346)	574	3,250	(2,676)	5,025
8750-00 · Meals/Meetings	0	642	(642)	111	3,850	(3,739)	6,088
8810-00 · Dues & Subscriptions	844	1,275	(431)	5,843	7,650	(1,807)	11,500
8910-00 · Travel	0	417	(417)	303	2,500	(2,197)	3,750
8920-00 · Bad Debt	0	0	0	624	0	624	0
Total Expense	232,446	328,204	(95,758)	1,391,099	2,119,819	(728,720)	3,528,482
Net Ordinary Income	522,848	602,676	(79,828)	2,781,229	1,945,774	835,455	4,682,465
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	11	0	11	66	0	66	0
Total Other Income	11	0	11	66	0	66	0
Other Expense							
8990-00 · Allocated	0	0	0	0	0	(0)	9,744

North Lake Tahoe Resort Association
Profit & Loss Budget Performance

All Departments

	Dec 21	Budget	\$ Over Bu...	Jul - Dec 21	YTD Budget	\$ Over Bu...	Annual Bu...
Total Other Expense	0	0	0	0	0	(0)	9,744
Net Other Income	11	0	11	66	(0)	66	(9,744)
Net Income	<u>522,859</u>	<u>602,676</u>	<u>(79,817)</u>	<u>2,781,295</u>	<u>1,945,774</u>	<u>835,521</u>	<u>4,672,721</u>

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

	Jul - Dec 21	Jul - Dec 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	1,699,267	1,495,873	203,394	14%
4100-00 · TBID Assessment Revenue	2,372,411	0	2,372,411	100%
4200-00 · Membership Dues Revenue	39,030	68,574	(29,545)	(43)%
4250-00 · Revenues-Membership Activities	1,805	2,650	(845)	(32)%
4253-00 · Revenue- Other	0	1,525	(1,525)	(100)%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	616	1,414	(798)	(56)%
4504-00 · Retail Revenue - Other	0	560	(560)	(100)%
46000 · Merchandise Sales - Other	59,200	56,772	2,428	4%
Total 46000 · Merchandise Sales	59,815	58,746	1,070	2%
4720-00 · Miscellaneous	0	4,193	(4,193)	(100)%
Total Income	4,172,329	1,631,560	2,540,768	156%
Gross Profit	4,172,329	1,631,560	2,540,768	156%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	0	2,106	(2,106)	(100)%
5020-00 · P/R - Tax Expense	26,671	33,152	(6,481)	(20)%
5030-00 · P/R - Health Insurance Expense	37,087	60,188	(23,101)	(38)%
5040-00 · P/R - Workmans Comp	4,354	4,890	(536)	(11)%
5060-00 · 401 (k)	9,907	10,136	(229)	(2)%
5070-00 · Other Benefits and Expenses	1,711	2,064	(353)	(17)%
5000-00 · Salaries & Wages - Other	375,466	502,566	(127,101)	(25)%
Total 5000-00 · Salaries & Wages	455,197	615,102	(159,905)	(26)%
5100-00 · Rent				
5110-00 · Utilities	6,293	4,950	1,343	27%
5140-00 · Repairs & Maintenance	967	2,032	(1,065)	(52)%
5150-00 · Office - Cleaning	3,925	3,350	575	17%
5100-00 · Rent - Other	82,221	80,056	2,165	3%
Total 5100-00 · Rent	93,406	90,388	3,018	3%
5310-00 · Telephone				
5320-00 · Telephone	15,830	13,789	2,041	15%
5350-00 · Internet	180	0	180	100%
Total 5310-00 · Telephone	16,010	13,789	2,221	16%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	233	0	233	100%
5420-00 · Mail - USPS - Other	519	531	(12)	(2)%
Total 5420-00 · Mail - USPS	753	531	222	42%
5510-00 · Insurance/Bonding	6,947	6,248	699	11%
5520-00 · Supplies				
5525-00 · Supplies- Computer	135	1,610	(1,475)	(92)%
5520-00 · Supplies - Other	6,241	6,348	(106)	(2)%
Total 5520-00 · Supplies	6,376	7,958	(1,582)	(20)%
5610-00 · Depreciation	917	306	611	200%
5700-00 · Equipment Support & Maintenance	7,757	16,449	(8,692)	(53)%
5710-00 · Taxes, Licenses & Fees	8,889	5,166	3,723	72%
5740-00 · Equipment Rental/Leasing	2,772	2,657	115	4%
5800-00 · Training Seminars	649	66	583	882%
5850-00 · Artist of Month - Commissions	980	1,010	(30)	(3)%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	6,125	1,600	4,525	283%
5920-00 · Professional Fees - Accountant	19,345	21,800	(2,455)	(11)%

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

	Jul - Dec 21	Jul - Dec 20	\$ Change	% Change
5921-00 · Professional Fees - Other	47,717	31,200	16,517	53%
Total 5900-00 · Professional Fees	73,187	54,600	18,587	34%
6020-00 · Programs				
6016-00 · Special Event Partnership	2,720	131	2,590	1,982%
6018-00 · Business Assoc. Grants	10,000	0	10,000	100%
Total 6020-00 · Programs	12,720	131	12,590	9,634%
6420-00 · Events				
6420-01 · Sponsorships				
6421-04 · Broken Arrow Skyrace	5,000	0	5,000	100%
Total 6420-01 · Sponsorships	5,000	0	5,000	100%
6421-00 · New Event Development	0	4,000	(4,000)	(100)%
6424-00 · Event Operation Expenses	289	0	289	100%
Total 6420-00 · Events	5,289	4,000	1,289	32%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	0	295	(295)	(100)%
6437-00 · Tuesday Morning Breakfast Club	(500)	0	(500)	(100)%
6442-00 · Public Relations/Website/Digita	4,914	3,734	1,180	32%
6444-00 · Trades	295	0	295	100%
6423-00 · Membership Activities - Other	873	915	(42)	(5)%
Total 6423-00 · Membership Activities	5,582	4,944	638	13%
6730-00 · Marketing Cooperative/Media	466,800	361,210	105,590	29%
6742-00 · Non-NLT Co-Op Marketing Program	35,451	2,032	33,419	1,645%
6743-00 · BACC Marketing Programs				
6743-01 · Year Round Shopping Campaign	2,500	13,350	(10,850)	(81)%
6743-03 · Winter Lakeside Campaign	2,500	0	2,500	100%
6743-07 · Winter Regional Campaign	0	18,027	(18,027)	(100)%
Total 6743-00 · BACC Marketing Programs	5,000	31,377	(26,377)	(84)%
6750-00 · Business Association Grant				
6750-01 · Business Assn Grant - NTBA	50,000	0	50,000	100%
6750-02 · Business Assn Grant - TCDA	50,000	0	50,000	100%
Total 6750-00 · Business Association Grant	100,000	0	100,000	100%
7500-00 · Trade Shows/Travel	0	395	(395)	(100)%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	1,194	1,012	182	18%
52500 · Purchase Discounts	(6)	0	(6)	(100)%
59900 · POS Inventory Adjustments	75	478	(403)	(84)%
8100-01 · CGS - Other	276	0	276	100%
8100-00 · Cost of Goods Sold - Other	30,305	30,204	101	0%
Total 8100-00 · Cost of Goods Sold	31,843	31,694	150	1%
8200-00 · Associate Relations	653	2,014	(1,360)	(68)%
8300-00 · Board Functions	35,772	2,244	33,528	1,494%
8500-00 · Credit Card Fees	1,771	2,436	(665)	(27)%
8600-00 · Additional Opportunitites	8,925	71,317	(62,392)	(88)%
8700-00 · Automobile Expenses	574	1,467	(893)	(61)%
8750-00 · Meals/Meetings	111	262	(151)	(58)%
8810-00 · Dues & Subscriptions	5,843	3,946	1,897	48%
8910-00 · Travel	303	0	303	100%
8920-00 · Bad Debt	624	372	252	68%
Total Expense	1,391,099	1,334,110	56,990	4%
Net Ordinary Income	2,781,229	297,451	2,483,779	835%
Other Income/Expense				

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

	Jul - Dec 21	Jul - Dec 20	\$ Change	% Change
Other Income				
4700-00 · Revenues- Interest & Investment	66	98	(32)	(33)%
Total Other Income	66	98	(32)	(33)%
Other Expense				
Balancing Adjustments	0	0	0	0%
8990-00 · Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	66	98	(32)	(33)%
Net Income	2,781,295	297,549	2,483,747	835%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

11 - Marketing

	Dec 21	Budget	\$ Over Budget	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	200,898	376,398	(175,500)	943,220	1,259,970	(316,750)	2,188,080
Total Income	<u>200,898</u>	<u>376,398</u>	<u>(175,500)</u>	<u>943,220</u>	<u>1,259,970</u>	<u>(316,750)</u>	<u>2,188,080</u>
Gross Profit	200,898	376,398	(175,500)	943,220	1,259,970	(316,750)	2,188,080
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,017	2,393	(1,376)	6,117	14,356	(8,239)	21,534
5030-00 · P/R - Health Insurance Expense	1,443	4,120	(2,677)	11,980	24,720	(12,740)	37,080
5040-00 · P/R - Workmans Comp	112	129	(17)	746	773	(26)	1,159
5060-00 · 401 (k)	420	957	(537)	3,225	5,742	(2,518)	8,614
5070-00 · Other Benefits and Expenses	58	121	(63)	1,051	728	323	1,092
5000-00 · Salaries & Wages - Other	13,520	23,927	(10,408)	93,854	143,562	(49,708)	215,344
Total 5000-00 · Salaries & Wages	<u>16,570</u>	<u>31,647</u>	<u>(15,077)</u>	<u>116,973</u>	<u>189,881</u>	<u>(72,909)</u>	<u>284,822</u>
5100-00 · Rent							
5110-00 · Utilities	22	125	(103)	890	750	140	1,125
5140-00 · Repairs & Maintenance	0	75	(75)	0	450	(450)	675
5150-00 · Office - Cleaning	0	188	(188)	975	1,125	(150)	1,688
5100-00 · Rent - Other	1,858	2,083	(226)	11,147	12,500	(1,353)	18,750
Total 5100-00 · Rent	<u>1,880</u>	<u>2,471</u>	<u>(591)</u>	<u>13,013</u>	<u>14,825</u>	<u>(1,812)</u>	<u>22,237</u>
5310-00 · Telephone							
5320-00 · Telephone	592	578	14	3,325	3,470	(145)	5,205
5350-00 · Internet	180			180			
Total 5310-00 · Telephone	<u>772</u>	<u>578</u>	<u>194</u>	<u>3,505</u>	<u>3,470</u>	<u>35</u>	<u>5,205</u>
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			85			
5420-00 · Mail - USPS - Other	0	0	0	53	0	53	0
Total 5420-00 · Mail - USPS	<u>0</u>	<u>0</u>	<u>0</u>	<u>137</u>	<u>0</u>	<u>137</u>	<u>0</u>
5510-00 · Insurance/Bonding	0			87			
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	417	(417)	40	2,500	(2,460)	3,750
5520-00 · Supplies - Other	102	0	102	492	0	492	0
Total 5520-00 · Supplies	<u>102</u>	<u>417</u>	<u>(314)</u>	<u>532</u>	<u>2,500</u>	<u>(1,968)</u>	<u>3,750</u>
5700-00 · Equipment Support & Maintenance	0	13	(13)	0	75	(75)	113
5710-00 · Taxes, Licenses & Fees	0	13	(13)	48	75	(27)	113
5740-00 · Equipment Rental/Leasing	81	83	(2)	459	500	(41)	750
5800-00 · Training Seminars	0	0	0	649	0	649	0
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	750	(750)	1,125
5921-00 · Professional Fees - Other	0	125	(125)	0	750	(750)	1,125
Total 5900-00 · Professional Fees	<u>0</u>	<u>250</u>	<u>(250)</u>	<u>0</u>	<u>1,500</u>	<u>(1,500)</u>	<u>2,250</u>
6020-00 · Programs							
6016-00 · Special Event Partnership	2,500	0	2,500	2,720	0	2,720	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	20,000	(10,000)	20,000
Total 6020-00 · Programs	<u>2,500</u>	<u>0</u>	<u>2,500</u>	<u>12,720</u>	<u>20,000</u>	<u>(7,280)</u>	<u>70,000</u>
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	0	0	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
Total 6420-01 · Sponsorships	<u>0</u>	<u>0</u>	<u>0</u>	<u>5,000</u>	<u>228,200</u>	<u>(223,200)</u>	<u>411,000</u>
6421-00 · New Event Development	0	0	0	0	68,050	(68,050)	102,075
6424-00 · Event Operation Expenses	0	500	(500)	289	500	(211)	1,500
Total 6420-00 · Events	<u>0</u>	<u>500</u>	<u>(500)</u>	<u>5,289</u>	<u>296,750</u>	<u>(291,461)</u>	<u>514,575</u>
6730-00 · Marketing Cooperative/Media	102,627	102,627	0	420,369	420,369	0	801,630
6742-00 · Non-NLT Co-Op Marketing Program	8,300	5,000	3,300	34,251	30,000	4,251	45,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	2,000	(2,000)	2,500	8,000	(5,500)	14,000
6743-03 · Winter Lakeside Campaign	0	3,600	(3,600)	2,500	10,800	(8,300)	20,000
Total 6743-00 · BACC Marketing Programs	<u>0</u>	<u>5,600</u>	<u>(5,600)</u>	<u>5,000</u>	<u>18,800</u>	<u>(13,800)</u>	<u>34,000</u>
8200-00 · Associate Relations	0	21	(21)	41	125	(84)	187
8600-00 · Additional Opportunit	0	4,167	(4,167)	5,025	25,000	(19,975)	37,500
8700-00 · Automobile Expenses	119	125	(6)	300	750	(450)	1,125
8750-00 · Meals/Meetings	0	42	(42)	0	250	(250)	375
8810-00 · Dues & Subscriptions	152	83	68	326	500	(174)	750

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

11 - Marketing

	Dec 21	Budget	\$ Over Budget	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Budget
8910-00 · Travel	0	417	(417)	303	2,500	(2,197)	3,750
Total Expense	133,104	154,052	(20,949)	619,026	1,027,870	(408,844)	1,828,132
Net Ordinary Income	67,794	222,346	(154,551)	324,195	232,100	92,094	359,948
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	11	0	11	66	0	66	0
Total Other Income	11	0	11	66	0	66	0
Other Expense							
8990-00 · Allocated	31,298	47,346	(16,048)	238,216	232,100	6,115	359,948
Total Other Expense	31,298	47,346	(16,048)	238,216	232,100	6,115	359,948
Net Other Income	(31,287)	(47,346)	16,059	(238,150)	(232,100)	(6,049)	(359,948)
Net Income	36,508	175,000	(138,492)	86,045	0	86,045	0

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

30 - Conference

	Dec 21	Budget	\$ Over Bud...	Jul - Dec 21	YTD Budget	\$ Over Bud...	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	36,681	36,681	0	245,366	245,366	0	360,285
Total Income	36,681	36,681	0	245,366	245,366	0	360,285
Gross Profit	36,681	36,681	0	245,366	245,366	0	360,285
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	269	1,747	(1,478)	2,136	10,485	(8,349)	15,727
5030-00 · P/R - Health Insurance Expense	3,149	2,103	1,046	6,296	12,618	(6,322)	18,926
5040-00 · P/R - Workmans Comp	31	167	(135)	279	1,000	(721)	1,500
5060-00 · 401 (k)	122	417	(295)	1,119	2,500	(1,381)	3,750
5070-00 · Other Benefits and Expenses	8	75	(67)	87	450	(363)	675
5000-00 · Salaries & Wages - Other	3,049	17,474	(14,425)	29,950	104,846	(74,896)	157,268
Total 5000-00 · Salaries & Wages	6,628	21,983	(15,354)	39,867	131,898	(92,031)	197,846
5100-00 · Rent							
5110-00 · Utilities	15	83	(68)	618	500	118	750
5140-00 · Repairs & Maintenance	0	63	(63)	0	375	(375)	563
5150-00 · Office - Cleaning	0	125	(125)	673	750	(77)	1,125
5100-00 · Rent - Other	1,186	1,333	(148)	7,114	8,000	(886)	12,000
Total 5100-00 · Rent	1,201	1,604	(403)	8,405	9,625	(1,220)	14,437
5310-00 · Telephone							
5320-00 · Telephone	343	417	(74)	2,070	2,500	(430)	3,750
Total 5310-00 · Telephone	343	417	(74)	2,070	2,500	(430)	3,750
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			137			
5420-00 · Mail - USPS - Other	0	17	(17)	36	100	(64)	150
Total 5420-00 · Mail - USPS	0	17	(17)	173	100	73	150
5510-00 · Insurance/Bonding	0			60			
5520-00 · Supplies	47	113	(66)	273	675	(402)	1,013
5710-00 · Taxes, Licenses & Fees	0	8	(8)	53	50	3	75
5740-00 · Equipment Rental/Leasing	56	63	(6)	318	375	(57)	563
5800-00 · Training Seminars	0	83	(83)	0	500	(500)	750
6730-00 · Marketing Cooperative/Media	7,739	7,739	0	46,432	46,432	0	69,648
8200-00 · Associate Relations	0	13	(13)	80	75	5	113
8750-00 · Meals/Meetings	0	29	(29)	0	175	(175)	263
Total Expense	16,014	32,067	(16,053)	97,731	192,404	(94,673)	288,607
Net Ordinary Income	20,667	4,614	16,053	147,635	52,962	94,673	71,678
Other Income/Expense							
Other Expense							
8990-00 · Allocated	3,766	4,614	(848)	39,719	52,962	(13,243)	71,678
Total Other Expense	3,766	4,614	(848)	39,719	52,962	(13,243)	71,678
Net Other Income	(3,766)	(4,614)	848	(39,719)	(52,962)	13,243	(71,678)
Net Income	16,902	(0)	16,902	107,916	(0)	107,916	(0)

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

	Dec 21	Budget	\$ Over Budget	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	34,476	34,476	0	231,791	231,791	0	342,770
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	138	0	138	616	0	616	0
46000 · Merchandise Sales - Other	5,728	6,000	(272)	59,200	47,500	11,700	59,500
Total 46000 · Merchandise Sales	5,866	6,000	(134)	59,815	47,500	12,315	59,500
Total Income	40,342	40,476	(134)	291,606	279,291	12,316	402,270
Gross Profit	40,342	40,476	(134)	291,606	279,291	12,316	402,270
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	706	1,551	(845)	5,797	9,306	(3,509)	13,959
5030-00 · P/R - Health Insurance Expense	(2,233)	1,583	(3,816)	4,441	9,500	(5,059)	14,250
5040-00 · P/R - Workmans Comp	380	583	(203)	2,208	3,500	(1,292)	5,250
5060-00 · 401 (k)	324	417	(92)	2,363	2,500	(137)	3,750
5070-00 · Other Benefits and Expenses	8	83	(75)	57	500	(443)	750
5000-00 · Salaries & Wages - Other	8,428	15,510	(7,082)	60,546	93,060	(32,515)	139,591
Total 5000-00 · Salaries & Wages	7,613	19,728	(12,115)	75,411	118,367	(42,955)	177,550
5100-00 · Rent							
5110-00 · Utilities	85	667	(582)	2,951	4,000	(1,049)	6,000
5140-00 · Repairs & Maintenance	0	500	(500)	0	3,000	(3,000)	4,500
5150-00 · Office - Cleaning	0	208	(208)	225	1,250	(1,025)	1,875
5100-00 · Rent - Other	6,522	6,667	(145)	39,129	40,000	(871)	60,000
Total 5100-00 · Rent	6,607	8,042	(1,435)	42,305	48,250	(5,945)	72,375
5310-00 · Telephone							
5320-00 · Telephone	343	413	(70)	2,095	2,475	(380)	3,713
Total 5310-00 · Telephone	343	413	(70)	2,095	2,475	(380)	3,713
5420-00 · Mail - USPS	0	17	(17)	36	100	(64)	150
5510-00 · Insurance/Bonding	0			60			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	75	(75)	0	450	(450)	675
5520-00 · Supplies - Other	274	583	(309)	2,887	3,500	(613)	5,250
Total 5520-00 · Supplies	274	658	(384)	2,887	3,950	(1,063)	5,925
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	25	(25)	38
5710-00 · Taxes, Licenses & Fees	0	4	(4)	376	25	351	38
5740-00 · Equipment Rental/Leasing	56	63	(6)	318	375	(57)	563
5850-00 · Artist of Month - Commissions	0	167	(167)	980	1,000	(20)	1,500
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	10,000	(10,000)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,200	6,000	(4,800)	9,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	216	125	91	1,194	750	444	1,125
52500 · Purchase Discounts	(6)	0	(6)	(6)	0	(6)	0
59900 · POS Inventory Adjustments	(35)	0	(35)	75	0	75	0
8100-01 · CGS - Other	266	0	266	276	0	276	0
8100-00 · Cost of Goods Sold - Other	3,159	3,000	159	30,305	23,750	6,555	29,750
Total 8100-00 · Cost of Goods Sold	3,600	3,125	475	31,843	24,500	7,343	30,875
8200-00 · Associate Relations	25	25	0	179	150	29	225
8500-00 · Credit Card Fees	147	282	(135)	1,523	2,233	(709)	2,797
8700-00 · Automobile Expenses	30	42	(11)	30	250	(220)	375
8750-00 · Meals/Meetings	0	17	(17)	0	100	(100)	150
8810-00 · Dues & Subscriptions	0	133	(133)	0	800	(800)	1,200
Total Expense	18,894	35,385	(16,490)	159,243	218,599	(59,356)	321,471
Net Ordinary Income	21,447	5,091	16,356	132,363	60,692	71,672	80,798
Other Income/Expense							
Other Expense							
8990-00 · Allocated	4,443	5,091	(649)	62,611	60,692	1,919	80,798
Total Other Expense	4,443	5,091	(649)	62,611	60,692	1,919	80,798
Net Other Income	(4,443)	(5,091)	649	(62,611)	(60,692)	(1,919)	(80,798)
Net Income	17,004	(0)	17,004	69,752	(0)	69,752	(0)

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

	Dec 21	Budget	\$ Over ...	Jul - De...	YTD Bu...	\$ Over ...	Annual ...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	12,189	12,189	0	94,997	94,997	0	141,237
Total Income	12,189	12,189	0	94,997	94,997	0	141,237
Gross Profit	12,189	12,189	0	94,997	94,997	0	141,237
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	768	(768)	201	4,606	(4,406)	7,363
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	133	6,000	(5,867)	9,590
5040-00 · P/R - Workmans Comp	0	25	(25)	50	150	(100)	240
5060-00 · 401 (k)	0	307	(307)	0	1,843	(1,843)	2,945
5070-00 · Other Benefits and Expenses	0	88	(88)	1	527	(526)	842
5000-00 · Salaries & Wages - Other	0	7,677	(7,677)	1,354	46,064	(44,710)	73,628
Total 5000-00 · Salaries & Wages	0	9,865	(9,865)	1,738	59,190	(57,451)	94,608
5100-00 · Rent							
5110-00 · Utilities	5	25	(20)	172	150	22	238
5140-00 · Repairs & Maintenance	0	17	(17)	0	100	(100)	158
5150-00 · Office - Cleaning	0	42	(42)	202	250	(48)	396
5100-00 · Rent - Other	356	375	(19)	2,134	2,250	(116)	3,563
Total 5100-00 · Rent	360	458	(98)	2,508	2,750	(242)	4,354
5310-00 · Telephone							
5320-00 · Telephone	103	134	(31)	515	805	(290)	1,275
Total 5310-00 · Telephone	103	134	(31)	515	805	(290)	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	14	0	14	77	5,000	(4,923)	5,000
Total 5520-00 · Supplies	14	0	14	77	6,250	(6,173)	6,250
5710-00 · Taxes, Licenses & Fees	0	13	(13)	10	75	(65)	120
5740-00 · Equipment Rental/Leasing	122	19	103	435	113	323	178
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	0	0	0	5,000	(5,000)	5,000
5921-00 · Professional Fees - Other	0	0	0	11,954	0	11,954	0
Total 5900-00 · Professional Fees	0	0	0	11,954	5,000	6,954	5,000
8700-00 · Automobile Expenses	0	42	(42)	0	250	(250)	400
8750-00 · Meals/Meetings	0	83	(83)	0	500	(500)	1,000
8810-00 · Dues & Subscriptions	0	42	(42)	5	250	(245)	400
Total Expense	599	10,655	(10,056)	17,262	75,182	(57,921)	113,584
Net Ordinary Income	11,589	1,533	10,056	77,735	19,815	57,921	27,653
Other Income/Expense							
Other Expense							
8990-00 · Allocated	141	1,533	(1,392)	8,596	19,815	(11,219)	27,653
Total Other Expense	141	1,533	(1,392)	8,596	19,815	(11,219)	27,653
Net Other Income	(141)	(1,533)	1,392	(8,596)	(19,815)	11,219	(27,653)
Net Income	<u>11,448</u>	<u>0</u>	<u>11,448</u>	<u>69,140</u>	<u>(0)</u>	<u>69,140</u>	<u>(0)</u>

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

	<u>Dec 21</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>Jul - Dec 21</u>	<u>YTD Budget</u>	<u>\$ Over Bud...</u>	<u>Annual Bud...</u>
Ordinary Income/Expense							
Income							
4100-00 · TBID Assessment Revenue	429,401	429,401	0	2,372,411	1,960,176	412,235	4,689,362
Total Income	429,401	429,401	0	2,372,411	1,960,176	412,235	4,689,362
Gross Profit	429,401	429,401	0	2,372,411	1,960,176	412,235	4,689,362
Net Ordinary Income	429,401	429,401	0	2,372,411	1,960,176	412,235	4,689,362
Net Income	429,401	429,401	0	2,372,411	1,960,176	412,235	4,689,362

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

	Dec 21	Budget	\$ Over Budget	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	6,546	6,250	296	39,030	37,500	1,530	56,250
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	0	0	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	300	(300)	0	800	(800)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	600	(600)	1,200
Total 4251-00 · Tues AM Breakfast Club	0	500	(500)	0	1,400	(1,400)	3,550
4250-00 · Revenues-Membership Activities - Other	235	0	235	1,805	0	1,805	0
Total 4250-00 · Revenues-Membership Activities	235	500	(265)	1,805	4,400	(2,595)	9,550
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
Total Income	6,781	6,750	31	40,835	41,900	(1,065)	66,800
Gross Profit	6,781	6,750	31	40,835	41,900	(1,065)	66,800
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	144	418	(273)	1,366	2,507	(1,141)	3,761
5030-00 · P/R - Health Insurance Expense	214	333	(119)	1,352	2,000	(648)	3,000
5040-00 · P/R - Workmans Comp	30	13	17	169	75	94	113
5060-00 · 401 (k)	0	167	(167)	135	1,003	(868)	1,504
5070-00 · Other Benefits and Expenses	0	54	(54)	0	325	(325)	488
5000-00 · Salaries & Wages - Other	3,116	4,179	(1,063)	18,611	25,074	(6,463)	37,611
Total 5000-00 · Salaries & Wages	3,504	5,164	(1,660)	21,634	30,984	(9,351)	46,477
5100-00 · Rent							
5110-00 · Utilities	5	25	(20)	206	150	56	225
5140-00 · Repairs & Maintenance	0	21	(21)	0	125	(125)	187
5150-00 · Office - Cleaning	0	42	(42)	219	250	(31)	375
5100-00 · Rent - Other	524	527	(3)	3,143	3,160	(17)	4,740
Total 5100-00 · Rent	529	614	(85)	3,568	3,685	(117)	5,528
5310-00 · Telephone							
5320-00 · Telephone	141	139	2	782	835	(53)	1,253
Total 5310-00 · Telephone	141	139	2	782	835	(53)	1,253
5420-00 · Mail - USPS	0	10	(10)	12	60	(48)	90
5510-00 · Insurance/Bonding	0			20			
5520-00 · Supplies	15	167	(151)	89	1,000	(911)	1,500
5710-00 · Taxes, Licenses & Fees	0	4	(4)	11	25	(14)	38
5740-00 · Equipment Rental/Leasing	17	21	(4)	101	125	(24)	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	225	(225)	(500)	600	(1,100)	1,763
6442-00 · Public Relations/Website/Digita	919	500	419	4,914	3,000	1,914	4,500
6444-00 · Trades	0	0	0	295	0	295	0
6423-00 · Membership Activities - Other	470	417	53	873	2,500	(1,627)	3,750
Total 6423-00 · Membership Activities	1,389	1,142	247	5,582	6,600	(1,018)	10,513
8200-00 · Associate Relations	0	7	(7)	164	40	124	60
8500-00 · Credit Card Fees	48	50	(2)	228	300	(72)	450
8700-00 · Automobile Expenses	23	42	(19)	129	250	(121)	375
8750-00 · Meals/Meetings	0	33	(33)	111	200	(89)	300
8810-00 · Dues & Subscriptions	10	17	(6)	64	100	(36)	150
8920-00 · Bad Debt	0	0	0	325	0	325	0
Total Expense	5,677	7,409	(1,732)	32,817	44,204	(11,387)	66,919
Net Ordinary Income	1,104	(659)	1,763	8,017	(2,304)	10,322	(119)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	1,335	1,066	269	12,192	12,097	95	16,521
Total Other Expense	1,335	1,066	269	12,192	12,097	95	16,521
Net Other Income	(1,335)	(1,066)	(269)	(12,192)	(12,097)	(95)	(16,521)
Net Income	(230)	(1,725)	1,495	(4,175)	(14,402)	10,227	(16,640)

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

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

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

	Dec 21	Budget	\$ Over Budget	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	12,318	12,318	0	83,892	83,892	0	162,914
Total Income	12,318	12,318	0	83,892	83,892	0	162,914
Gross Profit	12,318	12,318	0	83,892	83,892	0	162,914
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	617	(617)	0	3,700	(3,700)	7,400
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	0	6,000	(6,000)	12,000
5040-00 · P/R - Workmans Comp	0	21	(21)	0	125	(125)	250
5060-00 · 401 (k)	0	247	(247)	0	1,480	(1,480)	2,960
5070-00 · Other Benefits and Expenses	0	42	(42)	0	251	(251)	502
5000-00 · Salaries & Wages - Other	0	6,167	(6,167)	0	37,000	(37,000)	74,000
Total 5000-00 · Salaries & Wages	0	8,093	(8,093)	0	48,556	(48,556)	97,112
5100-00 · Rent							
5110-00 · Utilities	4	21	(17)	141	125	16	250
5140-00 · Repairs & Maintenance	0	13	(13)	0	75	(75)	150
5150-00 · Office - Cleaning	0	33	(33)	168	200	(32)	400
5100-00 · Rent - Other	296	313	(16)	1,779	1,875	(96)	3,750
Total 5100-00 · Rent	300	379	(79)	2,087	2,275	(188)	4,550
5310-00 · Telephone							
5320-00 · Telephone	86	58	27	418	350	68	700
Total 5310-00 · Telephone	86	58	27	418	350	68	700
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	25	(25)	50
5480-00 · Mail - Fed Ex	0	4	(4)	0	25	(25)	50
Total 5420-00 · Mail - USPS	0	8	(8)	0	50	(50)	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	12	417	(405)	64	2,500	(2,436)	5,000
Total 5520-00 · Supplies	12	417	(405)	64	3,750	(3,686)	6,250
5710-00 · Taxes, Licenses & Fees	0	17	(17)	8	100	(92)	200
5740-00 · Equipment Rental/Leasing	14	63	(48)	74	375	(301)	750
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	833	(833)	0	5,000	(5,000)	10,000
Total 5900-00 · Professional Fees	0	833	(833)	0	5,000	(5,000)	10,000
8200-00 · Associate Relations	0	5	(5)	0	30	(30)	60
8600-00 · Additional Opportunit	0	833	(833)	0	5,000	(5,000)	10,000
8700-00 · Automobile Expenses	0	42	(42)	0	250	(250)	500
8750-00 · Meals/Meetings	0	21	(21)	0	125	(125)	250
Total Expense	412	10,768	(10,357)	2,666	65,861	(63,195)	130,472
Net Ordinary Income	11,906	1,549	10,357	81,226	18,031	63,195	32,442
Other Income/Expense							
Other Expense							
8990-00 · Allocated	97	1,549	(1,453)	1,020	18,031	(17,011)	32,442
Total Other Expense	97	1,549	(1,453)	1,020	18,031	(17,011)	32,442
Net Other Income	(97)	(1,549)	1,453	(1,020)	(18,031)	17,011	(32,442)
Net Income	11,809	0	11,809	80,206	0	80,206	0

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

	Dec 21	Budget	\$ Over Budget	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	963	3,202	(2,239)	11,054	19,211	(8,156)	28,816
5030-00 · P/R - Health Insurance Expense	1,855	3,750	(1,895)	12,886	22,500	(9,614)	33,750
5040-00 · P/R - Workmans Comp	106	194	(88)	901	1,166	(265)	1,749
5060-00 · 401 (k)	572	1,323	(751)	3,066	7,936	(4,871)	11,904
5070-00 · Other Benefits and Expenses	12	183	(171)	515	1,097	(582)	1,645
5000-00 · Salaries & Wages - Other	15,444	33,068	(17,624)	171,151	198,407	(27,255)	297,610
Total 5000-00 · Salaries & Wages	18,951	41,719	(22,768)	199,574	250,316	(50,742)	375,474
5100-00 · Rent							
5110-00 · Utilities	34	167	(133)	1,316	1,000	316	1,500
5140-00 · Repairs & Maintenance	787	417	370	967	2,500	(1,533)	3,750
5150-00 · Office - Cleaning	0	292	(292)	1,463	1,750	(287)	2,625
5100-00 · Rent - Other	2,957	3,093	(136)	17,774	18,560	(786)	27,840
Total 5100-00 · Rent	3,777	3,968	(191)	21,521	23,810	(2,289)	35,715
5310-00 · Telephone							
5320-00 · Telephone	1,212	1,234	(22)	6,625	7,405	(780)	11,108
Total 5310-00 · Telephone	1,212	1,234	(22)	6,625	7,405	(780)	11,108
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0	0	0	12	0	12	0
5420-00 · Mail - USPS - Other	296	83	213	380	500	(120)	750
Total 5420-00 · Mail - USPS	296	83	213	392	500	(108)	750
5510-00 · Insurance/Bonding	269	1,250	(981)	6,687	7,500	(813)	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	95	2,500	(2,405)	2,500
5520-00 · Supplies - Other	467	500	(33)	2,359	3,000	(641)	4,500
Total 5520-00 · Supplies	467	500	(33)	2,454	5,500	(3,046)	7,000
5610-00 · Depreciation	153	153	0	917	917	0	1,375
5700-00 · Equipment Support & Maintenance	6,753	2,917	3,836	7,757	17,500	(9,743)	26,250
5710-00 · Taxes, Licenses & Fees	1,416	1,250	166	8,383	7,500	883	11,250
5740-00 · Equipment Rental/Leasing	(4,484)	125	(4,609)	1,066	750	316	1,125
5800-00 · Training Seminars	0	417	(417)	0	2,500	(2,500)	3,750
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	625	(625)	6,125	3,750	2,375	5,625
5920-00 · Professional Fees - Accountant	0	0	0	19,345	26,000	(6,655)	26,000
5921-00 · Professional Fees - Other	7,080	833	6,247	35,764	5,000	30,764	7,500
Total 5900-00 · Professional Fees	7,080	1,458	5,622	61,234	34,750	26,484	39,125
5941-00 · Research & Planning	0	1,250	(1,250)	0	7,500	(7,500)	11,250
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	10,000	(10,000)	15,000
8200-00 · Associate Relations	174	125	49	190	750	(560)	1,125
8300-00 · Board Functions	3,658	583	3,075	35,772	3,500	32,272	5,250
8500-00 · Credit Card Fees	0			20			
8600-00 · Additional Opportunitites	650	833	(183)	3,900	5,000	(1,100)	7,500
8700-00 · Automobile Expenses	23	250	(227)	115	1,500	(1,385)	2,250
8750-00 · Meals/Meetings	0	417	(417)	0	2,500	(2,500)	3,750
8810-00 · Dues & Subscriptions	682	1,000	(318)	5,448	6,000	(552)	9,000
8920-00 · Bad Debt	0	0	0	299	0	299	0
Total Expense	41,079	61,200	(20,121)	362,354	395,697	(33,343)	579,296
Net Ordinary Income	(41,079)	(61,200)	20,121	(362,354)	(395,697)	33,343	(579,296)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(41,079)	(61,200)	20,121	(362,354)	(395,697)	33,343	(579,296)
Total Other Expense	(41,079)	(61,200)	20,121	(362,354)	(395,697)	33,343	(579,296)
Net Other Income	41,079	61,200	(20,121)	362,354	395,697	(33,343)	579,296
Net Income	0	0	0	0	0	0	0



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: January 28, 2022

TO: NLTRA Board of Directors

FROM: DeWitt Van Siclen, Accounting Manager

RE: Request for Approval of New Accounting Software Purchase

Action Requested

Requesting approval of the purchase and implementation of cloud-based Microsoft Dynamics GP accounting software in an amount not to exceed \$22,000 (estimated \$20,000 installation and implementation with 10% contingency).

Background

The accounting needs of the North Lake Tahoe Resort Association (NLTRA) have increased in complexity since the formation of the NLT TBID and require new accounting software to be able to better track fund balances, monitor changes in equity, and provide additional reporting needs.

Staff considered four different options; Quickbooks by Intuit (which is currently in use), NetSuite by Oracle, Microsoft Dynamics 365 Business Central, and Microsoft Dynamics GP (both on-premise and cloud-based). Quickbooks lacks the capabilities of fund accounting and has critical account coding limitations. At the base level NetSuite offers greater functionality than all other software considered but at a price point several times higher in both implementation and annual license renewals.

Business Central is a newer software that is receiving the majority of R&D from Microsoft; however, it is important to note that reporting is lacking compared to GP and the use of dimensions over a standard chart of accounts appears to be a limiting factor in the needs for fund accounting and maintaining clear delineations between funds, budget categories, departments, and revenues/expenses, which overlap between those categories. Staff spoke with users of both Microsoft products that held both options in equally high esteem.

Dynamics GP was found to offer stronger reporting capabilities as well as account coding functionality with multiple account code segments. The current version of Dynamics GP is a part of the Microsoft road map over the next ten years with updates every 3-6 months, and continues to have a much higher userbase than Business Central. The total cost for the Dynamics GP cloud based solution is comparable to both the Dynamics GP On-premise and the Microsoft Business Central solution. Staff recommends cloud-based Dynamics GP due to its relative cost, as well as its functionality and security, both in accounting controls and cloud-based operation, all of which will serve the needs of NLTRA for the foreseeable future. The NLTRA Finance Committee has reviewed the proposals and approves this recommendation.

Fiscal Impact:

Estimated total first year costs for cloud-based Dynamics GP of \$20,000 plus \$2,000 contingency; annual license renewals at approximately \$6,000.



MEMORANDUM

Date: February 2, 2022
 TO: NLTRA Board of Directors
 FROM: Katie Biggers, NLTRA Sr. Event Specialist
 RE: 2022 Lake Tahoe Dance Festival Event Sponsorship

Action Requested:

Review and approval of an agreement with the Lake Tahoe Dance Collective (LTDC) to sponsor the Lake Tahoe Dance Festival taking place July 27-29, 2022 in North Lake Tahoe, for the amount of \$15,000. This sponsorship was approved at the January 25, 2022, Tourism Development meeting.

Background:

- During the 21.22 fiscal year, LTDC has already received \$2,500 through the NLTRA Partnership Funding program to support the dance festival event. These funds are required to be used for marketing purposes only. During the partnership funding process, the selection panel recommended that the Tourism Development committee allocate additional event sponsorship funds which can be used for both marketing and operational purposes. At the January 2022 TDC meeting the committee agreed with that recommendation and put forth a motion to recommend an additional \$15,000 event sponsorship.
- Lake Tahoe Dance Collective is the only presenter and producer of a professional dance production in the North Lake Tahoe Region. LTDC has produced nine years of previous festivals, fifteen years of annual winter seasons and six presentations of visiting dance companies.
- In 2021, most ticket sales were in late spring when vaccinations became widely available and audiences were hungry to get back to in-person events, particularly those outside and deemed safe by the state and the CDC.
- In 2021, LTDF received \$5,000 from Partnership Funding and an additional \$20,000 in NLTRA Event Sponsorship funding, which enabled them to re-hire a PR firm and social media manager specializing in performing arts events on a national level. Their out-of-market attendance for 2021 was 14% greater than their last in-person performance in 2019, reflecting the credible marketing team's approach to highly targeted PR.
- LTDF Hired Michelle Tabnick Public Relations to assist them with PR strategy and outreach. Michelle and her team secured 70 placements and an online readership of over 185 million impressions.
- LTDF received \$20,000 in 2019 which contributed to an 86% growth in attendance numbers (1,198 attendees) compared to the year prior. They saw a slight dip in attendance in 2021 with 952 attendees but attribute this to COVID impacts. LTDF is anticipating growing attendance in 2022 to approximately 1,600 with the approval of these funds based on their growth trajectory prior to COVID.
- Additionally, they grew partnerships with lodging entities for the event which resulted in an overwhelmingly positive response from audiences traveling to the area. Of survey respondents, 75% stayed three nights or more in North Lake Tahoe, 96% of which stating they'd return to Tahoe. Furthermore, they have a Net Promoter Score of 87, far above industry standard.

Fiscal Impact:

Total fiscal impact is \$17,500

- \$2,500 has already been approved through the Partnership Funding program – strictly allocated for marketing
- \$15,000 additional funds through this motion can be used for operations and marketing



Lake Tahoe Dance Festival EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this “Agreement”) is made and entered into between LAKE TAHOE DANCE COLLECTIVE, INC. (“Producer”), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation (“Sponsor”).

1. Event. LAKE TAHOE DANCE COLLECTIVE, INC is the organizer, owner and operator of “Lake Tahoe Dance Festival” which will take place on July 27-29, 2022 at Gatekeepers Museum, Tahoe City, Placer County, California (the “Event”). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:

- a) Sponsor’s name and logo shall be included on digital, print and grassroots media pertaining to the event where applicable.
- b) Sponsor’s logo/web address/social handles/hashtags shall be included in all Event collateral, posters, websites, social media, on-site signage, etc. where applicable. Sponsors is to be mentioned as a sponsor of the event wherever possible.
- c) Sponsor’s name and logo shall be included on the Event website home page and sponsor page, listed as a partner, with a link to GoTahoeNorth.com.
- d) Producer will include regional information on event website and in participant communications, promoting additional activities in the region to encourage longer regional stays.
- e) Sponsor information will be included in a minimum of two (2) Event E-blasts/newsletters. Content will be created collaboratively and approved by both parties.
- f) Producer will highlight the North Lake Tahoe destination in a minimum of two (2) destination specific posts on event social media channels. Content will be created collaboratively and approved by both parties.
- g) Sponsor shall be included in daily PA announcements during the Event.
- h) Producer will list event on GoTahoeNorth.com event calendar no later than 90 days prior to event.
- i) Producer will make reasonable efforts to partner with lodging properties within Placer County in regard to the event and track overnight lodging as a result of the event.
- j) Producer will provide Sponsor with images and video for use in promoting both the event and the region.
- k) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website and the like.
- l) Sponsor shall receive five (5) complementary tickets/entries which can be used for giveaways and/or staff.
- m) Producer will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
- n) Prior to the Event, Producer will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. Producer will name Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.
- o) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event due to an act of God, natural disaster, inclement weather, catastrophe, pandemic, disease, accident, or fire

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

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$15,000 cash sponsorship to the Event.
- b) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.

4. Economic Impact Assessment. Lake Tahoe Dance Collective, Inc. and Sponsor shall work together to share available information and data to develop and economic impact analysis of the Event.

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

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

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

8. Indemnity. Producer agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from Producer's use of the sponsorship funding provided under this Agreement or from any other term or provision of the Agreement, including without limitation, all attorneys, accountants, and other professional fees incurred by Sponsor in defense of any action, suit or other proceeding which may be brought against the Sponsor as a result of any action or inaction of Producer, and Producer further agrees that it will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.

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

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

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

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

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

LAKE TAHOE DANCE COLLECTIVE, INC.

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



MEMORANDUM

Date: February 2, 2022
 TO: NLTRA Board of Directors
 FROM: Katie Biggers, NLTRA Sr. Event Specialist
 RE: 2022 Oktoberfest at Olympic Valley Event Sponsorship

Action Requested:

Review and approval of the agreement with Squaw Village Neighbourhood Company (SVNC) to sponsor the Oktoberfest event taking place September 17, 2022, in Olympic Valley, CA in the amount of \$6,000. This sponsorship was approved at the January 25, 2022 Tourism Development meeting.

Background:

- During the 21.22 fiscal year, SVNC already received \$4,000 through the NLTRA Partnership Funding program to support the event. These funds are required to be used for marketing purposes only. During the partnership funding process, the selection panel recommended that the Tourism Development committee allocate additional event sponsorship funds which can be used for operational purposes. At the January 2022 TDC meeting the committee agreed with that recommendation and put forth a motion to recommend an additional \$6,000 event sponsorship which can be used for operational purposes.
- The only year NLTRA has supported Oktoberfest was in 2021 when SVNC received \$10,000. The 2021 event was ultimately cancelled due to Caldor Fire impacts compounded by COVID. The funding helped offset incurred costs, like glassware and marketing however, SVNC still had a loss of \$12,000. This year they were able to reduce the infrastructure expense line item due to the glassware paid for in 2021 which will be used at the 2022 event.
- Oktoberfest in Olympic Valley draws over 6,000 people for one day in late September. It has shown growth from both visitors and locals since 2002.
- The annual event transforms the Village at Palisades into the largest Bavarian playground in North Lake Tahoe, complete with authentic German beer and Bavarian music and dance, plus the ever-popular Oktoberfest Games and plenty of family fun.
- Proceeds from this event benefit the High Sierra Lacrosse Foundation (HSLF), which was founded in 2007 to support and grow the sport of lacrosse across Northern Nevada, Truckee, and the Tahoe Basin. HSLF provides approximately 150 volunteers to help with the event.
- Entertainment at the event is top notch, with Authentic Entertainment by Joe Smiell and his 20-piece band, Almenrausch Shuhplattler, Apentanzer Shuhplattler and Alpen Tanz Kappel performing. Entertainment costs for the event exceed \$20,000.
- One important deliverable within this contract is a premier booth space in the center of the event footprint. It provides an opportunity to showcase NLTRA sustainability and responsible travel efforts.

Fiscal Impact:

Total fiscal impact is \$10,000

- \$4,000 has already been approved through the Partnership Funding program – strictly allocated for marketing
- \$6,000 additional funds through this motion can be used for operations



Event Name

EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this “Agreement”) is made and entered into between SQUAW VILLAGE NEIGHBOURHOOD COMPANY (“Producer”), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation (“Sponsor”).

1. Event. Squaw Village Neighbourhood Company is the organizer, owner and operator of “Oktoberfest in Olympic Valley” which will take place on September 17, 2022 at Olympic Valley, Placer County, California (the “Event”). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:

- a) Sponsor’s name and logo shall be included on digital, print and grassroots media pertaining to the event where applicable.
- b) Sponsor’s logo/web address/social handles/hashtags shall be included in all Event collateral, posters, websites, social media, on-site signage, etc. where applicable. Sponsors is to be mentioned as a sponsor of the event wherever possible.
- c) Sponsor’s name and logo shall be included on the Event website home page and sponsor page, listed as a partner, with a link to GoTahoeNorth.com.
- d) Producer will include regional information on event website and in participant communications, promoting additional activities in the region to encourage longer regional stays.
- e) Sponsor information will be included in a minimum of two (2) Event E-blasts/newsletters. Content will be created collaboratively and approved by both parties.
- f) Producer will highlight the North Lake Tahoe destination in a minimum of two (2) destination specific posts on event social media channels. Content will be created collaboratively and approved by both parties.
- g) Sponsor shall be included in daily PA announcements during the Event.
- h) Producer will list event on GoTahoeNorth.com event calendar no later than 90 days prior to event.
- i) Producer will make reasonable efforts to partner with lodging properties within Placer County in regard to the event and track overnight lodging as a result of the event.
- j) Producer will provide Sponsor with images and video for use in promoting both the event and the region.
- k) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website and the like.
- l) Sponsor shall receive five (5) complementary tickets/entries which can be used for giveaways and/or staff.
- m) Sponsor shall receive five (5) VIP tickets if applicable for board, staff or giveaways
- n) Sponsor shall receive 10X10 booth space that Sponsor will staff at the Event base area.
- o) Producer will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
- p) Prior to the Event, Producer will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. Producer will name Sponsor, its members, directors, officers, employees, agents, attorneys,

representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.

- q) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event due to an act of God, natural disaster, inclement weather, catastrophe, pandemic, disease, accident, or fire immediately upon such cancellation or postponement, Producer shall return to Sponsor all the sponsorship funding which has not been spent by Producer. Upon cancellation or postponement, Sponsor's obligations to Producer per this Agreement shall terminate.

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$6,000 cash sponsorship to the Event.
 b) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.

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

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

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

8. Indemnity. Producer agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from Producer's use of the sponsorship funding provided under this Agreement or from any

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

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

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

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

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

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

SQUAW VILLAGE NEIGHBOURHOOD COMPANY

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: January 26, 2022

TO: NLTRA Board of Directors

FROM: DeWitt Van Siclen, Accounting Manager

RE: Resolution Appointing Signatories for NLTRA and NLTMC Bank Accounts

Action Requested

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

Background

The NLTRA and the North Lake Tahoe Marketing Cooperative (NLTMC) bank accounts require two signers on every check. Prior to the arrival of Tony Karwowski as CEO, authorized signers on NLTRA bank accounts were Amber Burke, James Phelan, and Dan Tester. It is proposed that Tony Karwowski, Amber Burke, James Phelan, and Dan Tester be approved as signers on the NLTRA bank accounts.

It is also proposed that Tony Karwowski, Amber Burke, James Phelan, and Dan Tester be approved as signers on the NLT Marketing Cooperative bank accounts on behalf of the NLTRA and that Andrew Chapman and Greg Long be approved as signers for the NLTMC bank account on behalf of the IVCBVB.

Recommendation:

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



MEMORANDUM

Date: February 2, 2022
 TO: NLTRA Board of Directors
 FROM: Katie Biggers, NLTRA Sr. Event Specialist
 RE: 2022 Made in Tahoe Event Sponsorship

Action Requested:

Review and approval of an agreement with Squaw Village Neighbourhood Company (SVNC) to sponsor the 2022 Made in Tahoe events taking place May 28-29, 2022, and October 8-9, 2022, in Olympic Valley, CA in the amount of \$25,000 combined for the two events. This sponsorship was approved at the January 25, 2022, Tourism Development meeting.

Background:

- During the 21.22 fiscal year, SVNC already received \$5,000 through the NLTRA Partnership Funding program to support the bi-annual Made in Tahoe event. These funds are required to be used for marketing purposes only. During the partnership funding process, the selection panel recommended that the Tourism Development committee allocate additional event sponsorship funds which can be used for operational purposes. At the January 2022 TDC meeting the committee agreed with that recommendation and put forth a motion to recommend an additional \$25,000 event sponsorship which can be used for operational purposes.
- Made in Tahoe celebrates all things LOCAL. The Village at Palisades Tahoe will host a wide array of offerings that are made in or inspired by the Lake Tahoe Basin and Truckee areas: local artisans, businesses, chefs, organizations, and entertainers. Discover, explore, and experience our rich community full of talented creators.
- In the 20.21 fiscal year, the NLTRA funded a fall 2021 Made in Tahoe event with a \$10,000 sponsorship.
- Historically the event takes place Memorial Day weekend. Made in Tahoe (MIT) was postponed from May 2020 to October 2020 and eventually both events were cancelled due to Covid-19. Last year was the first time they added a second date in October, and it was wildly successful. With the NLTRA support, they hope to make this a biannual signature event for the region.
- The event brings over 5,000 people per day to the North Tahoe region. Participating vendors rave that Made in Tahoe generates significant revenue and awareness for their businesses.
- Proceeds from the MIT Bar have generated over \$40K, over 8 years, for the Tahoe Food Hub who provides a large number of volunteers to help make the event successful.
- This event aligns with NLTRA cultural pillars and is proven to produce room nights. It also supports our year-round shopping initiatives. As the main sponsor of the event last year, NLTRA had a very visible booth in the middle of the village with great exposure. We were able to give out a ton of visitor information and promote our sustainability pledge.

Fiscal Impact:

Total fiscal impact is \$30,000

- \$5,000 has already been approved through the Partnership Funding program – strictly allocated for marketing
- \$25,000 additional funds through this motion can be used for operations

MADE IN TAHOE

EVENT PROPOSAL

PRESENTED BY: SQUAW VILLAGE NEIGHBOURHOOD COMPANY

FESTIVAL STATS

Made in Tahoe has been celebrating all things LOCAL for over 9 years with hundreds of local vendors; artisan crafts, non profits, food, drink and entertainment. Made in Tahoe brings visitors and members of the Tahoe Truckee area together to celebrate our community, which is rich with talented creators.

7K+
ATTENDANCE

\$50K
MONEY RAISED

9+
YEARS

100+
LOCAL
PARTICIPANTS





MADE IN TAHOE

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

- **Two Events in One Year!**
- Successful 1st-ever fall Made in Tahoe October 2021
- Cancelled May 2021
- We intend to make this a bi-annual event in the Spring & Fall with community and NLTRA support

STRATEGY

GOAL 1

ORGANIZE (2) TWO-DAY EVENTS IN THE SPRING & FALL

May 28 & 29, 2022

October 8 & 9, 2022

GOAL 2

SUPPORT LOCAL & HIRE TALENTED LOCAL ENTERTAINMENT

100 TAHOE & TRUCKEE artisans, entrepreneurs and organizations

Hire 20+ Local Entertainers, Musicians and DJs

GOAL 3

SHOWCASE TAHOE-TRUCKEE FOOD & BEER

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

GOAL 4

VISITATION & LODGING GUESTS TO TAHOE IN MAY & OCTOBER

Capture interest from visitors with the potential for additional overnight stay with Monday being a holiday.

BUDGET AND 2022 P&L

REVENUE:	
Booth Fees (2021 #s)	\$20,000
Bar Revenue	\$10,000
NLTRA support	\$12,500
Total Revenue	\$42,500

EXPENSE:	
Entertainment	\$15,000
Infrastructure	\$10,000
Bar Expense	\$6,000
Marketing	\$7,500
TFH Proceeds	\$4,000
Total Expense	\$42,500
Net Rev Over (Under) Exp	\$0

***Budget is for each event weekend**

2022 Marketing Breakdown

Marketing:		Notes:
Sierra Sun // Full Page Ad	\$975	
The Weekly // Full Page Ad	\$1,895	Full page ad - 2 issues
Moonshine Ink	\$1,170	Full page ad
Peach Jar - TTUSD E-blast	\$175	Two, 8/12 x 11 Spanish/English (all schools)
Truckee Tahoe Radio (101.5)	\$985	slight increase from 2021
SVR - Digital Media Campaign	\$2,000	
KVMR Public Radio	\$300	Increase from 2021 due to discount we received, price will go back up in 2022
MARKETING TOTAL	\$7,500	



BY FUNDING THIS COMMUNITY EVENT

You will give SVNC the necessary budget to move forward with the planning of this Fall (and Spring) event. We can express with confidence to our talented community that we are going to make this a bi-annual event moving forward.

FUNDING REQUEST OF

\$12,500 per event

\$25,000 total

We are producing a tried and true event and adding a new shoulder season date in October. Partnership funding from the NLTRA would help us make this BI-ANNUAL EVENT even more successful for our local community.

- Post-Pandemic life has solidified additional costs; including labor, equipment rentals and permit fees.
- We need additional budget for promotion to bring more people to North Tahoe for these events.
- Made in Tahoe aligns with NLTRA's goals and generates significant revenue & brand awareness for our participating vendors.



ALLOCATION OF FUNDS

PROMO

MARKETING & PROMOTIONAL COSTS

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

MUSIC

BANDS & DJS

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

RENTALS

EQUIPMENT RENTALS

We partner with a local event logistics company to help provide all the equipment needs for our events. Costs for event production have gone up significantly post-pandemic.

ENTERTAINMENT

HIRE TALENTED LOCAL PERFORMERS

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

THANK YOU FOR YOUR CONSIDERATION

SQUAW VILLAGE NEIGHBOURHOOD COMPANY



Event Name

EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this “Agreement”) is made and entered into between SQUAW VILLAGE NEIGHBOURHOOD COMPANY (“Producer”), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation (“Sponsor”).

Event. Squaw Village Neighbourhood Company is the organizer, owner and operator of “Made in Tahoe” which will take place on May 28-29, 2022 and October 8-9, 2022 in Olympic Valley, CA, Placer County, California (the “Event”). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

1. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:
 - a) Sponsor’s name and logo shall be included on digital, print and grassroots media pertaining to the event where applicable.
 - b) Sponsor’s logo/web address/social handles/hashtags shall be included in all Event collateral, posters, websites, social media, on-site signage, etc. where applicable. Sponsors is to be mentioned as a sponsor of the event wherever possible.
 - c) Sponsor’s name and logo shall be included on the Event website home page and sponsor page, listed as a partner, with a link to GoTahoeNorth.com.
 - d) Producer will include regional information on event website and in participant communications, promoting additional activities in the region to encourage longer regional stays.
 - e) Sponsor information will be included in a minimum of two (2) Event E-blasts/newsletters. Content will be created collaboratively and approved by both parties.
 - f) Producer will highlight the North Lake Tahoe destination in a minimum of two (2) destination specific posts on event social media channels. Content will be created collaboratively and approved by both parties.
 - g) Sponsor shall be included in daily PA announcements during the Event.
 - h) Producer will list event on GoTahoeNorth.com event calendar no later than 90 days prior to event.
 - i) Producer will make reasonable efforts to partner with lodging properties within Placer County in regard to the event and track overnight lodging as a result of the event.
 - j) Producer will provide Sponsor with images and video for use in promoting both the event and the region.
 - k) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website and the like.
 - l) Sponsor shall receive five (5) complementary tickets/entries which can be used for giveaways and/or staff.
 - m) Sponsor shall receive prominent 10X10 booth space that Sponsor will staff at the Event base area.
 - n) Producer will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
 - o) Prior to the Event, Producer will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. Producer will name Sponsor, its members, directors, officers, employees, agents, attorneys,

representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.

- p) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event due to an act of God, natural disaster, inclement weather, catastrophe, pandemic, disease, accident, or fire immediately upon such cancellation or postponement, Producer shall return to Sponsor all the sponsorship funding which has not been spent by Producer. Upon cancellation or postponement, Sponsor's obligations to Producer per this Agreement shall terminate.

2. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$25,000 cash sponsorship to the Event.
 b) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.

3. Economic Impact Assessment. Squaw Village Neighbourhood Company and Sponsor shall work together to share available information and data to develop and economic impact analysis of the Event.

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

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

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

7. Indemnity. Producer agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from Producer's use of the sponsorship funding provided under this Agreement or from any

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

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

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

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

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

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

SQUAW VILLAGE NEIGHBOURHOOD COMPANY

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



MEMORANDUM

Date: January 26, 2022

TO: North Lake Tahoe Board of Directors

FROM: Amber Burke, Director of Marketing

RE: 2022 Tourism Development Committee Open Seat Appointments

Action Requested:

Approval of four (4) new members to the Tourism Development Committee per a recommendation from the current Tourism Development Committee members.

- Pool A: One (1) seat is open, seats expire in December 2023
 - Caroline Craffey, Tahoe Truckee Community Foundation
- Pool B: Two (2) seats are open; seats expire in December 2024
 - Adam Wilson, Vail Resorts/Northstar California
 - Kristy Olk, Resort at Squaw Creek
- Pool C: One (1) seat is open, seats expire in December 2022
 - Connor McCarthy, Homewood

Information:

Staff issued a call for applicants in December and received seven letters of interest by the January 14, 2022 deadline. The following are the new applicants:

1. Adam Wilson, Vail Resorts
2. Brandon "DJ" Ewan, Granlibakken Tahoe
3. Caroline Craffey, Tahoe Truckee Community Foundation
4. Chaco Mohler, Self-Employed/Media Industry
5. Connor McCarthy, Homewood
6. Kristy Olk, Resort at Squaw Creek
7. Rob Megnin, Retired from the Ski Industry

At the January 2022 TDC meeting, after a lengthy discussion, the committee came to an agreement to recommend Caroline Craffey, Adam Wilson, Kristy Olk and Connor McCarthy. The committee considered applicant areas of expertise, expertise needs of the committee per the current configuration, and regional representation.

Attachments:

None

2021-22 Responsible Travel Focused Spring Consumer Media



north lake tahoe

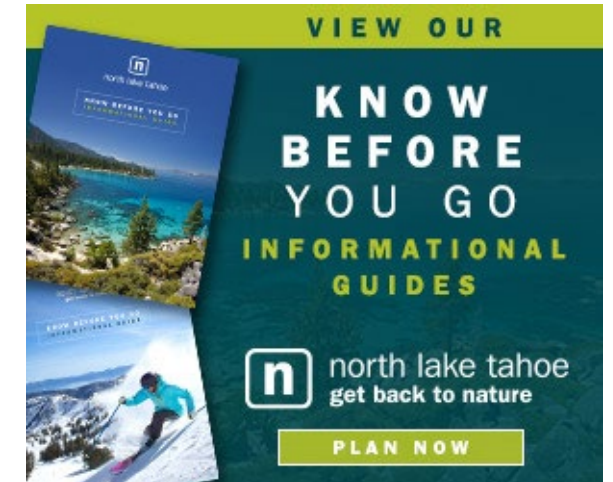
NLTRA MISSION

North Lake Tahoe Resort Association (NLTRA) promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses, and visitors.



Supporting NLTRA Stewardship Principles

- **Elevate the experience of Lake Tahoe for all**
 - Promote the NLT Know Before You Go Guide
 - Drive awareness to TART's free products
- **Honor our region's history and local culture**
 - Winter Olympics themed pitching
 - WinterWonderGrass social media contest



If You Like This, You'll Love:

While you're visiting, here are some local must-see spots:

- Grab a bite to eat at **Plumpjack Cafe**
- Indulge in wine tastings at **Uncorked Wine Bar**
- Find your center at **Wanderlust Studio**
- Go on an adventure with **Alpenglow Expeditions**
- **And don't forget to get down to experience Lake Tahoe up close! Try the Tahoe Lakeside S'more Tour or catch a stunning sunset over the lake.**

Supporting NLTRA Stewardship Principles

- **Ensure that our natural resources are cared for by visitors and residents**
 - Promote Traveler Responsibility Pledge
 - Sustainability messaging (TART Connect, Backcountry Safety, Sled Etiquette)
 - Pitching eco-friendly adventures

- **Engage our partners in collaboration toward common outcomes**
 - Spring Expedia campaign opportunity
 - North Tahoe Express discounts to WWG ticket purchasers



Family-Friendly Fun

Ask any kid ever and you'll hear the same thing: there is no greater fun than a perfectly curated sledding hill! Fortunately, North Lake Tahoe has a number of established sledding hot spots like [Granlibakken Tahoe](#) and [Tahoe City Winter Sports Park](#) that carefully groom hills and offer sled rentals for the entire family. If you opt to spend the day zooming downhill, please mind your manners and follow the "slediquette" guidelines to ensure we all do our part to take care of the planet.



Supporting NLTRA Stewardship Principles

- **Create opportunities that support a balance for business owners, workers & residents**
 - Increase length of stay and mid-week visitation
 - Work from Nature messaging
 - Target national high value visitors
 - Lead generation campaign with Meetings Today targeting planners to drive MCC leads
 - Increase in-market spending and support local businesses
 - North Lake Tahoe Gift Card promotion





CAMPAIGN STRATEGIES

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

MEDIA STRATEGIES

- Omicron/COVID considerations
 - Continue flexibility in plan
 - Prioritize media channels that can be easily adjusted vs traditional media
- Seasonality focus during Spring/Fall
 - Spring media is 42% of annual media budget
- Visitation data used to guide decisions (Fusion7, Arrivalist, Google Analytics)
 - Target markets
 - Media channels
 - Audience segments, persona's, etc.
 - High value visitors
- Maintain Sustainability messaging



TARGET MARKETS & AUDIENCES SUMMARY

Markets

Dallas/Houston

Los Angeles

Budget Dependent
CA Costal Communities

Audiences

Personas

Local (Sustainability)

- Reno
- Local NLT/Visitor

3 Year Visitor/High Value



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KEY DATA TAKEAWAYS

Out-of-State Market Research

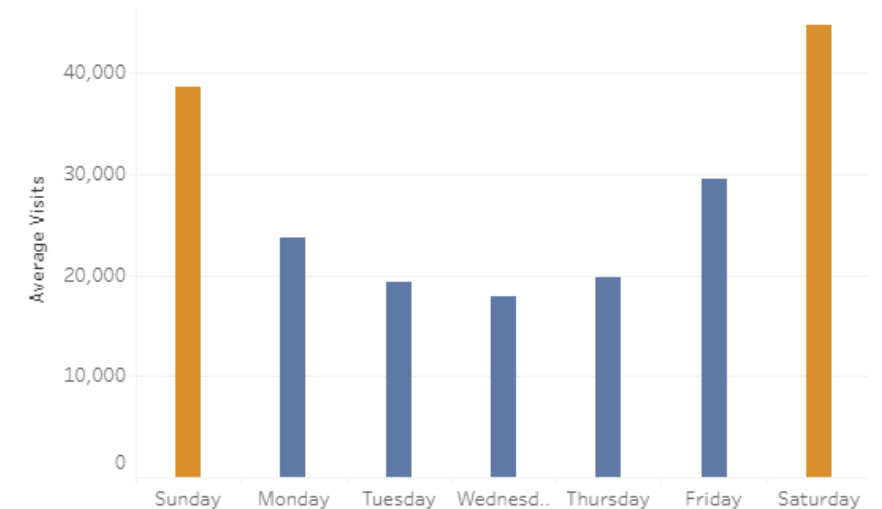
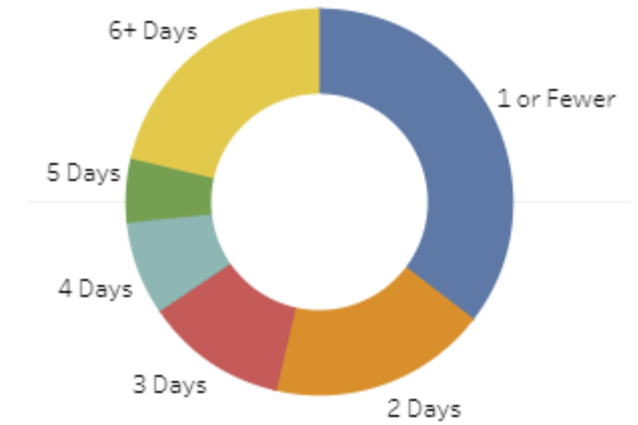
- Dallas has been in the top 3 out-of-state markets for spring visitation over the past 3 years per
- Houston has been in the top 5 out-of-state markets for spring visitation over the past 3 years
- GoTahoeNorth.com analytics show significant increase in website visitation YOY after the 2021 spring TX campaign
 - 1,442% increase from Dallas | 2,119% increase from Houston

In-State Market Research

- LA is consistently our third largest in-state market for spring visitation over the past 3 years
- Although San Diego remains in our top 6 in-state markets, the number of visitors are significantly lower than LA
- 12 Direct flights per day between RNO and LAX

HIGH VALUE VISITORS

- Length of stay = 4+ nights.
- Includes some mid-week.
- Origin city = any fly market (national).
- Has higher spending percentage.



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Chamber | CVB | Resort Association

MEMORANDUM

Date: 02/02/2022

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta

RE: Proposed Joint Board Meeting NLTRA/IVCBVB

Action Requested:

Review and discussion of proposed agenda and date for a joint meeting.

Background:

As you are aware, NLTRA has a cooperative agreement with IVCBVB to provide the marketing and promotion services for the greater North Lake Tahoe region. There is an NLT Coop Committee that is made up of four members from each organization, The committee meets every other month to oversee and direct the programs and efforts as outlined in the Cooperative agreement.

The NLTRA and IVCBVB Boards of Directors have held joint board meetings in the past to provide an opportunity to share ideas and review the activities of the Coop. The last joint meeting was held in November of 2018.

While we feel the Coop has been very successful over the years, there are changes in both structure and focus within both organizations. Therefore, it is felt a joint meeting could be informative and productive in charting the path forward for our Cooperative efforts.

A preliminary agenda includes the following:

- Review of Coop History and Accomplishments
- Review and Revision of Coop Agreement
- FY 2022/23 Budget Development
- Sustainability Efforts and Strategies
- Presentation of Dean Runyan *Significant Impact of Visitation Study*
- Organizational Focus and Strategies

A meeting date of Wednesday, March 16th has been proposed, with a meeting in the morning followed by a light lunch.

Attachments:

None

Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1572 Units (DestiMetrics Census**) and 48,67% of 3229 total units in the North Lake Tahoe destination (Destination Census**)

Last Month Performance: Current YTD vs. Previous YTD	2020/21	2018/19	Year over Year Variance
North Lake Tahoe Occupancy for last month (Jan) changed by (-45.7%)	Occupancy (Jan) : 30.9%	57.0%	-45.7%
North Lake Tahoe ADR for last month (Jan) changed by (4.7%)	ADR (Jan) : \$ 381	\$ 364	4.7%
North Lake Tahoe RevPAR for last month (Jan) changed by (-43.2%)	RevPAR (Jan) : \$ 118	\$ 207	-43.2%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Feb) changed by (-23.7%)	Occupancy (Feb) : 42.6%	55.8%	-23.7%
North Lake Tahoe ADR for next month (Feb) changed by (18.3%)	ADR (Feb) : \$ 472	\$ 399	18.3%
North Lake Tahoe RevPAR for next month (Feb) changed by (-9.7%)	RevPAR (Feb) : \$ 201	\$ 223	-9.7%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (-31.5%)	Occupancy : 34.9%	50.9%	-31.5%
North Lake Tahoe ADR for the past 6 months changed by (15.3%)	ADR : \$ 391	\$ 339	15.3%
North Lake Tahoe RevPAR for the past 6 months changed by (-21.0%)	RevPAR : \$ 136	\$ 173	-21.0%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (-15.3%)	Occupancy : 20.8%	24.6%	-15.3%
North Lake Tahoe ADR for the future 6 months changed by (26.1%)	ADR : \$ 467	\$ 370	26.1%
North Lake Tahoe RevPAR for the future 6 months changed by (6.7%)	RevPAR : \$ 97	\$ 91	6.7%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jan 31, 2021 vs. Previous Year			
Rooms Booked during last month (Jan,21) compared to Rooms Booked during the same period last year (Jan, 19) for all arrival dates has changed by (-26.9%)	Booking Pace (Jan) : 6.9%	9.4%	-26.9%

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

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

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Monthly Report Dec 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 12/31/21:	\$1,759,314	\$1,059,448	66%
Number of Room Nights:	8,216	4709	74%
Number of Delegates:	3884	2236	74%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

<u>Monthly Detail/Activity</u>	<u>December-21</u>	<u>December-20</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$97,428	\$0
Room Nights:	417	0
Number of Delegates:	300	0
Booked Group Types:	Corp.	
Lost Business, # of Groups:	22	

<u>Arrived in the month</u>	<u>December</u>	<u>December-20</u>
Number of Groups:	1	0
Revenue Arrived:	\$215,135	\$0
Room Nights:	1382	0
Number of Delegates:	300	0
Arrived Group Types:	Assoc.	0

<u>Monthly Detail/Activity</u>	<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

<u>Monthly Detail/Activity</u>	<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

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

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

<u>Monthly Detail/Activity</u>	<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.

<u>Monthly Detail/Activity</u>	<u>July-21</u>	<u>July-20</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$45,903	\$0
Room Nights:	100	0
Number of Delegates:	50	0

Booked Group Types:	1 Corp.	0
Lost Business, # of Groups:	22	0

<u>Arrived in the month</u>	<u>July-21</u>	<u>July-20</u>
Number of Groups:	2	2
Revenue Arrived:	\$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

NUMBER OF LEADS Generated as of 12/31/21:	50
YTD 12/31/20:	37
YTD 12/31/19:	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



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December 2021
Meetings & Conventions Report

TURNED DEFINITE

1. Alliance Defending Freedom - ADF 2022 Senior Staff Retreat, 4/6/22-4/9/22, 175 rooms at Resort at Squaw Creek

NEW MEETINGS & RFPs DISTRIBUTED

1. Huddle Agency - Camp Generate 2022 - 3/28/22-3/29/22, 194 rooms, 175 people, 194 rooms
2. HPN Global - 81314 - 2022 NA Sapphire Retreat - 4/21/22-4/23/21, 120 people, 205 rooms
3. SAP - SAP America US CEO Summit - 4/23/22-4/29/22, 100 people, 238 rooms
4. Arapahoe County Bar Association - 2022 Spring CLE - 5/10/22-5/13/22, 20 people, 64 rooms
5. HPN Global - 81147 Championship Golf Tournament - 7/9/22-7/18/22, 130 people, 392 rooms
6. American Bar Association - 2022 Summer Leadership Meeting - 7/19/22-7/23/22, 50 people, 96 rooms
7. Bushnell Outdoor Products - 2023 Bushnell Outdoor Product Sales Meeting - 8/1/22-8/4/22, 175 people, 545 rooms
8. Optinose - 2023 Circle of Excellence - 6/5/23-6/11/23, 50 people, 122 rooms

NEW INQUIRIES

1. American Senior Housing Association - ASHA 2024 Mid-Year Meeting - 6/8/24-6/13/24, 250 people, 614 rooms
2. Twilio - Twilio VOX Summit May & December - 5/18/22-5/21/22, 150 people, 484 rooms
3. Falk-Drone Wedding - 9/15/22-9/17/22, 150 people, 60 rooms
4. Annual Sales Meeting - 6/1/22-6/4/22, 275 people, 875 rooms
5. BASF Corporation - Innovation Symposium CA - 10/20/22-10/23/22, 116 people, 430 rooms
6. Novo Nordisk, Inc. - Pacific Team Meeting - 2/7/22-2/9/22, 13 people, 39 rooms
7. Hillel International - Hillel Dwell June 2022 - 6/19/22-6/22/22, 150 people, 326 rooms
8. Perfectly Posh - Self Care 2023 Summit - 2/1/23-2/4/23, 250 people, 381 rooms

CONFERENCE SALES PROJECTS

- Key Projects:
 - Updated/refreshed our CVENT profile with new copy
 - Follow-up from Visit CA Roadshow and Holiday Showcase

SITE VISITS & SALES CALLS

- Hosted Site Visits:
 - National Interstate Insurance - Maureen Primosch, Dec 8-11
 - Key Account Conference - 8/2/2022 - 8/7/2022, 235 rooms, 100 ppl
 - Move-CAP Advisory Board Meeting - 9/17/2022 - 9/20/2022, 90 rooms, 40 ppl
 - TowCap Advisory Board Meeting - 4/3/2023 - 4/5/2023, 125 rooms, 60 ppl

TRADE SHOWS & EVENTS

- Attended trade shows:
 - CalSAE Seasonal Spectacular - December 15-16
 - Visit CA Roadshow Dec 6, 2021 – Pendry Hotel Chicago
 - Holiday Showcase – Dec 13-14, 2021 – Hilton Chicago
- Upcoming trade shows:
 - Connect Chicago – Jan 19-20, 2022 – Swiss Hotel Chicago

CHICAGO EFFORTS

- Our in-market representative, Denise Cmiel focused on the below for the month of December:
 - January 2022 Site for Air Movement Control – 2 Lake Tahoe Resorts shortlisted



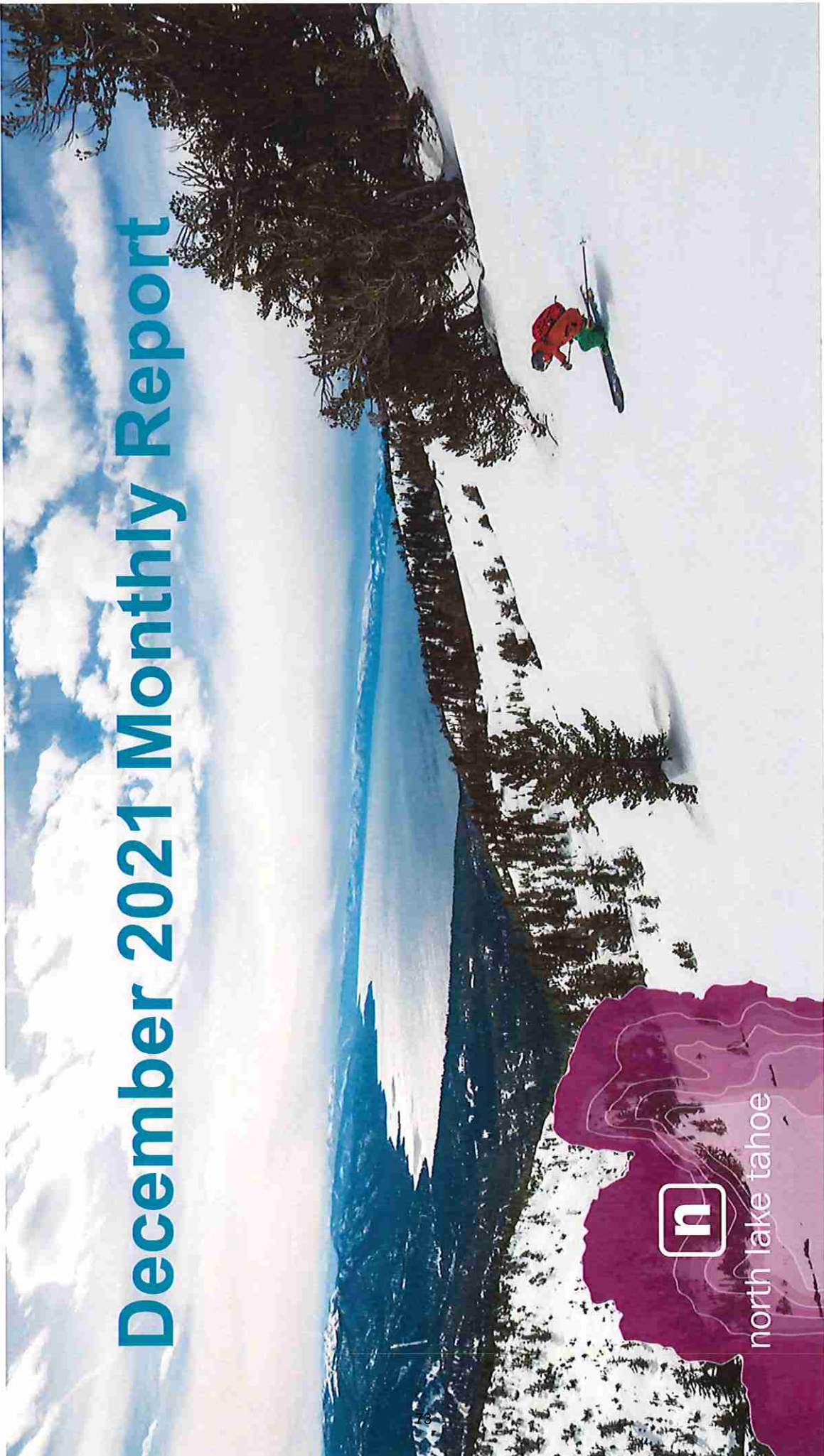
north lake tahoe

December 2021
Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Attended Reno-Tahoe Territory meeting Dec. 8th
 - HotelBeds possible Spring campaign with Visit California / Brand USA to reach Canada, Mexico, UK and Germany. Revised room production YTD at 3k room nights.
 - Planning GoWest Pre-FAM w/Volaris and (10) tour operators for Feb. 12
 - Planning GoWest Adventure Day with (20) product managers for Feb. 17
- Key Projects:
 - Visit California High Sierra Digital Optimization Project (40) destinations
 - Expedia Spring Campaign request for participation

December 2021 Monthly Report



north lake tahoe

December Executive Summary

- Despite a decrease in impressions due to the heavily competitive holiday season, paid media campaigns for MCC and the 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.



December Executive Summary

- The fervor for snow increased metrics across the board including on the website, through social channels, PR initiatives and across paid media efforts.
- Top markets continued to be nearby California cities including cities in the San Francisco Bay Area, Sacramento area and Reno. However, Charlotte, North Carolina also became a top market this month.
- Most traffic continued to come via mobile platforms (60%) and through organic search (over 71,000 visitors).



December Executive Summary

- Real-time and informational pages continued to be an asset to website viewers with the webcams, road conditions and other safety-related pages at the top of the most visited page list in December. Winter activities were also of interest. Additionally, with the onset of the Omicron variant, the COVID-19 information page was a top page this month.
- Crowdriff's metrics increased markedly this month due to fresh new snow assets.



December Executive Summary

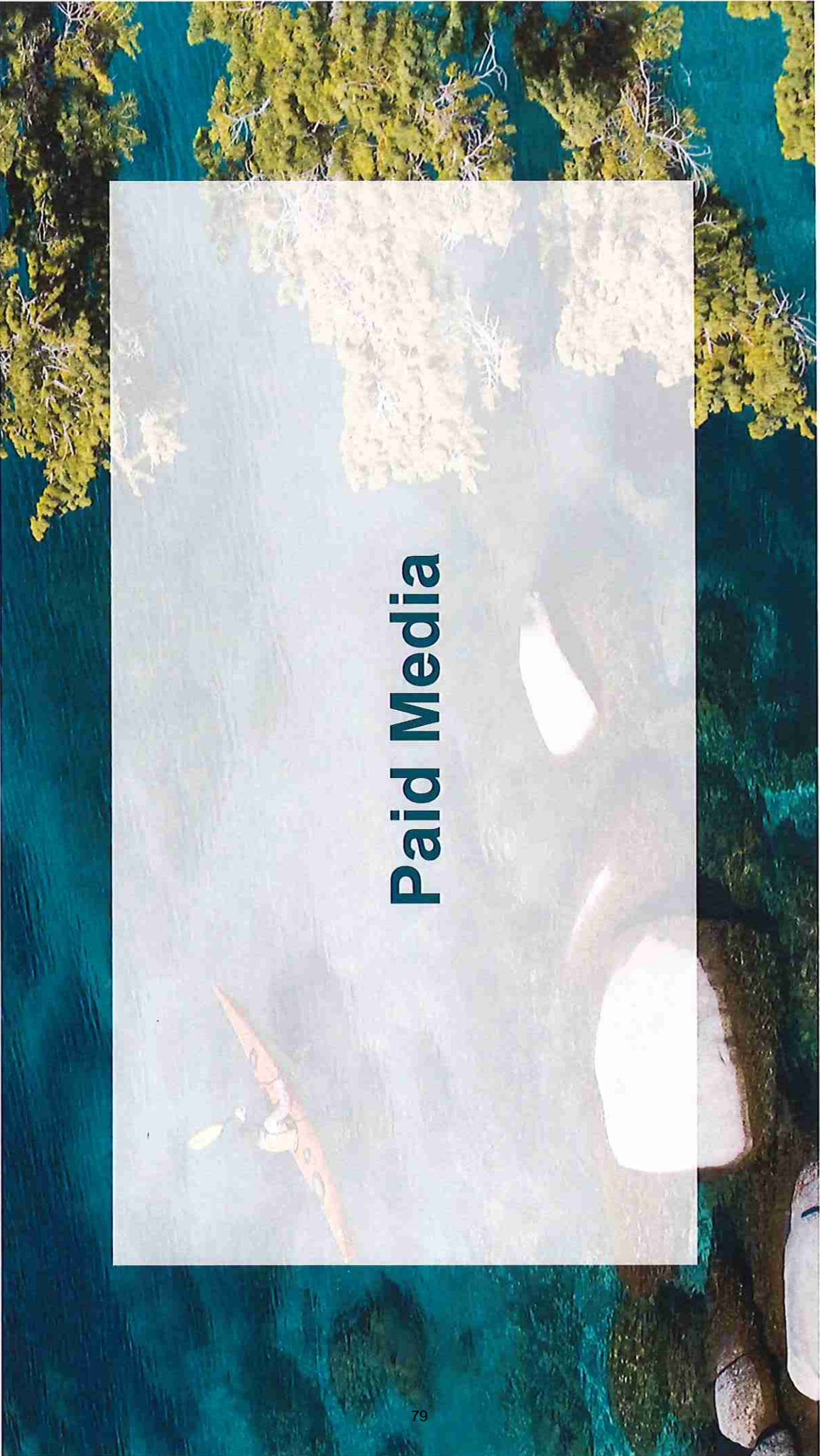
- PR efforts this month primarily focused on proactive media outreach highlighting winter travel in North Lake Tahoe as well as ski resort openings. The team had nine secured clips that included an estimated digital monthly visits of 1.6M and an estimated digital coverage views of 15K.
- Coverage featured ski season and ski resort openings, lodging properties, family friendly winter activities, holiday and New Year's Eve celebrations. Media outlets included Visit California, *STYLE Magazine*, *Marin Living*, *Traveling Mom* and more.
- The PR team also coordinated a social influencer visit in partnership with Visit California for the first week in January 2022.



December Executive Summary

- From a social perspective, metrics on all platforms were up dramatically from a slower November – all due to snow and winter related content.
- Top posts featured events and winter content. For example, a record snowfall post on Facebook generated 8,868 engagements, including 675 shares.
- The top piece of custom content this month was the Instagram Reel promoting opening day of Diamond Peak. The Reel generated an incredible 21,012 views and 1,377 engagements.





Paid Media

All Campaigns Overview

Start Date: 12/1/2021
End Date: 12/31/2021

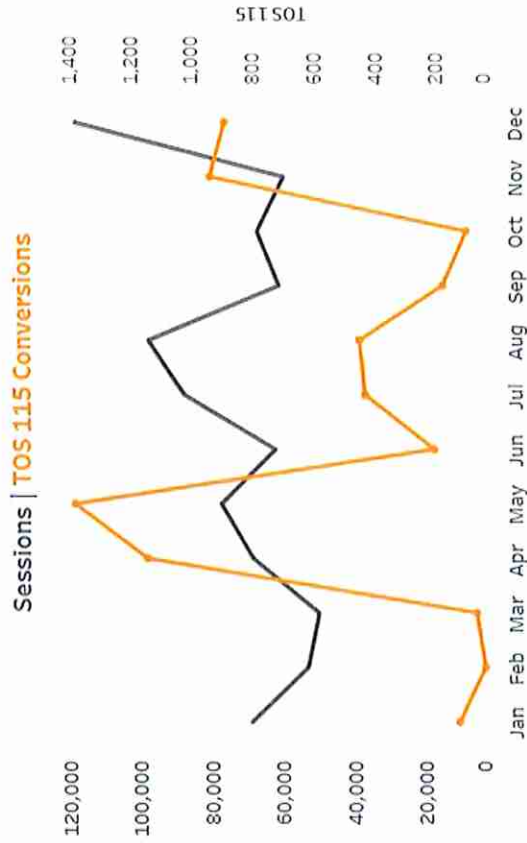
618,028
IMPRESSIONS

- Consumer: Cost per conversion dropped a healthy 62%.
- MCC: TOS conversions increased 122% from November.

\$1.39
COST PER CLICK

88
CLICKS

892
TOS
CONVERSIONS



Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion	Submit RFP Conversion
Consumer	430,156	5,370	1.25%	\$1.27	\$6,815.11	872	\$7.82	0
MCC	187,862	981	0.52%	\$2.05	\$2,014.22	20	\$100.71	0
Total	618,028	6,351	1.03%	\$1.39	\$8,829.33	892	\$9.90	0

\$9.90
COST PER TOS
CONVERSION

Consumer Paid Media Executive Summary

- The December report covers November 15th to December 31st.
- Although spend is low thus far, San Diego is performing at a 3-5x higher engagement level vs LA. As spend increases in January, LA is being closely monitored for further optimizations.
- Compared to November TOS conversions, Paid Search earned an additional 362 and Social earned 25. The increase correlated with general optimizations and winter creative switches.
- Optimizations have maintained the trend of lowering cost per conversion since October.
- For social, Sustainability won 78% of TOS conversions. The Jones Family audience followed with 18%.
- High Value audience performed strong in social, with 12 more TOS conversions than the Boomer, Jones and Millennial audiences combined. High Value also resonated in the programmatic space.



Overview by Campaign

Start Date: 11/15/2021
 End Date: 12/31/2021

Campaign	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Consumer	459,185	6,454	1.41%	\$1.25	\$8,072.60	93	1,161	\$6.95

459,185
IMPRESSIONS

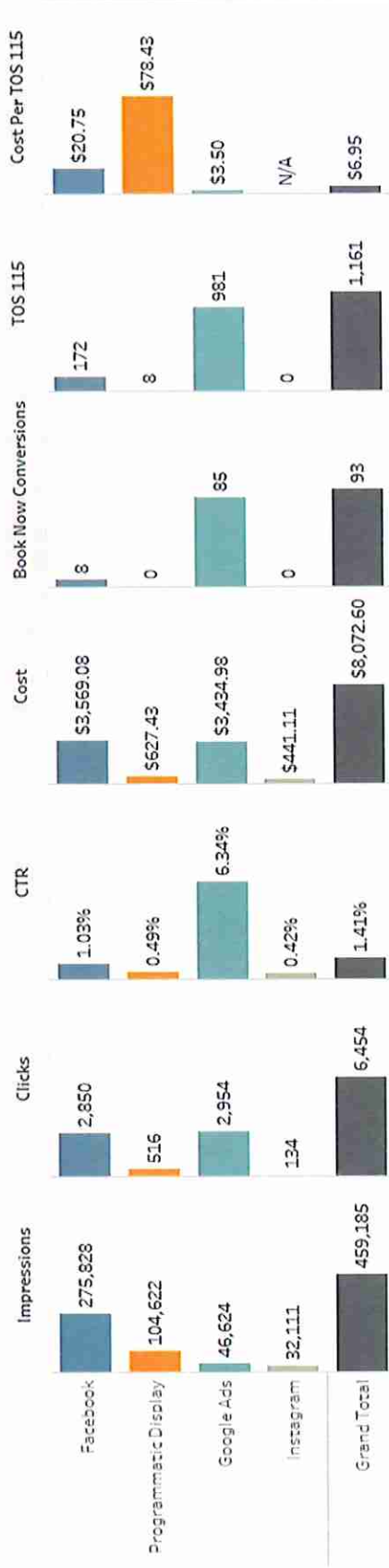
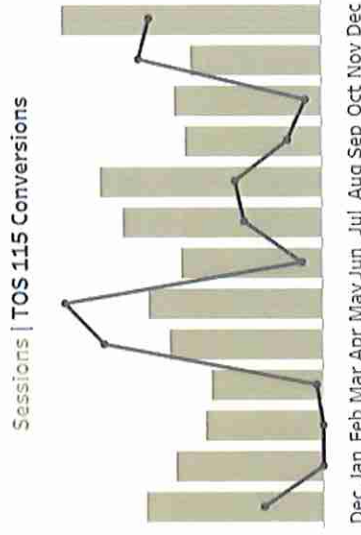
6,454
CLICKS

82

\$1.25
CPC

1,161
TOS 115
CONVERSIONS

\$6.95
COST PER TOS 115
CONVERSION



Overview by Medium

Start Date
11/15/2021

End Date
12/31/2021

459,185
IMPRESSIONS

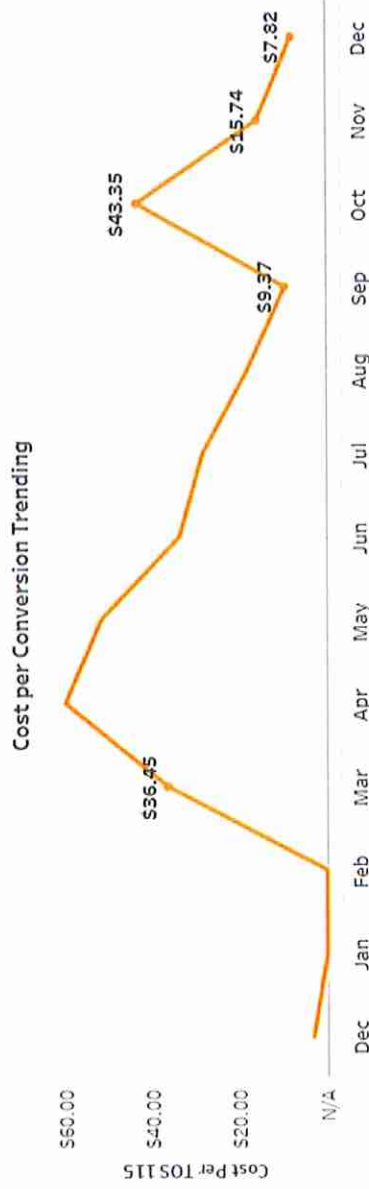
6,454
CLICKS

83

\$1.25
CPC

1,161
TOS 115
CONVERSIONS

\$6.95
COST PER TOS 115
CONVERSION



Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Paid Social	307,999	2,984	0.97%	\$1.34	\$4,010.19	8	172	\$23.32
Display	104,622	516	0.49%	\$1.22	\$627.43	0	8	\$78.43
Paid Search	46,624	2,954	6.34%	\$1.16	\$3,434.98	85	981	\$3.50
Grand Total	459,485	6,454	1.41%	\$1.25	\$8,072.60	93	1,161	\$6.95

Overview by DMA

Start Date 11/15/2021
End Date 12/31/2021

459,185
IMPRESSIONS

Prospecting	Los Angeles	Boomer Ben	24,123	301	\$0.97	1.25%	\$291.09	1	\$291.09
		The Jones Family	20,804	237	\$1.23	1.14%	\$291.36	3	\$97.12
		Millennial Megan	20,443	196	\$1.48	0.96%	\$290.48	1	\$290.48

6,454
CLICKS

	San Diego	Millennial Megan	20,960	165	\$1.77	0.79%	\$291.31	6	\$48.55
		The Jones Family	19,537	162	\$1.80	0.83%	\$292.14	4	\$73.04
		Boomer Ben	9,686	57	\$1.03	0.59%	\$58.48	0	N/A

84

\$1.25
CPC

	National	Sustainability	163,562	1,104	\$1.43	0.67%	\$1,573.76	134	\$11.74
		High Value	94,597	561	\$2.45	0.59%	\$1,375.80	31	\$44.38
		Paid Search	41,807	2,706	\$1.15	6.47%	\$3,106.46	883	\$3.52

1,161
TOS 115
CONVERSIONS

	Retargeting	National	37,416	696	\$0.23	1.86%	\$162.94	0	N/A
		Paid Search	4,817	248	\$1.32	5.15%	\$328.52	98	\$3.35
		Sustainability	1,382	21	\$0.49	1.52%	\$10.24	0	N/A

\$6.95
COST PER TOS 115
CONVERSION

	Grand Total		459,134	6,454	\$1.25	1.41%	\$8,072.60	1,161	\$6.95
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*This page excludes ads that cannot be sorted into DMA groups effectively. Rows with 0 impressions are included here to account for the lagging conversions seen in the overall data. Conversions from ads that premiered in the fall have 0 impressions in December.

Paid Social Performance

Start Date 11/15/2021
End Date 12/31/2021

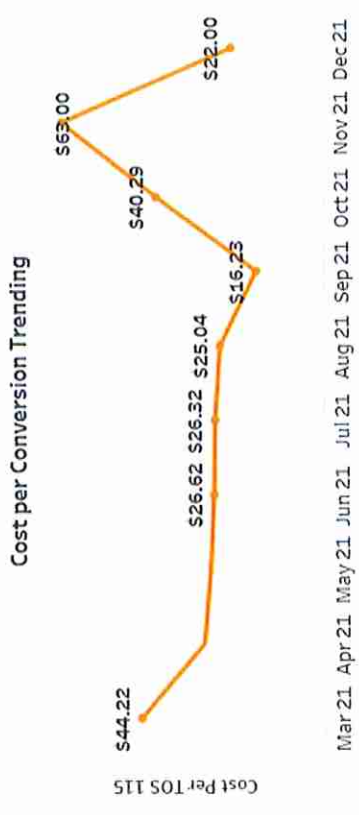
307,939
IMPRESSIONS

2,984
CLICKS

\$1.34
CPC

172
TOS 115
CONVERSIONS

\$23.32
COST PER TOS 115
CONVERSION

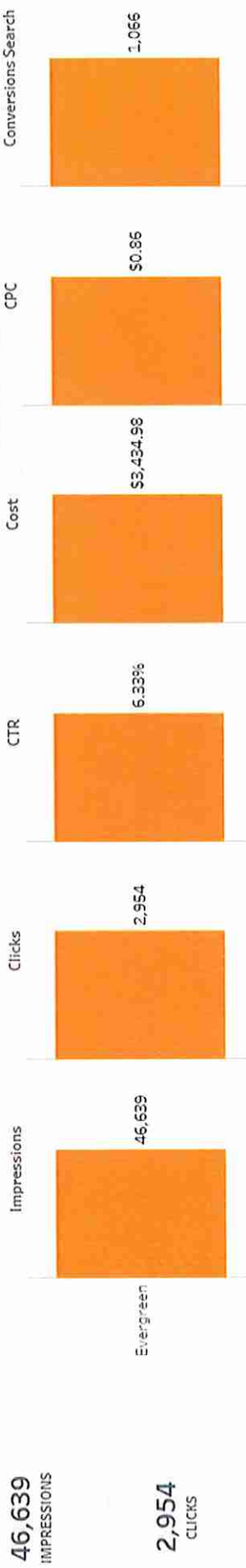


Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Prospecting	Sustainability	163,562	1,104	0.67%	\$1.43	\$1,573.76	3	134	\$11.74
	High Value	48,115	386	0.80%	\$2.84	\$1,096.91	3	25	\$43.88
	Millennial Megan	22,144	235	1.06%	\$1.98	\$466.24	0	6	\$77.71
	The Jones Family	20,824	291	1.40%	\$1.60	\$466.40	2	6	\$77.73
	Boomer Ben	14,496	251	1.73%	\$0.93	\$233.70	0	1	\$233.70
Retargeting	Retargeting	37,416	696	1.86%	\$0.23	\$162.94	0	0	N/A
	Sustainability	1,362	21	1.52%	\$0.49	\$10.24	0	0	N/A
Total		307,939	2,984	0.97%	\$1.34	\$4,010.19	8	172	\$23.32

Paid Search Performance

Start Date: 11/15/2021
End Date: 12/31/2021

Ad Group Performance



46,639
IMPRESSIONS

2,954
CLICKS

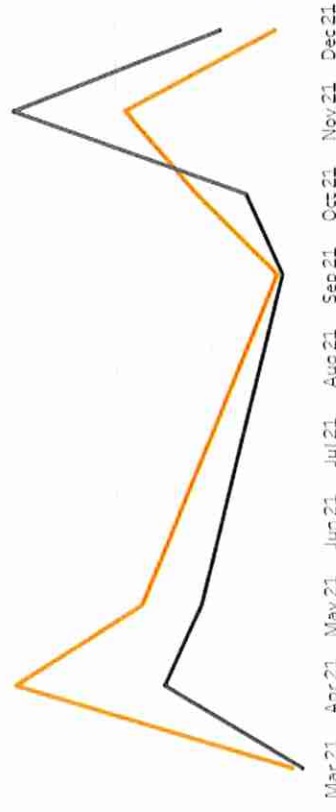
87

\$0.86
COST PER CLICK

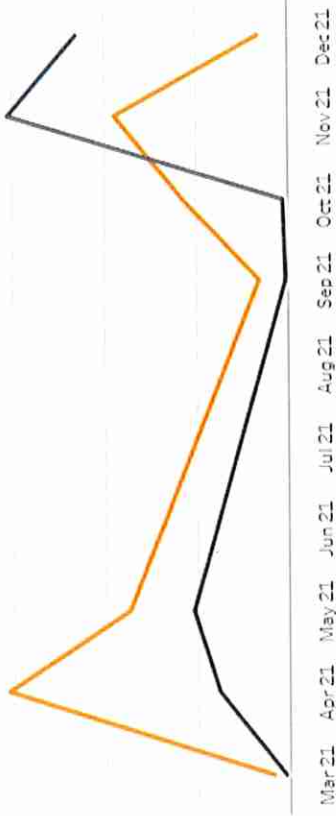
1,066
TOS 115
CONVERSIONS

\$3.50
COST PER TOS 115
CONVERSIONS

Impressions | Clicks



Impressions | Conversions



*Measures on this page and the next do not exactly match Overview slides as Paid Search uses a different data set.

Paid Search Performance

Start Date: 11/15/2021
 End Date: 12/31/2021

Keyword Performance

Keyword	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
+winter+vacation	4,721	257	\$0.73	5.44%	\$352.94	71	27.6%
+skiing	3,081	85	\$0.63	2.76%	\$134.61	24	28.2%
+winter+vacation+places	2,793	202	\$0.76	7.23%	\$264.31	61	30.2%
+snow+skiing	2,257	62	\$0.68	2.75%	\$91.37	19	30.6%
north tahoe	2,036	202	\$1.80	9.92%	\$112.23	100	49.5%
+resort	1,595	63	\$1.26	3.95%	\$49.83	14	22.2%
what to do in tahoe	1,590	108	\$1.64	6.79%	\$65.70	39	36.1%
things to do	1,513	127	\$1.57	8.39%	\$80.95	54	42.5%
+California+ski	1,477	50	\$0.77	3.39%	\$65.21	20	40.0%
+California ski	1,238	61	\$0.84	4.93%	\$72.67	18	29.5%
+snowmobiling+rentals	1,080	165	\$0.68	15.28%	\$241.73	53	32.1%
+ski+resorts	989	38	\$0.70	3.84%	\$54.63	23	60.5%
north lake tahoe	962	64	\$1.20	6.65%	\$53.19	31	48.4%
+cross+country+skiing	850	32	\$0.58	3.76%	\$54.73	19	59.4%
snowmobiling north lake t...	723	130	\$0.52	17.98%	\$250.62	57	43.8%
activities	718	64	\$1.62	8.91%	\$99.41	24	37.5%
snowmobiling rentals	622	130	\$1.51	20.90%	\$86.08	8	6.2%
+north+lake+tahoe	611	60	\$1.22	9.82%	\$49.22	30	50.0%
snowboarding	604	3	\$0.71	0.50%	\$4.20	2	66.7%
+ski+resort	577	25	\$0.77	4.33%	\$32.61	17	68.0%
events	569	58	\$1.68	10.19%	\$34.61	19	32.8%
+snowmobiling+vacations	565	65	\$0.55	11.50%	\$118.79	24	36.9%
+vacation	529	17	\$1.29	3.21%	\$13.18	2	11.8%
+snowmobiling+trips	513	50	\$0.53	9.75%	\$94.05	17	34.0%
+winter+vacation+ideas	476	22	\$0.81	4.62%	\$27.01	10	45.5%
+north+tahoe	428	63	\$2.07	14.72%	\$30.48	31	49.2%

Display Performance

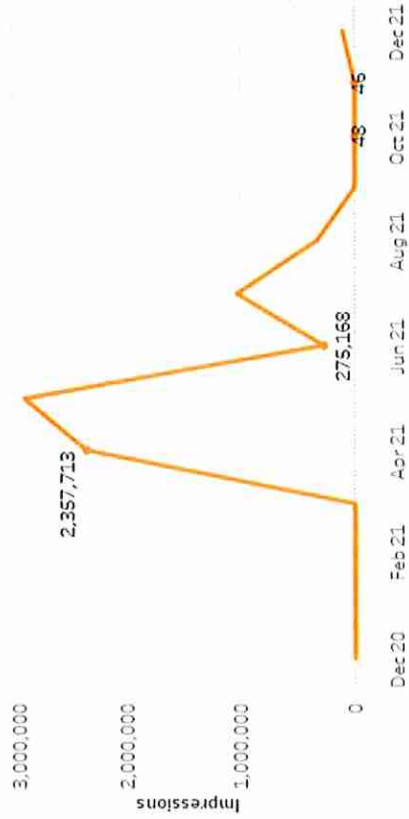
Start Date: 11/15/2021
 End Date: 12/31/2021

104,622
 IMPRESSIONS

516
 CLICKS

88
\$1.22
 CPC

Display Impressions Trending



Cost per Conversion Trending



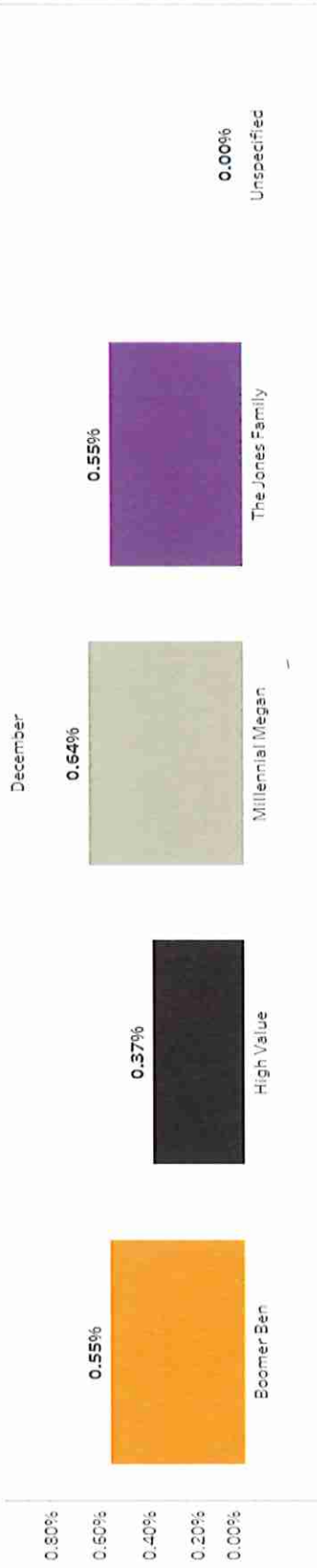
Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	104,616	516	0.49%	\$1.22	\$627.43	8	\$78.43
Retargeting	6	0	0.00%	N/A	N/A	0	N/A
Grand Total	104,622	516	0.49%	\$1.22	\$627.43	8	\$78.43

\$78.43
 COST PER TOS 115
 CONVERSION

Display Creative Performance

Start Date: 11/15/2021
End Date: 12/31/2021

Creative CTR Trending



104,622
IMPRESSIONS

516
CLICKS

90

\$1.22
CPC

8

TOS 115
CONVERSIONS

\$78.43
COST PER TOS 115
CONVERSION

DMA	Platform	Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
National	Programmatic Display	Prospecting	46,527	175	0.38%	\$1.59	\$278.89	6	\$46.48
		Retargeting	6	0	0.00%	N/A	N/A	0	N/A
San Diego	Programmatic Display	Prospecting	29,207	172	0.59%	\$1.02	\$175.24	1	\$175.24
Los Angeles	Programmatic Display	Prospecting	28,882	169	0.59%	\$1.03	\$173.29	1	\$173.29
Grand Total			104,622	516	0.49%	\$1.22	\$627.43	8	\$78.43

*Rows with 0 Impressions have leftover conversions from previous months. Our conversion window is set to 90 days.

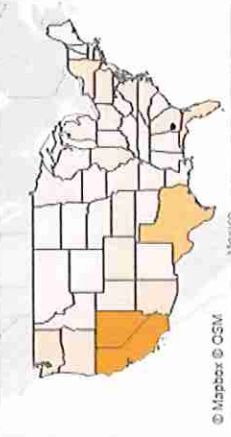
Website Performance

Start Date 11/15/2021
End Date 12/31/2021

Sessions
Sessions MAHK Ads Produced

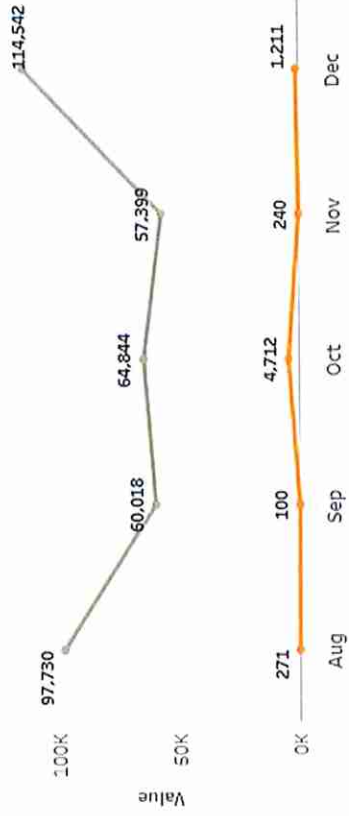
Tablet 3,719
Mobile 91,141
Computer 49,255

140,552
SESSIONS



Top Regions Sessions

Website Sessions From Paid Consumer Ads



00:01:09
SESSION DURATION

9

1.6
PAGES PER SESSION

78%
NEW USER
SESSION RATE

76%
BOUNCE RATE

Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	110,308	164,587	00:01:07	1.5	78%
Direct	15,665	25,059	00:01:07	1.6	74%
Referral	9,011	19,037	00:01:35	2.1	64%
Search	3,187	7,671	00:01:35	2.4	52%
Display	1,289	1,492	00:00:11	1.2	92%
Social	1,050	1,556	00:00:34	1.5	82%
(not set)	24	44	00:01:03	1.8	71%
Native	9	17	00:00:47	1.9	56%
Video	8	12	00:00:07	1.5	75%
Gallus_app	1	1	00:00:00	1.0	100%
Grand Total	140,552	219,476	00:01:09	1.6	76%

Consumer Paid Media Recommendations

- Watch personas carefully during new COVID outbreak and optimize to higher performance levels.
- Continue optimization across channels to decrease conversion costs and continue trending lower. This will be done through additional 'interest' adjustments and targeting options.
- Continue to build Retargeting audiences as they win the highest percentage of TOS conversions in display and on other channels.
- Maintain social's Sustainability messaging as it leads to more TOS conversions. Consider expanding Sustainability messaging to other channels.
- Local/Sustainability messaging continues with the highest levels of engagement across various channels and should continue to be a long-term messaging strategy going forward.



MCC Paid Media Executive Summary

- Facebook messaging maintained the low cost per conversion rates, followed by YouTube and Display.
 - Display earned the most TOS conversions showing higher levels of engagement.
- TOS conversions across the MCC campaign increased 122%. Fresh creative combined with retargeting resulted in a higher overall CTR than previous months.
 - The increase in conversions mainly stems from general optimizations and the new creative that went live halfway through November.



Overview by Campaign

Start Date 12/1/2021
End Date 12/31/2021

187,862
IMPRESSIONS

- MCC gained an additional 11 TOS conversions from November.

981
CLICKS

- While CPC increased by \$0.26, total clicks climbed 15%. This continues the trend from November in climbing clicks, conversions and sessions.

9

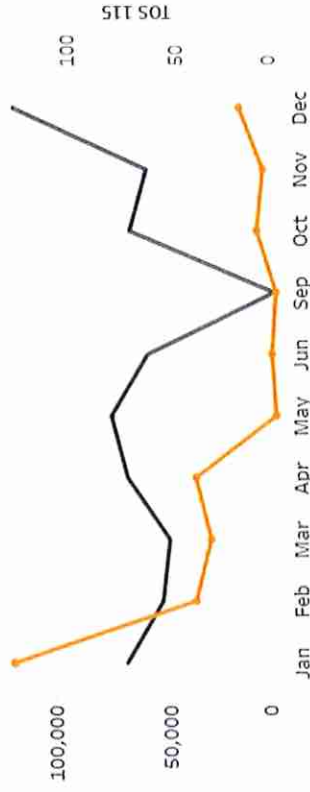
\$2.05
COST PER CLICK

20

TOS CONVERSIONS

\$100.71
COST PER TOS
CONVERSION

Sessions | TOS 115 Conversions



Campaign	Impressions	Clicks	CTR	CPC	Spend	Submit REP Conversion	TOS 115	Cost per Conversion
MCC	187,862	981	0.52%	\$2.05	\$2,014.22	0	20	\$100.71
Total	187,862	981	0.52%	\$2.05	\$2,014.22	0	20	\$100.71

Overview by Medium

Start Date 12/1/2021
End Date 12/31/2021

187,862
IMPRESSIONS

981
CLICKS

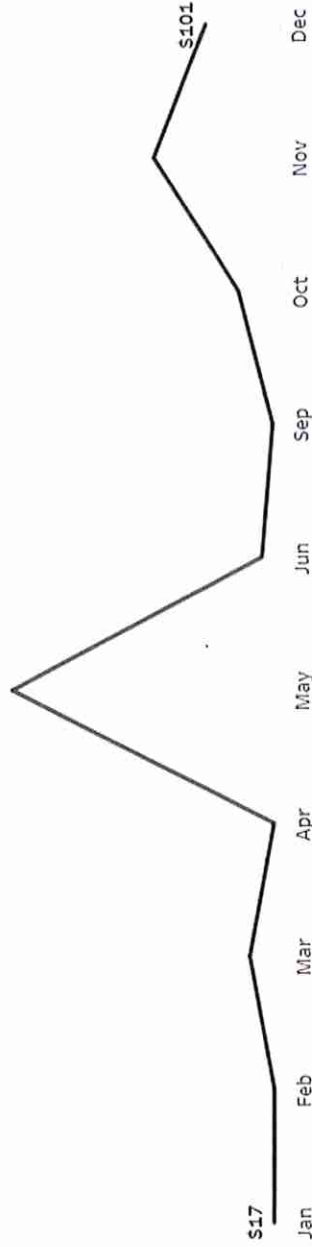
85

\$2.05
COST PER CLICK

20
TOS CONVERSIONS

\$100.71
COST PER TOS
CONVERSION

Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	Submit RFP Conversion	TOS 115	Cost per Conversion
Display	Programmatic Display	102,966	\$561.88	484	\$1.16	0.47%	0	9	\$62.43
Video	YouTube	27,434	\$291.82	91	\$3.21	0.33%	0	6	\$48.64
	LinkedIn	25,192	\$360.10	95	\$3.79	0.38%	0	0	N/A
	Facebook	4,974	\$135.65	42	\$3.23	0.84%	0	1	\$135.55
	Instagram	1,208	\$3.82	1	\$3.82	0.08%	0	0	N/A
Paid Social	LinkedIn	20,652	\$571.23	174	\$3.28	0.84%	0	0	N/A
	Facebook	3,411	\$73.22	87	\$0.84	2.55%	0	4	\$18.30
	Instagram	2,025	\$17.00	7	\$2.43	0.35%	0	0	N/A
Grand Total		187,862	\$2,014.22	981	\$2.05	0.52%	0	20	\$100.71

Paid Social Performance

Start Date
12/1/2021

End Date
12/31/2021

26,088
IMPRESSIONS

406
CLICKS

86

4

TOS
CONVERSIONS

0

SUBMIT RFP
CONVERSIONS

\$232.10
COST PER TOS
CONVERSION

Platform	Targeting	Ad Name	Impressions	Clicks	CTR	Cost per Click	Cost	TOS	TOS Conversion
Facebook	Retargeting	fall-audio-visual	2,460	58	2.36%	\$0.86	\$49.76	4	\$12.44
		fall-breakout	576	16	2.78%	\$1.06	\$17.02	0	N/A
		fall-room-to-project	333	12	3.60%	\$0.48	\$5.75	0	N/A
		fall-conference-room	42	1	2.38%	\$0.69	\$0.69	0	N/A
Instagram	Retargeting	fall-audio-visual	1,096	6	0.55%	\$1.38	\$8.25	0	N/A
		fall-room-to-project	851	1	0.12%	\$7.89	\$7.89	0	N/A
		fall-breakout	51	0	0.00%	N/A	\$0.68	0	N/A
		fall-conference-room	27	0	0.00%	N/A	\$0.18	0	N/A
LinkedIn	Prospecting	Conference	5,114	53	1.04%	\$1.96	\$103.76	0	N/A
		Room	4,141	40	0.97%	\$2.21	\$88.23	0	N/A
		Audio	3,916	37	0.94%	\$2.28	\$84.18	0	N/A
		Carousel	3,839	8	0.21%	\$26.48	\$211.83	0	N/A
		Break	3,642	36	0.99%	\$2.31	\$83.23	0	N/A

Display Performance by Placement

Start Date
12/1/2021

End Date
12/31/2021

102,966
IMPRESSIONS

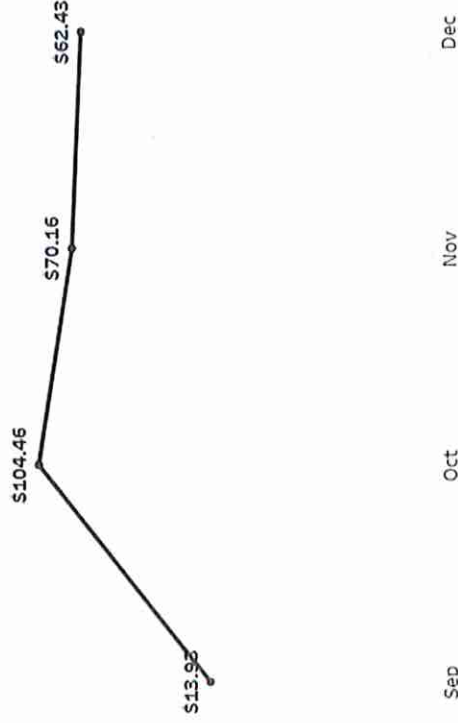
484
CLICKS

9
TOS ILS
CONVERSIONS

0.47%
CLICK THROUGH RATE

\$62.43
COST PER
TOS CONVERSION

Cost per Conversion Trending



- Cost per conversion has been steadily falling since October as a result of optimization. Cost per TOS session dropped by over \$8 from November.
- While TOS conversions increased to a total of 9, the CTR dropped 10% from November. This could mean that ads are reaching a more specific group who clicked through for a TOS conversion.

Platform	Impressions	Clicks	CTR	CPC	Spend	TOS ILS	Cost per Conversion
Programmatic Display	102,966	484	0.47%	\$1.16	\$561.88	9	\$62.43
Grand Total	102,966	484	0.47%	\$1.16	\$561.88	9	\$62.43

Display Performance by Creative

Start Date 12/1/2021
End Date 12/31/2021

102,966
IMPRESSIONS

484
CLICKS

88

9

TOS 115
CONVERSIONS

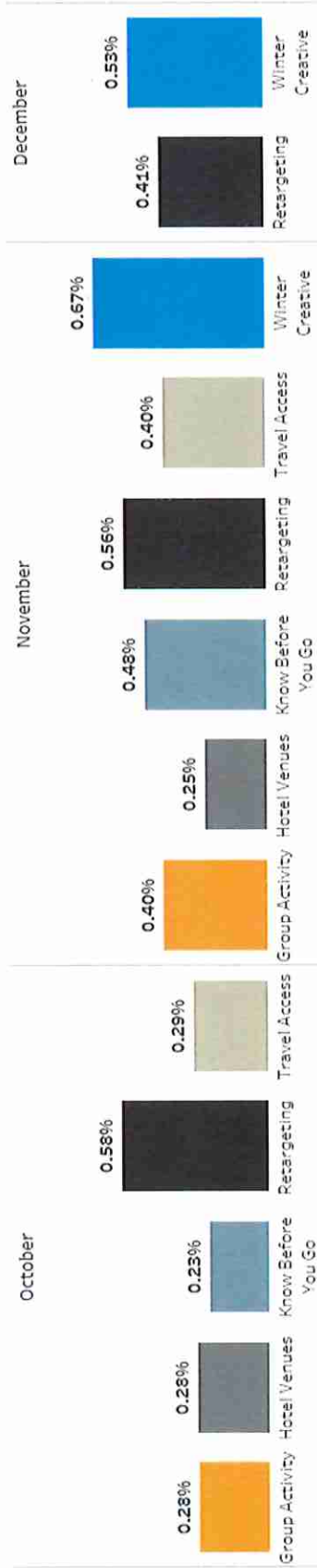
0.47%

CLICK THROUGH RATE

\$62.43

COST PER
TOS CONVERSION

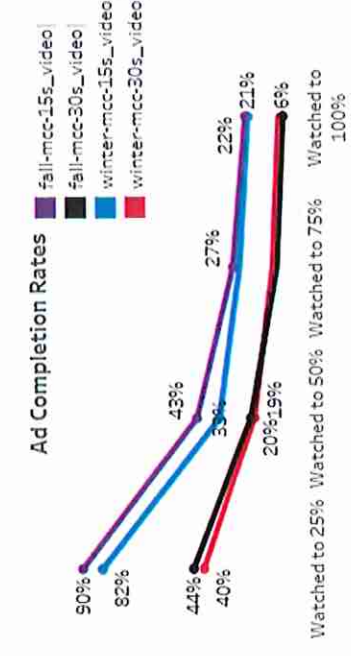
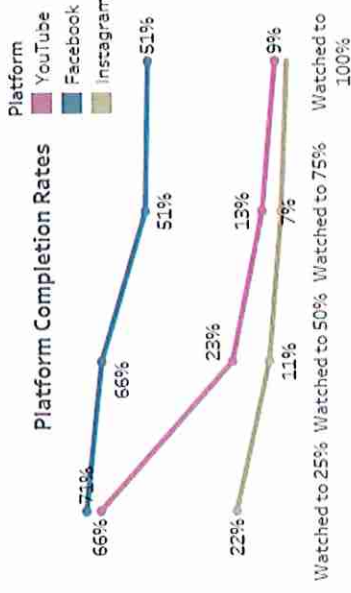
Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Retargeting	52,205	214	0.41%	\$1.71	\$365.44	7	\$52.21
Winter Creative	50,761	270	0.53%	\$0.73	\$196.45	2	\$98.22
Grand Total	102,966	484	0.47%	\$1.16	\$561.88	9	\$62.43

Video Performance

Start Date 12/1/2021
End Date 12/31/2021



Top Ads	Total Views
winter-mcc-15s_video	17,423
fall-mcc-15s_video	13,732
winter-mcc-30s_video	8,119
fall-mcc-30s_video	3,817

58,808
IMPRESSIONS

53,357
TOTAL VIEWS

89

Platform	Targeting	Ad	Impressions	Video Views	Watched to 100%	Video Clicks	CTR	Cost	TOS	Cost Per TOS
YouTube	Retargeting	fall-mcc-15s_video	6,055	721	10.77%	18	0.30%	\$63.33	4	\$15.83
		fall-mcc-30s_video	4,285	312	6.90%	23	0.54%	\$46.48	0	N/A
	Prospecting	winter-mcc-15s_video	7,413	734	9.42%	18	0.24%	\$79.38	1	\$79.38
		winter-mcc-30s_video	9,681	991	8.64%	32	0.33%	\$102.63	1	\$102.63
LinkedIn	Prospecting	mcc_video15s	14,297	11,443	50.90%	45	0.31%	\$200.28	0	N/A
		mcc_video30s	10,895	8,505	27.43%	50	0.46%	\$159.82	0	N/A
Facebook	Retargeting	fall-mcc-15s_video	1,462	1,153	67.85%	9	0.62%	\$41.48	0	N/A
		fall-mcc-30s_video	446	363	0.67%	4	0.90%	\$12.93	0	N/A
	Prospecting	winter-mcc-15s_video	2,498	1,783	60.53%	20	0.80%	\$67.40	0	N/A
		winter-mcc-30s_video	568	401	0.88%	9	1.58%	\$13.85	1	\$13.85
Instagram	Retargeting	fall-mcc-15s_video	36	12	5.56%	0	0.00%	\$0.10	0	N/A
		fall-mcc-30s_video	42	13	0.00%	0	0.00%	\$0.11	0	N/A
Grand Total		winter-mcc-15s_video	922	269	5.75%	1	0.11%	\$2.44	0	N/A
		winter-mcc-30s_video	208	61	2.88%	0	0.00%	\$0.66	0	N/A
			58,808	26,861	26.06%	229	0.39%	\$790.89	7	\$112.98

7
TOS CONVERSIONS

\$3.45
COST PER CLICK

\$112.98
PRIMARY CPC

*For LinkedIn, we currently do not have the %s watched, which is why this value is 0.00% in the table and why LinkedIn is excluded from the line graphs.

Website Performance

Start Date: 12/1/2021
End Date: 12/31/2021

1,702
SESSIONS



00:00:03
SESSION DURATION

100

1.0

PAGES PER SESSION

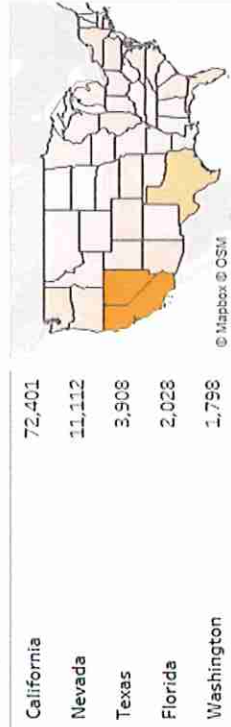
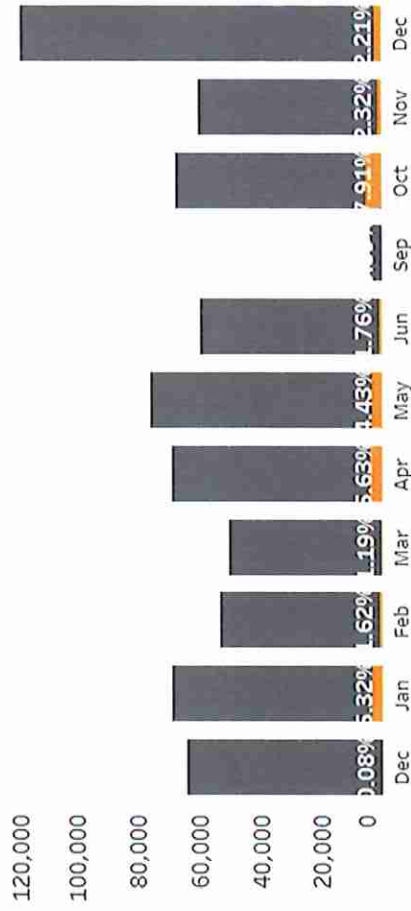
98%

NEW USER SESSION RATE

96%

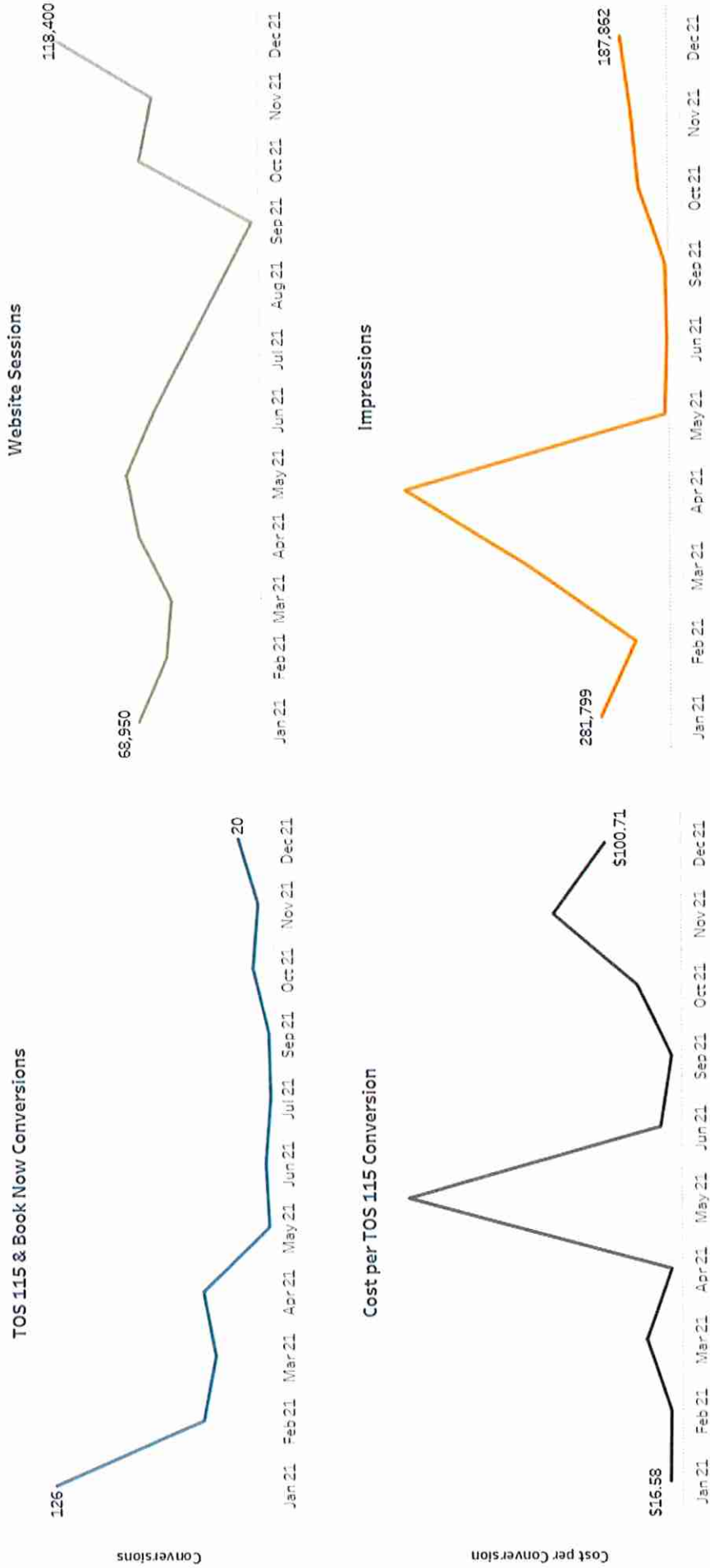
BOUNCE RATE

Website Sessions From Paid MCC Ads



Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	1,409	1,458	00:00:01	1.0	97%
Social	261	281	00:00:10	1.1	94%
Search	32	44	00:00:42	1.4	78%
Total	1,702	1,783	00:00:03	1.0	96%

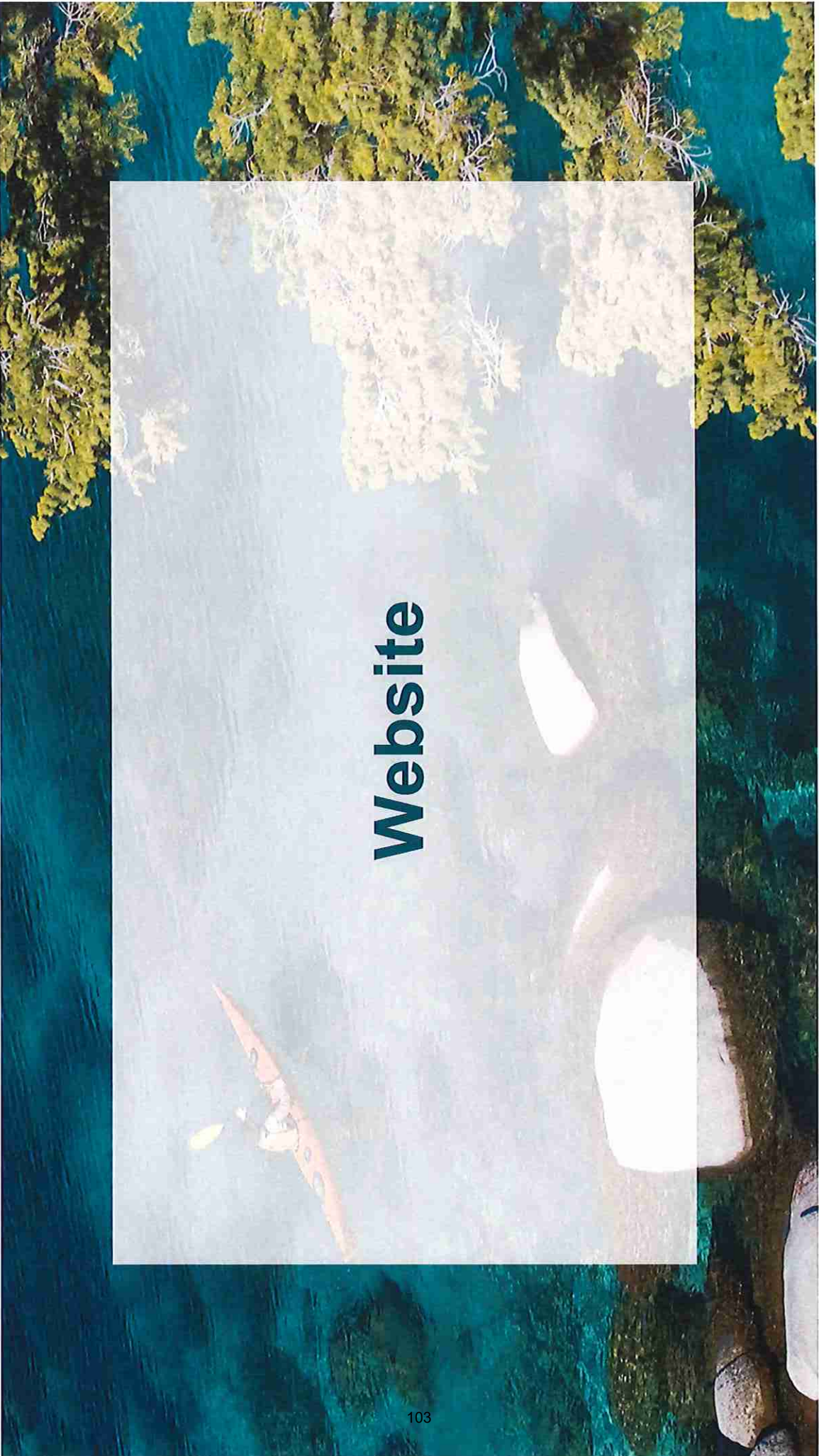
Trending Performance



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 :15 second videos where appropriate to increase completion rates with retargeting efforts.
 - Full video completions are higher for :15s 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 and rolled into prospecting efforts for further testing.





Website

Visitors & Sessions

Visitors (MoM)	Sessions	Page Views	Pages Per Session	Sessions Per User	Avg. Session Duration	Events	Pledge Form Completions
100,125 (+73%)	124,506 (+88%)	183,203 (+61%)	1.47 (-14%)	1.24 (+8%)	1:01 (-1%)	101,875 (+108%)	1 (0%)

- There were 100,125 visitors to GoTahoeNorth.com, up 73% from the previous month.
- Events were up significantly in December with 101,875 total, most likely due to continued paid media.
- There was one Traveler Responsibility Pledge form completion this month.



Location

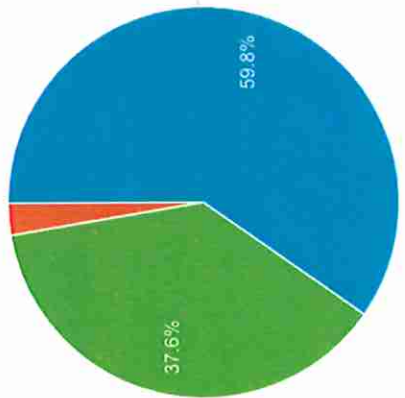
State	Users	Time on Page
California	56,375	1:06
Nevada	8,639	1:19
North Carolina	5,286	0:09
Texas	3,193	1:13
Florida	1,748	1:08

City	Users	Time on Page
San Francisco	8,398	1:06
San Jose	6,082	1:12
Sacramento	5,709	1:09
Charlotte	4,545	0:04
Reno	3,454	1:10
Los Angeles	3,391	1:35
Incline Village	2,255	1:35
Oakland	1,786	1:12
Truckee	1,637	1:13
Roseville	1,215	1:02

- Of the top five states, the most engaged with the website was Nevada at 1:19.
- The top 10 cities were mostly nearby California and Nevada cities, but Charlotte, North Carolina made its way to the top five in December. The most engaged city was a tie with Los Angeles and Incline Village at 1:35 average time on page.



Device



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

Device Category	Acquisition		Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
1. mobile	100,125 (100.00%)	98,852 (98.76%)	124,506 (124.506)	78.89% (78.89%)	1.47 (1.47)	00:01:01 (00:01:01)	75.28% (75.28%)	93,726 (93.726)
2. desktop	59,542 (59.77%)	59,325 (59.01%)	75,708 (75.708)	80.03% (80.03%)	1.38 (1.38)	00:00:57 (00:00:57)	67.72% (67.72%)	51,266 (51.266)
3. tablet	37,430 (37.57%)	36,913 (37.34%)	45,407 (45.407)	77.11% (77.11%)	1.62 (1.62)	00:01:07 (00:01:07)	86.67% (86.67%)	39,355 (39.355)
	2,651 (2.66%)	2,614 (2.64%)	3,391 (3.391)	77.23% (77.23%)	1.58 (1.58)	00:01:06 (00:01:06)	91.57% (91.57%)	3,105 (3.105)

- Most users continued to visit the site from mobile with 60% of the total audience.
- Desktop users were the most engaged with 1:07 average time on page and 1.62 pages per session.



Top Pages Visited

- Users were most engaged with the Road Conditions page (5:06) followed by the COVID-19 page (3:20).
- Demographics were primarily aged 25-44 from San Francisco with mixed genders.

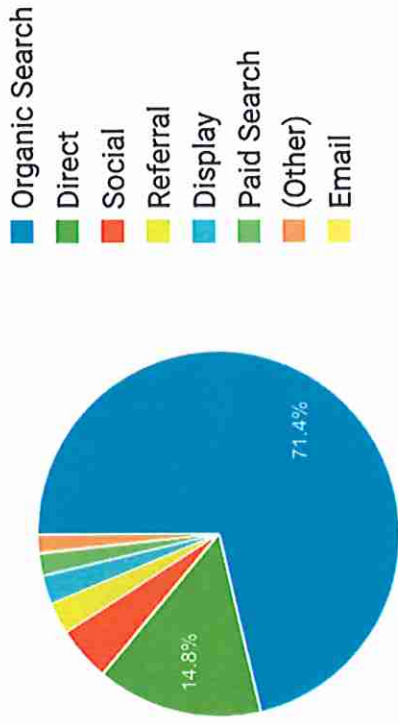
Page	Visitors	Time on Page	Top Demos
Webcams	32,060	3:15	M/35-44/San Francisco
Road Conditions	31,104	5:06	M/35-44/San Francisco
Weather Report	15,402	2:11	M/35-44/San Francisco
Home	11,761	2:11	F/25-34/San Francisco
Winter Activities	4,541	0:55	F/25-34/San Francisco
Lodging	4,050	1:11	M/25-34/San Jose
Activities	2,333	0:33	F/25-34/San Francisco
COVID-19	2,290	3:20	F/35-44/San Francisco
Snowmobile Rentals and Tours	2,181	1:05	M/35-44/San Francisco
Getting Here	2,072	1:28	F/25-34/New York



Channel Performance

- Organic Search brought in the most users to the website at 71,787.
- Users coming to the website from Referrals were the most engaged with the website (2:21).

Top Channels



Source	Visitors	Session Duration
Organic Search	71,787	1:04
Direct	14,847	0:45
Social	4,869	0:31
Referral	2,836	2:21
Display	2,554	0:02



Referrals

- VisitingLakeTahoe.com brought in the most visitors at 1,330 as well as the most engaged users (3:04).

Source	Visitors	Session Duration
VisitingLakeTahoe.com	1,330	3:04
SkiLakeTahoe.com	172	1:23
VisitCalifornia.com	161	1:54
OlympicVillagelnn.com	116	0:35
AmpProject.org	100	0:09



SEO Traffic Performance

Acquisition		Behavior		Conversions			
Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
43.64% ▲ 71,787 vs 49,978	45.88% ▲ 70,821 vs 48,548	53.98% ▲ 91,092 vs 59,160	2.33% ▲ 79.21% vs 77.40%	7.11% ▲ 1.44 vs 1.55	2.43% ▲ 00:01:04 vs 00:01:06	16.34% ▲ 81.99% vs 98.00%	28.82% ▲ 74,686 vs 57,977

- Traffic from Organic Search was up 43% from 2021.
- Average session duration was slightly down but remains strong above one minute.



SEO Suggestions – Delete Unused Facebook Page

- We recommend disabling/closing down the following Facebook account: facebook.com/LakeTahoeNorth. It is currently ranking in searches related to North Lake Tahoe, most notably it is competing with the current, active Facebook page, drawing traffic away from it.



Bloggs



- Posted: 12/17
- Pageviews: 190
- Time on Page: 1:30



- Updated: 12/17
- Pageviews: 54
- Time on Page: 6:33
- Note: This was a blog revision where we updated copy with relevant information and included winter activity imagery.

eNewsletters

Two eNewsletters were sent out the month of December. One of them featuring the lakeside activities blog and encouraging local shopping. The second was a short eBlast wishing readers a happy holiday season and new year.

north lake tahoe

LOGGING | THINGS TO DO | EVENTS



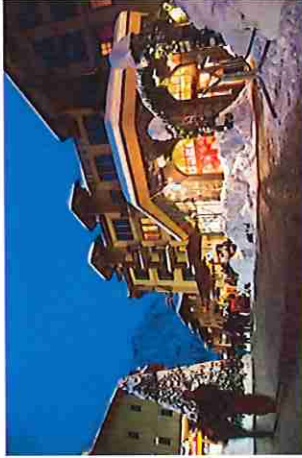
LET IT SNOW

This week we have been graced with multiple feet of snow! While incredibly exciting, travel throughout the region may be slower than usual. Stay safe and informed by visiting our weather report page for the latest on road conditions and additional information.

WEATHER REPORT

north lake tahoe

LOGGING | THINGS TO DO | EVENTS



HAPPY HOLIDAYS

As this year comes to an end, we reflect on the big and small moments. Reconnecting in nature was a prominent theme in 2021. We're grateful to all who chose to come together and make lasting memories in the majestic place we call home. We are optimistic and excited about what the future holds and remain committed to being a positive force for regional environmental stewardship.

Wishing you and your family health, happiness, peace and prosperity this holiday season and in the coming New Year.

Winning subject line:
"Enjoy The Most Wonderful Time Of Year Lakeside"

Sent: 12/17

Open Rate: 23.2%
(Industry Avg: 16%)

CTR: 6.5%
(Industry Avg: 1.6%)

Winning subject line:
"Holiday Greetings and Warm Wishes"

Sent: 12/23

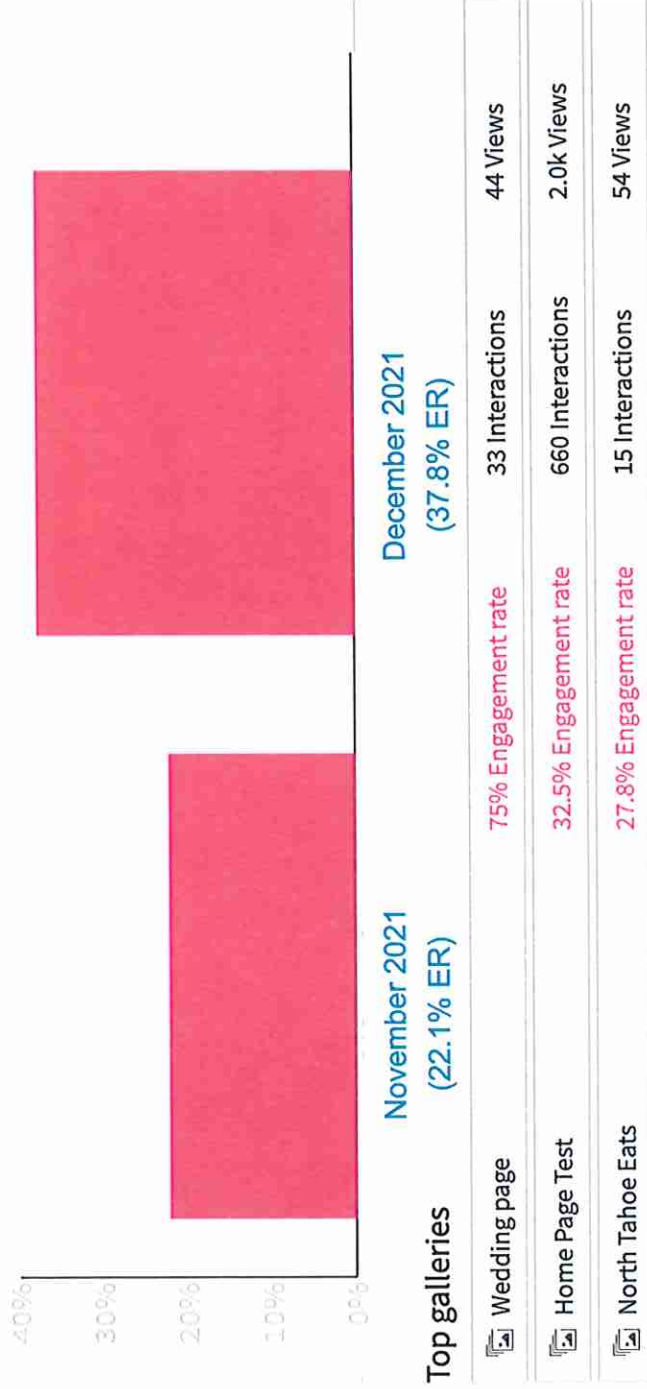
Open Rate: 22.9%
(Industry Avg: 16%)

CTR: 1.7%
(Industry Avg: 1.6%)

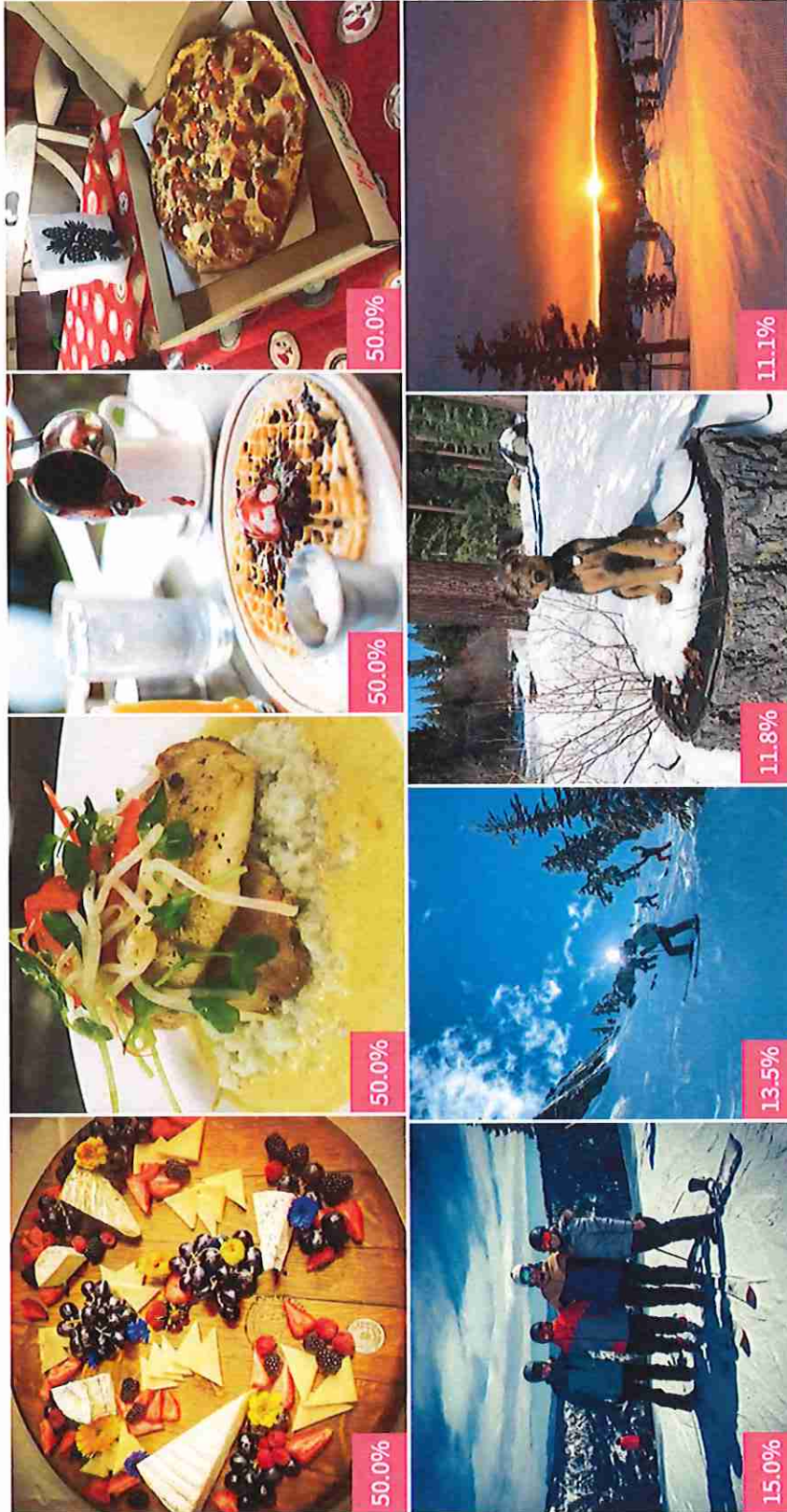
CrowdRiff Insights

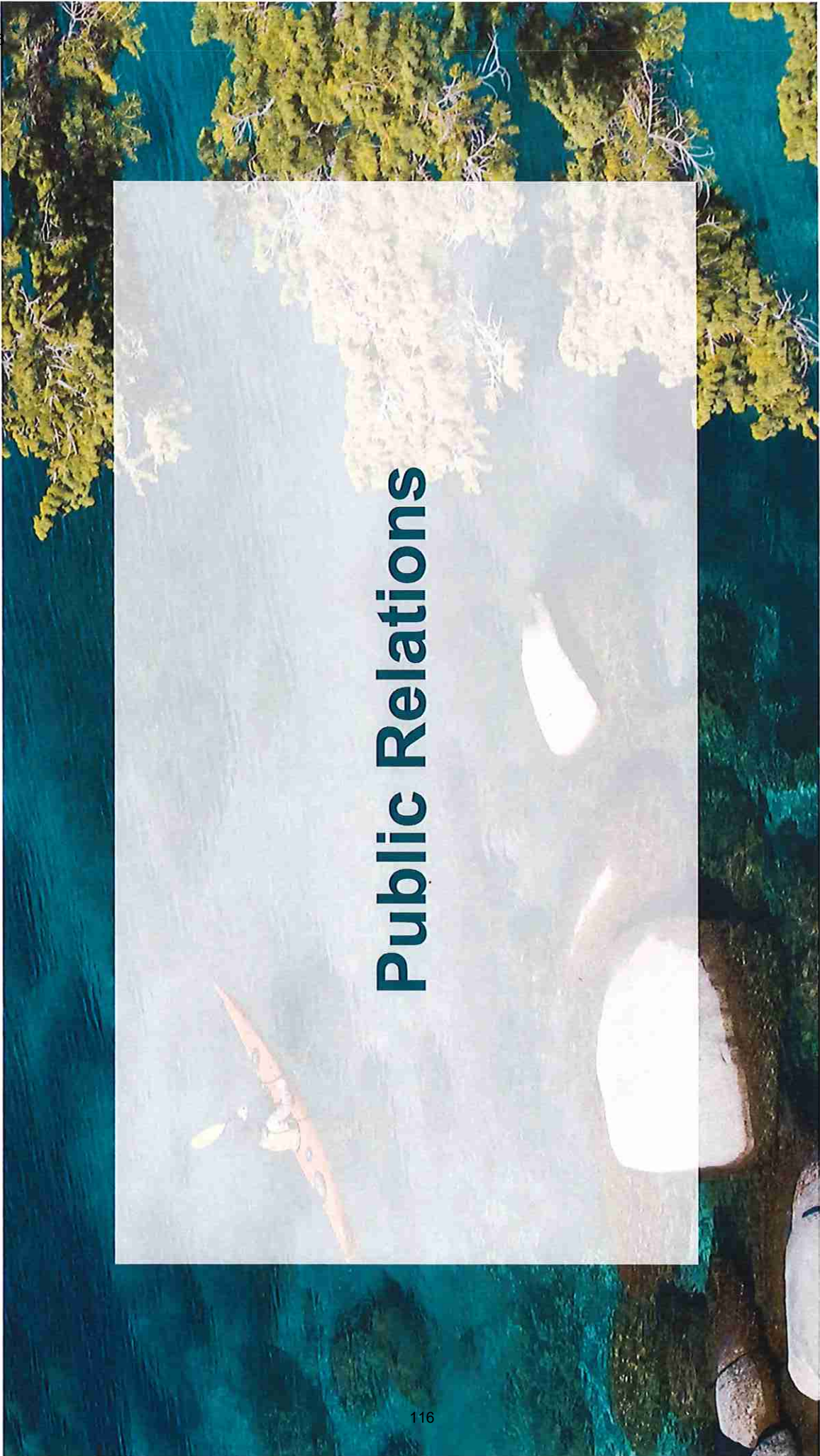
Dec 01, 2021 → Dec 31, 2021 Engagement ... Monthly ?

For the selected date range your galleries had a **37.8% engagement rate**.
 Your engagement rate is calculated from **659 interactions** and **1.7k views**.



CrowdRiff Insights





Public Relations

PR December Recap

- Efforts primarily focused on proactive media outreach highlighting ski resort openings in North Lake Tahoe and other winter business endeavors.
- Partnered with Visit California to coordinate and host a social influencer visit first week of January.
- Contributed new content for *Marin Living Magazine*.
- Continued to meet with partners virtually throughout the destination.
- Researched media/influencers for IMM event media appointments.



Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Honeymoon Hotels & Suites
 - Winter/Seasonal Travel
 - California's Best Ski Resorts
 - Ski Resort Openings
 - New Years Destinations
- Highlights:
 - Collaborated with Visit California on story ideas about historic locations, landmarks and local favorites in North Lake Tahoe.
- Media Conversations:
 - *STYLE Magazine Sacramento, Marin Living Magazine, Visit California, Men's Journal, Traveling Mom, Careful of Kids*
 - Top-tier outlets and various freelance writers including GoNOMAD

visit
California

MEN'S JOURNAL

STYLE
MAGAZINE

marin living.
magazine



marin living. magazine

Here's What's New in Tahoe

Molly O'Brien Travel



The Lake Tahoe-area ski season is upon us. (Photo courtesy by North Tahoe Tourism)

Earned Media Results

- Secured Clips: 9
- Est. Digital Monthly Visits: 1.6M
- Est. Digital Coverage Views: 15K
- Coverage featured holiday and New Year's Eve celebrations, the ski season, ski resort openings, what's new, family-friendly winter activities, weather conditions and lodging properties.



Coverage Highlights

CARFUL OF KIDS

9 Things To Do in Tahoe City with Kids this Winter

DECEMBER 14, 2021



15 Award-Winning Hotels in California

Discover these acclaimed hotels that live up to the hype and then some

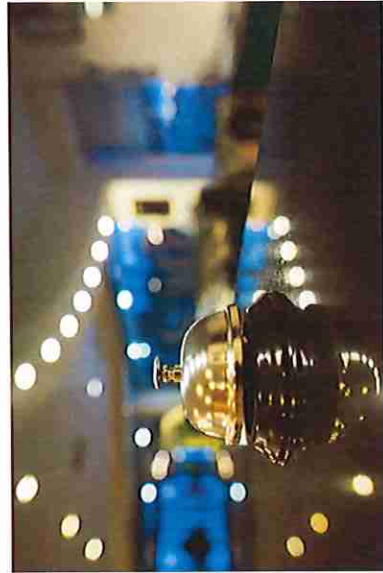
PHOTO: J. HOFFMAN
by Kato Epiboom



LODGING NEWS FINANCE & DEVELOPMENT OPERATIONS TECHNOLOGY PEOPLE

10 Ways Hotels Are Celebrating the Holidays

By LODGING STAFF - December 21, 2021



CARFUL OF KIDS

Celebrate the Holidays in Lake Tahoe

DECEMBER 7, 2021

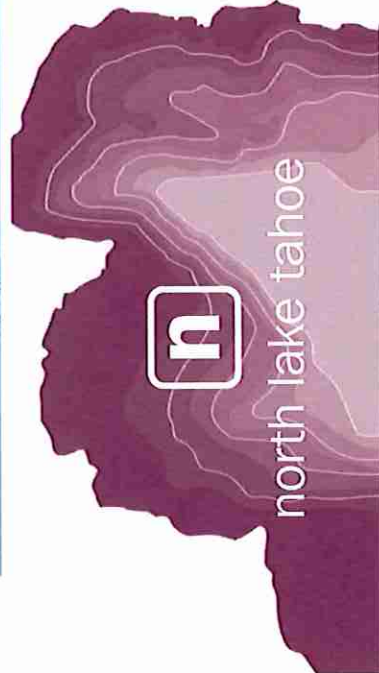


Coverage Highlights

PLACER COUNTY IN A WINTER WONDERLAND

► Staff - December 16, 2021

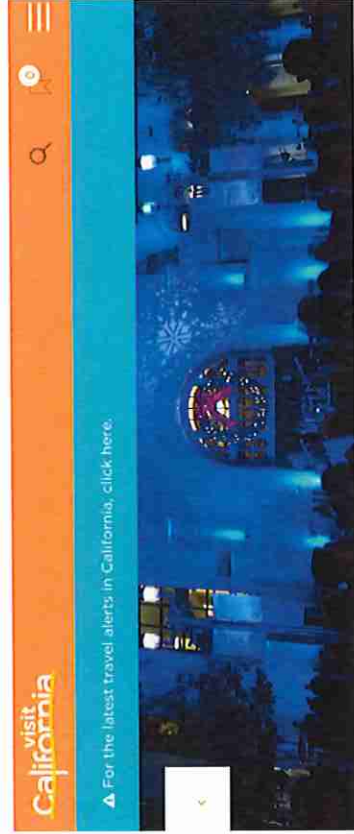
- ◀ Share
- f
- in
- 📧
- 📌



Times~Herald



"The roads have cleared up, and it's going to be nice weather, and I believe our businesses are all prepared and ready to welcome visitors on this holiday weekend," said Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau. "The fresh snow is amazing to come and play in."



California's Rocking New Year's Eve

Coverage Highlight Links

- [Visit California - California's Rocking New Year's Eve](#)
- [Visit California - 15 Award-Winning Hotels in California](#)
- [Carful of Kids - Celebrate the Holidays in Lake Tahoe](#)
- [Carful of Kids - 9 Things To Do in Tahoe City with Kids this Winter](#)
- [Marin Living - Here's What's New in Tahoe](#)



Coverage Highlight Links

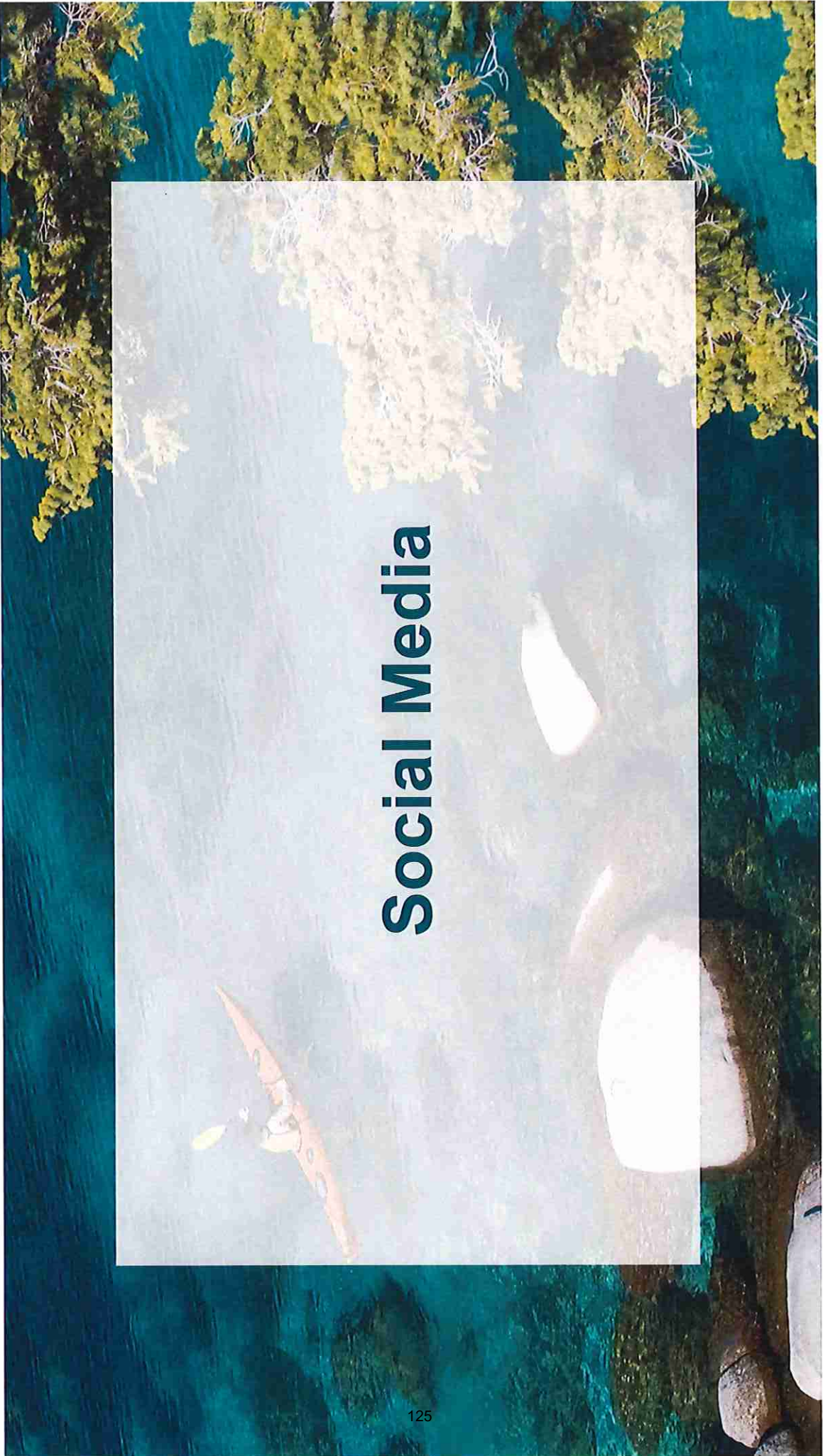
- [Roseville Today - Placer County in a Winter Wonderland](#)
- [LODGING - 10 Ways Hotels Are Celebrating the Holidays](#)
- [SKI Magazine - The Most Compelling News Stories of 2021](#)
- [Times-Herald - With record snow, monster delays, is Tahoe still safe for New Year's?](#)



Upcoming PR Initiatives

- Continue FAM Tour planning and coordination for spring 2022.
- Continue proactive media outreach pitching travel story angles focusing on winter/spring travel and long-lead spring-focused opportunities.
- Continue proactive media pitching targeting primary fly markets (LA, San Diego, Seattle, Phoenix, Dallas, Houston)
- Continue ongoing preparations and media outreach leading up to TravMedia's International Media Marketplace (IMM) event in New York City.





Social Media

Facebook Overview

Data	November	December	MoM
Audience	130,351	130,367	0%
Impressions	820,239	1,723,118	+110.1%
Engagement	26,898	73,501	+173.3%

- Content promoted winter activities, dining and lodging, as well as holiday messaging and events.
- Augustine continued to capture holiday assets throughout the region.
- 1.7M impressions and 6.1K post clicks were generated. The increase in impressions and engagement was due to excitement related to snow in the region.
- The most reached audience was women ages 35-44. The highest reached locations included Reno, Sacramento, San Diego and Los Angeles.



Facebook Top Posts

- Top posts included snow updates throughout the region.
- Facebook continued to provide regional information including safety updates about road closures and resort information.
- The record snowfall post generated 8,868 engagements, including 675 shares. Social audiences remained engaged with all snow-related updates.

North Lake Tahoe
Tue 12/14/2021 10:42 am PST

Let it snow, let it snow, let it snow! We saw over 2 feet of powder snow in some areas. With additional snowfall expected today, travel throughout the region will be difficult. Remain safe. [#NLT](#)

Total Engagements	3,024
Reactions	2,492
Comments	129
Shares	173
Post Link Clicks	52
Other Post Clicks	788

North Lake Tahoe
Sun 12/20/2021 1:15:00 pm PST

It's the most magical time of the year. Happy holidays from North Lake Tahoe. May your day be merry and bright. [#NLT](#) [@northlaketahoe](#)

Total Engagements	4,787
Reactions	3,325
Comments	174
Shares	266
Post Link Clicks	—
Other Post Clicks	1,082

North Lake Tahoe
Mon 12/27/2021 1:10 pm PST

Snowed in Tahoe saw a December record with over 10.3 inches recorded at the Central Sierra Snow Lab. We hope you are staying warm! Keep an eye on current conditions via our website. [#NLT](#)

Total Engagements	8,868
Reactions	3,323
Comments	414
Shares	675
Post Link Clicks	800
Other Post Clicks	3,096



Instagram Overview

Data	November	December	MoM
Audience	83,274	83,808	+0.6%
Impressions	370,777	759,654	+104.9%
Engagement	9,049	25,426	+181%

- Content showcased snow conditions and activities throughout the region.
- Augustine continued to highlight holidays events in the region through in-feed content.
- Metrics increased this month across the board due to sentiment around snowfall in North Lake Tahoe.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, Sparks and Sacramento.



Instagram Top Posts

- Top posts included weather updates and lakeside winter views.
- A Happy Holidays post generated 4,576 engagements and 95 saves.
- North Lake Tahoe's Instagram audience continued to engage daily with story and mention tags showcasing snow activities.



<p>There's never a place like Tahoe. Happy Holidays from North Lake Tahoe. @northlaketahoe</p> <p>Total Engagements: 4,576 Likes: 4,460 Comments: 21 Saves: 95</p>	<p>Showered in. These are a new December snow record with over 60 inches in some areas. We hope you are staying warm! Keep an eye on current conditions via our website. @northlaketahoe</p> <p>Total Engagements: 3,283 Likes: 3,196 Comments: 20 Saves: 65</p>	<p>Working in a winter wonderland. Start planning your winter WDW getaway today! Discover the shores of Lake Tahoe, take advantage of better lodging deals and beat the crowds! @northlaketahoe</p> <p>Total Engagements: 2,748 Likes: 2,664 Comments: 13 Saves: 51</p>
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Instagram Custom Content

- Custom content this month highlighted snow and holiday events in the region.
- The top piece of custom content this month was the Instagram Reel promoting opening day of Diamond Peak. The Reel generated an impressive 21,012 views and 1,377 engagements.
- Another Reel highlighted the tree lighting in Kings Beach, which generated 6,914 views and 276 engagements.

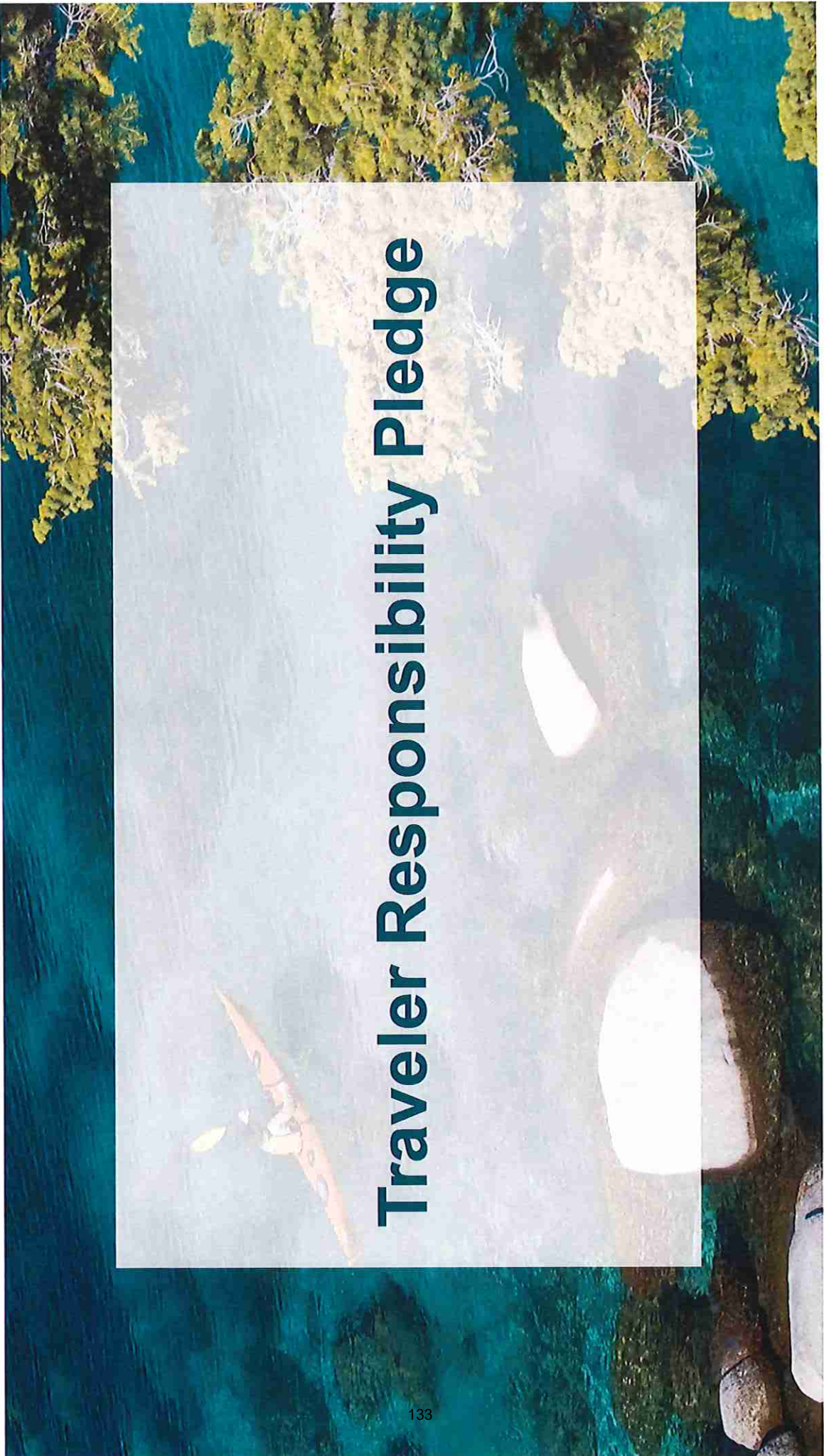


Twitter Overview

Data	November	December	MoM
Audience	23,059	23,731	+1.4%
Impressions	19,067	49,880	+171.6%
Engagement	507	1,677	+242.2%

- Content highlighted winter messaging.
- This audience increased this month, gaining 312 followers.
- Similar to other social platforms, there were increases in metrics due to snowfall in the region.
- Augustine will continue to provide timely weather updates on Twitter.



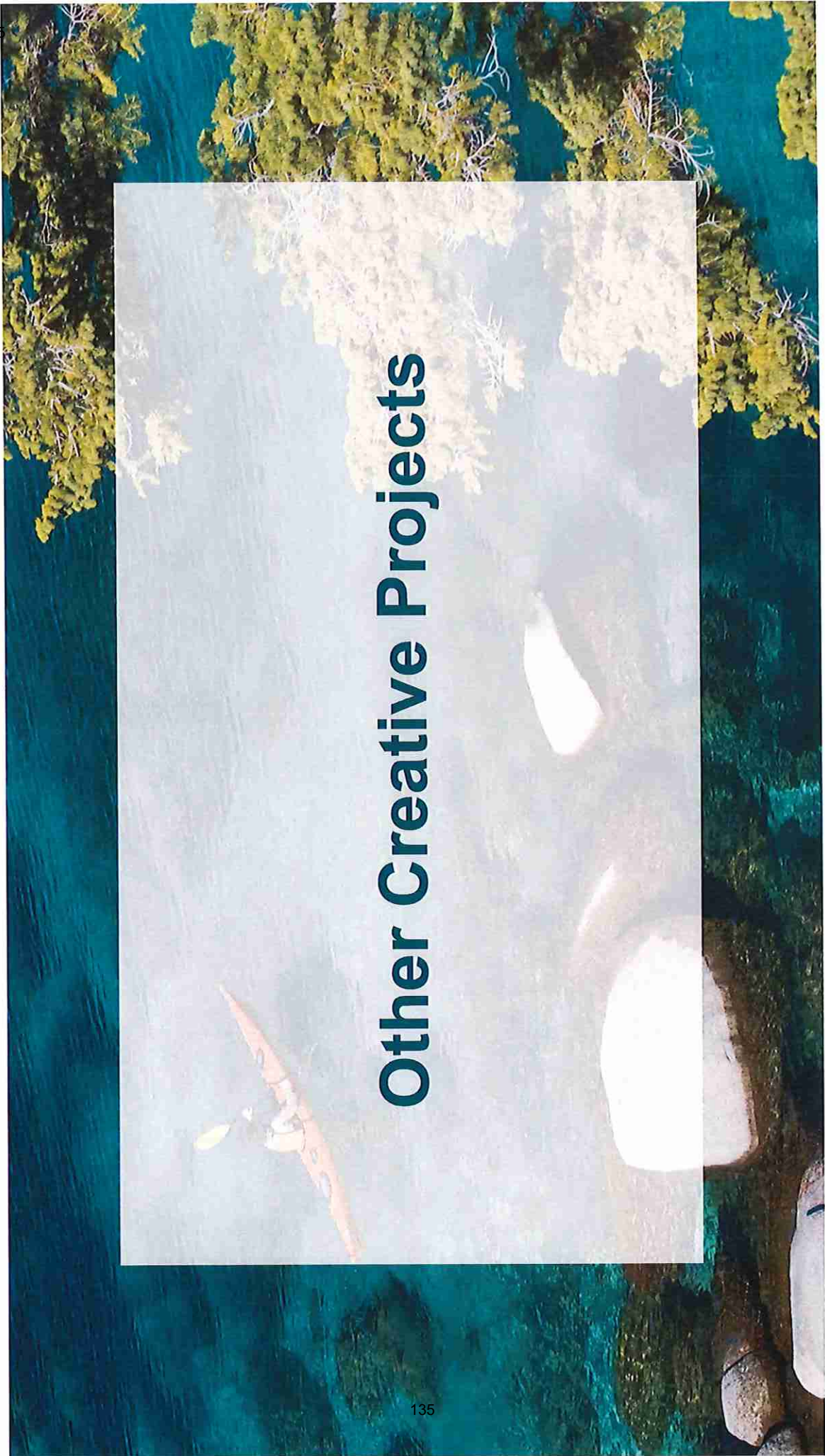


Traveler Responsibility Pledge

Traveler Responsibility Pledge QR Code Results

- To date, there have been a total of 296 total scans.
- There were no scans in December.



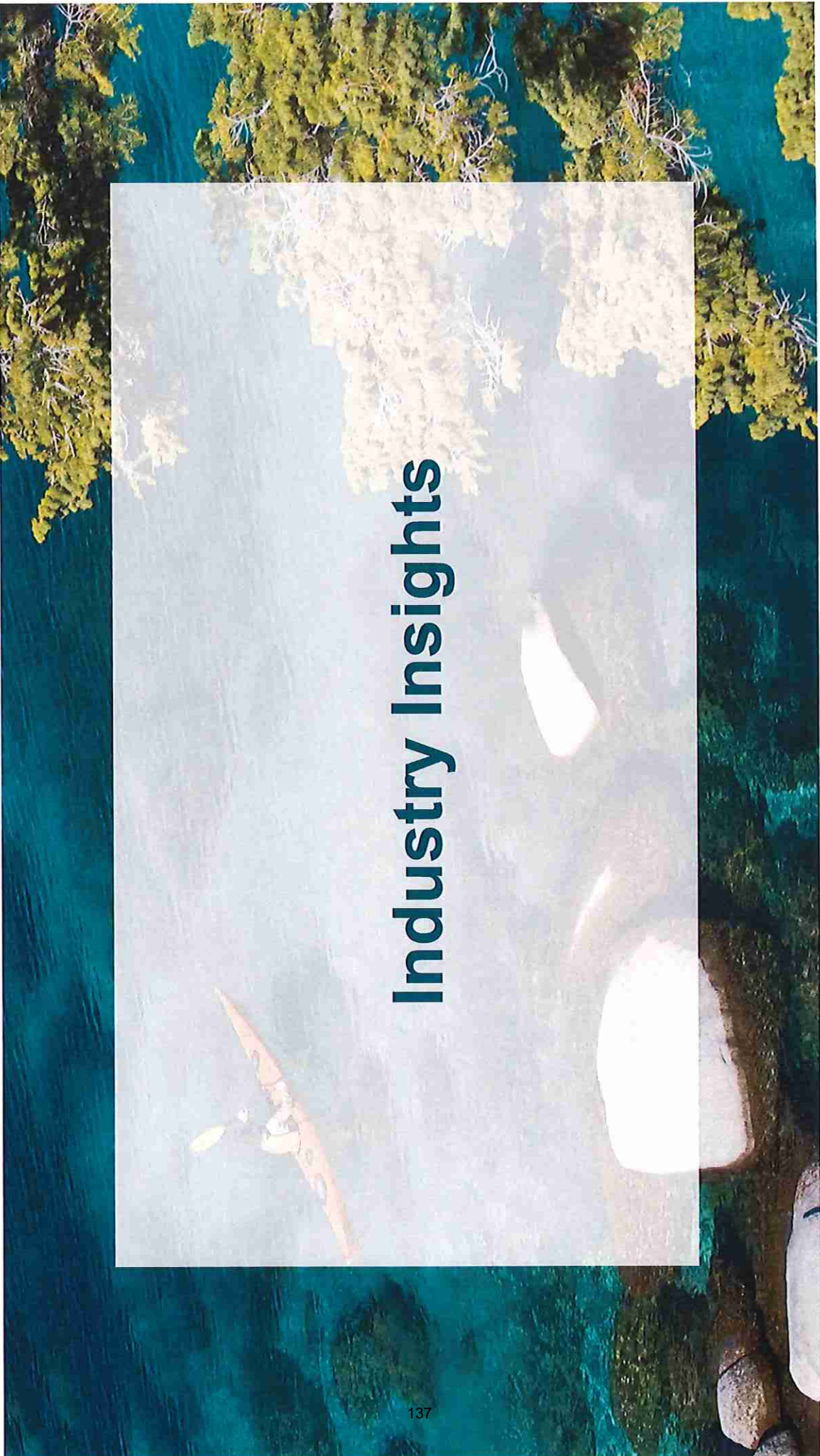


Other Creative Projects

Creative Projects

- Spring Campaign – Confirming paid media plan and beginning creative development for February 28th launch.
- Continuing CA Now Stories for blogs and relevant Visit California topics.
- Developing monthly blogs and newsletters.
- Finalizing the year-round Know Before You Go Responsible Travel Guide focusing on sustainability messaging.
- Executing new creative ideas and activations for the fiscal year.





Industry Insights

Industry Insights

- An Emphasis On Local Destinations - Hospitality consultant Ron Yariv predicts that “local tourism will continue to be important more than ever [in 2021].” Statistics from 2020 support his prediction. **That year, 72% of Americans didn’t take a summer vacation, but 31% did take a staycation.** Airbnb is expecting this trend to hold strong, too. They reported that **nearly half of the travelers they surveyed were looking to take a vacation within driving distance of their homes.** Airbnb also reported that bookings within 300 miles of the traveler’s home jumped to 60 percent of all bookings in May 2020, compared to just 40 percent of bookings in February 2020. Why? **Millennials have preferred local tourism for the past few years.** Their reasoning? Mainly financial concerns. **One-quarter of millennials in one study said they wanted shorter, closer vacations because they didn’t want to spend more money.** Look for this trend to change directions as the pandemic winds down and the industry gains back some sense of normalcy. Skiff’s Megatrends 2025 report predicts that leisure travel as a whole will be close to record-levels in 2025. (*Exploding Topics, “8 Travel Industry Trends For 2021 (And Beyond)”*)



Industry Insights

- The "experience economy" is huge in the travel industry. **But fewer and fewer people may be settling for commonplace vacation activities in the coming years. Instead, "consumers [will] pursue authentic experiences, distancing themselves from mainstream tourism providers and venturing into pastimes that feel more meaningful."** Data insights company AirSage marks this as an emerging trend because "people no longer want boring and conventional travel experiences as much as they used to. Instead, **they would rather pay for vacations that are once in a lifetime opportunities."** Airbnb is betting on this trend. Their website has offered the opportunity for consumers to book "experiences" since 2016. But they also added online experiences in 2020 for people who are seeking to connect with locals without leaving their homes. Other companies are banking their entire business model on this trend. Withlocals offers "personalized traveling"—the opportunity for travelers to book private tours and activities with locals around the world. (*Exploding Topics, "8 Travel Industry Trends For 2021 (And Beyond)"*)



Industry Insights

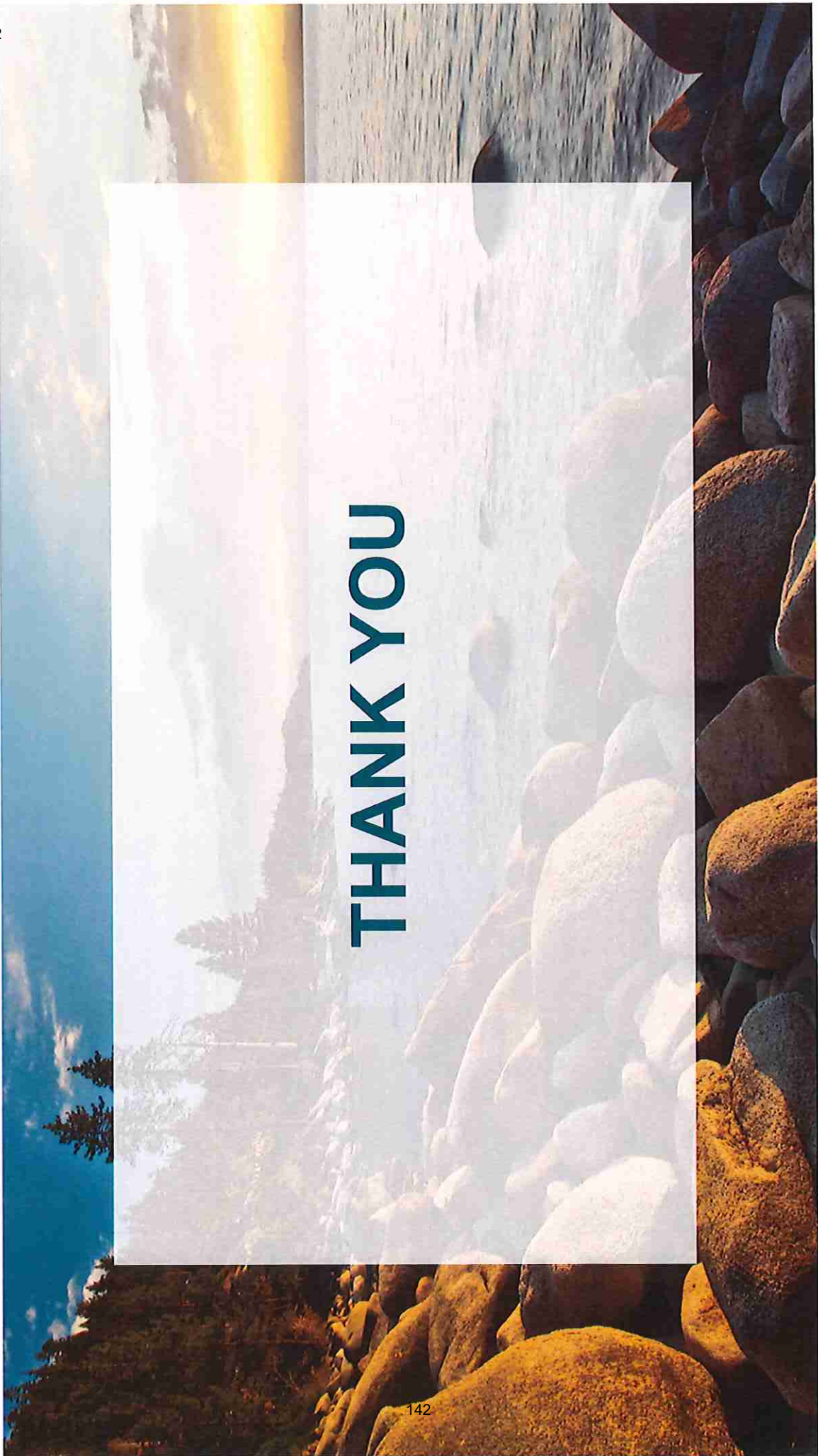
- A poll conducted on behalf of Exodus Travels went deep into consumers' attitudes. **It showed: 91% of travelers see the importance of taking ethical trips, 56% believe in buying souvenirs from local merchants and 44% want to support local businesses at their destination. Nearly 70% of travelers say they are more likely to book accommodations if they know the property is planet-friendly.** Many in the travel industry have recently made commitments to preserving the environment. As of 2023, hotels in the state of California will no longer be allowed to provide single-use toiletries in plastic bottles to their guests. (*Exploding Topics, "8 Travel Industry Trends For 2021 (And Beyond)"*)
- **Active Ecotourism is another trend that has emerged in response to the calls for more sustainable and thoughtful tourism.** It encourages combining the passion for travel with direct involvement in conservation and supporting the local environment. According to a recent Amadeus survey on rebuilding travel, **people consider cost-effective sustainable travel a priority. 37% of travelers surveyed think opportunities for travelers to be involved in the preservation of tourist destinations will help the industry to become more sustainable in the long term.** (*Regiondo, "12 Tourism Trends That Will Shape the Travel Industry in 2022 and Beyond"*)



Industry Insights

- **Transformative travel is about not just traveling for leisure but also aiming to make a difference in both the lives of others and oneself.** One of the main aims of transformative travel is to be involved in something that's significant and adds purpose to the trip. **Booking.com shares that 68% of global travelers would consider participating in cultural exchanges to learn a new skill, followed by a volunteering trip (54%) and international work placements (52%).** (*Regiondo, "12 Tourism Trends That Will Shape the Travel Industry in 2022 and Beyond"*)
- **Experience tourism is on the rise.** This trend is about having a once-in-a-lifetime experience or gaining an emotional connection with cultures and nature. As travelers get tired or bored of cookie-cutter vacations in touristy hot spots, they begin looking for an authentic experience in their travel destination. They can easily go for a brand that will allow them to mingle with the locals and experience the culture of the people. **Harris Group did a study that revealed that 72% of millennials prefer spending more money on unique experiences rather than on material things.** (*Regiondo, "12 Tourism Trends That Will Shape the Travel Industry in 2022 and Beyond"*)





THANK YOU

2021-22 Responsible Travel Focused Spring Consumer Media

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north lake tahoe

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SUPPLEMENTAL MATERIALS

SPRING VISITATION: TOP OUT-OF-STATE DMA MARKETS

2019 Fusion 7	2020 Fusion 7	2020 Arrivalist	2021 Fusion 7	2021 Arrivalist
1. New York	1. Dallas	1. Phoenix	1. Dallas 4.1k	1. Phoenix 10.6%
2. Denver	2. Houston	2. Dallas	2. Phoenix 3.7k	2. SLC 7.2%
3. Dallas	3. Phoenix	3. Seattle	3. Portland 3.5k	3. Dallas 5.9%
4. Phoenix	4. Portland	4. Denver	4. Houston 3.3k	4. Seattle 5.4%
5. Houston	5. SLC	5. SLC	5. SLC 3.3k	5. Houston 4.8%
6. Seattle	6. Seattle	6. Chicago	6. Seattle 3.3k	6. Denver 4.4%
7. Chicago	7. New York	7. New York	7. Chicago 3.1k	7. Portland 3.9%
8. SLC	8. Chicago	8. Portland	8. New York 2.9k	8. Chicago 3%

* Based on GPS data, March - May



SPRING: TOP IN-STATE DMA MARKETS

2019 Fusion 7	2020 Fusion 7	2020 Arrivalist	2021 Fusion 7	2021 Arrivalist
1. San Francisco	1. Sacramento	1. Sacramento	1. San Francisco 129k	1. Sacramento 41%
2. Sacramento	2. San Francisco	2. San Francisco	2. Sacramento 89k	2. San Francisco 39%
3. LA	3. LA	3. LA	3. LA 31k	3. LA 9%
4. Monterey	4. Chico	4. Reno	4. San Diego 9.6k	4. Fresno 2%
5. San Diego	5. Monterey	5. Chico	5. Monterey 9.1k	5. Monterey 1.9%
6. Fresno	6. San Diego	6. San Diego	6. Chico 6.8k	6. San Diego 1.7%
7. Chico	7. Chico	7. Fresno	7. Fresno 5.3k	7. Chico 1.6%
8. Santa Barbara	8. Santa Barbara	8. Monterey	8. Santa Barbara 3.5k	8. Reno 1.1%

* Based on GPS data, March - May



north lake tahoe

147 GTN.COM GOOGLE ANALYTICS

Metro	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	86.39% ↑ 160,970 vs 86,363	90.73% ↑ 159,536 vs 83,644	86.37% ↑ 189,148 vs 101,492
1. San Francisco-Oakland-San Jose CA			
Mar 1, 2021 - May 31, 2021	23,789 (14.58%)	23,282 (14.59%)	28,010 (14.81%)
Mar 1, 2020 - May 31, 2020	19,261 (22.34%)	18,887 (22.58%)	22,714 (22.38%)
% Change	23.51%	23.27%	23.32%
2. Los Angeles CA			
Mar 1, 2021 - May 31, 2021	20,512 (12.57%)	20,107 (12.60%)	23,087 (12.21%)
Mar 1, 2020 - May 31, 2020	8,565 (9.93%)	8,402 (10.04%)	10,135 (9.99%)
% Change	139.49%	139.31%	127.79%
3. Dallas-Ft. Worth TX			
Mar 1, 2021 - May 31, 2021	17,780 (10.89%)	17,684 (11.08%)	19,857 (10.50%)
Mar 1, 2020 - May 31, 2020	1,153 (1.34%)	1,116 (1.33%)	1,327 (1.31%)
% Change	1,442.06%	1,484.59%	1,396.38%
4. Sacramento-Stockton-Modesto CA			
Mar 1, 2021 - May 31, 2021	17,598 (10.78%)	16,767 (10.51%)	21,293 (11.26%)
Mar 1, 2020 - May 31, 2020	14,099 (16.35%)	13,496 (16.14%)	16,721 (16.48%)
% Change	24.82%	24.24%	27.34%

5. Houston TX			
Mar 1, 2021 - May 31, 2021	13,892 (8.51%)	13,937 (8.74%)	15,391 (8.14%)
Mar 1, 2020 - May 31, 2020	626 (0.73%)	614 (0.73%)	720 (0.71%)
% Change	2,119.17%	2,169.87%	2,037.64%
6. Reno NV			
Mar 1, 2021 - May 31, 2021	10,268 (6.29%)	9,677 (6.07%)	13,603 (7.19%)
Mar 1, 2020 - May 31, 2020	8,328 (9.66%)	7,922 (9.47%)	10,605 (10.45%)
% Change	23.29%	22.15%	28.27%
7. San Diego CA			
Mar 1, 2021 - May 31, 2021	8,358 (5.12%)	8,222 (5.15%)	9,495 (5.02%)
Mar 1, 2020 - May 31, 2020	2,452 (2.84%)	2,355 (2.82%)	2,924 (2.88%)
% Change	240.86%	249.13%	224.73%
8. (not set)			
Mar 1, 2021 - May 31, 2021	4,395 (2.69%)	4,222 (2.65%)	4,804 (2.54%)
Mar 1, 2020 - May 31, 2020	2,933 (3.40%)	2,804 (3.35%)	3,259 (3.21%)
% Change	49.85%	50.57%	47.41%
9. New York, NY			
Mar 1, 2021 - May 31, 2021	2,860 (1.75%)	2,827 (1.77%)	3,204 (1.69%)
Mar 1, 2020 - May 31, 2020	3,808 (4.42%)	3,586 (4.29%)	4,134 (4.07%)
% Change	-24.89%	-21.17%	-22.50%
10. Monterey-Salinas CA			
Mar 1, 2021 - May 31, 2021	2,262 (1.39%)	2,228 (1.40%)	2,499 (1.32%)
Mar 1, 2020 - May 31, 2020	780 (0.90%)	754 (0.90%)	956 (0.94%)
% Change	190.00%	195.49%	161.40%

DIRECT FLIGHTS

Reno - RNO		
Airport	Total Direct Flights/day	Average Flight Cost
LA - LAX	12	\$ 202
Las Vegas - LAS	8	\$ 163
Phoenix - PHX	7	\$ 271
Denver - DEN	6	\$ 282
SLC - SLC	4	\$ 249
Seattle - SEA	4	\$ 280
San Diego - SAN	2	\$ 235
New York - JFK	2	\$ 311
Portland - PDX	2	\$ 378
Houston - IAH	1	\$ 365
Chicago - ORD	1	\$ 375
Dallas - DAL	0	-

Sacramento - SMF		
Airport	Total Direct Flights/day	Average Flight Cost
LA - LAX	21	\$ 253
San Diego - SAN	17	\$ 199
Seattle - SEA	14	\$ 211
Phoenix - PHX	13	\$ 316
Las Vegas - LAS	12	\$ 162
Denver - DEN	11	\$ 296
Portland - PDX	6	\$ 210
SLC - SLC	6	\$ 289
Chicago - ORD	4	\$ 381
Dallas - DAL	1	\$ 269
New York - JFK	1	\$ 418
Houston - IAH	1	\$ 439

CONSUMER MEDIA FLOWCHART – DIGITAL, SOCIAL & VIDEO

NLT 2021-22 MEDIA PLAN								4Q 2022							
CAMPAIGN: CONSUMER				March			April			May			Gross Total		
		14	21	28	7	14	21	28	4	11	18	25		2	9
		Spring													
DIGITAL															
Programmatic Display PT															
Programmatic Display RT															
Native (programmatic)															
Search Marketing															
Digital Total															\$66,511
SOCIAL															
FB/IG PT															
FB/IG RT															
IG Stories															
Twitter															
Social Total															\$25,933
VIDEO															
OTT.CTV															
Facebook Video															
TikTok															
Youtube PT															
Youtube Search RT															
Video Total															\$115,824

CONSUMER MEDIA FLOWCHART – OTA'S, MISC & PLEDGE

NLT 2021-22 MEDIA PLAN												4Q 2022			
CAMPAIGN: CONSUMER				March				April				May			Gross Total
		14	21	28	7	14	21	28	4	11	18	25	2	9	
		Spring													
OTA's															
TripAdvisor (Desktop/Mobile/Audience/etc)		[Bar chart showing activity]													
Expedia		[Bar chart showing activity]													
OTA's Total															\$46,330
MISC															
Email		[Bar chart showing activity]													
Weekend Sherpa (LA)		[Bar chart showing activity]													
Programmatic Display (High Value / National)		[Bar chart showing activity]													
FB/IG (High Value / National)		[Bar chart showing activity]													
MISC Total															\$31,640
SUSTAINABILITY/PLEDGE/TART/etc															
FB/IG (In-Market Travelers 75%; Locals 25%)		[Bar chart showing activity]													
Sustainability/Pledge Totals															\$1,695
Adserving		[Bar chart showing activity]													\$2,825
Total Media Investment															\$290,758

CREATIVE EXAMPLES




north lake tahoe

2021 CREATIVE – DUAL DAYS "TWICE AS FUN" SOCIAL

North Lake Tahoe
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Elevate your senses and refresh with adventures that are twice the fun.




GOTAHOENORTH.COM
Explore Midweek Lodging Specials
Your Safety is in Our Nature

[Learn More](#)

👍 Like 💬 Comment ➦ Share

North Lake Tahoe
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Refresh during spring's dual days. Take in scenic open spaces and explore more with midweek lodging specials.




GOTAHOENORTH.COM
Your Safety is in Our Nature
Get Back to Nature

[Learn More](#)

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Get back to nature, reconnect and have twice the fun.




GOTAHOENORTH.COM
We're Prepared to Welcome You Safely
Discover Spring's Dual Days

[Learn More](#)

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North Lake Tahoe
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Explore dual day adventures and lodging specials.



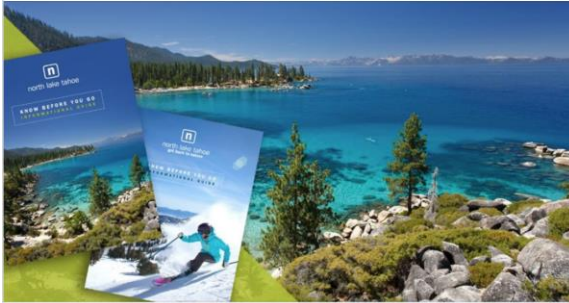
GOTAHOENORTH.COM
We're Prepared to Welcome You Safely
Get Back to Nature

[Book Now](#)

👍 Like 💬 Comment ➦ Share

North Lake Tahoe
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Explore crystal blue waters and snowcapped mountains this spring. Plan ahead and get back to nature safely and responsibly.

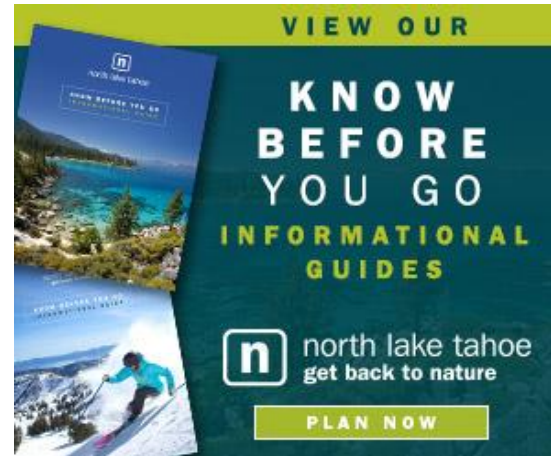


GOTAHOENORTH.COM
Know Before You Go
Get Back to Nature

[Learn More](#)

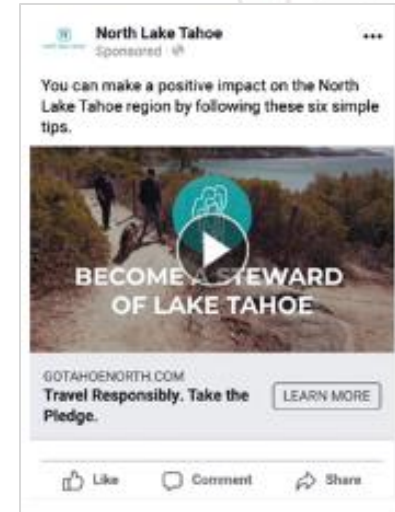
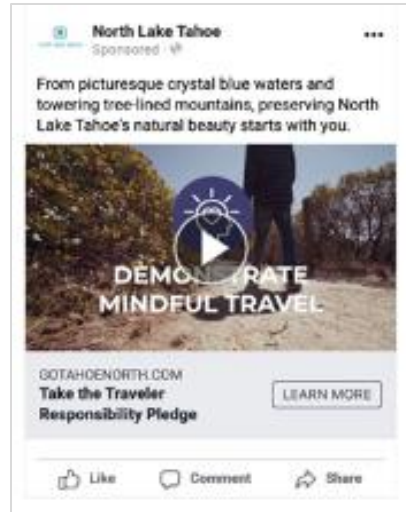
👍 Like 💬 Comment ➦ Share

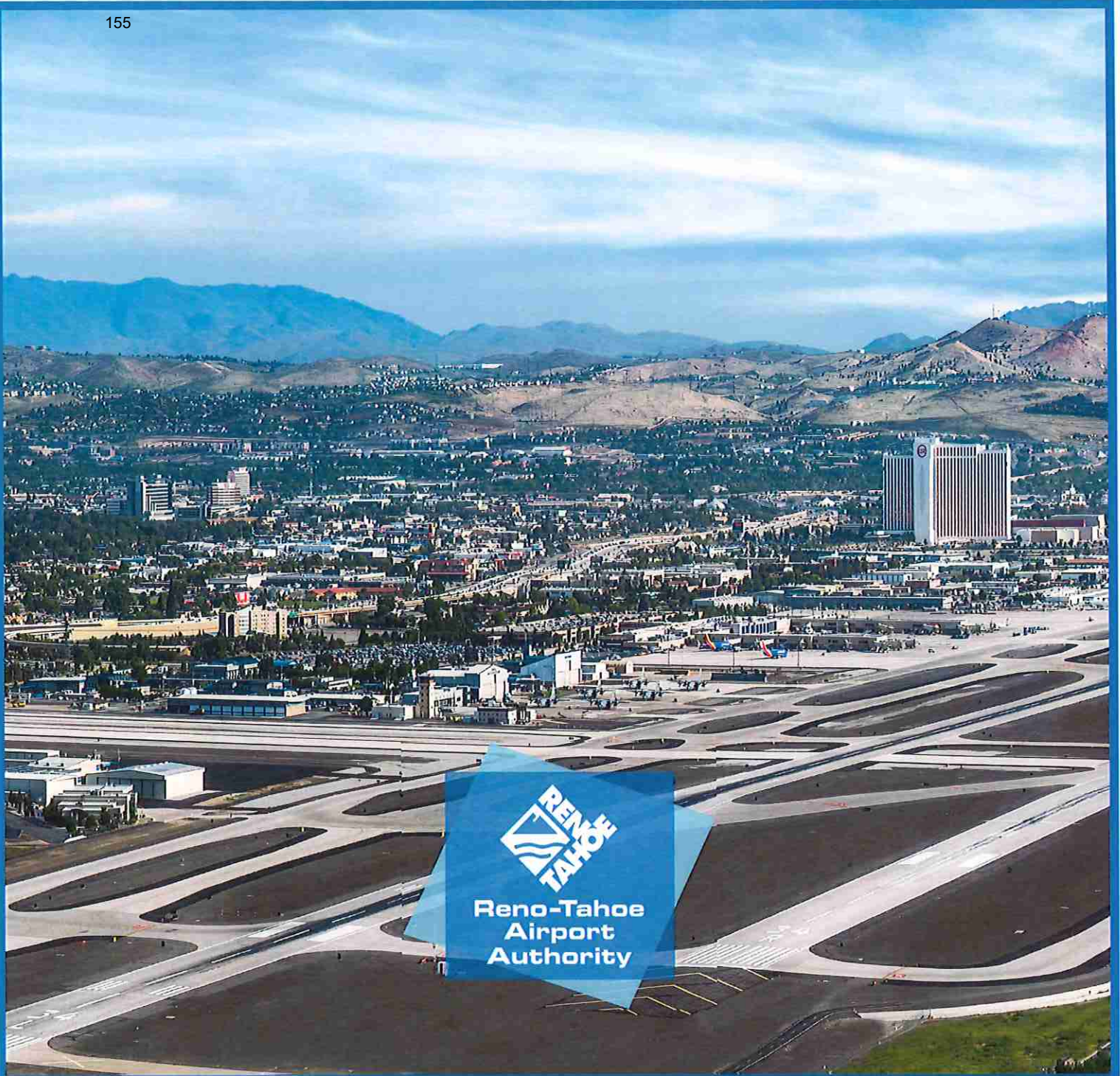
2021 CREATIVE – DUAL DAYS "TWICE AS FUN" DISPLAY



Note: 2021 creative was very safety focused due to the COVID landscape at that time. 2022 creative will continue to include safety messaging but will incorporate more of the "Twice as Fun" seasonal brand position in the verbiage.

2022 CREATIVE – SUSTAINABILITY





Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

November 2021



U.S. DOMESTIC INDUSTRY OVERVIEW FOR NOVEMBER 2021

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 48.1% vs. Nov 2020, down 12.1% vs. Nov 2019
Capacity of Seats *:	Up 53.7% vs. Nov 2020, down 8.0% vs. Nov 2019
Crude Oil Average:	\$79.83 per barrel in Nov 2021 \$40.94 per barrel in Nov 2020

RNO Overview for November 2021 vs. November 2020

Total Passengers:	Up 117.4%
Avg. Enplaned Load Factor:	78.1%, up 23.3 pts.
Departures:	Up 52.0%
Departing Seats:	Up 52.0%
Cargo Volume:	Up 0.8%

RNO Overview for November 2021 vs. November 2019

Total Passengers:	Up 1.7%
Avg. Enplaned Load Factor:	Down 3.3 pts.
Departures:	Down 3.4%
Departing Seats:	Down 2.5%

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

NOVEMBER 2021 SUMMARY

Reno-Tahoe International Airport (RNO) served 323,508 passengers in November 2021, an increase of 117.4% versus November 2020, and an increase of 1.7% versus November 2019. The November 2021 total seat capacity was up 52.0% and the flights increased 52.0% when compared to November 2020. RNO served 31 non-stop destinations on 11 airlines in November 2021.

On December 15, aha! began non-stop flights to Spokane, WA. On January 3, 2022, the airline will start non-stop flights to Palm Springs, CA.

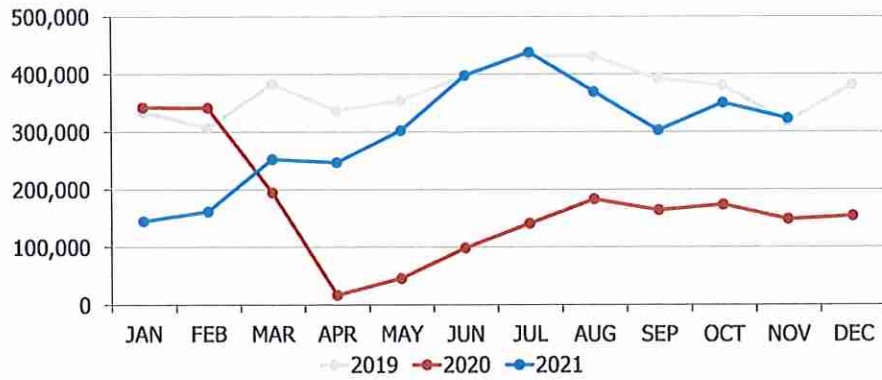
JSX offers non-stop flights from RNO to Las Vegas, Orange County and Burbank using a 30-seat Embraer 135/145 aircraft. JSX operates out of Stellar Aviation, a private Fixed Base Operator, located at 485 South Rock Blvd.

RNO handled 12,089,489 pounds of air cargo in November 2021, an increase of 0.8% when compared to November 2020.

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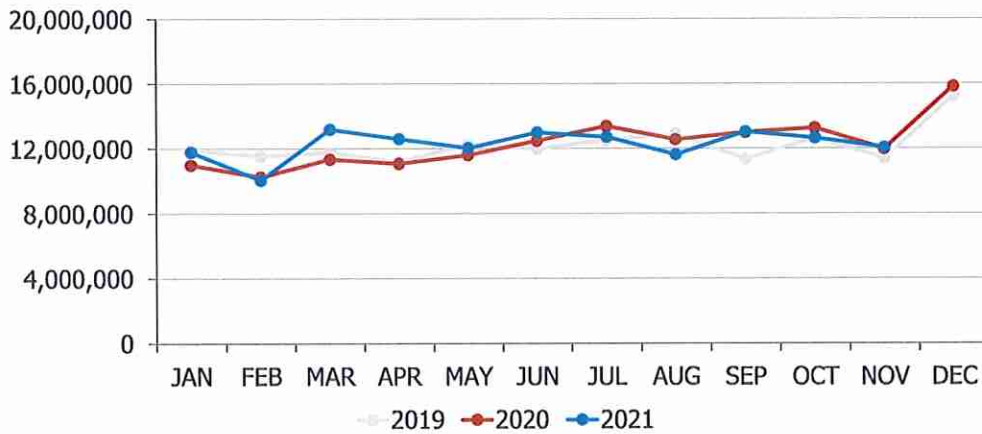


Passengers



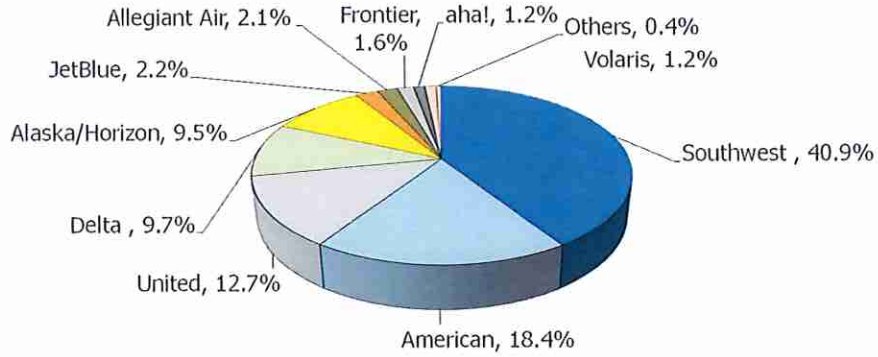
Total Passengers			
	Nov-21	Nov-20	Difference
aha!	3,914	0	
Alaska/Horizon	30,731	13,313	130.8%
Allegiant Air	6,820	4,755	43.4%
American	59,384	25,999	128.4%
Delta	31,406	16,154	94.4%
Frontier	5,256	4,484	17.2%
JetBlue	7,235	1,602	351.6%
Southwest	132,471	50,645	161.6%
United	41,031	28,182	45.6%
Volaris	3,837	3,094	24.0%

Cargo



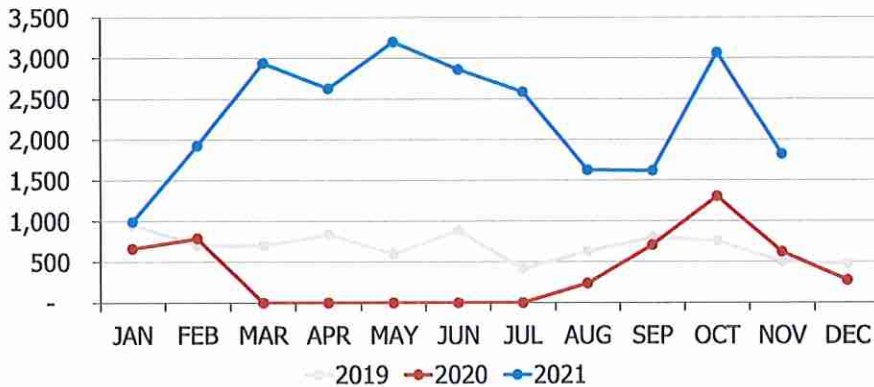
In November 2021, the FedEx cargo volume was up 2.7% and DHL was up 1.1% when compared to November 2020. UPS was down 5.5% during the same period.

AIRLINE MARKET SHARE (passengers)



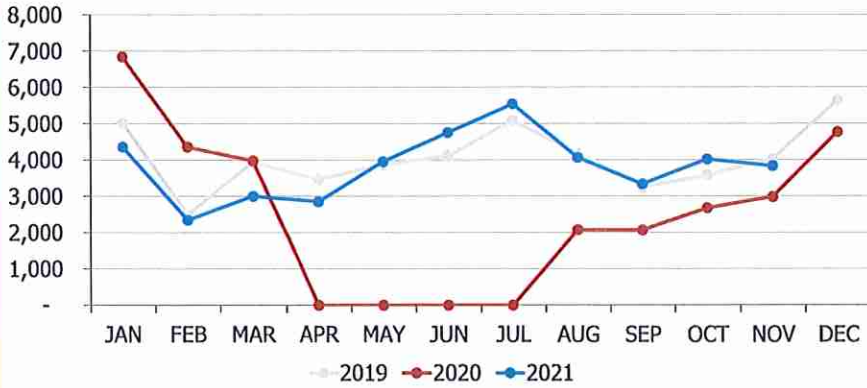
Airline Market Share			
	Nov-21	Nov-20	YOY Change
aha!	1.2%	n/a	n/a
Alaska/Horizon	9.5%	8.9%	0.6
Allegiant Air	2.1%	3.2%	(1.1)
American	18.4%	17.5%	0.9
Delta	9.7%	10.9%	(1.1)
Frontier	1.6%	3.0%	(1.4)
JetBlue	2.2%	1.1%	1.2
Southwest	40.9%	34.0%	6.9
United	12.7%	18.9%	(6.3)
Volaris	1.2%	2.1%	(0.9)
Others	0.4%	0.4%	0.1

TOTAL CHARTER PASSENGERS



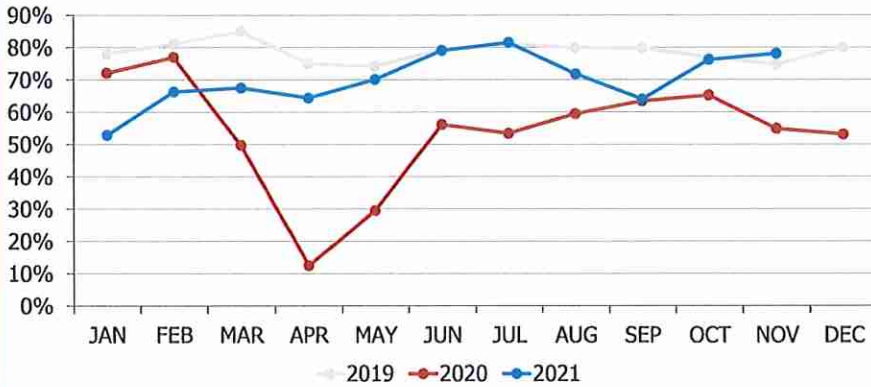
In November 2021, RNO served 1,825 passengers on charter flights, an increase of 192.5% when compared to November 2020.

TOTAL INTERNATIONAL PASSENGERS

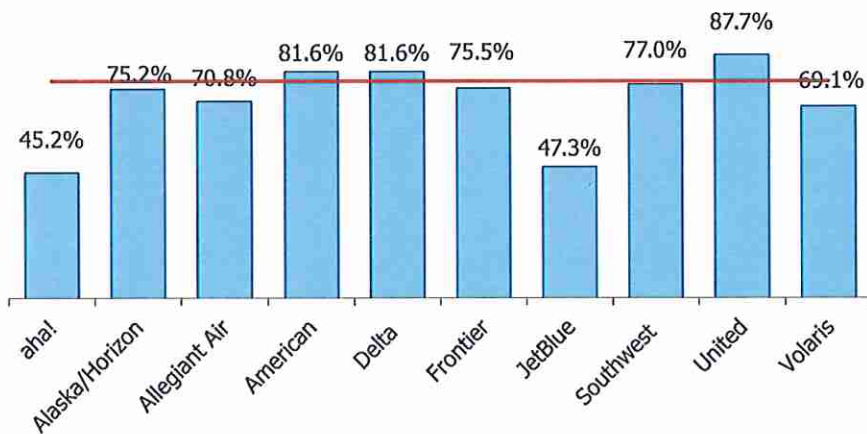


In November 2021, RNO served 3,837 international passengers, an increase of 28.5% versus November 2020.

AVERAGE ENPLANED LOAD FACTOR

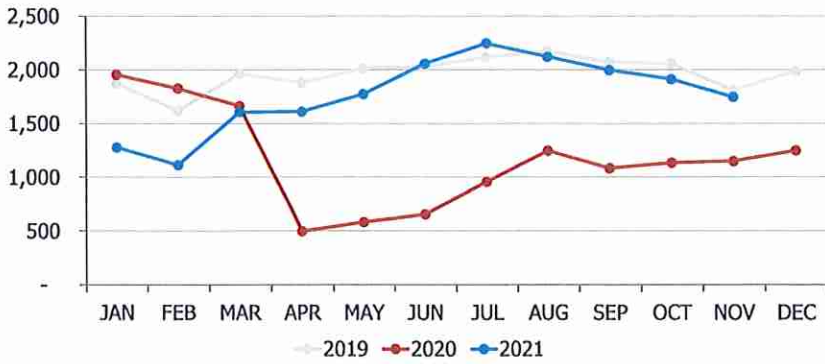


In November 2021, RNO's average enplaned load factor was 78.1%, an increase of 23.3 pts. versus November 2020.



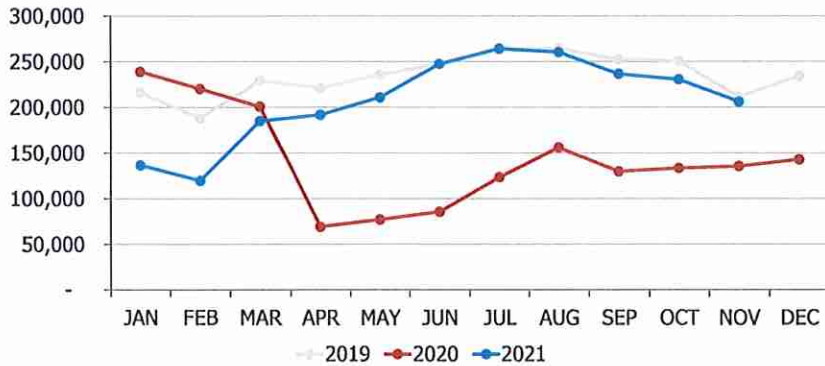
The red horizontal line on the left represents RNO's average enplaned load factor.

DEPARTURES



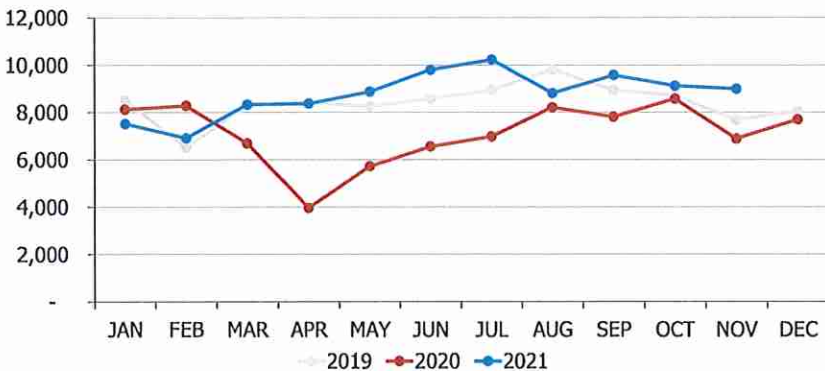
In November 2021, RNO handled 1,748 departures, an increase of 52.0% when compared to November 2020. This includes charter flights on Swift Air. Without the charter flights, the departures were up 51.1% for the same period.

DEPARTING SEATS



In November 2021, RNO offered 206,302 departing seats, an increase of 52.0% when compared to November 2020.

TOTAL OPERATIONS



A total of 8,990 operations were handled at RNO in November 2021, an increase of 30.6% when compared to November 2020. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

January 2022 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Arcata/Eureka	aha!/ExpressJet	13	Three weekly Tue, Thu, Sun
Atlanta	Delta	4	Daily 1 through 4, and then exits
Austin	American	31	Daily. No Tue Wed during first two weeks
Bakersfield	aha!/ExpressJet	13	Three weekly Mon, Wed, Fri
Burbank	Southwest	29	Daily
Dallas-Love	Southwest	2	Flights on Jan 2 and 3, and then suspends
Dallas/Fort Worth	American	93	Three daily
Denver	Southwest	59	Twice daily
	United	92	Three daily
Eugene	aha!/ExpressJet	13	Three weekly Mon, Wed, Fri
Fresno	aha!/ExpressJet	13	Three weekly Mon, Wed, Fri
Guadalajara	Volaris	18	Daily on week days
Houston-Hobby	Southwest	2	Flights on 2 and 3, and then exits
Houston-Intercontinental	United	31	Daily
Las Vegas	Allegiant	30	Daily
	Frontier	30	Daily
	Southwest	187	Five to seven times a day
Long Beach	Southwest	57	Twice daily
Los Angeles	Alaska	31	Daily
	American	6	Twice daily on 1, 2 and 3, and then suspends
	Delta	90	Three daily
	JetBlue	23	Four to five weekly flights. Mon, Thu, Fri, Sat, Sun
	Southwest	57	Twice daily. Once daily on Sat
	United	62	Twice daily
Medford	aha!/ExpressJet	13	Three weekly Tue, Thu, Sun
New York-JFK	JetBlue	30	Daily
Oakland	Southwest	31	Daily
Ontario	aha!/ExpressJet	13	Three weekly Tue, Thu, Sun
Orange County	Southwest	3	Daily on 1, 2 and 3, and then exits
Palm Springs	aha!/ExpressJet	13	Three weekly Mon, Wed, Fri
Pasco	aha!/ExpressJet	13	Three weekly Tue, Thu, Sun
Phoenix	American	104	Three to four daily
	Southwest	62	Twice daily
Portland	Alaska	60	Twice daily
Redmond/Bend	aha!/ExpressJet	13	Three weekly Mon, Wed, Fri
Salt Lake City	Delta	118	Three to four daily
San Diego	Southwest	46	Once to twice daily
San Francisco	United	123	Four daily
San Jose	Southwest	27	Daily
Seattle	Alaska	112	Three to four daily
Spokane	aha!/ExpressJet	12	Three weekly Mon, Wed, Fri

Multiple airlines in a market

Source: Diño Mi, 12.27.2021

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Total Passengers Nov-21						
	Passengers		% Diff.	Passengers		YOY % Diff.
	2019	2020		2021		
JAN	335,095	342,796	2.3%	145,421	-57.6%	
FEB	306,800	341,935	11.5%	162,071	-52.6%	
MAR	383,215	194,796	-49.2%	252,828	29.8%	
1st QTR	1,025,110	879,527	-14.2%	560,320	-36.3%	
APR	337,062	17,265	-94.9%	247,220	1331.9%	
MAY	354,311	46,015	-87.0%	302,403	557.2%	
JUN	397,211	98,619	-75.2%	397,906	303.5%	
2nd QTR	1,088,584	161,899	-85.1%	947,529	485.3%	
JUL	432,188	140,986	-67.4%	438,168	210.8%	
AUG	431,640	183,343	-57.5%	369,686	101.6%	
SEP	392,353	164,103	-58.2%	302,929	84.6%	
3rd QTR	1,256,181	488,432	-61.1%	1,110,783	127.4%	
OCT	380,879	173,682	-54.4%	350,631	101.9%	
NOV	318,022	148,777	-53.2%	323,508	117.4%	
DEC	381,897	154,103	-59.6%			
4th QTR	1,080,798	476,562	-55.9%			
TOTAL	4,450,673	2,006,420	-54.9%			
YTD		1,852,317		3,292,771	77.8%	

Total Enplaned Passengers Nov-21				
Month	2019	2020	2021	% Diff.
JAN	168,909	172,452	72,887	-57.7%
FEB	152,933	170,067	80,263	-52.8%
MAR	195,310	99,986	126,359	26.4%
APR	166,676	8,690	125,009	1338.5%
MAY	175,621	22,807	149,486	555.4%
JUN	197,397	48,274	197,261	308.6%
JUL	213,326	66,039	217,124	228.8%
AUG	211,958	93,015	188,207	102.3%
SEP	202,280	82,844	152,267	83.8%
OCT	193,859	87,379	177,407	103.0%
NOV	158,558	74,910	161,926	116.2%
DEC	187,914	76,164		
TOTAL	2,224,741	1,002,627	1,648,196	
YTD Total		926,463	1,648,196	77.9%

Total Deplaned Passengers				
Month	2019	2020	2021	% Diff.
JAN	166,186	170,344	72,534	-57.4%
FEB	153,867	171,868	81,808	-52.4%
MAR	187,905	94,810	126,469	33.4%
APR	170,386	8,575	122,211	1325.2%
MAY	178,690	23,208	152,917	558.9%
JUN	199,814	50,345	200,645	298.5%
JUL	218,862	74,947	221,044	194.9%
AUG	219,682	90,328	181,479	100.9%
SEP	190,073	81,259	150,662	85.4%
OCT	187,020	86,303	173,224	100.7%
NOV	159,464	73,867	161,582	118.7%
DEC	193,983	77,939		
TOTAL	2,225,932	1,003,793	1,644,575	
YTD Total		925,854	1,644,575	77.6%

Total Cargo Volume in Pounds Nov-21						
	Cargo in Pounds		% Diff.	2021		YOY % Diff.
	2019	2020		Pounds	Metric Tons	
JAN	11,940,830	11,008,444	-7.8%	11,805,228	5,354	7.2%
FEB	11,559,065	10,266,728	-11.2%	10,068,001	4,566	-1.9%
MAR	11,770,662	11,356,256	-3.5%	13,204,912	5,989	16.3%
1st QTR	35,270,557	32,631,428	-7.5%	35,078,141	15,908	7.5%
APR	11,208,216	11,090,789	-1.0%	12,611,682	5,720	13.7%
MAY	12,273,193	11,613,489	-5.4%	12,048,247	5,464	3.7%
JUN	11,988,693	12,488,906	4.2%	13,000,085	5,896	4.1%
2nd QTR	35,470,102	35,193,184	-0.8%	37,660,014	17,079	7.0%
JUL	12,537,938	13,387,102	6.8%	12,722,035	5,770	-5.0%
AUG	12,909,571	12,563,172	-2.7%	11,636,003	5,277	-7.4%
SEP	11,350,614	13,014,081	14.7%	13,055,518	5,921	0.3%
3rd QTR	36,798,123	38,964,355	5.9%	37,413,556	16,968	-4.0%
OCT	12,662,270	13,281,548	4.9%	12,660,541	5,742	-4.7%
NOV	11,428,318	11,988,995	4.9%	12,089,489	5,483	0.8%
DEC	15,270,324	15,834,177	3.7%			
4th QTR	39,360,912	41,104,720	4.4%			
TOTAL	146,899,694	147,893,687	0.7%			
YTD		132,059,510		134,901,741	61,180	2.2%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Nov-21	Nov-20	Diff.
aha!	1,922	45.2%	n/a	n/a
Alaska/Horizon	15,158	75.2%	43.9%	31.4
Allegiant Air	3,404	70.8%	64.0%	6.8
American	29,649	81.6%	76.6%	5.0
Delta	15,561	81.6%	38.3%	43.2
Frontier	2,757	75.5%	55.9%	19.7
JetBlue	3,750	47.3%	37.6%	9.7
Southwest	66,252	77.0%	51.9%	25.2
United	20,666	87.7%	68.4%	19.3
Volaris	2,103	69.1%	60.5%	8.6





north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center Visitor Report: Dec 2021

VISITORS SERVED:Nov 2021

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

Dec 2020

Total TC & KB Walk-ins 825
Total Phone Calls: 206
Total 1,031

Dec 2021

Total TC&KB Walk-ins: 1,123
Total Phone Calls: 174
Total 1,297

REFERRALS GIVEN TO VISITORS:

Restaurants	Lodging	Historic / Museum	Events
127	17	28	4
Tours	Surrounding Towns (SLT / Truckee)	Retail	Transportation
10	10	31	18
Services – weather & roads	Activities Mountain / Trails	Activities / Lake	Maps / Directions
148	100	73	293

TOTAL 859 = 33 referrals per day

December Highlights

- VIC sales are up 33% above last year's sales even after missing sales to the 4 snow days. Our YTD is only up 2% compared to last year due to the big hit we had with smoke in Sept.
- Most of the 174 calls we answered were about road and snow conditions, resort openings
- Advertised Christmas and New Year's Eve specials for many restaurants in the Visitor Center
- Brought in a new local vendor – Munley Manors
- Continue to participation as the fulfillment center for the Plates for Powder Program. Answered 52 emails/36 lift tickets mailed
- 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

December 31, 2021

Balance Sheet

As of December 31, 2021

	<u>Dec 31, 21</u>	<u>Dec 31, 20</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 21</u>
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	380,640	720,342	(339,702)	(47%)	216,621
Total Checking/Savings	380,640	720,342	(339,702)	(47%)	216,621
Accounts Receivable					
1200-00 · Accounts Receivable	2,552	390	2,162	554%	0
Total Accounts Receivable	2,552	390	2,162	554%	0
Other Current Assets					
1300 · Reimbursements Receivable	999	0	999	100%	0
1350-00 · Security Deposits	100	100	0	0%	100
Total Other Current Assets	1,099	100	999	999%	100
Total Current Assets	384,291	720,832	(336,541)	(47%)	216,721
Other Assets					
1400-00 · Prepaid Expenses	88,073	45,149	42,924	95%	40,310
Total Other Assets	88,073	45,149	42,924	95%	40,310
TOTAL ASSETS	<u>472,364</u>	<u>765,981</u>	<u>(293,617)</u>	<u>(38%)</u>	<u>257,031</u>
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	94,403	108,717	(14,314)	(13%)	64,362
Total Accounts Payable	94,403	108,717	(14,314)	(13%)	64,362
Total Current Liabilities	94,403	108,717	(14,314)	(13%)	64,362
Total Liabilities	94,403	108,717	(14,314)	(13%)	64,362
Equity					
32000 · Unrestricted Net Assets	192,669	486,983	(294,314)	(60%)	486,983
Net Income	185,293	170,281	15,012	9%	(294,315)
Total Equity	377,962	657,264	(279,302)	(42%)	192,668
TOTAL LIABILITIES & EQUITY	<u>472,365</u>	<u>765,981</u>	<u>(293,616)</u>	<u>(38%)</u>	<u>257,030</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

December 2021

	Dec 21	Budget	\$ Over Bu...	Jul - Dec 21	YTD Budget	\$ Over Bu...	Annual Bu...
Income							
4000-00 · LTIVCBVB Funding	57,667	57,666	1	345,997	345,996	1	692,000
4001-00 · NLTRA Funding	110,366	110,366	0	466,800	466,800	0	1,100,000
4004-00 · IVCBVB Entertainment	0	0	0	4,000	4,000	0	8,000
Total Income	168,033	168,032	1	816,797	816,796	1	1,800,000
Gross Profit	168,033	168,032	1	816,797	816,796	1	1,800,000
Expense							
5000-00 · CONSUMER MARKETING							
5002-01 · Native Display	0	6,000	(6,000)	7,000	27,500	(20,500)	70,000
5004-00 · Trip Advisor	3,321	0	3,321	17,735	21,000	(3,265)	50,000
5005-00 · Paid Social	3,809	3,100	709	37,765	65,860	(28,095)	132,960
5005-01 · Digital Display / Retargeting	819	2,250	(1,431)	53,065	40,640	12,425	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	6,860	0	6,860	27,935	75,000	(47,065)	150,000
5007-02 · Website Production	1,756	0	1,756	1,876	0	1,876	0
5007-03 · Photo/Video Creative	4,202	2,372	1,830	15,900	14,237	1,663	28,469
5007-00 · Creative Production - Other	128	0	128	638	0	638	0
Total 5007-00 · Creative Production	12,945	2,372	10,573	46,348	89,237	(42,889)	178,469
5010-00 · Account Strategy & Management	7,000	7,000	0	42,000	42,000	0	84,000
5010-02 · Website Strategy & Analysis	0	0	0	2,500	0	2,500	0
5016 · Video Streaming	0	0	0	52,593	50,000	2,593	105,000
5017-00 · Rich Media	0	0	0	600	0	600	0
5018-00 · Media Commission	1,715	1,748	(33)	21,251	30,614	(9,363)	71,166
5018-01 · Digital Ad Serving	0	100	(100)	423	3,000	(2,577)	6,000
5020-00 · Search Engine Marketing	2,440	2,000	440	22,279	22,000	279	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	12,000	(7,000)	24,000
5025-00 · Expedia	0	0	0	0	0	0	15,000
5029-00 · Television	0	0	0	0	0	0	14,000
Total 5000-00 · CONSUMER MARKETING	32,048	26,570	5,478	313,559	408,851	(95,292)	903,595
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	500	(500)	0	1,000	(1,000)	2,000
5111-00 · FAMS - Domestic	0	0	0	0	500	(500)	1,500
5112-00 · Training / Sales Calls	649	0	649	2,820	2,000	820	5,000
5113-00 · Additional Opportunities	0	0	0	185	3,000	(2,815)	9,050
5115-00 · Travel Agent Incentive Program	0	0	0	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	0	0	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	2,395	0	2,395	2,395	0	2,395	6,000
5144-00 · IPW - POW WOW	0	0	0	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
Total 5110-00 · LEISURE SALES	3,044	500	2,544	9,733	20,850	(11,117)	81,250
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	5,000	5,000	0	20,000	25,000	(5,000)	55,000
5202-00 · PR Program/ Content Dev - Blogs	150	1,500	(1,350)	1,272	6,000	(4,728)	12,000
5204-00 · Media Mission(s)	2,146	0	2,146	2,967	7,000	(4,033)	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	4,800	4,800	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	240	240	0	1,440	1,440	0	2,880
5208-00 · International Travel Media FAMS	0	0	0	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	3,600	1,800	1,800	6,510	10,800	(4,290)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	35,000	35,000	0	71,000
5212-00 · Social Giveaways & Contests	0	0	0	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 + Distri	0	0	0	1,320	3,000	(1,680)	6,000
5221-00 · Photography & Video Asset Dev	0	2,000	(2,000)	0	4,000	(4,000)	8,000
5222-00 · Media Tracking / Membership	0	294	(294)	1,777	1,764	13	3,530
5280-00 · PR Meals / Entertainment	0	0	0	203	750	(547)	1,500
Total 5200-00 · PUBLIC RELATIONS	17,936	17,634	302	75,397	117,354	(41,957)	253,910
6000-00 · CONFERENCE SALES							
6005-00 · Paid Media	2,117	1,511	606	5,380	6,044	(664)	24,114
6006-00 · CVENT	712	916	(204)	4,309	5,470	(1,161)	10,967
6007-00 · Creative Production	2,603	0	2,603	12,093	5,000	7,093	10,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

December 2021

Accrual Basis

	Dec 21	Budget	\$ Over Bu...	Jul - Dec 21	YTD Budget	\$ Over Bu...	Annual Bu...
6014-00 · MCC Group Incentive Program	0	1,000	(1,000)	0	2,000	(2,000)	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6018-00 · MCC Media Commission	357	459	(102)	3,625	1,836	1,789	4,590
6018-01 · MCC Digital Ad Serving	0	42	(42)	12	252	(240)	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	3,500	7,000	(3,500)	7,000
6152-00 · Client Events / Opportunities	0	0	0	1,650	2,000	(350)	17,000
6153-00 · Chicago Sales Rep Support	83	625	(542)	1,295	1,250	45	2,500
Total 6000-00 · CONFERENCE SALES	6,455	4,553	1,902	33,614	37,852	(4,238)	91,450
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	0	1,500	(1,500)	461	3,000	(2,539)	6,000
6116-00 · CalSAE Seasonal Spectacular	(2,046)	5,000	(7,046)	(156)	5,000	(5,156)	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	3,500	0	3,500	3,500	6,000	(2,500)	6,000
6154-00 · HelmsBriscoe ABC	0	0	0	227	0	227	5,500
6155-00 · Connect Trade Shows	363	0	363	1,566	0	1,566	0
6156-00 · Connect California	0	5,500	(5,500)	0	5,500	(5,500)	5,500
6156-02 · Connect Chicago	0	0	0	0	4,700	(4,700)	4,700
6156-05 · Connect Northwest	0	0	0	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	1,750	0	1,750	0
6182-00 · Destination Celebration	0	0	0	1,116	2,275	(1,159)	2,275
Total 6100-00 · TRADE SHOWS	2,400	12,000	(9,600)	8,963	33,895	(24,932)	53,895
6106-00 · CalSAE Seasonal Spectacular	1,503	0	1,503	1,503	0	1,503	0
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	3,000	(3,000)	0	12,000	(12,000)	30,000
5009-00 · Fulfillment / Mail	18	200	(182)	1,329	1,200	129	2,400
5021-00 · RASC-Reno Air Service Corp	25,000	25,000	0	50,000	50,000	0	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,000	0	1,000	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)	12,609	5,310	7,299	10,620
7003-00 · IVCBVB Entertainment Fund	91	2,000	(1,909)	303	4,000	(3,697)	8,000
7004-00 · Research	1,905	2,750	(845)	14,629	16,500	(1,871)	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	25,000	(25,000)	0	25,000	(25,000)	25,000
7009-00 · Tahoe Cam Usage	0	177	(177)	0	1,062	(1,062)	2,124
7010-00 · Photo Management & Storage	621	625	(4)	3,725	3,750	(26)	7,757
7020-00 · Collateral Production / Printin	0	0	0	724	0	724	0
8700-00 · Automobile Expense*	0	0	0	209	0	209	0
Total 7000-00 · COMMITTED & ADMIN EXPENSES	28,635	59,637	(31,002)	99,597	143,160	(43,563)	340,253
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	25,500	25,500	0	51,000
8003-00 · Website Hosting Maintenance	5	0	5	8,638	1,068	7,570	2,161
8004-00 · Website Strategy & Maintenance	7,500	7,500	0	37,500	45,000	(7,500)	90,000
8005-00 · Website SEO Strategy/Maint	2,500	2,500	0	17,500	15,000	2,500	30,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,255	14,250	5	89,138	86,568	2,570	173,161
Total Expense	106,276	135,144	(28,868)	631,505	848,530	(217,025)	1,897,514
Net Income	61,757	32,888	28,869	185,293	(31,734)	217,026	(97,514)

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July through December 2021

	Jul - Dec 21	Jul - Dec 20	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	345,997.00	297,200.00	48,797.00	16.4%
4001-00 · NLTRA Funding	466,800.44	361,210.00	105,590.44	29.2%
4004-00 · IVCBVB Entertainment	4,000.00	4,000.00	0.00	0.0%
4099-00 · Revenue - Other	0.00	1,200.00	-1,200.00	-100.0%
Total Income	816,797.44	663,610.00	153,187.44	23.1%
Gross Profit	816,797.44	663,610.00	153,187.44	23.1%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	6,999.99	2,499.99	4,500.00	180.0%
5004-00 · Trip Advisor	17,734.96	5,902.93	11,832.03	200.4%
5005-00 · Paid Social	37,765.21	18,896.35	18,868.86	99.9%
5005-01 · Digital Display / Retargeting	53,064.81	40,052.28	13,012.53	32.5%
5007-00 · Creative Production				
5007-01 · Creative Production	27,934.55	35,865.12	-7,930.57	-22.1%
5007-02 · Website Production	1,875.60	2,842.50	-966.90	-34.0%
5007-03 · Photo/Video Creative	15,900.15	2,751.63	13,148.52	477.8%
5007-00 · Creative Production - Other	637.50	892.50	-255.00	-28.6%
Total 5007-00 · Creative Production	46,347.80	42,351.75	3,996.05	9.4%
5010-00 · Account Strategy & Management	42,000.00	36,000.00	6,000.00	16.7%
5010-02 · Website Strategy & Analysis	2,500.00	6,408.00	-3,908.00	-61.0%
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	21,250.72	28,623.23	-7,372.51	-25.8%
5018-01 · Digital Ad Serving	423.48	332.89	90.59	27.2%
5020-00 · Search Engine Marketing	22,279.17	34,744.30	-12,465.13	-35.9%
5022-00 · Email	4,999.70	4,162.45	837.25	20.1%
5024-00 · Fusion 7	5,000.00	12,000.00	-7,000.00	-58.3%
5029-00 · Television	0.00	5,330.55	-5,330.55	-100.0%
Total 5000-00 · CONSUMER MARKETING	313,558.98	237,304.72	76,254.26	32.1%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	0.00	150.00	-150.00	-100.0%
5112-00 · Training / Sales Calls	2,819.50	119.88	2,699.62	2,251.9%
5113-00 · Additional Opportunities	185.07	0.00	185.07	100.0%
5137-00 · Co-op Opportunities	0.00	5,000.00	-5,000.00	-100.0%
5143-00 · Mountain Travel Symposium	2,395.00	0.00	2,395.00	100.0%
5144-00 · IPW - POW WOW	4,333.67	0.00	4,333.67	100.0%
5147-00 · AUS / Gate 7	0.00	7,253.72	-7,253.72	-100.0%
5155-00 · California Star Program	0.00	1,166.68	-1,166.68	-100.0%
Total 5110-00 · LEISURE SALES	9,733.24	13,690.28	-3,957.04	-28.9%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	20,000.00	9,000.00	11,000.00	122.2%
5202-00 · PR Program/ Content Dev - Blogs	1,272.36	6,500.00	-5,227.64	-80.4%
5202-01 · Rich Content Development	0.00	20,000.00	-20,000.00	-100.0%
5204-00 · Media Mission(s)	2,967.27	746.96	2,220.31	297.3%
5206-00 · Digital Buy/ Social Media Boost	4,800.00	3,000.00	1,800.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	1,440.00	1,800.00	-360.00	-20.0%
5209-00 · Domestic Travel Media FAMS	0.00	5,865.75	-5,865.75	-100.0%
5210-00 · Content Dev - Newsletters	6,510.00	9,000.00	-2,490.00	-27.7%
5211-00 · Social Media Strategy & Mgmt	35,000.00	24,000.00	11,000.00	45.8%
5214-00 · Social Takeover	107.42	0.00	107.42	100.0%
5216-00 · PR Content Development + Distri	1,320.00	7,403.06	-6,083.06	-82.2%
5218-00 · Crisis Communication / Training	0.00	5,000.00	-5,000.00	-100.0%
5221-00 · Photography & Video Asset Dev	0.00	1,500.00	-1,500.00	-100.0%
5222-00 · Media Tracking / Membership	1,776.93	1,800.00	-23.07	-1.3%
5280-00 · PR Meals / Entertainment	202.70	28.72	173.98	605.8%
Total 5200-00 · PUBLIC RELATIONS	75,396.68	95,644.49	-20,247.81	-21.2%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	0.00	2,500.00	-2,500.00	-100.0%
6005-00 · Paid Media	5,379.86	7,627.67	-2,247.81	-29.5%
6006-00 · CVENT	4,309.35	10,678.00	-6,368.65	-59.6%
6007-00 · Creative Production	12,092.99	12,633.78	-540.79	-4.3%
6015-00 · MCC National Memberships	0.00	399.00	-399.00	-100.0%
6016-00 · MCC Search Engine Marketing	0.00	194.88	-194.88	-100.0%
6018-00 · MCC Media Commission	3,624.97	2,639.66	985.31	37.3%
6018-01 · MCC Digital Ad Serving	12.13	0.00	12.13	100.0%
6019-00 · Conference Direct Partnership	1,749.99	4,500.02	-2,750.03	-61.1%
6128-00 · HelmsBriscoe Strategic Partner	3,499.98	3,499.98	0.00	0.0%
6152-00 · Client Events / Opportunities	1,650.00	83.54	1,566.46	1,875.1%
6153-00 · Chicago Sales Rep Support	1,295.18	1,122.32	172.86	15.4%
Total 6000-00 · CONFERENCE SALES	33,614.45	45,878.85	-12,264.40	-26.7%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	460.84	392.56	68.28	17.4%
6116-00 · CalSAE Seasonal Spectacular	-156.47	1,099.00	-1,255.47	-114.2%
6120-01 · Sac River Cats Client Event	499.90	0.00	499.90	100.0%
6143-00 · Connect Marketplace	3,500.00	4,900.00	-1,400.00	-28.6%
6154-00 · HelmsBriscoe ABC	227.39	0.00	227.39	100.0%

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July through December 2021

	Jul - Dec 21	Jul - Dec 20	\$ Change	% Change
6155-00 · Connect Trade Shows	1,566.19	0.00	1,566.19	100.0%
6157-00 · HPN Partner Conference	0.00	1,175.00	-1,175.00	-100.0%
6160-00 · 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	1,750.00	0.00	1,750.00	100.0%
6182-00 · Destination Celebration	1,115.62	0.00	1,115.62	100.0%
Total 6100-00 · TRADE SHOWS	8,963.47	8,661.56	301.91	3.5%
6106-00 · CalSAE Seasonal Spectacular	1,503.00	0.00	1,503.00	100.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	1,328.90	1,045.87	283.03	27.1%
5021-00 · RASC-Reno Air Service Corp	50,000.00	0.00	50,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	1,000.02	666.68	333.34	50.0%
7002-00 · CRM Subscription	12,608.75	5,124.98	7,483.77	146.0%
7003-00 · IVCBVB Entertainment Fund	302.62	94.93	207.69	218.8%
7004-00 · Research	14,628.56	0.00	14,628.56	100.0%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 · Special Events	70.00	0.00	70.00	100.0%
7007-00 · Destimetrics / DMX	0.00	11,108.76	-11,108.76	-100.0%
7008-00 · Opportunistic Funds	0.00	56.19	-56.19	-100.0%
7010-00 · Photo Management & Storage	3,724.50	3,633.48	91.02	2.5%
7020-00 · Collateral Production / Printin	723.94	10,256.45	-9,532.51	-92.9%
8700-00 · Automobile Expense*	209.41	309.02	-99.61	-32.2%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	99,596.70	47,296.36	52,300.34	110.6%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	25,500.00	25,551.94	-51.94	-0.2%
8003-00 · Website Hosting Maintenance	8,638.00	19,301.00	-10,663.00	-55.3%
8004-00 · Website Strategy & Maintenance	37,500.00	0.00	37,500.00	100.0%
8005-00 · Website SEO Strategy/Maint	17,500.00	0.00	17,500.00	100.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENAN...	89,138.00	44,852.94	44,285.06	98.7%
Total Expense	631,504.52	493,329.20	138,175.32	28.0%
Net Income	185,292.92	170,280.80	15,012.12	8.8%



Aging by Revenue Item

As of 12/31/2021

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)									
101-200 Employees Membership Dues			\$0.00	\$0.00	\$975.00	\$0.00	\$0.00	\$0.00	\$975.00
11-20 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$813.75	\$813.75
1-5 Employees Membership Dues			\$4,130.00	\$0.00	\$295.00	\$295.00	\$1,150.00	\$10,987.91	\$16,857.91
21-50 Employees Membership Dues			\$1,620.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,430.00	\$4,050.00
6-10 Employees Membership Dues			\$975.00	\$0.00	\$650.00	\$0.00	\$0.00	\$3,355.41	\$4,980.41
Associate Member Membership Dues			\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00	\$200.00
Financial Institutions Membership			\$295.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,400.00	\$1,695.00
Non-Profit Membership Dues Totals:			\$850.00	\$0.00	\$340.00	\$0.00	\$340.00	\$1,700.00	\$3,230.00
1201-01 Member AR Membership			\$7,920.00	\$0.00	\$2,260.00	\$295.00	\$1,490.00	\$20,837.07	\$32,802.07
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Eblast Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$320.00	\$320.00
1201-03 Member Accounts Receivable			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$320.00	\$320.00
GRAND TOTALS			\$7,920.00	\$0.00	\$2,260.00	\$295.00	\$1,490.00	\$21,157.07	\$33,122.07

KEY METRICS FOR DEC 31, 2021 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru Dec 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	6,282,759	3,455,348	5,649,502	3,198,849	\$ 18,586,458
2018 - 2019	7,079,616	4,106,068	7,023,512	3,608,899	\$ 21,818,095
2019 - 2020	7,273,855	4,175,478	6,019,163	1,226,597	\$ 18,695,093
2020 - 2021	7,607,927	3,498,292	6,397,293	5,272,002	\$ 22,775,514
2021 - 2022	8,078,979	563,104	-	-	\$ 8,642,083

Total NLTBID Collections by Quarter 2022 - 2026 (as reported thru December 2021)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2021 - 2022	971,221	403,675			\$ 1,374,896
2022 - 2023					\$ -
2023 - 2024					\$ -
2024 - 2025					\$ -
2025 - 2026					\$ -

Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Dec 2021)					
Referrals -	2018-19	2019-20	2020-21	2021-22	YOY % Change
Tahoe City:					
Walk In	26604	29168	17046	16943	-0.60%
Phone	1668	1710	1630	1429	-12.33%
Email	215	249	251	272	8.37%
Kings Beach (Walk In)	11439	8322	5406	3998	-26.05%
NLT - Event Traffic	3295	2913	749	1604	114.15%
Total	43,221	42,362	25,082	24,246	-3.33%

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

Destimetrics Reservations Activity	2018/19	2020/21	YOY % Change
Occupancy	57.0%	30.9%	-45.70%
ADR (Average Daily Rate)	\$ 364	\$ 381	4.70%
RevPAR (Rev per Available Room)	\$ 207	\$ 118	-43.20%
Occupancy 1 Mth Forecast	55.8%	42.6%	-23.70%
ADR 1 Mth Forecast	\$ 399	\$ 472	18.30%
RevPAR 1 Mth Forecast	\$ 223	\$ 201	-9.70%
Occupancy (prior 6 months)	50.9%	34.9%	-31.50%
ADR (prior 6 months)	\$ 339	\$ 391	15.30%
RevPAR (prior 6 months)	\$ 173	\$ 136	-21.00%
Occupancy (next 6 months)	24.6%	20.8%	-15.30%
ADR (next 6 months)	\$ 370	\$ 467	26.10%
RevPAR (next 6 months)	\$ 91	\$ 97	6.70%

Unemployment Rates - EDD	Oct 2021
California (pop. 38,332,521)	7.3%
Placer County (367,309)	4.1%
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
June 2021	366

Conference Revenue Statistics Comparison FYTD 20/21 vs. FYTD 21/22 at 12/31/2021						
	2020-21	2020-21	2021-22	YOY %		
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change		
Total Revenue Booked	\$ 257,997	\$ 1,059,448	\$ 1,759,314	39.78%		
Commission for this Revenue	\$ -		\$ -			
Number of Room Nights	1,287	4,709	8,216	42.69%		
Number of Bookings	8	15	24	37.50%		
Conference Revenue And Percentage by County:						
	<u>20-21</u>	<u>21-22</u>				
Placer	100%	\$257,997	\$ 874,335	\$ 1,207,882 27.61%		
Washoe	0%	\$0	\$ 185,113	\$ 551,432 66.43%		
South Lake	0%	\$0	\$ -			
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$257,997	\$ 1,059,448	\$ 1,759,314	39.78%
CURRENT						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%	