



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

**Wednesday, January 12th, 2022 3 – 5pm
Join Zoom Meeting**

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The January meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday, January 12th, 2022 at 3pm via Zoom.

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

- | | | |
|----------------|---|------------------------|
| | A. Call to Order | Chair |
| | B. Public Comment (Pursuant to NRS 241.020) | Chair |
| | C. Roll Call | Chair |
| | D. Motion: Approval of Agenda | Chair |
| <i>Page:1</i> | E. Motion: Approval of April 14^h, 2021 Coop Meeting Minutes | Chair |
| <i>Page:4</i> | F. Motion: Approval of Oct 20th, 2021 Coop Meeting Minutes | Chair |
| <i>Page:7</i> | G. Motion: Spring Media Recommendation & Discussion | Amber/Augustine |
| <i>Page:28</i> | H. November 2021 Financial Reports | Van Siclen |
| | I. Mid-Winter Paid Media Update | Mahk |
| | J. Mid-Winter PR/Communication Update | Augustine |

Page:36	K	Leisure/Conference Sales Update	Peterson
	L.	IMM New York Media Event Update	Chapman
	M.	New Business	Chair
	N.	Old Business	Chair
	O.	Adjournment	Chair

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

Public Posting

www.GoTahoeNorth.com

www.NLTRA.org

Nevada Public Meeting Notice Website



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An IVCBVB and NLTRA Partnership

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

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

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

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

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

- A. No public comments
- B. Roll call: Andy Chapman, Jeffrey Hentz, Heather Bacon, Christine Horvath, Ashlee Barton, Stephanie Hoffman, Sarah Winters, DeWitt Van Sicklen, Connie Anderson, Joslyn Christman, Lindsay Moore, Cathy Nanadiego, Kressa Olguin, Anna Atwood.

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

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

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

F. Update on Texas and SoCal Spring Consumer Campaigns

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

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

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

Comments:

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

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

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

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

G. Update on Spring Social/Content Campaigns

Anderson shared her Spring Social Campaign results highlights:

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

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

H. Review of 6-month report

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

I. Discussion and Direction on Summer Consumer Target Market Strategy

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

Comments/Directions:

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

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

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

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

J. Review and Approval of February Coop Financials

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

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

K. New Business
No new business.

L. Old Business
No old business.

M. Adjournment
Meeting adjourned at 4:22PM.



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An IVCBVB and NLTRA Partnership

NLT Marketing Cooperative Committee Meeting Minutes – Wednesday Oct 20, 2021

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

Committee members: Andy Chapman, Bonnie Bavetta, Brett Williams, Blane Johnson

Staff members: DeWitt Van Sicklen, Amber Burke, Anna Atwood, Greg Long, Bart Peterson

Other in attendance: Lindsay Moore, Claire Marcus, Walt McRoberts, Kenzie Walli, Yulianna Cisneros, Jaime Hayden

- A. Call to Order – 3:05pm. A quorum was not established.
- B. Public Comment – No public comment
- C. Roll Call: Andy Chapman, Bonnie Bavetta, Brett Williams, Blane Johnson
- D. Introduction of New Members
Chapman introduced Blane Johnson as a new committee member. He is the owner of Sun Bear Realty in Incline Village.
- E. There were no changes to the agenda.
- F. **The meeting minutes from April 14th, 2021 was tabled until the next meeting as a quorum was not established.**

Action: Add meeting minutes from April 14, 2021 to next meeting agenda.

- G. Winter Consumer Media Discussion and Direction
Moore reviewed the Winter Consumer Media Campaign Strategies. Tier 1: Increase length of stay and increase mid-week visitation. Tier 2: Support Traveler Responsibility Pledge and sustainability efforts, increase in-market spending and support of local businesses, engage with locals and visitors, attract and motivate audiences by evoking emotions and creating a deeper connection through positioning, increase awareness of seasonal activities, events and experiences and continue to grow awareness, brand loyalty and conversation.

Burke reminded the committee that SMARI research shows that when more advertising is done the consumers take advantage of activities and experiences resulting in a higher in-market spend.

McRoberts reviewed the media strategies:

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

Winter target markets include Los Angeles, San Diego and National Fly Markets. The tactics that will be used include programmatic display, native direct, search marketing, Facebook/Instagram, TripAdvisor and e-mail. Burke reiterated that we are still working mostly with digital and channels that are flexible. For the sustainability messaging we will be doing TV in Sacramento and San Francisco and Facebook/Instagram are targeting in-market travelers 75% and locals 25%. Williams suggested for the sustainability message if there were any consideration to include Reno. McRoberts said that is something that could be considered.

Moore shared examples of the creative advertising for the sustainability and the Winter Wow campaign that ran last year. Augustine will be updating and making sure the right persona is reached. Burke and Chapman reviewed the process and direction with the committee members. Williams questioned if there were any interest from the Incline Village/Crystal Bay side to look to pre-pandemic demands as far as advertising in LA and San Diego when it comes to winter versus just the shoulder seasons. Chapman stated it depends on what happens with the snow and this campaign might need to be adjusted as we get into the season, but the intent is to have lower media spend during winter to have more resources available for the higher need periods. agen

Action to staff and Augustine: Include Reno in the Sustainability message.

G. PR & Communications Update

Chapman gave a quick update that with Liz Bowling's departure he has stepped in but leading on the Augustine Agency who has been doing a great job with PR and Communications.

Moore gave a PR recap:

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

Moore shared the Crisis Communications Earned Media Results. 31+ secured clips, 8.48M in estimated digital monthly visits, 26.7K estimated coverage views and 646K in estimated audience reach. There are upcoming FAM tours that are being planned and she shared the upcoming PR initiatives. Williams gave compliments for all the crisis communications that was handled through the Caldor Fire.

H. Social Media Update

Moore stated an audit of Social channels, existing pages, various areas has been completed and areas of opportunity has been identified.

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

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

A Target Overview was completed where they looked at groups of people on social platforms and gathered insights into their behavior, interest, beliefs and stated intentions. The creative considerations for seasonality and positioning were shared with the committee members. Spring: Twice the Fun/Dual Days, Summer: Summer's Official Playground, Fall: Secret Season and Winter: Winter Wow. Other creative that will be included is unique and common holidays along with events and deals.

Content is broken out into a variety of pillars including Explore, Stay and Maintain. The content on Facebook will include a mix of owned content as well as user generated content highlighting key messaging. This will be instrumental in increasing traffic to the website, increasing reach and building brand awareness. Content on Instagram will utilize strong visuals with relevant hashtags to increase reach and engagement. Reels content will promote video content created showcasing North Lake Tahoe in vlog format.

Moore also went through tactics for Pinterest, LinkedIn, Twitter and TikTok and shared a monthly Social Content Cadence for all social feeds. Social content will include campaign components in alignment with paid media campaigns including Facebook, Instagram, Twitter and TikTok.

I. Leisure & Conference Sales Update

McRoberts shared the media strategy for meetings and conventions, and they include balance media platform opportunities, maintain messaging through majority of year, include successful lead generation, incorporate videos and continue partnering with CVENT. Tactics include display, LinkedIn, Facebook/Instagram, YouTube, CVENT and the lead generation program. Moore shared the current creative campaign examples and shared there is not a lot of assets that speaks to groups and it's something they are working on. They are working on a campaign update with a unique look and feel. Williams shared he likes the new campaign direction.

Peterson gave a conference sales update including goals and lead generation. The goal is to produce more qualified leads to our lodging partners with a goal of driving off-peak bookings and a longer length of stay. MCC peak event timing is June – September. Increase proactive sales efforts in the below top 4 states: California, Arizona, Texas and Illinois. Produce at least 5 newsletters throughout the year, targeting directly at MCC distribution lists to educate MCC meeting planners on relevant information to the MCC meetings market. Produce at least 5 opportunities throughout the year to educate partners on the NLT meeting and conventions product via site visit, webinars and conference. Peterson shared the lead generations along with hosted site visits.

Upcoming Events include Connect Pacific Northwest, November 15-16, Destination Celebration in Minneapolis on November 16 and CalSAE Seasonal Spectacular in Sacramento December 14-15.

J. June 2021 Financials

Van Siclen reported on Marketing Cooperative financial results for June 30, 2021. Combined contribution for the year ending June 30, totaled \$680,000 was below budget \$920,000. NLTRA and IVCBVB had halted contributions to NLTRMC in January 2021 due to reduced forecasted expenditures and further reduced contributions in April to fund separate spring consumer marketing campaigns. Total Expenses were \$1,020,000 were \$991,000 below budget primary due to Covid. Net loss of \$294,000 was planned due to utilizing 19/20 unspent funds.

K. August 2021 Financials

Van Siclen reported on Marketing Cooperative financial results for August 31, 2021. Year-to-date revenue from NLTRA and IVCBVB of \$315,000 was on budget. Total Expenses of \$144,000 were \$52,000 below budget.

L. NLTRA CEO search update & TBID

Van Siclen reported a search committee has been formed to find a new CEO and this is a mix of variety of community partners and stakeholders. A fair number of applicants has been received and interviews will be scheduled shortly. NLTRA is hopeful to hire in December.

There are no official numbers yet for TBID. July and August numbers are aligning up with what was estimated, and the numbers were very preliminary. This does not include the quarterly assessments as they have until Oct 31, 2021 to pay. The first TBID payment from the county should be coming mid-November. Williams suggested that it be reported separately on retail, activities, and restaurant if we are trending ahead or trending behind and what segments are going ahead of forecasted numbers versus below forecasted.

M. New Business

Chapman shared on November 1 at 3:30pm there will be a dedication ceremony at the Incline Village Visitor Center to rename the Visitor Center "D.G. "Geno Menchetti Visitor Center. Geno passed away about a year and a half ago and was one of the original board members back in 1989 and was very instrumental in the community. Long shared the Northern Lights Festival is a gathering of events that happens between the weekend of Thanksgiving and the end of December. All events will be posted on our website. The Tahoe Film Fest will be happening Dec 3-5th in Incline Village, Crystal Bay and Northstar. This event is sponsored through the Marketing Cooperative. Burke stated the North Lake Tahoe Gift Card Program has been kicked off and there is a whole campaign behind this.

O. Old Business

No old business.

P. Adjournment

The meeting adjourned at 4.25pm.

2021-22 Spring Media Proposal



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AGENDA

CAMPAIGN STRATEGIES

MEDIA STRATEGIES

TARGET MARKETS

TACTICS

CREATIVE EXAMPLES

CAMPAIGN STRATEGIES

Tier 1:

- Increase length of stay
- Increase mid-week visitation

Tier 2:

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



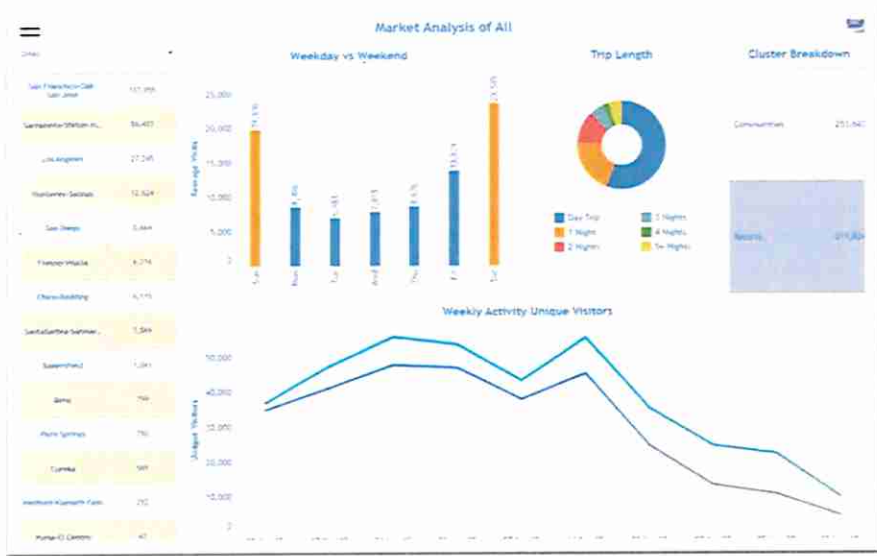
MEDIA STRATEGIES

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



DATA COLLECTION

- Markets were selected based on Fusion 7, Arrivalist, Google Analytics and flight data research
- Analyzed past spring visitation trends from 2019, 2020 and 2021



MEMO - NEW											
	Allegiant			Alaska		American		Delta	Frontier	JetBlue	
	Direct Flight	Total Direct Flights/day	Average Flight Cost	# of Direct flight per day	Cost	# of Direct flight per day	Cost	# of Direct flight per day	Cost	# of Direct flight per day	
SEA	x	15	\$ 97		\$ 97						
--PDX	x	2	\$ 190		\$ 920	2					
--BHX	x	4	\$ 199			5233		4			
k--JFK	x	1	\$ 280							2280	
k--LGA	0	-									
x		14	\$ 179		\$ 117	2	\$ 255	4	\$ 267	3	\$ 117
W--SAN	x	2	\$ 137								
A--LAS	x	10	\$ 150	579	2				\$ 111	1	
--DHD	x	3	\$ 371				\$ 345	2			
SAL	0	-									
--SFO	x	3	\$ 500								
DFW	x	6	\$ 215						\$ 180	1	
x		1	\$ 199					\$ 199	1		
WMO--SA	0	-									
AUS	x	1	\$ 407				\$ 407	1			

Key: Direct flights in both directions

Sacramento - SMP										
	Allegiant			Alaska		American		Delta	Frontier	JetBlue
	Direct Flight	Total Direct Flights/day	Average Flight Cost	# of Direct flight per day	Cost	# of Direct flight per day	Cost	# of Direct flight per day	Cost	# of Direct flight per day
SEA	x	12	\$ 225		\$ 137	6		\$ 207	5	
--PDX	x	6	\$ 216		\$ 216	3				
--BHX	x	11	\$ 190				\$ 212	4		\$ 83
k--JFK	0	-								
k--LGA	0	-								
x		16	\$ 191				\$ 191	4	\$ 191	1



FUSION7: OUT OF STATE ONLY

2019

- New York
- Denver
- Dallas
- Phoenix
- Houston
- Seattle
- Chicago
- Salt Lake City

2020

- Dallas
- Houston
- Phoenix
- Portland
- Salt Lake City
- Seattle
- New York
- Chicago

2021

- Dallas 4.1k
- Phoenix 3.7k
- Portland 3.5k
- Houston 3.3k
- Salt Lake 3.3k
- Seattle 3.3k
- Chicago 3.1k
- New York 2.9k



ARRIVALIST: OUT OF STATE ONLY

2019 Standout Markets:

- Phoenix

- Dallas

- Seattle

- Denver

DMA Name	% of Total Arrivals
Phoenix	6.30%
Dallas/Fort Worth	5.30%
Seattle/Tacoma	5.10%
Denver	4.80%
Salt Lake City	4.60%
Chicago	3.90%
New York	3.80%
Portland-Or	3.50%

2020 Standout Markets:

- Phoenix

- SLC

- Dallas

- Seattle

DMA Name	% of Total Arrivals
Phoenix	10.60%
Salt Lake City	7.20%
Dallas/Fort Worth	5.90%
Seattle/Tacoma	5.40%
Houston	4.80%
Denver	4.40%
Portland-Or	3.90%
Chicago	3.00%



FUSION7: IN STATE ONLY

2019

- San Fran
- Sacramento
- LA
- Monterey
- San Diego
- Fresno
- Chico
- Santa Barb

2020

- Sacramento
- San Fran
- LA
- Chico
- Monterey
- San Diego
- Chico
- Santa Barb

2021

- San Fran 129k
- Sacramento 89k
- LA 31k
- San Diego 9.6k
- Monterey 9.1k
- Chico 6.8k
- Fresno 5.3k
- Santa Barb 3.5k



ARRIVALIST: IN-STATE ONLY

2019 Standout Markets:

- Sacramento
- San Francisco
- Los Angeles
- Reno

DMA Name	% of Total Arrivals
Sacramento/ Stockton/Modesto	44.70%
San Francisco/ Oakland/San Jose	36.00%
Los Angeles	7.90%
Reno	2.50%
Chico/Redding	2.10%
San Diego	2.00%
Fresno/Visalia	1.80%
Monterey/Salinas	1.60%

2020 Standout Markets:

- Sacramento
- San Francisco
- Los Angeles
- Fresno

DMA Name	% of Total Arrivals
Sacramento/ Stockton/Modesto	41.90%
San Francisco /Oakland/San Jose	39.00%
Los Angeles	9.00%
Fresno/Visalia	2.00%
Monterey/Salinas	1.90%
San Diego	1.70%
Chico/Redding	1.60%
Reno	1.10%

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

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%

TARGET MARKETS & AUDIENCES SUMMARY

Markets

Dallas/Houston

Los Angeles

Audiences

Personas

Local

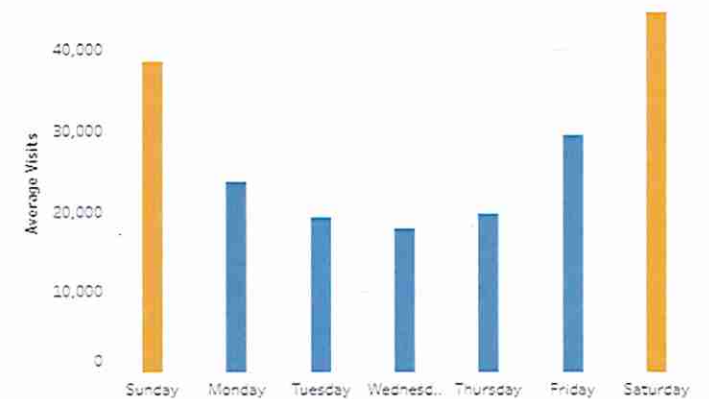
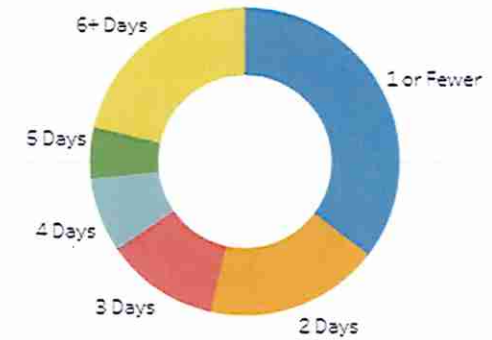
- Reno
- Local NLT/Visitor

3 Year Visitor/High Value



HIGH VALUE VISITORS

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



north lake tahoe

CONSUMER FLOWCHARTS



north lake tahoe

CONSUMER MEDIA FLOWCHART – OTA'S, MISC & PLEDGE

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

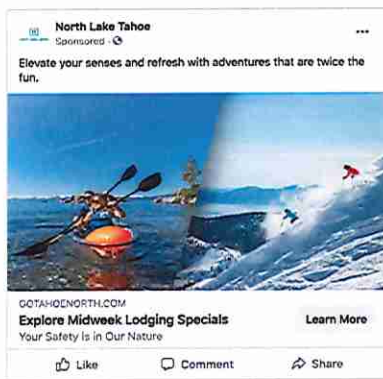
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CREATIVE EXAMPLES

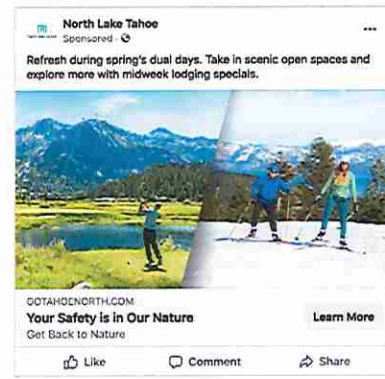


north lake tahoe

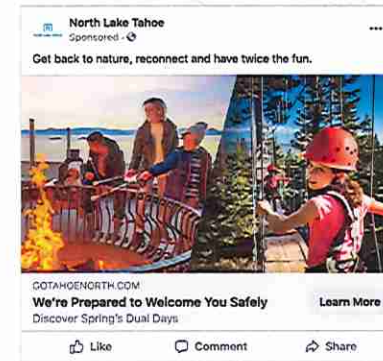
2021 CREATIVE – DUAL DAYS SOCIAL



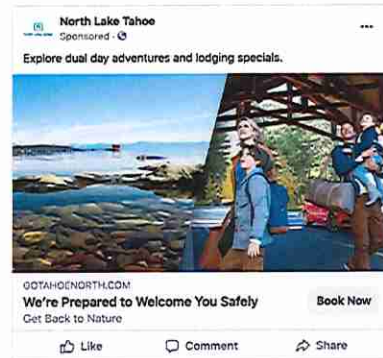
MILLENNIAL



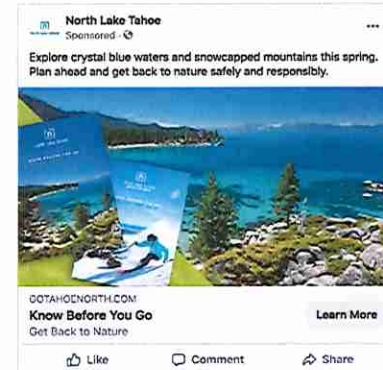
BOOMER



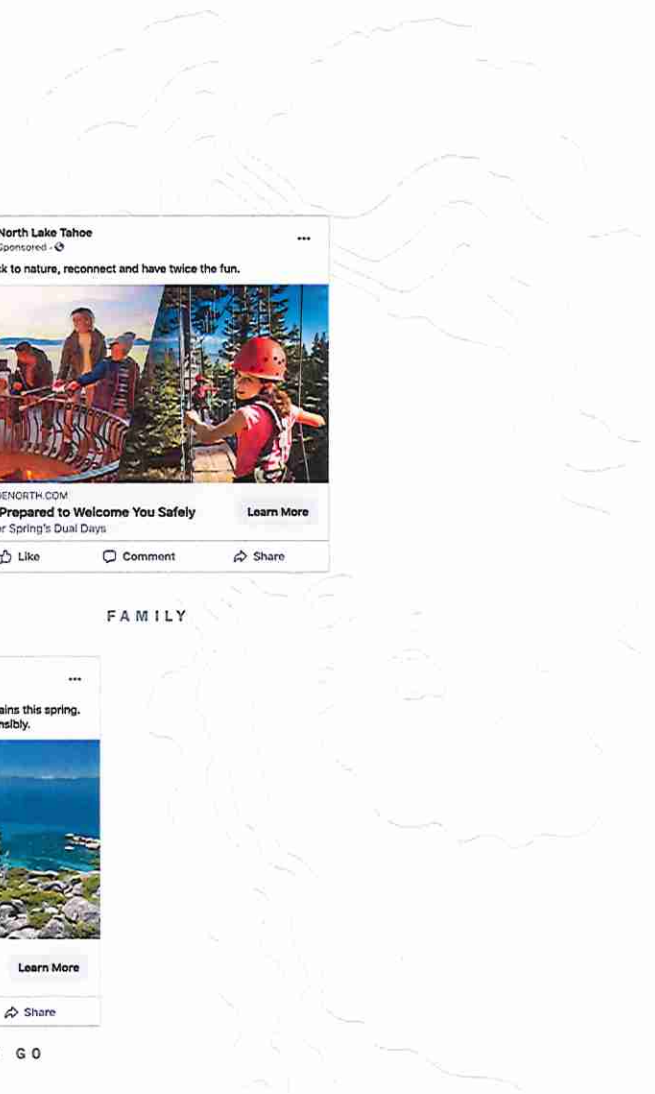
FAMILY



RETARGETING / LODGING



KNOW BEFORE YOU GO



2021 CREATIVE – DUAL DAYS DISPLAY

WE GIVE SAFE TRAVELS
NEW MEANING

n north lake tahoe
get back to nature

PLAN NOW

YOUR SAFETY
IS IN OUR NATURE

n north lake tahoe
get back to nature

PLAN NOW

WE'RE PREPARED
TO WELCOME YOU SAFELY

n north lake tahoe
get back to nature

PLAN NOW

EXPLORE DUAL DAY
LODGING SPECIALS

n north lake tahoe
get back to nature

BOOK NOW

VIEW OUR

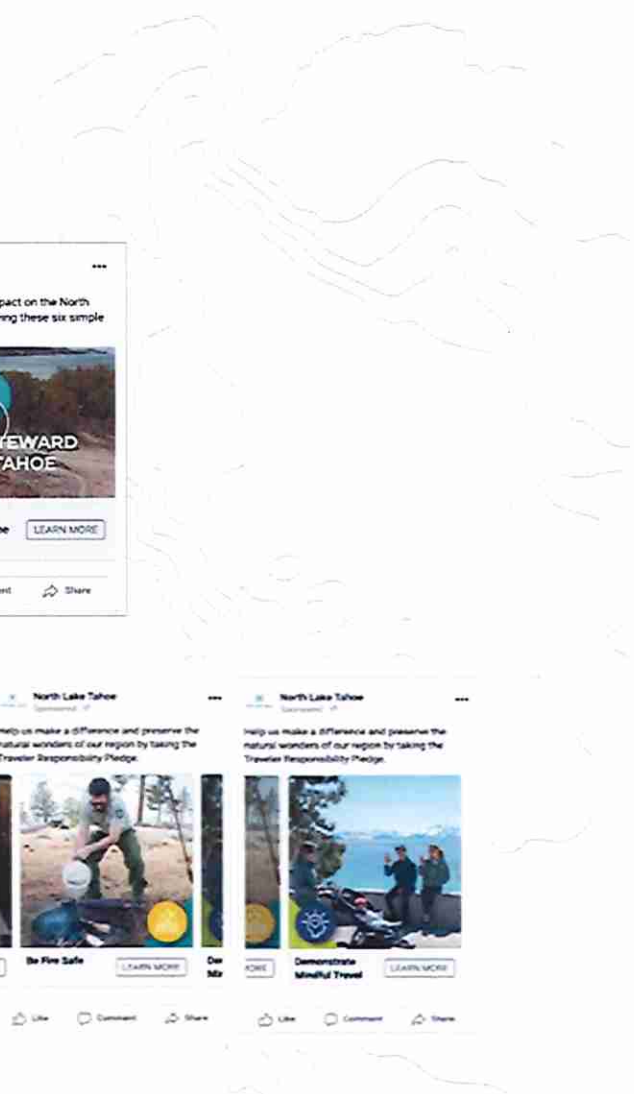
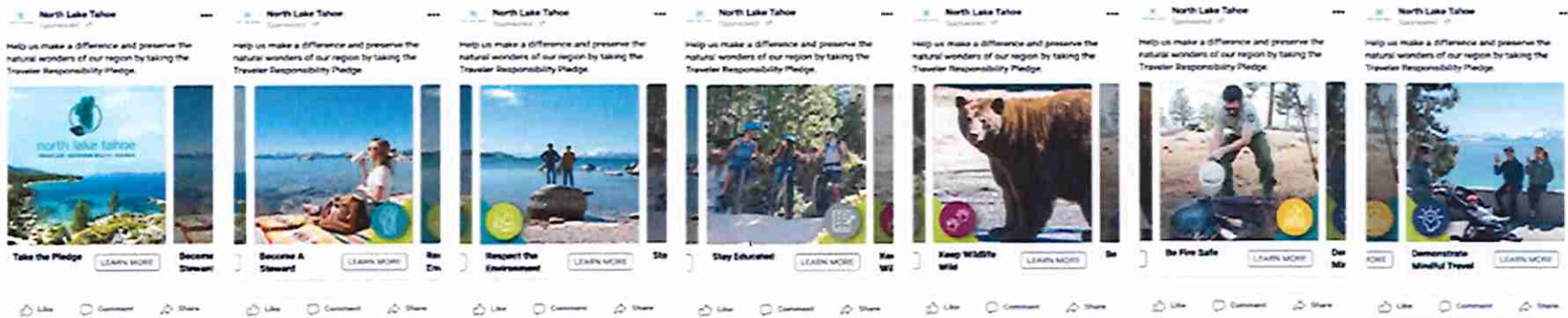
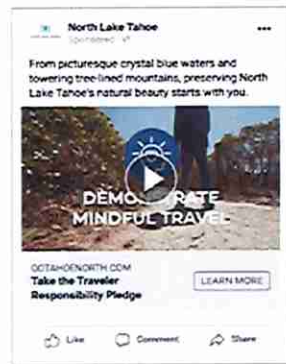
KNOW
BEFORE
YOU GO
INFORMATIONAL
GUIDES

n north lake tahoe
get back to nature

PLAN NOW



2022 CREATIVE – SUSTAINABILITY





THANK YOU!

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

November 30, 2021

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of November 30, 2021

Accrual Basis

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

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
 As of November 30, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
IVCBVB	0.00	667.00	0.00	-1.00	0.00	666.00
TOTAL	<u>0.00</u>	<u>667.00</u>	<u>0.00</u>	<u>-1.00</u>	<u>0.00</u>	<u>666.00</u>

North Lake Tahoe Marketing Cooperative

A/P Aging Summary

As of November 30, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustineldeas	11,455.76	0.00	0.00	0.00	0.00	11,455.76
CrowdRiff	17,010.00	0.00	0.00	0.00	0.00	17,010.00
Denise Cmiel	1,115.62	0.00	0.00	0.00	0.00	1,115.62
FedEx	17.13	0.00	0.00	0.00	0.00	17.13
IVCB Visitors Bureau	11,863.30	0.00	1.00	0.00	772.71	12,637.01
MAHK Advertising	56,458.84	0.00	0.00	0.00	0.00	56,458.84
NLTRA	487.34	610.08	0.00	0.00	0.00	1,097.42
Sterling Valley Systems, Inc.	0.00	7,108.75	0.00	0.00	0.00	7,108.75
TOTAL	<u>98,407.99</u>	<u>7,718.83</u>	<u>1.00</u>	<u>0.00</u>	<u>772.71</u>	<u>106,900.53</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

November 2021

	Nov 21	Budget	\$ Over Bu...	Jul - Nov 21	YTD Budget	\$ Over Bu...	Annual Bu...
Income							
4000-00 · LTIVCBVB Funding	57,666	57,666	0	288,330	288,330	0	692,000
4001-00 · NLTRA Funding	65,226	65,226	0	356,435	356,435	0	1,100,000
4004-00 · IVCBVB Entertainment	0	0	0	4,000	4,000	0	8,000
Total Income	122,892	122,892	0	648,765	648,765	0	1,800,000
Gross Profit	122,892	122,892	0	648,765	648,765	0	1,800,000
Expense							
5000-00 · CONSUMER MARKETING							
5002-01 · Native Display	0	5,000	(5,000)	7,000	21,500	(14,500)	70,000
5004-00 · Trip Advisor	2,986	2,000	986	14,414	21,000	(6,586)	50,000
5005-00 · Paid Social	3,426	8,850	(5,424)	33,956	62,760	(28,804)	132,960
5005-01 · Digital Display / Retargeting	11,619	7,250	4,369	52,246	38,390	13,856	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	1,981	0	1,981	21,075	75,000	(53,925)	150,000
5007-02 · Website Production	0	0	0	120	0	120	0
5007-03 · Photo/Video Creative	2,481	2,373	108	11,698	11,865	(167)	28,469
5007-00 · Creative Production - Other	0	0	0	510	0	510	0
Total 5007-00 · Creative Production	4,462	2,373	2,089	33,403	86,865	(53,462)	178,469
5010-00 · Account Strategy & Management	7,000	7,000	0	35,000	35,000	0	84,000
5010-02 · Website Strategy & Analysis	0	0	0	2,500	0	2,500	0
5016 · Video Streaming	17,636	5,000	12,636	52,593	50,000	2,593	105,000
5017-00 · Rich Media	600	0	600	600	0	600	0
5018-00 · Media Commission	6,735	4,251	2,484	19,536	28,866	(9,330)	71,166
5018-01 · Digital Ad Serving	103	600	(497)	423	2,900	(2,477)	6,000
5020-00 · Search Engine Marketing	14,665	4,000	10,665	19,840	20,000	(160)	54,000
5022-00 · Email	0	0	0	5,000	5,000	(0)	20,000
5024-00 · Fusion 7	0	2,000	(2,000)	5,000	10,000	(5,000)	24,000
5025-00 · Expedia	0	0	0	0	0	0	15,000
5029-00 · Television	0	0	0	0	0	0	14,000
Total 5000-00 · CONSUMER MARKETING	69,232	48,324	20,908	281,511	382,281	(100,770)	903,595
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	0	0	0	500	(500)	2,000
5111-00 · FAMS - Domestic	0	0	0	0	500	(500)	1,500
5112-00 · Training / Sales Calls	551	2,000	(1,449)	2,171	2,000	171	5,000
5113-00 · Additional Opportunities	17	0	17	185	3,000	(2,815)	9,050
5115-00 · Travel Agent Incentive Program	0	1,000	(1,000)	0	1,750	(1,750)	4,750
5131-00 · FAMS -Intl - Travel Trade	0	0	0	0	750	(750)	2,250
5133-00 · Ski-Tops	0	850	(850)	0	850	(850)	4,000
5134-00 · Intl Marketing - Additional Opp	0	0	0	0	0	0	4,000
5137-00 · Co-op Opportunities	0	0	0	0	3,000	(3,000)	6,000
5143-00 · Mountain Travel Symposium	0	0	0	0	0	0	6,000
5144-00 · IPW - POW WOW	4,334	0	4,334	4,334	5,000	(666)	16,000
5145-00 · TIA Annual Dues	0	0	0	0	0	0	2,700
5155-00 · California Star Program	0	0	0	0	3,000	(3,000)	3,000
5157-00 · International Efforts	0	0	0	0	0	0	15,000
Total 5110-00 · LEISURE SALES	4,901	3,850	1,051	6,689	20,350	(13,661)	81,250
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	5,000	5,000	0	15,000	20,000	(5,000)	55,000
5202-00 · PR Program/ Content Dev - Blogs	360	750	(390)	1,122	4,500	(3,378)	12,000
5204-00 · Media Mission(s)	0	7,000	(7,000)	822	7,000	(6,179)	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	4,000	4,000	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	240	240	0	1,200	1,200	0	2,880
5208-00 · International Travel Media FAMS	0	3,000	(3,000)	0	3,000	(3,000)	3,000
5209-00 · Domestic Travel Media FAMS	0	0	0	0	6,200	(6,200)	18,600
5210-00 · Content Dev - Newsletters	1,110	1,800	(690)	2,910	9,000	(6,090)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	29,000	29,000	0	71,000
5212-00 · Social Giveaways & Contests	0	1,800	(1,800)	0	3,600	(3,600)	7,200
5214-00 · Social Takeover	0	0	0	107	5,000	(4,893)	10,000
5216-00 · PR Content Development + Distri	0	1,500	(1,500)	1,320	3,000	(1,680)	6,000
5221-00 · Photography & Video Asset Dev	0	0	0	0	2,000	(2,000)	8,000
5222-00 · Media Tracking / Membership	1,766	294	1,472	1,777	1,470	307	3,530
5280-00 · PR Meals / Entertainment	0	0	0	203	750	(547)	1,500
Total 5200-00 · PUBLIC RELATIONS	15,276	28,184	(12,908)	57,461	99,720	(42,259)	253,910
6000-00 · CONFERENCE SALES							
6005-00 · Paid Media	1,774	1,511	263	3,263	4,533	(1,270)	24,114
6006-00 · CVENT	712	916	(204)	3,597	4,554	(957)	10,967
6007-00 · Creative Production	9,160	0	9,160	9,490	5,000	4,490	10,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

November 2021

	Nov 21	Budget	\$ Over Bu...	Jul - Nov 21	YTD Budget	\$ Over Bu...	Annual Bu...
6014-00 · MCC Group Incentive Program	0	1,000	(1,000)	0	1,000	(1,000)	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6018-00 · MCC Media Commission	314	459	(145)	3,268	1,377	1,891	4,590
6018-01 · MCC Digital Ad Serving	6	42	(36)	12	210	(198)	500
6019-00 · Conference Direct Partnership	0	0	0	1,750	7,000	(5,250)	7,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	2,917	7,000	(4,083)	7,000
6152-00 · Client Events / Opportunities	150	0	150	1,650	2,000	(350)	17,000
6153-00 · Chicago Sales Rep Support	83	0	83	1,212	625	587	2,500
Total 6000-00 · CONFERENCE SALES	12,782	3,928	8,854	27,159	33,299	(6,140)	91,450
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	323	0	323	461	1,500	(1,039)	6,000
6116-00 · CalSAE Seasonal Spectacular	1,889	0	1,889	1,889	0	1,889	5,000
6120-01 · Sac River Cats Client Event	0	0	0	500	0	500	0
6127-00 · CalSAE Annual	0	0	0	0	0	0	1,500
6143-00 · Connect Marketplace	0	0	0	0	6,000	(6,000)	6,000
6154-00 · HelmsBriscoe ABC	227	0	227	227	0	227	5,500
6155-00 · Connect Trade Shows	1,204	0	1,204	1,204	0	0	5,500
6156-00 · Connect California	0	0	0	0	0	0	5,500
6156-02 · Connect Chicago	0	0	0	0	4,700	(4,700)	4,700
6156-05 · Connect Northwest	0	1,800	(1,800)	0	5,500	(5,500)	5,500
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	0	1,500	(1,500)	1,500
6160-01 · AllThingsMeetings East Bay	0	0	0	0	0	0	1,500
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 · Sports Commission	0	0	0	0	420	(420)	420
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6171-00 · Outdoor Retailer	0	0	0	0	0	0	1,500
6180-00 · Conference Direct CA	583	0	583	1,167	0	1,167	0
6182-00 · Destination Celebration	1,116	1,500	(384)	1,116	2,275	(1,159)	2,275
Total 6100-00 · TRADE SHOWS	5,342	3,300	2,042	6,563	21,895	(15,332)	53,895
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	3,000	(3,000)	0	9,000	(9,000)	30,000
5009-00 · Fulfillment / Mail	1,311	200	1,111	1,311	1,000	311	2,400
5021-00 · RASC-Reno Air Service Corp	0	0	0	25,000	25,000	0	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	833	0	833	2,000
5124-00 · Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7002-00 · CRM Subscription	833	885	(52)	11,775	4,425	7,350	10,620
7003-00 · IVCBVB Entertainment Fund	211	0	211	211	2,000	(1,789)	8,000
7004-00 · Research	5,105	2,750	2,355	12,724	13,750	(1,026)	83,000
7005-00 · Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	70	0	70	20,000
7007-00 · Destimetrics / DMX	0	0	0	0	8,338	(8,338)	33,352
7008-00 · Opportunistic Funds	0	0	0	0	0	0	25,000
7009-00 · Tahoe Cam Usage	0	177	(177)	0	885	(885)	2,124
7010-00 · Photo Management & Storage	621	625	(4)	3,104	3,125	(21)	7,757
7020-00 · Collateral Production / Printin	0	0	0	724	0	724	0
8700-00 · Automobile Expense*	184	0	184	209	0	209	0
Total 7000-00 · COMMITTED & ADMIN EXPENSES	8,431	7,637	794	70,962	83,523	(12,561)	340,253
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	21,250	21,250	0	51,000
8003-00 · Website Hosting Maintenance	65	0	65	8,633	1,068	7,565	2,161
8004-00 · Website Strategy & Maintenance	7,500	7,500	0	30,000	37,500	(7,500)	90,000
8005-00 · Website SEO Strategy/Maint	2,500	2,500	0	15,000	12,500	2,500	30,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,315	14,250	65	74,883	72,318	2,565	173,161
Total Expense	130,279	109,473	20,806	525,228	713,386	(188,158)	1,897,514
Net Income	(7,387)	13,419	(20,806)	123,536	(64,621)	188,158	(97,514)

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July through November 2021

	Jul - Nov 21	Jul - Nov 20	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	288,330.00	256,400.00	31,930.00	12.5%
4001-00 · NLTRA Funding	356,434.61	263,148.00	93,286.61	35.5%
4004-00 · IVCBVB Entertainment	4,000.00	4,000.00	0.00	0.0%
4099-00 · Revenue - Other	0.00	1,200.00	-1,200.00	-100.0%
Total Income	648,764.61	524,748.00	124,016.61	23.6%
Gross Profit	648,764.61	524,748.00	124,016.61	23.6%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	6,999.99	1,666.66	5,333.33	320.0%
5004-00 · Trip Advisor	14,414.41	5,902.93	8,511.48	144.2%
5005-00 · Paid Social	33,955.82	18,896.35	15,059.47	79.7%
5005-01 · Digital Display / Retargeting	52,245.73	40,052.28	12,193.45	30.4%
5007-00 · Creative Production				
5007-01 · Creative Production	21,074.83	33,817.99	-12,743.16	-37.7%
5007-02 · Website Production	120.00	2,842.50	-2,722.50	-95.8%
5007-03 · Photo/Video Creative	11,698.25	1,551.63	10,146.62	653.9%
5007-00 · Creative Production - Other	510.00	765.00	-255.00	-33.3%
Total 5007-00 · Creative Production	33,403.08	38,977.12	-5,574.04	-14.3%
5010-00 · Account Strategy & Management	35,000.00	30,000.00	5,000.00	16.7%
5010-02 · Website Strategy & Analysis	2,500.00	3,204.00	-704.00	-22.0%
5016 · Video Streaming	52,593.14	0.00	52,593.14	100.0%
5017-00 · Rich Media	600.00	0.00	600.00	100.0%
5018-00 · Media Commission	19,535.79	28,280.57	-8,744.78	-30.9%
5018-01 · Digital Ad Serving	423.48	310.54	112.94	36.4%
5020-00 · Search Engine Marketing	19,839.55	33,778.83	-13,939.28	-41.3%
5022-00 · Email	4,999.70	4,162.45	837.25	20.1%
5024-00 · Fusion 7	5,000.00	10,000.00	-5,000.00	-50.0%
Total 5000-00 · CONSUMER MARKETING	281,510.69	215,231.73	66,278.96	30.8%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	0.00	150.00	-150.00	-100.0%
5112-00 · Training / Sales Calls	2,170.50	119.88	2,050.62	1,710.6%
5113-00 · Additional Opportunities	185.07	0.00	185.07	100.0%
5144-00 · IPW - POW WOW	4,333.67	0.00	4,333.67	100.0%
5147-00 · AUS / Gate 7	0.00	6,211.86	-6,211.86	-100.0%
5155-00 · California Star Program	0.00	1,166.68	-1,166.68	-100.0%
Total 5110-00 · LEISURE SALES	6,689.24	7,648.42	-959.18	-12.5%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	15,000.00	7,500.00	7,500.00	100.0%
5202-00 · PR Program/ Content Dev - Blogs	1,122.36	5,500.00	-4,377.64	-79.6%
5204-00 · Media Mission(s)	821.50	746.96	74.54	10.0%
5206-00 · Digital Buy/ Social Media Boost	4,000.00	2,500.00	1,500.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	1,200.00	1,500.00	-300.00	-20.0%
5209-00 · Domestic Travel Media FAMS	0.00	5,812.83	-5,812.83	-100.0%
5210-00 · Content Dev - Newsletters	2,910.00	7,200.00	-4,290.00	-59.6%
5211-00 · Social Media Strategy & Mgmt	29,000.00	20,000.00	9,000.00	45.0%
5214-00 · Social Takeover	107.42	0.00	107.42	100.0%
5216-00 · PR Content Development + Distri	1,320.00	7,238.06	-5,918.06	-81.8%
5221-00 · Photography & Video Asset Dev	0.00	1,500.00	-1,500.00	-100.0%
5222-00 · Media Tracking / 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	57,460.91	61,326.57	-3,865.66	-6.3%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	0.00	2,500.00	-2,500.00	-100.0%
6005-00 · Paid Media	3,263.35	0.00	3,263.35	100.0%
6006-00 · CVENT	3,597.48	10,678.00	-7,080.52	-66.3%
6007-00 · Creative Production	9,490.06	1,580.46	7,909.60	500.5%
6015-00 · MCC National Memberships	0.00	379.00	-379.00	-100.0%
6018-00 · MCC Media Commission	3,267.78	1,700.95	1,566.83	92.1%
6018-01 · MCC Digital Ad Serving	12.13	0.00	12.13	100.0%
6019-00 · Conference Direct Partnership	1,749.99	4,083.35	-2,333.36	-57.1%
6128-00 · HelmsBriscoe Strategic Partner	2,916.65	2,916.65	0.00	0.0%
6152-00 · Client Events / Opportunities	1,650.00	53.54	1,596.46	2,981.8%
6153-00 · Chicago Sales Rep Support	1,211.85	897.13	314.72	35.1%
Total 6000-00 · CONFERENCE SALES	27,159.29	24,789.08	2,370.21	9.6%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	460.84	194.13	266.71	137.4%
6116-00 · CalSAE Seasonal Spectacular	1,889.34	1,099.00	790.34	71.9%
6120-01 · Sac River Cats Client Event	499.90	0.00	499.90	100.0%
6143-00 · Connect Marketplace	0.00	4,900.00	-4,900.00	-100.0%
6154-00 · HelmsBriscoe ABC	227.39	0.00	227.39	100.0%
6155-00 · Connect Trade Shows	1,203.64	0.00	1,203.64	100.0%
6160-00 · AllThingsMeetings Silcon Valley	0.00	675.00	-675.00	-100.0%
6167-00 · Nor Cal DMO	0.00	420.00	-420.00	-100.0%
6180-00 · Conference Direct CA	1,166.66	0.00	1,166.66	100.0%
6182-00 · Destination Celebration	1,115.62	0.00	1,115.62	100.0%

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July through November 2021

	Jul - Nov 21	Jul - Nov 20	\$ Change	% Change
Total 6100-00 · TRADE SHOWS	6,563.39	7,288.13	-724.74	-9.9%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	1,310.91	559.90	751.01	134.1%
5021-00 · RASC-Reno Air Service Corp	25,000.00	0.00	25,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	833.35	500.01	333.34	66.7%
7002-00 · CRM Subscription	11,775.42	4,291.65	7,483.77	174.4%
7003-00 · IVCBVB Entertainment Fund	211.23	13.78	197.45	1,432.9%
7004-00 · Research	12,723.80	0.00	12,723.80	100.0%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 · Special Events	70.00	0.00	70.00	100.0%
7007-00 · Destimetrics / DMX	0.00	10,442.09	-10,442.09	-100.0%
7010-00 · Photo Management & Storage	3,103.75	3,041.90	61.85	2.0%
7020-00 · Collateral Production / 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	70,961.81	44,414.80	26,547.01	59.8%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	21,250.00	21,301.94	-51.94	-0.2%
8003-00 · Website Hosting Maintenance	8,633.00	19,226.00	-10,593.00	-55.1%
8004-00 · Website Strategy & Maintenance	30,000.00	0.00	30,000.00	100.0%
8005-00 · Website SEO Strategy/Maint	15,000.00	0.00	15,000.00	100.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENAN...	74,883.00	40,527.94	34,355.06	84.8%
Total Expense	525,228.33	401,226.67	124,001.66	30.9%
Net Income	123,536.28	123,521.33	14.95	0.0%



2021-2022 North Lake Tahoe Sales Schedule

DATE	TRADESHOW/EVENT	TEAM MEMBER	LOCATION
<u>JULY</u>			
13	ConferenceDirect Virtual Insights	Sarah Winters	Virtual
<u>AUGUST</u>			
N/A			
<u>SEPTEMBER</u>			
20-23	IPW	Bart Peterson	Las Vegas
<u>OCTOBER</u>			
N/A			
<u>NOVEMBER</u>			
16	Destination Celebration	Denise Cmiel	Minneapolis, MN
15-16	Connect Pacific Northwest	Bart Peterson	Seattle, WA
<u>DECEMBER</u>			
6	Taste of California Roadshow	Denise Cmiel	Chicago, IL
14-15	CALSAE Seasonal Spectacular	Bart Peterson	Sacramento, CA
<u>JANUARY</u>			
19-20	Connect Chicago	Denise Cmiel	Rosemont, IL
<u>FEBRUARY</u>			
14-16	Visit California Outlook Forum	Bart Peterson	San Francisco
<u>MARCH</u>			
20-24	<i>SkiTops</i>	<i>TBD</i>	<i>Park City, UT</i>
<u>APRIL</u>			
3-8	Mountain Travel Symposium	Bart Peterson	Vail, CO
21-29	CalSAE Elevate	Sarah Winters	North Lake
TBD	Rural Roundup	TBD	TBD
<u>MAY</u>			
9-12	HelmsBriscoe ABC	Bart Peterson	Las Vegas
18-20	Tourism Cares Conference	Sarah Winters	North Lake
TBD	Top Golf MCC Networking Event	TBD	Roseville, CA
<u>JUNE</u>			
4-8	IPW	Sarah or Bart	Orlando, FL
TBD	SF Giants MCC Networking Event	TBD	San Francisco