
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

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link <https://bit.ly/3IkISPK>. Pre-registration is required, and members of the public will be admitted into the meeting as an attendee, with audio and video controls disabled. If you wish to make a public comment, use the "Raise Hand" feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

8:30 a.m. 1. Call to Order – Establish Quorum

8:35a.m. 2. Public Comment – 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.

8:40 a.m. 3. Agenda Amendments and Approval [**ACTION**]

8:45 a.m. 4. 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.

Page:1 A. NLTRA Board Meeting Minutes from Feb 2, 2022 [Link to preliminary online document](#)

Page:5 B. NLTRA Financial Statements, Jan 31, 2022

Page:28 C. Approval of Event Sponsorship for 2022 Adventure Van Expo

Page:32 D. Approval of Event Sponsorship for 2022 High Sierra Archery

Page:36 E. Approval of Event Sponsorship for 2022 Lake Tahoe Paddle Racing Series

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

- Finance Committee Meeting
- Tourism Development Committee Feb 22, 2022
- In-Market Tourism Development Committee Jan 25, 2022

- 8:50 a.m.** 5. Action Item:
- Page:40** A. **Approval of Event Sponsorship for 2022 Tahoe 100 Mountain Bike Race**
 - Page:44** B. **Approval of Event Sponsorship for 2022 Kings Beach Fireworks**
 - Page:59** C. **Approval of Event Sponsorship for 2022 Tahoe City Fireworks**
 - Page:65** D. **Approval of Spartan 2022 Contract Amendment**
 - Page:70** E. **Approval of Coraggio Consulting Services Agreement**
 - Page:81** F. **Approval of CEO Authority of Execution**
- 9:40 a.m.** 6. Informational Updates/Verbal Reports:
- A. George Ruther- Delivering on housing solutions in Vail, Colorado -30 min
 - B. Tahoe City Skate Park presentation -20 min
 - Page:82** C. Placer County Staff- Short Term Rental implementation program on -15 min
- 10:45 a.m.** 7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.
- Page:93** A. Destimetrics Report, Jan 31, 2022
 - Page:94** B. Conference Revenue Statistics Report, Jan 2022
 - Page:97** C. Tourism Development Report on Activities, Jan 2022
 - Page:113** D. Reno Tahoe Airport Report, Jan 2022
 - Page:121** E. Visitor Information Center Report, Jan 2022
 - Page:122** F. North Lake Tahoe Marketing Coop Financial Statements, Jan 2022
 - Page:128** G. Membership Accounts Receivable Report Jan 2022
 - Page:129** H. Financial Key Metrics Report Jan 2022
 - Page:130** I. NLTRA 6-month Performance Report
- 10:45 a.m.** 8. CEO and Staff Updates
- 10:50 a.m.** 9. Directors Comments
- 10:55 a.m.** 10. Meeting Review and Staff Direction
- 11:00 a.m.** 11. Closed Session
- 11:00 a.m.** 12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, February 2, 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 8:35 AM

Board members in attendance

Samir Tuma, Dave Wilderotter, Jim Phelan, Dan Tester, Colin Perry, Kevin Mitchell, Deidra Walsh, David Lockard, Alyssa Reilly, Sue Rae Irelan, Melissa Siig, Stephanie Hoffman, Ray Villaman, and Tom Turner. A quorum was established. Advisory Committee members Jeff Cowen and Stephanie Holloway were also present.

Board members absent

Dee Byrne
Brett Williams

Staff Members in attendance

Tony Karwowski, Bonnie Bavetta, Anna Atwood, Amber Burke, Katie Biggers, and DeWitt Van Siclén

Others in attendance

Included Supervisor Cindy Gustafson, Andy Chapman, Joy Doyle, Cathy Nanadiego, Greg Long, Jess Weaver, Kenzie Wall, Walt McRoberts, James Holman, and Matt Davis

2. Approval of Resolution 2021.06

Motion to adopt Resolution 2021.06 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. MITCHELL/PHELAN/Approved unanimously by roll call vote.

3. Introduction of Tony Karwowski, NLTRA CEO

Tony Karwowski introduced himself and was welcomed as the new NLTRA CEO. Bavetta was thanked for filling in as Interim CEO during the recruitment process.

4. Public Forum

On behalf of his Board, Andy Chapman welcomed Karwowski.

Gustafson welcomed Karwowski and thanked the Board for a well-run, inclusive hiring process.

Gustafson reported the County is moving forward with name changes on three roads in Olympic Valley. USGS is considering names for the Park, the Creek, and the Peak.

The Placer County Board of Supervisors is considering approval of a Zoning Text Amendment to allow those serving on the two at-large positions on the Planning Commission to be part-time residents of the County.

Gustafson is hoping to secure federal infrastructure bill funds to address widening SR 89 and Highway 267, which will cost over \$400 million. She has heard the Placer County Transportation Planning Agency (PCTPA) is considering options to increase rail service to this area.

5. Agenda Amendments and Approval [ACTION]

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

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]

A. NLTRA Board Meeting Minutes from Jan 5, 2022

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

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

7. Action Items

A. Approval of Resolution Appointing Bank Signatories - VanSiclen [ACTION]

Motion to appoint Tony Karwowski, Amber Burke, Dan Tester, and Jim Phelan as signers on all accounts and Andy Chapman and Greg Long as signers on the co-op account. MITCHELL/VILLAMAN/UNANIMOUS

B. Approval of Made in Tahoe Events - Biggers [ACTION]

Biggers reported the Tourism Development Committee has reviewed three events so far and expects to hear another 6-8 sponsorship requests. The Squaw Village Neighborhood Company is requesting additional funds for the Made in Tahoe events, which now takes place over Memorial Day weekend and in the fall. In response to a question, Biggers clarified the approval process.

**Motion to approve the additional sponsorship funds requested for the Made in Tahoe event
VILLAMAN/IRELAN/UNANIMOUS**

C. Approval of Tourism Development Committee Members – Burke [ACTION]

Burke reported four of the seven applicants are recommended for approval. A brief discussion followed regarding the current make-up of the Committee.

Motion to appoint Carolyn Craffey, Adam Wilson, Kristy Olk, and Conner McCarthy to the Tourism Development Committee. TESTER/VILLAMAN/UNANIMOUS

8. Informational Updates/Verbal Reports

A. 2021-22 Responsible Travel Focused Spring Consumer Media – Burke

Burke presented details of the spring campaign, noting the emphasis on Stewardship Principles. The goals are to increase the visitor's length of stay during shoulder seasons, encourage mid-week visitation, and target meeting and convention business. Burke said the campaign is being pushed through channels that allow the most flexibility for quick adjustments given COVID, smoke, and other possible impacts. Burke answered questions clarifying the presentation and described how the campaign was developed.

B. County of Placer Short Term Rental Ordinance Update

Gustafson reported there was over four and one-half hours of public testimony regarding Short Term Rentals at the recent Supervisor’s meeting. The currently recommended Ordinance will be considered for adoption at the February 8 meeting. She emphasized that this is not the end of process and the Ordinance will continue to be refined with input from a stakeholder group. STRs are important to the area, but housing workers and mitigating nuisance issues are critical. Gustafson is encouraging a facilitator be hired to oversee the stakeholder group so staff can remain neutral.

Gustafson noted the need to continually collect data. The complaints are relatively small compared with the number of rental room nights. When investigated, many complaints are related to owners and their guests using their home. The impacts of day use also needs to be considered. TRPA estimates 42% of summer traffic counts are from those just here for the day.

Holloway and Bavetta presented details on the proposed Ordinance. Holloway answered questions regarding the permitting application. A Town Hall will be presented to describe details of the Ordinance and a webinar and FAQ document for permit holders.

Tester asked about enforcement, specifically tracking those who operate “underground” without proper permits. Siig also asked about enforcement. Holloway described the tracking and fining options for those not in compliance.

Discussion followed as compliance and enforcement, how permits will be issued, and strategies to address day users were considered.

C. NLTRA/TOT/TBID Committees Overview – Bavetta

Bavetta narrated a Power Point presentation outlining the proposed structure for the three new committees being formed as a result of TBID. There was a brief discussion about the tasks of each committee, the funds each will oversee, and the process for allocations. This item will continue to be on the agenda for updates.

D. NLTRA Board Election Update – Bavetta

Bavetta reported Jill Shott has applied for the North Shore lodging seat, Tom Turner is running again for the food and beverage seat, and Dave Wilderotter, Marie Murphy, and Marshall Grattan are candidates for the at-large positions.

Palisades Tahoe has appointed Mike DeGroff. Dave Lockard is again the Resort at Squaw Creek’s appointee and Dan Tester will serve for the Squaw Valley Business Association.

Ballots will be sent to the membership soon. The new Board will be seated in April.

E. Discussion of NLTRA/IVCBVCB Joint Meeting

Bavetta referred to the memo in today’s Board packet. She recommends the joint meeting be held the morning of March 16 and followed by an informal light lunch. Bavetta will send out a Doodle Poll to confirm the date. The location will be advised.

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. CEO and Staff Updates

Karowski thanked the staff and Board for the warm welcome and helping getting him up to speed quickly.

Biggers said the Spartan contract will be presented at the March meeting.

11. Directors Comments

Irelan hopes the new Board member orientation includes training for Karwowski.

Bavetta was thanked for stepping up as Interim-CEO and helping with the transition.

12. Meeting Review and Staff Direction

Karwowski will confirm details of March 16 NLTRA/IVBVCB joint meeting.

13. Closed Session

Closed Session was not convened.

14. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:02 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

Date: 2/23/2022

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

From: DeWitt Van Siclen, Accounting Manager

RE: Report of Financial Results for January 31, 2022

A summary of preliminary NLTRA financial results for January 31, 2022 follows:

- Cash balance on January 31, 2021 of \$3,656,000 was \$2,225,000 greater than prior year due primarily to an increase in Due To County of Placer balance of \$1,096,000 and an increase in Net Income of \$2,787,000 offset primarily by an increase in Receivables of \$1,718,000. Other changes in the cash balance from prior year include an increase in Accounts Payable of \$158,000, an increase in Accrued Expenses of \$7,000, 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 \$10,000, an increase in Prepaid Expenses of \$16,000, a decrease in Payroll Liabilities of \$66,000 and a decrease in Deferred Revenue – Member Dues of \$49,000.
- Accounts Receivable (QB) balance of \$5,000 was up relative to last year by \$3,000.
- The Accounts Receivable – TOT balance of \$775,000 reflected County TOT funding invoices for both December and January. The balance at this date last year was \$505,000.
- AR Other balance of \$10,000 was \$9,000 greater than prior year.
- Membership dues receivable totaled \$62,000, which reflects a decrease of \$107,000 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 \$9,000 was \$52,000 less than prior year.
- Retail Inventory totaled \$33,000, which reflects an increase of \$10,000 from prior year.
- AR TBID balance of \$1,491,000 reflects the anticipated revenue on TBID assessment collections that have not yet been received. This number does not reflect actuals for Q2 assessments.
- Receivable from NLTMC balance of \$3,000 was greater than prior year by \$2,000.
- Prepaid Expenses of \$38,000 increased by \$16,000 from prior year primarily due to the timing of payment on the Business Association Grants.
- Accounts Payable of \$149,000 was \$135,000 greater than prior year due to timing.
- 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 \$78,000 were \$66,000 lower than prior year. This is primarily the result of reduced staffing as well as incentives in prior year that had not yet been distributed.

- Accrued expenses of \$22,000 were \$7,000 higher than prior year due to an increase in the number of events over prior year offset by a COVID recovery campaign that had been accrued in prior year.
- Deferred Revenue-Member Dues of \$47,000 was down \$49,000 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 \$3,242,000 at January 31 reflected a \$2,787,000 increase from prior year positive results of \$455,000, and represents anticipated TBID revenues of \$2,857,000 YTD, Membership's net loss of \$8,000, and \$393,000 net positive results from TOT funded departments.

- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$1,293,000 was lower than budget by \$377,000 due to the timing of the pay for performance portion of County TOT funding.
 - Expenses before overhead allocation totaled \$975,000 and were \$414,000 below budget largely due to a combination of reduced staffing and timing.
 - Total net results before overhead allocation of \$318,000 were better than budget by \$37,000.
 - The reforecast of Marketing expenditures for the fiscal year indicates a reduction from budget of approximately \$317,000 at year end, due primarily to lower payroll and related expenses, partnership funding, event sponsorships, and opportunistic funds. The marketing reforecast is still preliminary pending discussions on partnership funding, events, and BACC Marketing Programs and is subject to change.
- Operating Results YTD – Conference
 - TOT revenue of \$282,000 was on budget.
 - Expenses of \$104,000 before allocated overhead were below budget by \$121,000 primarily due to reduced staffing.
 - Net results of \$178,000 before overhead allocation were good to budget by \$121,000.
 - The reforecast of Conference expenditures for the fiscal year indicates a reduction from budget of approximately \$260,000 at year end, due primarily to lower payroll and related expenses along with reduced G&A that is allocated based on headcount and total expenditures.
- Operating Results YTD – Visitor Center
 - Retail sales of \$64,000 were positive to budget by \$13,000. TOT revenue of \$267,000 was on budget.
 - Expenses before overhead allocation of \$179,000 were below budget by \$74,000 primarily due to staffing and timing.
 - Net income of \$152,000 before overhead allocation was \$86,000 positive to budget.
 - The reforecast of Visitor Center expenditures for the fiscal year indicates a reduction from budget of approximately \$86,000 due primarily to lower payroll and related expenses as well as lower expenses related to the Visitor's Guide.
- Operating Results YTD – TMPI
 - TOT revenue of \$107,000 was on budget.
 - Expenditures of \$14,000 before overhead were \$72,000 good to budget primarily due to reduced staffing and timing offset by an unbudgeted professional fees expense.
 - Net results of \$93,000 before overhead allocation were positive to budget \$72,000.
 - The reforecast of TMPI expenditures for the fiscal year indicates a reduction from budget of approximately \$88,000 due primarily to lower than anticipated payroll and related expenditures.

- Operating Results YTD – TBID Assessment Revenue
 - Anticipated revenues YTD totaled \$2,857,000 and was good to budget by \$412,000.
 - Total cash receipts YTD total \$1,366,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$46,000 was \$2,000 good to budget, total other revenues of \$2,000 were bad to budget by \$3,000.
 - Expenses before overhead allocation of \$41,000 were good to budget by \$10,000.
 - Net income of \$6,000 before overhead allocation was good to budget by \$9,000.
 - Net loss of \$8,000 after overhead allocations was good to budget \$8,000.
 - The Reforecast of Membership indicates a net loss of \$5,000 at March 31, which is \$12,000 better than budget and is the result of lower than anticipated payroll and related expenses. The budgeted net loss of \$17,000 would have netted a close to break-even point based on prior years' positive results of \$18,000 prior to the start of operating under the NLT TBID.
- Operating Results YTD – Business Association Grant Funding
 - TOT Revenue of \$117,000 was on budget.
 - Expenses of \$117,000 was on budget.
 - Net results of \$0 was on budget.
 - The reforecast for Business Association Grant Funding is expected to remain on budget for the remainder of the fiscal year.
- Operating Results YTD – TOT Housing & Transportation Allocation
 - TOT Revenue of \$96,000 was on budget.
 - Total expense of \$0 was below budget \$77,000 due primarily to staffing.
 - Net results of \$96,000 before overhead was \$77,000 good to budget.
 - The reforecast of TOT Housing & Transportation Allocation expenditures for the fiscal year indicates a reduction from budget of approximately \$130,000 due primarily to lower than anticipated payroll and related expenditures and G&A expenses based on headcount.
- Operating Results YTD – Administration
 - Total expenses of \$458,000 were \$1,000 over budget due primarily to unbudgeted expenses offset by reduced staffing.
 - The reforecast of Administration expenditures for the fiscal year indicates a reduction from budget of approximately \$66,000 due primarily to lower than anticipated payroll and related expenditures as well as unused travel, research & planning, and additional opportunities funds partially offset by unbudgeted professional fees.
- Membership cash position as of January 31, 2022
 - Membership activities YTD resulted in a net loss of \$8,318.
 - Deferred revenues of \$46,734 less receivables of \$62,817, plus the allowance for uncollectible receivables of \$9,495 resulted in the loss of cash in the amount of \$14,906.
 - 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 \$28,000.

Summary of North Lake Tahoe Marketing Cooperative (NLTMC) preliminary financial results at January 31, 2022

- Cash balance at month end of \$340,000 was \$494,000 lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294,000 and an increase in Accounts Receivable of \$260,000, and in increase in Prepaid Expenses of \$31,000 offset by an increase in Net Income of \$42,000 and an increase in Accounts Payable of \$52,000.
- Accounts Receivable balance of \$263,000 was greater than prior year by \$262,000 and was primarily due to the amount owed by the NLTRA on January contributions. Payment has since been made.
- Prepaid Expenses of \$72,000 were \$31,000 greater than prior year.
- Accounts Payable of \$86,000 were \$52,000 greater than prior year primarily due to timing.
- 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 396,000 was \$42,000 higher than prior year.

- Year-to-date revenue from NLTRA and IVCBVB of \$1,134,000 was on budget.
- Consumer Marketing expenditures of \$360,000 were \$131,000 below budget due to timing as well as lower than anticipated expenditures.
- Leisure Sales expenditures of \$10,000 were \$19,000 below budget due to a combination of cancelled events/activities and timing.
- Public Relations expenses of \$104,000 were \$39,000 below budget due to timing as well as lower than anticipated expenditures.
- Conference Sales expenditures of \$39,000 were \$4,000 below budget due to timing.
- Trade Show expenditures of \$13,000 were \$22,000 below budget due to anticipated trade shows and client events being cancelled.
- Committed & Administrative expenditures of \$112,000 were \$47,000 below budget due to timing.
- Website & Maintenance expenses of \$101,000 were on budget.
- Total Expenses of \$739,000 were \$262,000 below budget.
- Net Income of \$396,000 was good to budget by \$262,000.
- The reforecast of the North Lake Tahoe Marketing Cooperative indicates a net loss of \$9,000 at the end of the fiscal year or \$88,000 better than budget primarily due to lower than anticipated expenditures in Consumer Marketing of \$59,000, Leisure Sales of \$10,000, Public Relations of \$14,000, and Trade Shows of \$23,000, offset primarily by anticipated overages in Committed & Admin Expenses of \$15,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

January 31, 2022

North Lake Tahoe Resort Association

Balance Sheet

As of January 31, 2022

	Jan 31, 22	Jan 31, 21	\$ 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	2,096,394	0	2,096,394	100%	1,965,992
1003-00 · Cash - Operations BOTW #6712	0	1,186,072	(1,186,072)	(100%)	(268,644)
1007-00 · Cash - Payroll BOTW #7421	5,104	3,353	1,751	52%	38,521
1008-00 · Marketing Reserve - Plumas	50,374	50,340	34	0%	50,356
1009-00 · Cash Flow Reserve - Plumas	101,035	100,924	111	0%	100,976
1071-00 · Payroll Reserves BOTW #8163	25,714	29,582	(3,868)	(13%)	29,582
1080-00 · Special Events BOTW #1626	10,564	60,315	(49,751)	(82%)	39,803
1090-00 · TBID Account- BOTW #0550	1,366,485	0	1,366,485	100%	
10950 · Cash in Drawer	617	619	(2)	(0%)	139
Total Checking/Savings	3,656,445	1,431,363	2,225,082	155%	1,956,883
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	5,000	2,500	2,500	100%	1,000
1290-00 · A/R - TOT	774,960	505,473	269,487	53%	432,499
Total Accounts Receivable	779,960	507,973	271,987	54%	433,499
Other Current Assets					
1200-99 · AR Other	10,123	1,179	8,944	759%	2,442
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	62,497	169,330	(106,833)	(63%)	17,025
1201-03 · Member AR - Other	320	1,400	(1,080)	(77%)	985
Total 1201-00 · Member Accounts Receivable	62,817	170,730	(107,913)	(63%)	18,010
1201-02 · Allowance for Doubtful Accounts	(9,495)	(61,574)	52,079	85%	(9,632)
12100 · Inventory Asset					
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	33,096	23,270	9,826	42%	26,867
Total 12100 · Inventory Asset	33,114	23,288	9,826	42%	26,885
1220-00 · AR TBID	1,490,945	0	1,490,945	100%	
1299 · Receivable from NLTMC	2,564	403	2,161	536%	5,932
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
Total Other Current Assets	1,591,218	135,176	1,456,042	1,077%	44,787
Total Current Assets	6,027,623	2,074,512	3,953,111	191%	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	(4,291)	(2,153)	(2,138)	(99%)	(3,222)
1750-00 · Computer Software	6,206	20,493	(14,287)	(70%)	6,206
1751-00 · Accum. Amort. - Software	(6,206)	(20,575)	14,369	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	6,722	4,564	2,158	47%	7,791
Other Assets					

North Lake Tahoe Resort Association

Balance Sheet

As of January 31, 2022

	<u>Jan 31, 22</u>	<u>Jan 31, 21</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 21</u>
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	7,562	14,185	(6,623)	(47%)	2,689
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	30,147	7,939	22,208	280%	6,500
Total 1400-00 · Prepaid Expenses	<u>37,809</u>	<u>22,224</u>	<u>15,585</u>	<u>70%</u>	<u>9,289</u>
Total Other Assets	37,809	22,224	15,585	70%	9,289
TOTAL ASSETS	<u>6,072,154</u>	<u>2,101,300</u>	<u>3,970,854</u>	<u>189%</u>	<u>2,452,249</u>
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	149,170	14,620	134,550	920%	69,892
Total Accounts Payable	<u>149,170</u>	<u>14,620</u>	<u>134,550</u>	<u>920%</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	6,319	10,480	(4,161)	(40%)	41,223
2101-00 · Incentive Payable	20,834	69,096	(48,262)	(70%)	44,055
2102-00 · Commissions Payable	0	1,420	(1,420)	(100%)	0
2120-00 · Empl. Federal Tax Payable	3,409	5,545	(2,136)	(39%)	3,379
2175-00 · 401 (k) Plan	1,756	2,693	(937)	(35%)	1,218
2180-00 · Estimated PTO Liability	45,948	54,845	(8,897)	(16%)	62,280
Total 21000 · Salaries/Wages/Payroll Liabilit	<u>78,266</u>	<u>144,079</u>	<u>(65,813)</u>	<u>(46%)</u>	<u>152,155</u>
2190-00 · Sales and Use Tax Payable					
25500 · *Sales Tax Payable	1,893	225	1,668	741%	2,877
Total 2190-00 · Sales and Use Tax Payable	<u>1,893</u>	<u>225</u>	<u>1,668</u>	<u>741%</u>	<u>2,877</u>
2250-00 · Accrued Expenses	21,900	15,132	6,768	45%	200,350
2400-60 · Deferred Revenue- Member Dues	46,734	95,868	(49,134)	(51%)	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>2,180,026</u>	<u>1,166,838</u>	<u>1,013,188</u>	<u>87%</u>	<u>1,880,442</u>
Total Current Liabilities	<u>2,329,196</u>	<u>1,181,458</u>	<u>1,147,738</u>	<u>97%</u>	<u>1,950,334</u>
Total Liabilities	<u>2,329,196</u>	<u>1,181,458</u>	<u>1,147,738</u>	<u>97%</u>	<u>1,950,334</u>
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>3,242,461</u>	<u>455,129</u>	<u>2,787,332</u>	<u>612%</u>	<u>28,518</u>
Total Equity	<u>3,742,955</u>	<u>919,840</u>	<u>2,823,115</u>	<u>307%</u>	<u>500,495</u>
TOTAL LIABILITIES & EQUITY	<u>6,072,151</u>	<u>2,101,298</u>	<u>3,970,853</u>	<u>189%</u>	<u>2,450,829</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Jan 22	Budget	\$ Over Bu...	Jul '21 - J...	YTD Budget	\$ Over Bu...	Annual B...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	461,731	521,756	(60,025)	2,160,999	2,537,774	(376,775)	3,395,286
4100-00 · TBID Assessment Revenue	485,019	485,019	0	2,857,430	2,445,195	412,235	4,689,362
4200-00 · Membership Dues Revenue	6,518	6,250	268	45,548	43,750	1,798	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	1,500	(1,500)	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	450	(450)	0	1,250	(1,250)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	800	(800)	1,200
Total 4251-00 · Tues AM Breakfast Club	0	650	(650)	0	2,050	(2,050)	3,550
4250-00 · Revenues-Membership Activities - Other	0	0	0	1,805	0	1,805	0
Total 4250-00 · Revenues-Membership Activities	0	650	(650)	1,805	5,050	(3,245)	9,550
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
46000 · Merchandise Sales							
4602-00 · Non-Retail VIC income	25			641	0	641	0
46000 · Merchandise Sales - Other	3,803	3,500	303	63,003	51,000	12,003	59,500
Total 46000 · Merchandise Sales	3,828	3,500	328	63,644	51,000	12,644	59,500
Total Income	957,097	1,017,175	(60,078)	5,129,426	5,082,769	46,657	8,210,947
Gross Profit	957,097	1,017,175	(60,078)	5,129,426	5,082,769	46,657	8,210,947
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	5,418	10,695	(5,277)	32,089	74,866	(42,777)	98,560
5030-00 · P/R - Health Insurance Expense	5,262	13,890	(8,627)	42,349	97,227	(54,878)	128,597
5040-00 · P/R - Workmans Comp	420	1,131	(711)	4,775	7,920	(3,145)	10,260
5060-00 · 401 (K)	1,304	3,834	(2,530)	11,211	26,838	(15,627)	35,428
5070-00 · Other Benefits and Expenses	87	646	(559)	1,798	4,523	(2,725)	5,993
5000-00 · Salaries & Wages - Other	39,988	108,002	(68,014)	415,454	756,015	(340,561)	995,051
Total 5000-00 · Salaries & Wages	52,480	138,199	(85,718)	507,677	967,390	(459,713)	1,273,889
5100-00 · Rent							
5110-00 · Utilities	2,106	1,113	993	8,399	7,788	611	10,088
5140-00 · Repairs & Maintenance	1,469	1,104	365	2,436	7,729	(5,293)	9,983
5150-00 · Office - Cleaning	1,200	929	271	5,125	6,504	(1,379)	8,483
5100-00 · Rent - Other	13,698	14,391	(693)	95,919	100,736	(4,817)	130,642
Total 5100-00 · Rent	18,473	17,537	936	111,879	122,757	(10,878)	159,197
5310-00 · Telephone							
5320-00 · Telephone	3,060	2,973	87	18,890	20,813	(1,923)	27,002
5350-00 · Internet	0			180			
Total 5310-00 · Telephone	3,060	2,973	87	19,070	20,813	(1,743)	27,002
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	29	(29)	50
5480-00 · Mail - Fed Ex	0	4	(4)	233	29	204	50
5420-00 · Mail - USPS - Other	1,000	127	873	1,519	887	633	1,140
Total 5420-00 · Mail - USPS	1,000	135	865	1,753	945	808	1,240
5510-00 · Insurance/Bonding	2,189	1,250	939	9,136	8,750	386	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	4,023	492	3,531	4,158	8,442	(4,284)	9,425
5520-00 · Supplies - Other	828	1,779	(951)	7,069	17,454	(10,385)	22,263
Total 5520-00 · Supplies	4,851	2,271	2,580	11,227	25,896	(14,669)	31,688
5610-00 · Depreciation	153	153	0	1,069	1,069	0	1,375
5700-00 · Equipment Support & Maintenance	13,595	2,933	10,661	21,352	20,533	818	26,400
5710-00 · Taxes, Licenses & Fees	1,130	1,308	(178)	10,019	9,158	861	11,832
5740-00 · Equipment Rental/Leasing	490	435	54	3,262	3,048	214	4,116
5800-00 · Training Seminars	0	500	(500)	649	3,500	(2,851)	4,500
5850-00 · Artist of Month - Commissions	122	167	(44)	1,102	1,167	(64)	1,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	1,375	750	625	7,500	10,250	(2,750)	11,750
5920-00 · Professional Fees - Accountant	0			19,345	26,000	(6,655)	26,000
5921-00 · Professional Fees - Other	67,998	1,792	66,206	115,715	12,542	103,174	18,625
Total 5900-00 · Professional Fees	69,373	2,542	66,831	142,560	48,792	93,769	56,375
5941-00 · Research & Planning	0	1,250	(1,250)	0	8,750	(8,750)	11,250

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Jan 22	Budget	\$ Over Bu...	Jul '21 - J...	YTD Budget	\$ Over Bu...	Annual B...
6020-00 · Programs							
6016-00 · Special Event Partnership	2,500	25,000	(22,500)	5,220	25,000	(19,780)	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	20,000	(10,000)	20,000
Total 6020-00 · Programs	2,500	25,000	(22,500)	15,220	45,000	(29,780)	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	179,400	(179,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0			0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	50,000	0	50,000	50,000	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	50,000	0	50,000	55,000	228,200	(173,200)	411,000
6421-00 · New Event Development	0	34,025	(34,025)	0	102,075	(102,075)	102,075
6424-00 · Event Operation Expenses	0	1,000	(1,000)	289	1,500	(1,211)	1,500
Total 6420-00 · Events	50,000	35,025	14,975	55,289	331,775	(276,486)	514,575
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0			0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	338	(338)	(500)	938	(1,438)	1,763
6442-00 · Public Relations/Website/Digita	990	500	490	5,904	3,500	2,404	4,500
6444-00 · Trades	0			295	0	295	0
6423-00 · Membership Activities - Other	(470)	417	(887)	403	2,917	(2,514)	3,750
Total 6423-00 · Membership Activities	520	1,254	(734)	6,102	7,854	(1,752)	10,513
6730-00 · Marketing Cooperative/Media	257,680	257,680	0	724,480	724,480	0	871,278
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	11,667	(11,667)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	3,563	6,000	(2,437)	39,014	42,000	(2,986)	54,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	11,498	2,000	9,498	13,998	10,000	3,998	14,000
6743-03 · Winter Lakeside Campaign	11,416	3,600	7,816	13,916	14,400	(484)	20,000
Total 6743-00 · BACC Marketing Programs	22,914	5,600	17,314	27,914	24,400	3,514	34,000
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	8,333	8,333	0	58,333	58,333	(0)	100,000
6750-02 · Business Assn Grant - TCDA	8,333	8,333	0	58,333	58,333	(0)	100,000
Total 6750-00 · Business Association Grant	16,667	16,667	0	116,667	116,667	(0)	200,000
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	11,667	(11,667)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	92	125	(33)	1,286	875	411	1,125
52500 · Purchase Discounts	0			(6)	0	(6)	0
59900 · POS Inventory Adjustments	(43)			32	0	32	0
8100-01 · CGS - Other	305			580	0	580	0
8100-00 · Cost of Goods Sold - Other	2,019	1,750	269	32,324	25,500	6,824	29,750
Total 8100-00 · Cost of Goods Sold	2,373	1,875	498	34,216	26,375	7,841	30,875
8200-00 · Associate Relations	0	195	(195)	653	1,365	(712)	1,770
8300-00 · Board Functions	(33,417)	583	(34,000)	2,355	4,083	(1,728)	5,250
8500-00 · Credit Card Fees	160	215	(54)	1,931	2,747	(816)	3,247
8600-00 · Additional Opportunites	650	5,833	(5,183)	9,575	40,833	(31,258)	55,000
8700-00 · Automobile Expenses	70	542	(471)	645	3,792	(3,147)	5,025
8750-00 · Meals/Meetings	4,501	642	3,860	4,612	4,492	120	6,088
8810-00 · Dues & Subscriptions	844	1,275	(431)	6,687	8,925	(2,238)	11,500
8910-00 · Travel	0	417	(417)	303	2,917	(2,614)	3,750
8920-00 · Bad Debt	0			624	0	624	0
Total Expense	495,943	533,788	(37,845)	1,887,042	2,653,607	(766,565)	3,528,482
Net Ordinary Income	461,154	483,388	(22,233)	3,242,384	2,429,162	813,221	4,682,465
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	11			77	0	77	0
Total Other Income	11			77	0	77	0
Other Expense							
8990-00 · Allocated	0	(0)	0	0	0	0	9,744

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

Accrual Basis

All Departments

	Jan 22	Budget	\$ Over Bu...	Jul '21 - J...	YTD Budget	\$ Over Bu...	Annual B...
Total Other Expense	0	(0)	0	0	0	0	9,744
Net Other Income	11	0	11	77	0	77	(9,744)
Net Income	<u>461,166</u>	<u>483,388</u>	<u>(22,222)</u>	<u>3,242,461</u>	<u>2,429,162</u>	<u>813,299</u>	<u>4,672,721</u>

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2021 through January 2022

	Jul '21 - Jan 22	Jul '20 - Jan 21	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	2,160,999	2,001,346	159,653	8%
4100-00 · TBID Assessment Revenue	2,857,430	0	2,857,430	100%
4200-00 · Membership Dues Revenue	45,548	80,586	(35,038)	(44)%
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	641	1,555	(914)	(59)%
4504-00 · Retail Revenue - Other	0	560	(560)	(100)%
46000 · Merchandise Sales - Other	63,003	59,736	3,267	6%
Total 46000 · Merchandise Sales	63,644	61,851	1,793	3%
4720-00 · Miscellaneous	0	4,193	(4,193)	(100)%
Total Income	5,129,426	2,152,151	2,977,275	138%
Cost of Goods Sold				
52900 · Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	5,129,426	2,152,151	2,977,275	138%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	0	2,106	(2,106)	(100)%
5020-00 · P/R - Tax Expense	32,089	43,476	(11,387)	(26)%
5030-00 · P/R - Health Insurance Expense	42,349	70,485	(28,136)	(40)%
5040-00 · P/R - Workmans Comp	4,775	6,246	(1,471)	(24)%
5060-00 · 401 (k)	11,211	12,609	(1,398)	(11)%
5070-00 · Other Benefits and Expenses	1,798	2,634	(836)	(32)%
5000-00 · Salaries & Wages - Other	415,454	583,127	(167,673)	(29)%
Total 5000-00 · Salaries & Wages	507,677	720,683	(213,006)	(30)%
5100-00 · Rent				
5110-00 · Utilities	8,399	6,083	2,316	38%
5140-00 · Repairs & Maintenance	2,436	3,227	(791)	(25)%
5150-00 · Office - Cleaning	5,125	4,075	1,050	26%
5100-00 · Rent - Other	95,919	93,610	2,309	3%
Total 5100-00 · Rent	111,879	106,995	4,884	5%
5310-00 · Telephone				
5320-00 · Telephone	18,890	15,138	3,752	25%
5350-00 · Internet	180	0	180	100%
Total 5310-00 · Telephone	19,070	15,138	3,932	26%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	233	0	233	100%
5420-00 · Mail - USPS - Other	1,519	531	988	186%
Total 5420-00 · Mail - USPS	1,753	531	1,222	230%
5510-00 · Insurance/Bonding	9,136	7,397	1,739	24%
5520-00 · Supplies				
5525-00 · Supplies- Computer	4,158	3,589	568	16%
5520-00 · Supplies - Other	7,069	9,513	(2,444)	(26)%
Total 5520-00 · Supplies	11,227	13,102	(1,875)	(14)%
5610-00 · Depreciation	1,069	388	681	175%
5700-00 · Equipment Support & Maintenance	21,352	18,771	2,580	14%
5710-00 · Taxes, Licenses & Fees	10,019	7,806	2,213	28%
5740-00 · Equipment Rental/Leasing	3,262	3,022	239	8%
5800-00 · Training Seminars	649	66	583	882%
5850-00 · Artist of Month - Commissions	1,102	1,010	92	9%

North Lake Tahoe Resort Association
Profit & Loss Prev Year Comparison
July 2021 through January 2022

Accrual Basis

	Jul '21 - Jan 22	Jul '20 - Jan 21	\$ Change	% Change
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	7,500	1,860	5,640	303%
5920-00 · Professional Fees - Accountant	19,345	21,800	(2,455)	(11)%
5921-00 · Professional Fees - Other	115,715	31,200	84,515	271%
Total 5900-00 · Professional Fees	142,560	54,860	87,700	160%
6020-00 · Programs				
6016-00 · Special Event Partnership	5,220	141	5,080	3,611%
6018-00 · Business Assoc. Grants	10,000	0	10,000	100%
Total 6020-00 · Programs	15,220	141	15,080	10,720%
6420-00 · Events				
6420-01 · Sponsorships				
6421-04 · Broken Arrow Skyrace	5,000	0	5,000	100%
6421-10 · WinterWonderGrass - Tahoe	50,000	0	50,000	100%
Total 6420-01 · Sponsorships	55,000	0	55,000	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	55,289	4,000	51,289	1,282%
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	5,904	4,667	1,237	27%
6444-00 · Trades	295	0	295	100%
6423-00 · Membership Activities - Other	403	915	(512)	(56)%
Total 6423-00 · Membership Activities	6,102	5,877	225	4%
6730-00 · Marketing Cooperative/Media	724,480	546,253	178,227	33%
6742-00 · Non-NLT Co-Op Marketing Program	39,014	2,277	36,737	1,614%
6743-00 · BACC Marketing Programs				
6743-01 · Year Round Shopping Campaign	13,998	13,409	589	4%
6743-03 · Winter Lakeside Campaign	13,916	0	13,916	100%
6743-07 · Winter Regional Campaign	0	18,027	(18,027)	(100)%
Total 6743-00 · BACC Marketing Programs	27,914	31,436	(3,522)	(11)%
6750-00 · Business Association Grant				
6750-01 · Business Assn Grant - NTBA	58,333	0	58,333	100%
6750-02 · Business Assn Grant - TCDA	58,333	0	58,333	100%
Total 6750-00 · Business Association Grant	116,667	0	116,667	100%
7500-00 · Trade Shows/Travel	0	395	(395)	(100)%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	1,286	1,020	266	26%
52500 · Purchase Discounts	(6)	0	(6)	(100)%
59900 · POS Inventory Adjustments	32	583	(551)	(95)%
8100-01 · CGS - Other	580	98	482	493%
8100-00 · Cost of Goods Sold - Other	32,324	31,762	562	2%
Total 8100-00 · Cost of Goods Sold	34,216	33,463	753	2%
8200-00 · Associate Relations	653	2,014	(1,360)	(68)%
8300-00 · Board Functions	2,355	2,244	111	5%
8500-00 · Credit Card Fees	1,931	2,599	(668)	(26)%
8600-00 · Additional Opportunites	9,575	72,303	(62,728)	(87)%
8700-00 · Automobile Expenses	645	1,603	(958)	(60)%
8750-00 · Meals/Meetings	4,612	330	4,282	1,297%
8810-00 · Dues & Subscriptions	6,687	4,953	1,735	35%
8910-00 · Travel	303	0	303	100%
8920-00 · Bad Debt	624	37,479	(36,855)	(98)%
Total Expense	1,887,042	1,697,135	189,907	11%

**North Lake Tahoe Resort Association
Profit & Loss Prev Year Comparison**

Accrual Basis

July 2021 through January 2022

	Jul '21 - Jan 22	Jul '20 - Jan 21	\$ Change	% Change
Net Ordinary Income	3,242,384	455,016	2,787,367	613%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	77	113	(35)	(31)%
Total Other Income	77	113	(35)	(31)%
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	77	113	(35)	(31)%
Net Income	<u>3,242,461</u>	<u>455,129</u>	<u>2,787,332</u>	<u>612%</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

11 - Marketing

Accrual Basis

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	349,310	409,335	(60,025)	1,292,530	1,669,305	(376,775)	2,188,080
Total Income	349,310	409,335	(60,025)	1,292,530	1,669,305	(376,775)	2,188,080
Gross Profit	349,310	409,335	(60,025)	1,292,530	1,669,305	(376,775)	2,188,080
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,976	2,393	(416)	8,094	16,749	(8,655)	21,534
5030-00 · P/R - Health Insurance Expense	1,030	4,120	(3,090)	13,010	28,840	(15,830)	37,080
5040-00 · P/R - Workmans Comp	73	129	(56)	819	901	(82)	1,159
5060-00 · 401 (k)	383	957	(574)	3,608	6,700	(3,092)	8,614
5070-00 · Other Benefits and Expenses	59	121	(62)	1,110	849	261	1,092
5000-00 · Salaries & Wages - Other	12,454	23,927	(11,473)	106,309	167,490	(61,181)	215,344
Total 5000-00 · Salaries & Wages	15,976	31,647	(15,671)	132,949	221,528	(88,579)	284,822
5100-00 · Rent							
5110-00 · Utilities	736	125	611	1,627	875	752	1,125
5140-00 · Repairs & Maintenance	0	75	(75)	0	525	(525)	675
5150-00 · Office - Cleaning	858	188	671	1,834	1,313	521	1,688
5100-00 · Rent - Other	6,865	2,083	4,782	18,012	14,563	3,429	18,750
Total 5100-00 · Rent	8,460	2,471	5,989	21,472	17,296	4,177	22,237
5310-00 · Telephone							
5320-00 · Telephone	1,835	578	1,257	5,160	4,048	1,112	5,205
5350-00 · Internet	0			180			
Total 5310-00 · Telephone	1,835	578	1,257	5,340	4,048	1,291	5,205
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			85			
5420-00 · Mail - USPS - Other	105			158	0	158	0
Total 5420-00 · Mail - USPS	105			243	0	243	0
5510-00 · Insurance/Bonding	44			131			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	417	(417)	40	2,917	(2,877)	3,750
5520-00 · Supplies - Other	171	0	171	663	0	663	0
Total 5520-00 · Supplies	171	417	(246)	703	2,917	(2,214)	3,750
5700-00 · Equipment Support & Maintenance	0	13	(13)	0	88	(88)	113
5710-00 · Taxes, Licenses & Fees	21	13	9	69	88	(18)	113
5740-00 · Equipment Rental/Leasing	338	83	255	798	583	214	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	875	(875)	1,125
5921-00 · Professional Fees - Other	0	125	(125)	0	875	(875)	1,125
Total 5900-00 · Professional Fees	0	250	(250)	0	1,750	(1,750)	2,250
6020-00 · Programs							
6016-00 · Special Event Partnership	2,500	25,000	(22,500)	5,220	25,000	(19,780)	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	20,000	(10,000)	20,000
Total 6020-00 · Programs	2,500	25,000	(22,500)	15,220	45,000	(29,780)	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	179,400	(179,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0			0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	50,000	0	50,000	50,000	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	50,000	0	50,000	55,000	228,200	(173,200)	411,000
6421-00 · New Event Development	0	34,025	(34,025)	0	102,075	(102,075)	102,075
6424-00 · Event Operation Expenses	0	1,000	(1,000)	289	1,500	(1,211)	1,500
Total 6420-00 · Events	50,000	35,025	14,975	55,289	331,775	(276,486)	514,575
6730-00 · Marketing Cooperative/Media	249,941	249,941	0	670,310	670,310	0	801,630
6742-00 · Non-NLT Co-Op Marketing Program	3,363	5,000	(1,637)	37,614	35,000	2,614	45,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	11,498	2,000	9,498	13,998	10,000	3,998	14,000
6743-03 · Winter Lakeside Campaign	11,416	3,600	7,816	13,916	14,400	(484)	20,000
Total 6743-00 · BACC Marketing Programs	22,914	5,600	17,314	27,914	24,400	3,514	34,000
8200-00 · Associate Relations	0	21	(21)	41	146	(105)	187
8600-00 · Additional Opportunit	0	4,167	(4,167)	5,025	29,167	(24,142)	37,500
8700-00 · Automobile Expenses	29	125	(96)	329	875	(546)	1,125
8750-00 · Meals/Meetings	0	42	(42)	0	292	(292)	375
8810-00 · Dues & Subscriptions	152	83	69	478	583	(105)	750

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

11 - Marketing

Accrual Basis

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
8910-00 - Travel	0	417	(417)	303	2,917	(2,614)	3,750
Total Expense	355,850	360,891	(5,041)	974,876	1,388,761	(413,885)	1,828,132
Net Ordinary Income	(6,541)	48,443	(54,984)	317,654	280,544	37,110	359,948
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	11			77	0	77	0
Total Other Income	11			77	0	77	0
Other Expense							
8990-00 - Allocated	101,720	48,443	53,276	339,935	280,544	59,392	359,948
Total Other Expense	101,720	48,443	53,276	339,935	280,544	59,392	359,948
Net Other Income	(101,708)	(48,443)	(53,285)	(339,858)	(280,544)	(59,314)	(359,948)
Net Income	(108,249)	0	(108,249)	(22,204)	0	(22,204)	0

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

Accrual Basis

30 - Conference

	Jan 22	Budget	\$ Over Bud...	Jul '21 - Ja...	YTD Budget	\$ Over Bud...	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	36,372	36,372	0	281,738	281,738	0	360,285
Total Income	<u>36,372</u>	<u>36,372</u>	<u>0</u>	<u>281,738</u>	<u>281,738</u>	<u>0</u>	<u>360,285</u>
Gross Profit	36,372	36,372	0	281,738	281,738	0	360,285
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	264	1,747	(1,483)	2,400	12,232	(9,832)	15,727
5030-00 · P/R - Health Insurance Expense	1,970	2,103	(133)	8,266	14,720	(6,455)	18,926
5040-00 · P/R - Workmans Comp	21	167	(145)	300	1,167	(867)	1,500
5060-00 · 401 (k)	110	417	(306)	1,230	2,917	(1,687)	3,750
5070-00 · Other Benefits and Expenses	8	75	(67)	95	525	(430)	675
5000-00 · Salaries & Wages - Other	2,762	17,474	(14,712)	32,712	122,320	(89,608)	157,268
Total 5000-00 · Salaries & Wages	5,137	21,983	(16,846)	45,004	153,881	(108,877)	197,846
5100-00 · Rent							
5110-00 · Utilities	(378)	83	(462)	239	583	(344)	750
5140-00 · Repairs & Maintenance	0	63	(63)	0	438	(438)	563
5150-00 · Office - Cleaning	(378)	125	(503)	295	875	(580)	1,125
5100-00 · Rent - Other	(4,729)	1,333	(6,062)	2,386	9,333	(6,948)	12,000
Total 5100-00 · Rent	(5,485)	1,604	(7,089)	2,920	11,229	(8,309)	14,437
5310-00 · Telephone							
5320-00 · Telephone	(1,291)	417	(1,707)	779	2,917	(2,137)	3,750
Total 5310-00 · Telephone	(1,291)	417	(1,707)	779	2,917	(2,137)	3,750
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			137			
5420-00 · Mail - USPS - Other	73	17	56	109	117	(8)	150
Total 5420-00 · Mail - USPS	73	17	56	246	117	129	150
5510-00 · Insurance/Bonding	(9)			51			
5520-00 · Supplies	(193)	113	(306)	80	788	(708)	1,013
5710-00 · Taxes, Licenses & Fees	(9)	8	(18)	44	58	(14)	75
5740-00 · Equipment Rental/Leasing	(185)	63	(247)	133	438	(304)	563
5800-00 · Training Seminars	0	83	(83)	0	583	(583)	750
6730-00 · Marketing Cooperative/Media	7,739	7,739	0	54,170	54,170	0	69,648
8200-00 · Associate Relations	0	13	(13)	80	88	(7)	113
8750-00 · Meals/Meetings	0	29	(29)	0	204	(204)	263
Total Expense	<u>5,776</u>	<u>32,067</u>	<u>(26,291)</u>	<u>103,507</u>	<u>224,472</u>	<u>(120,965)</u>	<u>288,607</u>
Net Ordinary Income	<u>30,596</u>	<u>4,304</u>	<u>26,291</u>	<u>178,231</u>	<u>57,266</u>	<u>120,965</u>	<u>71,678</u>
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(3,728)	4,304	(8,032)	35,992	57,266	(21,275)	71,678
Total Other Expense	<u>(3,728)</u>	<u>4,304</u>	<u>(8,032)</u>	<u>35,992</u>	<u>57,266</u>	<u>(21,275)</u>	<u>71,678</u>
Net Other Income	<u>3,728</u>	<u>(4,304)</u>	<u>8,032</u>	<u>(35,992)</u>	<u>(57,266)</u>	<u>21,275</u>	<u>(71,678)</u>
Net Income	<u><u>34,324</u></u>	<u><u>(0)</u></u>	<u><u>34,324</u></u>	<u><u>142,239</u></u>	<u><u>(0)</u></u>	<u><u>142,239</u></u>	<u><u>(0)</u></u>

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

42 - Visitor Center

Accrual Basis

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	35,083	35,083	0	266,874	266,874	0	342,770
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC Income	25			641	0	641	0
46000 · Merchandise Sales - Other	3,803	3,500	303	63,003	51,000	12,003	59,500
Total 46000 · Merchandise Sales	3,828	3,500	328	63,644	51,000	12,644	59,500
Total Income	38,912	38,583	328	330,518	317,874	12,644	402,270
Gross Profit	38,912	38,583	328	330,518	317,874	12,644	402,270
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,042	1,551	(509)	6,839	10,857	(4,018)	13,959
5030-00 · P/R - Health Insurance Expense	101	1,583	(1,482)	4,542	11,083	(6,542)	14,250
5040-00 · P/R - Workmans Comp	232	583	(351)	2,441	4,083	(1,643)	5,250
5060-00 · 401 (k)	259	417	(158)	2,622	2,917	(295)	3,750
5070-00 · Other Benefits and Expenses	8	83	(75)	65	583	(518)	750
5000-00 · Salaries & Wages - Other	6,797	15,510	(8,714)	67,342	108,571	(41,228)	139,591
Total 5000-00 · Salaries & Wages	8,439	19,728	(11,288)	83,850	138,094	(54,244)	177,550
5100-00 · Rent							
5110-00 · Utilities	1,092	667	426	4,043	4,667	(624)	6,000
5140-00 · Repairs & Maintenance	0	500	(500)	0	3,500	(3,500)	4,500
5150-00 · Office - Cleaning	0	208	(208)	225	1,458	(1,233)	1,875
5100-00 · Rent - Other	6,522	6,667	(145)	45,651	46,667	(1,016)	60,000
Total 5100-00 · Rent	7,614	8,042	(428)	49,918	56,292	(6,373)	72,375
5310-00 · Telephone							
5320-00 · Telephone	388	413	(25)	2,482	2,888	(405)	3,713
Total 5310-00 · Telephone	388	413	(25)	2,482	2,888	(405)	3,713
5420-00 · Mail - USPS	73	17	56	109	117	(8)	150
5510-00 · Insurance/Bonding	(9)			51			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	75	(75)	0	525	(525)	675
5520-00 · Supplies - Other	318	583	(265)	3,205	4,083	(878)	5,250
Total 5520-00 · Supplies	318	658	(340)	3,205	4,608	(1,403)	5,925
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	29	(29)	38
5710-00 · Taxes, Licenses & Fees	(9)	4	(13)	366	29	337	38
5740-00 · Equipment Rental/Leasing	63	63	1	382	438	(56)	563
5850-00 · Artist of Month - Commissions	122	167	(44)	1,102	1,167	(64)	1,500
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	11,667	(11,667)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,400	7,000	(5,600)	9,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	92	125	(33)	1,286	875	411	1,125
52500 · Purchase Discounts	0			(6)	0	(6)	0
59900 · POS Inventory Adjustments	(43)			32	0	32	0
8100-01 · CGS - Other	305			580	0	580	0
8100-00 · Cost of Goods Sold - Other	2,019	1,750	269	32,324	25,500	6,824	29,750
Total 8100-00 · Cost of Goods Sold	2,373	1,875	498	34,216	26,375	7,841	30,875
8200-00 · Associate Relations	0	25	(25)	179	175	4	225
8500-00 · Credit Card Fees	108	165	(56)	1,632	2,397	(766)	2,797
8700-00 · Automobile Expenses	0	42	(42)	30	292	(261)	375
8750-00 · Meals/Meetings	0	17	(17)	0	117	(117)	150
8810-00 · Dues & Subscriptions	0	133	(133)	0	933	(933)	1,200
Total Expense	19,680	34,017	(14,337)	178,923	252,616	(73,693)	321,471
Net Ordinary Income	19,232	4,566	14,666	151,595	65,258	86,337	80,798
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(194)	4,566	(4,760)	62,417	65,258	(2,841)	80,798
Total Other Expense	(194)	4,566	(4,760)	62,417	65,258	(2,841)	80,798
Net Other Income	194	(4,566)	4,760	(62,417)	(65,258)	2,841	(80,798)
Net Income	19,426	(0)	19,426	89,178	(0)	89,178	(0)

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

Accrual Basis

	Jan 22	Budget	\$ Over ...	Jul '21 - ...	YTD Bu...	\$ Over ...	Annual ...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	12,086	12,086	0	107,083	107,083	0	141,237
Total Income	12,086	12,086	0	107,083	107,083	0	141,237
Gross Profit	12,086	12,086	0	107,083	107,083	0	141,237
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	768	(768)	201	5,374	(5,173)	7,363
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	133	7,000	(6,867)	9,590
5040-00 · P/R - Workmans Comp	0	25	(25)	50	175	(125)	240
5060-00 · 401 (k)	0	307	(307)	0	2,150	(2,150)	2,945
5070-00 · Other Benefits and Expenses	0	88	(88)	1	615	(614)	842
5000-00 · Salaries & Wages - Other	16	7,677	(7,662)	1,370	53,741	(52,372)	73,628
Total 5000-00 · Salaries & Wages	16	9,865	(9,849)	1,754	69,055	(67,301)	94,608
5100-00 · Rent							
5110-00 · Utilities	(162)	25	(187)	10	175	(165)	238
5140-00 · Repairs & Maintenance	0	17	(17)	0	117	(117)	158
5150-00 · Office - Cleaning	(193)	42	(234)	9	292	(283)	396
5100-00 · Rent - Other	(2,053)	375	(2,428)	82	2,625	(2,543)	3,563
Total 5100-00 · Rent	(2,407)	458	(2,866)	100	3,208	(3,108)	4,354
5310-00 · Telephone							
5320-00 · Telephone	(492)	134	(626)	23	939	(916)	1,275
Total 5310-00 · Telephone	(492)	134	(626)	23	939	(916)	1,275
5420-00 · Mail - USPS	4			5			
5510-00 · Insurance/Bonding	(18)			0			
5520-00 · Supplies							
5525-00 · Supplies- Computer	378	0	378	378	1,250	(872)	1,250
5520-00 · Supplies - Other	(76)	0	(76)	1	5,000	(4,999)	5,000
Total 5520-00 · Supplies	302	0	302	379	6,250	(5,871)	6,250
5710-00 · Taxes, Licenses & Fees	(8)	13	(20)	2	88	(85)	120
5740-00 · Equipment Rental/Leasing	(431)	19	(450)	4	131	(127)	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			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	292	(292)	400
8750-00 · Meals/Meetings	0	83	(83)	0	583	(583)	1,000
8810-00 · Dues & Subscriptions	0	42	(42)	5	292	(287)	400
Total Expense	(3,034)	10,655	(13,690)	14,228	85,838	(71,610)	113,584
Net Ordinary Income	15,120	1,430	13,690	92,856	21,245	71,610	27,653
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(3,769)	1,430	(5,199)	4,827	21,245	(16,418)	27,653
Total Other Expense	(3,769)	1,430	(5,199)	4,827	21,245	(16,418)	27,653
Net Other Income	3,769	(1,430)	5,199	(4,827)	(21,245)	16,418	(27,653)
Net Income	18,889	0	18,889	88,028	(0)	88,028	(0)

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

Accrual Basis

	Jan 22	Budget	\$ Over Bud...	Jul '21 - Jan...	YTD Budget	\$ Over Bud...	Annual Bud...
Ordinary Income/Expense							
Income							
4100-00 - TBID Assessment Revenue	485,019	485,019	0	2,857,430	2,445,195	412,235	4,689,362
Total Income	485,019	485,019	0	2,857,430	2,445,195	412,235	4,689,362
Gross Profit	485,019	485,019	0	2,857,430	2,445,195	412,235	4,689,362
Net Ordinary Income	485,019	485,019	0	2,857,430	2,445,195	412,235	4,689,362
Net Income	485,019	485,019	0	2,857,430	2,445,195	412,235	4,689,362

North Lake Tahoe Resort Association Profit & Loss Budget Performance

60 - Membership

Accrual Basis

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	6,518	6,250	268	45,548	43,750	1,798	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	1,500	(1,500)	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	450	(450)	0	1,250	(1,250)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	800	(800)	1,200
Total 4251-00 · Tues AM Breakfast Club	0	650	(650)	0	2,050	(2,050)	3,550
4250-00 · Revenues-Membership Activities - Other	0	0	0	1,805	0	1,805	0
Total 4250-00 · Revenues-Membership Activities	0	650	(650)	1,805	5,050	(3,245)	9,550
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
Total Income	6,518	6,900	(382)	47,353	48,800	(1,447)	68,800
Gross Profit	6,518	6,900	(382)	47,353	48,800	(1,447)	68,800
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	224	418	(194)	1,590	2,925	(1,335)	3,761
5030-00 · P/R - Health Insurance Expense	221	333	(113)	1,573	2,333	(760)	3,000
5040-00 · P/R - Workmans Comp	20	13	8	190	88	102	113
5060-00 · 401 (k)	0	167	(167)	135	1,170	(1,035)	1,504
5070-00 · Other Benefits and Expenses	0	54	(54)	0	379	(379)	488
5000-00 · Salaries & Wages - Other	2,894	4,179	(1,285)	21,505	29,253	(7,748)	37,611
Total 5000-00 · Salaries & Wages	3,359	5,164	(1,805)	24,993	36,148	(11,156)	46,477
5100-00 · Rent							
5110-00 · Utilities	262	25	237	468	175	293	225
5140-00 · Repairs & Maintenance	0	21	(21)	0	146	(146)	187
5150-00 · Office - Cleaning	305	42	263	523	292	232	375
5100-00 · Rent - Other	2,785	527	2,258	5,928	3,687	2,241	4,740
Total 5100-00 · Rent	3,351	614	2,737	6,919	4,299	2,620	5,528
5310-00 · Telephone							
5320-00 · Telephone	749	139	610	1,531	974	557	1,253
Total 5310-00 · Telephone	749	139	610	1,531	974	557	1,253
5420-00 · Mail - USPS	24	10	14	35	70	(35)	90
5510-00 · Insurance/Bonding	11			31			
5520-00 · Supplies							
5525-00 · Supplies - Computer	189			189			
5520-00 · Supplies - Other	84	167	(83)	173	1,167	(994)	1,500
Total 5520-00 · Supplies	273	167	107	362	1,167	(805)	1,500
5710-00 · Taxes, Licenses & Fees	5	4	1	16	29	(14)	38
5740-00 · Equipment Rental/Leasing	130	21	109	231	146	85	187
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0			0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	338	(338)	(500)	938	(1,438)	1,763
6442-00 · Public Relations/Website/Digita	990	500	490	5,904	3,500	2,404	4,500
6444-00 · Trades	0			295	0	295	0
6423-00 · Membership Activities - Other	(470)	417	(887)	403	2,917	(2,514)	3,750
Total 6423-00 · Membership Activities	520	1,254	(734)	6,102	7,854	(1,752)	10,513
8200-00 · Associate Relations	0	7	(7)	164	47	118	60
8500-00 · Credit Card Fees	38	50	(12)	266	350	(84)	450
8700-00 · Automobile Expenses	38	42	(4)	166	292	(126)	375
8750-00 · Meals/Meetings	0	33	(33)	111	233	(123)	300
8810-00 · Dues & Subscriptions	10	17	(6)	74	117	(43)	150
8920-00 · Bad Debt	0			325	0	325	0
Total Expense	8,507	7,522	986	41,325	51,726	(10,402)	66,919
Net Ordinary Income	(1,989)	(622)	(1,367)	6,028	(2,926)	8,954	(119)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,154	1,010	1,144	14,346	13,107	1,239	16,521
Total Other Expense	2,154	1,010	1,144	14,346	13,107	1,239	16,521
Net Other Income	(2,154)	(1,010)	(1,144)	(14,346)	(13,107)	(1,239)	(16,521)
Net Income	(4,143)	(1,631)	(2,512)	(8,318)	(16,033)	7,715	(16,640)

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

61 - Business Association Grant Funding

Accrual Basis

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	16,667	16,667	(0)	116,667	116,667	(0)	200,000
Total Income	16,667	16,667	(0)	116,667	116,667	(0)	200,000
Gross Profit	16,667	16,667	(0)	116,667	116,667	(0)	200,000
Expense							
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	8,333	8,333	0	58,333	58,333	(0)	100,000
6750-02 · Business Assn Grant - TCDA	8,333	8,333	0	58,333	58,333	(0)	100,000
Total 6750-00 · Business Association Grant	16,667	16,667	0	116,667	116,667	(0)	200,000
Total Expense	16,667	16,667	0	116,667	116,667	(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

Accrual Basis

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	12,214	12,214	0	96,106	96,106	0	162,914
Total Income	12,214	12,214	0	96,106	96,106	0	162,914
Gross Profit	12,214	12,214	0	96,106	96,106	0	162,914
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	617	(617)	0	4,317	(4,317)	7,400
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	0	7,000	(7,000)	12,000
5040-00 · P/R - Workmans Comp	0	21	(21)	0	146	(146)	250
5060-00 · 401 (k)	0	247	(247)	0	1,727	(1,727)	2,960
5070-00 · Other Benefits and Expenses	0	42	(42)	0	293	(293)	502
5000-00 · Salaries & Wages - Other	0	6,167	(6,167)	0	43,167	(43,167)	74,000
Total 5000-00 · Salaries & Wages	0	8,093	(8,093)	0	56,649	(56,649)	97,112
5100-00 · Rent							
5110-00 · Utilities	(141)	21	(161)	0	146	(146)	250
5140-00 · Repairs & Maintenance	0	13	(13)	0	88	(88)	150
5150-00 · Office - Cleaning	(168)	33	(202)	0	233	(233)	400
5100-00 · Rent - Other	(1,779)	313	(2,091)	0	2,188	(2,188)	3,750
Total 5100-00 · Rent	(2,087)	379	(2,467)	0	2,654	(2,654)	4,550
5310-00 · Telephone							
5320-00 · Telephone	(418)	58	(476)	0	408	(408)	700
Total 5310-00 · Telephone	(418)	58	(476)	0	408	(408)	700
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	29	(29)	50
5480-00 · Mail - Fed Ex	0	4	(4)	0	29	(29)	50
Total 5420-00 · Mail - USPS	0	8	(8)	0	58	(58)	100
5510-00 · Insurance/Bonding	(15)			0			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	0	1,250	(1,250)	1,250
5520-00 · Supplies - Other	(64)	417	(480)	0	2,917	(2,917)	5,000
Total 5520-00 · Supplies	(64)	417	(480)	0	4,167	(4,167)	6,250
5710-00 · Taxes, Licenses & Fees	(8)	17	(25)	0	117	(117)	200
5740-00 · Equipment Rental/Leasing	(74)	63	(137)	0	438	(438)	750
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	833	(833)	0	5,833	(5,833)	10,000
Total 5900-00 · Professional Fees	0	833	(833)	0	5,833	(5,833)	10,000
8200-00 · Associate Relations	0	5	(5)	0	35	(35)	60
8600-00 · Additional Opportunitis	0	833	(833)	0	5,833	(5,833)	10,000
8700-00 · Automobile Expenses	0	42	(42)	0	292	(292)	500
8750-00 · Meals/Meetings	0	21	(21)	0	146	(146)	250
Total Expense	(2,666)	10,768	(13,435)	0	76,629	(76,629)	130,472
Net Ordinary Income	14,880	1,445	13,435	96,106	19,477	76,629	32,442
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(1,021)	1,445	(2,466)	(1)	19,477	(19,477)	32,442
Total Other Expense	(1,021)	1,445	(2,466)	(1)	19,477	(19,477)	32,442
Net Other Income	1,021	(1,445)	2,466	1	(19,477)	19,477	(32,442)
Net Income	15,901	0	15,901	96,107	0	96,107	0

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

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,911	3,202	(1,291)	12,965	22,412	(9,447)	28,816
5030-00 · P/R - Health Insurance Expense	1,941	3,750	(1,809)	14,827	26,250	(11,423)	33,750
5040-00 · P/R - Workmans Comp	73	194	(121)	975	1,360	(386)	1,749
5060-00 · 401 (k)	551	1,323	(772)	3,617	9,259	(5,642)	11,904
5070-00 · Other Benefits and Expenses	12	183	(171)	527	1,279	(752)	1,645
5000-00 · Salaries & Wages - Other	15,066	33,068	(18,002)	186,217	231,474	(45,257)	297,610
Total 5000-00 · Salaries & Wages	19,553	41,719	(22,166)	219,127	292,035	(72,908)	375,474
5100-00 · Rent							
5110-00 · Utilities	696	167	530	2,012	1,167	846	1,500
5140-00 · Repairs & Maintenance	1,469	417	1,052	2,436	2,917	(481)	3,750
5150-00 · Office - Cleaning	775	292	484	2,239	2,042	197	2,625
5100-00 · Rent - Other	6,087	3,093	2,993	23,861	21,653	2,208	27,840
Total 5100-00 · Rent	9,028	3,968	5,059	30,548	27,778	2,770	35,715
5310-00 · Telephone							
5320-00 · Telephone	2,289	1,234	1,055	8,914	8,639	275	11,108
Total 5310-00 · Telephone	2,289	1,234	1,055	8,914	8,639	275	11,108
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			12	0	12	0
5420-00 · Mail - USPS - Other	722	83	638	1,102	583	519	750
Total 5420-00 · Mail - USPS	722	83	638	1,114	583	531	750
5510-00 · Insurance/Bonding	2,186	1,250	936	8,873	8,750	123	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	3,456			3,551	2,500	1,051	2,500
5520-00 · Supplies - Other	588	500	88	2,947	3,500	(553)	4,500
Total 5520-00 · Supplies	4,043	500	3,543	6,498	6,000	498	7,000
5610-00 · Depreciation	153	153	0	1,069	1,069	0	1,375
5700-00 · Equipment Support & Maintenance	13,595	2,917	10,678	21,352	20,417	935	26,250
5710-00 · Taxes, Licenses & Fees	1,138	1,250	(112)	9,522	8,750	772	11,250
5740-00 · Equipment Rental/Leasing	648	125	523	1,714	875	839	1,125
5800-00 · Training Seminars	0	417	(417)	0	2,917	(2,917)	3,750
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	1,375	625	750	7,500	4,375	3,125	5,625
5920-00 · Professional Fees - Accountant	0			19,345	26,000	(6,655)	26,000
5921-00 · Professional Fees - Other	67,998	833	67,165	103,762	5,833	97,928	7,500
Total 5900-00 · Professional Fees	69,373	1,458	67,915	130,607	36,208	94,398	39,125
5941-00 · Research & Planning	0	1,250	(1,250)	0	8,750	(8,750)	11,250
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	11,667	(11,667)	15,000
8200-00 · Associate Relations	0	125	(125)	190	875	(685)	1,125
8300-00 · Board Functions	(33,417)	583	(34,000)	2,355	4,083	(1,728)	5,250
8500-00 · Credit Card Fees	14			34			
8600-00 · Additional Opportunit	650	833	(183)	4,550	5,833	(1,283)	7,500
8700-00 · Automobile Expenses	4	250	(246)	119	1,750	(1,631)	2,250
8750-00 · Meals/Meetings	4,501	417	4,085	4,501	2,917	1,585	3,750
8810-00 · Dues & Subscriptions	682	1,000	(318)	6,130	7,000	(870)	9,000
8920-00 · Bad Debt	0			299	0	299	0
Total Expense	95,163	61,200	33,963	457,517	456,897	620	579,296
Net Ordinary Income	(95,163)	(61,200)	(33,963)	(457,517)	(456,897)	(620)	(579,296)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(95,163)	(61,200)	(33,963)	(457,517)	(456,897)	(620)	(579,296)
Total Other Expense	(95,163)	(61,200)	(33,963)	(457,517)	(456,897)	(620)	(579,296)
Net Other Income	95,163	61,200	33,963	457,517	456,897	620	579,296
Net Income	0	0	0	0	0	0	0



MEMORANDUM

Date: March 2, 2022

TO: NLTRA Board of Directors

FROM: Amber Burke, Director of Marketing

RE: 2022 Adventure Van Expo Event Sponsorship Agreement

Action Requested:

Review and approval of a \$10,000 agreement for NLTRA to sponsor the 2022 Adventure Van Expo event taking place at Homewood Mountain Resort on September 17 & 18, 2022.

Background:

- A traveling event series gearing back up in June as a four state, 8-stop run from California to Tennessee, Oregon, Utah, and Colorado. The Tahoe Show draws guests from the following areas: Bay Area, Los Angeles, Portland, OR, Salt Lake City, UT and Denver, CO.
- The expo is a consumer show and free to the public. The main attraction is the custom-built adventure rigs along with all the latest tech gear, builds, racks, and accessories.
- At the 2021 events, they hosted over-landing classes, solar technology courses, mountain bike rides, beer gardens and added music which was a recommendation of the NLTRA TDC.
- There will be no camping at this year's event which will increase lodging needs for attendees and sponsors.
- The Adventure Van Expo website traffic is over 100k unique visits a year, has an Instagram following over 37k, and a base of email subscribers over 15k.
- Most of the funding will be used to go towards advertising; social media, local radio, out of area radio, local and out of area print, mail out cards, digital partner advertising.
- NLTRA funded the 2021 event with \$10,000. The event produced a 3:1 ROI and an average economic impact of \$26,910 with 5,000 attendees. It was estimated that 3,750 were from out of town and averaged 2 nights stayed. The event partnered with Granlibakken and the Peppertree in Tahoe City.
- The Tourism Development Committee approved a recommendation to fund this event \$10,000 at the February 2022 meeting.

Fiscal Impact:

\$10,000

Attachments:

- 2022 Adventure Van Expo Event Sponsorship Agreement

2022 Adventure Van Expo EVENT SPONSORSHIP AGREEMENT

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

1. Event. Tahoe Adventure Vans is the organizer, owner and operator of “Tahoe Adventure Van Expo” which will take place on September 17-18, 2022, at Homewood Mountain Resort, 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 cancelation or postponement, Sponsor's obligations to Producer per this Agreement shall terminate.

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$10,000 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. Tahoe Adventure Vans 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.

TAHOE ADVENTURE VANS

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



MEMORANDUM

Date: March 2, 2022

TO: NLTRA Board of Directors

FROM: Amber Burke, Director of Marketing

RE: 2022 High Sierra Archery Event Sponsorship Agreement

Action Requested:

Review and approval of a \$5,000 agreement for NLTRA to sponsor the 2022 High Sierra Archery event taking place at Homewood Mountain Resort on June 25 & 26, 2022.

Background:

- The production company, Team Whiskey, requested \$5,000 during the 2022 Partnership Funding process and was awarded \$0 since Partnership Funding money must be used for marketing and the event was already sold out. However, the panel was incredibly supportive of the event and appreciated that this event draws a different crowd to the region than the traditional visitor. The panel recommended to the TDC that they fund the event \$5,000 to receive marketing benefits. These funds could then be used for operations.
- This year they plan to have three (3) courses, one of which will be a new family-friendly course with shorter shot distances and easier hiking. They are also adding music to the event to broaden the festival experience and to encourage longer visitation at the event.
- NLTRA operational funding will go towards buying new targets for the family course along with providing shuttles between Homewood's two parking lots.
- NLTRA funded the 2021 event with \$5,000. The event had 668 participants which was considered "sold out" based on COVID restrictions and trying to maintain a small event.
- The Tourism Development Committee approved a recommendation to fund this event \$5,000 at the February 2022 meeting.

Fiscal Impact:

\$5,000

Attachments:

- 2022 High Sierra Archery Event Sponsorship Agreement

2022 High Sierra Archery EVENT SPONSORSHIP AGREEMENT

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

1. Event. Team Whiskey is the organizer, owner and operator of “High Sierra Archery” which will take place on June 25-26, 2022 at Homewood Mountain Resort, 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 cancelation or postponement, Sponsor's obligations to Producer per this Agreement shall terminate.

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$5,000 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. Team Whiskey 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.

TEAM WHISKY

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



MEMORANDUM

Date: March 2, 2022

TO: NLTRA Board of Directors

FROM: Amber Burke, Director of Marketing

RE: 2022 Lake Tahoe Paddle Racing Series Event Sponsorship Agreement

Action Requested:

Review and approval of a \$3,000 agreement for NLTRA to sponsor the 2022 Lake Tahoe Paddle Racing Series event taking place at Watermans Landing in Carnelian Bay on June 18, July 23, August 27 & 28, and September 17, 2022.

Background:

- Tahoe Watermans requested \$10,000 during the 2022 Partnership Funding process. They were awarded \$7,000 by the panel. In addition, the panel recommended that the TDC approve an additional \$3,000 from opportunistic funds if possible, to fulfil their full request.
- The panel appreciated the marketing value of the event and regional exposure that it provides to the paddling community.
- The \$3,000 will be used for marketing purposes including event videography, photography, and a public relations campaign.
- NLTRA funded the 2021 series with \$5,000. The event produces a 4;1 ROI and an average economic impact of \$20,595 with 330 attendees. It was estimated that 221 were from out of town and averaged 2.5 night stays. The 2021 series was negatively affected by the fires and poor air quality. The partnered with both Tahoe Moon Properties and Tahoe Vistana Inn as lodging partners.
- The Tourism Development Committee approved a recommendation to fund this event \$3,000 at the February 2022 meeting.

Fiscal Impact:

\$3,000

Attachments:

- 2022 Lake Tahoe Paddle Racing Series Event Sponsorship Agreement

2022 Lake Tahoe Paddle Racing Series EVENT SPONSORSHIP AGREEMENT

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

1. Event. Tahoe Waterman Corp. DBA Tahoe Paddle Racing is the organizer, owner and operator of “Lake Tahoe Paddle Racing Series” which will take place on June 18, 2022, July 23, 2022, August 27-28, 2022, and September 17, 2022 in North Lake Tahoe, 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.

- a) 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 \$3,000 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. Tahoe Waterman Corp. DBA Tahoe Paddle Racing 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.

TAHOE WATERMAN CORP.

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



MEMORANDUM

Date: March 2, 2022

TO: NLTRA Board of Directors

FROM: Amber Burke, Director of Marketing

RE: 2022 Tahoe Trail 100 Event Sponsorship Agreement

Action Requested:

Review and approval of an agreement for NLTRA to sponsor the 2022 Tahoe Trail 100 event taking place at Northstar California on July 16, 2022. The agreement is for \$15,000 with an additional \$5,000 pending Northstar implementing strategies to drive lodging into Placer County lodging properties.

Background:

- The Tahoe Trail 100 offers athletes a 2-loop, 50-kilometer course filled with beautiful views of Lake Tahoe. Rocky summits and breathtaking pine forests are found in every direction from the host location of Northstar California.
- Northstar requested \$10,000 last year and was awarded the full amount for the July event. Northstar offers a world-class bike park which is a differentiator for the North Lake Tahoe region and is a desired visitor amenity. It is part of the Leadville Race Series, which brings people from all over the country.
- The Tahoe Trail race hosts a post-race festival in the Village at Northstar.
- In its 12th year, the Tahoe Trail event will bring hundreds of competitors from around the country, region, and world.
- This event brings in 650 competitors along with friends and family members.
- NLTRA sponsored this event in 2017 with a \$5,000 sponsorship.
- The event shows 24% of participants staying 3 nights and 33% of them stayed in vacation rentals.
- One benefit of this event sponsorship is regional coverage at the Northstar event booth at the Sea Otter Classic, a premier bike event that takes place in early April.
- The Tourism Development Committee approved a recommendation to fund this event \$15,000 with the potential for an additional \$5,000 at the February 2022 meeting. To obtain the additional \$5,000 funding, Northstar will need to implement strategies to drive lodging into Placer County. One recommendation was for Northstar to provide bike-friendly shuttle services between Kings Beach/North Lake Tahoe lodging partners and Northstar. NLTRA staff will work with Northstar on these strategies in advance to assure adherence.

Fiscal Impact:

Up to \$20,000

- Initial sponsorship of \$15,000
- Additional \$5,000 if Northstar implements NLTRA approved strategies to drive lodging to Placer County.

Attachments:

- 2022 Tahoe Trail 100 Event Sponsorship Agreement

2022 Tahoe Trail 100 EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between TRIMONT LAND COMPANY dba NORTHSTAR CALIFORNIA ("Producer"), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation ("Sponsor").

1. Event. Trimont Land Company is the organizer, owner and operator of "Tahoe Trail 100" which will take place on July 16, 2022 at Northstar California Resort, 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) 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.
- f) Sponsor shall be included in daily PA announcements during the Event.
- g) Producer will list event on GoTahoeNorth.com event calendar no later than 90 days prior to event.
- h) Producer will work to implement strategic ways to drive lodging to Placer County, North Lake Tahoe.
- 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) complimentary tickets/entries which can be used for giveaways and/or staff.
- m) Sponsor shall receive 10X10 booth space that Sponsor will staff at the Event base area OR opportunity to give SWAG items to producer/host for athlete bags.
- n) Producer will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
- o) Inclusion of destination content in pre-arrival athlete emails, event briefs, Official Race Book, and emails to teams and riders.
- p) North Lake Tahoe barrier jackets at starts and finishes and registration.
- q) 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.

- r) 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. If Producers implements NLTRA approved strategies to drive lodging to Placer County lodging partners, they will be granted an additional \$5,000 to assist with operating costs.
- 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. Trimont Land 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.

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.

TRIMONT LAND COMPANY

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



MEMORANDUM

Date: February 25, 2022
TO: NLTRA Board of Directors
FROM: Amber Burke, Marketing Director
RE: Review and Approval of July 3rd Drone Show Event Sponsorship with North Tahoe Business Association

Action Requested:

Review and approval of a 3-year event sponsorship agreement with the North Tahoe Business Association (NTBA) to cover the costs of a \$50,000 drone show on July 3rd for 2022, 2023 and 2024.

Background:

NTBA has been producing a 3rd of July fireworks show for many years as a visitor service during Independence Day week. Due to an increase in fireworks pricing and newly implemented best management practices (BMPs) the cost to put on an equivalent show to the most recent 2019 fireworks display is approximately \$40,000 more than years past. In addition to the significant financial increase hurdle, both NLTRA and NTBA were interested in shifting the event to a more environmentally responsible production. Therefore, the two organizations collaborated to collectively find a solution. The recommended path forward is to switch to a full drone show instead of fireworks. This solution is not only more environmentally friendly, but it is also more beneficial financially.

NTBA and TCDA collectively worked with Starlight Aerial Productions, a division of Great Lakes Drone Company, to create a proposal including drone shows at each location (Kings Beach on 7/3, Tahoe City on 7/4). The proposal is based on a 3-year agreement. Each drone show will cost \$50,000 per year, per location. The show will include a minimum of 100 drones operated by certified pilots, compliant with FAA regulations.

NLTRA will cover the cost of the actual drone show (\$50,000/year) and NTBA will cover all ancillary costs including, but not limited to: expenses related to onsite infrastructure, sound system infrastructure, local land and water permits and Starlight Aerial Productions travel expenses. NTBA will conduct a community fundraising and sponsorship campaign to raise funds for these costs. They have agreed that any overage funds raised, not utilized for the current year's show, will be put into a reserve to be carried over for future Independence week drone shows.

NLTRA currently has sufficient event funds through TOT, to cover the cost of the 2022 show. The following years will be budgeted utilizing TBID funding. The payment schedule is outlined in the sponsorship agreement.

NTBA must commit to Starlight Aerial Productions by 3/2/22 to be included in their 2022 schedule of events.

Fiscal Impact:

\$150,000

- \$50,000 each year for 3 years (2022, 2023, 2024)

Attachments

- Starlight Drone Show Proposal Booklet
- 3-Year Kings Beach 3rd of July Drone Show Event Sponsorship Agreement



Proposal Booklet

Drone Light Shows

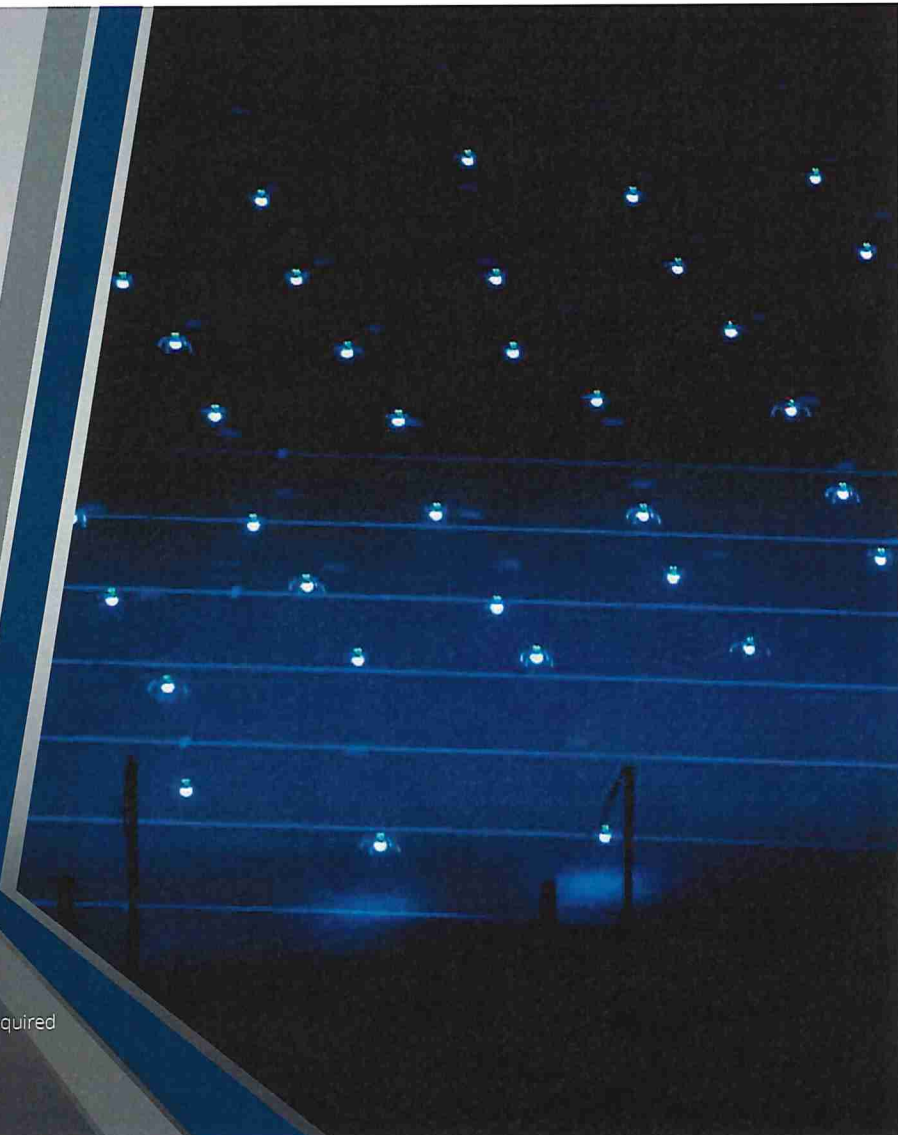
Great Lakes Drone Company

NLTRA Combination

3 Year Agreement

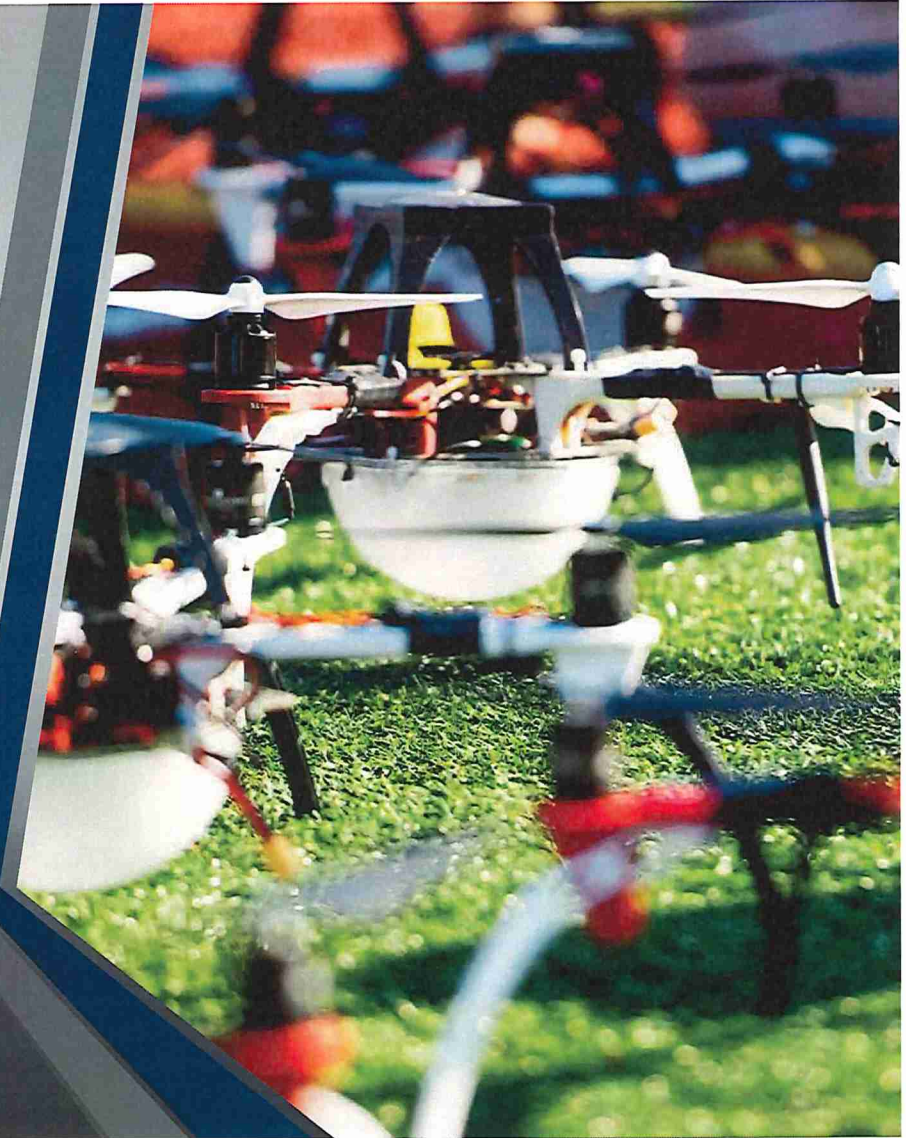
- 2022 Shows – Minimum 100 Drones
 - NTBA July 3rd
 - TCDA July 4th
 - Cost \$100,000
- 2023 Shows – Minimum 100 Drones
 - NTBA July 3rd
 - TCDA July 4th
 - Cost \$100,000
- 2024 Shows – Minimum 100 Drones
 - NTBA July 3rd
 - TCDA July 4th
 - Cost \$100,000
- Total 3-year Agreement Cost \$300,000.00
 - Overall savings, \$90,000.00
 - Each stock 100-drone show starts at \$75k per show
 - The Agreement will include a mutually agreed upon payment schedule
 - Includes show design for both shows, new show design each year

* Prices include on site operations, animations, rehearsals, aviation permits, travel and site survey.
Client is responsible for expenses related to onsite infrastructure, sound system infrastructure, local land/water permitting if required and 4 hotel rooms for 5 days each year. Certain restrictions may apply.



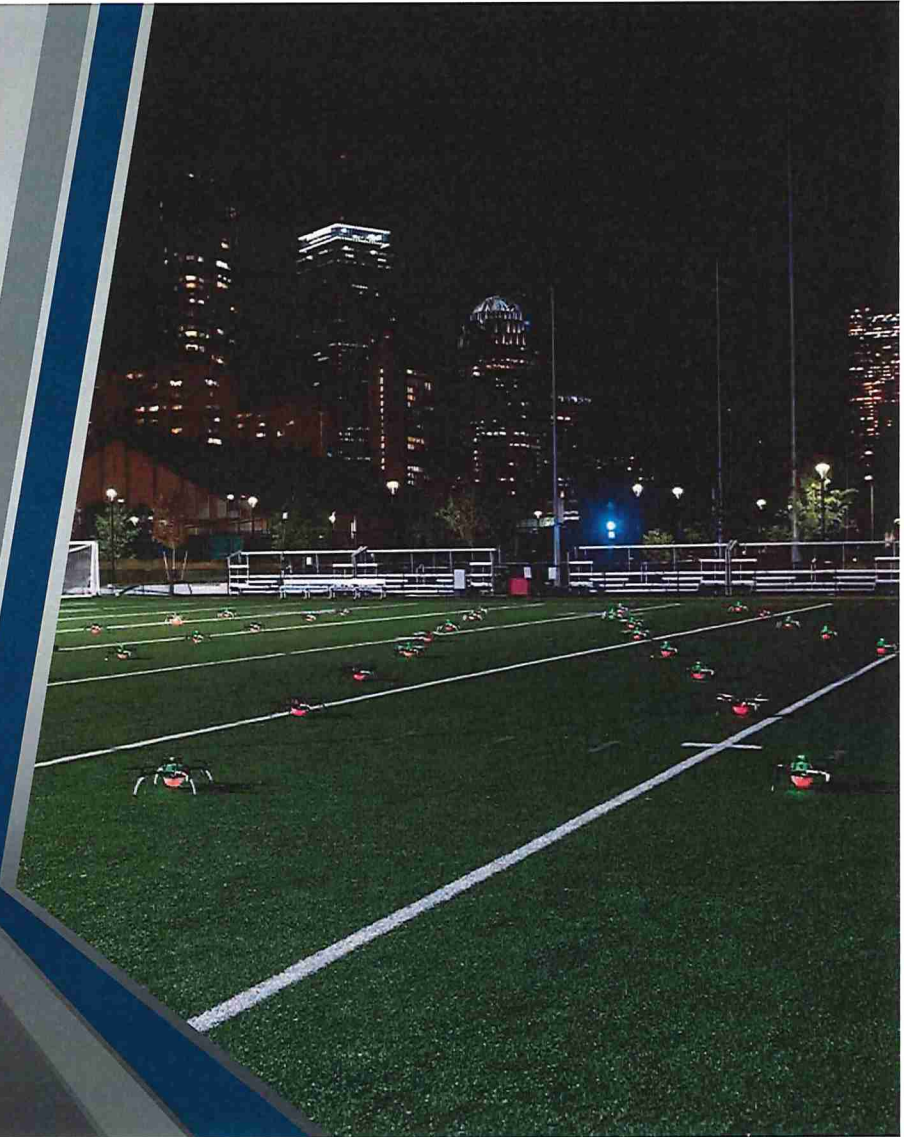
Tech Specs

CAPABILITIES	STARLIGHT DRONE SHOWS
PURPOSE BUILT DRONE SHOW TECHNOLOGY	YES
3D DYNAMIC ANIMATIONS	YES
TIMECODE INTERFACE	YES
OPERATIONAL SPACE NEEDED	VARIABLES BASED ON SHOW SIZE
NUMBER OF OPERATIONS PEOPLE ON THE GROUND	1 PILOT IN COMMAND 1 OPS STAFF FOR EVERY 25 DRONES (EXAMPLE OF 100 DRONES = 5 PEOPLE)
TIME TO CREATE ANIMATIONS	HOURS - VARIES
TIME TO PREP FOR SHOW	WEEKS (WILL BE EXTENDED IF THERE ARE ADDITIONAL AVIATION WAIVERS NEEDED)
TECH SPECS	STARLIGHT DRONES
SHOW DURATION	12 MIN
MAX SHOW DURATION	15 MINS – ENDLESS IF MERGED
WIND TOLERANCE	9 M/S OR 20 MPH
MAX SHOW SPEED	4 M/S OR 9 MPH
NUMBER OF LEDS/DRONE	10 (7000 LUMEN)



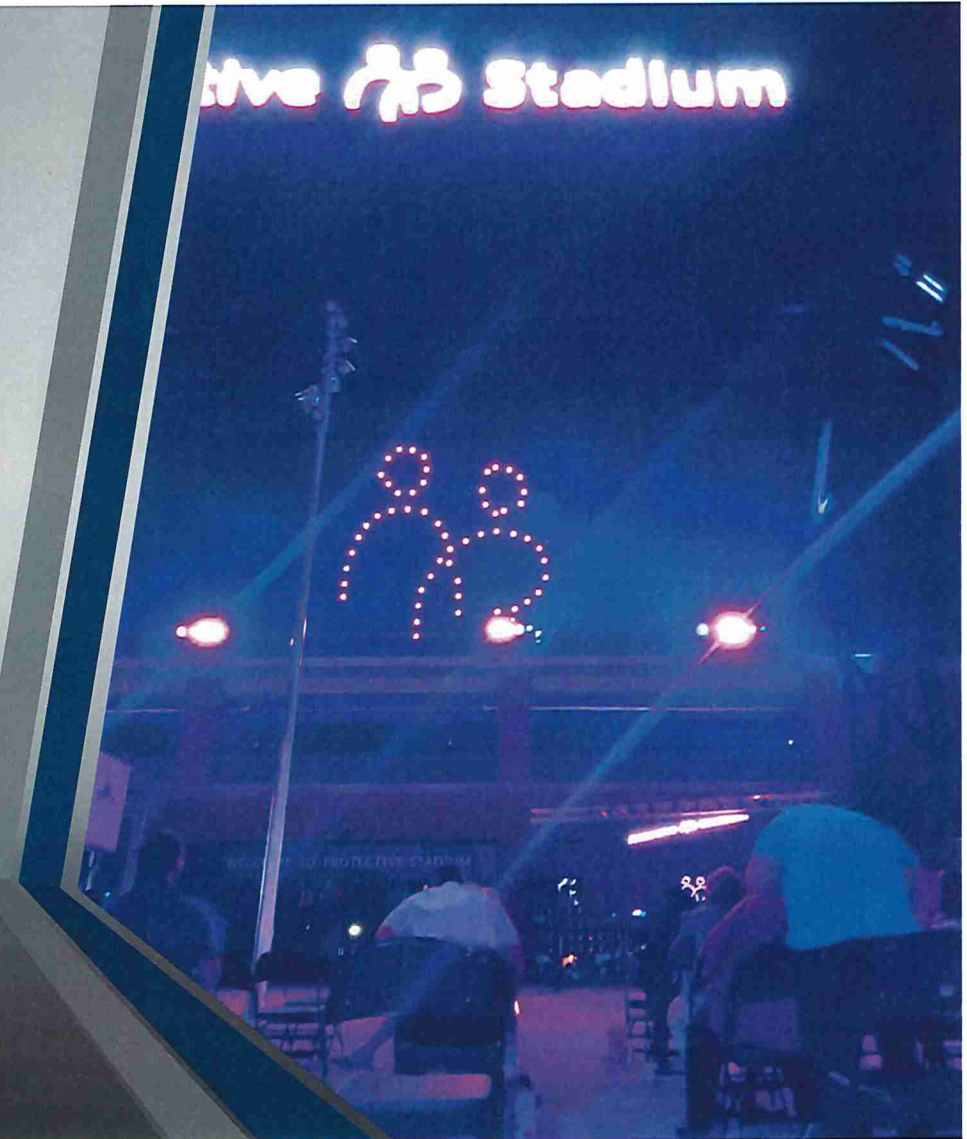
Essential Fundamentals

- FAA 107.35 Waived 107W-2020-03907
 - Approved up to 200 drones simultaneously
- All pilots 14CFR P107 Certified
- Insured by Global Aerospace
- Licensed by BMI & ASCAP for music performances



What makes us different?

- Upgraded communications systems
- Max wind speeds of 19 mph
- Brightest lights on the drone light show market at 7000 lumen - full RGB
- RTK (Real time kinetics) accuracy integration
- Experience – over 500 shows performed since 2017
- An estimated 8.1 Million Spectators have seen our shows since 2017 (Based on client feedback figures)
- Close working relationship with the Federal Aviation Administration – First to perform integrated into an active airshow in 2018!

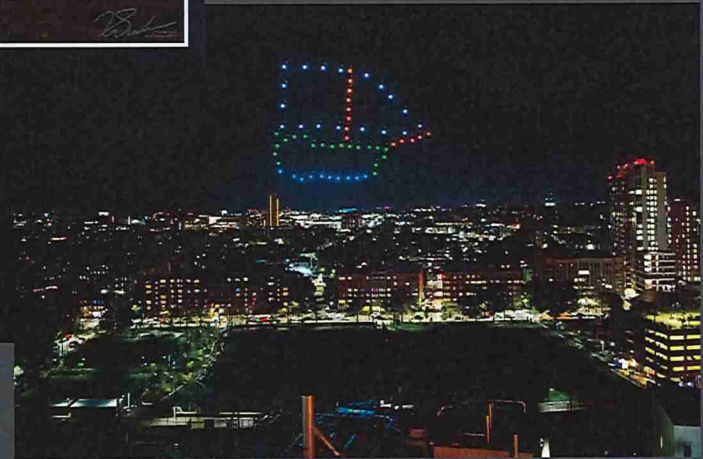
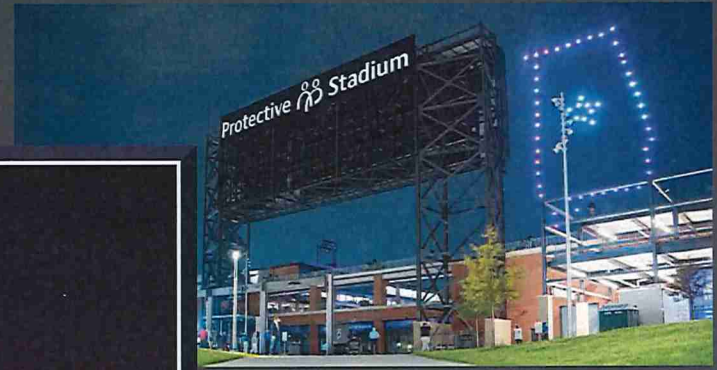




Want Pyrotechnic Integrations?

- From ground pyrotechnics to aerial pyrotechnics, we have you covered! We have several special effects available to safely integrate into your next production!
- On average, calculate about \$1,500.00 per minute of pyrotechnic integrations in additional fees.

Examples

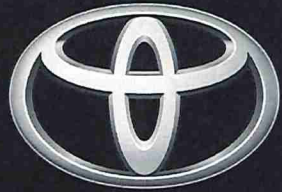


Clients



NU SKIN
DISCOVER THE BEST YOU™

California
STATE FAIR



TOYOTA



GREAT LAKES DRONE COMPANY

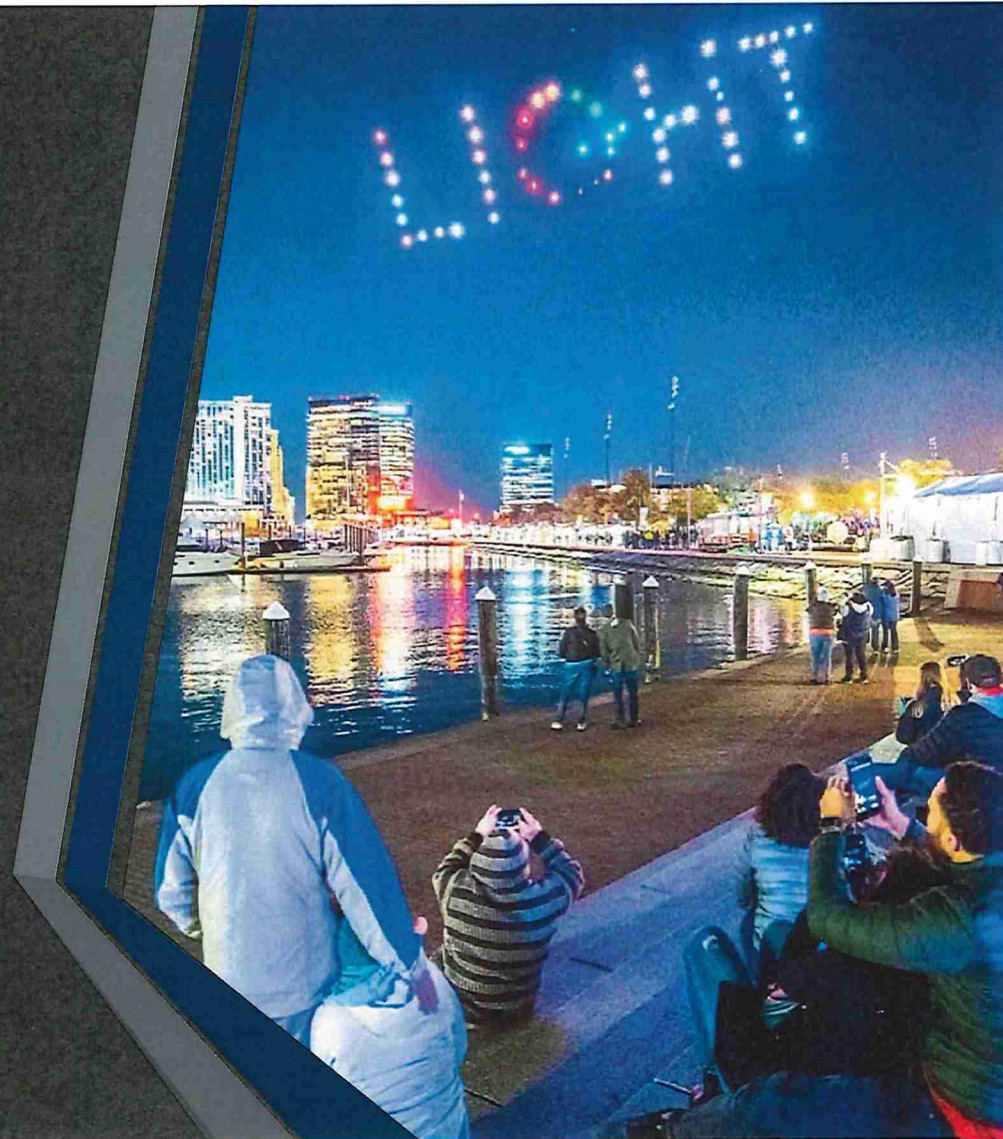


Corporate Office
134 N. Church Street
PO Box 1022
Coloma, MI 49038
888-816-9625

www.greatlakesdronecompany.com

www.starlightdroneshows.com

(Coming Soon)





north lake tahoe

Chamber | CVB | Resort Association

Kings Beach 3rd of July Drone Show EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this “Agreement”) is made on March 2, 2022, and entered into between **North Tahoe Business Association** (“Producer”), and the **North Lake Tahoe Resort Association, Inc.**, a California nonprofit corporation (“Sponsor”).

1. Event. North Tahoe Business Association is the organizer, owner, and operator of “Kings Beach Independence Day Drone Show” which will take place on July 3, 2022, July 3, 2023, and July 3, 2024, at Kings Beach State Recreation Area, 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. Term. This Agreement starts on the Effective Date and will expire on July 30, 2024 (“Term”). The Event will be conducted annually on the 3rd of July. The rights and responsibilities of each party concerning each annual Event are further described in Obligations, which will be amended in writing by the parties annually no later than 90 days prior to each year’s Event.
3. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:
 - a) Producer will cover all remaining costs associated with the Event including, but not limited to: expenses related to onsite infrastructure, sound system infrastructure, local land/water permitting and travel expenses.
 - b) Sponsor’s name and logo shall be included on all event marketing materials, print advertising, and posters along with digital advertising when applicable.
 - c) Sponsor’s name and logo shall be included on the year-round Event website home page and sponsor page, listed as a “Presenting Sponsor” with a link to www.GoTahoeNorth.com and/or www.NLTRA.org. Link direction is at the discretion of the Sponsor.
 - d) Sponsor will be mentioned in all e-newsletters sent in conjunction with the Event.
 - e) Sponsor will be recognized as the “Presenting Sponsor” in a minimum of three (3) social media posts on Producers social media channels.
 - f) Sponsor shall receive, at minimum, two (2) dedicated emails to Producer’s database with a focus on highlighting North Lake Tahoe’s offerings, cleanup efforts, transportation initiatives (park and ride, pedestrian traffic monitors, tart connect, etc.). Content will be written by Sponsor and mutually agreed upon by both parties prior to distribution. Both parties will agree on distribution dates in advance.
 - g) Sponsor will be mentioned in all press releases sent in conjunction with the Event.
 - h) Sponsor shall be granted the ability to create unique onsite activations utilizing a 10’x10’ booth. The booth must be staffed with Sponsor representatives. Event needs, at a minimum, 40 days advance notice of booth space to accommodate.

- i) Sponsor will be given an opportunity to be the primary sponsor of an activity taking place during the Event for no additional charge.
 - j) Sponsor's color logo shall be included on all event banners (produced by Event) prominently placed and displayed by Event at the venue in visible locations.
 - k) Sponsor's name and logo shall be included on appropriate general event signage used to promote the Event.
 - l) Sponsor shall be included and thanked in daily PA announcements during the Event at a minimum of six (6) times.
 - m) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website, and the like.
 - n) Event will include North Lake Tahoe specific questions in a post-event survey. Questions will be agreed upon prior to the survey being sent.
 - o) Sponsor to receive ten (10) Preferred Drone Show seating tickets and ten (10) beach party drink tickets.
 - p) Producer will provide a P&L and event recap within 60 days of the completion of the Event.
 - 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.
 - r) 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.
4. Obligations of Sponsor to Producer/Event:
- a) Sponsor shall provide a \$50,000 cash sponsorship to the Producer each year of the three-year contract. Producer will submit an invoice for payment at least 30 days prior to the payment due dates. Below is a payment schedule:
 - a. 2022 Show:
 - i. \$50,000 by March 31, 2022
 - b. 2023 Show:
 - i. \$50,000 by February 28, 2023
 - c. 2024 Show:
 - i. \$50,000 by February 28, 2024

- b) Event shall receive email marketing support with inclusion in the following:
 - i. Inclusion of Event in June North Lake Tahoe consumer e-newsletter linked to the GTN.com 4th of July landing page which will include information on the Event.
 - ii. One (1) dedicated email to NLTRA (North Lake Tahoe Resort Association) database in mid-May, requesting sponsors and donations for the Event with call to action to contact Producer directly.
 - iii. Two (2) dedicated emails to NLTRA database in late-May and/or June, requesting volunteer support for the Event; dates to be mutually agreed upon in April.
- c) Event shall receive social media support with the following:
 - i. Two (2) social posts on North Lake Tahoe social pages to highlight the collective Independence Week events, including this Event, via the GTN.com 4th of July landing page. Dates to be mutually agreed upon in April.
 - ii. Two (2) social posts on NLTRA social pages to drive sponsorships and donations with a call to action to contact Producer directly. Posts will take place in May and June prior to the Event.
- d) Sponsor to develop landing page on GTN.com highlighting 4th of July regional activities including Event. This page will be used for all consumer marketing call to action efforts.
- e) List Event on the GoTahoeNorth.com event calendar.
- f) Regional Independence Week events will be one of the rotating “Featured Events” on GTN.com event page starting Memorial Day Weekend.
- g) For any and all joint marketing efforts to promote the Event, both organizations will work together on materials and will have joint approvals.

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

6. 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.

7. 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.

8. 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.

9. 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.

10. 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.

11. 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.

12. 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.

13. Termination. Either party may terminate this Agreement for any reason upon 30 days written notice; provided, that this Agreement may not be terminated for convenience after October 1 of each year. In addition, either party may terminate this Agreement upon 30 days written notice to the other party if that party is in material breach of this Agreement (unless that party cures the breach within 30 days of receiving notice).

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

By: _____

Name: _____

Title: _____

Date: _____

NORTH TAHOE BUSINESS ASSOCIATION

By: _____

Name: _____

Title: _____

Date: _____



MEMORANDUM

Date: February 25, 2022
TO: NLTRA Board of Directors
FROM: Amber Burke, Marketing Director
RE: Review and Approval of July 4th Drone Show Event Sponsorship with Tahoe City Downtown Association

Action Requested:

Review and approval of a 3-year event sponsorship agreement with the Tahoe City Downtown Association (TCDA) to cover the costs of a \$50,000 drone show on July 4th for 2022, 2023 and 2024.

Background:

TCDA has been producing a 4th of July fireworks show for 74 years as a visitor service during Independence Day week. Due to an increase in fireworks pricing and newly implemented best management practices (BMPs) the cost to put on an equivalent show to the most recent 2019 fireworks display is approximately \$40,000 more than years past. In addition to the significant financial increase hurdle, both NLTRA and TCDA were interested in shifting the event to a more environmentally responsible production. Therefore, the two organizations collaborated to collectively find a solution. The recommended path forward is to switch to a full drone show instead of fireworks. This solution is not only more environmentally friendly, but it is also more beneficial financially.

TCDA and NTBA collectively worked with Starlight Aerial Productions, a division of Great Lakes Drone Company, to create a proposal including drone shows at each location (Kings Beach on 7/3, Tahoe City on 7/4). The proposal is based on a 3-year agreement. Each drone show will cost \$50,000 per year, per location. The show will include a minimum of 100 drones operated by certified pilots, compliant with FAA regulations.

NLTRA will cover the cost of the actual drone show (\$50,000/year) and NTBA will cover all ancillary costs including, but not limited to: expenses related to onsite infrastructure, sound system infrastructure, local land and water permits and Starlight Aerial Productions travel expenses. NTBA will conduct a community fundraising and sponsorship campaign to raise funds for these costs. They have agreed that any overage funds raised, not utilized for the current year's show, will be put into a reserve to be carried over for future Independence week drone shows.

NLTRA currently has sufficient event funds through TOT, to cover the cost of the 2022 show. The following years will be budgeted utilizing TBID funding. The payment schedule is outlined in the sponsorship agreement.

TCDA must commit to Starlight Aerial Productions by 3/2/22 to be included in their 2022 schedule of events.

Fiscal Impact:

\$150,000

- \$50,000 each year for 3 years (2022, 2023, 2024).

Attachments

- 3-Year Tahoe City 4th of July Drone Show Event Sponsorship Agreement



north lake tahoe

Chamber | CVB | Resort Association

Tahoe City 4th of July Drone Show EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this “Agreement”) is made on March 2, 2022, and entered into between **Tahoe City Downtown Association** (“Producer”), and the **North Lake Tahoe Resort Association, Inc.**, a California nonprofit corporation (“Sponsor”).

1. Event. Tahoe City Downtown Association (TCDA) is the organizer, owner, and operator of “Tahoe City Independence Day Drone Show” which will take place on July 4, 2022, July 4, 2023, and July 4, 2024, at Commons Beach, 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. Term. This Agreement starts on the Effective Date and will expire on July 30, 2024 (“Term”). The Event will be conducted annually on the 4th of July. The rights and responsibilities of each party concerning each annual Event are further described in Obligations, which will be amended in writing by the parties annually no later than 90 days prior to each year’s Event.

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

- a) Producer will cover all remaining costs associated with the Event including, but not limited to: expenses related to onsite infrastructure, sound system infrastructure, local land/water permitting and travel expenses.
- b) Sponsor’s name and logo shall be included on all event marketing materials, print advertising, and posters along with digital advertising when applicable.
- c) Sponsor’s name and logo shall be included on the year-round Event website home page and sponsor page, listed as a “Presenting Sponsor” with a link to www.GoTahoeNorth.com and/or www.NLTRA.org. Link direction is at the discretion of the Sponsor.
- d) Sponsor will be mentioned in all e-newsletters sent in conjunction with the Event.
- e) Sponsor will be recognized as the “Presenting Sponsor” in a minimum of three (3) social media posts on Producers social media channels.
- f) Sponsor shall receive, at minimum, two (2) dedicated emails to Producer’s database with a focus on highlighting North Lake Tahoe’s offerings, cleanup efforts, transportation initiatives (park and ride, pedestrian traffic monitors, tart connect, etc.). Content will be written by Sponsor and mutually agreed upon by both parties prior to distribution. Both parties will agree on distribution dates in advance.
- g) Sponsor will be mentioned in all press releases sent in conjunction with the Event.
- h) Sponsor shall be granted the ability to create unique onsite activations utilizing a 10’x10’ booth. The booth must be staffed with Sponsor representatives. Event needs, at a minimum, 40 days advance notice of booth space to accommodate.

- i) Sponsor will be given an opportunity to be the primary sponsor of an activity taking place during the Event for no additional charge.
- j) Sponsor's color logo shall be included on all event banners (produced by Event) prominently placed and displayed by Event at the venue in visible locations.
- k) Sponsor's name and logo shall be included on appropriate general event signage used to promote the Event.
- l) Sponsor shall be included and thanked in daily PA announcements during the Event at a minimum of six (6) times.
- m) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website, and the like.
- n) Event will include North Lake Tahoe specific questions in a post-event survey. Questions will be agreed upon prior to the survey being sent.
- o) Producer will provide a P&L and event recap within 60 days of the completion of the Event.
- 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.
- q) 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.

4. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$50,000 cash sponsorship to the Producer each year of the three-year contract. Producer will submit an invoice for payment at least 30 days prior to the payment due dates. Below is a payment schedule:
 - a. 2022 Show:
 - i. \$50,000 by March 31, 2022
 - b. 2023 Show:
 - i. \$50,000 by February 28, 2023
 - c. 2024 Show:
 - i. \$50,000 by February 28, 2024
- b) Event shall receive email marketing support with inclusion in the following:
 - i. Inclusion of Event in June North Lake Tahoe consumer e-newsletter linked to the GTN.com 4th of July landing page which will include information on the Event.
 - ii. One (1) dedicated email to NLTRA (North Lake Tahoe Resort Association) database in mid-May, requesting sponsors and donations for the Event with call to action to contact Producer directly.
 - iii. Two (2) dedicated emails to NLTRA database in late-May and/or June, requesting volunteer support for the Event; dates to be mutually agreed upon in April.
- c) Event shall receive social media support with the following:
 - i. Two (2) social posts on North Lake Tahoe social pages to highlight the collective Independence Week events, including this Event, via the GTN.com 4th of July landing page. Dates to be mutually agreed upon in April.
 - ii. Two (2) social posts on NLTRA social pages to drive sponsorships and donations with a call to action to contact Producer directly. Posts will take place in May and June prior to the Event.
- d) Sponsor to develop landing page on GTN.com highlighting 4th of July regional activities including Event. This page will be used for all consumer marketing call to action efforts.
- e) List Event on the GoTahoeNorth.com event calendar.
- f) Regional Independence Week events will be one of the rotating “Featured Events” on GTN.com event page starting Memorial Day Weekend.
- g) For any and all joint marketing efforts to promote the Event, both organizations will work together on materials and will have joint approvals.

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

6. 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.

7. 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.

8. 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.

9. 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.

10. 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.

11. 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.

12. 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.

13. Termination. Either party may terminate this Agreement for any reason upon 30 days written notice; provided, that this Agreement may not be terminated for convenience after October 1 of each year. In addition, either party may terminate this Agreement upon 30 days written notice to the other party if that part is in material breach of this Agreement (unless that party cures the breach within 30 days of receiving notice).

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

TAHOE CITY DOWNTOWN ASSOCIATION

By: _____

By: _____

Name: _____

Name: _____

Title:

Title:

Date: _____

Date: _____



MEMORANDUM

Date: March 2, 2022
TO: NLTRA Board of Directors
FROM: Amber Burke, Director of Marketing
RE: 2022 Spartan Ultra World Championship Sponsorship Contract Approval

Action Requested:

Approval to execute the 2021 contract amendment for the 2022 Spartan Ultra World Championship race taking place at Palisades Tahoe, September 24 & 25, 2022.

Background:

At the November 2021 NLTRA BOD meeting, the board approved a sponsorship of the Spartan event taking place in North Lake Tahoe in 2022. NLTRA was waiting for Spartan and Palisades Tahoe to determine if the race would be a North American Championship or an Ultra World Championship. NLTRA was not prepared to sign a sponsorship agreement until the event type was determined.

Spartan and Palisades have agreed they will be hosting the Ultra World Championship, an elite championship caliber event.

Staff is now bringing the formal contract, which has been reviewed and approved by legal, for board approval.

- Ultra World Championships
 - \$175,000 max sponsorship amount assuming the event reaches 100% of agreed upon performance KPIs
 - Base sponsorship of \$125,000 with \$50,000 sliding scale based on performance

The NLTRA has supported a Spartan race in the North Lake Tahoe Region for 5 years.

- 2017 – Spartan World Championship | \$250,000 sponsorship
- 2018 – Spartan World Championship | \$250,000 sponsorship
- 2019 – Spartan World Championship | \$250,000 sponsorship
- 2020 – Spartan North American Championship | \$175,000 – Cancelled due to COVID
- 2021 – Spartan North American Championship | \$175,000

The 2021 North American Championship took place in September and was a success operationally, however participation numbers were lower than anticipated - 3,300p. This was attributed to COVID hesitation and some lost last-minute registration due to the Caldor Fire.

Telluride hosted the Ultra World Championship this past October, where racers participated in a 24-hour race at altitude, along with the longest loop in UWC history of 10 miles. The weekend typically features a Saturday Beast 21K that is open to the general public, a Parade of Nations & Opening Ceremony, the Sunday into Monday 24-hour race for approximately 600 racers, and an awards dinner on Monday evening.

Fiscal Impact:

- \$175,000 - Cash Sponsorship

These funds were approved at the November 3, 2022 Board meeting and will come out of the 21.22 fiscal year budget.

Attachments:

- Spartan 2022 Contract Amendment

AMENDMENT TO THE SPARTAN RACE SPONSORSHIP AGREEMENT

This **AMENDMENT** (this “Amendment”) to the Amended and Restated Agreement for Sponsorship and Advertising (as defined below) is made and entered into this 14th day of January, 2022 (the “Effective Date”), by and between Spartan Race, Inc., a Delaware corporation with a principal business address at 234 Congress Street, 5th Floor, Boston, MA 02110 (the “Spartan”) and North Lake Tahoe Resort Association, Inc. with a principal business address of 100 North Lake Blvd, Tahoe City, CA 96145 (“Sponsor”) (each, a “Party, and collectively, the “Parties”).

WHEREAS, the Parties entered into that certain Agreement for Sponsorship and Advertising as of October 22, 2019 (“Original Agreement”) and agreed to amend that Original Agreement by entering into that certain Amended and Restated Agreement for Sponsorship and Advertising as of the 17th of June, 2021 (the “Agreement”); and

WHEREAS, the Parties wish to amend certain provisions of the Agreement;

NOW, THEREFORE, in consideration of the mutual covenants hereinafter set forth and other good and valuable consideration, the receipt of which is mutually and severally acknowledged, the Parties agree to amend the Agreement as follows:

1. Paragraph 5 of the recitals stated prior to the enumerated sections of the Agreement is hereby deleted in its entirety and replaced with the following:

“Spartan organizes an annual series ("Season") of timed obstacle course races for adults known as the Spartan Sprint, Spartan Super or Spartan Beast (each a "Race"), each featuring a variety of exhibitions, displays and related marketing and promotional elements. A "Season" shall commence with the first Race of a calendar year and conclude on the last Race of that calendar year. Through this Agreement, the Parties desire to establish a sponsorship and advertising relationship in connection with the Race hosted at **1960 Squaw Valley Rd, Olympic Valley, CA 96146 each year of the Term** which shall be advertised as the **Spartan Ultra World Championship**. The Parties also agree to the terms and conditions contained herein in connection with the 2021 Race of the same nature and of similar dates and location (each of the 2021, 2022 and 2023 events, an "Event").”

2. Section 3 of the Agreement is hereby deleted in its entirety and replaced with the following:

“Sponsor shall pay to Spartan the following cash incentive fees (“Sponsorship Fees”), to be paid as set forth below. Sponsorship Fees will be paid to Spartan without deduction or setoff of any kind whatsoever, including, without limitation, deductions for advertising agency fees or commissions.

Base Sponsorship Fees (2022 and 2023 Events)	Payment Schedule
\$125,000 Base Payment each year of the Term	- \$85,000 shall be paid no later than July 31 of the calendar year of each Event (2022 and 2023 respectively) or within 30 days of receipt of Sponsor’s receipt of the first invoice for that Event (2022 and 2023 respectively), whichever is later, and the remaining payment of

	\$40,000 will be paid no later than August 25 of the calendar year of each Event (2022 and 2023 respectively) or within 30 days of Sponsor’s receipt of the second invoice for that Event (2022 and 2023 respectively), whichever is later.
--	---

In addition, for each Event during the Term, NLTRA will pay to Spartan additional Sponsorship Fees based on the total number of attendees for each Event and the total number of media impressions related thereto. Starting in 2023 and for each year of the Term thereafter, Spartan will provide its good faith reasonable estimate for the Event occurring that year for both expected attendees and expected media impressions arising from that year’s Event. The additional Fees for each event are as follows:

	Attendance				Media Impressions				
	70%	80%	90%	100%	60%	70%	80%	90%	100%
Ultra World Champs Metrics	4,200 Beast	4,800 Beast	5,400 Beast	6,000 Beast					
Ultra World Champs Additional Payments	455 Ultra	520 Ultra	585 Ultra	650 Ultra	21,000,000	24,500,000	28,000,000	31,500,000	35,000,000
	\$5,000	\$10,000	\$15,000	\$20,000	\$10,000	\$15,000	\$20,000	\$25,000	\$30,000

Media Impressions are calculated as provided from the reporting metrics available to Spartan through its social media accounts and third party tracking engaged by Spartan for all other media engagement.”

3. Section 2.d of Exhibit A is hereby deleted in its entirety and replaced with the following:

“

- a. **TV/Media Promotion.** Spartan will provide NLTRA with media benefits included on the media coverage of each Event, however occurring, highlighting North Lake Tahoe as the host of the Spartan Race Ultra World Championship Series and as a travel destination. The television/media benefits shall include (any such benefit is subject to change by agreement of the Parties, in accordance with Section 4 of the Agreement):
 1. Two (2) 30-second commercials as advertisements to be aired during the program covering an Event;
 2. One (1) Live Segment during each Event. Segment shall be a 10-second location b-roll;
 3. One (1) Live Segment during each Event. Segment shall be a pre-show segment; and
 4. One (1) Live Segment during each Event. Segment shall feature location graphics.”

[THE REMAINDER OF THIS PAGE INTENTIONALLY LEFT BLANK]

In witness whereof, the Parties have caused this Amendment to be executed as of the Effective Date, either individually or by their duly authorized agents.

SPARTAN RACE, INC.

By: Jeffrey S. Connor
Title: Chief Operating Officer

**NORTH LAKE TAHOE RESORT ASSOCIATION,
INC.**

By: Tony Karwowski
Title: CEO



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: March 2, 2022

TO: NLTRA Board of Directors

FROM: Tony Karwowski, CEO/President

RE: Coraggio Services Agreement Approval

Action Requested

Requesting the Board of Directors approve attached Consulting Services Agreement and Statement of Work with Coraggio Group.

Background

The NLTRA originally contracted The Coraggio Group, Inc. in March of 2021 to help re-vision the NLTRA into an organization that delivers traditional DMO and TBID/Destination Stewardship services for the North Lake Tahoe community. The March 2021 SOW has a three-phase framework. After phase one and two were completed, the project was put on hold in the fall of 2021 to allow for the new NLTRA CEO to be in role and give input on critical phase three components. While on hold The Coraggio Group, Inc changed structure in ownership to Coraggio Group, LLC and we need to contract with the new entity. We need to recontract with Coraggio Group, LLC to complete phase three of the project focusing on organizational structure redesign and organizational identity redesign. The organizational identity redesign is a new component to the agreement and will deliver new organization name recommendations aligned to the new functions of the organization.

Fiscal Impact:

Original project budget: \$99k. Total billed from Coraggio Group, Inc to date: \$60k. Total proposed SOW cost: \$28k plus travel expenses. Project will be favorable to budget \$5-\$10k after travel expenses.

Attachments:

Coraggio Group consulting services agreement, statement of work.



Consulting Services Agreement

This Consulting Services Agreement (“**Agreement**”) is entered into as of February 18, 2022 (the “**Effective Date**”), between Coraggio Group, LLC, having an address of 2240 N. Interstate Avenue, Suite 300, Portland, OR 97227 (“**Coraggio**”) and North Lake Tahoe Resort Association, having an address of 100 N. Lake Blvd, Tahoe City, CA 96145 (“**Client**”). The parties acknowledge receipt and sufficiency of good and valuable consideration and agree as follows:

1. Services.

1.1 Client hereby engages Coraggio as an independent contractor to provide certain services that may include strategy and organization change consulting services as set forth in the attached Exhibit A (collectively the “**Services**”). *This Agreement renders the previous agreement with Coraggio Group, Inc., dated March 5, 2021, null and void.*

1.2 The specific time and place that Coraggio chooses to provide the Services are in Coraggio’s sole discretion and control. Coraggio will provide its own equipment, supplies, and materials as needed at its own expense. Coraggio will use commercially reasonable efforts to complete requested Services in a timely manner in accordance with the timeframes set forth in Exhibit A. With respect to any ongoing Services which are expected to be provided over a time period exceeding one month, Coraggio will use commercially reasonable efforts to report at least monthly concerning the status of the requested Services to Client.

2. Term and Termination.

2.1 This Agreement will begin on the Effective Date and unless terminated earlier as provided in this Agreement, will continue in effect for the period of time set forth in Exhibit A. If Exhibit A does not set forth the length of the term, this Agreement will continue in effect for an initial term of one (1) year, and will automatically renew for successive periods of thirty (30) days each unless either party provides to the other party written notice no later than thirty (30) days prior to the then-current scheduled expiration of the term of that party’s intention that the Agreement not be renewed.

2.2 Either party may terminate this Agreement for convenience by providing the other party with at least thirty (30) days written notice of such termination.

2.3 Either party may terminate this Agreement because of the other party’s material breach, provided that the nonbreaching party has given the other party at least ten (10) days’ written notice of and the opportunity to cure the breach, except that in the event of unlawful conduct, fraud, or material misrepresentation by either party, the other party will be entitled to terminate this Agreement immediately. Termination for breach will not alter or affect the terminating party’s right to exercise any other remedy for breach.

2.4 Either party may terminate this Agreement immediately by providing written notice to the other party if the other party becomes insolvent, if a petition in voluntary or involuntary bankruptcy is filed by or against the other party under any chapter of the United States bankruptcy laws and not bonded or discharged within thirty (30) days of the date a receiver or trustee is appointed or if the other party makes an assignment for the benefit of creditors.

2.5 Upon termination or expiration of this Agreement, Client will pay to Coraggio all amounts for Services and Deliverables provided through the effective date of such expiration or termination.

2.6 Any obligations and duties that by their nature extend beyond the expiration or termination of this Agreement will survive the expiration or termination of this Agreement. Without limiting the foregoing, Sections 2.5, 2.6, 5, 6, 7, 9, 10.2, and 14 will survive the expiration or termination of this Agreement.

3. Compensation, Expense Reimbursement, and Invoicing.

3.1 As consideration for the Services and the rights granted under this Agreement in the Deliverables, Client agrees to pay to Coraggio the fees in the amounts and on the schedule set forth in Exhibit A. Coraggio will submit monthly invoices of the fees due and payable to it under this Agreement, and Client agrees to pay amounts due under such invoices. Invoices shall be due and payable not later than thirty (30) days after receipt of the invoice. Payments more than 30 days overdue are subject to interest of 1.5% per month on any overdue amounts, or the maximum permitted by law, whichever is less.

3.2 The fees for the Services do not include any excise, sales, use, value added or other taxes, tariffs or duties that may be applicable to the Services. When Coraggio has the legal obligation to collect such taxes, tariffs or duties, the amount of such taxes, tariffs and duties will be invoiced to Client and Client will pay such amount unless Client provides Coraggio with a valid tax exemption certificate authorized by the appropriate taxing authority. All payments by Client for the Services will be made free and clear of, and without reduction for, any withholding taxes. Any such taxes which are otherwise imposed on payments to Coraggio will be Client's sole responsibility. Client will provide Coraggio with official receipts issued by the appropriate taxing authority or such other evidence as is reasonably requested by Coraggio to establish that such taxes have been paid.

3.3 Client will pay or reimburse Coraggio all reasonable out-of-pocket costs and expenses Coraggio or its subcontractors incurs in connection with the performance of its obligations under this Agreement (including but not limited to reasonable, economy class transportation, lodging and meals) that have been itemized and supported by receipts therefore or other documentation reasonably acceptable to Client and that have been submitted to Client for reimbursement.

4. Relationship of the Parties.

4.1 Coraggio is an independent contractor, and this Agreement is not intended to form a partnership, joint venture, franchise or agency relationship between the parties. Coraggio and any person or entity performing services on Coraggio's behalf, including but not limited to Coraggio's employees, agents, affiliates, subsidiaries, and subcontractors (collectively "**Coraggio's Personnel**") are and will be either independent contractors of Coraggio or Coraggio's employees, and are not employees or agents of Client. Neither Coraggio nor any of Coraggio's Personnel are entitled to participate in any benefit program provided by Client to its employees. Coraggio is solely responsible for payment of compensation to Coraggio's Personnel and will withhold and timely pay to appropriate authorities all taxes, contributions, and assessments imposed or required under all laws with respect to payments made to Coraggio's Personnel.

4.2 Coraggio will abide by all reasonable instructions and directions issued by Client and comply with Client's safety or other policies applicable to third party contractors, as may be amended from time to time.

4.3 During the term of this agreement, Coraggio will maintain any business registration or license required by law for Coraggio to perform Services specified in the Agreement as an independent contractor. At any time, upon request by NLTRA, Coraggio will submit to NLTRA proof acceptable to NLTRA such registration or license.

5. Rights to Intellectual Property.

5.1 As used in this Agreement, the term "**Deliverables**" means all materials and information provided by Coraggio to Client under this Agreement but does not include Background Materials (defined below).

5.2 The Deliverables shall be considered works made for hire and owned by Client. To the extent the Deliverables cannot be considered works made for hire, Coraggio hereby assigns to Client Coraggio's entire right, title and interest, including all patent, copyright, trade secret, trademark and other proprietary rights, in the Deliverables.

5.3 Notwithstanding the foregoing provisions, Coraggio shall retain all right, title and interest, including but not limited to all rights pertaining to copyright, trademark, trade secrets, patent and all other intellectual property rights embodied within or associated with Coraggio's Background Materials. "Background Materials" means any information, materials, software, technologies, know-how or the like created or developed by or for Coraggio, or acquired by Coraggio (including materials and technology available to Coraggio in accordance with a license grant) either (i) prior to the Effective Date of this Agreement, (ii) subsequent to such Effective Date if conceived, reduced to practice, authored, created or developed separately and independently of Coraggio's performance under this Agreement, or (iii) of general utility to Coraggio in the performance of services in the marketplace.

6. Confidentiality.

6.1 "**Confidential Information**" means all information disclosed (orally or in writing) by one party ("**Discloser**") to any other party ("**Recipient**") prior to the termination of this Agreement (before or after the Effective Date) which is marked "proprietary" or "confidential" or which the Recipient reasonably ought to know the Discloser regards as confidential. Without limiting the generality of the foregoing, Client Confidential Information includes any program participant information, or any other information which has been entrusted to Client by third parties, which Client identifies as confidential or which Coraggio knows or should reasonably know is confidential.

6.2 In order to gather candid and impartial information, as part of Coraggio's standard procedure, Coraggio maintains confidentiality of participant identity, including information of both interviewees and survey takers. Consequently, participant identity information will not be shared directly with Client. Client agrees not to request such information from Coraggio.

6.3 Each party will hold the other party's Confidential Information in confidence with at least as much care as it holds its own confidential information (and in no event using less than reasonable care), and neither party will disclose any of the other party's Confidential Information to any third party.

6.4 The duties of confidentiality and nondisclosure under this Agreement will not apply to any information that (i) at the time of disclosure to Recipient, had previously been published or was otherwise publicly available; (ii) is published or becomes otherwise publicly available after having been disclosed to Recipient, unless through the breach by Recipient of its obligations under this Agreement; (iii) is independently developed by Recipient without reliance on the Confidential Information; (iv) prior to disclosure to Recipient, was already in Recipient's possession on a non-confidential basis, or (v) has been or is made available to a third party on a non-confidential basis.

6.5 Each party may use the Confidential Information solely for purposes of its performance under this Agreement and may disclose such information to its employees and professional advisors ("**Representatives**") only on a need-to-know basis, provided that such employees are bound by obligations of confidentiality at least as restrictive as those set forth in this Agreement. Each party agrees to be responsible for its own breach of this Agreement, including any action of any of its Representatives causing or resulting in such a breach.

6.6 Recipient may disclose Confidential Information of Discloser as required by a subpoena, court order or otherwise by law or self-regulatory organization rule, provided that it gives Discloser written

notice in advance of such disclosure sufficient to permit Discloser to seek to quash the subpoena or obtain an appropriate protective order and, if nonetheless required to disclose, provides only the minimum Confidential Information necessary to comply with the subpoena, order, or as otherwise lawfully required.

6.7 Upon termination of this Agreement or at any time upon written request of Discloser, Recipient will return (or destroy at Discloser's option) all copies of Confidential Information in its possession, custody, or control, except that Recipient may retain a copy of Confidential Information solely to demonstrate its compliance with its obligations under this Agreement. Upon written request of Discloser, Recipient will certify in writing its compliance with this requirement.

6.8 Each party's obligations under this section will survive termination of this Agreement and will continue in full force and effect with respect to Confidential Information of the other party for five (5) years from the date of disclosure of such Confidential Information, except that nothing herein is intended to limit or abridge the protection of trade secrets under applicable trade secrets law, and if any Confidential Information is a trade secret under applicable law, Recipient will treat such Confidential Information as confidential for the longer of five years or such later date such Confidential Information is no longer a trade secret.

7. Mutual Defense and Indemnification.

7.1 *Indemnification by Coraggio.* Coraggio will defend, indemnify, and hold Client harmless in accordance with this section. Coraggio will defend Client and its officers, directors, employees and agents ("**Client Indemnified Parties**") against any claim, demand, suit or proceeding made or brought against any of the Client Indemnified Parties by a third party arising from or related to this Agreement alleging Coraggio's negligence or willful misconduct, including alleging that any portion of the Deliverables infringes or misappropriates such third party's intellectual property rights, (a "**Claim Against Client**"), and will indemnify the Client Indemnified Parties from any damages, attorney fees and costs finally awarded against such Client Indemnified Parties, or as Coraggio agrees with the applicable third party in the settlement of the claim, demand, suit or proceeding.

7.2 *Indemnification by Client.* Client will defend Coraggio and its officers, directors, employees and agents ("**Coraggio Indemnified Parties**") against any claim, demand, suit or proceeding made or brought against Coraggio by a third party arising from or related to this Agreement alleging Client's negligence or willful misconduct (a "**Claim Against Coraggio**"), and will indemnify Coraggio from any damages, attorney fees and costs finally awarded against Coraggio, or as Coraggio agrees with the applicable third party in the settlement of the claim, demand, suit or proceeding.

8. **Insurance.** Coraggio will maintain commercial general liability, automobile, professional liability and workers' compensation insurance coverage of the types and to the extent customary in the industry in connection with the Services and as may be required by applicable law. Coraggio's commercial general liability and automobile insurance shall be endorsed to name Client and its directors, officers, and employees as additional insureds and such insurance shall be primary and insurance of Client and its directors, officers and employees shall not contribute to it. Coraggio will provide to Client all documentation reasonably requested to evidence the coverages and amounts required under this section.

9. **LIMITATION OF LIABILITY.** In no event will either party be liable to the other party for any indirect, special, punitive, or consequential damages that may arise in connection with this Agreement, regardless of the cause of action or characterization of the damages, even if the party to be held liable has been advised of the possibility of such damages. In no event will either party's aggregate liability to the other party exceed the amount of fees paid or payable by Client to Coraggio in the 12-month period immediately preceding the event giving rise to liability.

10. Warranties and Disclaimers.

10.1 Coraggio warrants that the Services will be performed and the Deliverables developed and

delivered in a diligent and skillful manner consistent with generally accepted industry standards for like services and deliverables in compliance with all applicable laws, regulations, codes and standards.

10.2 **Except as expressly set forth in this Agreement, Coraggio makes no warranties or representations to Client with respect to any aspect of its performance under this Agreement, whether oral or written, express, implied or statutory. Without limiting the foregoing, any implied warranty or condition of merchantability, and the implied warranty or condition of fitness for a particular purpose, are expressly excluded and disclaimed.**

11. **Conflict of Interest Disclosure.** Coraggio will disclose all direct or indirect actual or potential conflicts of interest it may have with Client to Client Representative. "Direct or indirect actual or potential conflict of interest" is defined as any situation in which Coraggio has or may be reasonably construed to have a direct or indirect personal or financial interest in any business affairs of Client, whether (i) because of a proposed contract or transaction to which the Client may be a party, in which Client may be interested, or which is under consideration by Client, or (ii) because such conflict is purely conceptual, because of similarity of business interests or affairs ("**Conflict of Interest**"). Coraggio agrees to promptly inform the Client Representative of any Conflict of Interest with Client which becomes apparent during the term of this Agreement.

12. **Representations and Warranties.** Each party hereby represents and warrants to the other party that: (a) it is a business entity duly organized, validly existing and in good standing under the laws of the jurisdiction of its formation, has all requisite power and authority to carry on its business and to own and operate its properties and assets, (b) it has obtained all authorizations, consents and approvals, governmental or otherwise, necessary for the execution and delivery of this Agreement, and to otherwise perform its obligations under this Agreement, (c) there is no pending or, to its knowledge, threatened litigation involving it which would have any material adverse effect on this Agreement or on its ability to perform its obligations hereunder, and (d) there is no agreement to which it is a party or by which it is bound that prohibits or would prohibit its execution of and performance under this Agreement.

13. **Marketing and Publicity.** Except as provided herein, no press release, announcement, publication or other use of the other party's insignia, logos, trademarks, tradename, or service marks (collectively, the "Marks") shall be made by either party without the other party's approval. All use by either party of the other party's Marks will inure to the benefit of the party owning the Marks. Consistent with the terms of this Agreement, including Coraggio's obligations of confidentiality and nondisclosure, Coraggio may list Client as a client of Coraggio in the following Coraggio marketing materials: representative client lists, screen shots, case studies, and printed and digital sales material, all of which will be prepared in a manner consistent with the highest standards of professionalism. Coraggio may provide a link to Client's website on Coraggio's website. Coraggio agrees that Client's may revoke this permission at any time in its reasonable discretion.

14. **General Provisions.**

14.1 *Governing Law and Venue.* This Agreement will be governed in all respects by the laws of the State of California as they apply to agreements entered into and to be performed entirely within California between California residents, without regard to conflict of law provisions. Any suit or action arising from or related to this Agreement shall be commenced and maintained only in the Superior Court in and for the County of Placer, State of California.

14.2 *Dispute Resolution.*

(a) Each party agrees that any dispute between the parties relating to this Agreement will first be submitted in writing to a panel of two senior executives each party, who will promptly meet and confer (telephone communications sufficient) in an effort to resolve such dispute through good faith consultation and negotiation. Each party's executives shall be identified by notice to the other party, and may be changed at any time thereafter also by notice to the other. Any decisions of the executives will be final and binding on the parties. In the event the executives are unable to resolve any dispute within thirty

(30) days after submission to them, either party may then commence legal proceedings as provided in this Agreement.

(b) Nothing in this section, however, requiring informal dispute resolution prior to instituting legal proceedings will prohibit either party from seeking injunctive relief in situations where such proceedings may be appropriate, including but not limited to threatened or actual infringement of intellectual property or misuse or disclosure of proprietary or confidential information.

(c) Any dispute arising under this Agreement will be subject to binding arbitration by a single arbitrator with the American Arbitration Association (AAA), in accordance with its relevant industry rules, if any. The arbitration will be held in Placer County, California. The arbitrator will have the authority to grant injunctive relief and specific performance to enforce the terms of this Agreement. Judgment on any award rendered by the arbitrator may be entered in any court of competent jurisdiction.

(d) In the event of any arbitration or litigation in connection with this Agreement, the prevailing party in such proceeding shall be entitled to recover from the other all its costs and expenses incurred, including reasonable attorney fees, both in trial court and appeal, and including any bankruptcy proceeding.

14.3 *Execution in Counterparts.* This Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Counterparts may be delivered via facsimile, electronic mail (including pdf or any electronic signature complying with the U.S. federal ESIGN Act of 2000, e.g., www.docusign.com) or other transmission method and any counterpart so delivered shall be deemed to have been duly and validly delivered and be valid and effective for all purposes. Minor variations in the form of the signature page, including footers from earlier versions of this Agreement or any such other document, shall be disregarded in determining the party's intent or the effectiveness of such signature.

14.4 *Order of Precedence.* If there is a conflict or ambiguity between any provision of this Agreement and any exhibit, the provisions of this Agreement will prevail, unless and to the extent that any exhibit expressly provides that any portion of that exhibit will prevail.

14.5 *Headings.* The headings in this Agreement are for reference only and shall not affect the meaning, construction, or interpretation of this Agreement.

14.6 *No Third-Party Beneficiaries.* This Agreement is made and entered into for the sole purpose and legal benefit of the parties, and no other person shall be a direct or indirect legal beneficiary of, or have any direct or indirect cause of action or claim in connection with, this Agreement.

14.7 *Severability.* If any court of competent jurisdiction finds any portion of any provision of this Agreement to be unenforceable or contrary to applicable law, the parties agree that the provision will be deemed modified to the least extent necessary to make it enforceable, and all other provisions of this Agreement will remain unaffected.

14.8 *No Waiver.* The failure of either party to exercise any right, or the waiver by either party of any breach, shall not prevent a subsequent exercise of such right, or be deemed a waiver of any subsequent breach, of the same or any other provision of this Agreement. All waivers must be in writing, and signed by the party waiving its rights.

14.9 *Mutually Drafted.* This Agreement will not be construed more strictly against one party than the other merely by virtue of the fact that it has been prepared initially by one party, it being recognized that both parties and their respective legal counsel have had a full and fair opportunity to negotiate and review the terms and provisions of this Agreement and to contribute to its substance and form.

14.10 *Notices.* All notices or other communications that are required or permitted under this Agreement must be in writing and will be sufficient if delivered personally or sent by nationally-recognized overnight courier or by certified mail, postage prepaid, return receipt requested, to the addresses set forth at the beginning of this Agreement, or to any other address provided in accordance with this section.

14.11 *Authority.* Each of the individuals signing this Agreement represents and warrants that he or she has been properly authorized by the party for whom the individual is signing this Agreement to enter into this Agreement.

14.12 *Entire Agreement.* This Agreement constitutes the entire agreement between the parties with respect to its subject matter, and supersedes all other agreements (express or implied), proposals, negotiations, representations or communications relating to the subject matter. Both parties acknowledge that they have not been induced to enter this Agreement by any representations or promises not specifically stated in this Agreement. The protections of this Agreement will apply to actions of the parties performed in preparation for and anticipation of the execution of this Agreement. Any amendment to this Agreement must be in writing and signed by duly authorized representatives of the parties.

The parties have executed this Agreement to be effective as of the date first set forth above.

Coraggio Group, LLC	Client
_____ Signature	_____ Signature
_____ Printed name	_____ Printed name
_____ Title	_____ Title
_____ Date	_____ Date

[Signature page – Consulting Services Agreement]

Exhibit A

STATEMENT OF WORK

SOW Effective Date:	February 18, 2022
Name of Client:	North Lake Tahoe Resort Association
Initial Term:	February 18, 2022, through December 31, 2022
Renewal Term:	N/A

This statement of work ("**Statement of Work**" or "**SOW**") is entered into as of the SOW Effective Date set forth above and is made a part of the Consulting Services Agreement entered into between Coraggio and the Client identified above (the "**Agreement**"). Capitalized terms not defined in this Statement of Work have the meanings given in the Agreement.

Term

The term of this Statement of Work will begin on the SOW Effective Date and unless terminated earlier as provided in the Agreement, will continue in effect for the length of the Initial Term set forth above, and will automatically renew for the period of the Renewal Term set forth above, unless either party provides to the other party written notice no later than thirty (30) days prior to the then-current scheduled expiration of the Initial Term or Renewal Term of that party's intention that the Statement of Work not be renewed or the Agreement is terminated in accordance with its terms.

Services

Coraggio will provide the following Services:

Organizational Structure Redesign

Through a series of 1:1 working meetings and independent work over six weeks between February 21 and March 31, the Coraggio team will work with the NLTRA CEO to finalize the redesign of the organization, specifically focused on:

- Matching the needed skills and capabilities of the redesigned organization with an organizational chart that supports those needs
- Refinement and development of role descriptions that support the new direction of NLTRA
- Determine the makeup of TBID, Zone 1, TOT and COC committees
- Develop a Change Management approach to support the rollout and implementation of these organizational changes

The organizational redesign meetings/independent work will approximately follow this cadence:

- Week 1: Skills and Capabilities Matrix
- Week 2: Redesign Role Descriptions
- Week 3: Finalize Organizational Structure; Finalize Committee Makeup
- Week 4: Develop Change Management Approach
- Week 6: Document Final Deliverables

Organizational Identity Redesign

Between April 1 and December 31, 2022, the Coraggio team will work with the NLTRA CEO to determine options for a new organizational identity that encompasses the expanded role of

NLTRA, vet those choices with NLTRA's stakeholders, Board, and internal team, and arrive at a final name for the restructured organization. This will include the following activities:

- Identity Outreach: 6 30-Minute Interviews
- Development of Draft Identity Options
- Draft Identity Options Workshop: Stakeholders
- Draft Identity Options Workshop: Board
- Draft Identity Options Workshop: Staff
- Refine Identity Options
- Final Identity Options Workshop: Stakeholders, Board, and Staff
- Document Final Identity Option
- Optional: deliver a brief to a branding firm and work with NLTRA to guide development of visual identity options including logo, fonts and colors. Brand development costs will be additional to this contract amount. (estimated \$25,000 to \$50,000)

Implementation Check-ins

Between March 31 and December 31, 2022, the Coraggio team will hold three periodic meetings (approximately once per quarter) with the NLTRA CEO to support and troubleshoot the first year of Strategic Plan implementation and the Change Management of the organizational restructuring.

Deliverables

Coraggio will provide the following Deliverables to NLTRA:

- Change Management Plan for organizational transformation
- Final organizational chart and role descriptions for NLTRA team members
- Recommendations for committee makeup of: TBID, Zone 1, TOT, and COC
- Recommendation(s) for new name for NLTRA

Compensation

The not-to-exceed project fee is \$25,821. This includes a 4% administrative budget to cover administrative tasks, project coordination, printing, print production, digital conferencing subscriptions and other expenses. Travel costs are not included in the project fee and will be invoiced at cost with supporting receipts or other documentation reasonably acceptable to Client

Coraggio will invoice Client for the fees as provided in the Agreement.

[Space intentionally left blank]

The parties have executed this Statement of Work as of the date first set forth above.

Coraggio Group, LLC.	Client
_____ Signature	_____ Signature
_____ Printed name	_____ Printed name
_____ Title	_____ Title
_____ Date	_____ Date

[Signature page – Exhibit A]



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: March 2, 2022

TO: NLTRA Board of Directors

FROM: Tony Karwowski, CEO/President

RE: NLTRA Purchasing Policy – Authority of execution

Action Requested

Requesting the Board of Directors delegate authority to the CEO/President to execute agreements and approve associated expenditures having an aggregate value up to \$100,000 provided that the agreement has been approved by the Board of Directors. The Board of Directors delegates authority to the CEO/President to execute agreements and approve expenditures up to \$25,000 without Board approval, provided the expenditures were budgeted to the level of the agreements. Expenditures that exceed budget by greater than \$10,000 must be approved by the Board.

All agreements having an aggregate value over \$10,000, that were not previously approved by the Board, will be provided to the Board of Directors for review with their monthly Board meeting materials.

Background

The organization has worked under the approved NLTRA Standard Operating Procedures (SOP) which outline requirements for contracts specifically. In the SOP, all contracts in an amount greater than \$10,000 required Board approval. The action requested would increase that limit to more than \$25,000 and above requiring Board approval, if they were budgeted. Approval of the expenditures under a contract have not been clearly defined in the past. This action will define the CEO's authority in approving expenditures for the NLTRA.

Fiscal Impact:

No direct fiscal impact to the NLTRA, staff time and labor saving in processing efficiency and reduction in redundancies of Board approvals and use of time.

Attachments:

N/A




North Lake Tahoe Resort Association

Short-Term Rental Ordinance Update

March 2, 2022

STR Ordinance (Article 9.42) Overview

Ordinance History:

- Adopted November 19, 2019; effective January 1, 2020
- Amended March 2021
-  Repealed and replaced February 8, 2022
 - Goes into effect March 11, 2022

Purpose: Address nuisance and life/safety concerns

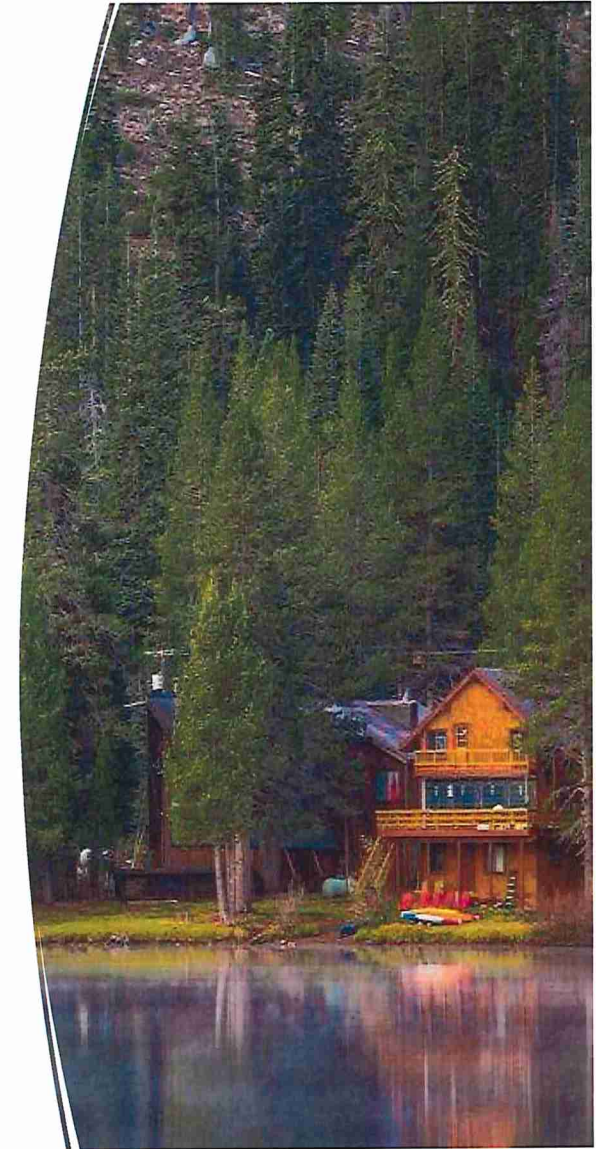
- Limit number of STRs in Eastern Placer
- Preserve neighborhood character
- Ensure parking, noise, trash, building/fire code compliance

Moratorium:

- Urgency Ordinance (45 days): July 27, 2021
- Extension: August 31, 2021 – March 31, 2022

Purpose: Temporary pause on new STR permit requests

- Refine nuisance, life/safety concerns and ordinance implementation/enforcement
- Further study impacts: workforce housing availability/pricing

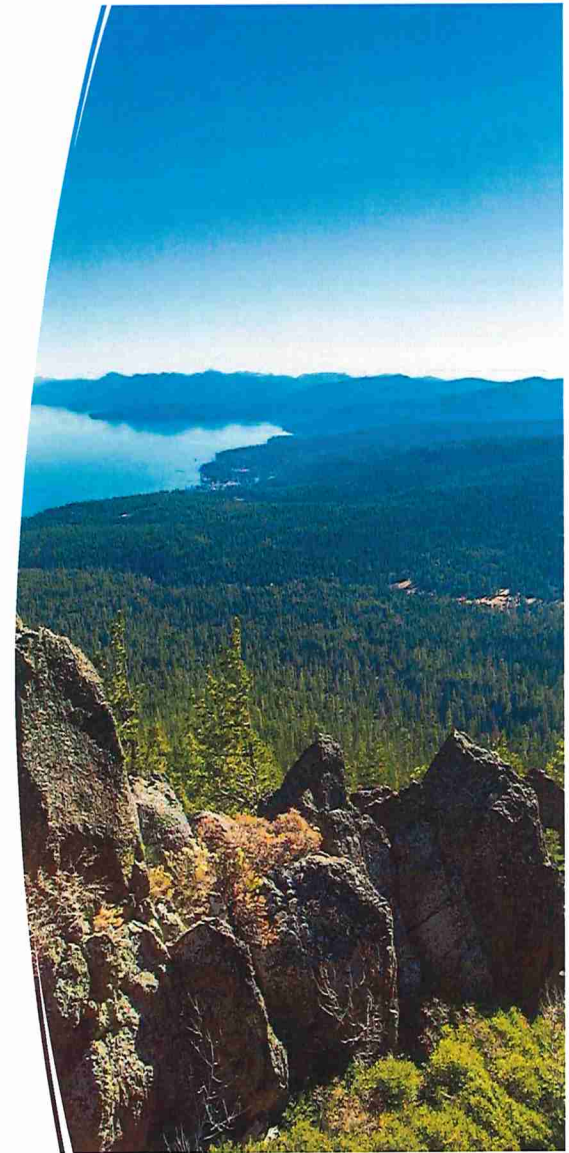


Vision

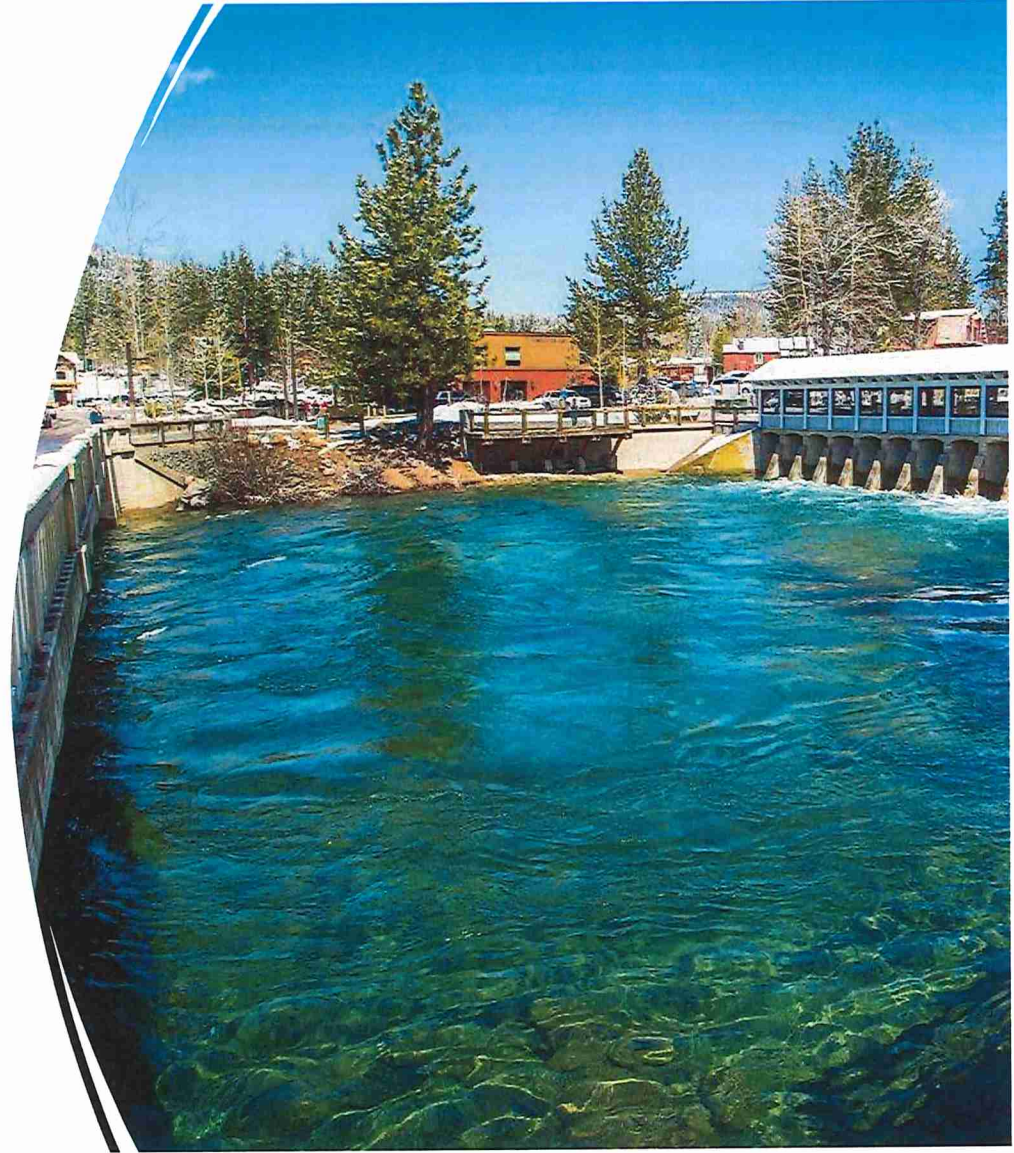
Strive for a balance between short term rental opportunities in a diversity of lodging types to both support opportunities for residential lodging and encouraging new or redeveloped lodging in town centers.

Maintain housing supply and attainable **housing pricing for workforce.**

Achieve host and code **compliance to maintain** residential **neighborhood character** by encouraging available and attainable long-term housing in residential neighborhoods and limiting nuisances

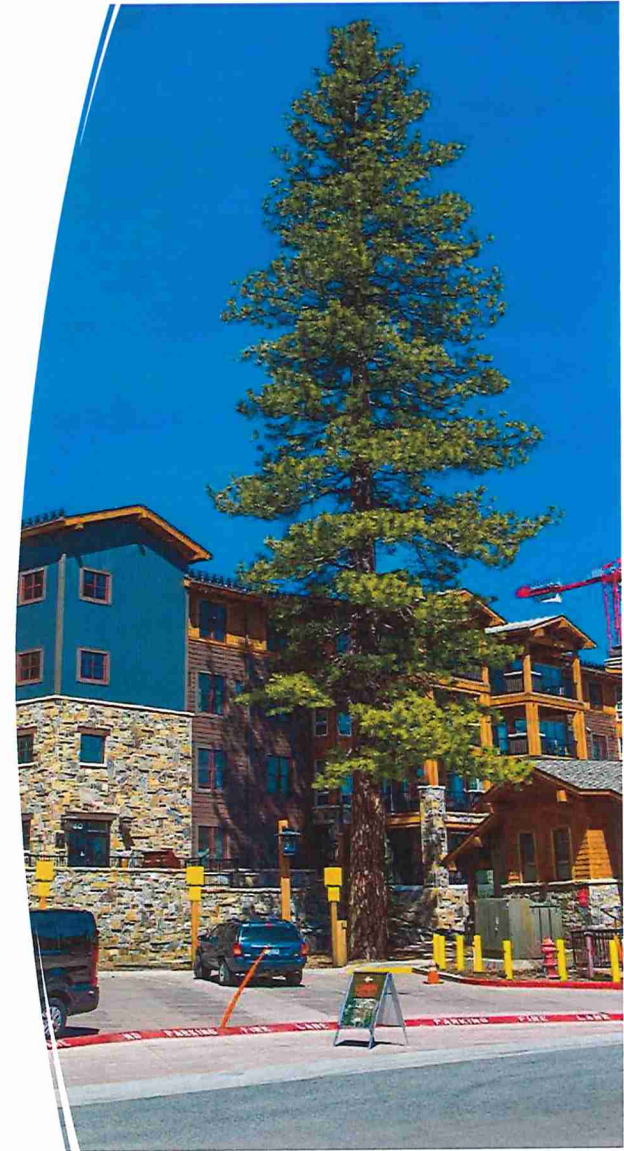


STR Ordinance Updates



Ordinance Modifications Overview

- Cap of 3,900 STRs
- Primary residents with STR not subject to cap
- Remove Exemption Language
- Add/increase fire protection standards
- Rolling annual permit
- Stricter nuisance standards
- Increased STR unit postings
- Limits one STR per property
- Increased penalty fines
- Modified appeal process
- Minimum 30 nights rented/year requirement



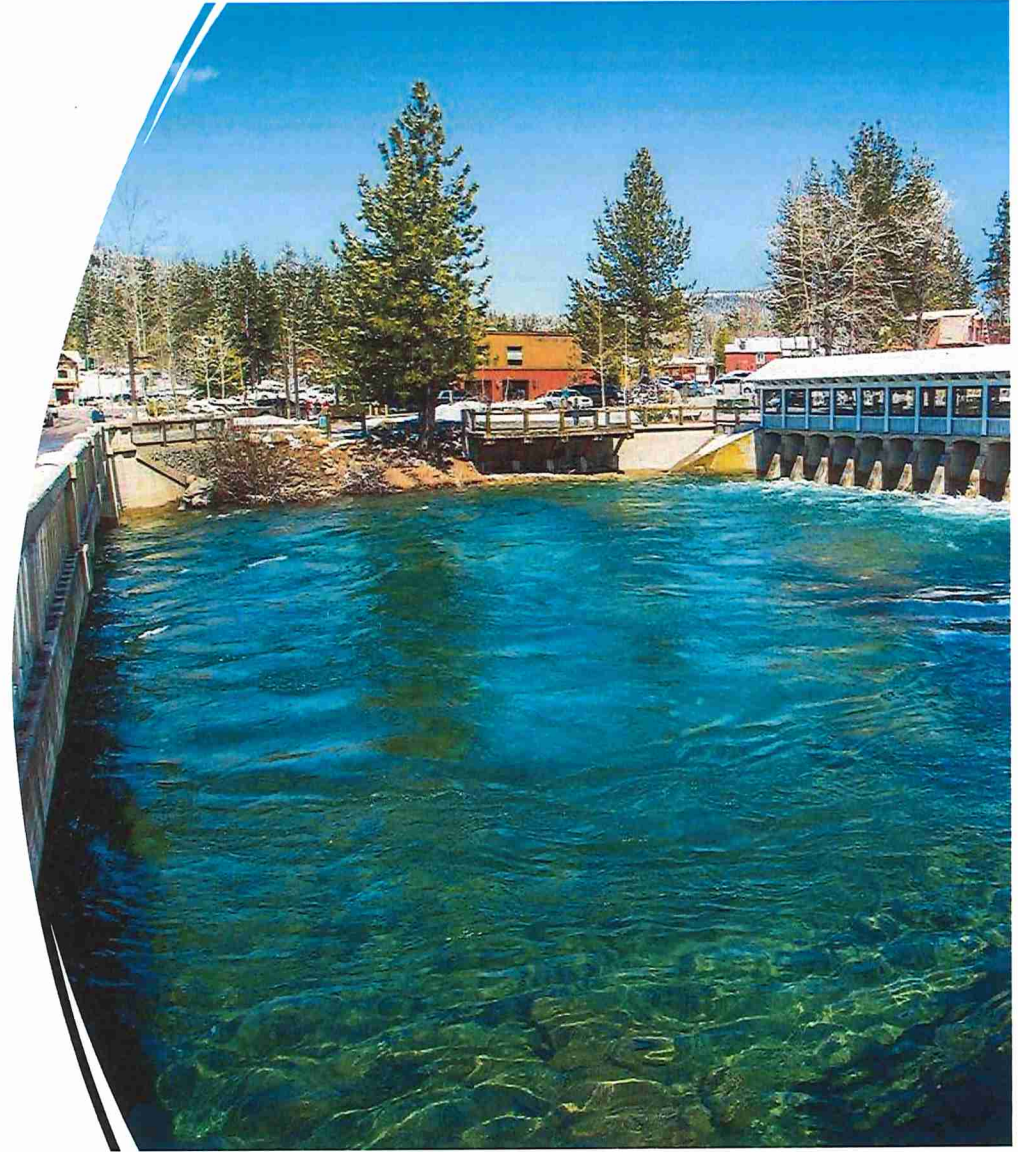
Ordinance Modifications Overview, Contd.

Not Subject to Ordinance (NO STR Permit Required)

- Hotel/Motel/Timeshare/Bed and Breakfast
- Condo Hotels:

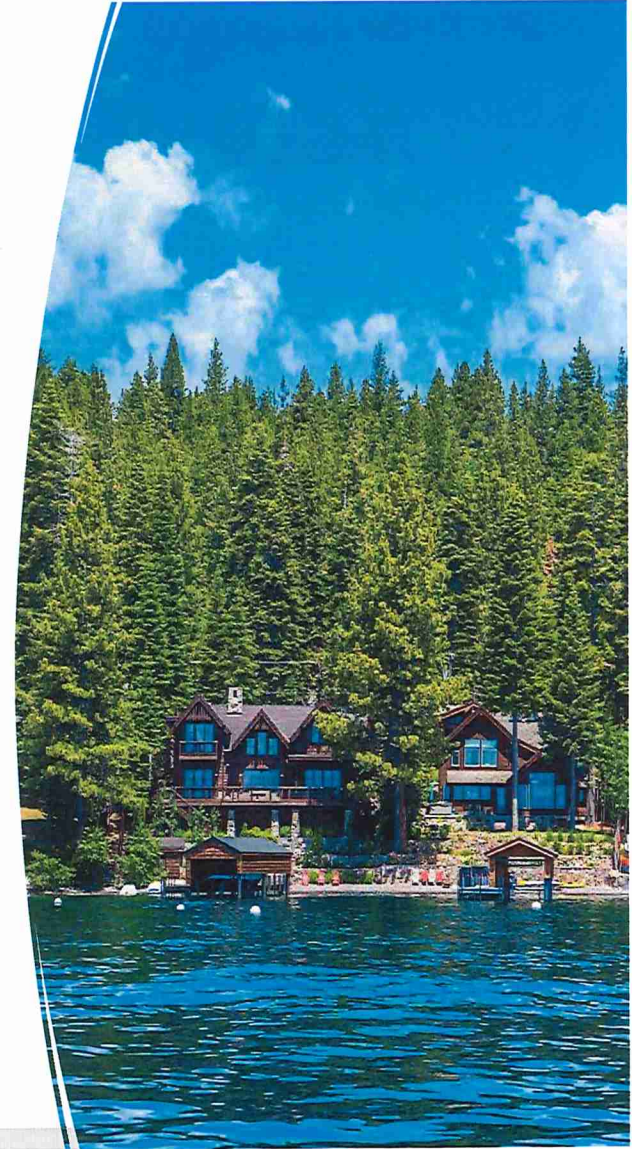
*Definition: a facility meeting the definition of a **hotel or motel**, rented to the general public for overnight or other temporary lodging, with **ownership structured as a condominium, cooperative or other ownership/financing arrangement**, but shall not include timeshares in or interval or fractional ownership of a hotel. The condo-hotel has **front desk in-person management with access to all units who responds to complaints, enforces trash, noise, and parking rules, and includes NFPA 13-R or 13 fire sprinkler systems and NFPA 72 centrally monitored fire alarm system connected to all individual units and is inspected annually.***

Next Steps



Implementation

- Board of Supervisors – STR Fee Schedule Update (intended to cover program administration): March 8
- New staffing for program administration and code enforcement
- East Placer County Town Hall: TBD
- STR Application Process Webinar: March 16, 6 p.m.
- Application & website updates/no 2021 STR permit intake: March 18 – March 31
- 2022 STR Permit Cycle process begins: April 1
- On-going Collaboration with Fire Districts
 - MOUs and first year inspection schedule

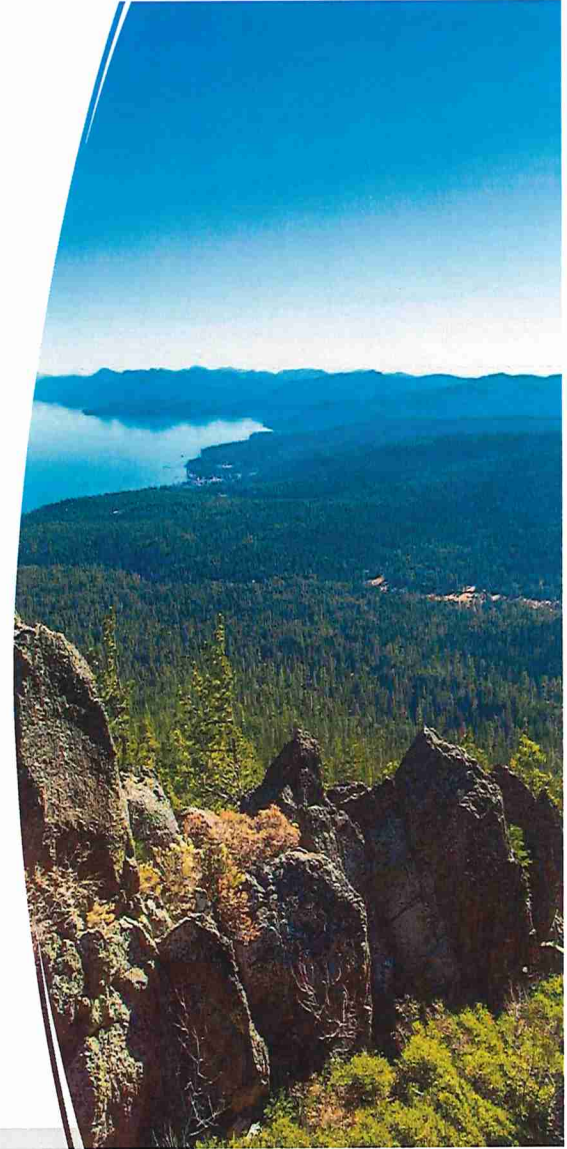


Cap & Permit Prioritization

Cap: 3,900 STR permits

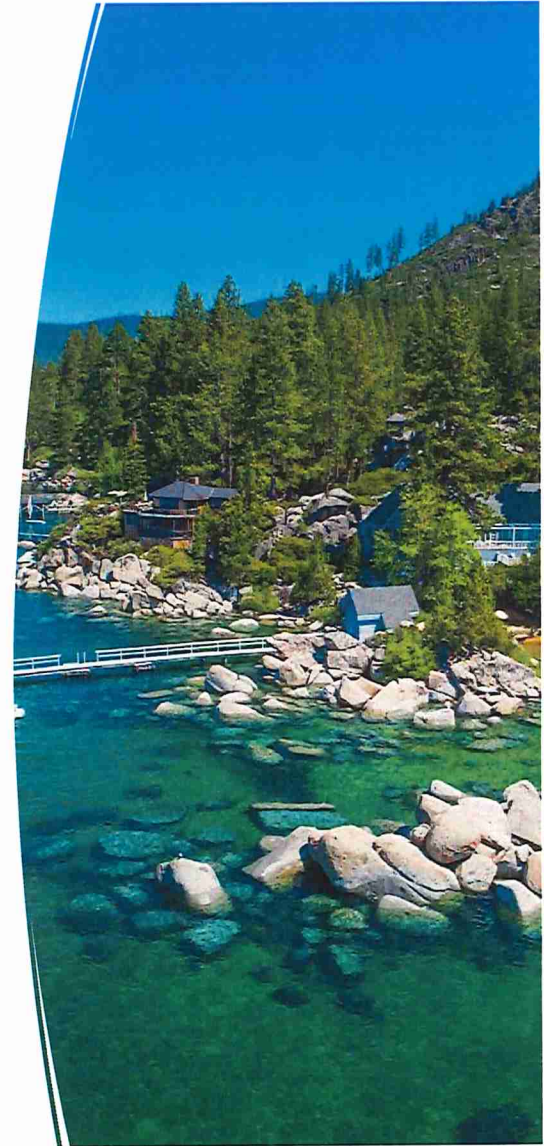
Priority for processing permits:

1. Current STR permits for renewal
2. Currently approved exempted properties
3. New Permits (up to remaining available cap units)
 - Properties previously renting without an approved STR Permit or exemption
 - New STR property applications

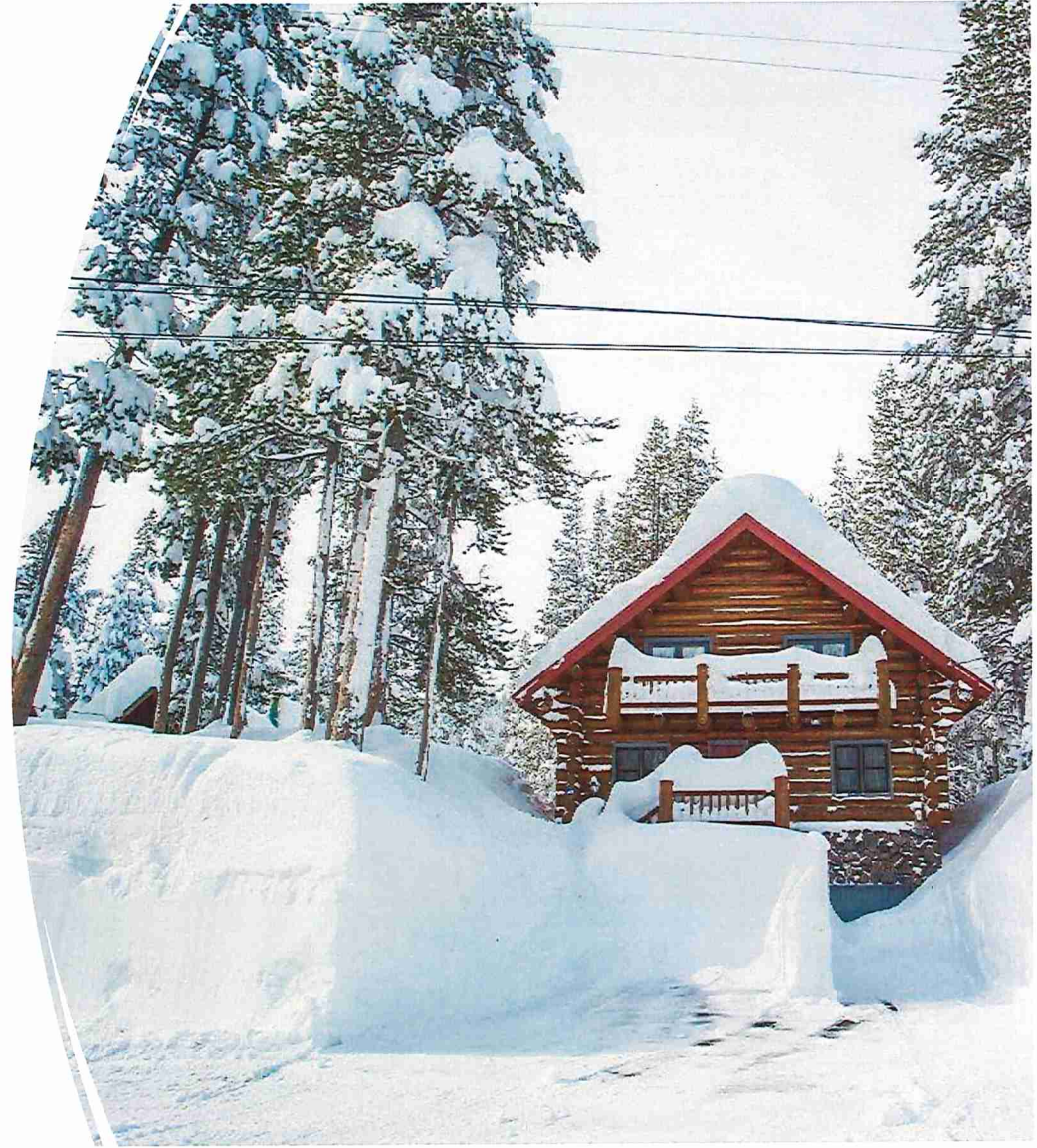


STR Adaptive Management

- Track & analyze data:
 - Workforce housing units
 - New hotel units
 - Complaint data
- Form Stakeholder Working Group
- Annual reports to the Board of Supervisors
- Analyze and update ordinance & program needs as necessary



Questions?



Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1625 Units ('DestiMetrics Census**') and 50.34% of 3229 total units in the North Lake Tahoe destination ('Destination Census**')

Last Month Performance: Current YTD vs. Previous YTD		2021/22	2020/21	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Jan) changed by (93.1%)	Occupancy (Jan) :	59.7%	30.9%	93.1%
North Lake Tahoe ADR for last month (Jan) changed by (20.4%)	ADR (Jan) :	\$ 459	\$ 381	20.4%
North Lake Tahoe RevPAR for last month (Jan) changed by (132.5%)	RevPAR (Jan) :	\$ 274	\$ 118	132.5%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Feb) changed by (56.9%)	Occupancy (Feb) :	61.3%	39.1%	56.9%
North Lake Tahoe ADR for next month (Feb) changed by (12.2%)	ADR (Feb) :	\$ 519	\$ 463	12.2%
North Lake Tahoe RevPAR for next month (Feb) changed by (76.0%)	RevPAR (Feb) :	\$ 318	\$ 181	76.0%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (26.5%)	Occupancy	43.7%	34.6%	26.5%
North Lake Tahoe ADR for the past 6 months changed by (10.1%)	ADR	\$ 423	\$ 384	10.1%
North Lake Tahoe RevPAR for the past 6 months changed by (39.3%)	RevPAR	\$ 185	\$ 133	39.3%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (81.7%)	Occupancy	35.0%	19.3%	81.7%
North Lake Tahoe ADR for the future 6 months changed by (4.5%)	ADR	\$ 454	\$ 434	4.5%
North Lake Tahoe RevPAR for the future 6 months changed by (90.0%)	RevPAR	\$ 159	\$ 84	90.0%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jan 31, 2022 vs. Previous Year				
Rooms Booked during last month (Jan,22) compared to Rooms Booked during the same period last year (Jan,21) for all arrival dates has changed by (78.0%)	Booking Pace (Jan)	9.0%	5.1%	78.0%

* 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.

© 2022 Sterling Valley Systems, Inc. All rights reserved. No parts of this work may be reproduced in any form or by any means, graphic, electronic or mechanical, including photocopying, recording, taping or information storage and retrieval systems - without the written permission of the copyright holder. Products that are referred to in this document may be either trademarks and/or registered trademarks of the respective owners. The publisher and the author make no claim to these Trademarks. While every precaution has been taken in the preparation of this document, the publisher and the author assume no responsibility for errors or omissions, or for damages resulting from the use of information contained in this document or from the use of programs and source code that may accompany it. In no event shall the publisher and the author be liable for any loss of profit or any other commercial damage caused or alleged to have been caused directly or indirectly by this document.

Monthly Report Jan 2022

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 1/31/22:	\$1,888,954	\$623,732	203%
Number of Room Nights:	8,853	2683	230%
Number of Delegates:	4227	1346	214%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>January-22</u>	<u>January-21</u>
<u>Number of Groups Booked:</u>	5	4
Revenue Booked:	\$202,364	\$103,336
Room Nights:	730	418
Number of Delegates:	371	298
	3 Corp., 1 Non-Profit, 1 Mtg. Planner	1 Corp. 3 Assoc.
Booked Group Types:		
Lost Business, # of Groups:	11	29

<u>Arrived in the month</u>	<u>January-22</u>	<u>January-21</u>
Number of Groups:	0	4
Revenue Arrived:	\$0	\$330,384
Room Nights:	0	1522
Number of Delegates:	0	578
		2 Corp., 2 Assoc.
Arrived Group Types:		

Monthly Detail/Activity	<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:	\$170,815	\$0
Room Nights:	1049	0
Number of Delegates:	300	0
Arrived Group Types:	Assoc.	0

Monthly Detail/Activity	<u>November-21</u>	<u>November-20</u>
<u>Number of Groups Booked:</u>	0	1

Revenue Booked:	\$0	\$33,881
Room Nights:	0	94
Number of Delegates:	0	65
Booked Group Types:		1 Assoc.
Lost Business, # of Groups:	7	2

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

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

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

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

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

Monthly Detail/Activity	<u>August-21</u>	<u>August-20</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$61,662
Room Nights:	0	353

Number of Delegates:	0	317
Booked Group Types:	0	1 Corp., 1 SMF
Lost Business, # of Groups:	10	14

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

Monthly Detail/Activity	<u>July-21</u>	<u>July-20</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$45,903	\$0
Room Nights:	100	0
Number of Delegates:	50	0
Booked Group Types:	1 Corp.	0
Lost Business, # of Groups:	22	0

<u>Arrived in the month</u>	<u>July-21</u>	<u>July-20</u>
Number of Groups:	2	2
Revenue Arrived:	\$199,444	\$21,415
Room Nights:	795	80
Number of Delegates:	330	39
Arrived Group Types:	2 Assoc.	1 CA Assoc.

	<u>Current Numbers</u>	<u>Goals</u>
For 2022/23:	\$451,302	\$2,000,000
For 2023/24:	\$100,804	\$2,000,000

NUMBER OF LEADS Generated as of 1/31/22:	58
YTD 1/31/21:	43
YTD 1/31/20:	197

Total Number of Leads Generated in Previous Years:

2020/2021	90
2019/2020	252
2018/2019	320
2017/2018	302
2016/2017	244



north lake tahoe

January 2022
Meetings & Conventions Report

TURNED DEFINITE

1. Blueprint to Practice Automation - Epic Mastermind Experience - 6/8/22-6/12/22, 237 rooms, 150 people to Resort at Squaw Creek
2. HPN - 77532 - July Meeting 2022 - 7/12/22-7/15/22, 54 rooms, 18 people to Ritz-Carlton

NEW MEETINGS & RFPs DISTRIBUTED

1. Southwest Carpenters - 6/8/22-6/9/22, 171 rooms, 50 people
2. HPN - 81577 - 2022 Strategic Offsite - 6/13/22-6/15/22, 40 rooms, 35 people
3. HPN - 80517V4 - V4_Clean Tech_Meeting 2022, 9/13/22-9/16/22, 295 rooms, 250 people
4. PeopleForBikes - 2022 Electric Mountain Bike Summit - 9/14/22-9/16/22, 220 rooms, 100 people
5. American Council of Engineering Companies - 2023 Summer Public Affairs Conference - 6/7/23-6/11/23, 190 rooms, 85 people
6. Distribution Contractors Association - 2026 DCA Mid Year Meeting - 7/11/26-7/17/26, 535 rooms, 200 people

NEW INQUIRIES

1. Meetings Made Easy LLC - The Best Ever Conference 2023 - 2/16/23-2/18/23, 1199 rooms, 700 people
2. Jack Henry & Associates - JAC Golden Circle 2023 - 7/30/23-8/4/23, 701 rooms, 175 people
3. Convex - Convex Staff Retreat Q1 2022 - 3/16/22-3/18/22, 200 rooms, 100 people
4. Associated Equipment Distributors - 2022 AED Foundation Board Meeting - 7/19/22-7/22/22, 85 rooms, 30 people
5. National Conference of State Legislatures - 2022 NCSL Fine & Fees Symposium - 6/11/22-6/15/22, 121 rooms, 50 people
6. CCCI - Cru - Jesus Film Project Summer 2023 Briefing - 6/26/23-7/3/23, 958 rooms, 400 people
7. Dr. Fabrizio Mancini D.C, P.C - Mentorship - Park City Lake Tahoe - 1/18/23-1/21/23, 80 people, 60 rooms
8. Society of Military Orthopedic Surgeons - Society of Military Orthopaedic Surgeons 2023 - 12/5/23-12/9/23, 1098 rooms, 280 people
9. State Farm Insurance - NCST Sales Leader Meeting - 5/18/22-5/19/22, 15 rooms, 14 people
10. Allinial Global - Americas Region Board of Directors Meeting - 9/22/22-9/25/22, 44 rooms, 11 people
11. Meetings Made Easy LLC - Matrix Providers 2022 Annual Meeting - 4/30/22-5/5/22, 217 rooms, 60 people

CONFERENCE SALES PROJECTS

- Key Projects:
 - Call for content for February newsletter
 - Follow-up from CalSAE Seasonal Spectacular
 - Kick off call for SDR lead gen program

SITE VISITS & SALES CALLS

1/6 - Air Movement and Control Association International, Inc. - Site for 2022 AMCA Annual Meeting at the Ritz and Hyatt, chose Ritz. Contract will be signed by EOM February.

1/26 - CalSAE Elevate Planning Call

TRADE SHOWS & EVENTS

- Attended 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 January: Participated in and follow-up from Connect Chicago show. Meetings with 23 clients.



north lake tahoe

January 2022

Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Hosted NLT Sales Committee Meeting January 17th
 - Attended Reno-Tahoe Territory meeting on January 12th
 - Bonotel - identify and outreach to missing properties w/Elliott Calloway and Brad Namaste
 - California STAR Program enrollment
 - VisaVue to discuss annual contract
- Key Projects:
 - Call for content for February trade industry newsletter
 - Images submitted for Visit California High Sierra Digital Optimization Project (40) destinations
 - Planning Volaris FAM w/Travel Nevada for March 7th

January 2022 Monthly Report



north lake tahoe

January Executive Summary

- Omicron variant concerns in January led to performance fluctuations in paid media campaigns. The consumer campaign saw a rise in positive performance in certain audience segments, most notably in Los Angeles audiences with a a 400% increase in TOS conversions and an 72% decrease in TOS conversion costs.
- Paid Search in the consumer campaign, however, did see a decrease in TOS conversions, which led to an overall dip in total TOS conversions in comparison to an extremely high performance in December.
- MCC Campaign performance decreased from December, which aligns with businesses being more sensitive to Omicron variant concerns than leisure travelers. The decrease was most attributed to less Display TOS conversions this month.



north lake tahoe

January Executive Summary

- Website performance mimicked paid media trends, with decreases in visitors and sessions most likely due to rising Omicron variant concerns and lack of winter snow in the month of January. However, session duration and pages per session increased, showing good engagement with visitors to the site.
- Local markets like San Francisco and Sacramento were the top audiences this month, but paid media markets like Los Angeles (#4) were also high on the most visited list.
- Winter activities and current condition pages continued to be best performers with webcams, road conditions and weather report pages being in the top 6 most visited pages. The Northstar California Tubing Hill listing was also highly trafficked and had quality engagement at over four minutes of time spent on page.



north lake tahoe

January Executive Summary

- Organic search continues to be the top channel driver to the website, bringing in nearly 40,000 visitors. For reference, the next best performing channel was direct at a little over 13,000 visitors.
- SEO performance dipped a bit this month, however, with the onset of the new navigation to the website in late January, there will likely be better performance in the coming months.
- eNewsletter metrics continue to outperform industry standards by far with this month's eNewsletter having an open rate of 24.7% (industry average is 16%) and CTR of 3.7% (industry average is 1.6%). Content featured included an après ski blog, snowmobiling and two events (National Safety Awareness Month and Plan A Vacation Day).



north lake tahoe

January Executive Summary

- From a PR perspective, efforts primarily focused on new year fitness trends for pitching and long-lead spring travel. The team also collaborated with Visit California to host influencer [@strollerinthecity](#), who shared North Lake Tahoe with her 188K followers.
- PR efforts also included story ideas to pitch to media/influencers at the IMM event in New York City and worked with Visit California to pitch story ideas about what's new, where to ride/run and filming locations in North Lake Tahoe.
- In January, there were 19 secured clips with an estimated 56.8M digital monthly visits and 129.5K estimated digital coverage views. Coverage featured ski resorts and what's new this year, local food, the Winter Olympic Games, outdoor adventures, family-friendly resorts and best destinations for well-being getaways.



January Executive Summary

- Similar to other channels, social media also saw dips in performance due to less snowfall in January and overall Omicron variant concerns.
- While Facebook saw decreases in impressions, there were increases in overall post clicks by 8%. Similar to previous months, top posts included snow-covered scenes throughout the region.
- Best performing Instagram content differed slightly with top posts including sustainability messaging, regional safety information and lifestyle content. In fact, a sustainability post generated 1,912 engagements and 39 saves.
- In honor of National Plan For Vacation Day (1/25), Augustine created custom content for Instagram that featured a “Day in the Life” story. This series was featured via Instagram Stories and featured a variety of businesses and locations including FireSign Café, Tahoe Fullers, Tahoe Rim and The Hyatt.



north lake tahoe

Consumer Paid Media Executive Summary

- January optimizations increased performance results across the board for LA audiences and continued improvements for San Diego audiences. LA audience results include a 400% increase in TOS conversions and an 72% decrease in TOS conversion costs.
- Overall, TOS conversions increased across multiple media channels but fell slightly in the Paid Search category, leaving January with 326 fewer TOS conversions than December.
- CPC has fallen steadily since October but spiked upwards by \$1.83 in January. This was expected since new channel additions such as Outside Magazine and TripAdvisor began in January and have higher CPC rates.



Consumer Paid Media Executive Summary

- Display CTR dropped dramatically from December. This was likely due to high travel and the big snowstorm driving higher engagement the previous month, along with general Omicron variant concerns.
- For Social, Sustainability creative delivered the strongest with 78% of TOS conversions. High Value placed second with 9% of TOS, followed by the Jones Family audience with 6%.
- Outside Inc. reported a high popularity with NLT's custom article on SKI and requested permission to expand the piece to Outside Online as well. The native investment is gaining momentum and value.

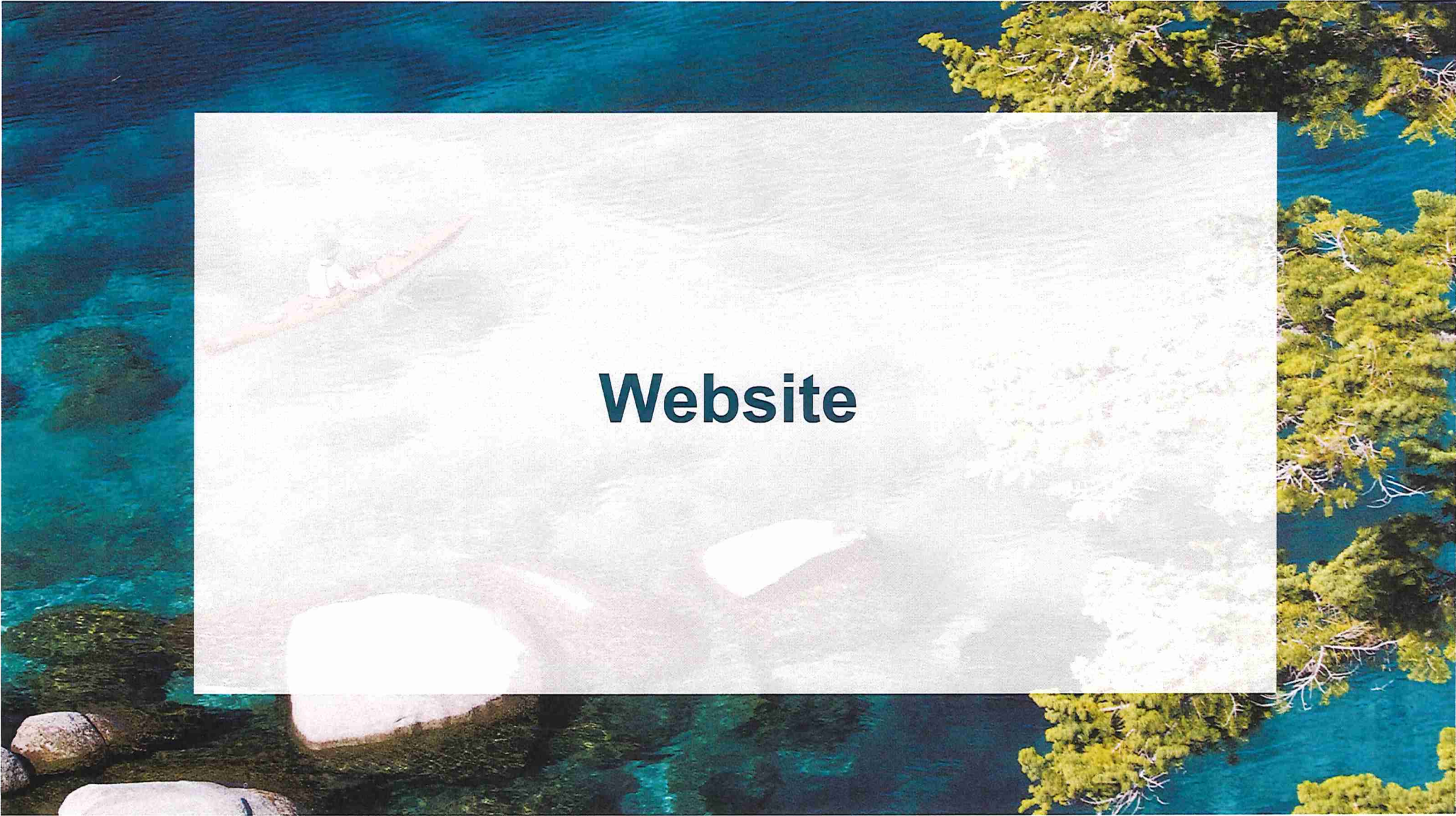


MCC Paid Media Executive Summary

- Overall MCC performance dropped in January. While the campaign served 24,000 more impressions at 15% less cost than December, engagement levels across clicks and TOS conversions fell due to lower display conversions.
- Engagements across Facebook, however, increased.
- This drop likely stemmed from concerns over the Omicron variant and having company meetings during heightened COVID spreading.



north lake tahoe



Website

Visitors & Sessions

Visitors (MoM)	Sessions	Page Views	Pages Per Session	Sessions Per User	Avg. Session Duration	Events	Pledge Form Completions
68,578 (-32%)	79,456 (-36%)	138,044 (-25%)	1.74 (+18%)	1.16 (-7%)	1:11 (+16%)	65,866 (-35%)	0 (0%)

- There were 68,578 visitors to GoTahoeNorth.com, down from a higher performing December. Lack of snow in January as well as general Omicron variant concerns likely led to this decrease.
- Pages Per Session, however, was up 18% in January and Average Session Duration was up 16% at 1:11 showing good engagement with visitors.



Location

State	Users	Time on Page
California	34,259	1:17
Nevada	5,433	1:17
North Carolina	4,899	0:15
Texas	2,418	1:38
Florida	1,331	1:17

City	Users	Time on Page
San Francisco	4,999	0:53
Sacramento	3,284	0:48
San Jose	2,648	1:00
Los Angeles	2,539	1:40
Reno	1,970	1:23
Incline Village	1,798	1:17
Truckee	1,298	1:17
San Diego	891	2:26
Oakland	850	1:02
Roseville	749	0:59

- Of the top five states, Texas was the most engaged with 1:38 average time on page.
- The top 10 cities were mostly nearby California and Nevada cities. The most engaged city was San Diego with an impressive 2:26 average time on page.



Top Pages Visited

- Users were most engaged with the [Northstar California Tubing Hill Page \(4:16\)](#) followed by the [Road Conditions page \(3:32\)](#).
- Demographics were primarily aged 25-44 from San Francisco with mixed genders.

Page	Visitors	Time on Page	Top Demos
Home	10,839	1:06	F/25-34/San Francisco
Webcams	8,454	3:25	M/35-44/San Francisco
Lodging	6,910	1:21	F/35-44/San Francisco
Road Conditions	6,808	3:32	M/25-34/San Jose
Winter Activities	5,880	1:06	F/25-34/Los Angeles
Weather Report	4,707	1:50	M/25-34/San Francisco
COVID-19	2,806	3:08	F/25-34/San Francisco
Getting Here	2,515	1:25	M/25-34/New York
Activities	2,488	0:41	F/25-34/San Francisco
NorthStar California Tubing Hill	1,894	4:16	M/35-44/San Francisco





Reno-Tahoe
Airport
Authority

Reno-Tahoe International Airport

Passenger and Cargo Statistics Report

December 2021

U.S. DOMESTIC INDUSTRY OVERVIEW FOR DECEMBER 2021

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 45.8% vs. Dec 2020, down 15.0% vs. Dec 2019
Capacity of Seats *:	Up 52.7% vs. Dec 2020, down 10.5% vs. Dec 2019
Crude Oil Average:	\$71.71 per barrel in Dec 2021 \$47.02 per barrel in Dec 2020

RNO Overview for December 2021 vs. December 2020

Total Passengers:	Up 114.6%
Avg. Enplaned Load Factor:	84.3%, up 31.2 pts.
Departures:	Up 29.3%
Departing Seats:	Up 35.9%
Cargo Volume:	Up 2.7%

RNO Overview for December 2021 vs. December 2019

Total Passengers:	Down 13.4%
Avg. Enplaned Load Factor:	Up 4.3 pts.
Departures:	Down 18.7%
Departing Seats:	Down 17.0%

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

DECEMBER 2021 SUMMARY

Reno-Tahoe International Airport (RNO) served 330,687 passengers in December 2021, an increase of 114.6% versus December 2020, and a decrease of 13.4% versus December 2019. The December 2021 total seat capacity was up 35.9% and the flights increased 29.3% when compared to December 2020. RNO served 31 non-stop destinations on 11 airlines in December 2021.

In 2021, RNO served 3,623,458 passengers, an increase of 80.6% when compared to 2021, and a decrease of 18.6% when compared to 2019.

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.

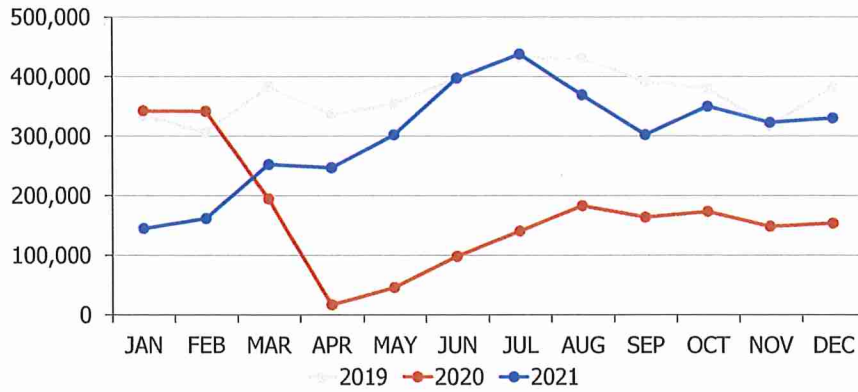
RNO handled 16,260,767 pounds of air cargo in December 2021, an increase of 2.7% when compared to December 2020.

In 2021, RNO handled 151,162,508 pounds of air cargo, an increase of 2.2% versus 2020.

wemoveyou

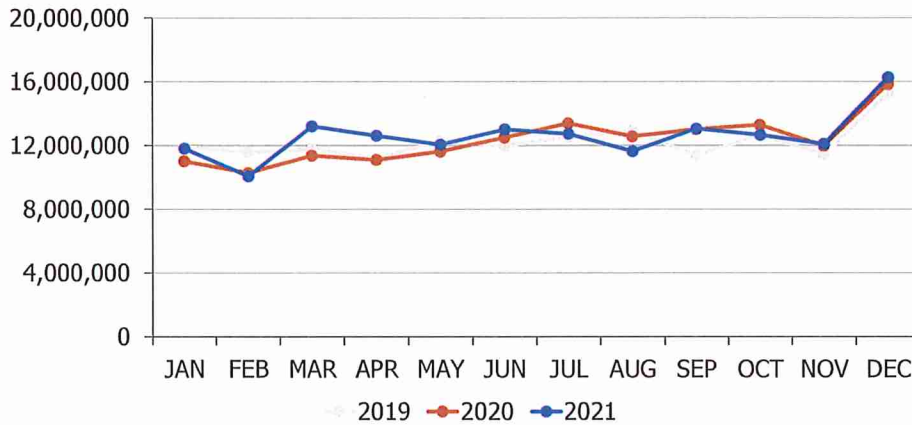


Passengers



Total Passengers			
	Dec-21	Dec-20	Difference
aha!	5,152	0	
Alaska/Horizon	23,266	13,057	78.2%
Allegiant Air	5,707	3,451	65.4%
American	55,299	26,362	109.8%
Delta	38,923	18,587	109.4%
Frontier	6,352	2,951	115.2%
JetBlue	6,705	1,846	263.2%
Southwest	137,206	56,411	143.2%
United	45,249	26,391	71.5%
Volaris	5,783	4,771	21.2%

Cargo

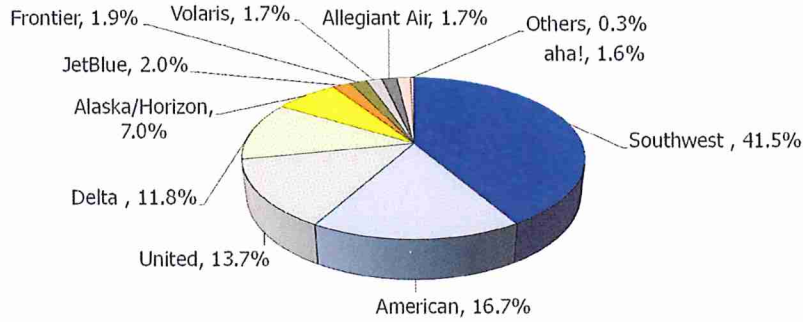


In December 2021, the FedEx cargo volume was up 5.8% when compared to December 2020. DHL was down 1.1% and UPS was down 1.0% during the same period.

wemoveyou

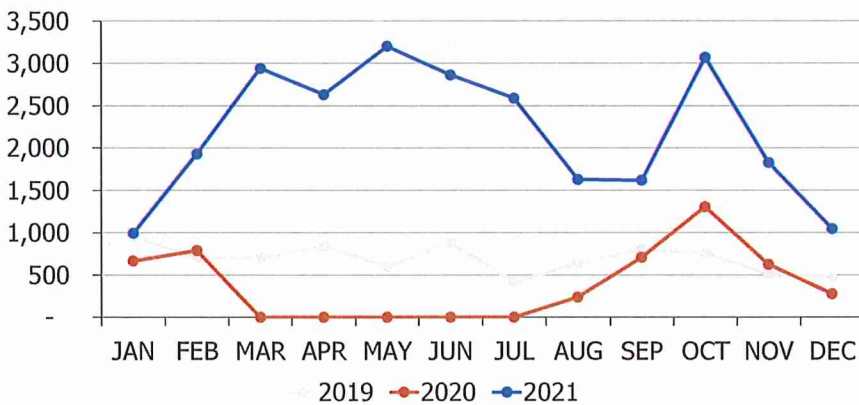


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Dec-21	Dec-20	YOY Change
aha!	1.6%	n/a	n/a
Alaska/Horizon	7.0%	8.5%	(1.4)
Allegiant Air	1.7%	2.2%	(0.5)
American	16.7%	17.1%	(0.4)
Delta	11.8%	12.1%	(0.3)
Frontier	1.9%	1.9%	0.0
JetBlue	2.0%	1.2%	0.8
Southwest	41.5%	36.6%	4.9
United	13.7%	17.1%	(3.4)
Volaris	1.7%	3.1%	(1.3)
Others	0.3%	0.2%	0.1

TOTAL CHARTER PASSENGERS

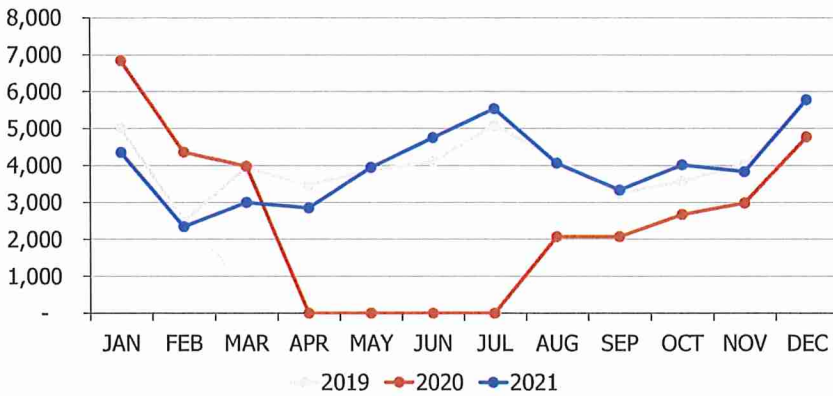


In December 2021, RNO served 1,045 passengers on charter flights, an increase of 279% when compared to December 2020.

wemoveyou

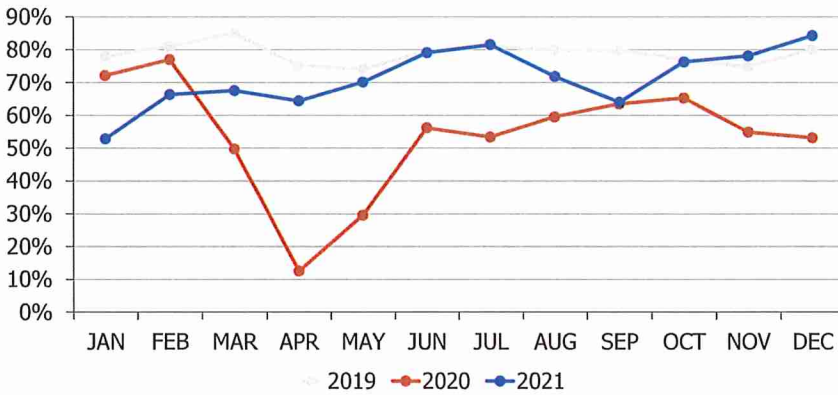


TOTAL INTERNATIONAL PASSENGERS

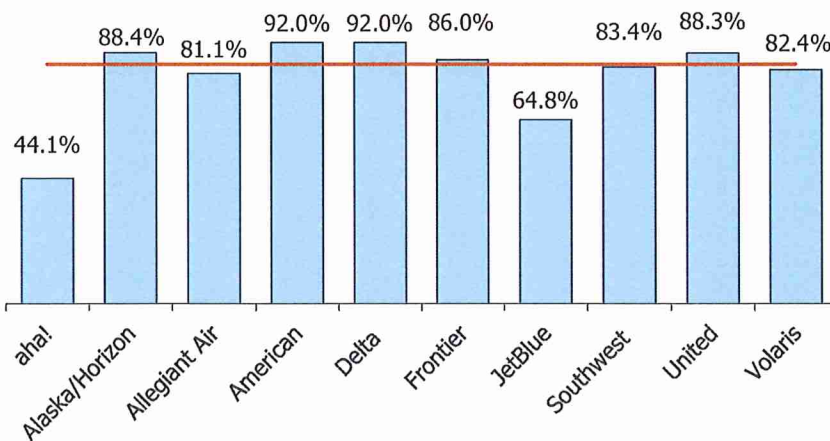


In December 2021, RNO served 5,783 international passengers, an increase of 21.2% versus December 2020.

AVERAGE ENPLANED LOAD FACTOR



In December 2021, RNO's average enplaned load factor was 84.3%, an increase of 31.2 pts. versus December 2020.

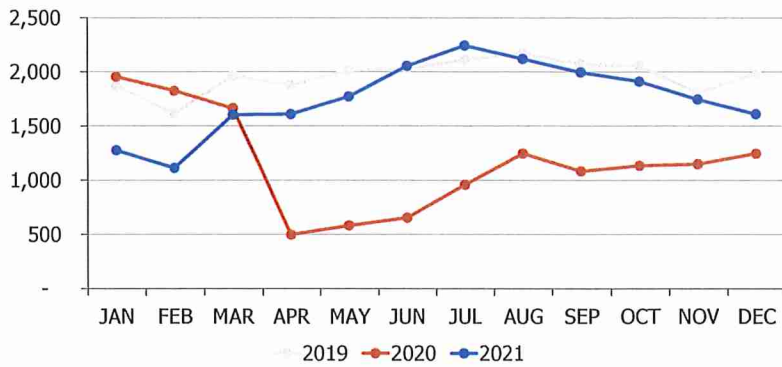


The red horizontal line on the left represents RNO's average enplaned load factor.

wemoveyou

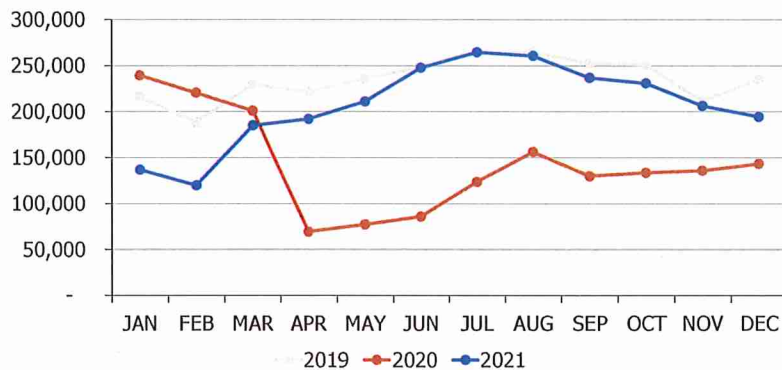


DEPARTURES



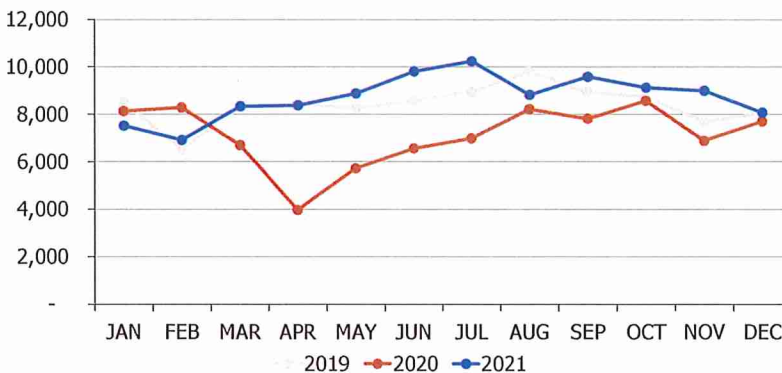
In December 2021, RNO handled 1,614 departures, an increase of 29.3% when compared to December 2020. This includes charter flights on Swift Air. Without the charter flights, the departures were up 29.0% for the same period.

DEPARTING SEATS



In December 2021, RNO offered 194,449 departing seats, an increase of 35.9% when compared to December 2020.

TOTAL OPERATIONS



A total of 8,074 operations were handled at RNO in December 2021, an increase of 4.9% when compared to December 2020. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

wemoveyou



February 2022 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Arcata/Eureka	aha!/ExpressJet	12	Three weekly Tue, Thu, Sun
Austin	American	28	Daily
Bakersfield	aha!/ExpressJet	12	Three weekly Mon, Wed, Fri
Burbank	Southwest	28	Daily
Dallas/Fort Worth	American	84	Three daily
Denver	Southwest	56	Twice daily
	United	84	Three daily
Eugene	aha!/ExpressJet	12	Three weekly Mon, Wed, Fri
Fresno	aha!/ExpressJet	12	Three weekly Mon, Wed, Fri
Guadalajara	Volaris	16	Four weekly. Mon, Wed, Thu, Fri
Houston-Intercontinental	United	28	Daily
Las Vegas	Allegiant	23	Six weekly. No flights on Tue
	Frontier	25	Daily. No flights on 19, 23, 26
	Southwest	190	Six to seven daily
Long Beach	Southwest	52	Twice daily
Los Angeles	Alaska	28	Daily
	Delta	80	Three daily
	JetBlue	18	Four weekly. Mon, Thu, Fri, Sun
	Southwest	52	Twice daily. Once on Sat
	United	57	Twice daily
Medford	aha!/ExpressJet	12	Three weekly Tue, Thu, Sun
New York-JFK	JetBlue	26	Daily
Oakland	Southwest	28	Daily
Ontario	aha!/ExpressJet	12	Three weekly Tue, Thu, Sun
Palm Springs	aha!/ExpressJet	12	Three weekly Mon, Wed, Fri
Pasco	aha!/ExpressJet	12	Three weekly Tue, Thu, Sun
Phoenix	American	103	Three to four daily
	Southwest	56	Twice daily
Portland	Alaska	28	Daily
Redmond/Bend	aha!/ExpressJet	12	Three weekly Mon, Wed, Fri
Salt Lake City	Delta	84	Three daily
San Diego	Southwest	52	Twice daily
San Francisco	United	112	Four daily
San Jose	Southwest	24	Daily. No flights on Sat
Seattle	Alaska	104	Three to four daily
Spokane	aha!/ExpressJet	12	Three weekly Tue, Thu, Sun

Multiple airlines in a market

1.19.2022

wemoveyou



Total Passengers Dec-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%	330,687	114.6%	
4th QTR	1,080,798	476,562	-55.9%	1,004,826	110.8%	
TOTAL	4,450,673	2,006,420	-54.9%	3,623,458	80.6%	

Total Enplaned Passengers Dec-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	164,561	116.1%
TOTAL	2,224,741	1,002,627	1,812,757	80.8%

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	166,126	113.1%
TOTAL	2,225,932	1,003,793	1,810,701	80.4%

Total Cargo Volume in Pounds Dec-21						
	Cargo in Pounds		% Diff.	Pounds		YOY % Diff.
	2019	2020		2021	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%	16,260,767	7,374	2.7%
4th QTR	39,360,912	41,104,720	4.4%	41,010,797	18,599	-0.2%
TOTAL	146,899,694	147,893,687	0.7%	151,162,508	68,554	2.2%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Dec-21	Dec-20	Diff.
aha!	2,468	44.1%	n/a	n/a
Alaska/Horizon	11,490	88.4%	37.3%	51.1
Allegiant Air	2,978	81.1%	51.4%	29.7
American	28,269	92.0%	68.3%	23.7
Delta	18,881	92.0%	36.2%	55.8
Frontier	3,292	86.0%	55.2%	30.8
JetBlue	3,041	64.8%	21.6%	43.1
Southwest	67,988	83.4%	60.4%	23.1
United	22,134	88.3%	57.2%	31.1
Volaris	3,392	82.4%	81.9%	0.5

wemoveyou





north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center

Visitor Report: January 2022

VISITORS SERVED:

Dec 2021

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

Jan 2021

Total TC & KB Walk-ins 623
 Total Phone Calls: 144
767

Jan 2022

Total TC&KB Walk-ins: 1,152
 Total Phone Calls: 108
1,260

REFERRALS GIVEN TO VISITORS:

Restaurants	Lodging	Historic / Museum	Events
222	22	36	7
Tours	Surrounding Towns (SLT / Truckee)	Retail	Transportation
5	10	90	17
Services – tree permits & roads	Activities Mountain / Trails	Activities / Lake	Maps / Directions
132	161	35	243

TOTAL 980 = 32 referrals per day

January Highlights

- Visitor Information Center (VIC) served 85% more visitors that last January and we are up YTD by 9% for more visitors served.
- VIC sales are up 23% above last January sales. However, our YTD is only up 3.5% compared to last year. Our sales suffered from smoke, fires and Holiday blizzard
- Most of the calls we answered were about transportation and road conditions.
- Advertised New Year’s Eve specials for many restaurants, Backcountry Course Lessons and Alpenglow events in the Visitor Center
- Brought in a new local vendor – Fonterra Jewelry - Tahoe earrings and bracelets
- Continue to participate as the fulfillment center for the Plates for Powder Program.
- 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

January 31, 2022

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of January 31, 2022

	<u>Jan 31, 22</u>	<u>Jan 31, 21</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 21</u>
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	<u>339,786</u>	<u>833,746</u>	<u>(493,960)</u>	<u>(59%)</u>	<u>216,621</u>
Total Checking/Savings	<u>339,786</u>	<u>833,746</u>	<u>(493,960)</u>	<u>(59%)</u>	<u>216,621</u>
Accounts Receivable					
1200-00 · Accounts Receivable	<u>262,564</u>	<u>390</u>	<u>262,174</u>	<u>67,224%</u>	<u>0</u>
Total Accounts Receivable	<u>262,564</u>	<u>390</u>	<u>262,174</u>	<u>67,224%</u>	<u>0</u>
Other Current Assets					
1350-00 · Security Deposits	<u>100</u>	<u>100</u>	<u>0</u>	<u>0%</u>	<u>100</u>
Total Other Current Assets	<u>100</u>	<u>100</u>	<u>0</u>	<u>0%</u>	<u>100</u>
Total Current Assets	<u>602,450</u>	<u>834,236</u>	<u>(231,786)</u>	<u>(28%)</u>	<u>216,721</u>
Other Assets					
1400-00 · Prepaid Expenses	<u>71,555</u>	<u>40,467</u>	<u>31,088</u>	<u>77%</u>	<u>40,310</u>
Total Other Assets	<u>71,555</u>	<u>40,467</u>	<u>31,088</u>	<u>77%</u>	<u>40,310</u>
TOTAL ASSETS	<u>674,005</u>	<u>874,703</u>	<u>(200,698)</u>	<u>(23%)</u>	<u>257,031</u>
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	<u>85,766</u>	<u>33,815</u>	<u>51,951</u>	<u>154%</u>	<u>64,362</u>
Total Accounts Payable	<u>85,766</u>	<u>33,815</u>	<u>51,951</u>	<u>154%</u>	<u>64,362</u>
Total Current Liabilities	<u>85,766</u>	<u>33,815</u>	<u>51,951</u>	<u>154%</u>	<u>64,362</u>
Total Liabilities	<u>85,766</u>	<u>33,815</u>	<u>51,951</u>	<u>154%</u>	<u>64,362</u>
Equity					
32000 · Unrestricted Net Assets	<u>192,669</u>	<u>486,983</u>	<u>(294,314)</u>	<u>(60%)</u>	<u>486,983</u>
Net Income	<u>395,571</u>	<u>353,905</u>	<u>41,666</u>	<u>12%</u>	<u>(294,315)</u>
Total Equity	<u>588,240</u>	<u>840,888</u>	<u>(252,648)</u>	<u>(30%)</u>	<u>192,668</u>
TOTAL LIABILITIES & EQUITY	<u>674,006</u>	<u>874,703</u>	<u>(200,697)</u>	<u>(23%)</u>	<u>257,030</u>

**North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance
January 2022**

Accrual Basis

	Jan 22	Budget	\$ Over Bu...	Jul '21 - J...	YTD Budget	\$ Over Bu...	Annual B...
Income							
4000-00 · LTIVCBVB Funding	57,666	57,666	0	403,663	403,662	1	692,000
4001-00 · NLTRA Funding	257,680	257,680	0	724,480	724,480	0	1,100,000
4004-00 · IVCBVB Entertainment	2,000	2,000	0	6,000	6,000	0	8,000
Total Income	317,346	317,346	0	1,134,143	1,134,142	1	1,800,000
Gross Profit	317,346	317,346	0	1,134,143	1,134,142	1	1,800,000
Expense							
5000-00 · CONSUMER MARKETING							
5002-01 · Native Display	19,333	6,000	13,333	26,333	33,500	(7,167)	70,000
5004-00 · Trip Advisor	0	2,000	(2,000)	17,735	23,000	(5,265)	50,000
5005-00 · Paid Social	4,622	4,100	522	42,387	69,960	(27,573)	132,960
5005-01 · Digital Display / Retargeting	3,514	2,500	1,014	56,579	43,140	13,439	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	0	37,500	(37,500)	27,935	112,500	(84,565)	150,000
5007-02 · Website Production	0	0	0	1,876	0	1,876	0
5007-03 · Photo/Video Creative	2,462	2,372	90	18,362	16,609	1,753	28,469
5007-00 · Creative Production - Other	128	0	128	765	0	765	0
Total 5007-00 · Creative Production	2,589	39,872	(37,283)	48,937	129,109	(80,172)	178,469
5010-00 · Account Strategy & Management	7,000	7,000	0	49,000	49,000	0	84,000
5010-02 · Website Strategy & Analysis	(2,500)	0	0	0	0	0	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	4,090	3,744	346	25,341	34,358	(9,017)	71,166
5018-01 · Digital Ad Servng	65	200	(135)	488	3,200	(2,712)	6,000
5020-00 · Search Engine Marketing	2,385	2,000	385	24,664	24,000	664	54,000
5022-00 · Email	5,000	5,000	(0)	9,999	10,000	(1)	20,000
5024-00 · Fusion 7	0	2,000	(2,000)	5,000	14,000	(9,000)	24,000
5025-00 · Expedia	0	0	0	0	0	0	15,000
5029-00 · Television	0	7,000	(7,000)	0	7,000	(7,000)	14,000
Total 5000-00 · CONSUMER MARKETING	46,099	81,416	(35,317)	359,658	490,267	(130,609)	903,595
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	0	0	0	1,000	(1,000)	2,000
5111-00 · FAMS - Domestic	0	0	0	0	500	(500)	1,500
5112-00 · Training / Sales Calls	0	0	0	2,820	2,000	820	5,000
5113-00 · Additional Opportunities	0	3,000	(3,000)	185	6,000	(5,815)	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	0	0	0	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	5,000	(5,000)	0	5,000	(5,000)	15,000
Total 5110-00 · LEISURE SALES	0	8,000	(8,000)	9,733	28,850	(19,117)	81,250
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	10,000	5,000	5,000	30,000	30,000	0	55,000
5202-00 · PR Program/ Content Dev - Blogs	1,500	750	750	2,772	6,750	(3,978)	12,000
5204-00 · Media Mission(s)	0	10,000	(10,000)	2,967	17,000	(14,033)	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	5,600	5,600	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	240	240	0	1,680	1,680	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	8,921	0	8,921	8,921	6,200	2,721	18,600
5210-00 · Content Dev - Newsletters	0	1,800	(1,800)	6,510	12,600	(6,090)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	41,000	41,000	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	0	0	0	4,000	(4,000)	8,000
5222-00 · Media Tracking / Membership	883	294	589	2,660	2,058	602	3,530
5280-00 · PR Meals / Entertainment	0	250	(250)	203	1,000	(797)	1,500
Total 5200-00 · PUBLIC RELATIONS	28,344	25,134	3,210	103,741	142,488	(38,747)	253,910
6000-00 · CONFERENCE SALES							
6005-00 · Paid Media	1,894	1,511	383	7,274	7,555	(281)	24,114
6006-00 · CVENT	712	916	(204)	5,021	6,386	(1,365)	10,967
6007-00 · Creative Production	0	0	0	12,093	5,000	7,093	10,000

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance
January 2022

Accrual Basis

	Jan 22	Budget	\$ Over Bu...	Jul '21 - J...	YTD Budget	\$ Over Bu...	Annual B...
6014-00 · MCC Group Incentive Program	0	1,000	(1,000)	0	3,000	(3,000)	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6018-00 · MCC Media Commission	314	459	(145)	3,939	2,295	1,644	4,590
6018-01 · MCC Digital Ad Serving	14	42	(28)	26	294	(268)	500
6019-00 · Conference Direct Partnership	1,750	0	1,750	3,500	7,000	(3,500)	7,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	4,083	7,000	(2,917)	7,000
6152-00 · Client Events / Opportunities	0	1,000	(1,000)	1,650	3,000	(1,350)	17,000
6153-00 · Chicago Sales Rep Support	125	0	125	1,420	1,250	170	2,500
Total 6000-00 · CONFERENCE SALES	5,393	4,928	465	39,007	42,780	(3,773)	91,450
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	0	0	0	461	3,000	(2,539)	6,000
6116-00 · CalSAE Seasonal Spectacular	1,503	0	1,503	1,347	5,000	(3,653)	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	4,000	0	4,000	7,500	6,000	1,500	6,000
6154-00 · HelmsBriscoe ABC	0	0	0	227	0	227	5,500
6155-00 · Connect Trade Shows	0	0	0	1,566	0	0	0
6156-00 · Connect California	0	0	0	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 Silcon 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	1,500	(1,500)	0	1,500	(1,500)	1,500
6180-00 · Conference Direct CA	(1,167)	0	0	583	0	583	0
6182-00 · Destination Celebration	0	0	0	1,116	2,275	(1,159)	2,275
Total 6100-00 · TRADE SHOWS	4,336	1,500	2,836	13,300	35,395	(22,095)	53,895
6106-00 · CalSAE Seasonal Spectacular	(1,503)	0	0	0	0	0	0
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	3,000	(3,000)	0	15,000	(15,000)	30,000
5009-00 · Fulfillment / Mail	49	200	(151)	1,378	1,400	(22)	2,400
5021-00 · RASC-Reno Air Service Corp	0	0	0	50,000	50,000	0	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,167	0	1,167	2,000
5124-00 · Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7002-00 · CRM Subscription	(7,109)	885	(7,994)	5,500	6,195	(695)	10,620
7003-00 · IVCBVB Entertainment Fund	0	0	0	303	4,000	(3,697)	8,000
7004-00 · Research	7,765	2,750	5,015	22,393	19,250	3,143	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	9,478	8,338	1,140	9,478	16,676	(7,198)	33,352
7008-00 · Opportunistic Funds	1,500	0	1,500	1,500	25,000	(23,500)	25,000
7009-00 · Tahoe Cam Usage	0	177	(177)	0	1,239	(1,239)	2,124
7010-00 · Photo Management & Storage	621	625	(4)	4,345	4,375	(30)	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	12,470	15,975	(3,505)	112,067	159,135	(47,068)	340,253
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	29,750	29,750	0	51,000
8003-00 · Website Hosting Maintenance	(7,322)	534	(7,856)	1,316	1,602	(286)	2,161
8004-00 · Website Strategy & Maintenance	15,000	7,500	7,500	52,500	52,500	0	90,000
8005-00 · Website SEO Strategy/Maint	0	2,500	(2,500)	17,500	17,500	0	30,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	11,928	14,784	(2,856)	101,066	101,352	(286)	173,161
Total Expense	107,067	151,737	(44,670)	738,572	1,000,267	(261,695)	1,897,514
Net Income	210,278	165,609	44,670	395,571	133,875	261,696	(97,514)

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2021 through January 2022

	Jul '21 - Jan 22	Jul '20 - Jan 21	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	403,663.00	328,800.00	74,863.00	22.8%
4001-00 · NLTRA Funding	724,480.11	546,252.63	178,227.48	32.6%
4004-00 · IVCBVB Entertainment	6,000.00	6,000.00	0.00	0.0%
4099-00 · Revenue - Other	0.00	45,200.00	-45,200.00	-100.0%
Total Income	1,134,143.11	926,252.63	207,890.48	22.4%
Gross Profit	1,134,143.11	926,252.63	207,890.48	22.4%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	26,333.32	3,333.32	23,000.00	690.0%
5004-00 · Trip Advisor	17,734.96	5,902.93	11,832.03	200.4%
5005-00 · Paid Social	42,387.49	18,896.35	23,491.14	124.3%
5005-01 · Digital Display / Retargeting	56,578.72	40,052.28	16,526.44	41.3%
5007-00 · Creative Production				
5007-01 · Creative Production	27,934.55	37,103.87	-9,169.32	-24.7%
5007-02 · Website Production	1,875.60	2,842.50	-966.90	-34.0%
5007-03 · Photo/Video Creative	18,362.05	4,101.63	14,260.42	347.7%
5007-00 · Creative Production - Other	765.00	1,020.00	-255.00	-25.0%
Total 5007-00 · Creative Production	48,937.20	45,068.00	3,869.20	8.6%
5010-00 · Account Strategy & Management	49,000.00	42,000.00	7,000.00	16.7%
5010-02 · Website Strategy & Analysis	0.00	9,612.00	-9,612.00	-100.0%
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	25,341.00	29,823.23	-4,482.23	-15.0%
5018-01 · Digital Ad Serving	488.30	332.89	155.41	46.7%
5020-00 · Search Engine Marketing	24,664.20	34,744.30	-10,080.10	-29.0%
5022-00 · Email	9,999.40	4,162.45	5,836.95	140.2%
5024-00 · Fusion 7	5,000.00	14,000.00	-9,000.00	-64.3%
5029-00 · Television	0.00	5,330.55	-5,330.55	-100.0%
Total 5000-00 · CONSUMER MARKETING	359,657.73	253,258.30	106,399.43	42.0%
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	10,000.00	-10,000.00	-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	8,266.22	-8,266.22	-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	19,702.78	-9,969.54	-50.6%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	30,000.00	10,500.00	19,500.00	185.7%
5202-00 · PR Program/ Content Dev - Blogs	2,772.36	7,500.00	-4,727.64	-63.0%
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	5,600.00	3,500.00	2,100.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	1,680.00	2,100.00	-420.00	-20.0%
5209-00 · Domestic Travel Media FAMS	8,920.83	5,865.75	3,055.08	52.1%
5210-00 · Content Dev - Newsletters	6,510.00	10,800.00	-4,290.00	-39.7%
5211-00 · Social Media Strategy & Mgmt	41,000.00	28,000.00	13,000.00	46.4%
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	2,659.95	1,800.00	859.95	47.8%
5280-00 · PR Meals / Entertainment	202.70	28.72	173.98	605.8%
Total 5200-00 · PUBLIC RELATIONS	103,740.53	104,744.49	-1,003.96	-1.0%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	0.00	2,500.00	-2,500.00	-100.0%
6005-00 · Paid Media	7,274.02	18,995.32	-11,721.30	-61.7%
6006-00 · CVENT	5,021.22	10,678.00	-5,656.78	-53.0%
6007-00 · Creative Production	12,092.99	14,308.19	-2,215.20	-15.5%
6015-00 · MCC National Memberships	0.00	399.00	-399.00	-100.0%
6016-00 · MCC Search Engine Marketing	0.00	477.72	-477.72	-100.0%
6018-00 · MCC Media Commission	3,939.38	4,037.71	-98.33	-2.4%
6018-01 · MCC Digital Ad Serving	26.21	0.00	26.21	100.0%
6019-00 · Conference Direct Partnership	3,499.99	4,916.69	-1,416.70	-28.8%
6128-00 · HelmsBriscoe Strategic Partner	4,083.31	4,083.31	0.00	0.0%
6152-00 · Client Events / Opportunities	1,650.00	108.54	1,541.46	1,420.2%
6153-00 · Chicago Sales Rep Support	1,420.18	1,205.65	214.53	17.8%
Total 6000-00 · CONFERENCE SALES	39,007.30	61,710.13	-22,702.83	-36.8%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	460.84	392.56	68.28	17.4%
6116-00 · CalSAE Seasonal Spectacular	1,346.53	1,099.00	247.53	22.5%
6120-01 · Sac River Cats Client Event	499.90	0.00	499.90	100.0%
6143-00 · Connect Marketplace	7,500.00	4,900.00	2,600.00	53.1%
6154-00 · HelmsBriscoe ABC	227.39	0.00	227.39	100.0%
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%

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

Accrual Basis

July 2021 through January 2022

	Jul '21 - Jan 22	Jul '20 - Jan 21	\$ Change	% Change
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	583.33	0.00	583.33	100.0%
6182-00 · Destination Celebration	1,115.62	0.00	1,115.62	100.0%
Total 6100-00 · TRADE SHOWS	13,299.80	8,661.56	4,638.24	53.6%
6106-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	1,377.60	1,045.87	331.73	31.7%
5021-00 · RASC-Reno Air Service Corp	50,000.00	25,000.00	25,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	1,166.69	833.35	333.34	40.0%
7002-00 · CRM Subscription	5,500.00	5,124.98	375.02	7.3%
7003-00 · IVCBVB Entertainment Fund	302.62	398.08	-95.46	-24.0%
7004-00 · Research	22,393.32	0.00	22,393.32	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	9,478.33	11,775.43	-2,297.10	-19.5%
7008-00 · Opportunistic Funds	1,500.00	131.19	1,368.81	1,043.4%
7010-00 · Photo Management & Storage	4,345.25	4,225.06	120.19	2.8%
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	112,067.16	74,099.43	37,967.73	51.2%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	29,750.00	29,801.94	-51.94	-0.2%
8003-00 · Website Hosting Maintenance	1,316.00	20,369.00	-19,053.00	-93.5%
8004-00 · Website Strategy & Maintenance	52,500.00	0.00	52,500.00	100.0%
8005-00 · Website SEO Strategy/Maint	17,500.00	0.00	17,500.00	100.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENA...	101,066.00	50,170.94	50,895.06	101.4%
Total Expense	738,571.76	572,347.63	166,224.13	29.0%
Net Income	395,571.35	353,905.00	41,666.35	11.8%



Aging by Revenue Item

As of 1/31/2022

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)									
11-20 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$813.75	\$813.75
1-5 Employees Membership Dues			\$3,825.00	\$3,835.00	\$0.00	\$0.00	\$295.00	\$11,842.91	\$19,797.91
200+ Employees Membership Dues			\$2,170.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,170.00
21-50 Employees Membership Dues			\$2,700.00	\$1,620.00	\$0.00	\$0.00	\$0.00	\$2,430.00	\$6,750.00
50-100 Employees Membership Dues			\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00
6-10 Employees Membership Dues			\$10,390.00	\$650.00	\$0.00	\$650.00	\$0.00	\$3,355.41	\$15,045.41
Associate Member Membership Dues			\$0.00	\$50.00	\$0.00	\$0.00	\$0.00	\$150.00	\$200.00
Financial Institutions Membership			\$2,100.00	\$295.00	\$0.00	\$0.00	\$0.00	\$1,400.00	\$3,795.00
Non-Profit Membership Dues Totals:			\$4,080.00	\$850.00	\$0.00	\$340.00	\$0.00	\$2,040.00	\$7,310.00
PUD Membership Dues Totals:			\$1,490.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,490.00
Ski Resorts Membership Dues Totals:			\$3,625.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,625.00
1201-01 Member AR Membership Dues			\$31,880.00	\$7,300.00	\$0.00	\$990.00	\$295.00	\$22,032.07	\$62,497.07
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			\$31,880.00	\$7,300.00	\$0.00	\$990.00	\$295.00	\$22,352.07	\$62,817.07

KEY METRICS FOR Jan 31, 2022 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru Jan 2022)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2013 - 2014	4,401,773	2,048,674	3,497,093	1,639,259	\$ 11,586,799
2014 - 2015	4,560,065	2,415,022	3,428,514	1,742,210	\$ 12,145,811
2015 - 2016	4,729,061	3,755,563	5,332,084	2,201,370	\$ 16,018,078
2016 - 2017	5,335,081	3,217,765	5,991,509	3,175,348	\$ 17,719,703
2017 - 2018	6,083,237	3,298,036	5,504,277	3,020,130	\$ 17,905,680
2018 - 2019	6,876,440	3,904,575	6,856,707	3,399,734	\$ 21,037,456
2019 - 2020	7,028,821	3,980,215	5,806,012	1,085,367	\$ 17,900,415
2020 - 2021	7,366,171	3,326,055	6,223,703	4,997,244	\$ 21,913,173
2021 - 2022	7,783,991	3,506,504	946	-	\$ 11,291,441

Total NLTTBID Collections by Quarter 2022 - 2026 (as reported thru February 2022)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2021 - 2022	1,272,316	715,723			\$ 1,988,039
2022 - 2023					\$ -
2023 - 2024					\$ -
2024 - 2025					\$ -
2025 - 2026					\$ -

Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Jan 2022)					
Referrals -	2018-19	2019-20	2020-21	2021-22	YOY % Change
Tahoe City:					
Walk In	27903	31506	17669	19218	8.77%
Phone	1827	1944	1774	1711	-3.55%
Email	250	284	290	348	20.00%
Kings Beach (Walk In)	4439	8322	5408	3998	-26.07%
NLT - Event Traffic	3295	2913	749	1604	114.15%
Total	37,714	44,969	25,890	26,879	3.82%

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	\$ 637,748	-16.94%
Second (Apr - June)	\$ 627,831	\$ 674,366	\$ 417,576	\$ 832,964	99.48%
Third (Jul - Sept)	\$ 1,018,271	\$ 1,058,279	\$ 922,133	\$ 1,108,444	20.20%
Fourth (Oct - Dec)	\$ 671,770	\$ 770,185	\$ 616,050	\$ -	
Total	\$ 3,080,242	\$ 3,378,190	\$ 2,723,590	\$ 2,579,156	

Destimetrics Reservations Activity	2021/22	2020/21	YOY % Change
Occupancy	59.7%	30.9%	93.20%
ADR (Average Daily Rate)	\$ 459	\$ 381	20.47%
RevPAR (Rev per Available Room)	\$ 274	\$ 118	132.20%
Occupancy 1 Mth Forecast	61.3%	39.1%	56.78%
ADR 1 Mth Forecast	\$ 519	\$ 463	12.10%
RevPAR 1 Mth Forecast	\$ 318	\$ 181	75.69%
Occupancy (prior 6 months)	43.7%	34.6%	26.30%
ADR (prior 6 months)	\$ 423	\$ 384	10.16%
RevPAR (prior 6 months)	\$ 185	\$ 133	39.10%
Occupancy (next 6 months)	35.0%	19.3%	81.35%
ADR (next 6 months)	\$ 454	\$ 434	4.61%
RevPAR (next 6 months)	\$ 159	\$ 84	89.29%

Unemployment Rates - EDD	Dec 2021
California (pop. 38,332,521)	6.5%
Placer County (367,309)	3.3%
Dollar Point (1,215)	0.0%
Kings Beach (3,893)	1.0%
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 %		
	Actuals	Forecasted	Forecasted	Change		
FORWARD LOOKING						
Total Revenue Booked	\$ 257,997	\$ 290,287	\$ 1,888,954	84.63%		
Commission for this Revenue	\$ -	\$ -	\$ -			
Number of Room Nights	1,287	1,361	8,853	84.63%		
Number of Bookings	8	6	27	77.78%		
Conference Revenue And Percentage by County:						
	<u>20-21</u>	<u>21-22</u>				
Placer	100%	\$257,997	\$ 290,287	\$ 1,274,876 77.23%		
Washoe	0%	\$0	\$ -	\$ 614,078 100.00%		
South Lake	0%	\$0	\$ -			
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$257,997	\$ 290,287	\$ 1,888,954	84.63%
CURRENT						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%	



north lake tahoe

**6 MONTH
ORGANIZATIONAL PERFORMANCE
REPORT
2021/2022**

Submitted to Placer
County 02/15/2022

ATTACHMENT A – North Lake Tahoe Resort Association Scope of Work for July 1, 2021 - June 30, 2022

The North Lake Tahoe Resort Association (Resort Association) will provide services in accordance with the provisions and requirements specified in the scope of work to assist the County in meeting its tourism promotion objectives as identified in the 2015 Tourism Master Plan. This contract and scope of work are transitional to support the organization's continued operations while Tourism Business Improvement District revenues are collected and remitted to the Resort Association

Services will include:

1. Organization Management/Administration
2. Support for Tourism Master Plan Implementation
3. Tourism Development Programs
4. Visitor Information Services
5. Capital Improvement, Transportation, Planning Infrastructure
6. Management and Oversight of agreements with the North Tahoe Business Association and Tahoe City Downtown Association

1. ORGANIZATION MANAGEMENT AND ADMINISTRATION (17% budget)

GOAL: Provide management and administrative functions for the organization.

Tasks:

1. Ensure compliance with all provisions and requirements of the Agreement between Placer County and the Resort Association.
2. Continue evaluation and modification of NLTRA's service delivery methods to ensure cost effectiveness.

Performance Indicators:

1. Ensure compliance with all provisions and requirements of the Agreement between Placer County and the Resort Association.
 - a. Achieve full compliance with County contract, utilizing written memorandums to clarify contract and reporting requirements.
NLTRA is in compliance with the 2021/22 county contract, including all reporting, and will utilize written memorandums if there is a need for clarification.
2. Continue evaluation and modification of NLTRA's service delivery methods to ensure cost effectiveness.
 - a. Successful implementation of organizational goals and achievement of performance indicators in most cost-effective manner.
NLTRA continues to work on the most cost-effective method of achieving performance of the contract, including reduction of staffing where possible. The COVID pandemic resulted in a reduction of some costs associated with marketing and events due to restrictions on events and travel.

2. SUPPORT FOR TOURISM MASTER PLAN IMPLEMENTATION (3% budget)

GOAL: Provide support to Placer County to implement the Tourism Master Plan priorities.

Tasks:

1. Co-chair, with Placer County, the Capital Projects Advisory Committee (CAP Committee), ensuring business community involvement in process and programs.
2. Coordinate with Placer County, special districts, and business community to develop funding strategies to support implementation of the Tourism Master Plan.
3. Develop outreach and education for business community support for funding of Tourism Master Plan priorities.
4. Develop and distribute education materials for a ballot measure to renew the sunseting two percent Transient Occupancy Tax (TOT) in eastern Placer County.

Performance Indicators:

1. Implementation of new committee organization.
 - a. Continue development of revised committees to complement new Board structure and Resort Association revised contract compliance.
Committee development associated with the new Board configuration and the TBID functions is in process. The full formation of the committees and the development of their processes and procedures was slowed due to a void in the CEO position. With the hiring of the new CEO on Jan 31, the development process is again underway.
1. Co-chair, with Placer County, the Capital Projects Advisory Committee (CAP Committee), ensuring business community awareness of process and programs.
 - a. Business community participation in CAP committee meetings and processes,
NLTRA assisted in communicating the grant application process and timing, and encouraged business participation.
 - b. Achieve general business community awareness for CAP Committee review and recommendations to the Board of Supervisors.
NLTRA posted communications around the CAP Committee project reviews and the projects presented, and subsequently approved by the County BOS, to bring awareness to the process and the projects funded by TOT.

2. Coordinate with Placer County, special districts, and business community to develop funding strategies to support implementation of the Tourism Master Plan including renewal of the sunseting two percent TOT for eastern Placer County:
 - a. Funding strategy acceptance by governmental and business leaders for implementation of Tourism Master Plan priorities.

NLTRA hosted presentations at NLTRA Board meetings and communicated through e-blasts to local business and governmental partners to further the understanding within the community of the funding and strategies of the Tourism Master Plan priorities.

- b. Develop outreach and education for business community support for funding of Tourism Master Plan priorities.

NLTRA hosted presentations at the monthly Breakfast Club meetings and utilized social posts to further the understanding within the community of the funding and strategies of the Tourism Master Plan priorities.

3. TOURISM DEVELOPMENT PROGRAMS (62% budget)

GOAL: In accordance with the Management District Plan, Tourism Master Plan and Tourism Development Plan, develop and execute comprehensive public relations, marketing, advertising, sales, special events, and promotion programs to maximize the exposure and promotion of eastern Placer County, as part of the North Lake Tahoe region, as a premier mountain resort destination in the United States.

Tourism Development Tasks:

1. Position North Lake Tahoe (NLT) as a year-round/four season destination
2. Increase visitation during Spring and Fall, targeting Bay Area/Southern California using events as a key driver
3. Increase mid-week visitation
4. Build and integrate into all marketing activities destination messaging to educate visitors on responsible travel and destination etiquette
5. Build communication and marketing programs that will influence visitor behavior
6. Increase length of stay and visitor spending year-round
7. Create opportunities for new market entry that aligns with direct lift into Reno/Tahoe Airport and Sacramento Airport
8. Increase the number of conference leads and bookings for mid-week and shoulder season.
9. Increase stakeholder communication and partnership opportunities
10. Create ongoing measurement plan evaluating ad effectiveness, visitor profiles, lodging occupancy data, target market and visitation.

Performance Indicators/Results Tracking:

1. Position North Lake Tahoe as a year-round/four season destination

- a. Create two evergreen content articles per season that align with pillars identified in the Tourism Development Plan

Summer

- 7/9 – Sustainability Superstar: Jeremy Jones blog
 - Highlights sustainability and responsible travel
- 7/9 – Sustainability Superstar: Heather Segale blog
 - Highlights sustainability and responsible travel
- 7/9 – Sustainability Superstar: Jesse Patterson blog
 - Highlights sustainability and responsible travel
- 8/24 – Where Spartans Stay and Play for Extra Adventure blog
 - Highlights a sponsored event, reasons for extended stays, 4-season destination

Fall

- 9/20 – Get Ready to Fall in Love with Dining in NLT blog
 - Highlights dining, fall and supporting small business
- 9/28 – Tips for Fire Safety and Supporting the Community blog
 - Highlights fire safety and responsible travel
- 10/15 – Celebrate Nevada Day in North Lake Tahoe
 - Highlights regional culture
- 11/19 – Small Businesses Provide Big Shopping Options in NLT
 - Highlights supporting small businesses during the holidays

Winter

- 12/17 – Winter Wow has Come Ashore in NLT
 - Highlights lakeside winter activities
- b. Update meetings and sales collateral & develop quarterly newsletter showcasing year-round activities
- The NLT Meeting and Conference Planning Guide was updated and now reflects the name change of Palisades Tahoe throughout the document. Staff is currently working on updating a “Meet in the Mountains” collateral piece as well which will be complete in the second half of the fiscal.
- MCC Newsletters
 - 9/14 - NLT Community Update & Take Our Traveler Responsibility Pledge
 - 11/23 - Winter is Here, Wander NLT
 - 12/9 - Destination Celebration Minneapolis Thank You
 - Sent to planners who attended the trade show
 - 2/4 - Seasonal Spectacular 2021 Thank You
 - Sent to planners who attended the trade show
 - 2/11 - Take Your Meeting Lakeside
- Leisure Newsletters
 - 9/7 - NLT – Take Our Traveler Responsibility Pledge & Wildfire Update
 - 11/22 - Experience Winter Wonderland in NLT
 - 2/10 - Recharge Lakeside in NLT

- c. Publish 1 blog post per month to align with key themes and pillars. Completed. Blogs are listed above in 1.a.

2. Utilize sponsored event partnerships to extend reach of destination messaging. NLTRA was a sponsor of the October 2021 Made in Tahoe Festival which took place at Palisades Tahoe. The event featured makers and artists from the Tahoe region and celebrated all things local. As the main sponsor of the event, NLTRA had a 10x10 booth in a high-traffic location. Staff distributed visitor information while also promoting our Traveler Responsibility Pledge to both locals and visitors. Due to COVID environment there have been minimal events to attend in the region for the period. We look forward to identifying and attending future events.
3. Increase visitation during non-peak periods (non-peak periods are typically identified as April through mid-May, late August through mid-December, and most mid-week periods, excluding holidays) targeting Bay Area and Southern California using events as a key driver.
 - a. Provide summary of sponsored events with ROI including report on event attendance, overnight stays and media exposure in eastern Placer County

A full event report is attached. Below are a few examples of event summaries.

2021 Broken Arrow Sky Race

- October 1-3, 2021
- Location: Palisades Tahoe
- Event Sponsorship: \$30,000
- Attendance: 2,200 registrations (2019: 1,427)
- Media Exposure: Regional, National, International
- Live Stream Exposure:
 - 70/30 split between Domestic vs. Global views
 - 40 US States represented
 - 32 Countries Represented
 - 112,300 impressions
- ROI: 21:1

2021 Spartan North American Championship

- September 25-26, 2021
- Location: Palisades Tahoe
- Funded: \$175,000
- Attendance: 3,841 Participants
- Media Exposure: Regional, National, International
- ROI: 8:1

- b. Ensure local districts and public service agencies are notified of North Lake Tahoe sponsored special events.
 - i. Distribute event notifications after sponsorships are approved by the Resort Association Board of Directors on a quarterly basis via email.

- The following emails were sent to the Event Notification distribution list which includes local districts, public services agencies & event producers:
 - 10/13 - Included information on the 2021 Partnership Funding cycle
 - 10/21 - Included information on Partnership Funding deadlines and events
 - 2/4 - Included information on Spartan, WinterWonderGrass, Lake Tahoe Summit Lacrosse, Broken Arrow Skyrace, and all 2022 Partnership Funding events
- c. Sponsor events that meet 3 of the 4 following criteria:
 - i. Number of room nights generated – greater than 100
 - ii. Average night stay – at least/greater than 2.5
 - iii. Media/PR value – greater than \$25,000
 - iv. Meet at least one of the brand pillars (wellness, arts/culture, culinary, outdoor recreation)
- As of December, the NLTRA has sponsored 11 events: 2021 Tahoe 100, 2021 Skate the Lake, 2021 Lake Tahoe Dance Festival, 2021 Tahoe Cup Paddle Series, 2021 Tahoe Nalu, 2021 Adventure Van Expo, 2021 Oktoberfest, 2021 Halloweekends at Homewood, 2021 Spartan World Championships, 2021 Broken Arrow Skyrace, 2021 Made in Tahoe
- NLTRA leveraged a number of sponsored events to reach targeted destination markets and target audiences based upon interest. WinterWonderGrass is a prime example of this, as their main markets are So Cal, Colorado, TX and Oregon. In addition, the event highlights both arts/culture and culinary as it has a robust beer tasting component.
- Multiple events generate more than 2.5 night's stay. Lake Tahoe Dance Festival is one that worked to grow partnerships with lodging entities for the event which resulted in an overwhelmingly positive response from audiences traveling to the area. Of their survey respondents, 75% stayed three nights or more in North Lake Tahoe, 96% of which stating they'd return to Tahoe.
- d. Host a seasonal media FAM with 3-4 journalists focused on sustainable travel /traveler's responsibility theme.

Hosted 2 FAMs – Cynthia Dial, freelance travel writer, and Compass + Twine, blogger/influencer. Each FAM included a multi-day itinerary that ensured each guest visited all areas in the North Lake Tahoe region. They experienced various lodging properties, local businesses and restaurants, activities and more. All messaging, trip preparation and itineraries included aspects directly focused on Sustainable Travel and the Traveler's Responsibility theme. NLT is slowly getting back into hosting FAMs while taking appropriate COVID precautions.

- e. Increase website visitation and social media followers from the Bay Area/Southern California by 5% over the prior fiscal year.

Total website visitation and unique visitors both saw increases by 5%. However, California visitation decreased when comparing YOY. In the 20.21 FY there was a significant increase in website visitation from in-state markets as consumers were seeking drive market options. If compared to 2019, the SF Metro increased by 31% and the LA market increased by 17%. Additionally, the NLT focus has shifted away from the Bay Area market and is no longer dedicating resources to that market except for responsible travel messaging. Social media platforms in all have seen an overall growth of followers at over 2%, with Instagram growing by 6%.

4. Increase mid-week visitation year-round

- a. Obtain at least 1 article in a Tier 1 Publication – (ex. Conde Nast, Outside, Travel & Leisure, Forbes Travel) that aligns with cultivation of domestic fly-in markets and key destination pillars.

Placed 2 articles in Travel + Leisure and 1 article in Just Luxe.

- b. Obtain at least 1 article in a Tier 1 International Publication

Due to COVID implications and travel restrictions, international publications were not a focus July – December 2021.

- c. Increase group meetings staying Sunday through Thursday over FY18/19 (last fiscal year not impacted by Covid-19)

Group meetings have produced 3,875 midweek room nights for this fiscal year. This is 54% decrease compared to 18/19 fiscal, pre-pandemic. The group meeting business remains impacted by the pandemic. However, staff continue to seek out group meetings that take place during the mid-week period.

- d. Increase website visitation and time on site from flight markets by 5% over the prior fiscal year.

Website visitation continues to be impacted by the pandemic:

- Dallas/Ft. Worth
 - 26% increase in website visitation, TOS decreased by 9%
- NYC
 - 62% increase in website visitation, TOS decreased by 13%
- Chicago
 - 21% increase in website visitation, TOS increased by 1%
- Houston
 - 15% increase in website visitation, TOS decreased by 22%

5. Increase length of stay and visitor spending year-round

- a. Work with NLT lodging partners to support meeting and group planner site inspections & sales missions

NLT staff assisted with the following site visits:

- 7/14 - Soccer Shots - Wendy Berg, Mike Mercado
- 8/3 & 8/4 - Susie Shulz, Nancy White
- 8/13 - Origami Owl Chrissy Weems, Janet Caldarelli
- 9/24 - HPN - Marilyn Atchue-Zuill
- 9/30 - Enverus - Carla Salvans, Regan Ghezzi, Adam Kincaid
- 12/8 - 12/12 - National Interstate Insurance - Maureen Primosch

- 2/3 - American College of Real Estate Lawyers (virtual)
- b. Increase product placement with receptive operators and with international and domestic tour operators by 5% through coop partnership

The following were conducted to increase product placements with receptive operators and with international and domestic tour operators:

- Rocky Mountain Tours – Added activities, Diamond Peak, Tahoe Adventure Co. and Tahoe City Kayak
- America4You – Added Borges Sleigh Rides
- Bonotel – Contacted missing properties
- HotelBeds – Contacted missing properties
- c. Host at least one digital influencer FAM that aligns with cultivation of domestic fly-in markets and key destination pillars

One blogger/influencer was hosted in-market. Their audiences align with NLTRA's domestic target audiences, and the trips focused on Sustainability/Traveler Responsibility messaging, as well as other NL:TRA destination pillars.

- d. Obtain at least 1 media placement in a Tier 1 Publication – (ex. Conde Nast, Outside, Travel & Leisure, Forbes Travel) that aligns with cultivation of domestic fly-in markets and key destination pillars.

Placed 2 articles in Travel + Leisure and 1 article in Just Luxe.

- 6. Create opportunities for new market entry that aligns with direct lift into Reno/Tahoe Airport and Sacramento Airport
 - a. Support emerging markets identified by Reno Air Services Center (RASC) with marketing and PR efforts.

NLTRA continues to work with RASC to supply all available data to assist with airline communications to entice new flight routes. Upon receipt of a toolkit being developed by Ah Ha Airlines, NLT will communicate messaging on new flight routes into RNO.

- b. Obtain at least one media placement in publication that targets emerging markets identified in the Tourism Development Plan.

Articles were placed in "Southern California Life" Magazine and L.A. Parent, targeting the Southern California market.

- c. Participate in one media or consumer event in a direct flight market

Participated in Visit California's Los Angeles Media Reception, which allowed for targeted media pitching to journalists and influencers from the entire Southern California market.

- d. Participate on the RASC Marketing Committee

Amber Burke continues to attend and participate in the RASC Marketing Committee meetings. She is also a member of a subcommittee which is focused on aligning regional data. That group began meeting in January 2022. Amber also attended the annual RASC Board strategy session in December 2021.

- 7. Increase the number of conference meeting leads and bookings for mid-week and shoulder season period
 - a. Develop and increase conference lead generation from trade and sales outreach efforts

In July 2021 NLT started designating leads from CVENT that don't include a site visit or add additional properties to their sourcing as "Inquiries". Staff generated 117 leads (48 tentative and 69 inquiries) July – December 2021. Sept/Oct saw few leads due to the Caldor Fire. July – December 2018 NLT staff generated 170 leads. Staff is currently working on reporting specific to mid-week and shoulder seasons.

- b. Increase contracted room nights generated through organic leads and sales efforts.

The following programs have turned definite July – December 2021:

- Vivun Team Meeting
 - August 2022, 100 room nights, 50 people, The Ritz-Carlton, Lake Tahoe
- Water Quality Association - 2022 Mid-Year Leadership Conference
 - 9/11/22 - 9/16/22, 325 rooms, 100 people, Resort at Squaw Creek
- State Farm Insurance - SF NCST 2nd QTR Payoff
 - 10/21/2021 - 10/22/2021, 90 people, 180 rooms, Hyatt Regency, Lake Tahoe
- Corsa America - Rally Lake Tahoe
 - 5/27/2022 - 5/27/2022, 100 people, 80 rooms, The Ritz-Carlton, Lake Tahoe
- Family Wealth Advisors Council
 - 1/24/23 - 1/30/23, 10 people, 39 rooms, Resort at Squaw Creek
- Soccer Shots Franchising - 2022 National Convention
 - 7/10/2022 - 7/15/2022, 300 people, 417 rooms, Village at Palisades Tahoe
- Hilltop Securities - Circle of Excellence
 - 2/3/22 - 2/5/22, 125 people, 225 rooms, Hyatt Regency, Lake Tahoe
- Alliance Defending Freedom - ADF 2022 Senior Staff Retreat
 - 4/6/22 - 4/9/22, 175 rooms, Resort at Squaw Creek

- c. Increase leads in markets identified in the Tourism Development plan by 5% over the prior fiscal year.

NLT Staff conducted sales calls to planners in California, Arizona, Texas and Illinois.

Leads from meeting planners in these markets July – December 2021:

- California: (7) Tentative & (25) Inquiries
- Arizona: (16) Tentative & (23) Inquiries
- Texas: (1) Tentative & (11) Inquiries
- Illinois: (5) Tentative & (2) Inquiries

Leads from meeting planners in these markets July – December 2020:

- California: (12)
- Arizona: (10)
- Texas: (3)
- Illinois: (6)

- d. Work with NLT meeting venue partners and identify key trade shows or events to partner in driving new group meeting leads.

The following events were identified as valuable trade shows:

- CalSAE Seasonal Spectacular - Dec 14-15, 2021
- Connect Pacific Northwest - Nov 15-16, 2021
- Connect Chicago - January 19-20, 2022

- e. Identify an industry event to host and sponsor in NLT that would support efforts to grow mid-week/shoulder season business.

Tourism Cares will take place in Olympic Valley May 18-20, 2022. This event was postponed from the original 2020 date. Staff has devoted several hours connecting Tourism Cares with regional non-profits and assisting with the acquisition of a keynote speaker.

8. Increase stakeholder communication and identify partnership opportunities that support Resort Association goals and TMP priorities

- a. Identify and provide opportunities where industry stakeholders can participate in a program they could otherwise not do on their own (for example IPW trade show, media missions, research opportunities, state programs)

The following opportunities have been provided:

- Webinar with Westjet Vacations in Canada - 9.9.21
- The Cup - Pre IPW - 9/15-9/18
 - Leads were distributed to NLT partners
- IPW Pre FAM w/ RSCVA - 9/17
 - Leads were distributed to NLT partners
- IPW - 9/20-9/22
 - Leads distributed to NLT partners
- Spring Expedia marketing coop opportunity

- b. Create and distribute monthly email and/or newsletter that highlights research insights, group bookings, social media metrics, travel trade insights and other pertinent information to interested parties

A weekly lodging barometer email is distributed with lodging forecasts and monthly it includes insights and trends in both the hotel and vacation rental sectors.

- c. Host partner calls during crisis periods to align communication efforts and strategies

NLT stayed in communication with South Lake Tahoe, NLT businesses and regional agencies during the Caldor Fire to ensure consistency in messaging and coordinating media requests during the fire. Various press statements and releases were created, and all communication efforts and strategies were aligned and agreed upon by regional partners and representatives of NLT. NLTRA staff also conducted 5 separate partner meetings in November focused on Public Relations and Communications transition efforts.

- d. Implement partnership funding program to increase exposure for NLT events

The 2022 Special Event Partnership Funding program cycle took place in the fall of 2021. Applications were due on 10/29/21 and the selection panel heard presentations from all applicants on 11/4/21. There were 13 applications submitted with a total of \$119,500 being requested. The selection panel recommended that 11 events receive funding and allocated the full \$50,000. Staff has contracted with all event producers and continues to regularly communicate relevant information and provide guidance where needed.

- e. Distribute international market information such as: market profiles, trends and state opportunities to industry members

Expedia Traveler Value Index 2022 was distributed to partners. International efforts have been minimized due to the impact of COVID on global travel.

- f. Host a regional PR summit for stakeholders annually

Due to COVID-related restrictions, a regional PR summit for stakeholders has not yet taken place.

- 9. Create and implement plan to evaluate ad effectiveness, visitor profiles, lodging occupancy data, target market

- a. Create surveys to distribute during 4 events throughout the year – targeting each season

NLTRA event attendance has been limited due to COVID. At the few events where staff have been present, the communication focus has been on the Traveler Responsibility Pledge. All event producers who receive funding from the NLTRA are required to administer the NLTRA created survey and provide results. Survey results will be gathered at the upcoming events.

- b. Continue utilizing Destimetrics, Arrivalist, AirDNA, Visa Vue and other reporting data to forecast visitor metrics, spend and lodging occupancy data.

Staff continue to utilize all data and research to inform strategy decisions. Additionally, Destimetrics and AirDNA information is distributed to stakeholders monthly via the Lodging Barometer emails.

- c. Provide annual update to the Board of Directors and include an annual presentation to the Placer County Board of Supervisors.

Monthly reporting is compiled for Board of Director meetings. An annual update and overview will be provided at the end of the contract term.

Reporting Documents and Other Items

- Delivery of semi-annual and annual report to the Board of Directors and Placer County Board of Supervisors showcasing plan implementation and results

The 2020/21 annual report was submitted in August 2021 as required by that year's contract. This report is submitted as the semi-annual report for the 2021/22 contract year.

- Seasonal campaign re-caps will be provided noting any new or changed items based on ongoing performance evaluation by agencies and staff or opportunities approved by the Board of Directors, Tourism Development Committee and Marketing Coop Committee.

Seasonal campaign re-caps are shared, with the data supporting the details of the campaign, regularly with the NLTRA Board and are posted on the website. The

Tourism Development Committee and Marketing Coop Committee are involved in all details of the campaign developments.

Annual Performance indicators can be amended with Placer County approval based on:

- Travel/Tourism industry best practices
- Prior year research results
- Consumer Marketing best practices
- Shifts when metrics are not achieved or as warranted based on market and/or product changes

4. VISITOR INFORMATION SERVICES (9% budget)

GOAL: Provide comprehensive information to visitors to eastern Placer County, as part of the North Lake Tahoe region, to enhance the visitor experience, reduce visitor impacts, encourage longer stays, return visitation, and increased economic activity.

Tasks:

1. Operate and manage the Tahoe City Visitors Center 7 days a week with the exception of specified holidays.
2. Resume operations of the summer-season Visitor Center at Kings Beach State Recreation Area.
3. Assist in content development and distribution of the annual North Lake Tahoe Official Visitor Guide, Vacation Planner, and other marketing collateral.
4. Educate eastern Placer County lodging properties about the services and benefits provided by Placer County through the contract with NLTRA.
5. Regularly distribute information concerning events, training and business opportunities to lodging operators and local businesses.
6. Survey guests of the Visitor Center to better understand visitor demographics and travel patterns.
7. Increase Visitors Center net revenue by 5% over the prior fiscal year.
8. Ensure proper signage and décor is in place to attract guests to the Visitors Center

Performance Indicators:

1. Provide 364 days of operation (closed Christmas Day) at the Tahoe City Visitors Center.
 - a. Develop three programs to increase visitors served in visitor information centers over FY 2021-2022.

Two scheduled events had to be cancelled due to COVID restrictions. One was the Snow Dogs event in conjunction with Snowfest and we have not been able to host any artists receptions this fiscal. A 3rd program is still in planning stages for later in the fiscal year.

- b. Increase the number of guests to the Visitors Center

July and August walk-in visitor numbers were up 177% YOY. The smoke and fires during the fall significantly drove numbers down. Currently VIC guest numbers are 6% above last year. To attract visitors, staff diversified merchandise

by adding 6 local vendors and have highlighted several local artists in monthly exhibits to entice local visitation and to stay current with visitor tastes.

2. Increase merchandise sales by 5% over the prior fiscal year.

The Visitor Center recorded its highest July sales since opening in 2014.

Through August, sales were up 26%. Unfortunately, the smoke, fire and Christmas Holiday storm, delayed supply, and increased wholesale rates. Sales are currently up 3% YOY.

3. Resume operations of the summer-season (June 27 – September 15) Visitor Center at Kings Beach State Recreation Area.
 - a. Continue days of operations at Kings Beach State Recreation Area summer season (June 27 – September 15) to seven days per week.

For the first time, we began the Kings Beach Visitor kiosk Memorial Day weekend, adding 20 days to our seasonal schedule. The California State Parks closed Kings Beach State Recreation Area for 2+ weeks during September due to smoke. When it reopened, we resumed our Visitor Information kiosk until the end of September, making this the longest schedule we have had since beginning Kings Beach operations.

4. Assist in development, content and distribution of the bi-annual North Lake Tahoe Official Visitor Guide, Vacation Planner, or other marketing collateral.
 - a. Increase distribution of Visitors Guide, Vacation Planner, or other marketing collateral by including in various gift bags and at events; kiosks within regional airports.

To create efficiencies, the NLT Visitor Guide became an annual publication instead of a semi-annual publication. In addition, the Visitor Guide and Vacation Planner were condensed into one publication. During this fiscal year Visitor Guides have been included in 375 wedding gift bags (4 weddings), have been distributed at several events (Made in Tahoe, Spartan, Broken Arrow Skyrace), at the Reno-Tahoe International Airport, and several Truckee locations including the CA Welcome Center. A digital button was also created and distributed to regional stakeholders for easy inclusion on their websites. The button links to the digital version on GoTahoeNorth.com. There were 410 guide requests fulfilled by mail between July and December.

- b. Maintain information kiosk in the RSCVA (downtown Reno) and a kiosk in the Reno-Tahoe International Airport and Sacramento International Airport.

Staff made the decision to discontinue the RSCVA kiosk as distribution did not justify expense. We've continued our Reno-Tahoe International Airport contract and have added several Truckee kiosk locations.

5. Educate eastern Placer County lodging properties about the services and benefits provided by Placer County through the contract with NLTRA.
 - a. Continue bi-annual training programs in the Visitors Center.

Due to the COVID pandemic, this program has been on hold due to in-person event concerns.

- b. Update, change, publish and distribute Neighborhood Maps in eastern Placer County, as part of the North Lake Tahoe region.

Neighborhood maps were updated during the 19.20 FY and were printed in the 20.21 FY. Staff continue to distribute the maps through the Visitor Centers and at all on-site event booths.

6. Regularly distribute information concerning events, training and business opportunities to lodging operators and local businesses.
 - a. Conduct training for front line hospitality staff

Due to the COVID pandemic, this program has been on hold due to in-person event concerns, staffing issues and other programs which took priority.

- b. Provide a final report on hospitality training which includes number of staff who have completed the training and their feedback on content.

Due to the COVID pandemic, this program has been on hold due to in-person event concerns, staffing issues and other programs which took priority.

7. Survey guests of the Visitor Center to better understand visitor demographics and travel patterns.
 - a. Conduct customer service survey of guests of the Visitor Centers to evaluate service quality, offerings, and methods for information distribution.

Due to COVID and the reluctance of visitors to use public iPads, staff pivoted our survey program to focus on educating guests on the Traveler Responsibility Pledge. Visitors are encouraged to “take the pledge” which then opts them into receiving NLT newsletters and adds them to our consumer database. We have used the 3 visitor information areas (Tahoe City Visitor Center, Kings Beach Visitor kiosk and the Farmers Market booth) to promote this program.

- b. Complete report on customer survey results; prepare recommendations.

No results to report.

8. Increase net revenue for Visitor Center.
 - a. Evaluate and modify inventory and sales strategies to improve results.

In progress. We have added 6 new local vendors and have added 2 new local artists featured on our monthly rotating art wall.

- b. Identify retail training opportunities and evaluate meeting space revenue possibilities.

In progress. We are developing a program for the spring that exposes our seasonal staff to local businesses, their merchandise, and services. Staff continues to evaluate revenue possibilities for the VIC meeting space. Due to COVID, meeting space demands have significantly been reduced and the space has been utilized for storing PPE equipment being distributed through the NLTRA.

9. Ensure proper signage is in place to entice visitation at the Visitors Center
 - a. Enhance Visitors Center with video features to entice customers to stay longer and engage with visitor information.

Staff have been rotating monthly local artists on the Visitor Center exhibit wall. Additionally, we continue to run NLT marketing videos on the TV monitor to showcase compelling and informative content. Several new publications have been added to the brochure rack next to the sofa area for visitors to browse, relax and read.

b. Increase international/multi-lingual offerings at the visitor's center. We have added marketing brochures in Chinese and Spanish including the Lake Tahoe Water Trail map in Spanish. Some Visitor Center staff members can speak German, Italian, Spanish, French and/or Austrian to accommodate visiting guests. Additionally, during the summer, NLTMC purchased light post banner advertising space in both Tahoe City and Kings Beach to promote the Traveler Responsibility Pledge. The banners were printed with the pledge in English on one side and Spanish on the other.

5.Capital Improvements, Planning, Infrastructure Housing & Transportation (4% budget)

NLTRA will create a Capital Improvements, Planning, Infrastructure and Transportation department in the Fiscal Year 21/22 for the benefit of North Lake Tahoe's Tourism-based economy. The Resort Association shall serve in an advisory capacity to Placer County in identifying the Infrastructure, Capital Improvements and Transportation projects and services that are necessary to enhance the tourism-based economy in North Lake Tahoe.

The formation of the Capital Improvements, Planning, Infrastructure and Transportation department has been on hold pending the hiring of a new CEO.

Capital Improvement, Housing, Transportation, Planning Infrastructure Tasks:

- Work with Placer County to evaluate both CAP Committee and the TOT Committee as required in the multi-year agreement with NLTRA and identify efficiencies to update the Placer County Board resolution in how both committees would move forward to achieve goals and objectives.
- Undertake activities to assist Placer County in implementing the NLT Tourism Master Plan (TMP) and assist Placer County in identifying and implementing the public infrastructure and operational improvements necessary for the benefit of the tourism-based economy in the Placer County portion of the North Lake Tahoe region.
- Collaborate with Placer County Department of Public Works, Placer County Transportation Planning Agency, Tahoe Transportation District, Truckee North Tahoe Transportation Management Agency and the town of Truckee in identifying opportunities for expansion of North Lake Tahoe transit programs and services.
- Regularly monitor and report on the status of projects and programs approved.
- Participate in community planning studies for capital improvement projects and programs that would benefit the tourism-based economy in North Lake Tahoe.
- Provide a recommendation to Placer County on the transportation services that are necessary for the benefit of the tourism-based economy in North Lake Tahoe for FY 21/22 and beyond. The recommendation shall include the objectives for each service program, a recommendation as to the schedule and routes for the various services and a recommendation on allocation of available TOT funding to each service.

- Provide support for the renewal of the sunseting two percent TOT in eastern Placer County that funds both the CAP and TOT Committees.

Research and Planning:

Annually NLTRA engages in Research and Planning activities that provide advance studies, concept or preliminary planning for projects or programs, technical fact-finding or analysis, data collection, public opinion surveys, community workshops, and/or partnership development that lead to the advancement of Capital Investment and Transportation projects, or efforts for further implementation of the adopted NLTRA Tourism Master Plan. Some of these opportunities arise during the fiscal year and would be brought to the NLTRA Board for consideration and approval, including the update and revisions of the Tourism Master Plan in FY21/22.

6. Business Association Contract Management & Oversight (5% budget)

NLTRA will begin funding and managing the North Tahoe Business Association (NTBA) and Tahoe City Downtown Association (TCDA) contracts that facilitate the key objectives in delivering a Main Street program for the Tahoe City and Kings Beach region including economic and community vitality, events, promotions, and marketing. The Main Street program is to support business and economic development in North Lake Tahoe.

Business Association Contract Management Tasks:

- Provide oversight and management of the contract and scope of work with NTBA and TCDA organizations.

NTBA and TCDA quarterly reports and financials have been presented to NLTRA which has reviewed them in detail for adherence to the contract and scope of work for each organization.

- NLTRA will work with NTBA and TCDA in identifying business and operational efficiencies that will benefit all organization's and provide for greater support to the North Lake Tahoe region

NLTRA has worked closely with the individual NTBA and TCDA ED's to begin discovery of efficiencies that will benefit all three organizations. Discussions to date have centered on understanding funding for the short term.

- NLTRA will work with both business association management teams in support of membership communication, marketing, and special events

NLTRA has begun discussions on collaboration of membership communication, marketing and special events. This work is in the early stages of development.

2021-2022 Events Report
July 2021 – Dec 21'

2021 Fourth of July Fireworks (Kings Beach and Tahoe City) - Canceled

July 3rd and 4th, 2021

Location:	North Lake Tahoe
Funded:	\$0
Attendance:	N/A Event was Cancelled
Out of Town Participants:	N/A Event was Cancelled
Avg. Night Stay:	N/A Event was Cancelled
Avg. Economic Impact:	N/A Event was Cancelled
ROI:	N/A Event was Cancelled

Results:

NLTRA committed to funding TCDA and NTBA with \$20,000 in sponsorship funds – allocating \$10,000 per show (Tahoe City and Kings Beach). Fireworks were officially canceled due to COVID-19 so no funds were disbursed.

2021 Skate the Lake

July 10-11, 2021

Location:	Tahoe City, Squaw Valley, West Shore
Funded:	\$6,000
Attendance:	3500
Out of Town Participants:	2625 (estimate)
Avg. Night Stay:	1.95 (estimate)
Avg. Economic Impact:	\$41455
ROI:	3:1

Results:

The organization used the funding to reach a larger out-of-market area that they have never been able to reach before and saw a direct impact. They saw a 35% increase in participation over last year's event and a 30% increase in funds raised. In addition to the growth of the event they were also able to reach a wider audience with B4BC's mission and message of breast cancer education, prevention, and survivorship. They increased their silent auction

2021 Lake Tahoe Dance Festival

July 28-30, 2021

Location:	Gatekeepers (Tahoe City)
Event Sponsorship Funded:	\$5,000 Partnership Funding, \$25,000 Event Sponsorship Funds

Attendance:	922
Out of Town Participants:	709
Avg. Night Stay:	4.15
Avg. Economic Impact:	\$27,550
ROI:	1:1

Results:

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.

2021 Tahoe Cup Paddle Series

2021 –July 24- September.

Location:	Carnelian Bay – Waterman’s Landing
Funded:	\$5,000

Attendance:	330
Out of Town Participants:	221
Avg. Night Stay:	2.5
Avg. Economic Impact:	\$20,595
ROI:	4:1

Results:

They saw an Important decline in momentum in registration numbers as early as the end of July because of the fires and the smoke in the Tahoe Basin. The difficulty to find lodging with all the cancelation, the fear from the media, and the forest being closed was a real challenge, from our perspective, the Caldor Fire represented a much worst economical disaster than COVID all together. They worked with Tahoe Moon Properties, Tahoe Vistana inn as lodging partners.

2021 Tahoe Nalu

August 7-8, 2021

Location:	Kings Beach
Funded:	\$3,000
Attendance:	1200
Out of Town Participants:	1056 (estimate)

Avg. Night Stay:	1.5 (estimate)
Avg. Economic Impact:	\$26,826
ROI:	9:1

Results:

The event had multiple local businesses tent at their Tahoe Nalu Expo. They had large sponsors such as Subaru, Kona Brewing. Overall, the event was not as successful this year due to the smoke.

2021 Halloweekends at Homewood

October 25- 27, 2021

Location:	Homewood Resort
Partnership Funding:	\$6,000
Event Sponsorship:	\$5000
Attendance:	597
Out of Town Participants:	298 (estimate)
Avg. Night Stay:	3 (estimate)
Avg. Economic Impact:	\$76,978
ROI:	7:1

Results:

Hiring an event designer, Forget Me Knot Events, was one of the most valuable decisions in the planning process. Allison purchased all the Halloween decorations, created the haunted house, came up with the on-mountain plan, actor costumes and everything in-between.

2021 Spartan World Championships

September 25-26, 2021

Location:	Olympic Valley
Funded:	\$175,000
ROI:	

Attendance:	3841 (includes racers,, volunteers)
Participants:	3514

Out of Town Participants:

- 2,452 racers traveled over 100 miles
- 705 racers traveled over 500 miles

(stats exclude spectators/kids/volunteers)

Average Night Stay:	2.1
Average Economic Impact:	\$1,446,585
ROI:	8:1

Marketing & PR Results

Pre-Race Marketing

Unique Event Page Views	4,547
Digital Paid Impressions	543,718
Organic Impressions	2,022,000
Total	2,640,265

Event Weekend Reach

Social Media Reach	2,307,994
Interactions	94,727
PR Impressions	1,399,480
Total	3,802,201

The Spartan Event had 15 placements the placements can be found [HERE](#), and the **Total** Online News Audience was roughly 1,399,480

2021 Broken Arrow Skyrace

Oct 1-3, 2021

Location: Olympic Valley

Funded: \$30,400

Attendance:	2500
Out of Town Participants:	2200
Avg. Night Stay:	2.5
Avg. Economic Impact:	\$632,500
ROI:	21:1

Results:

After being canceled due to COVID-19, the sixth annual Broken Arrow Skyrace returned bigger than ever, and saw great success. NLTRA had a booth at the event, and the energy at the race was palpable. Racers and fans were thrilled to be back in action, and even more excited to learn about the offerings we had here in Tahoe. NLTRA was able to promote our Sustainability pledge heavily at this event, and it was very well received by visitors/racers.

2021 Tahoe Adventure Van Expo

September 17-18, 2021

Location:	Homewood Resort
Funded:	\$10,000
Attendance:	5,000
Out of Town Participants:	3750 (estimate)
Avg. Night Stay:	2 (estimate)
Avg. Economic Impact:	\$26910

ROI: 3:1

Results:

The Adventure Van Expo showed tremendous success and growth. The two-day event brought big crowds to the West shore. They doubled the event in size, and vendors. Mercedes Benz was the main sponsor of the event. They had 80 vendors this year, 1 local non profit- Roundhouse onsite, and one paid non profit Wildwood lands. They added three bands over last year, improved music production, were able to hire more staff, and run a better show. They hired a media company, placed ads with KTKE, Adventure journal and increased digital advertising. They partnered with Granlibakken and Peppertree.

2021 Made in Tahoe (Fall)

October 9-10, 2021

Location:	Olympic Valley
Funded:	\$10,000
Attendance:	4,000
Out of Town Participants:	2400 (estimate)
Avg. Night Stay:	2.7 (estimate)
Avg. Economic Impact:	\$782,460
ROI:	78:1

Results:

Typically, a Memorial Day Weekend event. This is one of the community's biggest and most anticipated events of the year. Made in Tahoe (MIT) was postponed from May 2020 to October 2020 and both events were canceled due to Covid-19. This was the first time this event was held in October, and with the NLTRA SVNC is now able to make this a bi-annual event moving forward.

Made in Tahoe has been celebrating all things LOCAL for over 8 years with 75-100 local vendors; artisan crafts, regional nonprofit information, food, drink and entertainment with a goal of bringing visitors and members of the Tahoe Truckee area together to discover, explore and experience our special community rich with talented creators.

The event historically brings in over 5,000 people per day to the North Tahoe / Truckee region.

Participating vendors rave that Made in Tahoe generates significant revenue and awareness for their businesses. NLTRA has not sponsored this event prior to 2021, but it aligns with our cultural pillars, and is proven to produce room nights. It also supports our shopping initiatives. During the 2021 event, we had a prime location, we were able to give out a ton of visitor information as well as promote our sustainability pledge.

Performance Measurement Document - Semi-Annual Report
FY 21/22 (July 2021 - December 2021)

Consumer Campaign - Leisure Advertising

Advertising/Promotional Media

Leisure Coop Budget Amount	July '21 - Dec '21	July '20 - Dec '20
Direct Paid Media Dollars	\$263,147.03	\$102,808.00
Gross Media Impressions	19,321,170	7,283,430

Responsibilities

Total paid clicks	71,481	53,514
Average cost per click	\$3.68	\$1.91
Average click thru rate	0.28%	0.45%

Total Leads

Number of brochures / planner requests	412	406
Total email database	27,880	26,000
Database email open rate	17.07%	17.07%
Database email click thru rate	0.07%	0.07%
Ad recall/awareness**	No BMAIR Research	No BMAIR Research

GTN Online Activity

Total Visitors	394,207	373,573	0.95
Total Unique Visitors	388,205	367,248	0.95
Percent of Direct/Bookmarked Visitors	16.86%	14.89%	Direct Visitors
Time Spent on Consumer Website	29,000	1,115	
Number of Repeat Visitors	29,000	13,920	
Percent of Repeat Visitors	11.70%	14.79%	Audience - Behavior - New Vs Returning
Direct Pageviews	2,042	1,627	
Number of Lodging Referrals	14,232	20,422	Behavior - Events - Both Lodging
Lodging Referrals % of Total Click Thru	3.49%	5.17%	Lodging Referrals % of Sessions
Display Search Engine Results	295,954	273,933	Direct Visitors
Google Search Console omits some results	1,107	197	Google Search Console omits some results
Google Search Console omits some results	17,473	2,714	Google Search Console omits some results
Google Search Console omits some results	11,187	2,703	Google Search Console omits some results
KFP Submission	3	0	Travel - KFP Submission

GoToMarket.com Geographic Breakdown

Top DMA and percent of total visitors	(DMA Number)	(DMA Number)
1 San Francisco/Oakland/San Jose, CA	83,412 / 21.40%	100,264 / 27.78%
2 Sacramento/Stockton/Mokelum, CA	50,891 / 12.90%	68,863 / 18.80%
3 Los Angeles, CA	39,781 / 10.40%	46,051 / 12.32%
4 Reno, NV	35,270 / 9.27%	31,011 / 8.45%
5 San Diego, CA	6,050 / 2.20%	7,556 / 2.05%
6 Dallas-Ft. Worth, TX	6,050 / 2.20%	4,591 / 1.25%
7 Fresno - Visalia, CA	3,418 / 0.90%	4,833 / 1.29%
8 New York CT/NY/NY-PA	13,641 / 3.80%	4,810 / 1.29%
Total Visitors	374,748	373,573
Total California visits	209,589	243,259
Percent of total visitors	55.95%	65.42%
Northern CA visitors	88,722	141,100
Southern CA percent of total visitors	16.30%	44.47%
Southern CA visitors	29,229	49,895
Southern CA percent of total visitors	8.34%	14.70%
Outside CA visitors	182,653	129,814
Percent of total visitors	44.05%	35.58%

Public Relations

Total Public Relations Spend	\$48,173	\$13,487
------------------------------	----------	----------

Media Missions

Number of media missions	1	1
Number of media contacts	30	36

Media Familiarization Tours (FAMs)

Number of FAMs	1	1
Number of media participating	1	2
Number of publications represented	1	2
Number of placements from FAMs	1	2

Press Releases

Number of press releases issued	10	10
---------------------------------	----	----

Placements

Total number of placements	42	166
Regional vs. National	31% vs. 69%	27% vs. 73%
Domestic vs. International	55% vs. 45%	96% vs. 3%
Percent of Southern California	2%	30%
Percent of Northern CA	20%	80%

Total UVM Unique Visitors Per Month to website/publication

100%	100%
------	------

% of Media Coverage Reaching Target Audience

100%	100%
------	------

% of Media Coverage Including Website Address (Backlinks)

25%	79%
-----	-----

Social Media

Total Social Media Spend

\$56,033	\$18,521
----------	----------

Facebook - Overall

Number of Total Fans (at end of period)	136,386	130,491
% Increase Fans During Time Period	4.00%	4.82%
People Talking About Us (PTAU)	6,382	6,228
Total Reach/Impressions***	8,908,840	5,368,682
% Increase in Post Views During Time Period	44.00%	33.50%
Number of Photos Posted During Time Period	101	95
Number of Videos Posted During Time Period	3	25
Number of Links Posted During Time Period	18	13

Facebook Sweepstakes

Number of Sweepstakes / Giveaways	1	0
Total Sweepstakes Entries	2	N/A
Post Facebook Media for Sweepstakes	N/A	N/A
Average cost per click	N/A	N/A
Total Impressions	N/A	N/A

Facebook - Top 10 Fan Geographic Markets Breakdown

1 Los Angeles	11,252	10,280
2 Sacramento	9,266	8,664
3 Reno	8,321	8,844
4 San Diego	2,681	2,681
5 San Francisco	1,968	2,251
6 Long Beach	1,453	1,933
7 Oakland	1,150	1,150
8 Stockton, CA	1,064	1,280
9 Phoenix	944	1,174
10 Santa Ana	754	924

Facebook Advertising

Number of Facebook Ad Campaigns	18	8
Number of Facebook Ad Creatives	246	71
Paid Impressions	4,513,134	2,950,293
Paid Engagements	90,468	118,633
Average Cost Per Click (CPC)	\$0.52	\$0.16
Average Click Thru Rate (CTR)	2.00%	4.00%
Paid Facebook Media Investment	\$46,770.51	\$18,609.50

Twitter

Total Followers (at end of period)	24,371	22,814
% Increase Followers During Time Period	9.36%	1.86%

Instagram

Total Followers (at end of period)	83,828	78,263
% Increase Fans During Time Period	7.47%	3.88%
Total Posts	128	154

