

Board of Directors:

Chair: Deirdra Walsh, Northstar California, **Vice Chair:** Sue Rae Irelan, Placer County Appointee
Treasurer: Dan Tester, Squaw Valley Business Assoc. | **Secretary:** Ray Villaman, Northstar Business Assoc.
Past Chair: Samir Tuma, Tahoe City Lodge
Mike DeGroff, Palisades Tahoe | **Kevin Mitchell**, Homewood Mountain Resort
David Lockard, Resort at Squaw Creek | **Colin Perry**, Ritz-Carlton, Lake Tahoe
Jill Schott, Tahoe Moon Properties | **Stephanie Hoffman**, Tahoe Luxury Properties
Jim Phelan, Tahoe City Marina | **Tom Turner**, Tahoe Restaurant Collection
Dave Wilderotter, Tahoe Dave's | **Melissa Siig**, TCDA | **Alyssa Reilly**, NTBA
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/3IP8zhm> as authorized by AB 361. 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

Page:1

2. Approval of Resolution 2022.06

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD JUNE 1, 2022 TO JUNE 31, 2022 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**

8:35a.m.

Page:4

3. Ratifying the Approval of March 2022, April 2022, and May 2022 consent and Action items:

a) Ratify Consent items from March 2, 2022 Board of Directors meeting

- NLTRA Board Meeting Minutes from Feb 2, 2022
- NLTRA Financial Statement, Jan 31, 2022
- Approval of Event Sponsorship for 2022 Adventure Van Expo
- Approval of Event Sponsorship for 2022 High Sierra Archery
- Approval of Event Sponsorship for 2022 Lake Tahoe Paddle Racing Series

b) Ratify Action items from March 2, 2022 Board of Directors meeting

- Approval of Event Sponsorship for 2022 Tahoe 100 Mountain Bike Race
- Approval of Event Sponsorship for 2022 Kings Beach Fireworks
- Approval of Event Sponsorship for 2022 Tahoe City Fireworks
- Approval of Spartan 2022 Contract Amendment
- Approval of Coraggio Consulting Services Agreement
- Approval of CEO Authority of Execution

c) Ratify Consent items from April 6, 2022 Board of Directors meeting

- NLTRA Board Meeting Minutes from March 2, 2022

Page:8

- NLTRA Financial Statements, Feb 28, 2022
- CEO Expense Reports for February 2022
- Notification of NLTRA Marketing Cooperative members
- Civitas retainer contract

d) Ratify Action items from April 6, 2022 Board of Directors meeting

- Election of NLTRA Board Officers
- Amend CEO authority of execution
- Approval of Rebranding Scope of Work with Augustine Agency
- TBID Advisory committee recommendations and appointments
- TBID Zone 1 Advisory committee recommendations and appointment
- NLTRA Building lease at 100 North Lake Blvd. Tahoe City, CA

Page:12

e) Ratify Action items for Special Board of Directors meeting April 13, 2022

- Review and approve TBIDZone 1 committee recommended Q4 expense budget
- Review and approve TBID Advisory committee recommended Q4 expense budget

Page:14

f) Ratify Consent items from May 4, 2022 Board of Directors meeting

- NLTRA Board of Director Meeting Minutes from April 6, 2022
- NLTRA Special Board Meeting Minutes from April 13, 2022
- NLTRA Financial Statements, Mar 31, 2022
- CEO Expense Report for March 2022
- NLTRA CEO Coach agreement

g) Ratify Action items from May 4, 2022 Board of Directors meeting

- Lease to Locals Program and TOT expense proposal
- North Lake Tahoe Microtransit service TOT expense proposal

[ACTION]

4. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.

8:45 a.m.

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

8:50 a.m.

6. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

Page:18

A. NLTRA Board Meeting Minutes from May 4, 2022 [Link to preliminary online document](#)

Page:22

B. NLTRA Financial Statements, Apr 30, 2022

Page:57

C. Tahoe Training Partners - Agreement for recruitment services

Page:60

D. CyberlinkASP - Agreement for accounting software licensing

Page:82

E. Squaw Valley Business Association 21.22 Business Association Marketing Grant

Page:86

F. West Shore Association 21.22 Business Association Marketing Grant

Page:91

G. NTBA Q4 Zone 1 Holiday lighting program recommendation

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

- Finance Committee Meeting May 25, 2022
- Tourism Development Committee May 24, 2022
- In-Market Tourism Development Committee May 24, 2022

8:55 a.m.

7. Action Item:

Page:96

A. Review & Approval of InBloom contract for NLTRA social media, newsletter and website and support

- Page:101** B. Review & Approval of JVP Communications contract for NLTRA PR and communications and support
- Page:106** C. Review & Approval of Fiscal Year 2022/23 NLTRA Budget
- Page:111** D. NTBA Zone 1 Kings Beach mural program recommendation
- Page:117** E. TCDA Zone 1 lighting project recommendation
- Page:133** F. Q4 Business Association Grant Funding recommendation for TCDA/NTBA contracts
- Page:135** G. Proposed TOT committee makeup and appointment
- Page:142** H. Proposed membership vote to amend NLTRA bylaws increasing the number of NLTRA appointed TOT committee seats from 5-7 to 11-13

10:25 a.m. 8. Informational Updates/Verbal Reports:

- Page:143** A. Renaming project timeline and approach
- B. TBID Advisory and Zone 1 committee project intake update
- Page:144** C. NLTMC & In-Market 22.23 Strategic Overview

10:40 a.m. 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, Apr, 2022
- B. Conference Revenue Statistics Report, Apr 2022
- C. Tourism Development Report on Activities, Apr 2022
- D. Reno Tahoe Airport Report, Apr 2022
- E. Visitor Information Center Report, Apr2022
- F. North Lake Tahoe Marketing Coop Financial Statements, Apr 2022
- G. Membership Accounts Receivable Report Apr 2022
- H. Financial Key Metrics Report Apr 2022

10:40 a.m. 10. CEO and Staff Updates

10:45 a.m. 11. Directors Comments

10:47 a.m. 12. Meeting Review and Staff Direction

10:50 a.m. 13. Closed Session

11:00 a.m. 14. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org



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MEMORANDUM

Date: 05/25/2022

TO: NLTRA Board of Directors

FROM: Tony Karwowski, CEO

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

Action(s) Requested:

North Lake Tahoe Resort Association (NLTRA) board approval of Resolution No. 2022.06 as **A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD JUNE 1, 2020 TO JUNE 30, 2022 PURSUANT TO BROWN ACT PROVISIONS.**

Background:

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

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

Fiscal Impact:

None.

Attachments:

Resolution 2022.06

RESOLUTION NO. 2022.06

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD JUNE 1, 2022 TO JUNE 30, 2022 PURSUANT TO BROWN ACT PROVISIONS.

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

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

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

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

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

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

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

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

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

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

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

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

PASSED AND ADOPTED by the Board of Directors of the North Lake Tahoe Resort Association Tahoe this 6th day of October 2021 by the following vote:

NORTH LAKE TAHOE RESORT ASSOCIATION

BY:

ATTEST:

Sue Rae Irelan, Vice President

Dan Tester, NLTRA Treasurer



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BOARD OF DIRECTORS MEETING

Date: Wednesday, Mar 2, 2022

Time: 8:30 a.m. – 11:00 a.m.

Location: North Tahoe Event Center

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

1. Call to Order – Establish Quorum at 8:32 AM

Board members in attendance

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

Board members absent

Colin Perry, Stephanie Hoffman, and David Lockard

Staff Members in attendance

Tony Karwowski, Anna Atwood, Amber Burke, and DeWitt Van Sicen

Others in attendance

Included Katie Biggers, Crystal Jacobson, Matt from Great Lakes Drone Company, and Jason and Amy Lapp. There may have been others attending electronically who did not introduced themselves.

2. Public Comment

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

3. Agenda Amendments and Approval [ACTION]

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

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.

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

B. NLTRA Financial Statements, Jan 31, 2022

C. Approval of Event Sponsorship for 2022 Adventure Van Expo

D. Approval of Event Sponsorship for 2022 High Sierra Archery

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

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

5. Action Items

A. Approval of Event Sponsorship for 2022 Tahoe 100 Mountain Bike Race

Burke presented the request to sponsor the 12th annual event taking place at Northstar in July. The Tourism Development Committee supports an allocation of \$15,000 plus an additional \$5,000 dependent on the marketing plan to drive lodging in Placer County. Although NLTRA does not generally sponsor events taking place during the summer, this was considered to be an exception because it is at Northstar. Burke reviewed statistics from past events. She answered questions clarifying the route and logistics.

Motion to approve the sponsorship request of \$15,000 plus an additional \$5,000 for the 2022 Tahoe 100 Mountain Bike Race. WILLIAMS/MITCHELL/UNANIMOUS

B Approval of Event Sponsorship for 2022 Kings Beach Fireworks

C. Approval of Event Sponsorship for 2022 Tahoe City Fireworks

Burke presented these two items together given the fireworks contracts are for both TCDA and NTBA. She provided background on the events and described the increased costs, both in the fireworks contracts and as a result of additional regulatory requirements from Placer County and the North Tahoe Fire Protection District.

Reilly reported on her investigation into producing drone shows rather than fireworks. She presented the proposal from Starlight Aerial Productions for a three year agreement to do shows in both Kings Beach and Tahoe City. NLTRA is being asked for \$100,000 per year. TCDA and NTBA will cover the additional costs through fundraising. Any surplus will be applied to the following year's show. Reilly described the benefits in staff time, environmental concerns, and overall costs in doing a drone show. Matt, from Great Lakes Drone Company, showed a video of a drone presentation

Discussion followed regarding logistics, technology, and details of the show. The group questioned the three-year commitment, given this would be the first time a show like this has been done. Both the organizational details and public's response need to be considered. There was also a question about NLTRA entering into a three-year agreement.

Motion to celebrate the Country's birth, which is important, and approve the contract to sponsor the 2022 Kings Beach Fireworks drone show subject to an amendment to opt out after the first year. IRELAN/SIIG/Carried with abstention from Reilly

Motion to celebrate the Country's birth, which is important, and approve the contract to sponsor the 2022 Tahoe City Fireworks drone show subject to an amendment to opt out after the first year. IRELAN/SIIG/Carried unanimously

D. Approval of Spartan 2022 Contract Amendment

Burke asked the Board to approve the amendment to the contract approved in November 2021. The addition of the Ultra World Championship 24-hour race has been confirmed. The sponsorship approved in November was for \$175,000 on a sliding scale. Dee Byrne was not present for this vote.

Motion to approve the Spartan 2022 contract amendment as presented. IRELAN/VILLAMAN/UNANIMOUS

E. Approval of Coraggio Consulting Services Agreement

Karwowski presented the Agreement and Statement of Work. Coraggio was the consultant for the TBID and reorganization of NLTRA, but Phase 3 was put on hold pending hiring the new CEO. This request is for \$28,000 plus expenses. Approximately \$33,000 is remaining from the original contract.

Motion to approve the Coraggio consulting services agreement as presented. TESTER/WALSH/UNANIMOUS

F. Approval of CEO Authority of Execution

This approval will give the CEO authority to execute agreements and approve expenditures of varying amounts with and without Board approval. Details of the expenditure amounts were discussed.

Motion to approve the CEO Authority of Execution as presented. TURNER/WILDEROTTER/UNANIMOUS

6. Informational Updates/Verbal Reports:

A. George Ruther- Delivering on housing solutions in Vail, Colorado

George Ruther, Director of Housing for the Town of Vail, presented details on strategies the Town has used to address housing issues, as well as outcomes and lesson's learned to date. He answered questions clarifying some of the initiatives. His presentation will be posted to the NLTRA website.

B. Tahoe City Skate Park presentation

Tuma noted the recent passing of Scotty Lapp. His parents, Jason and Amy Lapp, joined the call and explained their desire to implement his dream of a skate park in Tahoe City. TCPUD will be evaluating sites for the park. This Board offered support of the project.

C. Placer County Staff- Short Term Rental implementation program

Holloway reported the Placer County Board of Supervisors took action to replace and repeal the STR ordinance. She narrated a Power Point presentation giving a history of the ordinance and details of the new one that takes effect on March 31, 2022.

Crystal Jacobsen provided more detail of the new ordinance, explaining the permit caps, stricter nuisance standards, and increased fines. The general exemptions have been removed, but properties such as hotels, motels, and condo-hotels are not subject to the ordinance. The next steps include increasing staff for administration and enforcement. A community working group is being formed to monitor results. An outreach program is being developed for STR applicants.

Discussion followed as Holloway and Jacobsen answered questions clarifying the ordinance, implementation (including the required NTFPD inspection), and suggestions on outreach. There was a request to clarify the 30-day rental minimum, as someone renting for 31 days could still be subject to the ordinance.

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.

- A. Destimetrics Report, Jan 31, 2022
- B. Conference Revenue Statistics Report, Jan 2022
- C. Tourism Development Report on Activities, Jan 2022
- D. Reno Tahoe Airport Report, Jan 2022
- E. Visitor Information Center Report, Jan 2022
- F. North Lake Tahoe Marketing Coop Financial Statements, Jan 2022
- G. Membership Accounts Receivable Report Jan 2022
- H. Financial Key Metrics Report Jan 2022
- I. NLTRA 6-month Performance Report

8. CEO and Staff Updates

Karwowski reported a check for approximately \$4.18 million will be issued to Placer County for unspent TOT funds from FY 2021. The funds will be held in an account for the Housing and Transit TOT Committee to recommend allocations. The surplus is due to fewer expenses from staffing, delayed marketing, and less event sponsorships.

Karwowski reported a quorum of ballots for the Board of Directors election has been reached. He read the results and thanked outgoing Board members Dee Byrne and Brett Williams. Tuma noted the Executive Committee will be appointed at the April meeting.

Karwowski thanked staff, particularly Atwood, for organizing today's hybrid meeting. He thanked the staff and Board for his onboarding and orientation process.

Katie Biggers is leaving NLTRA to become the TCDA Executive Director.

Burke reported six of the 2022 California Poppy Awards went to Tahoe entities. NLTRA and IVGID received an award for the best marketing campaign with a budget of less than \$1 million.

9. Directors Comments

Villaman commented on how big the workforce housing issue is. He suggested NLTRA work with other agencies to consider measures private businesses are taking to address it.

Reilly announced Snowfest events in Kings Beach on Saturday.

Cowen congratulated NLTRA on the Poppy Awards.

10. Meeting Review and Staff Direction

- Karwowski will review the drone show contract to make sure it includes an "opt out" after the first year. He will also check with Counsel about entering into a multi-year agreement
- The costs of a hybrid meeting will be reviewed
- Wilderotter asked that his Board position be listed as "at large."

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:55 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



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BOARD OF DIRECTORS MEETING

Date: Wednesday, April 6, 2022

Time: 8:30 a.m. – 11:00 a.m.

Location: North Tahoe Event Center

Board of Directors:

Chair: **Samir Tuma**, Tahoe City Lodge

Mike DeGross, Palisades Tahoe | **Deidra Walsh**, Northstar California | **Kevin Mitchell**, Homewood Mountain Resort

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

Jill Schott, Tahoe Moon Properties | **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

1. Call to Order – Establish Quorum at 8:32 AM

Board members in attendance

Samir Tuma, Dave Wilderotter, Jim Phelan, Dan Tester, Deidra Walsh, Jill Schott, Alyssa Reilly, Ray Villaman, Melissa Siig, Stephanie Hoffman, Tom Turner, and Sue Rae Irelan. A quorum was established. Advisory Committee member Stephanie Holloway was also present. Board member Mike DeGross joined the meeting at 9:15 AM.

Board members absent

Colin Perry, Kevin Mitchell, and David Lockard

Staff Members in attendance

Tony Karwowski, Anna Atwood, Amber Burke, and DeWitt Van Sicen

Others in attendance

Included Emily Setzer and Jonn Melrose. There may have been others attending electronically who did not introduce themselves.

2. Public Comment

Tuma welcomed new Board members Jill Schott and Mike DeGross.

3. Agenda Amendments and Approval [ACTION]

Motion to approved today's agenda as presented. PHELAN/TWALSH/UNANIMOUS

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.

A. NLTRA Board Meeting Minutes from Mar 2, 2022 Link to preliminary online document

B. NLTRA Financial Statements, Feb 28, 2022

C. CEO Expense Report for February 2022

D. Notification of new NLTRA Marketing Cooperative Committee members

E. Civitas retainer contract

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

- Finance Committee Meeting Mar 22, 2022
- Tourism Development Committee Mar 29, 2022
- In-Market Tourism Development Committee Mar 29, 2022

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

5. Action Items

A. Election of NLTRA Board Officers

Tuma thanked previous Executive Committee members Phelan, Tester, Walsh, and Adam Wilson. A slate of officers was presented. Tuma will remain on the Executive Committee as past-President.

Motion to appoint Walsh as Chair, Irelan as Vice-Chair, Tester as Treasurer, and Villaman as Secretary. PHELAN/SIIG/UNANIMOUS

Karwowski presented gifts of appreciation to outgoing Board officers Tuma and Phelan.

B. Amend CEO authority of execution

Motion to amend CEO Authority of Execution regarding the procedure for approved contracts to be signed. WILDEROTTER/TUMA/UNANIMOUS

C. Approval of Rebranding Scope of Work with Augustine Agency

Burke presented the proposal from Augustine Agency to rebrand NLTRA as a result of formation of the TBID. She answered questions clarifying the process and a brief discussion followed regarding components and reasons for rebranding.

Motion to approve the scope of work proposed by Augustine Agency for rebranding, not to exceed \$30,000. WILDEROTTER/SIIG/UNANIMOUS

D. TBID Advisory committee recommendations and appointment

Karwowski reviewed the recommendations from staff and the Executive Committee.

Motion to approve recommendations as presented for appointments to the TBID Advisory Committee. VILLAMAN/TURNER/UNANIMOUS

E. TBID Zone 1 Advisory committee recommendations and appointment

The recommendations were included in the meeting packet. Discussion followed regarding the tasks of each TBID Committee, noting the need to form them quickly. That said, the composition can be revised at any time to provide for more diversity and inclusion, as was recommended during discussion.

The topic was open to public comment. Setzer supported comments regarding a more public process to solicit members for each committee.

Motion to approve recommendations as presented for appointments to the TBID Zone 1 Advisory Committee. TUMA/SCHOTT/UNANIMOUS

F. NLTRA Building lease at 100 North Lake Blvd. Tahoe City, CA

Karwowski presented the request to extend the lease for five-years. A discussion followed regarding terms of the lease and options to purchase the building. Karwowski was asked to follow up with the property owner.

Motion to approve the NLTRA building lease as presented, subject to a discussion with the owner to gauge his interest in selling the building prior to the lease being signed. TUMA/SIIG/UNANIMOUS

6. Informational Updates/Verbal Reports

A. New NLTRA Org. Chart

Karwowski presented a new Organization Chart, based on shifting the focus on marketing to stewardship and managing the NLT TBID. He described the tasks for each position and impacts to the budget. Karwowski answered questions clarifying the positions and the anticipated timeline for onboarding new staff.

B. Housing Programs and Projects in Eastern Placer County – Emily Setzer

Setzer presented an update on County initiatives focused on the goals of increasing housing types, reducing Vehicle Miles Traveled (VMT), and addressing overall employment growth in this area. Setzer provided detail on how the County is working with other agencies, its participation in the Workforce Housing Preservation Program that provides financial assistance to qualified applicants, deed restrictions to ensure local workers are being housed, and regulatory recommendations.

Discussion followed as the statistics and recommendations were clarified. Wilderotter suggested NLTRA help promote the programs. Villaman agreed, saying he does not think everyone understands how urgent this issue really is.

Holloway thanked Setzer for the presentation, noting the multi-pronged approach the County is using, including land acquisition and incentives.

C. Summer Media Plan – Amber Burke

Burke presented the media plan based on the stewardship principles adopted. It includes updating the Know Before You Go guides, awareness of transportation options, and promoting local events. The Traveler's Responsibility Pledge will be highlighted again this summer and the Visitor Guide will focus on responsible travel. A new campaign is being developed called "Tag Tahoe" for people to share how they are honoring the Responsibility Pledge.

Burke reviewed campaign strategies based on increasing mid-week and longer stays, as well as in-market spends. The consumer media plan will be flexible so shifts can easily be made if necessary.

Burke answered questions regarding how information is being disseminated both locally and out of the area.

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.

- A. Destimetrics Report, Feb 28, 2022**
- B. Conference Revenue Statistics Report, Feb 2022**
- C. Tourism Development Report on Activities, Feb 2022**
- D. Reno Tahoe Airport Report, Feb 2022**
- E. Visitor Information Center Report, Feb 2022**
- F. North Lake Tahoe Marketing Coop Financial Statements, Feb 2022**
- G. Membership Accounts Receivable Report Feb 2022**
- H. Financial Key Metrics Report Feb 2022**

8. CEO and Staff Updates

Karwowski announced Burke's promotion to Director of Tourism Marketing and Sales.

Karwowski will schedule TBID Advisory and Zone 1 Committee meetings with a goal of approving Q4 budgets.

9. Directors Comments

Walsh expressed appreciation to all who volunteered to serve on committees.

Holloway noted Measure A, the 2% TOT renewal initiative, will be on the June ballot. She noted the many initiatives those fund support. Ballots will be mailed to voters May 9 so promotion and education of the measure should begin

soon. Karwowski said NLTRA is listed as a supporter in the voter information book and will continue to advocate for the initiative.

10. Meeting Review and Staff Direction

- Karwowski will follow up with Roger Kahn regarding interest in selling the building.

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:10 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, April 13, 2022

Time: 8:30 a.m. – 9:00 a.m.

Location: 100 North Lake Blvd
Tahoe City, CA.

Board of Directors - Draft Meeting Minutes - April 13, 2022

Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge

Mike DeGross, Palisades Tahoe | Deirdra Walsh, Northstar California | Kevin Mitchell, Homewood Mountain Resort

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

Jill Schott, Tahoe Moon Properties | 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

1. Call to Order – Establish Quorum at 8:33 AM

Jim Phelan, Dan Tester, Stephanie Hoffman, Melissa Siig, Kevin Mitchell, Dave Wilderotter, Sue Rae Irelan, David Lockard, Alyssa Reilly, Mike DeGross, Tom Turner, Samir Tuma, and Jill Schott. A quorum was established. Advisory Committee member Stephanie Holloway was also present.

Board members absent

Deirdra Walsh, Colin Perry, and Ray Villaman

Staff Members in attendance

Tony Karwowski, Anna Atwood, and DeWitt Van Siclen

Bonnie Bavetta was also in attendance.

2. Public Forum

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

3. Agenda Amendments and Approval [ACTION]

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

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.

No items were presented.

5. Action Items

a) Review and approve TBID Zone 1 committee recommended Q4 expense budget.

Van Siclen presented the proposed budgets recommended for approval by the TBID Zone 1 and TBID Advisory Committees. He explained how the budgets were compiled and what is available based on the re-forecasted budget for each category. Discussion followed as the presentation was clarified.

Motion to approve of FY 2021/22 Q4 Zone 1 TBID funds, with total expenditures of \$150,000, with \$15,000 allocated to overhead and \$135,000 to be spent within Zone 1 boundaries.

TUMA/SIIG/UNANIMOUS

b) Review and approve TBID Advisory committee recommended Q4 expense budget.

Motion to approve allocations of FY 2021/22 Q4 TBID revenues with total expenditures \$1.11 million as recommended by TBID advisory Committee TUMA/WILDEROTTER/UNANIMOUS

6. Adjournment

There being no further business to come before the Board, the meeting adjourned at 8:55 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

Board of Directors – Draft Meeting Minutes – May 4, 2022

Board of Directors:

Chair: Deirdra Walsh, Northstar California, **Vice Chair:** Sue Rae Irelan, Placer County Appointee

Treasurer: Dan Tester, Squaw Valley Business Assoc. | **Secretary:** Ray Villaman, Northstar Business Assoc.

Past Chair: Samir Tuma, Tahoe City Lodge

Mike DeGroff, Palisades Tahoe | **Kevin Mitchell**, Homewood Mountain Resort

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

Jill Schott, Tahoe Moon Properties | **Stephanie Hoffman**, Tahoe Luxury Properties

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

Dave Wilderotter, Tahoe Dave's | **Melissa Siig**, TCDA | **Alyssa Reilly**, NTBA

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

1. Call to Order – Establish Quorum at 8:32 AM in person and via Zoom

Board members in attendance

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

Board members absent

Kevin Mitchell and Stephanie Hoffman

Staff Members in attendance

Tony Karwowski, Anna Atwood, Amber Burke, and DeWitt Van Sicen

Others in attendance

Included Joy Doyle, Jaime Olson, Emily Setzer, and Lindsay Romack. There may have been others attending electronically who did not introduced themselves.

2. Public Forum

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

3. Agenda Amendments and Approval [ACTION]

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

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.

A. NLTRA Board Meeting Minutes from April 6, 2022 [Link to preliminary online document](#)

B. NLTRA Special Board Meeting Minutes from April 13, 2022

C. NLTRA Financial Statements, Mar 31, 2022

D. CEO Expense Report for March 2022

E. NLTRA CEO Coach agreement

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

- Finance Committee Meeting Apr 27, 2022
- Tourism Development Committee Apr 26, 2022
- In-Market Tourism Development Committee Mar 29, 2022

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

5. Action Item

A. Lease to Locals Program and TOT expense proposal - Emily Setzer

Setzer presented details of Lease to Locals, which if approved by the Placer County Board of Supervisors in June, would be a one-year pilot program beginning August 1, 2022. It is modeled after the Truckee program and would offer cash incentives to east Placer homeowners who rent to local workers.

Colin Frolich from Landing Locals described the programs being used in Truckee, South Lake Tahoe, and Ketchum, Idaho, including how and why they were developed, the goals, and the results. Frolich will be working with Placer County on this project if approved.

Stephany Holloway explained the proposed funding, which would include approximately \$1.5 million from TOT Reserves.

Discussion followed as details were clarified, including how applicants are screened, costs, and incentives to property owners.

Motion to recommend approval of \$500,000 from TOT Reserves to fund the Lease to Locals program as presented. TUMA/SCHOTT/UNANIMOUS

B. North Lake Tahoe Microtransit service TOT expense proposal- Lindsay Romack/Jaime Wright

Wright presented details of the TART Connect pilot program which was launched last summer. The program has been very successful. Adjustments have been made to make the winter and non-peak off season service more responsive to rider's needs. Wright reviewed statistics of ridership, routes, and funding.

Wright reviewed proposed services for FY 2022/23, which would expand the hours of service and accommodate special events.

The Board asked questions clarifying the service, the routes, and the ability of the operator to provide extended service. It was noted that TART Connect is free-to-the-rider and designed to be a "last mile" service connecting with fixed TART routes. Wright was asked to consider a fee-based program with expanded service.

Motion to recommend allocating \$350,000 from TOT Reserves to fund the FY 2022/23 TART Connect program. IRELAN/VILLAMAN/UNANIMOUS

6. Informational Updates/Verbal Reports:

A. Squaw Valley I Alpine Meadows Micro Mass Transit District Renewal Presentation - Joy Doyle

Doyle provided details of SATCo, why and how it was formed under a TBID to provide micro-transit service in Olympic Valley and Alpine Meadows.

The TBID is due for renewal next year, but the advice from CIVITAS is to begin the process as soon as possible. Currently, the assessment is 1% on lodging in those areas, daily lift tickets, and Palisades Tahoe "frequency products." The renewal will increase the assessment to 1.5% and there is already support for that. Increasing revenues will address increasing costs and allow for expanded service. Doyle presented the proposed timeline for the petition process, which will not begin until the results of the Placer County 2% TOT renewal are known.

Doyle announced the organizations new name, Mountain Transit Company.

Discussion followed. Tester, Siig, and Lockard spoke to the benefits of the service. Tuma noted language from SATCo's MDP calling for combining with the North Lake Tahoe TBID so businesses in Olympic Valley are not assessed twice. He has not seen movement toward integrating into the broader system. Increasing the SATCo assessment could make it more difficult for changes to the NLT TBID. Tuma will not vote to support SATCo's renewal until there is more significant cooperation.

Although Doyle was not at SATCo during its inception, her understanding was that the community was anxious to get the service operating and businesses agreed to assess themselves. The service has grown beyond anyone's imagination, in spite of challenges such as COVID. Doyle said SATCo is open to the conversation regarding NLT TBID. Tuma was involved in the original discussions specific to "dissolving and combining." He would like to see firm commitments, not just discussion.

B. Fiscal Year 2022.23 Budget Update- DeWitt Van Siclen

Van Siclen presented the preliminary FY 2022/23 budget, which will be an action item next month. Based on the lack of historical data, Van Siclen relied on the MDP projection of \$6 million in revenue. That said, revenues have been higher than expected and expenditures less, so the budget is based on \$7 million. Van Siclen discussed the assumptions as the budget was prepared. Cash flows are based on the assessment collection schedule.

Van Siclen noted overhead, payroll, and administrative costs, Zone 1 and Zone 2 specifics, and the percentage breakdown of "spend" categories.

C. Measure A 2% TOT renewal and NLTRA advocacy - Tony Karwowski

Karwowski described Measure A, the 2% TOT renewal initiative on the June 7 ballot. He discussed how the funds are allocated and the benefits over the years for infrastructure projects including bike trails. If Measure A fails, not only with the \$4 million in revenue for those projects be lost, the "freed up" dollars that funded NLTRA and are to be allocated to housing and transit will also be lost.

Tuma agreed, emphasizing the importance of Measure A passing. He explained the advocacy campaign cannot be funded by public dollars, but a campaign committee has been formed outside of NLTRA. NLTRA is covering about \$15,000 of the anticipated \$40,000 campaign, so outreach will be done to make up the different.

D. TOT, TBID Advisory, and Zone 1 advisory committee formation update - Tony Karwowski

Karwowski reported both the TBID and Zone 1 Advisory Committees have met twice. At the first meetings, members received a general orientation of TBID and their tasks, elected officers, and reviewed and recommended approval of the Q4 budgets. At the second meetings, they received a more in-depth education about the budget categories and agreed to procedural matters, such as the terms of the seats, and future meeting dates. Each group will review the FY 2022/23 budgets at its next meeting.

Those with workforce housing or transit experience are being solicited for the TOT Committee. This group will make recommendations on allocating the "freed up" TOT dollars. About sixteen applications have been received to date. Karwowski will present a recommendation to this Board at the June meeting.

Irelan noted how complicated this process is and understanding who is doing what. She suggested identifying ways to simply communicate the purpose and outcomes in a comprehensive and strategic way.

E. Lake Tahoe Destination Stewardship Plan Update - Gregory Miller

Gregory Miller from the Center for Responsible Travel discussed outdoor recreation trends, challenges communities have with "over tourism," and responding to the community. He described the collaborations that will be integrated

into developing a shared stewardship plan for the region that integrates responsible tourism, transportation, and housing. Public visioning workshops to inform the Lake Tahoe Destination Stewardship Plan are scheduled around the lake and in Truckee for later this month.

Siig asked how over tourism is controlled. Miller explained the Plan is about managing tourism for the benefit of residents, visitors, and businesses rather than setting targets for growth.

Discussion followed about stewardship efforts in this and other areas and lessening impacts such as traffic and trash, the focus of the workshops, and how the information will be used. In response to a question, Miller agreed that climate change is fundamental to the future of Tahoe. There are experts on the team working on that specific issue. Cowen explained TRPA's involvement in the regional issue.

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.

- A. Destimetrics Report, Mar, 2022
- B. Conference Revenue Statistics Report, Mar 2022
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- D. Reno Tahoe Airport Report, Mar 2022
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- F. North Lake Tahoe Marketing Coop Financial Statements, Mar 2022
- G. Membership Accounts Receivable Report Mar 2022
- H. Financial Key Metrics Report Mar 2022

8. CEO and Staff Updates

Karwowski noted open staff positions.

9. Directors Comments

Walsh thanked all presenters and the Board for thoughtful conversations. She is confident that through the Committees, the complexities of TBID will be better understood and responded to.

10. Meeting Review and Staff Direction

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:24 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

Board of Directors – Draft Meeting Minutes – May 4, 2022

Board of Directors:

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Past Chair: Samir Tuma, Tahoe City Lodge

Mike DeGross, Palisades Tahoe | **Kevin Mitchell,** Homewood Mountain Resort

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Dave Wilderotter, Tahoe Dave's | **Melissa Siig,** TCDA | **Alyssa Reilly,** NTBA

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

1. Call to Order – Establish Quorum at 8:32 AM in person and via Zoom

Board members in attendance

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

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Tony Karwowski, Anna Atwood, Amber Burke, and DeWitt Van Sicen

Others in attendance

Included Joy Doyle, Jaime Olson, Emily Setzer, and Lindsay Romack. There may have been others attending electronically who did not introduce themselves.

2. Public Forum

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

3. Agenda Amendments and Approval [ACTION]

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

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.

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8. CEO and Staff Updates

Karowski noted open staff positions.

9. Directors Comments

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10. Meeting Review and Staff Direction

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:24 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



north lake tahoe

Chamber | CVB | Resort Association

Date: 5/26/2022

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

From: DeWitt Van Siclen, Accounting Manager

RE: Update to Financial results for March 31, 2022 as well as Report on Financial Results for April 30, 2022

A summary of changes to the preliminary NLTRA financial results for March 31, 2022 follows:

- Accounts Payable balance increased by \$34,000 due to delayed receipt of invoices.
- Expenditures increased by \$34,000 due primarily to a combination of increased professional fees (\$6,000), increased non-cooperative marketing (\$8,000), and in-market marketing programs (\$16,000), as well as approximately \$4,000 in various other expenditures.
- Unspent TOT dollars from FY21/22 that are to be allocated to the “freed-up” TOT fund for workforce housing & transportation is projected to be between \$1,450,000 and \$1,500,000 pending annual audit of NLTRA financials.

A summary of preliminary NLTRA financial results for April 30, 2022 follows:

- Cash balance on April 30, 2022 of \$4,126,000 was \$1,938,000 greater than prior year due primarily to an increase in Net Income of \$3,534,000, an increase in Accrued Expenses of \$216,000, and an increase in Accounts Payable of \$184,000 offset primarily by an increase in Receivables of \$1,337,000 and a decrease in the Due To Placer County balance of \$385,000, a decrease in Deferred Revenue – County of \$175,000, and a decrease in Payroll Liabilities of \$74,000. Other changes in the cash balance from prior year include an increase in Unrestricted Net Assets of \$28,000 and increase in the Designated Marketing Reserve of \$7,000 offset by an increase in Prepaid Expenses of \$24,000 and a decrease in Deferred Revenue – Member Dues of \$37,000.
- Accounts Receivable (QB) balance of \$5,000 was up relative to last year by \$4,000.
- The Accounts Receivable – TOT balance of \$259,000 reflected County TOT funding invoice for April as well as an invoice for the pay for performance portion of the County Contract for activities through March. The balance at this date last year was \$319,000. Payment has not been made and is pending further discussion on funding for the remainder of the fiscal year.
- AR Other balance of \$14,000 was \$12,000 greater than prior year primarily due to fraud charges that have since been reimbursed.
- Membership dues receivable totaled \$34,000, which reflects a decrease of \$46,000 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 \$1,000 was \$51,000 less than prior year. An adjustment to the Allowance for Doubtful Accounts will occur prior to the end of the fiscal year.
- Retail Inventory totaled \$25,000, which reflects an increase of \$1,000 from prior year.

- AR TBID balance of \$1,388,000 reflects the anticipated revenue on TBID assessment collections that have not yet been received.
- Receivable for NLTMC was \$13,000 lower than prior year due to timely payment in current year.
- Prepaid Expenses of \$40,000 increased by \$24,000 from prior year primarily due to the timing of payment on the Business Association Grants as well as reduced prepaid health insurance expense due to reduced staffing.
- Accounts Payable of \$194,000 was \$160,000 greater than prior year due to late payment of the April NLTMC contribution. Payment has since been made.
- 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 \$92,000 were \$74,000 lower than prior year. This is primarily the result of reduced staffing.
- Accrued expenses of \$216,000 were \$216,000 higher than prior year due to events taking place in the next fiscal year whose funds were committed to in the current fiscal year. This balance primarily consists of the Spartan 2022 event sponsorship at \$175,000.
- Deferred Revenue-Member Dues of \$39,000 was down \$37,000 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 \$350,000 reflects the 2021/22 prepayment of TOT funds made at the beginning of the fiscal year to assist with cash flow at the start of the fiscal year. The balance last year of \$525,000 reflected a prepayment for the Spartan 2021 event sponsorship of \$175,000.
- Due To/From County balance of \$0 was \$385,000 lower than prior year. This balance reflects the unspent prior year TOT funding that is due back to Placer County.
- YTD consolidated net income of \$4,482,000 at April 30 reflected a \$3,534,000 increase from prior year positive results of \$948,000, and represents TBID revenues of \$3,922,000 YTD, Membership’s net positive results of \$3,000, and \$557,000 net positive results from TOT funded departments.

- Operating Results YTD – Marketing (TOT)
 - YTD Revenue from Placer TOT Funding of \$2,061,000 was lower than budget by \$127,000.
 - Expenses before overhead allocation totaled \$1,608,000 and were \$218,000 below budget largely due to a combination of reduced staffing, reduced coop contributions, and reduced non-coop related marketing and program expenditures.
 - Total net results before overhead allocation of \$452,000 were higher than budget by \$92,000.
- Operating Results YTD – Conference (TOT)
 - TOT revenue of \$360,000 was on budget.
 - Expenses of \$121,000 before allocated overhead were below budget by \$168,000 primarily due to reduced staffing, rent, and coop contributions.
 - Net results of \$239,000 before overhead allocation were good to budget by \$168,000.
- Operating Results YTD – Visitor Center (TOT)
 - Retail sales of \$77,000 were positive to budget by \$18,000. TOT revenue of \$343,000 was on budget.
 - Expenses before overhead allocation of \$221,000 were below budget by \$100,000 primarily due to staffing and reduced expenditures on the visitor guide.
 - Net income of \$199,000 before overhead allocation was \$118,000 positive to budget.
- Operating Results YTD – TMPI (TOT)
 - TOT revenue of \$136,000 was on budget.

- Expenditures of \$21,000 before overhead were \$88,000 good to budget primarily due to reduced staffing.
- Net results of \$115,000 before overhead allocation were positive to budget \$88,000.
- Operating Results YTD – TBID Assessment Revenue
 - Anticipated revenues YTD totaled \$4,221,000 and was good to budget by \$412,000 primarily due to collection on Q1 assessments that weren't anticipated due to reservations made prior to the start of the TBID.
 - Total collections through April totaled \$3,838,000.
 - Total Zone 1 collections were \$670,000 or 17.5%.
 - Net results for this report were \$0 due to reclass of TBID revenue to TBID categories.
- Operating Results YTD – Membership
 - Membership dues revenue of \$64,000 was \$8,000 good to budget, total other revenues of \$3,000 were bad to budget by \$4,000.
 - Expenses before overhead allocation of \$50,000 were good to budget by \$17,000.
 - Net results of \$18,000 before overhead allocation was good to budget by \$18,000.
 - Net results of \$3,000 after overhead allocations was good to budget \$20,000.
- Operating Results YTD – Business Association Grant Funding (TOT)
 - TOT Revenue of \$167,000 was on budget.
 - Expenses of \$167,000 was on budget.
 - Net results of \$0 was on budget.
- Operating Results YTD – TOT Housing & Transportation Allocation (TOT)
 - TOT Revenue of \$135,000 was on budget.
 - Total expense of \$1,000 before overhead allocation was below budget \$108,000 due to staffing.
 - Net results of \$136,000 before overhead was \$108,000 good to budget.

- Operating Results YTD – Marketing, Promotions, & Special Events (TBID)
 - TBID Revenue of \$2,216,000 was good to budget by \$216,000.
 - Total expense of \$214,000 before overhead allocation was good to budget by \$44,000 primarily due to timing.
 - Net results of \$2,002,000 before overhead allocation were good to budget by \$260,000.
- Operating Results YTD – Visitor Services & Visitor Centers (TBID)
 - Retail Revenue of \$7,000 was on budget.
 - TBID Revenue of \$308,000 was \$30,000 good to budget.
 - Expenditures of \$24,000 before overhead allocation were good to budget by \$6,000 due to timing.
 - Net results of \$292,000 before overhead allocation were good to budget by \$36,000.
- Operating Results YTD – Business Advocacy & Support (TBID)
 - Membership Dues Revenue of \$0 was bad to budget by \$6,000 to keep Membership cash separate from the TBID.
 - TBID Revenue of \$232,000 was \$23,000 good to budget.
 - Expenditures of \$3,000 before overhead allocation were good to budget by \$19,000 due to timing.
 - Net results of \$229,000 before overhead allocation were good to budget by \$35,000.
- Operating Results YTD – Zone 1 Services (TBID)
 - TBID Revenue of \$625,000 was \$61,000 good to budget.
 - Expenditures of \$0 before overhead allocation were good to budget by \$50,000 due to timing.
 - Net results of \$624,000 before overhead allocation were good to budget by \$111,000.
- Operating Results YTD – Economic Development, Transportation, & Other Opportunities (TBID)
 - TBID Revenue of \$321,000 was \$31,000 good to budget.
 - Expenditures of \$1,000 before overhead allocation were good to budget by \$19,000 due to timing.
 - Net results of \$320,000 before overhead allocation were good to budget by \$51,000.
- Operating Results YTD – Sustainability & Mitigation of Tourism Impacts (TBID)
 - TBID Revenue of \$139,000 was \$14,000 good to budget.
 - Expenditures of \$1,000 before overhead allocation were good to budget by \$9,000 due to timing.

- Net results of \$139,000 before overhead allocation were good to budget by \$23,000.
- Operating Results YTD – Administration (TBID)
 - TBID Revenue of \$211,000 was \$21,000 good to budget.
 - Allocated Administrative Overhead of \$17,000 was on budget.
 - Net results of \$194,000 after overhead allocation were good to budget by \$21,000.
- Operating Results YTD – County Admin Fee (TBID)
 - TBID Revenue of \$84,000 was \$8,000 good to budget.
 - Expenditures of \$0 before overhead allocation were bad to budget by \$19,000 due to timing.
 - Net results of \$84,000 were good to budget by \$27,000.
 - Anticipated first year costs were considerably higher than the initial estimate, and are expected to be \$127,000, with excess expenditures of \$71,000 to be applied to administrative overhead.
- Operating Results YTD – Contingency/Reserve (TBID)
 - TBID Revenue of \$84,000 was \$8,000 good to budget.
 - There are currently no plans for the use of contingency/reserve funds.
 - Net results of \$84,000 were good to budget by \$8,000.
- Operating Results YTD – Administration
 - Total expenses of \$661,000 were \$16,000 over budget due primarily to unbudgeted professional fees expenses offset by reduced staffing.
- Membership cash position as of April 30, 2022
 - Membership activities YTD resulted in a net gain of \$2,878.
 - Deferred revenues of \$38,517 less receivables of \$34,070, plus the allowance for uncollectible receivables of \$650 resulted in the increase in cash in the amount of \$7,975.
 - 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 \$50,881.

Summary of North Lake Tahoe Marketing Cooperative (NLTRC) preliminary financial results at April 30, 2022 follows:

- Cash balance at month end of \$406,000 was \$281,000 lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294,000 and an increase in Accounts Receivable of \$165,000, and a decrease in Accounts Payable of \$151,000 offset by an increase in Net Income of \$308,000, and a decrease in Prepaid Expenses of \$21,000.
- Accounts Receivable balance of \$167,000 was greater than prior year by \$165,000 due to late payment on NLTRA April contributions. Payment has since been made.
- Prepaid Expenses of \$46,000 were \$21,000 lower than prior year.
- Accounts Payable of \$190,000 were \$151,000 lower 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 \$237,000 was \$308,000 higher than prior year primarily due to halt of funding in the prior fiscal year.
- Year-to-date revenue from NLTRA and IVCBVB of \$1,569,000 was on budget.
- Consumer Marketing expenditures of \$737,000 were \$69,000 below budget due to lower than anticipated expenditures.
- Leisure Sales expenditures of \$29,000 were \$46,000 below budget due to lower than anticipated expenditures.
- Public Relations expenses of \$164,000 were \$51,000 below budget due to lower than anticipated expenditures.
- Conference Sales expenditures of \$71,000 were \$3,000 over budget.
- Trade Show expenditures of \$15,000 were \$26,000 below budget due lower than anticipated expenditures.
- Committed & Administrative expenditures of \$172,000 were \$46,000 below budget due to lower than anticipated expenditures.

- Website & Maintenance expenses of \$144,000 were on budget.
- Total Expenses of \$1,332,000 were \$236,000 below budget.
- Net Income of \$237,000 was good to budget by \$236,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

April 30, 2022

Balance Sheet

As of April 30, 2022

	Apr 30, 22	Apr 30, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1001-00 · Petty Cash	158	158	0	0%
1002-00 · Cash - Operations BOTW #8328	1,156,157	0	1,156,157	100%
1003-00 · Cash - Operations BOTW #6712	0	1,946,638	(1,946,638)	(100)%
1007-00 · Cash - Payroll BOTW #7421	17,903	12,075	5,828	48%
1008-00 · Marketing Reserve - Plumas	50,381	50,350	31	0%
1009-00 · Cash Flow Reserve - Plumas	101,060	100,956	104	0%
1071-00 · Payroll Reserves	25,706	29,582	(3,876)	(13)%
1080-00 · Special Events BOTW #1626	2,826	47,433	(44,607)	(94)%
1090-00 · TBID Account- BOTW #0550	2,770,387	0	2,770,387	100%
10950 · Cash in Drawer	1,110	219	891	406%
Total Checking/Savings	4,125,689	2,187,412	1,938,278	89%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	5,000	1,000	4,000	400%
1290-00 · A/R - TOT	259,487	318,538	(59,051)	(19)%
Total Accounts Receivable	264,487	319,538	(55,051)	(17)%
Other Current Assets				
1200-99 · AR Other	14,075	2,139	11,936	558%
1201-00 · Member Accounts Receivable				
1201-01 · Member AR - Member Dues	33,920	79,610	(45,690)	(57)%
1201-03 · Member AR - Other	150	490	(340)	(69)%
Total 1201-00 · Member Accounts Receivable	34,070	80,100	(46,030)	(58)%
1201-02 · Allowance for Doubtful Accounts	(650)	(51,253)	50,603	99%
12100 · Inventory Asset				
25300 · Gift Cards Outstanding	18	18	0	0%
12100 · Inventory Asset - Other	24,869	24,130	739	3%
Total 12100 · Inventory Asset	24,887	24,148	739	3%
1220-00 · AR TBID	1,388,287	0	1,388,287	100%
1299 · Receivable from NLTC	943	13,627	(12,684)	(93)%
1490-00 · Security Deposits	1,150	1,150	0	0%
Total Other Current Assets	1,462,761	69,910	1,392,851	1,992%
Total Current Assets	5,852,937	2,576,860	3,276,077	127%
Fixed Assets				
1700-00 · Furniture & Fixtures	43,330	45,289	(1,958)	(4)%
1701-00 · Accum. Depr. - Furn & Fix	(43,330)	(45,289)	1,958	4%
1740-00 · Computer Equipment	11,013	11,013	0	0%
1741-00 · Accum. Depr. - Computer Equip	(4,750)	(2,917)	(1,833)	(63)%
1750-00 · Computer Software	6,206	20,493	(14,287)	(70)%
1751-00 · Accum. Amort. - Software	(6,206)	(20,493)	14,287	70%
1770-00 · Leasehold Improvements	24,284	24,284	0	0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%
Total Fixed Assets	6,263	8,096	(1,833)	(23)%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	4,674	13,379	(8,705)	(65)%
1430-00 · Prepaid 1st Class Postage	100	100	0	0%
1400-00 · Prepaid Expenses - Other	35,697	2,651	33,046	1,247%
Total 1400-00 · Prepaid Expenses	40,471	16,130	24,341	151%
Total Other Assets	40,471	16,130	24,341	151%
TOTAL ASSETS	5,899,671	2,601,086	3,298,585	127%
LIABILITIES & EQUITY				

1:43 PM

North Lake Tahoe Resort Association

05/20/22

Balance Sheet

Accrual Basis

As of April 30, 2022

	Apr 30, 22	Apr 30, 21	\$ Change	% Change
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	194,403	34,734	159,669	460%
Total Accounts Payable	194,403	34,734	159,669	460%
Other Current Liabilities				
2000-01 · Accounts Payable - Other	23,835	0	23,835	100%
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	12,377	19,132	(6,755)	(35)%
2101-00 · Incentive Payable	33,737	78,484	(44,746)	(57)%
2102-00 · Commissions Payable	0	30	(30)	(100)%
2120-00 · Empl. Federal Tax Payable	6,430	8,671	(2,242)	(26)%
2175-00 · 401 (k) Plan	3,528	4,389	(861)	(20)%
2180-00 · Estimated PTO Liability	35,897	54,845	(18,948)	(35)%
Total 21000 · Salaries/Wages/Payroll Liabilit	91,968	165,550	(73,582)	(45)%
2190-00 · Sales and Use Tax Payable				
2195-00 · Use Tax Payable	0	10	(10)	(100)%
25500 · *Sales Tax Payable	502	609	(107)	(18)%
Total 2190-00 · Sales and Use Tax Payable	502	619	(117)	(19)%
2250-00 · Accrued Expenses	216,400	0	216,400	100%
2400-60 · Deferred Revenue- Member Dues	38,517	75,837	(37,320)	(49)%
2500-00 · Deferred Revenue - TMBC	1,290	1,290	0	0%
2700-00 · Deferred Rev. County	350,305	525,305	(175,000)	(33)%
2900-00 · Due To/From County of Placer	0	384,939	(384,939)	(100)%
Total Other Current Liabilities	722,817	1,153,540	(430,723)	(37)%
Total Current Liabilities	917,220	1,188,275	(271,054)	(23)%
Total Liabilities	917,220	1,188,275	(271,054)	(23)%
Equity				
32000 · Unrestricted Net Assets	17,781	(10,145)	27,927	275%
3300-11 · Designated Marketing Reserve	331,856	324,590	7,266	2%
3301 · Cash Flow Reserve	100,839	100,248	591	1%
3302 · Marketing Cash Reserve	50,018	50,018	0	0%
Net Income	4,481,956	948,100	3,533,856	373%
Total Equity	4,982,451	1,412,811	3,569,639	253%
TOTAL LIABILITIES & EQUITY	5,899,671	2,601,086	3,298,585	127%

7:33 PM
05/19/22

North Lake Tahoe Resort Association
A/R Aging Summary
As of April 30, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
CA Board of Equalization	0.00	0.00	0.00	0.00	0.00	0.00
County of Placer	205,486.92	54,000.00	0.00	0.00	0.00	259,486.92
Harrah's/Harveys Casino	0.00	0.00	0.00	0.00	0.00	0.00
Sales Estimates	0.00	0.00	0.00	0.00	0.00	0.00
Spartan Race Inc	0.00	0.00	0.00	0.00	5,000.00	5,000.00
Wanderlust	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	<u>205,486.92</u>	<u>54,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>5,000.00</u>	<u>264,486.92</u>



Aging by Revenue Item

As of 4/30/2022

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	\$345.00	\$345.00
1-5 Employees Membership Dues			\$3,245.00	\$0.00	\$295.00	\$2,350.00	\$885.00	\$7,315.00	\$14,090.00
21-50 Employees Membership Dues			\$540.00	\$540.00	\$0.00	\$1,620.00	\$0.00	\$0.00	\$2,700.00
50-100 Employees Membership Dues			\$750.00	\$750.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00
6-10 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$3,900.00	\$325.00	\$1,280.00	\$5,505.00
Associate Member Membership Dues			\$100.00	\$100.00	\$50.00	\$0.00	\$50.00	\$150.00	\$450.00
Eblast Totals:			\$0.00	\$170.00	\$0.00	\$0.00	\$0.00	\$0.00	\$170.00
Financial Institutions Membership			\$0.00	\$0.00	\$0.00	\$700.00	\$0.00	\$0.00	\$700.00
Non-Profit Membership Dues Totals:			\$510.00	\$510.00	\$340.00	\$1,360.00	\$170.00	\$1,530.00	\$4,420.00
PUD Membership Dues Totals:			\$0.00	\$0.00	\$0.00	\$415.00	\$0.00	\$0.00	\$415.00
Ski Resorts Membership Dues Totals:			\$0.00	\$0.00	\$0.00	\$3,625.00	\$0.00	\$0.00	\$3,625.00
1201-01 Member AR Membership Dues			\$5,145.00	\$2,070.00	\$685.00	\$13,970.00	\$1,430.00	\$10,620.00	\$33,920.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Eblast Totals:			\$0.00	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00
1201-03 Member Accounts Receivable -			\$0.00	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00
GRAND TOTALS			\$5,145.00	\$2,220.00	\$685.00	\$13,970.00	\$1,430.00	\$10,620.00	\$34,070.00

North Lake Tahoe Resort Association
A/P Aging Summary
As of April 30, 2022

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
ADP	471.66	0.00	0.00	-15.99	0.00	455.67
Adventure Maps, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
Adventure Marketing	0.00	0.00	0.00	0.00	0.00	0.00
Amber Burke	92.12	0.00	0.00	0.00	0.00	92.12
Anne-Karin Atwood*	111.23	0.00	0.00	0.00	0.00	111.23
Anthony Karwowski	50.00	218.71	0.00	0.00	0.00	268.71
AT & T*	132.22	0.00	0.00	0.00	0.00	132.22
Augustineldeas	8,269.54	0.00	0.00	0.00	0.00	8,269.54
Bank of the West Bank Card Center	4,522.80	0.00	0.00	0.00	0.00	4,522.80
County Of Placer*	0.00	0.00	0.00	0.00	380.15	380.15
David C. Antonucci	0.00	0.00	0.00	0.00	0.00	0.00
Dorfman Pacific Co.	0.00	0.00	0.00	0.00	0.00	0.00
Enchanted Leaves	0.00	0.00	0.00	0.00	0.00	0.00
Faire	0.00	0.00	0.00	677.50	0.00	677.50
Gibson, Shay	25.00	0.00	0.00	0.00	0.00	25.00
Globe Pequot Press	0.00	0.00	0.00	0.00	0.00	0.00
Google LLC	162.00	0.00	0.00	0.00	0.00	162.00
Haleigh Hoff	0.00	0.00	0.00	0.00	0.00	0.00
Hawk's Peak Publishing	0.00	0.00	0.00	0.00	0.00	0.00
Heyday	0.00	0.00	0.00	0.00	0.00	0.00
InBloom Marketing	3,300.00	3,300.00	0.00	0.00	0.00	6,600.00
Ingram Publisher Services, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
iSolved Benefit Services	70.00	0.00	0.00	0.00	0.00	70.00
Jujuz Treat Company	0.00	0.00	0.00	0.00	0.00	0.00
JVP Communications, LLC	5,600.00	5,600.00	0.00	0.00	0.00	11,200.00
Kay Dee Designs	0.00	0.00	0.00	0.00	3.00	3.00
Keen Communications	0.00	0.00	0.00	0.00	0.00	0.00
Krista Tranquilla Designs	0.00	0.00	0.00	0.00	0.00	0.00
Kym Fabel	50.00	0.00	0.00	0.00	0.00	50.00
Laser Gifts	0.00	0.00	0.00	0.00	0.00	0.00
LazyOne	0.00	0.00	0.00	0.00	0.00	0.00
Live a Tahoe Day	0.00	0.00	0.00	0.00	27.00	27.00
Longleaf Services, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
McSteven's, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
Mic Mac Publishing	0.00	0.00	0.00	0.00	0.00	0.00
North Lake Tahoe Marketing Co-op	0.00	159,218.22	0.00	0.00	0.00	159,218.22
Paige Bechdolt	0.00	0.00	0.00	0.00	8.72	8.72
Porter Simon*	850.00	0.00	0.00	0.00	0.00	850.00
Registry of Charitable Trusts	0.00	200.00	0.00	0.00	0.00	200.00
Rock & Rose Inc.	0.00	130.00	0.00	0.00	0.00	130.00
Stephen's Farmhouse	0.00	0.00	0.00	0.00	0.00	0.00
Stormtech USA Inc	0.00	0.00	0.00	0.00	0.00	0.00
Tahloha	0.00	0.00	0.00	0.00	-195.00	-195.00
Tahoe Blue Bath	0.00	0.00	0.00	0.00	0.00	0.00
Tahoe Eco	0.00	0.00	0.00	0.00	0.00	0.00
Tahoe Truckee Sierra Disposal*	252.36	0.00	0.00	0.00	0.00	252.36
The Office Boss*	251.48	0.00	0.00	0.00	-7.94	243.54
The Paper Trail*	430.00	0.00	0.00	0.00	0.00	430.00
University of Chicago Press	0.00	0.00	0.00	0.00	0.00	0.00
Van Siclen, DeWitt	68.14	0.00	0.00	0.00	0.00	68.14
Vogelaar, Dale	58.50	0.00	0.00	0.00	0.00	58.50
Wholesale Resort Accessories, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
Woodluck Wholesale	0.00	0.00	0.00	0.00	0.00	0.00
YIG Administration	41.95	49.94	0.00	0.00	0.00	91.89
TOTAL	24,809.00	168,716.87	0.00	661.51	215.93	194,403.31

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	380,487	31,833	348,654	3,202,001	3,328,634	(126,632)	3,395,286
4100-00 - TBID Assessment Revenue	539,772	4,348,664	(3,808,892)	4,221,126	7,617,784	(3,396,657)	9,412,539
4200-00 - Membership Dues Revenue	6,134	6,250	(116)	64,058	62,600	1,558	75,000
4250-00 - Revenues-Membership Activities							
4250-02 - Chamber Events	0	0	0	0	4,500	(4,500)	6,000
4250-03 - Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	2,500
4251-00 - Tues AM Breakfast Club							
4251-01 - Tues AM Breakfast Club Sponsors	0	550	(550)	0	2,900	(2,900)	4,000
4251-00 - Tues AM Breakfast Club - Other	0	200	(200)	0	1,400	(1,400)	2,000
Total 4251-00 - Tues AM Breakfast Club	0	750	(750)	0	4,300	(4,300)	6,000
4250-00 - Revenues-Membership Activities - Other	100	0	100	3,225	0	3,225	0
Total 4250-00 - Revenues-Membership Activities	100	750	(650)	3,225	10,300	(7,075)	14,500
4253-00 - Revenue- Other	0	500	(500)	0	1,500	(1,500)	2,500
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC Income	6			1,502	0	1,502	0
46000 - Merchandise Sales - Other	7,207	7,500	(293)	82,750	67,000	15,750	85,000
Total 46000 - Merchandise Sales	7,213	7,500	(287)	84,252	67,000	17,252	85,000
Total Income	933,706	4,395,497	(3,461,791)	7,574,662	11,087,717	(3,513,055)	12,984,825
Gross Profit	933,706	4,395,497	(3,461,791)	7,574,662	11,087,717	(3,513,055)	12,984,825
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	5,559	7,119	(1,559)	46,569	103,375	(56,807)	117,342
5030-00 - P/R - Health Insurance Expense	8,978	8,142	837	62,205	133,148	(70,943)	149,432
5040-00 - P/R - Workmans Comp	1,298	775	523	7,135	10,958	(3,823)	12,508
5050-00 - 401 (k)	2,418	2,689	(271)	16,402	37,196	(20,794)	42,260
5070-00 - Other Benefits and Expenses	103	505	(402)	2,558	6,321	(3,763)	7,331
5000-00 - Salaries & Wages - Other	62,527	67,227	(4,699)	591,080	1,039,246	(448,167)	1,170,991
Total 5000-00 - Salaries & Wages	80,885	86,456	(5,571)	725,948	1,330,244	(604,296)	1,499,864
5100-00 - Rent							
5110-00 - Utilities	409	969	(561)	11,490	10,982	508	12,921
5140-00 - Repairs & Maintenance	787	432	355	10,879	10,369	509	11,233
5150-00 - Office - Cleaning	0	1,145	(1,145)	6,325	9,507	(3,182)	10,797
5100-00 - Rent - Other	13,698	13,449	249	137,047	142,966	(5,920)	169,864
Total 5100-00 - Rent	14,894	15,995	(1,101)	165,741	173,825	(8,084)	204,815
5310-00 - Telephone							
5320-00 - Telephone	972	2,631	(1,659)	28,448	29,391	(944)	34,654
5350-00 - Internet	0			360			
5310-00 - Telephone - Other	0			50			
Total 5310-00 - Telephone	972	2,631	(1,659)	28,857	29,391	(534)	34,654
5420-00 - Mail - USPS							
5470-00 - Mail - UPS	0	4	(4)	0	42	(42)	50
5480-00 - Mail - Fed Ex	0	4	(4)	233	42	192	50
5420-00 - Mail - USPS - Other	0	100	(100)	2,133	1,240	893	1,473
Total 5420-00 - Mail - USPS	0	108	(108)	2,366	1,323	1,043	1,573
5510-00 - Insurance/Bonding	269	1,250	(981)	9,942	12,500	(2,558)	15,000
5520-00 - Supplies							
5525-00 - Supplies- Computer	0	0	0	4,812	9,425	(4,613)	9,425
5520-00 - Supplies - Other	1,103	1,333	(231)	13,354	22,346	(8,992)	25,013
Total 5520-00 - Supplies	1,103	1,333	(231)	18,166	31,771	(13,604)	34,438
5610-00 - Depreciation	153	486	(333)	1,528	1,881	(333)	2,833
5700-00 - Equipment Support & Maintenance	2,544	2,917	(373)	24,311	29,317	(5,005)	35,150
5710-00 - Taxes, Licenses & Fees	3,029	19,936	(16,907)	16,103	31,711	(15,608)	71,582
5740-00 - Equipment Rental/Leasing	922	274	648	9,641	4,193	5,448	4,741
5800-00 - Training Seminars	0	417	(417)	684	4,917	(4,232)	5,750
5850-00 - Artist of Month - Commissions	0	167	(167)	1,744	1,667	77	2,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	850	625	225	13,550	12,375	1,175	13,625
5920-00 - Professional Fees - Accountant	0	0	0	20,773	26,000	(5,227)	26,000
5921-00 - Professional Fees - Other	2,080	1,667	413	124,658	17,792	106,866	21,125
Total 5900-00 - Professional Fees	2,930	2,292	638	158,981	56,167	102,814	60,750
5941-00 - Research & Planning	0	1,250	(1,250)	0	12,500	(12,500)	15,000
6020-00 - Programs							
6016-00 - Special Event Partnership	0	0	0	45,720	50,000	(4,280)	50,000
6018-00 - Business Assoc. Grants	0	10,000	(10,000)	10,000	30,000	(20,000)	40,000
Total 6020-00 - Programs	0	10,000	(10,000)	55,720	80,000	(24,280)	90,000
6420-00 - Events							
6420-01 - Sponsorships							
6421-01 - 4th of July Fireworks	0	0	0	100,000	30,000	70,000	30,000
6421-04 - Broken Arrow Skyrace	0	0	0	45,000	25,400	19,600	25,400

North Lake Tahoe Resort Association
Profit & Loss Budget Performance

Accrual Basis

All Departments

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr ...	YTD Budget	\$ Over Budget	Annual Bud...
6421-06 · Spartan	0			175,000	179,400	(4,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0			0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	50,400	25,400	25,000	25,400
6421-15 · Lake Tahoe Dance Collective	0			15,000			
6421-17 · Enduro	0	0	0	0	80,000	(80,000)	80,000
6421-18 · Sponsorships - Other	0	0	0	39,000	62,800	(23,800)	62,800
Total 6420-01 · Sponsorships	0	0	0	424,400	411,000	13,400	411,000
6421-00 · New Event Development	0	0	0	33,000	102,075	(69,075)	102,075
6424-00 · Event Operation Expenses	0	0	0	543	1,500	(957)	1,500
Total 6420-00 · Events	0	0	0	457,943	514,575	(56,632)	514,575
6423-00 · Membership Activities							
6436-00 · Membership - Wn/Sum Rec Lunch	0			0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	0	0	(500)	1,763	(2,263)	2,263
6442-00 · Public Relations/Website/Digita	600	990	(390)	8,484	5,490	2,994	7,470
6444-00 · Trades	0			295	0	295	0
6423-00 · Membership Activities - Other	0	0	0	253	3,750	(3,497)	3,750
Total 6423-00 · Membership Activities	600	990	(390)	8,532	11,503	(2,970)	13,983
6730-00 · Marketing Cooperative/Media	159,218	205,184	(45,966)	984,212	1,076,462	(92,250)	1,192,250
6740-00 · Media/Collateral/Production	0	0	0	250	15,000	(14,750)	18,500
6742-00 · Non-NLT Co-Op Marketing Program	8,315	8,500	(185)	68,944	62,500	6,444	79,500
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	3,006	2,000	1,006	24,557	16,000	8,557	20,000
6743-03 · Winter Lakeside Campaign	3,345	0	3,345	22,866	20,000	2,866	20,000
6743-04 · Summerlong Music Campaign	2,500	4,000	(1,500)	6,531	4,000	2,531	20,000
6743-05 · Summer Mountain Campaign	0	4,000	(4,000)	0	4,000	(4,000)	20,000
6743-08 · Summer Regional Campaign	4,418	0	4,418	14,535	0	14,535	0
Total 6743-00 · BACC Marketing Programs	13,269	10,000	3,269	68,489	44,000	24,489	80,000
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	8,333	8,333	(0)	83,333	83,333	(0)	100,000
6750-02 · Business Assn Grant - TCDA	8,333	8,333	(0)	83,333	83,333	(0)	100,000
Total 6750-00 · Business Association Grant	16,667	16,667	(0)	166,667	166,667	(0)	200,000
7500-00 · Trade Shows/Travel	0	1,687	(1,687)	0	16,667	(16,667)	20,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	0	125	(125)	1,408	1,250	158	1,500
52500 · Purchase Discounts	0			(73)	0	(73)	0
59900 · POS Inventory Adjustments	173	0	173	82	0	82	0
8100-01 · CGS - Other	0			580	0	580	0
8100-00 · Cost of Goods Sold - Other	3,584	3,750	(166)	42,985	33,500	9,485	42,500
Total 8100-00 · Cost of Goods Sold	3,757	3,875	(118)	44,982	34,750	10,232	44,000
8200-00 · Associate Relations	0	163	(163)	1,140	1,918	(779)	2,245
8300-00 · Board Functions	3,331	583	2,748	13,923	5,833	8,089	7,000
8500-00 · Credit Card Fees	227	403	(176)	2,623	3,649	(1,026)	4,600
8600-00 · Additional Opportunitis	650	107,667	(107,017)	31,525	160,167	(128,642)	370,650
8700-00 · Automobile Expenses	123	355	(232)	1,133	5,230	(4,097)	5,981
8750-00 · Meals/Meetings	845	526	319	7,156	6,301	855	7,433
8810-00 · Dues & Subscriptions	1,009	1,011	(2)	13,173	12,486	687	14,599
8910-00 · Travel	0	0	0	303	3,750	(3,447)	3,750
8920-00 · Bad Debt	0			2,089	0	2,089	0
Total Expense	315,712	503,102	(187,390)	3,092,815	3,942,843	(850,027)	4,657,216
Net Ordinary Income	617,994	3,892,395	(3,274,401)	4,481,847	7,144,874	(2,663,028)	8,327,609
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	11			109	0	109	0
Total Other Income	11			109	0	109	0
Other Expense							
8990-00 · Allocated	0	116,127	(116,127)	0	116,127	(116,127)	351,162
Total Other Expense	0	116,127	(116,127)	0	116,127	(116,127)	351,162
Net Other Income	11	(116,127)	116,138	109	(116,127)	116,236	(351,162)
Net Income	618,004	3,776,268	(3,158,263)	4,481,956	7,028,748	(2,546,791)	7,976,448

North Lake Tahoe Resort Association
Profit & Loss Budget Performance

Accrual Basis

11 - Marketing

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	348,654	0	348,654	2,061,448	2,188,080	(126,632)	2,188,080
Total Income	348,654	0	348,654	2,061,448	2,188,080	(126,632)	2,188,080
Gross Profit	348,654	0	348,654	2,061,448	2,188,080	(126,632)	2,188,080
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	(275)	0	(275)	9,596	21,534	(11,939)	21,534
5030-00 · P/R - Health Insurance Expense	516	0	516	17,291	37,080	(19,789)	37,080
5040-00 · P/R - Workmans Comp	0	0	0	961	1,159	(198)	1,159
5060-00 · 401 (k)	(201)	0	(201)	4,235	8,614	(4,379)	8,614
5070-00 · Other Benefits and Expenses	4	0	4	1,373	1,092	281	1,092
5080-00 · Salaries & Wages - Other	(6,172)	0	(6,172)	120,784	215,344	(94,560)	215,344
Total 5000-00 · Salaries & Wages	(6,127)	0	(6,127)	164,239	284,822	(130,584)	284,822
5100-00 · Rent							
5110-00 · Utilities	0	0	0	2,061	1,125	936	1,125
5140-00 · Repairs & Maintenance	0	0	0	897	675	222	675
5150-00 · Office - Cleaning	0	0	0	2,290	1,688	602	1,688
5100-00 · Rent - Other	0	0	0	23,245	18,750	4,495	18,750
Total 5100-00 · Rent	0	0	0	28,494	22,237	6,256	22,237
5310-00 · Telephone							
5320-00 · Telephone	0	0	0	7,039	5,205	1,834	5,205
5350-00 · Internet	0			360			
Total 5310-00 · Telephone	0	0	0	7,399	5,205	2,194	5,205
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			85			
5420-00 · Mail - USPS - Other	0			299	0	299	0
Total 5420-00 · Mail - USPS	0			383	0	383	0
5510-00 · Insurance/Bonding	0			131			
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	0	0	40	3,750	(3,710)	3,750
5520-00 · Supplies - Other	0	0	0	1,071	0	1,071	0
Total 5520-00 · Supplies	0	0	0	1,111	3,750	(2,639)	3,750
5700-00 · Equipment Support & Maintenance	0	0	0	0	113	(113)	113
5710-00 · Taxes, Licenses & Fees	0	0	0	69	113	(43)	113
5740-00 · Equipment Rental/Leasing	0	0	0	1,029	750	279	750
5800-00 · Training Seminars	0	0	0	649	0	649	0
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	0	0	0	1,125	(1,125)	1,125
5921-00 · Professional Fees - Other	0	0	0	0	1,125	(1,125)	1,125
Total 5900-00 · Professional Fees	0	0	0	0	2,250	(2,250)	2,250
6020-00 · Programs							
6016-00 · Special Event Partnership	0	0	0	45,720	50,000	(4,280)	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	20,000	(10,000)	20,000
Total 6020-00 · Programs	0	0	0	55,720	70,000	(14,280)	70,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	0	0	100,000	30,000	70,000	30,000
6421-04 · Broken Arrow Skyrace	0	0	0	45,000	25,400	19,600	25,400
6421-06 · Spartan	0			175,000	179,400	(4,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0			0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	50,400	25,400	25,000	25,400
6421-15 · Lake Tahoe Dance Collective	0			15,000			
6421-17 · Enduro	0	0	0	0	80,000	(80,000)	80,000
6421-18 · Sponsorships - Other	0	0	0	39,000	62,800	(23,800)	62,800
Total 6420-01 · Sponsorships	0	0	0	424,400	411,000	13,400	411,000
6421-00 · New Event Development	0	0	0	33,000	102,075	(69,075)	102,075
6424-00 · Event Operation Expenses	0	0	0	543	1,500	(957)	1,500
Total 6420-00 · Events	0	0	0	457,943	514,575	(56,632)	514,575
6730-00 · Marketing Cooperative/Media	0	0	0	761,211	801,630	(40,419)	801,630
6742-00 · Non-NLT Co-Op Marketing Program	0	0	0	59,829	45,000	14,829	45,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	0	0	21,551	14,000	7,551	14,000
6743-03 · Winter Lakeside Campaign	0	0	0	19,521	20,000	(479)	20,000
6743-04 · Summerlong Music Campaign	0			4,031	0	4,031	0
6743-08 · Summer Regional Campaign	0			10,117	0	10,117	0
Total 6743-00 · BACC Marketing Programs	0	0	0	55,219	34,000	21,219	34,000
8200-00 · Associate Relations	0	0	0	41	187	(147)	187
8600-00 · Additional Opportunitis	0	0	0	25,025	37,500	(12,475)	37,500
8700-00 · Automobile Expenses	0	0	0	442	1,125	(683)	1,125

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

Accrual Basis

11 - Marketing

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
8750-00 - Meals/Meetings	0	0	0	52	375	(323)	375
8810-00 - Dues & Subscriptions	0	0	0	510	750	(240)	750
8910-00 - Travel	0	0	0	303	3,750	(3,447)	3,750
Total Expense	(6,127)	0	(6,127)	1,809,789	1,828,132	(218,333)	1,828,132
Net Ordinary Income	354,781	0	354,781	451,649	359,948	91,701	359,948
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	11			109	0	109	0
Total Other Income	11			109	0	109	0
Other Expense							
8990-00 - Allocated	0	0	0	473,729	359,948	113,781	359,948
Total Other Expense	0	0	0	473,729	359,948	113,781	359,948
Net Other Income	11	0	11	(473,620)	(359,948)	(113,672)	(359,948)
Net Income	354,792	0	354,792	(21,971)	0	(21,971)	0

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

30 - Conference

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	0	0	0	360,285	360,285	0	360,285
Total Income	0	0	0	360,285	360,285	0	360,285
Gross Profit	0	0	0	360,285	360,285	0	360,285
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	(86)	0	(86)	2,757	15,727	(12,970)	15,727
5030-00 - P/R - Health Insurance Expense	0	0	0	11,095	18,926	(7,831)	18,926
5040-00 - P/R - Workmans Comp	0	0	0	337	1,500	(1,163)	1,500
5060-00 - 401 (k)	(37)	0	(37)	1,382	3,750	(2,368)	3,750
5070-00 - Other Benefits and Expenses	0	0	0	119	675	(556)	675
5000-00 - Salaries & Wages - Other	(929)	0	(929)	36,745	157,268	(120,523)	157,268
Total 5000-00 - Salaries & Wages	(1,052)	0	(1,052)	52,436	197,846	(145,411)	197,846
5100-00 - Rent							
5110-00 - Utilities	0	0	0	266	750	(484)	750
5140-00 - Repairs & Maintenance	0	0	0	0	563	(563)	563
5150-00 - Office - Cleaning	0	0	0	295	1,125	(830)	1,125
5100-00 - Rent - Other	0	0	0	2,386	12,000	(9,614)	12,000
Total 5100-00 - Rent	0	0	0	2,947	14,437	(11,491)	14,437
5310-00 - Telephone							
5320-00 - Telephone	0	0	0	945	3,750	(2,805)	3,750
Total 5310-00 - Telephone	0	0	0	945	3,750	(2,805)	3,750
5420-00 - Mail - USPS							
5480-00 - Mail - Fed Ex	0			137			
5420-00 - Mail - USPS - Other	0	0	0	175	150	25	150
Total 5420-00 - Mail - USPS	0	0	0	312	150	162	150
5510-00 - Insurance/Bonding	0			51			
5520-00 - Supplies	0	0	0	80	1,013	(933)	1,013
5710-00 - Taxes, Licenses & Fees	0	0	0	44	75	(31)	75
5740-00 - Equipment Rental/Leasing	0	0	0	133	563	(429)	563
5800-00 - Training Seminars	0	0	0	0	750	(750)	750
6730-00 - Marketing Cooperative/Media	0	0	0	63,782	69,648	(5,865)	69,648
8200-00 - Associate Relations	0	0	0	80	113	(32)	113
8750-00 - Meals/Meetings	0	0	0	0	263	(263)	263
Total Expense	(1,052)	0	(1,052)	120,810	288,607	(167,797)	288,607
Net Ordinary Income	1,052	0	1,052	239,475	71,678	167,797	71,678
Other Income/Expense							
Other Expense							
8990-00 - Allocated	0	0	0	35,725	71,678	(35,953)	71,678
Total Other Expense	0	0	0	35,725	71,678	(35,953)	71,678
Net Other Income	0	0	0	(35,725)	(71,678)	35,953	(71,678)
Net Income	1,052	0	1,052	203,750	(0)	203,750	(0)

North Lake Tahoe Resort Association Profit & Loss Budget Performance

42 - Visitor Center

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4650-00 - County of Placer TOT Funding	0	0	0	342,770	342,770	0	342,770
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC Income	0			1,496	0	1,496	0
46000 - Merchandise Sales - Other	0	0	0	75,543	59,500	16,043	59,500
Total 46000 - Merchandise Sales	<u>0</u>	<u>0</u>	<u>0</u>	<u>77,040</u>	<u>59,500</u>	<u>17,540</u>	<u>59,500</u>
Total Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>419,809</u>	<u>402,270</u>	<u>17,540</u>	<u>402,270</u>
Gross Profit	<u>0</u>	<u>0</u>	<u>0</u>	<u>419,809</u>	<u>402,270</u>	<u>17,540</u>	<u>402,270</u>
Expense							
5000-00 - Salaries & Wages							
6020-00 - P/R - Tax Expense	(311)	0	(311)	8,263	13,959	(5,696)	13,959
6030-00 - P/R - Health Insurance Expense	6	0	6	4,748	14,250	(9,502)	14,250
6040-00 - P/R - Workmans Comp	0	0	0	2,999	5,250	(2,251)	5,250
6060-00 - 401 (K)	(131)	0	(131)	3,184	3,750	(566)	3,750
6070-00 - Other Benefits and Expenses	0	0	0	89	750	(661)	750
6000-00 - Salaries & Wages - Other	(3,275)	0	(3,275)	80,051	139,591	(59,539)	139,591
Total 6000-00 - Salaries & Wages	<u>(3,711)</u>	<u>0</u>	<u>(3,711)</u>	<u>99,334</u>	<u>177,550</u>	<u>(78,218)</u>	<u>177,550</u>
5100-00 - Rent							
5110-00 - Utilities	0	0	0	5,450	6,000	(550)	6,000
5140-00 - Repairs & Maintenance	0	0	0	2,275	4,500	(2,225)	4,500
5150-00 - Office - Cleaning	0	0	0	225	1,875	(1,650)	1,875
5100-00 - Rent - Other	0	0	0	58,694	60,000	(1,307)	60,000
Total 5100-00 - Rent	<u>0</u>	<u>0</u>	<u>0</u>	<u>66,643</u>	<u>72,375</u>	<u>(5,732)</u>	<u>72,375</u>
5310-00 - Telephone							
5320-00 - Telephone	0	0	0	3,531	3,713	(182)	3,713
Total 5310-00 - Telephone	<u>0</u>	<u>0</u>	<u>0</u>	<u>3,531</u>	<u>3,713</u>	<u>(182)</u>	<u>3,713</u>
5420-00 - Mail - USPS	0	0	0	204	150	54	150
5510-00 - Insurance/Bonding	0	0	0	51	0	51	0
5520-00 - Supplies							
5525-00 - Supplies- Computer	0	0	0	0	675	(675)	675
5520-00 - Supplies - Other	0	0	0	4,498	5,250	(752)	5,250
Total 5520-00 - Supplies	<u>0</u>	<u>0</u>	<u>0</u>	<u>4,498</u>	<u>5,925</u>	<u>(1,427)</u>	<u>5,925</u>
5700-00 - Equipment Support & Maintenance	0	0	0	0	38	(38)	38
5710-00 - Taxes, Licenses & Fees	0	0	0	348	38	309	38
5740-00 - Equipment Rental/Leasing	0	0	0	503	563	(59)	563
5850-00 - Artist of Month - Commissions	0	0	0	1,744	1,500	244	1,500
6740-00 - Media/Collateral/Production	0	0	0	0	15,000	(15,000)	15,000
6742-00 - Non-NLT Co-Op Marketing Program	0	0	0	800	9,000	(8,200)	9,000
8100-00 - Cost of Goods Sold							
81100 - Freight and Shipping Costs	0	0	0	1,408	1,125	283	1,125
82500 - Purchase Discounts	0	0	0	(73)	0	(73)	0
59900 - POS Inventory Adjustments	0	0	0	(91)	0	(91)	0
8100-01 - CGS - Other	0	0	0	580	0	580	0
8100-00 - Cost of Goods Sold - Other	0	0	0	39,401	29,750	9,651	29,750
Total 8100-00 - Cost of Goods Sold	<u>0</u>	<u>0</u>	<u>0</u>	<u>41,225</u>	<u>30,875</u>	<u>10,350</u>	<u>30,875</u>
8200-00 - Associate Relations	0	0	0	232	225	7	225
8500-00 - Credit Card Fees	0	0	0	1,997	2,787	(789)	2,787
8700-00 - Automobile Expenses	0	0	0	77	375	(298)	375
8750-00 - Meals/Meetings	0	0	0	0	150	(150)	150
8810-00 - Dues & Subscriptions	0	0	0	65	1,200	(1,135)	1,200
Total Expense	<u>(3,711)</u>	<u>0</u>	<u>(3,711)</u>	<u>221,240</u>	<u>321,471</u>	<u>(100,231)</u>	<u>321,471</u>
Net Ordinary Income	<u>3,711</u>	<u>0</u>	<u>3,711</u>	<u>198,569</u>	<u>80,798</u>	<u>117,770</u>	<u>80,798</u>
Other Income/Expense							
Other Expense							
8990-00 - Allocated	0	0	0	65,947	80,798	(14,851)	80,798
Total Other Expense	<u>0</u>	<u>0</u>	<u>0</u>	<u>65,947</u>	<u>80,798</u>	<u>(14,851)</u>	<u>80,798</u>
Net Other Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>(65,947)</u>	<u>(80,798)</u>	<u>14,851</u>	<u>(80,798)</u>
Net Income	<u>3,711</u>	<u>0</u>	<u>3,711</u>	<u>132,621</u>	<u>(0)</u>	<u>132,622</u>	<u>(0)</u>

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

51 - TMPI

	Apr 22	Budget	\$ Over Bu...	Jul '21 - A...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	2,519	2,519	0	135,702	135,702	0	141,237
Total Income	2,519	2,519	0	135,702	135,702	0	141,237
Gross Profit	2,519	2,519	0	135,702	135,702	0	141,237
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	111	151	(40)	553	7,061	(6,507)	7,363
5030-00 · P/R - Health Insurance Expense	0	197	(197)	133	9,197	(9,064)	9,590
5040-00 · P/R - Workmans Comp	8	5	4	74	230	(156)	240
5060-00 · 401 (k)	83	60	23	83	2,824	(2,741)	2,945
5070-00 · Other Benefits and Expenses	0	17	(17)	1	808	(807)	842
5000-00 · Salaries & Wages - Other	1,707	1,511	196	7,060	70,607	(63,547)	73,628
Total 5000-00 · Salaries & Wages	1,910	1,941	(31)	7,903	90,726	(82,823)	94,608
5100-00 · Rent							
5110-00 · Utilities	0	4	(4)	20	229	(209)	238
5140-00 · Repairs & Maintenance	0	3	(3)	0	153	(153)	158
5150-00 · Office - Cleaning	0	7	(7)	9	382	(373)	396
5100-00 · Rent - Other	0	63	(63)	82	3,438	(3,356)	3,563
Total 5100-00 · Rent	0	76	(76)	110	4,201	(4,091)	4,354
5310-00 · Telephone							
5320-00 · Telephone	5	22	(17)	137	1,230	(1,093)	1,275
5310-00 · Telephone - Other	0			5			
Total 5310-00 · Telephone	5	22	(17)	142	1,230	(1,088)	1,275
5420-00 · Mail - USPS	0			13			
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	0	0	406	1,250	(844)	1,250
5520-00 · Supplies - Other	0	0	0	39	5,000	(4,961)	5,000
Total 5520-00 · Supplies	0	0	0	446	6,250	(5,804)	6,250
5710-00 · Taxes, Licenses & Fees	0	2	(2)	2	115	(113)	120
5740-00 · Equipment Rental/Leasing	0	3	(3)	308	172	136	178
5800-00 · Training Seminars	0			4			
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	8	(8)	15	383	(368)	400
8750-00 · Meals/Meetings	0	83	(83)	0	833	(833)	1,000
8810-00 · Dues & Subscriptions	0	8	(8)	5	383	(378)	400
Total Expense	1,915	2,145	(230)	20,902	109,294	(88,392)	113,584
Net Ordinary Income	605	374	230	114,800	26,408	88,392	27,653
Other Income/Expense							
Other Expense							
8990-00 · Allocated	333	374	(42)	5,566	26,408	(20,842)	27,653
Total Other Expense	333	374	(42)	5,566	26,408	(20,842)	27,653
Net Other Income	(333)	(374)	42	(5,566)	(26,408)	20,842	(27,653)
Net Income	272	(0)	272	109,234	(0)	109,234	(0)

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

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100-00 - TBID Assessment Revenue	(3,681,355)	539,772	(4,221,126)	(0)	3,808,892	(3,808,892)	4,689,362
Total Income	(3,681,355)	539,772	(4,221,126)	(0)	3,808,892	(3,808,892)	4,689,362
Gross Profit	(3,681,355)	539,772	(4,221,126)	(0)	3,808,892	(3,808,892)	4,689,362
Net Ordinary Income	(3,681,355)	539,772	(4,221,126)	(0)	3,808,892	(3,808,892)	4,689,362
Net Income	(3,681,355)	539,772	(4,221,126)	(0)	3,808,892	(3,808,892)	4,689,362

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

Accrual Basis

60 - Membership

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 - Membership Dues Revenue	6,134	0	6,134	64,058	56,250	7,808	56,250
4250-00 - Revenues-Membership Activities							
4250-02 - Chamber Events	0	0	0	0	4,500	(4,500)	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	0	0	0	2,350	(2,350)	2,350
4251-00 - Tues AM Breakfast Club - Other	0	0	0	0	1,200	(1,200)	1,200
Total 4251-00 - Tues AM Breakfast Club	0	0	0	0	3,550	(3,550)	3,550
4250-00 - Revenues-Membership Activities - Other	100	0	100	3,225	0	3,225	0
Total 4250-00 - Revenues-Membership Activities	100	0	100	3,225	9,550	(6,325)	9,550
4253-00 - Revenue- Other	0	0	0	0	1,000	(1,000)	1,000
Total Income	6,234	0	6,234	67,283	66,800	483	66,800
Gross Profit	6,234	0	6,234	67,283	66,800	483	66,800
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	(25)	0	(25)	1,835	3,761	(1,926)	3,761
5030-00 - P/R - Health Insurance Expense	0	0	0	1,815	3,000	(1,185)	3,000
5040-00 - P/R - Workmans Comp	0	0	0	229	113	116	113
5060-00 - 401 (k)	0	0	0	135	1,504	(1,370)	1,504
5070-00 - Other Benefits and Expenses	0	0	0	207	488	(280)	488
5000-00 - Salaries & Wages - Other	(312)	0	(312)	22,678	37,611	(14,933)	37,611
Total 5000-00 - Salaries & Wages	(336)	0	(336)	26,899	46,477	(19,577)	46,477
5100-00 - Rent							
5110-00 - Utilities	0	0	0	573	225	348	225
5140-00 - Repairs & Maintenance	0	0	0	283	187	96	187
5150-00 - Office - Cleaning	0	0	0	667	375	292	375
5100-00 - Rent - Other	0	0	0	7,770	4,740	3,030	4,740
Total 5100-00 - Rent	0	0	0	9,293	5,528	3,766	5,528
5310-00 - Telephone							
5320-00 - Telephone	0	0	0	2,045	1,253	793	1,253
5310-00 - Telephone - Other	0			3			
Total 5310-00 - Telephone	0	0	0	2,048	1,253	795	1,253
5420-00 - Mail - USPS	0	0	0	77	90	(13)	90
5510-00 - Insurance/Bonding	0			31			
5520-00 - Supplies							
5525-00 - Supplies- Computer	0			203			
5520-00 - Supplies - Other	0	0	0	283	1,500	(1,217)	1,500
Total 5520-00 - Supplies	0	0	0	486	1,500	(1,014)	1,500
5710-00 - Taxes, Licenses & Fees	0	0	0	16	38	(22)	38
5740-00 - Equipment Rental/Leasing	0	0	0	231	187	44	187
5800-00 - Training Seminars	0			2			
6423-00 - Membership Activities							
6436-00 - Membership - Wnt/Sum Rec Lunch	0			0	500	(500)	500
6437-00 - Tuesday Morning Breakfast Club	0	0	0	(500)	1,763	(2,263)	1,763
6442-00 - Public Relations/Website/Digita	0	0	0	7,884	4,500	3,384	4,500
6444-00 - Trades	0			295	0	295	0
6423-00 - Membership Activities - Other	0	0	0	253	3,750	(3,497)	3,750
Total 6423-00 - Membership Activities	0	0	0	7,932	10,513	(2,580)	10,513
8200-00 - Associate Relations	0	0	0	199	60	139	60
8500-00 - Credit Card Fees	0	0	0	357	450	(93)	450
8700-00 - Automobile Expenses	0	0	0	173	375	(202)	375
8750-00 - Meals/Meetings	0	0	0	111	300	(189)	300
8810-00 - Dues & Subscriptions	0	0	0	84	150	(66)	150
8920-00 - Bad Debt	0			1,790	0	1,790	0
Total Expense	(336)	0	(336)	49,726	66,919	(17,192)	66,919
Net Ordinary Income	6,570	0	6,570	17,555	(119)	17,674	(119)
Other Income/Expense							
Other Expense							
8990-00 - Allocated	0	0	0	14,677	16,521	(1,844)	16,521
Total Other Expense	0	0	0	14,677	16,521	(1,844)	16,521
Net Other Income	0	0	0	(14,677)	(16,521)	1,844	(16,521)
Net Income	6,570	0	6,570	2,878	(16,640)	19,518	(16,640)

1:43 PM
 05/20/22
 Accrual Basis

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

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	16,667	16,667	0	166,667	166,667	(0)	200,000
Total Income	16,667	16,667	0	166,667	166,667	(0)	200,000
Gross Profit	16,667	16,667	0	166,667	166,667	(0)	200,000
Expense							
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	8,333	8,333	(0)	83,333	83,333	(0)	100,000
6750-02 · Business Assn Grant - TCDA	8,333	8,333	(0)	83,333	83,333	(0)	100,000
Total 6750-00 · Business Association Grant	16,667	16,667	(0)	166,667	166,667	(0)	200,000
Total Expense	16,667	16,667	(0)	166,667	166,667	(0)	200,000
Net Ordinary Income	0	(0)	0	0	(0)	0	(0)
Net Income	0	(0)	0	0	(0)	0	(0)

1:43 PM

05/20/22

Accrual Basis

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

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	12,847	12,847	0	135,130	135,130	0	162,914
Total Income	12,847	12,847	0	135,130	135,130	0	162,914
Gross Profit	12,847	12,847	0	135,130	135,130	0	162,914
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	617	(617)	0	6,167	(6,167)	7,400
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	0	10,000	(10,000)	12,000
5040-00 · P/R - Workmans Comp	0	21	(21)	0	208	(208)	250
5060-00 · 401 (k)	0	247	(247)	0	2,467	(2,467)	2,960
5070-00 · Other Benefits and Expenses	0	42	(42)	0	418	(418)	502
5000-00 · Salaries & Wages - Other	0	6,167	(6,167)	0	61,667	(61,667)	74,000
Total 5000-00 · Salaries & Wages	0	8,093	(8,093)	0	80,927	(80,927)	97,112
5100-00 · Rent							
5110-00 · Utilities	18	21	(3)	18	208	(190)	250
5140-00 · Repairs & Maintenance	0	13	(13)	0	125	(125)	150
5150-00 · Office - Cleaning	0	33	(33)	0	333	(333)	400
5100-00 · Rent - Other	442	313	130	442	3,125	(2,683)	3,750
Total 5100-00 · Rent	460	379	81	460	3,792	(3,331)	4,550
5310-00 · Telephone							
5320-00 · Telephone	61	58	3	61	583	(522)	700
Total 5310-00 · Telephone	61	58	3	61	583	(522)	700
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	42	(42)	50
5480-00 · Mail - Fed Ex	0	4	(4)	0	42	(42)	50
Total 5420-00 · Mail - USPS	0	8	(8)	0	83	(83)	100
5510-00 · Insurance/Bonding	0			0			
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	0	0	0	1,250	(1,250)	1,250
5520-00 · Supplies - Other	22	417	(395)	22	4,167	(4,145)	5,000
Total 5520-00 · Supplies	22	417	(395)	22	5,417	(5,395)	6,250
5710-00 · Taxes, Licenses & Fees	0	17	(17)	0	167	(167)	200
5740-00 · Equipment Rental/Leasing	57	63	(6)	57	625	(568)	750
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	833	(833)	0	8,333	(8,333)	10,000
Total 5900-00 · Professional Fees	0	833	(833)	0	8,333	(8,333)	10,000
8200-00 · Associate Relations	0	5	(5)	0	50	(50)	60
8600-00 · Additional Opportunitis	0	833	(833)	0	8,333	(8,333)	10,000
8700-00 · Automobile Expenses	0	42	(42)	0	417	(417)	500
8750-00 · Meals/Meetings	0	21	(21)	0	208	(208)	250
Total Expense	601	10,768	(10,168)	601	108,935	(108,334)	130,472

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05/20/22

Accrual Basis

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

	<u>Apr 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>Jul '21 - Apr 22</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
Net Ordinary Income	12,046	1,878	10,168	134,529	26,195	108,334	32,442
Other Income/Expense							
Other Expense							
8990-00 - Allocated	1,556	1,878	(322)	1,556	26,195	(24,639)	32,442
Total Other Expense	1,556	1,878	(322)	1,556	26,195	(24,639)	32,442
Net Other Income	(1,556)	(1,878)	322	(1,556)	(26,195)	24,639	(32,442)
Net Income	<u>10,490</u>	<u>0</u>	<u>10,490</u>	<u>132,973</u>	<u>0</u>	<u>132,973</u>	<u>0</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments - TBID

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100-00 · TBID Assessment Revenue	4,221,127	3,808,892	412,235	4,221,127	3,808,892	412,235	4,723,178
4200-00 · Membership Dues Revenue	0	6,250	(6,250)	0	6,250	(6,250)	18,750
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	0	0	0	0	0	1,500
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	0	0	1,000
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	550	(550)	0	550	(550)	1,650
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	200	(200)	800
Total 4251-00 · Tues AM Breakfast Club	0	750	(750)	0	750	(750)	2,450
Total 4250-00 · Revenues-Membership Activities	0	750	(750)	0	750	(750)	4,950
4253-00 · Revenue- Other							
46000 · Merchandise Sales	0	500	(500)	0	500	(500)	1,500
4502-00 · Non-Retail VIC income							
46000 · Merchandise Sales - Other	6	6	0	6	6	0	6
Total 46000 · Merchandise Sales	7,213	7,500	(287)	7,213	7,500	(287)	25,500
Total Income	4,228,339	3,823,892	404,447	4,228,339	3,823,892	404,447	4,773,878
Gross Profit							
	4,228,339	3,823,892	404,447	4,228,339	3,823,892	404,447	4,773,878
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	3,557	2,788	769	3,557	2,788	769	8,093
5030-00 · P/R - Health Insurance Expense	5,385	3,195	2,190	5,385	3,195	2,190	9,585
5040-00 · P/R - Workmans Comp	1,161	555	606	1,161	555	606	1,685
5060-00 · 401 (k)	1,602	957	645	1,602	957	645	2,762
5070-00 · Other Benefits and Expenses	49	263	(214)	49	263	(214)	790
5000-00 · Salaries & Wages - Other	30,861	23,920	6,940	30,861	23,920	6,940	69,052
Total 5000-00 · Salaries & Wages	42,615	31,678	10,936	42,615	31,678	10,936	91,948
5100-00 · Rent							
5110-00 · Utilities	297	727	(429)	297	727	(429)	2,181
5150-00 · Office - Cleaning	0	830	(830)	0	830	(830)	1,491
5100-00 · Rent - Other	10,612	10,106	506	10,612	10,106	506	30,317
Total 5100-00 · Rent	10,909	11,663	(753)	10,909	11,663	(753)	33,988
5310-00 · Telephone							
5320-00 · Telephone	774	616	158	774	616	158	1,847
Total 5310-00 · Telephone	774	616	158	774	616	158	1,847
5420-00 · Mail - USPS							
	0	17	(17)	0	17	(17)	83
5520-00 · Supplies							
	517	417	101	517	417	101	1,250
5710-00 · Taxes, Licenses & Fees							
5740-00 · Equipment Rental/Leasing	1,415	18,667	(17,252)	1,415	18,667	(17,252)	56,000
5850-00 · Artist of Month - Commissions	574	83	491	574	83	491	250
6020-00 · Programs	0	167	(167)	0	167	(167)	500
6018-00 · Business Assoc. Grants	0	10,000	(10,000)	0	10,000	(10,000)	20,000
Total 6020-00 · Programs	0	10,000	(10,000)	0	10,000	(10,000)	20,000
6423-00 · Membership Activities							
6437-00 · Tuesday Morning Breakfast Club	0	0	0	0	0	0	500
6442-00 · Public Relations/Website/Digital	600	990	(390)	600	990	(390)	2,970
Total 6423-00 · Membership Activities	600	990	(390)	600	990	(390)	3,470
6730-00 · Marketing Cooperative/Media							
6740-00 · Media/Collateral/Production	159,218	205,184	(45,966)	159,218	205,184	(45,966)	320,972
6742-00 · Non-NLT Co-Op Marketing Program	0	0	0	0	0	0	3,500
	8,315	8,500	(185)	8,315	8,500	(185)	25,500
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	3,006	2,000	1,006	3,006	2,000	1,006	6,000
6743-03 · Winter Lakeside Campaign	3,345	0	3,345	3,345	0	3,345	0
6743-04 · Summerlong Music Campaign	2,500	4,000	(1,500)	2,500	4,000	(1,500)	20,000
6743-05 · Summer Mountain Campaign	0	4,000	(4,000)	0	4,000	(4,000)	20,000
6743-08 · Summer Regional Campaign	4,418	0	4,418	4,418	0	4,418	0
Total 6743-00 · BACC Marketing Programs	13,269	10,000	3,269	13,269	10,000	3,269	46,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	0	125	(125)	0	125	(125)	375
59900 · POS Inventory Adjustments	173	0	173	173	0	173	0
8100-00 · Cost of Goods Sold - Other	3,584	3,750	(166)	3,584	3,750	(166)	12,750
Total 8100-00 · Cost of Goods Sold	3,757	3,875	(118)	3,757	3,875	(118)	13,125
8200-00 · Associate Relations							
8500-00 · Credit Card Fees	0	33	(33)	0	33	(33)	100
8600-00 · Additional Opportunites	227	403	(175)	227	403	(175)	1,354
8700-00 · Automobile Expenses	0	106,000	(106,000)	0	106,000	(106,000)	313,150
8750-00 · Meals/Meetings	53	55	(2)	53	55	(2)	207
8810-00 · Dues & Subscriptions	0	5	(5)	0	5	(5)	95
	0	3	(3)	0	3	(3)	99

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Accrual Basis

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments - TBID

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Total Expense	242,245	408,355	(166,110)	242,245	408,355	(166,110)	833,437
Net Ordinary Income	3,986,095	3,415,537	570,557	3,986,095	3,415,537	570,557	3,840,440
Other Income/Expense							
Other Expense							
8990-00 - Allocated	63,664	48,707	14,956	63,664	48,707	14,956	146,122
Total Other Expense	63,664	48,707	14,956	63,664	48,707	14,956	146,122
Net Other Income	(63,664)	(48,707)	(14,956)	(63,664)	(48,707)	(14,956)	(146,122)
Net Income	<u>3,922,431</u>	<u>3,366,830</u>	<u>555,601</u>	<u>3,922,431</u>	<u>3,366,830</u>	<u>555,601</u>	<u>3,694,319</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

91 - Marketing, Promotions, & Events

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100-00 · TBID Assessment Revenue	2,216,091	1,999,668	216,423	2,216,091	1,999,668	216,423	2,479,668
Total Income	2,216,091	1,999,668	216,423	2,216,091	1,999,668	216,423	2,479,668
Gross Profit	2,216,091	1,999,668	216,423	2,216,091	1,999,668	216,423	2,479,668
Expense							
5000-00 · Salaries & Wages							
5020-00 · PIR - Tax Expenses	2,524	1,452	1,072	2,524	1,452	1,072	4,085
5030-00 · PIR - Health Insurance Expense	5,290	3,000	2,290	5,290	3,000	2,290	9,000
5040-00 · PIR - Workmans Comp	912	250	662	912	250	662	750
5050-00 · 401 (K)	1,147	581	566	1,147	581	566	1,834
5070-00 · Other Benefits and Expenses	41	175	(134)	41	175	(134)	525
5000-00 · Salaries & Wages - Other	19,043	14,520	4,523	19,043	14,520	4,523	40,852
Total 5000-00 · Salaries & Wages	28,957	19,978	8,979	28,957	19,978	8,979	56,847
5100-00 · Rent							
5110-00 · Utilities	93	256	(162)	93	256	(162)	767
5150-00 · Office - Cleaning	0	322	(322)	0	322	(322)	967
5100-00 · Rent - Other	2,404	3,182	(777)	2,404	3,182	(777)	9,546
Total 5100-00 · Rent	2,498	3,760	(1,262)	2,498	3,760	(1,262)	11,279
5310-00 · Telephone							
5320-00 · Telephone	414	404	11	414	404	11	1,211
Total 5310-00 · Telephone	414	404	11	414	404	11	1,211
5420-00 · Mail - USPS	0	0	0	0	0	0	33
5520-00 · Supplies	113	0	113	113	0	113	0
5710-00 · Taxes, Licenses & Fees	566	0	566	566	0	566	0
5740-00 · Equipment Rental/Leasing	291	0	291	291	0	291	0
6020-00 · Programs							
6018-00 · Business Assoc. Grants	0	10,000	(10,000)	0	10,000	(10,000)	20,000
Total 6020-00 · Programs	0	10,000	(10,000)	0	10,000	(10,000)	20,000
6730-00 · Marketing Cooperative/Media	159,218	205,184	(45,966)	159,218	205,184	(45,966)	320,972
6742-00 · Non-MLT Co-Op Marketing Program	8,315	8,300	15	8,315	8,300	15	24,900
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	3,006	2,000	1,006	3,006	2,000	1,006	6,000
6743-03 · Winter Lakeside Campaign	3,345	0	3,345	3,345	0	3,345	0
6743-04 · Summerlong Music Campaign	2,500	4,000	(1,500)	2,500	4,000	(1,500)	20,000
6743-05 · Summer Mountain Campaign	0	4,000	(4,000)	0	4,000	(4,000)	20,000
6743-08 · Summer Regional Campaign	4,418	0	4,418	4,418	0	4,418	0
Total 6743-00 · BACC Marketing Programs	13,269	10,000	3,269	13,269	10,000	3,269	46,000
8200-00 · Associate Relations	0	33	(33)	0	33	(33)	100
8700-00 · Automobile Expenses	53	50	3	53	50	3	150
Total Expense	213,695	257,709	(44,014)	213,695	257,709	(44,014)	481,492
Net Ordinary Income	2,002,397	1,741,960	260,437	2,002,397	1,741,960	260,437	1,998,176
Other Income/Expense							
Other Expense							
8990-00 · Allocated	23,190	17,399	5,791	23,190	17,399	5,791	52,198
Total Other Expense	23,190	17,399	5,791	23,190	17,399	5,791	52,198
Net Other Income	(23,190)	(17,399)	(5,791)	(23,190)	(17,399)	(5,791)	(52,198)
Net Income	1,979,206	1,724,560	254,646	1,979,206	1,724,560	254,646	1,945,978

North Lake Tahoe Resort Association Profit & Loss Budget Performance

92 - Visitor Services & Visitor Centers

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100-00 · TBID Assessment Revenue	308,142	278,049	30,093	308,142	278,049	30,093	344,792
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC Income	6			6			
46000 · Merchandise Sales - Other	7,207	7,500	(293)	7,207	7,500	(293)	25,500
Total 46000 · Merchandise Sales	<u>7,213</u>	<u>7,500</u>	<u>(287)</u>	<u>7,213</u>	<u>7,500</u>	<u>(287)</u>	<u>25,500</u>
Total Income	<u>315,355</u>	<u>285,549</u>	<u>29,806</u>	<u>315,355</u>	<u>285,549</u>	<u>29,806</u>	<u>370,292</u>
Gross Profit	<u>315,355</u>	<u>285,549</u>	<u>29,806</u>	<u>315,355</u>	<u>285,549</u>	<u>29,806</u>	<u>370,292</u>
Expense							
6000-00 · Salaries & Wages							
6020-00 · P/R - Tax Expense	952	1,248	(294)	952	1,248	(294)	3,738
6030-00 · P/R - Health Insurance Expense	95	70	25	95	70	25	210
6040-00 · P/R - Workmans Comp	245	300	(55)	245	300	(55)	900
6060-00 · 401 (k)	413	340	73	413	340	73	1,020
6070-00 · Other Benefits and Expenses	8	83	(75)	8	83	(75)	250
6000-00 · Salaries & Wages - Other	10,653	8,500	2,153	10,653	8,500	2,153	25,500
Total 6000-00 · Salaries & Wages	<u>12,367</u>	<u>10,539</u>	<u>1,827</u>	<u>12,367</u>	<u>10,539</u>	<u>1,827</u>	<u>31,618</u>
6100-00 · Rent							
6110-00 · Utilities	141	465	(324)	141	465	(324)	1,395
6150-00 · Office - Cleaning	0	500	(500)	0	500	(500)	500
6100-00 · Rent - Other	6,522	6,648	(326)	6,522	6,648	(326)	20,543
Total 6100-00 · Rent	<u>6,662</u>	<u>7,613</u>	<u>(1,150)</u>	<u>6,662</u>	<u>7,613</u>	<u>(1,150)</u>	<u>22,438</u>
6310-00 · Telephone							
6320-00 · Telephone	142	202	(60)	142	202	(60)	605
Total 6310-00 · Telephone	<u>142</u>	<u>202</u>	<u>(60)</u>	<u>142</u>	<u>202</u>	<u>(60)</u>	<u>605</u>
6420-00 · Mail - USPS	0	17	(17)	0	17	(17)	50
6520-00 · Supplies	327	250	77	327	250	77	750
6710-00 · Taxes, Licenses & Fees	141	0	141	141	0	141	0
6740-00 · Equipment Rental/Leasing	85	63	23	85	63	23	188
6860-00 · Artist of Month - Commissions	0	167	(167)	0	167	(167)	500
6740-00 · Media/Collateral/Production	0	0	0	0	0	0	3,500
6742-00 · Non-NLT Co-Op Marketing Program	0	200	(200)	0	200	(200)	600
8100-00 · Cost of Goods Sold							
81100 · Freight and Shipping Costs	0	125	(125)	0	125	(125)	375
89900 · POS Inventory Adjustments	173	0	173	173	0	173	0
8100-00 · Cost of Goods Sold - Other	3,584	3,750	(166)	3,584	3,750	(166)	12,750
Total 8100-00 · Cost of Goods Sold	<u>3,757</u>	<u>3,875</u>	<u>(118)</u>	<u>3,757</u>	<u>3,875</u>	<u>(118)</u>	<u>13,125</u>
8500-00 · Credit Card Fees	218	353	(134)	218	353	(134)	1,204
8600-00 · Additional Opportunites	0	6,000	(6,000)	0	6,000	(6,000)	15,000
8700-00 · Automobile Expenses	0	0	0	0	0	0	42
8760-00 · Meals/Meetings	0	0	0	0	0	0	80
8810-00 · Dues & Subscriptions	0	0	0	0	0	0	90
Total Expense	<u>23,699</u>	<u>29,477</u>	<u>(5,778)</u>	<u>23,699</u>	<u>29,477</u>	<u>(5,778)</u>	<u>89,769</u>
Net Ordinary Income	<u>291,655</u>	<u>258,072</u>	<u>35,583</u>	<u>291,655</u>	<u>258,072</u>	<u>35,583</u>	<u>280,503</u>
Other Income/Expense							
Other Expense							
8990-00 · Allocated	8,728	3,245	5,483	8,728	3,245	5,483	9,734
Total Other Expense	<u>8,728</u>	<u>3,245</u>	<u>5,483</u>	<u>8,728</u>	<u>3,245</u>	<u>5,483</u>	<u>9,734</u>
Net Other Income	<u>(8,728)</u>	<u>(3,245)</u>	<u>(5,483)</u>	<u>(8,728)</u>	<u>(3,245)</u>	<u>(5,483)</u>	<u>(9,734)</u>
Net Income	<u><u>282,928</u></u>	<u><u>252,827</u></u>	<u><u>30,100</u></u>	<u><u>282,928</u></u>	<u><u>252,827</u></u>	<u><u>30,100</u></u>	<u><u>270,769</u></u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

93 - Business Advocacy & Support

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100-00 - TBID Assessment Revenue	232,162	209,489	22,673	232,162	209,489	22,673	259,776
4200-00 - Membership Dues Revenue	0	6,250	(6,250)	0	6,250	(6,250)	18,760
4250-00 - Revenues-Membership Activities							
4250-02 - Chamber Events	0	0	0	0	0	0	1,500
4250-03 - Summer/Winter Res Luncheon	0	0	0	0	0	0	1,000
4251-00 - Tues AM Breakfast Club							
4251-01 - Tues AM Breakfast Club Sponsors	0	550	(550)	0	550	(550)	1,650
4251-00 - Tues AM Breakfast Club - Other	0	200	(200)	0	200	(200)	600
Total 4251-00 - Tues AM Breakfast Club	0	750	(750)	0	750	(750)	2,450
Total 4250-00 - Revenues-Membership Activities	0	750	(750)	0	750	(750)	4,950
4263-00 - Revenue- Other	0	500	(500)	0	500	(500)	1,500
Total Income	232,162	216,989	15,173	232,162	216,989	15,173	284,975
Gross Profit	232,162	216,989	15,173	232,162	216,989	15,173	284,975
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	81	90	(10)	81	90	(10)	270
5030-00 - P/R - Health Insurance Expense	0	125	(125)	0	125	(125)	375
5040-00 - P/R - Workmans Comp	4	5	(1)	4	5	(1)	15
5060-00 - 401 (k)	42	36	6	42	36	6	108
5070-00 - Other Benefits and Expenses	0	5	(5)	0	5	(5)	15
5000-00 - Salaries & Wages - Other	1,165	900	265	1,165	900	265	2,700
Total 5000-00 - Salaries & Wages	1,291	1,161	130	1,291	1,161	130	3,483
5100-00 - Rent							
5110-00 - Utilities	30	6	23	30	6	23	19
5150-00 - Office - Cleaning	0	8	(8)	0	8	(8)	24
5100-00 - Rent - Other	857	76	781	857	76	781	228
Total 5100-00 - Rent	887	91	796	887	91	796	272
5310-00 - Telephone							
5320-00 - Telephone	102	10	92	102	10	92	30
Total 5310-00 - Telephone	102	10	92	102	10	92	30
8520-00 - Supplies	36	167	(131)	36	167	(131)	500
5710-00 - Taxes, Licenses & Fees	141	0	141	141	0	141	0
5740-00 - Equipment Rental/Leasing	92	21	71	92	21	71	62
6423-00 - Membership Activities							
6437-00 - Tuesday Morning Breakfast Club	0	0	0	0	0	0	500
6442-00 - Public Relations/Website/Digital	600	990	(390)	600	990	(390)	2,970
Total 6423-00 - Membership Activities	600	990	(390)	600	990	(390)	3,470
8500-00 - Credit Card Fees	9	50	(41)	9	50	(41)	150
8600-00 - Additional Opportunitis	0	20,000	(20,000)	0	20,000	(20,000)	64,000
8700-00 - Automobile Expenses	0	5	(5)	0	5	(5)	15
8760-00 - Meals/Meetings	0	5	(5)	0	5	(5)	15
8810-00 - Dues & Subscriptions	0	3	(3)	0	3	(3)	9
Total Expense	3,159	22,502	(19,344)	3,159	22,502	(19,344)	72,006
Net Ordinary Income	229,003	194,487	34,516	229,003	194,487	34,516	212,968
Other Income/Expense							
Other Expense							
8990-00 - Allocated	3,468	2,602	866	3,468	2,602	866	7,806
Total Other Expense	3,468	2,602	866	3,468	2,602	866	7,806
Net Other Income	(3,468)	(2,602)	(866)	(3,468)	(2,602)	(866)	(7,806)
Net Income	225,535	191,885	33,650	225,535	191,885	33,650	205,162

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

94 - Zone 1 Services

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100-00 · TBID Assessment Revenue	624,727	563,716	61,011	624,727	563,716	61,011	699,030
Total Income	624,727	563,716	61,011	624,727	563,716	61,011	699,030
Gross Profit	624,727	563,716	61,011	624,727	563,716	61,011	699,030
Expense							
5100-00 · Rent							
5110-00 · Utilities	7	0	7	7	0	7	0
5100-00 · Rent - Other	166			166			
Total 5100-00 · Rent	173	0	173	173	0	173	0
5310-00 · Telephone							
5320-00 · Telephone	23	0	23	23	0	23	0
Total 5310-00 · Telephone	23	0	23	23	0	23	0
5520-00 · Supplies	8	0	8	8	0	8	0
5710-00 · Taxes, Licenses & Fees	141	0	141	141	0	141	0
5740-00 · Equipment Rental/Leasing	21	0	21	21	0	21	0
8600-00 · Additional Opportunites	0	50,000	(50,000)	0	50,000	(50,000)	135,400
Total Expense	367	50,000	(49,633)	367	50,000	(49,633)	135,400
Net Ordinary Income	624,360	513,716	110,644	624,360	513,716	110,644	563,630
Other Income/Expense							
Other Expense							
8990-00 · Allocated	6,521	4,893	1,628	6,521	4,893	1,628	14,679
Total Other Expense	6,521	4,893	1,628	6,521	4,893	1,628	14,679
Net Other Income	(6,521)	(4,893)	(1,628)	(6,521)	(4,893)	(1,628)	(14,679)
Net Income	617,839	508,823	109,016	617,839	508,823	109,016	548,952

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

95 - Economic Development, Transportation, & Other

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100-00 · TBID Assessment Revenue	320,806	289,476	31,330	320,806	289,476	31,330	358,962
Total Income	320,806	289,476	31,330	320,806	289,476	31,330	358,962
Gross Profit	320,806	289,476	31,330	320,806	289,476	31,330	358,962
Expense							
5100-00 · Rent							
5110-00 · Utilities	16	0	16	16	0	16	0
5100-00 · Rent - Other	387	0	387	387	0	387	0
Total 5100-00 · Rent	403	0	403	403	0	403	0
5310-00 · Telephone							
5320-00 · Telephone	54	0	54	54	0	54	0
Total 5310-00 · Telephone	54	0	54	54	0	54	0
5520-00 · Supplies	19	0	19	19	0	19	0
5710-00 · Taxes, Licenses & Fees	212	0	212	212	0	212	0
5740-00 · Equipment Rental/Leasing	50	0	50	50	0	50	0
8600-00 · Additional Opportunitites	0	20,000	(20,000)	0	20,000	(20,000)	69,000
Total Expense	738	20,000	(19,262)	738	20,000	(19,262)	69,000
Net Ordinary Income	320,068	269,476	50,592	320,068	269,476	50,592	289,962
Other Income/Expense							
Other Expense							
8990-00 · Allocated	3,323	2,493	830	3,323	2,493	830	7,480
Total Other Expense	3,323	2,493	830	3,323	2,493	830	7,480
Net Other Income	(3,323)	(2,493)	(830)	(3,323)	(2,493)	(830)	(7,480)
Net Income	316,745	266,982	49,762	316,745	266,982	49,762	282,481

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

96 - Sustainability & Mitigation of Tourism Impacts

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100-00 - TBID Assessment Revenue	139,297	125,693	13,604	139,297	125,693	13,604	155,865
Total Income	139,297	125,693	13,604	139,297	125,693	13,604	155,865
Gross Profit	139,297	125,693	13,604	139,297	125,693	13,604	155,865
Expense							
5100-00 - Rent							
5110-00 - Utilities	11	0	11	11	0	11	0
5100-00 - Rent - Other	276	0	276	276	0	276	0
Total 5100-00 - Rent	288	0	288	288	0	288	0
5310-00 - Telephone							
5320-00 - Telephone	38	0	38	38	0	38	0
Total 5310-00 - Telephone	38	0	38	38	0	38	0
5520-00 - Supplies	14	0	14	14	0	14	0
5710-00 - Taxes, Licenses & Fees	212	0	212	212	0	212	0
5740-00 - Equipment Rental/Leasing	35	0	35	35	0	35	0
8600-00 - Additional Opportunitites	0	10,000	(10,000)	0	10,000	(10,000)	29,750
Total Expense	588	10,000	(9,412)	588	10,000	(9,412)	29,750
Net Ordinary Income	138,710	115,693	23,016	138,710	115,693	23,016	126,115
Other Income/Expense							
Other Expense							
8990-00 - Allocated	1,433	1,075	358	1,433	1,075	358	3,225
Total Other Expense	1,433	1,075	358	1,433	1,075	358	3,225
Net Other Income	(1,433)	(1,075)	(358)	(1,433)	(1,075)	(358)	(3,225)
Net Income	137,277	114,618	22,658	137,277	114,618	22,658	122,890

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North Lake Tahoe Resort Association
Profit & Loss Budget Performance

Accrual Basis

97 - Administration

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100-00 - TBID Assessment Revenue	211,056	190,445	20,612	211,056	190,445	20,612	236,159
Total Income	211,056	190,445	20,612	211,056	190,445	20,612	236,159
Gross Profit	211,056	190,445	20,612	211,056	190,445	20,612	236,159
Net Ordinary Income	211,056	190,445	20,612	211,056	190,445	20,612	236,159
Other Income/Expense							
Other Expense							
8990-00 - Allocated	17,000	17,000	0	17,000	17,000	0	51,000
Total Other Expense	17,000	17,000	0	17,000	17,000	0	51,000
Net Other Income	(17,000)	(17,000)	0	(17,000)	(17,000)	0	(51,000)
Net Income	194,056	173,445	20,612	194,056	173,445	20,612	185,159

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

Accrual Basis

98 - County Admin Fee

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100-00 - TBID Assessment Revenue	84,423	76,178	8,245	84,423	76,178	8,245	94,464
Total Income	84,423	76,178	8,245	84,423	76,178	8,245	94,464
Gross Profit	84,423	76,178	8,245	84,423	76,178	8,245	94,464
Expense							
5710-00 - Taxes, Licenses & Fees	0	18,667	(18,667)	0	18,667	(18,667)	56,000
Total Expense	0	18,667	(18,667)	0	18,667	(18,667)	56,000
Net Ordinary Income	84,423	57,511	26,911	84,423	57,511	26,911	38,464
Net Income	84,423	57,511	26,911	84,423	57,511	26,911	38,464

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

Accrual Basis

99 - Contingency/Reserve

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100-00 - TBID Assessment Revenue	84,423	76,178	8,245	84,423	76,178	8,245	94,464
Total Income	84,423	76,178	8,245	84,423	76,178	8,245	94,464
Gross Profit	84,423	76,178	8,245	84,423	76,178	8,245	94,464
Not Ordinary Income	84,423	76,178	8,245	84,423	76,178	8,245	94,464
Net Income	84,423	76,178	8,245	84,423	76,178	8,245	94,464

North Lake Tahoe Resort Association Profit & Loss Budget Performance

70 - Administration

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	2,588	3,563	(975)	20,008	32,379	(12,370)	39,504
5030-00 - P/R - Health Insurance Expense	3,071	3,750	(679)	21,737	37,500	(15,763)	45,000
5040-00 - P/R - Workmans Comp	129	194	(66)	1,374	1,943	(569)	2,332
5060-00 - 401 (k)	1,103	1,425	(323)	5,762	13,930	(7,548)	16,975
5070-00 - Other Benefits and Expenses	50	183	(133)	720	1,828	(1,108)	2,193
5000-00 - Salaries & Wages - Other	40,647	35,629	5,018	292,901	333,239	(40,338)	404,497
Total 5000-00 - Salaries & Wages	47,587	44,744	2,842	342,522	420,218	(77,696)	509,501
5100-00 - Rent							
5110-00 - Utilities	93	218	(124)	2,805	1,718	1,087	2,153
5140-00 - Repairs & Maintenance	787	417	370	7,424	4,167	3,257	5,000
5160-00 - Office - Cleaning	0	274	(274)	2,839	2,899	(61)	3,448
5100-00 - Rent - Other	2,644	2,968	(324)	33,817	30,808	3,008	36,744
Total 5100-00 - Rent	3,524	3,877	(353)	46,884	39,592	7,292	47,345
5310-00 - Telephone							
5320-00 - Telephone	132	1,835	(1,803)	13,915	13,043	872	16,913
5310-00 - Telephone - Other	0			43			
Total 5310-00 - Telephone	132	1,935	(1,803)	13,957	13,043	914	16,913
5420-00 - Mail - USPS							
5480-00 - Mail - Fed Ex	0			12	0	12	0
5420-00 - Mail - USPS - Other	0	83	(83)	1,366	833	533	1,000
Total 5420-00 - Mail - USPS	0	83	(83)	1,378	833	545	1,000
5510-00 - Insurance/Bonding	269	1,250	(981)	9,879	12,500	(2,621)	15,000
5520-00 - Supplies							
5525-00 - Supplies - Computer	0			4,163	2,500	1,663	2,500
5520-00 - Supplies - Other	563	500	63	6,844	5,000	1,844	6,000
Total 5520-00 - Supplies	563	500	63	11,007	7,500	3,507	8,500
5610-00 - Depreciation	153	486	(333)	1,528	1,861	(333)	2,633
5700-00 - Equipment Support & Maintenance	2,544	2,917	(373)	24,311	29,187	(4,855)	35,000
5710-00 - Taxes, Licenses & Fees	1,615	1,250	365	14,211	12,500	1,711	15,000
5740-00 - Equipment Rental/Leasing	291	125	166	6,805	1,250	5,555	1,500
5800-00 - Training Seminars	0	417	(417)	30	4,187	(4,137)	5,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	850	625	225	13,550	6,250	7,300	7,500
5920-00 - Professional Fees - Accountant	0			20,773	26,000	(5,227)	26,000
5921-00 - Professional Fees - Other	2,080	833	1,247	112,704	8,333	104,371	10,000
Total 5900-00 - Professional Fees	2,930	1,458	1,472	147,027	40,583	106,444	43,500
5941-00 - Research & Planning	0	1,250	(1,250)	0	12,500	(12,500)	15,000
5740-00 - Media/Collateral/Production	0			250			
7500-00 - Trade Shows/Travel	0	1,667	(1,667)	0	16,687	(16,687)	20,000
8200-00 - Associate Relations	0	125	(125)	588	1,250	(662)	1,500
8300-00 - Board Functions	3,331	583	2,748	13,923	5,833	8,089	7,000
8500-00 - Credit Card Fees	0			41			
8600-00 - Additional Opportunities	650	833	(183)	6,500	8,333	(1,833)	10,000
8700-00 - Automobile Expenses	70	250	(180)	373	2,500	(2,127)	3,000
8760-00 - Meals/Mootings	845	417	428	6,993	4,167	2,827	5,000
8810-00 - Dues & Subscriptions	1,009	1,000	9	12,518	10,000	2,518	12,000
8920-00 - Bad Debt	0			299	0	299	0
Total Expense	65,512	65,167	345	660,825	644,463	16,362	774,592
Net Ordinary Income	(65,512)	(65,167)	(345)	(660,825)	(644,463)	(16,362)	(774,592)
Other Income/Expense							
Other Expense							
8990-00 - Allocated	(65,552)	65,167	(130,719)	(660,865)	(514,129)	(146,736)	(384,000)
Total Other Expense	(65,552)	65,167	(130,719)	(660,865)	(514,129)	(146,736)	(384,000)
Net Other Income	65,552	(65,167)	130,719	660,865	514,129	146,736	384,000
Net Income	40	(130,334)	130,374	40	(130,334)	130,374	(390,592)



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MEMORANDUM

Date: 5/26/2022

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

FROM: Tony Karwowski, CEO

RE: Tahoe Training Partners candidate search agreement

Action Requested

No action requested. Staff is informing the Board of the agreement between the NLTRA & Tahoe Training Partners to search for candidates for the open Vice President of Tourism Development, Director of Finance, and Director of Destination Management positions.

Background

The NLTRA is searching for viable candidates for three senior leadership positions; Vice Preside of Tourism Development, Director of Finance, and Director of Destination Management. To facilitate that search and find the best candidates possible, the NLTRA has recruited Tahoe Training Partners.

Tahoe Training Partners provided a quote for \$6,500-\$8,500 for vetting and hiring the three positions. Expenses may include posting, background checks, mileage, and other reasonable and customary items.

All tasks are intended to be executed by August 1st, 2022.

Fiscal Impact:

\$6,500-\$8,500 in professional fees.

Attachments:

Proposal for Services between NLTRA & Tahoe Training Partners

You will want to follow a process rather than a free-form discussion to assess the qualifications and potential fit of the candidates. You will want a rating scale on the interview documents so that hiring committee or interviewer can evaluate each question to assess as objectively as possible the quality of the answers that highlight the strengths and weaknesses of the candidates.

I would suggest that the three candidates have multijurisdictional/interdisciplinary experience in influential positions, all can supervise teams, have outreach experience, a passion for making a difference in the community and for future generations. Let's keep an eye on the opportunity for diversity and inclusion.

What differentiates them is whether they've played in the big leagues/had a seat at the table, have leadership experience and record, political savvy, facilitation/team building skills, financial literacy, experience and vision, business management experience (executive), board vs. staff experience, public speaking, technical understanding of our region and issues.


A key point is that just because a candidate says they have spoken in public to various groups or entities doesn't mean they are compelling or persuasive. Our candidate should present themselves well and be able to speak comfortably. What will they be like on their feet in a contentious environment? Will they be able to deliver the right message and gain the cooperation of others? Can they articulate their thoughts in a pressure cooker?

We may want to ask them each to prepare a presentation so you can see how they are on their feet (subject to be determined). I have required this of nearly every executive I have ever hired (and some mission critical managers). You also should read (not skim) the written examples of their communication samples before making a final decision.

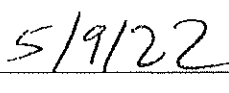
All the candidates will have a learning curve in one area or another. Even when checking references, we'll ask what the candidate has done well and about their record of success. If they have not yet had that experience, you need to assess if it is likely that they can get there. Be realistic. When there is a learning curve in too many areas without substantial support, you will not be setting them up for success, and the person may feel they have gotten in over their head. People think with what they know. As in most hiring decisions, a safe choice is to go with a known candidate versus the unknown – however safe is not always wise.

We may find worthy candidates have already relocated to our region because of the Big Quit and the proliferation of work from home options. A note regarding relocation as necessary: It is more likely than not that the non-local candidates can make the transition to our community based not on their verbal assurances, but on the fact that they have thrived previously in snow country or rural locations other than our own personal snow globe. Having a passion for snow and seasonal outdoor recreation/sports is a good indicator that they can make the transition.

I accept this proposal and the fee range for services:

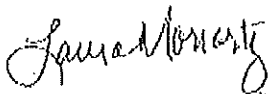


Tony Karwowski
President/CEO NLTRA



Date

For Tahoe Training Partners:



May 8, 2022

Laura Moriarty
President

Date

Laura Moriarty, SPHR, SHRM-SCP, Tahoe Training Partners
530 573 0224, 530 307 0011
Laura@tahoetrainingpartners.com



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MEMORANDUM

Date: 5/26/2022

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

FROM: DeWitt Van Sicen, Accounting Manager

RE: Accounting Software agreement – Dynamics GP hosted by CyberlinkASP

Action Requested

No action requested. Staff is informing the Board of the agreement between the NLTRA & CyberlinkASP for the user agreement for DynamicsGP cloud-based accounting software as approved in the February 2022 NLTRA Board Meeting.

Background

The NLTRA received approval to move forward with cloud-based Dynamics GP accounting software in February 2022. This is to keep up with the increased complexity of the financial and accounting needs of the NLTRA and NLT TBID. Staff looked at multiple platforms, including Netsuite, Quickbooks, and Microsoft Business Central, and found Dynamics GP to be the best software for the organization's needs.

The approval included first year costs of up to \$20,000 with an additional \$2,000 contingency, as well as \$6,000 annual license renewal for the software. An updated estimate shows \$16,000 in first-year costs and approximately \$6,000 in subsequent annual software licensing for Dynamics GP.

Fiscal Impact:

Up to \$22,000 in first-year costs, and \$6,000 subsequent-year costs for Dynamics GP licensing.

Attachments:

Proposal & Agreement between CyberlinkASP and the NLTRA

CYBERLINKASP

The Cloud That Works for You

All Your Applications.
Secure Access from Any Device.
Simple, Predictable Fee.

PROPOSAL & AGREEMENT:

MANAGED VIRTUAL DESKTOPS

PREPARED FOR:

NORTH LAKE TAHOE RESORT ASSOCIATION

Partner:

Lisa Blair Ireland – AcCounting On Computers

CyberlinkASP Hosts and Manages Hundreds of Business Applications.

More Accountability. More Security. More Predictability

Prepared By: Robert Boeck, VP Partner Channel Sales

rob.boeck@cybasp.com

Direct: 858-480-2567

Proposal Expiration: 05/30/22

SERVICE PROPOSAL

Why We're Here

We believe the cloud should be accessible to *every* business, big and small, without having to make service-level sacrifices or endure undue complexities.

Our mission at CyberlinkASP is to enable our clients to leverage the cloud in ways that make sense for your business – in form, function, timing, and cost – so the cloud works for you.

Problems You Face

Having to Change Operationally

Many software companies are forcing clients to change how they operate, in order to move to the “online” version of the line-of-business app.

Managing Multiple IT Support Vendors

The big cloud providers do not support the full IT landscape, therefore requiring multiple vendors, which ultimately creates complexity in both cost and vendor management.

Risking Data Security

Small businesses are still spending way too much on server and end-user hardware, complicating asset management and increasing risk of sensitive data leakage.

How We Solve Them

A Platform That Meets Your Needs

CyberlinkASP is a fully managed cloud platform, capable of hosting just about any application – new or old, SaaS or legacy – and managing it.

Full IT Support 24/7

We are here 24/7 to support all of your IT needs, for a simple, predictable fee.

Secure Delivery

We securely deliver your applications to any device, in a familiar modern manner, allowing businesses to defer hardware expenses while improving data security.

If you are facing any version of the above problems, we are confident CyberlinkASP's solution can make the cloud work for you. We are pleased to present this proposal and agreement for your consideration.

Measuring Success

When selecting a cloud and IT partner, there are four (4) critical attributes that must be vetted and validated. These are **Stability**, **Security**, **Speed**, and **Support**. We refer to this set of critical attributes as the “**4S Framework**.” The below table illustrates how we measure and validate the 4S’s quantitatively and qualitatively.

4S Framework			
Stability	Security	Speed	Support
✓ 99.99% Uptime SLA	✓ 24/7 Security Operations Center	✓ Low-Latency Guarantee	✓ 24/7 Availability
✓ Redundant Datacenters	✓ SOC Type II Attestation	✓ Optimized for Any Device	✓ Same-Day Resolution SLA
✓ MS Office or M365 License	✓ NextGen Endpoint Security	✓ Unlimited CPU and Memory Bursting	✓ 99% CSAT Surveys
✓ 22 Years in Business	✓ Multi-Factor Authentication	✓ Auto-Load Balancing	✓ Co-Managed/IT Friendly
✓ Privately Held	✓ GDPR, HIPAA, and SOX compliant	✓ No Pricing Variability	✓ No Support Overages

Industry Validation

Our commitment to the 4S Framework has enabled CyberlinkASP to become the **nation’s largest private cloud services provider** supporting small to midsize businesses, which has been recognized by the following industry leaders and regulatory bodies:



Cloud Experience

Virtual Windows Desktop – This allows employees access to their work computers remotely. It is a wonderfully familiar Windows desktop experience that is virtual and fully configured to emulate a PC with all of your applications and printers.

In your Virtual Desktop you will be able to:

- Access any of your business applications
- Back up files daily
- Work from anywhere, anytime
- Improve security
- Guarantee performance
- Reduce hardware cost
- Receive unlimited support
- Increase productivity
- Monitor access
- Reduce data leaks
- Experience guaranteed uptime
- Receive automated maintenance and updates



Support

Committed to Your Success – We raise the bar. We believe a product’s continued success relies on the quality of the ongoing support that your company’s users require. We have developed several support modes and are committed to the constant improvement of our support methodologies, including the adoption of new self-help technologies.

Contacting Support – CyberlinkASP and our Support Partners provide **24x7x365** phone and email support for our client’s access to their systems and data. Our clients’ end users access their hosted systems in our Datacenters from remote sites around the world, all day, every day.

- ✓ Extensive expertise with application and cloud hosting in a Microsoft and Citrix environment.
- ✓ Always-on customer support, with engineers accessible after hours, including weekends, holidays, and in case of any emergency.
- ✓ Enterprise-level technical expertise with MCSE’s, CCA, certified data center managers, and experienced business process experts.
- ✓ Immediate response times for any incident. Our engineers are notified by sophisticated application and server performance monitoring systems.



(972) 262-5200



support@cybasp.com

SERVICE AGREEMENT

This Agreement is by and between CyberlinkASP Technology, Inc., (“Provider”) North Lake Tahoe Resort Association (“Customer”) with its principal place of business at 100 N Lake Blvd., Tahoe City, CA 96145 (“Contracting Parties”). Customer expressly agrees that this Agreement is subject to all of the terms and conditions of the Acceptable Use Policy and Customer Service Agreement available at www.cyberlinkasp.com/aup, including any exhibits thereto.

Scope of Services

Application Hosting Services

- Provider will deploy Customer Applications to Customer’s users (“End-User”) across the Network, if applicable.
- Includes connection to MS Word/Excel or your existing Office365 email and Office accounts.
 - CyberlinkASP is able to provide Office365 E3 Licenses for \$20/user. Data migration fees may apply.
- Includes other supported applications you have:
 - **Subscription Licenses and Hosting for GP18.4 Starter Pack**
 - **Includes:**
 - **MR (Management Reporter)**
 - **Subscription licenses for Rockton SmartFill**
- Provider will maintain backups at the schedule indicated. Includes offsite removal/replication.
- Provider will supply all hardware equipment and software for Hosting the Applications at the costs specified to the Customer and contained herein.
- Provider will provide 24x7x365 telephone and email customer support (Help Desk) for technical support/ticket creation at no charge (U.S. only).

Pre-production Services

- Provision client cloud with appropriate resources to deliver SLA
- Install and configure all Customer files, software, and programs:
- Includes other supported applications you have:
 - **Subscription Licenses and Hosting for GP18.4 Starter Pack**
 - **Includes:**
 - **MR (Management Reporter)**
 - **Subscription licenses for Rockton SmartFill**
- Create all user accounts and assign rights
- Perform tests from Customer to CyberlinkASP server
- Provide proper network segmentation including public-facing DMZ
- Provide IPSEC VPN tunnels to company offices for the purpose of printing and Active Directory connectivity, if needed
- Include Microsoft licensing encompassing Windows, SQL, and Remote Desktop Services
- Deploy Virtual Apps and/or Virtual Desktop per Customer’s device profile
- Include NetScaler Access Gateway (VPN-Free connectivity to remote desktop environment)
- Provide Citrix Farm including private StoreFront (login) site

Production Services

- Monitor traffic and performance of cloud systems
- Provide 24/7 Help Desk support

- Provide 24/7 monitoring by Security Operation Center and utilize Endpoint Detection and Response (EDR) tool
- Communicate maintenance and outages to Customer
- Timely updates to Windows and Citrix infrastructure

Standard Products Included with Pricing

Unlimited Bandwidth	Included	<ul style="list-style-type: none"> • Multiple Internet Providers with Automated Failover
Cyber & Data Security	Included	<ul style="list-style-type: none"> • Fortinet Next-Generation Firewall • Endpoint Detection and Response (EDR) on VD • Intrusion Prevention • Virus Protection • Web Access Monitoring • Virtual Private Networking • Password Management • Spam Filtering
Enhanced Monitoring Service	Included	<ul style="list-style-type: none"> • Content Monitoring of URL's • System Health Monitor of CPU, RAM, and Storage
Mobile Solutions	Included	<ul style="list-style-type: none"> • Support for iOS/Windows Based Smart Phones • Includes Wireless Integration of All Email, Contacts, and Calendar Items

Backup scope. CyberlinkASP will be responsible for performing the following types and frequency of backups during the Term:

Description	Timing	Device
Baseline	Immediately before system goes live, Entire System – database and Software	Local raid storage disks
Daily	Full data backup; database backup is on a schema basis to allow for recovery of individual company schemas, data is kept for one week locally. SQL transaction logs are captured at a point in time, once daily, Monday-Friday, when the daily backup process is completed.	Backup server local disk
Weekly	Each Friday night a full data base backup is taken	Backup server local disk for ONE week & removable disk rotated offsite on a FIVE (5) week rotation
Monthly	On or about the 10 th day of every month a full data base backup is taken to capture prior month end data	Backup server local disk for ONE month & removable disk rotated offsite on a TWELVE (12) month rotation
Annual	On or about the 20 th of January each year a year end full data base backup is taken to capture prior yr data	Backup server local disk for ONE year & removable disk rotated offsite on a SEVEN (7) year rotation
As Needed	At the request of Customer	Removable media – CD, DVD, customer furnished external hard drive, etc.

Fee Schedule – GP18.4 Subscription + Hosting Future GP Upgrades Included

Desktops/Users/Servers	Quantity	Fee	Monthly
Dynamics GP Hosting - Desktop or Workspace (Full User) (includes EDR, dedicated DMZ, 24-hr SOC monitoring, Citrix/SQL/OS licensing, GP Subscription licenses)	2	\$250	\$500
Rockton Smartfill subscription licenses	2	\$11	\$22
Multi-Factor Authentication (DUO)	2	Included	Included
Total Monthly			\$522
Install and Set-up		\$1,500	\$0
Total Upfront Due (First month + Last month + Install)			\$1,044

Each agreement will be for 12 months. We require the first and last month recurring fees immediately upon contract signature date to secure the network, allocate servers, purchase licenses and all additional resources needed. Standard monthly invoices begin when user credentials are authorized for testing/use by partner and/or customer.

- Install fee can be waived through 05/30/2022.
- Customer provides GP & ISV licenses.
- Includes 30.0GB of data storage. Add'l storage is \$3/GB.
- Future GP upgrades included. Customizations/ISV's that are not part of the standard, base GP solution will be supported and completed by their Partner/Consultant of Record – AcCounting On Computers

Compensation


As full and complete consideration for the Services, Customer shall pay Provider the fees set forth in the Fee Schedule. Fees for any Additional Services shall be agreed upon prior to the initiation of such Additional Services and set forth in the Additional Work Authorization. Any work which is not so authorized and documented shall not be entitled to compensation under any legal theory and Provider hereby waives any compensation for such additional and/or modified work. Payment of the Fees shall be subject to completion of the Services as provided herein. The Fees shall include all costs of expenses incurred by Provider in the performance of the Services except for such out-of-pocket expenses that Customer might expressly approve for reimbursement in accordance with this agreement prior to Provider's incurrence of same. Per Section 2.1 of CSA available at <http://www.cyberlinkasp.com/aup> each term will be accompanied by no less than a 3% increase in service charges.

Miscellaneous

Provider guarantees 99.99% uptime over a period of 60 consecutive days availability of its servers. The following shall not be included in server uptime: (a) server is unavailable due to factors beyond Provider's control; (b) server is unavailable due to interruption of service at Customer's facility; (c) four (4) hours per month of routine maintenance, done after hours or weekends (Customer will be provided at least 48 hours' notice of such maintenance); and (d) time reasonably required for immediate maintenance as needed to address pressing security threats, potential loss of data or depletion of the integrity of the network.

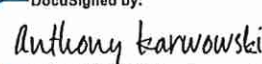
Customer has ten (10) days from qualifying service interruption date to terminate agreement if they choose to exercise without penalty by giving no more than thirty (30) days' notice, otherwise this option/event will expire. Upon exercising this option, Customer must pay all fees due including prepayment for additional services during transition. At no time during the term of this agreement nor for a period of one (1) year following its termination will Customer directly or indirectly, on Customer's own behalf or in the service of on behalf of others, solicit, divert, or hire, or attempt to solicit, divert, or hire, any person employed (or independent contractor retained) by Provider at any time during the term of this agreement.

CyberlinkASP Technology Inc.


Digitally signed by Chris M. Lantrip
DN: cn=Chris M. Lantrip,
o=CyberlinkUSA LLC, ou=CYBASP,
email=clantrip@cybasp.com,
c=US
Date: 2022.05.16 22:42:32 -05'00'

Chris M. Lantrip

North Lake Tahoe Resort Association

DocuSigned by:

33596ABDC099464...

Owner / Authorized Agent

Anthony Karwowski

Print

5/16/2022

Date

5/16/2022

Date

CyberlinkASP Technology, Inc., ("CyberlinkASP Technology, Inc.") has published this acceptable use policy ("AUP") in an effort to enhance the use of the Internet by promoting responsible use and in an effort to provide a reliable, high-quality service to its customers. In that regard, CyberlinkASP Technology, Inc. requires its customers and other third-party users (collectively, its "Users") to utilize CyberlinkASP Technology, Inc.'s services and network responsibly and in compliance with all applicable laws and the terms of this AUP. This AUP supplements rather than supersedes any and all agreements between a User and CyberlinkASP Technology, Inc. with respect to the use of CyberlinkASP Technology, Inc.'s services and network by such User. Use by a User of CyberlinkASP Technology, Inc.'s services or network constitutes acceptance by such User of the terms of this AUP.

PROHIBITED CONDUCT

Users may not use CyberlinkASP Technology, Inc.'s services or network (i) in violation of any applicable local, state, or federal law or regulation; (ii) in a manner that infringes or may infringe upon any copyrights, trademarks, patents, trade secrets, or other types of intellectual property; (iii) to transmit offensive or threatening materials, including materials that are obscene, pornographic, defamatory, libelous, abusive, hateful, excessively violent, or otherwise inappropriate; (iv) to transmit fraudulent, deceptive, or misleading materials or to advance any type of financial scam; (v) to transmit any materials that harass another person or entity; (vi) to transmit viruses, Trojan horses, or other materials harmful to any network or equipment or

other Users or third parties; or (vii) in a manner that exposes or may expose CyberlinkASP Technology, Inc., its customers, partners, or vendors, or any other person or entity using the CyberlinkASP Technology, Inc. network to abuse, complaints, retaliation, connectivity issues, or other negative impact.

SYSTEM AND NETWORK SECURITY

Users may not use CyberlinkASP Technology, Inc.'s services or network to violate or to attempt to violate the security of any network, service, data, or other system without proper authorization, including, without limitation, (i) any attempt to access any network, service, data, or other system that such User is not authorized to access; (ii) any attempt to probe, scan, or test the vulnerability of any network, service, or system without proper authorization; (iii) any attempt to breach any security or authentication measures; (iv) any attempt to monitor data or traffic on any network or system without proper authorization; (v) any attempt to interfere with service to any User, host, or network, including, without limitation, by means of overloading, mailbombing, flooding, crushing, or any denial of service attacks; (vi) any attempt to forge any TCP/IP packet header or any part of the header information in an e-mail message or a newsgroup posting; or (vii) any attempt to utilize another User's account name without proper authorization.

SPAMMING

Users may not use CyberlinkASP Technology, Inc.'s services or network to transmit any unsolicited commercial or unsolicited bulk e-mail messages (commonly known as "spam"). For purposes of this AUP, an e-mail message shall be deemed to be unsolicited if (i) it is sent to a recipient (a) who has not expressly requested or invited it, (b) with whom the sender does not have an existing personal or business relationship, or (c) who has requested that the sender not send it any further e-mail messages or (ii) such e-mail message is considered to be unsolicited under any applicable local, state, or federal law or regulation. In addition, Users are prohibited from using the services or network of another provider to send spam or to promote a site hosted on or connected with CyberlinkASP Technology, Inc.'s services or network.

USENET

All postings to Usenet groups must comply with such group's charter, rules, guidelines, and agreements (collectively, "Usenet Policies"). In addition to any such Usenet Policies, Users may not use CyberlinkASP Technology, Inc.'s services or network to post the same or similar messages to one or more Usenet groups (commonly known as "Usenet spam").

CONSEQUENCES

If CyberlinkASP Technology, Inc. determines that a User has violated any of the terms of this AUP, CyberlinkASP Technology, Inc. shall have the right in its sole discretion (i) to demand the immediate removal of the violating material and/or (ii) to terminate or to suspend such User's services. CyberlinkASP Technology, Inc. may involve and shall cooperate with law enforcement authorities if criminal activity is suspected. In addition, Users who violate this AUP may be subject to civil or criminal liability. CyberlinkASP Technology, Inc. shall not be liable for any

damages suffered by any User or third party resulting directly or indirectly from any actions taken by CyberlinkASP Technology, Inc. pursuant to this AUP. In order to protect the CyberlinkASP Technology, Inc. network and all Users utilizing the CyberlinkASP Technology, Inc. network, CyberlinkASP Technology, Inc. shall have the right, immediately and without prior notice, to terminate routing of a User's assigned IP address space in the event such User is under a network-based attack; however, CyberlinkASP Technology, Inc. shall use reasonable efforts to reinstitute routing of such User's assigned IP address space in CyberlinkASP Technology, Inc.'s discretion following such network-based attack. In the event that User experiences repeated network-based attacks, CyberlinkASP Technology, Inc. reserves the right to suspend or terminate such User's services immediately and without prior notice.

VIOLATION REPORTING

Violations or potential violations of this AUP may be reported to CyberlinkASP Technology, Inc. at abuse@cybasp.com.

MODIFICATIONS

CyberlinkASP Technology, Inc. reserves the right to modify this AUP from time to time without notice in CyberlinkASP Technology, Inc.'s sole discretion. Such modifications shall be effective when posted.

Customer Service Agreement (and Exhibit to AUP)

This Agreement is by and between CyberlinkASP Technology, Inc., and ("Customer") (collectively referred to herein as the "Contracting Parties"). "Customer" shall include Customer's corporate parent, subsidiaries, and affiliates that are majority-owned by Customer, or its parent, or are under voting control of such entities and/or related companies approved by Provider to receive Services under this Agreement, who purchase Services hereunder.

WITNESSETH:

Customer wishes to engage Provider to perform certain services as more particularly described, if applicable in Exhibit "A," attached to and made a part of this Agreement, as well as such other additional and/or modified Services on projects that may, from time to time, be assigned by Customer pursuant to the procedures provided therein.

For the mutual covenants and considerations set forth herein, Customer and Provider agree as follows:

1. Service Description

- 1.1 General Scope. Customer hereby engages Provider to perform the Services as described in Exhibit A, or as from time to time may be assigned pursuant to Paragraph 1.2. Provider agrees to perform the Services in accordance with the highest professional standards applicable to the performance of like services. Upon thirty (60) days notice to Customer,

Provider reserves the right to change or modify any of the terms and conditions contained in the Agreement in its sole discretion. Provider may employ such employees as Provider deems necessary to perform the Services. All references in this agreement to "Provider" shall also include such employees of Provider.

- 1.2 Additional Services. Customer may, from time to time, request that Provider perform additional Services ("Additional Services"). If Provider accepts such assignments, the parties shall agree to the parameters of the Additional Services to be undertaken by executing an "Additional Work Authorization Agreement" The Additional Services shall be considered "Services" under this Agreement, and shall be performed in accordance with and subject to the terms and conditions of this Agreement and the Additional Work Authorization specifying the Services to be performed. Additional Services will only be prorated into the remaining term of this agreement if the Additional Services are consistent with providing additional hosting capacities. The Fees for Additional Services shall be agreed upon by the parties and included in the Additional Work Authorization form. Provider shall only be compensated for Additional Services pursuant to properly executed Additional Work Authorization forms as provided in this agreement. Any work which is not so authorized and documented shall not be entitled to compensation and Provider hereby waives any compensation for such additional and/ or modified work. Payment of the Fees shall be subject to completion of the Services as provided herein.
- 1.3 Exclusions. Unless otherwise expressly provided elsewhere in this Agreement, Provider's Services do not cover: (a) service of equipment damaged by misuse, accident, modification, unsuitable physical or operating environment, improper maintenance by Customer, removal or alteration of equipment, or failure, caused by a product for which Provider is not responsible.
- 1.4. Third Party Products Not Covered. Services do not include warranty or repair service, or any other services, for third party products. Provider is not responsible for the performance of other vendors' products and services.
- 1.5 Written Reports. Customer may periodically request reasonable written reports concerning Provider's progress, project status, billing data, and other matters pertaining to the Services, and Provider shall promptly provide such reports to Customer at no additional charge.
- 1.6 Competing Services. Customer agrees that Provider may engage in other business activities provided they do not affect its ability to perform its obligations and carry out its responsibilities to Customer hereunder.
- 1.7 Customer Responsibilities. Customer acknowledges that Provider's performance and delivery of the Services are contingent upon: (i) Customer providing access to its personnel, facilities, equipment, hardware, software, network and information and (ii) Customer's timely decision-making, notification of relevant issues or information, and granting of approvals and/or permission. Customer will promptly obtain and provide to Provider any required consents or authorizations necessary for Provider's performance of the Services described in this Agreement. Customer agrees to Acceptable Use Policy

2. Terms, Termination and Cancellation

- 2.1 Terms. This agreement is effective from the date it is executed by both parties (“Effective Date”) and shall continue for a period of twelve [12] months after the Effective Date, or until it is terminated in accordance with this paragraph or elsewhere in this Agreement. Upon termination, all rights and obligations of the Contracting Parties under this Agreement will automatically terminate except for rights of action accruing prior to termination, payment obligations and any obligations that expressly or by implication are intended to survive termination. Provider hereby grants to customer an option to renew the agreement for one (1) additional term, upon the expiration of the initial terms thereof, subject however to providers rights to renew or extend licenses etc. and provide services at current costs. The initial Term and any Renewal Term may be referred to collectively herein as the “Term”. During each Renewal Term, Service Charges shall be established at the then prevailing rate provider charges for similar, new service agreements, such rate to be in effect for the entire Renewal Term (with no less than a 3% increase in rate per term, or per annum if agreement is month-to-month). After each ‘term’ has ended, agreement will continue ‘month to month’ and may be terminated by either party with no less than 30 days written notice.

- 2.2 Termination

(a) If this Agreement is terminated by the Customer for any reason other than Provider’s breach of this agreement, Customer shall pay Provider a termination fee (the “Termination Fee”) equal to the remaining contract. The Customer acknowledges that the Termination Fee is not in substitute or election of any other right or remedy Provider may have at law or in equity. The termination of this Agreement for any reason other than Provider’s breach shall not relieve the Customer from any liability for amounts owing and accrued prior to the time that such termination becomes effective and, in such event, Customer shall also be liable to Provider for any further charges with respect to any Additional Services properly performed prior to the date of termination.

(b) This Agreement may be terminated forthwith by either party, without penalty, upon the occurrence of any of the following:

(i) The other party engaging directly or indirectly in any attempt to defraud the terminating party;

(ii) A material breach by the other party of any of the terms of this Agreement which breach is not remedied by the other party to the terminating party’s reasonable satisfaction within 5 business days of the other party’s receipt of notice of such breach from the terminating party.

- Customer may terminate without penalty or payment within 60 days of receiving notice of change in terms or conditions.

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3. Compensation and Expenses

- 3.1 Compensation. As full and complete consideration for the Services to be performed by Provider, Customer agrees to pay Provider total fees (hereinafter referred to as “Fees”) in accordance with this Paragraph 3. For the Services to be provided under Exhibit A, the Fees shall be as set forth in Exhibit A. For any Additional Services pursuant to Paragraph 1.2 above, the Fees shall be agreed upon prior to the initiation of such Additional Services and set forth in the Additional Work Authorization as provided in Paragraphs 1.2 above. Provider shall only be compensated for Additional Services pursuant to properly executed Additional Work Authorizations.

- 3.2 Expenses. The Fees shall include all sums due and owing of every kind and description, including but not limited to, telephone calls, mileage, stationery, and special services such as typing, duplication costs and mailing expenses. Unless these costs are specifically agreed to as a separate reimbursable expense item on Exhibit A or in an Additional Work Authorization, Customer will not pay Provider therefore. Subject to the provisions of Exhibit A, paragraph 4, Customer will reimburse Provider for such reasonable and necessary out of pocket expenses incurred by Provider in the performance of the Services that are approved, in advance and in writing, by Customer. Provider will submit to Customer a detailed statement of the Services performed by Provider together with support for all expenses for which reimbursement is sought. Customer agrees to pay the amount due to Provider within 30 days of its receipt of such statement.
 - 3.3 Payment of Fees. Unless otherwise specified in Exhibit A or in an Additional Work Authorization, invoices are to be submitted monthly, subject to the terms of this Agreement, are payable by Customer within thirty (30) days of receipt thereof by Customer. Customer will pay Provider in US dollars, as invoiced by Provider. Additional charges may apply if Customer requests services that are performed outside contracted hours or are beyond the normal coverage for the particular service. For invoices not paid within thirty (30) days of the invoice date, Provider reserves the right to charge Customer a late penalty charge of ten percent (10%) per month applied against undisputed overdue amounts, or the maximum rate permitted by law, whichever is less. In addition, Provider may, without waiving any other rights or remedies to which it may be entitled, decide to terminate the Agreement and/or seek collection of all amounts due, including reasonable legal fees and costs of collection.
 - 3.4 Additional Fees/Taxes. Prices are exclusive of all country, provincial, state and local sales, use, value added, excise, privilege, franchise and similar taxes. Taxes imposed on Provider (other than taxes related to Provider's income) in connection with the Services purchased under this Agreement will be paid by Customer and will appear as separate items on Provider's invoices.
4. Proprietary Rights and Confidentiality
- 4.1 Proprietary Provisions
 - (a) During the term of this agreement, the Contracting Parties will have access to and become familiar with various trade secrets and other proprietary or confidential information and compilations of information, records, and specifications, owned by the other Contracting Party and regularly used in the operation of the business of the other Contracting Party, including, but not limited to, compensation data, customer lists, customer preferences, financial information, marketing strategies, pending projects and proposals, supply/sales contracts, research and development strategies, technological data, technological prototypes, computer software analysis documentation, design documentation, software, hardware, source code, forms, pricing formulas, financial information and all accounting records ("Proprietary Information"). Both parties shall notify the other party, prior to disclosure of the information to the other party, that it considers the information to be confidential.
 - (b) Neither Contracting Party shall use Proprietary Information except as required in the

performance of the Contracting Party's duties hereunder. The Contracting Parties will take all reasonable measures to maintain the confidentiality of the Proprietary Information. The existence and substance of this Agreement shall be included as Proprietary Information. Provider will not disclose all or any part of the Proprietary Information to any third party without the prior written consent of Customer, unless required to do so by court order, subpoena, the Internal Revenue Service, a governmental authority, or any other legal authority. Provider may use Customer's name as a reference.

(c) Both parties agree that, except as directed by the other party, or as provided in this paragraph, neither party will at any time during or after the term of this agreement, disclose any Proprietary Information to any person, or entity. Upon termination of this agreement, both parties shall destroy or turn over to the other party all documents, papers, and other matter in such party's possession or under such party's control that contain or relate to such Proprietary Information. Both parties shall notify the other party, prior to disclosure of the information to the other party, that it considers the information to be confidential.

(d) Subject to payment in full for the applicable Services, and subject to other provisions in this Agreement, all right, title and interest in and to any programs, systems, data or materials created or prepared by Provider under this Agreement, including, without limitation, any copyrights, patents, trade secret, and other intellectual or industrial property rights therein, are and shall be held by Customer, and shall be considered "works made for hire", as that term is defined in The Copyright Act of 1976, as amended.

(e) It is understood, however, that the restrictions in this Paragraph 4, shall not apply to any portion of the Proprietary Information that falls within any of the following categories:

- (i) Proprietary Information that is already lawfully known to or independently developed by the receiving party; or
- (ii) Proprietary Information obtained after the date hereof by the receiving party from a third party which is lawfully in possession of such information and not in violation of any contractual or legal obligation with respect to such information; or
- (iii) Proprietary Information which is or becomes part of the public domain through no fault of the receiving party or its employees; or
- (iv) is required to be disclosed by law, regulation or governmental order.

(f) Provider agrees to restrict access to all of the Proprietary Information within its company to authorized employees or independent contractors who

- (i) require such information in connection with their activities as contemplated by this Agreement, and
- (ii) have agreed with Provider to maintain the confidential nature of all proprietary information, including that of third parties, received by them in the course of their employment or engagement.

(g) Upon termination of this Agreement, or earlier upon either Contracting Parties' written request, the other Contracting Party shall deliver all items containing any Proprietary Information to the requesting Contracting Party or make such other disposition thereof as the requesting Contracting Party may direct.

(h) In order to enable Customer to disclose technology or software to Provider in conformity with the requirements of Part 740.3 (d) of the U.S. Department of Commerce's Export Administration Regulations, Provider hereby gives assurance to Customer that it will not,

without a license or a License Exception from the U.S. Department of Commerce's Bureau of Export Administration, reexport or release the technology and/or software, including source code, to any one of the countries listed in Country Groups D:1 or E:2 of Supplement No. 1 to Part 740 of the Export Administration Regulations or to a national of any one of those countries. Such countries are currently: Albania, Armenia, Azerbaijan, Belarus, Bulgaria, Cambodia, the People's Republic of China, Cuba, Estonia, Georgia, Kazakhstan, Kyrgyzstan, Laos, Latvia, Libya, Lithuania, Moldova, Mongolia, N. Korea, Romania, Russia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan, and Vietnam.

(i) The Contracting Parties acknowledges that they have access to the other Contracting Party's Proprietary Information and that such access constitutes good and sufficient considerations for the imposition of the foregoing restrictive covenants.

- 4.2 Third Party Proprietary Rights. Provider and Customer hereby represent and warrant to one another that their respective activities in connection with the performance of the Services hereunder will not violate any proprietary rights of third parties, including, without limitation, patents, copyrights, or trade secrets, and that neither party's activities in connection with the performance of the Services hereunder will violate any contractual obligations or confidential relationships which either Provider or Customer may have to/with any third party.
 - 4.3 Possession, Custody or Control of Customer's Proprietary Information or Data
 - (a) It is initially agreed that Provider may assign the performance of any portion of this agreement without the prior express written consent of the other Contracting Party.
 - (b) During the term of this agreement both Contracting Parties, or agents or sub-Providers of the Contracting Parties (where assignment is permitted), may have possession, custody or control of Proprietary Information or other data belonging to the other Contracting Party. In this regard, it is agreed as follows:
 - (i) No Provider or agent of either Contracting Party will be allowed to have possession, custody or control of any Proprietary Information or other data of the other Contracting Party without first agreeing in writing with the other Contracting Party to be bound by the terms this agreement.
 - (ii) Upon written request from either Contracting Party, or the Contracting Party's agents or sub-Providers, all Proprietary Information or other data belonging to the Contracting Party (together with all copies thereof) will be immediately returned to the requesting Contracting Party. It is further agreed that the existence of a dispute or claim of any kind or character with or involving either Contracting Party will not constitute a defense to the compliance with this paragraph.
5. General Terms
- 5.1 Independent Contractor Status. It is understood and agreed that in performing the Services for Customer hereunder, Provider shall act in the capacity of an independent contractor and not as an employee or agent of Customer. Provider agrees that unless otherwise instructed in writing it shall not represent itself as the agent or legal representative of Customer for any purpose whatsoever. Provider shall be solely responsible for the remuneration of and the payment of any and all taxes with respect to its employees and contractors and any claims with respect thereto and shall be solely responsible for the withholding and payment of all federal, state and local income taxes as well as the FICA and

FUTA taxes applicable to it, its employees, and its contractors. Provider acknowledges that as an independent contractor, neither it nor any of its employees or contractors shall be eligible for any customer employee benefits, including, but not limited to, vacation, medical, dental or pension benefits.

- 5.2 Limitation of Liability. Excepting only the indemnification provisions in paragraph 5.12, in no event shall either party be liable to the other for consequential or exemplary damages.
- 5.3 Force Majeure. Neither Contracting Party hereto shall be liable for failure to perform any obligation under this agreement if such failure is caused by the occurrence of any contingency beyond the reasonable control of such party, including without limitation, fire, flood, strike, and any other industry disturbance, failure of transport, accident, war, riot, insurrection, act of God or order of governmental agency or a Court of law. Performance shall be resumed as soon as possible after cessation of such cause. However, if such inability to perform continues for fifteen (15) days, the other Contracting Party may terminate the agreement without penalty and without further notice.
- 5.4 Waiver. The failure of either Contracting Party to exercise any right provided for herein shall not be deemed a waiver of any other right hereunder.
- 5.5 Severability. In the event any one or more of the provisions of this agreement, or of any exhibit, is invalid or otherwise unenforceable, the enforceability of the remaining provisions shall be unimpaired.
- 5.6 Governing Law and Dispute Resolution. This agreement shall be subject to and governed by the laws of the State of ~~Texas~~. The Contracting Parties agree that any controversy or claim arising out of or relating to this Agreement or performance hereunder, or any dispute arising out of the interpretation or application of this Agreement, which the contracting parties hereto are unable to resolve, shall be settled by arbitration in ~~(Dallas county, Texas)~~, by a panel of three arbitrators, pursuant to ~~the Texas Arbitration Act~~. **IN NO EVENT OF DISPUTE OR INTERPRETATION, CAN ANY SETTLEMENT EXCEED ONE MONTH'S SERVICE CHARGES.**
- 5.7 Entire Agreement. This agreement supersedes any and all agreements, either oral or in writing, between the parties hereto with respect to the rendering of the Services by Provider. This agreement contains all of the covenants and agreements between the parties with respect to the rendering of such services in any manner whatsoever. Each party to this agreement acknowledges that no representations, inducements, promises, or agreements, orally or otherwise, have been made by any party, or anyone acting on behalf of any party, which are not embodied herein, and that no other agreement, statement, or promise not contained in this agreement shall be valid or binding.
- 5.8 Notices. To be effective, all communications and notices relating to this agreement are to be sent by first class mail, postage prepaid (effective three (3) days after postmark date) or delivered personally or by telecopy/fax (with first class mail, postage prepaid confirmation) to the respective addresses set forth in the opening paragraph hereof, or to such other addresses as either party shall designate by notice given as aforesaid.
- 5.9 Savings Clause. In the event that any provision of this Agreement is held to be invalid or unenforceable, the remaining provisions of this Agreement remain in full force and effect.
- 5.10 DISCLAIMER OF ALL WARRANTIES. PROVIDER MAKES NO EXPRESS OR IMPLIED WARRANTIES WITH RESPECT TO THE SERVICES, INCLUDING BUT NOT LIMITED TO ANY WARRANTY WITH RESPECT TO THE PERFORMANCE OF ANY HARDWARE OR SOFTWARE USED

IN CONDUCTING SERVICES, OR ANY EXPRESS OR IMPLIED WARRANTIES CONCERNING THE RESULTS TO BE OBTAINED FROM THE SERVICES OR THE RESULTS OF ANY RECOMMENDATION PROVIDER MAY MAKE, INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTIES CONCERNING THE PERFORMANCE, MERCHANTABILITY, SUITABILITY, NON-INFRINGEMENT OR FITNESS FOR A PARTICULAR PURPOSE OF ANY OF THE DELIVERABLES OR OF ANY SYSTEM THAT MAY RESULT FROM THE IMPLEMENTATION OF ANY RECOMMENDATION PROVIDER MAY PROVIDE. NOTHING IN THIS AGREEMENT OR ANY OTHER WRITTEN DOCUMENTATION OR ANY ORAL COMMUNICATIONS WITH CUSTOMER MAY ALTER THE TERMS AND CONDITIONS OF THIS PARAGRAPH.

- 5.11 LIMITATION OF LIABILITY. UNDER NO CIRCUMSTANCES WILL EITHER PARTY - CUSTOMER OR PROVIDER - BE LIABLE TO THE OTHER PARTY FOR ANY OF THE FOLLOWING; 1) THIRD PARTY CLAIMS AGAINST CUSTOMER FOR DAMAGES; 2) SPECIAL, PUNITIVE, INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ANY TYPE, INCLUDING BUT NOT LIMITED TO, PRODUCTS OR SYSTEMS BEING UNAVAILABLE FOR USE, LOST PROFITS OR SAVINGS OR LOST OR CORRUPTED DATA OR SOFTWARE, OR FOR ANY DAMAGES FOR PERSONAL INJURY, OR DEATH, WHETHER DIRECT, INDIRECT OR OTHERWISE, ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE SERVICES, OR ARISING OUT OF THE RESULTS OR OPERATION OF ANY SYSTEM RESULTING FROM IMPLEMENTATION OF ANY RECOMMENDED PLAN OR DESIGN, EVEN IF THE OTHER PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF THE DAMAGE, AND EVEN IF THE OTHER PARTY ASSERTS OR ESTABLISHES A FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY PROVIDED IN THIS AGREEMENT. THIS LIMITATION OF LIABILITY APPLIES TO ALL TYPES OF LEGAL THEORIES, INCLUDING CONTRACT, TORT (INCLUDING NEGLIGENCE), PROFESSIONAL LIABILITY, PRODUCT LIABILITY, WARRANTY, OR ANYTHING ELSE. THIS LIMIT ALSO APPLIES TO ANY OF PROVIDER'S SUBCONTRACTORS, SUBSIDIARIES, PARENT COMPANIES OR ASSIGNS. IT IS THE MAXIMUM AMOUNT FOR WHICH PROVIDER IS RESPONSIBLE.
- 5.12 Indemnity
 - (a) Customer and Provider shall each indemnify and hold the other of them harmless from any and all claims and expenses, of any kind and character, resulting from their respective acts or omissions.
 - (b) Without limitation to the preceding subparagraph (a), both Contracting Parties further warrant and represent that they will not knowingly infringe upon any trademark rights, copyright, patent, trade secret or other property right in the performance of the Services. EACH PARTY warrants and agrees that they will defend any suit that may arise against the other Contracting Party, its employees, directors, officers or affiliates, resulting from such alleged infringement by the ~~SUCH PARTY~~. Moreover, EACH PARTY, as outlined in this paragraph, will indemnify and hold the, OTHER PARTY its employees, directors, officers or affiliates, harmless from any loss, including damages, costs and expenses (including attorneys' fees) attributable to such alleged infringement by the OTHER PARTY.
- 5.13 Section Headings. The section headings contained in this Agreement are inserted for reference purposes only and shall not affect the meaning or interpretation of this Agreement.

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- 5.14 Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all such counterparts shall together constitute one and the same instrument.



MEMORANDUM

Date: May 25, 2022

TO: NLTRA Board of Directors

FROM: Amber Burke, Dir. of Marketing & Sales

RE: Business Association Community Marketing Grants – 2021.2022 Fiscal Year

Action Requested:

Approve Business Association Community Marketing Grant funding for the 21.22 proposals from two (2) business associations (Squaw Valley Business Association and West Shore Association), each at a \$10,000 level.

Background:

The NLTRA budgets \$30,000 annually to be used for business association marketing grants each fiscal year. The three business associations eligible for a \$10,000 grant each, are Squaw Valley Business Association, Northstar California and the West Shore Business Association.

Northstar's 21.22 grant was approved by the NLTRA BOD in October 2021. Both Squaw Valley Business Association and the West Shore Association submitted requests for their funding in May 2022.

The In-Market Tourism Development and Tourism Development committees approved the planned usage of funding for both organizations at the May 2022 meeting. Included are the approved full proposals.

West Shore Association:

- Marketing functions including digital marketing including content creation, social media advertising, website updates and newsletters, along with advertising campaigns promoting events taking place on the West Shore. All services will be contracted through Ideal Wild.

Squaw Valley Business Association:

- Digital campaign to promote the Village at Palisades Tahoe events to drive mid-week lodging during the summer of 2022 (June – September). Ads will link to a landing page promoting both events and lodging. All services will be contracted through EXL Media.

The two Business Associations also presented recaps of their 20.21 efforts.

Fiscal Impact:

\$20,000

- Designated funds were included in the approved 21.22 budget.
- \$10,000 for West Shore Association
- \$10,000 for Squaw Valley Business Association



Proposal for consideration for: The Business Association Marketing Grant Program
By: In/Out Marketing Tourism Development Committees
For: FY 2021-2022

Overview of Organization: The Squaw Valley Business Association (SVBA) is made of the following six lodging properties; Olympic Village Inn, PlumpJack Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Palisades Tahoe and three corporate entities: Palisades Tahoe Resort, the Palisades Village Neighborhood Company and the Olympic Valley Public Service District.

The purpose of the Association is to:

- (a) Promote Olympic Valley as a year-round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Olympic Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

SVBA Tax ID # - 68-0471187

Currently our Association maintains an annual operating budget of approximately \$45,000. The funding is made up solely by contributions from the above businesses to cover expenses associated with the gateway to our community at the base of Route 89/Olympic Valley Rd, marketing and normal business expenses to operate a non-profit corporation.

In addition to this funding, our members contribute individual funds towards enhanced operations that will benefit visitors and our community as well as to promote and host numerous events throughout the year. The businesses in the Valley have successfully created a well-rounded calendar of events that draws visitors nationally, regionally and locally. This annual \$10,000 marketing grant is the only funding our Association receives from the NLTRA annually, unlike some of the other Business Association groups, who receive significantly more financial support.

We are respectfully requesting \$10,000 from the Business Association Marketing Grant Program for FY 2021-2022 so that we may contract with EXL Media to assist us with a digital campaign to promote the Village at Palisades Tahoe events to drive midweek lodging in Olympic Valley this Summer 2022, June-September.

Project Expense Breakdown:

REVENUE:

Total Budget = \$11,000

- Grant = \$10,00

- SVBA Match @ 10% = \$1,000

EXPENSE:

Agency Compensation = \$2,600 (total hours = 20 hrs)

Net Media = \$8,400

CAMPAIGN TARGETING AND STRATEGIES:

- * Audience Target: Travel intenders to Lake Tahoe
- * Geographic Focus: San Francisco and Sacramento DMAs (blocking Lake Tahoe and Truckee)
- * Buys will link to a landing page where events and lodging will be promoted. This page will be created and hosted by Palisades Tahoe
- * EXL Media will launch and manage buys from the Palisades Tahoe ad platforms and work with the PT digital team to ensure tracking goals are established via the Palisades Tahoe GA

Creative:

- * SVBA will provide key messaging and creative assets/images
- * Run up to three different social media ads allowing optimizations to the best performing ad(s)
- * EXL Media will create text listings and social media ads upon receipt of desired creative assets from SVBA
- * The ads will be pre approved by SVBA prior to activation
- * EXL Media will provide a creative spec sheet including static and video options for social media campaigns. Video will need to be provided by SVBA.

The project is consistent with the NLT Tourism and Community Investment Plan because it promotes Olympic Valley as a summer and fall destination that offers lodging, shopping, dining, events and recreational activity year-round and off the Lake. The timing of this campaign also supports the current TBID initiative in that it will drive more revenue into our valley.

The success of the project will be measured by a performance report at the end of our campaign.

On behalf of all SVBA members and the Olympic Valley community, we thank you for your consideration and continual support in our marketing efforts. Thank you.

Christine Horvath, SVBA Representative
Squaw Valley Business Association
PO Box 2915 Olympic Valley, CA 96146

The following Scope of Work provides requested digital media agency services for Squaw Valley Business Association Grant Funding.

Campaign Focus: Promote Village at Palisades events to drive midweek lodging in Olympic Valley
Featured Events: Bluesdays, Sunsets Live Music Series, First Street Yoga, and The Great Bingo Revival

I. Term:

- Contract: June-September 2022

II. Provided Budget: \$11,000

Agency Compensation: \$2,600

Net Media: \$8,400

- Google Ads
- Facebook/Instagram

III. Campaign Targeting and Strategies

- Audience Target: Travel intenders to Lake Tahoe
- Geographic Focus: San Francisco and Sacramento DMAs (blocking Lake Tahoe and Truckee)
- Buys will link to a SVBA landing page where events and midweek lodging will be promoted. This page will be created and hosted by Palisades Tahoe
- EXL Media will launch and manage buys from the Palisades Tahoe ad platforms and work with the PT digital team to ensure tracking goals are established via the Palisades Tahoe GA
- Creative:
 - SVBA will provide key messaging and creative assets/images
 - Run up to three different social media ads allowing optimizations to the best performing ad(s)
 - EXL Media will create text listings and social media ads upon receipt of desired creative assets from SVBA
 - The ads will be preapproved by SVBA prior to activation
 - EXL Media will provide a creative spec sheet including static and video options for social media campaigns. Video will need to be provided by SVBA
- Campaign performance report will be provided at the end of the campaign

IV. Agency Compensation and Services

Campaign Development and Launch: 5 hours

Campaign Management: 12

Campaign Completion Performance Report: 3 hours

Agency Compensation: \$2,600

Total Agency Hours: 20

Compensation covers all EXL Media provided services outlined in this Scope of Work. This compensation does not cover creative, landing page development or campaign goal setup in GA.



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

WELCOME TO THE MAGICAL WEST SHORE.

The mission of the West Shore Association is to promote business interests and the community as a whole on the West Shore of Lake Tahoe, CA. These interests include encouraging tourism and activities, coordinating community project involvement, supporting special events, and active involvement in important issues affecting the membership base and the West Shore region.

2020 – 2021 BACC Grant Request RECAP

WSA Digital Marketing : \$10,000

Ideal Wild LLC (Andria Gutierrez) has been managing the WSA social media accounts for over 6 years and we continue to see a strong following through management efforts. All grant money was allocated towards digital marketing and Ideal Wild LLC over the past year.

Ideal Wild sent out a series of eBlast, managed our website updates, and maintained social media accounts over the past year.

		21-22 Spend	21-22 Budget
Account Management	Account Management, Meetings, Communication, Strategy	\$800.00	\$800.00
Social Media	Social Media Management	\$5,000.00	\$4,500.00
	Paid Media	\$213.00	\$500.00
Website	Website Updates	\$1,000.00	\$1,500.00
	Website hosting + Domains	\$237.00	\$237.00
eBlast Campaigns	Visitor + Member Email Campaigns	\$2,000.00	\$2,000.00
	Email Platform	\$750	\$468.00
	TOTAL	\$10,000.00	\$10,000.00

Visitor Email Marketing:

Visitor Email #1

Date: July 2021

Focus: Email to visitor list when tourism opens

Visitor Email #2

Date: October 2021

Focus: Halloween at Homewood Mountain Resort

Visitor Email #3

Date: November 2021

Focus: Welcoming Winter, Season Passes, Ski and Stay Packages, Winter Events, Traveler Responsibility Pledge



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

Visitor Email #4

Date: March 2022

Focus: Spring on West Shore, 22/23 Season Passes, New Businesses, Pride Ride, TART Connect, Spring Events

Website Updates:

Date: Year-round

Details:

- Backend refresh and updates
- Updates to SEO
- Reviewing pages of the website and updating.
- Created and updated the TART Connect webpage:
<http://westshorelaketahoe.com/updates/tart-connect>
- Updated business listings at the request of business owners/managers

Social Media Shares:

- Updates from local businesses.
- TART Connect
- Traveler Responsibility Pledge
- Current events and special events
- Homewood's Pride Ride
- Halloweekend Event at Homewood
- Winter ski updates
- Inspirational and entertaining content to entice safe travel to Lake Tahoe
- User generated content

Social Media & Website Metrics:

Year 2020/2021 funds were allocated heavily to COVID messaging via website and email marketing, while 2021/2022 funds were allocated to organic social media posts. Hence, there is a sizeable increase in social media engagements and a decrease in website traffic.

Facebook, Instagram and Twitter posts increased by 164%, 215%, and 160%, respectively. Instagram engagements increased by 236% and impressions by 231%.

	5/17 – 4/18	5/18 – 4/19	5/19 - 4/20	5/20-4/21	5/21-4/22	Increase YOY
FANS						
Facebook	8,062	8,932	9,508	10,003	10,145	1%
Instagram	16,200	17,986	19,785	20,360	22,013	8%
Twitter	1,370	1,442	1,482	1,496	1,650	10%
FACEBOOK						
POSTS		172	143	70	185	164%
LINK CLICKS	1,053	730	767	662	568	-14%



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ENGAGEMENTS				9,313	14,832	59%
IMPRESSIONS	7,300,000	5,100,000	4,950,000	4,165,497	3,121,877	-25%
PAGE VIEWS	3,224	5,931	7032	7188	3,633	-49%
INSTAGRAM						
POSTS		168	144	52	164	215%
LINK CLICKS	751	239	232	104	247	138%
ENGAGEMENTS	61,000	78,517	68,242	25,881	86,927	236%
ENGAGEMENTS (average per post)	642	491	490	498	530	6%
IMPRESSIONS	-	877,000	1,000,050	379,059	1,256,305	231%
TWITTER						
POSTS		294	203	67	174	160%
LINK CLICKS	39	99	343	55	268	387%
IMPRESSIONS	141,500	155,400	105,700	34,088	73,400	115%
MENTIONS		56	83	35	106	203%
RETWEETS	245	228	43	19	94	395%
LIKES	1,367	1365	460	152	1,068	603%
WEBSITE						
Sessions	15,397	17,425	12,406	18,738	13,456	-28%
Users	13,321	15,282	10,946	18,371	12,015	-35%
Page Views	29,440	33,409	23,431	31,856	24,273	-24%

2021 – 2022 BACC Grant Request

WSA Digital Marketing

\$10,000

Ideal Wild LLC (Andria Gutierrez) has been managing the WSA social media accounts for over 6 years and we continue to see a strong following through management efforts. If received, all grant money would be allocated towards digital marketing and Ideal Wild LLC.

With the TBID taking effect last summer there is increased interest in business participation in the West Shore Association. We are reworking our mission statement and will begin educating West Shore businesses through member emails and updated website content.

In addition to growing our social channels, Ideal Wild LLC would send out a series of eBlasts to our members and visitors list and manage our website over the next year and continue business outreach and education.



West Shore Association

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		21-22 Spend	21-22 Budget
Account Management	Account Management, Meetings, Communication, Strategy	\$800.00	\$800.00
Social Media	Social Media Management	\$5,000.00	\$5,000.00
	Paid Media	\$213.00	\$213.00
Website	Website Updates	\$1,000.00	\$1,000.00
	Website hosting + Domains	\$237.00	\$237.00
eBlast Campaigns	Visitor + Member Email Campaigns	\$2,000.00	\$2,000.00
	Email Platform	\$750	\$750.00
	TOTAL	\$10,000	\$10,000

IDEAL WILD PLAN OVERVIEW

Visitor Email Marketing

Visitor Email #1: May 2022

Focus: Opening Day at the Lake, early summer activities, business features, midweek lodging specials, summer events

Visitor Email #2: September 2022

Focus: Fall Focus

Visitor Email #3: November 2022

Focus: Winter Focus

Visitor Email #4: March 2023

Focus: Spring activities and spring skiing

Member Email Updates

Member email updates are TBD

Campaigns

Opening Day at the Lake 2022

Date: May 2022

Focus: Promote business events and updates leading up to Memorial Day Weekend. Utilize paid media to promote events

Events and Business Updates

Date: Year-round



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

Focus: Welcome back visitors to West Shore by promoting North Lake and West Shore events and business updates. Share event information on website, email marketing and social platforms. Events include:

- Tahoe City Farmers Market
- Tahoe City Solstice Festival
- Swing Into Summer Classic
- Tahoe Off-Road Triathlon
- Lake Tahoe Dance Festival
- Pride Ride at Homewood
- Live Music
- High Sierra Archery Shoot
- Adventure Van Expo
- Tahoe 200

TART Connect

Date: TBD - Dependent on Schedule

Focus: Continue to Promote TART Connect on the West Shore

Shoulder Season / Mid-week Lodging

Date: August - October 2022, February - April 2023

Focus: Promote off-season and mid-week getaways and lodging to increase visitation during slower visitation periods.

Website Updates

Date: Year-round

Details: Continue to review and update web pages, SEO, business listings and backend functionality of the marketing website www.westshorelaketahoe.com.

Social Media and Paid Media

Date: Year-round

Details: Continue to utilize social media platforms to promote campaigns, inspire travel to West Shore Tahoe, communicate messaging, share business updates, and increase awareness of West Shore Tahoe.



MEMORANDUM

Date: May 25, 2022
TO: NLTRA Board of Directors
FROM: Amber Burke, Dir. of Marketing & Sales
RE: Kings Beach Downtown Lighting Project – Phase 2

Action Requested:

Approval of \$12,450 from Zone 1 funding to support Phase 2 of the Kings Beach Lighting Project.

Background:

The North Tahoe Business Association (NTBA) approached the NLTRA Zone 1 committee requesting financial support to enable them to complete phase 2 of the Kings Beach Downtown lighting project. Phase 2 of the project includes extending white lights further into the main street of the district in addition to purchasing multi-colored lights and funding the installation/removal costs during the winter holiday season. At the May 18, 2022 meeting, the Zone 1 committee recommended moving forward on the project and providing funding for phase 2.

Phase 1 of the project included purchasing white lights and installing them on street poles throughout the downtown commercial core to remain up year-round. Following the completion of phase 1, the number one request from NTBA members was to purchase multi-color lights that could be installed for the holiday season, Thanksgiving through the New Year, to add a festive and inviting feel to the commercial core. NTBA plans to organize a special lighting night event around Small Business Saturday to turn on the multi-colored lights and to kick off the holiday season, driving business to the district.

The total project cost for phase 2 is \$12,450. NTBA has already paid for phase 1 through a mix of sponsorships, donations and NTBA funding.

Fiscal Impact:

- \$12,450 out of Zone 1 funding in the 21.22 FY

Attachments:

- NTBA Lighting Project Request and Proposal



PO Box 1023, Kings Beach, CA 96143 ☎ 530.546.9000 ☐ www.NorthTahoeBusiness.org
Mission: to improve the economic vitality and quality of life in the communities of North Lake Tahoe.

Board of Directors

Brian Gonsalves
Gonsalves & Co.

Heidi Hill-Drum
Tahoe Prosperity
Center

Clayton Humphries
Tahoe Quarterly

Brad Johnson
North Tahoe Public
Utility District

Tony Karowski
North Lake Tahoe
Resort Association

Sara Monson
Truckee North Tahoe
Transportation
Management
Association

Sean O'Brien
Chango Presents

Julia Powers
Ta-Tel Lodge

John Radebold
Ta-Tel Lodge

Emily Setzer
Placer County

Jovanah Vigil
TAHOE PRIME | eXp
Luxury Collection

Executive Director

Alyssa E. Reilly

Date: May 13, 2022

TO: Zone 1 TBID Committee

FROM: North Tahoe Business Association

SUBJECT: Sponsorship of NTBA Holiday Lighting Program- Streetlight Poles

North Tahoe Business Association- Kings Beach Downtown Lighting Program – Phase 2 – Streetlight Holiday Lighting

Last fall and winter we started our “adopt-a-pole program.” It was \$150 for a company or individual to adopt a pole for 2021. We had 30 poles that were adopted for \$4500. We have 83 total poles that needed to be adopted.

Phase 2 of this project is to continue and expand the current year-round white lights further into the main street of the district. Phase 2 will also add the holiday lighting aspect. This will be to add multicolored lights to all 83 street poles in the district from Saturday after thanksgiving until New Year’s Day to bring some holiday cheer and magic to our community.

This would allow us to purchase holiday lights and pay a crew to install and remove the lights. The overall lighting program would be year-round - white lights January thru Thanksgiving, and after thanksgiving we would activate the multicolor lights until after the new year. Having lights year-round has been wonderful and brought a brightness and unity and life to our downtown area.

NTBA Lighting Program Budget:

In order to successfully implement phase 2 of this program we will need \$12,450 in order to purchase the multicolored holiday lights and the installation and take down costs associated with the holiday streetlights. Year one, phase one of this program we were able to get \$6200 in donations and “adopt a pole” donations in order to light up the poles with white lights that was about 41 poles. The north Tahoe business association helped to cover the remaining costs in order to light up the majority of our downtown poles with white lights year-round.

Conclusion:

Help NTBA continue the beloved lighting program - the number one ask since the lighting installation in 2021 has been if we can get holiday lights up to make Kings Beach and our commercial corridor look festive and magical for the holiday season. The community also feels it will help get our businesses and community members to start lighting up their storefronts and homes and making our special little town just a bit more cheerful this holiday season and moving forward.



Kings Beach Lighting Program (TWO PARTS)

Phase 1- Year-round Street Light Pole Lighting Phase 2- Holiday Street Lighting program

"Adopt-North (Tahoe)-pole" Program

Vision:

Last fall and winter we started our "adopt-a-pole program." It was \$150 for a company or individual to adopt a pole for 2021. We had 30 poles that were adopted for \$4500. We have 83 total poles that needed to be adopted. We will also created a Donor Box for people to donate if they don't wish to adopt an entire pole but want to support lighting within Kings Beach. Lighting donations equaled \$1750.

Phase 2 of this project is to continue and expand the current year-round white lights further into the main street of the district. Phase 2 will also add the holiday lighting aspect. This will be to add multicolored lights to all 83 street poles in the district from Saturday after thanksgiving until New Years Day to bring some holiday cheer and magic to our community.

This would allow us to purchase holiday lights and pay a crew to install and remove the lights. The overall lighting program would be year round - white lights January thru Thanksgiving, and after thanksgiving we would activate the multicolor lights until after the new year. Having lights year round has been wonderful and brought a brightness and unity and life to our downtown area. We had our past roofline lighting program which in the end wasn't unified as not all buildings were lit, not all have continued to stay lit and so it lacks the unity and togetherness we have hoped for within that program. Lighting the Light Poles has also allowed for NTBA to manage this program and make sure everything is equally lit and continues to stay that way. We are going to hang both light strands at the same time (only paying a crew once to hang and remove the holiday lights only - white lights will continue up year round) and we will switch the pole plugs when we are ready to change. We will also have this auto turn on and off - dusk to dawn. We can also plan a special lighting night for the holiday multi-colored lights around Small Business Saturday (also with NTPUD and their holiday lighting annually) bringing more visitors and locals into our town and district for the annual street lighting, small business Saturday and promoting our district and businesses for this holiday event.



Once the lights are purchased and owned then annually the only ongoing costs associated will be the installation of the holiday lights and take down of those lights over the 6-week period but the large initial light costs no longer will be necessary.

Sponsorship:

Our goal is to get a total of \$12,450 in sponsorship from the TBID Zone 1 Committee, which will cover the costs for all 83 poles lights, lighting crew, install and take down to be lit for both year round and holiday lighting.

Marketing:

Continuing our lighting program marketing LT Marketing and staff which includes:

- Social Media Plan
- Press Release
- Partner shares and promotion
- Email Marketing promotion
- English and Spanish Verbiage

Costs:

Lighting Program	
Items	Cost
Lights (1000bulbs.com)	\$6,450.00
Install	\$3,000.00
Take down/Holiday	\$3,000.00



Total	\$12,450.00
--------------	--------------------

Conclusion:

Help NTBA continue the beloved lighting program - the number one ask since the lighting installation in 2021 has been if we can get holiday lights up to make Kings Beach and our commercial corridor look festive and magical for the holiday season. The community also feels it will help get our businesses and community members to start lighting up their storefronts and homes and making our special little town just a bit more cheerful this holiday season and moving forward.



MEMORANDUM

Date: May 25, 2022
TO: NLTRA Board of Directors
FROM: Amber Burke, Dir. of Marketing & Sales
RE: NLTRA Marketing Contractor Agreement

Action Requested:

Approval of digital marketing services between NLTRA and InBloom Marketing for July 2022 – June 2023.

Background:

In September 2022 the NLTRA board approved a services contract between NLTRA and InBloom Marketing for September 1, 2021 – June 30, 2022, upon the departure of Liz Bowling, our Dir. of Global Communications & PR. It is recommended to continue these services through the upcoming 22/23 fiscal year.

InBloom Marketing has been an effective and responsive partner creating a successful relationship over the past 9 months. This recommendation will allow the NLTRA to continue utilizing owned digital platforms (newsletter, website and social channels) to reach local audiences with important information, local business resources and to continue transparent communications with the local business community.

InBloom Marketing has noted a 30-day cancellation clause that allows for either party to terminate the contract upon 30 days with written notice if desired. The contract has been reviewed and approved by legal.

Tiffany Connolly of InBloom Marketing will oversee digital content on behalf of NLTRA. Scope will include (but not limited to):

- NLTRA Social Media Management
- Creation and Distribution of Four (4) Newsletters per Month
- Three (3) Blog Posts per Month

Fiscal Impact:

Content Marketing:

- Monthly Retainer: \$3,550
- 12-month contract (July 1, 2022 – June 30, 2023): \$42,600

Attachments:

- InBloom Content Marketing Agreement

Content Marketing Contract

Between North Lake Tahoe Resort Association (NLTRA) and Tiffany Connolly, doing business as InBloom Marketing

Contract in effect from June 1, 2022 through June 30, 2023

STATEMENT OF WORK

NLTRA is contracting with InBloom Marketing to provide the following on a monthly basis:

- **Content Calendar.** InBloom Marketing will create and deliver a content calendar for each month, outlining the following month's newsletters and social media posts.
- **Monthly Programming Meeting.** InBloom Marketing will schedule a monthly meeting with key stakeholders on an as needed basis to finalize and receive approval for the following month's content calendar.
- **Social Media.** InBloom Marketing will create and execute social media posts on the NLTRA Facebook page with content pulled from newsletters and other relevant news for a maximum of 8 hours per week, including the creation of assets as needed.
- **Newsletters.** InBloom Marketing will create and send for approval 4 member newsletters per month, one of them being the Member to Member monthly eblast.
- **Website Updates.** InBloom Marketing will work with key stakeholders to update the NLTRA website with copy for a maximum of 10 hours per month, including the creation of assets.

FEES + SCHEDULE

NLTRA will provide InBloom Marketing with a monthly marketing retainer based on the following hourly schedule and deliverables. Written requests from NLTRA above and beyond the monthly budget may be considered out-of-scope and an amendment to the budget will be recommended.

Content Calendar Management

1 per month

\$300/mo

Social Media Management + Asset Creation

32 hours per month

\$2000/mo

Newsletters

4 per month

\$800/mo

Website Copy Updates

3 blogs per month

\$450/mo

Monthly Retainer: \$3,550*

*Additional needs beyond the scope of the Statement of Work will be billed at \$95/hour.

TERMS OF PAYMENT

InBloom Marketing will invoice NLTRA by the 30th of each month, for services provided in that month. Payment is due within 30 days of receiving invoice.

MUTUAL COOPERATION

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your communications and to cooperate with us in expediting the work.

CHANGES + REVISIONS

The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible. If you want to change your mind or add anything new, we'll provide a separate estimate to cover the additional work.

CANCELLATIONS

You have the right to modify, reject, cancel or stop any and all plans or work in process. However, you agree to reimburse us for all costs and expenses we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

90-DAY REVIEW

Ninety days after the return of this agreement, in September 2022, InBloom Marketing will hold a review of the hours agreed upon and set out in the Statement of Work and will update the contract accordingly if hourly commitment is exceeded, or projected to be exceeded.

CLIENT RESPONSIBILITY FOR RELEASE

NLTRA guarantees that all elements of text, images, or other artwork you provide are either owned by NLTRA, or that you have permission to use them.

CLIENT RESPONSIBILITY FOR ACCURACY

You shall be responsible for the accuracy, completeness and propriety of information concerning your communications which you furnish to us verbally or in writing.

ERRORS

Each party endeavors to provide error-free deliverables and information to the other party, but can't guarantee that errors won't occur and neither party is liable to the other or to any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages.

CONFIDENTIALITY

InBloom Marketing acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by InBloom Marketing on behalf of or disclosed by NLTRA to InBloom Marketing.

PERIOD OF AGREEMENT AND NOTICE OF TERMINATION

This agreement shall become effective as of June 1, 2022 through June 30, 2023 and shall continue until terminated by either party upon not less than 30 days' notice in writing given by either party to the other.

GOVERNING LAW, VENUE AND ATTORNEYS' FEES

This agreement shall be governed by California law. Any action to enforce or interpret this agreement shall be commenced and maintained in the Superior Court in and for the County of Placer, State of California. The prevailing party in any action or suit to enforce or interpret this agreement shall be entitled to an award of its attorneys' fees and costs.

AMENDMENT

This agreement may only be amended by a written instrument executed by both parties.

Signature

Tiffany Connolly
Print Name

May 25, 2022
Date

Signature

Print Name

Date



MEMORANDUM

Date: May 25, 2022
TO: NLTRA Board of Directors
FROM: Amber Burke, Dir. of Marketing & Sales
RE: NLTRA Public Relations & Communications Contractor Agreement

Action Requested:

Approval of services agreement between NLTRA and JVP Communications for July 2022 – June 2023.

Background:

In September 2022 the NLTRA board approved a services contract between NLTRA and JVP Communications for September 1, 2021 – June 30, 2022, upon the departure of Liz Bowling, our Dir. of Global Communications & PR. It is recommended to continue these services through the upcoming 22/23 fiscal year.

The relationship has been successful over the past 9 months and has yielded positive results including 30+ story placements in local and regional media outlets, 12 press releases for NLTRA community-focused news, and an outlined cadence of communications through a variety of owned and earned channels to communicate the NLTRA's new direction and how it is being implemented. The recommendation to extend services will allow the NLTRA to continue reaching local audiences with important information, local business resources, and continued organizational transparency.

JVP Communications has noted a 30-day cancellation clause that allows for either party to terminate the contract upon 30 days with written notice if desired. The contract has been reviewed and approved by legal.

Jessica Weaver of JVP Communications will oversee all communications on behalf of NLTRA. Scope will include (but is not limited to):

- Proactive communications: writing, editing, and curating
- Lead reactive communications
- Idea generation and execution around TBID momentum building communications
- Attendance of regional meetings on behalf of NLTRA

Fiscal Impact:

- Monthly Retainer: \$5,600
- 12-month contract (July 1, 2022 – June 30, 2023): \$67,200

Attachments:

- JVP Communications Agreement for Public Relations Services



May 23, 2022

Tony Karwowski
North Lake Tahoe Resort Association
100 North Lake Blvd.
Tahoe City, CA 96145

Dear Tony,

On behalf of JVP Communications, I am delighted to extend public relations services to you for business community communications and other contract PR services as requested by the North Lake Tahoe Resort Association.

In the interest of maintaining a clear understanding of our working arrangement, this letter sets out the scope of work and terms of our agreement. Please read it carefully. If you have any questions, contact me at 530.448.6981 or by e-mail at jessica@jvpcommunications.com.

Otherwise, please sign this copy and return it to me for signature at jessica@jvpcommunications.com.

Thanks!
Jess

Jessica Weaver
Principal/Communications Consultant, JVP Communications

Letter of Agreement for Public Relations Services

This letter describes terms under which JVP Communications and affiliates (Consultant) will provide public relations services to the North Lake Tahoe Resort Association (Client) and serves as the contract between the two parties.

1. DURATION

This agreement shall be in effect from July 1, 2022, through June 30, 2023 when the Consultant and Client will discuss extension or modification of the current services. If requested, a new plan and proposal will be submitted by Consultant, at the direction of the Client. If work continues and a new contract is not signed this agreement shall remain in effect. Any renewal shall be based upon written terms and conditions acceptable to both parties.

2. PURPOSE

The purpose of this agreement is to provide Client with professional expertise that will enable Client to communicate effectively with the public through news and other media to the betterment of its corporate image and products.

3. SCOPE OF SERVICES

Consultant will provide to Client public relations counsel and services, "Services", as an independent contractor and not as an employee or agent of the Client as follows:

- Ongoing proactive communications: writing, editing, curating partner content for inclusion and/or dissemination, media outreach as requested

- Lead reactive communications as requested/needed
- Coordination/collaboration with NLTRA staff, board, partners and agencies, including through participation in weekly and/or monthly meetings or calls
- Idea generation and execution around TBID momentum building communications
- Attendance at monthly NLTRA board meetings as needed via Zoom (in person when requested)
- Attendance at Placer County BOS meetings as needed via Zoom (in person when requested)
- Crisis communications recommendations/response as required
- Additional communications assistance as requested by NLTRA staff and/or board

4. **PRICE**

Consultant shall be paid by Client for the Scope of Services as indicated in the checked box, below:	
X	<p>Consultant will be retained for the Scope of Services in the amount of \$67,200 total and up to 480 hours of work (~10 hours per week, 40 hours per month) from July 1, 2022 through June 30, 2023. Payments shall be made in increments, billed at the end of each month and due within 30 days in the amount of \$5,600 per month.</p> <p>The Consultant will plan and lead facilitation of communications to Client’s business community, participate in meetings virtually and in person when requested, aid in and lead messaging development, as well as provide ongoing counsel, monthly reporting and client communications for the duration of the project.</p> <p>If the scope of the project should look to exceed its maximum, the Client will be informed and an additional project rate will be discussed with the Client and only be charged with prior written approval.</p>

5. **GENERAL DESCRIPTION OF TERMS USED IN SCOPE OF SERVICES:**

Media Contact

Consultant shall establish and maintain effective contact with media and/or blogger key influencer representatives as determined with Client.

Writing

Consultant will write pitching materials and other communications for public distribution, as directed. Planning, research, strategic goal setting, branding maintenance, draft and revision are included.

Distribution

Media distribution lists, whether by mail or electronic means and research required to establish and maintain effective distribution. Press release distribution by third party vendors will be billed directly and paid for by the Client. Consultant will have these fees approved by the Client prior to incurring such expenses.

6. EXPENSES

Outside Expenses

Outside expenses, such as mileage and travel-related expenses (lodging, per diem meals), will be billed separately as needed on a monthly basis with prior Client approval.

7. SERVICES NOT COVERED

Payment to vendors, subcontractors and outside services necessary but tangential to performance of the Scope of Services and other project specific expenses not included in the Scope of Services are Client's expenses and not included in the Price. For example, excluded costs may be for outside vendors used for graphic design and video services, travel, online advertising buys, social media promoted posts, design changes to for social content use, media buys. Services not covered will also be charged a below industry standard of 10% fee.

All outside and excluded project related expenses shall be presented for approval by the Client prior to incurring the expense.

8. BILLING

Payment for the project shall commence July 1, 2022 and run monthly through June 30, 2023 in the amount of \$5,600 per month for work completed. Invoicing for outside and/or expenses not included in the Scope of Services shall be made no later than 15 days after Consultant is billed for such services.

Payment terms are net 30 days. A 1.5% per month service charge will be assessed for overdue amounts not paid after 30 days from the invoice date. Any balances more than 50 days past due will result in all work being stopped until all outstanding balances are paid in full.

An invoice for a fixed sum/single payment will be submitted within 30 days after completion of the services. Consultant also agrees that it will not exceed the project retainer without the advance written approval of the Client.

9. TERMINATION

This agreement may be voluntarily terminated without cause by either party upon no less than 30-day written notice. If this agreement is voluntarily terminated, Client agrees to pay all amounts for services performed up to the date the notice of termination is received. Consultant shall not have any right to payment or liability for terminated work under the Scope of Services.

10. CONSULTANT / CLIENT RELATIONSHIP

Consultant is an independent contractor and Consultant is not to be considered an agent or employee of Client for federal tax or other purposes and is not entitled to any of the benefits that the Client provides for its employees.

Consultant will provide the required services according to its own means and drawing upon its own expertise. It is understood that Client does not agree to use Consultant exclusively. Consultant expressly acknowledges that she is not entitled to workers' compensation benefits pursuant to this agreement and is responsible for all applicable taxes (including federal income taxes) on all sums paid pursuant to this Agreement.

11. APPLICABLE LAW

This agreement shall be governed for all purposes by the laws of the State of California.

12. DISPUTE RESOLUTION

If a dispute arises between the parties relating to this agreement, the parties agree to submit the dispute to arbitration under the rules of the American Arbitration Association. The prevailing party shall be entitled to recover its attorney fees, costs and expenses as part of the Award. Arbitration shall be conducted in Tahoe City, California, unless the parties agree in writing to conduct it in a different location.

13. LIABILITY

The Client agrees to indemnify and hold harmless Consultant from and against all losses, claims, expenses or liabilities which Consultant may incur based upon information, representations, reports or data furnished, prepared or approved by the Client that arise or result from Client's sole negligence or willful misconduct. Consultant agrees to indemnify and hold harmless Client from and against all losses, claims, expenses or liabilities based upon the work product furnished, prepared or approved by Consultant not derived from or produced as a result of the information provided by the Client.

14. CONFIDENTIALITY

In the course of performing the contracted services, Consultant may have access to confidential information. Consultant agrees not to use or disclose any information identified by the Client as confidential, either on its face or by memorandum, to third parties that is not otherwise required by law, i.e. a subpoena.

15. SAVINGS

If any provision of this agreement is found to be illegal or unenforceable for any reason, such clause or provision may be severed or modified to the extent necessary to make this agreement legal and enforceable and the remainder of this agreement shall remain in full force and effect.

This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, personal representative, successors, and assigns.

Upon the expiration date of this agreement, if Consultant continues to perform services for the Client at the Client's written request, the terms and conditions of this agreement will continue until an extension or revised agreement is signed.

SIGNED BY:

CONSULTANT
Jessica Weaver
JVP Communications

CLIENT
Tony Karwowski, CEO
North Lake Tahoe Resort Association

By _____

By _____

Date

Date



north lake tahoe

Chamber | CVB | Resort Association

Date: 05/20/2022

To: North Lake Tahoe Resort Association (NLTRA) Finance Committee
Cc: Tony Karwowski, CEO

From: DeWitt Van Siclen, Accounting Manager

RE: Recommendation for approval of Proposed 2022/23 NLTRA Budget

Action(s) Requested:

Staff requests Committee recommendation for approval of the 2022/23 NLTRA Budget.

Background:

- Collections on TBID assessments began July 1, 2021 and required several months to secure a enough funds to sustain TBID operations. In the interim months, the NLTRA was funded through TOT dollars to continue marketing, visitor services, and tourism master plan implementation operations.
 - Collections on TBID assessments in the fiscal year 2021/22 exceeded forecasts due primarily to increased reservations made during Q1 in the lodging sector. Q3 and Q4 collections are yet to be received.
 - Budgeted use of TBID funds in the fiscal year 2021/22 are anticipated to be lower than budget.
 - Due to a combination of increased revenues and decreased expenditures, the NLTRA intends to increase budgeted expenditures for the fiscal year 2022/23.
- Collections on TBID assessments are budgeted to fall in line with the \$6,000,000 that had been projected in the Management District Plan (MDP).
 - Net loss of \$948,000 is anticipated for the fiscal year 2022/23.
- Budgeted TOT funding totals \$123,000 in order to offset staffing and overhead related to the management of "freed up" TOT.
- Due to a combination of increased revenues and decreased expenditures, the NLTRA has budgeted TBID expenditures at \$7,000,000 for the fiscal year 2022/23.
 - Marketing, Promotions, & Events budget is 32% greater than prior year's combined TOT & TBID budget. This is primarily due to an increase in North Lake Tahoe Marketing Cooperative (NLTMC) contributions to be more in line with pre-pandemic funding amounts as well as increased additional opportunities funds allocated through the MDP, as well as staffing changes resulting in a small net difference year over year.
 - Visitor Services & Centers budget is 52% greater than prior year's combined TOT & TBID budget. This is primarily due to an increase in additional opportunities funds allocated through the Management District Plan.
 - Business Advocacy & Support budget is 36% greater than prior year's combined Membership, TOT, & TBID budgets.
 - Includes reduced membership dues revenue due to TBID-assessed businesses no longer being invoiced for membership.
 - Includes funding for the NTBA & TCDA, which had previously been funded through TOT dollars.

- Increased staffing levels due to the change in scope for both the Chamber function and the NLTRA as a stewardship organization.
- Budgeted expenditures for Zone 1 are funded by an additional 1% assessment on lodging businesses within the Zone 1 boundary to be used within the Zone 1 boundary to the benefit of those assessed. This is a new budget category with unsubstantial year over year comparisons. Budgeted expenditures are primarily comprised of staffing/overhead as well as additional opportunities funding as allocated by the MDP.
- Economic Development, Transportation, and Other Opportunities is a new budget category with unsubstantial year over year comparisons. Budgeted expenditures are primarily comprised of staffing/overhead as well as additional opportunities funding as allocated by the MDP.
- Sustainability & Mitigation of Tourism is a new budget category with unsubstantial year over year comparisons. Budgeted expenditures are primarily comprised of staffing/overhead as well as additional opportunities funding as allocated by the MDP.
- Administration is a new budget category used to offset administrative expenses. Additional administrative expenses are allocated among the operating budget categories.
- County Admin Fee is expected to be lower than the funds allocated by the MDP. Staff anticipates a budget adjustment to be brought to the committees and board for approval closer to the end of the fiscal year 2022/23.
- Contingency/Reserve are funds to be used for a reserve or to be used in any other budget category pending board approval.
- Administrative Overhead is 29% greater than prior year due primarily to an increase in staffing as well as increased professional fees.

Fiscal Impact:

Revenues from the fiscal year 2021/22 were greater than budgeted, and expenditures were lower than budgeted, resulting in the need to increase expenditures for the fiscal year 2022/23 by \$1,000,000 over the suggested budget in the MDP to \$7,000,000. TBID revenues for the fiscal year 2022/23 are anticipated to follow the expectations set forth in the MDP of \$6,000,000. TOT revenues have been substantially reduced due to the transition to the TBID, freeing up more than \$4,000,000 annually to be used for Workforce Housing & Transportation. Both Visitor Center retail income and Membership income are lower than previous years due to the formation of the TBID as well as changes to the scope of work for the NLTRA.

Attachments:

- NLTRA Proposed 2022/23 Budget Summary
- NLTRA Proposed Budget Summary Comparison to Prior Year
- NLTRA Proposed 2022/23 NLT TBID Revenue & Cash Flow Forecast

NLTRA FISCAL YEAR 2022/23 BUDGET SUMMARY

	Total	Marketing/Promo/ Events	Visitor Services	Business Advocacy	Zone 1	Econ Dev/Trans/Other	Sustainability	Administration	County Admin Fee	Contingency/Reserve	CAP/TOT Housing & Transportation	Admin
TBID Revenue	6,000,000	3,150,000	438,000	330,000	888,000	456,000	198,000	300,000	120,000	120,000	-	-
Prior Year Unspent Funds	1,000,000	-	-	-	-	-	-	-	-	-	-	-
TOT Revenue	123,251	-	-	-	-	-	-	-	-	-	123,251	-
VIC Revenue (net of CGS)	30,000	-	30,000	-	-	-	-	-	-	-	-	-
Membership Dues & Activities	75,000	-	-	75,000	-	-	-	-	-	-	-	-
TOTAL REVENUE	7,228,251	3,150,000	468,000	405,000	888,000	456,000	198,000	300,000	120,000	120,000	123,251	-
Salaries & Wages	1,985,511	578,548	205,646	187,430	61,528	122,902	98,582	-	-	-	97,280	633,595
Rent & Utilities	193,922	35,771	87,751	12,571	2,486	5,800	4,143	-	-	-	6,629	38,771
Phone/Internet	20,820	5,620	1,645	1,782	411	960	685	-	-	-	1,097	8,620
Supplies & Mail	37,500	7,300	5,700	2,700	1,700	2,250	1,550	-	-	-	3,300	13,000
Maintenance, Support, Repairs, Etc.	59,580	2,138	626	678	156	265	261	-	-	-	417	54,938
Insurance	15,000	-	-	-	-	-	-	-	-	-	-	15,000
Taxes, Licenses, Fees	105,500	750	300	300	300	300	300	-	88,000	-	250	15,000
Dues, Subscriptions, etc	16,000	1,500	200	200	200	200	200	-	-	-	200	13,300
Board Functions	48,000	-	-	-	-	-	-	-	-	-	-	48,000
Staff expenses	33,500	3,200	1,600	2,000	1,700	1,200	1,200	-	-	-	1,700	20,900
Professional Fees	139,000	-	-	-	-	-	-	-	-	-	-	139,000
Events	615,000	615,000	-	-	-	-	-	-	-	-	-	-
Coop Contributions	1,440,000	1,440,000	-	-	-	-	-	-	-	-	-	-
Non-coop marketing	217,000	192,000	5,000	5,000	5,000	5,000	5,000	-	-	-	-	-
NTBA/TCOA Funding	200,000	-	-	161,700	38,300	-	-	-	-	-	-	-
Membership Luncheon	6,000	-	-	6,000	-	-	-	-	-	-	-	-
Community Awards Dinner	30,000	-	-	30,000	-	-	-	-	-	-	-	-
Membership Activities	2,781	-	-	2,781	-	-	-	-	-	-	-	-
eBlasts	7,200	-	-	7,200	-	-	-	-	-	-	-	-
TMBC	3,000	-	-	3,000	-	-	-	-	-	-	-	-
Unallocated Funds	2,052,937	424,083	181,211	-	820,171	339,593	95,879	-	52,000	140,000	-	-
TOTAL EXPENDITURES BEFORE ALLOCATION	7,228,251	3,305,911	489,679	423,342	931,952	478,570	207,800	-	140,000	140,000	110,872	1,000,124
Admin Overhead Allocation	-	369,089	51,321	36,658	104,048	53,430	23,200	350,000	-	-	12,378	(1,000,124)
TOTAL EXPENDITURES	7,228,251	3,675,000	541,000	460,000	1,036,000	532,000	231,000	350,000	140,000	140,000	123,251	-
NET RESULTS	{0}	{525,000}	{73,000}	{55,000}	{148,000}	{76,000}	{33,000}	{50,000}	{20,000}	{20,000}	-	-

NLTRA Proposed Budget 2022/23 - Summary Comparison

Department*	Proposed 2022/23 Budget	2021/2022 Combined	Change 22/23 v 21/22	Change 22/23 v 21/22
	{Jul - Jun}	Budget {Jul - Jun}	(\$)	(%)
TBID Funding**	Funding by TBID**	Funding by TBID & TOT		
Marketing, Promotions, & Events	3,675,000	2,788,885	886,115	32%
Visitor Services & Centers (higher expense due to retail Income)	541,000	355,432	185,568	52%
Business Advocacy & Support (higher expenses due to Membership Income)	460,000	337,334	122,666	36%
Zone 1	1,036,000	189,481	846,519	447%
Economic Development, Transportation, & Other Opportunities	532,000	97,301	434,699	447%
Sustainability & Mitigation of Tourism	231,000	42,249	188,751	447%
Administration	350,000	64,014	285,986	447%
County Admin Fee	88,000	25,606	62,394	244%
Contingency/Reserve	140,000	25,606	114,394	447%
	7,053,000	3,925,908	3,127,093	80%

TOT Allocation Proposed Budget 2022/23 - Summary

Department*	Proposed 2022/23 Budget	2020/2021 Budget	Change 22/23 v 21/22	Change 22/23 v 21/22
	{Jul - Jun}	{Jul - Jun}	(\$)	(%)
TOT Funding	Funding by TOT	Funding by TOT		
TMPI/TBID	0	141,237	-141,237	-100%
TOT Housing & Transportation	123,251	162,914	-39,663	-24%
	123,251	304,151	-180,900	-59%

* Department expenses include a proportional share of the Administration department expenses.

** Unless noted otherwise

Administration Expenses Jul 21 - Mar 22:	1,000,124	774,592	225,532	29%
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TOTAL Expenditures FY2022/23: 7,176,251

NLTRA FISCAL YEAR 2022/23 NLT TBID REVENUE & CASH FLOW FORECAST																
TBID REVENUE																
	Annual	% of Budget	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Total	
TBID projected monthly Revenue:	3,150,000	52.5%	253,377	255,205	107,499	651,721	226,944	102,394	408,656	172,614	193,253	432,098	288,733	57,505	3,150,000	
Marketing, Promo, Events	438,000	7.3%	35,232	35,486	14,947	90,620	31,556	14,738	56,823	24,002	26,871	60,082	40,148	7,996	438,000	
Visitors Center & Services	330,000	5.5%	26,544	26,736	11,262	68,276	23,775	10,727	42,812	18,083	20,246	45,267	30,248	6,024	330,000	
Business Advocacy & Support	888,000	14.8%	71,428	71,944	30,304	183,723	63,977	28,865	115,202	48,661	54,479	121,810	81,395	16,211	888,000	
Zone 1 Services	456,000	7.6%	36,679	36,944	15,562	94,344	32,853	14,823	59,158	24,988	27,976	62,551	41,798	8,324	456,000	
Econ Devel, Trans, Other Opps	198,000	3.3%	15,927	16,041	6,757	40,965	14,265	6,436	25,687	10,850	12,147	27,160	18,149	3,615	198,000	
Sustainability, Mitigation of Tourism	300,000	5.0%	24,131	24,305	10,238	62,069	21,614	9,752	38,920	16,439	18,405	41,152	27,498	5,477	300,000	
Administration	120,000	2.0%	9,652	9,722	4,095	24,827	8,645	3,901	15,568	6,576	7,362	16,461	10,999	2,191	120,000	
County Administration	120,000	2.0%	9,652	9,722	4,095	24,827	8,645	3,901	15,568	6,576	7,362	16,461	10,999	2,191	120,000	
Contingency	6,000,000	100%	482,624	486,106	204,759	1,241,374	432,275	195,037	778,392	328,789	368,101	823,043	549,968	109,533	6,000,000	
TBID projected monthly Revenue TOTAL:																
TBID NET CASH AVAILABLE																
			Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Total
TBID cumulative cash receipts:			3,001,571	3,098,567	3,282,614	2,807,547	2,841,107	3,043,914	2,507,033	2,422,665	2,744,464	2,259,089	2,286,105	2,567,689		
TBID cumulative proposed expenditures:			528,095	496,288	578,316	466,051	516,981	628,695	855,683	573,420	555,211	626,134	468,197	706,931		
TBID cumulative net cash available:	2,860,758		2,473,476	2,602,279	2,704,298	2,341,497	2,324,126	2,415,218	1,651,351	1,849,245	2,189,254	1,632,955	1,817,909	1,860,758		
TBID CASH RECEIPTS																
			Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Total	
Projected TBID cash receipts (unallocated)																
Tier 2/3 (one month delay)			24,000	24,000											48,000	
Monthly Receipts - on time	50%		58,407	11,632	51,255	51,624	21,745	131,834	45,908	20,713	82,665	34,917	39,092	87,407	637,200	
Monthly Receipts - delayed	50%		58,407	11,632	51,255	51,624	21,745	131,834	45,908	20,713	82,665	34,917	39,092	87,407	637,200	
Quarterly Receipts - on time	50%			577,826			456,120			729,888			574,966		2,338,800	
Quarterly Receipts - delayed	50%				577,826			456,120			729,888			574,966	2,338,800	
Projected TBID receipts (unallocated) TOTAL:			140,813	625,090	680,335	103,249	499,611	719,788	91,815	771,314	895,219	69,835	653,151	749,780	6,000,000	
TBID Expected Revenues																
Lodging (47.2% typical collections year)			227,798	229,442	96,646	585,929	204,034	92,057	367,401	155,188	173,744	388,476	259,585	51,699	2,832,000	
F&B / Retail (36.7% typical collections year)			177,123	178,401	75,147	455,584	158,645	71,578	285,670	120,666	135,093	302,057	201,838	40,199	2,702,000	
Activity (16.1% typical collections year)			77,702	78,263	32,966	199,861	69,596	31,401	125,321	52,935	59,264	132,510	88,545	17,635	966,000	
\$ to receive (with prior contracted business excluded)			482,624	486,106	204,759	1,241,374	432,275	195,037	778,392	328,789	368,101	823,043	549,968	109,533	6,000,000	
Variance from percentage			-	-	-	-	-	-	-	-	-	-	-	-	-	



MEMORANDUM

Date: May 25, 2022
TO: NLTRA Board of Directors
FROM: Amber Burke, Dir. of Marketing & Sales
RE: Kings Beach Mural Project

Action Requested:

Approval of \$30,100 from Zone 1 funding to support a Kings Beach Mural Art Project.

Background:

The North Tahoe Business Association (NTBA) approached the NLTRA Zone 1 committee requesting financial support to enable them to complete up to ten (10) murals in the Kings Beach commercial core to be completed the summer of 2022. At the May 18, 2022 meeting, the Zone 1 committee recommended moving forward on the project and providing funding.

Public art is endorsed in the Tahoe Basin Area Plan which has been approved by both the Placer County Board of Supervisors and the Tahoe Regional Planning Agency Governing board. This project will bring public art murals to the currently bare concrete walls recently installed as part of the Kings Beach Commercial Core Improvement Project. The addition of murals that reflect the local environment, community, and its values will add the personal, unique, and emotional touch to the area that will complement the improved functionality.

NTBA will work in conjunction with Arts for the Schools, Dia de los Muertos North Lake Tahoe, and Placer County. The artwork will be created by a combination of professional and student artists. The murals are intended to convey important local themes of environmental respect, stewardship, and cultural heritage.

The total project cost is \$33,500. NTBA has already secured \$3,400 in grants and donations so they are seeking the remaining \$30,100.

Fiscal Impact:

- \$30,100 out of Zone 1 funding in the 21.22 FY

Attachments:

- NTBA Mural Project Request and Proposal



PO Box 1023, Kings Beach, CA 96143 ☎ 530.546.9000 ☐ www.NorthTahoeBusiness.org
Mission: to improve the economic vitality and quality of life in the communities of North Lake Tahoe.

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Ta-Tel Lodge

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Placer County

Jovanah Vigil
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Luxury Collection*

Executive Director

Alyssa E. Reilly

Date: May 13, 2022

TO: Zone 1 TBID Committee

FROM: North Tahoe Business Association

SUBJECT: Kings Beach Mural Project

North Tahoe Business Association- Mural Art Project

Murals connect artists, businesses, community organizations, nonprofits, developers, governmental agencies, educational and cultural institutions in a common goal and project. • Mural programs have been used as economic development initiatives, with the goal of increasing tourism by making commercial retail areas more attractive destinations for both visitors and local residents.

This project will bring public art murals to the currently bare concrete walls recently installed in the Kings Beach core area as part of the Kings Beach Commercial Core Improvement Project. We plan to engage professional artists and local students to create murals, further beautifying our developed area and providing an opportunity for local students to learn from professionals. The murals themselves will beautifully convey important local themes of environmental respect and stewardship, and cultural heritage.

Every community needs to express its values and beauty. A September 2019 NTBA survey of more than 200 KB business owners and community members showed 80% "want to see more art, culture projects in Kings Beach." This project's public art murals, created by local students and professional artists, will mingle the flavor of the community with the adroit expression of professionals, conveying the myriad components and values of the Kings Beach and North Shore communities.

Murals in public places invigorate communities and interest visitors. The Tahoe Basin Area Plan, adopted in 2016 by the Placer County Board of Supervisors and in 2017 by the Tahoe Regional Planning Agency Governing Board states (pg. 308): "The establishment of unique outdoor spaces of any size with . . . public art is recommended." This project will do precisely that. The Kings Beach commercial core has enjoyed significant infrastructure improvements in recent years. This addition of murals that reflect the local environment, community and its values will add the personal, unique emotional touch to the area that will complement the improved functionality.

Kings Beach is an integral part of the Zone 1 district and is a unique sense of place with Art being a community goal and focus as you can see in our many murals, roundabout art and the community has continue to ask for the next round of Art projects within our community.

Fiscal Impact: \$30,100 for this project to get the project going and completed in summer 2022 for beautification and public art in Kings Beach commercial core. NTBA has already secured \$3400 in grants and donation funding for this project.

North Lake Tahoe Mural Project: A New Project

Murals connect artists, businesses, community organizations, nonprofits, developers, governmental agencies, educational and cultural institutions in a common goal and project. Mural programs have been used as economic development initiatives, with the goal of increasing tourism by making commercial retail areas more attractive destinations for both visitors and local residents.

WHAT: Up to ten (10) murals to be located in Kings Beach, primarily on on ADA ramps. An undetermined number of murals to be created in Tahoe City; potential of future murals in Carnelian Bay and Tahoe Vista.

WHERE: Kings Beach immediately; Tahoe City following; other locations thereafter as determined.

WHEN: Kings Beach murals in 2022-23; CB and/or TV thereafter. The Kings Beach murals will be refreshed every three years for four cycles or 12 years, with the same cycle each time, involving local students and professional artists.

WHO: Project management will be done by collaboration among the North Tahoe Business Association, Arts for the Schools and Dia de los Muertos North Lake Tahoe (DDLMLNT is Marguerite Sprague, Cruz Ortiz Zamarron, and Dan LaPlante in a grassroots group), We will also work closely with Placer County (PC) on this project through design review and permitting.

The artwork itself will be created by a combination of professional and students artists, with some murals created by professional artists and others by local students. Current planning is for roughly a 50/50 ratio; final determination will be made in the planning finalization process. Professional artists will interact with the students, providing an opportunity for mentorship while creating art outside of a classroom.

WHY: This project will bring both community enrichment and cohesion, along with beautification of our area and an opportunity for local students to learn from professionals. The murals themselves will beautifully convey important local themes of environmental respect and stewardship, and cultural heritage. And, as one local resident said, the murals "will show that the community cares about itself."

HOW: To successfully complete this project we will define project parameters and honoraria for professional artists, and create a Call to Artists that specifies the details of this opportunity. We will then reach out to professional artists, TTUSD art classes, Arts for the Schools, North Tahoe Arts and possibly the Boys and Girls Club. We will, through the Call to Artists, request proposals for murals to include themes, materials, time required for completion, and maintenance issues. We will form a small jury of local stakeholders to review these proposals to select the best proposals. Further details on these steps will be finalized. We will work with PC to schedule access to the mural areas, with project completion of student murals before June 30, 2022, preferably earlier.

The partnership of DDLMLNT and NTBA provides for varied areas of expertise in the project. DDLMLNT will develop the Call to Artists, reach out to TTUSD, AFTS, NTA and B&GC; coordinate proposal receipt

and review; assist with materials procurement (as appropriate); and oversee communication (including media outreach).

NTBA will review the Call to Artists prior to release and serve as fiscal agent for any donations or grants received for the project, including funds receipt and oversight, including disbursements. NTBA will also help with overall consultation as needed.

NTBA will work with PC to obtain any necessary permitting. A county designee will help with art selection and overall consultation as needed. For phases beyond Kings Beach, planning will address necessary details such as lead group, personnel, locations, etc. A determination and, if appropriate, a plan to move forward in the future will be developed as part of this project.

Financials:

Total project costs: \$33,500

Grants and Donations Secured: \$3400

Total needed: \$30,100

Planning and Design (\$4600): includes planning for the Kings Beach implementation phase as well as feasibility assessment for future project expansion across the North Shore. Includes art, process/project management consultant fees and office supplies.

Materials and Supplies (\$1550): Chiefly office supplies.

Public Outreach and Marketing (\$1000): Social media advertising, printing, etc.

Contractual Services (\$26350): Includes artists' honoraria, project management fees and art consultation fees. The honoraria is higher for professional artists and smaller for student groups.

More information:

The Kings Beach Murals Project offers innovative solutions to the following Tourism Master Plan Tier 2 Priorities:

"Invest in facilities and amenities that support arts and culture:" The creation of murals that reflect local environment, culture and history demonstrates investment in this Tier 2 priority. This project supports art, culture and local artists.

"Invest in sidewalks and pedestrian infrastructure and amenities to . . . improve the visitor's experience of walking in commercial core areas, town centers and residential areas:" The murals created in the Kings Beach commercial core by this project will be amenities that improve the visitor experience and, as an added bonus, be appreciated by local residents as well. The images will give the sense of our lively, progressing community as well as our love for our local environment and pride in our shared historical heritage.

"Create more public gathering and use spaces:" People feel drawn to areas with public art: the presence of the murals created in this project will gently create public use spaces as people will tend to pause to consider and appreciate them, providing the welcoming experience this TMP priority seeks.

"Implement more . . . photo opportunity locations:" As has been aptly demonstrated by the KB roundabout art and, in Tahoe City, the "Penny Bear," people enjoy taking photographs next to art. The murals created in this project will provide more several new photo opportunity locations for visitors and residents alike.

Kings Beach Location Examples:





Art Examples:





Memorandum

To: North Lake Tahoe Resort Association (NLTRA) Zone 1 Advisory Committee
From: Katie Biggers, TCDA Executive Director
Date: 5/26/2022
Re: Tahoe City Downtown Lighting 2022

Action Requested:

Approval of \$50,000 for Zone 1 Funding for 2022 Downtown Lighting - Perimeter Lighting and Character Tree Placement & Canopy Lighting for Heritage Plaza and Cobblestone

Background:

- We have had an initial scope that was discussed with Starlight Enterprises, and have taken to an RFP process before signing any contracts.
- In 2019, Tahoe City Downtown Association took a step toward sustainability with the help of our local utility company, Liberty Utilities - Tahoe, and many other sponsors.
- The Downtown Lighting Program has successfully upgraded to 100% LED lights, and now we are hoping to build upon that within the downtown corridor to create a more inviting atmosphere for our guests and residents.
- Funds will be used to enhance the gateway lighting throughout Tahoe City making it more festive year- round.
- This \$50,000 would be used to add string lights to areas that create setting and create atmosphere such as Heritage Plaza and Cobblestone (\$10,000 each - refer to Phase 5 of the Starlight Enterprises Estimate), and then form a matching grant program for perimeter lighting (\$15,000 - Refer to Phase 3 of the Starlight Enterprises Estimate) and character trees lit up at businesses (\$15,000 Refer to Phase 2 of the Starlight Enterprises Estimate).
- Starlight Enterprises will continue to do the town-wide lighting at a reduced cost.
- Starlight Enterprises proposal is attached for multiple trees that we discussed and perimeter lighting, and we would pick and choose which trees we decide to use.
- There will be reporting to the NLTRA once decisions are made to show that the funds were responsibly used.



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Date: 5/26/2022
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Starlight Enterprises
 PO Box 26
 Truckee, CA 96160 US
 (530)448-9493
 starlight.lauter@yahoo.com
 starlighttahoe.com

Estimate 1278

ADDRESS

Tahoe City Downtown
 Association
 P.O. Box 6744
 Tahoe City, Ca 95145

DATE
 05/12/2022

TOTAL
 \$139,350.00

ACTIVITY

AMOUNT

HOLIDAY LIGHTING FOR TAHOE CITY

0.00

It has been our pleasure to light Tahoe City for the past 10 years. We are grateful for the opportunity to continue lighting this beautiful town.

Tahoe City stretches from the new south roundabout to the Safeway complex. 1.3 miles, approximately 1200 acres. This is a very large and beautiful area to light and to make a strong impact it will take a lot of light. To accommodate the amount of light and budget, I am presenting that we do a 3-year phased project. This is the system that I have done with other large accounts to get to the large lighting goal. We use a top of the line, 3-year, commercial grade LED light. That will ensure longevity between phases.

PHASE 1 - Downtown Aspen Trees

Remove all old tight lights from the aspen trees installed in 2019

3,500.00

Re-install 16,800 ft. of LED lights on approximately 35 aspens throughout Tahoe City.

25,600.00

A lift will be needed to light the delicate tops of the aspens

1,500.00

This estimate is for our commercial grade 3 season product warranted LED light. (4 inch spacing).

PHASE 2 OPTION - Character Trees

Tahoe city has a multitude of great pine trees to light. Pine trees can take anywhere from 2,000 ft. to 10,000 ft. of light depending on the size and fullness of the pine tree. Katie and I selected about 10 possible trees that all together would take approximately 35,000 ft. of LED light

15,000

Power hardware and materials are needed to light the pine trees

PHASE 3 OPTION - Perimeter Lighting

0.00

Light roof lines in Tahoe City with LED light.

Material cost for strand and light bulbs are \$2.75 per ft.

Labor rate is \$2.00 per ft.

There are a lot of great roof lines to have permeant lighting.

15,000.00

PHASE 4 OPTION - RGB Light

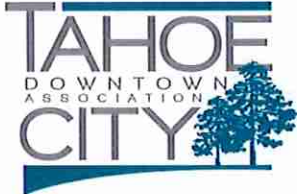
ACTIVITY	AMOUNT
Blue Agave/hotel tree - light this tree with state of the art RGB interchangeable colored light. \$5.00 per ft.@ 500 ft. of light. Price includes lights and installation.	2,500.00
RGB programmer and other lighting components	1,000.00
PHASE 5 - Heritage Plaza and Cobblestone Canopy Lighting	
Overhead market lights strung above Haritage Plaza and at Cobblestone. These lights can last 10 to 15 years with minimal maintenance required. A budget of \$10,000 per area is needed to perform this work	20,000.00
PHASE 6 - Holiday Tree	
30 ft. to 40 ft. tree	2,500.00
Light the tree with LED light double wrap	5,500.00
Installation of lights, ornaments and removal	11,500.00
Potential sky track rental lift needed to place tree in position	1,000.00
TOTAL	
\$139,350.00	

THANK YOU.

Accepted By

Accepted Date

Tahoe City Downtown Lighting



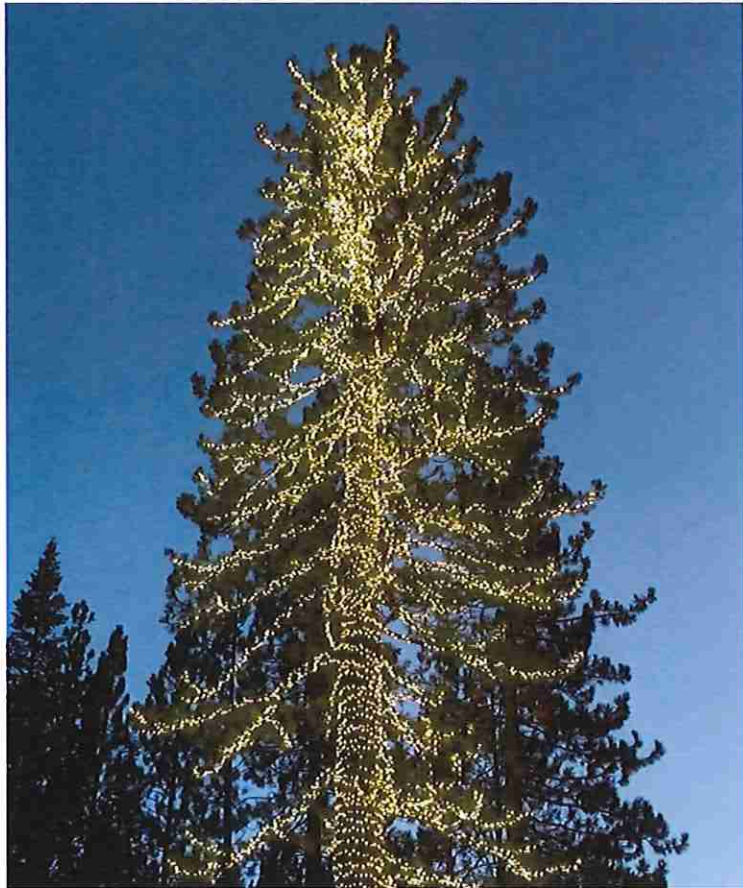
Lighting Up Downtown Tahoe City



Photo: Erik Bergen, Placer County

In 2019, Tahoe City Downtown Association took a step toward sustainability with the help of our local utility company, Liberty Utilities - Tahoe, Starlight Enterprises and many other sponsors.

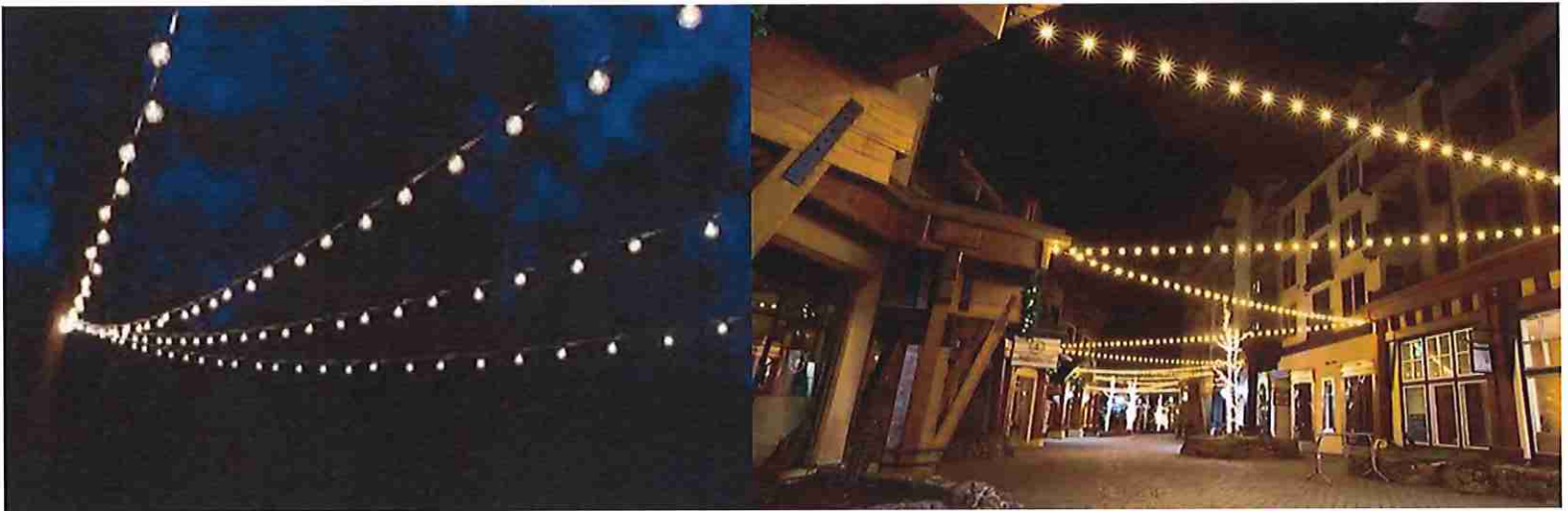
The Downtown Lighting Program has successfully upgraded to 100% LED lights, and now we are hoping to build upon that within the downtown corridor.



TCDA is committed to bringing joy to Tahoe City by lighting up the downtown core each year with more than 10,000 feet of lights.

Through generous donations from our business community, we help keep Tahoe City shining bright as part of our Downtown Lighting Program. This program is a yearly commitment to keeping vibrancy in the downtown core and to drive business to Tahoe City during the winter months.

We are looking to expand this into the summer months, by lighting up the downtown corridor and creating "space" via lighting in high traffic spots such as Heritage Plaza.



Canopy Lighting at Heritage Plaza & Cobblestone- \$10,000



Cobblestone for Reference



Character Tree Placement - \$15,000



Perimeter Lighting - \$15,000






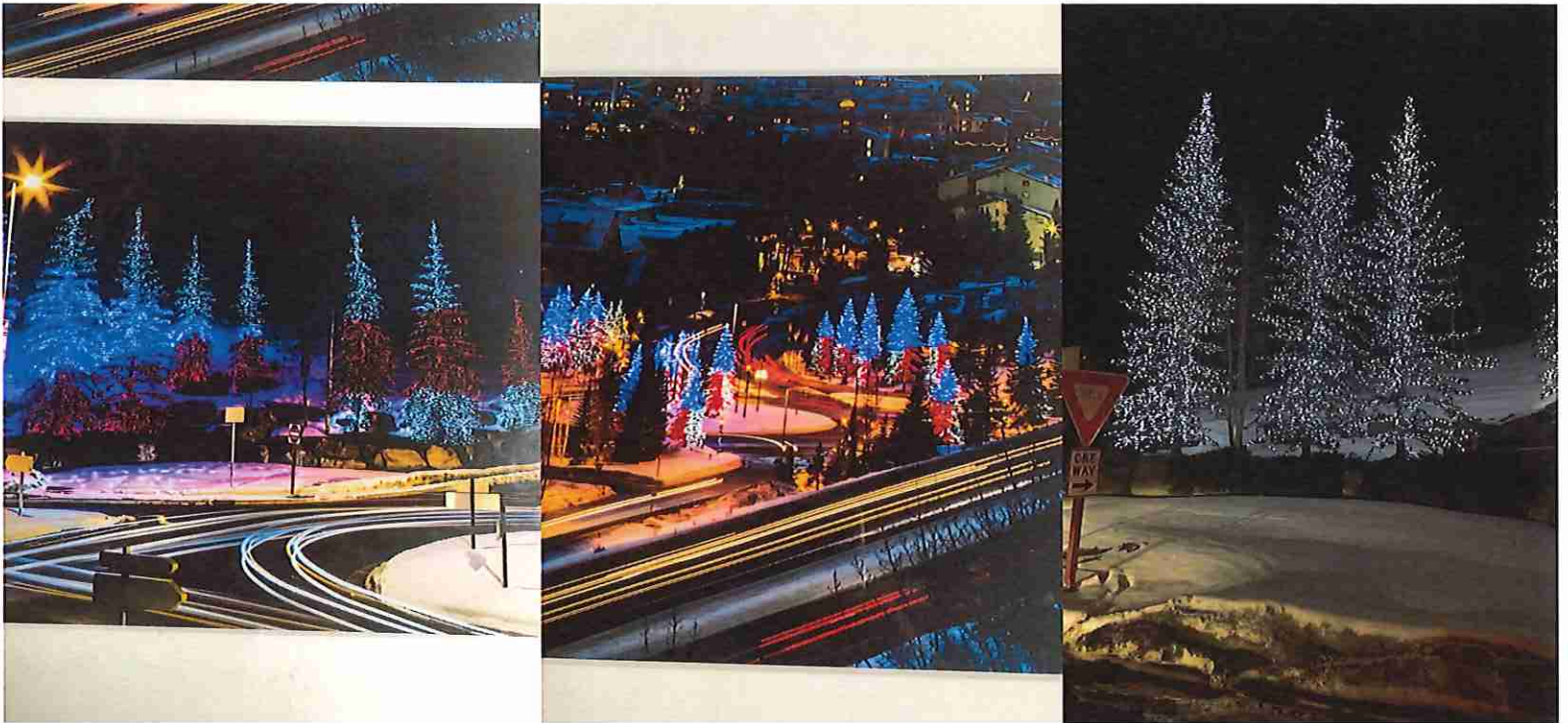
Downtown Aspen Trees



HOLIDAY LIGHTING PLAN 2017 SECTION 2 MAINTENANCE & REPAIR



-  - PROPOSED CONIFER LIGHTING LOCATION
-  - PROPOSED ASPEN LIGHTING LOCATION
-  - ONLY REQUIRES MAINTENANCE/REPAIR



Vail uses a annual budget of \$250,000 each year for there lighting program in there're trees, they also use a annual budget of \$55,000 on live wreaths they hang on all there lamp post throughout town.

"As long-standing business owners in both Tahoe city and the South Shore we are very passionate about not only bringing business to town, but making the town the best it can be for the locals as well. Having been here my entire life, I remember when Tahoe city was full of life, hustle and bustle and many successful businesses. I'm very much looking forward to seeing it be there again. I have faith that it will occur. Assigning funds to projects, such as canopy lighting , statement trees, Designated gathering areas etc., will be nothing but beneficial to the town, its residents and its visitors. We are excited for the future Of Tahoe City."

Sincerely,
Lisa and Michael Eadington
The Eadington Galleries

Greetings to:

TCDA, PUD, Chamber of Commerce, and all Friends of the Lake

My name is Curtis Clark. Owner and operator of Syds Bagelry and Espresso, in Tahoe City. As a local year-round resident and dedicated lover of our wonderful town I want to express my joy upon hearing of a proposed lighting project for our Heritage Park. As presented to me by Katie Biggers of the TCDA.

As Heritage Park is already one of the most Magical places in Tahoe, with its perfect Amphitheater like setting and sweeping views of the Lake and the hugely successful Penny Bear. Complementing one of the most beautiful places in the World.

The proposed lighting upgrade is greatly needed to:

1. Illuminate an underlit nighttime experience, for Tourists and Locals alike.
2. Create a more festive after dark setting
3. Enhance the Boulevard thru the City
4. Allow for potential after dark events
5. Increase overall safety.

Many other reasons can be counted, but want to be brief
I hope funds can be allocated to begin this project soon

Sincerely, Curtis Clark

Bluelakebear@gmail.com

530 584-2384



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MEMORANDUM

Date: 5/25/2022

TO: North Lake Tahoe Resort Association (NLTRA) TBID Advisory Committee

FROM: Tony Karwowski, CEO

RE: Use of Business Advocacy & Support TBID Funds for Business Association Q4 Grant Funding

Action Requested

TBID Advisory Committees' recommendation for approval of use of \$40,000 in TBID dollars for Q4 NTBA & TCDA grant funding.

Background

The North Lake Tahoe Resort Association (NLTRA) is under contract to provide \$100,000 each to both the NTBA and the TCDA for the fiscal year 2021/22. Prior to the transition to the use of TBID dollars, these contracts were funded through TOT. Due to the transition to TBID funding at the beginning of April, and the amount of available funding in the fourth quarter of this fiscal year, staff requests the TBID Advisory Committee to recommend approval of the use of TBID dollars to fund the business associations.

The total dollar amount requested for use is \$40,000 of unallocated Business Advocacy & Support TBID funds to provide \$20,000 each to the NTBA and the TCDA.

An additional \$10,000 will be provided through Zone 1 Specific Services unallocated funding.

Fiscal Impact:

\$40,000 expense to the Business Advocacy and Support budget category and \$10,000 expense to the Zone 1 Specific Services budget category of the NLT TBID for a total of \$50,000. This expense will be paid for with unallocated current year funds.

Attachments:

NLTRA Fiscal Year 2021/22 Q4 Budget Summary

TBID Budget Summary Fiscal Year 2021/22 Q4

	Reforecast	Known expenditures	NTBA/TCDA Funding Request	Available funds
Total	1,011,000	719,325	50,000	291,675
Marketing	531,000	531,000	-	-
Visitor Center & Services	74,000	59,000	-	15,000
Economic Devel, Trans, + Sustainability, Mitigation of Tourism Impact	77,000	8,000	-	69,000
	33,000	3,000	-	30,000
Business Advocacy & Support	55,000	(3,675)	40,000	18,675
Zone 1	150,000	15,000	10,000	125,000
Admin	51,000	51,000	-	-
County Admin	20,000	-	-	(36,000)
Contingency	20,000		-	20,000



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MEMORANDUM

Date: June 1, 2022

TO: NLTRA Board of Directors

FROM: Tony Karwowski, CEO/President

RE: Review and approve TOT committee appointment list

Action Requested

Requesting the Board of Directors review and approve staff and small committee recommended makeup of TOT Committee.

Background

As we have begun to operate from TBID funds, the NLTRA board is required to appoint and seat a TOT committee per the 5-year agreement with Placer County.

Fiscal Impact:

N/A

Attachments:

Recommended makeup of inaugural TOT Committee presentation, Placer County Letter appointing advisory seats.



COUNTY OF PLACER

BOARD of SUPERVISORS

BONNIE GORE
District 1

JIM HOLMES
District 3

ROBERT M. WEYGANDT
District 2

SUZANNE JONES
District 4

CINDY GUSTAFSON
District 5

**OFFICE OF
COUNTY EXECUTIVE**
Todd Leopold, County Executive Officer

175 FULWEILER AVENUE / AUBURN, CALIFORNIA 95603
TELEPHONE: 530/889-4030
FAX: 530/889-4023
www.placer.ca.gov

May 4, 2022

North Lake Tahoe Resort Association
100 North Lake Boulevard
Post Office Box 5459
Tahoe City, CA 96145

Re: NLTRA Committee—Appointment of Advisory County Representatives

Dear Mr. Karwowski:

In compliance with the Tourism Business Improvement District (TBID) 5-year Agreement (section 5.b.), I am pleased to appoint the following two county staff representatives to the NLTRA Committee, upon formation by the NLTRA Board of Directors.

Shawna Purvines, Deputy Director of the Community Development Resource Agency, should be appointed to the first advisory seat. Shawna will provide experience and perspective on housing initiatives and programs within Eastern Placer and beyond. Stephanie Holloway, Tahoe Operations Manager in our County Executive Office, will be a perfect fit for the second advisory seat and will provide both a transportation and County administration/policy perspective and support for the committee. Her leadership and continued coordination on TOT funded contract administration will be vital for input to the committee and NLTRA management lead.

We look forward to continuing our work together.

Sincerely,

Todd M. Leopold
Placer County Executive Officer

Proposed TOT Committee



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Process to Recommend

- Open call to public for application 4/20 through 5/10.
- Received 28 applicants for 7 voting seats
- Worked with small committee to establish candidate list using the following parameters:
 - Segment of interest, skills and experience in particular segment, geographic representation, and diversity of background.
 - Prioritized building the best team with diversity in background and skill sets to best accomplish committee project needs.
- In process team realized there may be a need for more seats to create a more diverse group with more perspectives, opinions, ideas and community engagement.



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Suggested Committee Makeup

- Per NLTRA bylaws and PC 5-year agreement, the TOT committee makeup is:
 - 2 Placer County appointed advisory non-voting seats
 - 5-7 NLTRA appointed seats:
 - Having representation from TNTTMA, MHC
 - Representatives with expertise in transportation and workforce housing
- Recommendation from small committee is 13 total NLTRA appointed seats
- Per bylaws NLTRA BOD cannot change the amount of seats, needs membership vote



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Recommended TOT committee makeup

First Name	Last Name	Business/Affiliation	Segment
NLTRA Appointed Voting Seats:			
Sara	Monson	Truckee North Tahoe Transportation Management Association	Transportation Planning/Operations
Teresa	Crimmens	Sierra Community House	Workforce Housing
Tara	Zuardo	Tahoe Truckee Community Foundation/Mountain Housing Council	Housing planning/policy/advocacy
Samir	Tuma	Business Owner	Housing/development/finance/policy
Dave	Wilderotter	Business Owner	Housing/finance/development
Linda	Meckel	WSP	Transportation Planning
Sarah	Coolidge	Coolidge Consulting	
County Appointed Advisory Seats:			
Holloway	Stephanie	Placer County	Transportation Planning
Purvines	Shawna	Placer County	Workforce housing
Proposed Temporary Advisory Seats:			
Pat	Fraser	Palisades Tahoe	Transportation Operations
Scott	Zumwalt	Bridgetender/West Shore Market	
Alyssa	Bettinger	Tahoe Regional Planning Agency	Workforce Housing Policy
Alyssa	Reilly	North Tahoe Business Association	
Kim	Boyd	Tahoe City Public Utility District	Workforce Housing planning
Kane	Schaller	Dickson Realty/KJM Team	Housing/Real Estate

Asking for 2 Motions

- Review and approve TOT committee appointees and temporary “advisory” seats as recommended, moving temporary non-voting advisory seat members to additional seats provided membership vote passes
- Approve a by mail membership vote to amend NLTRA bylaws increasing the number of NLTRA appointed TOT committee seats from 5-7 to 11-13



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MEMORANDUM

Date: June 1, 2022

TO: NLTRA Board of Directors

FROM: Tony Karwowski, CEO/President

RE: Approve of mail membership vote to amend bylaws

Action Requested

Requesting the Board of Directors approve a by mail membership vote to amend NLTRA bylaws increasing the number of NLTRA appointed TOT committee seats from 5-7 to 11-13 voting members

Background

The NLTRA board is required to appoint and seat a TOT committee per the 5-year agreement with Placer County. In the committee selection process it was found that 7 seats may not offer enough community perspective, diversity, opinions, and ideas. Moving to a committee of between 11-13 voting seats would support a wider range of diversity better representing our community for the scope of projects and associated annual expenses of the TOT committee program.

Fiscal Impact:

\$7-\$10k

Attachments:

Recommended makeup of inaugural TOT Committee.

NLTRA renaming timeline & committee project intake update

NLTRA Timeline

	Week of:	May 23	May 30	Jun 6	Jun 13	Jun 20	Jun 27	Jul 4	Jul 11	Jul 18	Jul 25	Aug 1	Aug 8
TBID Advisory and TBID Zone 1 Committee Ad Hoc Facilitation			█	█									
Process Development			█	█	█	█							
Process Finalization Meeting						█	█						
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													█

NLT Marketing Coop

FY22/23 Planning & Strategy



north lake tahoe



Website Strategies

- Increase TOS, Decrease Bounce Rates
 - Identify top pages with high traffic and bounce rates, adjusting accordingly
 - Increase pages per session by adding CTAs throughout
- Continued SEO Optimization
 - Replace filtered pages with actual pages including unique content
 - Page creation for highly searched terms
 - Site structure adjustments – minimize duplications
 - Blog SEO – past post optimizations
 - Address shallow content – update venue, organizer and listing pages with keyword content
 - Site speed – evaluate 3rd party code/plugin ins
- Event Calendar Efficiencies

Consumer Media Strategies

- Flexibility built within plan
- Seasonality focus during Spring/Fall
 - Approx. 75% of media budget
- Maintain sustainability messaging
 - OOM: Know Before You Go, Mid-Week, Traveler Responsibility Pledge
 - In-Market/Drive: Traveler Responsibility Pledge, TART & TART Connect, Fire Safety
- Visitation data used to guide decisions (Fusion7, Arrivalist, Google Analytics)
- Targets: established personas & national high-value visitor audience
- Introduce new tactics:
 - Google Performance Max
 - Podcast Advertising



Social Media & Content Strategies

- Focus on seasonal content for platforms in conjunction with our content creators and influencers
- Concentrate on tailoring content per platform based on 2021-2022 audience findings and trends
- Align paid media efforts with organic content
- Leverage giveaways for experiences incorporating regional businesses
- Focus on video and real time content to showcase the destination from a POV perspective
- Build TikTok seasonal videos and tie in paid media tactics to organic strategy
- Use CrowdRiff to source seasonal imagery
- Introduce new content campaigns

Upcoming Program: **NLT + Me**

- **Share a video or image** of your favorite place in NLT, the post copy must include where it is
- **Share which Traveler Responsibility Pledge tenet you followed** on your trip (doesn't have to be in the image just in general)
- **Tag us @gotahoenorth and 3 friends for a chance to win** a North Lake Tahoe Gift Card
- At the end of spring winner(s) will be chosen



Upcoming Program: **The NLT Challenge**

Choose Your Challenge - We'll offer three NLT Challenges:

The Active Traveler: An active challenge for adventure seekers.

The Conscious Traveler: A sustainable challenge using the Traveler Responsibility Pledge.

The Scenic Traveler: Hit up the 12 towns in North Lake Tahoe.

Visitors can do the challenge at their own pace over the course of a few months to encourage multi-night stays. Visitors can share images on a dedicated landing page of them doing the challenge to earn digital badges.

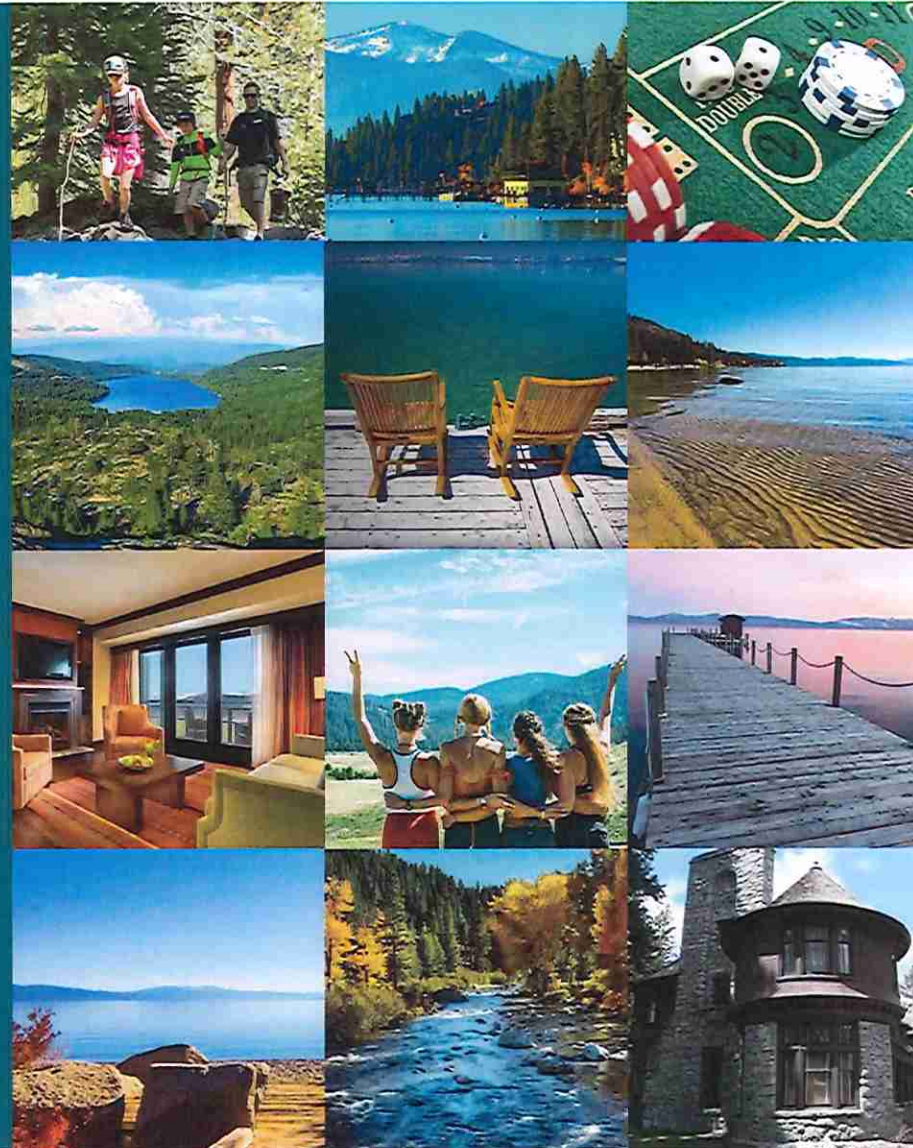


Upcoming Program: Go To Towns

We'll create a **12 Towns bucket list/checklist and video itinerary** (located on the site) designed to showcase each town's offerings to encourage full-week stays and multiple visits.

We will provide three four-town itineraries. We will **create social media badges** (for each town) that travelers can download after visiting each town.

Create a "12 Towners Club": feature individuals on the website who have visited all 12 towns. Create a "What town are you?" trackable quiz or poll. Efficiently leverage all content for blogs, newsletters, social and all communication.



Public Relations Strategies

- Luxury, top tier publications
- Target markets - align with paid media
- Stronger integration with owned and paid channels
- Peak seasons – education | Shoulder seasons - driving visitation
- FAM tours – journalists & influencers
 - Only host during shoulder seasons
- Continued cadence of Call for Content resulting in partner integration



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MCC Media Strategies

- Continue year-round presence among audiences
- Optimize retargeting campaigns and videos across social channels to reach professionals ready to plan and book
- Utilize lead-gen program through Meetings Today and incorporate audience matching through social retargeting
- Maintain presence through social/programmatic using prospecting and retargeting
- Capture additional photo assets leveraging existing meetings
- Explore geo-fencing industry events to serve ads



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NLTRA In-Market *FY22/23 Planning & Strategy*



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In-Market Campaign

- Promote sustainable tourism practices
- Creative Messaging
 - TART and TART Connect Services
 - Traveler Responsibility Pledge
 - Mountainside Activities in Summer, Lakeside Activities in Winter
 - Year-Round Shopping, NLT Gift Card
 - Regional Events
- Align placements and flight media with peak in-market visitation
- Target – locals, nearby locals (SLT, Reno, Carson, Truckee) and visitors in-market
- Tactics – paid social, programmatic display, print, collateral

