



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

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PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link above.

	A.	Call to Order	Chair
	B.	Public Comment (Pursuant to NRS 241.020)	Chair
	C.	Roll Call	Chair
	D.	Motion: Approval of Agenda	Chair
Page:1	E.	Motion: Approval of Mar 9th, 2022 Coop Meeting Minutes	Chair
Page:4	F.	22/23 FY Strategy Overview	Augustine/Staff
Page:20	G.	Review of Draft 22/23 FY Coop Budget	Burke/Chapman
Page:21	H.	New Content Campaigns Update	Augustine/Burke
	I.	Update on Destination Stewardship Tahoe Project	Karowski/Chapman
Page:25	J.	LTVA Rebranding Update/Discussion	Augustine/Staff
	K.	Sales Update	Peterson
Page:31	L.	March 2022 Coop Financials Update	Van Siclen
	M.	New Business	Chair
	N.	Old Business	Chair
	O.	Adjournment	Chair

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

Public Posting

www.GoTahoeNorth.com

www.NLTRA.org

Nevada Public Meeting Notice Website



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An IVCBVB and NLTRA Partnership

NLT Marketing Cooperative Committee Meeting Minutes – Wednesday Mar 9, 2022

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

Committee members: Andy Chapman, Blane Johnson, Tony Karwowski, Brett Williams, Stephanie Hoffman, Heather Bacon

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

Other in attendance: Walt McRoberts, Lindsay Moore, Kenzie Wall, Cathy Nanadiego, Kressa Olguin

- A. The meeting was called to order at 3:04pm and a quorum was established.
- B. Public Comment – No public comment
- C. Roll Call: Andy Chapman, Blane Johnson, Tony Karwowski, Brett Williams, Stephanie Hoffman, Heather Bacon, Cathy Nanadiego, Lindsay Moore, Kenzie Wall, Walt McRoberts, Amber Burke, DeWitt VanSiclen, Anna Atwood, Kressa Olguin
- D. **Approval of agenda**
Motion to approve the amended agenda with adding Group and Leisure Sales Update after item H. CHAPMAN/BACON/UNANIMOUS
- E. **Approval of Jan 12th, 2022 Coop Meeting Minutes**
Motion to approve the Coop Meeting Minutes from Jan 12th, 2022 CHAPMAN/JOHNSON/Carried with Karwowski abstaining.
- F. **Summer Media Recommendations & Discussion – Augustine**
Nanadiego with the Augustine Agency shared the Summer Media Recommendations. The presentation can be found [here](#) (starting on Page 5). The summer campaign strategies are very similar to those completed the past seasons with increasing length of stay and mid-week visitation. Supporting the Traveler Responsibility Pledge becomes a bigger focus during the Summer Campaign. The Augustine Agency will keep spending geographically close to allow flexibility in the current Covid-19 environment and using lower budgets to target California fly markets and will also target national high-value audiences. (Fly market, 3-year visitor, 4+ day stay, higher household income.) The data collection was selected through Google Analytics, Fusion7 and Arrivalist data. A comparison of the Fusion7 and the Arrivalist data from 2021 and 2020 with top performing markets was shared with the committee members. Burke reminded everyone that Fusion7 and Arrivalist uses GPS data to determine top markets. Sacramento and San Francisco are always our top two markets and Los Angeles is third in both 2020 and 2021, with a big gap to the next market down, being San Diego.

Comments:

- Chapman requested that the out-of-state numbers be pulled separately.
- Williams recommended that the metrics and successes be shared with our community. Burke stated this is something that is on the NLTRA radar.
- Chapman did comment on the google analytics number from Texas compared to the LA numbers. Are we getting a longer stay out of the Texas market than the LA market? Burke stated it's harder to make an impact with the smaller budget in the Texas market compared to the LA market.
- Williams shared that there may be some benefits to the Texas market as they get out of school a few weeks earlier than our schools. McRoberts shared he is hoping our Spring Campaign will hit on this and people are planning more ahead now.
- Williams questioned the spend compared to the other seasons. McRoberts shared 80% is spent during Spring and Fall and 20% on Summer and Winter.

- Bacon questioned the mid-week numbers and how successful it has been. Nanadiego stated it's being evaluated monthly and is part of the monthly reports. Burke went into further details about some of the reporting and the different campaigns. Burke shared mid-week occupancy is up, and mostly driven from people working from home during the pandemic.

Burke shared the next steps with the committee members and bringing this forward to the different boards. If there are major shifts after reviewing the out-of-state numbers, it will be brought back to this group.

Action to Agency (Walt): 1) Pull the Out-of-State Market separately and share with the team along with a comparison how they fit with the in-state numbers as well. 2) Check on the Fusion7 data for drive-market numbers.

Motion to move the recommendation and discussion forward, pending the out-of-state numbers to be further reviewed by the partners CHAPMAN/BACON/UNANIMOUS

G. Update on Expanded Spring Media Markets

Burke stated there were additional dollar allocated to the Spring Campaign. The coop committee recommended looking at allocated some funds to the coastal communities at the last marketing cooperative meeting.

McRoberts shared the markets that were chosen were Monterey and Fresno as the numbers always perform well. The numbers were pulled from Fusion7 and Arrivalist in-state data. The budget is split 63% to Monterey and 37% to Fresno.

Comments:

- Williams shared that Monterey per capita numbers is impressive.
- Burke stated these markets are further away than Sacramento/Bay Area, but she hopes that these markets would stay a little longer.
- Chapman also reminded the committee that the new airline AHA has flights from Reno to Fresno.

H. January 2022 Coop Financials Update

Van Sclen shared a summary of the Marketing Cooperative preliminary results on January 31, 2022:

- Cash balance at month end of \$340K was \$494K lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294K.
- Year-to-date revenue from NLTRA and IVCBVB of \$1,134,000 was on budget.
- Consumer Marketing expenditures of \$360K were \$131K below budget due to timing as well as lower than anticipated expenditures.
- Leisure Sales expenditures of \$10K were \$19K below budget due to a combination of cancelled events/activities and timing.
- Trade Shows expenditures of \$13K were \$22K below budget due to anticipated trade shows and client events being cancelled.
- The reforecast of the North Lake Tahoe Marketing Cooperative indicates a net loss of \$9K at the end of the fiscal year or \$88K better than budget primarily due to lower than anticipated expenditures in Consumer Marketing of \$59K, Leisure Sales of \$10K, Public Relations of \$14K, and Trade Shows of \$23K, offset primarily by anticipated overages in Committed & Admin Expenses of \$15K.

Comments:

- Williams questioned the goals coming into this fiscal year, seeing that the reserve amount last year was over \$200K? Van Sclen stated NLTRA were budgeting expenditures higher than the contributions from both the NLTRA and IVCBVB with the target reserve being a little under \$100K.
- Chapman said the two organization will be looking at a target reserve amount.

I. Group and Leisure Sales Update

Peterson shared a brief Group and Leisure Sales Update:

- CVENT leads submitted are pacing even with past over compared to 2019.
- Conference Sales has 73 open leads that are being followed up on.
- Continue to place cold calls and pitching the cash back incentive.
- Peterson attended the Travel Nevada in Southern California meeting with receptive tour operators.
- Mountain Travel Symposium is coming up in April in Vail, CO.

- Attending CalSae Elevate in April at The Resort at Squaw Creek.
- Late April he is joining Visit CA on sales call to Mexico City.

Comments:

- Williams questioned it would be interesting to find out what growth the wholesalers are seeing at MTS? Peterson will try to follow up on this question.
- Chapman recognized Peterson for all his efforts and stepping up while Winters were out on maternity leave.

I. New Business

- Chapman stated he met with the NLTRA team to go over funding levels and they will look at each department closely.
- Burke shared at the May 11th meeting the budget for fiscal year 2022/23 will be discussed and she is also hoping to get a June meeting on the books for this group.
- Bacon shared that Tahoe Biltmore is closing on April 30th. A new redevelopment will be occurring on this site. A large wall with a memory tree is being painted where people can share their memories and stories from the Tahoe Biltmore.
- Williams questioned what is happening out of RASC right now? The amount of air service out of Reno is the most it has ever been. The big conversations lie around the New York flight now, but they are keeping an eye on that. A new opportunity is a direct flight into Vancouver with a newer airline called Flair.

Action to staff (Anna): Send out a doodle poll for a coop meeting for the week of June 20th.

J. Old Business

Burke shared that Tourism Cares will take place here in Lake Tahoe, May 18-20, 2022. This conference will have a lot of great speakers from our area.

Burke thanked Brett Williams for his time on this committee and for all his contribution over the years. Williams gave compliments to this committee and requested that the community do something to adapt to the trash issue.

K. Adjournment

Meeting adjourned AT 4:25pm

NLT FY22/23 Planning Strategy



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Website & SEO

Objectives & Planning

- Increase TOS and decrease bounce rates
 - Identifying top pages that are high in traffic and bounce rate, and adjusting each one
 - Increase pages per session by adding CTAs throughout
- Replace filtered pages with actual pages and unique content
- Page creation
- Site Structure



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Objectives & Planning

- Event Cleanup – better user experience and eliminating duplicate pages
- Blog SEO – past post optimizations and longer form content for key topics.
- Site Speed – continue to evaluate 3rd party code/plugins
- Address Shallow Content – updating venue, organizer and listing pages to add keyworded content.



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Consumer Media

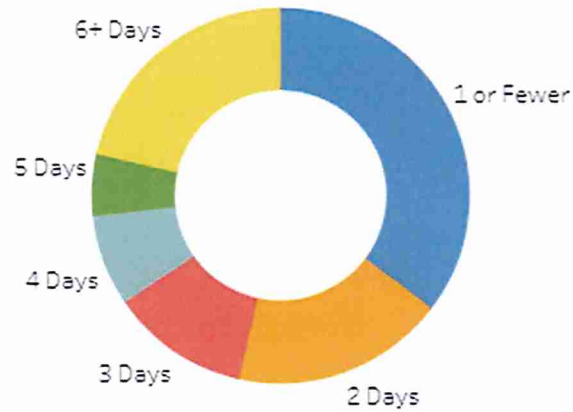
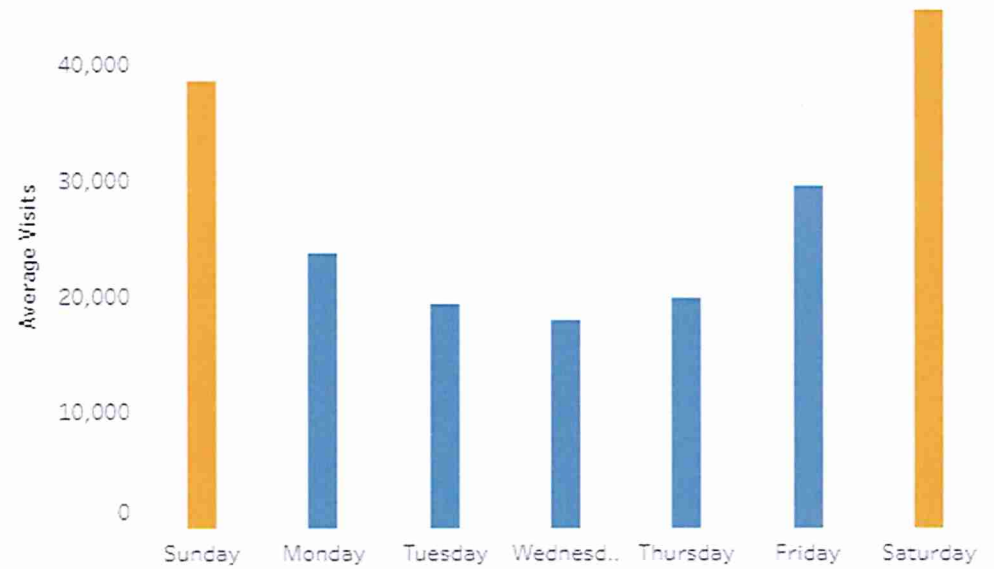
MEDIA STRATEGIES

- Flexibility built within plan
- Seasonality focus during Spring/Fall
- Visitation data used to guide decisions (Fusion7, Arrivalist, Google Analytics)
- Maintain sustainability messaging
- Break away from the Destination Marketing noise
- Introduce new tactics:
 - Google Performance Max
 - Podcast Advertising
- Targets: Personas & High-Value Visitors



HIGH-VALUE VISITORS

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

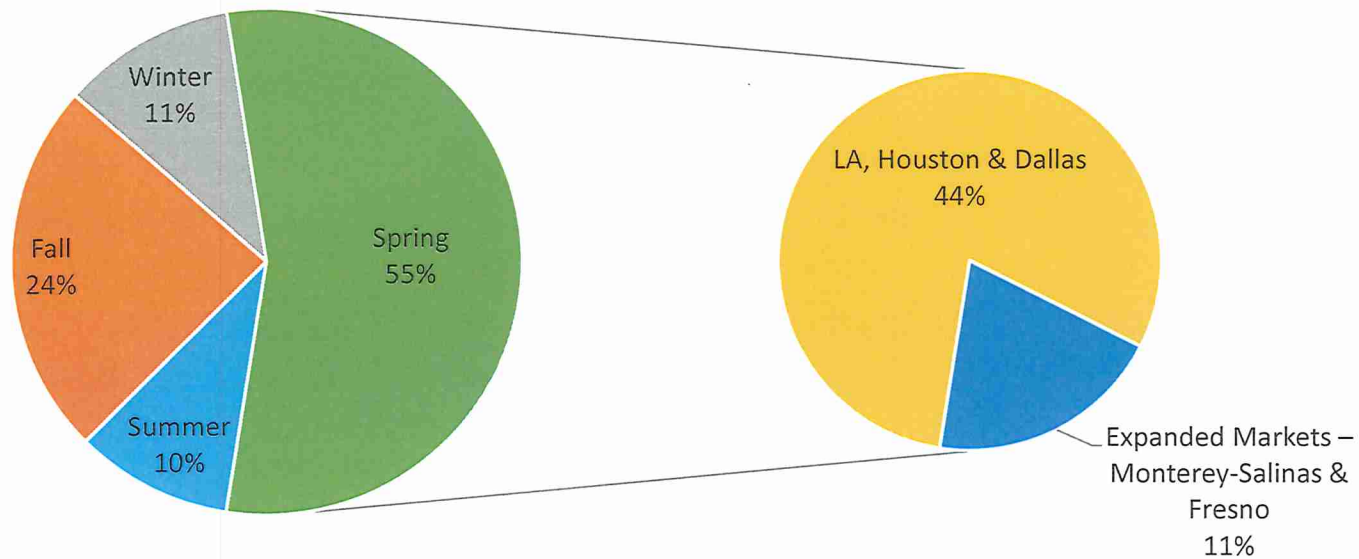


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SPEND PERCENTAGES BY SEASON

Any percentage differences from the original 2021-22 year plan was a result of wildfires and media adjustments.

Spend Percentages by Season





Social Media

Social Media Objectives & Planning

- Focus on seasonal content creation 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. Partner with resorts and businesses for seasonal giveaways.
- Focus efforts on video content creation 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



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Public Relations

Objectives & Planning

- Luxury, Top Tier Publications
- Target Markets:
 - Align with Paid Media
 - International – Canada
- Stronger integration with owned and paid channels
- Peak Season: Education
Shoulder Season: Driving Visitation
- Messaging: Align with brand pillars



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Tactics

- FAM Tours – Traditional Journalists & Influencers
- Quarterly Call for Content
- What's New Round-Up – Spring & Fall
- Peak Season Messaging
- Launch of new programming
- Content Creation
- Desk Sides & Trade Shows/Media Missions
- Crisis Communication



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MCC Media Strategy & Creative

Objectives & Planning

- Balance media platform opportunities
- Continue year-round presence among audiences
- Utilize lead-gen program through Meetings Today and incorporate audience matching through social retargeting
- Maintain presence through social/programmatic using prospecting and retargeting
- Utilize video in retargeting and LinkedIn efforts
- Continue with CVENT, now in 3-year contract



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FY 22/23 Recommendations

- Optimize retargeting campaigns across channels to efficiently reach professionals who are ready to plan and book for their companies
- Optimize video across Facebook and YouTube while being supported by static campaigns on the same platforms
- Leverage the IDSS email platform for ongoing organic communications
- Develop additional content/resources to help sale team
- Capture additional photo assets leveraging existing meetings



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Estimated NLT Coop FY 22/23 Category Budget

	FY 22/23	FY 21/22	FY 19/20
Total Revenue Funding	\$2,440,000	\$1,800,000	\$2,453,362
NLTRA Funding	\$1,440,000	\$1,100,000	\$1,503,362
IVCBVB Funding	1,000,000	\$700,000	\$950,000
Department Expenses	\$2,290,000	\$1,808,997	\$2,453,362
Consumer Media	\$1,040,000	\$844,778	\$1,204,745
Leisure Sales	\$150,000	\$71,581	\$222,695
PR/Communications	\$300,000	\$240,364	\$321,580
Conference Sales	\$125,000	\$92,440	\$144,361
Trade Shows	\$75,000	\$31,191	\$106,610
Committed	\$365,000	\$355,412	\$352,371
Website	\$175,000	\$173,231	\$101,000
Reserves	\$60,000	\$0	\$0



New Content Campaigns

Upcoming Program: **NLT + You and 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

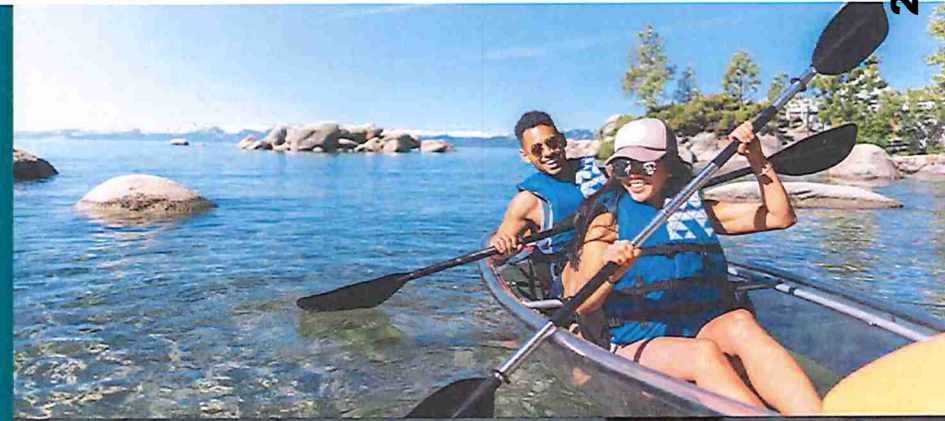
Choose Your Challenge - We'll offer three NLT Challenges:

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.

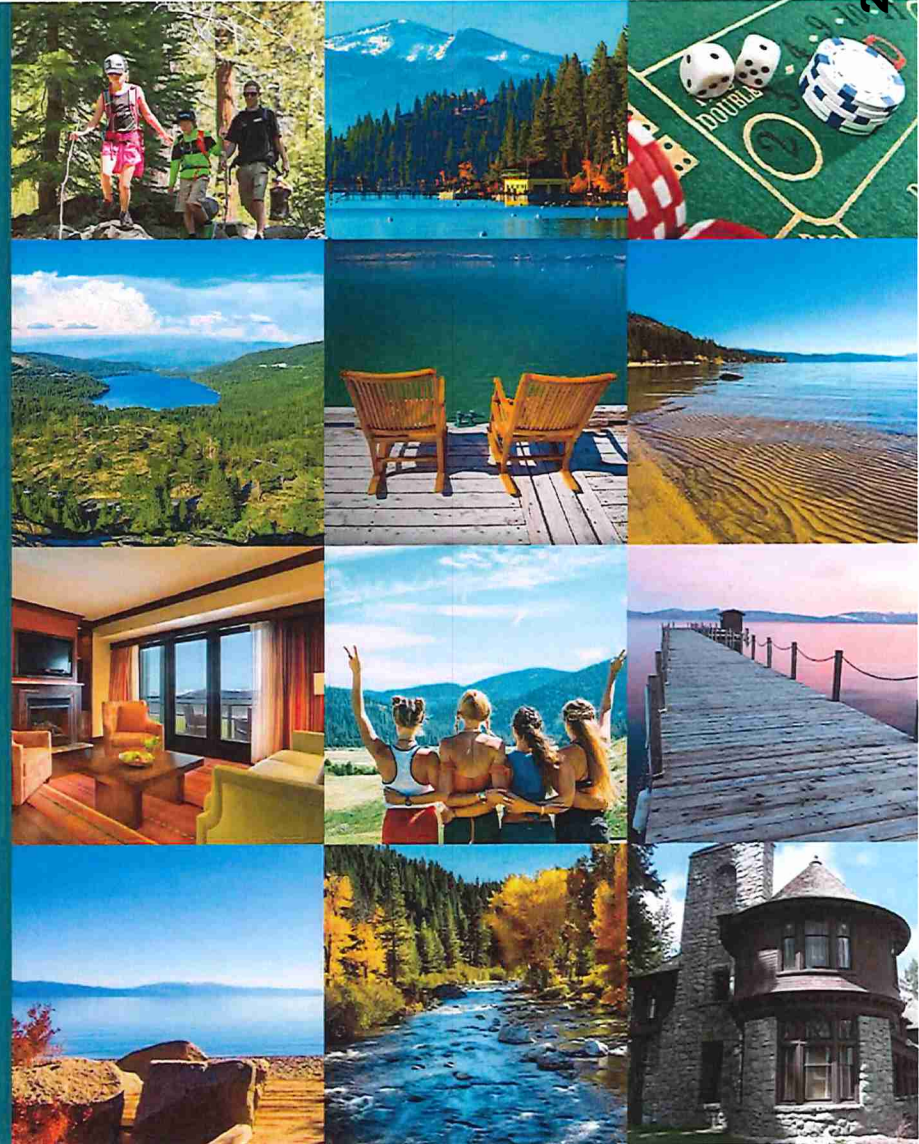


Upcoming Program: Go To Towns

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.



Brand Evolution & LTVA Rebrand



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BRAND EVOLUTION | THE CHALLENGE

The competitive landscape within the Lake Tahoe region is shifting.
Our challenge is to reimagine, redefine and reinforce our positioning within the landscape.

OBJECTIVES

- Elevate and evolve the North Lake Tahoe brand
- Bring Fresh creative thinking based on new insights
- Reinforce North Lake Tahoe's Positioning against competitors

BRAND EVOLUTION

Naming Conventions

Emotional

Reinforces human connection with the destination. Evokes an inviting, relatable and conversational feeling to travelers.

EXAMPLES:

True Lake Tahoe
 Pure Lake Tahoe
 Naturally North Lake Tahoe
 Wild Lake Tahoe
 This is Lake Tahoe



Tactical

Simple and direct in communication. Focuses more on trip planning and builds in a call-to-action.

EXAMPLES:

Travel Lake Tahoe
 Travel North Lake Tahoe
 Go Tahoe North
 Go Lake Tahoe
 Discover Lake Tahoe
 Stay Lake Tahoe

BRAND EVOLUTION

Equities, Strengths and Differentiators

1

Human Connection with Nature

Product offerings and landscape to pay this off.

2

More World-class Resorts

Amenities that drive national and international visitation

3

Multi-town “Local” Experience & Seasonality

Charm, authenticity, in-market movement, motivates return visitation

4

Responsible Travel Trailblazer

Leader within this space. Appeals to drive market audiences

5

Unique Entertainment & Cultural Events

Events that incorporate the environment. Most unique events in the region

6

The North Lake “Vibe”

Intangible essence of the destination. A “true” Lake Tahoe experience.

BRAND EVOLUTION Opportunities

- Establish ourselves as the **premier destination** within the Lake Tahoe region
(be the spot people WANT to stay in)
- Offer the **superior visitor experience** (The best of Lake Tahoe resides in the north)
- Superior choice for **human connection with nature** and outdoor activities
- Leverage the **Intangible vibe** of North Lake to communicate a more authentic experience
(Not a cookie cutter one size fits all destination)

Brand Evolution: NLT Creative Strategy

- Continuing to elevate the North Lake Tahoe brand
- Implement SEO and top funnel tactics in response to LTVA rebrand
- Photography/Videography treatment shifts
- Art direction enhancements
- Focus on storytelling
- Copy evoking emotional connection to experiences





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Chamber | CVB | Resort Association

Date: 5/6/2022

To: North Lake Tahoe Marketing Cooperative (NLTMC) Committee

From: DeWitt Van Siclén, Accounting Manager

RE: Report of Financial Results for March 31, 2022

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

- Cash balance at month end of \$607,000 was \$78,000 lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294,000 and an increase in Accounts Receivable of \$8,000, offset by an increase in Net Income of \$73,000, an increase in Accounts Payable of \$131,000, and a decrease in Prepaid Expenses of \$21,000.
- Accounts Receivable balance of \$10,000 was greater than prior year by \$8,000.
- Prepaid Expenses of \$50,000 were \$21,000 lower than prior year.
- Accounts Payable of \$194,000 were \$131,000 greater than prior year primarily due to timing.
- Unrestricted Net Assets Equity of \$193,000 was \$294,000 less than prior year due to the use of unspent FY19.20 funds in the prior fiscal year.
- Net Income of \$281,000 was \$73,000 higher than prior year.

- Year-to-date revenue from NLTRA and IVCBVB of \$1,350,000 was below budget \$46,000 to true up NLTRA TOT contributions prior to the transition to TBID funding. This was caught up in April with TBID funding.
- Consumer Marketing expenditures of \$552,000 were \$114,000 below budget due to timing as well as lower than anticipated expenditures.
- Leisure Sales expenditures of \$11,000 were \$45,000 below budget due to a combination of cancelled events/activities and timing.
- Public Relations expenses of \$144,000 were \$50,000 below budget due to timing as well as lower than anticipated expenditures.
- Conference Sales expenditures of \$62,000 were \$1,000 below budget.
- Trade Show expenditures of \$14,000 were \$25,000 below budget due to anticipated trade shows and client events being cancelled.
- Committed & Administrative expenditures of \$157,000 were \$53,000 below budget due to timing.
- Website & Maintenance expenses of \$130,000 were on budget.
- Total Expenses of \$1,069,000 were \$288,000 below budget.
- Net Income of \$281,000 was good to budget by \$242,000.

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

March 31, 2022

North Lake Tahoe Marketing Cooperative
Balance Sheet
As of March 31, 2022

Accrual Basis

	Mar 31, 22	Mar 31, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	607,440	685,045	(77,604)	(11)%
Total Checking/Savings	607,440	685,045	(77,604)	(11)%
Accounts Receivable				
1200-00 · Accounts Receivable	9,551	1,140	8,411	738%
Total Accounts Receivable	9,551	1,140	8,411	738%
Other Current Assets				
1200-99 · Accounts Receivable - Other	0	60	(60)	(100)%
1350-00 · Security Deposits	100	100	0	0%
Total Other Current Assets	100	160	(60)	(38)%
Total Current Assets	617,092	686,345	(69,253)	(10)%
Other Assets				
1400-00 · Prepaid Expenses	50,171	71,225	(21,054)	(30)%
Total Other Assets	50,171	71,225	(21,054)	(30)%
TOTAL ASSETS	667,263	757,570	(90,307)	(12)%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	193,907	63,203	130,704	207%
Total Accounts Payable	193,907	63,203	130,704	207%
Total Current Liabilities	193,907	63,203	130,704	207%
Total Liabilities	193,907	63,203	130,704	207%
Equity				
32000 · Unrestricted Net Assets	192,669	486,983	(294,315)	(60)%
Net Income	280,687	207,384	73,304	35%
Total Equity	473,356	694,367	(221,011)	(32)%
TOTAL LIABILITIES & EQUITY	667,263	757,570	(90,307)	(12)%

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of March 31, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	999.00	0.00	999.00
Beach Retreat & Lodge	0.00	0.00	0.00	0.00	0.00	0.00
IVGID*	0.00	0.00	0.00	0.00	0.00	0.00
NLTRA*	0.00	0.00	0.00	0.00	0.00	0.00
Northstar California	0.00	0.00	0.00	0.00	0.00	0.00
Sierra Ski Marketing Council	0.00	0.00	0.00	0.00	0.00	0.00
Tahoe North Tahoe Trans Mgmt Assoc.	3,000.00	0.00	0.00	0.00	0.00	3,000.00
The Resort at Squaw Creek	0.00	0.00	0.00	0.00	0.00	0.00
The Resort of Squaw Creek	0.00	0.00	0.00	1,276.17	0.00	1,276.17
The Village of Palisades	0.00	0.00	0.00	1,276.17	0.00	1,276.17
Truckee North Tahoe Trans Mgmt Assoc	0.00	0.00	3,000.00	0.00	0.00	3,000.00
TOTAL	<u>3,000.00</u>	<u>0.00</u>	<u>3,000.00</u>	<u>3,551.34</u>	<u>0.00</u>	<u>9,551.34</u>

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of March 31, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Amber Burke	18.72	0.00	0.00	0.00	0.00	18.72
AugustineIdeas	35,571.10	0.00	0.00	0.00	0.00	35,571.10
Destination Media Solutions	0.00	2,124.00	0.00	0.00	0.00	2,124.00
FedEx	0.00	28.65	0.00	0.00	0.00	28.65
Just Imagine	10,125.00	0.00	0.00	0.00	0.00	10,125.00
MAHK Advertising	112,165.78	0.00	0.00	0.00	0.00	112,165.78
NLTRA	265.00	0.00	0.00	0.00	0.00	265.00
Regional Air Service Corporation	25,000.00	0.00	0.00	0.00	0.00	25,000.00
Sierra Business Council	1,500.00	0.00	0.00	0.00	0.00	1,500.00
Sterling Valley Systems, Inc.	0.00	7,108.75	0.00	0.00	0.00	7,108.75
TOTAL	<u>184,645.60</u>	<u>9,261.40</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>193,907.00</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

March 2022

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar ...	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTVCBVB Funding	57,667	57,666	1	518,996	518,994	2	692,000
4001-00 · NLTRA Funding	14,782	61,067	(46,284)	824,994	871,278	(46,284)	1,100,000
4004-00 · IVCBVB Entertainment	0	0	0	6,000	6,000	0	8,000
Total Income	72,449	118,733	(46,283)	1,349,990	1,396,272	(46,282)	1,800,000
Gross Profit	72,449	118,733	(46,283)	1,349,990	1,396,272	(46,282)	1,800,000
Expense							
5000-00 · CONSUMER MARKETING							
5002-00 · Consumer Print	10,125			10,125			
5002-01 · Native Display	0	13,500	(13,500)	33,833	53,000	(19,167)	70,000
5004-00 · Trip Advisor	13,539	10,000	3,539	33,757	35,000	(1,243)	50,000
5005-00 · Paid Social	20,593	24,000	(3,407)	65,912	98,660	(32,748)	132,960
5005-01 · Digital Display / Retargeting	5,663	12,860	(7,197)	64,502	58,250	6,252	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	30,557	0	30,557	60,059	112,500	(52,441)	150,000
5007-02 · Website Production	0			1,876	0	1,876	0
5007-03 · Photo/Video Creative	3,182	2,372	810	29,188	21,353	7,835	28,469
5007-00 · Creative Production - Other	128	0	128	1,020	0	1,020	0
Total 5007-00 · Creative Production	33,866	2,372	31,494	92,143	133,853	(41,710)	178,469
5010-00 · Account Strategy & Management	7,000	7,000	0	63,000	63,000	0	84,000
5016 · Video Streaming	38,634	23,000	15,634	91,227	75,000	16,227	105,000
5017-00 · Rich Media	0			600	0	600	0
5018-00 · Media Commission	11,504	14,151	(2,647)	39,337	52,025	(12,688)	71,166
5018-01 · Digital Ad Serving	90	1,000	(910)	608	4,300	(3,692)	6,000
5020-00 · Search Engine Marketing	10,950	10,000	950	37,207	38,000	(793)	54,000
5022-00 · Email	5,000	0	5,000	14,999	15,000	(1)	20,000
5024-00 · Fusion 7	0	2,000	(2,000)	5,000	18,000	(13,000)	24,000
5025-00 · Expedia	0	15,000	(15,000)	0	15,000	(15,000)	15,000
5029-00 · Television	0	0	0	0	7,000	(7,000)	14,000
Total 5000-00 · CONSUMER MARKETING	156,963	134,883	22,080	552,250	666,088	(113,838)	903,595
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	500	(500)	0	1,500	(1,500)	2,000
5111-00 · FAMS - Domestic	0	1,000	(1,000)	0	1,500	(1,500)	1,500
5112-00 · Training / Sales Calls	0	3,000	(3,000)	3,568	5,000	(1,432)	5,000
5113-00 · Additional Opportunities	0	0	0	185	6,000	(5,815)	9,050
5115-00 · Travel Agent Incentive Program	0	0	0	0	4,750	(4,750)	4,750
5131-00 · FAMS -Intl - Travel Trade	0	0	0	0	2,250	(2,250)	2,250
5133-00 · Ski-Tops	0	2,150	(2,150)	0	4,000	(4,000)	4,000
5134-00 · Intl Marketing - Additional Opp	0	0	0	0	0	0	4,000
5137-00 · Co-op Opportunities	0	3,000	(3,000)	0	6,000	(6,000)	6,000
5143-00 · Mountain Travel Symposium	0	1,500	(1,500)	2,395	4,500	(2,105)	6,000
5144-00 · IPW - POW WOW	0	0	0	4,334	5,000	(666)	16,000
5145-00 · TIA Annual Dues	219	2,700	(2,481)	656	2,700	(2,044)	2,700
5155-00 · California Star Program	0	0	0	0	3,000	(3,000)	3,000
5157-00 · International Efforts	0	5,000	(5,000)	0	10,000	(10,000)	15,000
Total 5110-00 · LEISURE SALES	219	18,850	(18,631)	11,138	56,200	(45,062)	81,250
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000	5,000	1,000	42,000	40,000	2,000	55,000
5202-00 · PR Program/ Content Dev - Blogs	1,606	1,500	106	5,128	9,000	(3,872)	12,000
5204-00 · Media Mission(s)	0	0	0	2,967	24,000	(21,033)	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	7,200	7,200	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	265	240	25	2,210	2,160	50	2,880
5208-00 · International Travel Media FAMS	0	0	0	0	3,000	(3,000)	3,000
5209-00 · Domestic Travel Media FAMS	2,791	3,100	(309)	11,712	12,400	(688)	18,600
5210-00 · Content Dev - Newsletters	840	1,800	(960)	8,850	16,200	(7,350)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	53,000	53,000	0	71,000
5212-00 · Social Giveaways & Contests	0	0	0	900	5,400	(4,500)	7,200
5214-00 · Social Takeover	0	2,500	(2,500)	107	7,500	(7,393)	10,000
5216-00 · PR Content Development + Distri	0	1,500	(1,500)	1,320	4,500	(3,180)	6,000
5221-00 · Photography & Video Asset Dev	0	2,000	(2,000)	5,750	6,000	(250)	8,000
5222-00 · Media Tracking / Membership	0	294	(294)	2,660	2,646	14	3,530
5280-00 · PR Meals / Entertainment	0	250	(250)	203	1,250	(1,047)	1,500
Total 5200-00 · PUBLIC RELATIONS	18,302	24,984	(6,682)	144,008	194,256	(50,248)	253,910
6000-00 · CONFERENCE SALES							
6005-00 · Paid Media	5,673	6,512	(839)	14,454	16,578	(2,124)	24,114
6006-00 · CVENT	712	916	(204)	6,445	8,218	(1,773)	10,967
6007-00 · Creative Production	1,320	5,000	(3,680)	14,973	10,000	4,973	10,000
6014-00 · MCC Group Incentive Program	0	1,000	(1,000)	0	5,000	(5,000)	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6016-00 · MCC Search Engine Marketing	85			85	0	85	0
6018-00 · MCC Media Commission	697	459	238	4,912	3,213	1,699	4,590
6018-01 · MCC Digital Ad Serving	7	41	(34)	40	377	(337)	500
6019-00 · Conference Direct Partnership	583	0	583	4,083	7,000	(2,917)	7,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	5,250	7,000	(1,750)	7,000
6152-00 · Client Events / Opportunities	8,000	1,000	7,000	9,650	4,000	5,650	17,000
6153-00 · Chicago Sales Rep Support	125	0	125	1,670	1,250	420	2,500

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

March 2022

Accrual Basis

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar ...	YTD Budget	\$ Over Budget	Annual Budget
Total 6000-00 · CONFERENCE SALES	17,787	14,928	2,859	61,562	62,636	(1,074)	91,450
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	0	1,500	(1,500)	461	4,500	(4,039)	6,000
6116-00 · CalSAE Seasonal Spectacular	0	0	0	1,597	5,000	(3,403)	5,000
6120-01 · Sac River Cats Client Event	0			500	0	500	0
6127-00 · CalSAE Annual	0	0	0	0	0	0	1,500
6143-00 · Connect Marketplace	0	0	0	7,500	6,000	1,500	6,000
6154-00 · HelmsBriscoe ABC	0	0	0	227	0	227	5,500
6155-00 · Connect Trade Shows	0			991			
6156-00 · Connect California	0	0	0	0	5,500	(5,500)	5,500
6156-02 · Connect Chicago	0	0	0	0	4,700	(4,700)	4,700
6156-05 · Connect Northwest	0	0	0	0	5,500	(5,500)	5,500
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	0	1,500	(1,500)	1,500
6160-01 · AllThingsMeetings East Bay	0	1,500	(1,500)	0	1,500	(1,500)	1,500
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 · Sports Commission	0	0	0	0	420	(420)	420
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6171-00 · Outdoor Retailer	0	0	0	0	1,500	(1,500)	1,500
6180-00 · Conference Direct CA	0			1,167	0	1,167	0
6182-00 · Destination Celebration	0	0	0	1,116	2,275	(1,159)	2,275
Total 6100-00 · TRADE SHOWS	0	3,000	(3,000)	13,568	38,395	(24,837)	53,895
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	(3,000)	3,000	(6,000)	(6,000)	21,000	(27,000)	30,000
5009-00 · Fulfillment / Mail	29	200	(171)	1,724	1,800	(76)	2,400
5021-00 · RASC-Reno Air Service Corp	25,000	25,000	0	75,000	75,000	0	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,500	0	1,500	2,000
5124-00 · Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7001-00 · Miscellaneous	0			837	0	837	0
7002-00 · CRM Subscription	833	885	(52)	7,167	7,965	(798)	10,620
7003-00 · IVCBVB Entertainment Fund	0	2,000	(2,000)	303	6,000	(5,697)	8,000
7004-00 · Research	2,705	2,750	(45)	27,803	24,750	3,053	83,000
7005-00 · Film Festival	0			15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	70	0	70	20,000
7007-00 · DestImetrics / DMX	9,478	8,338	1,140	21,326	25,014	(3,688)	33,352
7008-00 · Opportunistic Funds	1,500			3,000	25,000	(22,000)	25,000
7009-00 · Tahoe Cam Usage	2,124	177	1,947	2,124	1,593	531	2,124
7010-00 · Photo Management & Storage	621	625	(4)	5,587	5,625	(38)	7,757
7020-00 · Collateral Production / Printin	0			724	0	724	0
8700-00 · Automobile Expense*	19			448	0	448	0
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0			188			
Total 7000-00 · COMMITTED & ADMIN EXPENSES	39,475	42,975	(3,500)	156,801	209,747	(52,946)	340,253
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	38,250	38,250	0	51,000
8003-00 · Website Hosting Maintenance	178	25	153	1,737	1,627	110	2,161
8004-00 · Website Strategy & Maintenance	7,500	7,500	0	67,500	67,500	0	90,000
8005-00 · Website SEO Strategy/Maint	2,500	2,500	0	22,500	22,500	0	30,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,428	14,275	153	129,987	129,877	110	173,161
Total Expense	247,173	253,895	(6,722)	1,069,303	1,357,199	(287,896)	1,897,514
Net Income	(174,724)	(135,162)	(39,561)	280,687	39,073	241,614	(97,514)