



**NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING**

**June 8, 2022 ~ 3:00pm**

**Agenda**

**Join Zoom Meeting**

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**as authorized by AB 361**

**Meeting ID: 869 2558 9876**

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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. | <b>Motion: Approval of Agenda</b>   | <b>Chair</b>         |
| <b>Page:1</b> | E. | <b>Motion: Approval of May 11th, 2022 Coop Meeting Minutes</b>              | <b>Chair</b>         |
|               | F. | <b>Motion: Nomination &amp; Approval of 22/23 FY Chair &amp; Vice Chair</b> | <b>Chair</b>         |
|               | G. | <b>Motion: Approval of 22/23 FY NLTMC Budget</b>                            | <b>Staff</b>         |
| <b>Page:4</b> | H. | <b>April 2022 Coop Financials Update</b>                                    | <b>Chapman/Burke</b> |
|               | I. | New Business  | Chair                |
|               | J. | Old Business  | Chair                |
|               | K. | Adjournment   | Chair                |

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

Public Posting

[www.GoTahoeNorth.com](http://www.GoTahoeNorth.com)

[www.NLTRA.org](http://www.NLTRA.org)

Nevada Public Meeting Notice Website



north lake tahoe

An IVCBVB and NLTRA Partnership

## NLT Marketing Cooperative Committee Meeting Minutes – Wednesday May 11, 2022

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

**Committee members:** Becky Moore, Andy Chapman, Heather Bacon, Tony Karwowski, Adam Wilson, Blane Johnson

**Staff members:** Amber Burke, Dewitt Van Siclen, Greg Long, Anna Atwood

**Other in attendance:** Lindsay Moore, Cathy Nanadiego, Yulianna Cisneros, Michael Mezzanotte, Kenzie Wall

- A. The meeting was called to order at 3:03pm and a quorum was established.
- B. Public Comment – None
- C. Roll Call: Becky Moore, Andy Chapman, Adam Wilson, Heather Bacon, Tony Karwowski, Blane Johnson, Cathy Nanadiego, Lindsay Moore, Yulianna Cisneros, Michael Mezzanotte, Kenzie Wall, DeWitt Van Siclen, Amber Burke, Greg Long, Anna Atwood
- D. **Approval of agenda**  
**Motion to approve the agenda as presented JOHNSON/BACON/UNANIMOUS**
- E. **Approval of Mar 9<sup>th</sup>, 2022 Coop Meeting Minutes**  
**Motion to approve the Coop Meeting Minutes from Mar 9<sup>th</sup>, 2022 CHAPMAN/JOHNSON/Carried with Wilson and Moore abstaining**
- F. 22/23 Strategy Overview  
Burke provided a quick history on the 2022/23 Strategy overview. NLTRA and Incline Village Crystal Bay Visitors Bureau met with the whole Augustine team at the end of April. The whole team looked at performance in the last fiscal year and discussed new initiatives and changes going forward.

Moore and Nanadiego provided a high-level overview of recommendations and objectives.

### Website and SEO:

- Increase time on site 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

### Comments:

- Wilson questioned the bounce rate from the web camera and what are industry standards? He stated this seems normal as you go to the site for that specific reason. Nanadiego stated they are exploring different options and if they come to the site for the web camera, what else might they be interested in? Burke stated it's not only the web cam pages that has high bounce rates and it's looking at opportunities to have them see more of content.
- Wilson suggested when adding content that it is driving what we are trying to accomplish.

### Consumer Media:

- Flexibility built within plan and 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 and introduce new tactics

Comments:

- Wilson questioned if Augustine are geotargeting the high value visitors based on where there are non-stop or direct flights. Lindsay Moore stated it is taken into consideration but it's more the behavior online and how they are interacting with ads and the likelihood of visiting for a longer period of time. Burke stated there may be opportunity to allocate more dollar to the area with direct flights.

Social Media:

- 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 and leverage giveaways for experiences.
- 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 and use CrowdRiff to source seasonal imagery.

Comments:

- Wilson questioned how social media is being handled? Nanadiego shared the Augustine is managing this. Burke also shared that Augustine has contracted with a few local people to get real-time content and there is a call-out for content sent out regularly.

Public Relations:

- Target top tier luxury media publication. Align with Paid media and aligning sales efforts with Bart Peterson for our international Canadian market.
- Stronger integration with owned and paid channels.
- Peak Season: Education and Shoulder Season: Driving Visitation
- Messaging: Align with brand pillars.

No comments on public relations.

Meetings and Conventions Media Strategy & Creative:

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

Comments:

- Wilson questioned when KPIs are set for each of the above strategies? Burke shared next step is budget and then diving into the KPIs.

G. Review of Draft 22/23 FY Coop Budget

Burke shared a high-level overview of the draft 2022/23 budget for the Marketing Cooperative and compared to last year and FY 19/20. She reviewed funding coming from both NLTRA and Incline Village Crystal Bay Visitors Bureau and the next four weeks will be spent looking at all the line items for all the different department expenses. A finalized version of the Cooperative budget will be shared at the June meeting. The intentions are to return to the FY 19/20 budget levels. The timing and messaging will be very different, and she outlined some of the departments that are increasing budget. Becky Moore questioned the big drop in spend for tradeshows. Burke shared it's mostly from a staffing perspective and this will be closer looked at in the next four weeks. Chapman shared some of the shows have moved to hybrid shows so it's a combination of both staffing and changes with tradeshows.

H New Content Campaigns Update

Nanadiego with Augustine shared some of the upcoming new content campaigns. The new campaign can be viewed [here](#) starting on page 23. Wilson questioned if people would understand what NLT is and shared, he really likes the new content campaigns and encouraging the visitors moving around the region. Burke stated this will be coming from our own earned channels and it should be very clear of where it's coming from.

I. Update on Destination Stewardship Tahoe Project

Chapman shared there is a new regionwide destination stewardship project underway. Both NLTRA and IVCBVB are involved and shared the new website [www.stewardshiptahoe.org](http://www.stewardshiptahoe.org). The website just launched, and it includes a series of workshop that starts next week. Chapman really encouraged everyone to participate in the workshops and this will start to build initiatives. Karwowski shared there is a lot of partners around the table for this effort including the Forest Service, all the DMOs and public agencies so it's a great cooperative effort. This visioning workshop will help draft a stewardship plan.

J. LTVA Rebranding Update/Discussion

Chapman stated the Lake Tahoe Visitors Authority has made an aggressive new branding move where they will be coming out as Visit Lake Tahoe. He stated he has been in discussions with both Karwowski and Carol Chaplin with LTVA. "Tahoe South" has never resonated with their constituents, visitors and community and the reason for the rebranding. Chapman shared this discussion was brought to the strategy retreat a couple of weeks ago and how do North Lake Tahoe move forward. Chapman stated there is a good strategic path forward and this will be a discussion at the Incline Village Crystal Bay Board of Directors coming up next month.

Mezzanotte with the Augustine Agency shared information on brand evolution, naming and equities, strengths, and differentiators. Chapman stated this is a critical component that needs to be addressed but standing strong and proud is important going forward. Burke stated that both NLTRA and IVVBVB are in the process of an entity rebranding as well. This will be a continued discussion going forward and how we will respond to this.

Committee members responded with positive comments on the directions NLTRA and IVCBVB are moving forward and requested that learnings and an update on this be brought back on a regular basis.

**Action to staff: Update the committee on rebranding at the June meeting.**

K. Sales Update

This will be tabled until next month. Bart Peterson is currently traveling.

L. March 2022 Coop Financials Update

Van Siclen reviewed a summary of the financial results for March 2022 for the Marketing Cooperative. No committee members questions on the Marketing Cooperative financials.

**Motion to approve the March 2022 Coop Financials CHAPMAN/KARWOWSKI/UNANIMOUS**

M. New Business

No new business.

N. Old Business

No old business.

O. Adjournment

Meeting adjourned at 4:43pm.



## north lake tahoe

Chamber | CVB | Resort Association

Date: 6/03/2022

To: North Lake Tahoe Marketing Cooperative (NLTM) Committee

From: DeWitt Van Siclen, Accounting Manager NLTRA

RE: Financial results for April 30, 2022 and an Update on Financial Results for March 31, 2022

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Summary of North Lake Tahoe Marketing Cooperative (NLTM) 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.

Summary of changes to NLTM financial results at March 31, 2022

- Accounts Receivable decreased by \$3,000.
- Accounts Payable increased by \$52,000.
- Net Income decreased by \$55,000.
  
- Leisure Sales expenditures increased by \$7,000.

- Public Relations expenditures increased by \$2,000.
- Trade Shows expenditures increased by \$7,000.
- Committed & Admin expenditures increased by \$39,000.

# **North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

April 30, 2022



9:31 AM

05/20/22

Accrual Basis

## North Lake Tahoe Marketing Cooperative

## Balance Sheet

As of April 30, 2022

	Apr 30, 22	Apr 30, 21	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
Checking/Savings				
1000-00 · Cash	405,994	686,705	(280,711)	(41)%
<b>Total Checking/Savings</b>	405,994	686,705	(280,711)	(41)%
Accounts Receivable				
1200-00 · Accounts Receivable	167,103	2,490	164,613	6,611%
<b>Total Accounts Receivable</b>	167,103	2,490	164,613	6,611%
<b>Other Current Assets</b>				
1200-99 · Accounts Receivable - Other	61	0	61	100%
1350-00 · Security Deposits	100	100	0	0%
<b>Total Other Current Assets</b>	161	100	61	61%
<b>Total Current Assets</b>	573,257	689,295	(116,038)	(17)%
<b>Other Assets</b>				
1400-00 · Prepaid Expenses	46,032	66,637	(20,605)	(31)%
<b>Total Other Assets</b>	46,032	66,637	(20,605)	(31)%
<b>TOTAL ASSETS</b>	<b>619,289</b>	<b>755,932</b>	<b>(136,643)</b>	<b>(18)%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Accounts Payable				
2000-00 · Accounts Payable	189,899	340,696	(150,797)	(44)%
<b>Total Accounts Payable</b>	189,899	340,696	(150,797)	(44)%
<b>Total Current Liabilities</b>	189,899	340,696	(150,797)	(44)%
<b>Total Liabilities</b>	189,899	340,696	(150,797)	(44)%
<b>Equity</b>				
32000 · Unrestricted Net Assets	192,669	486,983	(294,315)	(60)%
Net Income	236,721	(71,748)	308,469	430%
<b>Total Equity</b>	429,389	415,235	14,154	3%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>619,289</b>	<b>755,932</b>	<b>(136,643)</b>	<b>(18)%</b>

9:31 AM

05/20/22

North Lake Tahoe Marketing Cooperative  
**A/R Aging Summary**  
As of April 30, 2022

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	0.00	999.00	999.00
Beach Retreat & Lodge	0.00	0.00	0.00	0.00	0.00	0.00
IVCBVB	0.00	0.00	1,333.00	0.00	0.00	1,333.00
IVGID*	0.00	0.00	0.00	0.00	0.00	0.00
NLTRA*	0.00	159,218.22	0.00	0.00	0.00	159,218.22
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
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	0.00	1,276.17	1,276.17
The Village of Palisades	0.00	0.00	0.00	0.00	1,276.17	1,276.17
Truckee North Tahoe Trans Mgmt Assoc	0.00	0.00	0.00	3,000.00	0.00	3,000.00
<b>TOTAL</b>	<u>0.00</u>	<u>159,218.22</u>	<u>1,333.00</u>	<u>3,000.00</u>	<u>3,551.34</u>	<u>167,102.56</u>

9:32 AM  
05/20/22

North Lake Tahoe Marketing Cooperative  
**A/P Aging Summary**  
As of April 30, 2022

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Amber Burke	30.19	0.00	0.00	0.00	0.00	30.19
IVCB Visitors Bureau	7,533.04	5,169.76	0.00	0.00	0.00	12,702.80
MAHK Advertising	176,533.15	0.00	0.00	0.00	0.00	176,533.15
NLTRA	633.02	0.00	0.00	0.00	0.00	633.02
<b>TOTAL</b>	<b><u>184,729.40</u></b>	<b><u>5,169.76</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>189,899.16</u></b>

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance April 2022

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
<b>Income</b>							
4000-00 · LTIVCBVB Funding	57,666	57,666	0	576,662	576,660	2	692,000
4001-00 · NLTRA Funding	159,218	112,934	46,284	984,212	984,212	0	1,100,000
4004-00 · IVCBVB Entertainment	2,000	2,000	0	8,000	8,000	0	8,000
<b>Total Income</b>	<b>218,884</b>	<b>172,600</b>	<b>46,284</b>	<b>1,568,874</b>	<b>1,568,872</b>	<b>2</b>	<b>1,800,000</b>
<b>Gross Profit</b>	<b>218,884</b>	<b>172,600</b>	<b>46,284</b>	<b>1,568,874</b>	<b>1,568,872</b>	<b>2</b>	<b>1,800,000</b>
<b>Expense</b>							
<b>6000-00 · CONSUMER MARKETING</b>							
5002-00 · Consumer Print	0			10,125			
5002-01 · Native Display	4,500	5,000	(500)	38,333	58,000	(19,667)	70,000
5004-00 · Trip Advisor	9,900	10,000	(100)	43,657	45,000	(1,343)	50,000
5005-00 · Paid Social	30,760	19,850	10,910	96,672	118,510	(21,838)	132,960
5005-01 · Digital Display / Retargeting	35,530	10,500	25,030	100,032	68,750	31,282	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	0	37,500	(37,500)	60,059	150,000	(89,941)	150,000
5007-02 · Website Production	0			1,876	0	1,876	0
5007-03 · Photo/Video Creative	2,462	2,372	90	31,650	23,725	7,925	28,469
5007-00 · Creative Production - Other	128	0	128	1,148	0	1,148	0
<b>Total 5007-00 · Creative Production</b>	<b>2,589</b>	<b>39,872</b>	<b>(37,283)</b>	<b>94,732</b>	<b>173,725</b>	<b>(78,993)</b>	<b>178,469</b>
5010-00 · Account Strategy & Management	7,000	7,000	0	70,000	70,000	0	84,000
5016 · Video Streaming	63,613	25,000	38,613	154,840	100,000	54,840	105,000
5017-00 · Rich Media	0			600	0	600	0
5018-00 · Media Commission	18,753	10,510	8,243	58,090	62,535	(4,445)	71,166
5018-01 · Digital Ad Serving	240	1,000	(760)	848	5,300	(4,452)	6,000
5020-00 · Search Engine Marketing	8,230	9,000	(770)	45,437	47,000	(1,563)	54,000
5022-00 · Email	3,500	0	3,500	18,499	15,900	3,499	20,000
5024-00 · Fusion 7	0	2,000	(2,000)	5,000	20,000	(15,000)	24,000
5025-00 · Expedia	0	0	0	0	15,000	(15,000)	15,000
5029-00 · Television	0	0	0	0	7,000	(7,000)	14,000
<b>Total 6000-00 · CONSUMER MARKETING</b>	<b>184,615</b>	<b>139,732</b>	<b>44,883</b>	<b>736,865</b>	<b>805,820</b>	<b>(68,955)</b>	<b>903,595</b>
<b>5110-00 · LEISURE SALES</b>							
5107-00 · Creative Production	0	0	0	0	1,500	(1,500)	2,000
5111-00 · FAMS - Domestic	663	0	663	1,513	1,500	13	1,500
5112-00 · Training / Sales Calls	0	0	0	3,588	5,000	(1,432)	5,000
5113-00 · Additional Opportuntlies	848	3,050	(2,202)	1,033	9,050	(8,017)	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	0	0	0	4,000	(4,000)	4,000
5134-00 · Intl Marketing - Additional Opp	0	4,000	(4,000)	0	4,000	(4,000)	4,000
5137-00 · Co-op Opportuntlies	0	0	0	0	6,000	(6,000)	6,000
5143-00 · Mountain Travel Symposium	687	1,500	(813)	4,751	6,000	(1,249)	6,000
5144-00 · IPW - POW WOW	8,430	11,000	(2,570)	12,764	16,000	(3,236)	16,000
5145-00 · TIA Annual Dues	219	0	219	875	2,700	(1,825)	2,700
5155-00 · California Star Program	0	0	0	2,400	3,000	(600)	3,000
5157-00 · International Efforts	2,500	0	2,500	2,500	10,000	(7,500)	15,000
<b>Total 5110-00 · LEISURE SALES</b>	<b>13,346</b>	<b>19,550</b>	<b>(6,204)</b>	<b>29,403</b>	<b>75,750</b>	<b>(46,347)</b>	<b>81,250</b>
<b>5200-00 · PUBLIC RELATIONS</b>							
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000	5,000	1,000	48,000	45,000	3,000	55,000
5202-00 · PR Program/ Content Dev - Blogs	1,936	750	1,186	7,064	9,750	(2,686)	12,000
5204-00 · Media Mission(s)	0	0	0	5,110	24,000	(18,890)	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	8,000	8,000	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	265	240	25	2,475	2,400	75	2,880
5208-00 · International Travel Media FAMS	0	0	0	0	3,000	(3,000)	3,000
5209-00 · Domestic Travel Media FAMS	0	3,100	(3,100)	11,712	15,500	(3,788)	18,600
5210-00 · Content Dev - Newsletters	1,350	1,800	(450)	10,200	18,000	(7,800)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	59,000	59,000	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	10,000	(9,893)	10,000
5216-00 · PR Content Development + Distrib	360	0	360	1,680	4,500	(2,820)	6,000
5221-00 · Photography & Video Asset Dev	0	0	0	5,750	6,000	(250)	8,000
5222-00 · Media Tracking / Membership	883	294	589	3,543	2,940	603	3,530
5280-00 · PR Meals / Entertainment	0	0	0	203	1,250	(1,047)	1,500
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>17,594</b>	<b>20,484</b>	<b>(2,890)</b>	<b>163,744</b>	<b>214,740</b>	<b>(50,996)</b>	<b>253,910</b>
<b>6000-00 · CONFERENCE SALES</b>							
6005-00 · Paid Media	1,339	2,512	(1,173)	15,792	19,090	(3,298)	24,114
6006-00 · CVENT	712	916	(204)	7,157	9,134	(1,977)	10,967
6007-00 · Creative Production	0	0	0	14,973	10,000	4,973	10,000
6014-00 · MCC Group Incentive Program	0	1,000	(1,000)	0	6,000	(6,000)	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6016-00 · MCC Search Engine Marketing	85			171	0	171	0
6018-00 · MCC Media Commission	162	459	(298)	5,073	3,672	1,401	4,590
6018-01 · MCC Digital Ad Serving	7	41	(34)	47	418	(371)	500
6019-00 · Conference Direct Partnership	583	0	583	4,667	7,000	(2,333)	7,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	5,833	7,000	(1,167)	7,000
6152-00 · Client Events / Opportuntlies	5,883	0	5,883	15,816	4,000	11,816	17,000
6153-00 · Chicago Sales Rep Support	125	625	(500)	1,795	1,875	(80)	2,500

North Lake Tahoe Marketing Cooperative  
Profit & Loss Budget Performance

April 2022

	Apr 22	Budget	\$ Over Budget	Jul '21 - Apr 22	YTD Budget	\$ Over Budget	Annual Budget
<b>Total 6000-00 - CONFERENCE SALES</b>	<b>9,479</b>	<b>5,553</b>	<b>3,926</b>	<b>71,324</b>	<b>68,189</b>	<b>3,135</b>	<b>91,450</b>
<b>6100-00 - TRADE SHOWS</b>							
6111-00 - Site Inspections	0	0	0	461	4,500	(4,039)	6,000
6116-00 - CalSAE Seasonal Spectacular	0	0	0	2,224	5,000	(2,776)	5,000
6120-01 - Sac River Cats Client Event	0	0	0	500	0	500	0
6127-00 - CalSAE Annual	0	0	0	0	0	0	1,500
6143-00 - Connect Marketplace	0	0	0	7,500	6,000	1,500	6,000
6151-00 - Destination CA	0	0	0	493	0	493	0
6154-00 - HelmsBriscoe ABC	0	2,500	(2,500)	227	2,500	(2,273)	5,500
6155-00 - Connect Trade Shows	0	0	0	991	0	991	0
6156-00 - Connect California	0	0	0	0	5,500	(5,500)	5,500
6156-02 - Connect Chicago	0	0	0	0	4,700	(4,700)	4,700
6156-05 - Connect Northwest	0	0	0	0	5,500	(5,500)	5,500
6160-00 - AllThingsMeetings Silicon Valley	0	0	0	0	1,500	(1,500)	1,500
6160-01 - AllThingsMeetings East Bay	0	0	0	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	0	0	1,167	0	1,167	0
6182-00 - Destination Celebration	0	0	0	1,116	2,275	(1,159)	2,275
<b>Total 6100-00 - TRADE SHOWS</b>	<b>0</b>	<b>2,500</b>	<b>(2,500)</b>	<b>14,678</b>	<b>40,895</b>	<b>(26,217)</b>	<b>53,895</b>
<b>7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>							
5008-00 - Cooperative Programs	0	3,000	(3,000)	(3,000)	24,000	(27,000)	30,000
5009-00 - Fulfillment / Mail	318	200	118	2,378	2,000	378	2,400
5021-00 - RASC-Reno Air Service Corp	0	0	0	75,000	75,000	0	100,000
5123-00 - HSVC - High Sierra Visitors	167	0	167	1,667	0	1,667	2,000
5124-00 - Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7001-00 - Miscellaneous	12	0	12	849	0	849	0
7002-00 - CRM Subscription	0	885	(885)	7,167	8,850	(1,683)	10,620
7003-00 - IVCBVB Entertainment Fund	62	0	62	455	6,000	(5,545)	8,000
7004-00 - Research	2,705	2,750	(45)	30,508	27,500	3,008	83,000
7005-00 - Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 - Special Events	0	0	0	70	0	70	20,000
7007-00 - DestImetrics / DMX	7,109	0	7,109	28,435	25,014	3,421	33,352
7008-00 - Opportunistic Funds	0	0	0	3,000	25,000	(22,000)	25,000
7009-00 - Tahoe Cam Usage	0	177	(177)	2,124	1,770	354	2,124
7010-00 - Photo Management & Storage	861	875	(14)	6,448	6,500	(53)	7,767
7020-00 - Collateral Production / Printin	0	0	0	724	0	724	0
8700-00 - Automobile Expense*	30	0	30	736	0	736	0
7000-00 - COMMITTED & ADMIN EXPENSES - Other	0	0	0	188	0	188	0
<b>Total 7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>	<b>11,263</b>	<b>7,887</b>	<b>3,376</b>	<b>171,747</b>	<b>217,634</b>	<b>(45,887)</b>	<b>340,253</b>
<b>8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>							
8002-00 - Content Manager Contractor	4,250	4,250	0	42,500	42,500	0	51,000
8003-00 - Website Hosting Maintenance	5	534	(529)	1,892	2,161	(269)	2,161
8004-00 - Website Strategy & Maintenance	7,500	7,500	0	75,000	75,000	0	90,000
8005-00 - Website SEO Strategy/Maint	2,500	2,500	0	25,000	25,000	0	30,000
<b>Total 8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>14,255</b>	<b>14,784</b>	<b>(529)</b>	<b>144,392</b>	<b>144,661</b>	<b>(269)</b>	<b>173,161</b>
<b>Total Expense</b>	<b>250,552</b>	<b>210,490</b>	<b>40,062</b>	<b>1,332,153</b>	<b>1,567,689</b>	<b>(235,536)</b>	<b>1,897,514</b>
<b>Net Income</b>	<b>(31,668)</b>	<b>(37,890)</b>	<b>6,222</b>	<b>236,721</b>	<b>1,183</b>	<b>235,538</b>	<b>(97,514)</b>