



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Aug 10, 2022 ~ 3:00pm

Agenda

**Join Zoom Meeting
as authorized by AB 361**

<https://us02web.zoom.us/j/88330484098?pwd=cmhpYWlvOGZwa2JLUFY3bHZqek1KZz09>

Meeting ID: 869 2558 9876

Passcode: 666970

Dial by your location

+1 669 900 9128 US (San Jose)

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. New Committee Member Welcome and Introduction Chair
- E. **Motion: Approval of Agenda** **Chair**
- Page: 1 F. **Motion: Approval of June 8th, 2022 Coop Meeting Minutes** **Chair**
- Page: 3 G. **Motion: Fall Media Recommendations & Discussion** **Augustine**
- H. Review of Group & Leisure Sales Trade Show Schedule Chapman
- Page: 41 I. **May & June 2022 Coop Financials Update** **Van Siclen**
- J. Organizational Updates Karwowski/Chapman
- K. New Business Chair
- L. Old Business Chair
- M. 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



north lake tahoe

An IVCBVB and NLTRA Partnership

NLT Marketing Cooperative Committee Meeting Minutes – Wednesday June 8, 2022

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

Committee members: Tony Karwowski, Becky Moore, Heather Bacon, Stephanie Hoffman, Andy Chapman, Adam Wilson

Committee members not present: Blane Johnson, Ashlee Barton

Staff members: Greg Long, Amber Burke, Anna Atwood

Other in attendance: Walt McRoberts, Cathy Nanadiego, Kenzie Wall, Claire Marcus, Tyler Gaffaney

- A. The meeting was called to order at 3:02pm and a quorum was established.
- B. Public Comment – None
- C. Roll Call: Becky Moore, Heather Bacon, Adam Wilson, Andy Chapman, Stephanie Hoffman, Tony Karwowski, Walt McRoberts, Cathy Nanadiego, Kenzie Wall, Claire Marcus, Tyler Gaffaney, Greg Long, Amber Burke, Anna Atwood
Absent: Blane Johnson and Ashlee Barton
Chapman introduced Taylor Gaffaney to the committee members. He is currently a board member of the Incline Village Crystal Bay Board of Directors, and he is likely to be part of this committee moving forward.
- D. **Approval of agenda**
Motion to approve the agenda as presented BACON/MOORE/Approved Unanimously by roll call vote
- E. **Approval of May 11th, 2022 Coop Meeting Minutes**
Motion to approve the Coop Meeting Minutes from May 11th, 2022 CHAPMAN/BACON/Carried with Karwowski and Hoffman abstaining by roll call vote
- F. **Nomination & Approval of 22/23 FY Chair & Vice Chair**
Burke gave a quick history that the Chair alternates between the two organization and this year it's the responsibility of the IVCBVB and the Vice Chair will be a member from the NLTRA. Heather Bacon nominated Andy Chapman as Chair from the Incline side and Becky Moore nominated Adam Wilson from the NLTRA to be Vice Chair for the term 2022/23. Chapman did share he will have a public member (still to be determined) coming on from the Incline Village Crystal Bay area and if there is a chance to readjust, that discussion could be had a later date.

Motion to approve the nomination of Andy Chapman as Chair and Adam Wilson as Vice Chair for FY 22/23 Moore/Hoffman/Approved Unanimously by roll call vote
- G. **Approval of 22/23 FY NLTMC Budget**
Burke provided the proposed FY 22/23 Coop budget, and this is in alignment with the all the strategies going forward. Burke highlighted some of the new items and some of the increases.
- Under Consumer Marketing Podcast is a new line item
 - Creative Production does have substantial increase. This is due to the 3 new campaigns highlighted in the last meeting.
 - New is a consumer facing annual report. This will a great communication tool for NLTRA going forward.
 - Outdoor has been added back to consumer media. This is something we did pre-pandemic in Southern California. (Digital billboards).

- Search Engine Marketing has increased significantly. Some of this is related to our tactics and having sufficient budget.
- TravelZoo is a new line item. McRoberts shared this is similar to Expedia last year it could be a good coop opportunity. This item is still being negotiated with TravelZoo.
- Chapman shared the biggest change in the Leisure budget is getting back into the International Representation. Prior to the pandemic there were presentation in the UK, Canada, Australia and Germany. (This budget considers getting back to Australia and Canada)
- Chapman shared that some of the Sales Call, Training efforts and FAMs are being built back up in Leisure Sales Department as well.
- In Public Relations the Blog line item has increased and there is budget now allocated for two International Travel Media FAMs. Domestic FAMs (6-8 for the year) focused on the shoulder season.
- Crisis Communications and Training now has funds allocated specially for summer and fall in case of smoke or fire. A Wildfire Toolkit is new line item, and this will help guide content for our stakeholders.
- Chapman highlighted the Conference budget line items. Creative Productions has a few new line items that will be updated this year. (Tabletops pull up banners and other material covering the shift in the organization). The Group Incentive Program has been added back in the budget.
- In Collateral production there is budget for a refresh and reprint of the popular Resorts and Town's Map.
- Staff and Industry travel is a new line item that was added as NLTRA will be adding more staff.
- Opportunistic Funds line item increased and allocated funds in the Sponsorship line items. (That was how we utilized a film called, Out of Bounce. These are not event sponsorships but marketing sponsorships.)

Comments:

- Wilson questioned why Fusion 7 was zero and this budget it's \$24K. Burke shared that they are working on finding a new GPS provider.
- Wilson suggested that we compare the two platforms, Expedia and TravelZoo to see if one performs better than the other and noted that it may be hard to compare when Expedia will be fall and TravelZoo in the Spring.
- Wilson had some questions on photography and video asset. Burke clarified that some budgets are brand and platforms, and some are photography "on the ground".
- Wilson suggested tracking the benefit of the Tradeshows as the industry has seen a lot of changes. Is this still the right thing to do? Hoffman shared that she participated in some shows pre-pandemic and there was not the attendance we used to see.

Motion to accept the proposed budget for FY 22/23 as presented Karwowski/Moore/Approved Unanimously by roll call vote.

H. April 2022 Coop Financials Update

Burke shared the April 2022 Coop Financials and highlighted some of the updates.

Motion to approve the April 2022 Coop Financials Chapman/Wilson/Approved Unanimously by roll call vote

I. New Business

Chapman shared the July meeting dates is July 13th. Chapman proposed rescheduling the next meeting. The committee members prefer moving it to August. Chapman thanked Heather Bacon for her service to this committee as this is her last meeting.

Action to staff: Follow up and reschedule the July meeting to August.

J. Old Business

No old business

K. Adjournment

Meeting adjourned at 4:04pm.

2022-23 Fall Campaign & MCC Campaign



north lake tahoe

An aerial photograph of a serene lake with vibrant green trees and a white cabin on the shore. The water is a deep blue-green, and the sky is a pale, hazy blue. The scene is peaceful and natural.

AGENDA

- **Fall Campaign**
 - **Objectives/Strategies**
 - **Target Markets**
 - **Media Tactics**
 - **Creative Examples**
- **MCC Campaign**
 - **Objectives**
 - **Media Tactics**
 - **Creative Examples**

An aerial photograph of a lake with clear, turquoise water. The shoreline is visible with some rocks and green trees. A large, semi-transparent white rectangular box is centered over the image, containing the text 'FALL CONSUMER' in a bold, dark blue font.

FALL CONSUMER



CAMPAIGN STRATEGIES

Tier 1:

- Increase length of stay
- Increase mid-week visitation

Tier 2:

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

STRATEGIES

- Omicron/COVID considerations
 - Continue flexibility in plan
 - Prioritize media channels that can be easily adjusted vs traditional media
- Visitation data used to guide decisions (Fusion7, Arrivalist, etc)
 - Target markets
 - Media channels
 - Audience segments, personas, etc.
 - High value visitors
- Maintain sustainability messaging
- Continue the fall Secret Season campaign messaging



TARGET MARKETS



north lake tahoe

DATA COLLECTION

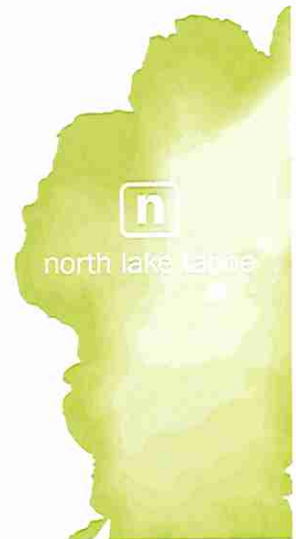
- Markets were selected based on Fusion7, Arrivalist, Google Analytics and flight data research.
- Analyzed past fall visitation trends from 2019, 2020 and 2021 and October 2022 flight data.



		Allegiant	Alaska	American	Delta	Frontier	JetBlue
Direct Flight	Total Direct Flights	Average Flight Cost	# of Direct flight per day	Average Flight Cost	# of Direct flight per day	Average Flight Cost	# of Direct flight per day
EA	2	\$ 160	2	\$ 197	2	\$ 197	2
DLA	2	\$ 190	2	\$ 190	2	\$ 190	2
FRK	4	\$ 290	4	\$ 290	4	\$ 290	4
JFK	1	\$ 280	1	\$ 280	1	\$ 280	1
USA	0	-	0	-	0	-	0
USA	10	\$ 279	10	\$ 279	10	\$ 279	10
USA	2	\$ 117	2	\$ 117	2	\$ 117	2
LAV	10	\$ 100	10	\$ 100	10	\$ 100	10
BRD	3	\$ 175	3	\$ 175	3	\$ 175	3
Al	0	-	0	-	0	-	0
SEA	1	\$ 300	1	\$ 300	1	\$ 300	1
SEA	3	\$ 199	3	\$ 199	3	\$ 199	3
ND-SA	0	-	0	-	0	-	0
425	1	\$ 407	1	\$ 407	1	\$ 407	1

Key: Direct Flights in bold, direct lines

		Allegiant	Alaska	American	Delta	Frontier	JetBlue
Direct Flight	Total Direct Flights	Average Flight Cost	# of Direct flight per day	Average Flight Cost	# of Direct flight per day	Average Flight Cost	# of Direct flight per day
EA	10	\$ 225	10	\$ 225	10	\$ 225	10
DLA	4	\$ 215	4	\$ 215	4	\$ 215	4
FRK	10	\$ 280	10	\$ 280	10	\$ 280	10
JFK	0	-	0	-	0	-	0
USA	0	-	0	-	0	-	0



FLIGHTS (as of mid July 2022)

October 2022 Flights (9/29 - 10/7) & (10/3 - 10/7)

RENO - RNO		
DIRECT		
Airport	Total Direct Flights/day	Average Flight Cost
Seattle - SEA	4	\$250
Portland - PDX	2	\$238
Phoenix - PHX	5	\$278
New York - JFK	1	\$291
New York - LGA	0	-
LA - LAX	9	\$171
San Diego - SAN	2	\$197
Las Vegas - LAS	12	\$172
Chicago - ORD	0	-
Dallas - DAL	4	\$412
Houston - IAH	1	\$377
Denver - DEN	7	\$258
SLC - SLC	4	\$383
San Antonio - SAT	0	-
Austin - AUS	1	\$438
1 STOP (AVG OF TOP 4)		
New York - JFK	44	\$509
New York - LGA	39	\$627
Chicago - ORD	59	\$431
San Antonio - SAT	45	\$493

SACRAMENTO - SMF		
DIRECT		
Airport	Total Direct Flights/day	Average Flight Cost
Seattle - SEA	15	\$193
Portland - PDX	7	\$250
Phoenix - PHX	9	\$248
New York - JFK	1	\$295
New York - LGA	0	-
LA - LAX	17	\$200
San Diego - SAN	26	\$116
Las Vegas - LAS	16	\$147
Chicago - ORD	4	\$457
Dallas - DAL	1	\$423
Houston - IAH	1	\$416
Denver - DEN	12	\$273
SLC - SLC	6	\$226
San Antonio - SAT	0	-
Austin - AUS	1	\$286
1 STOP (AVG OF TOP 4)		
New York - JFK	51	\$416
New York - LGA	55	\$590
Chicago - ORD	106	\$385
San Antonio - SAT	54	\$379

KEY
9/29 - 10/7
10/3-10/7
1-Oct
Economy Class
nonstop
Chrome incognito browser
Google flights & Southwest.com

FUSION7/ARRIVALIST FALL: ALL MARKETS

FUSION7					
Fall 2019 (Top 20)		Fall 2020 (Top 20)		Fall 2021 (Top 20)	
Market	% of Visitors	Market	% of Visitors	Market	% of Visitors
Sacramnto-Stkton-Mod	31.6%	Sacramnto-Stkton-Mod	31.9%	Sacramnto-Stkton-Mod	32.3%
San Francisco-Oak-San	19.0%	San Francisco-Oak-San	21.5%	Reno	25.4%
Reno	28.1%	Reno	25.0%	San Francisco-Oak-San	21.8%
Los Angeles	5.3%	Los Angeles	6.6%	Los Angeles	6.7%
San Diego	1.4%	San Diego	1.6%	San Diego	0.1%
Monterey-Salinas	1.3%	Las Vegas	1.6%	Phoenix -Prescott	1.2%
Las Vegas	1.5%	Fresno-Visalia	1.5%	Las Vegas	1.6%
New York	1.3%	Monterey-Salinas	1.6%	Chico-Redding	1.5%
Phoenix -Prescott	1.2%	Phoenix -Prescott	1.2%	Fresno-Visalia	1.5%
Chico-Redding	1.6%	Chico-Redding	1.5%	Monterey-Salinas	1.6%
Salt Lake City	1.0%	Salt Lake City	0.9%	Dallas-Ft. Worth	0.8%
Fresno-Visalia	1.4%	Seattle-Tacoma	0.8%	Salt Lake City	0.9%
Dallas-Ft. Worth	0.9%	SantaBarbra-SanMar-S	0.7%	Seattle-Tacoma	0.8%
Denver	0.8%	Portland- OR	0.7%	Denver	0.6%
Seattle-Tacoma	1.0%	Denver	0.6%	Portland- OR	0.7%
Portland- OR	0.8%	Dallas-Ft. Worth	0.8%	Houston	0.5%
Chicago	0.7%	Bakersfield	0.5%	Chicago	0.4%
Houston	0.6%	Chicago	0.4%	New York	0.3%
SantaBarbra-SanMar-S	0.5%	Houston	0.5%	SantaBarbra-SanMar-S	0.7%
Washington-DC -Hagrs	0.0%	New York	0.3%	Bakersfield	0.5%

Arrivalist			
Fall 2020		Fall 2021	
Market	% of Visitors	Market	% of Visitors
Reno	31.1%	Reno	27.5%
San Francisco/Oa	28.0%	San Francisco/Oa	20.5%
Sacramento/Stoc	19.7%	Sacramento/Stoc	27.2%
Los Angeles	6.4%	Los Angeles	3.8%
San Diego	1.2%	San Diego	0.9%
Phoenix	0.7%	Phoenix	1.1%
Monterey/Salina	1.3%	Monterey/Salina	1.1%
Fresno/Visalia	1.4%	Fresno/Visalia	1.1%
Las Vegas	1.2%	Las Vegas	1.3%
Chico/Redding	1.3%	Chico/Redding	1.4%
Dallas/Fort Worth	0.4%	Dallas/Fort Worth	0.9%
Denver	0.3%	Denver	0.8%
Seattle/Tacoma	0.4%	Seattle/Tacoma	0.8%
Salt Lake City	0.5%	Salt Lake City	0.5%
New York	0.0%	New York	0.5%
Houston	0.3%	Houston	0.6%
Santa Barbara/Sa	0.6%	Santa Barbara/Sa	0.5%
Austin-Tx	0.1%	Austin-Tx	0.3%
Portland-Or	0.3%	Portland-Or	0.6%
Chicago	0.2%	Chicago	0.3%

FUSION7/ARRIVALIST FALL: OUT OF STATE (NO NEVADA)

FUSION7					
Fall 2019		Fall 2020		Fall 2021	
Market	% of Visitors	Market	% of Visitors	Market	% of Visitors
New York	10.3%	New York	3.7%	New York	5.1%
Phoenix -Prescott	9.6%	Phoenix -Prescott	14.3%	Phoenix -Prescott	12.6%
Seattle-Tacoma	7.9%	Seattle-Tacoma	9.8%	Seattle-Tacoma	7.4%
Dallas-Ft. Worth	7.4%	Dallas-Ft. Worth	9.3%	Dallas-Ft. Worth	8.8%
Denver	7.2%	Denver	6.7%	Denver	8.5%
Salt Lake City	7.2%	Salt Lake City	10.0%	Salt Lake City	6.9%
Portland- OR	7.1%	Portland- OR	8.4%	Portland- OR	8.2%
Chicago	6.0%	Chicago	4.8%	Chicago	6.3%
Houston	5.3%	Houston	6.0%	Houston	4.8%
Minneapolis	3.7%	Minneapolis	2.9%	Minneapolis	4.9%
Washington-DC -Hags	3.5%	Orlando	2.5%	Orlando	3.1%
Atlanta	3.3%	Atlanta	3.0%	Atlanta	4.4%
Tampa	3.3%	Tampa	3.4%	Tampa	3.2%
Boise	2.9%	Boise	3.0%	Boise	2.7%
Boston	2.8%	San Antonio	2.3%	San Antonio	0.0%
Austin	2.7%	Austin	3.7%	Austin	3.2%
St Louis	2.6%	St Louis	2.2%	Boston	2.4%
Honolulu	2.5%	Honolulu	0.0%	Honolulu	3.1%
Philadelphia	2.4%	Kansas City	2.2%	Philadelphia	2.3%
Detroit	2.3%	Detroit	2.0%	Washington DC	2.2%

Arrivalist			
Fall 2020		Fall 2021	
Market	% of Visitors	Market	% of Visitors
Phoenix -Prescott	10.6%	Phoenix -Prescott	6.3%
Dallas-Ft. Worth	6.0%	Dallas-Ft. Worth	5.3%
Seattle-Tacoma	5.3%	Seattle-Tacoma	4.6%
Denver	4.3%	Denver	4.6%
Minneapolis	1.7%	Minneapolis	3.4%
Houston	4.8%	Houston	3.3%
Portland- OR	3.9%	Portland- OR	3.3%
New York	0.0%	New York	3.2%
Orlando	0.0%	Orlando	2.8%
Miami	1.3%	Miami	2.4%
Detroit	1.3%	Detroit	2.2%
Washington DC	0.8%	Washington DC	2.2%
Salt Lake City	7.1%	Salt Lake City	2.2%
Chicago	3.0%	Chicago	2.0%
Austin	1.9%	Austin	2.0%
Oklahoma	0.0%	Oklahoma	1.9%
Atlanta	2.0%	Atlanta	1.7%
Colorado Springs	0.0%	Colorado Springs	1.6%
Fort Myers	0.0%	Fort Myers	1.5%
Philadelphia	0.0%	Philadelphia	1.5%

FUSION7/ARRIVALIST FALL: IN-STATE (NO NEVADA)

FUSION7					
Fall 2019		Fall 2020		★ Fall 2021	
Market	% of Visitors	Market	% of Visitors	Market	% of Visitors
Sacramento/Stockton	41.7%	Sacramento/Stockton	46.9%	Sacramento/Stockton	54.1%
San Francisco/Oakland	43.4%	San Francisco/Oakland	32.0%	San Francisco/Oakland	25.7%
Los Angeles	6.3%	Los Angeles	10.0%	Los Angeles	8.5%
Fresno/Visalia	1.5%	Fresno/Visalia	2.2%	Fresno/Visalia	2.3%
Monterey/Salinas	2.9%	Monterey/Salinas	2.3%	Monterey/Salinas	1.9%
Chico/Redding	0.9%	Chico/Redding	2.1%	Chico/Redding	3.3%
San Diego	2.0%	San Diego	2.4%	San Diego	2.4%
Santa Barbara	0.9%	Santa Barbara	1.1%	Santa Barbara	0.7%
Bakersfield	0.2%	Bakersfield	0.7%	Bakersfield	0.5%
Palm Springs	0.2%	Palm Springs	0.3%	Palm Springs	0.5%

Arrivalist			
Fall 2020		Fall 2021	
Market	% of Visitors	Market	% of Visitors
Sacramento/Stoc	42.7%	Sacramento/Stoc	43.6%
San Francisco/Oa	38.5%	San Francisco/Oa	36.9%
Los Angeles	8.8%	Los Angeles	6.9%
Fresno/Visalia	1.9%	Fresno/Visalia	2.1%
Monterey/Salina	1.8%	Monterey/Salina	1.9%
Chico/Redding	1.7%	Chico/Redding	2.5%
San Diego	1.7%	San Diego	1.7%
Santa Barbara	0.8%	Santa Barbara	0.9%
Bakersfield	0.5%	Bakersfield	0.5%
Palm Springs	0.1%	Palm Springs	0.5%

★ Data not reliably stable

Google Analytics

Metro	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
Paid Channels (Combined)	12,658 % of Total: 12.10% (104,601)	12,539 % of Total: 12.15% (103,161)	13,487 % of Total: 10.48% (128,635)	79.46% Avg for View: 75.51% (5.23%)	1.34 Avg for View: 1.63 (-17.53%)	00:00:53 Avg for View: 00:01:02 (-15.02%)
1. Los Angeles CA	5,106 (40.07%)	5,058 (40.34%)	5,384 (39.92%)	77.53%	1.36	00:01:03
2. Seattle-Tacoma WA	1,346 (10.56%)	1,340 (10.69%)	1,414 (10.48%)	77.37%	1.35	00:01:10
3. San Diego CA	998 (7.83%)	979 (7.81%)	1,043 (7.73%)	80.82%	1.30	00:00:51
4. Phoenix AZ	930 (7.30%)	933 (7.44%)	945 (7.01%)	56.19%	1.65	00:01:53
5. Sacramento-Stockton-Modesto CA	844 (6.62%)	819 (6.53%)	967 (7.17%)	84.49%	1.44	00:00:38
6. San Francisco-Oakland-San Jose CA	715 (5.61%)	694 (5.53%)	767 (5.69%)	84.49%	1.29	00:00:23
7. Portland OR	689 (5.41%)	684 (5.45%)	715 (5.30%)	92.17%	1.12	00:00:09
8. Reno NV	482 (3.78%)	457 (3.64%)	515 (3.82%)	82.14%	1.33	00:00:29
9. (not set)	333 (2.61%)	326 (2.60%)	341 (2.53%)	87.98%	1.22	00:00:32
10. Tulsa OK	276 (2.17%)	276 (2.20%)	276 (2.05%)	97.46%	1.03	<00:00:01

Google Analytics

Metro	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Paid Channels (Combined)	28.01% * 12,612 vs 17,520	27.64% * 12,493 vs 17,265	32.92% * 13,436 vs 20,029	11.25% * 79.41% vs 89.48%	9.07% * 1.34 vs 1.23	142.24% * 00:00:53 vs 00:00:22
1. Los Angeles CA						
Sep 1, 2021 - Oct 31, 2021	5,088 (40.06%)	5,039 (40.33%)	5,362 (39.91%)	77.49%	1.36	00:01:03
Sep 1, 2020 - Oct 31, 2020	7,108 (39.96%)	7,008 (40.59%)	7,892 (39.40%)	93.03%	1.12	00:00:12
% Change	-28.42%	-28.10%	-32.06%	-16.71%	21.03%	430.38%
2. Seattle-Tacoma WA						
Sep 1, 2021 - Oct 31, 2021	1,345 (10.59%)	1,339 (10.72%)	1,413 (10.52%)	77.35%	1.35	00:01:10
Sep 1, 2020 - Oct 31, 2020	49 (0.28%)	46 (0.27%)	52 (0.26%)	90.38%	1.15	00:00:37
% Change	2,644.90%	2,810.87%	2,617.31%	-14.42%	17.40%	86.14%
3. San Diego CA						
Sep 1, 2021 - Oct 31, 2021	996 (7.84%)	976 (7.81%)	1,040 (7.74%)	80.77%	1.30	00:00:51
Sep 1, 2020 - Oct 31, 2020	244 (1.37%)	223 (1.29%)	268 (1.34%)	87.69%	1.31	00:00:19
% Change	308.20%	337.67%	288.06%	-7.89%	-0.59%	163.28%
4. Phoenix AZ						
Sep 1, 2021 - Oct 31, 2021	930 (7.32%)	933 (7.47%)	945 (7.03%)	56.19%	1.65	00:01:53
Sep 1, 2020 - Oct 31, 2020	95 (0.53%)	93 (0.54%)	101 (0.50%)	93.07%	1.13	00:00:19
% Change	878.95%	903.23%	835.64%	-39.63%	45.88%	494.09%
5. Sacramento-Stockton-Modesto CA						
Sep 1, 2021 - Oct 31, 2021	835 (6.57%)	809 (6.48%)	957 (7.12%)	84.33%	1.44	00:00:38
Sep 1, 2020 - Oct 31, 2020	858 (4.82%)	738 (4.27%)	1,035 (5.17%)	75.07%	1.72	00:01:11
% Change	-2.68%	9.62%	-7.54%	12.33%	-16.15%	-46.31%
6. San Francisco-Oakland-San Jose CA						
Sep 1, 2021 - Oct 31, 2021	712 (5.61%)	691 (5.53%)	763 (5.68%)	84.53%	1.28	00:00:20
Sep 1, 2020 - Oct 31, 2020	6,059 (34.07%)	5,936 (34.38%)	6,975 (34.82%)	87.83%	1.28	00:00:27
% Change	-88.25%	-88.36%	-89.06%	-3.75%	0.32%	-24.76%
7. Portland OR						
Sep 1, 2021 - Oct 31, 2021	689 (5.42%)	684 (5.48%)	715 (5.32%)	92.17%	1.12	00:00:09
Sep 1, 2020 - Oct 31, 2020	28 (0.16%)	25 (0.14%)	29 (0.14%)	79.31%	1.31	00:00:12
% Change	2,360.71%	2,636.00%	2,365.52%	16.21%	-14.50%	-24.42%
8. Reno NV						
Sep 1, 2021 - Oct 31, 2021	478 (3.76%)	453 (3.63%)	511 (3.80%)	82.00%	1.33	00:00:30
Sep 1, 2020 - Oct 31, 2020	272 (1.53%)	219 (1.27%)	305 (1.52%)	81.64%	1.52	00:00:44
% Change	75.74%	106.85%	67.54%	0.44%	-12.72%	-32.31%
9. (not set)						
Sep 1, 2021 - Oct 31, 2021	332 (2.61%)	325 (2.60%)	340 (2.53%)	87.94%	1.22	00:00:33
Sep 1, 2020 - Oct 31, 2020	408 (2.29%)	394 (2.28%)	427 (2.13%)	91.80%	1.25	00:00:15
% Change	-18.63%	-17.51%	-20.37%	-4.21%	-2.58%	123.98%

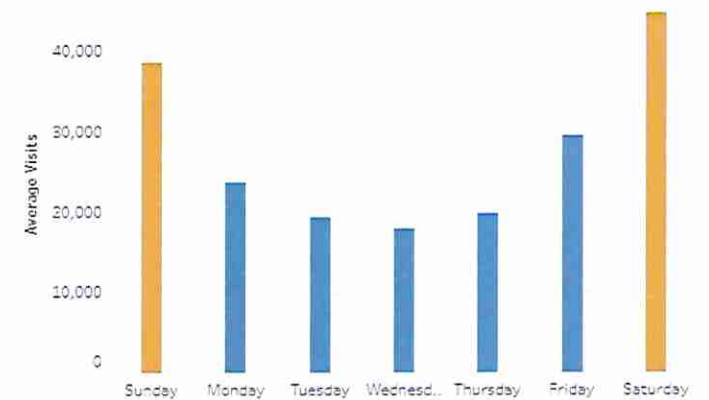
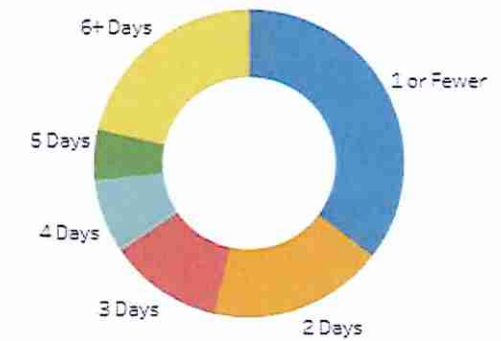
RECOMMENDED MARKETS

- Los Angeles
- Phoenix
- Seattle
- Portland



HIGH VALUE VISITORS

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



north lake tahoe

MEDIA TACTICS



north lake tahoe

MEDIA TACTICS

Digital

- Programmatic display and native
- Rich Media
- Native direct to publisher
- Google Max (Search, Youtube, Display and Gmail ads)
- Social
 - Facebook
 - Instagram
 - Instagram Stories
 - Twitter
 - TikTok



MEDIA TACTICS

Video

- OTT/Connected TV
- Facebook Video
- Youtube Search Retargeting

OTA's

- TripAdvisor
- Expedia
- TravelZoo

Miscellaneous

- Email (1x)
- Weekend Sherpa
- Sustainability (Social)



GOOGLE PERFORMANCE MAX

- Goal-based campaign type that drives conversions across all Google advertising channels:
 - YouTube, Display, Search, Gmail and Maps
- New audiences available across channels.
- Simplified campaign management and optimization.
- Google Ads automation uses machine learning to better adapt audience and budget optimizations towards campaign goals.

NLT BENEFITS

- Drives smarter conversions – TOS 115 conversions goal for Consumer and MCC campaigns.
- Maximizes campaign performance across all Google platforms.
- Goes beyond keyword-based Search campaigns to win additional reach and conversion value.

CONSUMER FLOWCHARTS



north lake tahoe

CONSUMER MEDIA FLOWCHART – DIGITAL, SOCIAL & VIDEO

NLT 2022-23 MEDIA PLAN CAMPAIGN: CONSUMER	2Q 2022												Gross Total
	September				October				November				
	29	5	12	19	26	3	10	17	24	31		7	
	Fall												
DIGITAL													
Programmatic Display PT													
Programmatic Display RT													
Native (programmatic)													
Rich Media													
Google Max (Search, YouTube, Gmail Ads)													
Digital Total													\$150,224
SOCIAL													
FB/IG PT													
FB/IG RT													
IG Stories													
Twitter													
Social Total													\$36,492
VIDEO													
OTT.CTV													
Facebook Video													
TikTok													
Youtube Search RT													
Video Total													\$88,187

CONSUMER MEDIA FLOWCHART – OTA'S, MISC & PLEDGE

NLT 2022-23 MEDIA PLAN CAMPAIGN: CONSUMER	2Q 2022										Gross Total
	September				October				November		
	29	5	12	19	26	3	10	17	24	31	
	Fall										
OTA's											
TripAdvisor (Desktop/Mobile/Audience/etc)											
Expedia (Co-op)											
TravelZoo (Co-op)											
OTA's Total											\$103,953
MISC											
Email											
Weekend Sherpa (LA)											
Programmatic Display (High Value / National)											
FB/IG (High Value / National)											
MISC Total											\$30,058
SUSTAINABILITY/PLEDGE/TART/etc											
FB/IG (In-Market Travelers 75%; Locals 25%)											
SUSTAINABILITY/PLEDGE/TART/etc Totals											\$6,215
Adserving											
Total Media Investment											\$367,812

CREATIVE EXAMPLES



north lake tahoe

FALL CAMPAIGN CREATIVE – DISPLAY ADS

EXPLORE THE BEAUTY OF THE SECRET SEASON



n north lake tahoe
it's human nature

GET INSPIRED
WORK FROM NATURE



n
north lake tahoe
it's human nature

PLAN NOW

IT'S TIME FOR A SECRET SEASON ADVENTURE



n
north lake tahoe
it's human nature

PLAN NOW

EXPLORE SECRET SEASON
LODGING SPECIALS



north lake tahoe

SAVOR THE SECRET SEASON



n
north lake tahoe

PLAN NOW



FALL CAMPAIGN CREATIVE – SOCIAL MEDIA ADS

n North Lake Tahoe
Sponsored

Explore towering mountains, crystal blue waters and unique towns this fall in North Lake Tahoe.



GOTAHOENORTH.COM
Plan an Unforgettable Secret Season Getaway [LEARN MORE](#)

Like Comment Share

FAMILY

n North Lake Tahoe
Sponsored

Elevate your senses, enjoy breathtaking lake views and reset this fall in North Lake Tahoe.



GOTAHOENORTH.COM
Discover the Secret Season Stay longer with lodging specials. [LEARN MORE](#)

Like Comment Share

MILLENNIAL

n North Lake Tahoe
Sponsored

Take in scenic open spaces, reconnect with nature and explore more with lodging specials in North Lake Tahoe.



GOTAHOENORTH.COM
Enjoy Secret Season Beauty Stay longer with lodging specials. [LEARN MORE](#)

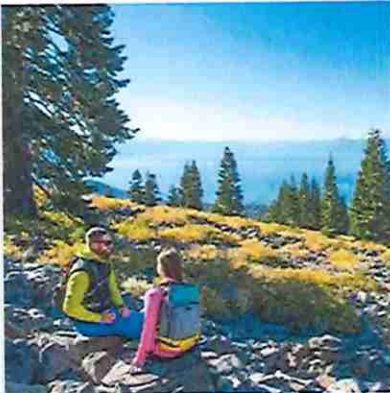
Like Comment Share

BOOMER

FALL CAMPAIGN CREATIVE – SOCIAL MEDIA ADS

North Lake Tahoe
Sponsored

Get back to nature responsibly in breathtaking North Lake Tahoe.



GOTAHOENORTH.COM
Sustainable Travel and Scenic Views

LEARN MORE

Like Comment Share

KBYG

North Lake Tahoe
Sponsored

North Lake Tahoe is the perfect place for your next workation. Breathtaking fall views are included.



GOTAHOENORTH.COM
Work From Nature
Stay longer with lodging specials.


LEARN MORE

Like Comment Share

WORK FROM NATURE

North Lake Tahoe
Sponsored

Take in scenic open spaces and explore more of North Lake Tahoe by extending your trip with fall-focused lodging specials.



GOTAHOENORTH.COM
Take a Step in a Beautiful Direction

BOOK NOW



Like Comment Share

RETARGETING

SUSTAINABILITY – FIRE SAFETY

n North Lake Tahoe
Sponsored · 🌐

Travel responsibly by being prepared, informed and aware. Find resources on how to be fire safe in North Lake Tahoe.




Fire and Health Safety Tips [LEARN MORE](#) **Sign Up Alerts**

👍 Like 💬 Comment ➦ Share

n North Lake Tahoe
Sponsored · 🌐

Travel responsibly by being prepared, informed and aware. Find resources on how to be fire safe in North Lake Tahoe.

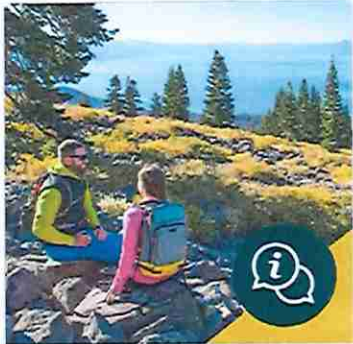



Sign Up For Alerts [LEARN MORE](#) **Sta**

👍 Like 💬 Comment ➦ Share

n North Lake Tahoe
Sponsored · 🌐

Travel responsibly by being prepared, informed and aware. Find resources on how to be fire safe in North Lake Tahoe.




Stay Informed [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

SUSTAINABILITY – TART CONNECT

North Lake Tahoe
Sponsored · 🌐

Ride the FREE North Lake Tahoe on-demand shuttle service that connects you to restaurants, adventures, shopping and more.



TART Connect service map [Learn more](#)

Just tap and go!

Like Comment Share

North Lake Tahoe
Sponsored · 🌐

Ride the FREE North Lake Tahoe on-demand shuttle service that connects you to restaurants, adventures, shopping and more.




Just tap, relax and go! [Learn more](#)

Like Comment Share

North Lake Tahoe
Sponsored · 🌐

Ride the FREE North Lake Tahoe on-demand shuttle service that connects you to restaurants, adventures, shopping and more.



Get the app! [Learn more](#)

Like Comment Share

Carousel Ad

North Lake Tahoe
Sponsored · 🌐

Ride the FREE North Lake Tahoe on-demand shuttle service that connects you to restaurants, adventures, shopping and more.



gotahoenorth.com
TART Connect [Learn more](#)

Like Comment Share

North Lake Tahoe
Sponsored · 🌐

TART Connect offers a free and easy way to get around North Lake Tahoe. Servicing three zones from Incline Village to Tahoma.



gotahoenorth.com
Free Shuttle Service [Learn more](#)

Like Comment Share

Single Image Ads

SUSTAINABILITY – TRAVELER RESPONSIBILITY PLEDGE

 **North Lake Tahoe**
Sponsored · 



No feeding, poking or taking selfies with bears.
Just keep things natural, wildlife depends on it.




gotahoenorth.com
Keep Wildlife Wild
Take the Pledge

[Learn more](#)

 Like  Comment  Share




 **North Lake Tahoe**
Sponsored · 

From picturesque crystal blue waters and
towering tree-lined mountains, preserving North
Lake Tahoe's natural beauty starts with you.



gotahoenorth.com
**Take the Traveler
Responsibility Pledge**

[Learn more](#)

 Like  Comment  Share

An aerial photograph of a lake with clear, turquoise water. The water is surrounded by green trees and some rocks. A large, semi-transparent white rectangular box is centered over the image, containing the title text.

MCC Media Strategy & Tactics

Objectives

- Balance media platform opportunities
- Continue year-round presence among audiences, refreshing the amenities campaign creative as needed
- Utilize lead-gen program through *Meetings Today* or 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



MEDIA TACTICS

Digital

- Programmatic display retargeting
- Geofencing 2x conferences

Social

- LinkedIn
- FB/IG retargeting

Miscellaneous

- LeadGen or Social retargeting
- Email
- CVENT



CREATIVE EXAMPLES



north lake tahoe

CREATIVE EXAMPLES - DISPLAY

AMENITY NO. 26

Audio & Visual

CONNECTIONS COME STANDARD



north lake tahoe
it's human nature

PLAN YOUR MEETING

AMENITY NO. 18

PERFECT FOR

Breakout Sessions

HERE, THE BEST AMENITIES COME NATURALLY

PLAN YOUR MEETING



north lake tahoe
it's human nature

AMENITY NO. 34

Room to Project

HERE, THE BEST AMENITIES COME NATURALLY

PLAN YOUR MEETING



north lake tahoe
it's human nature

AMENITY NO. 3

Spacious Conference Rooms



north lake tahoe
it's human nature

PLAN YOUR MEETING

CREATIVE EXAMPLES - SOCIAL

North Lake Tahoe
Sponsored · 18

It's time to think outside Zoom. Take your team to North Lake Tahoe for a big dose of fresh inspiration.

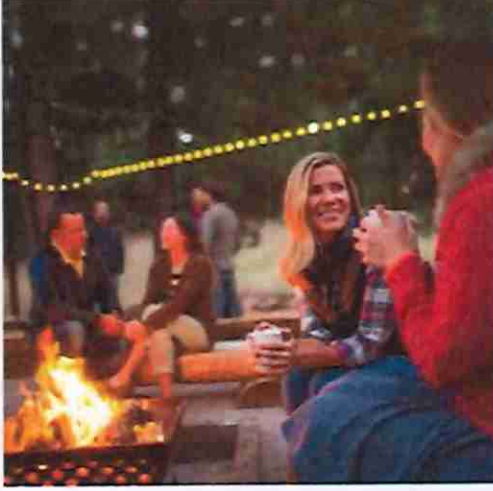


GOTAHOENORTH.COM
The Best Amenities Come Naturally [GET QUOTE](#)

Like Comment Share

North Lake Tahoe
Sponsored · 18

Get outside for your next breakout session in North Lake Tahoe where all the best amenities come naturally.



GOTAHOENORTH.COM
Perfect for Breakout Sessions [LEARN MORE](#)

Like Comment Share

North Lake Tahoe
Sponsored · 18

Get inspired together. North Lake Tahoe has all the rooms, venues and natural amenities for a truly memorable event.



GOTAHOENORTH.COM
Find Room to Project
Plan Your Event Now [LEARN MORE](#)

Like Comment Share

CREATIVE EXAMPLES - VIDEO



The background of the slide is a high-angle photograph of a lake with exceptionally clear, turquoise water. The water's clarity allows for the visibility of rocks and submerged vegetation at the bottom. On the right side, the dense, green needles of pine trees are visible, extending over the water's edge. In the bottom left corner, several large, smooth, grey rocks are partially submerged. A large, white, semi-transparent rectangular box is centered over the image, serving as a backdrop for the text.

Thank You!



north lake tahoe

Chamber | CVB | Resort Association

Date: 8/5/2022

To: North Lake Tahoe Marketing Cooperative (NLTMC) Committee

From: DeWitt Van Sicen, Accounting Manager

RE: Report on Financial Results for May 31, 2022 and June 30, 2022

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

- Cash balance at month end of \$434,000 was \$217,000 higher than prior year primarily due to an increase in Net Income of \$496,000 offset by a decrease in Unrestricted Net Assets of \$294,000.
- Accounts Receivable balance was \$4,000.
- Prepaid Expenses of \$21,000 were \$19,000 lower than prior year.
- Accounts Payable of \$64,000 were the same as prior year.
- 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 \$202,000 was \$496,000 higher than prior year primarily due to halt of funding in the prior fiscal year.

- Year-to-date revenue from NLTRA and IVCBVB of \$1,800,000 was on budget.
- Consumer Marketing expenditures of \$901,000 were \$3,000 good to budget.
- Leisure Sales expenditures of \$36,000 were \$46,000 below budget due to lower than anticipated expenditures.
- Public Relations expenses of \$199,000 were \$55,000 below budget due to lower than anticipated expenditures.
- Conference Sales expenditures of \$83,000 were \$9,000 good to budget due to lower than anticipated expenditures.
- Trade Show expenditures of \$24,000 were \$30,000 below budget due lower than anticipated expenditures.
- Committed & Administrative expenditures of \$183,000 were \$157,000 below budget due to lower than anticipated expenditures.
- Website & Maintenance expenses of \$173,000 were on budget.
- Total Expenses of \$1,598,000 were \$300,000 below budget.
- Net Income of \$202,000 was good to budget by \$299,000.

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

- Year-to-date revenue from NLTRA and IVCBVB of \$1,683,000 was on budget.
- Consumer Marketing expenditures of \$836,000 were \$28,000 good to budget due to timing.
- Leisure Sales expenditures of \$35,000 were \$40,000 below budget due to lower than anticipated expenditures.
- Public Relations expenses of \$179,000 were \$59,000 below budget due to lower than anticipated expenditures.

- Conference Sales expenditures of \$79,000 were \$6,000 good to budget due to lower than anticipated expenditures.
- Trade Show expenditures of \$24,000 were \$24,000 below budget due lower than anticipated expenditures.
- Committed & Administrative expenditures of \$179,000 were \$46,000 below budget due to lower than anticipated expenditures.
- Website & Maintenance expenses of \$159,000 were on budget.
- Total Expenses of \$1,491,000 were \$204,000 below budget.
- Net Income of \$191,000 was good to budget by \$204,000.

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

May 31, 2022

12:19 PM
 07/21/22
 Accrual Basis

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

	May 31, 22	May 31, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 - Cash	261,331	325,700	(64,369)	(20)%
Total Checking/Savings	261,331	325,700	(64,369)	(20)%
Accounts Receivable				
1200-00 - Accounts Receivable	219,400	390	219,010	56,156%
Total Accounts Receivable	219,400	390	219,010	56,156%
Other Current Assets				
1350-00 - Security Deposits	100	100	0	0%
Total Other Current Assets	100	100	0	0%
Total Current Assets	480,831	326,190	154,641	47%
Other Assets				
1400-00 - Prepaid Expenses	29,643	51,611	(21,968)	(43)%
Total Other Assets	29,643	51,011	(21,060)	(43)%
TOTAL ASSETS	510,474	377,801	132,673	35%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 - Accounts Payable	126,760	48,598	78,162	161%
Total Accounts Payable	126,760	48,598	78,162	161%
Total Current Liabilities	126,760	48,598	78,162	161%
Total Liabilities	126,760	48,598	78,162	161%
Equity				
3200 - Unrestricted Net Assets	192,609	486,983	(294,315)	(60)%
Net Income	191,045	(157,780)	348,825	221%
Total Equity	383,714	329,203	54,511	17%
TOTAL LIABILITIES & EQUITY	510,474	377,801	132,673	35%

12:19 PM
07/21/22

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Augustino 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	670.00	0.00	0.00	0.00	670.00
IVGID*	0.00	0.00	0.00	0.00	0.00	0.00
NLTRA*	0.00	55,960.33	159,218.22	0.00	0.00	215,178.55
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
TOTAL	0.00	56,630.33	159,218.22	0.00	3,551.34	219,399.89

12:10 PM
07/21/22

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
AugustineIdeas	15,683.67	49,974.76	0.00	0.00	0.00	65,658.42
IDSS Global, LLC.	0.00	2,500.00	0.00	0.00	0.00	2,500.00
MAHK Advertising	54,509.47	0.00	0.00	0.00	0.00	54,509.47
NLTRA	426.61	633.02	0.00	0.00	0.00	1,059.63
Ryan Salm Photography	3,032.40	0.00	0.00	0.00	0.00	3,032.40
TOTAL	<u>73,652.15</u>	<u>53,107.77</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>126,759.92</u>

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

	May 22	Budget	\$ Over Budget	Jul '21 - May ...	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 - LTVCBVB Funding	67,670	67,670	0	634,332	634,330	2	692,600
4001-00 - NLTRA Funding	65,860	65,860	0	1,040,172	1,040,172	0	1,100,600
4004-00 - IVCBVB Entertainment	0	0	0	8,000	8,000	0	8,600
Total Income	113,530	113,530	0	1,682,504	1,682,502	2	1,800,000
Gross Profit	113,530	113,530	0	1,682,504	1,682,502	2	1,800,000
Expense							
6000-00 - CONSUMER MARKETING							
6002-00 - Consumer Print	0	0	0	10,125	63,000	(20,794)	70,000
6002-01 - Native Display	3,673	5,000	(1,127)	42,209	48,000	(1,911)	50,000
6004-00 - Trip Advisor	6,264	3,000	3,264	49,911	48,000	1,911	50,000
6005-00 - Paid Social	15,180	10,100	5,080	111,832	120,610	(16,778)	132,900
6005-01 - Digital Display / Retargeting	8,612	7,750	1,862	109,644	76,800	33,144	79,000
6007-00 - Creative Production							
6007-01 - Creative Production	28,670	0	28,670	80,734	160,000	(81,262)	160,000
6007-02 - Website Production	0	0	0	1,876	0	1,876	0
6007-03 - Photo/Video Creative	7,377	2,372	5,005	39,827	26,007	12,930	26,460
6007-08 - Creative Production - Other	128	0	128	1,275	0	1,275	0
Total 6007-00 - Creative Production	36,103	2,372	33,811	130,915	176,007	(45,192)	176,460
6010-00 - Account Strategy & Management	7,000	7,000	0	77,000	77,000	0	84,000
6018 - Video Streaming	0	5,000	(5,000)	154,840	105,000	49,840	105,000
6017-00 - Rich Media	0	0	0	600	0	600	0
6018-00 - Media Commission	0,242	5,000	(2,654)	66,333	87,923	(1,590)	71,186
6018-01 - Digital Ad Serving	224	600	(376)	1,071	5,900	(4,829)	6,000
6020-00 - Search Engine Marketing	7,264	5,000	2,264	52,891	67,000	(631)	64,000
6022-00 - Email	5,000	5,000	(0)	23,499	20,000	3,499	20,000
6024-00 - Fusion 7	0	2,000	(2,000)	6,000	22,000	(17,000)	24,000
6025-00 - Expedia	0	0	0	0	15,000	(15,000)	15,000
6029-00 - Television	0	0	0	0	7,000	(7,000)	14,000
Total 6000-00 - CONSUMER MARKETING	80,801	69,210	40,591	835,667	864,030	(28,363)	903,595
5110-00 - LEISURE SALES							
5107-00 - Creative Production	0	0	0	0	1,500	(1,500)	2,000
5111-00 - FAMs - Domestic	0	0	0	2,013	1,500	513	1,500
5112-00 - Training / Sales Calls	0	0	0	3,584	5,600	(1,416)	5,000
5113-00 - Additional Opportunities	4,000	0	4,000	6,233	9,000	(2,817)	9,000
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	0	0	0	4,000	(4,000)	4,000
5137-00 - Co-op Opportunities	0	0	0	0	0,000	(0,000)	6,000
5143-00 - Mountain Travel Symposium	0	0	0	4,751	6,000	(1,249)	6,000
5144-00 - IPW - POWWOW	0	0	0	12,764	16,000	(3,236)	16,000
5146-00 - IIA Annual Oues	219	0	219	1,094	2,700	(1,606)	2,700
5155-00 - California Star Program	0	0	0	2,400	3,000	(600)	3,000
5157-00 - International Efforts	0	0	0	2,600	10,000	(7,500)	15,000
Total 5110-00 - LEISURE SALES	4,219	0	4,219	35,330	75,750	(40,412)	81,250
5200-00 - PUBLIC RELATIONS							
5200-01 - Strategy, Reporting, Mgmt, Etc.	6,000	5,000	1,000	54,000	50,000	4,000	55,000
5202-00 - PR Program/ Content Dev - Blogs	450	750	(300)	7,514	10,500	(2,986)	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	9,000
5207-00 - Content Campaigns/Tools-My Emma	265	240	25	2,740	2,600	100	2,800
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	18,600	(6,888)	18,600
5210-00 - Content Dev - Newsletters	1,740	1,000	(600)	11,040	19,600	(7,860)	21,600
5211-00 - Social Media Strategy & Mgmt	6,000	6,000	0	65,000	65,000	0	71,000
5212-00 - Social Giveaways & Contests	0	1,600	(1,600)	900	7,200	(6,300)	7,200
5214-00 - Social Takeover	0	0	0	107	10,000	(9,893)	10,000
5216-00 - PR Content Development + Distrib	390	1,500	(1,200)	1,680	6,000	(4,020)	6,000
5221-00 - Photography & Video Asset Dev	0	2,000	(2,000)	5,750	8,000	(2,250)	8,000
5222-00 - Media Tracking / Membership	0	265	(265)	3,643	3,200	308	3,500
5230-00 - PR Meals / Entertainment	0	250	(250)	203	1,500	(1,297)	1,500
Total 5200-00 - PUBLIC RELATIONS	15,555	23,535	(7,980)	179,209	238,275	(68,976)	253,910
6000-00 - CONFERENCE SALES							
6006-00 - Paid Media	1,268	2,512	(1,220)	17,076	21,000	(4,624)	24,114
6006-00 - CVENT	712	916	(204)	7,839	10,000	(2,181)	10,667
6007-00 - Creative Production	180	0	180	15,153	10,000	5,153	10,000
6014-00 - MCC Group Incentive Program	0	1,000	(1,000)	0	7,000	(7,000)	7,000
6016-00 - MCC National Memberships	0	379	(379)	0	370	(379)	779
6016-00 - MCC Search Engine Marketing	85	0	85	256	0	256	0
6018-00 - MCC Media Commission	225	450	(224)	5,298	4,131	1,167	4,590
6018-01 - MCC Digital Ad Serving	7	41	(34)	51	459	(405)	500
6019-00 - Conference Direct Partnership	583	0	583	6,250	7,000	(1,750)	7,000
6128-00 - HelmsBriscoe Strategic Partner	593	0	593	6,417	7,000	(583)	7,000
6152-00 - Client Events / Opportunities	4,000	12,000	(8,000)	19,816	10,000	9,816	17,000
6153-00 - Chicago Sales Rep Support	125	0	125	1,920	1,075	845	2,500
Total 6000-00 - CONFERENCE SALES	7,767	17,307	(9,520)	79,111	65,496	(13,685)	91,450
6100-00 - TRADE SHOWS							
0111-00 - Site Inspections	0	0	0	461	4,500	(4,039)	6,000

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

	May 22	Budget	\$ Over Budget	Jul '21 - May ...	YTD Budget	\$ Over Budget	Annual Budget
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	1,600	(1,500)	0	1,500	(1,500)	1,500
6143-00 - Connect Marketplace	0	0	0	7,500	0,000	1,500	6,000
6151-00 - Destination CA	4,000	0	0	4,493	0	4,493	0
6154-00 - Helms/Briscoe ABC	0	3,000	(3,500)	5,702	5,500	202	5,500
6155-00 - Connect Trade Shows	0	0	0	891	0	891	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
6166-06 - 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
6168-00 - Sports Commission	0	0	0	0	420	(420)	420
6168-00 - Sacramento/Roseville TopGolf	0	2,500	(2,500)	0	2,500	(2,500)	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
Total 0100-00 - TRADE SHOWS	4,000	7,000	(3,000)	24,152	47,895	(23,743)	53,693
7000-00 - COMMITTED & ADMIN EXPENSES							
6008-00 - Cooperative Programs	0	5,000	(3,000)	(3,000)	27,000	(20,000)	30,000
6009-00 - Fulfillment / Mail	0	200	(200)	2,450	2,200	250	2,400
5021-00 - RASC-Reno Air Service Corp	0	0	0	75,000	75,000	0	100,000
6123-00 - HSVG - High Sierra Visitors	167	0	167	1,033	0	1,033	2,000
6124-00 - Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7001-00 - Miscellaneous	61	0	61	0	0	61	0
7002-00 - CRM Subscriptions	2,500	85	1,615	8,657	9,735	(68)	10,620
7003-00 - IVGBVO Entertainment Fund	0	0	0	0	0	0	0
7004-00 - Research	2,705	2,750	(45)	33,212	30,250	2,962	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 - Desimetrics / DMX	0	0	0	26,435	25,014	3,421	33,352
7008-00 - Opportunistic Funds	42	0	42	4,162	25,000	(20,838)	25,000
7009-00 - Tahoe Cam Usage	0	177	(177)	2,124	1,847	277	2,124
7010-00 - Photo Management & Storage	741	625	116	7,198	7,125	73	7,757
7020-00 - Collateral Production / Printin	0	0	0	724	0	724	0
8700-00 - Automobile Expense*	0	0	0	736	0	736	0
7000-00 - COMMITTED & ADMIN EXPENSES - Other	0	0	0	188	0	188	0
Total 7000-00 - COMMITTED & ADMIN EXPENSES	6,214	7,637	(1,423)	170,245	225,271	(49,026)	340,253
8000-00 - WEBSITE CONTENT & MAINTENANCE							
8002-00 - Content Manager Contractor	4,250	4,250	0	46,750	46,750	0	51,000
8003-00 - Website Hosting Maintenance	0	0	0	1,897	2,161	(264)	2,181
8004-00 - Website Strategy & Maintenance	7,500	7,500	0	82,500	82,500	0	90,000
8005-00 - Website SEO Strategy/Maint	2,500	2,500	0	27,500	27,500	0	30,000
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	14,250	14,250	0	158,647	158,911	(264)	173,181
Total Expense	150,827	127,939	22,888	1,491,469	1,695,620	(204,151)	1,097,514
Net Income	(37,198)	(14,309)	(22,888)	191,045	(13,126)	204,171	(97,614)

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

June 30, 2022

12:22 PM

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of June 30, 2022

07/21/22

Accrual Basis

	Jun 30, 22	Jun 30, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	433,651	216,021	217,030	100%
Total Checking/Savings	433,651	216,621	217,030	100%
Accounts Receivable				
1200-00 · Accounts Receivable	3,551	0	3,551	100%
Total Accounts Receivable	3,551	0	3,551	100%
Other Current Assets				
1350-00 · Security Deposits	100	100	0	0%
Total Other Current Assets	100	100	0	0%
Total Current Assets	437,302	216,721	220,581	102%
Other Assets				
1400-00 · Prepaid Expenses	21,253	40,310	(19,057)	(47)%
Total Other Assets	21,253	40,310	(19,057)	(47)%
TOTAL ASSETS	458,556	257,031	201,524	78%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	64,358	64,362	(5)	0%
Total Accounts Payable	64,358	64,362	(5)	0%
Total Current Liabilities	64,358	64,362	(5)	0%
Total Liabilities	64,358	64,362	(5)	0%
Equity				
32000 · Unrestricted Net Assets	192,669	486,983	(294,315)	(60)%
Net Income	201,529	(294,315)	495,844	169%
Total Equity	394,198	192,669	201,529	105%
TOTAL LIABILITIES & EQUITY	458,556	257,031	201,524	78%

12:22 PM

07/21/22

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of June 30, 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	0.00	999.00	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
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
TOTAL	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>3,551.34</u>	<u>3,551.34</u>

12:22 PM
07/21/22

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Amber Burko	24.80	0.00	0.00	0.00	0.00	24.80
Augustinoldoas	13,964.74	0.00	0.00	0.00	0.00	13,964.74
MAHK Advertising	44,342.87	5,326.13	0.00	0.00	0.00	49,668.00
NLTRA	273.60	426.61	0.00	0.00	0.00	700.21
TOTAL	<u>58,606.01</u>	<u>5,751.74</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>64,357.75</u>

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

	Jun 22	Budget	\$ Over Budget	Jul '21 - Jun ...	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 - LTIVCBVB Funding	57,667	57,670	(3)	691,999	692,000	(1)	692,000
4001-00 - NLTRA Funding	59,928	59,928	(0)	1,100,000	1,100,000	(0)	1,100,000
4004-00 - IVCBVB Entertainment	0	0	0	0,000	0,000	0	0,000
Total Income	117,495	117,498	(3)	1,799,999	1,800,000	(1)	1,800,000
Gross Profit	117,495	117,498	(3)	1,799,999	1,800,000	(1)	1,800,000
Expense							
6000-00 - CONSUMER MARKETING							
6002-00 - Consumer Print	0			10,126			
6002-01 - Native Display	10,000	7,000	3,000	52,206	70,000	(17,794)	70,000
6004-00 - Trip Advisor	1,264	2,000	(736)	51,176	50,000	1,176	50,000
6005-00 - Paid Social	0,210	4,350	(3,099)	120,052	132,000	(12,008)	132,000
6005-01 - Digital Display / Retargeting	2,641	2,000	141	112,285	70,000	33,285	70,000
6007-00 - Creative Production							
6007-01 - Creative Production	9,605	0	9,605	90,632	160,000	(51,368)	160,000
6007-02 - Website Production	0			1,078	0	1,078	0
6007-03 - Photo/Video Creative	4,491	2,372	2,119	43,518	28,469	15,049	28,469
6007-00 - Creative Production - Other	120	0	120	1,403	0	1,403	0
Total 6007-00 - Creative Production	14,516	2,372	12,141	145,429	178,469	(33,040)	178,469
6010-00 - Account Strategy & Management	7,000	7,000	0	84,000	84,000	0	84,000
6016 - Video Streaming	0	0	0	164,840	100,000	49,840	100,000
6017-00 - Rich Media	0			600	0	600	0
6018-00 - Media Commission	6,047	3,243	1,804	71,379	71,106	213	71,106
6018-01 - Digital Ad Serving	89	100	(31)	1,140	0,000	(4,000)	0,000
6020-00 - Search Engine Marketing	3,916	2,000	1,916	56,806	54,000	2,806	54,000
6022-00 - Email	0	0	0	23,409	20,000	3,409	20,000
6024-00 - Fusion 7	0	2,000	(2,000)	5,000	24,000	(19,000)	24,000
6025-00 - Expedia	0	0	0	0	16,000	(16,000)	16,000
6029-00 - Television	12,179	7,000	5,179	12,179	14,000	(1,821)	14,000
Total 6000-00 - CONSUMER MARKETING	64,049	39,595	25,284	500,515	903,695	(3,080)	933,505
6110-00 - LEISURE SALES							
6107-00 - Creative Production	0	500	(500)	0	2,000	(2,000)	2,000
6111-00 - FAMs - Domestic	0	0	0	2,013	1,500	513	1,500
6112-00 - Training / Sales Calls	0	0	0	3,564	5,000	(1,415)	5,000
6113-00 - Additional Opportunities	0	0	0	6,233	0,000	(2,817)	0,000
6115-00 - Travel Agent Incentive Program	0	0	0	0	4,750	(4,750)	4,750
6131-00 - FAMs - Intl - Travel Trade	0	0	0	0	2,250	(2,250)	2,250
6133-00 - Ski-Tops	0	0	0	0	4,000	(4,000)	4,000
6134-00 - Intl Marketing - Additional Opp	0	0	0	0	4,000	(4,000)	4,000
6137-00 - Co-op Opportunities	0	0	0	0	6,000	(6,000)	6,000
6143-00 - Mountain Travel Symposium	0	0	0	4,751	6,000	(1,249)	6,000
6144-00 - IPW - POW WOW	0	0	0	12,764	16,000	(3,236)	16,000
6145-00 - TIA Annual Dues	210	0	210	1,313	2,700	(1,389)	2,700
6155-00 - California Star Program	0	0	0	2,400	3,000	(600)	3,000
6157-00 - International Efforts	0	5,000	(5,000)	2,500	15,000	(12,500)	15,000
Total 6110-00 - LEISURE SALES	210	6,600	(6,281)	35,657	81,250	(45,693)	81,250
6200-00 - PUBLIC RELATIONS							
6200-01 - Strategy, Reporting, Mgmt, Etc.	6,000	5,000	1,000	60,000	55,000	5,000	55,000
6202-00 - PR Program/ Content Dev - Blogs	3,370	1,500	1,870	10,884	12,000	(1,116)	12,000
6204-00 - Media Mission(s)	0	0	0	5,110	24,000	(18,890)	24,000
6206-00 - Digital Buy/ Social Media Boost	800	800	0	9,000	9,000	0	9,000
6207-00 - Content Campaigns/Tools-My Emma	265	240	25	3,065	2,600	125	2,600
6209-00 - International Travel Media FAMs	0	0	0	0	3,000	(3,000)	3,000
6209-00 - Domestic Travel Media FAMs	316	0	316	12,822	18,000	(8,178)	18,000
6210-00 - Content Dev - Newsletters	2,970	1,500	1,170	14,910	21,000	(6,090)	21,000
6211-00 - Social Media Strategy & Mgmt	6,000	6,000	0	71,000	71,000	0	71,000
6212-00 - Social Giveaways & Contests	217	0	217	1,117	7,200	(6,084)	7,200
6214-00 - Social Takeover	0	0	0	107	10,000	(9,893)	10,000
6216-00 - PR Content Development + Distrib	76	0	76	2,056	6,000	(3,944)	6,000
6221-00 - Photography & Video Asset Dev	0	0	0	5,750	0,000	(2,250)	0,000
6222-00 - Media Tracking / Membership	0	206	(206)	3,643	3,500	143	3,500
6280-00 - PR Meals / Entertainment	0	0	0	203	1,500	(1,297)	1,500
Total 6200-00 - PUBLIC RELATIONS	20,000	15,636	4,373	199,307	263,910	(54,603)	263,910
6000-00 - CONFERENCE SALES							
6005-00 - Paid Media	1,315	2,512	(1,197)	18,394	24,114	(5,720)	24,114
6005-00 - GVENT	712	917	(205)	8,581	10,567	(2,365)	10,567
6007-00 - Creative Production	0	0	0	15,153	10,000	5,153	10,000
6014-00 - MCC Group Incentive Program	0	0	0	0	7,000	(7,000)	7,000
6015-00 - MCC National Memberships	0	400	(400)	0	779	(779)	779
6016-00 - MCC Search Engine Marketing	105	0	105	342	0	342	0
6018-00 - MCC Media Commission	172	450	(278)	5,470	4,600	870	4,600
6019-01 - MCC Digital Ad Serving	7	41	(34)	62	500	(438)	500
6019-00 - Conference Direct Partnership	593	0	593	5,833	7,000	(1,167)	7,000
6128-00 - HelmsBriscoe Strategic Partner	583	0	583	7,000	7,000	0	7,000
6152-00 - Client Events / Opportunities	0	1,000	(1,000)	19,816	17,000	2,816	17,000
6153-00 - Chicago Sales Rep Support	125	825	(500)	2,045	2,500	(455)	2,500
Total 6000-00 - CONFERENCE SALES	3,563	5,954	(2,371)	82,695	91,450	(8,755)	91,450
6100-00 - TRADE SHOWS							
6111-00 - Site Inspections	0	1,500	(1,500)	401	0,000	(6,539)	6,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

June 2022

	Jun 22	Budget	\$ Over Budget	Jul '21 - Jun ...	YTD Budget	\$ Over Budget	Annual Budget
6116-00 - ColSAE Seasonal Spectacular	0	0	0	2,224	5,600	(2,770)	5,050
6120-01 - Sac River Cats Client Event	0	0	0	500	0	500	0
6127-00 - ColSAE Annual	0	0	0	0	1,600	(1,600)	1,600
6143-00 - Connect Marketplace	0	0	0	7,600	0,000	1,500	0,050
6181-00 - Destination CA	0	0	0	4,493	0	4,493	0
6164-00 - HelmsBriscoe ABC	0	0	0	5,702	5,500	202	5,500
6165-00 - Connect Trade Shows	0	0	0	991	0	0	0
6166-00 - Connect California	0	0	0	0	5,500	(5,500)	5,500
6166-02 - Connect Chicago	0	0	0	0	4,700	(4,700)	4,700
6166-05 - Connect Northwest	0	0	0	0	5,500	(5,500)	5,500
6160-00 - All Things Meetings Silicon Valley	0	0	0	0	1,500	(1,500)	1,500
6160-01 - All Things Meetings East Bay	0	0	0	0	1,500	(1,500)	1,500
6165-00 - Bay Area Client Appreciation	0	4,500	(4,500)	0	4,100	(4,500)	4,500
6166-00 - Sports Commission	0	0	0	0	420	(420)	420
6168-00 - Sacramento/Roseville TopGolf	0	0	0	0	2,500	(2,500)	2,500
6171-00 - Outdoor Retailer	0	0	0	0	1,500	(1,500)	1,500
6180-00 - Conference Direct CA	0	0	0	1,107	0	1,107	0
6182-00 - Destination Celebration	0	0	0	1,116	2,276	(1,159)	2,276
Total 6100-00 - TRADE SHOWS	0	6,000	(6,000)	24,152	63,995	(29,745)	53,895
7000-00 - COMMITTED & ADMIN EXPENSES							
6008-00 - Cooperative Programs	0	3,000	(3,000)	(3,000)	30,000	(33,000)	30,000
6009-00 - Fulfillment / Mail	0	200	(200)	2,400	2,400	0	2,400
6021-00 - RASC-Reno Air Service Corp	0	25,000	(25,000)	75,000	100,000	(25,000)	100,000
6123-00 - HSVC - High Sierra Visitors	167	2,000	(1,833)	2,000	2,000	0	2,000
6124-00 - Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7001-00 - Miscellaneous	0	0	0	918	0	918	0
7002-00 - CRM Subscription	0	885	(885)	9,607	10,620	(953)	10,620
7003-00 - IVCBVB Entertainment Fund	0	2,000	(2,000)	100	6,000	(7,500)	6,000
7004-00 - Research	2,705	52,750	(50,045)	35,917	63,000	(47,083)	63,000
7005-00 - Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 - Special Events	0	20,000	(20,000)	70	20,000	(19,930)	20,000
7007-00 - DesImetrics / DMX	0	8,338	(8,338)	28,435	33,352	(4,917)	33,352
7008-00 - Opportunistic Funds	0	0	0	4,162	25,000	(20,838)	25,000
7009-00 - Tahoe Coin Usage	0	177	(177)	2,124	2,124	0	2,124
7010-00 - Photo Management & Storage	621	632	(11)	7,809	7,757	52	7,757
7020-00 - Collateral Production / Printful	0	0	0	724	0	724	0
8700-00 - Automobile Expense	25	0	25	761	0	761	0
7000-00 - COMMITTED & ADMIN EXPENSES - Other	0	0	0	186	0	186	0
Total 7000-00 - COMMITTED & ADMIN EXPENSES	3,620	114,982	(111,469)	182,770	340,253	(157,483)	340,253
8000-00 - WEBSITE CONTENT & MAINTENANCE							
8002-00 - Content Manager Contractor	4,250	4,250	0	51,000	51,000	0	51,000
8003-00 - Website Hosting Maintenance	0	0	0	1,897	2,161	(264)	2,161
8004-00 - Website Strategy & Maintenance	8,076	7,500	576	90,576	90,000	576	90,000
8005-00 - Website SEO Strategy/Maint	2,603	2,500	103	30,000	30,000	0	30,000
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	14,926	14,250	676	173,473	173,161	312	173,161
Total Expense	107,011	201,896	(94,875)	1,598,470	1,897,514	(299,044)	1,897,514
Net Income	10,484	(84,388)	94,872	201,529	(87,614)	289,043	(87,614)