DESTINATION LEVEL RESERVATIONS ACTIVITY SUMMARY

Produced by Inntopia. Presented as a community service by the North Lake Tahoe DestiMetrics subscribing organization



Destination: North Lake Tahoe

Period: Bookings as of Sep 30, 2022

Executive Summary - Year over Year Variance and Analysis

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1,527 Units ('DestiMetrics Census'*) and 47.3% of 3,229 total units in the North Lake Tahoe destination ('Destination Census'**)

MARKET OVERVIEW: With the close of September, we are now officially in the shoulder season. As our Mountain West destinations begin to prepare for the upcoming winter season, booking pace continued to match the strength noted last month, adding +197,181 net new bookings spread from September through March. This pace is slightly above the net new bookings noted at the end of August (+196,230). Additionally, bookings made in September for September are higher than both last year and 3 years ago (+20.9 percent and +9.1 percent, respectively). While this is certainly a win, the forward looking 6 months haven't experienced the same trend. For the entire reporting period, booking pace is underperforming last year by-5.6 percent. Many factors are playing into the softer booking pace compared to last year, including historically high Average Daily Rates (ADR) as well as some softening in the economy over the course of the month. Whether or not this will derail revenue goals is yet to be seen as the month-to-month situation is largely reflective of current circumstances. ADR continues to gain over prior years as 5 eptember's rate of \$355 is up both +5.3 percent versus last year and +44.0 percent v3YA. Strong gains in rate do price some consumers out of the market, though it appears that the portion of consumers that can afford the current rates are happy to pay it as revenue gains for September were +10.3 percent versus last year and +46.0 percent v3YA. On the economic front, interest rate increases enacted by the Federal Reserve in effort to reduce inflation prompted dramatically negative movement in finandial markets. The Dow Jones Industrial Average (DIA) decreased -96, percent or -3,065.36 points from last month and closed at 28,725.51 pinging out all gains noted for the index since October of 2020. This heavy-handed correction of the market negatively affects those living off retirement accounts, as well as those he avily invested in financial markets, as they are shaken from a large loss in portfolio value. As eff

Last Month Performance: Current YTD vs. Previous YTD		2022/23	2021/22	Year over Year % Diff
Occupancy Rates during last month (September, 2022) were up (72.2%) compared to the same period last year (September, 2021), while Average Daily Rate was also up	Occupancy (September) :	48.0%	27.9%	72.2%
(18.9%).	ADR (September):	\$348	\$293	18.9%
Next Month Performance: Current YTD vs. Previous YTD	·			
Occupancy Rates for next month (October, 2022) are down (0.0%) compared to the	Occupancy (October):	35.4%	35.4%	0.0%
same period last year, while Average Daily Rate is up (2.0%).	ADR (October) :	\$249	\$244	2.0%
Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
Occupancy Rates for the previous 6 months (April - September) are up (13.7%)	Occ - 6 Month Historic	53.6%	47.1%	13.7%
compared to the same period last year, while Average Daily Rate is down (0.0%).	ADR - 6 Month Historic	\$438	\$438	0.0%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
Occupancy Rates for the upcoming 6 months (October - March) are up (8.4%)	Occ % - 6 Month Future	22.1%	20.4%	8.4%
compared to the same period last year, while Average Daily Rate is also up (5.5%).	ADR - 6 Month Future	\$366	\$347	5.5%
Incremental Pacing - % Change in Rooms Booked last Calendar Month: Sep. 30, 2022 vs. Prev	ious Year			
Rooms Booked during last month (September, 2022) compared to Rooms Booked during the same period last year (September, 2021) for all arrival dates are up by "(333.0%).	Booking Pace (September):	2.8%	0.6%	333.0%

LOCKING FORWARD: As noted in the market overview, there is a fair bit of uncertainty in the forward-looking economic situation. With one more interest rate hike expected this year, traditional understanding tells us that the economy will continue to cool down, with job growth slowing a nd prices declining in effort to control inflation. How this all affects our consumer is yet to be seen. We know from the last two years that the as societal forces, have the potential to move outside the traditional understanding very quickly. Nevertheless, winter occupancy is currently only down -2.4 percent compared to last year, when massive bookings surges prompted by pent-up-demand and an easing of on mountain policies led to a record setting season. Keeping pace with last year's high demand is impressive despite on-going current economic and geopolitical concerns. December occupancy remains a major question mark with ADRs now near ing \$800 and are pricing some consumers out of the market. As always, weather will also play into the mix. Forecasters are calling for a third-consecutive La Nina winter, though we will not know how the snow will fall until it does. Economic conditions are secondary to weather as consumers are expecting an excellent product on the slopes, and as we know from years past, snowfall, and when it does or does not fall, has the potential to make or break the season. Locally, North Lake Tahoe on-the-books occupancy for October 2022 is even compared to 2021, accompanied with an increase in rate of +2.0 percent. Occupancy on-the-books for the upcoming six months (October - March) is up +8.4 percent compared to the same period last year, with an increase in rate of +5.5 percent. North Lake Tahoe bookings taken in September for arrival September - February are up +333.0 percent compared to the same period last year.

For more information:

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Monthly Report Sept 2022

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 22/23

Prepared By: Anna Atwood, Office Manager

		FY 22/23	FY 21/22	Variance
Total Revenue Bo	oked as of 9/30/22:	\$1,404,422	\$1,792,943	-229
Nui	nber of Room Nights:	6,291	8304	-249
Nui	nber of Delegates:	3052	3909	-229
Annual Revenue (Goal:	\$2,000,000	\$2,000,000	0.
Monthly Detail/Ac	etivity	September-22	September-21	
Nu	mber of Groups Booked:	4	0	
Rev	enue Booked:	\$127,050	\$0	
Roc	om Nights:	891	0	
Nur	nber of Delegates:	430	0	
		1 Corp., 1		
		Assoc., 1 CA		
		Assoc., 1 Non-		
Boo	oked Group Types:	Profit	0	
Los	t Business, # of Groups:	13	10	
Arı	ived in the month	September	September-22	
Nur	nber of Groups:	8	4	
Rev	enue Arrived:	\$253,246	\$111,814	126
Roo	om Nights:	1103	718	54
Nui	nber of Delegates:	640	255	
		5 Corp, 1		
		Assoc., 2 Non-	1 Govt, 1 SMF,	
Arr	ived Group Types:	Profit	1 Asspc., 1 MP	
Monthly Detail/A	ctivity	August-22	August-21	
Nu	mber of Groups Booked:	2	0	
Rev	venue Booked:	\$91,595	\$0	
	om Nights:	514	0	
Nui	mber of Delegates:	425	0	
		1 CA Assoc., 1		
Boo	oked Group Types:	Corp.	0	
Los	t Business, # of Groups:	15	0	
	rived in the month	August-22	August-21	
	mber of Groups:	1	2	
	enue Arrived:	\$45,903	\$208,360	-78
	om Nights:	100	795	-87
	mber of Delegates:	50	330	
Arr	ived Group Types:	1 Corp.	2 Assoc.	

Monthly Detail/Activity	<u>July-22</u>	July-21	
Number of Groups Booked:	2	1	
Revenue Booked:	\$145,856	\$45,903	218%
Room Nights:	465	100	365%
Number of Delegates:	544	50	
Booked Group Types:	2 CA Assoc.	1 Corp.	
Lost Business, # of Groups:	18	22	
Arrived in the month	<u>July-22</u>	<u>July-21</u>	
Number of Groups:	3	2	
Revenue Arrived:	\$190,117	\$208,360	-9%
Room Nights:	630	795	-21%
Number of Delegates:	455	330	
	1 CA Assoc., 1		
	Mtg. Planner. 1		
Arrived Group Types:	Corp.	2 Assoc.	
	Current Numbers	Goals	
For 2023/24:	\$194,704	\$2,000,000	
For 2024/25:	\$89,550	\$2,000,000	

NUMBER OF LEADS Generated as of 9/30/22: 31
YTD 9/30/21: 20

YTD 9/30/20: 29

Total Number of Leads Generated in Previous Years:

2021/2022 2020/2021 90 2019/2020 252 2018/2019 320 2017/2018 302 2016/2017 244 2015/2016 194 2014/2015 175 2013/2014 172 2012/2013: 171 2011/2012: 119 2010/2011: 92 2009/2010: 107 2008/2009: 151 2007/2008: 209 2006/2007: 205



north lake tahoe

September 2022 Meetings & Conventions Report

TURNED DEFINITE

- 1. Point B, Inc., 2022 Point B Health and Life Sciences Retreat 9/5/22-9/8/22, 243 rooms, 80 people
- 2. PeopleforBikes 2022 Electric Mountain Bike Summit 9/14/22-9/16/22, 220 rooms, 100 people
- 3. American Bar Association FSLC Spring Meeting 5/9/23-5/14/23, 404 rooms, 225 people
- 4. California Coalition for Adequate School Housing CASH July 2023 Board of Directors Quarterly Meeting 7/13/23-7/15/23, 24 rooms, 25 people

NEW MEETINGS & RFPs DISTRIBUTED

- 5. Tahoe Sierra Board of Realtors TSBOR Annual Installation Dinner 12/2/22, 150 people
- 6. Equipment and Tool Institute ToolTech 2023 4/24/23-4/28/23, 383 rooms, 150 people
- 7. Stanford School of Medicine Educators Event 6/5/23-6/6/23, 60 rooms, 40 people
- 8. American Bar Association Section Leadership Meeting 7/13/23-7/16/23, 252 rooms, 170 people
- 9. Association of Health Facility Survey Agencies 2023 Annual Conference 8/6/23-8/9/23, 600 rooms, 150 people
- 10. Wings Unlimited Inc. Nonprofit Wellness Revival 9/1/23-9/3/23, 900 rooms, 300 people
- 11. Pacific Union Conference Seventh Day Adventists 2023 SDA PUC Annual Adventist Attorneys Conference 11/9/23-11/11/23, 120 rooms, 50 people
- 12. California Creamery Operators Association Annual Meeting 6/23/24-6/25/24, 180 rooms, 90 people

NEW INQUIRIES

- 1. Association of Northern California Oncologists Clinical Cancer Update 1/11/24-1/15/24, 295 rooms, 100 people
- 2. National Conference of State Legislatures NCSL 2023 Leaders Symposium 6/24/23-6/26/23, 180 rooms, 100 people
- 3. HFH Ltd HFH Annual Summer Meeting 6/22/23-6/24/23, 75 rooms, 25 people
- 4. American Society of Transportation AST 2023 Board Retreat 7/27/23-7/31/23, 62 rooms, 18 people
- 5. Common Ground Alliance Summer CGA Committee Summit 7/23/23-7/27/23, 290 rooms, 150 people
- 6. Germania 2024 Presidents Club 5/11/24-5/17/24, 174 rooms, 80 people
- 7. BurgerFi International Top Performers Club 2023 4/30/23-5/3/23, 120 rooms, 50 people
- 8. National Association of Steel Pipe Distributors NASPD 2024 Summer Convention Lake Tahoe Partner Summit 6/11/24-6/15/24, 185 rooms, 100 people
- 9. Flexera Partner Summit 2/26/23-3/1/23, 191 rooms, 85 people

- 10. United Healthcare Services, Inc. Spring All Client Event 4/11/23-4/13/23, 191 rooms, 85 people
- 11. Lockton Companies 2023 Financial Services Program 9/11/23-9/15/23, 484 rooms, 200 people

CONFERENCE SALES PROJECTS

- Key Projects:
 - o Planning All Things Meetings Fall Reception in Mountain View, CA for Oct. 27

SITE VISITS & SALES CALLS

• None in September

Chicago Rep Efforts

Staff attended Destination Celebration Minneapolis Sept. 7-8 Presentation to Prestige team – Headquarters Office in Minneapolis – Sept 8, 2022



September 2022 Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - o High Sierra Visitor Council virtual meeting with French representation 9/7
 - o Expedia Q3 Virtual Insights Summit 9/13
 - o Reno Tahoe Territory Meeting in Incline Village 9/14
 - o Reno Tahoe DOS Meeting 9/14
 - o Hosted Ski.com webinar on 9/16
- Key Projects:
 - o Hosted Volaris Airlines FAM of top selling agents with Travel Nevada on September 11th
 - o Hosted French influencer couple and their baby (@onmetlesvoiles) on a High Sierra road trip from September 26th 28th
 - o Planning Texas Sales Mission 10/3-10/7 with Reno, Travel Nevada and Las Vegas
 - o Planning Visit California Luxury Forum 10/23-10/25
 - o Planning Fall campaign with Expedia



September Executive Summary – Consumer Campaign

- In September, the fall campaign was in full swing, targeting the four markets of LA, Phoenix, Seattle and Portland with equal budget. Creative targeted to Millennial Megan performed best, leading to the most conversions, followed by High Value and Sustainability.
- There were successful audience responses across channels with Sustainability, High Value and Retargeting earning high amounts of TOS conversions across ad platforms. The high click rates across Facebook, Twitter, TikTok and Display show a healthy growth of engagement into the fall campaign.
- Social was the top performing tactic, serving 38% more impressions and 13K more clicks than what was garnered in August. TOS
 conversions grew by 197% to 1,621 total.
- · Facebook video performed especially well, showing that this medium would be useful in future seasonal campaigns.



September Executive Summary – National Paid Search Campaign

- The national Google paid search campaign continued into September focusing on "Lake Tahoe" keywords. Keywords were broken out into four campaigns to include "Stay," "Plan," "Dine" and "Play" in correlation with site structure and searches.
- Each ad group had similar impressions, but "Play" outperformed all others with an incredible CTR of 12.9%.
- The campaign captured a 10.9% CTR, an increase of more than 1% from August and well above the industry average of 4.68%.



September Executive Summary – MCC Campaign

- September spend was pretty flat from last month, with a \$120 increase from August.
- With the even spend, the number of clicks (1,792) didn't change from last month, but CTR increased by 15%.
 TOS conversions were also relatively flat with August, decreasing by 10 total.
- Both Social and Video performed well, with September YouTube video views increasing by 12%, with 33% of viewers finishing the video.



September Executive Summary - Website

- There were over 96K visitors to GoTahoeNorth.com in September. This was a 3.6% increase from August with the majority of traffic coming from Paid Search (34.4%).
- The average session duration was 1:04 (industry average is 1 minute). New users were up 4.8% and sessions were up by 14.5% when comparing MoM and +100.5% and +94.1% comparing YoY.
- Top locations were similar to previous months and in line with paid media campaign target markets, including Los Angeles driving the most visitors to the site than any other city.
- The homepage was a top driver of traffic followed very closely behind by the fall activities page and webcams page. Other activities-based pages continue to be of interest.



September Executive Summary - Content

- There were two blogs revised including one on biking and the other on fall activities.
- One enewsletter deployed yielding a high open rate of 27.7% (industry average is 16%). It featured a section on dog-friendly food and lodging in the region, fall foliage and Made in Tahoe event promotion.
- CrowdRiff metrics increased this month and featured fall content along with some snow imagery.



September Executive Summary – PR Coverage

- Secured seven clips with 105M estimated digital monthly visits and 101K estimated digital coverage views.
 Secured five TV segments with estimated views of 70K that was broadcast multiple days.
- Pitching efforts focused on winter travel hotspots, fall hiking trails, fall foliage road trips, sustainable travel, fall
 foliage hikes, Disaster Preparedness Month education, World Cleanup Day, Halloween happenings, Native
 American Day, reconnect in nature with your partner, what's new for fall, road trips with dogs, best sunsets in the
 world and ski resorts opening.
- Augustine also collaborated on several articles, including one with Forbes, featuring an interview with Andy Chapman, CEO of Travel North Tahoe Nevada, continued to coordinate fall FAM tours, and represented North Lake Tahoe at the Visit California Media Reception in San Francisco.



September Executive Summary – Organic Social Media

- Social content focused on the transition to fall in the region, seasonal events and branded challenges.
- There were 2.4M impressions and 25K post clicks. The audience increased by over 113 followers across platforms.
- The average engagement rate was 3.8% (average 1%) an increase of 22% MoM. This is a positive indicator that our social content is resonating well with our target audiences.



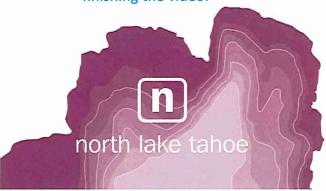
Consumer Paid Media Executive Summary

- Fall creative ran in the four markets of LA, Phoenix, Seattle and Portland with equal budget. Spend concentrated heaviest in the beginning of the fall campaign.
- The Phoenix market featuring Millennial Megan creative led with the highest number of Social TOS conversions (461) followed by High Value (285) and Sustainability (248). Additionally, TikTok won more than 12 times the amount of clicks than YouTube.
- There were successful audience responses across channels with Sustainability, High Value and Retargeting earning high amounts of TOS conversions across ad platforms. The high click rates across Facebook, Twitter, TikTok and Display show a healthy growth of engagement into the fall campaign.
- Paid social served a 38% increase in impressions and won 13,000 additional clicks when compared to August. TOS conversions rose
 197% to 1,621 for a strong launch into the fall campaign. Facebook earned all TOS conversions for the social channels. Social costs per click remain in the competitive range of \$0.22-\$2. The decision to weigh media dollars towards the beginning of fall season paid off.



MCC Paid Media Executive Summary

- September spent an additional \$120 more than the August spend. The difference in spend results from platforms optimizations to serve the most effective content over a yearly budget.
- The Meetings campaign earned the same number of clicks (1,792) but increased the CTR by 15%. This is the second consecutive month North Lake Tahoe has seen an increase in CTR greater than 10%.
- The campaign earned 10 fewer TOS conversions and spent an additional \$6.50 in conversion costs.
- Display was paused in September, restarting in October. The fact that the campaign met the same number of clicks as last month with Display paused shows growth in the other platforms.
- Both Social and Video performed well, with September YouTube video views increasing by 12% since August, with 33% of viewers finishing the video.



Upcoming PR Initiatives

- Unofficial Networks upcoming FAM tour for a mountain biking piece.
- Continue to partner with Visit California and Travel Nevada for relevant pitching opportunities and story ideas.
- Pitching efforts will focus on thought leadership around sustainability, Nevada Day on October 29,
 National Fire Prevention Month, unbelievable lake views, things to do with kids, accessible activities,
 learning how to ski or snowboard, among other ideas.
- Continue to vet media and influencers and coordinate FAM tours for fall and spring trips, as well as follow up with all the reporters we met at the Visit California Media Reception.



Creative Projects

- Winter Campaign developing creative to launch mid-November.
- Audited MCC campaign for best performing creative, developed new creative and will launch in October.
- Feature blogs in October for winter travel, reconnecting with your partner and learning to ski.
- Continuing CA Now Stories for blogs and relevant Visit California topics with themes of accommodations.
- Continuing to deploy eNewsletters to consumer, leisure and MCC audiences.



Industry Insights

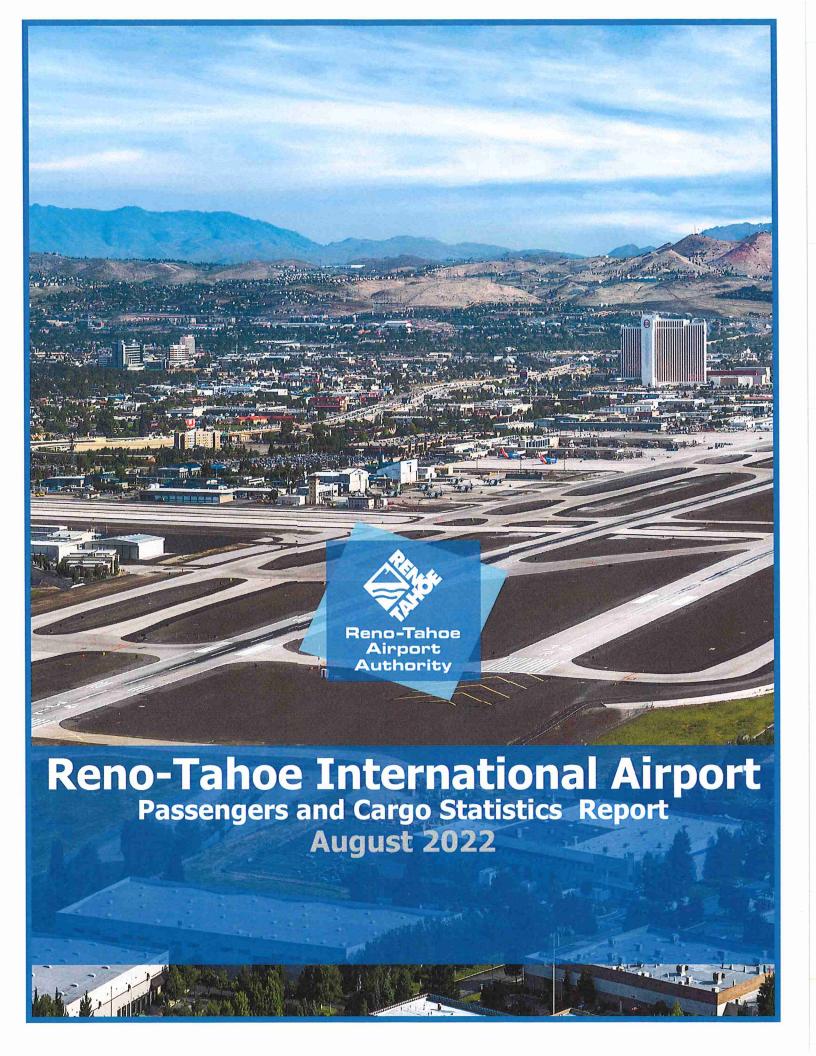
• New data suggests that nearly half of all Americans are planning to hit the road during the upcoming winter holiday travel period. According to PwC's annual Holiday Outlook, 47% of survey respondents said they would travel for the holidays, a massive increase from the estimated 33% hitting the road before the pandemic. The increase in travelers is being attributed to people taking rescheduled trips impacted by the coronavirus-related restrictions, pent-up demand creating revenge travel and the rise of digital nomads. The study found that 46% of Americans plan to travel by plane despite ongoing airline problems, an increase from 40% in 2021 and 33% in 2020. Millennials (aged 26-40) are also the most likely to travel this holiday season at 63%. As for travel-related concerns, 74% cited rising gas prices, 68% said increasing travel costs and 58% responded with rising hotel costs. Flight cancellations are another big concern, with staffing shortages and the potential for weather delays being the top factors. (Travel Vertical, "New Data Reveals How Many Americans Plan to Travel During the Holidays")



Industry Insights

• When we asked U.S. adults to provide their own definition of what it means to be a sustainable travel brand, their responses mostly fell into three categories: the first group citing the environment in some way, the second saying they were unsure or had no opinion, and the third attributing sustainability to broader brand or product attributes. Within the environmental theme, a small number of respondents pointed out that it may be impossible for a travel company to truly be sustainable. These definitions provided the most specific view and touched on tensions the industry is grappling with: 8% of emissions worldwide can be attributed to the global travel & tourism industry, so simply by existing, the category could be considered unsustainable. But despite the small group of those who made that connection, most respondents were optimistic that action could be taken. Lack of clarity was deeper among the second category of respondents, who answered that they were unsure of or had no opinion on what makes a travel brand sustainable. Among these respondents, the majority were simply uncertain, with some saying that sustainability felt like an idea that applied to more tangible things like products and packaging. (Morning Consult, "Defining Sustainability in Travel Is a Struggle for Many Consumers")





U.S. Domestic Industry Overview - August 2022

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *: Up 0.3% vs. August 2021, down 14.4% vs. August 2019 Up 5.0% vs. August 2021, down 6.8% vs. August 2019 Capacity of Seats *:

Crude Oil Average: \$93.67 per barrel in August 2022

\$67.73 per barrel in August 2021

RNO Overview - August 2022

RNO Overview for August 2022 vs. August 2021

Total Passengers: up 10.9%

Avg. Enplaned Load Factor: 80.0%, up 8.1 pts.

Departures: Down 9.1% Departing Seats: Down 4.9% Up 1.0% Cargo Volume:

RNO Overview for August 2022 vs. August 2019

Total Passengers: Down 5.0%

Avg. Enplaned Load Factor: flat

Departures: Down 11.3% Departing Seats: Down 6.3%

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

August 2022 SUMMARY

Reno-Tahoe International Airport (RNO) served 409,942 passengers in August 2022, an increase of 10.9% versus August 2021.

In August 2022, RNO was served by 12 airlines to 32 non-stop destinations. The total seat capacity decreased 4.9% and flights decreased 9.1% when compared to August 2021.

RNO handled 11,751,228 pounds of air cargo in August 2022, an increase of 1.0% when compared to August 2021.

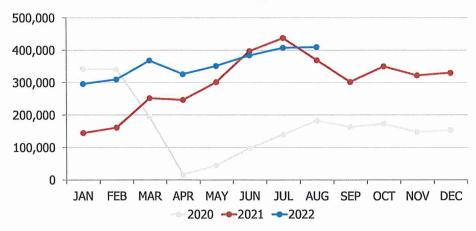
JSX Public Charters

JSX offers non-stop flights from RNO to Las Vegas, Orange County and Burbank using a 30-seat Embraer 135/145 aircraft. JSX operates out of Stellar Aviation, a private Fixed Base Operator, located at 485 South Rock Blvd.



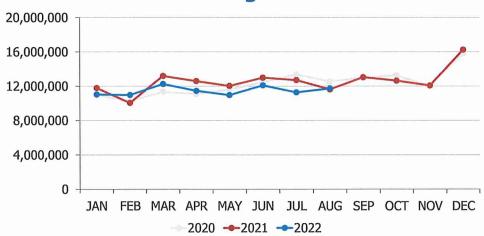


Passengers



Total Passengers						
	Aug-22	Aug-21	Difference			
aha!	5,014	0				
Alaska/Horizon	35,193	38,953	-9.7%			
Allegiant Air	3,216	5,025	-36.0%			
American	59,577	72,787	-18.1%			
Delta	33,559	42,623	-21.3%			
Frontier	3,759	6,289	-40.2%			
JetBlue	12,384	10,898	13.6%			
Southwest	175,724	139,252	26.2%			
Spirit	12,125	0				
United	62,084	48,164	28.9%			
Volaris	5,561	4,068	36.7%			

Cargo

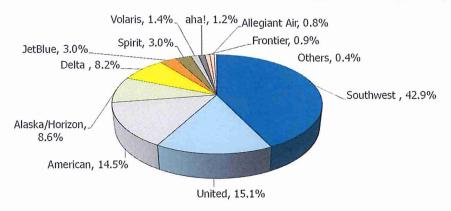


In August 2022, DHL cargo volume was up 42.5% and UPS was up 9.5% when compared to August 2021. FedEx was down 6.1% during the same period.



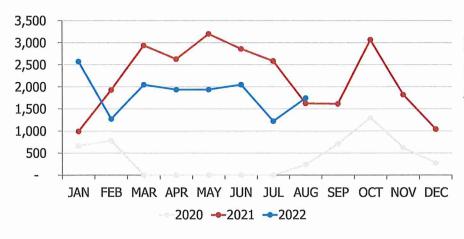


AIRLINE MARKET SHARE (passengers)



Airline Market Share					
	Aug-22	Aug-21	YOY Change		
aha!	1.2%	n/a	n/a		
Alaska/Horizon	8.6%	10.5%	(2.0)		
Allegiant Air	0.8%	1.4%	(0.6)		
American	14.5%	19.7%	(5.2)		
Delta	8.2%	11.5%	(3.3)		
Frontier	0.9%	1.7%	(0.8)		
JetBlue	3.0%	2.9%	0.1		
Southwest	42.9%	37.7%	5.2		
Spirit	3.0%	n/a	n/a		
United	15.1%	13.0%	2.1		
Volaris	1.4%	1.1%	0.3		
Others	0.4%	0.4%	(0.0)		

TOTAL CHARTER PASSENGERS

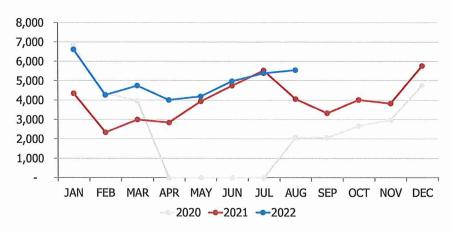


In August 2022, RNO served 1,746 passengers on charter flights, an increase of 7.3% when compared to August 2021.



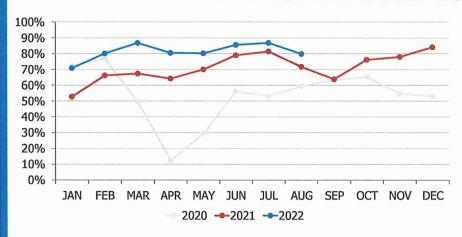


TOTAL INTERNATIONAL PASSENGERS

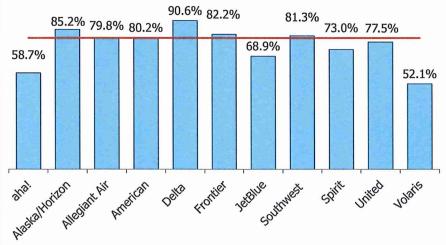


In August 2022, RNO served 5,561 international passengers, an increase of 36.7% when compared to August 2021.

AVERAGE ENPLANED LOAD FACTOR



In August 2022, RNO's average enplaned load factor was 80.0%, an increase of 8.1 pts. versus August 2021.



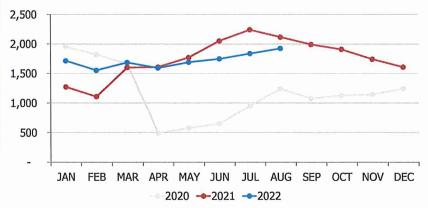
The red horizontal line on the left represents RNO's average enplaned load factor.

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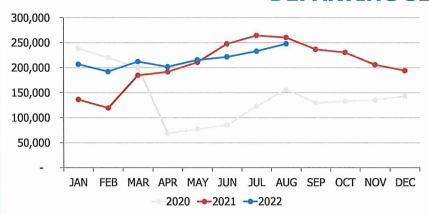


DEPARTURES



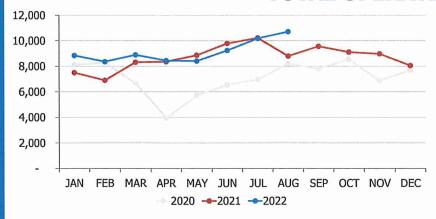
In August 2022, RNO handled 1,929 departures, a decrease of 9.1% when compared to August 2021.

DEPARTING SEATS



In August 2022, RNO offered 248,027 departing seats, a decrease of 4.9% when compared to August 2021. This does not include charter flights.

TOTAL OPERATIONS



A total of 10,722 operations were handled at RNO in August 2022, an increase of 21.6% when compared to August 2021. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



Destination	Airlines	Total Departures	Details
Austin	American	31	Daily
Burbank	Southwest	22	Five weekly. Mon - Fri
Dallas/Fort Worth	American	97	Three daily. Four daily Oct 1-6
Denver	Southwest	88	Three daily. Twice daily on Sat
	United	93	Three daily
Guadalajara	Volaris	21	Five weekly. Mon - Fri
Houston-Intercontinental	United	1	One flight on Oct 1
Las Vegas	Allegiant	9	Twice weekly. Thu, Sun
	Frontier	14	Three weekly. Mon, Fri, Sat
	Southwest	228	Eight daily. Seven daily on Sun. Five daily on Sat
	Spirit	61	Twice daily
Long Beach	Southwest	52	Twice daily. Once a day on Sat, Sun
Los Angeles	Delta	92	Three daily
	JetBlue	18	Four weekly Mon, Thu, Fri, Sun
	Southwest	52	Twice daily. Once a day on Sat, Sun
	United	60	Twice daily
Minneapolis/St. Paul	Delta	5	Once weekly. Sat only
	Sun Country	5	Once weekly. Arrival on Thu and departure on Sun
New York-JFK	JetBlue	5	Daily flight Oct 1-5
Oakland	Southwest	52	Twice daily. Once a day on Sat, Sun
Phoenix	American	112	Four daily. Two to three daily Oct 1-6
	Southwest	62	Twice daily
Portland	Alaska	49	Twice daily. Once a day on Tue, Wed, Sat
Salt Lake City	Delta	117	Four daily. Three daily on Sat
San Diego	Southwest	59	Twice daily. Once daily on Sat
San Francisco	United	124	Four daily
San Jose	Southwest	31	Daily
Seattle	Alaska	90	Three daily. Four daily Oct 2-5. Twice daily Tue, Sat



	Total Passengers Aug-22					
	Passe	A STATE OF THE PARTY OF THE PAR	% Diff.	Passengers	YOY %	
10 g (m) 10 g (m)	2020	2021		2022	Diff.	
JAN	342,796	145,421	-57.6%	296,641	104.0%	
FEB	341,935	162,071	-52.6%	310,738	91.7%	
MAR	194,796	252,828	29.8%	368,946	45.9%	
1st QTR	879,527	560,320	-36.3%	976,325	74.2%	
APR	17,265	247,220	1331.9%	326,787	32.2%	
MAY	46,015	302,403	557.2%	352,255	16.5%	
JUN	98,619	397,906	303.5%	384,429	-3.4%	
2nd QTR	161,899	947,529	485.3%	1,063,471	12.2%	
JUL	140,986	438,168	210.8%	407,867	-6.9%	
AUG	183,343	369,686	101.6%	409,942	10.9%	
SEP	164,103	302,929	84.6%			
3rd QTR	488,432	1,110,783	127.4%			
ОСТ	173,682	350,631	101.9%			
NOV	148,777	323,508	117.4%			
DEC	154,103	330,687	114.6%			
4th QTR	476,562	1,004,826	110.8%			
TOTAL	2,006,420	3,623,458	80.6%			
YTD		2,315,703		2,857,605	23.4%	

	Total Cargo Volume in Pounds Aug-22					
	2020	2021	0/ 10:66	20	22	YOY %
	Cargo in	Pounds	% Diff.	Pounds	Metric Tons	Diff.
JAN	11,008,444	11,805,228	7.2%	11,052,383	5,012	-6.4%
FEB	10,266,728	10,068,001	-1.9%	10,991,076	4,985	9.2%
MAR	11,356,256	13,204,912	16.3%	12,265,793	5,563	-7.1%
1st QTR	32,631,428	35,078,141	7.5%	34,309,252	15,560	-2.2%
APR	11,090,789	12,611,682	13.7%	11,470,613	5,202	-9.0%
MAY	11,613,489	12,048,247	3.7%	10,966,757	4,974	-9.0%
JUN	12,488,906	13,000,085	4.1%	12,105,721	5,490	-6.9%
2nd QTR	35,193,184	37,660,014	7.0%	34,543,091	15,666	-8.3%
JUL	13,387,102	12,722,035	-5.0%	11,289,066	5,120	-11.3%
AUG	12,563,172	11,636,003	-7.4%	11,751,228	5,329	1.0%
SEP	13,014,081	13,055,518	0.3%			
3rd QTR	38,964,355	37,413,556	-4.0%			
OCT	13,281,548	12,660,541	-4.7%			
NOV	11,988,995	12,089,489	0.8%			
DEC	15,834,177	16,260,767	2.7%			
4th QTR	41,104,720	41,010,797	-0.2%			
TOTAL	147,893,687	151,162,508	2.2%			
YTD		97,096,193		91,892,637	41,675	-5.4%

	Total Enplaned Passengers Aug-22						
Month	2020	2021	2022	% Diff.			
JAN	172,452	72,887	147,773	102.7%			
FEB	170,067	80,263	155,233	93.4%			
MAR	99,986	126,359	185,671	46.9%			
APR	8,690	125,009	163,973	31.2%			
MAY	22,807	149,486	174,487	16.7%			
JUN	48,274	197,261	191,234	-3.1%			
JUL	66,039	217,124	203,375	-6.3%			
AUG	93,015	188,207	199,365	5.9%			
SEP	82,844	152,267					
OCT	87,379	177,407					
NOV	74,910	161,926					
DEC	76,164	164,561					
TOTAL	1,002,627	1,812,757					
YTD		1,156,596	1,421,111	22.9%			

	Total Deplaned Passengers						
Month	2020	2021	2022	% Diff.			
JAN	170,344	72,534	148,868	105.2%			
FEB	171,868	81,808	155,505	90.1%			
MAR	94,810	126,469	183,275	44.9%			
APR	8,575	122,211	162,814	33.2%			
MAY	23,208	152,917	177,768	16.3%			
JUN	50,345	200,645	193,195	-3.7%			
JUL	74,947	221,044	204,492	-7.5%			
AUG	90,328	181,479	210,577	16.0%			
SEP	81,259	150,662					
OCT	86,303	173,224					
NOV	73,867	161,582					
DEC	77,939	166,126					
TOTAL	1,003,793	1,810,701					
YTD		1,159,107	1,436,494	23.9%			

Enplaned Passengers & Load Factor						
Airline	Enplaned PAX	Aug-22	Aug-21	Diff.		
aha!	2,493	58.7%	n/a	n/a		
Alaska/Horizon	16,972	85.2%	76.4%	8.8		
Allegiant Air	1,619	79.8%	49.4%	30.4		
American	29,272	80.2%	68.6%	11.6		
Delta	16,666	90.6%	79.9%	10.6		
Frontier	1,923	82.2%	71.1%	11.0		
JetBlue	5,583	68.9%	58.7%	10.2		
Southwest	86,461	81.3%	72.2%	9.1		
Spirit	5,578	73.0%	n/a	n/a		
Sun Country	0	n/a	n/a	n/a		
United	29,706	77.5%	74.6%	2.9		
Volaris	2,143	52.1%	61.2%	-9.1		







North Lake Tahoe Visitor Information Center Visitor Report: Sep 2022

VISITORS SERVED:

Total

Sep 2021 Sep 2022 Aug 2022

Total TC & KB Walk-ins Total TC&KB Walk-ins: Total TC & KB Walk-ins 7,582 2,357 4,507 Total Phone Calls: 336 Total Phone Calls: 183 Total Phone Calls: 272 2,693 4.690

DEEEDBALS GIVEN TO VISITORS.

5,854

Restaurants	Lodging	Historic / Museum	Events
375	79	187	231
Tours	Surrounding Towns (SLT / Truckee)	Retail	Transportation
77	102	114	73
Services –Weather, bathroom, events etc	Activities Mountain / Trails	Activities / Lake	Maps / Directions
814	316	473	925

TOTAL 3,762 = 125 referrals per day

September Highlights

- Year to Date: Visitor Center, Kings Beach and Farmers market increased business and activity referrals 53% over 21/22
- Our department (The Visitor Center, KB and Event) referrals averaged 125/day
- Visitor Center visitors up 38% YTD
- Visitor services in Kings Beach up 4% YTD. L:ast year we were closed over14 days due to smoke and wind. We were closed 7 days this year.
- Most incoming calls and emails were asking questions on air quality and forest closures.
- Advertised Tahoe City's Oktoberfest, Bluesdays, Labor Day Drone Extravaganza
- Participated with a booth at the Farmers market and Tahoe City's Oktoberfest
- Added Dirk Yuricich as a monthly artist
- Reinstated local vendors that we had on hold: Rescued Wine, Janelle Jewelry

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

August 31, 2022

North Lake Tahoe Marketing Cooperative Balance Sheet Prev Year Comparison As of August 31, 2022

\$ Change 47,779.07 47,779.07 173,362.34 173,362.34 0.00 0.00 221,141.41 -54,985.39 -54,985.39	17.1% 17.1% 147.8% 147.8% 0.0% 55.7% -69.7%
47,779.07 173,362.34 173,362.34 0.00 0.00 221,141.41 -54,985.39	17.1% 147.8% 147.8% 0.0% 0.0% 55.7%
47,779.07 173,362.34 173,362.34 0.00 0.00 221,141.41 -54,985.39	17.1% 147.8% 147.8% 0.0% 0.0% 55.7%
173,362.34 173,362.34 0.00 0.00 221,141.41 -54,985.39	147.8% 147.8% 0.0% 0.0% 55.7%
0.00 0.00 221,141.41 -54,985.39	147.8% 0.0% 0.0% 55.7% -69.7%
0.00 0.00 221,141.41 -54,985.39	0.0% 0.0% 55.7% -69.7%
0.00 221,141.41 -54,985.39	0.0% 55.7% -69.7%
221,141.41	55.7%
-54,985.39	-69.7%
-54 985 39	-60 7%
01,000.00	-03.1 70
166,156.02	34.9%
070 042 76	250 69/
270,912.76	250.6%
278,912.76	250.6%
278,912.76	250.6%
278,912.76	250.6%
-89,029.41 -23,727.33	-46.2% -13.8%
-112,756.74	-30.9%
	34.9%
	278,912.76 278,912.76 -89,029.41 -23,727.33

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
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	91,666.00	0.00	0.00	0.00	0.00	91,666.00
IVGID*	0.00	0,00	0.00	0.00	0.00	0,00
NLTRA*	0.00	81,085.00	0.00	114,392.00	0.00	195,477.00
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	91,666.00	81,085.00	0.00	114,392.00	3,551.34	290,694.34

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Augustineldeas	0.00	43,154,71	0.00	0.00	0.00	43,154,71
IVCB Visitors Bureau	10,381.96	0.00	110,190.94	0.00	0.00	120,572.90
MAHK Advertising	43,929.49	0.00	0.00	0.00	0.00	43,929.49
NLTRA	0.00	265.00	158,833.52	0.00	0,00	159,098,52
Sterling Valley Systems, Inc.	8,440.75	0.00	0.00	0.00	0.00	8,440.75
Tahoe Film Fest	0.00	15,000.00	0.00	0,00	0.00	15,000.00
TOTAL	62,752.20	58,419.71	269,024.46	0.00	0.00	390,196.37

Accrual Basis

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

August 2022

	Aug 22	Aug 21	\$ Change	% Change
Income 4000-00 · LTIVCBVB Funding	91,166.00	57,666.00	33,500.00	58.1%
4001-00 · NLTRA Funding	81,085,00	55,013.61	26,071.39	47.4%
4004-00 · IVGBVB Entertainment	500,00	0.00	500,00	100,001
Total Income	172,751.00	112,679.61	60,071.39	53.3%
Gross Profit	172,751,00	112,679,61	60,071.39	53,3%
Expense 6000-00 - CONSUMER MARKETING 6002-01 - Native Display 5005-00 - Pold Social 6005-01 - Digital Display / Retargeting 6007-00 - Creative Production	0,00 13,103,30 4,448,55	833,33 6,564,17 3,096,52	-833,33 6,542,13 1,442,03	-{00.0½ 99.7% 48.0%
5007-01 · Greative Production 5007-02 · Vvebsite Production 5007-03 · Photoly/deo Creative 5007-00 · Greative Production · Other	4,205.00 040.00 9,316.50 0.00	5,582,38 0,00 2,484,40 127,50	-1,377,38 040,00 6,832,10 -127,50	-24,7% 100.0% 275.0% -100.0%
Total 5007-00 · Creative Production	14,361.50	6,191.28	6,167.22	75.3%
5010-00 - Account Strategy & Management 5010-02 - Websile Strategy & Analysis 5018-00 - Media Commission 5018-01 - Digital Ad Berving 5020-00 - Search Engine Marketing 5024-00 - Fusion 7 5025-90 - Expedia	8,500.00 0.00 382.89 22.39 6,431.33 0,00 16,800.00	7,090.00 2,500.00 132.52 0.00 0.00 3,000.00	1,500.00 -2,500.00 250.37 22.39 6,431.33 -3,000.00 18,800.00	21.4% -100.0% 188.9% 100.0% 100.0% -100.0% 100.0%
Total 5000-00 · Consumer Marketing	64,052.86	31,230,82	32,822,14	105,1%
5110-00 · LEISURE SALES 5113-00 · Additional Opportunities 5145-00 · TIA Annual Dues	0.00 218.75	167.84 0,06	-167.94 218,75	-100,0% -100,0%
Total 5110-00 · LEISURE SALES	218.75	167,94	50.81	30.3%
\$200-00 - PUBLIC RELATIORS \$102-00 - PR Program? Content Dev - Blogs \$104-00 - Media Mission(s) \$106-00 - Dightal Buy! Social Media Boost \$207-00 - Content Campaigns/Tools-My Enuna \$209-00 - Domestic Trave! Media FAMS \$210-00 - Content Dev - Hewsletters \$211-100 - Social Media Strategy & Mamm \$210-00 - PR Content Dev - Programment - Distri \$221-00 - PR Content Development - Distri \$221-00 - Protography & Video Asset Dev \$222-00 - Media Tracking / Membership \$280-00 - PR Media / Entertainment \$200-00 - PUBLIC RELATIONS - Other	2,492,95 3,768,84 0,00 0,00 950,00 1,700,00 6,000,00 1,411,60 0,00 6,000,00	0.00 0.00 800.00 240.00 0.00 6,000.00 1,322.00 -5,01 178.00	2,482,95 3,759,84 -800,00 -240,00 850,00 1,700,00 0,00 -1,320,00 1,411,60 6,00 -178,00 6,000,00	100.0% 100.0% -100.0% -100.0% 100.0% -100.0% -100.0% -100.0% -100.0% -100.0% -100.0%
Total 5200-00 · Public relations	22,313,59	8,532,97	13,780,62	161.5%
6000-00 · CONFERENCE SALES 6005-00 · Pold Media 6006-00 · CUPENT 6016-00 · MCC Search Engino Marketing 6018-00 · MCC Media Commission 6018-01 · MCC Digital Ad Serving 6128-00 · Hefm Shriscon Strategic Pariner 6133-00 · Chicago Sales Rep Support	3,118,29 711,87 22,76 13,23 2,63 0,00 125,00	0.00 711.87 0.00 201.88 0.00 683.33 83.33	3,118,29 0,00 22,78 -188,65 2,63 -583,33 41,67	100.0% 0.0% 100.0% -03.5% 100.0% -100.0% 50.0%
Total 6000-00 · CONFERENCE SALES	3,993.80	1,580.41	2,413.39	152.7%
6100-00 - TRADE SHOWS 6102-00 - Miscollaneous 6165-00 - Connect Trade Shows 6162-00 - Destination Celebration	23.57 1,166.40 925.00	0.00 0.00 0.00	23.57 1,166.40 925.00	100.0% 100.0% 100.0%
Total 6100-00 · TRADE SHOWS	2,114.07	0.00	2,114.97	100.0%
7000-00 - COMMITTED & ADMIN EXPENSES 5009-00 - Fulfillment I Mail 5021-00 - RASC-Reno Air Service Corp 5123-00 - INSWO - Iligh Sterra Visitors 7003-00 - IVCBWE Entertainment Fund 7004-00 - Research 7007-00 - Destimentics / DMX 7010-00 - Photo Management & Storage 7020-00 - Collateral Production / Printin	317.99 25,000.00 166.63 45.00 1,751.39 8,440.75 0,00	0.00 25,000.90 [66,67 0.00 1,111.08 0.00 620.75 723.94	317.99 0.00 -0.04 45.00 640.31 8,440.75 -620.75 -723.94	100,0% 0,0% 0,0% 100,0% 57,6% 100,0% -100,0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	35,721.76	27,622.44	8,099.32	29.31/3
8000-00 - WEBSITE CONTENT & MAINTENANCE 8002-00 - Content Manager Contractor 8003-00 - Website Hosting Maintenance 8004-00 - Website Strategy & Maintenance 8005-00 - Website SEO Strategy/Maint	4,250,00 5,00 7,500,00 2,500,00	0.00 7,500.00 0.00 0.00	4,250.00 -7,495.00 7,500.00 2,500.00	%0,001 %0,001 %0,001 %0,001
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	14,255.00	7,500.00	6,755.00	90.1%
Total Expense	30,080.17	70,034.58 36,045,03	66,036.25 -5,964,86	86,2% -16,6%
***			-,,	

Accrusi Basis

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

August 2022

ACCUM HATE		August 2022			
	Aug 73	805241	Jul - Aug 72	Y7D Budget	Annusi Budgel
Excens 400.0) - L'HVCBVB Funding	91,165.03	91,165.00	42224	42000	
4001-00-1/LTRA Funding	91,165.03	81,05500	162,332.60 155,477,00	187,332.00 195,477.00	1,094,030.03
4604-60 - INCRIVE Entertainment	500,00	500.00	1,000.00	1,00100	1,440,000.00 6,000.00
4005-03 - Prior Year Hel Income	000	000	000	0.00	(0,0)
Total Income Gross Profit	172,751,00	172,751,00	378,600,00	378,609,60	2,540,000,00
Facense	172,751,00	172,751.00	378,600 00	378,609.00	2,540,000 00
SOOLOT-POSCH PARKETING	200	n co			
5002-00 - Consumer Print 5002-01 - Hative Display	03.0 03.0 00.0	0.00 11,510.00	0.00	0.00	25,002.00 10,125,00
50.4 (0 - Trip Advisor 50.3 (0 - Paid Social	0.00	Q.CO	0.00	25,010,00 0,00	100,372.00 61,847.00
5005-01 - Digital Display / Retargeting	13,106.20 4,443.55	3,500,00 3,350,00	16,828.93 12,184.61	7,750,00 8,150,00	139,248.00
5007-00 - Creative Production 5507-01 - Creative Production 5007-02 - Website Production	4,205.00	15,000,00	4,205.00 840,00		143,590 50
5007-03 · PhotoMideo Creative	842.65 9,316.50	2,560,03 2,617,50	£40.00 10,731,01	3),50),00 8,00),00 5,235,00	34,000,00 32,670,00
5007-03 · Greative Production - Other		αω	0,63	0.00	000
Total 5007-60 - Greative Production 2010-60 - Account Strategy & Wanagement	14,362.50	20,11720	15,770,00	40,735.00	216,170.00
5013-00 - Outdoor	8,507.00 0.00	8,5000	17,600.00 0.00	17,000.00	102,000,03 100,000,60
5016 - Video Streaming 5017-00 - Rich Media 5018-00 - Media Commission	0.00 0,00	0.00 0,00	0,00 0,00	0.03 0.03	126,661,00 30,000,00
6018-01 • Digital Ad Genying	337,59 22,39	2,751.00 220.00	332,59 69,28	6,312.00 440.60	119,357,00 2,655,00
5030-00 - Search Engine Warfating 5022-50 - Email	6,431,33 0,03	2,560.00 0,00	15,375,42 0.00	7,265.00 0.00	119,470,00 20,000,00
5924-00 - Fusion 7 6925-00 - Expedia	0.00 00,000,01	8.00 8.00	0,00 (0,003,81	0.60	15,000,00
5023-C0 - Television 5033-C0 - TrayetZoo	0.00 0.00	000 000	9.60	0.03 0.03	17,000.00 50,000.00
Total 50/040 - CONSUMER MARKETING	64,052.99	52,578.EO	91,418.18	112,102,03	1,365,825,00
6110-CO-LEISURE SALES					
5107-0) - Creative Production 5111-00 - FAVAs - Domestio	00 0 00,0	0.00 0.00	0.00 0.60	50160 1,500.00	2,093.00 6,003.00
5112-0) - Training / Sales Calls 5113-0) - AddAlanal Opportunities	0 60 0 60	600 600	0.60 0.60	250100 250100	10,000,00 10,000,00
5115-00 - Yravel Agent incentive Program 5120-00 - Domestib - Trade Shows 5131-00 - FAMS - Anti- Travel Trade	ca.o 69.0	0.00 0.00	0.00 0.00	0.00	4,150,00
5133-63 - S14-Tops	0.00 0.00	0.00 0.00	0.00	1,500.60 0,00	6,000.00 3,350.00
5134-60 - Intl Marketing - Additional Opp	0.60 0.00	000 000	0.03 0.00	000	2000
511740 - Co-op Opportunities 5143-03 - Mountain Travel Symposium 5144-03 - IPW - POWWOW	0.00 0.00	000 000	0.00	0.00	5,000,00
5145-00 - TIA Annual Dures 6147-00 - AUS # Gate 7	218.75 0 to	0.00 0.00	0.00 437.50	0.00 35.003.00	13,000,00 2,700,00
5 56-00 - Canada	0.60	0.00	0.00	30,000,00	35,000.00 30,000.00
6155-0) - Calfomia Star Program 6157-00 - International Efforts	00 0 00,0	0.00 0.00	0.00 0.00	0.60 5,600,60	3,000,00
Total 5110-00 - LEISURE SALES	218.75	0.00	437.50	78,500,00	170,200.00
\$263-60 - Pires to RELATIONS	2.0.5	****	437,33	16,530,00	170,20.00
5200-01 - Strategy, Reporting, Mgmt, Etc. 5202-00 - PR Program/ Content Dey - Blogs	0.to 2.492.56	6,000,00 1,500,00	6,000.00	12,600.00 3,000.00	72,603,60 18,600,00
5204-00 - Media Miss Innis	3,75aB4 0,00	0.00 550.00	2,492.95 3,759.64 0.00	0.00	15 000.00
5207-60 - Digital Boyl Social Media Boost 5207-60 - Contest Campaigna/Tools 41y Emma 5208-60 - International Travel Media FANS	0.00 0.00	265.00 0.00	265,03	530,60	11,400,00 3,180,00
5203-CO - Domestic Travel Itedia FAUS	99,63 1,770,00	0,00 1,700,00	0.00 930,00 1,700,00	000 000 34000	12,003,00 24,003,00
5210-0) - Conlent Dev - New Setters 5211-00 - Social Media Strategy & Nigral 5212-00 - Social Ofterways & Contests	6,00,00 000	6,000,00 750,00	12,000,00	17,000,60	20,450,60 72,000,60
5214-00 - Social Takeover 5216-00 - PR Content Development + Distri	0.00 0.00	0.00 0.00	0.00	750,00 0,00	3,030,00
5218-0 · Crists Communication / Training 5221-03 · Photography & Video Asset Der	0.00	17,000.60	0.00	0.00 18,000.00	4,600.00 19,000.00 49,000.00
522240 · Media Tracking Membership	03.111,1 COD	4,000,00	03.114.1 00.0	8,000,00 633,00	3.532.00
5760-00 - PR Mexis / Entertainment 5201-00 - PUBLIC RELATIONS - Other	9 to 8,to) to	αω	0,00 6,000,00	250,00	1,000.00
Total \$200-00 - PUBLIC RELATIONS	22,313.59	33,165,03	34,578,59	60,713.00	328,312,60
6003-G - CONTEREINE SALES	0.00	aco	0.00	000	
6003-60 - Gro-Fence Targeting 6004-60 - Email 6005-60 - Paid Media	0.00 3.118.29	0.00	0.03	0.00	3,000.00 4,600.00
6006-60 - GVEHT	711.07	7,292.03 0.03	5,128,67 1,423,74	4,576.00 10,700,00	41,500.00 14,160.00
603-00 - Creative Production 601440 - NGO Group Incentive Program 6015-00 - NGO National Memberships	0.00 0.00	5,000.00 500.00	0.63 0.63	5,501,00 1,601,00	12,000.00 6,000.00
60(6-0) - NCO Search Engine Marketing	0.00 22,78	aco	003 10321	1,692.69	1,000.00
e0(8-0) • NCO Nedia Commission e0(8-0) • NCO Digital Ad Serving	13.23 2.63	303.00 42.00	1123 521	1,995.00 84.00	7,662.43 500.00
6019-00 - Conference Direct Partnership 6128-00 - Hebrit Briscoe Strategic Partner	60,0 60.0	583.60 583.00	0.01 583 33	1,166,00 1,166,00	6,993.03 6,593.03
6153-60 - Glent Events / Opportunities 6153-60 - Chicago Sales Rep Support	0.60 125.00	0,60 0,60	0,00 205.33	2,500,00 2,500,00	10,000,00 10,000,00
You I GOID O) - CONFERENCE SALES	3,993.60	00,606,0	7,470,73	32,163.00	124,614.43
6103-CO - TRADE SHOWS	21.57		***		
611-00 - Bita Inspections 6116-00 - GalSAE Seasonal Spectacular	000 000	αω	23.57 0.00	1,500,60	6,000.00
6127-00 · C215AE ANNU2]	0,00	000 000	0.00 0.00	0.00	4,600,00 1,500,60
6161-00 - Connect Marketplace 6151-00 - Destitution CA	0.60 0,60	500,00 GO)	6,500.00 0,00	5,000.00 5,000.00	5,600,00 5,000,00
6154-0) · Helmi Briscos ABC 6155-0) · Conzect Trade Shows	0.00 1,163,40	0.60 2,000,00	0.60 1,166,40	0.00 9,500,00	6,500,00 10,000,00
6156-00 - Connect California 6156-02 - Connect Chicago	0.60 0.60	0.60 0.60	0.00 0,00	0.00 0.00	0,00 5,000,00
6155-05 - Connect Horthwest 6187-00 - HPH Partner Conference	0 to 0,00	0(0) 0(0)	900	2,000.00 0.00	0.00 5,000,00
6160-00 - Althings Meetings Silcon Valley 6160-01 - Althings Meetings East Bay	aco aco	000 000	0.00	0.03	5,000,00 0,00
6165-00 - Bay Area Ofent Appreciation 6166-00 - Sports Commission	0.00 0.00	5,000.60 0.00	0.00 0.00	5,000,00 0,00	5.0000 000
6163-0) - Sictiomenta Raseville Top Galf 6171-00 - Outdoor Relaiter	0.60 0.00	800	000	0.00	2,000,00
6181-00 - Conference Direct FfM/ 6182-00 - Destination Celebration	0 00 925 00	0.00 0.00	0.00 975.00	000 000	0.00 8,000,00 2,000,00
6183-00 - Smart Meetings NorCal	0.00	ãõ	000	5,000,60	5,000,00
Total 6100-00 + TRADE SHOWS	2,114.97	7,500,00	8,614,97	36,000.00	75,000.00
7603-00 - COMMITTED & ADMIN EXPENSES 5008-00 - Geoperative Programs	9.60	000	0,00	250,00	10,000,00
6003-003-FMIRMENT NAT 6021-003-RASC-RENO AV SERVICE COM	317.59 25,000,00	200 00 0.00	317.99 25,000.00	400 00 25,000,00	2,400,00
5122-CO - H5VC - High Slerra Visitors 5124-CO - Rano Tahoz Territory Herrbership	165.53 0.00	166.67 8.00	333.30	333.34	2,000.04
7002-CO - CRU Subscription 7003-00 - NCBVH Entertainment Fond	0.00 45,00	633.33 500.00	2,500,00 45,00	1,000,00 1,666,66 1,000,00	1,000.00 11,499.90
703420 - Research 700500 - Firm Festival	1,751.39 0.00	27,550.00 15,000.00	4,455.15	38,700.00	6,000,00 76,900,0)
7005-00 - Special Events 7007-00 - Destiments - 7071X	0.00 6,441.75	0.00	15,033.00 0,03 8,442.75	15(00)00	15,000,00 20,000,00
THE THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TO THE PERSON NAMED IN COLU	044113	6.60	#46T\2	8,440,75	33,763.00

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107672 Accrual Basis

North Lake Tahoe Marketing Gooperative Profit & Loss Budget Performance

August 2022

					,
	Aug 21	Budget	Jul - Aug 22	YTD Budget	Arvaul Badget
7604-60 - Opportunistic Funds 7603-60 - Trine Cam Usage 7610-00 - Pholo Management & Storage 7610-00 - Pholo Management & Storage 7610-00 - Spontorichips 7600-00 - Cellisteral Production I Frint's 8500-00 - Sanit Industry Travel 8700-00 - Authorolibe Exposse*	0,00 0,00 0,00 0,00 0,00 0,00 0,00 0,0	000 000 74225 000 10/0000 600	000 000 000 000 000 000	4,00 0,00 1,401,50 10,250,00 7,501,00 601,00	59,000 00 2,124,00 8,233,00 25,000 00 11,000,00 4,600,00 4,600,00
Total7000-00 - COMMITTED & ADMIN EXPENSES	35,721.76	\$5,692.25	55,093.19	1(0,991.25	359,720.03
600.00 - Website content a Hammelunce 8002.60 - Content Manager Contractor 600.00 - Website Healing Machinemer 600.60 - Website Scottery & Dafmanace 600.60 - Website SEO Sustegy Machine 600.60 - Website SEO Sustegy Machine	4,250,60 5,60 7,520,60 7,520,60	4,250,00 0.00 7,800,00 2,500,00	8,500,60 533,60 15,000,00 5,000,00	8,50100 53400 19,000,00 5,001,00	51,000,00 2,161,00 pp,000,00 20,000,00
Total 600>00 - WEBSITE CONTENT & LIANTENANCE	14,255.03	14,250.00	29,039.03	29,03400	173,161.03
Total Expense	147,670.83	177,438.75	230,652,16	457,52à.25	2,627,032,43
Het Income	30,660,17	4,697.75	149,156,84	-78,719.25	-87,037,43

North Lake Tahoe Marketing Cooperative

Preliminary
Financial Statements for the Period Ending
September 30, 2022

North Lake Tahoe Marketing Cooperative Balance Sheet Prev Year Comparison As of September 30, 2022

	Sep 30, 22	Sep 30, 21	\$ Change	% Change
ASSETS Current Assets Checking/Savings				
1000-00 ⋅ Cash	133,521.72	333,689.86	-200,168.14	-60,0%
Total Checking/Savings	133,521.72	333,689.86	-200,168.14	-60.0%
Accounts Receivable 1200-00 · Accounts Receivable	195,330.34	0.00	195,330.34	100.0%
Total Accounts Receivable	195,330.34	0.00	195,330.34	100.0%
Other Current Assets 1350-00 · Security Deposits	100.00	100,00	0.00	0.0%
Total Other Current Assets	100.00	100.00	0.00	0.0%
Total Current Assets	328,952.06	333,789.86	-4,837.80	-1.5%
Other Assets 1400-00 · Prepaid Expenses	22,843.58	79,714.48	-56,870.90	-71.3%
Total Other Assets	22,843.58	79,714.48	-56,870.90	-71.3%
TOTAL ASSETS	351,795.64	413,504.34	-61,708.70	-14.9%
LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable	4 044 04	40,004,70	44,000 55	OF 994
2000-00 · Accounts Payable	1,941.21	46,034.76	-44,093.55	-95.8%
Total Accounts Payable	1,941.21	46,034,76	-44,093.55	-95.8%
Total Current Liabilities	1,941.21	46,034.76	-44,093.55	-95.8%
Total Liabilities	1,941.21	46,034.76	-44,093,55	-95,8%
Equity 32000 · Unrestricted Net Assets Net Income	103,639.32 246,215.11	192,668.73 174,800.85	-89,029.41 71,414.26	-46.2% 40.9%
Total Equity	349,854.43	367,469.58	-17,615.15	-4.8%
TOTAL LIABILITIES & EQUITY	351,795.64	413,504.34	-61,708.70	-14.9%

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
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	91,666.00	0.00	0.00	0.00	0.00	91,666,00
IVGID*	0,00	0.00	0.00	0.00	0.00	0.00
NLTRA*	100,113.00	0.00	81,085,00	0.00	-81,085.00	100,113.00
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
OTAL	191,779.00	0.00	81,085.00	0.00	-77,533.66	195,330.34

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
IVCB Visitors Bureau	0.00	10,381.96	0.00	0,00	0.00	10,381,96
Sterling Valley Systems, Inc.	0.00	-8,440.75	0.00	0.00	0.00	-8,440.75
TOTAL	0.00	1,941.21	0.00	0.00	0.00	1,941.21

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Accrual Basis

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

September 2022

	Sep 22	Sep 21	\$ Change	% Change
Income 4000-00 • LTIVCBVB Funding	91,166.00	57,666,00	33,500.00	58,1%
4001-00 · NLTRA Funding	100,113.00	33,269,54	66,843.46	200,9%
4004-00 - IVCBVB Entertainment	500.00	0.00	500.00	100.0%
Total Income	191,779.00	90,935,54	100,843.46	110,9%
Gross Profit	191,779.00	90,935.54	100,843.46	110.9%
Expense 5000-00 · CONSUMER MARKETING 5002-01 · Native Display 5005-00 · Paid Social 5005-01 · Digital Display / Retargeting	0.00 0.00 0.00	833,33 8,076.09 10,515.04	-833,33 -8,076,09 -10,515,04	-100.0% -100.0% -180.0%
5007-00 · Creative Production 5007-01 · Creative Production 5007-02 · Website Production 5007-03 · Photo/Video Creative 5007-00 · Creative Production · Other	20,403.01 7,050.00 1,417.50 330.00	6,455.93 120,00 2,244.40 127,50	13,947.08 6,930.00 -826.90 202.50	216.0% 5,775.0% -36.8% 150.8%
Total 5007-00 · Creative Production	29,200,51	8,947.83	20,252,68	228.3%
5010-00 · Account Strategy & Management 5018-00 · Media Commission 5018-01 · Digital Ad Serving 5020-00 · Search Engine Marketing	8,500,00 182.57 0,00 0,00	7,000.00 85.45 72.88 1,096.85	1,500,00 97.12 -72,88 -1,096,85	21,4% 113.7% -100,0% -100,0%
Total 5000-00 - CONSUMER MARKETING	37,883,08	36,627.47	1,255.61	3,4%
6110-00 · LEISURE SALES 5107-00 · Creative Production 6112-00 · Training / Sales Calls 5146-00 · TIA Annual Dues	360.00 0.00 218.75	0,00 119,88 0,00	360,00 -119.88 218.75	100,0% -100.0% 100.0%
Total 5110-00 · LEISURE SALES	578.75	119,88	458.87	382,8%
5200-00 · PUBLIC RELATIONS 5200-01 · Strategy, Reporting, Mgmt, Etc. 5202-00 · PR Program! Content Dev · Blogs 5204-00 · Media Mission(s) 5206-00 · Digital Buyl Social Media Boost 5207-00 · Content Campalgns/Tools-My Emma 5209-00 · Domestic Travel Media FAMS 5210-00 · Content Dev · Newsietters 5211-00 · Social Media Strategy & Mgmt 5221-00 · Photography & Video Asset Dev 5200-00 · PUBLIC RELATIONS · Other	0.00 2,992,95 0.00 2,850,00 0,00 3,690,00 1,700,00 6,000,00 480,00 6,000,00	5,000.00 360.00 558.84 800.00 240.00 0.00 480.00 6,000.00 0.00	-5,000.00 2,632.95 -558.84 2,050.00 -240.00 3,690.00 1,220.00 0,00 480.00 6,000.00	-100,0% 731,4% -100,0% 256,3% -100,0% 100,0% 254,2% 0,0% 100,0%
Total 5200-00 · PUBLIC RELATIONS	23,712.95	13,438,84	10,274.11	76,5%
6000-00 · CONFERENCE SALES 6004-00 · Email 6006-00 · CVENT 6007-00 · Creative Production 6016-00 · MCC Scarch Engine Marketing 6018-00 · MCC Media Commission 6018-00 · Conference Direct Partnership 6128-00 · HelmsBriscos Strategic Partner 6153-00 · Chicago Sales Rep Support	360.00 711.87 0.00 22.78 17.97 0.00 0.00 125.00	0.00 1,461.87 330.00 0.00 2,456,73 1,749.99 563,33 103,53	360.00 -750.00 -330.00 22.78 -2,438.76 -1,749.99 -563.33 21.47	100.0% -51.3% -100.0% 100.0% -99.3% -100.0% -100.0% 20.7%
Total 6000-00 · CONFERENCE SALES	1,237.62	6,685.45	-5,447.83	-81.5%
7000-00 · COMMITTED & ADMIN EXPENSES 5123-00 · HSVC · High Sierra Visitors 7002-00 · CRM Subscription 7004-00 · Research 7010-00 · Photo Management & Storage 8700-00 · Automobile Expense*	208.33 0.00 15,850.00 0.00 0.00	166.67 7,608.75 3,492.12 520.75 8,93	41.66 -7,608.75 12,357.88 -820.75 -8.93	25.0% -100.0% 353.9% -100.0% -100.0%
Total 7000-00 - COMMITTED & ADMIN EXPENSES	16,058.33	11,897.22	4,161.11	35.0%
8000-00 - WEBSITE CONTENT & MAINTENANCE 8002-00 - Content Manager Contractor 8004-00 - Website Strategy & Maintenance 8005-00 - Website SEO Strategy/Maint	4,250.00 7,500.00 2,500.00	4,250.00 7,500.00 7,500.00	0,00 0,00 -5,000,00	0.0% 0.0% -66.7%
Total 8000-00 · WEBSITE CONTENT & MAINTENA	14,250.00	19,250,00	-5,000.00	-26,0%
Total Expense	93,720.73	88,018,88	5,701.87	6.5%
Net Income	98,058.27	2,916.68	95,141,59	3,262.0%

Accord Basis

North Lake Tahoe Marketing Gooperative Profit & Loss Budget Performance

September 2022

ECON DIRE		September 2022			
	Stp ?2	Budget	did - Sep 22	YIDBudget	Avousi Budget
Income 4/00-00 - L: NVCB/B Funding	50 591,16	91,166,00	273,493,00	273,493,00	1,004,000,60
4001-00 - R.T.R.A. Funding	100,113,03	190,113.00	273,494,01	273,494,03	1,04,050,00
4004-00 - NCBYA Enterphyrent	500,00	500,00	1,500,00	(0,002,3)	6,000,00
4005-40 • Prior Year Het Income	(4.0	0.00	0.00	(0.0	0,00
Yold Income Grass Profit	191,779,00	191,779,00	570,653.00	570,564.00	2,540,000,00
Ezpenie	191,770,00	191,779.00	\$70,55A,00	570,583.00	2,540,00200
6000-0 - CONSUMER MARKETING 5001-01 - Poscari	0.00	5,848,00	0.60	5558.00	2500000
5002-00 - Constanter Print 5002-01 - Native Display	0.00 0.00	7,180.00	0.00 0.00	32,190.00	25,000,00 10,125,00 100,372,00
EGG4 CO - Trip Advisor 5035-03 - Pard Social	0.00	9.816.00	0,60	9,816,00	61,917,00
5/05-54) - Digital Display / Retargeling 5/07-50 - Creatiful Production	0.6)	24,185.60 17,100.60	18,826.93 12,184,61	31,905.00 25,250,00	139,248.00 110,620,00
5007-01 - Creative Production 5007-03 - Viebside Production	20,403.01	7,500 00	24,603,01	37,503.03	149,500,00
5007-03 - Photo-Vidao Creative	7,050,00 1,417.50 330,00	2,502,60 2,617,50	7,690,00 12,161,50 320,00	7,503,00	31,600,00 37,670,00
5007-00 • Creative Production • Other Total 5007-00 • Creative Production	79,200.51	12,617.50	44,979.51	0 00 57,657.50	0.00 215,170.00
50(0-0) - Account Strategy & Management	8,503.00	8,500.00	25,500.00	25,500.00	
5013-60 · Outdoor	000	23,230 60	0.00 0.00	23,230.00	100,000,00 100,000,00 128,661,00
5015- Video Stramby 5017-00 - Richfelu 5018-00 - Usdia Commission	0,00 182.57	0,00 17,063.00	0.00 565.66	any	30,000,00
5012-01 · Digital Ad Serving 5010-01 · Search Engine Harketing	0,00	220,00	69.23	23,350.00 660.00	119,357,00 2,655,00
502-60 - Email 502-60 - Fusion 7	0.00 0.00 0.00	15,792.00 5,000.00 0.00	15,375,42 0.00	23,937,00 5,000,00	119,470,00 20,000,00
5075-60 · Expedia	0,00	0.00	(0.0 (0.03.6)	0.00 0.00	9.00 15.000.00 17.000.00
5033-03 - Television 5033-03 - TravelZoo	0.00 0.00	0.00 27,720.00	0.00	0.00 22,22\00	17,000,00 E0,000,00
Total 8000-00 - Colleuner Markethig	37,633,68	169,456.50	132,331,26	2A1,55A,50	1,365,805,00
510-0) - LEISURE SALES 5107-03 - Greative Production	397,00	000	360.00	502.00	2,003.00
\$107-03 • Greative Production \$111-00 • FAXE - Domestic \$112-03 • Trashing 1830as Calls	0.00	000 000	62.0 60.0	1,800.00 2,800.00	6,000,00
5111.60 • Additional Occordant by	0.00	0.00 0.00	020	2,500,00	10,000,00
5115-03 - Travel Agent Incentive Program 5120-03 - Domestic - Trade Shows 5131-03 - FAUS - Aut - Travel Trade	n.co 0.00	000	ono cuo	0.00	4,150,00
8131-02 - S15-Teps 8134-00 - Intil Harristing - Additional Opp	0.00	0.00	രാ	1,590 to 0,60 0,00	6,000,00 3,350,00 0,00
5137-63 - Co op Opportunities 5143-63 - Hountain Travel Symposium	0.03 0.00	0.00	0,00	0.00	20,000.00
514420 - PV/- PV/VVVVV 6145-0) - TIA Annual Dues	0.00 218.75	0.00 0.00 0.00	0.00 0.00 656.25	000 000 000	5,000.00 13,000.00 2,700.00
5147-00 - AUS / Gate 7 5151-00 - Canada	0,00 0,00	0.00	0,00	35,000,00	35,000,00
515563 - California Star Program	800	000	oro 000	30,022.00 0.00	30,000.00 3,000.00
5157-00 - International Efforts	0.00	0.00	0.00	5,000,00	20,000,00
Total \$ (10 CO - LEISURE SALES	578.75	0.00	1,016.25	78,500.00	170,700.00
533-00 - PUBLIC RELATIONS 5703-01 - Stylegy, Reporting, Mg ml, Etc. 5702-00 - PR Program Content Day - Blogs	0,00	6000.00	00,000,0	18,000,00	72,602.00 18,000,00
5202-60 • PR Program Content Dev • Blogs 5204-60 • Nedia Miusion(s)	2,977.95 0,00	1,50300 2,000,00	5,475.50 3,758.84	4,500.00 7,000.00	15,600.00
5204.00 • Nedia Mushofa) 2202.00 • Digital Burl Social Hedia Boom 5207.00 • Content Campalyna Fools-Hy Envia 5202.00 • International Travel Hedia FAUS	2,650,03 0,03	960.00 265,00	2,850.00 265.00	2,650.00 796.00	13,400,00 3,160,00 12,000,00
\$203-00 - International Travel Media FAVS \$209-00 - Domealis Travel Media FAVS	0.00 3,693,00	0.00 0.00	0.07 4,630,00	0.00	24,000,00
6209-00 - Domeatic Trayel Media FAUS 6210-00 - Content Day - Newsletters 6211-00 - Social Media Strategy & Mgmt	1,700,00 6,600,00	1,70000 6,000,00	3,403.00 18,000.00	5,1020) 18,0000	20,430,00 72,000,00
5212-00 - Social Giveranys & Contests 5214-00 - Social Yakeover	0.00	0.00 0.00	0.00	7500) 800	3,000,00
5318-00 + PR Content Development + Distri 5318-00 - Chils: Communication / Training 5221-00 - Photography & Video Asset Day	0.00 0.00	1,200.00 1,000.00	0.03	1,200,00 19,000,00	4,602,00
\$222-00 - Media Tracking / Mendouship	450,00 0.00	4,000.00 0.00	03,163,1 03.0	19,00000 12,000,00 633,00	45,000.00 3,532.00
6220-01 - PR Meals / Entertainment 6200-01 - PUBLIC RELATIONS - Other	0.03 6,000.00	000	0.00 12,000.00	250,00	1,00100
Total 5303-00 - PUBLIC RELATIONS	21,712.95	24,615,00	58,291,54	65,328,00	328,312.00
EGGO-CO - CONFERENCE GALES	0.00		***	4	
6033-03 - Geo-Fence Targeling 6031-03 - Em33 6035-03 - Pald Media	330,00 0,00	1,50000	010 38060 5,122,67	1,500.00 0,00 6,668.00	3,603,00 4,603,00 41,503,00
ADSCO - CVENT	711.87	2,292.00	2,135.61	10,700.00	14,160.00
6007-00 - Creative Production 6014-01 - UCC Group Incentive Program 6015-00 - NCO National Veraberships	0,00 0,00	5,000.00 500.00	0.00 0.00	10,500,00 1,500,00	12,000,00 6,000,00
4018-00 - MCC Search Engine Marketing	0.00 22.78	0.00	0.00 150.99	1,000.00	1,000.00
6019-00-1/200 Media Commission 6019-01-1/200 Digital All Serving 6019-00-00-01-1-1-1-1-1-1-1-1-1-1-1-1-1-1	17.97 0.0) 0.0)	303.00 42.00	3120 521 001	2,293.00 126.00	7,662.43 500.00
6128-03 - Helms Briscoe Strategic Partner	0,03	£63,00 583,00	583.33	1,749.00 1,749.00	696.00
6152-60 · CFent Events / Opportunities 6153-60 · Chicago Sales Rep Support	0,60 125,00	aw aw	33333	2,500,00 2,500,00	00,000,00 E0,000,00
To be enco as - conference sales	1,237,62	10,803.00	8,703.33	42,931.00	124,814,43
6102-00 - TRADE SHOWS 6102-00 - Milcoellaneous	an		23.57		
6111-0) - Ske inspections 6116-00 - GaiSAE Seasonal Spectaculus	0.00 0.00 0.00	ato ato	00.0	1,500,00 0,00	6,000,00 4,000,00
6127-CO - CalSAE Annual	00.0	0.00 0.00	6,600.00	0.00 5,000.00	1,500,00 5,000,00
6143-69 - Connect Warketplace 6151-09 - Destination CA 6151-09 - Helmi Bilicoc ABQ	0.00	0.00 0.00	0,00 P.OJ	5,000,00 0,00	5,600,00 6,500,00
6155-CO - Connect Trade Shows 6156-CO - Connect California	0,00 0.00	501.00 0.00	1,166,40 0,00	10,000,00	10,000,00 0,00
6156-02 - Connect Chicago 6156-05 - Connect Horthwest	0,63 0,63	000	0,0) 0,00	0.00	\$50000 000
6157-00 - HPN Partner Conference 6160-00 - AllThings Meetings Socon Valley	0,60 0.00	0.00 5,000.00	0,0) 00,0	5,000,00 5,000,00	5,000,00 5,000,00
6169-01 - AlThings Rectings East Bay 4165-00 - Bay Area Offers Appreciation	0.00	000	0.00	000 5,0000	0.00 5,000,00
616540 - Sports Commission 616540 - Secremento Rosevite TopGott	0.00 0.00	0.00 0.00	000	000	0.00 2.000,00
6171-CO - Outdoor Retailer 6161-CO - Conference Direct PNW	0.00	000	0.00 0.00	0(0) 0(0)	8000
6197-CO - Destination Celebration 6183-CO - Smart Heetings Hordal	0.00	00000,1 000	925.01 0.60	1,000,00 5,000,00	2,000,00 5,000,00
TOUL 610200 TRADE SHOWS	ano	£50000	8,614.97	47,500 00	75,600,00
7000-00-COUDITTED & ADMIN EXPENSES					
5003-60 + Cooperative Programs	900	0(0) 200(0)	0.00 317.99 25,000.00	2,500,00 600,00	10,000,00 2,400,00
5011-60 • RASC-Reno Als Service Gorp 5122-60 • HSVO • High Sierra Visitors	203 33	Q (0 16667	544.63	25,000,00 500,01	2,6000 (0,000,00 2,000,04
512440 • Reno Tahoe Territory Membership 760240 • GRM Subscription	ର୍ଷ ଉଷ	837.33 0 CD	0,00 2,500.00	1,600,00 2,493,99	1,001,00 11,493.96
7003-00 - NOBVB Enfert himani Fund 7004-00 - Research	0,00 15,850,00	500,00 3,820,00	45 00 20,306,15	1,500,60 42,520,00	60000
7005-00 - Film Festival 7006-01 - Special Events	0.00 0.00	000	15,000.00 0,60	15,000,00 0.00	67,002,67 00,000,21 00,000,00
7007-60 - Destimetrics / DAX	000	000	6,442.75	8,440.75	33,763.00

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North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

September 2022

	Srp 22	Budgel	Jul + 5 tp 22	Y1D Budget	Annull Budget
7075-03 - Opportunitric Funds 7007-05 - Taboo Gam Usage 7016-05 - Patolo Usage ment & Sierage 7012-03 - Spontenthips 7028-03 - Collated Federal on / Printin 6009-03 - Salt Judgesty Travial 8008-03 - Automobile Expenses	0.00 0.00 0.00 0.00 0.00 0.00 0.00	000 000 654 25 000 000 000 460,00	000 000 000 000 000 000	0.00 0.00 2.054.75 0.00 10.720.00 2.500.00 1,720.00	60,00100 2,124.00 2,21100 25,00100 11,60100 10,00100 4,601,60
Total 7(00) COMMITTED & ADMIN EXPENSES	16,058.33	8,578.25	72,151.52	115,569.50	383,720,00
E004-0 - V-EBSITE CONTENT & IJAINTENIANCE \$002-00 * Content Manager Gentractor £004-00 * V-bbit is to thing Juliantenance £004-00 * V-bbit is E0 Sturrey & July Manager £004-00 * V-bbit is E0 Sturrey July And	4.250.00 000 7,820.60 2,500.00	4,250,00 0,00 7,500,00 2,500,00	12,750 00 533 00 22,500 00 7,500 00	12,750.00 531.00 22,500.00 7,560.00	51,000.00 2,161.00 60,000.00 30,000.00
Long tood od + (AEBRITE CO)(LETA # HYGILEHYSICE	14,250,00	14,250.00	43,283.03	43,284.53	173,161.03
Total Expense	91,720,73	232,232,75	321,372.60	699,761,00	2,627,032.43
Net (neorse	\$8,058,27	-40,451.75	256,215.11	-113,173.00	-97,032,43