

DESTINATION LEVEL RESERVATIONS ACTIVITY SUMMARY

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



north lake tahoe

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 September'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 financial markets. The Dow Jones Industrial Average (DJIA) decreased -9.6 percent or -3,065.36 points from last month and closed at 28,725.51 points. Effectively wiping 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 heavily invested in financial markets, as they are shaken from a large loss in portfolio value. As efforts are taken to reduce inflation, currently at 8.3 percent, employees across the economy added fewer jobs than initially expected, seemingly justifying the actions taken by the Federal Reserve to cool down the economy. In September, the US added 263,000 new jobs, a decrease of -16.5 percent from last month, and unemployment fell to 3.5 percent. The Hospitality and Leisure industry led the way in new job gain with 83,000 new positions but remains suppressed from the total employment numbers of February 2020 by -1.1 million jobs. Though as mentioned before, this isn't necessarily negative as lower occupancy rates require less staff to provide adequate services. While financial markets declined since last month and job gain was unimpressive, the Consumer Confidence Index (CCI) increased 4.2 percent to 108.0 points (1985=100). This marks the first time the index has gained in consecutive months since April and is also the highest it has been for the entire summer season. While this is relatively good news despite the slowing of the economy, we will be watching to see how consumers react to the economic developments from this month in the coming CCI report in October. Despite some tumultuous developments in the economy, consumers were relatively unshaken and provided strong bookings and revenue for the month. Whether or not the economic conditions start to erode winter season bookings is yet to be seen as domestic and international forces scramble to get the economy under control and stable once again. Locally, North Lake Tahoe occupancy was up +72.2 percent in September versus 2021, accompanied by an increase in rate of +18.9 percent. North Lake Tahoe occupancy for the past six months (April - September) was up +13.7 percent compared to the same period last year, accompanied with a rate that is even with last year. Bookings taken in September for arrival in September were up an undefined amount compared to bookings taken in September 2021, as last year had negative fill (not shown).

		Year over Year		
		2022/23	2021/22	% Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
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 (18.9%).	Occupancy (September) :	48.0%	27.9%	72.2%
	ADR (September) :	\$348	\$293	18.9%
b. Next Month Performance: Current YTD vs. Previous YTD				
Occupancy Rates for next month (October, 2022) are down (0.0%) compared to the same period last year, while Average Daily Rate is up (2.0%).	Occupancy (October) :	35.4%	35.4%	0.0%
	ADR (October) :	\$249	\$244	2.0%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
Occupancy Rates for the previous 6 months (April - September) are up (13.7%) compared to the same period last year, while Average Daily Rate is down (0.0%).	Occ - 6 Month Historic	53.6%	47.1%	13.7%
	ADR - 6 Month Historic	\$438	\$438	0.0%
d. 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%) compared to the same period last year, while Average Daily Rate is also up (5.5%).	Occ % - 6 Month Future	22.1%	20.4%	8.4%
	ADR - 6 Month Future	\$366	\$347	5.5%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Sep. 30, 2022 vs. Previous 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%

LOOKING 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 and 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 economy, as well 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 \$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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	Amber Burke, Director of Marketing	Amber@GoTahoeNorth.com	
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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

	<u>FY 22/23</u>	<u>FY 21/22</u>	<u>Variance</u>
Total Revenue Booked as of 9/30/22:	\$1,404,422	\$1,792,943	-22%
Number of Room Nights:	6,291	8304	-24%
Number of Delegates:	3052	3909	-22%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>September-22</u>	<u>September-21</u>	
<u>Number of Groups Booked:</u>	4	0	
Revenue Booked:	\$127,050	\$0	
Room Nights:	891	0	
Number of Delegates:	430	0	
	1 Corp., 1		
	Assoc., 1 CA		
	Assoc., 1 Non-		
Booked Group Types:	Profit	0	
Lost Business, # of Groups:	13	10	
<u>Arrived in the month</u>	<u>September</u>	<u>September-22</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$253,246	\$111,814	126%
Room Nights:	1103	718	54%
Number of Delegates:	640	255	
	5 Corp, 1		
	Assoc., 2 Non-	1 Govt, 1 SMF,	
Arrived Group Types:	Profit	1 Asspc., 1 MP	

Monthly Detail/Activity	<u>August-22</u>	<u>August-21</u>	
<u>Number of Groups Booked:</u>	2	0	
Revenue Booked:	\$91,595	\$0	
Room Nights:	514	0	
Number of Delegates:	425	0	
	1 CA Assoc., 1		
Booked Group Types:	Corp.	0	
Lost Business, # of Groups:	15	0	
<u>Arrived in the month</u>	<u>August-22</u>	<u>August-21</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$45,903	\$208,360	-78%
Room Nights:	100	795	-87%
Number of Delegates:	50	330	
Arrived Group Types:	1 Corp.	2 Assoc.	

Monthly Detail/Activity	<u>July-22</u>	<u>July-21</u>	
<u>Number of Groups Booked:</u>	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	
<u>Arrived in the month</u>	<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.	
	<u>Current Numbers</u>	<u>Goals</u>	
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	123
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



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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:
 - 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



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September 2022
Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - High Sierra Visitor Council virtual meeting with French representation 9/7
 - Expedia Q3 Virtual Insights Summit 9/13
 - Reno Tahoe Territory Meeting in Incline Village 9/14
 - Reno Tahoe DOS Meeting 9/14
 - Hosted Ski.com webinar on 9/16

- Key Projects:
 - Hosted Volaris Airlines FAM of top selling agents with Travel Nevada on September 11th
 - Hosted French influencer couple and their baby (@onmetlesvoiles) on a High Sierra road trip from September 26th - 28th
 - Planning Texas Sales Mission 10/3-10/7 with Reno, Travel Nevada and Las Vegas
 - Planning Visit California Luxury Forum 10/23-10/25
 - Planning Fall campaign with Expedia

September 2022 Monthly Report



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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.



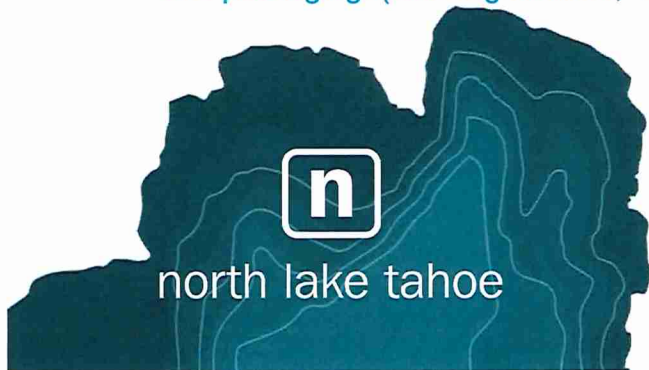
Industry Insights

- 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”)





Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

August 2022



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
Capacity of Seats *:	Up 5.0% vs. August 2021, down 6.8% vs. August 2019
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%
Cargo Volume:	Up 1.0%

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.

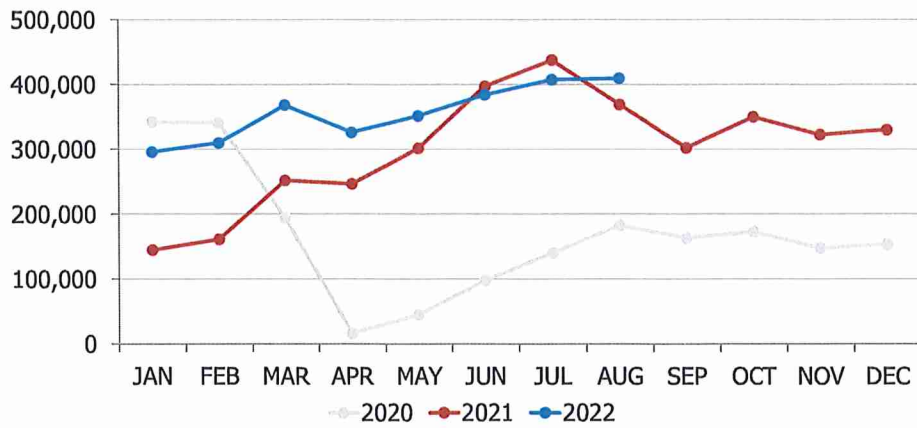
JSX Public Charters

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.

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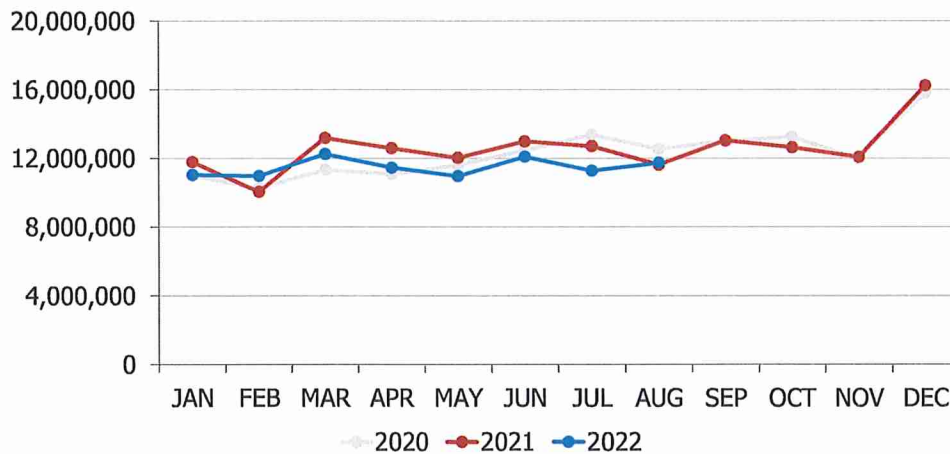


Passengers



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

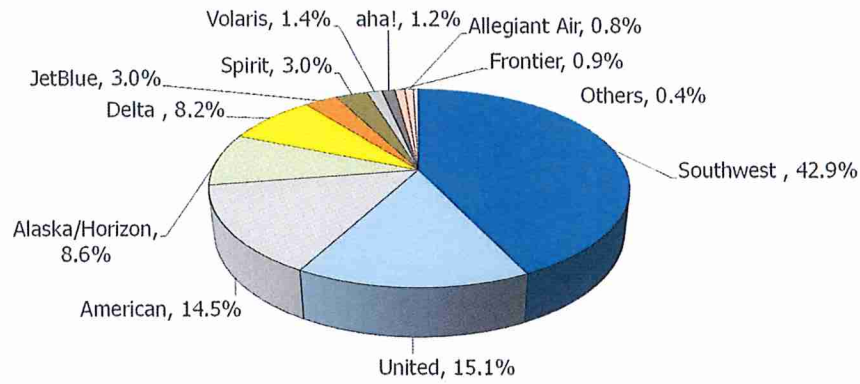


In August 2022, DHL cargo volume was up 42.5% and UPS was up 9.5% when compared to August 2021. FedEx was down 6.1% during the same period.

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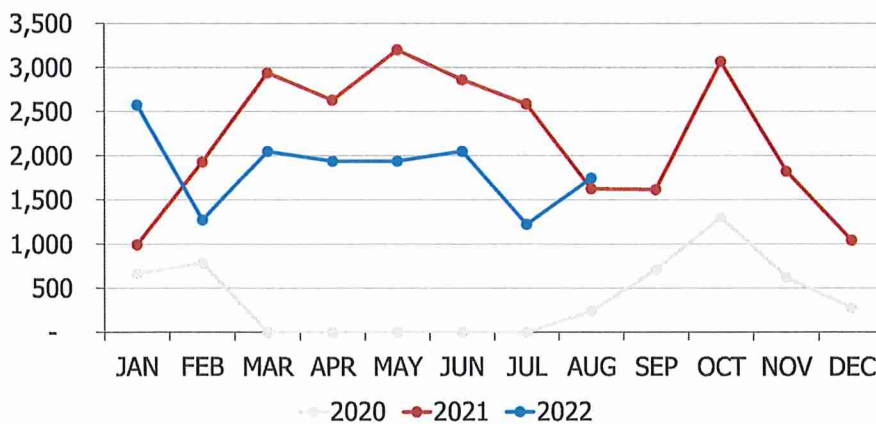


AIRLINE MARKET SHARE (passengers)



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

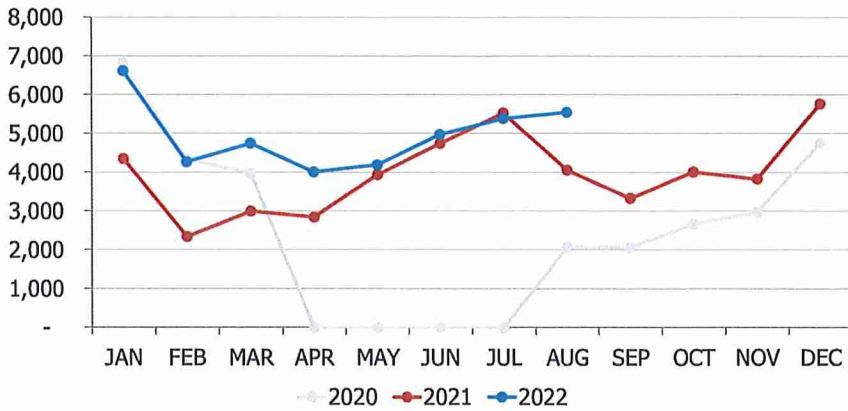


In August 2022, RNO served 1,746 passengers on charter flights, an increase of 7.3% when compared to August 2021.

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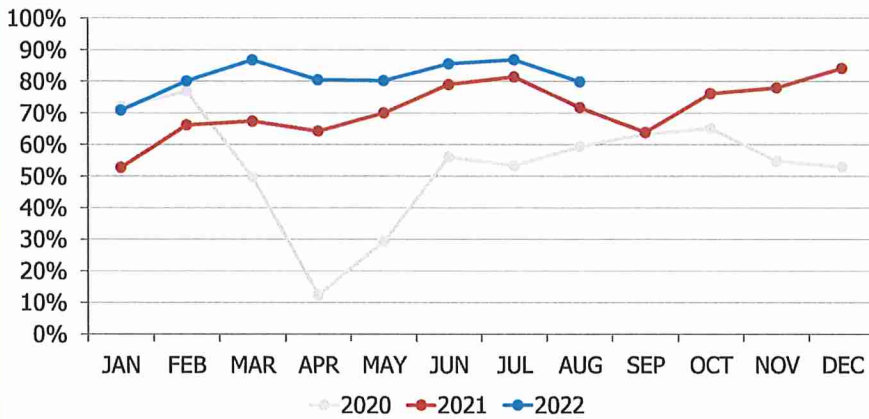


TOTAL INTERNATIONAL PASSENGERS

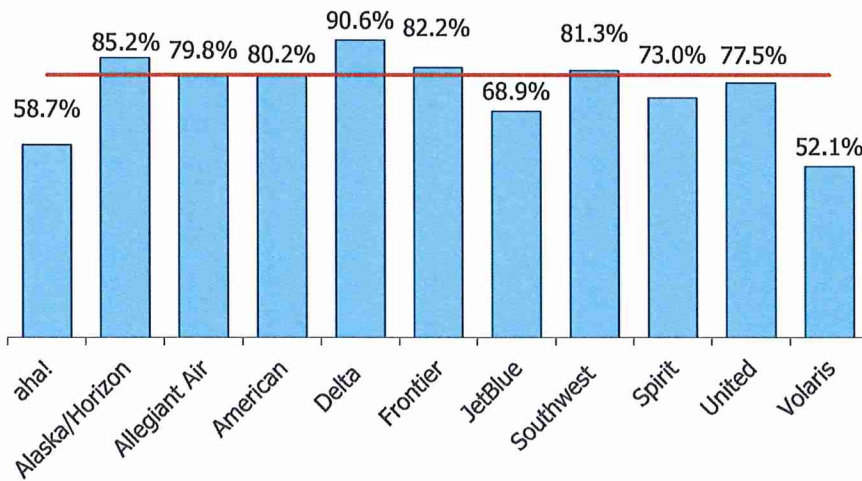


In August 2022, RNO served 5,561 international passengers, an increase of 36.7% when compared to August 2021.

AVERAGE ENPLANED LOAD FACTOR

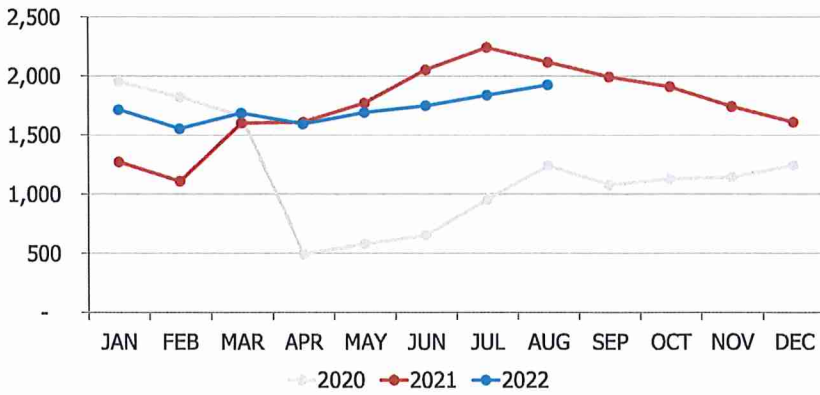


In August 2022, RNO's average enplaned load factor was 80.0%, an increase of 8.1 pts. versus August 2021.



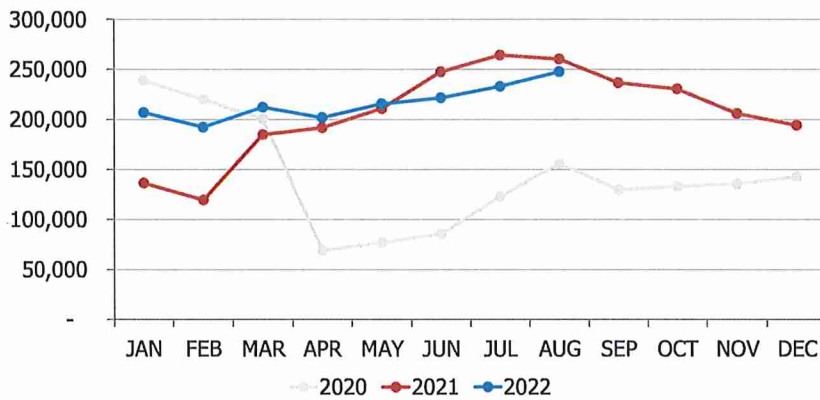
The red horizontal line on the left represents RNO's average enplaned load factor.

DEPARTURES



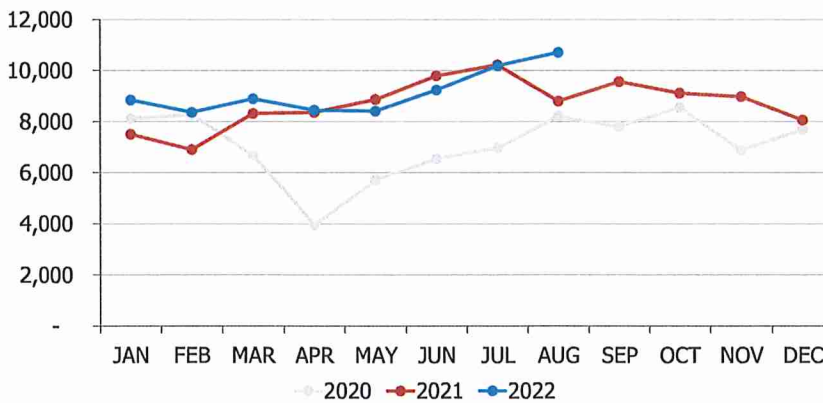
In August 2022, RNO handled 1,929 departures, a decrease of 9.1% when compared to August 2021.

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.

wemoveyou



October 2022 RNO Flight Schedule

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

Multiple airlines in a market

9.27.2022

Total Passengers Aug-22						
	Passengers		% Diff.	Passengers		YOY % Diff.
	2020	2021		2022		
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%			
OCT	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 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%

Total Cargo Volume in Pounds Aug-22						
	2020	2021	% Diff.	2022		YOY % Diff.
	Cargo in Pounds			Pounds	Metric Tons	
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%

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

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north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center Visitor Report: Sep 2022

VISITORS SERVED:

Aug 2022

Total TC & KB Walk-ins 7,582
Total Phone Calls: 272
Total 5,854

Sep 2021

Total TC & KB Walk-ins 2,357
Total Phone Calls: 336
2,693

Sep 2022

Total TC&KB Walk-ins: 4,507
Total Phone Calls: 183
4.690

REFERRALS GIVEN TO VISITORS:

Restaurants 375	Lodging 79	Historic / Museum 187	Events 231
Tours 77	Surrounding Towns (SLT / Truckee) 102	Retail 114	Transportation 73
Services –Weather, bathroom, events etc 814	Activities Mountain / Trails 316	Activities / Lake 473	Maps / Directions 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. Last year we were closed over 14 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

1:27 PM
 10/26/22
 Accrual Basis

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

	Aug 31, 22	Aug 31, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	327,270.38	279,491.31	47,779.07	17.1%
Total Checking/Savings	327,270.38	279,491.31	47,779.07	17.1%
Accounts Receivable				
1200-00 · Accounts Receivable	290,694.34	117,332.00	173,362.34	147.8%
Total Accounts Receivable	290,694.34	117,332.00	173,362.34	147.8%
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	618,064.72	396,923.31	221,141.41	55.7%
Other Assets				
1400-00 · Prepaid Expenses	23,927.81	78,913.20	-54,985.39	-69.7%
Total Other Assets	23,927.81	78,913.20	-54,985.39	-69.7%
TOTAL ASSETS	641,992.53	475,836.51	166,156.02	34.9%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	390,196.37	111,283.61	278,912.76	250.6%
Total Accounts Payable	390,196.37	111,283.61	278,912.76	250.6%
Total Current Liabilities	390,196.37	111,283.61	278,912.76	250.6%
Total Liabilities	390,196.37	111,283.61	278,912.76	250.6%
Equity				
32000 · Unrestricted Net Assets	103,639.32	192,668.73	-89,029.41	-46.2%
Net Income	148,156.84	171,884.17	-23,727.33	-13.8%
Total Equity	251,796.16	364,552.90	-112,756.74	-30.9%
TOTAL LIABILITIES & EQUITY	641,992.53	475,836.51	166,156.02	34.9%

1:14 PM

10/26/22

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	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	<u>91,666.00</u>	<u>81,085.00</u>	<u>0.00</u>	<u>114,392.00</u>	<u>3,551.34</u>	<u>290,694.34</u>

1:17 PM
10/26/22

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
AugustineIdeas	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	<u>62,752.20</u>	<u>58,419.71</u>	<u>269,024.46</u>	<u>0.00</u>	<u>0.00</u>	<u>390,196.37</u>

1:07 PIA

10/28/22

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 • HLTRA Funding	81,085.00	55,013.61	26,071.39	47.4%
4004-00 • IVCBVB Entertainment	500.00	0.00	500.00	100.0%
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	0.00	833.33	-833.33	-100.0%
6005-00 • Paid Social	13,109.30	6,584.17	6,525.13	99.7%
6005-01 • Digital Display / Retargeting	4,448.55	3,096.52	1,442.03	48.0%
6007-00 • Creative Production				
6007-01 • Creative Production	4,205.00	5,582.38	-1,377.38	-24.7%
6007-02 • Website Production	840.00	0.00	840.00	100.0%
6007-03 • Photo/Video Creative	9,316.50	2,484.40	6,832.10	276.0%
6007-00 • Creative Production - Other	0.00	127.50	-127.50	-100.0%
Total 6007-00 • Creative Production	14,361.50	8,194.28	6,167.22	75.3%
6010-00 • Account Strategy & Management	8,500.00	7,990.00	1,500.00	21.4%
6010-02 • Website Strategy & Analysis	0.00	2,500.00	-2,500.00	-100.0%
6018-00 • Media Commission	382.89	132.52	250.37	188.9%
6018-01 • Digital Ad Servicing	22.39	0.00	22.39	100.0%
6020-00 • Search Engine Marketing	6,431.33	0.00	6,431.33	100.0%
6024-00 • Fusion 7	0.00	3,000.00	-3,000.00	-100.0%
6025-00 • Expedia	16,800.00	0.00	16,800.00	100.0%
Total 6000-00 • CONSUMER MARKETING	64,052.86	31,230.82	32,822.14	105.1%
6110-00 • LEISURE SALES				
6113-00 • Additional Opportunities	0.00	167.84	-167.84	-100.0%
6145-00 • TIA Annual Dues	218.75	0.00	218.75	100.0%
Total 6110-00 • LEISURE SALES	218.75	167.84	50.81	30.3%
5200-00 • PUBLIC RELATIONS				
5202-00 • PR Program/ Content Dev - Blogs	2,482.95	0.00	2,482.95	100.0%
5204-00 • Media Mission(s)	3,758.84	0.00	3,758.84	100.0%
5206-00 • Digital Buy/ Social Media Boost	0.00	800.00	-800.00	-100.0%
5207-00 • Content Campaigns/Fools-My Emma	0.00	240.00	-240.00	-100.0%
5209-00 • Domestic Travel Media FAMS	950.00	0.00	950.00	100.0%
5210-00 • Content Dev - Newsletters	1,700.00	0.00	1,700.00	100.0%
5214-00 • Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5216-00 • PR Content Development + Distri	0.00	1,320.00	-1,320.00	-100.0%
5221-00 • Photography & Video Asset Dev	1,411.80	0.00	1,411.80	100.0%
5222-00 • Media Tracking / Membership	0.00	-5.03	5.03	100.0%
5280-00 • PR Meals / Entertainment	0.00	178.00	-178.00	-100.0%
5200-00 • PUBLIC RELATIONS - Other	6,000.00	0.00	6,000.00	100.0%
Total 5200-00 • PUBLIC RELATIONS	22,313.59	8,532.87	13,780.62	161.5%
6000-00 • CONFERENCE SALES				
6005-00 • Paid Media	3,118.29	0.00	3,118.29	100.0%
6006-00 • CVENT	711.87	711.87	0.00	0.0%
6016-00 • MCC Search Engine Marketing	22.76	0.00	22.76	100.0%
6018-00 • MCC Media Commission	13.23	201.88	-188.65	-93.5%
6019-01 • MCC Digital Ad Servicing	2.63	0.00	2.63	100.0%
6128-00 • HelmsBrittice Strategic Partner	0.00	583.33	-583.33	-100.0%
6153-00 • Chicago Sales Rep Support	125.00	83.33	41.67	50.0%
Total 6000-00 • CONFERENCE SALES	3,993.80	1,580.41	2,413.39	152.7%
6100-00 • TRADE SHOWS				
6102-00 • Miscellaneous	23.57	0.00	23.57	100.0%
6156-00 • Connect Trade Shows	1,166.40	0.00	1,166.40	100.0%
6182-00 • Destination Celebration	925.00	0.00	925.00	100.0%
Total 6100-00 • TRADE SHOWS	2,114.97	0.00	2,114.97	100.0%
7000-00 • COMMITTED & ADMIN EXPENSES				
6009-00 • Fulfillment / Mail	317.99	0.00	317.99	100.0%
6021-00 • RASC-Reno Air Service Corp	25,000.00	25,000.00	0.00	0.0%
6123-00 • HSVG - High Sierra Visitors	166.63	166.67	-0.04	0.0%
7003-00 • IVCBVB Entertainment Fund	45.00	0.00	45.00	100.0%
7004-00 • Research	1,751.39	1,111.08	640.31	57.6%
7007-00 • Deslmetrics / DMX	8,440.75	0.00	8,440.75	100.0%
7010-00 • Photo Management & Storage	0.00	620.75	-620.75	-100.0%
7020-00 • Collateral Production / Printin	0.00	723.94	-723.94	-100.0%
Total 7000-00 • COMMITTED & ADMIN EXPENSES	35,721.76	27,622.44	8,099.32	29.3%
8000-00 • WEBSITE CONTENT & MAINTENANCE				
8002-00 • Content Manager Contractor	4,250.00	0.00	4,250.00	100.0%
8003-00 • Website Hosting Maintenance	5.00	7,500.00	-7,495.00	-99.8%
8004-00 • Website Strategy & Maintenance	7,500.00	0.00	7,500.00	100.0%
8005-00 • Website SEO Strategy/Maint	2,500.00	0.00	2,500.00	100.0%
Total 8000-00 • WEBSITE CONTENT & MAINTENANCE	14,255.00	7,500.00	6,755.00	90.1%
Total Expense	142,070.83	70,034.58	66,036.25	66.2%
Net Income	30,680.17	36,045.03	-5,864.86	-16.6%

1:19 PM

10/26/22

Accrual Basis

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

	Aug 22	Budget	Jul - Aug 22	YTD Budget	Annual Budget
7008-00 - Opportunistic Funds	0.00	0.00	0.00	0.00	50,000.00
7009-00 - Tahoe Gem Usage	0.00	0.00	0.00	0.00	2,124.00
7010-00 - Photo Management & Storage	0.00	742.25	0.00	1,403.50	8,733.00
7011-00 - Sponsorships	0.00	0.00	0.00	0.00	25,000.00
7012-00 - Collateral Production / Print	0.00	10,000.00	0.00	10,250.00	11,000.00
8000-00 - Staff Industry Travel	0.00	0.00	0.00	7,500.00	10,000.00
8700-00 - Automobile Expense	0.00	400.00	0.00	0.00	4,000.00
Total 7000-00 - COMMITTED & ADRI EXPENSES	35,721.76	55,092.25	55,093.19	109,001.25	359,720.00
6000-00 - WEBSITE CONTENT & MAINTENANCE					
6001-00 - Content Manager Contract	4,250.00	4,250.00	8,500.00	8,500.00	51,000.00
6003-00 - Website Hosting Maintenance	5.00	5.00	533.60	534.00	2,161.00
6004-00 - Website Strategy & Maintenance	7,500.00	7,500.00	15,000.00	15,000.00	50,000.00
6005-00 - Website SEO Strategy/Plan	7,500.00	2,500.00	5,000.00	5,000.00	30,000.00
Total 6000-00 - WEBSITE CONTENT & MAINTENANCE	14,255.00	14,255.00	29,033.60	29,034.00	173,161.00
Total Expense	147,670.83	177,438.75	230,652.16	457,508.25	2,627,032.43
Net Income	39,603.17	-4,897.75	148,156.81	-78,719.23	-87,037.43

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

September 30, 2022

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 10/26/22
 Accrual Basis

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				
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	103,639.32	192,668.73	-89,029.41	-46.2%
Net Income	246,215.11	174,800.85	71,414.26	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%

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North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of September 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
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
TOTAL	<u>191,779.00</u>	<u>0.00</u>	<u>81,085.00</u>	<u>0.00</u>	<u>-77,533.66</u>	<u>195,330.34</u>

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
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	<u>0.00</u>	<u>1,941.21</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,941.21</u>

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North Lake Tahoe Marketing Cooperative
Profit & Loss Prev Year Comparison

Accrual Basis

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	0.00	833.33	-833.33	-100.0%
5005-00 • Paid Social	0.00	8,076.09	-8,076.09	-100.0%
5006-01 • Digital Display / Retargeting	0.00	10,515.04	-10,515.04	-100.0%
5007-00 • Creative Production				
5007-01 • Creative Production	20,403.01	6,455.93	13,947.08	216.0%
5007-02 • Website Production	7,050.00	120.00	6,930.00	5,775.0%
5007-03 • Photo/Video Creative	1,417.50	2,244.40	-826.90	-36.8%
5007-00 • Creative Production - Other	330.00	127.50	202.50	158.8%
Total 5007-00 • Creative Production	29,200.51	8,947.83	20,252.68	226.3%
5010-00 • Account Strategy & Management	8,500.00	7,000.00	1,500.00	21.4%
5018-00 • Media Commission	182.67	85.45	97.12	113.7%
5018-01 • Digital Ad Servicing	0.00	72.88	-72.88	-100.0%
5020-00 • Search Engine Marketing	0.00	1,096.85	-1,096.85	-100.0%
Total 5000-00 • CONSUMER MARKETING	37,883.08	36,627.47	1,255.61	3.4%
5110-00 • LEISURE SALES				
5107-00 • Creative Production	360.00	0.00	360.00	100.0%
5112-00 • Training / Sales Calls	0.00	119.88	-119.88	-100.0%
5146-00 • TIA Annual Dues	218.75	0.00	218.75	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.	0.00	5,000.00	-5,000.00	-100.0%
5202-00 • PR Program/ Content Dev - Blogs	2,992.95	360.00	2,632.95	731.4%
5204-00 • Media Mission(s)	0.00	558.84	-558.84	-100.0%
5206-00 • Digital Buy/ Social Media Boost	2,850.00	800.00	2,050.00	256.3%
5207-00 • Content Campaigns/Tools-My Emma	0.00	240.00	-240.00	-100.0%
5209-00 • Domestic Travel Media FAMS	3,690.00	0.00	3,690.00	100.0%
5210-00 • Content Dev - Newsletters	1,700.00	480.00	1,220.00	254.2%
5211-00 • Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5221-00 • Photography & Video Asset Dev	480.00	0.00	480.00	100.0%
5200-00 • PUBLIC RELATIONS - Other	6,000.00	0.00	6,000.00	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	360.00	0.00	360.00	100.0%
6006-00 • CVENT	711.87	1,461.87	-750.00	-51.3%
6007-00 • Creative Production	0.00	330.00	-330.00	-100.0%
6016-00 • MCC Search Engine Marketing	22.78	0.00	22.78	100.0%
6018-00 • MCC Media Commission	17.97	2,456.73	-2,438.76	-99.3%
6019-00 • Conference Direct Partnership	0.00	1,749.99	-1,749.99	-100.0%
6128-00 • HelmsBriscoe Strategic Partner	0.00	583.33	-583.33	-100.0%
6163-00 • Chicago Sales Rep Support	125.00	103.53	21.47	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	208.33	166.67	41.66	25.0%
7002-00 • CRM Subscription	0.00	7,608.75	-7,608.75	-100.0%
7004-00 • Research	15,850.00	3,492.12	12,357.88	353.9%
7010-00 • Photo Management & Storage	0.00	620.75	-620.75	-100.0%
8700-00 • Automobile Expense*	0.00	8.93	-8.93	-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	4,250.00	4,250.00	0.00	0.0%
8004-00 • Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 • Website SEO Strategy/Maint	2,500.00	7,500.00	-5,000.00	-66.7%
Total 8000-00 • WEBSITE CONTENT & MAINTENANCE	14,250.00	19,250.00	-5,000.00	-26.0%
Total Expense	93,720.73	88,018.86	5,701.87	6.5%
Net Income	98,058.27	2,916.68	95,141.59	3,262.0%

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Accrual Basis

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance

September 2022

	Sep 22	Budget	Jul + Sep 22	YTD Budget	Annual Budget
7023-00 - Opportunistic Funds	0.00	0.00	0.00	0.00	50,000.00
7024-00 - Tahoe Cam Usage	0.00	0.00	0.00	0.00	2,124.00
7018-00 - Photo Management & Storage	0.00	658.25	0.00	2,658.75	8,233.00
7012-00 - Sponsorships	0.00	0.00	0.00	0.00	25,600.00
7025-00 - Collateral Production / Print	0.00	0.00	0.00	10,250.00	11,000.00
8504-00 - Staff Industry Travel	0.00	0.00	0.00	2,800.00	10,000.00
8704-00 - Automobiles Expense*	0.00	400.00	0.00	1,200.00	4,000.00
Total 7000-00 - COMMITTED & ADMIN EXPENSES	16,658.33	6,578.25	77,151.52	115,569.50	387,720.00
8004-00 - WEBSITE CONTENT & MAINTENANCE					
8001-00 - Content Manager Contractor	4,250.00	4,250.00	12,750.00	12,750.00	51,000.00
8003-00 - Website Hosting Maintenance	0.00	0.00	538.00	538.00	2,161.00
8004-00 - Website Strategy & Maintenance	7,500.00	7,500.00	22,500.00	22,500.00	60,000.00
8005-00 - Website SEO Strategy/Advt	2,500.00	2,500.00	7,500.00	7,500.00	30,000.00
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	14,250.00	14,250.00	43,288.00	43,288.00	173,161.00
Total Expense	30,908.33	20,828.25	120,439.52	158,857.50	560,881.00
Net Income	58,658.27	-9,458.75	214,215.11	-118,173.00	-87,033.43