

Board of Directors:

**Chair:** | **Vice Chair:** Sue Rae Irelan, Placer County Appointee  
**Treasurer:** Dan Tester, Squaw Valley Business Assoc. | **Secretary:** Ray Villaman, Northstar Business Assoc.  
**Past Chair:** Samir Tuma, Tahoe City Lodge  
**Mike DeGroff**, Palisades Tahoe | **Amy Ohran**, Northstar California Resort | **Harry Hirsch**, Homewood Mountain Resort  
**Manfred Steuerwald**, Resort at Squaw Creek | **Colin Perry**, Ritz-Carlton, Lake Tahoe  
**Jill Schott**, Tahoe Moon Properties | **Stephanie Hoffman**, Tahoe Luxury Properties  
**Jim Phelan**, Tahoe City Marina | **Dave Wilderotter**, Tahoe Dave's | **Melissa Siig**, TCDA | **Alyssa Reilly**, NTBA  
**Advisory members:** Stephanie Holloway, Placer County Executive Office | Jeff Cowen, TRPA

**Instruction for Public Participation:**

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link: <https://bit.ly/3VOJW5g>  
Pre-registration is required, and members of the public will be admitted into the meeting as an attendee, with audio and video controls disabled. If you wish to make a public comment, use the "Raise Hand" feature in Zoom or \*9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

**8:30 a.m.** 1. Call to Order – Establish Quorum

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2. Approval of Resolution 2022.11

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD NOV 2, 2022 TO DEC 1, 2022 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**

**8:32 a.m.** 3. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.

**8:35 a.m.** 4. Agenda Amendments and Approval **[ACTION]**

5. Open board seat appointments: **[ACTION]**

**Bylaws Article 4 Sec. 6: Any elected director vacancy occurring on the Board shall be filled by the affirmative vote of a majority of the remaining directors at a meeting at which there is a quorum of directors present.**

- A. Appointment Amy Ohran to the Northstar California Resort NLTRA board seat per request from Vail Resorts
- B. Appointment of Harry Hirsch to the Homewood Ski Resort NLTRA board seat per request from Homewood Ski Resort

- C. Appointment of Manfred Steuerwald to the Resort at Squaw Creek board seat per request from Resort at Squaw Creek
- D. Appointment of open At Large F&B seat
- E. Appointment of potential open seat

6. Election of NLTRA board officer position(s) **[ACTION]**

**8:50 a.m.**

7. Consent Calendar – **[ACTION]** All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

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- A. NLTRA Board Meeting Minutes from Oct 5, 2022 [Link to preliminary online document](#)
- B. Review and Approval of CEO’s Expense Report for Aug, 2022 (No expense report for Sept)
- C. NLTRA Financial Statements, Aug & Sept 2022
- D. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)
  - Finance Committee Meeting Oct 28, 2022
  - TOT Committee Meeting, Oct 24, 2022
  - TBID Advisory Committee Meeting, Oct 26, 2022
  - Zone 1 Committee Meeting, Oct 26, 2022
  - Tourism Development Committee Oct 25, 2022
  - In-Market Tourism Development Committee Sept 27, 2022

**9:00 a.m.**

8. Action Item:

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- A. Moving January 4, 2023 BOD meeting to January 11, 2023 - Tony Karwowski
- B. Approval of 2023 Audi FIS Ski Men’s World Cup Event Sponsorship taking place at Palisades Tahoe in the amount of \$45k - Kim Brown

**9:20 a.m.**

9. Informational Updates/Verbal Reports:

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- A. TOT/TBID Committee grant process update - Erin Casey
- B. Housing Hub project update - Erin Casey
- C. Winter Media Plan Presentation - Augustine Agency

**10:50 a.m.**

10. Reports/Back up – The following reports are provided on a monthly or periodic basis by staff and can be pulled for discussion by any Board member.

- A. Destimetrics Report, Sept 2022
- B. Conference Revenue Statistics Report, Sept 2022
- C. Tourism Development Report on Activities, Sept 2022
- D. Reno Tahoe Airport Report, Aug 2022
- E. Visitor Information Center Report, Sept 2022
- F. North Lake Tahoe Marketing Coop Financial Statements, Aug and Sept 2022

**10:51 a.m.**

11. CEO and Staff Updates

**10:53 a.m.**

12. Directors Comments

**10:55 a.m.**

13. Meeting Review and Staff Direction

**10:57 a.m.**

14. Closed Session

**11:00 a.m.**

13. Adjournment

*Posted online at [nltra.org](http://nltra.org)*



# north lake tahoe

Chamber | CVB | Resort Association

## MEMORANDUM

Date: 11/02/2022

TO: NLTRA Board of Directors

FROM: Tony Karwowski, CEO

RE: Resolution Proclaiming a Local Emergency and Authorizing Remote Teleconference Meeting

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### **Action(s) Requested:**

North Lake Tahoe Resort Association (NLTRA) board approval of Resolution No. 2022.11 as **A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD NOVEMBER 2, 2022 TO DECEMBER 1, 2022 PURSUANT TO BROWN ACT PROVISIONS.**

### **Background:**

The NLTRA Board of Directors has been conducting virtual Board of Directors meetings since April 1, 2020 under the provisions of the Governor of California's Executive Order N-29-20 in response to the COVID -19 pandemic. That order expired on September 30, 2021. On September 16, 2021, the Governor signed into law AB 361 which amends the Brown Act to allow continued flexibility for conducting public meetings. A subsequent Executive Order N-15-21 gave AB361 an application date of October 1, 2021. The provisions of AB 361 regarding remote meetings can only be used in the event there is a Governor issued state of emergency that is active under the California Emergency Services Act that impacts our area. The Governor's state of emergency enacted on March 4, 2020 remains in effect.

Under AB 361 the board is required to vote and adopt a resolution finding that meeting in person during the state of emergency would pose imminent risk to the health and safety of attendees. That resolution is attached. This resolution would need to be renewed every 30 days should the board desire to hold another meeting under the modified remote meeting rules.

### **Fiscal Impact:**

None.

### **Attachments:**

Resolution 2022.11

**RESOLUTION NO. 2022.11**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD NOVEMBER 2, 2022 TO DECEMBER 1, 2022 PURSUANT TO BROWN ACT PROVISIONS.**

WHEREAS, the North Lake Tahoe Resort Association ("NLTRA") is committed to preserving and nurturing public access and participation in meetings of the Board of Directors; and

WHEREAS, all meetings of the NLTRA's legislative bodies organized and meeting for purposes of the North Lake Tahoe Tourism & Business Improvement District ("NLTTBID") are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code 54950 – 54963), so that any member of the public may attend, participate, and watch the NLTRA's legislative bodies conduct their business; and

WHEREAS, the Brown Act, Government Code section 54953(e), makes provisions for remote teleconferencing participation in meetings by members of a legislative body, without compliance with the requirements of Government Code section 54953(b)(3), subject to the existence of certain conditions; and

WHEREAS, a required condition is that a state of emergency is declared by the Governor pursuant to Government Code section 8625, proclaiming the existence of conditions of disaster or of extreme peril to the safety of persons and property within the state caused by conditions as described in Government Code section 8558; and

WHEREAS, a proclamation is made when there is an actual incident, threat of disaster, or extreme peril to the safety of persons and property within the jurisdictions that are within the NLTRA's boundaries, caused by natural, technological, or human-caused disasters; and

WHEREAS, it is further required that state or local officials have imposed or recommended measures to promote social distancing, or the legislative body meeting in person would present imminent risks to the health and safety of attendees; and

WHEREAS, such conditions now exist in the NLTRA, specifically, the State of Emergency declared by Governor Newsom on March 4, 2020, due to COVID-19; and

WHEREAS, the Board of Directors does hereby find that the increase in SARS-CoV-2 Delta Variant has caused, and will continue to cause, conditions of peril to the safety of persons within the NLTRA that are likely to be beyond the control of services, personnel, equipment, and facilities of the NLTRA, and desires to proclaim a local emergency and ratify the proclamation of state of emergency by the Governor of the State of California; and

WHEREAS, as a consequence of the local emergency, the Board of Directors does hereby find that the legislative bodies of North Lake Tahoe Resort Association organized and meeting for purposes of the NLTTBID shall conduct their meetings without compliance with paragraph (3) of subdivision (b) of Government Code section 54953, as authorized by subdivision (e) of section 54953, and that such legislative bodies shall comply with the requirements to provide the public with access to the meetings as prescribed in paragraph (2) of subdivision (e) of section 54953; and



WHEREAS, the NLTRA enacted virtual meeting protocols on April 01, 2020, which include options for public participation.

NOW, THEREFORE, THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION DOES HEREBY RESOLVE AS FOLLOWS:

1. Recitals. The Recitals set forth above are true and correct and are incorporated into this Resolution by this reference.
2. Proclamation of Local Emergency. The Board hereby proclaims that a local emergency now exists throughout the NLTRA, and COVID-19 has caused, and will continue to cause, conditions of peril to the safety of persons within the NLTRA that are likely to be beyond the control of services, personnel, equipment, and facilities of the NLTRA.
3. Ratification of Governor's Proclamation of a State of Emergency. The Board hereby ratifies the Governor of the State of California's Proclamation of State of Emergency, effective as of its issuance date of March 4, 2020.
4. Remote Teleconference Meetings. The General Manager and Board of Directors of the North Lake Tahoe Resort Association are hereby authorized and directed to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and public meetings in accordance with Government Code section 54953(e) and other applicable provisions of the Brown Act.
5. Effective Date of Resolution. This Resolution shall take effect immediately upon its adoption and shall be effective until the earlier of (i) June 30, 2022, or such time the Board of Directors adopts a subsequent resolution in accordance with Government Code section 54953(e)(3) to extend the time during which the legislative bodies of Tahoe City Public Utility NLTRA may continue to teleconference without compliance with paragraph (3) of subdivision (b) of section 54953.

PASSED AND ADOPTED by the Board of Directors of the North Lake Tahoe Resort Association Tahoe this 1st day of June 2022 by the following vote:

**NORTH LAKE TAHOE RESORT ASSOCIATION**

BY:

ATTEST:

\_\_\_\_\_  
Sue Rae Irelan, Vice Chair

\_\_\_\_\_  
Dan Tester, NLTRA Secretary

## Board of Directors – Draft Meeting Minutes – October 5, 2022

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### Board of Directors

**Chair:** Adam Wilson, Northstar California | **Vice Chair:** Sue Rae Irelan, Placer County Appointee

**Treasurer:** Dan Tester, Squaw Valley Business Assoc. | **Secretary:** Ray Villaman, Northstar Business Assoc.

**Past Chair:** Samir Tuma, Tahoe City Lodge

**Mike DeGroff, Palisades Tahoe | Kevin Mitchell, Homewood Mountain Resort  
Resort at Squaw Creek | Colin Perry, Ritz-Carlton, Lake Tahoe**

**Jill Schott, Tahoe Moon Properties | Stephanie Hoffman, Tahoe Luxury Properties**

**Jim Phelan, Tahoe City Marina | Tom Turner, Tahoe Restaurant Collection**

**Dave Wilderotter, Tahoe Dave's | Melissa Siig, TCDA | Alyssa Reilly, NTBA**

**Advisory members:** Stephanie Holloway, Placer County Executive Office | Jeff Cowen, TRPA

### **1. Call to Order at 8:41 AM – Establish Quorum**

#### **Board members in attendance (in person or electronically)**

Adam Wilson, Colin Perry, Alyssa Reily, Jill Schott, Melissa Siig, Jim Phelan, Dave Wilderotter, Dan Tester, Samir Tuma, Sue Rae Irelan, Ray Villaman, and Tom Turner. A quorum was established. Advisory members Jeff Cowen and Stephanie Holloway were also present.

#### **Board members absent**

Kevin Mitchell and Mike DeGroff

#### **Staff Members in attendance**

Tony Karwowski, Anna Atwood, Francois Cazalot, Kimberly Brown, and Kirstin Guinn.

#### **Others in attendance**

Included Andrew Pappas, Cathy Nanadiego, Clair Marcus, Crystal Jacobsen, Jess Weaver, Joy Doyle, Emily Setzer, Stacy Caldwell, Matthew Landkamer, Thomas Cornwell, Katie Biggers, and Julianna Cisneros. There may have been others attending electronically who did not introduce themselves.

### **2. Approval of Resolution 2022.10**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD OCT 5, 2022 TO NOV 4, 2022 PURSUANT TO BROWN ACT PROVISIONS.**

**Motion to adopt Resolution 2022.10. PHELAN/SIIG/Motion carried unanimously by Roll Call vote.**

### **3. Public Forum**

Karwowski introduced the new NLTRA Director of Marketing and PR, Kirstin Guinn.

### **4. Agenda Amendments and Approval [ACTION]**

**Motion to approve today's agenda as presented and take items out of order if needed.**

**PHELAN/PERRY/Motion carried unanimously by Roll Call vote.**

**5. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or Will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.**

Karwowski noted there are no financial reports included in Consent due to a change in vendors and software. September financials will be included next month.

A. NLTRA Board Meeting Minutes from Aug 3, 2022 Link to preliminary online documentPage:8

B. IT Services Agreement - Tahoe Tech Group

C. Growing People and Companies (gpac) Services Agreement- Candidate search firm

D. ER Casey & Associates Consulting Agreement - TBID/TOT Grant process development and housing gap analysis and recommendations

E. Elevation Law Services Agreement - one time contract legal consult

F. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)

- Finance Committee Meeting Sept 29,, 2022
- Tourism Development Committee Sept 27, 2022
- In-Market Tourism Development Committee Sept 27, 2022

**Motion to approve the items on the Consent Calendar as presented. SIIG/SCHOTT/Motion carried unanimously by Roll Call vote.**

## **6. Action Item**

**A. Review of NLTRA organization renaming process and approval of final name recommendation - Tony Karwowski/Matthew Landkamer**

Karwowski reviewed the process and reasons for renaming the organization as it transitions from strictly marketing to stewardship. Landkamer, from Coraggio Group, facilitated a discussion on potential new names. He reminded the group that this name will not be the consumer facing brand, but it does need to speak to residents and businesses.

Landkamer presented the proposed names and three “pillars” that will be featured under the new name. Discussion followed as the Board, committee members, and staff weighed in on the options.

**Motion to approve the name North Tahoe Community Alliance and for the pillars to continue to be developed. IRELAN/TUMA/ Motion carried unanimously by Roll Call vote.**

## **7. Informational Updates/Verbal Reports**

**A. TBID/TOT grant cycle process development update and action plan presentation Tony Karwowski/Erin Casey**

Karwowski said the Ad Hoc Committee is proposing a bi-annual grant process. He reviewed the scope of work for consultant Erin Casey as she helps fine-tune and streamline the grant application intake, review, approval, and tracking components and ensure it aligns with the Management District Plan (MDP), Measure A ballot language regarding the 2% TOT renewal, and Tourism Master Plan (TMP).

Casey described the complexities to be considered moving forward, noting an ultimate goal of demonstrating successful results, given the TBID will need to be renewed in less than five years. Upcoming steps include Committee and stakeholder meetings to effectively revise the grant program. A final process will be presented to this Board next month.

Discussion followed regarding considerations moving forward, including communicating past successes and focusing on short-term wins and long-term strategies.

## **B. Tahoe Basin Area Plan Economic Sustainability and Housing Amendments Presentation - Placer County Staff - Stacy Wydra & Emily Setzer**

Setzer explained the Tahoe Basin Area Plan (TBAP) regulates land use throughout North Lake Tahoe from Stateline to Tahoma. Since it was adopted in 2017, no new projects and very few workforce housing units have been developed in the town centers. She has been working with a consultant to analyze the reasons there has been no private investment and possible solutions. Also being considered are the Envision Tahoe findings and changing demographics in the area.

Wydra reviewed proposed TBAP policy amendments, including revising the Policy Document and Implementing Regulations. The updates are designed to encourage entrepreneurship in the town centers, incentives for housing acknowledging the higher pay scale Tahoe employees generally receive compared with other areas of the state, and compliance with new County code and State Law. Next steps include public outreach and presenting the proposed revisions to the Planning Commission, Placer County Board of Supervisors, and TRPA with a goal of adopting the new TBAP in 2023.

Discussion followed as the updates were clarified and the timing was considered. Ireland suggested the benefits of the revisions and assurances that development is not the only measure of success be included in future presentations.

## **C. TCDA Annual Report - Katie Biggers**

Biggers presented the mission and vision statements for TCDA. Both TCDA and NTBA have adopted the Main Street Philosophies with four focus areas. Biggers reviewed funding mechanisms for TCDA, noting over 2000 volunteer hours have been contributed to the organization.

NLTRA allocated \$50,000 from TBID funds for the Downtown Tahoe City Lighting Program, which will provide canopy lighting in town, building perimeter lights, and character trees. TCDA will be releasing a survey to businesses soon.

Biggers reviewed marketing, promotion, and events done over the past three months and plans moving forward. She is excited about the changes to the organization and the opportunities change presents.

There was a discussion regarding the Labor Day drone shows in Tahoe City and Kings Beach. Both Reilly and Biggers agreed the shows did not meet expectations or contractual obligations. Reilly, Biggers, and Karwowski will work with the vendor on possible credit for this year's shows and details of the event moving forward.

Biggers answered questions regarding her presentation.

## **D. NTBA Annual Report - Alyssa Reilly**

Reilly reported on how NTBA achieves the goals outlined in the four focus areas. NTBA has realized a 5% growth in membership just over the past year. The organization has been responding to community issues such as trash and parking. She discussed strategies to bring the community together and partnerships that contribute resources. The NTBA Strategic Plan is being updated.

In response to a question, Reilly reported that with the NLTRA TBID grant, eight murals are scheduled to be done in Kings Beach and hopefully, all at one time. She is working with Arts for the Schools to produce an event during the painting.

Schott asked the status of membership fees for TBID assessed businesses. Both Biggers' and Reilly's understanding was that membership fees should no longer be charged for NTBA or TCDA and that NLTRA would make up the dollars lost. Karwowski noted the issue is being considered during the current contract negotiation.

**8. Reports/Back up – The following reports are provided on a monthly or periodic basis by staff and can be pulled for discussion by any Board member.**

**A. Destimetrics Report, Aug 2022**

**B. Conference Revenue Statistics Report, Aug 2022**

**C. Tourism Development Report on Activities, Aug 2022**

**D. Reno Tahoe Airport Report, Aug 2022**

**E. Visitor Information Center Report, Aug 2022**

The reports were in today's meeting packet. There were no questions or comments.

**9. CEO and Staff Updates**

Karwowski updated the Board on NLTRA staffing.

Guinn reported a resident's survey has been released regarding the Lake Tahoe Destination Management Plan. A workshop will be scheduled to follow up.

**10. Directors Comments**

Tuma noted good forward movement with housing and the Mountain Housing Council. Updated programs and policies will be recommended that offer exciting opportunities with real potential.

**11. Meeting Review and Staff Direction**

- Work with TCDA & NTBA on reconciliation regarding the drone operator contract
- Get feedback on the TBID grant process

**12. Closed Session**

Closed Session was not convened.

**13. Adjournment**

There being no further business to come before the Board, the meeting adjourned at 11:26 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

## NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA) Employee Expense Report

Month/Yr August 2022  
Employee Tony Karwowski

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
8/3/2022	A	West Shore Market	<b>828844</b>	Client lunch - Jess Weaver	\$49.55		
8/25/2022	B	Placer business Alliance	7527353125	Washington DC Summit	\$750.00		
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	X						
	Y						
	Z						

**MILEAGE REIMBURSEMENT**

Attach 1	Mileage	See Attached Mileage Report		\$45.00	8700-00-70
		Mileage Reimbursed Through Payroll		\$799.55	
<b>TOTAL - CREDIT CARD EXPENSES</b>					
<b>TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)</b>				\$45.00	

Signed By: Anthony Karwowski  
36606ABDC000464...  
Date: 9/28/2022

DocuSigned by:  
Dan Tester  
0004B0A0002540F...  
Approved By: \_\_\_\_\_  
Date: 10/7/2022

ACCOUNTING			
DATE RECEIVED	DATE ENTERED	Accounting Manager APPROVAL	Accounting Manager APPROVAL DATE
		<u>Francis Carabid</u> <small>AF2ED9806E3E47F...</small>	<u>9/29/2022</u>
DATE SCANNED			





BANKCARD CENTER  
PO BOX 84043  
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0183-4849
Statement Date	AUG 28, 2022
Total Activity	\$799.55

**\*\* MEMO STATEMENT ONLY \*\***  
**DO NOT REMIT PAYMENT**

ANTHONY KARWOWSKI  
N LAKE TAHOE RESORT  
ATTN: DEWITT VN SICLEN  
100 N LAKE BLVD  
N LAKE TAHOE RESORT ASSOC  
TAHOE CITY CA 96145-2273

ACCOUNT MESSAGES

Your Bank of the West Mastercard includes an additional benefit: Mastercard ID Theft Protection with access to complimentary Identity Theft resolution services. The benefit also helps prevent identity theft by monitoring the Internet to identify compromised and potentially damaging use of personal information. To enroll your card, please visit: <https://mastercardus.idprotectiononline.com>.

ACCOUNT SUMMARY

ANTHONY KARWOWSKI XXXX-XXXX-0183-4849	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$799.55		\$0.00		\$0.00		\$799.55

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
08-04	08-03	55500362216837000285302	WEST SHORE MARKET & DE TAHOE CITY CA Tax ID: 471441305 Mer Ref: 00028530 Mer Zip: 96146 Origin Zip: 96146 Dest City: USA Tax: 3.36	49.55
08-26	08-25	85130482237900013500525	PLACER BUSINESS ALLIAN 916-2056433 CA Tax ID: 861691780 Mer Zip: 95678	750.00

For Customer Service, Call:  1-866-432-8161	Account Number	XXXX-XXXX-0183-4849	Account Summary	
	Statement Date	AUG 28, 2022		
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit	\$10,000	Purchases & Other Charges	\$799.55
	Disputed Amount	\$0.00	Cash Advances	\$0.00
			Fees	\$0.00
				Credits
			Payments	\$0.00
			Total Activity	\$799.55



### IMPORTANT INFORMATION ABOUT THIS STATEMENT

**Payments.** You must pay at least the "Amount Due" by the "Payment Due Date." Charges, payments and credits received after the "Closing Date" will be included in your next statement. The letters "CR" following the "New Balance" amount indicate a credit balance - do not pay this amount. Payments must reach our BankCard Center during our regular business day in order to be credited on that date. Payments received after the cutoff times of 6:00 p.m. on a Friday (or Thursday if we are closed on Friday) or 4:00 p.m. on any other business day that we are open, or on a day we are not open, or at a branch open on Saturday, Sunday or bank holiday, are credited as of the following business day. Later cutoff times generally apply at branches with extended hours. Business days shall mean Monday through Friday, except for bank holidays. If you fail to properly make payments, crediting such payments may be delayed.

**Order of Application.** We will apply your payments first to any membership fee or other fees, next to any finance charge or late charge, next to any Cash Advances included in your "Previous Balance," then to Purchases in your "Previous Balances."

**Unauthorized Use.** In the event of possible loss, theft or unauthorized use, Company agrees to notify us immediately. Company may be liable for the unauthorized use of any Card issued under the Corporate Credit Card Agreement. If 10 or more cards are issued pursuant to the Corporate Credit Card Agreement, Company shall be strictly liable for any unauthorized use. If fewer than 10 Cards are issued pursuant to the Corporate Credit Card Agreement, Company will not be liable for unauthorized use of the Card which occurs after it notifies us orally at 1-866-432-8161, or in writing at BANKCARD CENTER, PO BOX 84043, COLUMBUS, GA 31908-4043 of loss, theft, or possible unauthorized use, and Company's liability for unauthorized use of the Card will not exceed \$50.00 per Card for use of a Card by anyone other than an Employee prior to notice to us. However, a Card in the possession and control of an Employee, even after his or her authority to use the Card has been revoked by Company, is not considered lost or stolen, and its use by such Employee is not unauthorized. Company must recover the Card from the Employee. Company agrees to assist us in determining the facts and circumstances relating to any unauthorized use of a Card.

1780 West Lake Blvd  
Tahoe City, CA 96145  
(530) 584-2475

8/3/22 11:31 AM Receipt #: 828844  
Clerk: Jess Terminal: 02

361	CLUB sando	15.00	T
	Name JESS		
678	-GF Bread \$2.00	2.00	T
361	CLUB sando	15.00	T
01215908	AQUAFINA	1.99	T
CRV05	CRV \$.05	0.05	T
01215908	AQUAFINA	1.99	T
CRV05	CRV \$.05	0.05	T
063791520018	Sea Salt Potato Chips	2.50	T
	Tipping via Pinpad	8.26	
	SUBTOTAL	46.84	
	Sales tax 7.25%	2.32	
	TBID 1%	0.39	
	TOTAL	49.55	
	Credit Card	49.55	
	Auth (CHECKED)	49.55	
	Change	0.00	

CARD INFORMATION:

Name: KASCHWISKI/ANTHONY  
 Card Type: MasterCard  
 Account: 4843  
 Amount: USD \$49.55  
 Approval #: 001130  
 Date: 8/3/22  
 Reference #: 600628844001  
 MID: 46697  
 Merchant: S. Carter  
 Card Name: MASTERCARD  
 AID: A000000041010

Thank you for shopping with us!

## Placer Business Alliance



Your Card Sale is complete! Below is your receipt with all relevant transaction information.

### Transaction Receipt



Aug 25, 2022

4:12:36 PM CDT

**\$750.00**

Type	Card Sale
Transaction ID	7527353125
Auth Code	005787

#### Product Information

1x	Washington DC Summit 2022 Registration @ \$750.00	\$750.00
	Subtotal	\$750.00
	Total	\$750.00

#### Billing Details

Anthony Karwowski

100 North Lake Blvd  
Tahoe City, CA 96145  
US

[tony@gotahoenorth.com](mailto:tony@gotahoenorth.com)

#### Shipping Details

Anthony Karwowski

100 North Lake Blvd  
Tahoe City, CA 96145  
US

**North Lake Tahoe Resort Association**

Preliminary

Financial Statements for the Period Ending

August 31, 2022

# Balance Sheet - PY Comparison

North Lake Tahoe Resort Association

For the Two Months Ending  
Wednesday, August 31, 2022

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10/26/2022  
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	YTD		Variance
	Aug 2022 2022	Aug 2021 2021	
<b>Current Assets</b>			
Cash - TBID Operations	3,787,929	0	(3,787,929)
Cash - TOT Operations	1,098,031	1,697,348	599,317
Special Event Funding	1,539	39,803	38,264
Cash Flow Reserve	101,077	100,976	(101)
Marketing Reserve	50,386	50,356	(30)
Payroll Reserve	46,633	68,102	21,469
Cash in Drawer	4,633	139	(4,494)
Petty Cash	158	158	0
Accounts Receivable	5,000	1,000	(4,000)
Accounts Receivable - TBID	1,867,308	0	(1,867,308)
Accounts Receivable - TOT	0	432,499	432,499
Accounts Receivable - Membership Dues	44,155	17,025	(27,130)
Accounts Receivable - Membership Activities	470	985	515
Allowance for Doubtful Accounts	(794)	(9,632)	(8,837)
Accounts Receivable - NLTMC	965	5,932	4,967
Accounts Receivable - Other	61,518	2,442	(59,076)
Inventory Asset	17,743	26,867	9,124
Gift Cards Outstanding	18	18	0
Prepaid Expenses	(7,450)	6,500	13,950
Prepaid Postage	100	100	0
Prepaid Insurance	2,754	2,689	(65)
Deposits	1,672	1,150	(522)
<b>Total Current Assets</b>	<b>7,083,845</b>	<b>2,444,457</b>	<b>(4,639,388)</b>
<b>Fixed Assets</b>			
Furniture & Fixtures	43,330	43,330	0
Accumulated Depreciation - Furnitures & Fixtures	(43,330)	(43,330)	0
Computer Equipment	11,013	11,013	0
Accumulated Depreciation - Computer Equipment	(5,208)	(3,222)	1,986
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	24,284	24,284	0
Accumulated Depreciation - Leasehold Improvements	(24,284)	(24,284)	0
<b>Total Fixed Assets</b>	<b>5,805</b>	<b>7,791</b>	<b>1,986</b>
<b>Total Assets</b>	<b>\$7,089,650</b>	<b>\$2,452,248</b>	<b>(\$4,637,402)</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Accounts Payable	172,301	69,892	102,410
Accounts Payable - Other	23,835	22,140	1,695
Salaries & Wages Payable	8,558	41,223	(32,665)
Incentives Payable	61,865	44,055	17,810
PTO Payable	35,798	62,280	(26,482)
401k Payable	1,391	1,218	173
Employer Tax Payable	22,561	3,379	19,182
Accrued Expenses	82,917	200,350	(117,433)
Deferred Revenue - Membership Dues	35,525	20,827	14,698
Deferred Revenue - Chamber Activities	(6,000)	0	(6,000)
Deferred Revenue - TMBC	1,290	1,290	0
Due To/From County	1,195,474	1,480,803	(285,329)
<i>Suspense (may include rounding)</i>	<i>(14,660)</i>	<i>0</i>	<i>(14,660)</i>
<b>Total Current Liabilities</b>	<b>1,620,855</b>	<b>1,947,457</b>	<b>326,602</b>
Sales Tax Payable	2,936	2,877	59
Use Tax Payable	25	1,418	(1,393)
<b>Total Tax Payable</b>	<b>2,961</b>	<b>4,295</b>	<b>1,334</b>
Long-Term Debt			
<b>Total Liabilities</b>	<b>1,623,816</b>	<b>1,951,752</b>	<b>327,936</b>
Marketing Reserve	0	50,018	(50,018)
Cash Flow Reserve	0	100,839	(100,839)
Designated Marketing Reserve	0	331,856	(331,856)
Unrestricted Net Assets	17,493	17,781	(288)
TBID Reserve	4,934,687	0	4,934,687
Net Income	513,652	0	513,652
<b>Total Equity</b>	<b>5,465,832</b>	<b>500,494</b>	<b>(4,965,338)</b>
<b>Liabilities &amp; Shareholder Equity</b>	<b>\$7,089,648</b>	<b>\$2,452,246</b>	<b>(\$4,637,402)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:SUMMARY Summary of All Units

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10/26/2022  
10:40 AM

	Aug 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
<b>Revenues</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>
Revenues	486,106	486,106	0	968,730	968,729	0
TBID Revenue	0	0	0	6,058	0	6,058
Retail Revenue	11,993	12,000	(7)	26,581	27,000	(419)
Retail Revenue - Merchandise Sales	521	0	521	809	0	809
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>504,620</b>	<b>498,106</b>	<b>6,514</b>	<b>1,008,178</b>	<b>995,729</b>	<b>12,448</b>
<b>Cost of Goods Sold</b>	<b>6,070</b>	<b>2,375</b>	<b>3,695</b>	<b>13,274</b>	<b>4,750</b>	<b>8,524</b>
Freight & Shipping Costs	0	0	0	236	0	236
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment Expense	225	0	225	524	0	524
<b>Total Cost of Goods Sold</b>	<b>6,295</b>	<b>2,375</b>	<b>3,920</b>	<b>14,046</b>	<b>4,750</b>	<b>9,296</b>
<b>Gross Profit</b>	<b>498,325</b>	<b>495,731</b>	<b>2,594</b>	<b>994,131</b>	<b>990,979</b>	<b>3,152</b>
Salaries & Wages	56,795	115,644	(58,849)	122,064	231,288	(109,224)
P/R - Tax Expense	5,391	11,523	(6,131)	10,631	23,045	(12,415)
P/R - Health Insurance Expense	4,319	21,414	(17,095)	12,633	42,829	(30,196)
P/R - Workmans Comp	0	4,086	(4,086)	0	8,171	(8,171)
401(k)	1,503	4,279	(2,776)	3,666	8,558	(4,892)
Other Benefits & Expenses	22	407	(384)	1,301	813	488
Rent	14,124	13,931	193	27,836	27,862	(26)
Utilities	286	1,677	(1,391)	949	3,354	(2,405)
Repairs & Maintenance	2,496	1,331	1,166	2,583	2,661	(78)
Telephone & Internet	436	1,644	(1,207)	1,441	3,287	(1,846)
Supplies	76	0	76	76	0	76
Supplies - Office	254	1,200	(946)	1,144	2,586	(1,443)
Supplies - Computer	1,987	0	1,987	3,225	12,700	(9,475)
Mail	11,281	559	10,721	11,281	1,119	10,162
Taxes, Licenses, Fees	544	8,771	(8,227)	11,034	17,542	(6,507)
Credit Card Fees	0	125	(125)	314	250	64
Dues & Subscriptions	390	1,317	(927)	1,673	2,633	(961)
Insurance/Bonding	0	1,250	(1,250)	306	2,500	(2,194)
Associate Relations	522	567	(45)	794	1,133	(339)
Training/Seminars	0	692	(692)	2,100	1,383	717
Travel	0	342	(342)	0	683	(683)
Automobile Expenses	0	417	(417)	265	833	(569)
Meals & Meetings	0	633	(633)	47	1,267	(1,220)
Board Functions	2,724	4,000	(1,276)	3,239	8,000	(4,761)
Professional Fees	6,924	5,750	1,174	9,004	11,500	(2,496)
Professional Fees - Attourney	0	2,500	(2,500)	300	5,000	(4,700)
Professional Fees - Accountant	4,550	0	4,550	4,550	0	4,550
Equipment Support & Maintenance	5,579	2,917	2,662	8,266	5,833	2,433
Equipment Rental/Leasing	0	343	(343)	491	1,060	(570)
Depreciation	0	153	(153)	153	306	(153)
Event Sponsorships	0	20,000	(20,000)	500	40,000	(39,500)
NLTMC Contributions	81,085	81,085	0	195,477	195,477	0
Non-NLTMC Marketing	11,500	8,917	2,583	11,500	17,833	(6,333)
In-Market/Tourism	0	0	0	17,987	0	17,987
Chamber Activities	1,200	832	368	1,200	1,664	(464)
Chamber Activities - TMBC	0	250	(250)	0	500	(500)
Allocated Administrative Overhead	0	79,432	(79,432)	0	158,863	(158,863)
<b>Total Operating Expenses</b>	<b>213,988</b>	<b>397,984</b>	<b>(183,996)</b>	<b>468,029</b>	<b>842,536</b>	<b>(374,507)</b>
<b>Net Operating Income</b>	<b>284,337</b>	<b>97,747</b>	<b>186,590</b>	<b>526,102</b>	<b>148,443</b>	<b>377,659</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>284,337</b>	<b>97,747</b>	<b>186,590</b>	<b>526,102</b>	<b>148,443</b>	<b>377,659</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:01 MPSE

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	Aug 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	255,206	255,205	0	508,583	508,583	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>255,206</b>	<b>255,205</b>	<b>0</b>	<b>508,583</b>	<b>508,583</b>	<b>0</b>
<b>Gross Profit</b>	<b>255,206</b>	<b>255,205</b>	<b>0</b>	<b>508,583</b>	<b>508,583</b>	<b>0</b>
Salaries & Wages	4,926	34,999	(30,073)	26,878	69,998	(43,120)
P/R - Tax Expense	367	3,500	(3,133)	2,251	7,000	(4,749)
P/R - Health Insurance Expense	2,749	7,023	(4,274)	2,227	14,046	(11,819)
P/R - Workmans Comp	0	1,227	(1,227)	0	2,454	(2,454)
401(k)	197	1,327	(1,130)	1,013	2,653	(1,640)
Other Benefits & Expenses	7	137	(129)	5	273	(269)
Rent	2,227	2,529	(302)	4,454	5,058	(605)
Utilities	0	452	(452)	0	903	(903)
Telephone & Internet	0	468	(468)	75	937	(862)
Supplies - Office	0	50	(50)	0	286	(286)
Supplies - Computer	0	0	0	134	5,000	(4,866)
Mail	0	126	(126)	0	252	(252)
Taxes, Licenses, Fees	0	63	(63)	0	125	(125)
Dues & Subscriptions	0	125	(125)	650	250	400
Associate Relations	0	83	(83)	28	167	(139)
Travel	0	58	(58)	0	117	(117)
Automobile Expenses	0	83	(83)	0	167	(167)
Meals & Meetings	0	42	(42)	0	83	(83)
Equipment Rental/Leasing	0	115	(115)	0	356	(356)
Event Sponsorships	0	20,000	(20,000)	0	40,000	(40,000)
NLTMC Contributions	81,085	81,085	0	195,477	195,477	0
Non-NLTMC Marketing	11,500	6,833	4,667	11,500	13,667	(2,167)
In-Market/Tourism	0	0	0	5,352	0	5,352
Allocated Administrative Overhead	49,782	29,681	20,101	99,444	59,362	40,082
<b>Total Operating Expenses</b>	<b>152,841</b>	<b>190,006</b>	<b>(37,166)</b>	<b>349,487</b>	<b>418,632</b>	<b>(69,145)</b>
<b>Net Operating Income</b>	<b>102,365</b>	<b>65,199</b>	<b>37,166</b>	<b>159,096</b>	<b>89,950</b>	<b>69,146</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>102,365</b>	<b>65,199</b>	<b>37,166</b>	<b>159,096</b>	<b>89,950</b>	<b>69,146</b>

## PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:02 Z1S

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10/26/2022  
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	Aug 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	71,944	71,944	0	143,372	143,372	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>71,944</b>	<b>71,944</b>	<b>0</b>	<b>143,372</b>	<b>143,372</b>	<b>0</b>
<b>Gross Profit</b>	<b>71,944</b>	<b>71,944</b>	<b>0</b>	<b>143,372</b>	<b>143,372</b>	<b>0</b>
Salaries & Wages	1,385	3,831	(2,446)	2,822	7,662	(4,840)
P/R - Tax Expense	106	383	(277)	238	766	(528)
P/R - Health Insurance Expense	0	616	(616)	0	1,231	(1,231)
P/R - Workmans Comp	0	134	(134)	0	269	(269)
401(k)	55	153	(98)	125	306	(182)
Other Benefits & Expenses	0	10	(10)	0	20	(20)
Rent	396	174	222	792	348	444
Utilities	0	33	(33)	0	66	(66)
Telephone & Internet	0	34	(34)	0	69	(69)
Supplies - Office	0	83	(83)	0	167	(167)
Supplies - Computer	0	0	0	134	700	(566)
Taxes, Licenses, Fees	0	25	(25)	0	50	(50)
Dues & Subscriptions	0	17	(17)	0	33	(33)
Associate Relations	0	17	(17)	0	33	(33)
Automobile Expenses	0	42	(42)	0	83	(83)
Meals & Meetings	0	83	(83)	0	167	(167)
Equipment Rental/Leasing	0	8	(8)	0	26	(26)
Non-NLTC Marketing	0	417	(417)	0	833	(833)
Allocated Administrative Overhead	732	8,367	(7,635)	1,463	16,734	(15,272)
<b>Total Operating Expenses</b>	<b>2,674</b>	<b>14,428</b>	<b>(11,754)</b>	<b>5,574</b>	<b>29,565</b>	<b>(23,991)</b>
<b>Net Operating Income</b>	<b>69,270</b>	<b>57,516</b>	<b>11,754</b>	<b>137,798</b>	<b>113,807</b>	<b>23,991</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>69,270</b>	<b>57,516</b>	<b>11,754</b>	<b>137,798</b>	<b>113,807</b>	<b>23,991</b>



# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:03 VSVC

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	Aug 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	35,486	35,486	0	70,717	70,717	0
Retail Revenue	11,993	12,000	(7)	26,581	27,000	(419)
Retail Revenue - Merchandise Sales	521	0	521	809	0	809
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>48,000</b>	<b>47,486</b>	<b>514</b>	<b>98,107</b>	<b>97,717</b>	<b>390</b>
<b>Cost of Goods Sold</b>	<b>6,070</b>	<b>2,375</b>	<b>3,695</b>	<b>13,274</b>	<b>4,750</b>	<b>8,524</b>
Freight & Shipping Costs	0	0	0	236	0	236
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment Expense	225	0	225	524	0	524
<b>Total Cost of Goods Sold</b>	<b>6,295</b>	<b>2,375</b>	<b>3,920</b>	<b>14,046</b>	<b>4,750</b>	<b>9,296</b>
<b>Gross Profit</b>	<b>41,704</b>	<b>45,111</b>	<b>(3,406)</b>	<b>84,061</b>	<b>92,967</b>	<b>(8,906)</b>
Salaries & Wages	14,373	13,002	1,371	29,926	26,004	3,922
P/R - Tax Expense	1,531	1,259	272	3,136	2,517	619
P/R - Health Insurance Expense	85	2,013	(1,928)	72	4,026	(3,954)
P/R - Workmans Comp	0	487	(487)	0	974	(974)
401(k)	401	337	65	798	673	124
Other Benefits & Expenses	7	40	(33)	7	80	(73)
Rent	6,650	6,848	(198)	13,300	13,695	(395)
Utilities	286	465	(179)	286	930	(644)
Telephone & Internet	0	137	(137)	0	274	(274)
Supplies	76	0	76	76	0	76
Supplies - Office	9	458	(450)	9	917	(908)
Supplies - Computer	0	0	0	294	0	294
Mail	0	17	(17)	0	33	(33)
Taxes, Licenses, Fees	0	25	(25)	0	50	(50)
Credit Card Fees	0	125	(125)	314	250	64
Dues & Subscriptions	0	17	(17)	0	33	(33)
Associate Relations	0	42	(42)	118	83	35
Automobile Expenses	0	83	(83)	0	167	(167)
Meals & Meetings	0	8	(8)	0	17	(17)
Equipment Rental/Leasing	0	34	(34)	0	104	(104)
Non-NLTMC Marketing	0	417	(417)	0	833	(833)
Allocated Administrative Overhead	8,413	4,127	4,286	16,806	8,254	8,552
<b>Total Operating Expenses</b>	<b>31,832</b>	<b>29,939</b>	<b>1,893</b>	<b>65,143</b>	<b>59,915</b>	<b>5,227</b>
<b>Net Operating Income</b>	<b>9,872</b>	<b>15,171</b>	<b>(5,299)</b>	<b>18,918</b>	<b>33,052</b>	<b>(14,134)</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>9,872</b>	<b>15,171</b>	<b>(5,299)</b>	<b>18,918</b>	<b>33,052</b>	<b>(14,134)</b>

## PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:04 BSA

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10/26/2022  
10:40 AM

	Aug 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	26,736	26,736	0	53,280	53,280	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>26,736</b>	<b>26,736</b>	<b>0</b>	<b>53,280</b>	<b>53,280</b>	<b>0</b>
<b>Gross Profit</b>	<b>26,736</b>	<b>26,736</b>	<b>0</b>	<b>53,280</b>	<b>53,280</b>	<b>0</b>
Salaries & Wages	1,385	10,856	(9,471)	3,021	21,712	(18,691)
P/R - Tax Expense	106	1,086	(980)	227	2,171	(1,944)
P/R - Health Insurance Expense	0	2,869	(2,869)	0	5,739	(5,739)
P/R - Workmans Comp	0	381	(381)	0	761	(761)
401(k)	55	384	(329)	119	768	(649)
Other Benefits & Expenses	0	43	(43)	0	87	(87)
Rent	464	904	(440)	928	1,809	(881)
Utilities	0	143	(143)	0	286	(286)
Telephone & Internet	0	149	(149)	0	297	(297)
Supplies - Office	0	150	(150)	0	300	(300)
Supplies - Computer	0	0	0	268	700	(432)
Taxes, Licenses, Fees	0	25	(25)	0	50	(50)
Dues & Subscriptions	390	17	373	390	33	357
Associate Relations	0	42	(42)	0	83	(83)
Automobile Expenses	0	42	(42)	0	83	(83)
Meals & Meetings	0	83	(83)	0	167	(167)
Equipment Rental/Leasing	0	37	(37)	0	113	(113)
Non-NLTMC Marketing	0	417	(417)	0	833	(833)
Chamber Activities	1,200	832	368	1,200	1,664	(464)
Chamber Activities - TMBC	0	250	(250)	0	500	(500)
Allocated Administrative Overhead	862	2,948	(2,086)	1,722	5,896	(4,174)
<b>Total Operating Expenses</b>	<b>4,462</b>	<b>21,656</b>	<b>(17,195)</b>	<b>7,876</b>	<b>44,053</b>	<b>(36,177)</b>
<b>Net Operating Income</b>	<b>22,274</b>	<b>5,079</b>	<b>17,195</b>	<b>45,405</b>	<b>9,227</b>	<b>36,177</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>22,274</b>	<b>5,079</b>	<b>17,195</b>	<b>45,405</b>	<b>9,227</b>	<b>36,177</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:05 EDTO

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10/26/2022  
10:40 AM

	Aug 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	36,944	36,944	0	73,623	73,623	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>36,944</b>	<b>36,944</b>	<b>0</b>	<b>73,623</b>	<b>73,623</b>	<b>0</b>
<b>Gross Profit</b>	<b>36,944</b>	<b>36,944</b>	<b>0</b>	<b>73,623</b>	<b>73,623</b>	<b>0</b>
Salaries & Wages	1,385	7,429	(6,044)	2,822	14,857	(12,035)
P/R - Tax Expense	106	743	(637)	238	1,486	(1,247)
P/R - Health Insurance Expense	0	1,490	(1,490)	0	2,979	(2,979)
P/R - Workmans Comp	0	260	(260)	0	521	(521)
401(k)	55	297	(242)	125	594	(470)
Other Benefits & Expenses	0	23	(23)	0	47	(47)
Rent	569	406	163	1,138	812	326
Utilities	0	77	(77)	0	154	(154)
Telephone & Internet	0	80	(80)	0	160	(160)
Supplies - Office	0	42	(42)	0	83	(83)
Supplies - Computer	0	0	0	134	1,750	(1,616)
Taxes, Licenses, Fees	0	25	(25)	0	50	(50)
Dues & Subscriptions	0	17	(17)	0	33	(33)
Associate Relations	0	17	(17)	0	33	(33)
Automobile Expenses	0	42	(42)	0	83	(83)
Meals & Meetings	0	42	(42)	0	83	(83)
Equipment Rental/Leasing	0	20	(20)	0	61	(61)
Non-NLTMC Marketing	0	417	(417)	0	833	(833)
Allocated Administrative Overhead	791	4,297	(3,506)	1,580	8,593	(7,014)
<b>Total Operating Expenses</b>	<b>2,906</b>	<b>15,721</b>	<b>(12,816)</b>	<b>6,037</b>	<b>33,215</b>	<b>(27,177)</b>
<b>Net Operating Income</b>	<b>34,038</b>	<b>21,223</b>	<b>12,816</b>	<b>67,586</b>	<b>40,409</b>	<b>27,177</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>34,038</b>	<b>21,223</b>	<b>12,816</b>	<b>67,586</b>	<b>40,409</b>	<b>27,177</b>

## PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:06 SMTI

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10/26/2022  
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	Aug 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	16,042	16,041	0	31,968	31,968	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>16,042</b>	<b>16,041</b>	<b>0</b>	<b>31,968</b>	<b>31,968</b>	<b>0</b>
<b>Gross Profit</b>	<b>16,042</b>	<b>16,041</b>	<b>0</b>	<b>31,968</b>	<b>31,968</b>	<b>0</b>
Salaries & Wages	1,385	6,095	(4,711)	2,822	12,190	(9,368)
P/R - Tax Expense	106	610	(504)	238	1,219	(981)
P/R - Health Insurance Expense	0	1,036	(1,036)	0	2,073	(2,073)
P/R - Workmans Comp	0	214	(214)	0	427	(427)
401(k)	55	244	(188)	125	488	(363)
Other Benefits & Expenses	0	17	(17)	0	33	(33)
Rent	458	290	168	916	580	335
Utilities	0	55	(55)	0	110	(110)
Telephone & Internet	0	57	(57)	0	114	(114)
Supplies - Office	0	42	(42)	0	83	(83)
Supplies - Computer	0	0	0	134	1,050	(916)
Taxes, Licenses, Fees	0	25	(25)	0	50	(50)
Dues & Subscriptions	0	17	(17)	0	33	(33)
Associate Relations	0	17	(17)	0	33	(33)
Automobile Expenses	0	42	(42)	0	83	(83)
Meals & Meetings	0	42	(42)	0	83	(83)
Equipment Rental/Leasing	0	14	(14)	0	43	(43)
Event Sponsorships	0	0	0	500	0	500
Non-NL TMC Marketing	0	417	(417)	0	833	(833)
Allocated Administrative Overhead	922	1,866	(944)	1,842	3,731	(1,890)
<b>Total Operating Expenses</b>	<b>2,926</b>	<b>11,097</b>	<b>(8,172)</b>	<b>6,576</b>	<b>23,260</b>	<b>(16,683)</b>
<b>Net Operating Income</b>	<b>13,116</b>	<b>4,944</b>	<b>8,172</b>	<b>25,392</b>	<b>8,708</b>	<b>16,683</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>13,116</b>	<b>4,944</b>	<b>8,172</b>	<b>25,392</b>	<b>8,708</b>	<b>16,683</b>

## PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:07 Admin

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10:40 AM

	Aug 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	24,305	24,305	0	48,436	48,436	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>24,305</b>	<b>24,305</b>	<b>0</b>	<b>48,436</b>	<b>48,436</b>	<b>0</b>
<b>Gross Profit</b>	<b>24,305</b>	<b>24,305</b>	<b>0</b>	<b>48,436</b>	<b>48,436</b>	<b>0</b>
Allocated Administrative Overhead	3,237	28,146	(24,909)	6,467	56,292	(49,825)
<b>Total Operating Expenses</b>	<b>3,237</b>	<b>28,146</b>	<b>(24,909)</b>	<b>6,467</b>	<b>56,292</b>	<b>(49,825)</b>
<b>Net Operating Income</b>	<b>21,068</b>	<b>(3,841)</b>	<b>24,909</b>	<b>41,970</b>	<b>(7,855)</b>	<b>49,825</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>21,068</b>	<b>(3,841)</b>	<b>24,909</b>	<b>41,970</b>	<b>(7,855)</b>	<b>49,825</b>

## PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:08 CAF

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	Aug 2022			Fiscal 2022		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues	9,722	9,722	0	19,375	19,375	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>9,722</b>	<b>9,722</b>	<b>0</b>	<b>19,375</b>	<b>19,375</b>	<b>0</b>
<b>Gross Profit</b>	<b>9,722</b>	<b>9,722</b>	<b>0</b>	<b>19,375</b>	<b>19,375</b>	<b>0</b>
Taxes, Licenses, Fees	0	7,333	(7,333)	7,167	14,667	(7,500)
<b>Total Operating Expenses</b>	<b>0</b>	<b>7,333</b>	<b>(7,333)</b>	<b>7,167</b>	<b>14,667</b>	<b>(7,500)</b>
<b>Net Operating Income</b>	<b>9,722</b>	<b>2,389</b>	<b>7,333</b>	<b>12,208</b>	<b>4,708</b>	<b>7,500</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>9,722</b>	<b>2,389</b>	<b>7,333</b>	<b>12,208</b>	<b>4,708</b>	<b>7,500</b>

## PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:09 C/R

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	Aug 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	9,722	9,722	0	19,375	19,375	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>9,722</b>	<b>9,722</b>	<b>0</b>	<b>19,375</b>	<b>19,375</b>	<b>0</b>
<b>Gross Profit</b>	<b>9,722</b>	<b>9,722</b>	<b>0</b>	<b>19,375</b>	<b>19,375</b>	<b>0</b>
<b>Net Operating Income</b>	<b>9,722</b>	<b>9,722</b>	<b>0</b>	<b>19,375</b>	<b>19,375</b>	<b>0</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>9,722</b>	<b>9,722</b>	<b>0</b>	<b>19,375</b>	<b>19,375</b>	<b>0</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:10 TOT- H&T

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10:40 AM

	Aug 2022			Fiscal 2022		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenue - Interest & Investments						
Salaries & Wages	0	0	0	53	0	53
P/R - Tax Expense	0	0	0	(22)	0	(22)
401(k)	0	0	0	(11)	0	(11)
Allocated Administrative Overhead	7	0	7	13	0	13
<b>Total Operating Expenses</b>	<u>7</u>	<u>0</u>	<u>7</u>	<u>33</u>	<u>0</u>	<u>33</u>
<b>Net Operating Income</b>	<u>(7)</u>	<u>0</u>	<u>(7)</u>	<u>(33)</u>	<u>0</u>	<u>(33)</u>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<u>(7)</u>	<u>0</u>	<u>(7)</u>	<u>(33)</u>	<u>0</u>	<u>(33)</u>



## PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:11 Chamber

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10:40 AM

	Aug 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
<b>Revenues</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>
TBID Revenue	0	0	0	6,058	0	6,058
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>	<b>12,058</b>	<b>0</b>	<b>12,058</b>
<b>Gross Profit</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>	<b>12,058</b>	<b>0</b>	<b>12,058</b>
Salaries & Wages	11,730	0	11,730	11,730	0	11,730
P/R - Tax Expense	1,373	0	1,373	1,373	0	1,373
<b>Total Operating Expenses</b>	<b>13,104</b>	<b>0</b>	<b>13,104</b>	<b>13,104</b>	<b>0</b>	<b>13,104</b>
<b>Net Operating Income</b>	<b>(7,104)</b>	<b>0</b>	<b>(7,104)</b>	<b>(1,046)</b>	<b>0</b>	<b>(1,046)</b>
Other Expense/<Income>						
<b>Net Income</b>	<b>(7,104)</b>	<b>0</b>	<b>(7,104)</b>	<b>(1,046)</b>	<b>0</b>	<b>(1,046)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:12 Admin OH

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	Aug 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenue - Interest & Investments						
Salaries & Wages	20,226	39,432	(19,206)	41,989	78,865	(36,876)
P/R - Tax Expense	1,696	3,943	(2,247)	2,950	7,886	(4,936)
P/R - Health Insurance Expense	1,485	6,368	(4,883)	10,333	12,735	(2,402)
P/R - Workmans Comp	0	1,383	(1,383)	0	2,765	(2,765)
401(k)	683	1,537	(854)	1,374	3,075	(1,701)
Other Benefits & Expenses	7	137	(129)	1,289	273	1,016
Rent	3,360	2,779	581	6,309	5,558	750
Utilities	0	452	(452)	663	903	(241)
Repairs & Maintenance	2,496	1,331	1,166	2,583	2,661	(78)
Telephone & Internet	436	718	(282)	1,366	1,437	(70)
Supplies - Office	245	375	(130)	1,135	750	385
Supplies - Computer	1,987	0	1,987	2,125	3,500	(1,375)
Mail	11,281	417	10,864	11,281	833	10,447
Taxes, Licenses, Fees	544	1,250	(706)	3,868	2,500	1,368
Dues & Subscriptions	0	1,108	(1,108)	632	2,217	(1,584)
Insurance/Bonding	0	1,250	(1,250)	306	2,500	(2,194)
Associate Relations	522	350	172	649	700	(51)
Training/Seminars	0	692	(692)	2,100	1,383	717
Travel	0	283	(283)	0	567	(567)
Automobile Expenses	0	83	(83)	265	167	98
Meals & Meetings	0	333	(333)	47	667	(620)
Board Functions	2,724	4,000	(1,276)	3,239	8,000	(4,761)
Professional Fees	6,924	5,750	1,174	9,004	11,500	(2,496)
Professional Fees - Attourney	0	2,500	(2,500)	300	5,000	(4,700)
Professional Fees - Accountant	4,550	0	4,550	4,550	0	4,550
Equipment Support & Maintenance	5,579	2,917	2,662	8,266	5,833	2,433
Equipment Rental/Leasing	0	115	(115)	491	356	134
Depreciation	0	153	(153)	153	306	(153)
In-Market/Tourism	0	0	0	12,636	0	12,636
Allocated Administrative Overhead	(64,746)	0	(64,746)	(129,336)	0	(129,336)
<b>Total Operating Expenses</b>	<b>0</b>	<b>79,656</b>	<b>(79,655)</b>	<b>566</b>	<b>162,937</b>	<b>(162,372)</b>
<b>Net Operating Income</b>	<b>0</b>	<b>(79,656)</b>	<b>79,655</b>	<b>(566)</b>	<b>(162,937)</b>	<b>162,372</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>0</b>	<b>(79,656)</b>	<b>79,655</b>	<b>(566)</b>	<b>(162,937)</b>	<b>162,372</b>

**North Lake Tahoe Resort Association**

Preliminary

Financial Statements for the Period Ending

September 30, 2022

# Balance Sheet - PY Comparison

North Lake Tahoe Resort Association

For the Three Months Ending Friday,  
September 30, 2022

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10/26/2022  
12:17 PM

	YTD		
	Sep 2022	Sep 2021	Variance
	2022	2021	
<b>Current Assets</b>			
Cash - TBID Operations	3,673,392	0	(3,673,392)
Cash - TOT Operations	1,098,031	1,697,348	599,317
Special Event Funding	1,539	39,803	38,264
Cash Flow Reserve	101,077	100,976	(101)
Marketing Reserve	50,386	50,356	(30)
Payroll Reserve	46,633	68,102	21,469
Cash in Drawer	4,633	139	(4,494)
Petty Cash	158	158	0
Accounts Receivable	5,000	1,000	(4,000)
Accounts Receivable - TBID	2,072,067	0	(2,072,067)
Accounts Receivable - TOT	0	432,499	432,499
Accounts Receivable - Membership Dues	44,155	17,025	(27,130)
Accounts Receivable - Membership Activities	470	985	515
Allowance for Doubtful Accounts	(794)	(9,632)	(8,837)
Accounts Receivable - NLTMC	965	5,932	4,967
Accounts Receivable - Other	61,518	2,442	(59,076)
Inventory Asset	19,005	26,867	7,862
Gift Cards Outstanding	18	18	0
Prepaid Expenses	8,304	6,500	(1,804)
Prepaid Postage	100	100	0
Prepaid Insurance	2,754	2,689	(65)
Deposits	1,672	1,150	(522)
<b>Total Current Assets</b>	<b>7,191,083</b>	<b>2,444,457</b>	<b>(4,746,626)</b>
<b>Fixed Assets</b>			
Furniture & Fixtures	43,330	43,330	0
Accumulated Depreciation - Furnitures & Fixtures	(43,330)	(43,330)	0
Computer Equipment	11,013	11,013	0
Accumulated Depreciation - Computer Equipment	(5,208)	(3,222)	1,986
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	24,284	24,284	0
Accumulated Depreciation - Leasehold Improvements	(24,284)	(24,284)	0
<b>Total Fixed Assets</b>	<b>5,805</b>	<b>7,791</b>	<b>1,986</b>
<b>Total Assets</b>	<b>\$7,196,888</b>	<b>\$2,452,248</b>	<b>(\$4,744,640)</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Accounts Payable	295,422	69,892	225,531
Accounts Payable - Other	23,835	22,140	1,695
Salaries & Wages Payable	8,558	41,223	(32,665)
Incentives Payable	76,039	44,055	31,984
PTO Payable	35,798	62,280	(26,482)
401k Payable	1,391	1,218	173
Employer Tax Payable	59,259	3,379	55,880
Accrued Expenses	77,917	200,350	(122,433)
Deferred Revenue - Membership Dues	35,525	20,827	14,698
Deferred Revenue - Chamber Activities	(12,000)	0	(12,000)
Deferred Revenue - TMBC	1,290	1,290	0
Due To/From County	1,195,474	1,480,803	(285,329)
<i>Suspense (may include rounding)</i>	<i>(16,092)</i>	<i>0</i>	<i>(16,092)</i>
<b>Total Current Liabilities</b>	<b>1,782,416</b>	<b>1,947,457</b>	<b>165,041</b>
Sales Tax Payable	2,936	2,877	59
Use Tax Payable	25	1,418	(1,393)
<b>Total Tax Payable</b>	<b>2,961</b>	<b>4,295</b>	<b>1,334</b>
Long-Term Debt			
<b>Total Liabilities</b>	<b>1,785,377</b>	<b>1,951,752</b>	<b>166,375</b>
Marketing Reserve	0	50,018	(50,018)
Cash Flow Reserve	0	100,839	(100,839)
Designated Marketing Reserve	0	331,856	(331,856)
Unrestricted Net Assets	17,493	17,781	(288)
TBID Reserve	4,934,687	0	4,934,687
Net Income	459,329	0	459,329
<b>Total Equity</b>	<b>5,411,509</b>	<b>500,494</b>	<b>(4,911,014)</b>
<b>Liabilities &amp; Shareholder Equity</b>	<b>\$7,196,886</b>	<b>\$2,452,246</b>	<b>(\$4,744,640)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:SUMMARY Summary of All Units

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10/26/2022  
11:10 AM

	Sep 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
<b>Revenues</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>	<b>12,000</b>	<b>0</b>	<b>12,000</b>
Revenues	204,759	204,759	0	1,173,489	1,173,489	0
TBID Revenue	0	0	0	6,058	0	6,058
Retail Revenue	9,039	6,000	3,039	35,620	33,000	2,620
Retail Revenue - Merchandise Sales	292	0	292	1,101	0	1,101
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>220,090</b>	<b>210,759</b>	<b>9,331</b>	<b>1,228,268</b>	<b>1,206,489</b>	<b>21,779</b>
<b>Cost of Goods Sold</b>	<b>4,470</b>	<b>2,375</b>	<b>2,095</b>	<b>17,744</b>	<b>7,125</b>	<b>10,619</b>
Freight & Shipping Costs	0	0	0	236	0	236
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment Expense	0	0	0	524	0	524
<b>Total Cost of Goods Sold</b>	<b>4,470</b>	<b>2,375</b>	<b>2,095</b>	<b>18,517</b>	<b>7,125</b>	<b>11,392</b>
<b>Gross Profit</b>	<b>215,620</b>	<b>208,384</b>	<b>7,236</b>	<b>1,209,751</b>	<b>1,199,364</b>	<b>10,388</b>
Salaries & Wages	102,397	115,644	(13,247)	224,461	346,932	(122,471)
P/R - Tax Expense	9,188	11,523	(2,335)	19,819	34,568	(14,749)
P/R - Health Insurance Expense	3,365	21,414	(18,049)	15,998	64,243	(48,245)
P/R - Workmans Comp	0	4,086	(4,086)	0	12,257	(12,257)
401(k)	2,366	4,279	(1,913)	6,033	12,837	(6,805)
Other Benefits & Expenses	59	407	(348)	1,360	1,220	140
Rent	13,300	13,931	(631)	41,136	41,793	(657)
Rent - Other	437	0	437	437	0	437
Utilities	0	1,677	(1,677)	949	5,031	(4,082)
Repairs & Maintenance	0	1,331	(1,331)	2,583	3,992	(1,409)
Telephone & Internet	530	1,644	(1,114)	1,971	4,931	(2,960)
Supplies	301	0	301	377	0	377
Supplies - Office	391	1,200	(809)	1,535	3,786	(2,251)
Supplies - Computer	0	0	0	3,225	12,700	(9,475)
Mail	0	559	(559)	11,281	1,678	9,602
Mail - USPS	275	0	275	275	0	275
Taxes, Licenses, Fees	670	8,771	(8,101)	11,704	26,312	(14,608)
Credit Card Fees	0	125	(125)	314	375	(61)
Dues & Subscriptions	912	1,317	(405)	2,585	3,950	(1,365)
Insurance/Bonding	0	1,250	(1,250)	306	3,750	(3,444)
Associate Relations	0	567	(567)	794	1,700	(906)
Training/Seminars	2,100	692	1,408	4,200	2,075	2,125
Travel	0	342	(342)	0	1,025	(1,025)
Automobile Expenses	0	417	(417)	265	1,250	(985)
Meals & Meetings	0	633	(633)	47	1,900	(1,853)
Board Functions	2,972	4,000	(1,028)	6,212	12,000	(5,788)
Professional Fees	18,894	5,750	13,144	27,897	17,250	10,647
Professional Fees - Attourney	0	2,500	(2,500)	300	7,500	(7,200)
Professional Fees - Accountant	1,000	0	1,000	5,550	0	5,550
Equipment Support & Maintenance	0	2,917	(2,917)	8,266	8,750	(484)
Equipment Rental/Leasing	139	718	(579)	629	1,778	(1,149)
Depreciation	0	153	(153)	153	458	(306)
Event Sponsorships	0	80,000	(80,000)	500	120,000	(119,500)
NLTMC Contributions	100,113	100,113	0	295,590	295,590	0
Non-NLTMC Marketing	5,600	8,917	(3,317)	17,100	26,750	(9,650)
In-Market/Tourism	4,935	0	4,935	22,923	0	22,923
Chamber Activities	0	832	(832)	1,200	2,495	(1,295)
Chamber Activities - TMBC	0	250	(250)	0	750	(750)
Allocated Administrative Overhead	0	79,432	(79,432)	0	238,295	(238,295)
<b>Total Operating Expenses</b>	<b>269,944</b>	<b>477,387</b>	<b>(207,443)</b>	<b>737,972</b>	<b>1,319,923</b>	<b>(581,950)</b>
<b>Net Operating Income</b>	<b>(54,324)</b>	<b>(269,003)</b>	<b>214,679</b>	<b>471,779</b>	<b>(120,559)</b>	<b>592,338</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>(54,324)</b>	<b>(269,003)</b>	<b>214,679</b>	<b>471,779</b>	<b>(120,559)</b>	<b>592,338</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:01 MPSE

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	Sep 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	107,498	107,499	0	616,081	616,082	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>107,498</b>	<b>107,499</b>	<b>0</b>	<b>616,081</b>	<b>616,082</b>	<b>0</b>
<b>Gross Profit</b>	<b>107,498</b>	<b>107,499</b>	<b>0</b>	<b>616,081</b>	<b>616,082</b>	<b>0</b>
Salaries & Wages	18,152	34,999	(16,847)	45,030	104,997	(59,967)
P/R - Tax Expense	1,755	3,500	(1,745)	4,005	10,500	(6,494)
P/R - Health Insurance Expense	2,749	7,023	(4,274)	4,976	21,069	(16,093)
P/R - Workmans Comp	0	1,227	(1,227)	0	3,681	(3,681)
401(k)	318	1,327	(1,009)	1,331	3,980	(2,649)
Other Benefits & Expenses	7	137	(129)	12	410	(398)
Rent	2,227	2,529	(302)	6,681	7,588	(907)
Utilities	0	452	(452)	0	1,355	(1,355)
Telephone & Internet	50	468	(418)	125	1,405	(1,280)
Supplies - Office	0	50	(50)	0	336	(336)
Supplies - Computer	0	0	0	134	5,000	(4,866)
Mail	0	126	(126)	0	378	(378)
Taxes, Licenses, Fees	0	63	(63)	0	188	(188)
Dues & Subscriptions	0	125	(125)	650	375	275
Associate Relations	0	83	(83)	28	250	(222)
Travel	0	58	(58)	0	175	(175)
Automobile Expenses	0	83	(83)	0	250	(250)
Meals & Meetings	0	42	(42)	0	125	(125)
Equipment Rental/Leasing	0	241	(241)	0	598	(598)
Event Sponsorships	0	80,000	(80,000)	0	120,000	(120,000)
NLTMC Contributions	100,113	100,113	0	295,590	295,590	0
Non-NLTMC Marketing	5,600	6,833	(1,233)	17,100	20,500	(3,400)
In-Market/Tourism	4,935	0	4,935	10,287	0	10,287
Allocated Administrative Overhead	72,279	29,681	42,598	171,723	89,043	82,680
<b>Total Operating Expenses</b>	<b>208,185</b>	<b>269,161</b>	<b>(60,976)</b>	<b>557,672</b>	<b>687,793</b>	<b>(130,121)</b>
<b>Net Operating Income</b>	<b>(100,686)</b>	<b>(161,662)</b>	<b>60,976</b>	<b>58,410</b>	<b>(71,712)</b>	<b>130,121</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>(100,686)</b>	<b>(161,662)</b>	<b>60,976</b>	<b>58,410</b>	<b>(71,712)</b>	<b>130,121</b>

## PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:02 Z1S

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	Sep 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	30,304	30,304	0	173,676	173,676	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>30,304</b>	<b>30,304</b>	<b>0</b>	<b>173,676</b>	<b>173,676</b>	<b>0</b>
<b>Gross Profit</b>	<b>30,304</b>	<b>30,304</b>	<b>0</b>	<b>173,676</b>	<b>173,676</b>	<b>0</b>
Salaries & Wages	1,385	3,831	(2,446)	4,207	11,493	(7,286)
P/R - Tax Expense	106	383	(277)	344	1,149	(805)
P/R - Health Insurance Expense	0	616	(616)	0	1,847	(1,847)
P/R - Workmans Comp	0	134	(134)	0	403	(403)
401(k)	55	153	(98)	180	460	(280)
Other Benefits & Expenses	0	10	(10)	0	30	(30)
Rent	396	174	222	1,188	522	665
Utilities	0	33	(33)	0	99	(99)
Telephone & Internet	0	34	(34)	0	103	(103)
Supplies - Office	0	83	(83)	0	250	(250)
Supplies - Computer	0	0	0	134	700	(566)
Taxes, Licenses, Fees	0	25	(25)	0	75	(75)
Dues & Subscriptions	0	17	(17)	0	50	(50)
Associate Relations	0	17	(17)	0	50	(50)
Automobile Expenses	0	42	(42)	0	125	(125)
Meals & Meetings	0	83	(83)	0	250	(250)
Equipment Rental/Leasing	0	18	(18)	0	44	(44)
Non-NLTMC Marketing	0	417	(417)	0	1,250	(1,250)
Allocated Administrative Overhead	1,063	8,367	(7,304)	2,526	25,102	(22,576)
<b>Total Operating Expenses</b>	<b>3,005</b>	<b>14,437</b>	<b>(11,432)</b>	<b>8,579</b>	<b>44,002</b>	<b>(35,423)</b>
<b>Net Operating Income</b>	<b>27,299</b>	<b>15,867</b>	<b>11,432</b>	<b>165,097</b>	<b>129,675</b>	<b>35,423</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>27,299</b>	<b>15,867</b>	<b>11,432</b>	<b>165,097</b>	<b>129,675</b>	<b>35,423</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:03 VSVC

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	Sep 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	14,947	14,947	0	85,665	85,665	0
Retail Revenue	9,039	6,000	3,039	35,620	33,000	2,620
Retail Revenue - Merchandise Sales	292	0	292	1,101	0	1,101
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>24,279</b>	<b>20,947</b>	<b>3,331</b>	<b>122,386</b>	<b>118,665</b>	<b>3,722</b>
<b>Cost of Goods Sold</b>	<b>4,470</b>	<b>2,375</b>	<b>2,095</b>	<b>17,744</b>	<b>7,125</b>	<b>10,619</b>
Freight & Shipping Costs	0	0	0	236	0	236
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment Expense	0	0	0	524	0	524
<b>Total Cost of Goods Sold</b>	<b>4,470</b>	<b>2,375</b>	<b>2,095</b>	<b>18,517</b>	<b>7,125</b>	<b>11,392</b>
<b>Gross Profit</b>	<b>19,809</b>	<b>18,572</b>	<b>1,236</b>	<b>103,869</b>	<b>111,540</b>	<b>(7,670)</b>
Salaries & Wages	21,881	13,002	8,880	51,808	39,006	12,802
P/R - Tax Expense	1,975	1,259	717	5,112	3,776	1,336
P/R - Health Insurance Expense	12	2,013	(2,001)	85	6,039	(5,954)
P/R - Workmans Comp	0	487	(487)	0	1,461	(1,461)
401(k)	506	337	169	1,304	1,010	294
Other Benefits & Expenses	7	40	(33)	15	120	(105)
Rent	6,650	6,848	(198)	19,950	20,543	(593)
Utilities	0	465	(465)	286	1,395	(1,109)
Telephone & Internet	100	137	(37)	100	411	(311)
Supplies	301	0	301	377	0	377
Supplies - Office	0	458	(458)	9	1,375	(1,366)
Supplies - Computer	0	0	0	294	0	294
Mail	0	17	(17)	0	50	(50)
Taxes, Licenses, Fees	0	25	(25)	0	75	(75)
Credit Card Fees	0	125	(125)	314	375	(61)
Dues & Subscriptions	0	17	(17)	0	50	(50)
Associate Relations	0	42	(42)	118	125	(7)
Automobile Expenses	0	83	(83)	0	250	(250)
Meals & Meetings	0	8	(8)	0	25	(25)
Equipment Rental/Leasing	139	71	68	139	175	(36)
Non-NLTMC Marketing	0	417	(417)	0	1,250	(1,250)
Allocated Administrative Overhead	12,215	4,127	8,088	29,021	12,381	16,640
<b>Total Operating Expenses</b>	<b>43,787</b>	<b>29,976</b>	<b>13,811</b>	<b>108,930</b>	<b>89,892</b>	<b>19,039</b>
<b>Net Operating Income</b>	<b>(23,979)</b>	<b>(11,404)</b>	<b>(12,575)</b>	<b>(5,061)</b>	<b>21,648</b>	<b>(26,709)</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>(23,979)</b>	<b>(11,404)</b>	<b>(12,575)</b>	<b>(5,061)</b>	<b>21,648</b>	<b>(26,709)</b>



## PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:04 BSA

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	Sep 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	11,262	11,262	0	64,542	64,542	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>11,262</b>	<b>11,262</b>	<b>0</b>	<b>64,542</b>	<b>64,542</b>	<b>0</b>
<b>Gross Profit</b>	<b>11,262</b>	<b>11,262</b>	<b>0</b>	<b>64,542</b>	<b>64,542</b>	<b>0</b>
Salaries & Wages	1,385	10,856	(9,471)	4,406	32,568	(28,162)
P/R - Tax Expense	106	1,086	(980)	333	3,257	(2,924)
P/R - Health Insurance Expense	0	2,869	(2,869)	0	8,608	(8,608)
P/R - Workmans Comp	0	381	(381)	0	1,142	(1,142)
401(k)	55	384	(329)	174	1,153	(978)
Other Benefits & Expenses	0	43	(43)	0	130	(130)
Rent	464	904	(440)	1,392	2,713	(1,321)
Utilities	0	143	(143)	0	430	(430)
Telephone & Internet	0	149	(149)	0	446	(446)
Supplies - Office	0	150	(150)	0	450	(450)
Supplies - Computer	0	0	0	268	700	(432)
Taxes, Licenses, Fees	0	25	(25)	0	75	(75)
Dues & Subscriptions	390	17	373	780	50	730
Associate Relations	0	42	(42)	0	125	(125)
Automobile Expenses	0	42	(42)	0	125	(125)
Meals & Meetings	0	83	(83)	0	250	(250)
Equipment Rental/Leasing	0	77	(77)	0	190	(190)
Non-NLTMC Marketing	0	417	(417)	0	1,250	(1,250)
Chamber Activities	0	832	(832)	1,200	2,495	(1,295)
Chamber Activities - TMBC	0	250	(250)	0	750	(750)
Allocated Administrative Overhead	1,252	2,948	(1,696)	2,973	8,844	(5,870)
<b>Total Operating Expenses</b>	<b>3,651</b>	<b>21,696</b>	<b>(18,045)</b>	<b>11,527</b>	<b>65,749</b>	<b>(54,222)</b>
<b>Net Operating Income</b>	<b>7,610</b>	<b>(10,435)</b>	<b>18,045</b>	<b>53,015</b>	<b>(1,208)</b>	<b>54,222</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>7,610</b>	<b>(10,435)</b>	<b>18,045</b>	<b>53,015</b>	<b>(1,208)</b>	<b>54,222</b>

## PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:05 EDTO

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	Sep 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	15,562	15,562	0	89,185	89,185	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>15,562</b>	<b>15,562</b>	<b>0</b>	<b>89,185</b>	<b>89,185</b>	<b>0</b>
<b>Gross Profit</b>	<b>15,562</b>	<b>15,562</b>	<b>0</b>	<b>89,185</b>	<b>89,185</b>	<b>0</b>
Salaries & Wages	1,385	7,429	(6,044)	4,207	22,286	(18,079)
P/R - Tax Expense	106	743	(637)	344	2,229	(1,884)
P/R - Health Insurance Expense	0	1,490	(1,490)	0	4,469	(4,469)
P/R - Workmans Comp	0	260	(260)	0	781	(781)
401(k)	55	297	(242)	180	891	(711)
Other Benefits & Expenses	0	23	(23)	0	70	(70)
Rent	569	406	163	1,707	1,219	489
Utilities	0	77	(77)	0	231	(231)
Telephone & Internet	0	80	(80)	0	240	(240)
Supplies - Office	0	42	(42)	0	125	(125)
Supplies - Computer	0	0	0	134	1,750	(1,616)
Taxes, Licenses, Fees	0	25	(25)	0	75	(75)
Dues & Subscriptions	0	17	(17)	0	50	(50)
Associate Relations	0	17	(17)	0	50	(50)
Automobile Expenses	0	42	(42)	0	125	(125)
Meals & Meetings	0	42	(42)	0	125	(125)
Equipment Rental/Leasing	0	41	(41)	0	102	(102)
Non-NLTMC Marketing	0	417	(417)	0	1,250	(1,250)
Allocated Administrative Overhead	1,148	4,297	(3,149)	2,728	12,890	(10,162)
<b>Total Operating Expenses</b>	<b>3,263</b>	<b>15,743</b>	<b>(12,480)</b>	<b>9,300</b>	<b>48,958</b>	<b>(39,657)</b>
<b>Net Operating Income</b>	<b>12,299</b>	<b>(181)</b>	<b>12,480</b>	<b>79,885</b>	<b>40,228</b>	<b>39,657</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>12,299</b>	<b>(181)</b>	<b>12,480</b>	<b>79,885</b>	<b>40,228</b>	<b>39,657</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:06 SMTI

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	Sep 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	6,757	6,757	0	38,725	38,725	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>6,757</b>	<b>6,757</b>	<b>0</b>	<b>38,725</b>	<b>38,725</b>	<b>0</b>
<b>Gross Profit</b>	<b>6,757</b>	<b>6,757</b>	<b>0</b>	<b>38,725</b>	<b>38,725</b>	<b>0</b>
Salaries & Wages	1,385	6,095	(4,711)	4,207	18,286	(14,079)
P/R - Tax Expense	106	610	(504)	344	1,829	(1,484)
P/R - Health Insurance Expense	0	1,036	(1,036)	0	3,109	(3,109)
P/R - Workmans Comp	0	214	(214)	0	641	(641)
401(k)	55	244	(188)	180	731	(551)
Other Benefits & Expenses	0	17	(17)	0	50	(50)
Rent	458	290	168	1,373	870	503
Utilities	0	55	(55)	0	165	(165)
Telephone & Internet	0	57	(57)	0	171	(171)
Supplies - Office	0	42	(42)	0	125	(125)
Supplies - Computer	0	0	0	134	1,050	(916)
Taxes, Licenses, Fees	0	25	(25)	0	75	(75)
Dues & Subscriptions	0	17	(17)	0	50	(50)
Associate Relations	0	17	(17)	0	50	(50)
Automobile Expenses	0	42	(42)	0	125	(125)
Meals & Meetings	0	42	(42)	0	125	(125)
Equipment Rental/Leasing	0	29	(29)	0	73	(73)
Event Sponsorships	0	0	0	500	0	500
Non-NL TMC Marketing	0	417	(417)	0	1,250	(1,250)
Allocated Administrative Overhead	1,339	1,866	(527)	3,180	5,597	(2,417)
<b>Total Operating Expenses</b>	<b>3,342</b>	<b>11,113</b>	<b>(7,770)</b>	<b>9,919</b>	<b>34,373</b>	<b>(24,454)</b>
<b>Net Operating Income</b>	<b>3,415</b>	<b>(4,356)</b>	<b>7,770</b>	<b>28,806</b>	<b>4,353</b>	<b>24,454</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>3,415</b>	<b>(4,356)</b>	<b>7,770</b>	<b>28,806</b>	<b>4,353</b>	<b>24,454</b>

## PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:07 Admin

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	Sep 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	10,238	10,238	0	58,674	58,674	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>10,238</b>	<b>10,238</b>	<b>0</b>	<b>58,674</b>	<b>58,674</b>	<b>0</b>
<b>Gross Profit</b>	<b>10,238</b>	<b>10,238</b>	<b>0</b>	<b>58,674</b>	<b>58,674</b>	<b>0</b>
Allocated Administrative Overhead	4,700	28,146	(23,446)	11,167	84,438	(73,271)
<b>Total Operating Expenses</b>	<b>4,700</b>	<b>28,146</b>	<b>(23,446)</b>	<b>11,167</b>	<b>84,438</b>	<b>(73,271)</b>
<b>Net Operating Income</b>	<b>5,538</b>	<b>(17,908)</b>	<b>23,446</b>	<b>47,507</b>	<b>(25,763)</b>	<b>73,271</b>
Other Expense/<Income>						
<b>Net Income</b>	<b>5,538</b>	<b>(17,908)</b>	<b>23,446</b>	<b>47,507</b>	<b>(25,763)</b>	<b>73,271</b>

## PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:08 CAF

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	Sep 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	4,095	4,095	0	23,470	23,470	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>4,095</b>	<b>4,095</b>	<b>0</b>	<b>23,470</b>	<b>23,470</b>	<b>0</b>
<b>Gross Profit</b>	<b>4,095</b>	<b>4,095</b>	<b>0</b>	<b>23,470</b>	<b>23,470</b>	<b>0</b>
Taxes, Licenses, Fees	0	7,333	(7,333)	7,167	22,000	(14,833)
<b>Total Operating Expenses</b>	<b>0</b>	<b>7,333</b>	<b>(7,333)</b>	<b>7,167</b>	<b>22,000</b>	<b>(14,833)</b>
<b>Net Operating Income</b>	<b>4,095</b>	<b>(3,238)</b>	<b>7,333</b>	<b>16,303</b>	<b>1,470</b>	<b>14,833</b>
Other Expense/<Income>						
<b>Net Income</b>	<b>4,095</b>	<b>(3,238)</b>	<b>7,333</b>	<b>16,303</b>	<b>1,470</b>	<b>14,833</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:09 C/R

11 of 14  
10/26/2022  
11:10 AM

	Sep 2022			Fiscal 2022		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues	4,095	4,095	0	23,470	23,470	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b><u>4,095</u></b>	<b><u>4,095</u></b>	<b><u>0</u></b>	<b><u>23,470</u></b>	<b><u>23,470</u></b>	<b><u>0</u></b>
<b>Gross Profit</b>	<b><u>4,095</u></b>	<b><u>4,095</u></b>	<b><u>0</u></b>	<b><u>23,470</u></b>	<b><u>23,470</u></b>	<b><u>0</u></b>
<b>Net Operating Income</b>	<b><u>4,095</u></b>	<b><u>4,095</u></b>	<b><u>0</u></b>	<b><u>23,470</u></b>	<b><u>23,470</u></b>	<b><u>0</u></b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b><u>4,095</u></b>	<b><u>4,095</u></b>	<b><u>0</u></b>	<b><u>23,470</u></b>	<b><u>23,470</u></b>	<b><u>0</u></b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:10 TOT- H&T

12 of 14  
10/26/2022  
11:10 AM

	Sep 2022			Fiscal 2022		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenue - Interest & Investments						
Salaries & Wages	0	0	0	53	0	53
P/R - Tax Expense	0	0	0	(22)	0	(22)
401(k)	0	0	0	(11)	0	(11)
Allocated Administrative Overhead	10	0	10	23	0	23
<b>Total Operating Expenses</b>	<u>10</u>	<u>0</u>	<u>10</u>	<u>43</u>	<u>0</u>	<u>43</u>
<b>Net Operating Income</b>	<u>(10)</u>	<u>0</u>	<u>(10)</u>	<u>(43)</u>	<u>0</u>	<u>(43)</u>
Other Expense/<Income>						
<b>Net Income</b>	<u>(10)</u>	<u>0</u>	<u>(10)</u>	<u>(43)</u>	<u>0</u>	<u>(43)</u>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:11 Chamber

13 of 14  
10/26/2022  
11:10 AM

	Sep 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
<b>Revenues</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>	<b>12,000</b>	<b>0</b>	<b>12,000</b>
TBID Revenue	0	0	0	6,058	0	6,058
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>	<b>18,058</b>	<b>0</b>	<b>18,058</b>
<b>Gross Profit</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>	<b>18,058</b>	<b>0</b>	<b>18,058</b>
Salaries & Wages	0	0	0	11,730	0	11,730
P/R - Tax Expense	0	0	0	1,373	0	1,373
<b>Total Operating Expenses</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13,104</b>	<b>0</b>	<b>13,104</b>
<b>Net Operating Income</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>	<b>4,954</b>	<b>0</b>	<b>4,954</b>
Other Expense/<Income>						
<b>Net Income</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>	<b>4,954</b>	<b>0</b>	<b>4,954</b>



# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:12 Admin OH

14 of 14  
10/26/2022  
11:10 AM

	Sep 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenue - Interest & Investments						
Salaries & Wages	56,825	39,432	17,393	98,814	118,297	(19,483)
P/R - Tax Expense	5,034	3,943	1,091	7,984	11,830	(3,845)
P/R - Health Insurance Expense	604	6,368	(5,764)	10,937	19,103	(8,166)
P/R - Workmans Comp	0	1,383	(1,383)	0	4,148	(4,148)
401(k)	1,321	1,537	(216)	2,695	4,612	(1,917)
Other Benefits & Expenses	44	137	(93)	1,333	410	923
Rent	2,536	2,779	(243)	8,845	8,338	507
Rent - Other	437	0	437	437	0	437
Utilities	0	452	(452)	663	1,355	(692)
Repairs & Maintenance	0	1,331	(1,331)	2,583	3,992	(1,409)
Telephone & Internet	380	718	(339)	1,746	2,155	(409)
Supplies - Office	391	375	16	1,526	1,125	401
Supplies - Computer	0	0	0	2,125	3,500	(1,375)
Mail	0	417	(417)	11,281	1,250	10,031
Mail - USPS	275	0	275	275	0	275
Taxes, Licenses, Fees	670	1,250	(580)	4,538	3,750	788
Dues & Subscriptions	522	1,108	(586)	1,154	3,325	(2,171)
Insurance/Bonding	0	1,250	(1,250)	306	3,750	(3,444)
Associate Relations	0	350	(350)	649	1,050	(401)
Training/Seminars	2,100	692	1,408	4,200	2,075	2,125
Travel	0	283	(283)	0	850	(850)
Automobile Expenses	0	83	(83)	265	250	15
Meals & Meetings	0	333	(333)	47	1,000	(953)
Board Functions	2,972	4,000	(1,028)	6,212	12,000	(5,788)
Professional Fees	18,894	5,750	13,144	27,897	17,250	10,647
Professional Fees - Attourney	0	2,500	(2,500)	300	7,500	(7,200)
Professional Fees - Accountant	1,000	0	1,000	5,550	0	5,550
Equipment Support & Maintenance	0	2,917	(2,917)	8,266	8,750	(484)
Equipment Rental/Leasing	0	241	(241)	491	598	(107)
Depreciation	0	153	(153)	153	458	(306)
In-Market/Tourism	0	0	0	12,636	0	12,636
Allocated Administrative Overhead	(94,005)	0	(94,005)	(223,341)	0	(223,341)
<b>Total Operating Expenses</b>	<b>0</b>	<b>79,782</b>	<b>(79,782)</b>	<b>565</b>	<b>242,719</b>	<b>(242,154)</b>
<b>Net Operating Income</b>	<b>0</b>	<b>(79,782)</b>	<b>79,782</b>	<b>(565)</b>	<b>(242,719)</b>	<b>242,154</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>0</b>	<b>(79,782)</b>	<b>79,782</b>	<b>(565)</b>	<b>(242,719)</b>	<b>242,154</b>



## MEMORANDUM

Date: November 2, 2022  
TO: NLTRA Board of Directors  
FROM: Kimberly Brown, Director of Business and Community Relations  
RE: 2023 Event Sponsorship Funds

---

### NLTRA Event Sponsorship Funds:

The North Lake Tahoe Resort Association (NLTRA) facilitates a Special Events Sponsorship Funding program for annual special events in the North Lake Tahoe region. Submissions are accepted on a rolling basis for events that take place in the 2023 calendar year. The total amount of the funding, distributed to all recipients collectively, is \$565,000. Sponsorship Funding is awarded to large events that: attract 500+ participants and/or spectators, generate more than 100 room nights occupied for an average of at least 2.5 nights, generate a media/PR value of more than \$25,000, target an audience and messaging that is in alignment with the North Lake Tahoe consumer brand pillars, and create a diversified portfolio of events that cover human powered sports, cultural, culinary, and health & wellness. Historically these events have included large festivals such as Wanderlust and Winter Wondergrass, sporting events such as Broken Arrow Skyrace and Spartan, cultural events such as the Lake Tahoe Dance Festival and others. Each sponsorship is reviewed on an annual basis.

Background: The Tourism Development committee met with Kristin Costa, Palisades Event and Sponsorship Senior Manager on October 25. She requested \$45,000 for the NLTRA to sponsor the Audi FIS Ski Men's World Cup at Palisades Friday, February 24 to Sunday, February 26. The committee recommends the \$45,000 sponsorship with a vote of 10 in favor and 2 abstaining.

**Action Requested: To vote to sponsor the Audi FIS Ski Men's World Cup at Palisades with a \$45,000 sponsorship.**

Presentation:

### **Audi FIS Ski Men's World Cup at Palisades - \$45,000 request**

Overview: Palisades will host the men's slalom and giant slalom on Dog Leg and Red Dog Face on Friday, February 24 to Sunday, February 26. The event will be kicked off with an Opening Ceremony that includes Live Music and on Feb. 25 there will be live music and a fireworks show.

- NLTRA sponsored Audi Women's World Cup in 2017 with a \$30,000 sponsorship: a \$20,000 cash sponsorship and \$10,000 onsite contribution - cow bells for the parade.

- In 2017 the VIP tickets sold out in 7 minutes. They had 20,000 spectators. 1 million viewers nationally and 25mm+ viewers internationally. Event was aired on NBC and NBCSN and internationally.
- In 2017 60 % of the guests stayed in North Lake Tahoe properties and 88% of the guests stayed 2 or more nights. They believe the stats in 2023 will be similar or greater in 2023.
- In 2023, they expect 350 athletes and staff representing 28 countries, 25,000+ spectators with 30mm+ anticipated national and international viewers on NBC, Peacock, Outside+, and International broadcasts.
- The proposed marketing package has a value of \$90,500 and includes inclusion in a 30 resort promotional spot-aired nationally, a 30 jumbotron commercial, logo rotation, and emcee mention during the event, email and e-newsletter promotion, logo and link on website, 3 finish area banners, and logo on event banners, etc.

**Fiscal Impact:**

• Audi FIS Men’s World Cup at Palisades	\$45,000
<b>Total Funding</b>	<b>\$45,000</b>

# PALISADES TAHOE CUP

## EVENT SPONSORSHIP

FEBRUARY 24-26, 2023





# PALISADES TAHOE CUP

- Thank you for the support for our 2017 event
- What's new for 2023 event
- Anticipated exposure for region
- Lodging is crucial for event success – would like to make NLTRA preferred lodging partner



PALISADES  
TAHOE CUP



north lake tahoe  
Chamber | CVB | Resort Association

# 2023 EVENT OVERVIEW

- February 24: Opening Ceremonies, Live Music & Bib Draw
- February 25: Men's Giant Slalom, Awards, Live Music and Fireworks
- February 26: Men's Slalom, Live Music
- 350 athletes, coaches, and staff representing 28 countries
- 25,000+ anticipated spectators
- 30mm+ anticipated national and international TV viewers
  - NBC, Peacock, Outside+, and International Broadcasts
- Free & ticketed event
  - Grandstand seating tickets – approx. 700/day @ \$65ea
  - VIP Tickets – approx. 850 total @ \$750ea
  - CLUB Tickets – approx. 160 total @ \$2500ea



**PALISADES**  
**TAHOE CUP**



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# 2017 WORLD CUP OVERVIEW

## In 2017 Palisades Tahoe hosted the Women's Alpine FIS Ski World Cup.

- 20,000 spectators, plus additional skier visits
- 1,000,000+ million viewers nationally, 25mm+ viewers internationally. Event was aired on NBC, NBCSN, and internationally in Europe and Asia.
- Coverage of the World Cup event reached roughly 500 million people with over 800 placements online and in print.
- Impressions from PalisadesTahoe.com, social media channels, and email was over 2mm.
- VIP tickets sold out in 7 minutes



PALISADES  
TAHOE CUP



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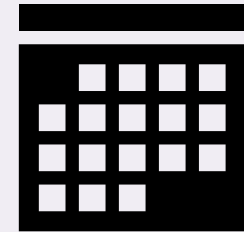
# 2017 EVENT SURVEY RESULTS



60% of guests stayed in a TOT generating property in North Lake Tahoe



50% of guests stayed in Olympic Valley & Alpine Meadows, 26% stayed in the North Lake Tahoe region



88% of guests surveyed stayed for 2 or more nights



PALISADES  
TAHOE CUP

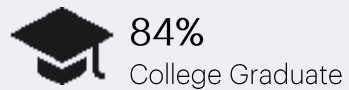
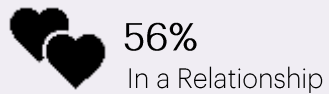
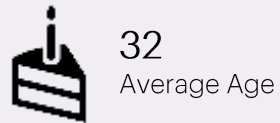


north lake tahoe  
Chamber | CVB | Resort Association

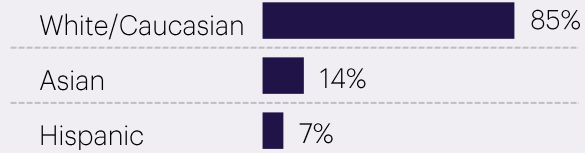


# GUEST PROFILE

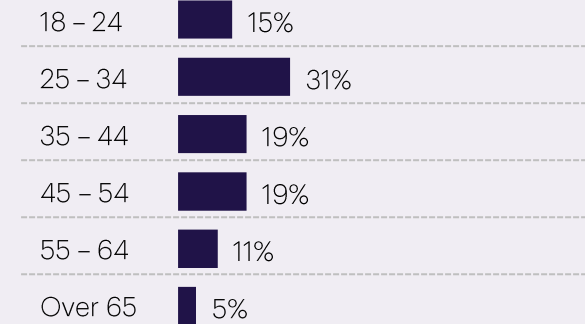
## DEMOGRAPHICS



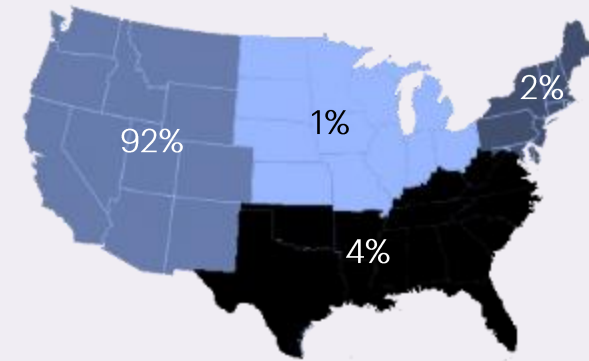
## ETHNICITY



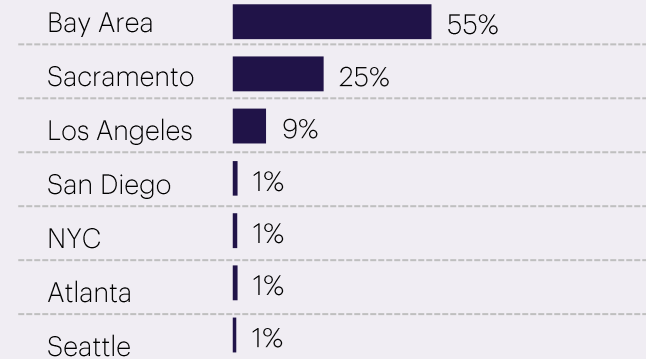
## AGE DISTRIBUTION



## GEOGRAPHIC REGION



## DMA REGION



# DIGITAL METRICS

## SOCIAL MEDIA STATS:



205K  
Followers



172k  
Followers



50.2k  
Followers

Total engagement as a percentage of our audience:

Facebook: 140.16%  
Instagram: 1,084.36%  
Twitter: 115.64%

Total Engagement breakdown by channel:

Facebook: 260,090 // average 530 engagements per post  
Instagram: 871,811 // average 3,113 engagements per post  
Twitter: 35,058 // average 42 engagements per post

## WEB STATS:



7.5mm+  
Website visits/winter season

## EMAIL STATS:



1.6m  
Users in Database

Can target partner messaging by region, income, or by past-product purchase.

## MOBILE APP STATS:



175k  
Daily active users

App available on Apple App Store and Google Play Store

# PROPOSED NLTRA INCLUSION

## Pre-Event Communications

### On-Site:

- Logo on Event Posters
- Logo on Tram Building Banners
- Logo on Rack Card distribution

### Digital:

- World Cup Microsite logo and link inclusion
- Persistent logo in all World Cup emails

Joint media communications and inclusion of NLT messaging

## Ticket Sales & Lead Up

### Digital:

- On-site holiday messaging related to World Cup

### Media:

- Ongoing national and international media pitches related to event
- Support from Ikon Pass & US Ski and Snowboard channels

## Event Week

### On-site:

- Logo on Event Posters, Tram Banners, temporary signage, rack card distribution, VIP, athlete, and staff credential

### Digital:

- Continued promotion on all PT channels
- Logo inclusion on digital program
- Logo and :30 spot on event jumbotron

### Out of Market:

- Leverage US Ski & Snowboard and FIS Alpine channels

### Media:

- NLT messaging during event to on-site media



PALISADES  
TAHOE CUP



north lake tahoe  
Chamber of Commerce  
Resort Association

# TRANSPORTATION PLAN

Palisades Tahoe plans to utilize the following methods to help eliminate event traffic and maximize event parking:

- TART & TART Connect
- Mountaineer
- Palisades Tahoe & third-party shuttles
  - 64 acres & Truckee Park and Ride
  - Supplemental in-valley support for RSC guests
- Employee incentives for off-site park & ride and carpool

Palisades Tahoe plans to communicate transportation options to our guest via our website, app, social media, CMS, and radio



PALISADES  
TAHOE CUP



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Chamber of Commerce & Resort Association





# PROPOSED SPONSORSHIP PACKAGE

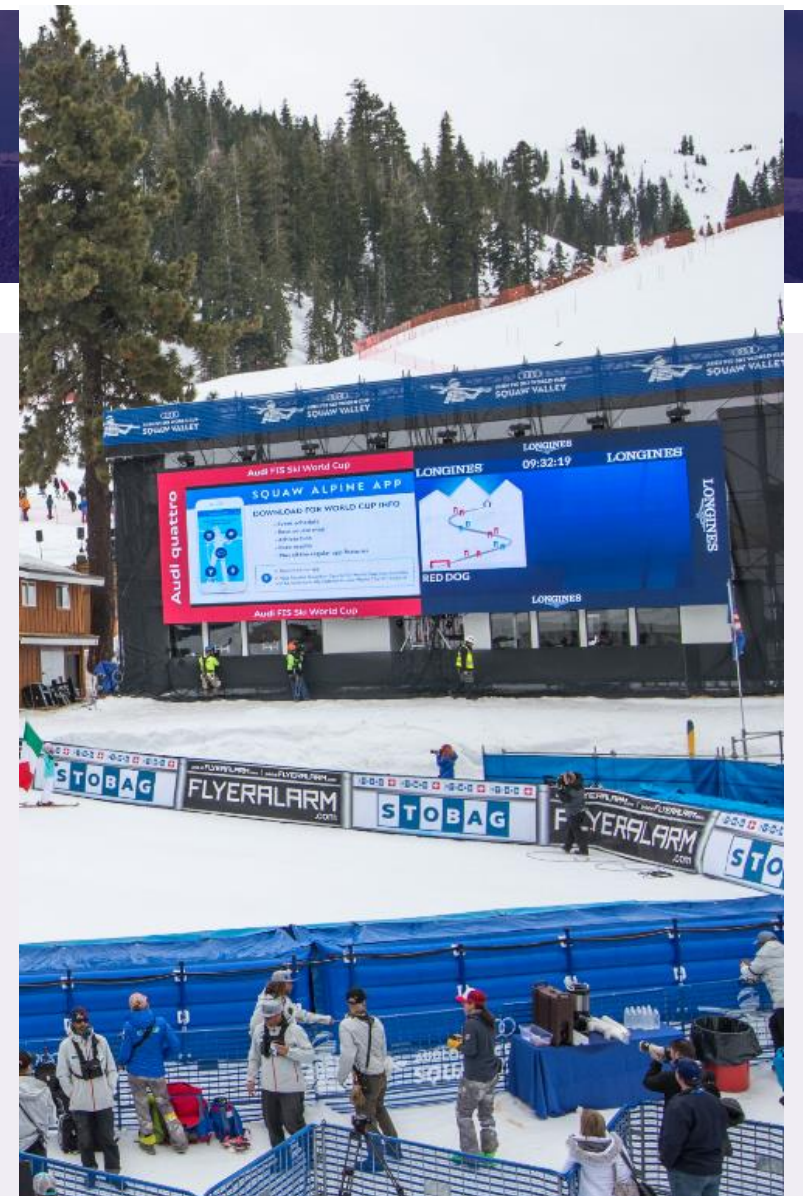
- Inclusion in :30 Resort promotional spot – aired nationally (\$20K – CONFIRMING SPOT INCLUSION)
- :30 Jumbotron commercial, logo rotation & emcee mentions during live show (\$10k value)
- Email inclusions in eNewsletter promoting World Cup event, and transportation options “In Partnership with the North Lake Tahoe Resort Association” (\$15k value)
- Logo and link on Event website with call to action directing guests to North Lake Tahoe lodging properties (\$10k value)
- Finish area banner placement – (3) 4’x8’ banners (\$4k value ea)
- 10x10 information booth in event Vendor Village (\$4k value)
- Logo on event credential, poster, event banners (\$3k value)
- Logo on event Tram banner – Nov-Feb (\$8k value)
- Gift bag item inclusion
- 10 VIP tickets for NLTRA (\$7,500 value)

**\$45,000 Sponsorship Fee // \$90,500 Value**

# BRANDING VISUALS



TRAM BANNERS



EVENT JUMBOTRON



# BRANDING VISUALS



FINISH AREA BANNERS – PHOTO PULLED FROM NBC TELECAST OF 2017 EVENT

## EVENT SCHEDULE

### Thursday, March 9

Free Ski | 10.00 – 10.45 Red Dog  
GS Team Captains Meeting | 17.00 Palisades  
Community Kickoff Celebration & Music at 16.15 – 18.30 KT Main Stage

### Friday, March 10

Athlete Inspection | 08.30 – 09.00 Red Dog  
Women's Giant Slalom | 10.00 & 13.00  
GS Awards 13.40 | Finish Arena  
SL Team Captains Meeting | 17.00 Palisades  
Village Animation & Music | 14.00 – 18.30 Village  
Public Draw | 18.00 KT Base Bar Deck Main Stage  
Rusted Root & Fireworks | 19.00 – 21.00 KT Main Stage

### Saturday, March 11

Athlete Inspection | 08.30 – 09.00 Red Dog  
Women's Slalom | 10.00 & 13.00  
SL Awards 13.40 | Finish Arena  
Music and Taste of California | 14.00 – 17.00 in the Village and KT Deck

### Daily, March 9-11

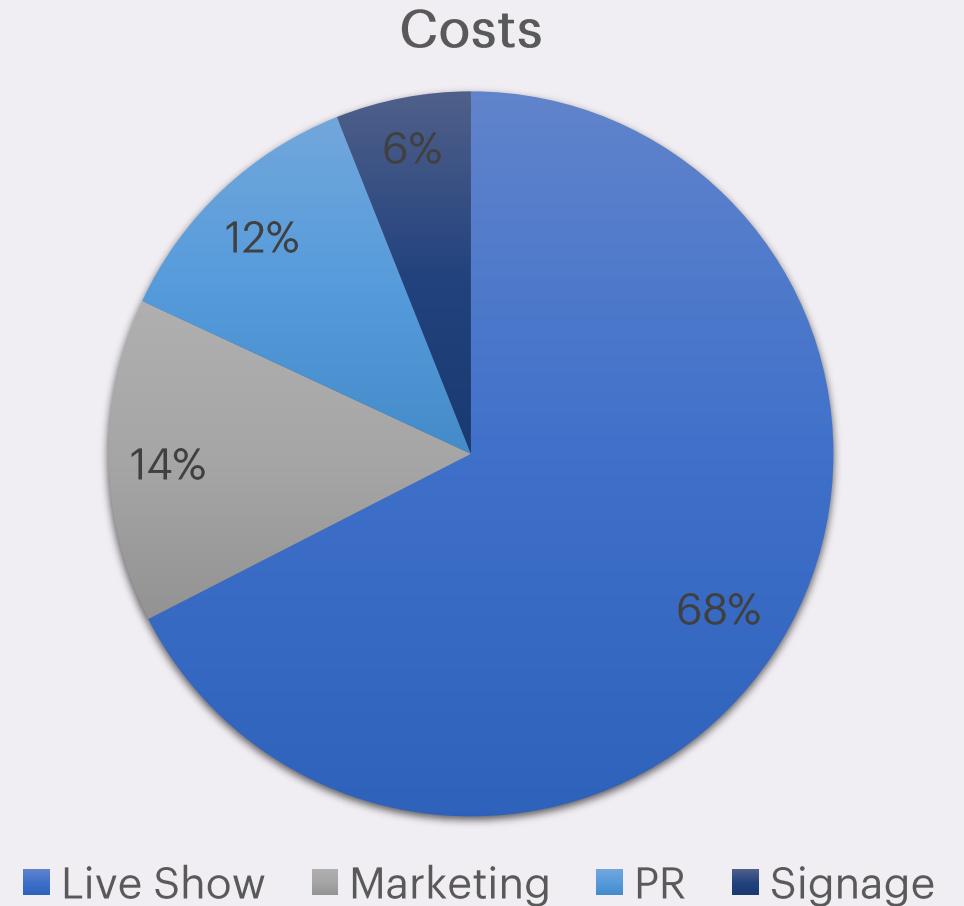
Coaches Coffee | 07.30 – 09.00 Finish Area  
Team Hospitality | 05.30 – 20.00 Pocket Bar  
Production Meetings | 18.00 Palisades  
Full Event Schedule available on the Squaw Alpine App.  
\*Schedule subject to change



EVENT CREDENTIAL

# BUDGET

	2017 Actual Spend	2023 Proposed Spend
Marketing	\$59,926	\$60,000
Collateral	\$58,859	\$40,000
Signage	\$31,003	\$25,000
PR	\$44,662	\$50,000
Live Show	\$279,942	\$280,000
<b>TOTAL:</b>	<b>\$474,392</b>	<b>\$455,000</b>





# THANK YOU!

**KRISTEN COSTA**

Event & Sponsorship Sr. Manager  
kcosta@palisadestahoe.com  
(916) 759-1974





# NLTRA Grant Process Update

November 2, 2022



north lake tahoe

# Meeting Agenda

1. Where are we today
2. Proposed fund allocation framework
  1. Three bucket approach to fund allocation
3. Sample project list
4. Next Steps



# Where we are today

- ✓ NLTRA worked with consultant to develop preliminary ideas, one grant program for all committees
- ✓ NLTRA hired new consultant to develop process, application, criteria and other
- ✓ Completed four meetings w/ TOT, TBID Advisory and Zone 1 committees to discuss grant process and solicit input
- ✓ Compiled feedback + developed initial concept
- ✓ Met w/ county staff + Supervisor Gustafson for feedback
- Present to CAP Committee



# Committee Input + Considerations

Goals expressed by committee members included:

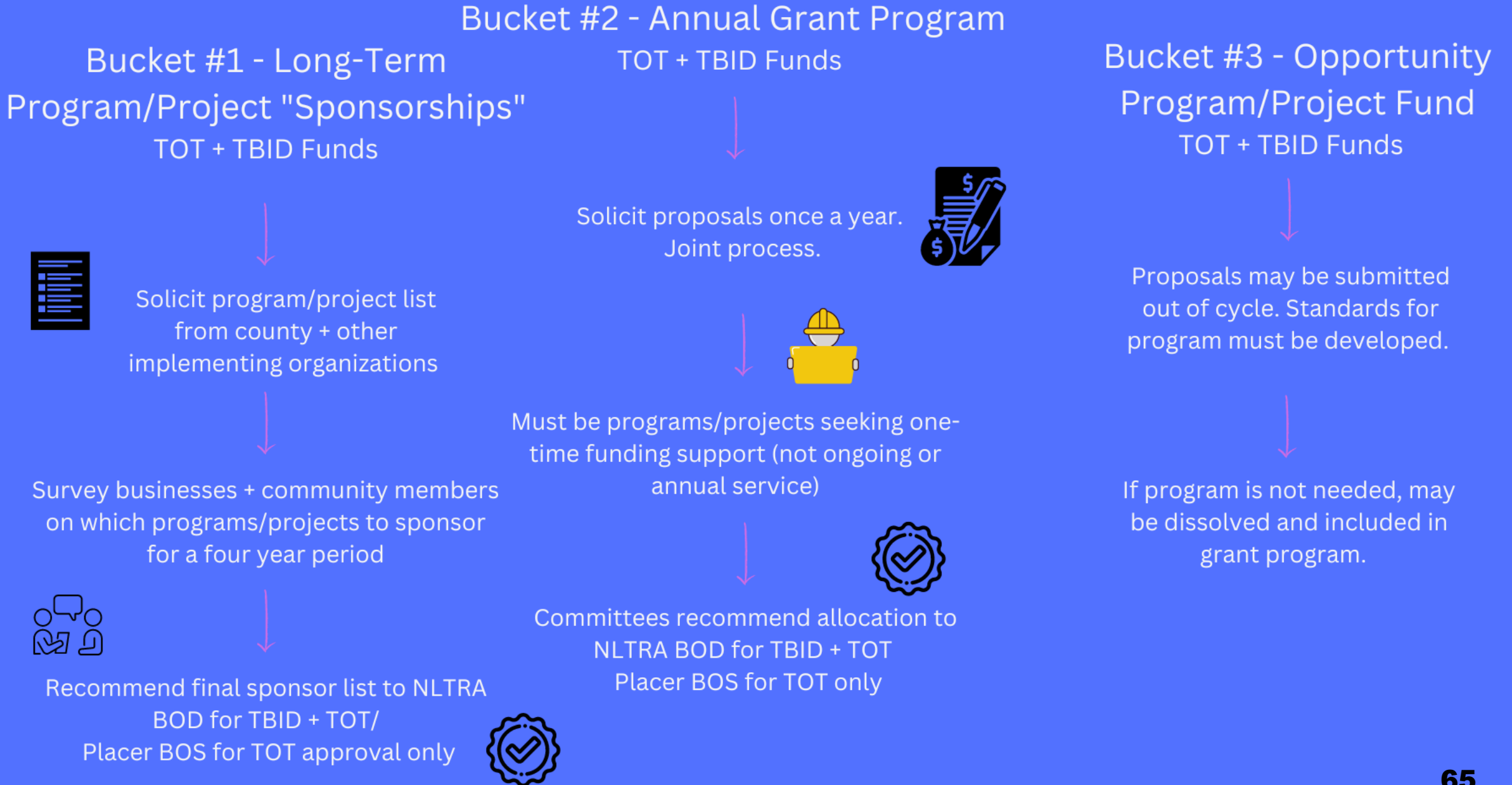
1. Support the visitor experience
2. Stabilize the local workforce
3. “Project delivery” to the community is important
4. Balance long-range planning with project delivery and need to show results
5. Positive feedback loop between community, business leaders, NLTRA and projects/programs
6. Communication strategy with businesses and community on program/project successes

# Additional Committee Input + Considerations

## Other input:

1. KPIs should be established
2. Leveraging state and federal funds is important (leveraged funds can be included as a KPI)
3. Visible projects should be considered
4. RFPs could work to allow for a flexible grant program
5. Conduct an "Annual Meeting" with businesses
6. Refer to other agency metrics/adopt as KPIs for this program
7. Engaging the broader community around priorities is important
8. County has provided a project list with over \$40 million in expenses for consideration (Includes housing + transportation projects)
9. CAP Committee is expanding its scope to include housing and other services consistent with Measure A language

# Fund Allocation Framework



# Bucket #1 - Sponsorship Program Details

1. NLTRA adopts a “project/program sponsor program”
  1. Long-term or annual projects or programs that needs financial sponsorship.
  2. Project implementor must be under contact with NLTRA (this includes Placer County).
2. Solicits project/program concepts from county other agencies in housing, transportation and services consistent w/ Management District Plan
3. Survey businesses with project list. Recommend 1:1 meetings w/ top 10-15 businesses contributors. Consider a survey for the broader community.
4. Establish proposed list of projects to sponsor. Present to Committees.
5. Remaining funds allocated through an annual grant program. Suggest 1x a year with option to apply out of cycle if specific criteria are met.



# Bucket #1 Workflow

Define Sponsorship Criteria -  
(long-term, annual service,  
recurring funding need.)



Request for Letters of  
Interest



NLTRA staff compiles  
project/program list - surveys  
businesses + broader community



NLTRA staff vets  
LOI/Routes to  
appropriate committee



Zone 1

TBID  
Advisory

TOT  
Committee

# Bucket #2 Workflow

Define Grant Criteria - One-  
time funding needs etc.

Conduct annual survey on  
priorities

Customize RFP for grant  
program

NLTRA staff vets/routes  
to appropriate  
committee for  
review/recommendation

Release Grant RFP

# EXAMPLE ONLY- Sponsorship Projects/Programs List

Project Applicant	Project Name	Annual Budget	Measurable Result
Organization A	Housing project A	\$1,000,000	X number of new units
Organization B	TART Connect	\$1,000,000	X number of riders and X percent increase YOY
Organization C	Trail Construction	\$500,000	X miles of new trail
Organization D	Housing Impact Fee Program	\$500,000	X number of new units, X number of new proposed workforce housing projects
Organization E	Additional trash collection service	\$100,000	X number of reported incidents,
Organization F	E-bike program	\$100,000	X number of bikes used, etc.

# Next Steps

1. Build out framework with LOI template, bucket criteria and supporting documents
2. Present to NLTRA BOD for approval (November)
3. Present process for TOT committee to Placer BOS for approval (December)
4. Begin program implementation in winter 2023





**Questions?**



# 2022-23 WINTER CONSUMER MEDIA



north lake tahoe



A person in a yellow kayak is paddling on a clear turquoise lake. The water is so clear that large, smooth rocks are visible at the bottom. Evergreen trees are visible on the right side of the frame. The scene is bright and scenic.

# **AGENDA**

**CAMPAIGN STRATEGIES**

**MEDIA STRATEGIES**

**TARGET MARKETS**

**TACTICS**

**CREATIVE EXAMPLES**





## CAMPAIGN STRATEGIES

### Tier 1:

- Increase length of stay
- Increase mid-week visitation

### Tier 2:

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

# MEDIA STRATEGIES

- Use lower budgets to target main California fly market (Los Angeles)
- Target national high-value audiences
  - Fly market / 3-year visitor
  - 4+ day stay, mid-week, higher HHI and higher spending
- Maintain sustainability messaging



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# WINTER TARGET MARKETS

- Los Angeles
- National Fly Markets / 3 Years Visitor (High Value)



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# TACTICS

- Programmatic Display
  - Prospecting and Retargeting
  - High Value / National Audiences
- Native Direct
- Search Marketing
  - National
  - Google Max
- Facebook/Instagram
  - Prospecting and retargeting
  - High Value / National Audiences
  - Sustainability (In-Market Travelers 75%; Locals 25%)
- TripAdvisor
- Email



# CONSUMER MEDIA FLOWCHART

- 10% of total fiscal budget
- Focus on targeted digital media

NLT 2022-23 MEDIA PLAN							2Q 2022				3Q 2023					
CAMPAIGN: CONSUMER	November		December				January				February				Gross Total	
	14	21	28	5	12	19	26	2	9	16	23	30	6	13		20
	Winter															
10%																
\$75,802																
<b>DIGITAL</b>																
Programmatic Display PT																
Programmatic Display RT																
Native (direct)																
Paid Search - National																
Google Max (Search, YouTube, Display, Gmail Ads)																
<b>Digital Total</b>																
<b>SOCIAL</b>																
FB/IG PT																
FB/IG RT																
<b>Social Total</b>																
<b>OTA's</b>																
TripAdvisor (Desktop/Mobile/Audience/etc)																
<b>OTA's Total</b>																
<b>MISC</b>																
Email																
Programmatic Display (High Value / National)																
FB/IG (High Value / National)																
<b>MISC Total</b>																
<b>SUSTAINABILITY/PLEDGE/TART/etc</b>																
FB/IG (In-Market Travelers 75%; Locals 25%)																
<b>SUSTAINABILITY/PLEDGE/TART/etc Totals</b>																
Adserving																
<b>Gross Total Media Investment</b>																
\$5,123		\$17,076				\$29,554				\$24,049				\$75,802		



DISCOVER YOUR  
WINTER WOW

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it's human nature

EXPLORE  
WORLD-CLASS  
ADVENTURES

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it's human nature

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it's human nature

PALISADES TAHOE  
Alpine Meadows, CA

PLAN NOW



ENJOY YOUR  
WINTER WOW  
GETAWAY  
RESPONSIBLY

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it's human nature

VIEW OUR

KNOW  
BEFORE  
YOU GO

INFORMATIONAL  
GUIDE

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it's human nature

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it's human nature

TAHOE CROSS  
COUNTRY SKI AREA  
Tahoe City, CA

PLAN NOW

TURN  
FAMILY TIME  
INTO WOW TIME

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it's human nature

CONNECT  
IN NATURE.  
STAY AND PLAY.

north lake tahoe  
it's human nature

north lake tahoe  
it's human nature

THE VILLAGE  
AT NORTSTAR  
Northstar, CA

PLAN NOW

EXPERIENCE  
THE BEAUTY OF  
WINTER WOW

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ENJOY  
MID-WEEK  
SPECIALS

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it's human nature

north lake tahoe  
it's human nature

SPEEDBOAT BEACH  
Kings Beach, CA

PLAN NOW

ONE DESTINATION.  
11 SKI RESORTS.  
ENDLESS WOW.

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it's human nature

EXPLORE  
WINTER  
LODGING  
SPECIALS

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it's human nature

INCLINE VILLAGE,  
NEVADA

BOOK NOW

**n** North Lake Tahoe  
Sponsored · 🌐

The secret to finding winter WOW is having a North Lake Tahoe vacation booked to look forward to. #WinterWOW



GOTAHOENORTH.COM  
**Endless Winter Adventure**  
Enjoy midweek specials.

LEARN MORE

👍 Like    💬 Comment    ➦ Share

MILLENNIAL

**n** North Lake Tahoe  
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Make family memories that will last a lifetime – in a place unlike any other. #WinterWOW



GOTAHOENORTH.COM  
**Turn Family Time Into WOW Time**


LEARN MORE

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FAMILY

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Now's the time to experience winter WOW. From adventure to relaxation, luxurious to cozy, your perfect getaway awaits.



GOTAHOENORTH.COM  
**Enjoy Open Spaces Midweek**  
Plan your trip now.

LEARN MORE

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BOOMER



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Check out our Know Before You Go informational guide to plan and enjoy your winter getaway responsibly. #WinterWOW



GOTAHOENORTH.COM  
**Get Away The Smart Way**  
Discover a winter that WOWs.

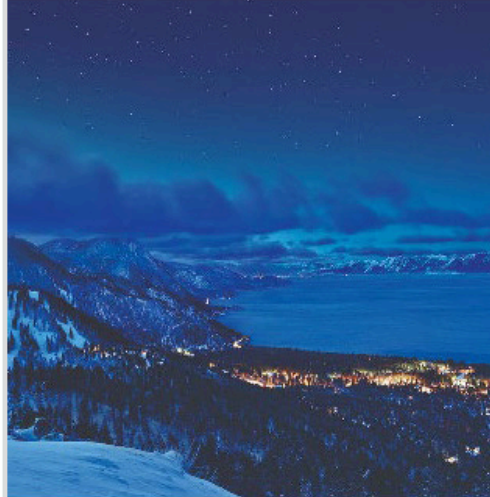
LEARN MORE

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RETARGETING

**n** North Lake Tahoe  
Sponsored · 🌐

One destination. 11 ski resorts. Endless WOW. Your North Lake Tahoe getaway is only a click away. #WinterWOW



GOTAHOENORTH.COM  
**Explore Lodging Specials**  
Enjoy open spaces midweek.


BOOK NOW

Like Comment Share

RETARGETING / LODGING

**n** North Lake Tahoe  
Sponsored · 🌐

The secret to finding winter WOW is having a North Lake Tahoe family vacation booked to look forward to. #WinterWOW



**Plan Your Family Getaway**  
Explore Specials

[LEARN MORE](#)


**Discover New Adventures**  
Travel Responsibly

[LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

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The secret to finding winter WOW is having a North Lake Tahoe family vacation booked to look forward to. #WinterWOW



**Discover New Adventures**  
Travel Responsibly

[LEARN MORE](#)

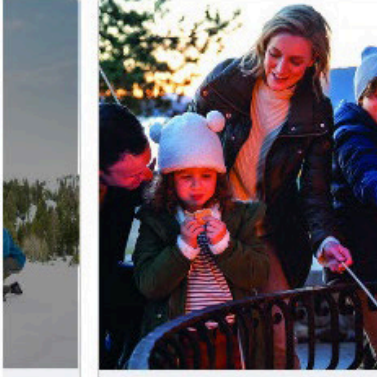
**Reconnect in Nature**  
Enjoy Lakeside

[LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

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The secret to finding winter WOW is having a North Lake Tahoe family vacation booked to look forward to. #WinterWOW



**Reconnect in Nature**  
Enjoy Lakeside

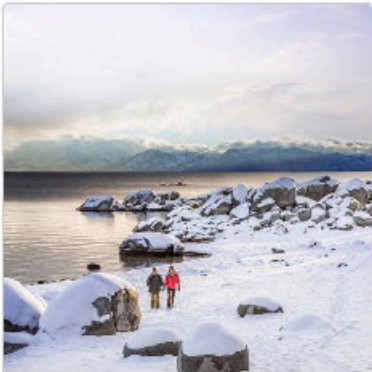
[LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share



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Adventurous or relaxing, weekend or midweek, mountain or lake, North Lake Tahoe is the perfect place for #WinterWOW.



**Marvel at the Beauty**  
Travel Responsibly

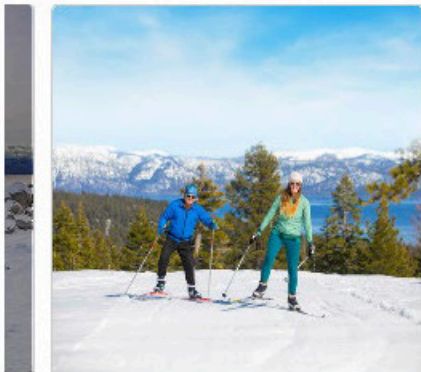
**Plan Your Adventure**  
Escape Midweek

LEARN MORE

Like Comment Share

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Adventurous or relaxing, weekend or midweek, mountain or lake, North Lake Tahoe is the perfect place for #WinterWOW.



**Plan Your Adventure**  
Escape Midweek

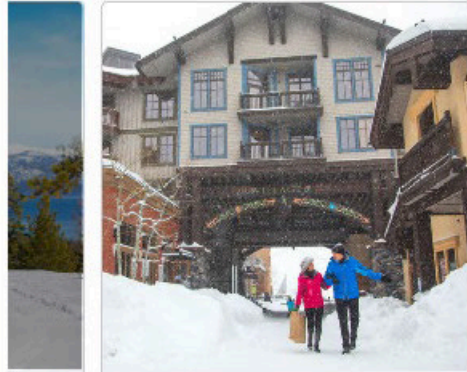
**Explore Unique Towns**  
Plan Your Getaway

LEARN MORE

Like Comment Share

**n** North Lake Tahoe  
Sponsored · 🌐

Adventurous or relaxing, weekend or midweek, mountain or lake, North Lake Tahoe is the perfect place for #WinterWOW.



**Explore Unique Towns**  
Plan Your Getaway

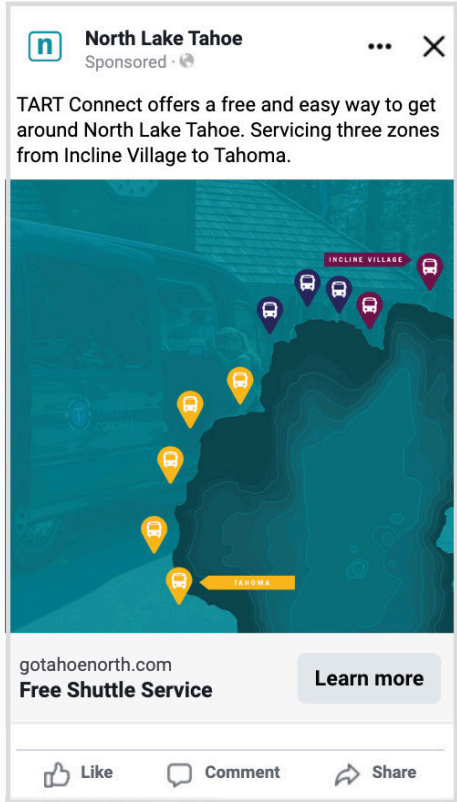
LEARN MORE

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# CREATIVE – SUSTAINABILITY



TART WINTER 21 SOCIAL MEDIA ADS



SINGLE IMAGE 1  
TART





**THANK YOU!**



# NLT FY22/23 Planning Strategy



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A person in a red kayak is paddling on a clear, turquoise lake. The water is so clear that large, smooth, light-colored rocks are visible at the bottom. Evergreen trees are visible on the right side of the frame. The scene is bright and scenic.

# Social Media

# Social Media Objectives

- Focus on seasonal content creation for platforms in conjunction with our content creators and influencers
- Concentrate on tailoring content per platform based on 2021-2022 audience findings and trends
- Align paid media efforts with organic social content
- Leverage giveaways for experiences. Partner with resorts and businesses for seasonal/quarterly giveaways
- Focus efforts on video content creation and real time content to showcase the destination from a POV perspective
- Build TikTok seasonal videos and tie in paid media tactics to organic strategy
- Use CrowdRiff to source seasonal imagery
- Build CA Now stories that align with Visit California monthly themes and blogs on the site



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# Platform Overview

Data	July	August	MoM
Audience	238,290	238,510	+0.1%
Impressions	1,887,973	2,398,031	+27%
Engagement	86,176	71,676	-17%

- We've seen growth in audiences and impressions July - August. While engagement rates are down month over month, engagement rates are still above benchmarks (2.8-3.3% compared to 0.3-0.98% benchmarks).
- Facebook has been bringing in the majority of impressions providing 2M in August.
- Posted an NLT+Me Reel in August which generated 66.9K views and 5.1K engagements, increasing participation in the content campaign.
- The most engaged audiences are women ages 25-44. The highest reached locations included Los Angeles, San Diego, Reno, Sparks, Sacramento and San Francisco.




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# Post Examples

**North Lake Tahoe**  
Sat 8/27/2022 3:15 pm PDT


This summer, head to North Lake Tahoe for a little R&R. The lake is calling you, and the mountains are calling you back again. Come see what fun awaits! <https://fal.cn/3roUd>



<b>Total Engagements</b>	<b>395</b>
Reactions	242
Comments	14
Shares	15
Post Link Clicks	5
Other Post Clicks	119

**North Lake Tahoe**  
Wed 8/17/2022 5:29 pm PDT


If you are a foodie looking for an adventure, you are in the right place. North Lake Tahoe has various dining options to explore. The possibilities in the region are endless. [@sunnysidetahoe](#)



<b>Total Engagements</b>	<b>203</b>
Reactions	44
Comments	9
Shares	0
Post Link Clicks	30
Other Post Clicks	120

**North Lake Tahoe**  
Thu 8/25/2022 5:39 pm PDT

Step outside the ordinary and experience North Lake Tahoe from a new level. The Palisades Tahoe High Camp Experience allows visitors to step outside and enter a landscape surrounded by vas...



<b>Total Engagements</b>	<b>163</b>
Reactions	58
Comments	1
Shares	8
Post Link Clicks	7
Other Post Clicks	89

# Content Creation





# Looking Ahead

- Continue focusing content on a mixture of lifestyle, landscape, and lodging-specific content. Also highlight seasonality year-round.
- Identify additional key events and experiences for in-market content creators to attend and secure video/images at.
- Look to partner with additional organizations to participate in social takeovers.
- Award winners of the NLT + Me and NLT Challenge campaigns.
- Continue to develop additional CA Now stories.
- Post paid TikTok, Facebook and Instagram ads to organic channels.



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# Public Relations

# Objectives

- Luxury, Top Tier Publications
- Target Markets
  - Align with national paid media placements
  - International to align with sales team and VCA efforts
- Stronger integration with owned and paid channels
- Focus peak season messages around education and shoulder season around driving visitation
- Align messaging with brand pillars



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# Tactics

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



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# Earned Media Results

- Secured Clips: 41
- Est. Digital Monthly Visits: 2.5B
- Est. Digital Coverage Views: 3.16M
- Est. Broadcast Audience Reach: 4.22M

## The New York Times

### [Coming Soon to an American Cliff Near You: 'Via Ferrata' Routes](#)

Long popular in Europe, the beginner-friendly climbing routes are being installed on peaks and in gorges across the United States. Here are six to try now.

OLYMPIC VALLEY, CALIF.

### [Tahoe Via Ferrata](#)



Tahoe Via Ferrata offers four routes through weathered, knobby granite. Alpenglow Expeditions/Tahoe Via Ferrata

## TRAVEL+ LEISURE

### 10 U.S. Ski Destinations That Are Just As Spectacular in the Summer

#### Lake Tahoe, California



PHOTO: COURTESY OF NORTH LAKE TAHOE

With stunning Sierra mountain scenery and the crystal-clear lake, North Lake Tahoe is a picturesque locale with a wide range of things to do. Visitors can take part in on-lake activities like [rafting](#) and [stand-up paddleboarding](#), as well as biking, golfing, zip lining, and the Squaw Valley's newest outdoor adventure: a [via ferrata](#), which combines climbing, hiking, and ascending an 800-foot vertical cliff. Other summertime draws include Shakespeare on the lake and plenty of live music experiences, from weekly concerts on the beach to festivals in the mountains. [Don't miss raising a glass \(or two\) along the scenic Tahoe Rum Trail.](#)



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Fodor's Travel

thrillist

visit California

SFGATE

msn

THE TRAVEL

capradio

YouTube

2NEWS

PureWow

VacationIdea  
DREAM VACATION MAGAZINE

KCRA 3

BESTLIFE

THE POINTS GUY

TELLMEBEST

Blogarama

TravelDreams Magazine  
What is your version of living the dream?

THE POST STAR

wtopnews

ONLY IN YOUR STATE

Bestgamingpro

TRAVEL SQUIRE .COM

RV LIFESTYLE  
Your Adventure Awaits

The A-List of Travel®  
LUXURY TRAVEL  
MAGAZINE

Roadtrippers

NEWSBREAK

reno gazette journal

THE MANUAL

MOON SHINE INK

Sierra Sun

## Looking Ahead

- Following up from the connections recently made at the VCA Fall Media Event.
- Scheduling influencer and traditional media FAMs reaching national and international audiences.
- Continue proactive pitching to support seasonal messaging and events.
- Send out a What's New press release for fall.
- Planning for TravMedia's IMM event in January.



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**THANK YOU!**