

Board of Directors:

Chair: Adam Wilson, Northstar Business Assoc. | **Vice Chair:** Sue Rae Irelan, Placer County Appointee
Treasurer: Dan Tester, Squaw Valley Business Assoc. | **Secretary:** Ray Villaman, Tahoe Restaurant Group
Mike DeGross, 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: <http://bit.ly/3wDkR22>
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
2. Closed Session - Personnel discussion, pursuant to Brown Act (§ 54957) - Performance Evaluation CEO

- Page: 1** 3. Approval of Resolution 2023.2
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 FEB 1, 2023 TO FEB 28, 2023 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**

- 9:00 a.m.** 4. 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.

- 9:05 a.m.** 5. Agenda Amendments and Approval **[ACTION]**

- 9:10 a.m.** 6. 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.

- Page: 4** A. NLTRA Board Meeting Minutes from Jan 11, 2023 [Link to preliminary online document](#)
Page: 8 B. NLTRA Preliminary Financial Statements, Dec 2022

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- C. Approval of Made in Tahoe 2023 Sponsorship in the amount of \$40,000
- D. Approval of Oktoberfest 2023 Sponsorship in the amount of \$20,000.
- E. Approval of Big Blue Adventures 2023 Sponsorship in the amount of \$35,000

F. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Jan 25, 2023
- TOT Committee Meeting, Jan 23, 2023
- TBID Advisory Committee Meeting, Jan 18, 2023
- Zone 1 Committee Meeting, Jan 18, 2023
- Tourism Development Committee Jan 24, 2023
- In-Market Tourism Development Committee Nov 29, 2022

9:15 a.m.

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7. Action Item:

- A. Review presentation on Tahoe City Access Improvement project from Ryan Decker and Andy Deinken from Placer County Engineering; and possibly take action on TBID Advisory and TBID Zone 1 Committee funding recommendations in the amount of \$340,000.

10:00 a.m.

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8. Informational Updates/Verbal Reports:

- A. NTBA/TCDA 4th of July drone show review and recommendations - Alyssa Reilly/Katie Biggers

10:45 a.m.

9. 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, Dec 2022
- B. Conference Revenue Statistics Report, Dec 2022
- C. Tourism Development Report on Activities, Dec 2022
- D. Reno Tahoe Airport Report, Dec 2022
- E. Visitor Information Center Report, Dec 2022
- F. North Lake Tahoe Marketing Cooperative Financials, Dec 2022
- G. Key metrics, Dec 2022

10:46 a.m.

10. CEO and Staff Updates

10:53 a.m.

11. Directors Comments

10:55 a.m.

12. Meeting Review and Staff Direction

10:57 a.m.

13. Closed Session

11:00 a.m.

14. Adjournment

Posted online at nltra.org



MEMORANDUM

Date: 2/1/2023

TO: NLTRA Board of Directors

FROM: Tony Karwowski, CEO

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

Action(s) Requested:

North Lake Tahoe Resort Association (NLTRA) board approval of Resolution No. 2023.02 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 FEB 1, 2023 TO FEB 18, 2023 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 2023.02

RESOLUTION NO. 2023.02

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 FEB 1, 2023 TO FEB 28, 2023 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:

Adam Wilson, Chair

Dan Tester, NLTRA Secretary

Board of Directors – Draft Meeting Minutes – January 11, 2023

Board of Directors:

Chair: Adam Wilson, Northstar Business Assoc. | **Vice Chair:** Sue Rae Irelan, Placer County Appointee
Treasurer: Dan Tester, Squaw Valley Business Assoc. | **Secretary:** Ray Villaman, Tahoe Restaurant Group
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

1. Call to Order at 8:31 AM – Establish Quorum

Board members in attendance (in person or electronically)

Dave Wilderotter, Jim Phelan, Dan Tester, Samir Tuma, Stephanie Holloway, Amy Ohran, Mike DeGroff, Jill Schott, Adam Wilson, Stephanie Hoffman, Alyssa Reilly, Sue Rae Irelan, Harry Hirsh, Ray Villaman, and Melissa Siig. A quorum was established. Also participating were Advisory members Stephanie Holloway and Jeff Cowen.

Board members absent

Colin Perry and Manfred Steuerwald

Staff Members in attendance

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

Others in attendance

Included Erin Casey, Mike Martin, and Cathy Nanadiego. There may have been others attending who did not identify themselves.

2. Approval of Resolution 2023.1

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 JAN 10, 2023 TO FEB 9, 2023 PURSUANT TO BROWN ACT PROVISIONS. [ACTION]

Motion to adopt Resolution 2023.1. WILDEROTTER/TESTER/Motion carried unanimously by Roll Call vote.

3. Public Forum

There were no comments on items not on today's agenda.

4. Agenda Amendments and Approval [ACTION]

Motion to approve today's agenda as presented. PHELAN/DEGROFF/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.

A. NLTRA Board Meeting Minutes from Dec 7, 2022 [Link to preliminary online document](#)

B. Review and Approval of CEO's Expense Report for Nov 2022

C. NLTRA Preliminary Financial Statements, Nov 2022

D. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Jan 4 2022
- TOT Committee Meeting, Nov 21, 2022
- TBID Advisory Committee Meeting, Nov 16, 2022
- Zone 1 Committee Meeting, Nov 16, 2022
- Tourism Development Committee Nov 29, 2022
- In-Market Tourism Development Committee Nov 29, 2022

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

6. Action Item

A. NLTRA Appointment of Jim Phelan and Ron Parson to the NLTRA appointed Capital Advisory Projects (CAP)\ Committee Seats - Tony Karwowski

Karwowski reported Phelan and Parson indicated an interest in continuing to serve as the NLTRA representatives to the CAP Committee. For that reason, he did not solicit the membership for other candidates. Projects will be presented to this Board prior to the representatives voting.

Motion to appoint Jim Phelan and Ron Parson as the NLTRA representatives on the CAP Committee. WILDEROTTER/TESTER/ Motion carried unanimously by Roll Call vote.

B. Appointment of Harry Hirsch to NLTRA finance committee - Francois Cazalot

Cazalot recommends Harry Hirsch to replace Kevin Mitchell on the NLTRA Finance Committee.

Motion to appoint Harry Hirsch to the NLTRA Finance Committee. TESTER/PHELAN/Motion carried unanimously by Roll Call vote.

7. Informational Updates/Verbal Reports

A. Palisades Tahoe World Cup Update on Parking/Transportation/Traffic mitigation – Mike Martin

Mike Martin presented the 2023 World Cup Traffic Management Plan, as requested by this Board. He described the traffic mitigation measures proposed, parking plan, and explained how the NLTRA sponsorship dollars are being allocated both leading up to and during the event.

Martin answer questions clarifying details and logistics of the Plan, which will be used as a guide for future traffic management plans. The group discussed strategies to inform the public on the options for getting to and from Palisades Tahoe for the event. Because it is being televised and live-streamed, traffic impacts may be further reduced by encouraging people to attend local “watch parties.”

B. NTCA Rebrand Update - Kirstin Guinn

Guinn presented details of rebranding the organization from the North Lake Tahoe Resort Association (NLTRA) to the North Tahoe Community Alliance (NTCA). She noted the consumer facing “Go Tahoe North” is not changing. Guinn showed the various iterations of the new logo and how it will be used.

Guinn said the launch is scheduled for February 1, 2023. She described the guiding principles used to develop the new brand, the audiences, and how the name and new logo are being launched.

Discussion followed regarding the transition, how the website will direct people to the new site, and the thinking behind the URL and online development.

C. Board Election Update - Tony Karwowski

Karwowski presented the Board election timeline. Candidate filings are due January 30, 2023. The results will be announced at the March 1, 2023 Board meeting and the new Board will be seated in April.

D. Housing Hub Concept and mini-workshop - Erin Casey

Casey presented Housing Hub idea and business plan. She discussed the goals and objectives, the many organizations and stakeholders involved, the draft mission, vision, programs and services, and timelines.

The Hub is being developed to provide programs, support, and services some of the other housing organizations are unable to including different funding sources. Priorities for the first year of the Hub include developing strategies to support developers, advocate for code and policy changes, facilitate regional collaboration with other agencies, and develop an ADU Acceleration Program, similar to HelloADU in the Bay Area.

Casey proposed a structure for the Housing Hub, including a seven-member Board of Directors representing organizations with a focus on workforce housing and/or individuals able to offer expertise in land use and policy. An Advisory Committee comprised of non-voting members can offer specialized expertise.

NLTRA is being asked to incubate the program by offering office space and administrative support, provide legal guidance, and be a fiscal sponsor until a separate 501 (c) is formed.

Next steps include continued meetings with stakeholders, meeting with potential funding partners, and getting formal support from this Board based on a business plan, budget, and funding pledges. Hopefully, the Hub will be launched this spring.

Tuma emphasized the Hub is not a NLTRA program. It is an attempt at a regional approach to work with the many jurisdictions in the area. It will have a stand-alone Board. It will be unencumbered by restrictions governmental entities are subject to and be able to advocate for programs and policies. TBID dollars will be requested to fund the Hub.

Discussion followed clarifying the proposal, ways the Hub can function differently from other groups addressing housing, yet collaborate with those groups, how it fits in with the NLTRA Stewardship goal, and expectations.

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, Nov 2022**
- B. Conference Revenue Statistics Report, Nov 2022**
- C. Tourism Development Report on Activities, Nov 2022**
- D. Reno Tahoe Airport Report, Nov 2022**
- E. Visitor Information Center Report, Nov 2022**
- F. North Lake Tahoe Marketing Cooperative Financials, Nov 2022**

The reports were in the packet. There were no questions or comments.

9. CEO and Staff Updates

Karwowski expects AB 361, the emergency order allowing for virtual meetings, to be lifted February 28, 2023. If so, NLTRA Board meetings as of March 1, 2023 will be in person only. There are posting and public access requirements for those wanting to meet remotely. Karwowski will send a handout explaining the situation. He reminded the Board of the requirement to attend ten of twelve Board meetings a year.

Karwowski reported the TBID consultant Civitas advised him that if an assessed business collects sales tax, that tax is subject to the TBID assessment. Karwowski will advise the approximately 600 impacted businesses.

Karwowski reminded the Board that Placer County is partnering on a survey to develop a priority list of projects the community would like to see receive TBID and TOT dollars. It begins this weekend and the results will be presented at the joint TBID, TOT, and CAP Committee meeting in February.

10. Directors Comments

Jeff Cowen said an email has been circulating indicating TRPA is meeting this week about the updated Homewood Master Plan, but that is not accurate. The project is only in the pre-application discussion phase.

An informal presentation on the Boulder Bay development will be given to the TRPA Governing Board in January. The proposal is for an overall reduction in the original plan. However, the requirement for 38 workforce housing units will remain.

11. Meeting Review and Staff Direction

Karwowski will make sure CAP projects are brought to this Board for review before the representatives vote.

12. Closed Session

Closed Session was not convened.

13. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:23 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



north lake tahoe

Chamber | CVB | Resort Association

1/23/2023

To: North Lake Resort Association (NLTRA) Finance Committee

From: Derek Vaughan, Accounting Manager

RE: Report on Financial Results for December 31, 2022

Summary of preliminary NLTRA financial results for December 31, 2022

- Cash – Total cash increased \$378k over prior month to \$6.97m reflecting our continued surplus of collections over expenses
- Accounts Receivable- \$5k is the Spartan refund from prior year, we are still expecting collection
- Accounts Receivable TBID –My conclusion that the 21/22 TBID revenue of \$5.81m should be increased \$310k to a total \$6.12m for the fiscal year was reviewed by the auditors. They agreed with my calculations and made the adjustment on their audited financials. I will record this adjustment for the 22/23 financials once the audit is complete. This adjustment would increase this AR account to \$1m and accurately reflect the 22/23 activity.
- Accounts Receivable Other -\$10k is related to fraud charges from prior year. We are attempting to collect these funds and are in communications with Bank of the West
- Deposits \$1672 – Most of this is over four years old and should be written off
- Accounts Payable – I moved the 21/22 TBID collections fee of \$132k to its own liability account for better clarity. This fee will be paid after the conclusion of the audit. The discrepancy between the \$37k reported on the balance sheet and \$29k on the aging report are discrepancies from our transition to our new accounting system that I am currently reconciling
- Accounts Payable – Other - TBID members that are due refunds
- Suspense – The reduction from \$16,092 to \$10,740 was the result of my continued effort to reconcile this account
- Revenues – I continued to follow budget through December. Last month I recommended we wait until December revenue is known before considering if a reforecast is needed. I have not seen any indicators in the last month that would persuade me to change my recommendation
- Salaries & Wages – reflects three pay periods, November was two
- NLTRC Contributions YTD actual is \$159k less than budget due to the returning of excess funds from 21/22 fiscal year. This is recorded in 21/22 on NLTRC's financials. This period adjustment will be reviewed before the 21/22 audited financials are published.

- Additional Opportunities – payments to North Tahoe Business Association and Tahoe City Downtown Association for first six months of their contract
- Event Sponsorships - \$6990 was to the Tahoe Fund for winter billboard

Summary of preliminary NLTMC financial results for December 31, 2022

- Income follows budget

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

December 31, 2022

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Six Months Ending Saturday, December 31, 2022

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1/23/2023
12:00 PM

	YTD		
	Dec 2022	Dec 2021	
	2022	2021	Variance
Current Assets			
Cash - TBID Disbursements	2,931,956	0	(2,931,956)
Cash - TBID Funding	4,044,421	1,697,348	(2,347,073)
Special Event Funding	1,514	39,803	38,289
Cash Flow Reserve	101,122	100,976	(146)
Marketing Reserve	50,401	50,356	(45)
Payroll Reserve	46,603	68,102	21,499
Cash in Drawer	4,633	139	(4,494)
Petty Cash	158	158	0
Accounts Receivable	5,000	1,000	(4,000)
Accounts Receivable - TBID	690,924	0	(690,924)
Accounts Receivable - TOT	0	432,499	432,499
Accounts Receivable - Chamber	(901)	0	901
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	10,015	2,442	(7,574)
Inventory Asset	28,808	26,867	(1,941)
Gift Cards Outstanding	18	18	0
Prepaid Expenses	4,388	6,500	2,112
Prepaid Postage	100	100	0
Prepaid Insurance	1,224	2,689	1,465
Deposits	1,672	1,150	(522)
Total Current Assets	7,966,851	2,444,456	(5,522,395)
Fixed Assets			
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	(5,972)	(3,222)	2,750
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
Total Fixed Assets	5,041	7,791	2,750
Total Assets	\$7,971,892	\$2,452,247	(\$5,519,645)
Liabilities			
Current Liabilities			
Accounts Payable	37,488	69,892	(32,403)
Accounts Payable - Other	23,835	22,140	1,695
Salaries & Wages Payable	8,558	41,223	(32,665)
Incentives Payable	53,615	44,055	9,560
PTO Payable	35,798	62,280	(26,482)
401k Payable	1,391	1,218	173
Employer Tax Payable	4,090	3,379	710
Retail Payable	6,603	0	6,603
Accrued Expenses	72,917	200,350	(127,433)
Deferred Revenue - Membership Dues	17,525	20,827	(3,302)
Deferred Revenue - TMBC	1,290	1,290	0
Due To/From BOTW CC	(20,140)	0	(20,140)
Due To/From County	1,195,474	1,480,803	(285,329)
Due To/From TBID	132,453	0	132,453
<i>Suspense (may include rounding)</i>	<i>(10,740)</i>	<i>0</i>	<i>(10,740)</i>
Total Current Liabilities	1,560,157	1,947,457	387,300
Sales Tax Payable	274	2,877	(2,603)
Use Tax Payable	25	1,418	(1,393)
Total Tax Payable	299	4,295	3,996
Long-Term Debt			
Total Liabilities	1,560,457	1,951,752	391,296
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	4,884,687	0	4,884,687
Net Income	1,509,255	0	1,509,255
Total Equity	6,411,436	500,495	(5,910,941)

**Balance Sheet - PY
Comparison**

North Lake Tahoe Resort
Association

For the Six Months Ending Saturday, December 31, 2022

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1/23/2023
12:00 PM

	YTD		
	<u>Dec 2022</u>	<u>Dec 2021</u>	<u>Variance</u>
	2022	2021	
Liabilities & Shareholder Equity	<u>\$7,971,892</u>	<u>\$2,452,247</u>	<u>(\$5,519,645)</u>

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association
 Payables Management

Ranges:

Vendor ID: First - Last
 Class ID: First - Last
 Payment Priority: First - Last
 Vendor Name: First - Last

User-Defined 1: First - Last
 Posting Date: First - 12/31/2022
 Document Number: First - Last

Print Option: SUMMARY Exclude: Zero Balance, No Activity, Fully Paid Documents, Unposted Applied Credit Documents, Multicurrency Info
 Aged By: Document Date Sorted By: Vendor ID
 Aging Date: 12/31/2022 Due Date
 Print Currency In: Functional (Z-US\$)

Vendor ID:	Name:	Class ID:	User-Defined 1:					
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Vendor ID: ACCOC	Name: Accounting on Computers	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:		\$350.00	\$350.00	\$0.00	\$0.00	\$0.00	
Vendor ID: ANNE-KARIN ATWO	Name: Anne-Karin Atwood*	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:		\$88.75	\$88.75	\$0.00	\$0.00	\$0.00	
Vendor ID: ANTHONY KARWOW	Name: Anthony Karwowski	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:		\$420.00	\$420.00	\$0.00	\$0.00	\$0.00	
Vendor ID: BONNIE L BAVETT	Name: Bonnie L Bavetta	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:		\$340.00	\$340.00	\$0.00	\$0.00	\$0.00	
Vendor ID: CALIFORNIA TRAV	Name: California Travel Association	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:		\$7,800.00	\$7,800.00	\$0.00	\$0.00	\$0.00	
Vendor ID: CIVITAS	Name: Civitas	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:		\$2,080.00	\$2,080.00	\$0.00	\$0.00	\$0.00	
Vendor ID: DMAWEST, INC.	Name: DMAwest, Inc.	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:		\$100.00	\$100.00	\$0.00	\$0.00	\$0.00	
Vendor ID: JVP COMM	Name: JVP Communications, LLC	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:		\$5,600.00	\$5,600.00	\$0.00	\$0.00	\$0.00	
Vendor ID: LAURA MORIARTY	Name: Laura Moriarty	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:		\$5,167.99	\$5,167.99	\$0.00	\$0.00	\$0.00	
Vendor ID: NTEC	Name: North Tahoe Event Center, Inc.	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 3	Aged Totals:		\$1,417.18	\$1,417.18	\$0.00	\$0.00	\$0.00	
Vendor ID: STERICYCLE, INC	Name: Stericycle, Inc	Class ID:	User-Defined 1:					
Voucher(s): 1	Aged Totals:		\$1,405.95	\$1,405.95	\$0.00	\$0.00	\$0.00	
Vendor ID: TAHOE MARINE	Name: Tahoe Marine & Excavating	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:		\$800.00	\$800.00	\$0.00	\$0.00	\$0.00	
Vendor ID: TIFFANY CONNOLL	Name: Tiffany Connolly	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:		\$3,550.00	\$3,550.00	\$0.00	\$0.00	\$0.00	
	<u>Vendors</u>		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Vendor Totals:	13		\$29,119.87	\$29,119.87	\$0.00	\$0.00	\$0.00	

PL - Budget vs Actual

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

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	Dec 2022			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	195,037	195,037	0	3,042,175	3,042,174	0
Chamber Revenue - Member Dues	0	0	0	24,058	20,000	4,058
Retail Revenue	5,634	2,000	3,634	57,709	41,000	16,709
Retail Revenue - Merchandise Sales	0	0	0	1,267	0	1,267
Revenue - Other	0	0	0	60	0	60
Revenue - Interest & Investments						
Total Revenues	200,671	197,037	3,634	3,125,269	3,103,174	22,095
Cost of Goods Sold	226	2,375	(2,149)	26,474	14,250	12,224
Freight & Shipping Costs	0	0	0	459	0	459
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	0	0	0	524	0	524
Total Cost of Goods Sold	226	2,375	(2,149)	27,471	14,250	13,221
Gross Profit	200,445	194,662	5,784	3,097,799	3,088,924	8,874
Salaries & Wages	123,797	115,644	8,153	488,019	693,865	(205,846)
P/R - Tax Expense	6,961	11,523	(4,562)	37,859	69,136	(31,277)
P/R - Health Insurance Expense	14,021	21,414	(7,393)	46,405	128,486	(82,081)
P/R - Workmans Comp	1,457	4,086	(2,628)	1,457	24,514	(23,057)
401(k)	2,638	4,279	(1,641)	12,250	25,675	(13,424)
Other Benefits & Expenses	1,830	407	1,424	3,338	2,440	898
Rent	13,300	13,931	(631)	81,036	83,585	(2,549)
Rent - Other	0	0	0	874	0	874
Utilities	854	1,677	(823)	5,484	10,061	(4,577)
Repairs & Maintenance	1,527	1,331	197	11,270	7,983	3,287
Telephone & Internet	1,120	1,644	(523)	4,010	9,862	(5,852)
Supplies	471	0	471	1,319	0	1,319
Supplies - Office	1,846	1,200	646	7,918	7,386	531
Supplies - Computer	0	0	0	11,479	12,700	(1,221)
Mail	0	559	(559)	11,281	3,357	7,924
Mail - USPS	318	0	318	979	0	979
Mail - Fedex/UPS	0	0	0	133	0	133
Taxes, Licenses, Fees	929	8,771	(7,841)	16,654	52,625	(35,971)
Credit Card Fees	91	125	(34)	606	750	(144)
Dues & Subscriptions	1,005	1,317	(311)	7,343	7,900	(557)
Insurance/Bonding	1,530	1,250	280	9,319	7,500	1,819
Associate Relations	2,154	567	1,587	2,984	3,400	(416)
Training/Seminars	0	692	(692)	4,200	4,150	50
Travel	48	342	(294)	48	2,050	(2,002)
Automobile Expenses	395	417	(21)	1,205	2,500	(1,295)
Meals & Meetings	2,336	633	1,703	2,957	3,800	(843)
Board Functions	4,959	4,000	959	19,246	24,000	(4,754)
Professional Fees	15,913	5,750	10,163	63,161	34,500	28,661
Professional Fees - Attourney	4,835	2,500	2,335	11,476	15,000	(3,524)
Professional Fees - Accountant	2,700	10,000	(7,300)	11,320	35,000	(23,680)
Equipment Support & Maintenance	2,865	2,917	(52)	16,182	17,500	(1,318)
Equipment Rental/Leasing	0	343	(343)	802	3,181	(2,380)
Depreciation	764	153	611	917	917	0
Event Sponsorships	7,490	40,000	(32,510)	11,490	180,000	(168,510)
Special Event Partnership Funding	0	0	0	1,250	50,000	(48,750)
Event Operations	1,406	0	1,406	1,406	0	1,406
NLTMC Contributions	141,209	141,209	0	361,043	520,142	(159,099)
Non-NLTMC Marketing	15,807	38,917	(23,110)	51,207	83,500	(32,293)
In-Market/Tourism	6,241	0	6,241	40,004	0	40,004
Media/Collateral/Production	0	0	0	1,313	0	1,313
Additional Opportunities	180,000	155,078	24,922	222,550	930,468	(707,918)
Chamber Activities	0	832	(832)	4,750	4,991	(241)
Chamber Activities - Membership M...	0	0	0	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	1,500	(1,500)
Chamber Activities - Community Aw...	0	0	0	0	30,000	(30,000)
Allocated Administrative Overhead	0	96,715	(96,715)	0	511,156	(511,156)
Total Operating Expenses	562,818	690,469	(127,652)	1,588,544	3,610,081	(2,021,538)

PL - Budget vs Actual

PL - Budget vs Actual

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

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	Dec 2022			Fiscal 2022/23 YTD		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Net Operating Income	(362,372)	(495,808)	133,435	1,509,255	(521,157)	2,030,412
Other Expense/<Income>						
Net Income	<u>(362,372)</u>	<u>(495,808)</u>	<u>133,435</u>	<u>1,509,255</u>	<u>(521,157)</u>	<u>2,030,412</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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	Dec 2022			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	102,394	102,394	0	1,597,142	1,597,142	0
Revenue - Interest & Investments						
Total Revenues	102,394	102,394	0	1,597,142	1,597,142	0
Gross Profit	102,394	102,394	0	1,597,142	1,597,142	0
Salaries & Wages	28,534	34,999	(6,465)	113,468	209,995	(96,527)
P/R - Tax Expense	2,107	3,500	(1,393)	9,088	20,999	(11,912)
P/R - Health Insurance Expense	0	7,023	(7,023)	8,411	42,138	(33,726)
P/R - Workmans Comp	0	1,227	(1,227)	0	7,362	(7,362)
401(k)	934	1,327	(393)	2,992	7,960	(4,968)
Other Benefits & Expenses	399	137	262	411	820	(409)
Rent	2,227	2,529	(302)	13,362	15,175	(1,814)
Utilities	133	452	(318)	706	2,710	(2,004)
Telephone & Internet	150	468	(318)	275	2,810	(2,535)
Supplies - Office	273	50	223	273	486	(214)
Supplies - Computer	0	0	0	134	5,000	(4,866)
Mail	0	126	(126)	0	757	(757)
Taxes, Licenses, Fees	180	63	118	180	375	(195)
Dues & Subscriptions	831	125	706	2,213	750	1,463
Associate Relations	0	83	(83)	63	500	(437)
Travel	48	58	(11)	48	350	(302)
Automobile Expenses	130	83	47	130	500	(370)
Meals & Meetings	99	42	58	99	250	(151)
Equipment Rental/Leasing	0	115	(115)	0	1,069	(1,069)
Event Sponsorships	0	40,000	(40,000)	3,500	180,000	(176,500)
Special Event Partnership Funding	0	0	0	1,250	50,000	(48,750)
Event Operations	1,406	0	1,406	1,406	0	1,406
NLTMC Contributions	141,209	141,209	0	361,043	520,142	(159,099)
Non-NLTMC Marketing	15,688	36,833	(21,146)	41,938	71,000	(29,062)
In-Market/Tourism	6,241	0	6,241	27,256	0	27,256
Additional Opportunities	0	35,340	(35,340)	0	212,042	(212,042)
Allocated Administrative Overhead	43,494	36,139	7,355	317,335	191,003	126,332
Total Operating Expenses	244,082	341,929	(97,848)	905,580	1,544,194	(638,614)
Net Operating Income	(141,688)	(239,535)	97,847	691,562	52,948	638,614
Other Expense/<Income>						
Net Income	(141,688)	(239,535)	97,847	691,562	52,948	638,614

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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	Dec 2022			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	28,865	28,865	0	450,242	450,242	0
Revenue - Interest & Investments						
Total Revenues	28,865	28,865	0	450,242	450,242	0
Gross Profit	28,865	28,865	0	450,242	450,242	0
Salaries & Wages	1,385	3,831	(2,446)	8,361	22,986	(14,625)
P/R - Tax Expense	106	383	(277)	662	2,299	(1,637)
P/R - Health Insurance Expense	0	616	(616)	0	3,694	(3,694)
P/R - Workmans Comp	0	134	(134)	0	806	(806)
401(k)	55	153	(98)	346	919	(573)
Other Benefits & Expenses	0	10	(10)	0	60	(60)
Rent	396	174	222	2,375	1,045	1,331
Utilities	0	33	(33)	0	198	(198)
Telephone & Internet	0	34	(34)	0	206	(206)
Supplies - Office	0	83	(83)	0	500	(500)
Supplies - Computer	0	0	0	134	700	(566)
Taxes, Licenses, Fees	0	25	(25)	0	150	(150)
Dues & Subscriptions	0	17	(17)	0	100	(100)
Associate Relations	0	17	(17)	0	100	(100)
Automobile Expenses	0	42	(42)	0	250	(250)
Meals & Meetings	0	83	(83)	0	500	(500)
Equipment Rental/Leasing	0	8	(8)	0	78	(78)
Non-NLTMC Marketing	0	417	(417)	0	2,500	(2,500)
Additional Opportunities	34,472	68,348	(33,876)	64,572	410,085	(345,513)
Allocated Administrative Overhead	7,896	10,188	(2,292)	12,228	53,845	(41,616)
Total Operating Expenses	44,310	84,596	(40,286)	88,679	501,021	(412,342)
Net Operating Income	(15,445)	(55,730)	40,286	361,563	(50,779)	412,342
Other Expense/<Income>						
Net Income	(15,445)	(55,730)	40,286	361,563	(50,779)	412,342

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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	Dec 2022			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	14,238	14,238	0	222,079	222,079	0
Retail Revenue	5,634	2,000	3,634	57,709	41,000	16,709
Retail Revenue - Merchandise Sales	0	0	0	1,267	0	1,267
Revenue - Interest & Investments						
Total Revenues	19,872	16,238	3,634	281,056	263,079	17,977
Cost of Goods Sold	226	2,375	(2,149)	26,474	14,250	12,224
Freight & Shipping Costs	0	0	0	459	0	459
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	0	0	0	524	0	524
Total Cost of Goods Sold	226	2,375	(2,149)	27,471	14,250	13,221
Gross Profit	19,646	13,863	5,784	253,585	248,829	4,756
Salaries & Wages	12,174	13,002	(828)	82,191	78,011	4,180
P/R - Tax Expense	942	1,259	(317)	7,606	7,551	55
P/R - Health Insurance Expense	0	2,013	(2,013)	85	12,078	(11,993)
P/R - Workmans Comp	0	487	(487)	0	2,922	(2,922)
401(k)	481	337	144	2,551	2,020	530
Other Benefits & Expenses	0	40	(40)	15	240	(225)
Rent	6,650	6,848	(198)	39,900	41,085	(1,185)
Utilities	0	465	(465)	460	2,790	(2,330)
Telephone & Internet	0	137	(137)	150	822	(672)
Supplies	268	0	268	1,116	0	1,116
Supplies - Office	753	458	294	1,374	2,750	(1,376)
Supplies - Computer	0	0	0	294	0	294
Mail	0	17	(17)	0	100	(100)
Taxes, Licenses, Fees	0	25	(25)	0	150	(150)
Credit Card Fees	91	125	(34)	606	750	(144)
Dues & Subscriptions	0	17	(17)	0	100	(100)
Associate Relations	0	42	(42)	118	250	(132)
Automobile Expenses	0	83	(83)	201	500	(299)
Meals & Meetings	0	8	(8)	542	50	492
Equipment Rental/Leasing	0	34	(34)	139	313	(174)
Non-NLTMC Marketing	0	417	(417)	0	2,500	(2,500)
Additional Opportunities	0	15,101	(15,101)	0	90,606	(90,606)
Allocated Administrative Overhead	4,631	5,025	(394)	52,271	26,558	25,713
Total Operating Expenses	25,989	45,938	(19,949)	189,618	272,148	(82,530)
Net Operating Income	(6,342)	(32,076)	25,733	63,967	(23,319)	87,286
Other Expense/<Income>						
Net Income	(6,342)	(32,076)	25,733	63,967	(23,319)	87,286

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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	Dec 2022			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	10,727	10,727	0	167,319	167,320	0
Chamber Revenue - Member Dues	0	0	0	0	20,000	(20,000)
Revenue - Interest & Investments						
Total Revenues	10,727	10,727	0	167,319	187,320	(20,000)
Gross Profit	10,727	10,727	0	167,319	187,320	(20,000)
Salaries & Wages	1,385	10,856	(9,471)	8,559	65,136	(56,577)
P/R - Tax Expense	106	1,086	(980)	651	6,514	(5,863)
P/R - Health Insurance Expense	0	2,869	(2,869)	0	17,216	(17,216)
P/R - Workmans Comp	0	381	(381)	0	2,284	(2,284)
401(k)	55	384	(329)	341	2,305	(1,965)
Other Benefits & Expenses	0	43	(43)	0	260	(260)
Rent	464	904	(440)	2,784	5,426	(2,643)
Utilities	0	143	(143)	0	859	(859)
Telephone & Internet	0	149	(149)	175	891	(716)
Supplies - Office	0	150	(150)	0	900	(900)
Supplies - Computer	0	0	0	268	700	(432)
Taxes, Licenses, Fees	0	25	(25)	0	150	(150)
Dues & Subscriptions	0	17	(17)	2,730	100	2,630
Associate Relations	0	42	(42)	0	250	(250)
Automobile Expenses	0	42	(42)	138	250	(113)
Meals & Meetings	0	83	(83)	0	500	(500)
Equipment Rental/Leasing	0	37	(37)	0	339	(339)
Event Sponsorships	500	0	500	500	0	500
Non-NLTMC Marketing	0	417	(417)	9,150	2,500	6,650
Additional Opportunities	145,528	0	145,528	157,978	0	157,978
Chamber Activities	0	832	(832)	4,750	4,991	(241)
Chamber Activities - Membership M...	0	0	0	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	1,500	(1,500)
Chamber Activities - Community Aw...	0	0	0	0	30,000	(30,000)
Allocated Administrative Overhead	32,099	3,589	28,510	37,690	18,970	18,720
Total Operating Expenses	180,137	22,298	157,839	225,714	166,542	59,173
Net Operating Income	(169,410)	(11,571)	(157,839)	(58,395)	20,778	(79,173)
Other Expense/<Income>						
Net Income	(169,410)	(11,571)	(157,839)	(58,395)	20,778	(79,173)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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	Dec 2022			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	14,823	14,823	0	231,206	231,205	0
Revenue - Interest & Investments						
Total Revenues	14,823	14,823	0	231,206	231,205	0
Gross Profit	14,823	14,823	0	231,206	231,205	0
Salaries & Wages	1,385	7,429	(6,044)	8,361	44,571	(36,210)
P/R - Tax Expense	106	743	(637)	662	4,457	(3,795)
P/R - Health Insurance Expense	0	1,490	(1,490)	0	8,937	(8,937)
P/R - Workmans Comp	0	260	(260)	0	1,563	(1,563)
401(k)	55	297	(242)	346	1,783	(1,437)
Other Benefits & Expenses	0	23	(23)	0	140	(140)
Rent	569	406	163	3,415	2,437	977
Utilities	0	77	(77)	0	463	(463)
Telephone & Internet	0	80	(80)	0	480	(480)
Supplies - Office	0	42	(42)	0	250	(250)
Supplies - Computer	0	0	0	134	1,750	(1,616)
Taxes, Licenses, Fees	0	25	(25)	0	150	(150)
Dues & Subscriptions	0	17	(17)	0	100	(100)
Associate Relations	0	17	(17)	0	100	(100)
Automobile Expenses	0	42	(42)	0	250	(250)
Meals & Meetings	0	42	(42)	0	250	(250)
Equipment Rental/Leasing	0	20	(20)	0	183	(183)
Non-NLTMC Marketing	0	417	(417)	0	2,500	(2,500)
Additional Opportunities	0	28,299	(28,299)	0	169,797	(169,797)
Allocated Administrative Overhead	459	5,232	(4,773)	5,148	27,650	(22,502)
Total Operating Expenses	2,574	44,956	(42,382)	18,066	267,810	(249,744)
Net Operating Income	12,249	(30,133)	42,382	213,140	(36,605)	249,744
Other Expense/<Income>						
Net Income	12,249	(30,133)	42,382	213,140	(36,605)	249,744

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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	Dec 2022			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	6,436	6,436	0	100,392	100,392	0
Revenue - Interest & Investments						
Total Revenues	6,436	6,436	0	100,392	100,392	0
Gross Profit	6,436	6,436	0	100,392	100,392	0
Salaries & Wages	1,385	6,095	(4,711)	8,361	36,571	(28,210)
P/R - Tax Expense	106	610	(504)	662	3,657	(2,995)
P/R - Health Insurance Expense	0	1,036	(1,036)	0	6,218	(6,218)
P/R - Workmans Comp	0	214	(214)	0	1,282	(1,282)
401(k)	55	244	(188)	346	1,463	(1,117)
Other Benefits & Expenses	0	17	(17)	0	100	(100)
Rent	458	290	168	2,747	1,741	1,006
Utilities	28	55	(27)	146	330	(184)
Telephone & Internet	0	57	(57)	0	343	(343)
Supplies - Office	0	42	(42)	0	250	(250)
Supplies - Computer	0	0	0	134	1,050	(916)
Taxes, Licenses, Fees	0	25	(25)	0	150	(150)
Dues & Subscriptions	0	17	(17)	0	100	(100)
Associate Relations	0	17	(17)	0	100	(100)
Automobile Expenses	0	42	(42)	0	250	(250)
Meals & Meetings	0	42	(42)	0	250	(250)
Equipment Rental/Leasing	0	14	(14)	0	130	(130)
Event Sponsorships	6,990	0	6,990	7,490	0	7,490
Non-NLTMC Marketing	0	417	(417)	0	2,500	(2,500)
Additional Opportunities	0	7,990	(7,990)	0	47,940	(47,940)
Allocated Administrative Overhead	1,956	2,272	(316)	7,157	12,006	(4,849)
Total Operating Expenses	10,977	19,493	(8,516)	27,043	116,431	(89,388)
Net Operating Income	(4,541)	(13,057)	8,516	73,349	(16,039)	89,388
Other Expense<Income>						
Net Income	(4,541)	(13,057)	8,516	73,349	(16,039)	89,388

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

9 of 14
1/23/2023
12:02 PM

	Dec 2022			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	9,752	9,752	0	152,109	152,109	0
Revenue - Interest & Investments						
Total Revenues	9,752	9,752	0	152,109	152,109	0
Gross Profit	9,752	9,752	0	152,109	152,109	0
Allocated Administrative Overhead	28,141	34,270	(6,129)	53,778	181,124	(127,346)
Total Operating Expenses	28,141	34,270	(6,129)	53,778	181,124	(127,346)
Net Operating Income	(18,389)	(24,518)	6,129	98,331	(29,016)	127,347
Other Expense/<Income>						
Net Income	(18,389)	(24,518)	6,129	98,331	(29,016)	127,347

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:08 County Admin Fee

10 of 14
 1/23/2023
 12:02 PM

	Dec 2022			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	3,901	3,901	0	60,843	60,843	0
Revenue - Interest & Investments						
Total Revenues	3,901	3,901	0	60,843	60,843	0
Gross Profit	3,901	3,901	0	60,843	60,843	0
Taxes, Licenses, Fees	0	7,333	(7,333)	7,167	44,000	(36,833)
Total Operating Expenses	0	7,333	(7,333)	7,167	44,000	(36,833)
Net Operating Income	3,901	(3,433)	7,334	53,677	16,844	36,833
Other Expense/<Income>						
Net Income	3,901	(3,433)	7,334	53,677	16,844	36,833

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

11 of 14
1/23/2023
12:02 PM

	Dec 2022			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	3,901	3,901	0	60,843	60,843	0
Revenue - Other	0	0	0	60	0	60
Revenue - Interest & Investments						
Total Revenues	3,901	3,901	0	60,903	60,843	60
Gross Profit	3,901	3,901	0	60,903	60,843	60
Utilities	92	0	92	487	0	487
Dues & Subscriptions	0	0	0	430	0	430
Allocated Administrative Overhead	20	0	20	57	0	57
Total Operating Expenses	112	0	112	974	0	974
Net Operating Income	3,789	3,901	(112)	59,929	60,843	(914)
Other Expense/<Income>						
Net Income	3,789	3,901	(112)	59,929	60,843	(914)

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:10 CAP/TOT/ Housing&Trans

12 of 14
 1/23/2023
 12:02 PM

	Dec 2022			Fiscal 2022/23...		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
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	0	0	0	29	0	29
Total Operating Expenses	0	0	0	49	0	49
Net Operating Income	0	0	0	(49)	0	(49)
Other Expense/<Income>						
Net Income	0	0	0	(49)	0	(49)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

13 of 14
1/23/2023
12:02 PM

	Dec 2022			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Chamber Revenue - Member Dues	0	0	0	24,058	0	24,058
Revenue - Interest & Investments						
Total Revenues	0	0	0	24,058	0	24,058
Gross Profit	0	0	0	24,058	0	24,058
Salaries & Wages	14,077	0	14,077	44,577	0	44,577
P/R - Tax Expense	1,714	0	1,714	4,452	0	4,452
P/R - Health Insurance Expense	5,080	0	5,080	7,621	0	7,621
401(k)	469	0	469	1,122	0	1,122
Utilities	30	0	30	158	0	158
Telephone & Internet	390	0	390	390	0	390
Automobile Expenses	15	0	15	15	0	15
In-Market/Tourism	0	0	0	113	0	113
Allocated Administrative Overhead	4,722	0	4,722	12,339	0	12,339
Total Operating Expenses	26,497	0	26,497	70,785	0	70,785
Net Operating Income	(26,497)	0	(26,497)	(46,727)	0	(46,727)
Other Expense/<Income>						
Net Income	(26,497)	0	(26,497)	(46,727)	0	(46,727)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

14 of 14
1/23/2023
12:02 PM

	Dec 2022			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenue - Interest & Investments						
Salaries & Wages	63,474	39,432	24,042	214,088	236,594	(22,506)
P/R - Tax Expense	1,775	3,943	(2,168)	14,099	23,659	(9,561)
P/R - Health Insurance Expense	8,941	6,368	2,573	30,288	38,205	(7,917)
P/R - Workmans Comp	1,457	1,383	75	1,457	8,295	(6,838)
401(k)	533	1,537	(1,004)	4,218	9,224	(5,005)
Other Benefits & Expenses	1,431	137	1,295	2,912	820	2,092
Rent	2,536	2,779	(243)	16,454	16,675	(222)
Rent - Other	0	0	0	874	0	874
Utilities	571	452	120	3,527	2,710	817
Repairs & Maintenance	1,527	1,331	197	11,270	7,983	3,287
Telephone & Internet	580	718	(138)	3,020	4,310	(1,290)
Supplies	203	0	203	203	0	203
Supplies - Office	820	375	445	6,271	2,250	4,021
Supplies - Computer	0	0	0	10,379	3,500	6,879
Mail	0	417	(417)	11,281	2,500	8,781
Mail - USPS	318	0	318	979	0	979
Mail - Fedex/UPS	0	0	0	133	0	133
Taxes, Licenses, Fees	749	1,250	(501)	9,308	7,500	1,808
Dues & Subscriptions	174	1,108	(934)	1,970	6,650	(4,680)
Insurance/Bonding	1,530	1,250	280	9,319	7,500	1,819
Associate Relations	2,154	350	1,804	2,803	2,100	703
Training/Seminars	0	692	(692)	4,200	4,150	50
Travel	0	283	(283)	0	1,700	(1,700)
Automobile Expenses	250	83	167	721	500	221
Meals & Meetings	2,237	333	1,903	2,315	2,000	315
Board Functions	4,959	4,000	959	19,246	24,000	(4,754)
Professional Fees	15,913	5,750	10,163	63,161	34,500	28,661
Professional Fees - Attourney	4,835	2,500	2,335	11,476	15,000	(3,524)
Professional Fees - Accountant	2,700	10,000	(7,300)	11,320	35,000	(23,680)
Equipment Support & Maintenance	2,865	2,917	(52)	16,182	17,500	(1,318)
Equipment Rental/Leasing	0	115	(115)	663	1,069	(406)
Depreciation	764	153	611	917	917	0
Non-NLTMC Marketing	119	0	119	119	0	119
In-Market/Tourism	0	0	0	12,636	0	12,636
Media/Collateral/Production	0	0	0	1,313	0	1,313
Allocated Administrative Overhead	(123,417)	0	(123,417)	(498,032)	0	(498,032)
Total Operating Expenses	0	89,656	(89,656)	1,091	516,812	(515,721)
Net Operating Income	0	(89,656)	89,656	(1,091)	(516,812)	515,721
Other Expense/<Income>						
Net Income	0	(89,656)	89,656	(1,091)	(516,812)	515,721



MEMORANDUM

Date: February 1, 2023

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 Caroline Ross, President of Palisades Village Neighborhood Company (PVNC) and Cameron Calvert, PVNC Event Manager on January 24. They requested \$40,000 (\$20,000 for each event) for the NLTRA to sponsor Made in Tahoe at the Village at Palisades Tahoe, May 27 and 28 and October 7 and 8, 2023. The committee recommends the \$40,000 sponsorship.

Consent Requested: To sponsor Made in Tahoe at the Village at Palisades Tahoe with a \$40,000 sponsorship.

Presentation:

Overview: Made in Tahoe is a two-day festival at the Village at Palisades Tahoe that celebrates all things local. Last year they had a 100+ local participants which included vendors, musicians, food trucks, local breweries, performers, and more. It is produced by Palisades Village Neighborhood Company in 2022 they hosted it for two weekends. It was so successful that they are hosting two event this year.

- NLTRA sponsored the event in 2021/22 in the amount of \$30,000 (\$25,000 from the sponsorship funding and \$5000 from partnership funding.)
- In 2022 they had 5,000+ attendees at each event
- They have hosted the event for ten years
- The event brings significant revenue & brand awareness for our participating vendors, lodging partners, and local businesses in the Palisades Tahoe Village.
- The attendee breakdown for 2022 was 34% locals, 19% second homeowners, and 47% were out of market visitors.
- They raised \$65,000 for the Food Hub.
- Funds will be used for marketing and promotional costs to attract more out of market visitors, hire local bands and dj's, hire local production company – Sierra Audio solutions, and hire local performers such as Tahoe Truckee School of Music, Tahoe Flow Arts, Truckee Dance Factory & Lake Tahoe Dance Factory.
- Marketing impact: Palisades Tahoe - IG 175K

Fiscal Impact:

- May 27 and 28 Made in Tahoe \$20,000
- October 7 and 8 Made in Tahoe \$20,000

Total Funding \$40,000

An aerial photograph of a lake with a forested shoreline. The water is a deep blue-green color, and the shoreline is covered in dense evergreen trees. The text is overlaid on the center of the image.

MADE IN TAHOE

2023 SPECIAL EVENT SPONSORSHIP FUNDING

PRESENTED BY: PALISADES VILLAGE NEIGHBORHOOD COMPANY



MADE IN TAHOE

May 27 & 28, 2023 & October 7 & 8, 2023 | 11am-5pm

Made in Tahoe celebrates all things LOCAL. The Village at Palisades Tahoe will host a wide array of offerings that are made or inspired in the Lake Tahoe Basin and Truckee areas - local artisans, businesses, chefs, organizations and entertainers. Discover, explore and experience our special community rich with talented creators.

- **Two Events in One Year!**
- Successfully pulled off two events in one year in 2022 for the first time in the events history
- The community has spoken, we have tangible and anecdotal data that has led to the decision of holding this great event bi-annually - Spring & Fall for 2023.

FESTIVAL STATS

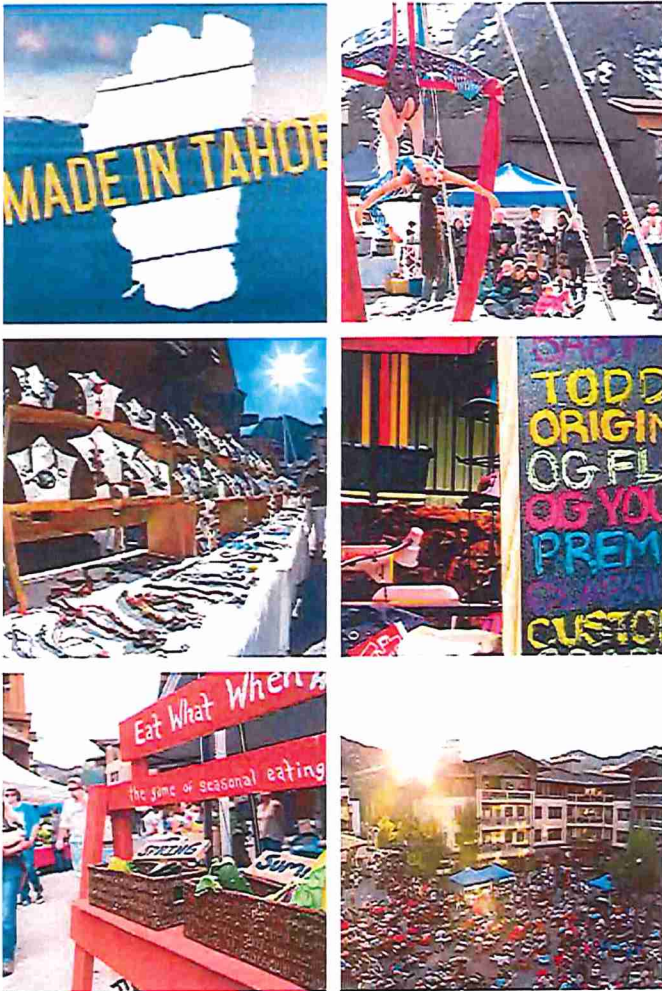
Made in Tahoe has been celebrating all things LOCAL for over 10 years with hundreds of local vendors; artisan crafts, non profits, food, drink and entertainment. Made in Tahoe brings visitors and members of the Tahoe Truckee area together to celebrate our community, which is rich with talented creators.

5K+
ATTENDANCE
PER EVENT

\$60K
MONEY RAISED

10+
YEARS

100+
LOCAL
PARTICIPANTS



MARKETING PLAN

PLAN A

WORK WITH LOCAL MEDIA PARTNERS

We plan to have full page ads in The Weekly per event. Newsletter, and digital banner ads
We'll be buying radio time on KVMR and TTR 101.5
A long with E-Blast through Peachjar (TTUSD email platform)

PLAN B

PALISADES TAHOE MARKETING TEAM

PVNC partners with the Palisades Tahoe Marketing Team to utilize PT's existing marketing channels; web, social, email, print & PR

PLAN C

PALISADES TAHOE DIGITAL CAMPAIGN

PVNC spends an additional \$1000 / per event on digital ad buys on Instagram, FB and Google
We also spend an additional \$500 on boosting each event on FB

PLAN D

ASSETS AND SPONSORSHIP FULFILLMENT

Last year we hired Court Leve a local videographer to put together a compilation of marketing videos for the event - spring & fall specific
We also utilize PT Marketing's photo/video team to collect assets of both events - spring & fall

2023 BUDGETED MARKETING BREAKDOWN

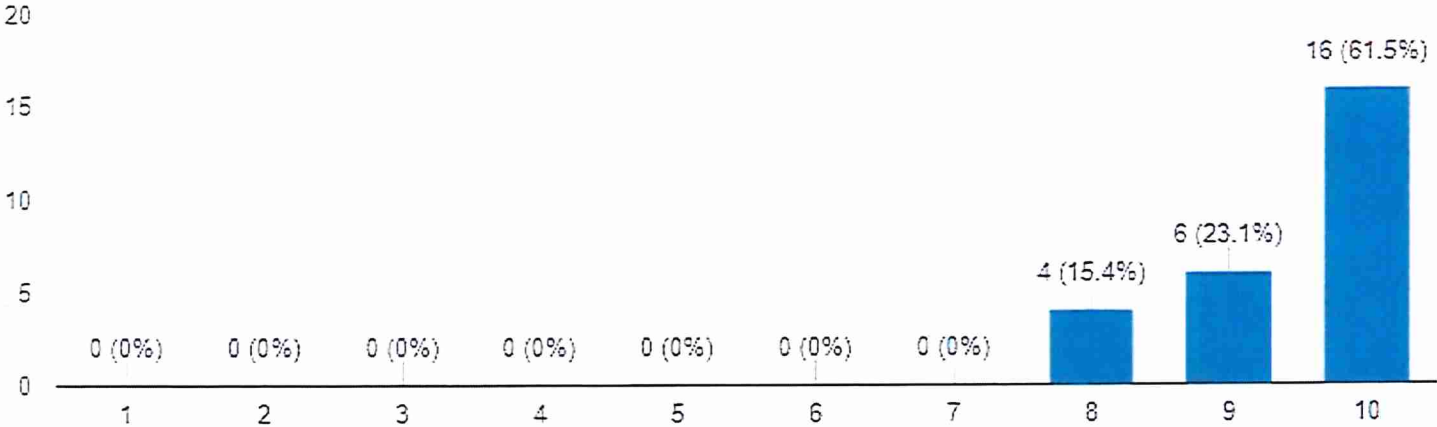
Marketing:	
The Weekly // Full Page Ad	\$1,905.00
Peach Jar - TTUSD E-blast	\$250.00
Truckee Tahoe Radio (101.5)	\$800.00
PT - Digital Media Campaign	\$1,500.00
KVMR Public Radio	\$300.00
Out of Market Digital Campaign	\$1,245.00
MARKETING TOTAL	\$6,000.00

– Palisades Tahoe provides marketing through their channels "In-Kind" at no cost to us. We pay for the digital ad buys through PT marketing channels directly to FB, Instagram & Google –

2022 SURVEY RESULTS

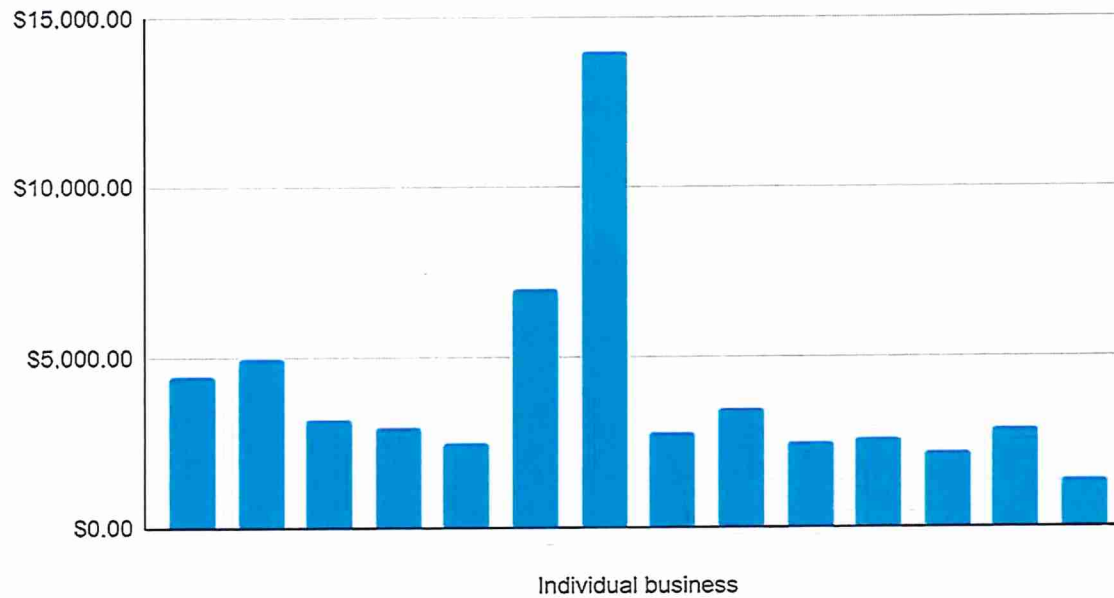
“Post event survey sent out by PVNC, through Google Forms”

As a participating vendor, how satisfied were you with the Made in Tahoe - Fall Festival?



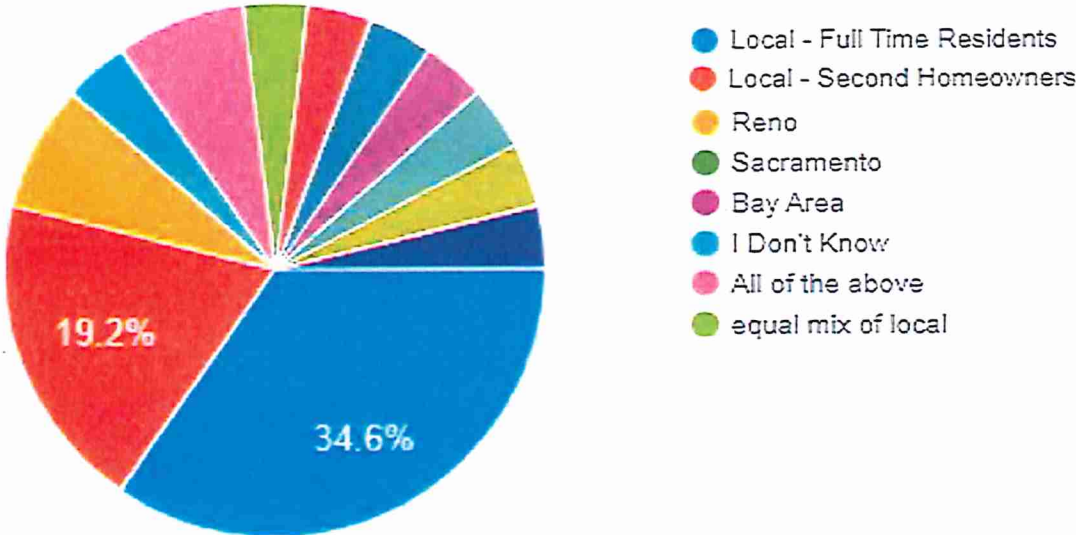
2022 SURVEY RESULTS

Dollar Amount per Individual Vendor



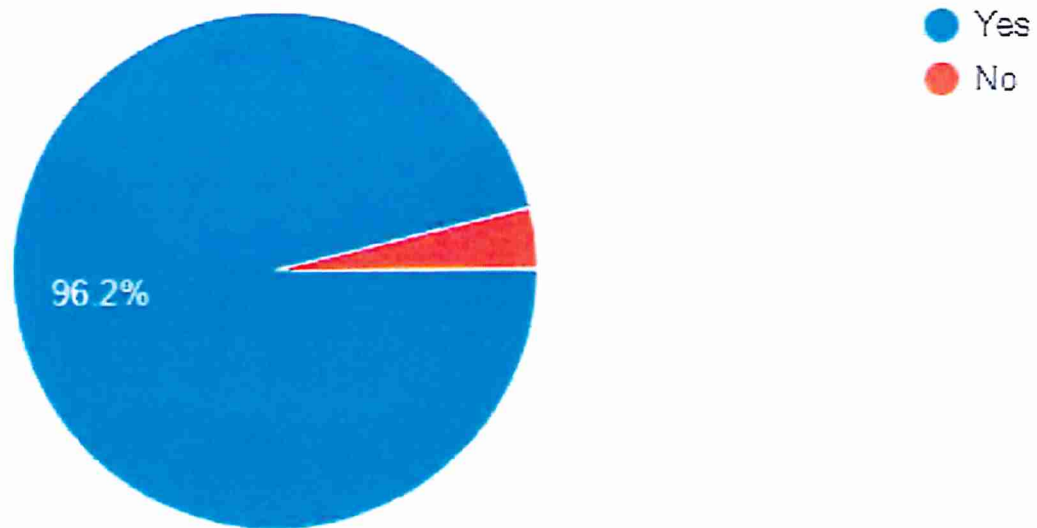
2022 SURVEY RESULTS

Where do the majority of your customers come from?



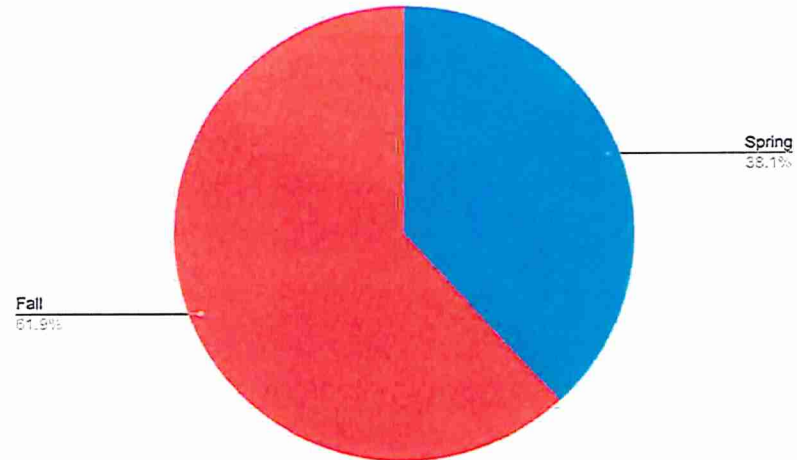
2022 SURVEY RESULTS

Are you interested in participating in the event twice a year?



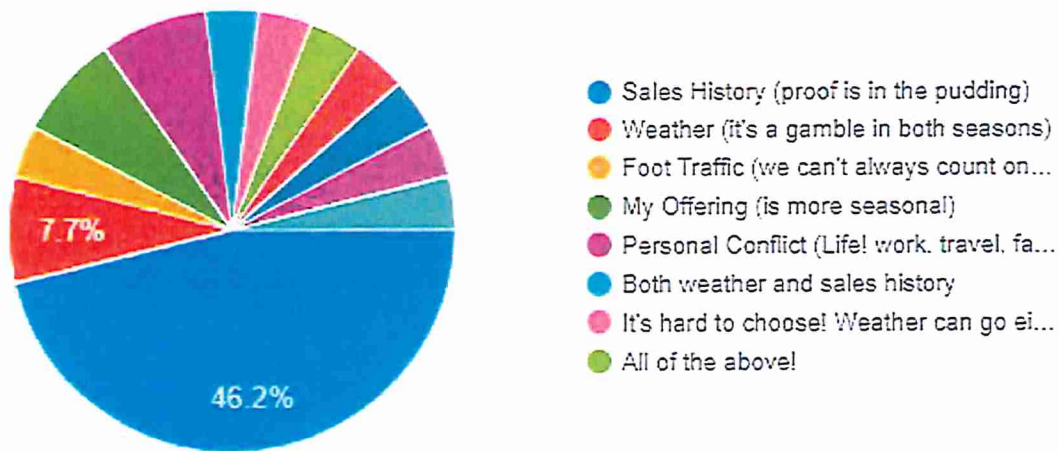
2022 SURVEY RESULTS

If the event is only once a year, would you prefer to participate in Spring or Fall?



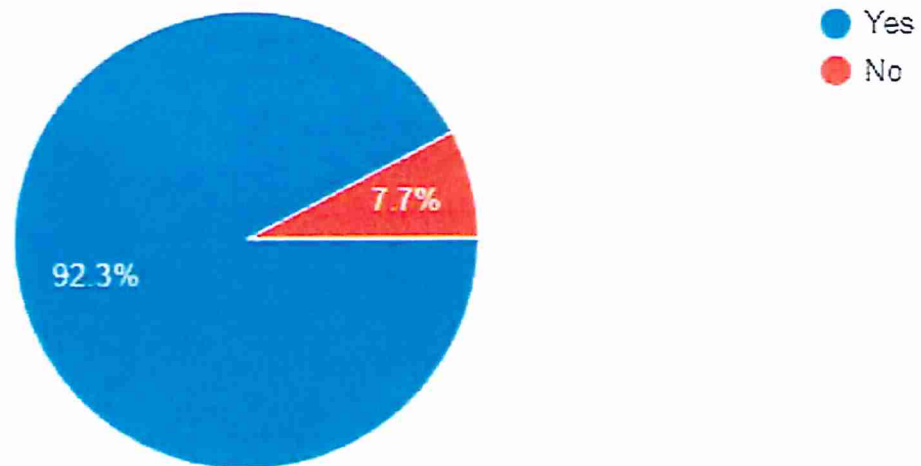
2022 SURVEY RESULTS

Why did you choose Spring or Fall?



2022 SURVEY RESULTS

Do you think the vendor booth fees are fairly priced?



EVENT GOALS & STRATEGY

GOAL 1

ORGANIZE (2) TWO-DAY EVENTS IN THE SPRING & FALL

May 27 & 28, 2023 - Unofficial summer kickoff

October 7 & 8, 2023 - Summer season is over - great shoulder season & Holiday shopping event

GOAL 2

SUPPORT & HIRE TALENTED LOCAL ENTERTAINMENT

100 TAHOE & TRUCKEE artisans, entrepreneurs and organizations

Hire 20+ Local Entertainers, Musicians and DJs per event

Continue to increase talent participation from South Lake Tahoe to drive more interest

GOAL 3

SHOWCASE TAHOE-TRUCKEE FOOD & BEER SCENE

We support a variety of local food and beer offerings from Alibi Ale Works, FiftyFifty Brewing, Eats, Mountain Lotus, Little Truckee Ice Creamery and many more!

GOAL 4

INCREASE OUT OF AREA VISITATION

One of our goals for 2023 and beyond is to increase out of marketing attendance for this event, especially in October. .



BY FUNDING THIS COMMUNITY EVENT

We can express with confidence to our talented community that we are going to make this a bi-annual event even more successful than ever.

Increase TBID funds through Olympic Valley brick & mortar stores during these event weekends.

Help us keep our booth fees low, so that everyone who is meets the Made in Tahoe brand guidelines is able to participate.

FUNDING REQUEST OF \$20,000_{per event} \$40,000_{total}

We are producing a tried and true event and adding a new shoulder season date in October. Sponsorship funding from the NLTRA would help us make this BI-ANNUAL EVENT even more successful for our local community.

- Post-Pandemic life has solidified additional costs; including labor, equipment rentals and permit fees....EVERYTHING!
- We need additional budget for promotion to bring more people in from out of market.
- Made in Tahoe aligns with NLTRA's goals and generates significant revenue & brand awareness for our participating vendors, local businesses and the NLTRA.



ALLOCATION OF FUNDS

MARKETING

MARKETING & PROMOTIONAL COSTS

Additional funding would allow us to get more targeted with our marketing campaign and for a longer stretch leading up to each event.

LIVE MUSIC

LIVE BANDS & DJs

We support and **ONLY** hire local Lake Tahoe and Truckee artists. It is our goal to showcase the wide-array of local talent and continue to hire new and different artist year after year.

INFRASTRUCTURE

EQUIPMENT RENTALS

We partner with LOCAL event production company - Sierra Audio Solutions for all main stage music production.

ENTERTAINMENT

HIRE TALENTED LOCAL PERFORMERS

Performing artists that we have supported in the past and plan to continue to do so: Tahoe Truckee School of Music, Tahoe Flow Arts, Truckee Dance Factory & Lake Tahoe Dance Factory.



north lake tahoe

Chamber | CVB | Resort Association

NLTRA SPONSORSHIP

- Logo on all digital event listings
 - Logo on Poster
 - Mention on radio ads
- Free 10X10 prominent booth space (4 event day)
 - Select asset shared post event



**THANK YOU
FOR YOUR CONSIDERATION**

PALISADES VILLAGE NEIGHBORHOOD COMPANY



MEMORANDUM

Date: February 1, 2023

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 Caroline Ross, President of Palisades Village Neighborhood Company (PVNC) and Cameron Calvert, PVNC Event Manager on January 24. They requested \$20,000 for the NLTRA to sponsor Oktoberfest at the Village at Palisades Tahoe on September 30. The committee recommends the \$20,000 sponsorship.

Consent Requested: To sponsor Oktoberfest at the Village at Palisades Tahoe with a \$20,000 sponsorship.

Presentation:

Overview: This annual event transforms the Village at Palisades Tahoe into the largest Bavarian playground in North Lake Tahoe, complete with authentic German beer, Bavarian music and dance, plus the ever-popular Oktoberfest Games and plenty of family fun. It is scheduled for September 30, 2023 and is produced by the PVNC.

- NLTRA sponsored the event in 2021/22 in the amount of \$10,000 (\$6,000 from the sponsorship funding and \$4,000 from the partnership funding)
- The event has been hosted in the village for 21 years



OKTOBERFEST

2023 SPECIAL EVENT SPONSORSHIP FUNDING

PRESENTED BY: PALISADES VILLAGE NEIGHBORHOOD COMPANY



OKTOBERFEST IN THE VILLAGE

September 30, 2023 | 12-6pm

DATE CHANGE! - Moving the event further into the shoulder season will help our local businesses generate more revenue during slow season.

This annual event transforms the Village at Palisades Tahoe into the largest Bavarian playground in North Lake Tahoe, complete with authentic German beer, Bavarian music and dance, plus the ever-popular Oktoberfest Games and plenty of family fun.

Enjoy live entertainment by Joe Smiell's 20 Piece Bavarian Band, the Almenrausch Schuhplattler Dance Troop and Alpentanzer Schuhplattler Dance Troop, accompanied by the Alpentanz Kapelle Band throughout the day.

Authentic Brats, Pretzels, Swiss Slices and traditional European dessert/pastries plus RootBeer Floats for the kids will be available for purchase.

FESTIVAL STATS

OKTOBERFEST draws over 3,000 people annually, both out of town visitors and Tahoe locals to this one-day event in late September. Event attendance has been growing every year since 2002. Over \$120K has been raised for the High Sierra Lacrosse Foundation.

3K+ \$120K
ATTENDANCE MONEY RAISED

21
YEARS IN THE
VILLAGE



MARKETING PLAN

PLAN A

WORK WITH LOCAL MEDIA PARTNERS

We plan to have full page ads in The Weekly per event. Newsletter, and digital banner ads
We'll be buying radio time on KVMR and TTR 101.5
Along with E-Blast through Peachjar (TTUSD email platform to parents)

PLAN B

PALISADES TAHOE MARKETING TEAM

PVNC partners with the Palisades Tahoe Marketing Team to utilize PT's existing marketing channels; web, social, email, print & PR

PLAN C

PALISADES TAHOE DIGITAL CAMPAIGN

PVNC spends an additional \$1500 / per event on digital ad buys on Instagram, FB and Google
We also spend an additional \$500 on boosting each event on FB

PLAN D

INFLUENCER CAMPAIGN

We partnered with a local influencer tahoe.meg to capture content

2023 BUDGETED MARKETING BREAKDOWN

Marketing:	
Moonshine Digital	\$1,300.00
The Weekly // Full Page Ad	\$1,980.00
Truckee Tahoe Radio (101.5)	\$800.00
PTR - Digital Media Campaign	\$3,000.00
KVMR Public Radio	\$350.00
TOTAL MARKETING EXPENSE: \$7,430.00	

– Palisades Tahoe provides marketing through their channels "In-Kind" at no cost to us. We pay for the digital ad buys through PT marketing channels directly to FB, Instagram & Google –

EVENT GOALS & STRATEGY

GOAL 1

ORGANIZE NORTH TAHOE'S PREMIER OKTOBERFEST

Transform the Village at Palisades Tahoe into the largest Bavarian playground in North Lake Tahoe, complete with authentic German beer, Bavarian music and dance, plus the ever-popular Oktoberfest Games and plenty of family fun.

GOAL 2

HIRE AUTHENTIC GERMAN & BAVARIAN ENTERTAINMENT

We hire high quality and authentic Almenrausch Schuhplattler Dance Troops and Alpentanzer Schuhplattler entertainment, along with Joe Smiell's 20 piece Bavarian Band and the Sierra Alphorn Players

GOAL 3

RAISE MONEY FOR THE HIGH SIERRA LACROSSE FOUNDATION

The High Sierra Lacrosse Foundation is a 501(c)(3) non-profit organization founded in 2007 to support and grow the sport of lacrosse across Northern Nevada, Truckee, and the Tahoe Basin by raising and providing resources.

GOAL 4

BOOST VISITATION TO TAHOE IN LATE SEPTEMBER - OFFSEASON

Oktoberfest provides a boost to the Valley during shoulder season - providing additional revenue for the Village shops, restaurants and in valley lodging.



BY FUNDING THIS COMMUNITY EVENT

We hold ourselves to the highest quality standards for booking and hire authentic talent.

Increase TBID funds through Olympic Valley brick & mortar stores during this event.

Your support will give PVNC the confidence to move forward with planning and contracting our vendors & entertainers to make this event North Tahoe's premier authentic Oktoberfest.

FUNDING REQUEST OF \$20,000

- Post pandemic has brought additional costs; including labor, equipment rentals, entertainment and lodging.
- We need to make sure we have adequate funding for marketing the event, lodging packages, event infrastructure.
- Funding from NLTRA would allow us to target a larger audience while growing the event quality and size.



ALLOCATION OF FUNDS

PROMO

MARKETING & PROMOTIONAL COSTS

Funding would allow us to expand our marketing efforts and create an all new digital advertising strategy in partnership with Palisades Tahoe and NLTRA marketing teams.

TALENT

ENTERTAINMENT COSTS

We support and hire the highest quality German performers. It is our goal to showcase the most authentic entertainment available and costs associated with transportation and hospitality have gone up.

RENTALS

EVENT INFRASTRUCTURE

We partner with a local event logistics company to help provide equipment needs for our event. Costs associated with creating a hire-level event would increase in 2023.



north lake tahoe

Chamber | CVB | Resort Association

NLTRA SPONSORSHIP

- Logo on all digital event listings
 - Logo on Poster
 - Mention on radio ads
- Free 10X10 prominent booth space at event
 - Select asset shared post event



THANK YOU
FOR YOUR CONSIDERATION

PALISADES VILLAGE NEIGHBORHOOD COMPANY



MEMORANDUM

Date: February 1, 2023

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 Todd Jackson, President of Big Blue Adventures on January 24. He requested \$35,000 for the NLTRA to sponsor 20+ events listed below. The committee recommends the \$35,000 sponsorship.

Consent Requested: To sponsor Big Blue Adventures events in North Lake Tahoe with a \$35,000 sponsorship.

Presentation:

Overview: The sponsorship is for the 20+ events that Big Blue Adventures produces in North Lake Tahoe: Lake Tahoe Triathlon, Donner Triathlon, Xterra Triathlon, Tahoe off-road Triathlon, Tahoe Trail Running series, Truckee Valley Half Marathon, Half Marathon Olympic Valley, Great Trail Race, Lake Tahoe Mountain Bike Race, and Sierra Open Swim Series. The events occur annually from June to October.

- The last NLTRA sponsorship was in 2020 for \$35,000
- Event goals include: creating, producing and growing human powered sporting events that feature the World Class playground Tahoe offers. Expose and foster people of all ages and abilities to adventure. Share Lake Tahoe

and its epic natural resources through our events with the hope of endearing our home with our audience, and to provide life-long positive memories

- Their events have a sustainability focus, and they have a leave no trace policy
- Fiscal impact on North Lake Tahoe: \$1.8 million over 5,200+ registrants, 70 % lodged in North Lake Tahoe, stayed 2.2 nights with \$250 spend per day
- Marketing Impact: 10 Websites – 200K+ Unique visitors, 30K email list, FB 15K, IG 2K, Youtube 100K, affiliation with national sports organizations

Fiscal Impact:

- | | |
|------------------------------|-----------------|
| • Big Blue Adventures Events | \$35,000 |
| Total Funding | \$35,000 |

What's Your Big Blue Adventure?



north lake tahoe



Overview and History

- ❑ Big Blue Adventure (BBA) owns and operates 20+ Human Powered Sporting events in the Lake Tahoe area. Starting with the XTERRA Lake Tahoe National Championship in 2001, BBA, a Tahoe City based locally owned business develops and produces triathlon, trail running, swimming, paddling, cycling, and navigation events in the North Tahoe Region. The events occur annually from June to October.

- ❑ Events such as: Lake Tahoe Triathlon, XTERRA Lake Tahoe, Lake Tahoe Mountain Bike Race, Olympic Valley Half Marathon, Run to the Beach, Lake Tahoe Open Water Swim, and the Tahoe Adventure Challenge.

- ❑ BBA is also behind the scenes consulting and providing operational services for events such as: IRONMAN Lake Tahoe, Tahoe Trail 100 MTB Leadville Qualifier, Lake Tahoe Marathon, Amgen Tour of California, Tahoe Nalu, and the Trans Tahoe Swim.

Attendance and Demographics



- Over 5,200+ registrants, 3500+ travel 50+ miles
- Race applicants represent 45 states and 27 countries
- Top countries: United Kingdom, Canada, Mexico, Australia
- Top states other than California: Texas, Oregon, Utah, Florida, Washington, Nevada
- The majority of participants are from the SF Bay Area
 - San Francisco Bay Metro Area: 40%
 - Sacramento Metro Area: 24%
 - Los Angeles Metro Area: 10%
 - Reno Metro Area: 10%
 - Other: 16%
- 45% Women 62% Married 44% have children 37 years is the average age
- \$160K Mean Income
- 2.2 Average Night Stay many with 2+ in party, \$250 average spend per person/per day
- 72% lodged in hotels and other rentals, 70% lodged within North Lake Tahoe

Marketing



Marketing Plan

- ❑ Continue to improve SEO and content on existing websites
- ❑ Improve content and effectiveness for email marketing campaigns, content to offer value and not just the sell
- ❑ List events on 100's of digital calendars, and Sporting Club awareness campaign
- ❑ Grow and add relationships with National and International Sport Organizations and Governing Bodies
- ❑ Influencers and Ambassadors
- ❑ Friends and Family Campaigns
- ❑ Paid Advertising, budget dependent
 - Digital Ads
 - Targeted Print Ads
- ❑ Put our Video to work



Marketing continued

- **10 Websites**
 - 200K + Unique Visitors
 - Countries; Canada, China, Germany, France, Ireland, United Kingdom, etc., etc.
- **30K Email List**
 - 80+ Emails annually to segmented lists (Running, Triathlon, Swimming, etc.) 26% open rate
 - Pre and Post event emails 90%+ open rate
- **FACEBOOK for primary events**
 - ≈ 15K Followers
- **INSTAGRAM**
 - ≈ 2K Followers
- **YOUTUBE**
 - 100K Views
- **Affiliation with National Sports Organizations and Tours**
 - Road Runners Club of America State Championship Events
 - XTERRA event on National Schedule
 - All Triathlons sanctioned and marketed by USA Triathlon

Marketing continued



Sample Ad

The advertisement features a scenic background of a lake with swimmers. At the top, four event logos are displayed:

- XTEGGA. TAHOE CITY**
SATURDAY
JUNE 16
- 37th DONNER LAKE TRIATHLON**
SAT & SUN
JULY 21 22
- XTEGGA. LAKE TAHOE**
SUNDAY
AUGUST 19
- LAKE TAHOE TRIATHLON**
SAT & SUN
AUGUST 25 26

At the bottom, the text **BIGBLUEADVENTURE.COM** is displayed, with the **BIG BLUE ADVENTURE** logo integrated into the 'M'.

Sustainability



- Sustainable Travel has long been a tenet of Big Blue Adventure
 - BBA has been and continues to message the Leave No Trace 7 Principles. Principles such as "Dispose of Waste Properly", "Leave What You Find", "Be Considerate of Others", and "Respect Wildlife" are communicated in pre-event emails and during pre-event race briefings.
 - BBA supports and provides funding for many organizations including the Sierra State Parks Foundation and its role in historic preservation, the Tahoe Fund and its role to fund environmental enhancement projects, and others. We work to introduce our audience to these organizations, and as a result increase awareness of, membership and funding for organizations that share the desire to Keep Tahoe Sustainable.
 - Our staff has a motto to "Leave it cleaner than Found". This bears fruit during event clean up as we collect any visible trash and debris we find at our venue and courses not related to our events or participants.



Here is a backpack filled with non-event trash collected during event clean up at Sugar Pine Point B/29/2022.

Event Goals



- ❑ Continue creating, producing and growing human powered sporting events that feature the World Class playground Tahoe offers.
- ❑ Expose and foster people of all ages and abilities to adventure.
- ❑ Share Lake Tahoe and its epic natural resources through our events with the hope of endearing our home with our audience, and to provide life-long positive memories.



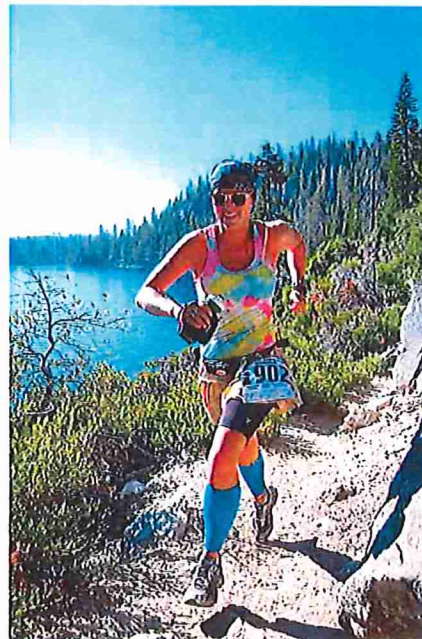
Funding Request

- \$35,000
- Sponsorship Amenities
 - 1. Advertising:
 - 1. Promotional placement on print, radio, digital and event collateral
 - 2. Digital Strategy:
 - 1. Promotional (logo/link/content) placement on all associated event web pages (home, results, sponsor pages, etc.)
 - 2. Drive lodging requests to and promote, <https://www.gotahoenorth.com/lodging/>
 - 3. Co Branded (logo) on participant digital event photos, 3000+
 - 4. Link, logo and content inclusion in select/appropriate email blasts (≈ 80/season)
 - 5. Inclusion in social media posts throughout season (≈ 50/season)
 - 3. Merchandising:
 - 1. Logo on event t-shirts
 - 4. On-Site Exposure:
 - 1. Logo on ALL event finish arches
 - 2. Opportunity to provide a branded Sponsor tent to be used during events
 - 3. Opportunity to exhibit at all events
 - 4. NLTRA collateral can be displayed and available to participants on-site
 - 5. Public address announcements – scripted exclusively for the event
 - 5. VIP Hospitality: Full access to all event functions (welcome party, awards ceremony, clinics)
 - 1. Complimentary event entries
 - 2. Official event merchandise
 - 6. Assets:
 - 1. Use of photography and video assets for advertising and commercial use
 - 2. Right to the event logos for advertising and promotional use
 - 7. Post Event Survey:
 - 1. Ability to generate questions and access to all post event survey data



Event Components

- ❑ **All events feature the worlds most scenic courses**
- ❑ **Dedicated event web pages**
 - ❑ Digital/mobile registration
 - ❑ Interactive course maps
- ❑ **365 Day Editorial Calendar**
 - ❑ Preference based email campaigns
- ❑ **Participant Survey Data**
 - ❑ Your data requests included
- ❑ **Event customized signage**





Triathlon Series

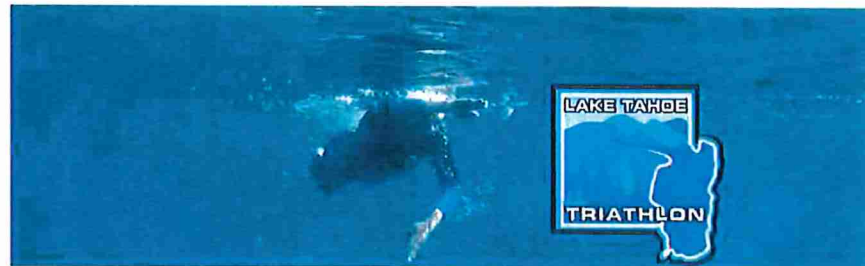
- ❑ **Lake Tahoe Triathlon: 1,200 participants, a Bucket List Event for all Triathletes**

- ❑ Sprint, Olympic, Half Distances, Duathlon, Aquabike
- ❑ Website: laketahoetri.com



- ❑ **Donner Lake Triathlon: 900 participants**

- ❑ Sprint, Olympic, Half, Aquabike, Kids
- ❑ 2023 marks the 41st annual, one of the longest running triathlons worldwide
- ❑ Website: donnerlaketri.com



Off-road Triathlon Series



- ❑ **XTERRA Lake Tahoe: Over 300 Participants**
 - ❑ Iconic course with outstanding elevated lake views, National Series
- ❑ **Tahoe Off-road Triathlon: Over 200 Participants**
 - ❑ Starts and finishes in Tahoe City on the lake front beach



Tahoe Trail Running Series



- ❑ **Burton Creek Trail Run:** 6K, 12K, Half Marathon
- ❑ **XTERRA Lake Tahoe 5K & 10K:**
 - ❑ 5K and 10K, Part of XTERRA Lake Tahoe Triathlon
- ❑ **Run to the Beach 5K & 10K**
- ❑ **Big Chief 50K**
- ❑ **Marlette 50K and 10 Miler**
- ❑ **Emerald Bay Trail Run**
- ❑ **Series Website: tahoetrailrunning.com**





Truckee Half Marathon & Olympic Valley Half

- ❑ **Olympic Valley Half**
 - ❑ Held at The Village at Palisades Tahoe
 - ❑ Includes Half Marathon and 8 Miler
 - ❑ Website: OlympicValleyHalf.com
- ❑ **Truckee Half Marathon & 5K**
 - ❑ Half Marathon, 5K
 - ❑ Website: TruckeeHalfMarathon.com



Great Trail Race & Lake Tahoe Mountain Bike Race



- ❑ **Great Trail Race**

- ❑ Trail Run or Mountain Bike
- ❑ Website: GreatTrailRace.com



- ❑ **Lake Tahoe Mountain Bike Race**

- ❑ Multiple Course Options



Sierra Open Water Swim Series



- ❑ Tahoe City Swim
- ❑ Alpine Fresh Water Swim
- ❑ Lake Tahoe Open Water Swim
- ❑ Sand Harbor Swim



Series Highlights:

- ❑ Feature Three Distances: 2.4 Miles, 1.2 Miles, 1/2 Mile
- ❑ Wetsuit and Non-Wetsuit Divisions
- ❑ All swim events start from sandy beaches in clean, clear water
- ❑ Website: TahoeSwimming.com



Event Logos



Event Logos continued



Affiliated Sports Organizations



How We Help, Beneficiaries



Together Creating a Legacy



Emerald Bay Trail Run Beach Scene



Onsite Opportunities



2023 Provisional Event Schedule



Day	Date	Event Name	Location
Saturday	6/10/2023	Olympic Valley Half Marathon and 8 Miler	Palisades Tahoe
Saturday	6/17/2023	Lake Tahoe Mountain Bike Race	Tahoe City, CA
Sunday	6/18/2023	Burton Creek Trail Run: Half Marathon	Tahoe City, CA
Saturday	6/24/2023	Tahoe City Swim	Tahoe City, CA
Saturday	6/24/2023	Tahoe Off-road Triathlon	Tahoe City, CA
Tuesday	7/4/2023	Run To The Beach Trail Run 5 & 10k	Tahoe Vista, CA
Saturday	7/15/2023	Tahoe Trail 100	Northstar at Tahoe
Sunday	7/16/2023	Big Chief 50K	Northstar at Tahoe
Saturday	7/22/2023	Donner Lake Triathlon Kids	West End Beach, Donner Lake, Truckee
Saturday	7/22/2023	Donner Lake Triathlon Sprint	West End Beach, Donner Lake, Truckee
Sunday	7/23/2023	Donner Lake Triathlon Olympic/Half/Du/Aqua	West End Beach, Donner Lake, Truckee
Sunday	7/23/2023	Alpine Fresh Water Swim	West End Beach, Donner Lake, Truckee
Saturday	7/29/2023	Truckee Half Marathon and 5K	Truckee
Sunday	8/13/2023	Marlette 50K and 10 Miler	Lake Tahoe East Shore
Saturday	8/19/2023	Tahoe Big Blue Adventure Race	Lake Tahoe North Shore
Saturday	8/26/2023	Lake Tahoe Triathlon Sprint	Lake Tahoe West Shore
Sunday	8/27/2023	Lake Tahoe Open Water Swim	Lake Tahoe West Shore
Sunday	8/27/2023	Lake Tahoe Triathlon: Olympic/Half/Duathlon/Aquabike	Lake Tahoe West Shore
Saturday	9/9/2023	Emerald Bay Trail Run	Lake Tahoe West Shore
Sunday	9/17/2023	XTERRA Lake Tahoe 5K & 10K	Incline Village, NV
Sunday	9/17/2023	XTERRA Lake Tahoe/Sprint/Duathlon/Aquabike	Incline Village, NV
Saturday	9/30/2023	Great Trail Race, Run, Hike, Walk	North Lake Tahoe
	TBA	Lederhosen 5K	Tahoe City, CA

Video



[Lake Tahoe Triathlon](#)

[Marlette 50K and 10 Miler](#)

[Big Chief 50K](#)

[Tahoe Off-road Triathlon](#)

[Girls on the Run "coming to Palisades Tahoe 2023"](#)

[Olympic Valley Half Marathon](#)

[Lake Tahoe Mountain Bike Race](#)

Thank you and Contact Info



Todd Jackson
Event Director
530-546-1019
Todd@bigblueadventure.com





MEMORANDUM

Date: February 1st, 2023

TO: NTCA BOD

FROM: Tony Karwowski, CEO/President

RE: Tahoe City Downtown Access Improvement Funding Request

Action Requested

Requesting the NTCA BOD approve combined TBID Advisory (\$125,000) and TBID Zone 1 (\$215,000) funding recommendations totaling \$340,000 of for full design, right of way, and permitting costs associated with Tahoe City Downtown Access Improvements as presented by Placer County.

Background

The Tahoe City Downtown Access Improvements project will address circulation and parking concerns in the northeastern portion of the Tahoe City downtown Grove Street HWY 28 intersection area. As identified in the Tahoe City Mobility Plan, the area between the Cobblestone Center and the existing Grove St. public parking lot will be utilized for an expansion of the existing parking lot to improve connectivity and circulation in the core of the town center. Additionally, the project includes the construction of pedestrian access improvements to the businesses and recreational amenities in the area. The project is consistent with guidelines in the NLTRA MDP service plan categories and descriptors in the areas of Economic Development and Transportation, and Sustainability and Mitigation of Tourism Impacts.

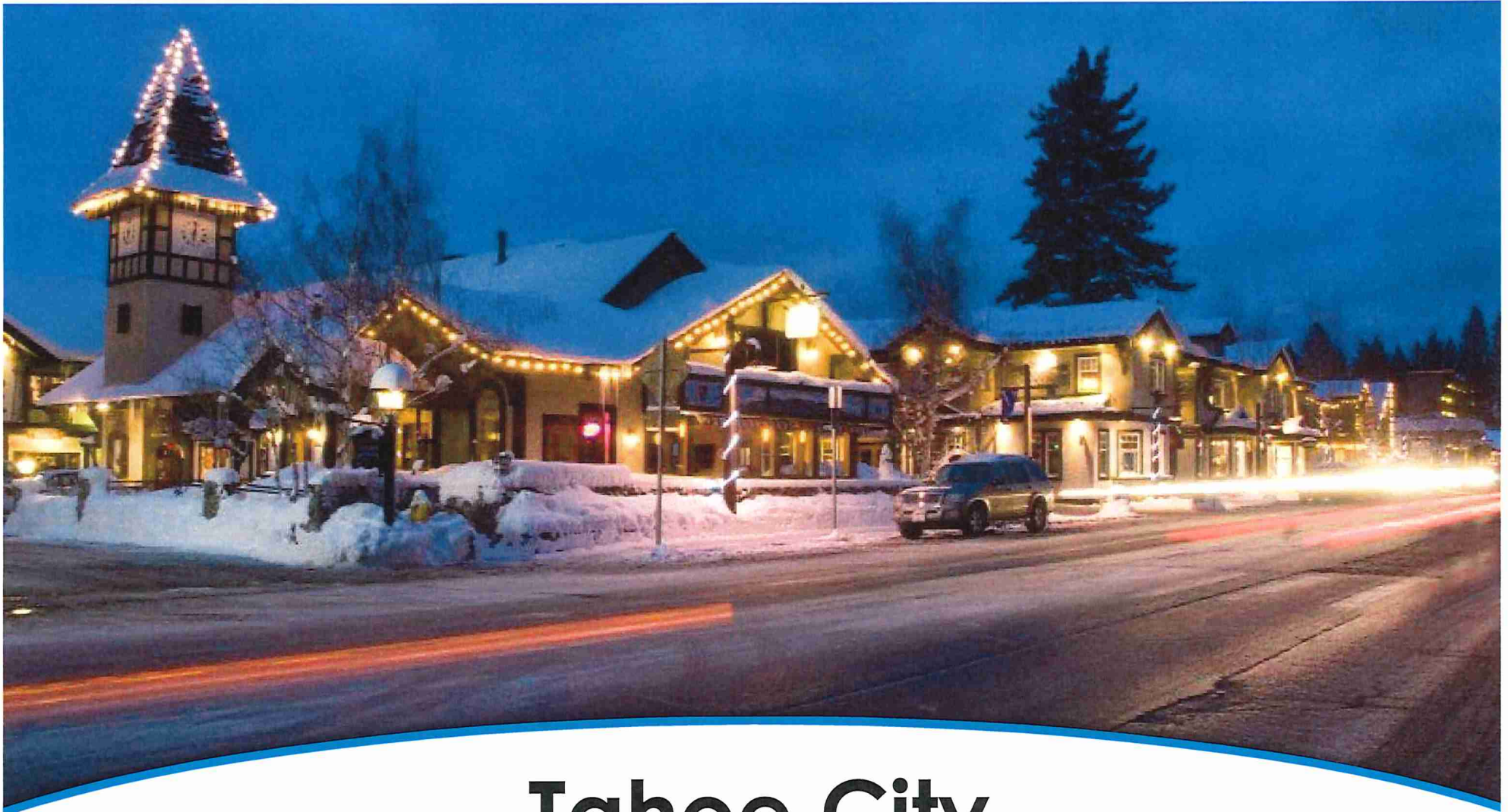
The project has progressed through the preliminary design phase, and CEQA/NEPA documentation is complete. Funding is currently being requested to cover full design, right of way and permitting costs which are estimated to be completed in fall 2023 with the intent to proceed to construction in 2024 dependent on funding.

Fiscal Impact:

\$100,000 of funds from Economic Development opportunistic funds, \$25,000 of funds from Sustainability and Mitigation opportunistic funds, and \$215,000 of funds from Zone 1 opportunistic funds.

Attachments:

Placer County project overview, NLTRA Project Funding proposal and source P&Ls.



Tahoe City

Downtown Access Improvements



Placer County Department of Public Works

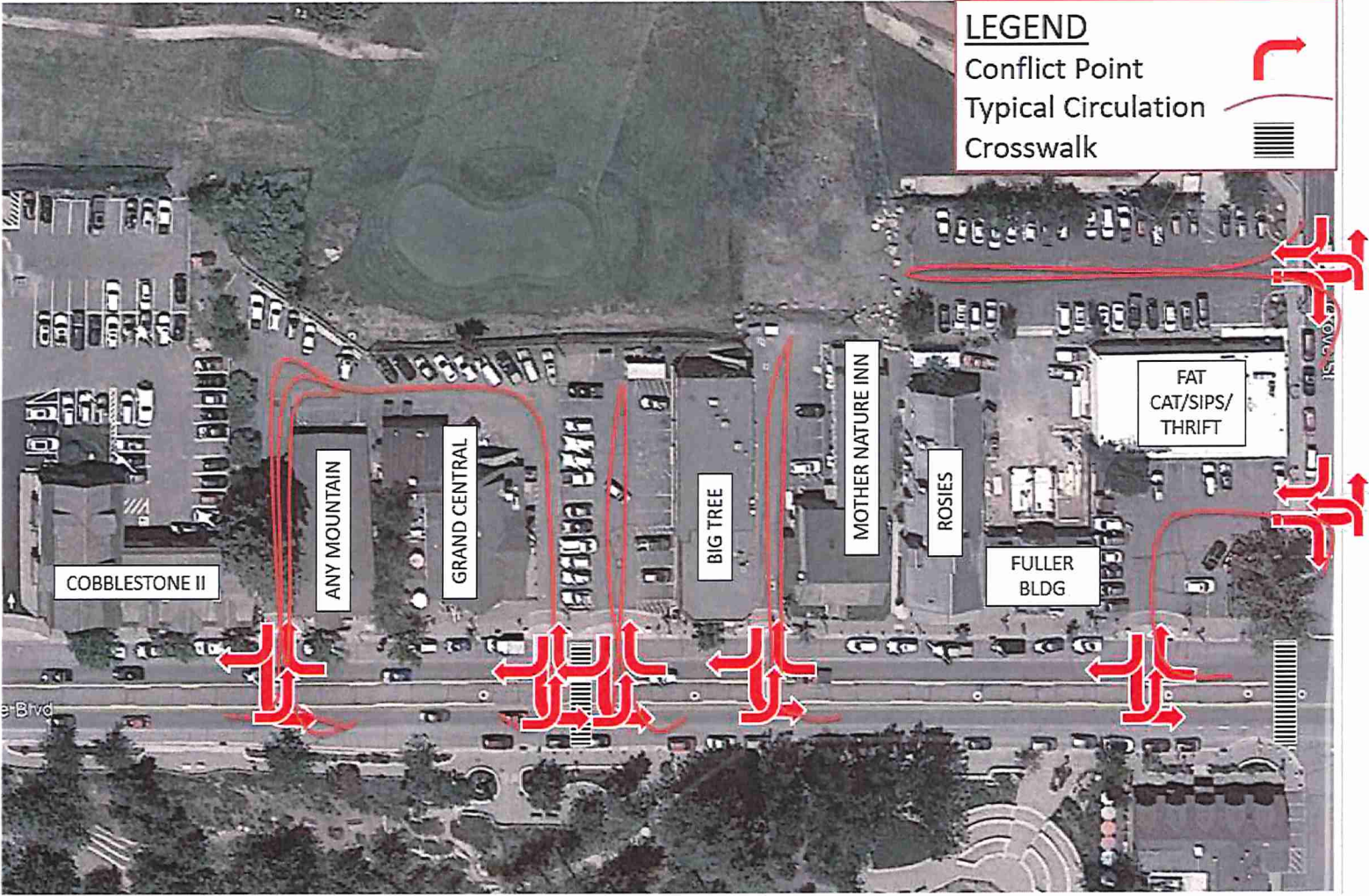
January 18, 2023

North Tahoe Community Alliance – TBID Zone 1 Committee

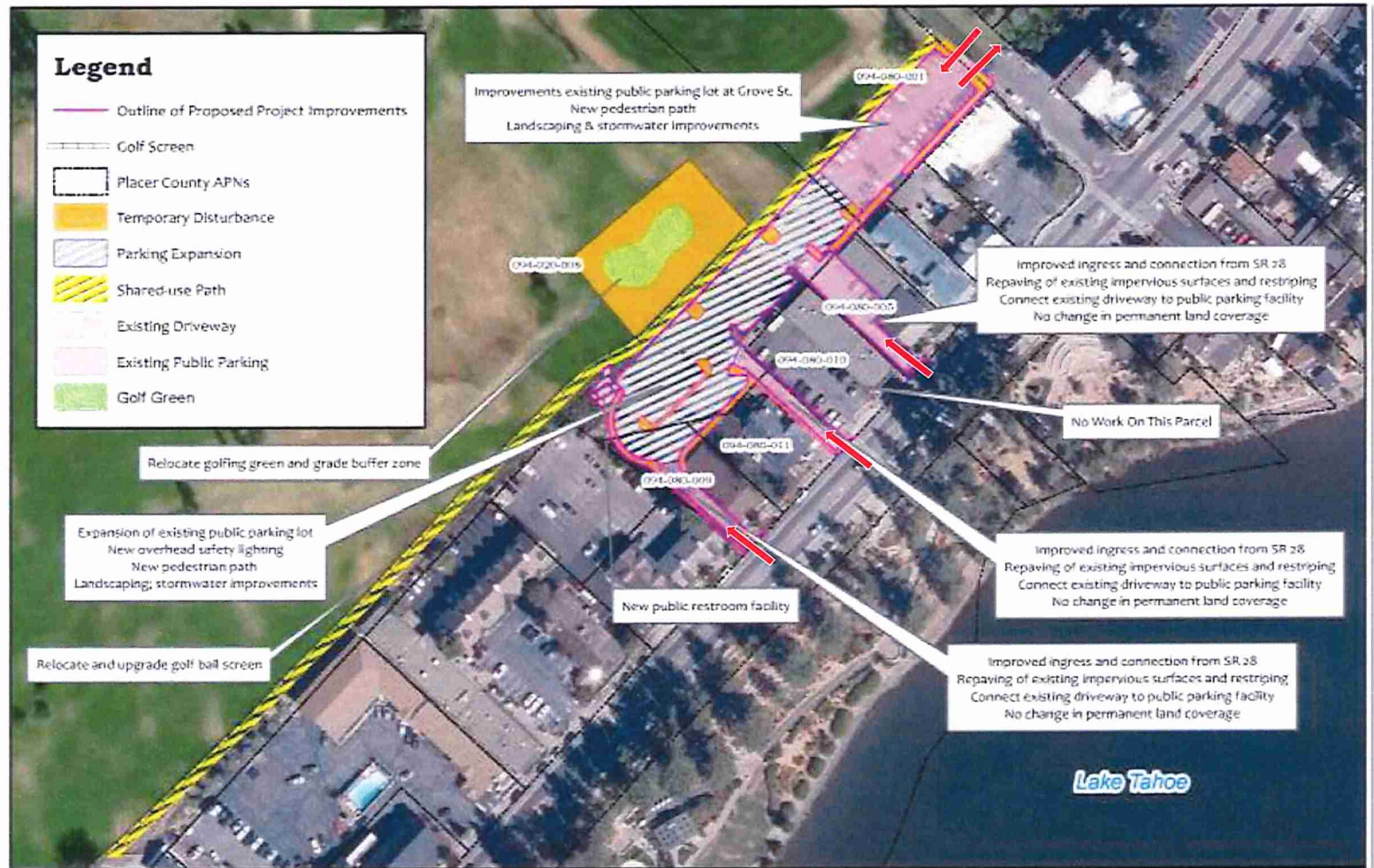
Project Goals

- Improve mobility and access for pedestrians and other Active Transportation users
- Improve public parking for access to recreation amenities and commercial destinations
- Reduce vehicular congestion on North Lake Boulevard (State Route 28)
- Construct facilities envisioned in the Tahoe City Mobility Plan

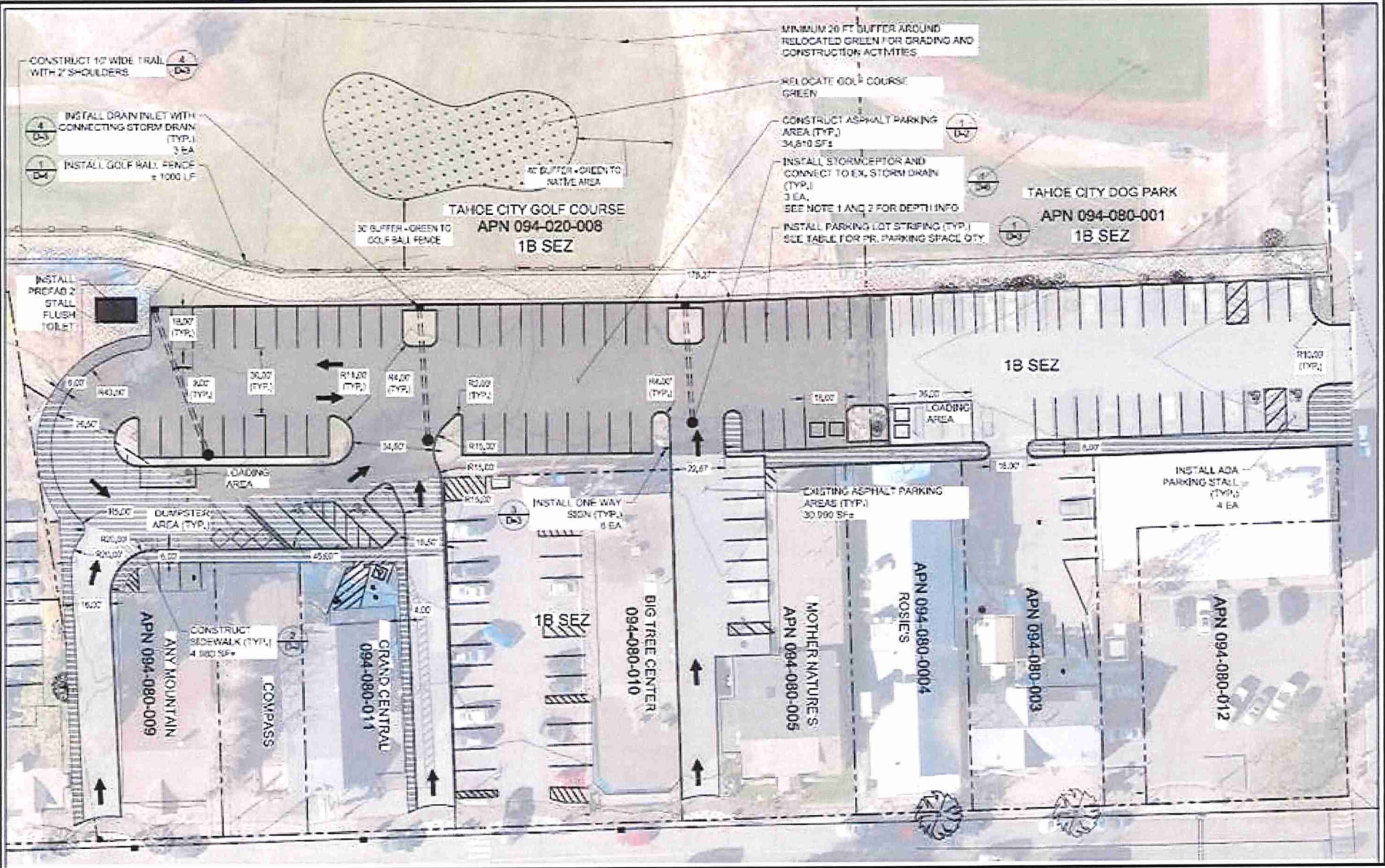
Existing Conditions



Project Overview



Preliminary Design





Key Features

- Shared-Use path extending behind the commercial businesses and parking areas
- Improved circulation and public parking from the existing Grove St. public parking lot
- Access to improved parking from multiple commercial properties
- Delivery/garbage truck access at rear of commercial properties
- Potential for future public restroom facilities and possible electric car charging stations

Project Status

- Environmental Document (CEQA) has been adopted, and NEPA determination is complete
- Preliminary design has been completed
- Request For Proposals (RFP) for full plans and engineering complete; negotiations in progress
- Construction to begin in 2024, pending funding



Preliminary Design/
Environmental
Documentation
Complete

Plans, Specifications, &
Estimate
Fall 2023

Construction
Summer 2024



Additional Information

- Funding request of \$340k can be immediately used for full design/permitting and R/W contract
 - \$250k for design/permitting
 - \$90k for R/W (easements/acquisitions)
- Approx. \$1.5M construction costs anticipated; \$172k committed currently
- High-profile project presents opportunity to showcase tangible, impactful use of TBID funds
- Adjacent property owner feedback is positive
- Upgraded lighting over existing is planned, improving conditions for local employees
- Project complements proposed Grove St. signal



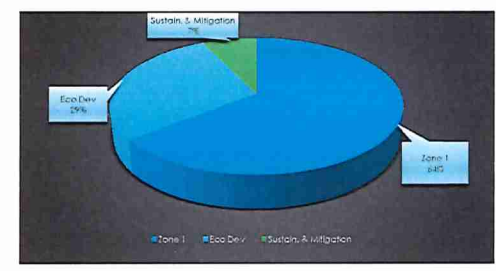
Questions? Comments?



Project Funding Proposal

Percentage of funding sources

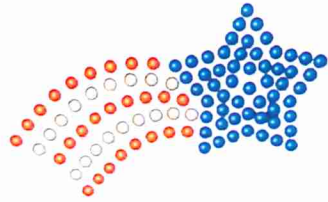
Summary
PROJECT TOTAL COST
\$350,000
Zone 1
\$225,000
Economic Development
\$100,000
Sustainability & Mitigation
\$25,000



Project Funding Proposal

Funding Source

<u>MDP Category</u>	<u>AMOUNT</u>	<u>Percentage</u>
Zone 1	\$225,000.00	64%
Economic Dev.	\$100,000.00	29%
Sust. & Mitigation	\$25,000.00	7%

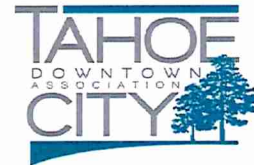


NORTH LAKE TAHOE

DRONE SHOWS

TAHOE CITY & KINGS BEACH

PRESENTED BY TCDA AND NTBA





2022 RECAP

TCDA and NTBA sent a survey out, to those who attended the Labor Day Drone Shows, and received 230 responses



THE GOOD

Loved it as a replacement for fireworks, hope it can extend to July 4th

Love that the drone show doesn't have all the loud booms/noise pollution of fireworks

This was great. Can only get better. Folks will come to see new effects and images

Please do it again and don't listen to any of the naysayers

THE BAD

I had guests out on a chartered boat from Tahoe city. The guests were much more inspired by the twilight sail than the drone show. Overall I am super excited about drones over fireworks, but it seemed the show could have been a bit more elaborate. Lacked a bit of the wow factor and was left feeling meh about it other than the fact that I am heavily in favor of the drones as an alternative to fireworks

The show was VERY short but entertaining. It was a novel idea that needs expansion





NEW OPERATOR VERGE AERO

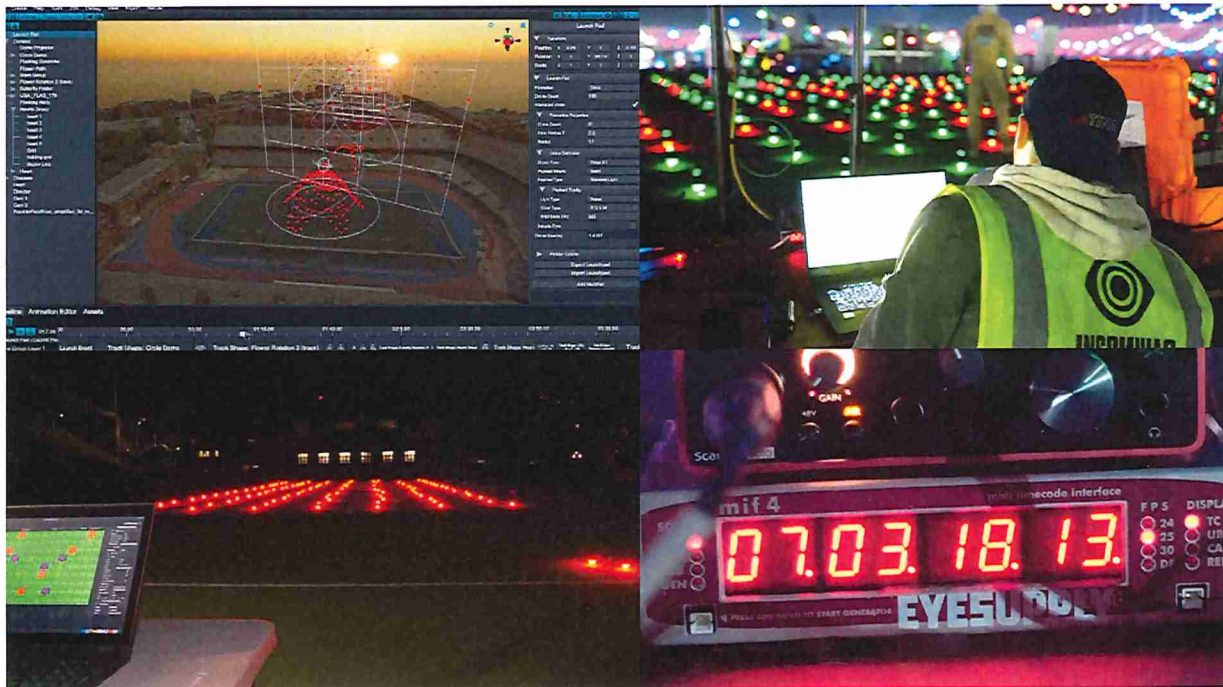
Verge Aero continues to be a revolutionary leader in the drone show industry, coordinating shows with more performance, precision, and fidelity than any other provider

Their success is made possible in large part due to the fact that they produce their own drones, software, and training for show designers and partner show providers, which maintains their shows' quality, creativity, and reliability around the world



Verge Aero X1 Drone Features

- 18 minute flight time (13 minute shows with reserve)
- Fly show in winds up to 25 MpH (40 Km/h)
- Ultra-bright light source (900 lumens at full white)
- Strong, carbon fiber frame
- Precise positioning (10cm precision)
- Redundant radio architecture
- Fully scalable platform supports thousands of drones



FUTURE OF DRONES

Verge Aero has developed the entire technology platform needed to fly drone shows

Hardware and software are seamlessly integrated to give the best overall solution

The Verge Aero Design Studio is the only software made, from scratch to address the complexities of drone shows

DRONE SHOW ANCILLARY COSTS TO TCDA AND NTBA



NTBA and TCDA are responsible for ancillary costs including, but not limited to: Onsite infrastructure, sound system, permits, drone crew hotel expenses

Estimated per Business Association \$15,000

PERMITTING

- NT Fire Protection District cost recovery - \$745
- Placer County Temporary Event Permit - \$280

INSURANCE

- General Liability Policy - \$8000 +/-
- Liquor Liability - \$400-600

VENUE/SPACE PLAN

- \$1900-2000 +/-

COMMITTEE EXPENSES

- Planning meetings with music vendors
- coordinating transportation
- volunteer and committee meetings

LODGING

- Granlibakken lodging for 5 nights, 6 rooms \$3000/townhome (sleeps 2) x 3 \$9000

VIDEO AND PHOTOGRAPHY

- Videographer - \$1500-\$2000 +/-
- Photographer - \$400-\$500 +/-

ENTERTAINMENT

- DJ - \$1200

MARKETING

- 101.5 - \$3300
- Tahoe Weekly - \$400
- Graphic Design - \$400
- Press Release - \$250
- Printing - \$75



NTCA ADDITIONAL SPONSORSHIP OPTION 1 - \$25,000

\$50K

NTCA has already committed to \$50k per business association to fly 100 drones over their respective holiday weekends

\$25K

With Option 1 - Each business association is looking for an additional investment of \$25k

\$75K

With a presenting sponsorship **total** of **\$75,000** per business association we would be able to cover the hard costs of 150 drones

**150
DRONES**

Verge Aero costs for 150 drones are \$500/drone



NTCA ADDITIONAL SPONSORSHIP OPTION 2 - \$50,000

\$50K

NTCA has already committed to \$50k per business association to fly 100 drones over their respective holiday weekends

\$50K

With Option 2 - Each business association is looking for an additional investment of \$50k

\$100K

With a presenting sponsorship **total** of **\$100,000** per business association, we would be able to cover the hard costs of 200 drones

**200
DRONES**

Verge Aero costs for 200 drones are \$500/drone

THANK YOU

for your time, support and resources to support & advance the efforts of the NTBA and TCDA drone shows!



katie@visittahoecity.com



alyssa@northtahoebusiness.org



[@visittahoecity](#)



[@visitnorthtahoe](#)



425 N. Lake Blvd Ste #1,
Tahoe City



8401 N Lake Blvd Ste #203
Kings Beach

