



February 2023 Reports



north lake tahoe

February 2023

Meetings & Conventions Report

TURNED DEFINITE

1. National Interstate Insurance Company - TowCap Advisory Board Meeting - 4/3/23-4/5/23, 125 rooms and 60 people
2. HPN - 89441 - Top Agent Trip June 2023 - 6/18/23-6/22/23, 100 rooms and 25 people
3. Nevada Society of Dermatology and Dermatologic Surgery - NSDDS Annual Meeting 2023 - 9/7/23-9/10/23 - 95 rooms and 125 people
4. The Realty Alliance - Fall 2023 General Membership Meeting - 10/2/23-10/6/23, 248 rooms and 100 people
5. Farm Credit Services of America - FCSA - Farm Credit Services (KP) All Leaders 2024 - 9/29/24-10/2/24

NEW MEETINGS & RFPs DISTRIBUTED

6. Related California - Team Offsite - 4/19/23-4/20/23, 120 rooms and 60 people
7. HPN - 90937 - Executive Committee Meeting June 2023 - 6/5/23-6/7/23, 80 rooms and 50 people
8. CrossFit LLC - CrossFit HQ Executive Offsite - 6/19/23-6/21/23, 42 rooms and 16 people
9. Association of California School Administrators - ACSA 2023 Board Retreat - 7/15/23-7/18/23
10. California Probation, Parole & Correctional Association - CPPCA 90th Annual Training Conference & Vendors Show - 8/28/23-8/31/23, 478 rooms and 350 people
11. American Society of Irrigation Consultants - 2024 National Conference - 4/5/24-4/10/24, 385 rooms and 150 people
12. HPN - 90421 - Mid-Year Sales Incentive - 5/2/24-5/4/24, 45 rooms and 30 people
13. National Association of Disability Examiners - NADE Annual Training Conference 2024 - 8/3/24-8/7/24, 266 rooms and 125 people
14. HPN - 91249 - 2024 WEE - 9/11/24-9/15/24, 790 rooms and 300 people
15. National Association of Lease and Title Analysts - 2025 Board Meeting - 6/12/25-6/13/25, 40 rooms and 20 people
16. National Association of Lease and Title Analysts - 2025 Annual Conference - 9/15/25-9/19/25, 585 rooms and 300 people

NEW INQUIRIES

1. Merck Sharp & Dohme Corp. - 2023 South Tahoe ECM - 5/3/23-5/4/23, 52 rooms and 26 people
2. Conference Event Management - FL June 2023 Incentive - 6/14/23-6/20/23, 109 rooms and 40 people
3. Novartis - NOV20480 GTx One Team Offsite - 10/9/23-10/12/23, 140 rooms, 45 people
4. Orkin Pest Control - Orkin Southwest Division Recognition Trip - 6/1/23-6/3/23, 48 rooms and 32 people

5. State Farm Insurance - SF-Western Exec Team Mtg-12320 - 8/29/23-8/30/23, 26 rooms and 26 people
6. NCM Associates - NCM Associates 2052 - Truckee - September - 9/14/24-9/18/24, 91 rooms and 25 people
7. NCM Associates - NCM02813 20C7 - LAKE TAHOE - July 2023 - 7/12/23-7/15/23, 58 rooms and 20 people
8. International Planned Music Association - IPMS Annual Convention - 9/25/23-9/28/23, 142 rooms and 65 people
9. Berkshire Hathaway Energy - BHE LDP 2023 RFP - 9/11/23-9/14/23, 171 rooms and 85 people
10. Dr. Fabrizio Mancini D.C., P.C - Mentorship Live- West Coast - 9/4/24-9/7/24, 155 rooms and 10 people
11. Milliman - Board Meeting 2023 - 9/10/23-9/12/23, 117 rooms and 75 people
12. Conference Event Management - 24 CEMITE Co Incentive - 5/1/24-5/9/24, 284 rooms and 107 people
13. State Compensation Insurance Fund - SCIF - 2023 BAC (Broker Advisory Council) - 8/22/23-8/24/23, 75 rooms and 25 people

CONFERENCE SALES PROJECTS

- Key Projects:
 - Conference newsletter sent to 7,649 meeting planners, currently at a 30% open rate, highlights included: North Tahoe Event Center, RMC DMC, Winter Group Activities

SITE VISITS & SALES CALLS

- Hosted Bi-Annual North Lake Tahoe Sales Committee Meeting on February 14th to overview the events and leads distributed YTD
- Attended Reno Sparks Convention and Visitors Authority Quarterly DOS Meeting on February 16th

Chicago Rep Efforts

- Planning Destination Reps Blackhawk client event for March
- Special Promotion with American Bar Association
- Attended PCMA – GMC Annual Awards Event and Education



north lake tahoe

February 2023

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Launched NLT's rep firm in Canada, Canuckiwi Ltd. Feb 1 with press release to travel trade and media
 - Hosted NLT's Bi-Annual Sales Committee Meeting for February 14
 - Attended Reno Sparks Convention and Visitor Bureau DOS Meeting February 16
 - Webinar with Booking.com rep Maurice LeDoux on Feb 15 and provided introductions to properties he wasn't already working with
 - Webinar with Expedia on Feb 28 with Mike Moore and Jonathan Vega
 - Meeting with Alterra/Palisades and Scout Ski (Australia), Blue Papaya (Brazil) Feb 2
 - Attended Reno Tahoe Territory Meeting on February 8th
 - Attended MTS 2024 Partner Meeting on February 13th
 - Co-Host on Reno Tahoe webinar through RSCVA mailpound distribution network on Feb 15

- Key Projects:
 - Sent Spring trade newsletter to 3,010 travel agents and trade product managers at 26% open rate
 - Planning Australia FAM for March 5-9
 - Scheduling domestic ski tour operator appointments for SkiTops March 19-23
 - Scheduling appointments for Mountain Travel Symposium March 26-31

February 2023 Monthly Report



north lake tahoe

Consumer Paid Media



February Executive Summary – Consumer Campaign

- February spend was \$4,700 more than in January, closer to December's spend levels. Spend focused on local and flight market to LA as winter creative continued. This increase in spend mainly stems from the start of the Nevada Travel advertising.
 - TOS conversions nearly doubled, primarily under the Performance Max Display category. CTR rose slightly by 2% since January. Cost per click also rose slightly by 3 cents. Both indicate a healthy response to January optimizations without a dip in performance.
 - While Millennial Megan ranked first in January's conversions, Sustainability audiences earned the highest number of TOS conversions, followed by the High Value audience and then Millennial Megan within the LA market. While the Jones Family saw the second highest overall CTR, the actual page conversions were the lowest of the LA audiences.
- Performance Max earned 93% of all Consumer TOS conversions, (15% higher than January). Facebook earned 2%, Paid Search 4% and Display 1% of total TOS conversions.
- Paid Search CTRs soared upwards in February, more than doubling the past month's rates. This likely corresponds with the seasonality and weather affecting organic content and interest in North Lake Tahoe snow. The search optimizations allow the destination to leverage that interest and convert through to site traffic.



Consumer Paid Media Recommendations

- Media impressions will be paused for the initial Spring campaign start, now estimated for 3/15. The delayed start is due to incredible amounts of snow in the region.
- A Winter report will be generated to cover the entire Winter season before April.
- Compare Winter 2023 audience performance to Spring 2022 to understand Jones Family performance in late Winter season. Will continue to optimize for this audience while considering the time of year impacts on families with children (school, etc.).
- Optimize within Google to boost CTR of National Search campaign.
- Spring Native options are under RFP and will be presented for consideration by early April.



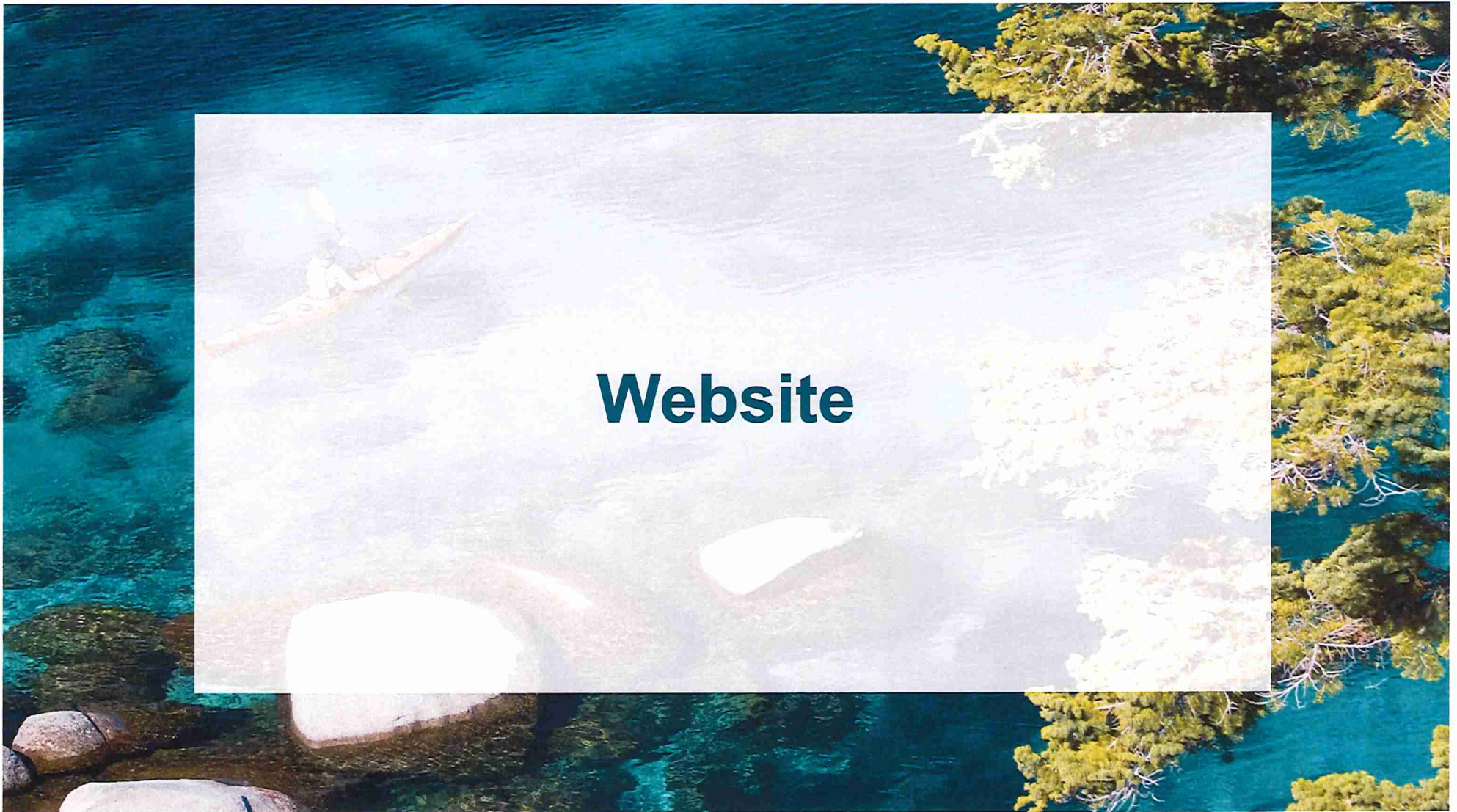
MCC Paid Media



February Executive Summary – MCC Campaign

- February's spend was roughly \$250 more than January, a normal fluctuation caused by channel optimizations. Both January and February ran email campaigns.
 - The MCC campaign earned 2,388 total clicks, 23% less than last month's 3,110 clicks. February earned 31 TOS115 conversions, 148 fewer than last month. This drop primarily happened on Facebook Video – it could have been weather-related with the large number of storms affecting interest. New creative may be needed if video performance doesn't show positive trends by mid-March.
 - Facebook earned some of the highest CTRs, followed by Meetings Today's social video retargeting. The highest number of clicks by platform ranked: Facebook static, LinkedIn static, Meetings Today Facebook video and static.
 - For a second month, the Meetings Today Social Retargeting Video outperformed all other video CTRs at an impressive 2.25%. The closest performing platform in video was Facebook's 30s MCC creative at 0.58%.
- Video completion rates slightly maintained at a 38% completion rate, slightly higher than last month's metrics. Other than the large drop in TOS conversions, video results remain close yet slightly over last month's data.



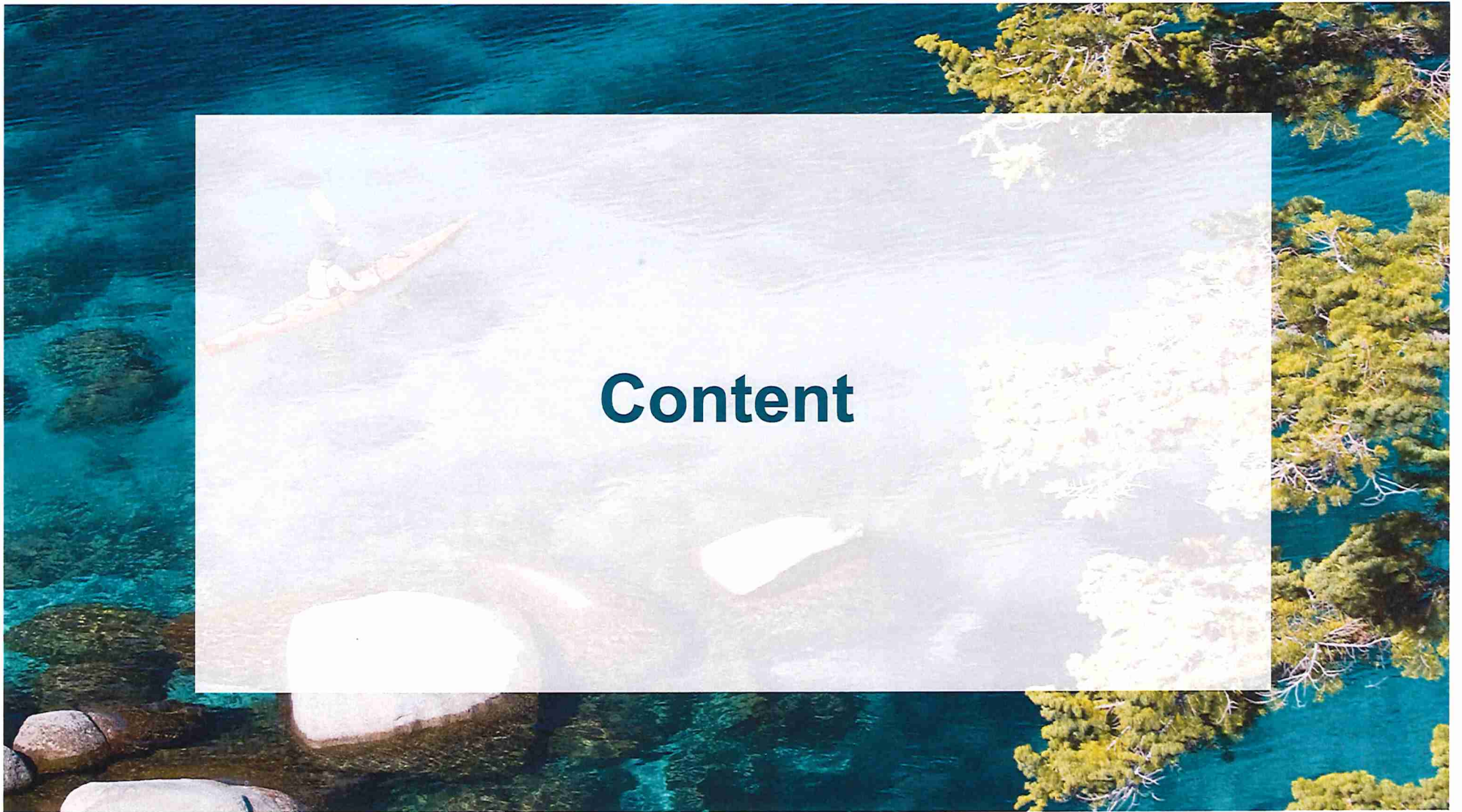


Website

Executive Summary - Website

- Traffic for February 2023 decreased 19.7% MoM. This decrease in overall users can be attributed to a decrease in direct traffic (-5,293 users). There was a significant increase in Paid Search traffic (+45.1%, 16,051 visitors). Organic search brought 60.2% of traffic to the site. The fluctuations in traffic were most likely due to winter weather in the region.
- The average session duration was 0:51 (industry average is 1:00). New users decreased by 19.1% and sessions also decreased by 19.1% when comparing MoM. YoY, they increased respectively by 66.3% and 74.5%.
- California continued to be the top state driving traffic with 60.9% of total traffic in the month of February. When looking at the top California cities, San Jose drove the most users to the website (15.4%) followed by San Francisco (8.17%).
- The Road Conditions page continues to be the top driver of traffic followed by the Homepage and Webcams page. The Homepage saw an increase of 14.1% in traffic compared to last month.





Content

February Executive Summary - Content

- A blog for activities/offers for Boomer audiences was posted this month.
- One newsletter was deployed yielding a high open rate of 27.8% (industry average is 16%).
- CrowdRiff metrics decreased this month, but snow imagery continued to perform best.



An aerial photograph of a person in a yellow kayak on a vibrant turquoise lake. The water is clear, revealing large, light-colored rocks at the bottom. The right side of the image is framed by the green branches of a tree. A semi-transparent white rectangular box is centered over the water, containing the text "Public Relations" in a bold, dark blue font.

Public Relations

February Executive Summary – PR Coverage

- Secured 35 clips with 5.9B estimated digital monthly visits and 4.8M estimated digital coverage views.
- Pitching efforts focused on weekend getaways from the Bay Area, destinations to enjoy winter spots, romantic California getaways, best spring/summer fishing locations, where to get unbelievable views of Lake Tahoe, multi-generational travel, meetings destinations, pet-friendly destinations, how to be a good eco-tourist, upcoming events and more.
- Augustine helped with hosting Dominique Chouvet with *Roadtrippin*, while continuing to work on itineraries and FAM bookings for Michelle Baran with *AFAR*, Karon Warren with *10Best and Best Life*, Scott Laird with *Fodor's Travel and Travel + Leisure* among others.
- Augustine conducted follow ups with connections made at IMM.





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Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center Visitor Report: Feb 2023

VISITORS SERVED:

<u>Jan 2023</u>		<u>Feb 2022</u>		<u>Feb 2023</u>	
Total TC & KB Walk-ins	1,166	Total TC & KB Walk-ins	1,989	Total TC&KB Walk-ins:	1,274
Total Phone Calls:	142	Total Phone Calls:	162	Total Phone Calls:	203
Total	1,308		2,151		1,477

REFERRALS GIVEN TO VISITORS:

Restaurants	Lodging	Historic / Museum	Events
158	11	42	50
Tours	Surrounding Towns (SLT / Truckee)	Retail	Transportation
1	33	45	96
Services –Weather, bathroom, events etc	Activities Mountain / Trails	Activities / Lake	Maps / Directions
330	169	124	314

TOTAL 1,373 = 57 referrals per day (closed 4 days)

February Highlights

- Year to Date: Visitor Center, Kings Beach and Farmers market increased business and activity referrals 44% over 21/22
- Our department (The Visitor Center, KB and Event) referrals averaged 114/day YTD
- Visitor Center visitors up 28% YTD
- This year we have included counting the additional correspondence work that we do for the Tahoe Fund's Plates for Powder program which has brought our emails up to 124% over last year.
- Feb Inventory was on VIC merchandise was successfully done by staff
- We provided services on calls to our center that include road conditions, snow conditions, sledding and tubing and snowshoeing suggestions
- Most incoming calls and emails were asking questions on the road conditions and sledding areas
- Held an exciting UC Davis budgetary meeting regarding pivoting the VIC into a more Tahoe Discovery Center
- Provided Visitor Info at World Cup booth at Palisades, serving 234 people with mostly questions on transportation.



Reno-Tahoe
Airport
Authority

Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

February 2023



U.S. DOMESTIC INDUSTRY & RNO OVERVIEW FEBRUARY 2023

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 2.7% vs. Feb 2022, down 8.8% vs. Feb 2019
Capacity of Seats *:	Up 8.7% vs. Feb 2022, up 2.9% vs. Feb 2019
Crude Oil Average:	\$76.83 per barrel in February 2023 \$91.64 per barrel in February 2022

RNO Overview for February 2023 vs. February 2022

Total Passengers:	Up 5.5%
Avg. Enplaned Load Factor:	77.7%, down 2.1 pts.
Departures:	Down 3.7%
Departing Seats:	Up 8.3%
Cargo Volume:	Down 18.4%

RNO Overview for February 2023 vs. February 2019

Total Passengers:	Up 6.9%
Avg. Enplaned Load Factor:	Down 3.4 pts.
Departures:	Down 7.3%
Departing Seats:	Up 11.4%

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

FEBRUARY 2023 SUMMARY

Reno-Tahoe International Airport (RNO) served 327,934 passengers in February 2023, an increase of 5.5% versus the same period last year.

In February 2023, RNO was served by 11 airlines to 19 non-stop destinations. The total seat capacity increased 8.3% and flights decreased 3.7% when compared to February 2022.

RNO handled 8,963,956 pounds of air cargo in February 2023, a decrease of 18.4% when compared to February 2022.

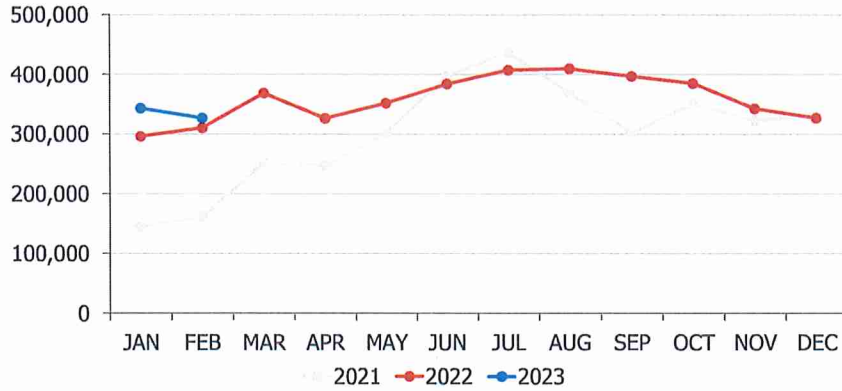
JSX Public Charters

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

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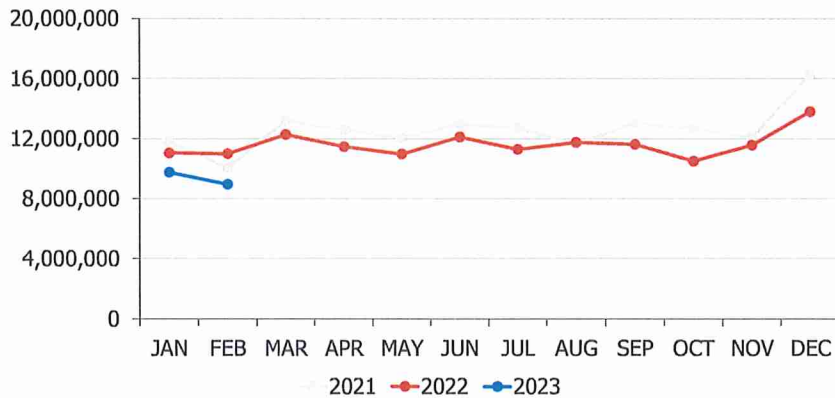


Passengers



Total Passengers			
	Feb-23	Feb-22	Difference
aha!	0	3,856	
Alaska/Horizon	15,197	26,808	-43.3%
Allegiant Air	1,668	4,000	-58.3%
American	52,404	47,805	9.6%
Delta	29,974	29,407	1.9%
Frontier	1,571	6,294	-75.0%
JetBlue	8,375	9,256	-9.5%
Southwest	143,561	129,967	10.5%
Spirit	14,765	0	
Sun Country	2,958	0	
United	52,603	47,793	10.1%
Volaris	4,858	4,277	13.6%

Cargo

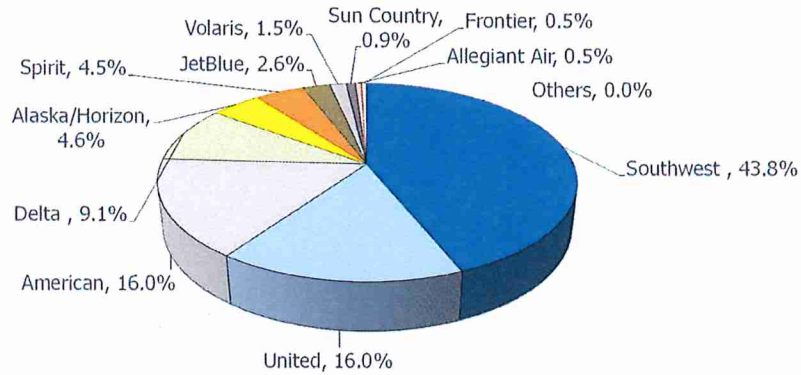


In February 2023, DHL cargo volume was up 12.0% when compared to February 2022. FedEx was down 20.3% and UPS was down 19.0% during the same period.

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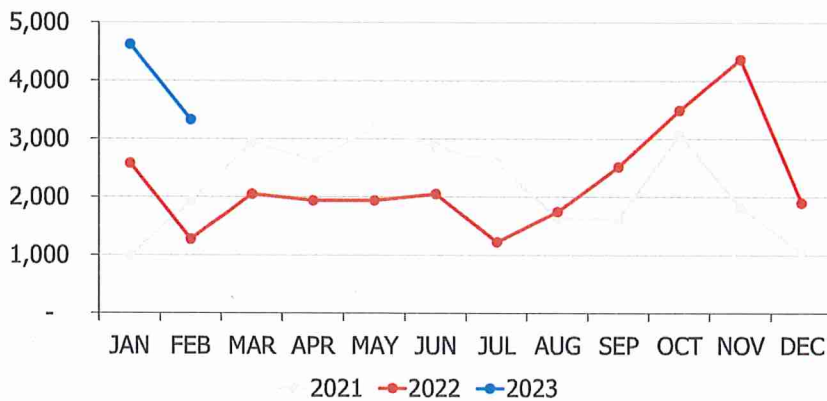


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Feb-23	Feb-22	YOY Change
aha!	n/a	1.2%	n/a
Alaska/Horizon	4.6%	8.6%	(4.0)
Allegiant Air	0.5%	1.3%	(0.8)
American	16.0%	15.4%	0.6
Delta	9.1%	9.5%	(0.3)
Frontier	0.5%	2.0%	(1.5)
JetBlue	2.6%	3.0%	(0.4)
Southwest	43.8%	41.8%	2.0
Spirit	4.5%	n/a	n/a
Sun Country	0.9%	n/a	n/a
United	16.0%	15.4%	0.7
Volaris	1.5%	1.4%	0.1
Others	0.0%	0.4%	(0.4)

TOTAL CHARTER PASSENGERS

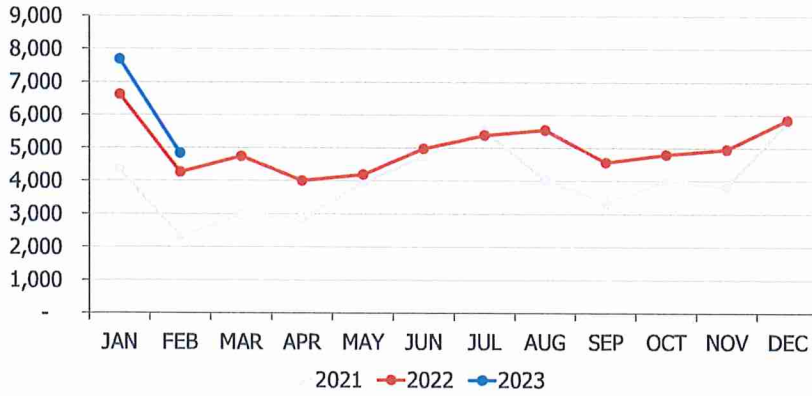


In February 2023, RNO served 3,332 passengers on charter flights, an increase of 161% when compared to February 2022.

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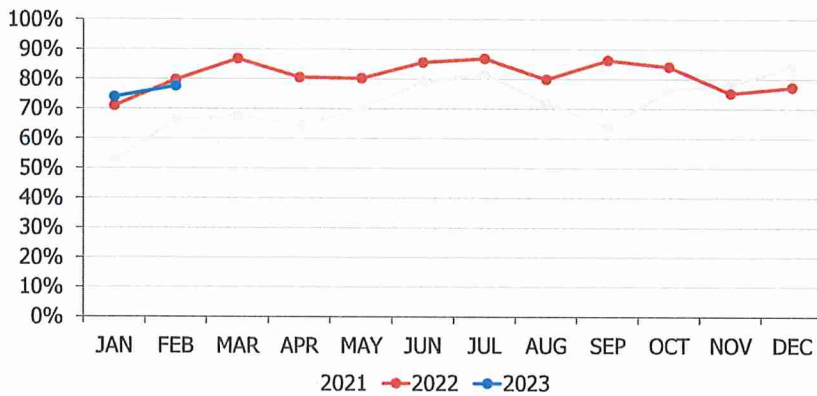


TOTAL INTERNATIONAL PASSENGERS

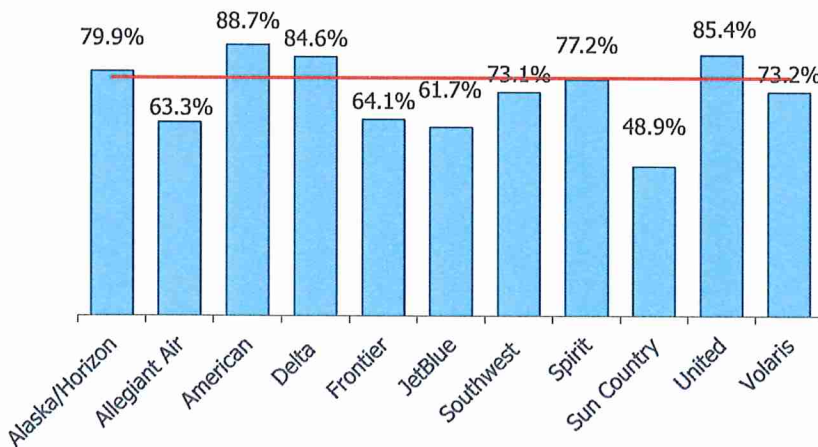


In February 2023, RNO served 4,858 international passengers, an increase of 13.6% when compared to February 2022.

AVERAGE ENPLANED LOAD FACTOR



In February 2023, RNO's average enplaned load factor was 77.7%, a decrease of 2.1 pts. versus February 2022.

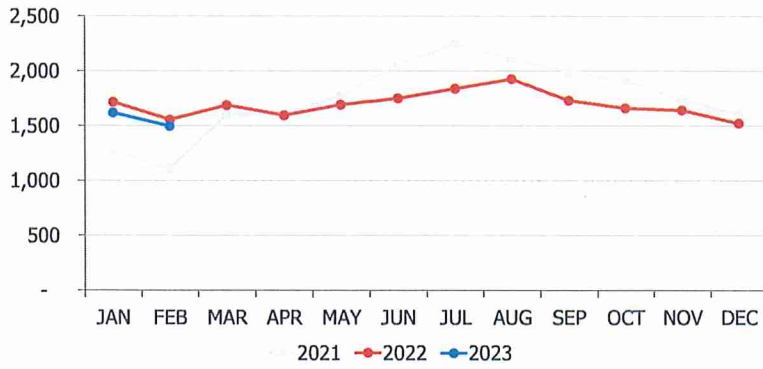


The red horizontal line on the left represents RNO's average enplaned load factor.

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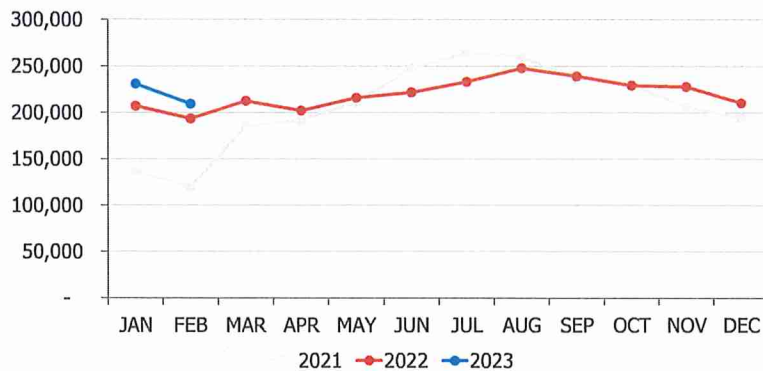


DEPARTURES



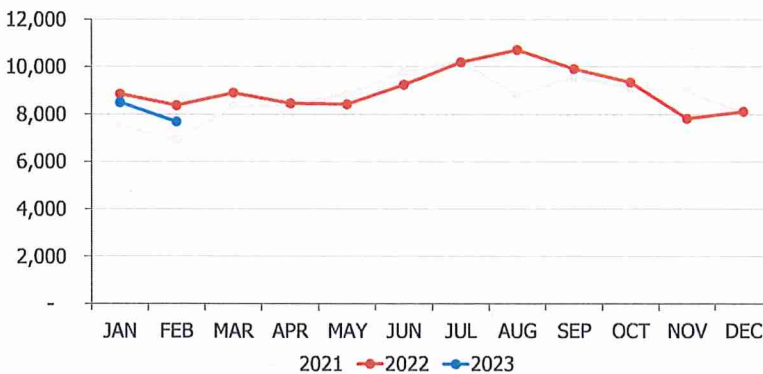
In February 2023, RNO handled 1,502 departures, a decrease of 3.7% when compared to February 2022.

DEPARTING SEATS



In February 2023, RNO offered 209,626 departing seats, an increase of 8.3% when compared to February 2022.

TOTAL OPERATIONS



A total of 7,686 operations were handled at RNO in February 2023, a decrease of 8.2% when compared to February 2022. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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April 2023 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Austin	American	30	Daily
Burbank	Southwest	22	Daily Mon - Fri and on 2, 9
Dallas/Fort Worth	American	89	Three daily
Denver	Southwest	72	Two to three times daily. Once on 1, 8
	United	90	Three daily
Guadalajara	Volaris	20	Daily Mon-Fri
Las Vegas	Allegiant	9	Twice weekly. Thu, Sun
	Southwest	284	10 to 11 flights Mon-Fri. Seven on Sat, Sun
	Spirit	60	Twice daily
Long Beach	Southwest	52	Twice daily. Once on Sat. One to two on Sun
Los Angeles	Delta	90	Three daily
	JetBlue	22	Five weekly. Mon, Thu-Sun
	Southwest	50	Twice daily. Once on Sat, Sun
	United	30	Daily
Oakland	Southwest	50	Twice daily. Once on Sat, Sun
Phoenix	American	120	Four daily
	Southwest	60	Twice daily
Portland	Alaska	30	Daily
Salt Lake City	Delta	90	Three daily
San Diego	Southwest	60	Twice daily
San Francisco	United	118	Four daily
San Jose	Southwest	25	Six weekly. No flights on Sat
Seattle	Alaska	86	Three daily

Multiple airlines

3.28.2023

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Total Passengers Feb-23					
	Passengers		% Diff.	Passengers	
	2021	2022		2023	YOY % Diff.
JAN	145,421	296,641	104.0%	344,268	16.1%
FEB	162,071	310,738	91.7%	327,934	5.5%
MAR	252,828	368,946	45.9%		
1st QTR	560,320	976,325	74.2%		
APR	247,220	326,787	32.2%		
MAY	302,403	352,255	16.5%		
JUN	397,906	384,429	-3.4%		
2nd QTR	947,529	1,063,471	12.2%	0	
JUL	438,168	407,867	-6.9%		
AUG	369,686	409,942	10.9%		
SEP	302,929	397,404	31.2%		
3rd QTR	1,110,783	1,215,213	9.4%	0	
OCT	350,631	385,466	9.9%		
NOV	323,508	343,130	6.1%		
DEC	330,687	327,353	-1.0%		
4th QTR	1,004,826	1,055,949	5.1%	0	
TOTAL	3,623,458	4,310,958	19.0%		
YTD		607,379		672,202	10.7%

Total Enplaned Passengers Feb-23				
Month	2021	2022	2023	% Diff.
JAN	72,887	147,773	171,374	16.0%
FEB	80,263	155,233	162,964	5.0%
MAR	126,359	185,671		
APR	125,009	163,973		
MAY	149,486	174,487		
JUN	197,261	191,234		
JUL	217,124	203,375		
AUG	188,207	199,365		
SEP	152,267	206,819		
OCT	177,407	193,074		
NOV	161,926	171,626		
DEC	164,561	162,680		
TOTAL	1,812,757	2,155,310		
YTD		303,006	334,338	10.3%

Total Deplaned Passengers				
Month	2021	2022	2023	% Diff.
JAN	72,534	148,868	172,894	16.1%
FEB	81,808	155,505	164,970	6.1%
MAR	126,469	183,275		
APR	122,211	162,814		
MAY	152,917	177,768		
JUN	200,645	193,195		
JUL	221,044	204,492		
AUG	181,479	210,577		
SEP	150,662	190,585		
OCT	173,224	192,392		
NOV	161,582	171,504		
DEC	166,126	164,673		
TOTAL	1,810,701	2,155,648		
YTD		304,373	337,864	11.0%

Total Cargo Volume in Pounds Feb-23						
	Cargo in Pounds		% Diff.	2023		YOY % Diff.
	2021	2022		Pounds	Metric Tons	
JAN	11,805,228	11,052,383	-6.4%	9,768,668	4,430	-11.6%
FEB	10,068,001	10,991,076	9.2%	8,963,956	4,065	-18.4%
MAR	13,204,912	12,265,793	-7.1%			
1st QTR	35,078,141	34,309,252	-2.2%			
APR	12,611,682	11,470,613	-9.0%			
MAY	12,048,247	10,966,757	-9.0%			
JUN	13,000,085	12,105,721	-6.9%			
2nd QTR	37,660,014	34,543,091	-8.3%			
JUL	12,722,035	11,289,066	-11.3%			
AUG	11,636,003	11,751,228	1.0%			
SEP	13,055,518	11,624,360	-11.0%			
3rd QTR	37,413,556	34,664,654	-7.3%			
OCT	12,660,541	10,502,407	-17.0%			
NOV	12,089,489	11,569,577	-4.3%			
DEC	16,260,767	13,806,179	-15.1%			
4th QTR	41,010,797	35,878,163	-12.5%			
TOTAL	151,162,508	139,395,160	-7.8%			
YTD		22,043,459		18,732,624	8,496	-15.0%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Feb-23	Feb-22	Diff.
aha!	0	n/a	38.0%	n/a
Alaska/Horizon	7,526	79.9%	75.8%	4.2
Allegiant Air	809	63.3%	66.3%	-3.0
American	26,452	88.7%	89.5%	-0.8
Delta	15,082	84.6%	88.5%	-3.9
Frontier	789	64.1%	70.2%	-6.1
JetBlue	4,100	61.7%	65.0%	-3.3
Southwest	70,937	73.1%	78.0%	-4.9
Spirit	7,444	77.2%	n/a	n/a
Sun Country	1,455	48.9%	n/a	n/a
United	26,143	85.4%	90.1%	-4.8
Volaris	2,227	73.2%	65.2%	8.0

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Reno-Tahoe
International
Airport

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

February 28, 2023

1:12 PM
03/20/23
Accrual Basis

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
As of February 28, 2023

	Feb 28, 23	Feb 28, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	621,689.96	638,385.58	-16,695.62	-2.6%
Total Checking/Savings	621,689.96	638,385.58	-16,695.62	-2.6%
Accounts Receivable				
1200-00 · Accounts Receivable	3,551.34	7,217.34	-3,666.00	-50.8%
Total Accounts Receivable	3,551.34	7,217.34	-3,666.00	-50.8%
Other Current Assets				
1350-00 · Security Deposits	100.00	100.00	0.00	0.0%
Total Other Current Assets	100.00	100.00	0.00	0.0%
Total Current Assets	625,341.30	645,702.92	-20,361.62	-3.2%
Other Assets				
1400-00 · Prepaid Expenses	41,830.85	66,191.46	-24,360.61	-36.8%
Total Other Assets	41,830.85	66,191.46	-24,360.61	-36.8%
TOTAL ASSETS	667,172.15	711,894.38	-44,722.23	-6.3%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	97,484.04	63,814.73	33,669.31	52.8%
Total Accounts Payable	97,484.04	63,814.73	33,669.31	52.8%
Total Current Liabilities	97,484.04	63,814.73	33,669.31	52.8%
Total Liabilities	97,484.04	63,814.73	33,669.31	52.8%
Equity				
32000 · Unrestricted Net Assets	86,764.32	192,668.73	-105,904.41	-55.0%
Net Income	482,923.79	455,410.92	27,512.87	6.0%
Total Equity	569,688.11	648,079.65	-78,391.54	-12.1%
TOTAL LIABILITIES & EQUITY	667,172.15	711,894.38	-44,722.23	-6.3%

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North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of February 28, 2023

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	0.00	999.00	999.00
Beach Retreat & Lodge	0.00	0.00	0.00	0.00	0.00	0.00
IVGID*	0.00	0.00	0.00	0.00	0.00	0.00
NLTRA*	0.00	0.00	0.00	0.00	0.00	0.00
Northstar California	0.00	0.00	0.00	0.00	0.00	0.00
Sierra Ski Marketing Council	0.00	0.00	0.00	0.00	0.00	0.00
The Resort at Squaw Creek	0.00	0.00	0.00	0.00	0.00	0.00
The Resort of Squaw Creek	0.00	0.00	0.00	0.00	1,276.17	1,276.17
The Village of Palisades	0.00	0.00	0.00	0.00	1,276.17	1,276.17
TOTAL	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>3,551.34</u>	<u>3,551.34</u>

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North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of February 28, 2023

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Cvent, Inc.	200.00	0.00	0.00	0.00	0.00	200.00
MAHK Advertising	29,125.33	68,158.71	0.00	0.00	0.00	97,284.04
TOTAL	<u>29,325.33</u>	<u>68,158.71</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>97,484.04</u>

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Accrual Basis

**North Lake Tahoe Marketing Cooperative
Profit & Loss Prev Year Comparison
February 2023**

	Feb 23	Feb 22	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	91,166.00	57,666.00	33,500.00	58.1%
4001-00 · NLTRA Funding	73,217.00	85,731.27	-12,514.27	-14.6%
4004-00 · IVCBVB Entertainment	500.00	0.00	500.00	100.0%
Total Income	164,883.00	143,397.27	21,485.73	15.0%
Gross Profit	164,883.00	143,397.27	21,485.73	15.0%
Expense				
5000-00 · CONSUMER MARKETING				
5002-00 · Consumer Print	6,000.00	0.00	6,000.00	100.0%
5002-01 · Native Display	0.00	7,500.00	-7,500.00	-100.0%
5004-00 · Trip Advisor	5,357.97	2,483.35	2,874.62	115.8%
5005-00 · Paid Social	2,777.45	2,931.84	-154.39	-5.3%
5005-01 · Digital Display / Retargeting	2,818.16	2,260.00	558.16	24.7%
5007-00 · Creative Production				
5007-01 · Creative Production	7,821.77	1,567.60	6,254.17	399.0%
5007-03 · Photo/Video Creative	3,828.35	7,644.38	-3,816.03	-49.9%
5007-00 · Creative Production - Other	101.88	127.50	-25.62	-20.1%
Total 5007-00 · Creative Production	11,752.00	9,339.48	2,412.52	25.8%
5010-00 · Account Strategy & Management	8,500.00	7,000.00	1,500.00	21.4%
5018-00 · Media Commission	3,173.73	2,492.24	681.49	27.3%
5018-01 · Digital Ad Serving	44.69	29.84	14.85	49.8%
5020-00 · Search Engine Marketing	4,701.36	1,593.03	3,108.33	195.1%
Total 5000-00 · CONSUMER MARKETING	45,125.36	35,629.78	9,495.58	26.7%
5110-00 · LEISURE SALES				
5112-00 · Training / Sales Calls	0.00	748.28	-748.28	-100.0%
5145-00 · TIA Annual Dues	0.00	437.50	-437.50	-100.0%
5154-00 · Canada	5,200.00	0.00	5,200.00	100.0%
Total 5110-00 · LEISURE SALES	5,200.00	1,185.78	4,014.22	338.5%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	0.00	0.0%
5202-00 · PR Program/ Content Dev - Blogs	1,635.90	750.00	885.90	118.1%
5206-00 · Digital Buy/ Social Media Boost	1,000.00	800.00	200.00	25.0%
5207-00 · Content Campaigns/Tools-My Emma	0.00	265.00	-265.00	-100.0%
5210-00 · Content Dev - Newsletters	1,700.00	1,500.00	200.00	13.3%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	0.00	900.00	-900.00	-100.0%
5218-00 · Crisis Communication / Training	6,540.00	0.00	6,540.00	100.0%
5221-00 · Photography & Video Asset Dev	0.00	5,750.00	-5,750.00	-100.0%

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Accrual Basis

**North Lake Tahoe Marketing Cooperative
Profit & Loss Prev Year Comparison
February 2023**

	Feb 23	Feb 22	\$ Change	% Change
Total 5200-00 · PUBLIC RELATIONS	22,875.90	21,965.00	910.90	4.2%
6000-00 · CONFERENCE SALES				
6004-00 · Email	1,200.00	0.00	1,200.00	100.0%
6005-00 · Paid Media	3,104.00	1,506.14	1,597.86	106.1%
6006-00 · CVENT	0.00	711.87	-711.87	-100.0%
6007-00 · Creative Production	1,170.00	1,560.00	-390.00	-25.0%
6018-00 · MCC Media Commission	571.33	275.45	295.88	107.4%
6018-01 · MCC Digital Ad Serving	1.12	6.32	-5.20	-82.3%
6128-00 · HelmsBriscoe Strategic Partner	583.33	583.33	0.00	0.0%
6152-00 · Client Events / Opportunities	200.00	0.00	200.00	100.0%
6153-00 · Chicago Sales Rep Support	0.00	125.00	-125.00	-100.0%
Total 6000-00 · CONFERENCE SALES	6,829.78	4,768.11	2,061.67	43.2%
6100-00 · TRADE SHOWS				
6116-00 · CalSAE Seasonal Spectacular	0.00	250.00	-250.00	-100.0%
6155-00 · Connect Trade Shows	0.00	-575.43	575.43	100.0%
6180-00 · Conference Direct CA	0.00	583.33	-583.33	-100.0%
Total 6100-00 · TRADE SHOWS	0.00	257.90	-257.90	-100.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5008-00 · Cooperative Programs	0.00	-3,000.00	3,000.00	100.0%
5009-00 · Fulfillment / Mail	0.00	317.99	-317.99	-100.0%
5123-00 · HSVC - High Sierra Visitors	208.33	166.67	41.66	25.0%
7001-00 · Miscellaneous	0.00	836.91	-836.91	-100.0%
7002-00 · CRM Subscription	833.33	833.33	0.00	0.0%
7004-00 · Research	880.00	2,704.76	-1,824.76	-67.5%
7007-00 · Destimetrics / DMX	0.00	2,369.58	-2,369.58	-100.0%
7010-00 · Photo Management & Storage	0.00	620.75	-620.75	-100.0%
8700-00 · Automobile Expense*	0.00	219.96	-219.96	-100.0%
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0.00	188.18	-188.18	-100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	1,921.66	5,258.13	-3,336.47	-63.5%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	4,250.00	4,250.00	0.00	0.0%
8003-00 · Website Hosting Maintenance	0.00	243.00	-243.00	-100.0%
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 · Website SEO Strategy/Maint	2,500.00	2,500.00	0.00	0.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,250.00	14,493.00	-243.00	-1.7%
Total Expense	96,202.70	83,557.70	12,645.00	15.1%
Net Income	68,680.30	59,839.57	8,840.73	14.8%

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**North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance
February 2023**

Accrual Basis

	Feb 23	Budget	Jul '22 - Feb 23	YTD Budget	Annual Budget
Income					
4000-00 • LTIVCBVB Funding	91,166.00	91,166.00	729,328.00	729,328.00	1,094,000.00
4001-00 • NLTRA Funding	73,217.00	73,217.00	1,029,839.00	1,029,839.00	1,440,000.00
4004-00 • IVCBVB Entertainment	500.00	500.00	4,000.00	4,000.00	6,000.00
4005-00 • Prior Year Net Income	0.00		0.00	0.00	0.00
Total Income	164,883.00	164,883.00	1,763,167.00	1,763,167.00	2,540,000.00
Gross Profit	164,883.00	164,883.00	1,763,167.00	1,763,167.00	2,540,000.00
Expense					
5000-00 • CONSUMER MARKETING					
5001-01 • Podcast	0.00	0.00	0.00	12,501.00	25,000.00
5002-00 • Consumer Print	6,000.00	0.00	18,495.00	0.00	10,125.00
5002-01 • Native Display	0.00	11,100.00	33,083.90	61,870.00	100,372.00
5004-00 • Trip Advisor	5,357.97	1,916.00	41,062.34	33,221.00	61,947.00
5005-00 • Paid Social	2,777.45	2,770.00	68,651.63	76,670.00	139,248.00
5005-01 • Digital Display / Retargeting	2,818.16	2,600.00	76,943.51	62,195.00	110,620.00
5007-00 • Creative Production					
5007-01 • Creative Production	7,821.77	5,000.00	72,566.90	99,500.00	149,500.00
5007-02 • Website Production	0.00	2,500.00	14,940.00	22,000.00	34,000.00
5007-03 • Photo/Video Creative	3,826.35	2,775.00	22,034.03	21,570.00	32,670.00
5007-00 • Creative Production - Other	101.88		6,965.64	0.00	0.00
Total 5007-00 • Creative Production	11,752.00	10,275.00	116,506.57	143,070.00	216,170.00
5010-00 • Account Strategy & Management	8,500.00	8,500.00	68,000.00	68,000.00	102,000.00
5013-00 • Outdoor	0.00	0.00	0.00	0.00	100,000.00
5016 • Video Streaming	0.00	0.00	62,641.77	63,441.00	126,861.00
5017-00 • Rich Media	0.00	0.00	47,500.00	30,000.00	30,000.00
5018-00 • Media Commission	3,173.73	15,870.00	59,778.21	76,129.00	119,357.00
5018-01 • Digital Ad Serving	44.69	220.00	1,242.61	1,760.00	2,855.00
5020-00 • Search Engine Marketing	4,701.35	3,976.00	70,940.80	68,977.00	119,470.00
5022-00 • Email	0.00	0.00	9,249.70	10,000.00	20,000.00
5024-00 • Fusion 7	0.00	0.00	0.00	0.00	0.00
5025-00 • Expedia	0.00	0.00	7,584.59	15,000.00	15,000.00
5029-00 • Television	0.00	0.00	0.00	0.00	17,000.00
5030-00 • TravelZoo	0.00	0.00	20,000.00	50,000.00	50,000.00
Total 5000-00 • CONSUMER MARKETING	45,125.35	56,727.00	700,780.53	772,834.00	1,365,825.00
5110-00 • LEISURE SALES					
5107-00 • Creative Production	0.00	0.00	1,080.00	1,500.00	2,000.00
5111-00 • FAMS - Domestic	0.00	0.00	3,686.04	4,500.00	6,000.00
5112-00 • Training / Sales Calls	0.00	0.00	6,424.22	7,500.00	10,000.00
5113-00 • Additional Opportunities	0.00	0.00	0.00	7,500.00	10,000.00
5115-00 • Travel Agent Incentive Program	0.00	0.00	0.00	0.00	0.00
5120-00 • Domestic - Trade Shows	0.00	250.00	0.00	3,900.00	4,150.00
5131-00 • FAMS 4nti - Travel Trade	0.00	0.00	512.00	4,500.00	6,000.00
5133-00 • Ski-Tops	0.00	0.00	0.00	2,350.00	3,350.00
5134-00 • Int'l Marketing - Additional Opp	0.00	0.00	0.00	0.00	0.00
5137-00 • Co-op Opportunities	0.00	0.00	0.00	10,000.00	20,000.00
5143-00 • Mountain Travel Symposium	0.00	0.00	2,450.00	4,000.00	5,000.00
5144-00 • IPW - POW WOW	0.00	0.00	0.00	10,000.00	13,000.00
5145-00 • TIA Annual Dues	0.00	0.00	3,937.60	0.00	2,700.00
5147-00 • AUS / Gate 7	0.00	0.00	26,845.95	35,000.00	35,000.00
5154-00 • Canada	5,200.00	0.00	5,200.00	30,000.00	30,000.00
5155-00 • California Star Program	0.00	0.00	0.00	0.00	3,000.00
5157-00 • International Efforts	0.00	0.00	0.00	15,000.00	20,000.00
Total 5110-00 • LEISURE SALES	5,200.00	250.00	49,935.72	135,750.00	170,200.00
5200-00 • PUBLIC RELATIONS					
5200-01 • Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	48,000.00	48,000.00	72,000.00
5202-00 • PR Program/ Content Dev - Blogs	1,635.80	1,500.00	14,380.65	12,000.00	18,000.00

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North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance

Accrual Basis

February 2023

	Feb 23	Budget	Jul '22 - Feb 23	YTD Budget	Annual Budget
5204-00 - Media Mission(s)	0.00	0.00	8,451.69	12,000.00	16,000.00
5206-00 - Digital Buy/ Social Media Boost	1,000.00	950.00	7,600.00	7,600.00	11,400.00
5207-00 - Content Campaigns/Tools-My Emma	0.00	265.00	785.00	2,120.00	3,180.00
5208-00 - International Travel Media FAMS	0.00	0.00	0.00	6,000.00	12,000.00
5209-00 - Domestic Travel Media FAMS	0.00	0.00	8,107.56	12,000.00	24,000.00
5210-00 - Content Dev - Newsletters	1,700.00	1,700.00	10,400.00	13,600.00	20,400.00
5211-00 - Social Media Strategy & Mgmt	6,000.00	6,000.00	48,000.00	48,000.00	72,000.00
5212-00 - Social Giveaways & Contests	0.00	750.00	1,550.04	2,250.00	3,000.00
5214-00 - Social Takeover	0.00	0.00	0.00	0.00	0.00
5216-00 - PR Content Development + Distri	0.00	0.00	2,220.00	2,400.00	4,800.00
5218-00 - Crisis Communication / Training	6,540.00	0.00	6,540.00	19,000.00	19,000.00
5221-00 - Photography & Video Asset Dev	0.00	4,000.00	10,464.90	32,000.00	48,000.00
5222-00 - Media Tracking / Membership	0.00	0.00	2,649.02	2,649.00	3,532.00
5280-00 - PR Meals / Entertainment	0.00	0.00	269.76	750.00	1,000.00
Total 5200-00 - PUBLIC RELATIONS	22,875.90	21,165.00	169,428.62	220,369.00	328,312.00
6000-00 - CONFERENCE SALES					
6003-00 - Geo-Fence Targeting	0.00	0.00	475.73	1,500.00	3,000.00
6004-00 - Email	1,200.00	1,200.00	4,470.00	3,600.00	4,800.00
6005-00 - Paid Media	3,104.00	4,292.00	25,987.30	23,328.00	41,500.00
6006-00 - CVENT	0.00	0.00	14,165.43	10,700.00	14,160.00
6007-00 - Creative Production	1,170.00	0.00	9,156.92	11,500.00	12,000.00
6014-00 - MCC Group Incentive Program	0.00	500.00	0.00	4,000.00	6,000.00
6015-00 - MCC National Memberships	0.00	0.00	399.00	1,000.00	1,000.00
6016-00 - MCC Search Engine Marketing	0.00	0.00	1,380.70	0.00	0.00
6018-00 - MCC Media Commission	571.33	797.00	4,847.33	5,248.01	7,882.43
6018-01 - MCC Digital Ad Serving	1.12	42.00	48.05	336.00	500.00
6019-00 - Conference Direct Partnership	0.00	593.00	7,004.01	4,684.00	6,996.00
6128-00 - HelmsBriscoe Strategic Partner	583.33	583.00	2,916.65	4,684.00	6,996.00
6152-00 - Client Events / Opportunities	200.00	0.00	1,345.05	7,500.00	10,000.00
6153-00 - Chicago Sales Rep Support	0.00	0.00	5,390.79	7,500.00	10,000.00
Total 6000-00 - CONFERENCE SALES	6,829.78	7,997.00	77,551.96	65,538.01	124,814.43
6100-00 - TRADE SHOWS					
6102-00 - Miscellaneous	0.00	0.00	23.57	0.00	0.00
6111-00 - Site Inspections	0.00	0.00	0.00	4,500.00	6,000.00
6116-00 - CalSAE Seasonal Spectacular	0.00	0.00	1,068.73	4,000.00	4,000.00
6127-00 - CalSAE Annual	0.00	0.00	0.00	0.00	1,500.00
6143-00 - Connect Marketplace	0.00	0.00	6,500.00	5,000.00	5,000.00
6151-00 - Destination CA	0.00	0.00	0.00	5,000.00	5,000.00
6154-00 - HelmsBriscoe ABC	0.00	0.00	0.00	0.00	6,500.00
6155-00 - Connect Trade Shows	0.00	0.00	4,416.40	10,000.00	10,000.00
6156-00 - Connect California	0.00	0.00	0.00	0.00	0.00
6156-02 - Connect Chicago	0.00	0.00	0.00	5,000.00	5,000.00
6156-05 - Connect Northwest	0.00	0.00	0.00	0.00	0.00
6157-00 - HPN Partner Conference	0.00	0.00	3,300.20	5,000.00	5,000.00
6160-00 - AllThingsMeetings Silicon Valley	0.00	0.00	675.00	5,000.00	5,000.00
6160-01 - AllThingsMeetings East Bay	0.00	0.00	0.00	0.00	0.00
6165-00 - Bay Area Client Appreciation	0.00	0.00	0.00	5,000.00	5,000.00
6166-00 - Sports Commission	0.00	0.00	0.00	0.00	0.00
6168-00 - Sacramento/Roseville TopGolf	0.00	0.00	0.00	1,500.00	2,000.00
6171-00 - Outdoor Retailer	0.00	0.00	0.00	0.00	0.00
6181-00 - Conference Direct PNW	0.00	0.00	0.00	0.00	8,000.00
6182-00 - Destination Celebration	0.00	0.00	925.00	2,000.00	2,000.00
6183-00 - Smart Meetings NorCal	0.00	0.00	0.00	5,000.00	5,000.00
Total 6100-00 - TRADE SHOWS	0.00	0.00	16,908.90	57,000.00	75,000.00
6108-00 - CalSAE Seasonal Spectacular	0.00	0.00	1,575.00	0.00	0.00
7000-00 - COMMITTED & ADHOC EXPENSES					
5008-00 - Cooperative Programs	0.00	0.00	0.00	7,500.00	10,000.00
5009-00 - Fulfillment / Mail	0.00	200.00	553.97	1,600.00	2,400.00
5021-00 - RASC-Reno Air Service Corp	0.00	0.00	75,000.00	75,000.00	100,000.00
5123-00 - HSVC - High Sierra Visitors	208.33	166.67	1,583.28	1,333.36	2,000.04
5124-00 - Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00

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North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance

February 2023

Accrual Basis

	Feb 23	Budget	Jul '22 - Feb 23	YTD Budget	Annual Budget
7002-00 • CRM Subscription	833.33	833.33	6,666.66	8,166.64	11,499.96
7003-00 • IVCBVB Entertainment Fund	0.00	500.00	236.15	4,000.00	6,000.00
7004-00 • Research	880.00	3,820.00	12,730.15	61,620.00	76,900.00
7005-00 • Film Festival	0.00	0.00	15,000.00	15,000.00	15,000.00
7006-00 • Special Events	0.00	0.00	0.00	0.00	20,000.00
7007-00 • Desimetrics / DMX	0.00	0.00	25,322.25	25,322.25	33,763.00
7008-00 • Opportunistic Funds	0.00	50,000.00	2,158.50	50,000.00	50,000.00
7009-00 • Tahoe Cam Usage	0.00	0.00	0.00	0.00	2,124.00
7010-00 • Photo Management & Storage	0.00	658.25	7,899.00	5,350.00	8,233.00
7012-00 • Sponsorships	0.00	0.00	0.00	0.00	25,000.00
7020-00 • Collateral Production / Printn	0.00	0.00	0.00	10,750.00	11,000.00
8500-00 • Staff Industry Travel	0.00	0.00	0.00	7,500.00	10,000.00
8700-00 • Automobile Expense*	0.00	400.00	401.52	3,200.00	4,800.00
Total 7000-00 • COMMITTED & ADMIN EXPENSES	1,921.66	56,578.25	147,551.48	277,342.25	389,720.00
8000-00 • WEBSITE CONTENT & MAINTENANCE					
8002-00 • Content Manager Contractor	4,250.00	4,250.00	34,000.00	34,000.00	51,000.00
8003-00 • Website Hosting Maintenance	0.00	0.00	2,511.00	1,602.00	2,161.00
8004-00 • Website Strategy & Maintenance	7,500.00	7,500.00	60,000.00	60,000.00	90,000.00
8005-00 • Website SEO Strategy/Maint	2,500.00	2,500.00	20,000.00	20,000.00	30,000.00
Total 8000-00 • WEBSITE CONTENT & MAINTENANCE	14,250.00	14,250.00	116,511.00	115,602.00	173,161.00
Total Expense	96,202.70	156,967.25	1,280,243.21	1,664,435.26	2,627,032.43
Net Income	68,680.30	7,915.75	482,823.79	88,731.74	-87,032.43