

DESTINATION LEVEL RESERVATIONS ACTIVITY SUMMARY

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



north lake tahoe

Destination: North Lake Tahoe

Period: Bookings as of Mar 31, 2023


Executive Summary - Year over Year Variance and Analysis

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1,321 Units ('DestiMetrics Census**) and 40.9% of 3,229 total units in the North Lake Tahoe destination ('Destination Census**')

MARKET OVERVIEW: Strong snowfall in the West, positive movement on the economic front, and heightened consumer demand were all key factors in driving the second-busiest month of the season's performance in March. On-mountain conditions varied across the United States as the East continued to be choked off from the seemingly never-ending supply of fresh powder blanketing the Mountain West. As expected, the snowfall boosted short-lead bookings for all destinations that consumers could actually get to, while for our partners in California the story is much different. Back-to-back (to-back) atmospheric rivers delivered more snow than some areas could manage, triggering avalanches, closing roads, and making actual visitation hazardous where possible, and out of the question in a few unlucky spots. The heavy snowfall is expected to extend the ski season for some destinations, including some anticipated August turns in a select few, though late season visa expirations may make staffing a bigger determinant than actual snow. But snow isn't the only factor to consider when looking at March's strong booking pace, up +5.8 percent compared to last year, as some key economic indicators show positive movement since last month. In financial markets, turmoil arising from February's bank failures, continued pressure from the Federal Reserve on raising interest rates, and the ongoing war in the Ukraine did not shake the Dow Jones Industrial Average (DJIA). The DJIA experienced a moderate gain in March, adding +1.9 percent, or 617.45 points and finished the month at 33,274.15 points. The positive financial marketplace helps to bolster consumer savings accounts, in turn driving an increase in discretionary income that may be spent on lodging, and additionally gives individuals invested in 401(k)s and other retirement vehicles some security during dynamic times. As the DJIA increased, so did the Consumer Confidence Index (CCI), though just slightly. Over the last month, the CCI has recorded a gain of +0.8 percent, increasing to 104.2 points (1985=100). CCI has remained stuck in the range of 100-105 points since August, only experiencing 2 month-over-month increases since then. Ataman Ozylidirim, Senior Director, Economics at The Conference Board said, "Driven by an uptick in expectations, consumer confidence improved somewhat in March, but remains below the average level seen in 2022 (104.5). The gain reflects an improved outlook for consumers under 55 years of age and for households earning \$50,000 and over." In addition to an improvement in CCI and DJIA, US non-farm jobs gained and the national unemployment rate experienced positive change from last month. For March, 236,000 jobs were added, slightly underperforming economists' expectations of 238,000. The total is the lowest monthly gain since December 2020, though it comes amid the Federal Reserve's continued efforts to cool inflation and may signal a halt or slowing in interest rate hikes. Additionally, unemployment fell to 3.5 percent, slightly below the 6-month moving average of 3.6 percent. With the end of the 2022/23 winter season creeping up on us, March's positive booking pace advances the ball and sets up April to be the make-or-break month that determines the season's overall success. Locally, North Lake Tahoe occupancy was down -16.6 percent in March versus 2022, accompanied by a rate that was up +3.5% compared to last year's. North Lake Tahoe occupancy for the past six months (October - March) is down -1.6 percent compared to the same period last year, accompanied by a rate that is up +3.9 percent compared to last year. Bookings taken in March for arrival in March were down -11.5 percent compared to bookings taken in March 2022 (not shown).

| | | Year over Year | | | |
|--|--|------------------------|---------|--------|--------|
| | | 2022/23 | 2021/22 | % Diff | |
| a. Last Month Performance: Current YTD vs. Previous YTD | | | | | |
| Occupancy Rates during last month (March, 2023) were down (-16.6%) compared to the same period last year (March, 2022), while Average Daily Rate was up (3.5%). | | Occupancy (March) : | 49.8% | 59.8% | -16.6% |
| | | ADR (March) : | \$354 | \$342 | 3.5% |
| b. Next Month Performance: Current YTD vs. Previous YTD | | | | | |
| Occupancy Rates for next month (April, 2023) are up (27.5%) compared to the same period last year, while Average Daily Rate is also up (7.0%). | | Occupancy (April) : | 47.5% | 37.3% | 27.5% |
| | | ADR (April) : | \$293 | \$274 | 7.0% |
| c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD | | | | | |
| Occupancy Rates for the previous 6 months (October - March) are down (-1.6%) compared to the same period last year, while Average Daily Rate is up (3.9%). | | Occ - 6 Month Historic | 49.2% | 50.0% | -1.6% |
| | | ADR - 6 Month Historic | \$384 | \$370 | 3.9% |
| d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD | | | | | |
| Occupancy Rates for the upcoming 6 months (April - September) are down (-4.4%) compared to the same period last year, while Average Daily Rate is also down (-2.3%). | | Occ - 6 Month Future | 31.8% | 33.3% | -4.4% |
| | | ADR - 6 Month Future | \$400 | \$409 | -2.3% |
| e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Mar. 31, 2023 vs. Previous Year | | | | | |
| Rooms Booked during last month (March, 2023) compared to Rooms Booked during the same period last year (March, 2022) for all arrival dates are up by "(2.3%)." | | Booking Pace (March): | 6.7% | 6.6% | 2.3% |

LOOKING FORWARD: Though April, the last month of the 'official' 2022/23 winter season, is yet to play out, attention at mountain communities should be shifting rapidly to the summer season ahead. In doing so, suppliers will find a dramatically different set of circumstances awaits them. As we transition out of winter and the sustained snow that has been an excellent booking incentive since December, lodging performance across western mountain resorts turns negative beginning immediately in May. Room rates, up 6.5 percent YOY and some 45% in just three years, are putting tremendous pressure on summer visitors at a time when the cost of living and spending on credit remain high. And while ADR has been strong enough to offset modest occupancy declines in the last six months, that's no longer the case as overall demand is down -16.7 percent - or some 112,000 room nights - and occupancy is down -13.4 percent. The net result is an aggregate -7.8 percent decline in RevPAR at this early stage, with declines in 4 of the 5 months for which data are available (October data will be available as of 4/30). This is the first sustained and substantial decline in RevPAR since the deep days of the pandemic and represents an extreme challenge for lodging properties. The trick for the coming season is going to be how to drive guests when rate gains are relatively modest compared to demand declines, making the 'upside down' position of RevPAR a challenge. Suppliers should not count on improving economic conditions to drive summer business, with the cost of living expected to remain elevated into 2024, along with interest rates that are currently adding to discretionary spending challenges. Locally, North Lake Tahoe on-the-books occupancy for April 2023 is up +27.5 percent compared to 2022, accompanied with an increase in rate of +7.0 percent. Occupancy on-the-books for the upcoming six months (April - September) is down -4.4 percent compared to the same period last year, with an decrease in rate of -2.3 percent. North Lake Tahoe bookings taken in March for arrival March - August are up +2.3 percent compared to the same period last year.

| | | | | |
|--------------------------------|--|--|--|---|
| | | For more information: | |  www.GoTahoeNorth.com |
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March 2023

Meetings & Conventions Report

TURNED DEFINITE

1. California Association of Marriage and Family Therapists - April 2023 Board Retreat - 4/21/23-4/22/23, 13 rooms, 14 people
2. CrossFit LLC - HQ Executive Offsite - 6/19/23-6/21/23, 42 rooms and 16 people

NEW MEETINGS & RFPs DISTRIBUTED

3. HPN - 90903 - April Company Offsite - 4/17/23-4/19/23, 26 rooms, 13 people
4. HPN - 92324 - 2023 West Region Commercial and Operations Meeting - 9/11/23-9/14/23, 135 rooms and 45 people
5. HPN - 92325 - Executive Retreat 2023 - 10/3/23-10/5/23, 50 rooms and 25 people
6. HPN - 91677 - MO Branch Incentive - 10/5/23-10/8/23, 105 rooms and 70 people
7. HPN - 92336 - Tempe Incentive 2023 - 2/15/24-2/18/24, 171 rooms and 57 people
8. HPN - 91820 - Incentive 2024 - 2/22/24-2/25/24, 75 rooms and 24 people
9. HPN - 91701- CLE Credits 2024 Search - 7/30/24-8/2/24, 120 rooms and 40 people

NEW INQUIRIES

1. Enterprise Holdings - 2024 Enterprise Holdings Inc. Incentive Trip - 10/31/24-11/6/24, 645 rooms and 380 people
2. Northwest Public Power Association - NWPPA: Annual Membership Meeting 2024 - 5/10/24-5/15/24, 975 rooms and 350 people
3. Tire Industry Association - Board of Directors Mid Year Meeting 2024 - 6/17/24-6/22/24, 100 rooms and 55 people
4. Association of Black Psychologists, Inc. - 2024 Association of Black Psychologists - Multi - 7/16/24-7/21/24, 685 rooms and 300 people
5. California Association of School Psychologists - Prepare Training - 7/10/23-7/13/23, 160 rooms and 100 people
6. Texas Mortgage Bankers Association - 2024 Summer Board Meeting - 7/26/24-7/30/24, 102 rooms and 60 people
7. Florida Defense Lawyers Association - FDLA Winter Meeting 2024 - 1/13/24-1/16/24, 140 rooms and 20 people
8. California Association of School Psychologists - Spring Institute - 3/12/24-3/15/24, 200 rooms and 250 people
9. California Crime and Intelligence Analysts Association - CCIAA - 9/8/24-9/12/24, 600 rooms and 200 people
10. SOLV Energy - BD Base Camp Event 2 - 7/24/23-7/26/23, 120 rooms and 50 people
11. PNC Banking - PNC EnForm! Tech Conference 2024 - 9/15/24-9/18/24, 332 rooms and 110 people
12. Podium Education - Team Retreat - Sept 2022 - 9/19/23-9/21/23, 240 rooms and 80 people

CONFERENCE SALES PROJECTS

- Key Projects:
 - Planning attendance at Connect Spring Marketplace April 11-13
 - Planning attendance at CalSAE Elevate April 17-19
 - Planning attendance at All Things Meetings Bay Area April 24
 - Planning attendance at Visit California MCC Roadshow in Denver April 26 and Seattle April 27

SITE VISITS & SALES CALLS

- California Police Activities League 3/22-3/24, sites at Everline Resort & Spa, Village at Palisades, Ritz-Carlton Lake Tahoe and Hyatt Regency Lake Tahoe
- Little Caesars 3/26-3/27 at Hyatt Regency Lake Tahoe and Everline Resort & Spa

Chicago Rep Efforts

- Destination Reps Blackhawk client event
- Launch Special Promotion with American Bar Association



north lake tahoe

March 2023

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Attended Visit California Outlook Forum on March 7th and met with their international rep firms from Canada, Mexico, UK, Australia, China, S. Korea, and India
 - Hosted Australia “Fire & Ice” FAM, sponsored by Hawaiian Airlines. Product managers from SkiMax, Sno’n’Ski, Travelplan and Ski Travel Co. attended along with a rep from Hawaiian Airlines and Gate 7. The group skied Palisades, Northstar and Diamond Peak and overnights were at Everline Resort & Spa and East West.
 - Attended brand reveal for Everline Resort & Spa on March 8th
 - Attended sales mission to Canada with Travel Nevada. Consumer adventure show in Calgary, client meetings/trainings in Edmonton and Toronto.
 - Attended SkiTops March 19-23 and met with (13) domestic ski operators to include ski.com, Snow Tours, Skigroup.net, Alpine Adventures, Getskitickets.com, Outside Life, Tours de sport, SkiSync, Hopper, The Lodging Company, Booking.com and Snow Sport Vacations. SkiTops is b2b meetings, training of (50) agents through their university program and networking events. Contacts and notes have been shared with NLT partners for their follow up.
 - Attended Mountain Travel Symposium March 26-31 in Banff. MTS is the largest annual mountain travel conference that hosts over 1,000 representatives from 35+ countries. Staff held (30) appointments with international buyers from Canada, Mexico, UK, Australia and New Zealand. Contacts and notes have been shared with the NLT partners for their follow up.

- Key Projects:
 - Filmed announcement of North Lake Tahoe to host Mountain Travel Symposium April 14-19, 2024. Film was shown at MTS 2023 in Banff in conjunction with a presentation by NLT staff and Marelna Freitas of Palisades Tahoe
 - Planning attendance at California Cup April 17-21

March Executive Summary – Consumer Campaign

- March was an interesting month, due to the split in seasons – full spring promotion began later in the month (3/30), but initial spring creative in Paid Search and Social tactics started 3/15.
- Performance Max continued to be a leader in metrics, specifically with total clicks (15,091 total) and TOS conversions (3,122 total).
- For social performance, Facebook led the way in impressions, clicks and overall CTR. Both Facebook (1.52%) and Instagram (1%) were above the industry average of 0.9% in CTR.
 - Social Video performance was also surprising, leading to an incredibly high CTR for Facebook (3.42%). We'll keep this in mind for other seasons on this platform.



Consumer Paid Media Recommendations

- Allow TripAdvisor to optimize spending across the lifetime campaign rather than flight month-by-month. This allows the algorithms to adapt and serve based on demand, leading to higher quality conversions.
- Next winter, maintain similar spend levels and invest in a variety of channels. Continue to tap local favorite stations to push Sustainability messaging.
- Boomer and Jones Family audiences seemed the most responsive of the winter audiences. Retargeting and High Value audiences should also maintain high levels of investment in next year's winter campaign.
- When transitioning seasons, plan low-level, continuous messaging until full seasonal advertising is ready to launch so that NLT avoids dark periods. The transition from winter and spring especially is tricky due to fluctuating snow levels.



March Executive Summary – MCC Campaign

- March's spend was \$2,000 less than February, yet ran 7,000 more impressions. Overall CTR ranked 0.17% lower than February but also decreased CPC by \$0.86. March earned 8x more TOS conversions than last month.
 - Meetings earned 2,118 total clicks, 11% less than last month's 2,388 clicks. March earned 39 TOS conversions, 8 more than last month. This increase primarily happened on Facebook Video.
 - Facebook again earned some of the highest CTRs, followed by Meetings Today's social video retargeting. The highest number of TOS conversions by platform ranked: Facebook Static, Facebook Video then YouTube.
 - Both general Facebook and Meetings Today Social Retargeting Video outperformed all other video CTRs at an impressive 2.53% and 2.25%. The closest performing platform following those was the Meetings email at a 0.97% CTR.
- Video completion rates slightly maintained at a 38% completion rate, the same as last month's rate. Total impressions served on video had dropped by 9K impressions however the number of views increased by 2,700 and video completion rates increased by 95% since last month.



Executive Summary - Website

- March 2023 saw the highest traffic for the website ever so far with over 125K users, which represents a 14% increase compared to our previous highest month (December 2022). Organic Search brought in the most traffic with 55% of the total audience, followed by Paid Search with 16%.
- The average session duration was 0:53 (industry average is 1:00). The lower timeframe could be due to the large influx of visitors to the site. The number of new users increased by 45% MoM and represented 87% of the total traffic.
- California continued to be the top state with 45% of total traffic in the month of March. When looking at the top California cities, San Jose drove the most users to the website (15%) followed by Los Angeles (9%). Los Angeles was a paid media target audience for the winter season.
- The Road Conditions page continues to be the top driver of traffic followed by the Planners and Guides page. Other real-time pages like weather and webcams were high on the list this month.



March Executive Summary - Content

- Two blogs were posted this month – one featuring kayaking and another featuring e-bikes.
- Two newsletters were deployed yielding a high open rate of 27.7% and 27.6% respectively (industry average is 16%).
- CrowdRiff site gallery engagement metrics decreased this month, but snow imagery continued to perform best.





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.

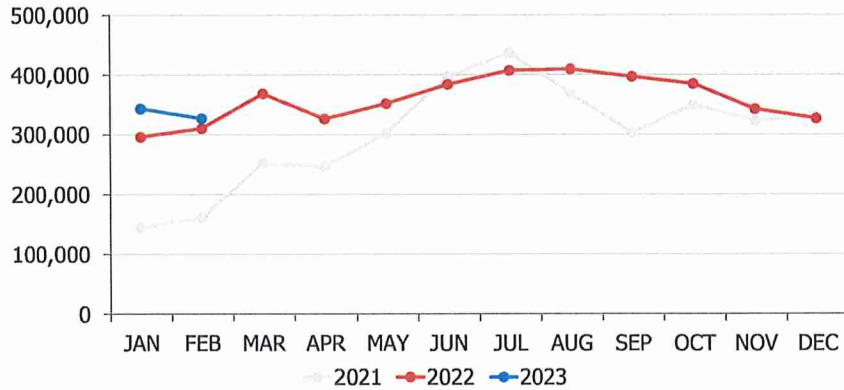
JSX Public Charters

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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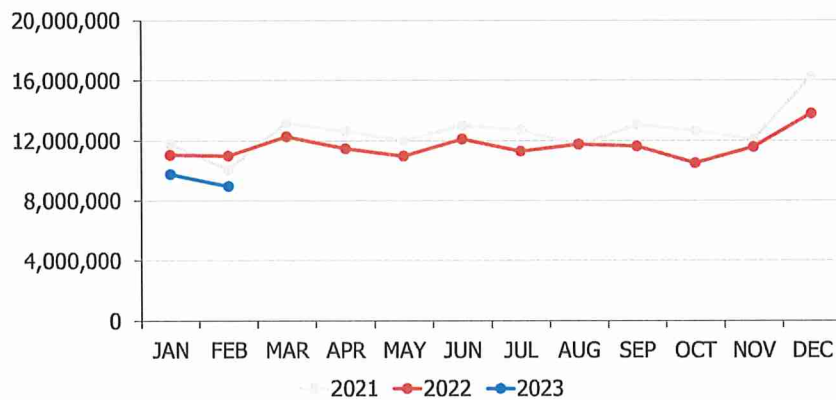


Passengers



| 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

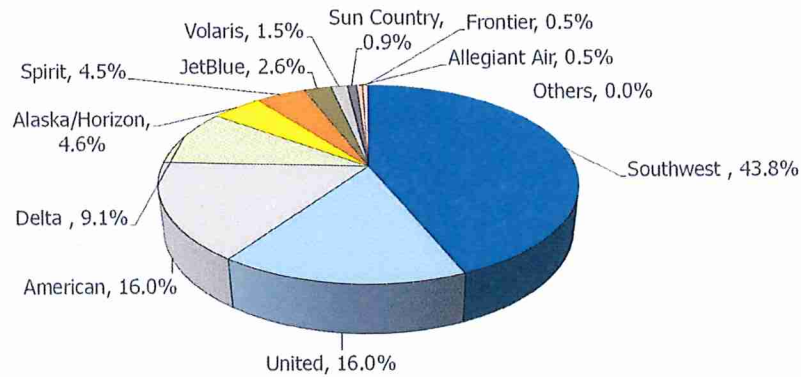


In February 2023, DHL cargo volume was up 12.0% when compared to February 2022. FedEx was down 20.3% and UPS was down 19.0% during the same period.

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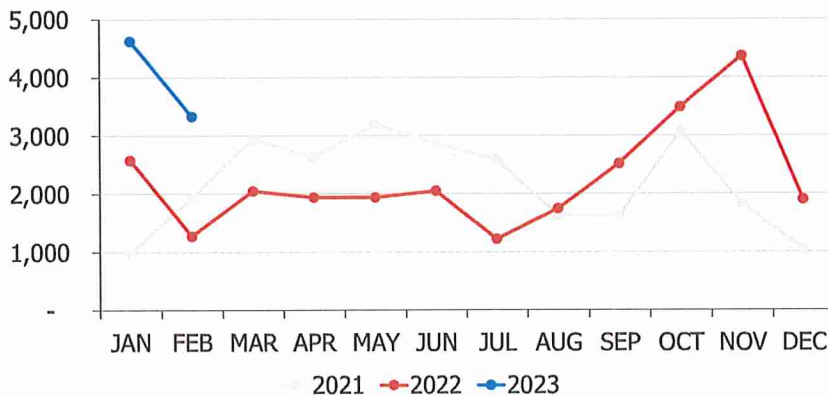


AIRLINE MARKET SHARE (passengers)



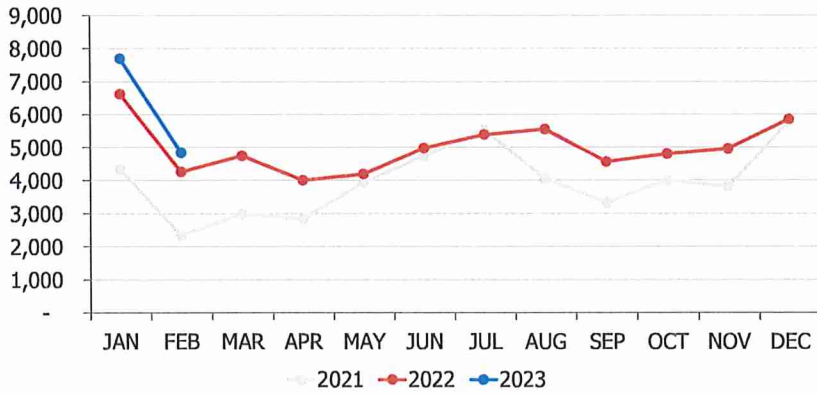
| Airline Market Share | | | |
|----------------------|--------|--------|------------|
| | Feb-23 | Feb-22 | YOY Change |
| aha! | n/a | 1.2% | n/a |
| Alaska/Horizon | 4.6% | 8.6% | (4.0) |
| Allegiant Air | 0.5% | 1.3% | (0.8) |
| American | 16.0% | 15.4% | 0.6 |
| Delta | 9.1% | 9.5% | (0.3) |
| Frontier | 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



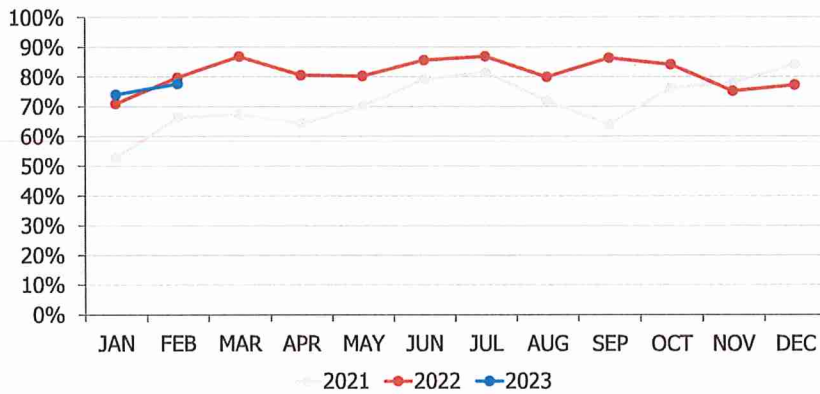
In February 2023, RNO served 3,332 passengers on charter flights, an increase of 161% when compared to February 2022.

TOTAL INTERNATIONAL PASSENGERS

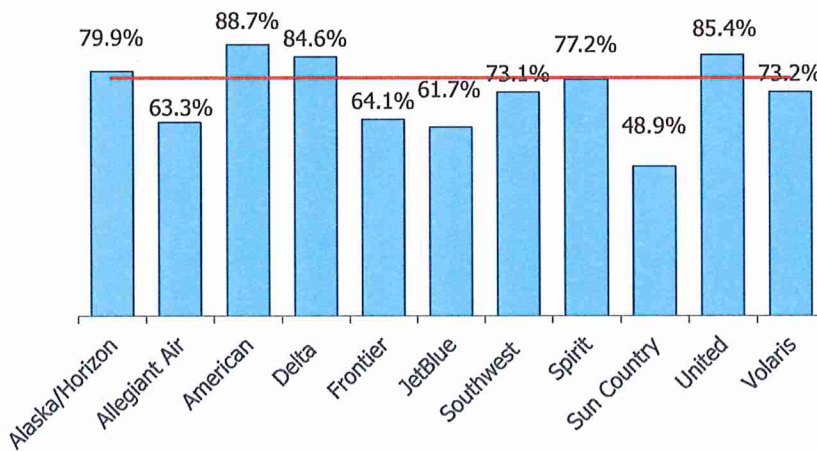


In February 2023, RNO served 4,858 international passengers, an increase of 13.6% when compared to February 2022.

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.

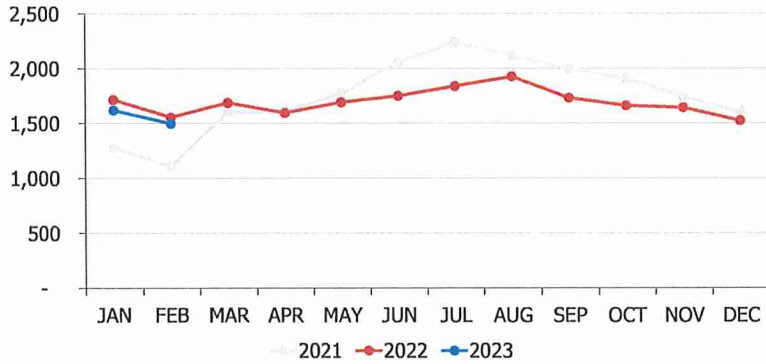


The red horizontal line on the left represents RNO's average enplaned load factor.

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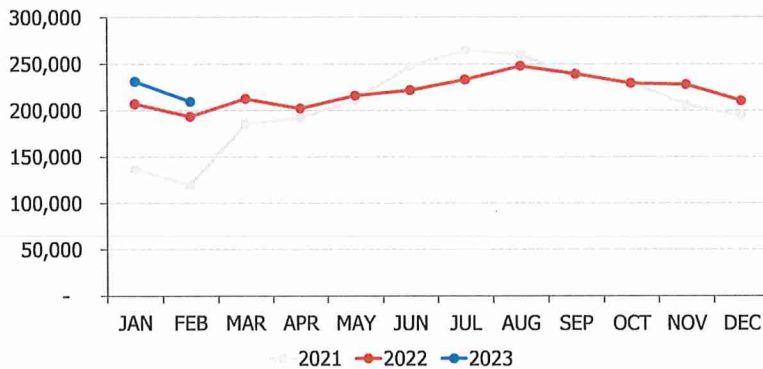


DEPARTURES



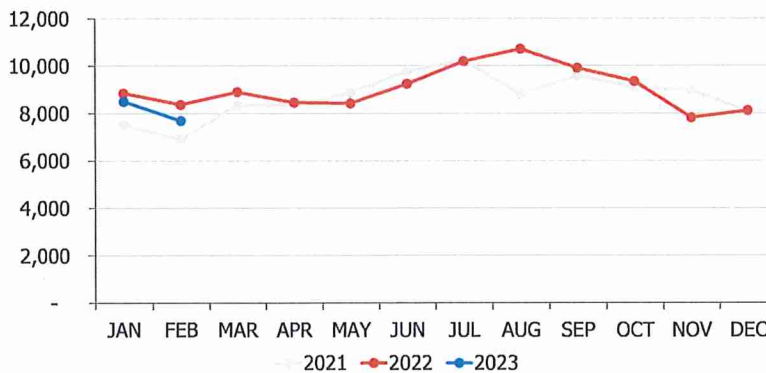
In February 2023, RNO handled 1,502 departures, a decrease of 3.7% when compared to February 2022.

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.

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. | YOY % | |
| | 2021 | 2022 | | 2023 | 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 | | | | | | |
| | 2021 | 2022 | % Diff. | 2023 | | YOY % Diff. |
| | Cargo in Pounds | | | 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 |

wemoveyou



Reno-Tahoe
International
Airport



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center Visitor Report: Mar 2023

VISITORS SERVED:

Feb 2023

Total TC & KB Walk-ins 1,274
Total Phone Calls: 203
Total 1,477

Mar 2022

Total TC & KB Walk-ins 1,990
Total Phone Calls: 179
Total 2,169

Mar 2023

Total TC&KB Walk-ins: 805
Total Phone Calls: 304
Total 1,109

REFERRALS GIVEN TO VISITORS:

| | | | |
|---|---|---|--|
| Restaurants 85 | Lodging 28 | Historic / Museum 23 | Events 23 |
| Tours 1 | Surrounding Towns (SLT / Truckee) 11 | Retail 18 | Transportation 44 |
| Services –Weather, bathroom, Road conditions etc 207 | Activities Mountain / Trails 100 | Activities / Lake 39 | Maps / Directions 151 |

TOTAL 730 = 28 referrals per day (closed 5 days due to weather)

February Highlights

- Year to Date: Visitor Center, Kings Beach and Farmers market increased business and activity referrals 33% over 21/22
- Our department (The Visitor Center, KB and Event) referrals averaged 106/day YTD
- Visitor Center visitors up 20% 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 119% over last year.
- We provided services on calls to our center that include road conditions, snow conditions, sledding and tubing and snowshoeing suggestions
- Hosted 2 organization mtgs in conference room
- Continued planning for VIC pivot to Discovery center

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

March 31, 2023

2:31 PM

04/17/23

Accrual Basis

North Lake Tahoe Marketing Cooperative Balance Sheet Prev Year Comparison

As of March 31, 2023

| | Mar 31, 23 | Mar 31, 22 | \$ Change | % Change |
|---|-------------------|-------------------|-------------------|----------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Checking/Savings | | | | |
| 1000-00 - Cash | 732,129.92 | 607,440.28 | 124,689.64 | 20.5% |
| Total Checking/Savings | 732,129.92 | 607,440.28 | 124,689.64 | 20.5% |
| Accounts Receivable | | | | |
| 1200-00 - Accounts Receivable | 3,551.34 | 6,551.34 | -3,000.00 | -45.8% |
| Total Accounts Receivable | 3,551.34 | 6,551.34 | -3,000.00 | -45.8% |
| Other Current Assets | | | | |
| 1200-99 - Accounts Receivable - Other | 0.00 | 60.51 | -60.51 | -100.0% |
| 1350-00 - Security Deposits | 100.00 | 100.00 | 0.00 | 0.0% |
| Total Other Current Assets | 100.00 | 160.51 | -60.51 | -37.7% |
| Total Current Assets | 735,781.26 | 614,152.13 | 121,629.13 | 19.8% |
| Other Assets | | | | |
| 1400-00 - Prepaid Expenses | 35,372.84 | 50,171.25 | -14,798.41 | -29.5% |
| Total Other Assets | 35,372.84 | 50,171.25 | -14,798.41 | -29.5% |
| TOTAL ASSETS | 771,154.10 | 664,323.38 | 106,830.72 | 16.1% |
| LIABILITIES & EQUITY | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| 2000-00 - Accounts Payable | 173,491.49 | 211,624.24 | -38,132.75 | -18.0% |
| Total Accounts Payable | 173,491.49 | 211,624.24 | -38,132.75 | -18.0% |
| Credit Cards | | | | |
| 2080 - Bank of the West Credit Cards | | | | |
| 2080-11 - MC_3978_Amber | 0.00 | 121.02 | -121.02 | -100.0% |
| Total 2080 - Bank of the West Credit Cards | 0.00 | 121.02 | -121.02 | -100.0% |
| Total Credit Cards | 0.00 | 121.02 | -121.02 | -100.0% |
| Total Current Liabilities | 173,491.49 | 211,745.26 | -38,253.77 | -18.1% |
| Total Liabilities | 173,491.49 | 211,745.26 | -38,253.77 | -18.1% |
| Equity | | | | |
| 32000 - Unrestricted Net Assets | 86,764.32 | 192,668.73 | -105,904.41 | -55.0% |
| Net Income | 510,898.29 | 259,909.39 | 250,988.90 | 96.6% |
| Total Equity | 597,662.61 | 452,578.12 | 145,084.49 | 32.1% |
| TOTAL LIABILITIES & EQUITY | 771,154.10 | 664,323.38 | 106,830.72 | 16.1% |

1:37 PM
04/17/23

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of March 31, 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> |

2:35 PM
04/17/23

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of March 31, 2023

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>> 90</u> | <u>TOTAL</u> |
|---------------------------|-------------------------|-------------------------|--------------------|--------------------|--------------------|--------------------------|
| Augustine Agency | -18,300.46 | 88,506.63 | 0.00 | 0.00 | 0.00 | 70,206.17 |
| Bright Business Media LLC | 6,100.00 | 0.00 | 0.00 | 0.00 | 0.00 | 6,100.00 |
| Christopher Segal | 2,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,000.00 |
| MAHK Advertising | 86,393.04 | 0.00 | 0.00 | 0.00 | 0.00 | 86,393.04 |
| Travel North Tahoe Nevada | 0.00 | 8,792.28 | 0.00 | 0.00 | 0.00 | 8,792.28 |
| TOTAL | <u><u>76,192.58</u></u> | <u><u>97,298.91</u></u> | <u><u>0.00</u></u> | <u><u>0.00</u></u> | <u><u>0.00</u></u> | <u><u>173,491.49</u></u> |

3:13 PM

04/17/23

Accrual Basis

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

| | Mar 23 | Mar 22 | \$ Change | % Change |
|--|-------------------|-------------------|-------------------|---------------|
| Income | | | | |
| 4000-00 · LTIVCBVB Funding | 91,166.00 | 57,667.00 | 33,499.00 | 58.1% |
| 4001-00 · NLTRA Funding | 120,508.00 | 14,782.33 | 105,725.67 | 715.2% |
| 4004-00 · IVCBVB Entertainment | 500.00 | 0.00 | 500.00 | 100.0% |
| Total Income | 212,174.00 | 72,449.33 | 139,724.67 | 192.9% |
| Gross Profit | 212,174.00 | 72,449.33 | 139,724.67 | 192.9% |
| Expense | | | | |
| 5000-00 · CONSUMER MARKETING | | | | |
| 5002-00 · Consumer Print | 0.00 | 10,125.00 | -10,125.00 | -100.0% |
| 5002-01 · Native Display | 16,811.11 | 0.00 | 16,811.11 | 100.0% |
| 5004-00 · Trip Advisor | 5,850.67 | 13,538.85 | -7,688.18 | -56.8% |
| 5005-00 · Paid Social | 12,738.29 | 20,592.78 | -7,854.49 | -38.1% |
| 5005-01 · Digital Display / Retargeting | 11,871.66 | 5,662.88 | 6,208.78 | 109.6% |
| 5007-00 · Creative Production | | | | |
| 5007-01 · Creative Production | 22,938.29 | 30,556.83 | -7,618.54 | -24.9% |
| 5007-02 · Website Production | 1,447.06 | 0.00 | 1,447.06 | 100.0% |
| 5007-03 · Photo/Video Creative | 5,828.35 | 3,181.90 | 2,646.45 | 83.2% |
| 5007-00 · Creative Production - Other | 101.88 | 127.50 | -25.62 | -20.1% |
| Total 5007-00 · Creative Production | 30,315.58 | 33,866.23 | -3,550.65 | -10.5% |
| 5010-00 · Account Strategy & Management | 8,500.00 | 7,000.00 | 1,500.00 | 21.4% |
| 5016 · Video Streaming | 15,153.16 | 38,633.79 | -23,480.63 | -60.8% |
| 5018-00 · Media Commission | 9,399.02 | 11,504.03 | -2,105.01 | -18.3% |
| 5018-01 · Digital Ad Serving | 104.40 | 89.59 | 14.81 | 16.5% |
| 5020-00 · Search Engine Marketing | 6,856.47 | 10,949.70 | -4,093.23 | -37.4% |
| 5022-00 · Email | 4,250.00 | 4,999.70 | -749.70 | -15.0% |
| Total 5000-00 · CONSUMER MARKETING | 121,850.36 | 156,962.55 | -35,112.19 | -22.4% |
| 5110-00 · LEISURE SALES | | | | |
| 5107-00 · Creative Production | 360.00 | 0.00 | 360.00 | 100.0% |
| 5111-00 · FAMs - Domestic | 0.00 | 1,350.00 | -1,350.00 | -100.0% |
| 5112-00 · Training / Sales Calls | 0.00 | 16.53 | -16.53 | -100.0% |
| 5113-00 · Additional Opportunities | 0.00 | 1,200.00 | -1,200.00 | -100.0% |
| 5133-00 · Ski-Tops | 300.00 | 0.00 | 300.00 | 100.0% |
| 5143-00 · Mountain Travel Symposium | 0.00 | 1,669.27 | -1,669.27 | -100.0% |
| 5145-00 · TIA Annual Dues | 0.00 | 218.75 | -218.75 | -100.0% |
| 5155-00 · California Star Program | 0.00 | 2,400.00 | -2,400.00 | -100.0% |
| 5157-00 · International Efforts | 224.19 | 0.00 | 224.19 | 100.0% |
| Total 5110-00 · LEISURE SALES | 884.19 | 6,854.55 | -5,970.36 | -87.1% |
| 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 | 772.95 | 1,605.90 | -832.95 | -51.9% |

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04/17/23

Accrual Basis

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

March 2023

| | Mar 23 | Mar 22 | \$ Change | % Change |
|---|------------------|------------------|------------------|---------------|
| 5204-00 · Media Mission(s) | 4,544.86 | 2,142.39 | 2,402.47 | 112.1% |
| 5206-00 · Digital Buy/ Social Media Boost | 950.00 | 800.00 | 150.00 | 18.8% |
| 5207-00 · Content Campaigns/Tools-My Emma | 300.00 | 265.00 | 35.00 | 13.2% |
| 5208-00 · International Travel Media FAMS | 1,650.00 | 0.00 | 1,650.00 | 100.0% |
| 5209-00 · Domestic Travel Media FAMS | 4,503.26 | 2,791.17 | 1,712.09 | 61.3% |
| 5210-00 · Content Dev - Newsletters | 1,700.00 | 840.00 | 860.00 | 102.4% |
| 5211-00 · Social Media Strategy & Mgmt | 6,000.00 | 6,000.00 | 0.00 | 0.0% |
| 5221-00 · Photography & Video Asset Dev | 1,928.95 | 0.00 | 1,928.95 | 100.0% |
| Total 5200-00 · PUBLIC RELATIONS | 28,350.02 | 20,444.46 | 7,905.56 | 38.7% |
| 6000-00 · CONFERENCE SALES | | | | |
| 6004-00 · Email | 1,200.00 | 0.00 | 1,200.00 | 100.0% |
| 6005-00 · Paid Media | 3,498.79 | 5,673.44 | -2,174.65 | -38.3% |
| 6006-00 · CVENT | 0.00 | 711.87 | -711.87 | -100.0% |
| 6007-00 · Creative Production | 0.00 | 1,320.00 | -1,320.00 | -100.0% |
| 6016-00 · MCC Search Engine Marketing | 0.00 | 85.43 | -85.43 | -100.0% |
| 6018-00 · MCC Media Commission | 488.69 | 696.81 | -208.12 | -29.9% |
| 6018-01 · MCC Digital Ad Servng | 2.12 | 7.31 | -5.19 | -71.0% |
| 6019-00 · Conference Direct Partnership | 0.00 | 583.33 | -583.33 | -100.0% |
| 6128-00 · HelmsBriscoe Strategic Partner | 583.33 | 583.33 | 0.00 | 0.0% |
| 6152-00 · Client Events / Opportunities | 4,239.92 | 8,283.28 | -4,043.36 | -48.8% |
| 6153-00 · Chicago Sales Rep Support | 0.00 | 125.00 | -125.00 | -100.0% |
| Total 6000-00 · CONFERENCE SALES | 10,012.85 | 18,069.80 | -8,056.95 | -44.6% |
| 6100-00 · TRADE SHOWS | | | | |
| 6116-00 · CalSAE Seasonal Spectacular | 0.00 | 627.49 | -627.49 | -100.0% |
| 6151-00 · Destination CA | 0.00 | 492.62 | -492.62 | -100.0% |
| 6154-00 · HelmsBriscoe ABC | 0.00 | 5,474.49 | -5,474.49 | -100.0% |
| 6155-00 · Connect Trade Shows | 607.42 | 0.00 | 607.42 | 100.0% |
| 6183-00 · Smart Meetings NorCal | 6,100.00 | 0.00 | 6,100.00 | 100.0% |
| Total 6100-00 · TRADE SHOWS | 6,707.42 | 6,594.60 | 112.82 | 1.7% |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | |
| 5008-00 · Cooperative Programs | 0.00 | 0.00 | 0.00 | 0.0% |
| 5009-00 · Fulfillment / Mail | 217.99 | 482.62 | -264.63 | -54.8% |
| 5021-00 · RASC-Reno Air Service Corp | 0.00 | 25,000.00 | -25,000.00 | -100.0% |
| 5123-00 · HSVC - High Sierra Visitors | 208.33 | 166.67 | 41.66 | 25.0% |
| 7002-00 · CRM Subscription | 833.34 | 833.34 | 0.00 | 0.0% |
| 7003-00 · IVCBVB Entertainment Fund | 0.00 | 135.40 | -135.40 | -100.0% |
| 7004-00 · Research | 880.00 | 2,704.76 | -1,824.76 | -67.5% |
| 7007-00 · Destimetrics / DMX | 0.00 | 9,478.33 | -9,478.33 | -100.0% |
| 7008-00 · Opportunistic Funds | 0.00 | 2,620.00 | -2,620.00 | -100.0% |
| 7009-00 · Tahoe Cam Usage | 0.00 | 2,124.00 | -2,124.00 | -100.0% |
| 7010-00 · Photo Management & Storage | 0.00 | 620.75 | -620.75 | -100.0% |
| 8700-00 · Automobile Expense* | 0.00 | 276.32 | -276.32 | -100.0% |

3:13 PM
 04/17/23
 Accrual Basis

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

| | Mar 23 | Mar 22 | \$ Change | % Change |
|--|------------|-------------|------------|----------|
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 2,139.66 | 44,442.19 | -42,302.53 | -95.2% |
| 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 | 5.00 | 332.71 | -327.71 | -98.5% |
| 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 & MAINTENA... | 14,255.00 | 14,582.71 | -327.71 | -2.3% |
| Total Expense | 184,199.50 | 267,950.86 | -83,751.36 | -31.3% |
| Net Income | 27,974.50 | -195,501.53 | 223,476.03 | 114.3% |

3:14 PM

04/17/23

Accrual Basis

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance

March 2023

| | Mar 23 | Budget | Jul '22 - Mar 23 | YTD Budget | Annual Budget |
|--|-------------------|-------------------|---------------------|---------------------|---------------------|
| Income | | | | | |
| 4000-00 - LTIVCBVB Funding | 91,166.00 | 91,166.00 | 820,494.00 | 820,494.00 | 1,094,000.00 |
| 4001-00 - NLTRA Funding | 120,508.00 | 120,508.00 | 1,150,347.00 | 1,150,347.00 | 1,440,000.00 |
| 4004-00 - IVCBVB Entertainment | 500.00 | 500.00 | 4,500.00 | 4,500.00 | 6,000.00 |
| 4005-00 - Prior Year Net Income | 0.00 | | 0.00 | 0.00 | 0.00 |
| Total Income | 212,174.00 | 212,174.00 | 1,975,341.00 | 1,975,341.00 | 2,540,000.00 |
| Gross Profit | 212,174.00 | 212,174.00 | 1,975,341.00 | 1,975,341.00 | 2,540,000.00 |
| Expense | | | | | |
| 5000-00 - CONSUMER MARKETING | | | | | |
| 5001-01 - Podcast | 0.00 | 5,556.00 | 0.00 | 18,057.00 | 25,000.00 |
| 5002-00 - Consumer Print | 0.00 | 10,125.00 | 18,495.00 | 10,125.00 | 10,125.00 |
| 5002-01 - Native Display | 18,811.11 | 7,860.00 | 48,885.01 | 69,730.00 | 100,372.00 |
| 5004-00 - Trip Advisor | 5,850.67 | 8,436.00 | 46,913.01 | 41,657.00 | 61,847.00 |
| 5005-00 - Paid Social | 12,738.29 | 23,635.00 | 81,389.82 | 100,305.00 | 139,248.00 |
| 5005-01 - Digital Display / Retargeting | 11,871.68 | 16,022.00 | 87,915.17 | 78,217.00 | 110,620.00 |
| 5007-00 - Creative Production | | | | | |
| 5007-01 - Creative Production | 22,938.29 | 5,000.00 | 95,505.19 | 104,500.00 | 149,500.00 |
| 5007-02 - Website Production | 1,447.06 | 2,500.00 | 16,387.06 | 24,500.00 | 34,000.00 |
| 5007-03 - Photo/Video Creative | 5,828.35 | 2,775.00 | 27,862.38 | 24,345.00 | 32,670.00 |
| 5007-00 - Creative Production - Other | 101.88 | | 7,067.52 | 0.00 | 0.00 |
| Total 5007-00 - Creative Production | 30,315.58 | 10,275.00 | 148,822.16 | 153,345.00 | 216,170.00 |
| 5010-00 - Account Strategy & Management | 8,500.00 | 8,500.00 | 76,500.00 | 76,500.00 | 102,000.00 |
| 5013-00 - Outdoor | 0.00 | 100,000.00 | 0.00 | 100,000.00 | 100,000.00 |
| 5016 - Video Streaming | 15,153.16 | 23,230.00 | 77,784.83 | 86,671.00 | 128,861.00 |
| 5017-00 - Rich Media | 0.00 | 0.00 | 47,500.00 | 30,000.00 | 30,000.00 |
| 5018-00 - Media Commission | 9,599.02 | 13,831.00 | 69,177.23 | 89,960.00 | 119,357.00 |
| 5018-01 - Digital Ad Serving | 104.40 | 220.00 | 1,347.01 | 1,880.00 | 2,655.00 |
| 5020-00 - Search Engine Marketing | 6,856.47 | 16,440.00 | 77,787.27 | 85,417.00 | 119,470.00 |
| 5022-00 - Email | 4,250.00 | 5,000.00 | 13,499.70 | 15,000.00 | 20,000.00 |
| 5024-00 - Fusion 7 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 5025-00 - Expedia | 0.00 | 0.00 | 7,584.69 | 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 | 121,850.36 | 249,130.00 | 622,630.89 | 1,021,964.00 | 1,365,825.00 |
| 5110-00 - LEISURE SALES | | | | | |
| 5107-00 - Creative Production | 360.00 | 0.00 | 1,440.00 | 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 | 4,150.00 | 4,150.00 |
| 5131-00 - FAMS Intl - Travel Trade | 0.00 | 0.00 | 512.00 | 4,500.00 | 6,000.00 |
| 5133-00 - Ski-Tops | 300.00 | 1,000.00 | 300.00 | 3,350.00 | 3,350.00 |
| 5134-00 - Intl 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 | 3,000.00 | 0.00 | 13,000.00 | 13,000.00 |
| 5145-00 - TIA Annual Dues | 0.00 | 2,700.00 | 3,937.50 | 2,700.00 | 2,700.00 |
| 5147-00 - AUS / Gate 7 | 0.00 | 0.00 | 26,845.96 | 35,000.00 | 35,000.00 |
| 5144-00 - Canada | 0.00 | 0.00 | 5,200.00 | 30,000.00 | 30,000.00 |
| 5155-00 - California Star Program | 0.00 | 3,000.00 | 0.00 | 3,000.00 | 3,000.00 |
| 5157-00 - International Efforts | 224.19 | 0.00 | 224.19 | 15,000.00 | 20,000.00 |
| Total 5110-00 - LEISURE SALES | 684.19 | 9,950.00 | 50,819.91 | 145,700.00 | 170,200.00 |
| 5200-00 - PUBLIC RELATIONS | | | | | |
| 5200-01 - Strategy, Reporting, Mgmt, Etc. | 6,000.00 | 6,000.00 | 54,000.00 | 54,000.00 | 72,000.00 |
| 5202-00 - PR Program/ Content Dev - Blogs | 772.95 | 1,500.00 | 15,153.60 | 13,500.00 | 18,000.00 |

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Accrual Basis

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance

March 2023

| | Mar 23 | Budget | Jul '22 - Mar 23 | YTD Budget | Annual Budget |
|---|------------------|------------------|-------------------|-------------------|-------------------|
| 5204-00 • Media Mission(s) | 4,544.86 | 0.00 | 12,996.55 | 12,000.00 | 16,000.00 |
| 5206-00 • Digital Buy/ Social Media Boost | 950.00 | 950.00 | 8,550.00 | 8,550.00 | 11,400.00 |
| 5207-00 • Content Campaigns/Tools-My Emma | 300.00 | 265.00 | 1,095.00 | 2,385.00 | 3,180.00 |
| 5208-00 • International Travel Media FAMS | 1,650.00 | 3,000.00 | 1,650.00 | 9,000.00 | 12,000.00 |
| 5209-00 • Domestic Travel Media FAMS | 4,503.25 | 6,000.00 | 12,610.82 | 18,000.00 | 24,000.00 |
| 5210-00 • Content Dev - Newsletters | 1,700.00 | 1,700.00 | 12,100.00 | 15,300.00 | 20,400.00 |
| 5211-00 • Social Media Strategy & Mgmt | 6,000.00 | 6,000.00 | 54,000.00 | 54,000.00 | 72,000.00 |
| 5212-00 • Social Giveaways & Contests | 0.00 | 0.00 | 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 | 1,200.00 | 2,220.00 | 3,600.00 | 4,800.00 |
| 5216-00 • Crisis Communication / Training | 0.00 | 0.00 | 6,540.00 | 19,000.00 | 19,000.00 |
| 5221-00 • Photography & Video Asset Dev | 1,828.85 | 4,000.00 | 12,393.85 | 39,000.00 | 48,000.00 |
| 5222-00 • Media Tracking / Memberships | 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 | 28,350.02 | 30,615.00 | 197,778.64 | 250,984.00 | 328,312.00 |
| 6000-00 • CONFERENCE SALES | | | | | |
| 6003-00 • Geo-Fence Targeting | 0.00 | 1,500.00 | 475.73 | 3,000.00 | 3,000.00 |
| 6004-00 • Email | 1,200.00 | 0.00 | 5,870.00 | 3,600.00 | 4,800.00 |
| 6005-00 • Paid Media | 3,498.79 | 4,292.00 | 29,466.09 | 27,600.00 | 41,500.00 |
| 6006-00 • CVENT | 0.00 | 711.00 | 14,185.43 | 14,411.00 | 14,160.00 |
| 6007-00 • Creative Production | 0.00 | 0.00 | 9,105.92 | 11,500.00 | 12,000.00 |
| 6014-00 • MCC Group Incentive Program | 0.00 | 500.00 | 0.00 | 4,500.00 | 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 | 5,867.01 | 7,862.43 |
| 6018-00 • MCC Media Commission | 488.69 | 641.00 | 5,336.02 | 378.00 | 500.00 |
| 6018-01 • MCC Digital Ad Servisng | 2.12 | 42.00 | 50.17 | 378.00 | 500.00 |
| 6019-00 • Conference Direct Partnership | 0.00 | 583.00 | 7,000.01 | 5,247.00 | 6,896.00 |
| 6128-00 • HelmsBriscoe Strategic Partner | 583.33 | 583.00 | 3,499.98 | 5,247.00 | 6,896.00 |
| 6152-00 • Client Events / Opportunities | 4,239.92 | 0.00 | 5,584.97 | 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 | 10,012.85 | 8,852.00 | 87,564.81 | 94,390.01 | 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 | 5,250.00 | 0.00 | 5,250.00 | 6,500.00 |
| 6155-00 • Connect Trade Shows | 607.42 | 0.00 | 5,023.82 | 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 | 8,000.00 | 0.00 | 8,000.00 | 8,000.00 |
| 6182-00 • Destination Celebration | 0.00 | 0.00 | 925.00 | 2,000.00 | 2,000.00 |
| 6183-00 • Smart Meetings NorCal | 6,100.00 | 0.00 | 8,100.00 | 5,000.00 | 5,000.00 |
| Total 6100-00 • TRADE SHOWS | 6,707.42 | 13,250.00 | 23,616.32 | 70,250.00 | 75,000.00 |
| 6106-00 • CalSAE Seasonal Spectacular | 0.00 | 0.00 | 1,575.00 | 0.00 | 0.00 |
| 7000-00 • COMMITTED & ADMIN EXPENSES | | | | | |
| 5008-00 • Cooperative Programs | 0.00 | 0.00 | 0.00 | 7,500.00 | 10,000.00 |
| 5009-00 • Fulfillment / Mail | 217.99 | 200.00 | 771.96 | 1,800.00 | 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 | 1,791.61 | 1,500.00 | 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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Accrual Basis

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance

March 2023

| | Mar 23 | Budget | Jul '22 - Mar 23 | YTD Budget | Annual Budget |
|--|-------------------|--------------------|---------------------|---------------------|---------------------|
| 7002-00 · CRM Subscription | 833.34 | 833.33 | 7,500.00 | 8,999.97 | 11,499.88 |
| 7003-00 · IVCBVB Entertainment Fund | 0.00 | 500.00 | 238.15 | 4,500.00 | 6,000.00 |
| 7004-00 · Research | 880.00 | 3,820.00 | 13,610.15 | 65,440.00 | 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 | 20,000.00 | 0.00 | 20,000.00 | 20,000.00 |
| 7007-00 · Destimetrics / DMX | 0.00 | 0.00 | 25,322.25 | 25,322.25 | 33,763.00 |
| 7008-00 · Opportunistic Funds | 0.00 | 0.00 | 2,158.50 | 50,000.00 | 50,000.00 |
| 7009-00 · Tahoe Cam Usage | 0.00 | 2,124.00 | 0.00 | 2,124.00 | 2,124.00 |
| 7010-00 · Photo Management & Storage | 0.00 | 658.25 | 7,899.00 | 6,008.25 | 8,233.00 |
| 7012-00 · Sponsorships | 0.00 | 25,000.00 | 0.00 | 25,000.00 | 25,000.00 |
| 7020-00 · Collateral Production / Printn | 0.00 | 0.00 | 0.00 | 10,750.00 | 11,000.00 |
| 8600-00 · 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 | 3,600.00 | 4,800.00 |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 2,139.66 | 53,702.25 | 149,691.14 | 331,044.50 | 369,720.00 |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | | |
| 8002-00 · Content Manager Contractor | 4,250.00 | 4,250.00 | 38,250.00 | 38,250.00 | 51,000.00 |
| 8003-00 · Website Hosting Maintenance | 5.00 | 25.00 | 2,516.00 | 1,827.00 | 2,161.00 |
| 8004-00 · Website Strategy & Maintenance | 7,500.00 | 7,500.00 | 67,500.00 | 67,500.00 | 80,000.00 |
| 8005-00 · Website SEO Strategy/Maint | 2,500.00 | 2,500.00 | 22,500.00 | 22,500.00 | 30,000.00 |
| Total 8000-00 · WEBSITE CONTENT & MAINTENANCE | 14,255.00 | 14,275.00 | 130,766.00 | 129,877.00 | 173,161.00 |
| Total Expense | 184,189.50 | 379,774.25 | 1,464,442.71 | 2,044,209.51 | 2,627,032.43 |
| Net Income | 27,974.50 | -167,600.25 | 510,898.29 | -68,868.51 | -87,032.43 |