



APRIL REPORTS

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 Apr 30, 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 1,365 Units (DestiMetrics Census**) and 42.3% of 3,229 total units in the North Lake Tahoe destination (Destination Census***)

MARKET OVERVIEW: With April in the books, our 2022/23 Winter Season concludes and can be marked as a win. Late season bookings in April edged seasonal occupancy positive, up a slight 0.2 percent over last year. Winter season Average Daily Rate finished at \$598, up 5.9 percent from last year, and seasonal absolute revenue grew versus last year, up 2.9 percent. While lodging performance shows all positive trends, economic metrics were mixed for the month. The US added 253,000 new jobs in April, outperforming economist expectations and a reversal of the softening job creation noted last month while the unemployment rate dropped from 3.5 to 3.4 percent, matching the historically low rate noted in 1969. At 4.9%, the national inflation rate declined slightly from last month, but prices went up 0.4% in April from March, and it's likely that the continued job strength and stubborn prices will trigger the Federal Reserve to reevaluate their decision to pause interest rate hikes, putting pressure on consumers as well as impacting credit markets and other financial sectors. On the financial market front, the Dow Jones Industrial Average (DJIA) increased since last month, up 2.5 percent or 824.0 points, to close the month at 34,098.2 points. This is the first consecutive month-over-month increase noted since November 2022. While financial markets grew, the Consumer Confidence Index (CCI) declined. CCI fell -2.6 percent from last month and is now at 101.3 points (1985=100). Ataman Ozyildirim, Senior Director, Economics at The Conference Board said, "Overall purchasing plans for homes, autos, appliances, and vacations all pulled back in April, a signal that consumers may be economizing amid growing pessimism." While consumers' intentions for the future may be less bright than they were at the beginning of the month, April's economic conditions combined with good late season snow conditions to cap off winter with late season growth. Locally, North Lake Tahoe occupancy was up +18.7 percent in April versus 2022, accompanied by a rate that was up +10.8% compared to last year's. North Lake Tahoe occupancy for the past six months (November - April) was up +0.4 percent compared to the same period last year, accompanied by a rate that was up +3.8 percent compared to last year. Bookings taken in April for arrival in April were down -20.3 percent compared to bookings taken in April 2022 (not shown).

		2022/23	2021/22	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
Occupancy Rates during last month (April, 2023) were up (18.7%) compared to the same period last year (April, 2022), while Average Daily Rate was also up (10.8%).	Occupancy (April) :	54.2%	45.6%	18.7%
	ADR (April) :	\$293	\$265	10.8%
b. Next Month Performance: Current YTD vs. Previous YTD				
Occupancy Rates for next month (May, 2023) are down (-14.3%) compared to the same period last year, while Average Daily Rate is also down (-6.6%).	Occupancy (May) :	31.4%	36.7%	-14.3%
	ADR (May) :	\$275	\$294	-6.6%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
Occupancy Rates for the previous 6 months (November - April) are up (0.4%) compared to the same period last year, while Average Daily Rate is also up (3.8%).	Occ - 6 Month Historic	51.6%	51.4%	0.4%
	ADR - 6 Month Historic	\$385	\$371	3.8%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
Occupancy Rates for the upcoming 6 months (May - October) are down (-10.8%) compared to the same period last year, while Average Daily Rate is also down (-2.9%).	Occ % - 6 Month Future	30.1%	33.7%	-10.8%
	ADR - 6 Month Future	\$415	\$427	-2.9%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Apr. 30, 2023 vs. Previous Year				
Rooms Booked during last month (April, 2023) compared to Rooms Booked during the same period last year (April, 2022) for all arrival dates are down by "(-16.8%).	Booking Pace (April):	4.6%	5.5%	-16.8%

LOOKING FORWARD: The transition from winter to summer in mountain communities is akin to throwing a light switch where lodging performance is concerned. While occupancy has been up-and-down for most of the past six months, and demand has been just plain down, beginning May 1 – and for the foreseeable future – both deficits are considerably deeper than any we've seen since reopening in summer 2020. Occupancy for the upcoming period of May – October is down -9.1 percent vs last year, while actual demand is down -12.5 percent. The culprit? Room rates, which properties have been able to maintain while excellent snow drove organic volume during the winter, are now too high for the summer consumer, and the proof is in the pudding. Year-over-year ADR slowed considerably since Mar 31, dropping from 6.5 percent YOY to just 2.8 percent YOY in April, which in turn drove considerable booking volume, though not enough to offset occupancy declines. The result is unchanged revenue over the past 30 days, down -10.0 percent and seemingly dug in. And while inflation is coming down – now at 4.9 percent annually – prices continue to go up, with a 0.4 percent increase last month making discretionary spend that much more challenging. And though lodging providers are adjusting rate downward, at just a 2.8 percent YOY gain, there's little headroom remaining to get rate to a palatable level for consumers, which means properties will either have to find other ways to entice visitation or start considering the possibility of negative rate growth, further challenging. Economic pressures aren't likely to ease anytime soon, with further interest rate hikes anticipated in the short-term, making credit spending harder when folks are finding discretionary dollars harder to come-by. In short, there appears to be a rate reckoning in our future, even to the point that winter 2023/24 should already be in the planning stages and not bet on the forecast El Nino. Locally, North Lake Tahoe on-the-books occupancy for May 2023 is down -14.3 percent compared to 2022, accompanied with a decrease in rate of -6.6 percent. Occupancy on-the-books for the upcoming six months (May - October) is down -10.8 percent compared to the same period last year, with a decrease in rate of -2.9 percent. North Lake Tahoe bookings taken in April for arrival April - September are down -16.8 percent compared to the same period last year.

For more information:		
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KEY METRICS FOR APRIL 2023 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru Apr 2023)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2014 - 2015	4,560,065	2,415,022	3,428,514	1,742,210	\$ 12,145,811
2015 - 2016	4,729,061	3,755,563	5,332,084	2,201,370	\$ 16,018,078
2016 - 2017	5,335,081	3,217,765	5,991,509	3,175,348	\$ 17,719,703
2017 - 2018	6,083,237	3,298,036	5,504,277	3,020,130	\$ 17,905,680
2018 - 2019	7,078,827	4,106,174	7,023,486	3,629,322	\$ 21,837,809
2019 - 2020	7,276,168	4,177,014	6,020,533	1,227,562	\$ 18,701,277
2020 - 2021	2,969,420	6,327,277	4,201,383	5,815,767	\$ 19,313,847
2021 - 2022	6,103,829	6,627,201	7,578,113	7,227,233	\$ 27,536,376
2022 - 2023	5,724,581	6,986,927	7,571,118		\$ 20,282,626

Total NLTBID Revenues by Quarter 2021 - 2026 (as reported thru Jan 2023)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2021 - 2022	1,348,605	1,224,413	2,312,733	1,233,271	\$ 6,119,022
2022 - 2023	2,075,371	1,229,795			\$ 3,305,166
2023 - 2024					\$ -
2024 - 2025					\$ -
2025 - 2026					\$ -

Visitor Information Comparative Statistics For FYTD 2019/20 - 2022/23(thru Apr 2023)					
Referrals -	2019-20	2020-21	2021-22	2022-23	YOY % Change
Tahoe City:					
Walk In	36049	21665	25574	31127	21.71%
Phone	2455	2243	2218	2237	0.86%
Email	373	432	488	966	97.95%
Kings Beach (Walk In)	8322	5408	3998	4161	4.08%
NLT - Event Traffic	3243	749	1784	1154	-35.31%
Total	50,442	30,497	34,062	39,645	16.39%

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)					
Quarter	2018	2019	2020	2021	YOY % Change
First (Jan - Mar)	\$ 762,370	\$ 875,360	\$ 767,831	\$ 661,434	-13.86%
Second (Apr - June)	\$ 627,831	\$ 674,366	\$ 417,576	\$ -	
Third (Jul - Sept)	\$ 1,018,271	\$ 1,058,279	\$ 922,133	\$ -	
Fourth (Oct - Dec)	\$ 671,770	\$ 770,185	\$ 616,050	\$ -	
Total	\$ 3,080,242	\$ 3,378,190	\$ 2,723,590	\$ 661,434	

Destimetrics Reservations Activity	2022/23	2021/22	YOY % Change
Occupancy	54.2%	45.6%	18.7%
ADR (Average Daily Rate)	\$ 293	\$ 265	10.8%
RevPAR (Rev per Available Room)	\$ 159	\$ 121	31.5%
Occupancy 1 Mth Forecast	31.4%	36.7%	-14.3%
ADR 1 Mth Forecast	\$ 275	\$ 294	-6.6%
RevPAR 1 Mth Forecast	\$ 86	\$ 108	-19.9%
Occupancy (prior 6 months)	51.6%	51.4%	0.4%
ADR (prior 6 months)	\$ 385	\$ 371	3.8%
RevPAR (prior 6 months)	\$ 199	\$ 191	4.4%
Occupancy (next 6 months)	30.1%	33.7%	-10.8%
ADR (next 6 months)	\$ 415	\$ 427	-2.9%
RevPAR (next 6 months)	\$ 125	\$ 144	-13.3%

Unemployment Rates - EDD	April
California (pop. 38,332,521)	4.5%
Placer County (367,309)	3.3%
Dollar Point (1,215)	2.5%
Kings Beach (3,893)	1.1%
Sunnyside/Tahoe City (1,557)	0.0%
Tahoe Vista (1,433)	0.0%

Total Chamber Membership	
June 2017	424
June 2018	378
June 2019	371
June 2020	362
June 2021	366

Conference Revenue Statistics Comparison FYTD 20/21 vs. FYTD 21/22 at 4/30/2023						
	2021-22	2021-22	2022-23	YOY %		
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change		
Total Revenue Booked	\$1,942,031	\$ 1,962,035	\$ 1,382,432	-29.54%		
Commission for this Revenue	\$ -	\$ -	\$ -			
Number of Room Nights	9,088	9,228	6,184	-32.99%		
Number of Bookings	29	28	28	0.00%		
Conference Revenue And Percentage by County:						
	<u>20-21</u>	<u>21-22</u>				
Placer	100%	\$1,518,371	\$ 1,359,251	\$ 1,229,257 -9.56%		
Washoe	0%	\$423,660	\$ 602,784	\$ 153,175		
South Lake	0%	\$0	\$ -			
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$1,942,031	\$ 1,962,035	\$ 1,382,432	-41.93%
CURRENT						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%	

April Executive Summary – Consumer Campaign

- April kicked off with the majority of the spring campaign budget. Spring display, social and search started in March, while video and remaining tactics launched 3/30. All underspend in March shifted to April. TOS conversions jumped from 4,028 in March to more than 43.7K in April. Almost 40K of those conversions ran as display ads under Performance Max. Performance Max is able to target lower in the funnel and earn TOS conversions at higher rates than other platforms.
 - CTR rose by 2.73% and cost per click dropped by \$0.56 since March. This is due to the full launch of all spring channels in April and both indicate a healthy engagement with spring ads.
 - Retargeting campaigns in LA and Phoenix pulled the most TOS conversions across social. Even though Phoenix ran a third fewer impressions than LA, the audience earned a comparable number of conversions at a cost \$0.20 cheaper than LA. Looking more closely at the Phoenix social audiences, all the core audiences performed similarly in terms of conversions, with Millennial Megan pulling better CTRs and slightly more conversions.
- Performance Max earned 92% of all Consumer TOS conversions, (March Performance Max: 78%). Facebook earned 4%, paid search 2% and native display 2% of total TOS conversions. The continued success of Performance Max shows the value of the overall tactic.



March Executive Summary – MCC Campaign

- April spend was roughly \$1,000 less than March yet ran 23,000 more impressions. Additional impressions stem from a geofence tradeshow. Overall CTR ranked 15% lower than March but also decreased CPC by \$0.32. April earned 33 more TOS conversions than last month.
 - Meetings earned 2,518 total clicks, 8% less than last month's 2,748 clicks. YouTube video saw a jump in conversions, earning 30 more in April than what was garnered in March.
 - Meetings Today social matching ended in March. North Lake Tahoe is currently only running LeadGen with Meetings Today in April.
 - Comparing general display ads to geofenced tradeshow, the Connect conference ads served over 15,000 impressions in April, with additional retargeting ads to come over the next 3 months. Overall campaign CTR is 0.04% higher than standard display.
- Video completion rates maintained at a 0.36% completion rate, similar to last month's rate. Total impressions served on video dropped by 6K impressions, however, the video clicks only dropped by 3 total. Overall, the creative remains engaging for our Meetings audiences.



Executive Summary - Website

- In April, the website had 119K users, which represents a 4.81% decrease MoM and a 72.34% increase YoY. Paid Search brought in the most traffic with 49% of the total audience, followed by Organic Search with 24%. The fluctuations MoM and sharp increase YoY was likely to due to winter lasting longer this year, kicking off the spring campaign later.
- The average session duration was 0:45 (industry average is 1:00). The lower timeframe could be due to the large influx of visitors to the site looking for specific real-time information. The number of new users increased by 71% YoY and represented 80.6% of the total traffic.
- The Planners and Guides page (due to the 22/23 Visitor Guide) was the top driver of traffic followed by the Road Conditions page. Other real-time pages like Weather and Webcams were high on the list this month.



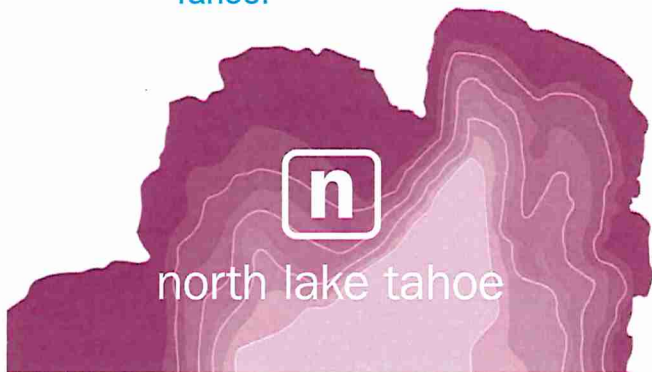
March Executive Summary - Content

- One blog was updated this month featuring Mother's Day content.
- One newsletter were deployed yielding a high open rate of 27.8% respectively (industry average is 16%).
- CrowdRiff site gallery engagement metrics decreased this month, but snow imagery continued to perform best.



April Executive Summary – PR Coverage

- In April, 27 clips were secured with 2.7B estimated digital monthly visits and 1.9M estimated digital coverage views.
- Pitching efforts focused on where to enjoy a summer picnic in North Lake Tahoe, Memorial Day fishing destinations, National Tourism Day, National Tourism Week, California Tourism Month, summer activities at North Lake Tahoe ski resorts, best road trips for National Road Trip Day, where to bike for World Bicycle Day, sustainable travel destinations, summer fishing destinations, North Lake Tahoe's Ale Trail, best state parks for your summer road trip, destinations for a team building retreat, paddle board and kayak destinations, adventures to experience in the U.S., Mother's Day getaways, luxury destinations for solo female travelers, eco-conscious travel in North Lake Tahoe, golfing in North Lake Tahoe, wellness day destinations and upcoming summer events, such as Made in Tahoe, Food & Wine Classic, Summer Music, Stargazing Tours and more.
- Augustine continued to work with both domestic and international travel journalists to set up FAM trips to North Lake Tahoe.



April Executive Summary – Organic Social Media

- Social content focused on continued snow in the region.
- There were 3.4M impressions and 28K post clicks.
- Social pages overall saw an engagement rate of 3.4% (industry average engagement is 0.9%).
- Custom video content generated over 28K impressions.
- CA Now Story content generated over 163K Google Impressions.
 - The Best Ski and Snowboard Locations in North Lake Tahoe, CA continues to perform extremely well across Google.



Industry Insights

- With summer round the corner in the northern hemisphere, **the next three months look set to be an extremely busy period for global travel, with over three-quarters of those surveyed (78%) planning leisure trips between June and August. The vast majority of these travelers (95%) plan to travel the same amount (42%) or more (53%) compared to last year.**
- **Over half of those surveyed (55%) will spend more on travel in the next few months compared to the same period last year, while around a third (37%) expect to spend about the same amount. Just 7% plan to spend less, despite a challenging economic outlook for many markets. Indeed, just 2 in 5 travelers surveyed (41%) said macroeconomic factors will change how they travel over the next three months, with two-thirds of these (65%) citing higher living costs, due to inflation, as the reason. Around two-fifths (41%) will travel for shorter periods, while a third (31%) will take fewer trips.**



Industry Insights

- **Millennials**, in particular, seem eager to get back out there, with the Index revealing that this group are **more likely to travel this upcoming season, compared to other age groups**. However, **younger respondents (Gen Z and millennials) are also more likely to alter upcoming travel plans due to macroeconomic factors** compared to older groups (49% vs 31%, on average).
- **Over half of respondents (56%) have booked or plan to book on-trip activities ahead of their upcoming trip, highlighting a trend for more experiential trip elements**. About three-quarters of these will book their activities prior to their trip beginning, with a fifth (20%) booking four or more weeks before their trip. **Gen Z and Millennial travelers are more likely to make advance bookings for experiences and activities than older age groups (68% vs. 41%, on average)**.





Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

April 2023



U.S. DOMESTIC INDUSTRY & RNO OVERVIEW APRIL 2023

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights:	Up 2.5% vs. Apr 2022, down 11.4% vs. Apr 2019
Capacity of Seats:	Up 8.1% vs. Apr 2022, down 0.4% vs. Apr 2019
Crude Oil Average:	\$79.45 per barrel in April 2023 \$101.78 per barrel in April 2022

RNO Overview for April 2023 vs. April 2022

Total Passengers:	Up 9.5%
Avg. Enplaned Load Factor:	82.5%, up 1.9 pts.
Departures:	Down 1.9%
Departing Seats:	Up 6.5%
Cargo Volume:	Down 24.1%

RNO Overview for April 2023 vs. April 2019

Total Passengers:	Up 6.2%
Avg. Enplaned Load Factor:	Up 7.5 pts.
Departures:	Down 16.7%
Departing Seats:	Down 2.8%

*Source: Airline Activity and Performance Reports; Cirium Flight Schedules via Diio mi, U.S. Energy Information Administration
Note: U.S. Domestic capacity includes airlines that serve RNO.*

APRIL 2023 SUMMARY

Reno-Tahoe International Airport (RNO) served 357,924 passengers in April 2023, an increase of 9.5% versus the same period last year.

In April 2023, RNO was served by 10 airlines to 17 non-stop destinations. The total seat capacity increased 6.5% and flights decreased 1.9% when compared to April 2022.

RNO handled 8,704,717 pounds of air cargo in April 2023, a decrease of 24.1% when compared to April 2022.

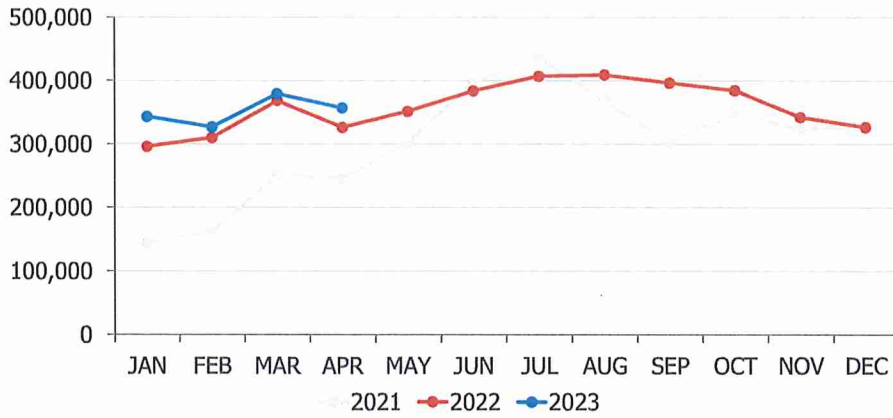
JSX Public Charters

JSX offers non-stop flights from RNO to 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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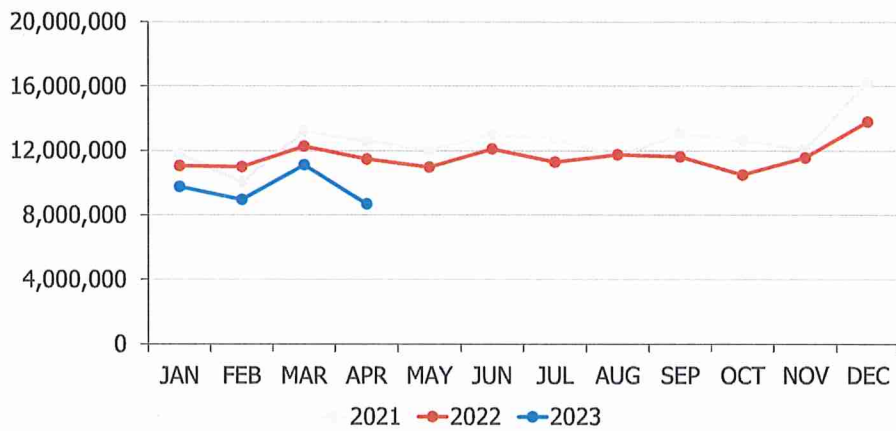


Passengers



Total Passengers			
	Apr-23	Apr-22	Difference
aha!	0	2,943	
Alaska/Horizon	24,558	29,827	-17.7%
Allegiant Air	2,476	4,795	-48.4%
American	58,793	53,367	10.2%
Delta	36,368	33,586	8.3%
Frontier	0	3,923	
JetBlue	5,287	10,575	-50.0%
Southwest	161,260	138,442	16.5%
Spirit	15,967	0	
Sun Country	3,255	0	
United	44,809	43,373	3.3%
Volaris	5,151	4,017	28.2%

Cargo

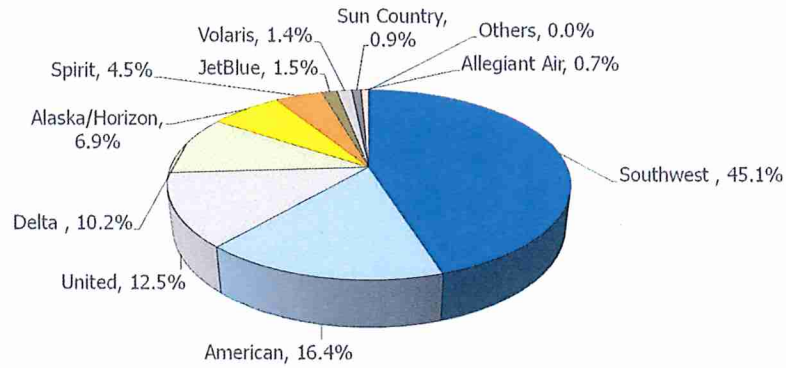


In April 2023, DHL cargo volume was down 18.8%, FedEx was down 24.8% and UPS was down 25.9% when compared to April 2022.

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AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Apr-23	Apr-22	YOY Change
aha!	n/a	0.9%	n/a
Alaska/Horizon	6.9%	9.1%	(2.3)
Allegiant Air	0.7%	1.5%	(0.8)
American	16.4%	16.3%	0.1
Delta	10.2%	10.3%	(0.1)
Frontier	n/a	1.2%	n/a
JetBlue	1.5%	3.2%	(1.8)
Southwest	45.1%	42.4%	2.7
Spirit	4.5%	n/a	n/a
Sun Country	0.9%	n/a	n/a
United	12.5%	13.3%	(0.8)
Volaris	1.4%	1.2%	0.2
Others	0.0%	0.6%	(0.6)

TOTAL CHARTER PASSENGERS

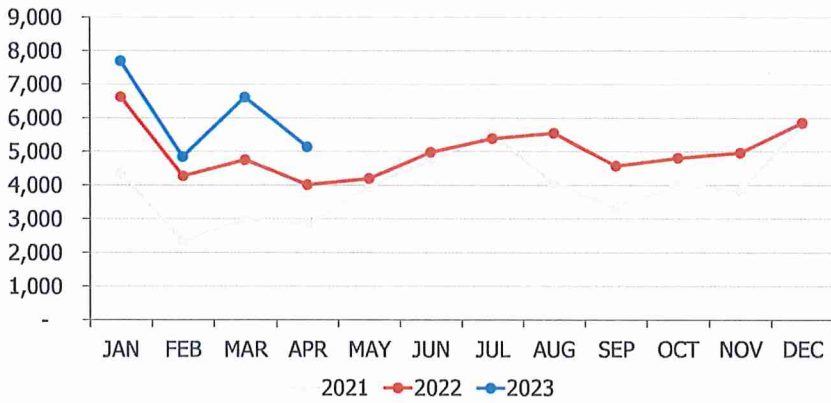


In April 2023, RNO served 3,255 passengers on charter flights, an increase of 67.9% when compared to April 2022.

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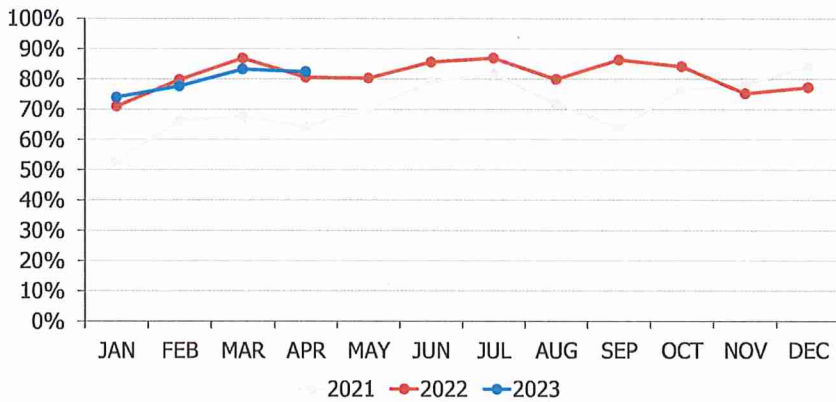


TOTAL INTERNATIONAL PASSENGERS



In April 2023, RNO served 5,151 international passengers, an increase of 28.2% when compared to April 2022.

AVERAGE ENPLANED LOAD FACTOR

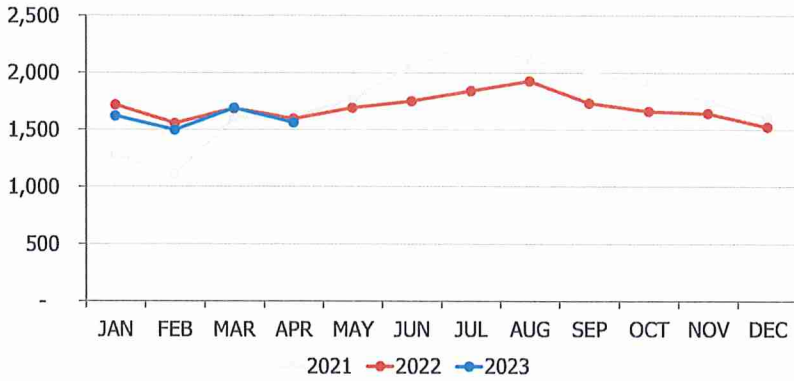


In April 2023, RNO's average enplaned load factor was 82.5%, an increase of 1.9 pts. versus April 2022.



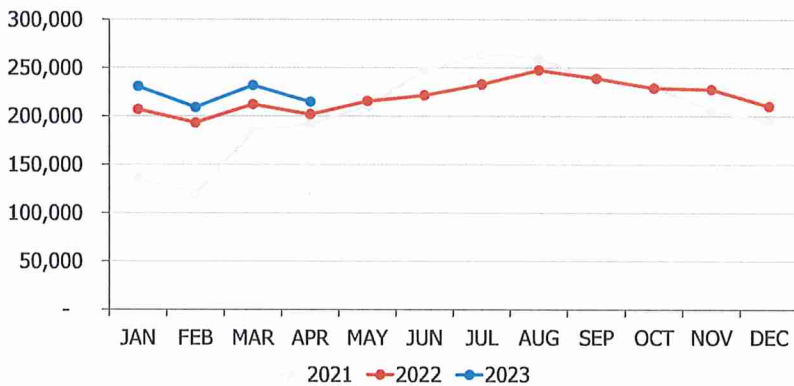
The red horizontal line on the left represents RNO's average enplaned load factor.

DEPARTURES



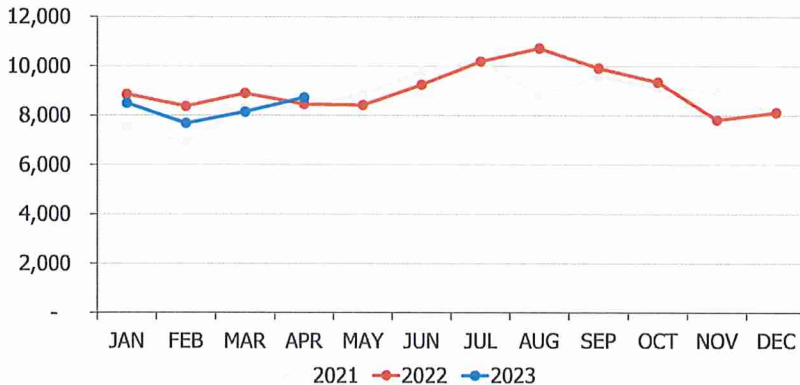
In April 2023, RNO handled 1,567 departures, a decrease of 1.9% when compared to April 2022.

DEPARTING SEATS



In April 2023, RNO offered 215,318 departing seats, an increase of 6.5% when compared to April 2022.

TOTAL OPERATIONS



A total of 8,741 operations were handled at RNO in April 2023, an increase of 3.3% when compared to April 2022. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

June 2023 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Austin	American	13	Daily 16-30. No flight on Sat
Burbank	Southwest	29	Daily, no flight on Jun 3
Chicago-O'Hare	United	29	Daily, no flight on Jun 1
Dallas-Love	Southwest	3	Flights on Jun 10, 17, 24
Dallas/Fort Worth	American	104	Three to four daily
Denver	Southwest	84	Three flights a day. Two on Sat
	United	119	Four flights a day
Guadalajara	Volaris	22	Five weekly flights, Mon - Fri
Houston-Intercontinental	United	8	Twice weekly. Sat and Sun only
Las Vegas	Allegiant	9	Twice weekly. Thu and Sun
	Southwest	295	11 daily Mon-Fri, six to seven on weekends
	Spirit	60	Twice daily
Long Beach	Southwest	56	Twice daily. Once on Sat
Los Angeles	Alaska	10	Four weekly, Mon, Thu, Fri, Sun. Jun 15-30
	Delta	90	Three daily
	JetBlue	30	Daily
	Southwest	52	Twice daily. Once on Sat and Sun
	United	52	Twice daily. Once on Wed and Sun
Minneapolis	Delta	11	Three weekly. Tue, Fri and Sun
	Sun Country	10	Twice weekly. Thu and Sun
New York-JFK	JetBlue	16	Daily. June 15-30
Oakland	Southwest	52	Twice daily. Once on Sat and Sun
Phoenix	American	86	Three daily. Twice on Tue
	Southwest	64	Twice daily. Three on Sun
Portland	Alaska	68	Twice daily Jun 1-14. Two to three Jun 15-30
Salt Lake City	Delta	90	Three daily
San Diego	Southwest	60	Twice daily
San Francisco	United	120	Four daily
San Jose	Southwest	26	Daily. No flights on Sat
Seattle	Alaska	106	Three daily Jun 1-14. Four daily Jun 15-30
	Multiple airlines		

5.25.2023

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Total Passengers Apr-23					
	Passengers		% Diff.	YOY %	
	2021	2022		Passengers	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%	380,363	3.1%
1st QTR	560,320	976,325	74.2%	1,052,565	7.8%
APR	247,220	326,787	32.2%	357,924	9.5%
MAY	302,403	352,255	16.5%		
JUN	397,906	384,429	-3.4%		
2nd QTR	947,529	1,063,471	12.2%		
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		1,303,112		1,410,489	8.2%

Total Enplaned Passengers Apr-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	193,748	4.4%
APR	125,009	163,973	177,665	8.4%
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		652,650	705,751	8.1%

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	186,615	1.8%
APR	122,211	162,814	180,259	10.7%
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		650,462	704,738	8.3%

Total Cargo Volume in Pounds Apr-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%	11,124,124	5,045	-9.3%
1st QTR	35,078,141	34,309,252	-2.2%	29,856,748	13,540	-13.0%
APR	12,611,682	11,470,613	-9.0%	8,704,717	3,948	-24.1%
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		45,779,865		38,561,465	17,488	-15.8%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Apr-23	Apr-22	Diff.
aha!	0	n/a	45.4%	n/a
Alaska/Horizon	12,460	83.3%	77.5%	5.8
Allegiant Air	1,240	88.3%	80.0%	8.3
American	29,096	91.5%	87.8%	3.7
Delta	18,040	93.3%	91.4%	1.9
Frontier	0	n/a	70.3%	n/a
JetBlue	2,545	71.4%	71.5%	-0.1
Southwest	79,857	78.7%	77.1%	1.6
Spirit	7,948	75.3%	n/a	n/a
Sun Country	1,634	46.2%	n/a	n/a
United	22,704	90.3%	91.3%	-1.0
Volaris	2,141	59.8%	54.7%	5.1

wemoveyou





north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center

Visitor Report: April 2023

VISITORS SERVED:

Mar 2023

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

Apr 2022

Total TC & KB Walk-ins 2,377
 Total Phone Calls: 166
 Total 2,543

Apr2023

Total TC&KB Walk-ins: 3,199
 Total Phone Calls: 361
 Total 3,560

REFERRALS GIVEN TO VISITORS:

Restaurants	Lodging	Historic / Museum	Events
322	28	76	3
Tours	Surrounding Towns (SLT / Truckee)	Retail	Transportation
0	50	49	128
Services –Weather, bathroom, Road conditions etc	Activities Mountain / Trails	Activities / Lake	Maps / Directions
973	393	225	574

TOTAL 2,821 = 94 referrals per day

April Highlights

- Year to Date: Visitor Center, Kings Beach and Farmers market increased business and activity referrals 30% over 21/22
- Our department (The Visitor Center, KB and Event) referrals averaged 105/day YTD
- Visitor Center visitors up 22% 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 98% over last year.
- We provided services on calls to our center that include road conditions, snow conditions, sledding, snowshoeing, lodging and hiking suggestions
- Hosted 1 organization mtgs in conference room
- Continued planning for VIC pivot to Discovery center
- Pleased to have all returning staff for summer – we are fully staffed for VIC, Kings beach Kiosk, Farmers Market and Events
- Added 1 new local vendor to the VIC merchandise department

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

April 30, 2023

9:57 AM

05/19/23

Accrual Basis

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
As of April 30, 2023

	<u>Apr 30, 23</u>	<u>Apr 30, 22</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	651,115.78	405,993.61	245,122.17	60.4%
Total Checking/Savings	651,115.78	405,993.61	245,122.17	60.4%
Accounts Receivable				
1200-00 · Accounts Receivable	3,551.34	167,102.56	-163,551.22	-97.9%
Total Accounts Receivable	3,551.34	167,102.56	-163,551.22	-97.9%
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	654,767.12	573,256.68	81,510.44	14.2%
Other Assets				
1400-00 · Prepaid Expenses	35,372.84	46,031.96	-10,659.12	-23.2%
Total Other Assets	35,372.84	46,031.96	-10,659.12	-23.2%
TOTAL ASSETS	<u>690,139.96</u>	<u>619,288.64</u>	<u>70,851.32</u>	<u>11.4%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	304,203.12	198,378.45	105,824.67	53.3%
Total Accounts Payable	304,203.12	198,378.45	105,824.67	53.3%
Total Current Liabilities	304,203.12	198,378.45	105,824.67	53.3%
Total Liabilities	304,203.12	198,378.45	105,824.67	53.3%
Equity				
32000 · Unrestricted Net Assets	86,764.32	192,668.73	-105,904.41	-55.0%
Net Income	299,172.52	228,241.46	70,931.06	31.1%
Total Equity	385,936.84	420,910.19	-34,973.35	-8.3%
TOTAL LIABILITIES & EQUITY	<u>690,139.96</u>	<u>619,288.64</u>	<u>70,851.32</u>	<u>11.4%</u>

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
 As of April 30, 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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05/19/23

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of April 30, 2023

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
iDSS Global, LLC.	0.00	450.00	0.00	0.00	0.00	450.00
MAHK Advertising	303,753.12	0.00	0.00	0.00	0.00	303,753.12
TOTAL	<u>303,753.12</u>	<u>450.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>304,203.12</u>

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

	Apr 23	Apr 22	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	91,166.00	57,666.00	33,500.00	58.1%
4001-00 · NLTRA Funding	165,931.00	159,218.22	6,712.78	4.2%
4004-00 · IVCBVB Entertainment	500.00	2,000.00	-1,500.00	-75.0%
Total Income	257,597.00	218,884.22	38,712.78	17.7%
Gross Profit	257,597.00	218,884.22	38,712.78	17.7%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	0.00	4,500.00	-4,500.00	-100.0%
5004-00 · Trip Advisor	5,557.03	9,899.66	-4,342.63	-43.9%
5005-00 · Paid Social	28,537.09	30,760.33	-2,223.24	-7.2%
5005-01 · Digital Display / Retargeting	27,367.51	35,530.06	-8,162.55	-23.0%
5007-00 · Creative Production				
5007-01 · Creative Production	19,991.82	0.00	19,991.82	100.0%
5007-03 · Photo/Video Creative	0.00	2,461.90	-2,461.90	-100.0%
5007-00 · Creative Production - Other	0.00	127.50	-127.50	-100.0%
Total 5007-00 · Creative Production	19,991.82	2,589.40	17,402.42	672.1%
5010-00 · Account Strategy & Management	8,500.00	7,000.00	1,500.00	21.4%
5013-00 · Outdoor	152,000.00	0.00	152,000.00	100.0%
5016 · Video Streaming	0.00	63,613.29	-63,613.29	-100.0%
5018-00 · Media Commission	31,939.57	18,752.76	13,186.81	70.3%
5018-01 · Digital Ad Serving	0.00	239.86	-239.86	-100.0%
5020-00 · Search Engine Marketing	19,664.52	8,229.65	11,434.87	139.0%
5022-00 · Email	0.00	3,500.30	-3,500.30	-100.0%
Total 5000-00 · CONSUMER MARKETING	293,557.54	184,615.31	108,942.23	59.0%
5016-00 · CDE - Website Programs	30,912.28	0.00	30,912.28	100.0%
5110-00 · LEISURE SALES				
5111-00 · FAMs - Domestic	0.00	662.50	-662.50	-100.0%
5113-00 · Additional Opportunities	0.00	848.00	-848.00	-100.0%
5143-00 · Mountain Travel Symposium	0.00	686.79	-686.79	-100.0%
5144-00 · IPW - POW WOW	0.00	8,430.00	-8,430.00	-100.0%
5145-00 · TIA Annual Dues	0.00	218.75	-218.75	-100.0%
5147-00 · AUS / Gate 7	9,963.18	0.00	9,963.18	100.0%
5154-00 · Canada	7,933.62	0.00	7,933.62	100.0%
5157-00 · International Efforts	0.00	2,500.00	-2,500.00	-100.0%
Total 5110-00 · LEISURE SALES	17,896.80	13,346.04	4,550.76	34.1%
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	1,680.00	1,935.90	-255.90	-13.2%
5204-00 · Media Mission(s)	720.00	0.00	720.00	100.0%
5206-00 · Digital Buy/ Social Media Boost	950.00	800.00	150.00	18.8%
5207-00 · Content Campaigns/Tools-My Emma	0.00	265.00	-265.00	-100.0%
5209-00 · Domestic Travel Media FAMS	1,290.00	0.00	1,290.00	100.0%
5210-00 · Content Dev - Newsletters	3,400.00	1,350.00	2,050.00	151.9%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5216-00 · PR Content Development + Distri	1,200.00	360.00	840.00	233.3%

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Accrual Basis

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

	Apr 23	Apr 22	\$ Change	% Change
5221-00 · Photography & Video Asset Dev	8,222.59	0.00	8,222.59	100.0%
5222-00 · Media Tracking / Membership	883.02	883.02	0.00	0.0%
Total 5200-00 · PUBLIC RELATIONS	30,345.61	17,593.92	12,751.69	72.5%
6000-00 · CONFERENCE SALES				
6003-00 · Geo-Fence Targeting	182.56	0.00	182.56	100.0%
6004-00 · Email	1,650.00	0.00	1,650.00	100.0%
6005-00 · Paid Media	5,783.93	1,338.57	4,445.36	332.1%
6006-00 · CVENT	0.00	711.87	-711.87	-100.0%
6007-00 · Creative Production	214.59	0.00	214.59	100.0%
6016-00 · MCC Search Engine Marketing	0.00	85.43	-85.43	-100.0%
6018-00 · MCC Media Commission	911.01	161.50	749.51	464.1%
6018-01 · MCC Digital Ad Serving	3.22	7.17	-3.95	-55.1%
6019-00 · Conference Direct Partnership	0.00	583.33	-583.33	-100.0%
6128-00 · HelmsBriscoe Strategic Partner	0.00	583.33	-583.33	-100.0%
6152-00 · Client Events / Opportunities	0.00	5,882.57	-5,882.57	-100.0%
6153-00 · Chicago Sales Rep Support	0.00	125.00	-125.00	-100.0%
Total 6000-00 · CONFERENCE SALES	8,745.31	9,478.77	-733.46	-7.7%
6100-00 · TRADE SHOWS				
6157-00 · HPN Partner Conference	7,500.00	0.00	7,500.00	100.0%
Total 6100-00 · TRADE SHOWS	7,500.00	0.00	7,500.00	100.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5008-00 · Cooperative Programs	3,720.00	0.00	3,720.00	100.0%
5009-00 · Fulfillment / Mail	0.00	317.99	-317.99	-100.0%
5021-00 · RASC-Reno Air Service Corp	25,000.00	0.00	25,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	0.00	166.67	-166.67	-100.0%
7001-00 · Miscellaneous	0.00	12.00	-12.00	-100.0%
7003-00 · IVCBVB Entertainment Fund	0.00	62.00	-62.00	-100.0%
7004-00 · Research	6,578.00	2,704.76	3,873.24	143.2%
7006-00 · Special Events	14,718.48	0.00	14,718.48	100.0%
7007-00 · Destimetrics / DMX	8,440.75	7,108.75	1,332.00	18.7%
7008-00 · Opportunistic Funds	5,000.00	0.00	5,000.00	100.0%
7009-00 · Tahoe Cam Usage	2,124.00	0.00	2,124.00	100.0%
7010-00 · Photo Management & Storage	0.00	860.75	-860.75	-100.0%
8700-00 · Automobile Expense*	0.00	30.19	-30.19	-100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	65,581.23	11,263.11	54,318.12	482.3%
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	534.00	5.00	529.00	10,580.0%
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	14,784.00	14,255.00	529.00	3.7%
Total Expense	469,322.77	250,552.15	218,770.62	87.3%
Net Income	-211,725.77	-31,667.93	-180,057.84	-568.6%

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

April 2023

	Apr 23	Budget	Jul '22 - Apr 23	YTD Budget	Annual Budget
Income					
4000-00 - LTIVCBVB Funding	91,166.00	91,166.00	911,660.00	911,660.00	1,094,000.00
4001-00 - NLTRA Funding	165,931.00	165,931.00	1,316,278.00	1,316,278.00	1,440,000.00
4004-00 - IVCBVB Entertainment	500.00	500.00	5,000.00	5,000.00	6,000.00
4005-00 - Prior Year Net Income	0.00		0.00	0.00	0.00
Total Income	257,597.00	257,597.00	2,232,938.00	2,232,938.00	2,540,000.00
Gross Profit	257,597.00	257,597.00	2,232,938.00	2,232,938.00	2,540,000.00
Expense					
5000-00 - CONSUMER MARKETING					
5001-01 - Podcast	0.00	6,943.00	0.00	25,000.00	25,000.00
5002-00 - Consumer Print	0.00	0.00	18,495.00	10,125.00	10,125.00
5002-01 - Native Display	0.00	4,200.00	49,895.01	73,930.00	100,372.00
5004-00 - Trip Advisor	5,557.03	10,545.00	52,470.04	52,202.00	61,947.00
5005-00 - Paid Social	28,537.09	26,512.00	109,926.91	126,817.00	139,248.00
5005-01 - Digital Display / Retargeting	27,367.51	19,570.00	115,282.68	97,787.00	110,620.00
5007-00 - Creative Production					
5007-01 - Creative Production	19,991.82	15,000.00	115,497.01	119,500.00	149,500.00
5007-02 - Website Production	0.00	3,500.00	16,387.06	28,000.00	34,000.00
5007-03 - Photo/Video Creative	0.00	2,775.00	27,862.38	27,120.00	32,670.00
5007-00 - Creative Production - Other	0.00		7,067.52	0.00	0.00
Total 5007-00 - Creative Production	19,991.82	21,275.00	166,813.97	174,620.00	216,170.00
5010-00 - Account Strategy & Management	8,500.00	8,500.00	85,000.00	85,000.00	102,000.00
5013-00 - Outdoor	152,000.00	0.00	152,000.00	100,000.00	100,000.00
5016 - Video Streaming	0.00	28,980.00	77,794.93	115,651.00	126,861.00
5017-00 - Rich Media	0.00	0.00	47,500.00	30,000.00	30,000.00
5018-00 - Media Commission	31,939.57	15,082.00	101,116.80	105,042.00	119,357.00
5018-01 - Digital Ad Serving	0.00	220.00	1,347.01	2,200.00	2,655.00
5020-00 - Search Engine Marketing	19,664.52	19,050.00	97,461.79	104,467.00	119,470.00
5022-00 - Email	0.00	0.00	13,499.70	15,000.00	20,000.00
5024-00 - Fusion 7	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	293,557.54	160,877.00	1,116,188.43	1,182,841.00	1,365,825.00
5016-00 - CDE - Website Programs	30,912.28		30,912.28		
5110-00 - LEISURE SALES					
5107-00 - Creative Production	0.00	500.00	1,440.00	2,000.00	2,000.00
5111-00 - FAMS - Domestic	0.00	1,500.00	3,686.04	6,000.00	6,000.00
5112-00 - Training / Sales Calls	0.00	2,500.00	6,424.22	10,000.00	10,000.00
5113-00 - Additional Opportunities	0.00	2,500.00	0.00	10,000.00	10,000.00
5115-00 - Travel Agent Incentive Program	0.00		0.00	0.00	0.00
5120-00 - Domestic - Trade Shows	0.00	0.00	0.00	4,150.00	4,150.00
5131-00 - FAMS -Intl - Travel Trade	0.00	1,500.00	512.00	6,000.00	6,000.00
5133-00 - Ski-Tops	0.00	0.00	300.00	3,350.00	3,350.00
5134-00 - Intl Marketing - Additional Opp	0.00		0.00	0.00	0.00
5137-00 - Co-op Opportunities	0.00	5,000.00	0.00	15,000.00	20,000.00
5143-00 - Mountain Travel Symposium	0.00	1,000.00	2,450.00	5,000.00	5,000.00
5144-00 - IPW - POW WOW	0.00	0.00	0.00	13,000.00	13,000.00
5145-00 - TIA Annual Dues	0.00	0.00	3,937.50	2,700.00	2,700.00
5147-00 - AUS / Gate 7	9,963.18	0.00	36,609.14	35,000.00	35,000.00
5154-00 - Canada	7,933.62	0.00	13,133.62	30,000.00	30,000.00
5155-00 - California Star Program	0.00	0.00	0.00	3,000.00	3,000.00
5157-00 - International Efforts	0.00	5,000.00	224.19	20,000.00	20,000.00
Total 5110-00 - LEISURE SALES	17,896.80	19,500.00	68,716.71	165,200.00	170,200.00
5200-00 - PUBLIC RELATIONS					
5200-01 - Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	60,000.00	60,000.00	72,000.00

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	Apr 23	Budget	Jul '22 - Apr 23	YTD Budget	Annual Budget
5202-00 · PR Program/ Content Dev - Blogs	1,680.00	1,500.00	16,833.60	15,000.00	18,000.00
5204-00 · Media Mission(s)	720.00	0.00	13,716.55	12,000.00	16,000.00
5206-00 · Digital Buy/ Social Media Boost	950.00	950.00	9,500.00	9,500.00	11,400.00
5207-00 · Content Campaigns/Tools-My Emma	0.00	265.00	1,095.00	2,650.00	3,180.00
5208-00 · International Travel Media FAMS	0.00	3,000.00	1,650.00	12,000.00	12,000.00
5209-00 · Domestic Travel Media FAMS	1,290.00	6,000.00	13,900.82	24,000.00	24,000.00
5210-00 · Content Dev - Newsletters	3,400.00	1,700.00	15,500.00	17,000.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	60,000.00	60,000.00	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	1,200.00	0.00	3,420.00	3,600.00	4,800.00
5218-00 · Crisis Communication / Training	0.00	0.00	6,540.00	19,000.00	19,000.00
5221-00 · Photography & Video Asset Dev	8,222.59	4,000.00	20,616.44	40,000.00	48,000.00
5222-00 · Media Tracking / Membership	883.02	883.00	3,532.04	3,532.00	3,532.00
5280-00 · PR Meals / Entertainment	0.00	250.00	269.76	1,000.00	1,000.00
Total 5200-00 · PUBLIC RELATIONS	30,345.61	30,548.00	228,124.25	281,532.00	328,312.00
6000-00 · CONFERENCE SALES					
6003-00 · Geo-Fence Targeting	182.56	0.00	658.29	3,000.00	3,000.00
6004-00 · Email	1,650.00	1,200.00	7,320.00	4,800.00	4,800.00
6005-00 · Paid Media	5,783.93	7,292.00	35,270.02	34,912.00	41,500.00
6006-00 · CVENT	0.00	916.00	14,185.43	12,327.00	14,160.00
6007-00 · Creative Production	214.59	500.00	9,320.51	12,000.00	12,000.00
6014-00 · MCC Group Incentive Program	0.00	500.00	0.00	5,000.00	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	911.01	1,109.42	6,247.03	6,996.43	7,862.43
6018-01 · MCC Digital Ad Serving	3.22	42.00	53.39	420.00	500.00
6019-00 · Conference Direct Partnership	0.00	583.00	7,000.01	5,830.00	6,996.00
6128-00 · HelmsBriscoe Strategic Partner	0.00	583.00	3,499.98	5,830.00	6,996.00
6152-00 · Client Events / Opportunities	0.00	2,500.00	5,584.97	10,000.00	10,000.00
6153-00 · Chicago Sales Rep Support	0.00	2,500.00	5,390.79	10,000.00	10,000.00
Total 6000-00 · CONFERENCE SALES	8,745.31	17,725.42	96,310.12	112,115.43	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	1,500.00	0.00	6,000.00	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	1,000.00	0.00	6,250.00	6,500.00
6155-00 · Connect Trade Shows	0.00	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	7,500.00	0.00	10,800.20	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	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	0.00	0.00	6,100.00	5,000.00	5,000.00
Total 6100-00 · TRADE SHOWS	7,500.00	2,500.00	31,116.32	72,750.00	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	3,720.00	2,500.00	3,720.00	10,000.00	10,000.00
5009-00 · Fulfillment / Mail	0.00	200.00	771.96	2,000.00	2,400.00
5021-00 · RASC-Reno Air Service Corp	25,000.00	25,000.00	100,000.00	100,000.00	100,000.00
5123-00 · HSVC - High Sierra Visitors	0.00	166.67	1,791.61	1,666.70	2,000.04

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	Apr 23	Budget	Jul '22 - Apr 23	YTD Budget	Annual Budget
5124-00 - Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00
7002-00 - CRM Subscription	0.00	833.33	7,500.00	9,833.30	11,499.96
7003-00 - IVCBVB Entertainment Fund	0.00	500.00	236.15	5,000.00	6,000.00
7004-00 - Research	6,578.00	3,820.00	20,188.15	69,260.00	76,900.00
7005-00 - Film Festival	0.00	0.00	15,000.00	15,000.00	15,000.00
7006-00 - Special Events	14,718.48	0.00	14,718.48	20,000.00	20,000.00
7007-00 - Destimetrics / DMX	8,440.75	8,440.75	33,763.00	33,763.00	33,763.00
7008-00 - Opportunistic Funds	5,000.00	0.00	7,158.50	50,000.00	50,000.00
7009-00 - Tahoe Cam Usage	2,124.00	0.00	2,124.00	2,124.00	2,124.00
7010-00 - Photo Management & Storage	0.00	908.25	7,899.00	6,916.50	8,233.00
7012-00 - Sponsorships	0.00	0.00	0.00	25,000.00	25,000.00
7020-00 - Collateral Production / Printin	0.00	250.00	0.00	11,000.00	11,000.00
8600-00 - Staff Industry Travel	0.00	2,500.00	0.00	10,000.00	10,000.00
8700-00 - Automobile Expense*	0.00	400.00	401.52	4,000.00	4,800.00
Total 7000-00 - COMMITTED & ADMIN EXPENSES	65,581.23	45,519.00	215,272.37	376,563.50	389,720.00
8000-00 - WEBSITE CONTENT & MAINTENANCE					
8002-00 - Content Manager Contractor	4,250.00	4,250.00	42,500.00	42,500.00	51,000.00
8003-00 - Website Hosting Maintenance	534.00	534.00	3,050.00	2,161.00	2,161.00
8004-00 - Website Strategy & Maintenance	7,500.00	7,500.00	75,000.00	75,000.00	90,000.00
8005-00 - Website SEO Strategy/Maint	2,500.00	2,500.00	25,000.00	25,000.00	30,000.00
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	14,784.00	14,784.00	145,550.00	144,661.00	173,161.00
Total Expense	469,322.77	291,453.42	1,933,765.48	2,335,662.93	2,627,032.43
Net Income	-211,725.77	-33,856.42	299,172.52	-102,724.93	-87,032.43