



BOARD OF DIRECTORS MEETING/

DATE: Wednesday, July 12, 2023
TIME: 8:30 a.m. – 11:00 a.m.
LOCATION: Tahoe City PUD
221 Fairway Dr., Tahoe City, CA

BOARD OF DIRECTORS

CHAIR SUE RAE IRELAN, Placer County Appointee
VICE CHAIR JILL SCHOTT, North Shore Lodging/Property Management
TREASURER DAN TESTER, Squaw Valley Business Assoc.
SECRETARY RAY VILLAMAN, F&B At Large
PAST CHAIR SAMIR TUMA, At-Large Seat #1
MIKE DEGROFF, Palisades Tahoe
AMY OHRAN, Northstar California Resort
HARRY HIRSCH, Homewood Mountain Resort
MANFRED STEUERWALD, EVERLINE RESORT
COLIN PERRY, Ritz-Carlton, Lake Tahoe

DJ EWAN, West Shore Lodging/Property Management
JIM PHELAN, At-Large Activity Business Sector
DAVE WILDEROTTER, At-Large Seat #2
MELISSA SIIG, Tahoe City Downtown Association
ALYSSA REILLY, North Tahoe Business Association
DOUG BURNETT, Northstar Business Association

ADVISORY MEMBERS

STEPHANIE HOLLOWAY, Placer County Executive Office
JEFF COWEN, Tahoe Regional Planning Agency

INSTRUCTION FOR PUBLIC PARTICIPATION:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link: <https://bit.ly/3WO3Q1h>

If you wish to make a public comment, use the “Raise Hand” feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item. Teleconference participation via Zoom is not guaranteed and can be disrupted by technical difficulties. If members of the public wish to be guaranteed the ability to observe/make public comments, they should attend in-person.

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 3. Agenda Amendments and Approval [ACTION]
- 4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

- Page:1** A. NTCA Board Meeting Minutes from June 7, 2023 [Link to preliminary online document](#)
- Page:5** B. Review and Approval of CEO’s Expense Report for May 2023
- Page:12** C. NTCA Preliminary Financial Statements, May 31, 2023

Page: 31

D. Approval of the annual Public Services Contract with JVP Communications
FY 23/24

E. Minutes are available after they have been approved by their respective committee on nltra.org and a link to the zoom recording is provided here as available.

- Joint TOT/CAP Committee Meeting, June 19th
- [TBID Zone 1 Meeting, June 20th](#)
- [TBID Advisory Meeting, June 20th](#)
- [In-Market Tourism Development/Tourism Development Meeting, June 27th](#)

8:50 a.m.

Page:36

5. Action Item:

A. The Board approves the Amended and Restated Agreement in substantially the form presented, subject to any non-substantive changes or additions approved by the CEO and Counsel and as are stated in the fully executed Agreement. - Adam Wilson

9:30 a.m.

6. Informational Updates/Verbal Reports:

A. Presentation of annual grant cycle criteria, and annual grant cycle timeline - Erin Casey

B. Sponsorship grant program update and timeline - Tony Karwowski

C. SB 584 Updates - Tony Karwowski

Page:37

D. FY 22-23 Communications Update - Jess Weaver

Page:53

E. NTCA Annual Stewardship Marketing Plan - Kirstin Guinn

10:30 a.m.

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

A. Destimetrics Report, June 2023

B. Tourism Development Report on Activities, May 2023

C. Reno Tahoe Airport Report, May 2023

D. Visitor Information Center Report, May 2023

E. North Lake Tahoe Marketing Cooperative Financials, May 2023

F. Key metrics for May 2023

10:45 a.m.

8. CEO and Staff Updates

10:50 a.m.

9.. Directors Comments

10. Request for future agenda items

10:55 a.m.

11. Meeting Review and Staff Direction

11:00 a.m.

12. Adjournment



BOARD OF DIRECTORS MEETING/

DATE: Wednesday, June 7, 2023
TIME: 8:30 a.m. – 11:00 a.m.
LOCATION: North Tahoe Event Center
8318 North Lake Blvd., Kings Beach, CA

BOARD OF DIRECTORS

CHAIR SUE RAE IRELAN, Placer County Appointee
VICE CHAIR JILL SCHOTT, North Shore Lodging/Property Management
TREASURER DAN TESTER, Squaw Valley Business Assoc.
SECRETARY RAY VILLAMAN, F&B At Large
PAST CHAIR SAMIR TUMA, At-Large Seat #1
MIKE DEGROFF, Palisades Tahoe
AMY OHRAN, Northstar California Resort
HARRY HIRSCH, Homewood Mountain Resort
MANFRED STEUERWALD, Resort at Squaw Creek
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DOUG BURNETT, Northstar Business Association

ADVISORY MEMBERS

STEPHANIE HOLLOWAY, Placer County Executive Office
JEFF COWEN, Tahoe Regional Planning Agency

Board of Directors – Draft Meeting Minutes – June 7, 2023

1. Call to Order – Establish Quorum

Irelan called the meeting to order at 8:431 AM. A quorum was established.

Board members present

Sue Rae Irelan, Dave Wilderotter, Jim Phelan, Amy Ohran, Jill Schott, Samir Tuma, Doug Burnett, Colin Perry, Mike DeGroff, Dan Tester, and DJ Ewan. A quorum was established. Advisory Members Stephanie Holloway and Jeff Cowen were also present.

Board members absent

Harry Hirsch, Manfred Steuerwald, Melissa Siig, Alyssa Reilly, and Ray Villaman

Staff Members in attendance

Tony Karwowski, Anna Atwood, Kimberly Brown, Adam Wilson, Francois Cazalot, Derek Vaughan, Joan Spellitch, Kristin Guinn, and Julie Barber.

Others in attendance

Included Patrick Yun, Katie Biggers, Andrew Pappas, and Lindsay Romack. There may have been others attending who did not identify themselves.

2. Public Forum

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

3. Agenda Amendments and Approval [ACTION]

Motion to approve as presented. PHELAN/WILDREOTTER/UNANIMOUS

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

- A. NTCA Board Meeting Minutes from May 3, 2023
- B. Review and Approval of CEO's Expense Report for April 2023
- C. NTCA Preliminary Financial Statements, April 2023
- D. Approval of the Tahoe Reggae Festival Sponsorship for 2023 in the amount of \$15,000
- E. Minutes are available after they have been approved by their respective committee on nltra.org and a link to the zoom recording is provided here
 - Finance Meeting, May 31, 2023
 - No TOT meeting/Grant Program Workshop, May 19, 2023
 - TBID Advisory Meeting, May 16, 2023
 - Zone 1 Meeting, May 16, 2023
 - Tourism Development Meeting, May 30, 2023
 - No In-Market Tourism Development Committee in May

Motion to approve. TUMA/SCHOTT/UNANIMOUS

5. Action Items

A. Approval of Authorization request for the CEO to enter an FY 23-24 Transition Year Contract with NTBA and TCDA – Adam Wilson

Wilson presented the transition year contracts with the North Tahoe Business Association (NTBA) and Tahoe City Downtown Association (TCDA). The agreements go through December 31 and call for June and October payments as previously approved. The agreements will be brought into alignment with the TBID in the next fiscal year. Wilson answered questions clarifying the scope of work and agreements. There is still discussion around the levels of “membership” that allow for community input.

Motion to approve the FY 2023/24 Transition Year contracts with NTBA and TCDA as presented.
WILDEROTTER/TESTER/UNANIMOUS

B. Review and approval of recommended FY 23/24 TBID Budget - Francois Cazalot

Cazalot and Vaughan presented the proposed FY 2023/24 TBID budget. The Finance Committee has reviewed the budget in detail and recommends approval. The goals and assumptions made as it was being compiled were outlined and specific line items clarified.

Discussion followed as the data available to compile this budget was considered. Forecasting will continue as additional information is known. Ultimately, the budget will inform percentages for TBID “bucket” categories.

Motion to approve the FY 2023/24 TBID budget as presented. TESTER/WILDEDROTTER/UNANIMOUS

C. Review and approve staff request for NTCA BOD to take oppose position against CA SB 584 - Tony Karwowski

Karwowski described Senate Bill 584, which proposes a 15% state tax on short-term rentals. The funds are to be allocated to “laborforce housing,” although there is no provision that the monies be returned to the community from which they are collected.

CalTravel is recommending opposition to the bill because of the potential negative impacts to California tourism. It could increase taxes to the point where visitors will choose other destinations or shorter vacations. Ancillary businesses such as restaurants, retail, and activities will also feel the impacts.

Karwowski said there is widespread opposition to the bill. It did pass in the Senate and now is being considered by the Assembly. The next steps include community education on the bill and collaborative efforts to oppose it.

Motion to direct staff for NTCA to formally oppose California Senate Bill 584. TUMA/SCHOTT/UNANIMOUS

6. Informational Updates/Verbal Reports:

A. GoTahoeNorth Summer Campaign Overview – Kristin Guinn

Guinn presented the summer campaign, describing the strategies and goals. The message emphasizes stewardship and tourism mitigation message. Only 10% of the annual budget is focused on summer travel.

B. GoTahoeNorth consumer campaign, annual report - Kirstin Guinn

The Annual Report from Augustine was included in the meeting packets. Guinn will distribute the updated report when it is ready.

Guinn reported there was a soft launch of the new website last night. Some refinements will be made before it is finalized.

C. Move July BOD meeting to July 12, 2023 - Tony Karwowski

There was agreement to move the next Board meeting from July 5 to July 12.

D. Appointment of Doug Burnett to vacant Appeals Committee seat by Board Chair – Tony Karwowski

Per protocol, Irelan will appoint Doug Burnett to the Appeals Committee.

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

A. Destimetrics Report, April 2023

B. Dashboard, April 2023

C. Tourism Development Report on Activities, April 2023

D. Reno Tahoe Airport Report, Mar 2023

E. Visitor Information Center Report, April 2023

F. North Lake Tahoe Marketing Cooperative Financials, April 2023

There were no questions or comments.

8. CEO and Staff Updates

Karwowski reported Letters of Intent for the sponsorship program will be accepted until June 15.

Karwowski and Brown reported the recent Community Awards Dinner was a huge success. It was a great event that returned after years of being dark and really pulled the community together. Brown gave statistics on the numbers of tables, sponsorships, and seats sold. She thanked all involved.

9. Directors Comments

Tuma thanked the entire staff for the great job they did on the Community Awards Dinner. The feedback has been really good.

Cowan announced Julie Ragan is hosting Coffee Talks around the community. The next one is scheduled for June 22 at 9:30 – 10:30 AM at TCPUD.

The Destination Stewardship Plan is scheduled to be released later this month. A media event will be scheduled for a formal release on June 20.

Katie Biggers reported on behalf of Melissa Siig. The Tahoe City Food & Wine Classic scheduled for this weekend is almost sold out. The Tahoe Joy Festival is scheduled for June 11. Details of the 4th of July Drone Show and celebrations are on the TCDA website. NTBA's Music on the Beach begins Friday. They are still scheduling a Labor Day Drone Show.

Holloway is working the Sheriff's Office and Fire Department on evacuation outreach events. She described the community and agency drills being considered to educate the public on evacuations. Supervisor Gustafson is hosting a Town Hall on the topic. Irelan asked that insurance also be a topic.

10. Request for future agenda items

Irelan asked for an update on the disposition of the old Tahoe City fire house.
Tester asked for an update on SB 584.

10. Meeting Review and Staff Direction

11. Adjournment

There being no further business to come before the Board, the meeting adjourned at 10:36 AM.

Respectfully submitted,
Judy Friedman
Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)
Employee Expense Report

Month/Yr May 2023
Employee TONY KARWOWSKI

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE	
	A	Sheraton Grand Sacramento	1000341154	Cal Travel Summer Board meeting hotel and parking		602.00		
	B	Sheraton Grand Sacramento Deli	58014	Breakfast	14.23			
	C	Upper Crust Pizza	24-Apr	Lunch	20.10			
	D	PHONE REIMBURSEMENT		May Phone Reimbursement		50.00	10-12-200-60140	
	E	Rosie's Cafe		Team lunch- Tony, Francois, Kim, Anna, Kirstin, Julie	149.92			
	G							
	H							
	I							
	J.1							
	K.1				EXCEL 184.25			
	L				CREDIT CARD			
	M				DIFFERENCE 184.25			
	N							
	O							
	P							
	Q							
	R							
	S							
	T							
	U							
	V							
	W							
	X							
	Y							
	Z							
MILEAGE REIMBURSEMENT								
	Attach 1		Mileage	See Attached Mileage Report		163.13	53201	
				Mileage Reimbursed Through Payroll				
TOTAL - CREDIT CARD EXPENSES								
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						815.13		

RECEIVED
7/6/2023

SCANNED

POSTED

Signed By: _____

Approved By: dan tator

Date: _____

Date: 7/6/2023

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	

BANK OF THE WEST

A trade name used by BMO Harris Bank N.A.

BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0183-4849
Statement Date	MAY 28, 2023
Total Activity	\$184.25

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

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

ACCOUNT MESSAGES

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

ACCOUNT SUMMARY

ANTHONY KARWOWSKI XXXX-XXXX-0183-4849	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$184.25		\$0.00		\$0.00		\$184.25

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
05-04	05-03	55432863124205331402486	TST* Everything is Res. Tahoe City CA Tax ID: 454168768 Mer Ref: 00008588011543277 Mer Zip: 96145	149.92
05-17	05-16	55432863136208980713159	SQ *THEE UPPER CRUST P. Sacramento CA Tran: 00011529215127916 Tax ID: 899429876 Mer Ref: 00011529215127916 Mer Zip: 95814 Origin Zip: 95514 Dest Zip: 95814 Dest City: USA Tax: 1.15 Product Code: 099 Desc: Express Buffer Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 14.25	-20.10
05-18	05-16	55436873137261372300759	Product Code: 999 Desc: Soft Drink Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 2.50 SHERATON GRAND DINING SACRAMENTO CA Tran: 58014 Tax ID: 262479511 Mer Zip: 95814-2907 Tax: 0.99	14.23

For Customer Service, Call: 1-866-432-8161	Account Number	Account Summary	
	XXXX-XXXX-0183-4849	Purchases & Other Charges	\$184.25
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	MAY 28, 2023	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$10,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$184.25
	\$0.00		

IMPORTANT INFORMATION ABOUT THIS STATEMENT

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

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

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

Sheraton Grand Sacramento Hotel
 1230 J Street
 Sacramento, CA 95814
 United States
 Tel: 916-447-1700 Fax: 916-447-1701



Anthony Karwowski
 CA4710 - CALIFORNIA TRAVEL ASSOCIATION

Page Number : 1 Invoice Nbr : 1000341154
 Guest Number : 2603088
 Folio ID : A
 Arrive Date : 15-MAY-23 21:51
 Depart Date : 17-MAY-23 10:17
 No. Of Guest : 1
 Room Number : 632
 Marriott Bonvoy Number : 0423

Tax Invoice

Tax ID :

Sheraton Sacra SACSI MAY-18-2023 03:00 9999

Date	Reference	Description	Charges (USD)	Credits (USD)
15-MAY-23	RT632	Room Chrg - Grp - Association	227.00	
15-MAY-23	RT632	County Tax	0.68	
15-MAY-23	RT632	City/Local Tax	9.08	
15-MAY-23	RT632	Occupancy/Tourism	27.24	
15-MAY-23	RT632	Valet Parking- Overnight	37.00	
16-MAY-23	RT632	Room Chrg - Grp - Association	227.00	
16-MAY-23	RT632	County Tax	0.68	
16-MAY-23	RT632	City/Local Tax	9.08	
16-MAY-23	RT632	Occupancy/Tourism	27.24	
16-MAY-23	RT632	Valet Parking- Overnight	37.00	
17-MAY-23	VI	Visa-3480		-602.00

For Authorization Purpose Only

xxxxx3480

Date	Time	Code	Authorized
15-MAY-23	21:51	01798D	590.20
15-MAY-23	03:03:11	09208D	125.00

Continued on the next page

Sheraton Grand Sacramento Hotel
1230 J Street
Sacramento, CA 95814
United States
Tel: 916-447-1700 Fax: 916-447-1701



Anthony Karwowski
CA4710 - CALIFORNIA TRAVEL ASSOCIATION

Page Number	:	2	Invoice Nbr	:	1000341154
Guest Number	:	2603088			
Folio ID	:	A			
Arrive Date	:	15-MAY-23	21:51		
Depart Date	:	17-MAY-23	10:17		
No. Of Guest	:	1			
Room Number	:	632			
Marriott Bonvoy Number	:	0423			

Approve EMV Receipt for VI - 3480: Signature Captured
TC:4A9B5DBD0C7B8B74 IAD:06021203A02002 TVR:0080008000
AID:A000000031010 Application Label:CHASE VISA

** Total	602.00	-602.00
*** Balance	0.00	

I agreed to pay all room & incidental charges.



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Continued on the next page

Sheraton Grand Sacramento Hotel
 1230 J Street
 Sacramento, CA 95814
 United States
 Tel: 916-447-1700 Fax: 916-447-1701



Anthony Karwowski
 CA4710 - CALIFORNIA TRAVEL ASSOCIATION

Page Number : 3 Invoice Nbr : 1000341154
 Guest Number : 2603088
 Folio ID : A
 Arrive Date : 15-MAY-23 21:51
 Depart Date : 17-MAY-23 10:17
 No. Of Guest : 1
 Room Number : 632
 Marriott Bonvoy Number : 0423

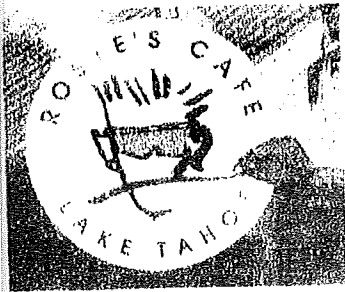
Tell us about your stay www.sheraton.com/reviews

EXPENSE SUMMARY REPORT

Currency: USD

Date	Rm Charge	Taxes	Telephone	Other	Total	Payment
05-15-2023	0.00	0.00	0.00	301.00	301.00	0.00
05-16-2023	0.00	0.00	0.00	301.00	301.00	0.00
05-17-2023	0.00	0.00	0.00	0.00	0.00	-602.00
Total	0.00	0.00	0.00	602.00	602.00	-602.00

Bring the Sheraton sleep experience home with you. Visit SheratonStore.com



Everything is possible
Tahoe City, CA
530-583-8504

Serv: Key L
Check: Table 117
Order: 5/3/23 11:55 AM
Trans: D (Full Charge)
MA: 4849
Time: 12:43 PM

Trans: type Sale
Authorization: Approved
Application ID: LK170MHTYSMF
Application ID: A0000000041010
Application Label: MASTERCARD
Terminal ID: MAGTEK_EDYNAMO
Card No:

AMOUNT \$124.92
+ Tip: 25.00
= Total: 149.92

X ANTHONY KARWOWSKI

Suggested Tip:
20%: (Tip \$24.98 Total \$149.90)
18%: (Tip \$22.49 Total \$147.41)
15%: (Tip \$18.74 Total \$143.66)
Tip percentages are based on the check price after taxes.

Customer Copy

Powered by Toast

Thee Upper Crust Pizza

1200 K Street #10, Behind
the Hyatt Hotel
Sacramento, CA
95814-3950
(916) 444-0844

May 16, 2023
12:00 PM

Authorization: 017281
Receipt: NEJS

MASTERCARD
AID A0 00 00 00 04 10 10

FOR HERE

Express Buffet x 1 Adult \$13.10
Soft Drink x 1 21oz \$2.60

Subtotal \$15.60
Sales Tax \$1.15
Tip \$3.35

Total \$20.10
MasterCard 4849 (Chip) \$20.10
Anthony Karwowski

Glides Deli
Sheraton Grand Sacramento
Sacramento, CA

TABLE# /0
SERVER 912470396,
CHECK# 58014

2023/05/16 07:28:54
*****Authorize*****

REF No: 516142909 CHIP
CT No: XXXXXXXXXXXX4849
EXP: XX/XX
CARD: MASTERCARD

CheckNo:58014
TableNo:0
APPROVAL CODE: 018417

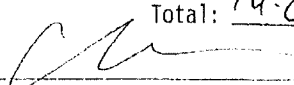
EMV Receipt Section
Application Label: MASTERCARD
TC: 606FAE89AE266691

TVR: 0080008000
AID: A0000000041010
IAD: 0110A040032200000000000000
AUTH MODE: Issuer

Subtotal: \$12.23

Tip: 2.00

Total: 14.23

X 
Signature
CUSTOMER COPY

North Lake Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

May 31, 2023

Balance Sheet - PY Comparison

North Lake Tahoe Resort Association

For the Eleven Months Ending Wednesday, May 31, 2023

1 of 2
6/22/2023
9:30 PM

	YTD		Variance
	May 2023 2022	May 2022 2021	
Current Assets			
Cash - TBID Disbursements	1,016,150	0	(1,016,150)
Cash - TBID Funding	5,584,126	1,697,348	(3,886,778)
Payroll	312,448	0	(312,448)
Special Event Funding	0	39,803	39,803
Cash Flow Reserve	101,235	100,976	(259)
Marketing Reserve	50,437	50,356	(81)
Payroll Reserve	46,258	68,102	21,844
Cash in Drawer	4,633	139	(4,494)
Petty Cash	136	158	22
Accounts Receivable	0	1,000	1,000
Accounts Receivable - TBID	1,417,443	0	(1,417,443)
Accounts Receivable - TOT	0	432,499	432,499
Accounts Receivable - Membership Dues	43,206	17,025	(26,181)
Accounts Receivable - Membership Activities	0	985	985
Allowance for Doubtful Accounts	(794)	(9,632)	(8,837)
Accounts Receivable - NLTMC	0	5,932	5,932
Accounts Receivable - Other	0	2,442	2,441
Inventory Asset	28,979	26,867	(2,111)
Gift Cards Outstanding	18	18	0
Prepaid Expenses	153,600	6,500	(147,100)
Prepaid Postage	100	100	0
Prepaid Insurance	0	2,689	2,689
Deposits	0	1,150	1,150
Total Current Assets	8,757,975	2,444,456	(6,313,518)
Fixed Assets			
Furniture & Fixtures	43,330	43,330	0
Accumulated Depreciation - Furnitures & Fixtures	(43,330)	(43,330)	0
Computer Equipment	11,013	11,013	0
Accumulated Depreciation - Computer Equipment	(8,583)	(3,222)	5,361
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	24,284	24,284	0
Accumulated Depreciation - Leasehold Improvements	(24,284)	(24,284)	0
Total Fixed Assets	2,430	7,791	5,361
Total Assets	\$8,760,405	\$2,452,247	(\$6,308,158)
Liabilities			
Current Liabilities			
Accounts Payable	2,794	69,892	(67,098)
Accounts Payable - Other	23,835	22,140	1,695
Salaries & Wages Payable	1,955	41,223	(39,268)
Incentives Payable	53,615	44,055	9,560
PTO Payable	35,798	62,280	(26,482)
401k Payable	14,062	1,218	12,844
Employer Tax Payable	4,090	3,379	710
Retail Payable	7,002	0	7,002
Accrued Expenses	18,954	200,350	(181,396)
Deferred Revenue - Membership Dues	398	20,827	(20,430)
Deferred Revenue - TMBC	0	1,290	(1,290)
Due To/From BOTW CC	7,436	0	7,436
Due To/From County	1,354,307	1,480,803	(126,496)
Due To/From TBID	132,453	0	132,453
<i>Suspense (may include rounding)</i>	<i>(10,740)</i>	<i>0</i>	<i>(10,740)</i>
Total Current Liabilities	1,645,959	1,947,457	301,498
Sales Tax Payable	(547)	2,877	(3,424)
Use Tax Payable	0	1,418	(1,418)
Total Tax Payable	(547)	4,295	4,842
Long-Term Debt			
Total Liabilities	1,645,413	1,951,752	306,340
Marketing Reserve	0	50,018	(50,018)
Cash Flow Reserve	0	100,839	(100,839)
Designated Marketing Reserve	0	331,856	(331,856)
Unrestricted Net Assets	(1,551)	17,781	(19,332)
TBID Reserve	5,212,620	0	5,212,620
Net Income	1,903,923	0	1,903,923
Total Equity	7,114,992	500,495	(6,614,497)

**Balance Sheet - PY
Comparison**
North Lake Tahoe Resort
Association

For the Eleven Months Ending Wednesday, May 31, 2023

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	YTD		
	May 2023	May 2022	
	2022	2021	Variance
Liabilities & Shareholder Equity	<u>\$8,760,405</u>	<u>\$2,452,247</u>	<u>(\$6,308,158)</u>

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association
 Payables Management

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

User-Defined 1: First - Last
 Posting Date: First - 5/31/2023
 Document Number: First - Last

Print Option: SUMMARY
 Aged By: Document Date
 Aging Date: 5/31/2023
 Exclude: Zero Balance, No Activity, Unposted Applied Credit Documents, Multicurrency Info
 Sorted By: Vendor ID
 Due Date
 Print Currency In: Functional (Z-US\$)

Vendor ID	Name	Class ID	User-Defined 1	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Vendor ID: ADAM WILSON	Name: ADAM WILSON	Class ID:	User-Defined 1:					
Voucher(s): 6	Aged Totals:			\$235.22	\$235.22	\$0.00	\$0.00	\$0.00
Vendor ID: ANNE-KARIN ATWOO	Name: Anne-Karin Atwood*	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 24	Aged Totals:			\$100.00	\$100.00	\$0.00	\$0.00	\$0.00
Vendor ID: AT & T*	Name: AT & T*	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 23	Aged Totals:			\$244.74	\$244.74	\$0.00	\$0.00	\$0.00
Vendor ID: AUGUSTINEIDEAS	Name: D. Augustine & Associates	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 20	Aged Totals:			-\$1,898.13	\$0.00	\$0.00	\$0.00	-\$1,898.13
Vendor ID: CAZOLOT	Name: Francois Cazlot	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 10	Aged Totals:			\$453.00	\$453.00	\$0.00	\$0.00	\$0.00
Vendor ID: ED MILLER	Name: Ed Miller	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 3	Aged Totals:			\$20.00	\$20.00	\$0.00	\$0.00	\$0.00
Vendor ID: JOAN SPELLETICH	Name: JOAN SPELLETICH	Class ID:	User-Defined 1:					
Voucher(s): 7	Aged Totals:			\$113.75	\$113.75	\$0.00	\$0.00	\$0.00
Vendor ID: JULIE BARBER	Name: JULIE BARBER	Class ID:	User-Defined 1:					
Voucher(s): 3	Aged Totals:			\$105.69	\$105.69	\$0.00	\$0.00	\$0.00
Vendor ID: KIMBERLY BROWN	Name: Kimberly Brown	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 18	Aged Totals:			\$102.50	\$102.50	\$0.00	\$0.00	\$0.00
Vendor ID: KIRSTIN GUINN	Name: Kirstin Guinn	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 12	Aged Totals:			\$73.75	\$73.75	\$0.00	\$0.00	\$0.00
Vendor ID: KYM FABEL	Name: Kym Fabel	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 22	Aged Totals:			\$102.50	\$102.50	\$0.00	\$0.00	\$0.00
Vendor ID: LASTERLING	Name: LAURA ANN STERLING	Class ID:	User-Defined 1:					
Voucher(s): 9	Aged Totals:			\$50.00	\$50.00	\$0.00	\$0.00	\$0.00
Vendor ID: LIBERTY UNIT 2	Name: Liberty Utilities (UNIT 2 -- TABLE B) up	Class ID:	User-Defined 1:					
Voucher(s): 4	Aged Totals:			\$320.08	\$320.08	\$0.00	\$0.00	\$0.00
Vendor ID: LIBERTY UTILITI	Name: Liberty Utilities (UNIT 5/6 -- TABLE B)	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 37	Aged Totals:			\$327.58	\$327.58	\$0.00	\$0.00	\$0.00
Vendor ID: NTEC	Name: North Tahoe Event Center, Inc.	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 13	Aged Totals:			\$250.00	\$250.00	\$0.00	\$0.00	\$0.00
Vendor ID: PORTER SIMON*	Name: Porter Simon*	Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 19	Aged Totals:			\$2,175.00	\$2,175.00	\$0.00	\$0.00	\$0.00

HISTORICAL AGED TRIAL BALANCE
 North Lake Tahoe Resort Association

Vendor ID: SOUTHWEST GAS		Name: Southwest Gas Corporation*		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 21	Aged Totals:	\$148.24	\$148.24	\$0.00	\$0.00	\$0.00	
Vendor ID: TAHOE NOVELTY		Name: Tahoe Novelty		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 9	Aged Totals:	\$409.00	\$409.00	\$0.00	\$0.00	\$0.00	
Vendor ID: TRUCKEEHR		Name: TruckeeHR		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 15	Aged Totals:	-\$618.75	-\$618.75	\$0.00	\$0.00	\$0.00	
Vendor ID: VAUGHAN,DEREK		Name: Derek Vaughan		Class ID:		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 9	Aged Totals:	\$50.00	\$50.00	\$0.00	\$0.00	\$0.00	
Vendor ID: WELLS, MADISON		Name: Madison Wells		Class ID:		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 3	Aged Totals:	\$30.00	\$30.00	\$0.00	\$0.00	\$0.00	
Vendor Totals:		21	\$2,794.17	\$4,692.30	\$0.00	\$0.00	-\$1,898.13

PL - Budget vs Actual

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

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	May 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	549,968	549,968	0	5,890,468	5,890,467	1
Chamber Revenue - Member Dues	1,684	0	1,684	46,199	20,000	26,199
Retail Revenue	12,519	4,000	8,519	82,812	56,000	26,812
Retail Revenue - Merchandise Sales	143	0	143	1,685	0	1,685
Retail Revenue - Non-retail Sales	270	0	270	370	0	370
Revenue - Other	56	0	56	209	0	209
Revenue - Interest & Investments						
Total Revenues	564,640	553,968	10,672	6,021,743	5,966,467	55,276
Cost of Goods Sold	6,423	2,375	4,048	38,769	26,125	12,644
Freight & Shipping Costs	185	0	185	963	0	963
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	0	0	0	524	0	524
Total Cost of Goods Sold	6,608	2,375	4,233	40,269	26,125	14,144
Gross Profit	558,032	551,593	6,439	5,981,474	5,940,342	41,132
Salaries & Wages	94,417	115,644	(21,227)	934,791	1,272,085	(337,294)
P/R - Tax Expense	8,395	11,523	(3,127)	78,216	126,750	(48,534)
P/R - Health Insurance Expense	9,445	21,414	(11,969)	97,159	235,558	(138,399)
P/R - Workmans Comp	0	4,086	(4,086)	4,419	44,942	(40,524)
401(k)	3,500	4,279	(779)	25,658	47,070	(21,412)
Other Benefits & Expenses	2,052	407	1,646	18,967	4,473	14,494
Rent & Utilities	0	0	0	175	0	175
Rent	13,850	13,931	(81)	149,477	153,240	(3,763)
Rent - Other	804	0	804	7,100	0	7,100
Utilities	1,590	1,677	(87)	13,425	18,445	(5,020)
Repairs & Maintenance	87	1,331	(1,244)	29,553	14,636	14,917
Telephone & Internet	3,269	1,644	1,625	13,726	18,080	(4,354)
Supplies	128	0	128	3,846	0	3,846
Supplies - Office	5,818	1,200	4,618	32,251	13,386	18,865
Supplies - Computer	0	0	0	33,680	12,700	20,980
Mail	0	559	(559)	20,919	6,154	14,765
Mail - USPS	0	0	0	831	0	831
Mail - Fedex/UPS	45	0	45	288	0	288
Taxes, Licenses, Fees	14,628	8,771	5,857	67,248	96,479	(29,231)
Credit Card Fees	263	125	138	1,128	1,375	(247)
Dues & Subscriptions	3,665	1,317	2,348	38,994	14,483	24,510
Insurance/Bonding	3,672	1,250	2,422	18,226	13,750	4,476
Associate Relations	0	567	(567)	8,053	6,233	1,819
Training/Seminars	0	692	(692)	5,600	7,608	(2,008)
Travel	0	342	(342)	2,912	3,758	(846)
Automobile Expenses	377	417	(40)	3,036	4,583	(1,548)
Meals & Meetings	547	633	(86)	8,869	6,967	1,902
Board Functions	2,208	4,000	(1,792)	33,703	44,000	(10,297)
Professional Fees	23,183	5,750	17,433	156,366	63,250	93,116
Professional Fees - Attorney	2,725	2,500	225	21,256	27,500	(6,244)
Professional Fees - Accountant	744	5,000	(4,256)	27,354	40,000	(12,646)
Equipment Support & Maintenance	4,624	2,917	1,707	23,548	32,083	(8,535)
Equipment Rental/Leasing	0	718	(718)	2,666	6,020	(3,355)
Depreciation	2,000	153	1,847	3,528	1,680	1,847
Event Sponsorships	0	35,000	(35,000)	270,843	390,000	(119,157)
Special Event Partnership Funding	0	0	0	3,750	50,000	(46,250)
Event Operations	0	0	0	1,427	0	1,427
NLTMC Contributions	13,994	13,994	0	1,330,319	1,330,272	47
Non-NLTMC Marketing	22,582	28,917	(6,334)	141,886	188,083	(46,197)
In-Market/Tourism	600	0	600	88,648	0	88,648
Media/Collateral/Production	0	0	0	7,468	0	7,468
Additional Opportunities	0	155,078	(155,078)	332,550	1,705,859	(1,373,309)
Chamber Activities	0	832	(832)	4,750	9,149	(4,399)
Chamber Activities - Membership M...	0	0	0	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	2,750	(2,750)
Chamber Activities - Community Aw...	(5,339)	0	(5,339)	8,944	10,000	(1,056)
Allocated Administrative Overhead	0	79,432	(79,432)	0	908,314	(908,314)

PL - Budget vs Actual

PL - Budget vs Actual

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

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	May 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Total Operating Expenses	233,873	526,346	(292,473)	4,077,551	6,936,220	(2,858,669)
Net Operating Income	324,158	25,247	298,912	1,903,923	(995,878)	2,899,801
Other Expense/<Income>						
Net Income	324,158	25,247	298,912	1,903,923	(995,878)	2,899,801

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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	May 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	288,733	288,733	0	3,092,495	3,092,495	0
Retail Revenue - Non-retail Sales	20	0	20	20	0	20
Revenue - Interest & Investments						
Total Revenues	288,753	288,733	20	3,092,515	3,092,495	20
Gross Profit	288,753	288,733	20	3,092,515	3,092,495	20
Salaries & Wages	20,772	34,999	(14,227)	204,807	384,991	(180,183)
P/R - Tax Expense	1,502	3,500	(1,998)	17,206	38,499	(21,293)
P/R - Health Insurance Expense	2,085	7,023	(4,938)	13,936	77,252	(63,316)
P/R - Workmans Comp	0	1,227	(1,227)	6	13,498	(13,491)
401(k)	776	1,327	(550)	6,858	14,593	(7,735)
Other Benefits & Expenses	0	137	(137)	411	1,503	(1,092)
Rent	2,319	2,529	(210)	24,681	27,822	(3,141)
Utilities	231	452	(221)	2,261	4,969	(2,708)
Telephone & Internet	0	468	(468)	325	5,152	(4,827)
Supplies	0	0	0	646	0	646
Supplies - Office	0	50	(50)	861	736	125
Supplies - Computer	0	0	0	134	5,000	(4,866)
Mail	0	126	(126)	0	1,388	(1,388)
Taxes, Licenses, Fees	0	63	(63)	1,379	688	692
Dues & Subscriptions	1,798	125	1,673	8,590	1,375	7,215
Associate Relations	0	83	(83)	63	917	(853)
Travel	0	58	(58)	48	642	(594)
Automobile Expenses	0	83	(83)	200	917	(717)
Meals & Meetings	35	42	(7)	228	458	(231)
Professional Fees	17,625	0	17,625	35,280	0	35,280
Equipment Rental/Leasing	0	241	(241)	0	2,023	(2,023)
Event Sponsorships	0	35,000	(35,000)	186,650	390,000	(203,350)
Special Event Partnership Funding	0	0	0	3,750	50,000	(46,250)
Event Operations	0	0	0	1,406	0	1,406
NLTMC Contributions	13,994	13,994	0	1,330,319	1,330,272	47
Non-NLTMC Marketing	20,382	26,833	(6,451)	129,752	165,167	(35,415)
In-Market/Tourism	600	0	600	75,900	0	75,900
Media/Collateral/Production	0	0	0	6,155	0	6,155
Additional Opportunities	0	35,340	(35,340)	0	388,743	(388,743)
Allocated Administrative Overhead	60,948	29,681	31,267	647,403	339,408	307,995
Total Operating Expenses	143,066	193,382	(50,315)	2,699,256	3,246,010	(546,754)
Net Operating Income	145,687	95,351	50,336	393,259	(153,515)	546,774
Other Expense/<Income>						
Net Income	145,687	95,351	50,336	393,259	(153,515)	546,774

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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	May 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	81,395	81,395	0	871,789	871,789	0
Revenue - Interest & Investments						
Total Revenues	81,395	81,395	0	871,789	871,789	0
Gross Profit	81,395	81,395	0	871,789	871,789	0
Salaries & Wages	3,433	3,831	(398)	33,270	42,141	(8,871)
P/R - Tax Expense	255	383	(128)	2,617	4,214	(1,597)
P/R - Health Insurance Expense	224	616	(392)	1,306	6,773	(5,466)
P/R - Workmans Comp	0	134	(134)	0	1,477	(1,477)
401(k)	137	153	(17)	1,004	1,686	(682)
Other Benefits & Expenses	0	10	(10)	0	110	(110)
Rent	412	174	238	4,388	1,915	2,473
Utilities	41	33	8	280	364	(83)
Telephone & Internet	0	34	(34)	0	377	(377)
Supplies - Office	0	83	(83)	0	917	(917)
Supplies - Computer	0	0	0	134	700	(566)
Taxes, Licenses, Fees	0	25	(25)	0	275	(275)
Dues & Subscriptions	0	17	(17)	0	183	(183)
Associate Relations	0	17	(17)	0	183	(183)
Automobile Expenses	0	42	(42)	0	458	(458)
Meals & Meetings	0	83	(83)	0	917	(917)
Equipment Rental/Leasing	0	18	(18)	0	148	(148)
Event Sponsorships	0	0	0	50,000	0	50,000
Non-NLTMC Marketing	0	417	(417)	0	4,583	(4,583)
Additional Opportunities	0	68,348	(68,348)	83,892	751,823	(667,931)
Allocated Administrative Overhead	3,341	8,367	(5,026)	43,874	95,681	(51,807)
Total Operating Expenses	7,843	82,785	(74,941)	220,766	914,925	(694,159)
Net Operating Income	73,552	(1,389)	74,941	651,023	(43,136)	694,159
Other Expense/<Income>						
Net Income	73,552	(1,389)	74,941	651,023	(43,136)	694,159

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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6/22/2023
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	May 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	40,148	40,148	0	430,005	430,004	1
Retail Revenue	12,519	4,000	8,519	82,812	56,000	26,812
Retail Revenue - Merchandise Sales	143	0	143	1,685	0	1,685
Revenue - Interest & Investments						
Total Revenues	52,810	44,148	8,663	514,502	486,004	28,498
Cost of Goods Sold	6,423	2,375	4,048	38,769	26,125	12,644
Freight & Shipping Costs	185	0	185	963	0	963
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	0	0	0	524	0	524
Total Cost of Goods Sold	6,608	2,375	4,233	40,269	26,125	14,144
Gross Profit	46,202	41,773	4,429	474,234	459,879	14,354
Salaries & Wages	10,290	13,002	(2,712)	155,052	143,021	12,032
P/R - Tax Expense	856	1,259	(403)	14,725	13,844	881
P/R - Health Insurance Expense	498	2,013	(1,515)	2,710	22,142	(19,432)
P/R - Workmans Comp	0	487	(487)	0	5,358	(5,358)
401(k)	412	337	75	4,888	3,704	1,184
Other Benefits & Expenses	0	40	(40)	82	440	(358)
Rent	6,925	6,848	77	73,700	75,323	(1,623)
Utilities	368	465	(97)	1,687	5,115	(3,428)
Repairs & Maintenance	0	0	0	36	0	36
Telephone & Internet	0	137	(137)	200	1,508	(1,308)
Supplies	86	0	86	1,243	0	1,243
Supplies - Office	2,267	458	1,809	6,606	5,042	1,565
Supplies - Computer	0	0	0	294	0	294
Mail	0	17	(17)	0	183	(183)
Taxes, Licenses, Fees	0	25	(25)	1,532	275	1,257
Credit Card Fees	263	125	138	868	1,375	(507)
Dues & Subscriptions	0	17	(17)	55	183	(128)
Associate Relations	0	42	(42)	118	458	(340)
Automobile Expenses	0	83	(83)	201	917	(715)
Meals & Meetings	0	8	(8)	637	92	545
Equipment Rental/Leasing	0	71	(71)	139	592	(454)
Event Operations	0	0	0	21	0	21
Non-NLTMC Marketing	0	417	(417)	0	4,583	(4,583)
Additional Opportunities	0	15,101	(15,101)	0	166,110	(166,110)
Allocated Administrative Overhead	16,301	4,127	12,174	94,121	47,194	46,927
Total Operating Expenses	38,264	45,077	(6,813)	358,915	497,460	(138,545)
Net Operating Income	7,938	(3,304)	11,242	115,319	(37,580)	152,899
Other Expense/<Income>						
Net Income	7,938	(3,304)	11,242	115,319	(37,580)	152,899

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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	May 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	30,248	30,248	0	323,975	323,976	0
Chamber Revenue - Member Dues	0	0	0	0	20,000	(20,000)
Retail Revenue - Non-retail Sales	250	0	250	250	0	250
Revenue - Interest & Investments						
Total Revenues	30,498	30,248	250	324,225	343,976	(19,750)
Gross Profit	30,498	30,248	250	324,225	343,976	(19,750)
Salaries & Wages	9,921	10,856	(935)	56,796	119,416	(62,620)
P/R - Tax Expense	735	1,086	(351)	4,436	11,942	(7,505)
P/R - Health Insurance Expense	322	2,869	(2,548)	2,486	31,563	(29,077)
P/R - Workmans Comp	0	381	(381)	0	4,187	(4,187)
401(k)	340	384	(44)	1,610	4,227	(2,617)
Other Benefits & Expenses	0	43	(43)	0	477	(477)
Rent	483	904	(421)	5,142	9,948	(4,806)
Utilities	44	143	(99)	315	1,575	(1,260)
Telephone & Internet	0	149	(149)	175	1,634	(1,459)
Supplies - Office	0	150	(150)	0	1,650	(1,650)
Supplies - Computer	0	0	0	268	700	(432)
Taxes, Licenses, Fees	0	25	(25)	0	275	(275)
Dues & Subscriptions	0	17	(17)	3,511	183	3,327
Associate Relations	0	42	(42)	500	458	42
Automobile Expenses	0	42	(42)	138	458	(321)
Meals & Meetings	0	83	(83)	0	917	(917)
Professional Fees	0	0	0	1,193	0	1,193
Equipment Rental/Leasing	0	77	(77)	0	642	(642)
Event Sponsorships	0	0	0	500	0	500
Non-NLTMC Marketing	0	417	(417)	9,150	4,583	4,567
Additional Opportunities	0	0	0	248,658	0	248,658
Chamber Activities	0	832	(832)	4,750	9,149	(4,399)
Chamber Activities - Membership M...	0	0	0	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	2,750	(2,750)
Chamber Activities - Community Aw...	(5,339)	0	(5,339)	8,944	10,000	(1,056)
Allocated Administrative Overhead	4,829	2,948	1,881	73,802	33,710	40,092
Total Operating Expenses	11,336	21,696	(10,360)	422,373	254,944	167,429
Net Operating Income	19,162	8,552	10,610	(98,147)	89,032	(187,179)
Other Expense/<Income>						
Net Income	19,162	8,552	10,610	(98,147)	89,032	(187,179)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

	May 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	41,798	41,798	1	447,677	447,676	1
Revenue - Interest & Investments						
Total Revenues	41,798	41,798	1	447,677	447,676	1
Gross Profit	41,798	41,798	1	447,677	447,676	1
Salaries & Wages	4,471	7,429	(2,958)	44,222	81,714	(37,492)
P/R - Tax Expense	331	743	(412)	3,456	8,171	(4,715)
P/R - Health Insurance Expense	344	1,490	(1,146)	1,256	16,385	(15,129)
P/R - Workmans Comp	0	260	(260)	0	2,865	(2,865)
401(k)	178	297	(119)	1,170	3,269	(2,099)
Other Benefits & Expenses	0	23	(23)	0	257	(257)
Rent	593	406	186	6,307	4,468	1,839
Utilities	58	77	(19)	408	848	(440)
Telephone & Internet	0	80	(80)	0	880	(880)
Supplies - Office	0	42	(42)	0	458	(458)
Supplies - Computer	0	0	0	134	1,750	(1,616)
Taxes, Licenses, Fees	0	25	(25)	0	275	(275)
Dues & Subscriptions	0	17	(17)	0	183	(183)
Associate Relations	0	17	(17)	0	183	(183)
Automobile Expenses	0	42	(42)	0	458	(458)
Meals & Meetings	0	42	(42)	0	458	(458)
Equipment Rental/Leasing	0	41	(41)	0	345	(345)
Non-NLTMC Marketing	0	417	(417)	0	4,583	(4,583)
Additional Opportunities	0	28,299	(28,299)	0	311,294	(311,294)
Allocated Administrative Overhead	4,435	4,297	138	17,405	49,133	(31,728)
Total Operating Expenses	10,409	44,042	(33,633)	74,359	487,979	(413,620)
Net Operating Income	31,389	(2,245)	33,634	373,317	(40,303)	413,621
Other Expense/<Income>						
Net Income	31,389	(2,245)	33,634	373,317	(40,303)	413,621

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

	May 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	18,149	18,149	0	194,385	194,385	(1)
Revenue - Interest & Investments						
Total Revenues	18,149	18,149	0	194,385	194,385	(1)
Gross Profit	18,149	18,149	0	194,385	194,385	(1)
Salaries & Wages	4,471	6,095	(1,624)	44,222	67,047	(22,825)
P/R - Tax Expense	331	610	(279)	3,456	6,705	(3,249)
P/R - Health Insurance Expense	344	1,036	(692)	1,256	11,399	(10,143)
P/R - Workmans Comp	0	214	(214)	0	2,351	(2,351)
401(k)	178	244	(66)	1,170	2,682	(1,512)
Other Benefits & Expenses	0	17	(17)	0	183	(183)
Rent	477	290	187	5,073	3,192	1,882
Utilities	44	55	(11)	461	606	(145)
Telephone & Internet	0	57	(57)	0	628	(628)
Supplies - Office	0	42	(42)	0	458	(458)
Supplies - Computer	0	0	0	134	1,050	(916)
Taxes, Licenses, Fees	0	25	(25)	0	275	(275)
Dues & Subscriptions	0	17	(17)	0	183	(183)
Associate Relations	0	17	(17)	0	183	(183)
Automobile Expenses	0	42	(42)	0	458	(458)
Meals & Meetings	0	42	(42)	0	458	(458)
Equipment Rental/Leasing	0	29	(29)	0	247	(247)
Event Sponsorships	0	0	0	33,693	0	33,693
Non-NLTMC Marketing	0	417	(417)	0	4,583	(4,583)
Additional Opportunities	0	7,990	(7,990)	0	87,889	(87,889)
Allocated Administrative Overhead	4,338	1,866	2,472	23,197	21,334	1,863
Total Operating Expenses	10,183	19,103	(8,920)	112,662	211,913	(99,251)
Net Operating Income	7,966	(954)	8,920	81,722	(17,528)	99,250
Other Expense<Income>						
Net Income	7,966	(954)	8,920	81,722	(17,528)	99,250

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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	May 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	27,498	27,498	0	294,523	294,523	0
Revenue - Interest & Investments						
Total Revenues	27,498	27,498	0	294,523	294,523	0
Gross Profit	27,498	27,498	0	294,523	294,523	0
Allocated Administrative Overhead	4,957	28,146	(23,189)	121,188	321,854	(200,666)
Total Operating Expenses	4,957	28,146	(23,189)	121,188	321,854	(200,666)
Net Operating Income	22,541	(648)	23,188	173,335	(27,331)	200,666
Other Expense/<Income>						
Net Income	22,541	(648)	23,188	173,335	(27,331)	200,666

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:08 County Admin Fee

	May 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	10,999	10,999	0	117,809	117,809	0
Revenue - Interest & Investments						
Total Revenues	10,999	10,999	0	117,809	117,809	0
Gross Profit	10,999	10,999	0	117,809	117,809	0
Taxes, Licenses, Fees	13,339	7,333	6,006	50,799	80,667	(29,868)
Total Operating Expenses	13,339	7,333	6,006	50,799	80,667	(29,868)
Net Operating Income	(2,340)	3,666	(6,006)	67,011	37,143	29,868
Other Expense/<Income>						
Net Income	(2,340)	3,666	(6,006)	67,011	37,143	29,868

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

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	May 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	10,999	10,999	0	117,809	117,809	0
Revenue - Other	0	0	0	60	0	60
Revenue - Interest & Investments						
Total Revenues	10,999	10,999	0	117,869	117,809	60
Gross Profit	10,999	10,999	0	117,869	117,809	60
Utilities	0	0	0	487	0	487
Dues & Subscriptions	0	0	0	430	0	430
Allocated Administrative Overhead	0	0	0	57	0	57
Total Operating Expenses	0	0	0	974	0	974
Net Operating Income	10,999	10,999	0	116,895	117,809	(914)
Other Expense/<Income>						
Net Income	10,999	10,999	0	116,895	117,809	(914)

PL - Budget vs Actual
North Lake Tahoe Resort Association
NLTRA:10 CAP/TOT/ Housing&Trans

	May 2023			Fiscal 2022/23 YTD		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
Revenue - Interest & Investments						
Allocated Administrative Overhead	<u>0</u>	<u>0</u>	<u>0</u>	<u>29</u>	<u>0</u>	<u>29</u>
Total Operating Expenses	<u>0</u>	<u>0</u>	<u>0</u>	<u>29</u>	<u>0</u>	<u>29</u>
Net Operating Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>(29)</u>	<u>0</u>	<u>(29)</u>
Other Expense/<Income>						
Net Income	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>(29)</u></u>	<u><u>0</u></u>	<u><u>(29)</u></u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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	May 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Chamber Revenue - Member Dues	1,684	0	1,684	46,199	0	46,199
Retail Revenue - Non-retail Sales	0	0	0	100	0	100
Revenue - Interest & Investments						
Total Revenues	1,684	0	1,684	46,299	0	46,299
Gross Profit	1,684	0	1,684	46,299	0	46,299
Utilities	0	0	0	158	0	158
Telephone & Internet	0	0	0	780	0	780
Supplies - Computer	0	0	0	315	0	315
Dues & Subscriptions	390	0	390	390	0	390
Automobile Expenses	0	0	0	15	0	15
Meals & Meetings	0	0	0	56	0	56
In-Market/Tourism	0	0	0	113	0	113
Allocated Administrative Overhead	0	0	0	14,255	0	14,255
Total Operating Expenses	390	0	390	16,083	0	16,083
Net Operating Income	1,294	0	1,294	30,216	0	30,216
Other Expense/<Income>						
Net Income	1,294	0	1,294	30,216	0	30,216

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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	May 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenue - Other	56	0	56	149	0	149
Revenue - Interest & Investments						
Total Revenues	56	0	56	149	0	149
Gross Profit	56	0	56	149	0	149
Salaries & Wages	41,060	39,432	1,628	396,420	433,756	(37,336)
P/R - Tax Expense	4,387	3,943	443	32,319	43,376	(11,056)
P/R - Health Insurance Expense	5,629	6,368	(738)	74,208	70,043	4,166
P/R - Workmans Comp	0	1,383	(1,383)	4,412	15,208	(10,795)
401(k)	1,478	1,537	(59)	8,960	16,910	(7,950)
Other Benefits & Expenses	2,052	137	1,916	18,474	1,503	16,971
Rent & Utilities	0	0	0	175	0	175
Rent	2,641	2,779	(138)	30,185	30,572	(386)
Rent - Other	804	0	804	7,100	0	7,100
Utilities	803	452	351	7,368	4,969	2,399
Repairs & Maintenance	87	1,331	(1,244)	29,516	14,636	14,880
Telephone & Internet	3,269	718	2,550	12,246	7,902	4,344
Supplies	42	0	42	1,957	0	1,957
Supplies - Office	3,550	375	3,175	24,783	4,125	20,658
Supplies - Computer	0	0	0	32,265	3,500	28,765
Mail	0	417	(417)	20,919	4,583	16,336
Mail - USPS	0	0	0	831	0	831
Mail - Fedex/UPS	45	0	45	288	0	288
Taxes, Licenses, Fees	1,289	1,250	39	13,538	13,750	(212)
Credit Card Fees	0	0	0	260	0	260
Dues & Subscriptions	1,477	1,108	369	26,018	12,192	13,827
Insurance/Bonding	3,672	1,250	2,422	18,226	13,750	4,476
Associate Relations	0	350	(350)	7,371	3,850	3,521
Training/Seminars	0	692	(692)	5,600	7,608	(2,008)
Travel	0	283	(283)	2,865	3,117	(252)
Automobile Expenses	377	83	294	2,482	917	1,565
Meals & Meetings	512	333	178	7,948	3,667	4,282
Board Functions	2,208	4,000	(1,792)	33,703	44,000	(10,297)
Professional Fees	5,558	5,750	(192)	119,894	63,250	56,644
Professional Fees - Attourney	2,725	2,500	225	21,256	27,500	(6,244)
Professional Fees - Accountant	744	5,000	(4,256)	27,354	40,000	(12,646)
Equipment Support & Maintenance	4,624	2,917	1,707	23,548	32,083	(8,535)
Equipment Rental/Leasing	0	241	(241)	2,527	2,023	504
Depreciation	2,000	153	1,847	3,528	1,680	1,847
Non-NLTMC Marketing	2,200	0	2,200	2,985	0	2,985
In-Market/Tourism	0	0	0	12,636	0	12,636
Media/Collateral/Production	0	0	0	1,313	0	1,313
Allocated Administrative Overhead	(99,149)	0	(99,149)	(1,035,332)	0	(1,035,332)
Total Operating Expenses	(5,915)	84,782	(90,697)	148	920,469	(920,321)
Net Operating Income	5,971	(84,782)	90,752	0	(920,469)	920,469
Other Expense/<Income>						
Net Income	5,971	(84,782)	90,752	0	(920,469)	920,469



June 28, 2023

Tony Karwowski
President and CEO
NLTRA (DBA North Tahoe Community Alliance)
100 North Lake Blvd.
Tahoe City, CA 96145

Dear Tony,

On behalf of JVP Communications, I am delighted to extend public relations services to you for business community communications and other contract PR services as requested by the North Lake Tahoe Resort Association (DBA North Tahoe Community Alliance).

In the interest of maintaining a clear understanding of our working arrangement, this letter sets out the scope of work and terms of our agreement. Please read it carefully. If you have any questions, contact me at 530.448.6981 or by e-mail at jessica@jvpcommunications.com.

Otherwise, please sign this copy and return it to me for signature at jessica@jvpcommunications.com.

Thanks!
Jess

Jessica Weaver
Principal/Communications Consultant
JVP Communications

Letter of Agreement for Public Relations Services

This letter describes terms under which JVP Communications and affiliates (Consultant) will provide public relations services to the North Lake Tahoe Resort Association (DBA North Tahoe Community Alliance) (Client) and serves as the contract between the two parties.

1. DURATION

This agreement shall be in effect from July 1, 2023, through June 30, 2024, when the Consultant and Client will discuss extension or modification of the current services. If requested, a new plan and proposal will be submitted by Consultant, at the direction of the Client. If work continues and a new contract is not signed this agreement shall remain in effect. Any renewal shall be based upon written terms and conditions acceptable to both parties.

2. PURPOSE

The purpose of this agreement is to provide Client with professional expertise that will enable Client to communicate effectively with the public through news and other media to the betterment of its corporate image and products.

3. SCOPE OF SERVICES

Consultant will provide to Client public relations counsel and services, "Services", as an independent contractor and not as an employee or agent of the Client as follows:

ANNUAL RETAINER

- Ongoing proactive communications: writing, editing, curating partner content for inclusion and/or dissemination, PR materials development, interview prep, key message development, media outreach as requested
- Lead reactive communications as requested/needed
- PR strategy planning and support
- Editorial-style copywriting (visitor guide, op-eds, etc.)
- Video scripting, production support
- Coordination/collaboration with NTCA staff, board, partners and agencies, including through participation in weekly and/or monthly meetings or calls
- Idea generation and execution around TOT-TBID momentum building communications
- Attendance at meetings via Zoom (in person when requested)
- Crisis communications recommendations/response as required
- Additional communications assistance as requested by NTCA staff and/or board
- Monthly reporting + coverage tracking

HOUSING HUB

- On-call, as-needed communications support to be provided at the direction of NTCA Marketing Director and/or CEO or COO. Scope of services can mirror what is outlined in NTCA annual retainer.

4. PRICE

	Consultant shall be paid by Client for the Scope of Services as indicated in the checked box, below:
X	<p>Consultant will be retained for the Scope of Services in the amount of \$75,600.00 total and up to 480 hours of work (~10 hours per week, 40 hours per month) from July 1, 2023 through June 30, 2024. Payments shall be made in increments, billed at the end of each month and due within 30 days in the amount of \$6,300.00 per month.</p> <p>The Consultant will plan and lead the facilitation of communications to Client's business community, participate in meetings virtually and in person when requested, aid in and lead</p>

	Consultant shall be paid by Client for the Scope of Services as indicated in the checked box, below:
	<p>messaging development, as well as provide ongoing counsel, monthly reporting and client communications for the duration of the project.</p> <p>If the scope of the project should look to exceed its maximum, the Client will be informed and an additional project rate will be discussed with the Client and only be charged with prior written approval.</p>
X	<p>Consultant will be retained for on-call communications assistance related to the incubation of the Housing Hub. Support will be provided on an on-call, as-needed basis and billed at \$190.00 per hour. This work will be invoiced at the end of each month as a separate line item outside of the NTCA annual retainer but included on the same invoice.</p>

5. GENERAL DESCRIPTION OF TERMS USED IN SCOPE OF SERVICES:

Media Contact

Consultant shall establish and maintain effective contact with media and/or blogger key influencer representatives as determined with Client.

Writing

Consultant will write pitching materials and other communications for public distribution, as directed. Planning, research, strategic goal setting, branding maintenance, draft and revision are included.

Distribution

Media distribution lists, whether by mail or electronic means and research required to establish and maintain effective distribution. Press release distribution by third party vendors will be billed directly and paid for by the Client. Consultant will have these fees approved by the Client prior to incurring such expenses.

6. EXPENSES

Outside Expenses

Outside expenses, such as mileage and travel-related expenses (lodging, per diem meals), will be billed separately as needed on a monthly basis with prior Client approval.

7. SERVICES NOT COVERED

Payment to vendors, subcontractors and outside services necessary but tangential to performance of the Scope of Services and other project specific expenses not included in the Scope of Services are Client's expenses and not included in the Price. For example, excluded costs may be for outside vendors used for graphic design and video services, travel, online advertising buys, social media promoted posts, design changes to for social content use, media buys. Services not covered will also be charged a below industry standard of 10% fee.

All outside and excluded project related expenses shall be presented for approval by the Client prior to incurring the expense.

8. BILLING

Payment for the project shall commence July 1, 2023 and run monthly through June 30, 2024 in the amount of \$6,300.00 per month for work completed. Invoicing for outside and/or expenses not included in the Scope of Services shall be made no later than 15 days after Consultant is billed for such services.

Payment terms are net 30 days. A 1.5% per month service charge will be assessed for overdue amounts not paid after 30 days from the invoice date. Any balances more than 50 days past due will result in all work being stopped until all outstanding balances are paid in full.

An invoice for a fixed sum/single payment will be submitted within 30 days after completion of the services. Consultant also agrees that it will not exceed the project retainer without the advance written approval of the Client.

9. TERMINATION

This agreement may be voluntarily terminated without cause by either party upon no less than 30-day written notice. If this agreement is voluntarily terminated, Client agrees to pay all amounts for services performed up to the date the notice of termination is received. Consultant shall not have any right to payment or liability for terminated work under the Scope of Services.

10. CONSULTANT / CLIENT RELATIONSHIP

Consultant is an independent contractor and Consultant is not to be considered an agent or employee of Client for federal tax or other purposes and is not entitled to any of the benefits that the Client provides for its employees.

Consultant will provide the required services according to its own means and drawing upon its own expertise. It is understood that Client does not agree to use Consultant exclusively. Consultant expressly acknowledges that she is not entitled to workers' compensation benefits pursuant to this agreement and is responsible for all applicable taxes (including federal income taxes) on all sums paid pursuant to this Agreement.

11. APPLICABLE LAW

This agreement shall be governed for all purposes by the laws of the State of California.

12. DISPUTE RESOLUTION

If a dispute arises between the parties relating to this agreement, the parties agree to submit the dispute to arbitration under the rules of the American Arbitration Association. The prevailing party shall be entitled to recover its attorney fees, costs and expenses as part of the Award. Arbitration shall be conducted in Tahoe City, California, unless the parties agree in writing to conduct it in a different location.

13. LIABILITY

The Client agrees to indemnify and hold harmless Consultant from and against all losses, claims, expenses or liabilities which Consultant may incur based upon information, representations, reports or data furnished, prepared or approved by the Client that arise or result from Client's sole negligence or willful misconduct. Consultant agrees to indemnify and hold harmless Client from and against all losses, claims, expenses or liabilities based upon the work product furnished, prepared or approved by Consultant not derived from or produced as a result of the information provided by the Client.

14. CONFIDENTIALITY

In the course of performing the contracted services, Consultant may have access to confidential information. Consultant agrees not to use or disclose any information identified by the Client as

confidential, either on its face or by memorandum, to third parties that is not otherwise required by law, i.e. a subpoena.

15. SAVINGS

If any provision of this agreement is found to be illegal or unenforceable for any reason, such clause or provision may be severed or modified to the extent necessary to make this agreement legal and enforceable and the remainder of this agreement shall remain in full force and effect.

This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, personal representative, successors, and assigns.

Upon the expiration date of this agreement, if Consultant continues to perform services for the Client at the Client's written request, the terms and conditions of this agreement will continue until an extension or revised agreement is signed.

SIGNED BY:

CONSULTANT

Jessica Weaver
JVP Communications

DocuSigned by:
Jessica Weaver
By _____
32131861618D416...

6/28/2023

Date

CLIENT

Tony Karwowski, President and CEO
NLTRA (DBA North Tahoe Community Alliance)

By _____

Date



MEMORANDUM

Date: July 7th, 2023

TO: Board of Directors

FROM: Adam Wilson, COO

RE: The Amended and Restated 5-year TBID Agreement with Placer County

Action

The Board approves the Amended and Restated Agreement in substantially the form presented, subject to any non-substantive changes or additions approved by the CEO and Counsel and as are stated in the fully executed Agreement.

Background

On September 9th, 2021, NLTRA and Placer County entered into an agreement commonly referred to as the 5-year TBID agreement that outlined, among other things, the reallocation of TOT funds that had been previously contracted to the NLTRA for tourism development activities and associated costs to dedicated TOT funds for workforce housing and transportation projects in eastern Placer County. It further spelled out the formation of the new TOT committee and the ongoing co-convening of the CAP committee as advisory groups on the spending on those specific TOT dollars in alignment with programs and projects consistent with policies and programs contained in the Housing Element, the Placer County Housing Work Plan, the TART Systems Plan, the Tourism Master Plan, Transportation Demand Management, the Placer County Transportation Planning Agency's Regional Transportation Plan and the Tahoe Regional Planning Agency's Regional Transportation Plan.

NTCA and the County seek to amend and restate the original 5-year TBID agreement to align better the administration and oversight of the TOT and CAP Committees under the NTCA, creating efficiencies and facilitating a long-range and comprehensive community-led vision for the needs within the North Lake Tahoe area into the future.

The Amended and Restated Agreement will be made available upon completion of counsel's review prior to Wednesday's board meeting for your review.

Fiscal Impact

All fiscal aspects of the agreement align with the original approved agreement and are restated in this agreement.



FY22-23 Communications Update

July 12, 2023 | Prepared by Jess Weaver, JVP Communications



OVERVIEW

The organization's shift in focus from destination marketing to destination stewardship and management requires the ongoing re-education of residents, businesses and visitors about the organization's efforts and role.

There is not one specific effort or campaign that will get all audiences and stakeholders on the same page. Communications have and will continue to need to be ongoing to reinforce understanding of the NTCA's redefined mission and current efforts.

RESULTS



News
Coverage

186

Total Story Placements

723,098,716

Audience Reach / Impressions

\$6,701,025.76

Advertising Equivalency



2022-23 NTCA earned media
placements

323%

YOY increase

2022-23 NTCA earned media
audience reach + AVE

4,183%

YOY increase

CEO NEWS

Continued monthly CEO newsletter to maintain a regular cadence of communications directly with NTCA stakeholder groups.

43%

average open rate

(+11% from industry average)

4,187

subscribers

Added “partner
spotlight”





PROACTIVE COMMUNICATIONS

The following initiatives have been leveraged to share news about the NTCA's mission, focus and results with the community and various stakeholder groups:

- Media Interviews
- Recorded interviews with 101.5 KTKE Truckee Tahoe Radio
- Op-eds in local/regional outlets highlighting progress on key topics including housing, transportation and tourism mitigation
- Monthly CEO newsletter

COLLABS

The NTCA has proactively coordinated communications efforts with various stakeholders on topics that impact residents, businesses and visitors, including:

- Development of 2022-23 snow impact messaging
- Bi-weekly communications planning with Placer County staff
- Participation in monthly Destination Stewardship PIO comms update calls



PRESS RELEASES

Q1 (July - September 2022)

North Lake Tahoe Tourism Business Improvement District committees award over \$90,000 in grants for community projects (July 2022)

North Lake Tahoe Independence Day drone shows postponed (July 2022)

North Lake Tahoe to celebrate Labor Day weekend with drone light shows (Aug 2022)

Q2 (October - December 2022)

North Lake Tahoe's annual application for \$50,000 in special events marketing funds is now open (Oct 2022)

New members welcomed to North Lake Tahoe Resort Association board of directors (Nov 2022)

North Lake Tahoe TBID funds local business associations (Dec 2022)

North Lake Tahoe Resort Association awards over \$250,000 for 2023 events (Dec 2022)

PRESS RELEASES

Q3 (January - March 2023)

Over \$5M in TOT and TBID funds reinvested in North Lake Tahoe in 2022 (Jan 2023)

North Tahoe Community Alliance launches with new purpose (Feb 2023)

Adam Wilson named Chief Operating Officer of the NTCA (Feb 2023)

Q4 (April - June 2023)

NTCA to host 66th annual Community Awards Dinner (April 2023)

Local business leaders elected to NTCA board of directors (April 2023)

NTCA awards \$515,000 for 2023 events (April 2023)

NTCA launches community vitality and economic health investment program (May 2023)

North Lake Tahoe Businesses and Residents Celebrated at 66th Annual Community Awards Dinner (June 2023)



TOP MEDIA PLACEMENTS



North Lake Tahoe Resort Association awards over \$250,000 for 2023 events



Fodor's said not to go to Tahoe. Now the bustling ski destination is pushing back



Tahoe drone show back on after July 4 cancellation

More than 100 drones will take part in the show



A drone show in North Lake Tahoe (KQLD)
By Karen Olsen
Published: Aug. 17, 2022 at 11:05 AM PDT



Tahoe gears up to fight a tourism triple threat: Traffic, trash and high housing costs

BY KIMBERLY LARSEN
UPDATED: 2:12 PM PDT



People flock to the shores of Lake Tahoe at Camp Martindale on a hot Saturday in July 2012 in South Lake Tahoe. The image captures Lake Tahoe's beautiful shoreline and the vibrant atmosphere of the region. The lake is surrounded by lush greenery and mountains, creating a stunning backdrop for the beach scene. People are seen enjoying the water and sun, with many umbrellas and beach chairs scattered along the shore. The overall mood is one of relaxation and outdoor recreation.



It's dumping knowledge

North Tahoe Community Alliance Awards \$515,000 for 2023 Events

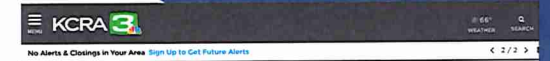
SnowBrains | April 12, 2023

Share this article



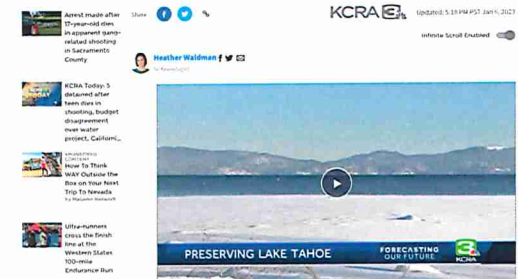
North Lake Tahoe. Photo Credit: Calen Canice

Event partnership and sponsorship funding support events that bring the character and spirit of North Lake Tahoe to life



Tahoe tourism: How scientists and travel groups are working together protect the lake

The Lake Tahoe region's economy is built on tourism. But with more visitors come visitor-related concerns for the environment.



North Tahoe Community Alliance launches with new purpose

NEWS RELEASE FROM NTCA





LOOKING AHEAD:

2023-24 Planned Communications

FOCUS OF EFFORTS

- Continue to “show and tell” about the projects and initiatives that TBID and TOT funds support
- Leverage NTCA’s owned channels, earned media, social media, and paid media opportunities for storytelling
- Contribute op-eds to local and regional news media
- Use video and photos whenever possible
- Continue to collaborate closely with Placer County re: communications

UPCOMING NEWS

- NTCA website launch
- TOT-TBID Dollars at Work updates (July 2023)
- Housing Hub incubation (July 2023)
- Launch of annual grant funding (Fall 2023)

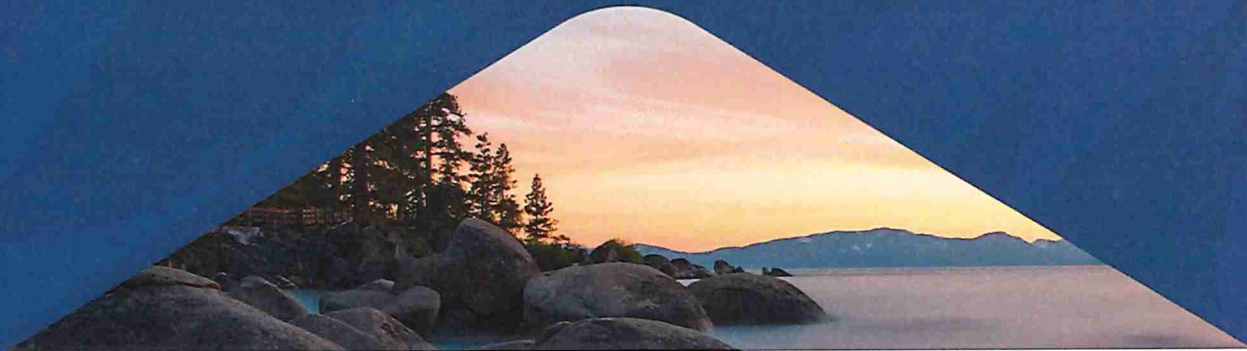


OTHER PROACTIVE EFFORTS

- Op-eds
- Local/regional advertising
- KTKE interviews
- Videos highlighting initiatives supported by TOT-TBID



THANK YOU!





Stewardship Marketing Plan **2023-2024**

JUNE 30, 2023 | PRESENTED BY KIRSTIN GUINN



Objectives

- Promote sustainable tourism practices.
- Support regional events and highlight local businesses.
- Align placements and flight media with peak in-market visitation (i.e., holidays, weather, events, summer, winter, etc.).
- Utilize learnings from past creative performance on paid and organic channels to inform tactic selection

CREATIVE STRATEGIES

- Refresh campaign creative to align with the new NTCA brand.
- Emphasize "right here" messaging into media placements.
- Provide suggestions around real sustainable actions people can take while in market.
- Gather new imagery and video footage to develop videos and support campaign placements.
- Drive traffic to a new landing page to speak to sustainable efforts.

PAID CAMPAIGN OVERVIEW

- **Timing**
9/1/2023-8/31/2024
- **Media Budget**
\$46,000
- **Target**
Locals, nearby locals (South Lake Tahoe, Reno, Carson City, Truckee), visitors in-market within a 50 mi radius
- **Media Goals**
Awareness (Reach)
Traffic (CTR, site traffic)

TACTICAL STRATEGIES

Paid Social

Prioritize to reach users where they are spending the most time online posting about their trip and searching for local inspiration.

Programmatic Display

Use targeting capabilities to support awareness of NTCA's initiatives as well as retarget users from Paid Social. Use very narrow targeting for specific "crowd traffic" campaigns depending on seasonality. Leverage the capability to target specific websites and apps that will help the brand show on specific content related to trails, hiking and outdoors.

Paid Search (New Tactic)

Promote peak seasons with itinerary landing pages that will drive in-market messaging by highlighting sustainability.

YouTube Shorts (New Tactic)

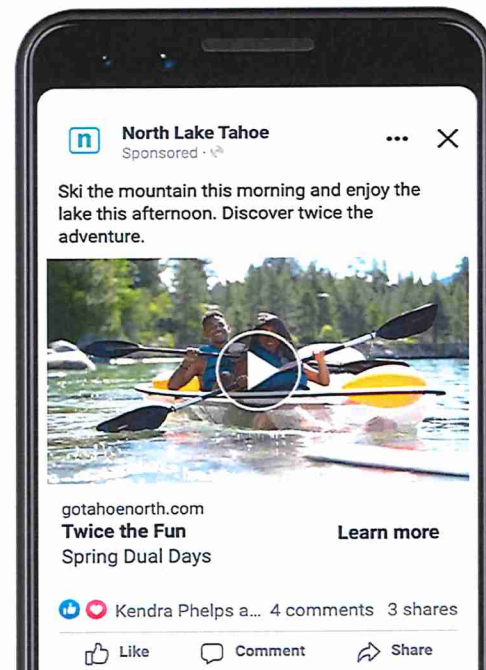
Share educational and engaging messaging to in-market consumers on best practice when traveling Lake Tahoe.

Paid Social

Utilize an "always on" model with planned media spikes throughout the year. This tactic will focus on core target audiences, including retargeting and lookalike efforts to increase awareness. Unique monthly messages will be created in order to stay as relevant as possible throughout seasons.

Target Specifics

- 50 mile around North Lake Tahoe
- People living, recently in or traveling in this location
- Age: 21-65+
- Interests: Outdoors and Travel, Frequent Travelers



Paid Search

Paid search is the best channel to capture users in the moment they're researching activities in the destination. Ads will take users to specific seasonal landing pages to guide users to recommended activities and things to do.

Target Location

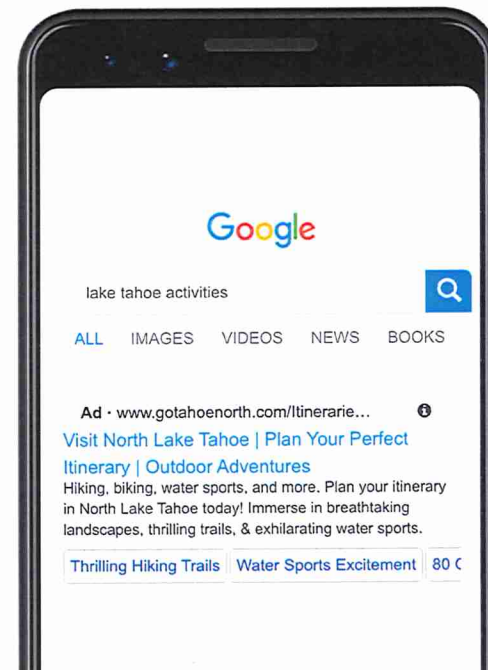
10 miles around North Lake Tahoe

Sample Keywords

“What to do in lake tahoe”

“North lake tahoe itinerary”

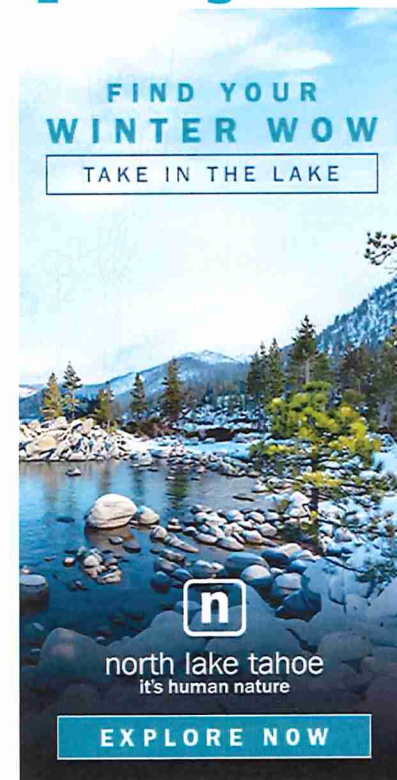
“North lake tahoe itinerary summer”



Programmatic Display

Use targeting capabilities of this tactic to support awareness of initiatives as well as retarget users from Paid Social. Ads will run on sites that align with seasonal outdoor interests like hiking, trails, biking and winter sports. High Impact creative is recommended as it will generate higher engagement overall and increase CTR.

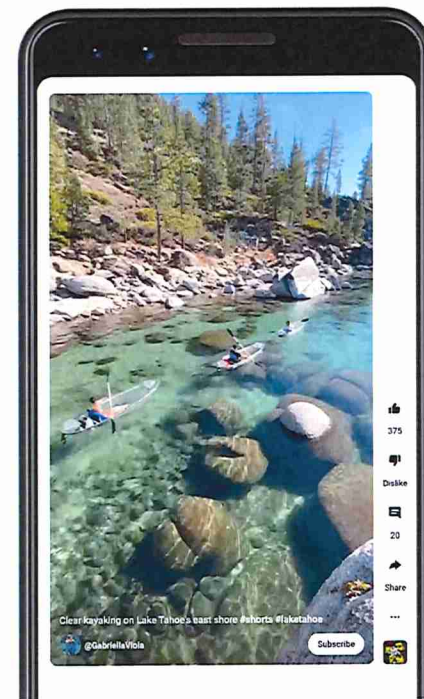
Target Location: Crowd Traffic



YouTube Shorts

YouTube is the second largest search engine only after Google. The high traffic volume along with the low CPC makes YouTube an ideal platform to showcase North Lake Tahoe in a visual environment.

The shorts placement will allow NTCA to reach users on mobile devices scrolling for entertaining and educational content through short form video.



CAMPAIGN FLIGHTING

Paid media efforts will ramp up during peak time periods providing higher foot traffic in-market:

- Winter season: December 1 - February 30
- Summer season + Holidays: May 1 - early September

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
DIGITAL MEDIA												
Paid Social												
Display												
Search												
YouTube Shorts												

BUDGET OVERVIEW

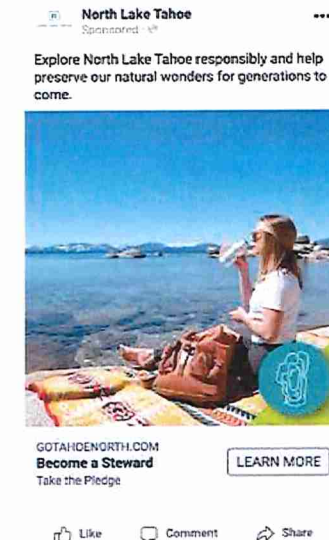
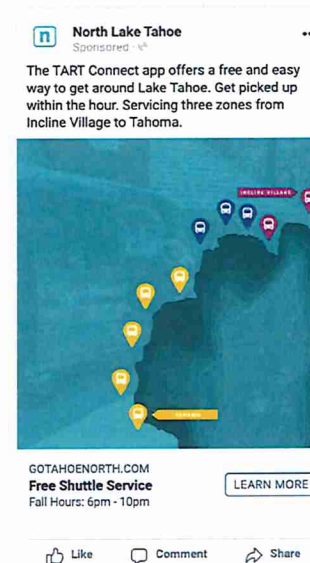
	Budget	Percentage
Monthly Management		
Account Management	\$ 10,000.00	13%
Digital Media Management	\$ 8,000.00	10%
Campaign Development		
Creative Production	\$ 16,000.00	20%
Hard Costs		
Paid Media - Digital	\$ 46,000.00	58%
Total	\$ 80,000.00	100%



Co-Op Support

Co-Op Support

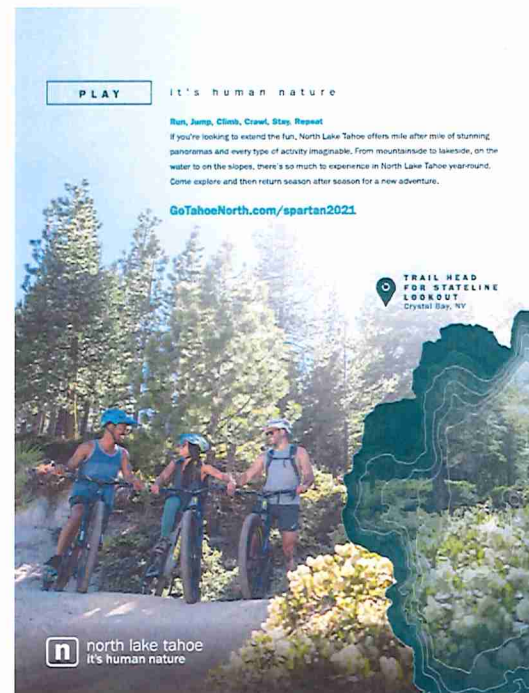
- Paid social media specific to in-market sustainability placements throughout the year.
 - TART Connect
 - Traveler Responsibility Pledge
- Creative development for collateral and ad assets.



Co-Op Support

Developing creative assets and completing organic promotion (blogs, newsletters, social media) for various events:

- Summer Music Series
- WinterWonderGrass
- Made in Tahoe





Thank you!

