

Executive Summary

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1302 Units ("DestiMetrics Census**") and 40.32% of 3229 total units in the North Lake Tahoe destination ("Destination Census**")

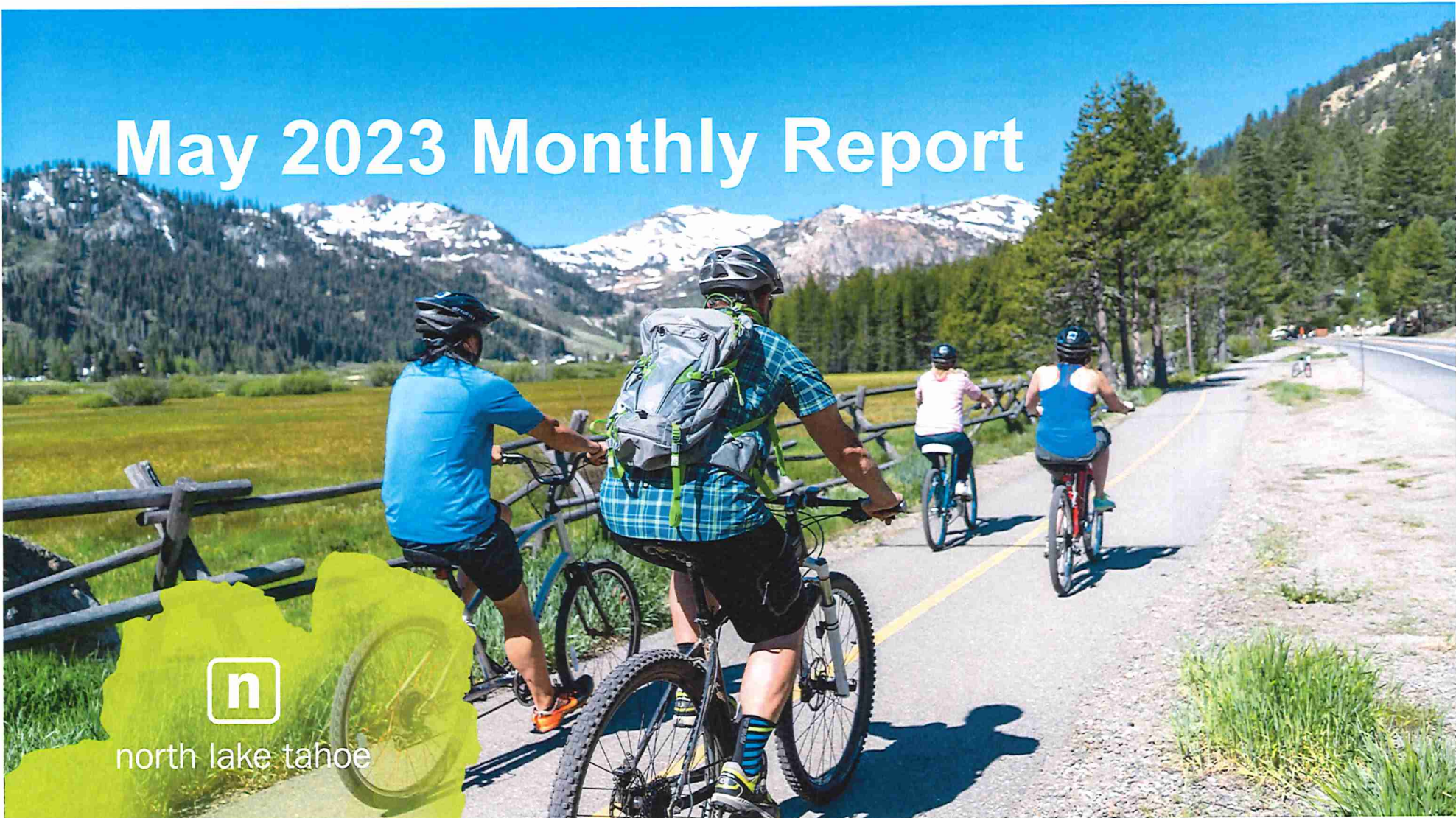
Last Month Performance: Current YTD vs. Previous YTD		2023	2022	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Jun) changed by (-12.1%)	Occupancy (Jun) :	53.0%	60.3%	-12.1%
North Lake Tahoe ADR for last month (Jun) changed by (-4.3%)	ADR (Jun) :	\$ 446	\$ 466	-4.3%
North Lake Tahoe RevPAR for last month (Jun) changed by (-15.9%)	RevPAR (Jun) :	\$ 237	\$ 281	-15.9%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Jul) changed by (-5.4%)	Occupancy (Jul) :	58.4%	61.7%	-5.4%
North Lake Tahoe ADR for next month (Jul) changed by (-1.3%)	ADR (Jul) :	\$ 545	\$ 552	-1.3%
North Lake Tahoe RevPAR for next month (Jul) changed by (-6.6%)	RevPAR (Jul) :	\$ 318	\$ 341	-6.6%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-4.6%)	Occupancy	51.8%	54.3%	-4.6%
North Lake Tahoe ADR for the past 6 months changed by (2.4%)	ADR	\$ 379	\$ 370	2.4%
North Lake Tahoe RevPAR for the past 6 months changed by (-2.2%)	RevPAR	\$ 197	\$ 201	-2.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-3.6%)	Occupancy	27.2%	28.2%	-3.6%
North Lake Tahoe ADR for the future 6 months changed by (2.1%)	ADR	\$ 453	\$ 444	2.1%
North Lake Tahoe RevPAR for the future 6 months changed by (-1.6%)	RevPAR	\$ 123	\$ 125	-1.6%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jun 30, 2023 vs. Previous Year				
Rooms Booked during last month (Jun,23) compared to Rooms Booked during the same period last year (Jun,22) for all arrival dates has changed by (6.8%)	Booking Pace (Jun)	4.2%	3.9%	6.8%

* Inntopia Census: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. ** Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

May 2023 Monthly Report



north lake tahoe



Executive Summary – Consumer Spring Campaign

- Spring 2023 ran media in LA, Phoenix, Dallas and Austin. Overall, cost per conversion dropped from \$21 in May 2022 to \$2 in May 2023. This is likely a result of channel additions such as Google Max and a continuing increase in travel since COVID.
 - The National Paid Search campaign earned the highest CTRs across the channels, followed by Weekend Sherpa and Facebook Video. Other top performing CTR channels included Facebook, Instagram Stories, TikTok and Performance Max.
 - Video ads were more likely to be clicked while TOS conversions cost less on static ads. The static and video complemented each other strategically to move audiences through the funnel.
 - The social audiences of Millennial Megan and Boomer Ben held the highest CTRs around 1.09% (industry average is 0.9%). The Sustainability followed with the third highest CTR (1.05%) and the Jones Family had the lowest CTR at (0.78%). In terms of conversions, High Value and Millennial audiences were the most valuable, with Boomer Ben have the fewest conversions.
- Spring wrapped up Winter's native direct campaign with *Outside Magazine* and launched the Spring/Summer native direct campaign with Wide Open Spaces.



Executive Summary

- May spent roughly \$2,600 more than April and ran 290K more impressions due to tradeshow geofencing. Overall, the CTR ranked 0.36% lower than April, but earned 51 more TOS conversions than last month.
 - Meetings earned 2,845 total clicks, 13% more than last month's 2,518 clicks. YouTube Video again saw a jump from 30 conversions in April to 77 in May.
 - Comparing general Display ads to Geofenced Tradeshow ads, the Connect Conference ads served over 60K impressions in May. Overall campaign CTR ran 0.18% lower than standard Display. However, the Connect show ads earned 100% of display conversions.
- LinkedIn showed a spike in CTRs since last month for both static and video ads. Video ads especially saw a jump in engagement.
- Video completion rates ran at a 0.55% completion rate, 0.19% higher than last month's rate. Total impressions served on video increased by 21K impressions and conversions bumped by 71%, dropping cost per conversion by \$2.81.



Executive Summary

- In May, the website had 95K users which represents a 66.78% increase YoY. Paid Search brought in the most traffic with 45% of the total audience, followed by Organic Search with 27%.
- The average session duration was 0:51 (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. Pages that users spent the most time on included Road Conditions and Visitor Guides at nearly 4:00 per session on both pages. New users increased represented 84.3% of the total traffic.
- The Planners and Guides page (due to the 23/24 Visitor Guide) was the top driver of traffic followed by the the home page. Other real-time pages like Webcams and Road Conditions were high on the list this month.
- During May, mobile speed was optimized resulting in a speed increase, going from 30 to 74 according to Google's measuring tools.



Executive Summary

- One blog was updated this month featuring summer events content. The blog was really successful in driving traffic to the website with nearly 1,500 pageviews.
- One newsletter was deployed yielding a high open rate of 31.2% (industry average is 16%) and really high CTR of 3.7% (industry average is 1.8%)
- CrowdRiff site gallery engagement metrics decreased this month. Top performing content shifted from snow imagery to lake activity imagery.



Executive Summary

- In May, 14 clips were secured with 934M estimated digital monthly visits and 728K estimated digital coverage views.
- Pitching efforts focused on staycations, lodging, events, fishing, family-friendly destinations, camping, summer mountain activities, beaches, dog-friendly destinations, Father's Day, the outdoors, spas, luxury, Tahoe Bike Month, 4th of July and where retirees should visit.
- Media that was hosted included Danny Mangin with *Fodor's 2024 Travel Guide*, Scott Laird with *Fodor's* and *Travel + Leisure* and Karon Warren with *USA Today*, *10Best* and *Best Life*.
- Augustine attended the Visit California LA Media Mission and made numerous connections with top-tier journalists.



May Executive Summary – Organic Social Media

- Social content focused on warmer temperatures in the region with spring ending and summer beginning.
- There were 1.9M impressions and 17K post clicks.
- Social pages overall saw an engagement rate of 3.7% (industry average engagement is 0.9%).
- Custom video content generated over 48K impressions.
- CA Now Story content generated over 77K Google Impressions.
 - The [Best Ski and Snowboard Locations in North Lake Tahoe, CA](#) continues to perform extremely well across Google generating 68K impressions in May alone.





Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

May 2023



U.S. DOMESTIC INDUSTRY & RNO OVERVIEW MAY 2023

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights:	Up 2.1% vs. May 2022, down 11.7% vs. May 2019
Capacity of Seats:	Up 8.3% vs. May 2022, down 0.3% vs. May 2019
Crude Oil Average:	\$71.58 per barrel in May 2023 \$109.55 per barrel in May 2022

RNO Overview for May 2023 vs. May 2022

Total Passengers:	Up 4.7%
Avg. Enplaned Load Factor:	80.2%, down 0.1 pts.
Departures:	Down 2.5%
Departing Seats:	Up 5.7%
Cargo Volume:	Down 17.1%

RNO Overview for May 2023 vs. May 2019

Total Passengers:	Up 4.1%
Avg. Enplaned Load Factor:	Up 5.9 pts.
Departures:	Down 18.0%
Departing Seats:	Down 3.3%

*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.*

MAY 2023 SUMMARY

Reno-Tahoe International Airport (RNO) served 368,930 passengers in May 2023, an increase of 4.7% versus the same period last year.

In May 2023, RNO was served by 10 airlines to 17 non-stop destinations. The total seat capacity increased 5.7% and flights decreased 2.5% when compared to May 2022.

RNO handled 9,094,192 pounds of air cargo in May 2023, a decrease of 17.1% when compared to May 2022.

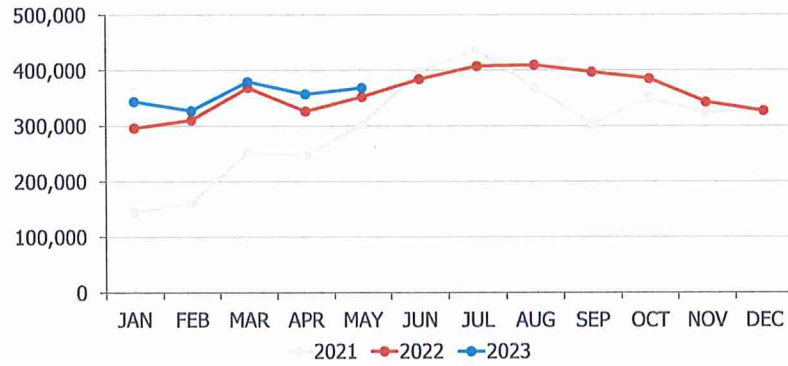
JSX Public Charters

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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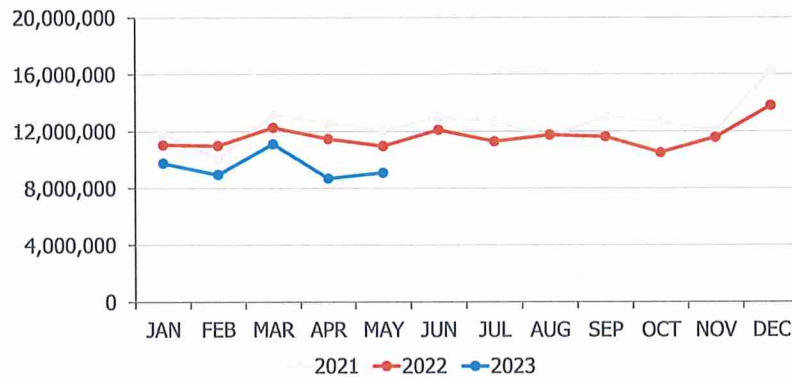


Passengers



Total Passengers			
	May-23	May-22	Difference
aha!	0	4,153	
Alaska/Horizon	27,809	32,548	-14.6%
Allegiant Air	2,108	5,146	-59.0%
American	61,430	54,290	13.2%
Delta	37,099	34,968	6.1%
Frontier	0	3,762	
JetBlue	5,222	9,061	-42.4%
Southwest	163,033	147,690	10.4%
Spirit	16,794	0	
Sun Country	3,135	0	
United	46,563	54,495	-14.6%
Volaris	5,737	4,202	36.5%

Cargo

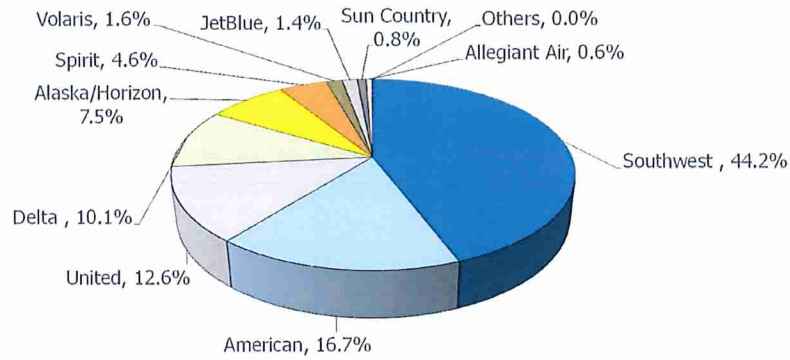


In May 2023, DHL cargo volume was down 6.0%, FedEx was down 18.7% and UPS was down 17.7% when compared to May 2022.

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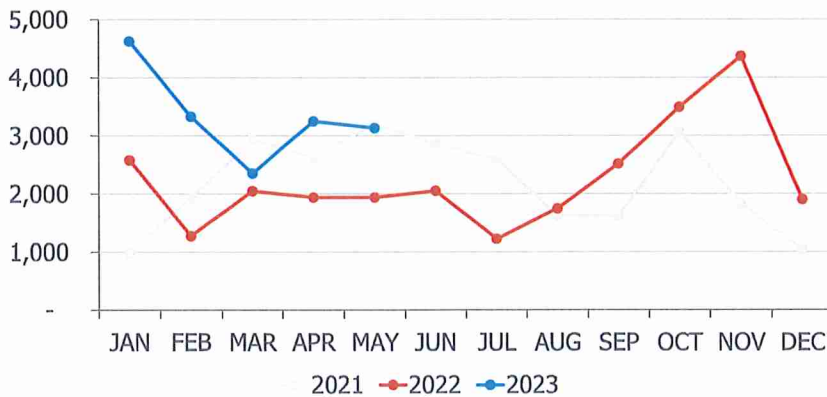


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	May-23	May-22	YOY Change
aha!	n/a	1.2%	n/a
Alaska/Horizon	7.5%	9.2%	(1.7)
Allegiant Air	0.6%	1.5%	(0.9)
American	16.7%	15.4%	1.2
Delta	10.1%	9.9%	0.1
Frontier	n/a	1.1%	n/a
JetBlue	1.4%	2.6%	(1.2)
Southwest	44.2%	41.9%	2.3
Spirit	4.6%	n/a	n/a
Sun Country	0.8%	n/a	n/a
United	12.6%	15.5%	(2.8)
Volaris	1.6%	1.2%	0.4
Others	0.0%	0.6%	(0.6)

TOTAL CHARTER PASSENGERS

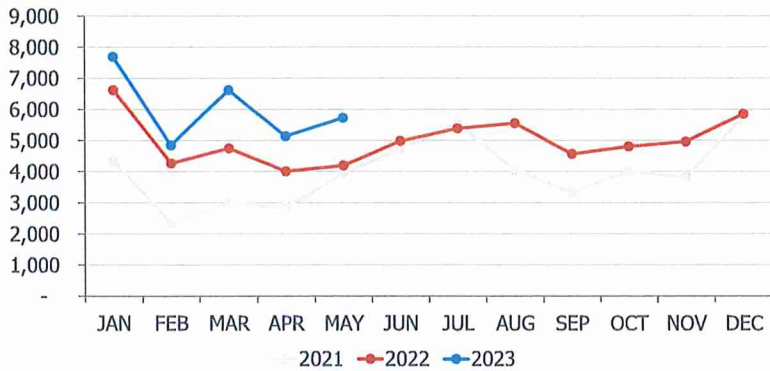


In May 2023, RNO served 3,135 passengers on charter flights, an increase of 61.6% when compared to May 2022.

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TOTAL INTERNATIONAL PASSENGERS



In May 2023, RNO served 5,737 international passengers, an increase of 36.5% when compared to May 2022.

AVERAGE ENPLANED LOAD FACTOR

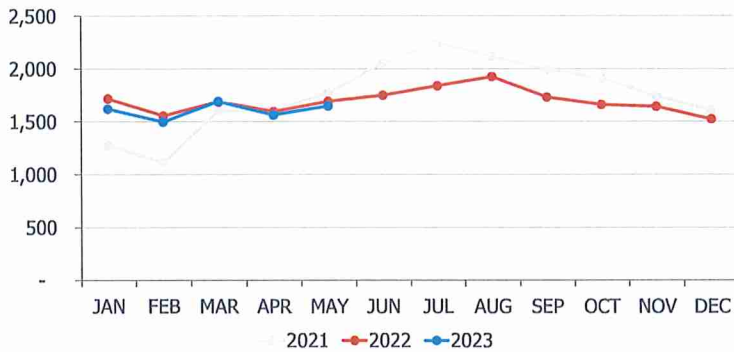


In May 2023, RNO's average enplaned load factor was 80.2%, a decrease of 0.1 pts. versus May 2022.



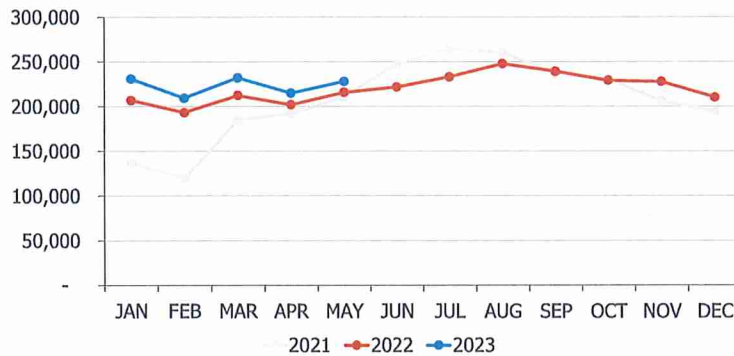
The red horizontal line on the left represents RNO's average enplaned load factor.

DEPARTURES



In May 2023, RNO handled 1,652 departures, a decrease of 2.5% when compared to May 2022.

DEPARTING SEATS



In May 2023, RNO offered 228,346 departing seats, an increase of 5.7% when compared to May 2022.

TOTAL OPERATIONS



A total of 9,110 operations were handled at RNO in May 2023, an increase of 8.1% when compared to May 2022. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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July 2023 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Austin	American	26	Daily. No flight on Sat
Burbank	Southwest	31	Daily
Chicago-O'Hare	United	28	Daily, no flight on Jul 2, 3, 4
Dallas-Love	Southwest	8	Sat and Sun only. No flight on Jul 2
Dallas/Fort Worth	American	104	Three to four daily
Denver	Southwest	88	Three flights a day. Two on Sat
	United	133	Three to five daily
Guadalajara	Volaris	21	Five weekly flights, Mon - Fri
Houston-Intercontinental	United	10	Sat and Sun only
Las Vegas	Allegiant	9	Twice weekly. Thu and Sun
	Southwest	302	11 daily Mon-Fri, six to seven on weekends
	Spirit	62	Twice daily
Long Beach	Southwest	60	Twice daily. Once on Sat
Los Angeles	Alaska	18	Four weekly, Mon, Thu, Fri, Sun
	Delta	92	Three daily
	JetBlue	31	Daily
	Southwest	52	Twice daily. Once on Sat and Sun
	United	62	Twice daily
Minneapolis/St. Paul	Delta	13	Three weekly. Tue, Fri and Sun
	Sun Country	9	Twice weekly. Thu and Sun
New York-JFK	JetBlue	31	Daily
Oakland	Southwest	52	Twice daily. Once on Sat and Sun
Phoenix	American	113	Four daily. Three on Tue
	Southwest	67	Twice daily. Three on Sun
Portland	Alaska	75	Three daily. Twice on Mon, Tue, Wed, Sat
Salt Lake City	Delta	93	Three daily
San Diego	Southwest	65	Twice daily
San Francisco	United	123	Four daily
San Jose	Southwest	26	Daily. No flights on Sat
Seattle	Alaska	106	Four daily. Three daily on Tue, Wed, Sat, Sun
	Multiple airlines		

6.27.2023

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Total Passengers May-23						
	Passengers		% Diff.	Passengers		YOY % Diff.
	2021	2022		2023		
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%	368,930	4.7%	
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		1,655,367		1,779,419	7.5%	

Total Enplaned Passengers May-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	183,112	4.9%
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		827,137	888,863	7.5%

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	185,818	4.5%
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		828,230	890,556	7.5%

Total Cargo Volume in Pounds May-23						
	2021	2022	% Diff.	2023		YOY % Diff.
	Cargo in Pounds			Pounds	Metric Tons	
JAN	11,805,228	11,052,383	-6.4%	9,768,668	4,430	-11.6%
FEB	10,068,001	10,991,076	9.2%	8,963,956	4,065	-18.4%
MAR	13,204,912	12,265,793	-7.1%	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%	9,094,192	4,124	-17.1%
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		56,746,622		47,655,657	21,613	-16.0%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	May-23	May-22	Diff.
aha!	0	n/a	40.4%	n/a
Alaska/Horizon	14,548	84.1%	79.7%	4.4
Allegiant Air	1,079	84.4%	86.2%	-1.8
American	29,965	88.7%	85.8%	2.9
Delta	18,199	88.7%	92.4%	-3.6
Frontier	0	n/a	69.1%	n/a
JetBlue	2,637	60.3%	73.6%	-13.3
Southwest	81,190	75.6%	76.9%	-1.3
Spirit	8,332	77.6%	n/a	n/a
Sun Country	1,499	53.7%	n/a	n/a
United	23,141	89.0%	89.2%	-0.2
Volaris	2,522	61.3%	59.3%	2.0

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north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center Visitor Report: May 2023

VISITORS SERVED:

Apr 2023

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

May 2022

Total TC & KB Walk-ins 3,358
Total Phone Calls: 202
3,560

may2023

Total TC&KB Walk-ins: 4,881
Total Phone Calls: 408
5,289

REFERRALS GIVEN TO VISITORS:

Restaurants 467	Lodging 36	Historic / Museum 197	Events 99
Tours 20	Surrounding Towns (SLT / Truckee) 124	Retail 77	Transportation 42
Services –Weather, bathroom, Road conditions etc 908	Activities Mountain / Trails 624	Activities / Lake 372	Maps / Directions 1000

TOTAL 3,966 = 128 referrals per day

May Highlights

- Year to Date: Visitor Center, Kings Beach, Events and Farmers market increased business and activity referrals 25% over 21/22
- Our department (The Visitor Center, KB and Event) referrals averaged 106/day YTD
- Visitor Center visitors up 25% 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 86% over last year.
- We provided services on calls to our center that include road conditions, snow conditions, lodging and hiking suggestions
- Hosted 2 organization mtgs in conference room
- Continued planning for VIC pivot to Discovery center
- Organized VIC annual Education Field Trip: Lodging tour (Mourelatos) Team Building Activity (Waterman's Outrigger), Educational (TERC)
- Attended Event: Made at Tahoe
- Started attending Farmers Market with Sustainability message a priority

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

May 31, 2023

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 06/19/23
 Accrual Basis

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
 As of May 31, 2023

	May 31, 23	May 31, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	433,374.75	261,331.18	172,043.57	65.8%
Total Checking/Savings	433,374.75	261,331.18	172,043.57	65.8%
Accounts Receivable				
1200-00 · Accounts Receivable	3,551.34	219,399.89	-215,848.55	-98.4%
Total Accounts Receivable	3,551.34	219,399.89	-215,848.55	-98.4%
Other Current Assets				
1350-00 · Security Deposits	100.00	100.00	0.00	0.0%
Total Other Current Assets	100.00	100.00	0.00	0.0%
Total Current Assets	437,026.09	480,831.07	-43,804.98	-9.1%
Other Assets				
1400-00 · Prepaid Expenses	24,123.50	29,642.67	-5,519.17	-18.6%
Total Other Assets	24,123.50	29,642.67	-5,519.17	-18.6%
TOTAL ASSETS	461,149.59	510,473.74	-49,324.15	-9.7%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	234,733.90	126,759.92	107,973.98	85.2%
Total Accounts Payable	234,733.90	126,759.92	107,973.98	85.2%
Total Current Liabilities	234,733.90	126,759.92	107,973.98	85.2%
Total Liabilities	234,733.90	126,759.92	107,973.98	85.2%
Equity				
32000 · Unrestricted Net Assets	86,764.32	192,668.73	-105,904.41	-55.0%
Net Income	139,651.37	191,045.09	-51,393.72	-26.9%
Total Equity	226,415.69	383,713.82	-157,298.13	-41.0%
TOTAL LIABILITIES & EQUITY	461,149.59	510,473.74	-49,324.15	-9.7%

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06/19/23

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of May 31, 2023

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	0.00	999.00	999.00
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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06/19/23

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Agency	0.00	62,710.25	0.00	0.00	0.00	62,710.25
iDSS Global, LLC.	2,500.00	0.00	0.00	0.00	0.00	2,500.00
MAHK Advertising	125,620.87	0.00	0.00	0.00	0.00	125,620.87
Travel North Tahoe Nevada	43,902.78	0.00	0.00	0.00	0.00	43,902.78
TOTAL	<u>172,023.65</u>	<u>62,710.25</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>234,733.90</u>

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 Accrual Basis

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

	May 23	May 22	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	91,166.00	57,670.00	33,496.00	58.1%
4001-00 · NLTRA Funding	13,994.00	55,960.33	-41,966.33	-75.0%
4004-00 · IVCBVB Entertainment	500.00	0.00	500.00	100.0%
Total Income	105,660.00	113,630.33	-7,970.33	-7.0%
Gross Profit	105,660.00	113,630.33	-7,970.33	-7.0%
Expense				
5000-00 · CONSUMER MARKETING				
5002-00 · Consumer Print	21,650.00	0.00	21,650.00	100.0%
5002-01 · Native Display	20,276.67	3,872.52	16,404.15	423.6%
5004-00 · Trip Advisor	5,618.77	6,253.75	-634.98	-10.2%
5005-00 · Paid Social	16,277.06	15,159.83	1,117.23	7.4%
5005-01 · Digital Display / Retargeting	15,668.02	9,612.16	6,055.86	63.0%
5007-00 · Creative Production				
5007-01 · Creative Production	20,209.07	28,678.83	-8,469.76	-29.5%
5007-03 · Photo/Video Creative	7,656.70	7,376.70	280.00	3.8%
5007-00 · Creative Production - Other	203.76	127.50	76.26	59.8%
Total 5007-00 · Creative Production	28,069.53	36,183.03	-8,113.50	-22.4%
5010-00 · Account Strategy & Management	8,500.00	7,000.00	1,500.00	21.4%
5018-00 · Media Commission	13,545.32	8,242.49	5,302.83	64.3%
5018-01 · Digital Ad Serving	323.65	223.65	100.00	44.7%
5020-00 · Search Engine Marketing	15,586.63	7,254.06	8,332.57	114.9%
5022-00 · Email	5,000.01	4,999.70	0.31	0.0%
Total 5000-00 · CONSUMER MARKETING	150,515.66	98,801.19	51,714.47	52.3%
5016-00 · CDE - Website Programs	17,340.98	0.00	17,340.98	100.0%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	480.00	0.00	480.00	100.0%
5111-00 · FAMS - Domestic	189.17	0.00	189.17	100.0%
5112-00 · Training / Sales Calls	2,651.47	0.00	2,651.47	100.0%
5113-00 · Additional Opportunities	1,935.45	4,000.00	-2,064.55	-51.6%
5120-00 · Domestic - Trade Shows	649.00	0.00	649.00	100.0%
5131-00 · FAMS -Intl - Travel Trade	5,011.37	0.00	5,011.37	100.0%
5133-00 · Ski-Tops	1,800.00	0.00	1,800.00	100.0%
5143-00 · Mountain Travel Symposium	345.06	0.00	345.06	100.0%
5144-00 · IPW - POW WOW	5,465.00	0.00	5,465.00	100.0%
5145-00 · TIA Annual Dues	0.00	218.75	-218.75	-100.0%
5154-00 · Canada	2,500.00	0.00	2,500.00	100.0%
5157-00 · International Efforts	8,368.45	0.00	8,368.45	100.0%
Total 5110-00 · LEISURE SALES	29,394.97	4,218.75	25,176.22	596.8%

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Accrual Basis

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

May 2023

	May 23	May 22	\$ Change	% Change
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	2,422.95	450.00	1,972.95	438.4%
5204-00 · Media Mission(s)	741.59	0.00	741.59	100.0%
5206-00 · Digital Buy/ Social Media Boost	950.00	800.00	150.00	18.8%
5207-00 · Content Campaigns/Tools-My Emma	1,130.00	265.00	865.00	326.4%
5208-00 · International Travel Media FAMS	690.00	0.00	690.00	100.0%
5209-00 · Domestic Travel Media FAMS	3,366.86	0.00	3,366.86	100.0%
5210-00 · Content Dev - Newsletters	1,700.00	1,740.00	-40.00	-2.3%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5216-00 · PR Content Development + Distri	0.00	300.00	-300.00	-100.0%
Total 5200-00 · PUBLIC RELATIONS	23,001.40	15,555.00	7,446.40	47.9%
6000-00 · CONFERENCE SALES				
6004-00 · Email	870.00	0.00	870.00	100.0%
6005-00 · Paid Media	5,393.18	1,286.10	4,107.08	319.3%
6006-00 · CVENT	0.00	711.87	-711.87	-100.0%
6007-00 · Creative Production	750.00	180.00	570.00	316.7%
6016-00 · MCC Search Engine Marketing	0.00	85.43	-85.43	-100.0%
6018-00 · MCC Media Commission	730.95	225.00	505.95	224.9%
6018-01 · MCC Digital Ad Serving	26.56	7.40	19.16	258.9%
6019-00 · Conference Direct Partnership	0.00	583.33	-583.33	-100.0%
6128-00 · HelmsBriscoe Strategic Partner	1,166.66	583.33	583.33	100.0%
6152-00 · Client Events / Opportunities	847.89	4,000.00	-3,152.11	-78.8%
6153-00 · Chicago Sales Rep Support	0.00	125.00	-125.00	-100.0%
Total 6000-00 · CONFERENCE SALES	9,785.24	7,787.46	1,997.78	25.7%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	42.70	0.00	42.70	100.0%
6116-00 · CalSAE Seasonal Spectacular	1,029.45	0.00	1,029.45	100.0%
6151-00 · Destination CA	0.00	4,000.00	-4,000.00	-100.0%
6154-00 · HelmsBriscoe ABC	5,848.35	0.00	5,848.35	100.0%
6155-00 · Connect Trade Shows	5,411.84	0.00	5,411.84	100.0%
6157-00 · HPN Partner Conference	235.63	0.00	235.63	100.0%
Total 6100-00 · TRADE SHOWS	12,567.97	4,000.00	8,567.97	214.2%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	689.95	0.00	689.95	100.0%
5123-00 · HSVC - High Sierra Visitors	416.66	166.67	249.99	150.0%
7001-00 · Miscellaneous	71.17	60.51	10.66	17.6%
7002-00 · CRM Subscription	2,500.00	2,500.00	0.00	0.0%
7003-00 · IVCBVB Entertainment Fund	1,646.31	0.00	1,646.31	100.0%
7004-00 · Research	1,760.00	2,704.76	-944.76	-34.9%
7008-00 · Opportunistic Funds	0.00	41.73	-41.73	-100.0%
7010-00 · Photo Management & Storage	0.00	740.63	-740.63	-100.0%
8700-00 · Automobile Expense*	1,155.84	0.00	1,155.84	100.0%

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Accrual Basis

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

May 2023

	May 23	May 22	\$ Change	% Change
Total 7000-00 · COMMITTED & ADMIN EXPENSES	8,239.93	6,214.30	2,025.63	32.6%
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	85.00	0.00	85.00	100.0%
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 · Website SEO Strategy/Maint	2,500.00	2,500.00	0.00	0.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENA...	14,335.00	14,250.00	85.00	0.6%
Total Expense	265,181.15	150,826.70	114,354.45	75.8%
Net Income	-159,521.15	-37,196.37	-122,324.78	-328.9%

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North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance

May 2023

Accrual Basis

	May 23	Budget	Jul '22 - May 23	YTD Budget	Annual Budget
Income					
4000-00 - LTIVCBVB Funding	91,166.00	91,166.00	1,002,826.00	1,002,826.00	1,094,000.00
4001-00 - NLTRA Funding	13,994.00	13,994.00	1,330,272.00	1,330,272.00	1,440,000.00
4004-00 - IVCBVB Entertainment	500.00	500.00	5,500.00	5,500.00	6,000.00
4005-00 - Prior Year Net Income	0.00		0.00	0.00	0.00
Total Income	105,660.00	105,660.00	2,338,598.00	2,338,598.00	2,540,000.00
Gross Profit	105,660.00	105,660.00	2,338,598.00	2,338,598.00	2,540,000.00
Expense					
5000-00 - CONSUMER MARKETING					
5001-01 - Podcast	0.00	0.00	0.00	25,000.00	25,000.00
5002-00 - Consumer Print	21,650.00	0.00	40,145.00	10,125.00	10,125.00
5002-01 - Native Display	20,276.67	12,552.00	70,171.68	86,482.00	100,372.00
5004-00 - Trip Advisor	5,618.77	4,218.00	58,088.81	56,420.00	61,947.00
5005-00 - Paid Social	16,277.06	9,904.00	126,203.97	136,721.00	139,248.00
5005-01 - Digital Display / Retargeting	15,668.02	9,543.00	130,950.70	107,330.00	110,620.00
5007-00 - Creative Production					
5007-01 - Creative Production	20,209.07	5,000.00	135,706.08	124,500.00	149,500.00
5007-02 - Website Production	0.00	2,500.00	16,387.06	30,500.00	34,000.00
5007-03 - Photo/Video Creative	7,656.70	2,775.00	35,519.08	29,895.00	32,670.00
5007-00 - Creative Production - Other	203.76		7,271.28	0.00	0.00
Total 5007-00 - Creative Production	28,069.53	10,275.00	194,883.50	184,895.00	216,170.00
5010-00 - Account Strategy & Management	8,500.00	8,500.00	93,500.00	93,500.00	102,000.00
5013-00 - Outdoor	0.00	0.00	152,000.00	100,000.00	100,000.00
5016 - Video Streaming	0.00	11,210.00	77,784.83	126,861.00	126,861.00
5017-00 - Rich Media	0.00	0.00	47,500.00	30,000.00	30,000.00
5018-00 - Media Commission	13,545.32	10,461.00	114,662.12	115,503.00	119,357.00
5018-01 - Digital Ad Servng	323.65	220.00	1,670.66	2,420.00	2,655.00
5020-00 - Search Engine Marketing	15,586.63	10,823.00	113,048.42	115,290.00	119,470.00
5022-00 - Email	5,000.01	5,000.00	18,489.71	20,000.00	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	17,000.00	0.00	17,000.00	17,000.00
5030-00 - TravelZoo	0.00	0.00	20,000.00	50,000.00	50,000.00
Total 5000-00 - CONSUMER MARKETING	150,515.66	109,706.00	1,266,704.09	1,292,547.00	1,365,825.00
5016-00 - CDE - Website Programs	17,340.88		48,253.26		
5110-00 - LEISURE SALES					
5107-00 - Creative Production	480.00	0.00	1,920.00	2,000.00	2,000.00
5111-00 - FAMS - Domestic	189.17	0.00	3,875.21	6,000.00	6,000.00
5112-00 - Training / Sales Calls	2,851.47	0.00	8,075.89	10,000.00	10,000.00
5113-00 - Additional Opportunities	1,935.45	0.00	1,935.45	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	649.00	0.00	649.00	4,150.00	4,150.00
5131-00 - FAMS -Intl - Travel Trade	5,011.37	0.00	5,523.37	6,000.00	6,000.00
5133-00 - Ski-Tops	1,800.00	0.00	2,100.00	3,350.00	3,350.00
5134-00 - Int'l Marketing - Additional Opp	0.00		0.00	0.00	0.00
5137-00 - Co-op Opportunities	0.00	5,000.00	0.00	20,000.00	20,000.00
5143-00 - Mountain Travel Symposium	345.05	0.00	2,785.06	5,000.00	5,000.00
5144-00 - IPW - POW WOW	5,465.00	0.00	5,465.00	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	0.00	0.00	36,609.14	35,000.00	35,000.00
5154-00 - Canada	2,500.00	0.00	15,633.62	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	8,368.45	0.00	8,592.64	20,000.00	20,000.00
Total 5110-00 - LEISURE SALES	29,394.97	5,000.00	98,111.68	170,200.00	170,200.00
5200-00 - PUBLIC RELATIONS					
5200-01 - Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	66,000.00	66,000.00	72,000.00

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North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance

Accrual Basis

May 2023

	May 23	Budget	Jul '22 - May 23	YTD Budget	Annual Budget
5202-00 - PR Program/ Content Dev - Blogs	2,422.95	1,500.00	19,256.55	16,500.00	18,000.00
5204-00 - Media Mission(s)	741.59	0.00	14,458.14	12,000.00	16,000.00
5206-00 - Digital Buy/ Social Media Boost	650.00	950.00	10,450.00	10,450.00	11,400.00
5207-00 - Content Campaigns/Tools-My Emma	1,130.00	265.00	2,225.00	2,815.00	3,180.00
5208-00 - International Travel Media FAMS	690.00	0.00	2,340.00	12,000.00	12,000.00
5209-00 - Domestic Travel Media FAMS	3,386.86	0.00	17,287.68	24,000.00	24,000.00
5210-00 - Content Dev - Newsletters	1,700.00	1,700.00	17,200.00	18,700.00	20,400.00
5211-00 - Social Media Strategy & Mgmt	6,000.00	6,000.00	66,000.00	66,000.00	72,000.00
5212-00 - Social Giveaways & Contests	0.00	750.00	1,550.04	3,000.00	3,000.00
5214-00 - Social Takeover	0.00	0.00	0.00	0.00	0.00
5216-00 - PR Content Development + Distrib	0.00	0.00	3,420.00	3,600.00	4,800.00
5218-00 - Crisis Communication / Training	0.00	0.00	6,540.00	18,000.00	19,000.00
5221-00 - Photography & Video Asset Dev	0.00	4,000.00	20,616.44	44,000.00	48,000.00
5222-00 - Media Tracking / Membership	0.00	0.00	3,532.04	3,532.00	3,532.00
5280-00 - PR Meals / Entertainment	0.00	0.00	269.76	1,000.00	1,000.00
Total 5200-00 - PUBLIC RELATIONS	23,001.40	21,165.00	251,126.65	302,697.00	328,312.00
6000-00 - CONFERENCE SALES					
6003-00 - Geo-Fence Targeting	0.00	0.00	658.29	3,000.00	3,000.00
6004-00 - Email	870.00	0.00	8,190.00	4,600.00	4,600.00
6005-00 - Paid Media	5,393.18	3,282.00	40,683.20	38,204.00	41,500.00
6006-00 - CVENT	0.00	916.00	14,185.43	13,243.00	14,160.00
6007-00 - Creative Production	750.00	0.00	10,070.51	12,000.00	12,000.00
6014-00 - MCC Group Incentive Program	0.00	500.00	0.00	5,500.00	6,000.00
6015-00 - MCC National Memberships	0.00	0.00	399.00	1,000.00	1,000.00
6016-00 - MCC Search Engine Marketing	0.00	0.00	1,390.79		
6018-00 - MCC Media Commission	730.95	433.00	6,977.98	7,428.43	7,862.43
6018-01 - MCC Digital Ad Serving	26.56	40.00	79.95	461.00	500.00
6019-00 - Conference Direct Partnership	0.00	583.00	7,000.01	6,413.00	6,896.00
6128-00 - HelmsBriscoe Strategic Partner	1,166.66	583.00	4,666.64	6,413.00	6,896.00
6152-00 - Client Events / Opportunities	847.89	0.00	6,432.86	10,000.00	10,000.00
6153-00 - Chicago Sales Rep Support	0.00	0.00	5,390.79	10,000.00	10,000.00
Total 6000-00 - CONFERENCE SALES	9,785.24	6,347.00	106,095.36	118,462.43	124,814.43
6100-00 - TRADE SHOWS					
6102-00 - Miscellaneous	0.00	0.00	23.57		
6111-00 - Site Inspections	42.70	0.00	42.70	6,000.00	6,000.00
6118-00 - CalSAE Seasonal Spectacular	1,029.45	0.00	2,098.18	4,000.00	4,000.00
6127-00 - CalSAE Annual	0.00	1,500.00	0.00	1,500.00	1,500.00
6143-00 - Connect Marketplace	0.00	0.00	6,500.00	5,000.00	5,000.00
6154-00 - Destination CA	0.00	0.00	0.00	5,000.00	5,000.00
6154-00 - HelmsBriscoe ABC	5,848.35	250.00	5,848.35	6,500.00	6,500.00
6155-00 - Connect Trade Shows	5,411.84	0.00	10,435.66	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	235.63	0.00	11,035.83	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	500.00	0.00	2,000.00	2,000.00
6171-00 - Outdoor Retailer	0.00	0.00	0.00	0.00	0.00
6181-00 - Conference Direct PHW	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	12,567.97	2,250.00	43,684.29	75,000.00	75,000.00
6106-00 - CalSAE Seasonal Spectacular	0.00		1,575.00		
7000-00 - COMMITTED & ADMIN EXPENSES					
6008-00 - Cooperative Programs	0.00	0.00	3,720.00	10,000.00	10,000.00
6009-00 - Fulfillment / Mail	689.65	200.00	1,461.91	2,200.00	2,400.00
6021-00 - RASC-Reno Air Service Corp	0.00	0.00	100,000.00	100,000.00	100,000.00
6123-00 - HSCV - High Sierra Visitors	416.65	166.67	2,208.27	1,833.37	2,000.04

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North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance

May 2023

	May 23	Budget	Jul '22 - May 23	YTD Budget	Annual Budget
5124-00 - Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00
7001-00 - Miscellaneous	71.17		71.17		
7002-00 - CRM Subscription	2,500.00	833.33	10,000.00	10,666.63	11,499.96
7003-00 - IVCBVB Entertainment Fund	1,846.31	500.00	1,882.46	5,500.00	6,000.00
7004-00 - Research	1,760.00	3,820.00	21,948.15	73,080.00	76,800.00
7005-00 - Film Festival	0.00	0.00	15,000.00	15,000.00	15,000.00
7006-00 - Special Events	0.00	0.00	14,718.48	20,000.00	20,000.00
7007-00 - Destimetrics / DMX	0.00	0.00	33,763.00	50,000.00	50,000.00
7008-00 - Opportunistic Funds	0.00	0.00	7,158.50	2,124.00	2,124.00
7009-00 - Tahoe Cam Usage	0.00	0.00	7,899.00	7,574.75	8,233.00
7010-00 - Photo Management & Storage	0.00	0.00	0.00	25,000.00	25,000.00
7012-00 - Sponsorships	0.00	0.00	0.00	11,000.00	11,000.00
7020-00 - Collateral Production / Printin	0.00	0.00	0.00	10,000.00	10,000.00
8600-00 - Staff Industry Travel	0.00	0.00	0.00	4,400.00	4,400.00
8700-00 - Automobile Expense*	1,155.84	400.00	1,557.36		
Total 7000-00 - COMMITTED & ADMIN EXPENSES	8,239.93	6,578.25	223,512.30	383,141.75	399,720.00
8000-00 - WEBSITE CONTENT & MAINTENANCE					
8002-00 - Content Manager Contractor	4,250.00	4,250.00	46,750.00	46,750.00	51,000.00
8003-00 - Website Hosting Maintenance	65.00	0.00	3,135.00	2,161.00	2,161.00
8004-00 - Website Strategy & Maintenance	7,500.00	7,500.00	82,500.00	82,500.00	90,000.00
8005-00 - Website SEO Strategy/Maint	2,500.00	2,500.00	27,500.00	27,500.00	30,000.00
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	14,335.00	14,250.00	159,885.00	156,911.00	173,161.00
Total Expense	265,181.15	165,296.25	2,198,946.63	2,500,959.18	2,627,032.43
Net Income	-159,521.15	-59,636.25	139,651.37	-162,361.18	-87,032.43

KEY METRICS FOR MAY 2023 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2023 (as reported thru April 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 NLT/BID Revenues by Quarter 2021 - 2026 (as reported thru April 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	2,078,941	1,248,227	2,371,699		\$ 5,698,867
2023 - 2024					\$ -
2024 - 2025					\$ -
2025 - 2026					\$ -

Visitor Information Comparative Statistics For FYTD 2019/20 - 2022/23 (thru April 2023)					
Referrals -	2019-20	2020-21	2021-22	2022-23	YOY % Change
Tahoe City:					
Walk In	36049	24758	28932	35655	23.24%
Phone	2808	2468	2420	2645	9.30%
Email	405	505	557	1037	86.18%
Kings Beach (Walk In)	8322	5408	3998	4161	4.08%
NLT - Event Traffic	3305	807	2167	1684	-21.83%
Total	50,889	33,946	38,074	45,192	18.70%

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	36.9%	38.5%	-4.1%
ADR (Average Daily Rate)	\$ 280	\$ 299	-6.4%
RevPAR (Rev per Available Room)	\$ 104	\$ 115	-10.0%
Occupancy 1 Mth Forecast	50.8%	57.8%	-12.1%
ADR 1 Mth Forecast	\$ 431	\$ 443	-2.7%
RevPAR 1 Mth Forecast	\$ 219	\$ 256	-14.5%
Occupancy (prior 6 months)	51.7%	53.0%	-2.5%
ADR (prior 6 months)	\$ 387	\$ 372	4.0%
RevPAR (prior 6 months)	\$ 200	\$ 197	1.5%
Occupancy (next 6 months)	30.4%	33.1%	-8.2%
ADR (next 6 months)	\$ 440	\$ 443	-0.7%
RevPAR (next 6 months)	\$ 134	\$ 147	-8.8%

Unemployment Rates - EDD	May
California (pop. 38,332,521)	4.5%
Placer County (367,309)	3.4%
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 21/22 vs. FYTD 22/23 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	\$ 1,352,432	-31.07%
Commission for this Revenue	\$ -	\$ -	\$ -	
Number of Room Nights	9,088	9,228	6,024	-34.72%
Number of Bookings	29	28	27	-3.57%
Conference Revenue And Percentage by County:				
	20-21	21-22		
Placer	100%	\$ 1,518,371	\$ 1,359,251	\$ 1,229,257
Washoe	0%	\$ 423,660	\$ 602,784	\$ 123,175
South Lake	0%	\$ 0	\$ -	\$ -
Nevada County	0%	\$ 0	\$ -	\$ -
Total Conference Revenue	100%	100%	\$ 1,942,031	\$ 1,962,035
CURRENT				
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000
				0.00%