



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

AGENDA **Board of Directors Meeting** **Incline Village Crystal Bay Visitors Bureau** **Wednesday June 15th, 2022 @ 3:00 pm**

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their next board meeting on Wednesday June 15th, 2022 beginning at 3:00 pm. The meeting will be held at 969 Tahoe Blvd., Incline Village NV 89451.

Public Notice

This notice has been properly posted at the following locations: Incline Village Post Office, IVGID Office, Crystal Bay Post Office, Incline Justice Court, Incline Village Crystal Bay Visitor Bureau, at <https://www.gotahoenorth.com/lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/> and NRS 232.2175 at <https://notice.nv.gov>.

Public Comment

Public Comment will be at the beginning and ending of this meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the IVCBVB clerk at the beginning of the meeting. Comments based upon viewpoint may not be restricted by the Board.

Supporting Materials

Supporting materials for the meeting are available on the IVCBVB's website at <https://www.gotahoenorth.com/lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the Board. The designated contact to obtain support materials is Greg Long, 969 Tahoe Blvd, Incline Village NV 89451 775-832-1606.

Items on the agenda are for possible action by the Board of Directors unless stated otherwise. Items will not necessarily be considered in the order listed. The Board of Directors may combine two or more agenda items for consideration, may remove an item from the agenda or may delay discussion relating to an item on the agenda at any time.

AGENDA

- | | |
|--|--------------|
| I. Call to Order/Roll Call | Chair |
| II. PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting. | Chair |
| III. Approval of Agenda (For Possible Action) | Chair |

- | | | |
|---------------|---|---------------------------------|
| IV. | Approval of May 2022 Board Meeting Minutes
(For Possible Action) | Chair |
| V. | Discussion and Possible Action on May 2022 Financials (10 min)
(For Possible Action) | Greg Long |
| VI. | Review and Possible Action on FY 2022/23 NLT Coop Budget
(For Possible Action) | Chapman/Augustine Agency |
| VII. | FY 2022/23 Board Officer Appointment (20 min) (For Possible Action)
Candidates to be considered: Blane Johnson, Michael Murphy,
Claudia Anderson, Tyler Gaffaney, Bill Watson | Chair |
| VIII. | NLT Marketing Coop Committee Appointment (Possible Action)
Candidates to be considered: Blane Johnson, Michael Murphy,
Claudia Anderson, Tyler Gaffaney, Bill Watson, Andy Chapman, Paul Raymore | Andy Chapman |
| IX. | Discussion on CEO FY 2021/22 Performance Review Process (15 min) | Chair |
| X. | Discussion/Direction on CEO FY 2022/23 Strategic Goals (20 min) | Chair |
| XI. | Submittal of January Dashboard | Greg Long/A. Chapman |
| XII. | Management Reports | Andy Chapman |
| XIII. | Departmental Reports
a) Conference Sales
b) Leisure Sales
c) Consumer Advertising
d) Social/Content
e) Public Relations – Consumer
f) Communications - Organization | Andy Chapman |
| XIV. | Old Business | Chair |
| XV. | New Business | Chair |
| XVI. | Director Comments | Chair |
| XVII. | PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for public to comment on any matter whether
or not it is included on the Agenda of this meeting. | Chair |
| XVIII. | Adjournment – (For Possible Action) | |



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

May 2022 Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Tuesday, May 17, 2022, 3:00pm

I. Call to Order/Roll Call

Michael Murphy

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:09pm by substitute Chair Michael Murphy. Roll call was taken, and the following members were present: Michael Murphy, Bill Watson, Claudia Andersen, Tyler Gaffaney. The following IVCBVB employees were present: Greg Long, Director of Operations, Andy Chapman, President/CEO. Legal representation from Hutchison and Steffen. Chase Janvrin from Tahoe Prosperity Center.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Michael Murphy

This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.

None.

III. Approval of Agenda (For Possible Action)

Michael Murphy

Motion to approve the May 2022 agenda by Claudia Andersen. Second by Tyler Gaffaney. Approved.

IV. Approval of March 2022 Board Retreat Minutes (For Possible Action)

Michael Murphy

Motion to approve the Nov 2021 agenda by Tyler Gaffaney. Second by Claudia Andersen. Approved.

V. Washoe Tahoe Housing Project

Chase Janvrin

CEO Chapman introduces Chase Janvrin from the Tahoe Prosperity Center and gives a quick background on our involvement. Chase goes through a presentation.

- Focus on projects that better environment, community and economy
- Focus on project too big for one single entity
- Housing is always first when talking about economic prosperity
- No changes in area population over the last 10 years
- 1200 housing units needed over next 5 years on top of 9500 already identified
- Committees need to be formed to address problem

VI. Lake Tahoe Destination Stewardship Plan Update

Andy Chapman

CEO Chapman gives update on status. Weekly meetings have been ongoing in regards to the region wide plan. Stewardshiptahoe.org launched on May 1st. Workshops are scheduled region wide.

VII. Discussion and Possible Action on April 2022 Financials

Long/Chapman

DoO Greg Long and CEO Chapman highlighted several items on the financial statements. Board Members were directed to look at the financial packet for additional questions or concerns. Motion to approve the Financial Statements by Bill Watson. Second by Tyler Gaffaney. Approved.

VIII. Discussion and Possible Action on FY 22/23 Budget

Chapman/Long

CEO Chapman provides thinking on budget increase on revenue. 2.5MM TOT Revenue projection. The expenses match the revenue for a balanced budget. New this year will be the allocation of 10% of the budget to a Sustainable Initiatives line item.

Motion to approve the Financial Statements by Claudia Andersen. Second by Bill Watson. Approved.

IX. Discussion and Direction on IVCBVB Rebranding Project

Andy Chapman

CEO Chapman walks the Board through a PowerPoint that outlines the main features of the rebranding project. Mission/Vision/Values/Naming and a new logo were discussed. A six month project is finally ready for approval. New brand will launch July 1st with start of the new fiscal year.

Motion to approve the Financial Statements by Tyler Gaffaney. Second by Claudia Andersen. Approved.

X. Old Business

Andy Chapman

IVCB July 4th SkyShow update. Permit is in place with Washoe County. Need fundraising efforts.

XI. New Business

Andy Chapman

Bart Peterson was promoted to Director of Sales for the IVCBVB
Destination Stewardship Workshops are scheduled and Board should attend

XII. Director Comments

Michael Murphy

None

IV-2

XIII. PUBLIC COMMENT – Pursuant to NRS 241.020

Michael Murphy

This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.

None

XIV. Adjournment – (For Possible Action)

Adjourned. 4:27pm.

Physically disabled persons desiring to attend should contact Greg Long at (775) 832-1606.

Support materials can be found at <https://www.gotahoenorth.com/north-lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>

Public Postings:

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitor Bureau

IVGID Office

Incline Justice Court

Nevada notices - <http://www.notice.nv.gov>

May 2022 Financial Summary Report

May Month End Variance Report

REVENUE

- R277 Concierge Sales: Over budget due to higher Thunderbird Lodge ticket sales
- R250 Fund Transfer: Over budget due to higher March 2022 TOT collections

EXPENSES

- 0305 Payroll: Under budget due to staff shortage
- 0405 Bank/Credit Card Charges: Over budget due to higher sales
- 0430 Building repairs and insurance: Under budget due to delay in parking lot maintenance
- 0460 Contract Services: Over budget due to Abbi Agency contract for reimagining
- 0609 Sponsorship: Over budget due to timing of Shakespeare Festival grant
- 0691 Shuttle Subsidy: Under budget due to timing of lake Tahoe Express subsidy
- 0751 Concierge Expense: Under budget due to budget issue

May Year to Date Variance Report

REVENUE

- R277 Concierge: Over budget due to strong ticket sales
- R250 Fund Transfer: Over budget due to higher TOT collections
- R270 Misc Revenue: Over budget due to partner TART Connect funding
- R274 Grants: Under budget due to delayed spend
- 5000 COGS: Under budget due to lower gift shop sales

EXPENSES

- 0305 Payroll: Over budget due to employee bonuses and promotion
- 0320 Health Insurance: Under budget due to lower health plan costs
- 0405 Bank/Credit Card Charges: Over budget due to higher sales
- 0410 Office Supplies: Over budget due to conference room upgrades
- 0411 Maintenance/Janitorial: Under budget due to lower snow removal costs
- 0412 IT Computers: Over budget due to upgraded computer purchases
- 0451 Legal and Accounting: Over budget due to CPA costs
- 0460 Contract Services: Over budget due to Abbi Agency contract for reimagining
- 0501 Travel & Lodging: Over budget due to increased travel
- 0601 Hospitality in Market: Over budget due to holiday party
- 0611 Misc. Advertising Co-op: Under budget due to no opportunities
- 0623 Regional Marketing Programs: Under budget due to lower advertising costs
- 0690 Sponsorship: Under budget due to timing of payments and lower requests
- 0691 Shuttle Subsidy: Over budget due to TART Connect subsidy
- 0730 Special Promo items: Under budget due to purchases
- 0751 Concierge Expense: Under budget due to budget issue
- 0800 Grants: Under budget due to delayed spend
- 0990 Depreciation Expense: Included in budget for tax purposes

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU
Profit & Loss Budget vs. Actual
May 2022

	May 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	5,065.05	5,607.00	-541.95	90.3%
R277 · Concierge	27,397.00	8,000.00	19,397.00	342.5%
Total POS Sales	32,462.05	13,607.00	18,855.05	238.6'
R250 · Fund Transfers	161,401.86	95,975.00	65,426.86	168.2'
R252 · Interest Income	9.26	0.00	9.26	100.0'
Total Income	193,873.17	109,582.00	84,291.17	176.9'
Cost of Goods Sold				
50000 · Cost of Goods Sold	2,391.46	3,084.00	-692.54	77.5'
Total COGS	2,391.46	3,084.00	-692.54	77.5'
Gross Profit	191,481.71	106,498.00	84,983.71	179.8'
Expense				
0305 · Payroll	28,672.63	31,340.00	-2,667.37	91.5'
0314 · State Employer Taxes	306.34	325.00	-18.66	94.3'
0315 · Federal Unemployment	6.12	40.00	-33.88	15.3'
0316 · Public Employees Retirement Sys	7,929.53	8,855.00	-925.47	89.5'
0319 · Employer Medicare/Soc Sec	478.93	500.00	-21.07	95.8'
0320 · Health Insurance	3,111.23	3,473.00	-361.77	89.6'
0400 · Utilities				
0401 · Utilities- Electric	191.32	200.00	-8.68	95.7%
0402 · Utilities-Gas & Heat	134.31	110.00	24.31	122.1%
0403 · Utilities- Water & Refuse	308.97	330.00	-21.03	93.6%
Total 0400 · Utilities	634.60	640.00	-5.40	99.2'
0405 · Bank & Cr Card Charges	1,461.59	380.00	1,081.59	384.6'
0410 · Office Supplies & Expenses	408.33	400.00	8.33	102.1'
0411 · Maintenance/Janitorial	563.15	300.00	263.15	187.7'
0412 · IT - Computers	104.49	250.00	-145.51	41.8'
0420 · Postage & Freight	0.00	100.00	-100.00	0.0'
0421 · Communications	585.85	550.00	35.85	106.5'
0430 · Building Repairs & Insurance	315.52	2,000.00	-1,684.48	15.8'
0451 · Legal & Accounting Services	2,750.00	1,925.00	825.00	142.9'
0460 · Contract Services	18,909.99	5,000.00	13,909.99	378.2'
0461 · Remote Offices	2,500.00	2,500.00	0.00	100.0'
0462 · Equipment Lease & Maint.	121.20	300.00	-178.80	40.4'
0473 · Dues & Subscriptions	11.48	375.00	-363.52	3.1'
0501 · Travel & Lodging	931.04	750.00	181.04	124.1'
0504 · Registrations	655.00	0.00	655.00	100.0'
0505 · Local Transportation/Car	0.00	50.00	-50.00	0.0'
0507 · Meeting Expenses	0.00	300.00	-300.00	0.0'

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

May 2022

	May 22	Budget	\$ Over Budget	% of Budget
0601 · Hospitality in Market				
0601.5 · In House	0.00	100.00	-100.00	0.0%
0601 · Hospitality in Market - Other	666.74	0.00	666.74	100.0%
Total 0601 · Hospitality in Market	666.74	100.00	566.74	666.7%
0622 · Advertising Co-op	58,333.00	58,333.00	0.00	100.0%
0623 · Regional Marketing Programs	795.00	1,000.00	-205.00	79.5%
0650 · Payroll Expense	95.00	100.00	-5.00	95.0%
0690 · Sponsorship	10,300.00	0.00	10,300.00	100.0%
0691 · Shuttle Subsiday/Sponsorship	0.00	12,330.00	-12,330.00	0.0%
0751 · Concierge Expense	25,898.00	27,000.00	-1,102.00	95.9%
51100 · Freight and Shipping Costs	67.27	0.00	67.27	100.0%
59900 · POS Inventory Adj -Merchandise	7.83	0.00	7.83	100.0%
Total Expense	166,619.86	159,216.00	7,403.86	104.7%
Net Ordinary Income	24,861.85	-52,718.00	77,579.85	-47.2%
Other Income/Expense				
Other Income				
July 4 Sky Show Donations	-858.06	0.00	-858.06	100.0%
Total Other Income	-858.06	0.00	-858.06	100.0%
Net Other Income	-858.06	0.00	-858.06	100.0%
et Income	24,003.79	-52,718.00	76,721.79	-45.5%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July 2021 through May 2022

	Jul '21 - May 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	44,693.15	46,790.00	-2,096.85	95.5%
R277 · Concierge	54,128.25	37,000.00	17,128.25	146.3%
Total POS Sales	98,821.40	83,790.00	15,031.40	117.9
R250 · Fund Transfers	2,060,558.81	1,778,412.00	282,146.81	115.9
R252 · Interest Income	105.77	0.00	105.77	100.0
R270 · Miscellaneous Revenue	25,020.00	0.00	25,020.00	100.0
R274 · Grants	0.00	10,000.00	-10,000.00	0.0
Total Income	2,184,505.98	1,872,202.00	312,303.98	116.7
Cost of Goods Sold				
50000 · Cost of Goods Sold	21,514.62	25,735.00	-4,220.38	83.6
Total COGS	21,514.62	25,735.00	-4,220.38	83.6
Gross Profit	2,162,991.36	1,846,467.00	316,524.36	117.1
Expense				
0305 · Payroll	344,836.44	334,777.00	10,059.44	103.0
0313 · Employers Insurance of Nevada	849.00	900.00	-51.00	94.3
0314 · State Employer Taxes	2,590.82	2,665.00	-74.18	97.2
0315 · Federal Unemployment	227.39	580.00	-352.61	39.2
0316 · Public Employees Retirement Sys	84,746.22	85,315.00	-568.78	99.3
0319 · Employer Medicare/Soc Sec	5,665.67	5,900.00	-234.33	96.0
0320 · Health Insurance	33,581.84	37,573.00	-3,991.16	89.4
0321 · Employee Training	2,498.00	3,000.00	-502.00	83.3
0400 · Utilities				
0401 · Utilities- Electric	2,132.21	2,191.00	-58.79	97.3%
0402 · Utilities-Gas & Heat	1,137.12	972.00	165.12	117.0%
0403 · Utilities- Water & Refuse	3,537.64	3,630.00	-92.36	97.5%
Total 0400 · Utilities	6,806.97	6,793.00	13.97	100.2
0405 · Bank & Cr Card Charges	7,118.01	3,560.00	3,558.01	199.9
0410 · Office Supplies & Expenses	7,858.51	4,400.00	3,458.51	178.6
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	900.00	3,300.00	-2,400.00	27.3%
0411 · Maintenance/Janitorial - Other	6,213.35	7,700.00	-1,486.65	80.7%
Total 0411 · Maintenance/Janitorial	7,113.35	11,000.00	-3,886.65	64.7
0412 · IT - Computers	9,935.35	1,500.00	8,435.35	662.4
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	25.00	-25.00	0.0
0420 · Postage & Freight	246.00	1,100.00	-854.00	22.4
0421 · Communications	6,241.43	6,050.00	191.43	103.2
0422 · Printing Expenses	175.09	500.00	-324.91	35.0
0430 · Building Repairs & Insurance	6,692.99	8,527.00	-1,834.01	78.5
0451 · Legal & Accounting Services	35,000.00	28,176.00	6,824.00	124.2
0460 · Contract Services	137,224.99	73,000.00	64,224.99	188.0
0461 · Remote Offices	27,500.00	27,500.00	0.00	100.0
0462 · Equipment Lease & Maint.	2,859.98	3,300.00	-440.02	86.7
0473 · Dues & Subscriptions	5,942.29	4,125.00	1,817.29	144.1
0474 · License & Fees	41.94	75.00	-33.06	55.9
0501 · Travel & Lodging	11,288.07	7,500.00	3,788.07	150.5
0504 · Registrations	4,322.00	3,500.00	822.00	123.5
0505 · Local Transportation/Car	477.80	550.00	-72.20	86.9
0507 · Meeting Expenses	1,054.42	3,300.00	-2,245.58	32.0
0601 · Hospitality in Market				
0601.5 · In House	3,831.72	3,100.00	731.72	123.6%
0601 · Hospitality in Market - Other	5,288.34	1,500.00	3,788.34	352.6%
Total 0601 · Hospitality in Market	9,120.06	4,600.00	4,520.06	198.3

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July 2021 through May 2022

	Jul '21 - May 22	Budget	\$ Over Budget	% of Budget
0611 · Misc. Advertising Co-op (Misc. Advertising Co-op)	-1,296.74	150,000.00	-151,296.74	-0.9
0622 · Advertising Co-op	641,663.00	641,663.00	0.00	100.0
0623 · Regional Marketing Programs	4,154.46	11,000.00	-6,845.54	37.8
0650 · Payroll Expense	1,117.50	1,100.00	17.50	101.6
0690 · Sponsorship	81,640.00	163,400.00	-81,760.00	50.0
0691 · Shuttle Subsidy/Sponsorship	295,030.46	232,890.00	62,140.46	126.7
0725 · Uniforms	0.00	500.00	-500.00	0.0
0730 · Special Promotional Items	0.00	3,000.00	-3,000.00	0.0
0751 · Concierge Expense	48,235.00	60,300.00	-12,065.00	80.0
0800 · Grant Expenses	0.00	20,000.00	-20,000.00	0.0
0990 · Depreciation Expense	0.00	10,000.00	-10,000.00	0.0
51100 · Freight and Shipping Costs	643.91	0.00	643.91	100.0
59900 · POS Inventory Adj -Merchandise	73.83	0.00	73.83	100.0
Total Expense	1,833,276.05	1,963,644.00	-130,367.95	93.4
Net Ordinary Income	329,715.31	-117,177.00	446,892.31	-281.4
Other Income/Expense				
Other Income				
July 4 Sky Show Donations	-858.06	0.00	-858.06	100.0
52500 · Purchase Discounts	86.51	0.00	86.51	100.0
Total Other Income	-771.55	0.00	-771.55	100.0
Other Expense				
July 4th	56,850.00	0.00	56,850.00	100.0
Total Other Expense	56,850.00	0.00	56,850.00	100.0
Net Other Income	-57,621.55	0.00	-57,621.55	100.0
Net Income	272,093.76	-117,177.00	389,270.76	-232.2

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget vs. Actual
July 2021 through June 2022

	Total			
	Jul '22 - Jun 23	Jul '21 - Jun 22 Actual	Jul '21 - Jun 22 Budget	\$ Over Budget
Income				
4000-00 - LTIVCBVB Funding	1,094,000.00	518,996.00	692,000.00	-173,004.00
4001-00 - NLTRA Funding	1,440,000.00	824,993.71	1,100,000.00	-275,006.29
4004-00 - IVCBVB Entertainment Account	6,000.00	6,000.00	8,000.00	-2,000.00
4005-00 - Prior Year Net Income	87,032.43	0.00	0.00	0.00
4099-00 - Revenue - Other	0.00	0.00	0.00	0.00
Total Income	2,627,032.43	1,349,989.71	1,800,000.00	-450,010.29
Gross Profit	2,627,032.43	1,349,989.71	1,800,000.00	-450,010.29
Expense				
5000-00 - CONSUMER MARKETING				
5001-00 - Broadcast / Radio - High Notes	0.00	0.00	#VALUE!	#VALUE!
Podcast	25,000.00	0.00	#VALUE!	#VALUE!
5002-00 - Consumer Print	10,125.00	10,125.00		
5002-01 - Native Display	100,372.00	33,833.32	70,000.00	-36,166.68
5004-00 - Trip Advisor	61,947.00	33,757.16	50,000.00	-16,242.84
5005-00 - Paid Social	139,248.00	65,912.11	132,960.00	-67,047.89
5005-01 - Digital Display / Retargeting	110,620.00	64,501.60	79,000.00	-14,498.40
5005-02 - Retargeting Video	0.00	0.00	0.00	0.00
5007-00 - Creative Production	0.00			
5007-01 - Creative Production	149,500.00	60,058.98	150,000.00	-89,941.02
5007-02 - Website Production	34,000.00	1,875.60	0.00	1,875.60
5007-03 - Photo/Video Creative	32,670.00	29,188.33	28,469.00	719.33
5007-00 - Creative Production - Other	0.00	1,020.00	0.00	1,020.00
Total 5007-00 - Creative Production	216,170.00	92,142.91	178,469.00	-86,326.09
5010-00 - Account Strategy & Management	102,000.00	70,000.00	84,000.00	-14,000.00
5010-02 - Website Strategy & Analysis	0.00	0.00	0.00	0.00
5013-00 - Outdoor	100,000.00	0.00	0.00	0.00
5015-00 - Video	0.00	0.00	0.00	0.00
5016 - Video Streaming	126,861.00	91226.93	105,000.00	-13,773.07
5017-00 - Rich Media	30,000.00	600.00	0.00	600.00
5018-00 - Media Commission	119,357.00	39,337.27	71,166.00	-31,828.73
5018-01 - Digital Ad Serving	2,655.00	607.73	6,000.00	-5,392.27
5020-00 - Search Engine Marketing	119,470.00	37,206.93	54,000.00	-16,793.07
5022-00 - Email	20,000.00	14,999.10	20,000.00	-5,000.90
5024-00 - Fusion 7	0.00	5,000.00	24,000.00	-19,000.00
5025-00 - Expedia	15,000.00	0.00	15,000.00	-15,000.00
TravelZoo	50,000.00	10,125.00		
5028-00 - High Impact Media	0.00	0.00	0.00	0.00
5029-00 - Television	17,000.00	0.00	14,000.00	-14,000.00
Total 5000-00 - CONSUMER MARKETING	1,365,825.00	569,375.06	903,585.00	-334,219.94
5110-00 - LEISURE SALES				
5107-00 - Creative Production	2,000.00	0.00	2,000.00	-2,000.00
5111-00 - FAMS - Domestic	6,000.00	0.00	1,500.00	-1,500.00
5112-00 - Training / Sales Calls	10,000.00	3,567.78	5,000.00	-1,432.22
5113-00 - Additional Opportunities	10,000.00	185.07	9,050.00	-8,864.93
5115-00 - Travel Agent Incentive Program	0.00	0.00	4,750.00	-4,750.00
5120-00 - Domestic - Trade Shows	4,150.00	0.00	0.00	0.00
5131-00 - FAMS -Intl - Travel Trade	6,000.00	0.00	2,250.00	-2,250.00
5133-00 - Ski-Tops	3,350.00	0.00	4,000.00	-4,000.00
5134-00 - Intl Marketing - Additional Opp	0.00	0.00	4,000.00	-4,000.00
5137-00 - Co-op Opportunities	20,000.00	0.00	6,000.00	-6,000.00
5143-00 - Mountain Travel Symposium	5,000.00	2,395.00	6,000.00	-3,605.00
5144-00 - IPW - POW WOW	13,000.00	12,763.67	16,000.00	-3,236.33
5145-00 - TIA Annual Dues	2,700.00	856.25	2,700.00	-2,043.75
5147-00 - AUS / Gate 7	35,000.00	0.00	0.00	0.00
5154-00 - Canada	30,000.00			
5155-00 - California Star Program	3,000.00	0.00	3,000.00	-3,000.00
5157-00 - International Efforts	20,000.00	2,500.00	15,000.00	-12,500.00
Total 5110-00 - LEISURE SALES	170,200.00	22,067.77	81,250.00	-59,182.23
5200-00 - PUBLIC RELATIONS				
5200-01 - Strategy, Reporting, Mgmt, Etc.	72,000.00	48,000.00	55,000.00	-7,000.00
5202-00 - PR Program/ Content Dev - Blogs	18,000.00	7,064.16	12,000.00	-4,935.84
5202-01 - Rich Content Development	0.00	0.00	0.00	0.00
5204-00 - Media Mission(s)	16,000.00	2,967.27	24,000.00	-21,032.73
5205-00 - Digital Buy/ Social Media Boost	11,400.00	8,000.00	9,600.00	-1,600.00
5207-00 - Content Campaigns/Tools-My Emma	3,180.00	2,210.00	2,880.00	-670.00
5208-00 - International Travel Media FAMS	12,000.00	0.00	3,000.00	-3,000.00
5209-00 - Domestic Travel Media FAMS	24,000.00	11,712.00	18,800.00	-6,888.00
5210-00 - Content Dev - Newsletters	20,400.00	10,200.00	21,600.00	-11,400.00
5211-00 - Social Media Strategy & Mgmt	72,000.00	58,000.00	71,000.00	-12,000.00
5212-00 - Social Giveaways & Contests	3,000.00	900.00	7,200.00	-6,300.00

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget vs. Actual
July 2021 through June 2022

Total				
	Jul '22 - Jun 23	Jul '21 - Jun 22 Actual	Jul '21 - Jun 22 Budget	\$ Over Budget
5216-00 - PR Content Development + Distri	4,800.00	1,680.00	6,000.00	-4,320.00
5218-00 - Crisis Communication / Training	19,000.00	0.00	0.00	0.00
5221-00 - Photography & Video Asset Dev	48,000.00	5,750.00	8,000.00	-2,250.00
5222-00 - Media Tracking / Membership	3,532.00	3,542.97	3,530.00	12.97
5280-00 - PR Meals / Entertainment	1,000.00	202.70	1,500.00	-1,297.30
Total 5200-00 - PUBLIC RELATIONS	328,312.00	161,336.52	253,910.00	-92,573.48
6000-00 - CONFERENCE SALES				
6002-00 - Destination Print	0.00	0.00	0.00	0.00
6003-00 - Geo-Fence Targeting	3,000.00	0.00	0.00	0.00
6004-00 - Email	4,800.00	0.00	#VALUE!	#VALUE!
6005-00 - Paid Media	41,500.00	14,453.60	24,114.00	-9,660.40
6006-00 - CVENT	14,160.00	6,444.96	10,967.00	-4,522.04
6007-00 - Creative Production	12,000.00	14,972.99	10,000.00	4,972.99
6014-00 - MCC Group Incentive Program	6,000.00	0.00	7,000.00	-7,000.00
6015-00 - MCC National Memberships	1,000.00	0.00	779.00	-779.00
6016-00 - MCC Search Engine Marketing	0.00	85.43	0.00	85.43
6018-00 - MCC Media Commission	7,862.43	4,911.64	4,590.00	321.64
6018-01 - MCC Digital Ad Serving	500.00	39.84	500.00	-460.16
6019-00 - Conference Direct Partnership	6,996.00	4,083.32	7,000.00	-2,916.68
6128-00 - HelmsBriscoe Strategic Partner	6,996.00	5,249.97	7,000.00	-1,750.03
6152-00 - Client Events / Opportunities	10,000.00	14,650.00	17,000.00	-2,350.00
6153-00 - Chicago Sales Rep Support	10,000.00	1,670.18	2,500.00	-829.82
Total 6000-00 - CONFERENCE SALES	124,814.43	66,561.93	91,450.00	-24,888.07
6100-00 - TRADE SHOWS				
6111-00 - Site Inspections	6,000.00	460.84	6,000.00	-5,539.16
6116-00 - CalSAE Seasonal Spectacular	4,000.00	1,596.53	5,000.00	-3,403.47
6118-00 - ASAE Annual	0.00	0.00	0.00	0.00
6120-01 - Sac River Cats Client Event	0.00	499.90	0.00	499.90
6127-00 - CalSAE Annual	1,500.00	0.00	1,500.00	-1,500.00
6143-00 - Connect Marketplace	5,000.00	7,500.00	6,000.00	1,500.00
6146-00 - UC Vendor Fair	0.00	0.00	0.00	0.00
6151-00 - Destination CA	5,000.00	0.00	0.00	0.00
6154-00 - HelmsBriscoe ABC	6,500.00	227.39	5,500.00	-5,272.61
6155-00 - Connect Trade Shows	10,000.00	990.76		
6156-00 - Connect California	0.00	0.00	5,500.00	-5,500.00
6156-02 - Connect Chicago	5,000.00	0.00	4,700.00	-4,700.00
6156-05 - Connect Northwest	0.00	0.00	5,500.00	-5,500.00
6160-00 - AllThingsMeetings Silicon Valley	5,000.00	0.00	1,500.00	-1,500.00
6160-01 - AllThingsMeetings East Bay	0.00	0.00	1,500.00	-1,500.00
6164-00 - Connect Mountain Incentive	0.00	0.00	0.00	0.00
6165-00 - Bay Area Client Appreciation	5,000.00	0.00	4,500.00	-4,500.00
6166-00 - Sports Commission	0.00	0.00	420.00	-420.00
6168-00 - Sacramento/Roseville TopGolf	2,000.00	0.00	2,500.00	-2,500.00
6169-00 - Prestige Meetings SF	0.00	0.00	0.00	0.00
6171-00 - Outdoor Retailer	0.00	0.00	1,500.00	-1,500.00
6173-00 - Connect NYC	0.00	0.00	0.00	0.00
6180-00 - Conference Direct CA	8,000.00	1,166.66	0.00	1,166.66
6181-00 - Conference Direct PNW	0.00	0.00	0.00	0.00
6182-00 - Destination Celebration	2,000.00	1,115.62	2,275.00	-1,159.38
HPN Annual Conference	5,000.00			
Smart Meetings Northern California	5,000.00			
Total 6100-00 - TRADE SHOWS	75,000.00	13,557.70	53,895.00	-40,337.30
6106-00 - CalSAE Seasonal Spectacular		0.00		
7000-00 - COMMITTED & ADMIN EXPENSES				
5008-00 - Cooperative Programs	10,000.00	-3,000.00	30,000.00	-33,000.00
5009-00 - Fulfillment / Mail	2,400.00	1,724.24	2,400.00	-675.76
5021-00 - RASC-Reno Air Service Corp	100,000.00	75,000.00	100,000.00	-25,000.00
5123-00 - HSVC - High Sierra Visitors	2,000.04	1,500.03	2,000.00	-499.97
5124-00 - Reno Tahoe Territory Membership	1,000.00	0.00	1,000.00	-1,000.00
7002-00 - CRM Subscription	11,499.96	7,168.67	10,620.00	-3,453.33
7003-00 - IVCBVB Entertainment Fund	6,000.00	302.62	8,000.00	-7,697.38
7004-00 - Research	76,900.00	27,802.84	83,000.00	-55,197.16
7005-00 - Film Festival	15,000.00	15,000.00	15,000.00	0.00
Sponsorships	25,000.00			
7006-00 - Special Events	20,000.00	70.00	20,000.00	-19,930.00
7007-00 - Destimetrics / DMX	33,763.00	28,434.99	33,352.00	-4,917.01
7008-00 - Opportunistic Funds	50,000.00	3,000.00	25,000.00	-22,000.00
7009-00 - Tahoe Cam Usage	2,124.00	2,124.00	2,124.00	0.00
7010-00 - Photo Management & Storage	8,233.00	5,586.75	7,757.00	-2,170.25
7020-00 - Collateral Production / Printin	11,000.00	723.94	0.00	723.94
7030-00 - Contract Review	0.00	0.00	0.00	0.00

VI-2

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget vs. Actual
July 2021 through June 2022

Total				
	Jul '22 - Jun 23	Jul '21 - Jun 22 Actual	Jul '21 - Jun 22 Budget	\$ Over Budget
Staff Industry Travel	10,000.00			
8700-00 - Automobile Expense*	4,800.00	448.09	0.00	448.09
7000-00 - COMMITTED & ADMIN EXPENSES - Other	0.00	188.18		
Total 7000-00 - COMMITTED & ADMIN EXPENSES	389,720.00	166,909.26	340,253.00	-173,343.74
8000-00 - WEBSITE CONTENT & MAINTENANCE				
8002-00 - Content Manager Contractor	51,000.00	42,500.00	51,000.00	-8,500.00
8003-00 - Website Hosting Maintenance	2,161.00	1,737.00	2,161.00	-424.00
8004-00 - Website Strategy & Maintenance	90,000.00	75,000.00	90,000.00	-15,000.00
8005-00 - Website SEO Strategy/Maint	30,000.00	25,000.00	30,000.00	-5,000.00
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	173,161.00	144,237.00	173,161.00	-28,924.00
Total Expense	2,627,032.43	1,144,045.24	1,897,514.00	-753,468.76
Net Income	0.00	205,944.47	-97,514.00	303,458.47



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

June 15th, 2022

To: Board of Directors

From: Andy Chapman, President/CEO

Re: IVCBVB Board Officer Appointment

Background

The IVCBVB officers hold a one-year rotating position. New officers are appointed at the June meeting for the following fiscal year. Current board member officer positions are:

Bill Watson – Chair
Blane Johnson – Vice Chair
Michael Murphy – Secretary/Treasurer
Claudia Anderson – Board Member
Tyler Gaffaney – Board Member

Historically the board officer positions rotate up each year starting July 1st with the term ending June 30th. Per this established process, below is the suggested officer list for FY 2022/23. However, any board member could be appointed to any officer position given individual demand and time availability.

Blane Johnson – Chair
Michael Murphy – Vice Chair
Claudia Anderson – Secretary/Treasurer
Tyler Gaffaney – Board Member
Bill Watson – Board Member

Possible Board Action

Pending Board discussion, staff requests Board to appointment a new slate of officers for the 2022/23 fiscal year.



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

June 15th, 2022

To: Board of Directors

From: Andy Chapman, President/CEO

Re: NLT Marketing Coop Committee Appointment

Background

The North Lake Tahoe Marketing Cooperative is made up of 4 members each from the Incline Village Crystal Bay Visitors Bureau and the North Lake Tahoe Resort Association. Committee membership from each organization is made up of the Executive Director/CEO, one or two board members and one or two community members for a total of 4 members. Each of the two partners appoints members to the committee. Currently the IVCBVB members are Andy Chapman, Blane Johnson, Heather Bacon and Ashely Barton.

Possible Board Action

For the IVCBVB Board to appointment our committee representatives to the North Lake Tahoe Marketing Cooperative Committee for 2022/23 and to consider Andy Chapman, Blane Johnson, Tyler Gaffaney and Paul Raymore as possible candidates.



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors
Fr: Andy Chapman
Date: 6/15/22

Re: Annual CEO Performance Review

Background

The IVCBVB Board will review the prior year performance of CEO Andy Chapman at their July 2022 meeting. Prior to that meeting, Greg Long will forward to each board the board approved Performance Review document for each board to independently complete.

Once complete the forms will be sent back to Greg Long to compile into a combine report. This report will be used in the July meeting to review CEO Andy Chapman. The Board will also receive at its July meeting a presentation on FY 2021/22 CEO Strategic Goal accomplishments.

Possible Board Action

Board Chair Watson and Greg Long will review the process with the full board and determine targeted distribution and due dates.



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors

Fr: Andy Chapman

Date: 6/15/22

Re: Discussion and Input on FY 2022/23 CEO Performance Goals

Background

Staff requests the board discuss and provide input on the FY 2022/23 CEO goals. Information for the recent Board retreat on organizational strategies will be discussed and review. Staff will take board discussion from the meeting and present to the board at its July meeting the FY 2022/23 CEO Performance Goals for discussion and possible action.

Jun 15, 2022

Revenues & Stats				
	April-2021	April-2020	Variance	
Grant Revenues				
Monthly	\$ 133,886	\$ 1,757		7520.1%
YTD	\$ 1,877,213	\$ 1,592,421		17.9%
Total Taxable Revenues	\$ 3,971,493	\$ 26,188		15065.3%
	April. Actual	April. Budget		
Monthly	\$ 133,886	\$ 58,726		128.0%
YTD	\$ 1,877,213	\$ 1,078,284		74.1%
Occupancy				
Hotel	44.2%	0.0%		
Motel	31.1%	4.9%		530.0%
Vacation Rental	32.2%	0.56%		5641.1%
Time Share	9.2%	0.25%		3576.0%
Home Owner	n/a	n/a		n/a
Total	33.4%	1.9%		1641.7%
Room Rate				
Hotel	\$ 224.90	\$ -		
Motel	\$ 112.52	\$ 106.30		5.9%
Vacation Rental	\$ 320.68	\$ 164.17		95.3%
Time Share	\$ 182.80	\$ 221.52		-17.5%
Home Owner	n/a	n/a		n/a
Total	\$ 263.50	\$ 164.00		60.7%
RevPar				
Hotel	\$ 99.44	\$ -		
Motel	\$ 35.18	\$ 5.26		568.8%
Vacation Rental	\$ 103.09	\$ 0.92		11105.4%
Time Share	\$ 16.80	\$ 0.55		2954.5%
Home Owner	n/a	n/a		n/a
Total	\$ 88.11	\$ 1.18		7366.9%

Visitor Information Comparative Statistics For Fiscal YTD				
	May-2021	May-2020	Variance	
Walk In Visitor Count				
Monthly	2215	65		3307.7%
YTD	16,553	37,478		-55.8%
Merchandise Sales				
Monthly	\$ 5,340	\$ 46		11508.7%
YTD	\$ 40,622	\$ 49,399		-17.8%
Concierge & AT Sales				
Monthly	\$ 5,690	\$ -		
YTD	\$ 5,890	\$ -		
Vacation Planners mailed	100	0		

Destimetrics Reservations Activity (as of May 31, 2021)				
	FY 2021/22	FY 2020/21	Variance	
Current Month Occupancy	30.7%	0.70%		4285.7%
Current Month ADR	\$ 277	\$ 46		502.2%
Current Month REVPAR	\$ 85	\$ -		
Next Month Occupancy	49.4%	13.1%		277.1%
Next Month ADR	\$ 419	\$ 439		-4.6%
Next Month REVPAR	\$ 207	\$ 57		263.2%
Summer Total Occupancy (proj)	38.6%	16.3%		136.8%
Summer Total ADR (proj)	\$ 414	\$ 419		-1.2%
Summer Total REVPAR (proj)	\$ 160	\$ 68		135.3%

Reno Tahoe International Airport			
	April-2022	April-2021	Variance
Total Passengers Served	326,787	247,220	32.2%
Average Load Factor	80.6%	64.4%	25.2%
Total Number of Departures	1,589	1,613	-1.5%
Non-Stop Destinations Served	28	18	55.6%
Departing Seat Capacity	202196	192005	5.3%
Crude Oil Averages (barrel)	\$ 101.78	\$ 61.75	64.8%

Notes of interest:

Conference Revenue Statistics				
(Booked as of April 30th, 2022)				
	2021/22	2020/21	Variance	
Total Revenue Booked	\$ 1,962,035	\$ 417,602		369.8%
Number of Room Nights	9,228	1,773		420.5%
Number of Delegates	na	na		#VALUE!
Number of Tentative Bookings	28	10		180.0%
Number of Leads Generated	na	na		#VALUE!
Conference Revenue And Percentage by County:				
	21-22	20-21		
Placer	69.3%	83.3%	\$ 1,359,251	\$ 348,025
Washoe	30.7%	16.7%	\$ 602,784	\$ 69,577
South Lake	0.0%	0.0%	\$ -	\$ -
Nevada	0.0%	0.0%	\$ -	\$ -
Total Conference Revenue	100.0%	100.0%	\$ 1,962,035	\$ 417,602
				369.8%

XP-1

Top Website Lodging Referrals (May)	Total Lodging Ref.	Unique Lodging Ref.
Hyatt Regency Lake Tahoe	77	76
Hyatt High Sierra Lodge	75	73
Meeks Bay Resort & Marina	70	69
Natural Retreats – North Lake Tahoe	47	44
AvantStay	44	42
Cedar Glen Lodge	39	39
Tahoe Truckee Factory Stores	35	29
Cottage Inn at Lake Tahoe	34	34
The Ritz-Carlton, Lake Tahoe	33	31
Crown Motel & Family Resort	32	28
Rustic Cottages	32	30
Sunnyside Restaurant & Lodge	32	32
Mourelatos Lakeshore Resort	31	31
River Ranch Lodge and Restaurant	30	27
Tahoe Vista Lodge and Cabins	29	27
Tahoe Biltmore Lodge & Casino	28	27
Tahoe Luxury Properties	25	24
Stevenson's Holiday Inn	24	23
Tahoma Meadows Cottages	24	24
West Shore Cafe & Inn	24	21
Basecamp Hotel Tahoe City	23	23
Northstar California Resort	23	23
Cedar Crest Cottages	22	22
Gar Woods Grill & Pier	21	21
Resort at Squaw Creek	21	21

XI-2

Summary:

The Visitors Center is open 7 days a week and has been experiencing increased visitation. Staffing has started to ramp up for summer.

Staffing:

- Have hired 1 new seasonal employee for the Summer. Will hire 1 more.

Operations:

- Manage Visitors Center
- Inventory management

Projects:

- Sky Show planning
- Reimagining project
- 2022/23 Budget planning
- New website for organization
- Activity Tickets management
- New flooring
- New toilets
- GoTahoeNorth.com management
- Reimagining project member
- New roof proposal

Meetings attended:

- Co-op agency meetings, Cloudriff status meetings, strategy meetings, July 4th meetings, reimagining meetings, BACC meeting, Co-op marketing committee, RTT meetings.

President/CEO Report
Activities Report
June 15th, 2022

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Worked with Agency and Staff on Summer Consumer Media and Creative
 - Worked with NLTRA CEO on Coop organizational structure
 - Overseeing all PR/Communication efforts with Augustine Agency
 - Participated in the NLT Coop Committee meeting
 - FY 2022/23 NLT Coop Budget
- PROJECTS
 - Continued program development for July 4th Drone SkyShow
 - Worked with Partners on Spring and Summer TART Connect program
 - Participating in Lake Tahoe Sustainable Tourism and Recreation Partnership
 - Finalized for Board review and approval the IVCBVB Reimaging project
 - Working with staff and agency partners on Reimaging project implementation
 - Worked with Abbi Agency on organization communication and social media messaging
- MEETINGS (in person or virtual)
 - Attended agency status meetings
 - Attended Tourism Cares Conference
 - Attended Envision Tahoe Committee Meeting
 - Attended RSCVA Board Meeting
 - Attended TMA Executive Committee Meeting
 - Attended TTD Incline Mobility Hub Committee Meeting
 - Attended Stewardship Tahoe Core Committee Meeting
 - Attended Stewardship Tahoe Public Workshop Meeting
 - Attended RASC Executive Committee Meeting
 - Attended RASC Board Meeting
 - Attended TTD Board Meeting
 - Attended TTD Committee Meeting
 - Attended TMA Board Meeting
 - Attended Visit California Stakeholder Listening Session
 - Attended Visit California Research Committee Meeting



north lake tahoe

Departmental Reports
June 2022



north lake tahoe

May 2022

Meetings & Conventions Report

TURNED DEFINITE

1. Southwest Carpenters - 4/30/22-5/6/22, 212 rooms, 50 people

NEW MEETINGS & RFPs DISTRIBUTED

2. HPN - 84183 - NA Leadership Meeting, 7/11/22-7/14/22, 60 rooms, 20 people
3. HPN - 83869 - Incentive Trip 2022, 8/18/22-8/21/22, 45 rooms, 30 people
4. HPN - 83203 - Education Retreat Aug 2022, 8/7/22-8/13/22, 81 rooms, 14 people
5. HPN - 83204 - Education Retreat Sep 2022, 9/7/22-9/15/22, 112 rooms, 14 people
6. HPN - 83598 - Branch Trip Oct 2022, 10/6/22-10/9/22, 96 rooms, 31 people
7. Pacaso - Presidents Club Jan. 2023, 1/19/23-1/21/23, 66 rooms, 40 people
8. HPN - 84316 - 2023 CME, 2/5/23-2/9/23, 80 rooms, 20 people
9. Wilderness Medical Society - Winter Meeting 2023, 2/15/23-2/23/23, 585 rooms, 260 people
10. HPN - 84295 - 2023 Annual RVP Sales Summit, 2/27/23-3/2/23, 225 rooms, 140 people
11. Nevada Society for Dermatology and Dermatologic Surgery - NSDDS Annual Meeting 2023, 9/7/23-9/10/23, 95 rooms, 125 people
12. American Bar Association - Consumer Financial Services 2024, 1/12/24-1/16/24, 455 rooms, 200 people
13. Groundwater Resources Association of California - 7th Annual Western Groundwater Congress, 9/23/24-9/25/24, 450 rooms, 400 people

NEW INQUIRIES

1. Atlassian - GTM Leadership Offsite 2022 - 5/24/22-5/26/22, 45 rooms, 8 people
2. TBK Bank - TBK Bank Offsite, 9/13/22-9/14/22, 13 people, 26 rooms
3. Association for Fire Ecology - 2023 AFE International Fire Ecology and Management Congress, 11/13/23-11/17/23, 700 people, 1500 rooms
4. Verkada - Verkada Company Offsite, 2/17/23-2/19/23, 350 people, 700 rooms
5. Hanson Bridgett LLP - All Attorney Retreat 2023, 4/14/23-4/15/23, 200 people, 430 rooms
6. Education Research and Development Institute - ERDI July 2024 Conference, 7/6/24-7/12/24, 180 people, 1255 rooms
7. Peterbilt Motors Company - PB DM 2024 2/3/24-2/8/24, 150 people, 444 rooms
8. National Center for State Courts - NCSC_2022 CCJ COSCA Western Region Summit, 9/5/22-9/8/22, 85 people, 180 rooms
9. Horizon Photo Productions - Venus Fashions - Photoshoot Group, 6/18/22-6/25/22, 18 people, 130 rooms
10. Meetings Made Easy LLC - 33rd IPCU 2023, 1/17/23-1/22/23, 220 people, 660 rooms
11. Mountain Mikes Pizza - Convention, 10/15/23-10/16/23, 400 people, 490 rooms
12. Kaiser Permanente - KP, Excellence Awards, 7/11/23-7/14/23, 210 people, 476 rooms

XIII a-1

13. Scale Dealers Association - 2023 Fall Scale Dealers Assn (SDA) Board Meeting, 10/3/23-10/7/23, 35 people, 70 rooms
14. Glenfarne Group - 2022 Glenfarne Group Summer Outing, 8/3/22-8/4/22, 30 people, 60 rooms
15. Coherus BioSciences - Coherus Managers Meeting, 3/6/23-3/10/23, 60 people, 258 rooms
16. Associated General Contractors of San Diego - Meetings, 2/2/23-2/5/23, 65 people, 94 rooms
17. Walter Pritchett Insurance Agency - Strickland-Pritchett Staff Retreat 2022, 7/18/22-7/22/22, 25 people, 75 rooms

CONFERENCE SALES PROJECTS

- Key Projects:
 - Attended CalSAE Elevate planning committee meeting May 23
 - Planning conference newsletter for June
 - SDR Lead Gen:
 - C H Edwards Inc
 - Explorer Travel Services
 - BlueCross BlueShield
 - FSBPT
 - American Board of Foot & Ankle Surgery
 - Beyond Expectations
 - Industrial Fabrics Association
 - Markekl Northeast Division

SITE VISITS & SALES CALLS

- Call with Ryan Cunnane Chief Growth Officer of US Water Polo Association

TRADE SHOWS & EVENTS

- Attended trade shows:
 - Destination West in Denver May 5-7, held (20) meetings and distributed to NLT partners
 - HelmsBriscoe Annual Business Conference in Las Vegas May 9-11, met with all planners who we have an open lead with as well as planners we've received leads in the past 5 years
 - Hosted (9) planners at Topgolf in Roseville May 12th
 - Sara Erck - Smith Moore & Associates
 - Amanda Rae Smith - Smith Moore & Associates
 - Meg Hemming - California Special Districts Association
 - Joan Dean - HelmsBriscoe
 - Lauren Pontier - HelmsBriscoe
 - Ross Hutchings - California Self Storage Association
 - Melissa Manchester - MMM Management
 - Paul Dhadda - Exquisite Travel Group
 - Lori Cooper Borchard - Frozen & Refrigerated Food Council

CHICAGO EFFORTS

- Our in-market representative, Denise Cmiel focused on the below for the month of May:
 -



north lake tahoe

May 2022

Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Held Webinar for Webbeds on May 2nd
 - Held Webinar with MySnow Holidays on May 5th
 - Product Development call with WeSki on May 9th
 - Attended Tourism Cares May 18-20 at Palisades Tahoe
 - Attended High Sierra Visitor Council planning meeting May 23
 - Call with Pollen discussing potential adventure race Fall 23' on May 4th
 - Call with Gate 7 in Australia on possible campaign with United and Trip.com
- Key Projects:
 - Planned and hosted influencer Sara McCarty from High Sierra Visitor Council at Sunnyside, Palisades, Tahoe Sailing Charters, Za's May 12-13
 - Building trade newsletter for June to highlight Via Ferrata, Northstar, Ritz-Carlton, new flight from Spirit into RNO
 - Preparing for The Cup (30) clients and IPW June 1-8 (50) appointments shared with Hyatt Regency and Resort at Squaw Creek

XIII b-1

MAY 2022 Monthly Report



north lake tahoe

KITC

May Executive Summary – Consumer Campaign

- With smaller paid media budgets in May in comparison to previous months, there were overall less impressions and TOS conversions. Additionally, the spring creative came to an end and summer creative was introduced. However, TOS costs still decreased by \$12 and total TOS conversions only fell 29% despite a 56% lower overall spend than the previous month.
- Within the three primary markets, Los Angeles earned 38% of total conversions, followed closely by Houston at 37% and Dallas at 25%. Expanded markets of Monterey-Salinas and Fresno had much different results than what was observed in April: Monterey-Salinas ran the majority of TOS conversions at 68%, while Fresno earned just 31%. The Jones Family outperformed all other personas when comparing key metric indicators such as impressions, clicks and TOS at 115 seconds.
- All May video across social, OTT and YouTube ended on April 24th due to snow imagery being in the creative. With the shift from spring to summer creative, the high performing video removal caused social TOS conversions to fall by 60%.



May Executive Summary – MCC Campaign

- As budgets optimized towards the end of the fiscal year, the MCC campaign paced slightly slower in spend in May than in April with 26,000 fewer impressions. With this, there were 16 TOS conversions earned in May compared to 50 conversions in April.
- Display earned 75% of total TOS conversions and Video/Social earned just 25%.
- Due to the minimal budget, Paid Social served very little impressions and generated very few conversions.
- Additionally, inflation has been impacting corporate travel planning, with many businesses foregoing summer travel to save on budgets.



XIII-2

May Executive Summary - Website

- Website traffic decreased in May most likely due to a decrease in paid media and organic search traffic. However, the amount of visitors was still strong at over 57K.
- The average session duration was 1:22 (industry average is 1 minute). Users and sessions were also up by 40% when compared YoY.
- Top website audiences followed similarly to the paid media target audiences. Website visitors from Arizona had the highest amount of engagement on the site at over two minutes on the site.
- Top pages continued to be activities-based pages like the spring page as well as other helpful resources. More so than in winter, however, activities pages were much more visited than the resource pages.



XTDc3

May Executive Summary - Content

- In May, two blogs were posted including one on rainy day/indoor activities and one related to the 4th of July drone show.
- Two newsletters were also sent out during the month of May. One of them highlighted summer planning, working from nature and promoting mid-week travel. The second promoted in-market events and activities like Clean Up Day, Made in Tahoe and the summer long music series. Both boasted higher-than-average open rates of 27% and 28%, respectively (industry average is 16%).
- CrowdRiff metrics also did decrease a bit this month, most likely as there was a shift from spring imagery to summer imagery.



XIIIc-13

May Executive Summary – PR Coverage

- In May, there were three secured clips with estimated digital monthly visits of 7.49M and estimated digital coverage views of 115K.
- Coverage featured the July 4th drone show, 7 best Via Ferrata routes in the US and discovering Tahoe through hiking trails.
- Pitching efforts primarily focused on Memorial Day visits, sustainability, hiking trails and Clean Up the Lake with Tony Sots.
- Augustine and Visit California also partnered with influencer [@suzionthemove](#), who shared North Lake Tahoe with her 64K followers.



X77C-5

May Executive Summary – Organic Social Media

- In May, Facebook content featured spring activities and sustainability messaging. There were just over 2M impressions and 13K post clicks, and while impressions decreased, there was an overall increase in engagements which is a positive indicator that content is resonating well. In fact, the average engagement rate was 3.4% (benchmark 0.30%).
- Instagram content generated 324K impressions, a decrease from April due to boosted posts reaching less users at a lower frequency. Landscape and sustainability-themed posts were popular, with an Earth Day post generating 1,157 engagements and 25 saves.
- Augustine continued to build out video content including a video of lakeside views. This video was featured as a reel on Instagram and received 20K views and 1.5K engagements.



Lodging Referrals - 5/1/22-5/31/22	Total Events	Unique Events
Hyatt Regency Lake Tahoe Resort Spa & Casino	77	76
Hyatt High Sierra Lodge, A Hyatt Residence Club	75	73
Meeks Bay Resort & Marina	70	69
Natural Retreats – North Lake Tahoe	47	44
AvantStay	44	42
Cedar Glen Lodge	39	39
Tahoe Truckee Factory Stores	35	29
Cottage Inn at Lake Tahoe	34	34
The Ritz-Carlton, Lake Tahoe	33	31
Crown Motel & Family Resort	32	28
Rustic Cottages	32	30
Sunnyside Restaurant & Lodge	32	32
Mourelatos Lakeshore Resort	31	31
River Ranch Lodge and Restaurant	30	27
Tahoe Vista Lodge and Cabins	29	27
Tahoe Biltmore Lodge & Casino	28	27
Tahoe Luxury Properties	25	24
Stevenson's Holliday Inn	24	23
Tahoma Meadows Cottages	24	24
West Shore Cafe & Inn	24	21
Basecamp Hotel Tahoe City	23	23
Northstar California Resort	23	23
Cedar Crest Cottages	22	22
Gar Woods Grill & Pier	21	21
Resort at Squaw Creek	21	21
Chaney House	20	14
Red Wolf Lakeside Lodge	20	19
Tahoe Sands Resort	19	19
Granlibakken Tahoe	18	18
Tahoe Rentals by Wells and Bennett Realtors	18	18
Rockwood Lodge	17	16
Brockway Springs Resort	16	15
LakeFrontHouse.com	16	15
North Tahoe Rental Company	16	11
VACAY North Tahoe	16	15
Tahoe Time Vacation Rental	15	15
The Village at Palisades Tahoe	15	14
Franciscan Lakeside Lodge	14	11
Parkside Inn at Incline	14	13
Stay In Lake Tahoe	14	12
Tahoe Edgelake Beach Club	14	13
Donner Lake Village	13	13

XIIIc-7

Lake Tahoe Deluxe Vacation Rentals	13	13
The Inn at Boatworks	13	12
East West Hospitality at Tahoe	12	10
Squaw Valley Lodge	12	11
Tahoe Moon Properties	12	12
Tahoe Rental Company	12	10
The Border House at Crystal Bay Casino	12	12
Holiday House	11	11
Olympic Village Inn	11	11
Tamarack Lodge	11	10
The Hotel at Sugar Bowl	11	10
Hauserman Rental Group	10	10
Northstar Lodge by Vacation Club Rentals	10	8
Tahoe Accommodations	10	8
Tahoe Exclusive Vacation Rentals	10	9
Sun Bear Realty & Vacation Rentals	9	9
Chinquapin / Packard Realty	8	8
Christy Lodge	8	8
Mother Natures Inn	8	8
Tahoe Marina Lodge	8	7
Tahoe Signature Properties	8	8
Vacation Station, Inc.	8	8
Agate Bay Realty Vacation Rentals	7	7
Constellation Residences at Northstar	7	7
Frog Lake Backcountry Huts	7	7
Martis Valley Vacation Rentals	7	6
Waters of Tahoe Properties	7	7
West Shore Sports	7	7
Club Tahoe Resort	6	6
Lake Tahoe Accommodations	6	6
PlumpJack Inn	6	6
Tahoe Getaways Vacation Rentals	6	6
Tahoe Mountain Properties	6	5
Tahoe Real Estate Group	6	6
Tahoe Tavern Properties	6	5
Tahoe Vacation Rentals	6	6
Castle Peak Vacation Rentals	5	4
Donner Summit Rentals	5	5
First Accommodations, Inc.	5	5
Tahoe Vistana Inn	5	5
Tahoe Woodside Vacation Rentals	5	3
Vacation Tahoe by O'Neal Brokers	5	5
Firelite Lodge	4	4

XTDC-8

Goldfish Properties	4	4
PepperTree Inn	4	4
Tahoe Donner Golf Course	4	4
The Lodge at Obexers	4	4
Vacasa	4	4
Tahoe North Shore Lodge	3	3
Caliente! Lake Tahoe	2	2
Incline Vacation Rentals	2	2
Martis Valley Associates Property Rentals	2	1
Sandy's Pub at the Resort at Squaw Creek	2	1
SellMyTimeShareNow.com	2	2
Sierra Mountain Properties	2	2
Tahoma Lodge	2	2
West Lake Properties at Tahoe	2	2
Americas Best Value Inn Tahoe City	1	1
BEST. VACATION. EVER... InvitedHome.com	1	1
Pullen Realty Group	1	1
Tahoe Donner Cross Country Ski Center	1	1
	1544	1464

KTUC-9

MAY RECAP REPORT

Incline Village Crystal Bay Visitors Bureau

GOAL

Position Incline Village Crystal Bay Visitors Bureau as a key contributor to North Lake Tahoe's vital tourism industry as well as a partner that values destination management, transparency and community involvement.

OBJECTIVES

Awareness: Position Incline Village Crystal Bay Visitors Bureau (IVCBVB) as a key contributor to North Lake Tahoe's vital tourism industry as well as a partner that values destination management, transparency and community involvement.

Clarity: Research & develop messaging and voice, tone, mission, vision, etc

Education: Debut and use PR efforts to launch and spread educational information on the new brand understanding (as well as new name/logo should those change)

OVERVIEW

In May, The Abbi Agency:

- Drafted, edited and posted on IVCBVB social channels and boosted select posts.
- Worked on the development of the reimagining project and finalized logo and final branding pieces.
- Drafted and distributed press release for Bart Peterson's promotion
- Coordinated interviews with Thrillist and Today in the Bay.
- Participated in PIO coordination call on 5/12, 5/26

5-17-22

PUBLIC RELATIONS

8

Pieces of Coverage in May

13

Total Pieces of Coverage
in 2022

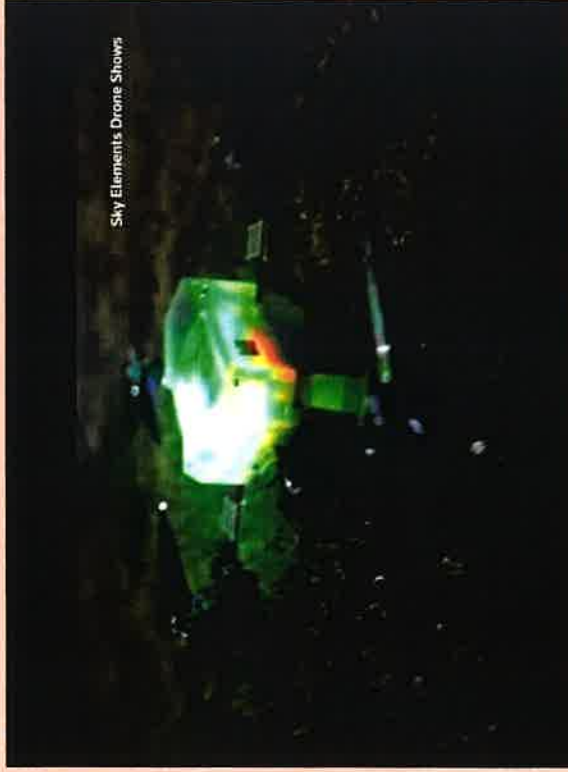
Click [here](#) to view all
coverage and metrics to
date.

243.5K

Total Estimated Coverage
Views in 2022



REUTERS®



Reuters

Story Title: [Fire season drives demand for July 4 drone shows to replace fireworks](#)

Date: May 9, 2022

Est. Coverage Views: 107K

Market: National

Featured: Andy Chapman quoted

KTUS-7

Tahoe Daily Tribune

IV/CB visitors bureau tabs Peterson as sales director

News [FOLLOW NEWS] | May 17, 2022



Bill Houak [FOLLOW]
houak@the-dailytribune.com



INCLINE VILLAGE, Nev. — Bart Peterson has been named as director of sales for the Incline Village Crystal Bay Visitors Bureau after serving for two years as its business development manager, the bureau announced on Tuesday.

Peterson has worked closely with regional partners through the North Lake Tahoe Marketing Cooperative and he will continue to support the Sierra region through group and leisure sales efforts.

"Bart has done an amazing job overseeing our collective North Lake Tahoe sales efforts over these last two years," said Andy Chapman, President and CEO of IV/CBVB. "He is well deserving of this new role and title as we continue to refine our visitor acquisition approach to focus on responsible visitation."



Bart Peterson

Tahoe Daily Tribune

Story Title: [IV/CB visitors bureau tabs Peterson as sales director](#)

Date: May 17, 2022

Est. Coverage Views: 1.39K

Market: Lake Tahoe

Featured: Andy Chapman quoted



People: Bart Peterson named director of sales for the Incline Village Crystal Bay Visitors Bureau



Bart Peterson

Discover
Comment
Share this
Link

Bart Peterson has been named as the new director of sales for the Incline Village Crystal Bay Visitors Bureau after serving for two years as its business development manager.

Munday, May 30, 2022

Northern Nevada Business Weekly

Story Title: People: [Bart Peterson named director of sales for the Incline Village Crystal Bay Visitors Bureau](#)

Date: May 30, 2022

Est. Coverage Views: 906

Market: Northern Nevada

SOCIAL MEDIA



XTPS-10

115,072
+133.6%
Impressions

7,694
+129.6%
Engagement

74
252.4% faster growth rate
New Fans and Followers

*** Percentage compared to
April 1-30, 2022**

11-5-11

OVERVIEW OVERVIEW

In the month of May, boosting efforts were optimized, and the numbers reflect improvement in every metric on both Instagram and Facebook. Facebook engagements were up 136%, and Instagram engagements were up 17%.

In addition, the amount of direct messages, both in and out, increased. This reflects not only messages, but also tagged content on Instagram. This means more people know to tag IVCBVB in the pictures and posts they share on their feed and stories.

The only metric that went down this month compared to April was video views. This is due to just how successful the boosted All Star Pickers video performed in the first week of April. We will continue to prioritize strategy to incorporate more video content moving forward now that we know how well it performs.

FACEBOOK HIGHLIGHTS

The screenshots to the right indicate top performing posts by lifetime engagement for May.

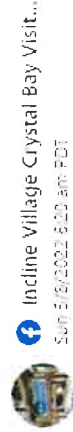
TOTAL IMPRESSIONS: 103,735
+137.9%

TOTAL ENGAGEMENTS: 7,473
+136.3%

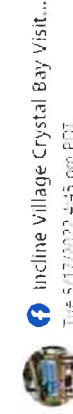
TOTAL FANS: 979
+54



What time is it? 🤖 It's Tee Time! 🏌️
Dust off the clubs, text your friends, and get to one of Tahoe's many beautiful courses! It'll be...



Today we take the time to cherish Mom, and treat her to a fantastic Mother's Day in Incline Village. There are plenty of places to take...



Stand-up paddle boarding (AKA SUP) is a fantastic way to get a unique perspective of Lake Tahoe. Did you know you can bring you...



INSTAGRAM HIGHLIGHTS

The screenshots to the right
indicate top performing posts by
lifetime engagement for May.

TOTAL
IMPRESSIONS: 11,337
+100.3%

TOTAL
ENGAGEMENTS: 221
+16.9%

TOTAL
FOLLOWERS: 1,423
+20



ivisitorscenter
Wed 5/23/2022 8:00 am PDT

We are incredibly excited to welcome Bowl
Incline back to Incline Village this summer!
Bowl Incline has been hard at work to revam...



Impressions: 745
Engagements: 76



ivisitorscenter
Fri 5/6/2022 10:40 am PDT

Come tour one of Lake Tahoe's most iconic
and beautiful historic landmarks,
@ThunderbirdLakeTahoe. Tours will commen...



Impressions: 443
Engagements: 37



ivisitorscenter
Sun 5/1/2022 10:15 am PDT

Happy May Day! 🌈🇺🇸🇨🇦 This
post is dedicated to everyone who needs a
good hike and some fresh air in their lungs...



Impressions: 280
Engagements: 20



REIMAGINING PROJECT



OVERVIEW OVERVIEW

The Reimagining Project contains multiple deliverables:

- Message Map (Mission, Vision, Values, Brand Direction)
- Naming
- New Logo
- Brand Guidelines

These items happen both in tandem and simultaneously - as there are many facets of these steps that benefit from the others.

In May, these were all finalized and Logo suites, brand guidelines, and final stages of the reimagining project were kicked off.

THANK YOU

CONTACT

chani@theabbiagency.com

775.323.2977

theabbiagency.com