



AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, May 17th, 2023 3:00 pm

The Board of Directors of Travel North Tahoe Nevada will hold their monthly meeting on Wednesday May 17th 2023 beginning at 3:00pm. The meeting will be held at the Travel North Tahoe Welcome Center office located 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, Travel North Tahoe Nevada, at <https://travelnorthtahoenevada.com/> 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 TNTNV 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 TNTNV website at <https://travelnorthtahoenevada.com/>. 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 | Blane Johnson |
| 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. | Blane Johnson |
| III. | Approval of Agenda (For Possible Action) | Blane Johnson |

Board Agenda

- | | |
|---|----------------------|
| IV. Approval of April 2023 Board Meeting Minutes (For Possible Action) | Blane Johnson |
| V. Review of July 4th SkyShow Event (15 min) | Andy Chapman |
| VI. Presentation of Summer Consumer Media/Creative (20 min) | Andy Chapman |
| VII. Review of April 2023 Financial Statements (5 min) | Greg Long |
| VIII. FY 2023/24 Fund Transfer Revenue Review and Discussion (15 min)
(For Possible Action) | Chapman/Long |
| IX. FY 2023/24 Budget Review and Discussion (30 min)
(For Possible Action) | Chapman/Long |
| X. Submittal of April Dashboard (15 min) | Long/Chapman |
| XI. Management Reports | Andy Chapman |
| XII. Departmental Reports <ul style="list-style-type: none">a) Conference Salesb) Leisure Salesc) Consumer Advertisingd) Social/Contente) Public Relations | Andy Chapman |
| XIII. Old Business | Blane Johnson |
| XIV. New Business | Blane Johnson |
| XV. Director Comments | Blane Johnson |
| XVI. 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. | Blane Johnson |
| XVII. Adjournment – (For Possible Action) | |



**April 2023 Board Retreat Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, April 6, 2023, 8:30am**

I. Call to Order/Roll Call

Blane Johnson

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 8:35am by Blane Johnson. Roll call was taken, and the following members were present: Bill Watson, Claudia Andersen, and Blane Johnson. The following IVCBVB employees were present: Greg Long, Director of Operations, Andy Chapman, President/CEO, Kim Warren, Administrative Assistant, Bart Peterson, Director of Sales.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Blane Johnson

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)

Blane Johnson

Motion to approve the April 2023 agenda by Bill Watson. Second by Claudie Andersen. Approved.

IV. Approval of Jan. 2023 Board Meeting Minutes (For Possible Action) Blane Johnson

Motion to approve the Jan 2023 meeting minutes by Bill Watson. Second by Claudia Andersen. Approved.

V. Discussion and Direction on Divesting of Barge Asset

Andy Chapman

CEO Chapman gives update on Barges. Purchased in 2019 for \$37,000. Main purpose was to launch fireworks in Lake Tahoe. Now that fireworks are going away for good (hopefully), we would like to divest the asset. Board feels we should continue in our efforts to sell the barges. Motion to approve the sale of the barges to highest possible bidder by Bill Watson. Second by Claudia Andersen. Approved.

VI. Board Retreat and Strategic Discussion

Andy Chapman

- Making Sense of Economic Tailwinds and Headwinds
Carl Ribaud from SMG gave an update on the economic outlook in the Tahoe basin. PowerPoint in packet.
- NDOT Tahoe Update
Austin McCoy and Spencer Buckles from NDOT gave an update on the projected road projects within the region for the next few years. PowerPoint in Packet
- Washoe Tahoe Update
Commissioner Alexis Hill gives an update on Washoe County's local plans. PowerPoint in packet.
- NLT Coop Program Review and Discussion
Andy Chapman gives update on Coop marketing campaign. Video link in packet.
- North Tahoe Community Alliance Update
NTCA COO Adam Wilson gives an update on the rebranding and focus of the NTCA formerly NLTRA. PowerPoint in packet.
- Brand and Communication Review and Update
Abbi Agency gives update on the rebranding and communication efforts of TNTNV. PowerPoint in packet.
- Lake Tahoe Destination Stewardship Plan Update
CEO Chapman gives update on the Stewardship Plan. More info can be found at:
<https://stewardshiptahoe.org/>

VII. Review and Update to TNTNV CEO Review Process

Blane Johnson

Chair Johnson wants to update the review process of the CEO. Questions seem redundant and not as relevant as they can be. CEO and Board will look at process of other similar organizations. Trend is to not do grading system in business. Andy should have more input to his review. Process will be revisited at a future meeting.

VIII. Old Business

Blane Johnson

None.

IX. New Business

Blane Johnson

Michael Murphy is moving on from the Lake Tahoe Hyatt. Best of luck in HI.

X. Director Comments

Blane Johnson

None

XI. PUBLIC COMMENT – Pursuant to NRS 241.020

Blane Johnson

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

None

XII. Adjournment

Adjourned. 2:37pm.

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>

2022-23 Summer Media and Public Relations Updates



north lake tahoe

AGENDA

CAMPAIGN STRATEGIES

MEDIA STRATEGIES

TARGET MARKETS

TACTICS

CREATIVE EXAMPLES

PR UPDATES

SUMMER CAMPAIGN STRATEGIES

Tier 1:

- Increase length of stay and push Summer 2023 visits towards end of season.
- Increase mid-week visitation.

Tier 2:

- Support Traveler Responsibility Pledge and Sustainability efforts.
- Increase in-market spending and support of local businesses.
- Engage with locals and visitors, promoting positive sentiment and community support.
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy.
- Increase awareness of seasonal activities, events and experiences.
- Continue to grow destination awareness, brand loyalty and conversation.



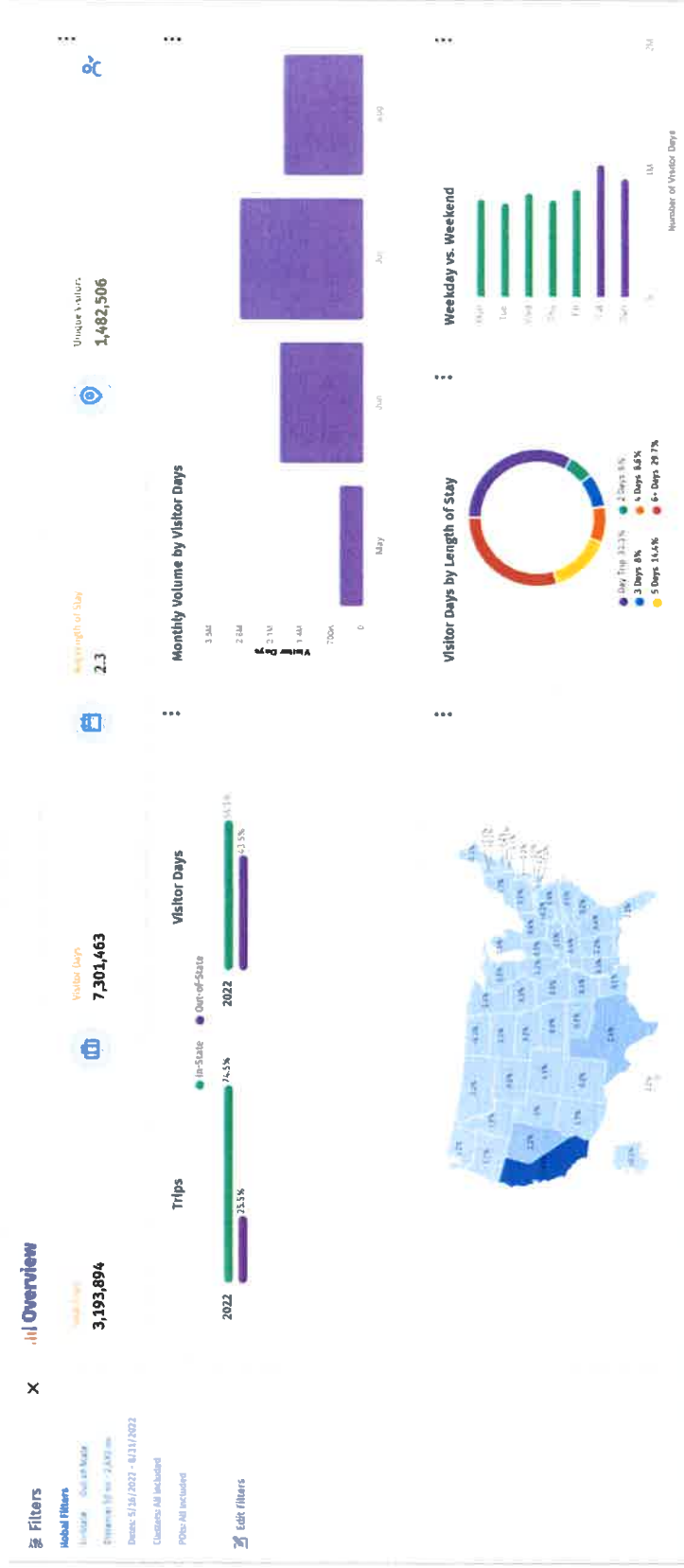
MEDIA STRATEGIES

- Use lower budgets to target Los Angeles audiences.
- Target national High-Value audiences.
 - Fly market / 3-year visitor.
 - 4+ day stay, mid-week, higher HHI and higher spending.
- Maintain Sustainability messaging.
 - TV: Bay Area
 - FB / Insta: In-Market Travelers 75%; Locals 25%



DATA COLLECTION

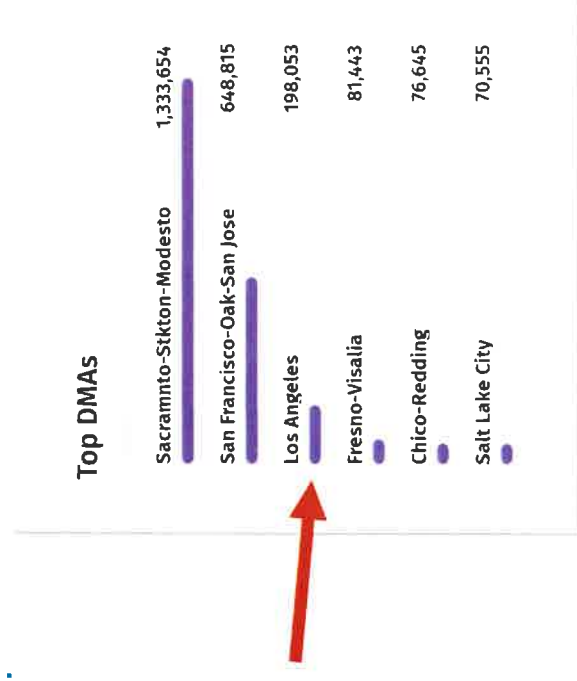
Markets were selected with Datafy's Visitation dashboard, pulling data from Summer 2022.



VIS

Dashboard Insights – Summer 2022

- Average length of stay for all visitors: 2.3 days.
- Summer 2022 weekends saw higher numbers than weekdays. 2023 advertising should focus on pushing weekday visits.
- LA was the third highest visitation market after Sacramento and San Francisco.
- Over 80% of LA visitors stay 2+ days with 62% staying 4+ days.



LA Visitor 'Only' Data:

Trip Length

1-Day Trip Visitor Days	2-Day Trip Visitor Days	3-Day Trip Visitor Days	4-Day Trip Visitor Days	5+ Day Trip Visitor Days
97,256	36,918	58,950	80,014	236,019

SUMMER TARGET MARKETS

- Los Angeles, CA
- National Fly Markets / 3 Years Visitor (High Value)
- Local Market (Sustainability)
- Sacramento (Sustainability)
 - TV and Radio PSA
 - Running print as part of NTCA plan
- CA statewide - search and annual California Visitor Guide
- Nevada statewide - travel guide



VP7

Consumer Flowcharts



CONSUMER SUMMER FLOWCHART – 10% of Yearly Budget

TACTICS

Programmatic Display

- Prospecting and retargeting
- High value / national audiences

Search Marketing

- National search and Google Max

Facebook/Instagram

- Prospecting and retargeting
- High value / national audiences

Native Direct

TV Segment

- Sustainability messaging

TripAdvisor

In-Market Radio (KTKE)

Nevada Travel

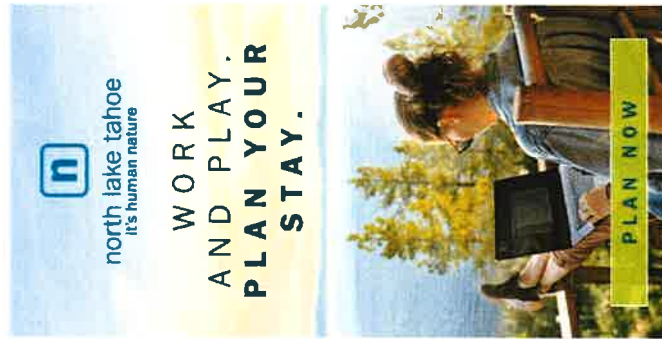
California Visitor's Guide

NLT 2022-23 MEDIA PLAN	4Q 2022-23														1Q 2023-24							Gross Total	
CAMPAIGN: CONSUMER	May			June			July				August												
	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21								
	2022-23 Fiscal Year: Summer															2023-24 Fiscal Year: Summer							
DIGITAL																							
Programmatic Display PT																							
Programmatic Display RT																							
Native (direct)																							
Paid Search - National																							
Google Max (Search, YouTube, Display, Gmail Ads)																							
Digital Total																							
SOCIAL																							
FB/IG PT																							
FB/IG RT																							
Social Total																							
OTA's																							
TripAdvisor (Desktop/Mobile/Audience/etc)																							
OTA's Total																							
MISC																							
Programmatic Display (High Value / National)																							
FB/IG (High Value / National)																							
MISC Total																							
SUSTAINABILITY/PLEDGE/TART/etc																							
TV: Sac/SF (KRON/KCRA/etc)																							
FB/IG (In-Market Travelers 75%; Locals 25%)																							
In-Market Radio (KTKE)																							
Nevada Travel																							
California Visitor's Guide																							
Sustainability/Pledge Totals																							
Adserving																							
Total Media Investment																							
																May-June Total:				\$66,240			
																July-August Estimated Total:				\$27,393			
																Comined Total				\$93,634			

Creative Strategy



Display



north lake tahoe
it's human nature

WORK
AND PLAY.
PLAN YOUR
STAY.

PLAN NOW



north lake tahoe
it's human nature

ADVENTURE
SOARS IN
SUMMER'S
PLAYGROUND

SAND HARBOR
INCLINE
VILLAGE, NV

PLAN NOW



EXPLORE
SUMMER'S
BEST MIDWEEK
LODGING
SPECIALS

north lake tahoe
it's human nature

SEE IT NOW



SCHOOL'S OUT.
SUN'S OUT.
IT'S TIME
TO PLAY.

north lake tahoe
it's human nature

THOUSANDS OF
ADVENTURE PARKS
IN THE CITY, CA

PLAN NOW



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it's human nature

RELAX IN
SUMMER'S
PLAYGROUND

THE LINKS AT
SQUAW CREEK
Olympic Valley, OH

PLAN NOW



VIEW OUR

KNOW
BEFORE
YOU GO

INFORMATIONAL
GUIDE

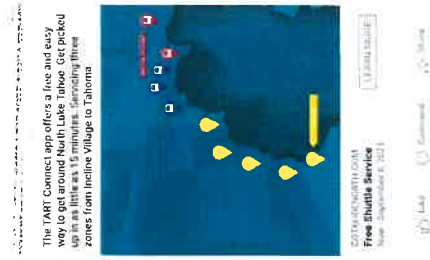
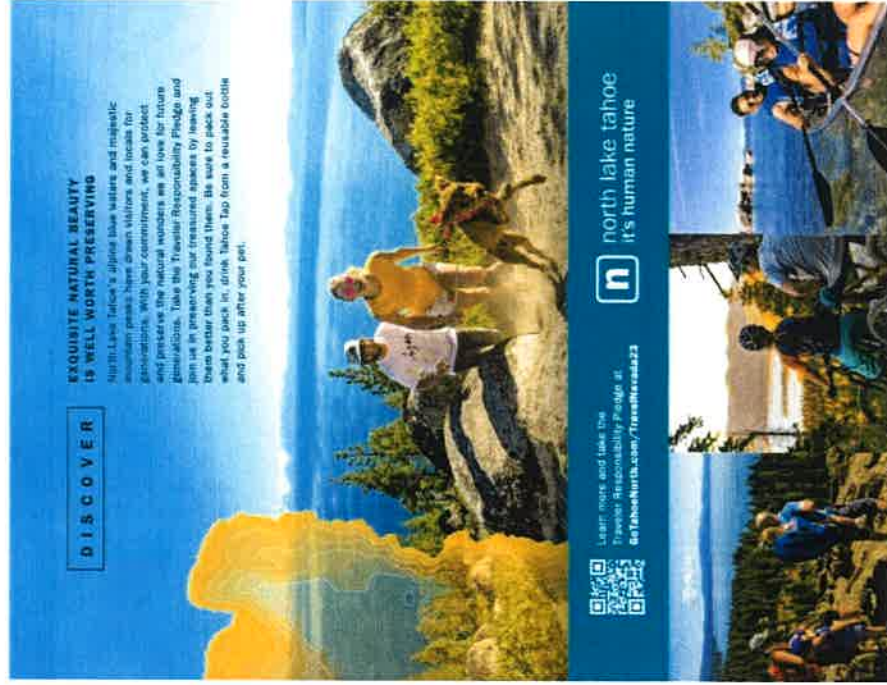
north lake tahoe
it's human nature

PLAN NOW

Social

North Lake Tahoe  View Profile Experience the best of summer's playground by planning ahead with our Know Before You Go guide.		Book now Travel Responsibly Plan Ahead Like Comment Share
North Lake Tahoe  View Profile Be inspired by North Lake Tahoe, work from nature and stay to play.		Expand Your Work Space Plan Your Stay Learn more Like Comment Share
North Lake Tahoe  View Profile Crystal blue waters, mountain adventures and unique events are calling. Take advantage of midweek deals in our summer playground.		Travel Responsibly Plan Ahead Learn more Like Comment Share
North Lake Tahoe  View Profile Schedule some "me" time and tee up relaxation in summer's playground. Book midweek for special deals and offers.		Travel Responsibly Plan Ahead Learn more Like Comment Share
North Lake Tahoe  View Profile Find your next adventure in summer's ultimate playground. Make the most of your trip and book midweek.		Travel Responsibly Enjoy Forever Learn more Like Comment Share
North Lake Tahoe  View Profile School's out. Sun's out. It's time to play in summer's official playground. Enjoy offers for the whole family when you book midweek.		Travel Responsibly Enjoy Forever Learn more Like Comment Share

Sustainability Examples



PR Updates



Recent and Upcoming FAMs

- Kathleen Wong – USA Today (Jan. 17-20)
- Dominique Chouvet – Roadtrippin.fr (Feb 27-March 3)
- Michelle Baran – AFAR (March 31-April 2) Connection made at VCA SF Media Mission, won raffle
- Ed Leigh – The Telegraph (April 3-6)
- Four Mexico Influencers in conjunction with Visit Reno (April 5)
- Scott Laird – Fodors, Conde Nast, TravelPulse, TripSavvy, TraveAge West (May 11-14) Connection made at IMM
- Karon Warren – 10Best, BestLife (May 16-19) Connection made at IMM
- Lynn Brown – The Points Guy (Oct 11-16) Connection made at IMM

Recent and Upcoming Media Events

- IMM – Jan 25-27
- Travel Nevada LA Media Mission – March 21
- Visit California LA Media Mission – May 4



Recent Coverage

[Pros' Picks: 7 Top U.S. Golf Destinations](#)



Lake Tahoe

You'll find many more quality golf options on the less-populated North Shore. Superb course conditions are the calling card on the Championship Course at Incline Village on the Nevada side of the North Shore. The downhill tee shot on the par-4 7th hole, with Lake Tahoe visible in the distance, is the standout on a layout with eight dogleg holes.



[Head to North Lake Tahoe for out-of-a-postcard nature and world-class snow sports](#)



Tripadvisor



For nerding out on science, UC Davis Tahoe Environmental Research Center

At this research center in Incline Village, you can dig into the science behind Lake Tahoe, aka North America's largest alpine lake. Interactive virtual exhibits let you explore under the lake's surface without getting wet. There are also occasional evening lectures on everything from managing water in California to the science of attraction. And bonus—the LEED Platinum building offers plenty of eco-friendly design inspo.

[The 15 Best Lake Beaches in the USA](#)



Kings Beach, Lake Tahoe



Kings Beach is a favorite with visitors and locals alike, boasting 979 feet of beautiful lakefront area along the north shore of Lake Tahoe. It's a day-use-only area that offers visitors a wide, sandy beach and picnic tables to relax. This beach was named after the card shark "Joe King," who won the town nearly a century before poker had a cable TV following. From the expansive beach area, visitors can admire panoramic lake views of the mountains in the distance (which may even be snowcapped, depending on the time of year!) and enjoy outdoor live music in the summer. The Kings Beach area is lined with a range of boutique shops and lively restaurants to explore off the sands and can be a great central location to set as a home base for a day in North Tahoe.

Coverage Highlights

[5 Amazing Lake Tahoe Hotels for Every Season](#)

[Season](#)

AFAR

The Ritz-Carlton, Lake Tahoe

- Location: North Lake Tahoe
- Best time to go: Winter/Spring
- [Book now](#)

Set midmountain with ski-in, our privileges to Northstar California Resort (an extinct volcano once known as Mount Pluto), the 170-room [Ritz Carlton, Lake Tahoe](#) capitalizes on ease of entry. [Couples](#), [seniors](#), [kids](#) holders have ready access to Northstar's 3,170 skiable acres, including eight terrain parks and 100 trails.

[Holidays Without Harm](#)



Tahoe Treasures

From its majestic mountain peaks to its iconic alpine lake, [North Lake Tahoe](#)'s natural wonders are a sight to drink in. The area invites all visitors to take its Traveler Responsibility Pledge and become a steward of the land by using its TART Connect, a complimentary on-demand shuttle service, participating in a Scuba dive cleanup, or joining the UC Davis Tahoe Environmental Research Center circumnavigating Tahoe by kayak to collect information on water quality and microplastics.

['If I can do this, I can do anything': How this Tahoe nonprofit empowers travelers with disabilities](#)



Serving the North Lake Tahoe area, like the mountains Palisades and Northstar, the nonprofit assists people with a wide variety of disabilities, like autism, down syndrome and muscular dystrophy. "As long as you can breathe (independently), you can come ski," Marina Gardiner, Guest Services Director at Achieve Tahoe, says.

[Why Skiers Flock to North Lake Tahoe](#)

[Before the Snow Falls](#)

UNOFFICIAL NETWORKS



[North Lake Tahoe](#) is currently buried in feet upon feet of snow.

Skiers and riders from across the world flock to this corner of California/Nevada to experience the legendary powder days, the glorious sunshine, and the breathtaking views offered by more than a dozen ski resorts.

When you think of [North Lake Tahoe](#), you *probably* think of skiing, but this region has plenty to offer before the snow even falls—especially mountain biking.

I had never been mountain biking before.

March: 17 clips, 2.26M views

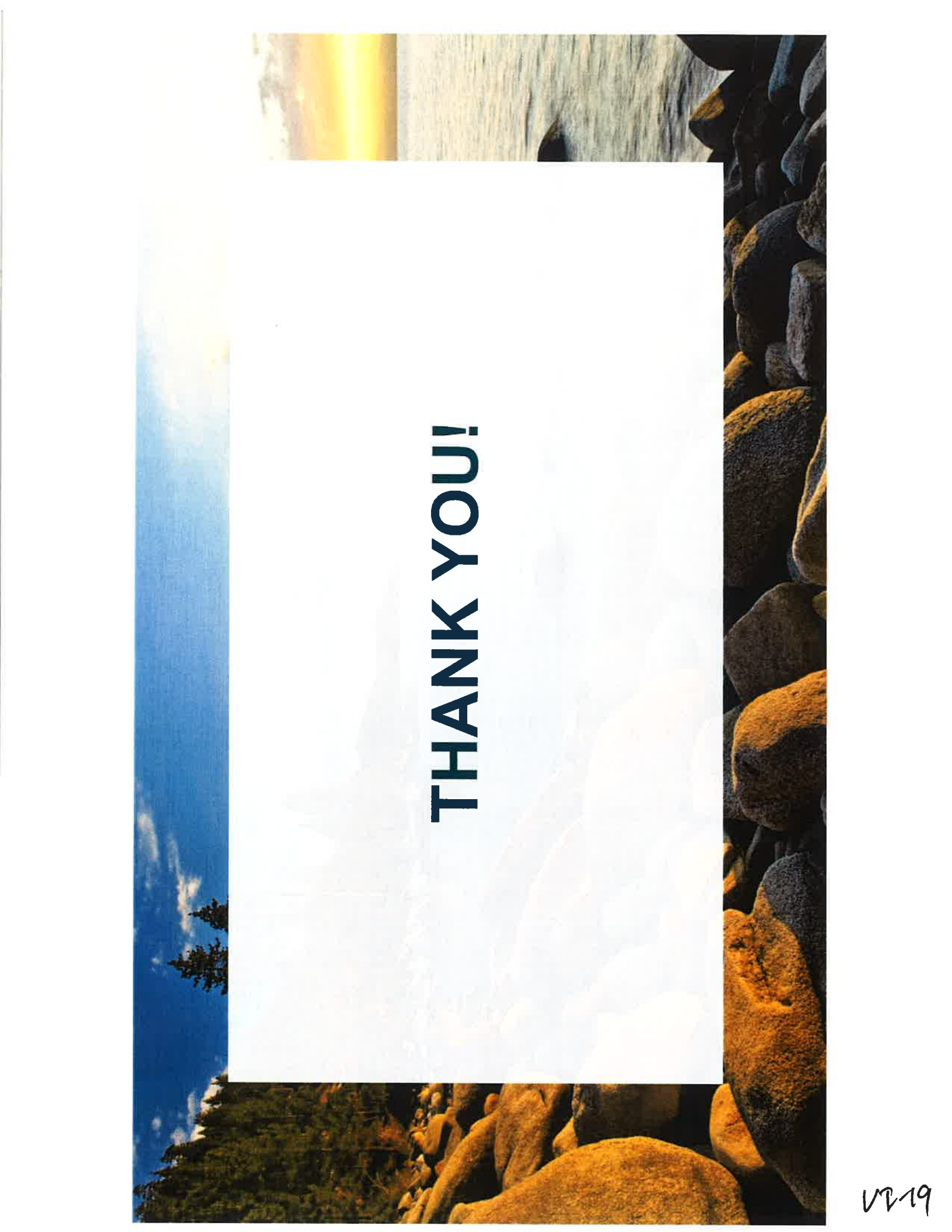


VI-17

Looking Ahead

- Create media dossier for the VCA LA Media Mission ahead of the May 4 event
- Future pitching will focus on team building retreats, water safety, ski resorts in summertime, mountain activities, events, eco-tourism and sustainability
- Work on itineraries for upcoming FAMs, as well as continue to vet both domestic and international journalists for future trips
- Write and distribute the What's New Press Release for summer
- Connect with individual businesses to update our contact list for the team and future call for content emails



The image is a full-page background photograph of a natural landscape. It features a body of water in the upper portion, a rocky shoreline in the middle, and a dense forest of evergreen trees in the lower portion. A large, semi-transparent white rectangle is centered over the image, containing the text 'THANK YOU!' in a bold, dark blue, sans-serif font. The text is oriented vertically, reading from bottom to top.

THANK YOU!

April 2023 Financial Summary Report

April Month End Variance Report

REVENUE

- R250 Fund Transfers: Under budget due to lower TOT collections
- R252 Interest Income: Over budget due change in investment policy

EXPENSES

- 0305 Payroll: Over budget due to increased staff
- 0412 IT-Computers: Over budget due screen replacement on laptop
- 0460 Contract Services: Under budget due to timing of payment
- 0473 Dues and Subscriptions: Over budget due to increased subscription costs
- 0501 Travel & Lodging: Under budget due to timing of timing of travel
- 0507 Meeting Expenses: Over budget due to timing of expenses
- 0611 Misc Advertising: Under budget due to no opportunities
- 0623 Regional Marketing Programs: Under budget due to lower advertising costs
- 0689 Web Development: Under budget due to delayed spend
- 0690 Sponsorship: Over budget due to timing of payments
- 0691 Shuttle Subsidy: Over budget due to timing of payments to TMA
- 0730 Special Promo Items: Under budget due to no opportunities

April Year to Date Variance Report

REVENUE

- R277 Concierge: Under budget due to lower tour inventory during summer
- R250 Fund Transfers: Under budget due to lower TOT collections
- R252 Interest Income: Over budget due change in investment policy
- R270 Misc Revenue: Over budget due to Coop reimbursement
- R274 Grants: Over budget due to timing of reimbursement
- 5000 Cost of Goods Sold: Under budget due to higher margin

EXPENSES

- 0305 Payroll: Over budget due to increased staff
- 0316 PERS: Over budget due to higher payroll costs
- 0412 IT-Computers: Over budget due network reconfiguration
- 0430 Building Repairs: Over budget due to new monument sign and other improvements
- 0451 Legal and Accounting Services: Over budget due to higher CPA costs
- 0460 Contract Services: Under budget due to decreased services
- 0473 Dues and Subscriptions: Over budget due to increased subscription costs
- 0611 Misc. Advertising Co-op: Under budget due to no opportunities
- 0623 Regional Marketing Programs: Under budget due to lower advertising costs
- 0689 Web Development: Under budget due to delayed spend
- 0690 Sponsorship: Under budget due to timing of payments and lower requests
- 0691 Shuttle Subsidy: Over budget due to increased spend
- 0730 Special Promo Items: Under budget due to no opportunities
- 0751 Concierge Expense: Under budget due to lower sales
- 0800 Grants: Over budget due to timing

VD-1

Travel North Tahoe Nevada
Profit & Loss Budget vs. Actual
April 2023

	Apr 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	2,374.37	3,000.00	-625.63	79.1%
R277 · Concierge	5,115.00	5,000.00	115.00	102.3%
Total POS Sales	7,489.37	8,000.00	-510.63	93.6
R250 · Fund Transfers	179,132.08	199,651.00	-20,518.92	89.7
R252 · Interest Income	1,387.88	0.00	1,387.88	100.0
Total Income	188,009.33	207,651.00	-19,641.67	90.5
Cost of Goods Sold				
50000 · Cost of Goods Sold	1,106.49	1,650.00	-543.51	67.1
Total COGS	1,106.49	1,650.00	-543.51	67.1
Gross Profit	186,902.84	206,001.00	-19,098.16	90.7
Expense				
0305 · Payroll	32,551.09	30,072.00	2,479.09	108.2
0314 · State Employer Taxes	345.78	525.00	-179.22	65.9
0315 · Federal Unemployment	16.31	40.00	-23.69	40.8
0316 · Public Employees Retirement Sys	8,577.75	8,254.00	323.75	103.9
0319 · Employer Medicare/Soc Sec	640.43	500.00	140.43	128.1
0320 · Health Insurance	3,308.27	3,500.00	-191.73	94.5
0400 · Utilities				
0401 · Utilities- Electric	270.89	200.00	70.89	135.4%
0402 · Utilities-Gas & Heat	234.09	110.00	124.09	212.8%
0403 · Utilities- Water & Refuse	352.16	330.00	22.16	106.7%
Total 0400 · Utilities	857.14	640.00	217.14	133.9
0405 · Bank & Cr Card Charges	408.75	400.00	8.75	102.2
0410 · Office Supplies & Expenses	170.73	500.00	-329.27	34.1
0411 · Maintenance/Janitorial	420.00	500.00	-80.00	84.0
0412 · IT - Computers	1,035.65	0.00	1,035.65	100.0
0420 · Postage & Freight	0.00	50.00	-50.00	0.0
0421 · Communications	689.83	600.00	89.83	115.0
0422 · Printing Expenses	0.00	500.00	-500.00	0.0
0430 · Building Repairs & Insurance	380.52	400.00	-19.48	95.1
0451 · Legal & Accounting Services	2,750.00	2,750.00	0.00	100.0
0460 · Contract Services	1,250.00	9,000.00	-7,750.00	13.9
0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0
0462 · Equipment Lease & Maint.	301.47	300.00	1.47	100.5
0473 · Dues & Subscriptions	7,743.99	500.00	7,243.99	1,548.8
0474 · License & Fees	250.00	0.00	250.00	100.0
0501 · Travel & Lodging	-815.97	1,500.00	-2,315.97	-54.4
0505 · Local Transportation/Car	108.22	50.00	58.22	216.4
0507 · Meeting Expenses	2,318.54	250.00	2,068.54	927.4
0601 · Hospitality in Market				
0601.5 · In House	0.00	100.00	-100.00	0.0%
0601 · Hospitality in Market - Other	1,005.91	200.00	805.91	503.0%
Total 0601 · Hospitality in Market	1,005.91	300.00	705.91	335.3

Travel North Tahoe Nevada
Profit & Loss Budget vs. Actual
April 2023

	Apr 23	Budget	\$ Over Budget	% of Budget
0611 · Misc. Advertising Co-op (Misc. Advertising Co-...	0.00	62,500.00	-62,500.00	0.0
0622 · Advertising Co-op	91,666.00	91,666.00	0.00	100.0
0623 · Regional Marketing Programs	0.00	1,000.00	-1,000.00	0.0
0650 · Payroll Expense	116.00	100.00	16.00	116.0
0690 · Sponsorship	52,543.80	0.00	52,543.80	100.0
0691 · Shuttle Subsidy/Sponsorship	500,895.00	0.00	500,895.00	100.0
0730 · Special Promotional Items	0.00	1,787.00	-1,787.00	0.0
0751 · Concierge Expense	4,570.50	4,500.00	70.50	101.6
51100 · Freight and Shipping Costs	157.78	0.00	157.78	100.0
59900 · POS Inventory Adj -Merchandise	-171.72	0.00	-171.72	100.0
Total Expense	717,591.77	226,184.00	491,407.77	317.3
Net Ordinary Income	-530,688.93	-20,183.00	-510,505.93	2,629.4
Other Income/Expense				
Other Expense				
Sky Show Expenses July 4	62,500.00	0.00	62,500.00	100.0
Total Other Expense	62,500.00	0.00	62,500.00	100.0
Net Other Income	-62,500.00	0.00	-62,500.00	100.0
et Income	-593,188.93	-20,183.00	-573,005.93	2,939.1

Travel North Tahoe Nevada
Profit & Loss Budget vs. Actual
July 2022 through April 2023

	Jul '22 - Apr 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	41,428.03	43,500.00	-2,071.97	95.2%
R277 · Concierge	138,170.50	178,000.00	-39,829.50	77.6%
Total POS Sales	179,598.53	221,500.00	-41,901.47	81.1
R250 · Fund Transfers	2,032,582.30	2,155,507.00	-122,924.70	94.3
R252 · Interest Income	5,787.48	0.00	5,787.48	100.0
R270 · Miscellaneous Revenue	101,709.86	0.00	101,709.86	100.0
R274 · Grants	5,000.00	0.00	5,000.00	100.0
Total Income	2,324,678.17	2,377,007.00	-52,328.83	97.8
Cost of Goods Sold				
50000 · Cost of Goods Sold	20,187.15	23,927.00	-3,739.85	84.4
Total COGS	20,187.15	23,927.00	-3,739.85	84.4
Gross Profit	2,304,491.02	2,353,080.00	-48,588.98	97.9
Expense				
0305 · Payroll	364,760.69	345,266.00	19,494.69	105.6
0313 · Employers Insurance of Nevada	1,386.80	900.00	486.80	154.1
0314 · State Employer Taxes	2,403.51	2,714.00	-310.49	88.6
0315 · Federal Unemployment	272.35	300.00	-27.65	90.8
0316 · Public Employees Retirement Sys	86,716.96	82,774.00	3,942.96	104.8
0319 · Employer Medicare/Soc Sec	6,567.44	6,501.00	66.44	101.0
0320 · Health Insurance	32,688.62	34,220.00	-1,531.38	95.5
0321 · Employee Training	3,097.00	4,000.00	-903.00	77.4
0400 · Utilities				
0401 · Utilities- Electric	2,846.94	2,025.00	821.94	140.6%
0402 · Utilities-Gas & Heat	1,511.09	1,033.00	478.09	146.3%
0403 · Utilities- Water & Refuse	3,560.52	3,292.00	268.52	108.2%
Total 0400 · Utilities	7,918.55	6,350.00	1,568.55	124.7
0405 · Bank & Cr Card Charges	10,175.26	11,073.00	-897.74	91.9
0410 · Office Supplies & Expenses	4,919.64	5,000.00	-80.36	98.4
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	3,685.00	4,300.00	-615.00	85.7%
0411 · Maintenance/Janitorial - Other	6,102.88	6,900.00	-797.12	88.4%
Total 0411 · Maintenance/Janitorial	9,787.88	11,200.00	-1,412.12	87.4
0412 · IT - Computers	6,673.43	2,500.00	4,173.43	266.9
0420 · Postage & Freight	593.33	500.00	93.33	118.7
0421 · Communications	5,774.57	6,000.00	-225.43	96.2
0422 · Printing Expenses	101.89	1,000.00	-898.11	10.2
0430 · Building Repairs & Insurance	20,477.22	7,600.00	12,877.22	269.4
0451 · Legal & Accounting Services	32,000.00	27,500.00	4,500.00	116.4
0460 · Contract Services	57,305.69	99,000.00	-41,694.31	57.9
0461 · Remote Offices	35,000.00	35,000.00	0.00	100.0
0462 · Equipment Lease & Maint.	3,543.13	3,000.00	543.13	118.1
0473 · Dues & Subscriptions	13,029.17	5,000.00	8,029.17	260.6
0474 · License & Fees	874.00	2,300.00	-1,426.00	38.0
0501 · Travel & Lodging	9,320.55	8,000.00	1,320.55	116.5
0504 · Registrations	3,917.00	2,750.00	1,167.00	142.4
0505 · Local Transportation/Car	838.71	500.00	338.71	167.7
0507 · Meeting Expenses	3,844.53	2,500.00	1,344.53	153.8
0601 · Hospitality in Market				
0601.5 · In House	3,396.60	1,000.00	2,396.60	339.7%
0601 · Hospitality in Market - Other	2,186.42	2,000.00	186.42	109.3%
Total 0601 · Hospitality in Market	5,583.02	3,000.00	2,583.02	186.1

Travel North Tahoe Nevada
Profit & Loss Budget vs. Actual
July 2022 through April 2023

	Jul '22 - Apr 23	Budget	\$ Over Budget	% of Budget
0611 · Misc. Advertising Co-op (Misc. Advertising Co-op)	0.00	250,000.00	-250,000.00	0.0
0622 · Advertising Co-op	916,660.00	916,660.00	0.00	100.0
0623 · Regional Marketing Programs	274.33	10,000.00	-9,725.67	2.7
0650 · Payroll Expense	1,197.61	1,000.00	197.61	119.8
0689 · WEB Development	678.20	10,000.00	-9,321.80	6.8
0690 · Sponsorship	155,329.60	200,000.00	-44,670.40	77.7
0691 · Shuttle Subsidy/Sponsorship	115,369.00	108,310.00	7,059.00	106.5
0692 · Sustainability Initiatives	19,437.50			
0725 · Uniforms	2,261.27	1,250.00	1,011.27	180.9
0730 · Special Promotional Items	0.00	4,787.00	-4,787.00	0.0
0751 · Concierge Expense	120,040.50	160,200.00	-40,159.50	74.9
0800 · Grant Expenses	10,000.00	45.00	9,955.00	22,222.2
51100 · Freight and Shipping Costs	1,004.18	0.00	1,004.18	100.0
59900 · POS Inventory Adj -Merchandise	317.49	250.00	67.49	127.0
Total Expense	2,072,140.62	2,378,950.00	-306,809.38	87.1
Net Ordinary Income	232,350.40	-25,870.00	258,220.40	-898.1
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	76.55	0.00	76.55	100.0
Total Other Income	76.55	0.00	76.55	100.0
Other Expense				
Sky Show Expenses July 4	-49,666.81	0.00	-49,666.81	100.0
Total Other Expense	-49,666.81	0.00	-49,666.81	100.0
Net Other Income	49,743.36	0.00	49,743.36	100.0
Net Income	282,093.76	-25,870.00	307,963.76	-1,090.4

2023/24 TOT Grant Revenue

Actual month Payment month	May July	June August	July September	August October	September November	October December	November January	December February	January March	February April	March May	April June	Total
FY 2022/23 Actual Running	\$ 141,656 \$ 141,656	\$ 251,711 \$ 393,367	\$ 346,070 \$ 739,437	\$ 290,869 \$ 1,030,306	\$ 217,072 \$ 1,247,378	\$ 138,057 \$ 1,385,435	\$ 106,943 \$ 1,492,378	\$ 188,747 \$ 1,681,125	\$ 172,326 \$ 1,853,451	\$ 179,132 \$ 2,032,583	\$ 123,552 \$ 2,156,135	\$ 148,689 \$ 2,304,824	\$ 2,304,824
FY 2023/24 Draft Budget Running	\$ 136,067 \$ 136,067	\$ 237,098 \$ 373,165	\$ 352,134 \$ 725,299	\$ 285,252 \$ 1,010,551	\$ 218,463 \$ 1,229,014	\$ 127,970 \$ 1,356,984	\$ 103,371 \$ 1,460,355	\$ 175,801 \$ 1,636,157	\$ 185,796 \$ 1,821,953	\$ 158,345 \$ 1,980,298	\$ 138,856 \$ 2,119,154	\$ 127,001 \$ 2,246,155	\$ 2,246,155 \$ (58,669) -2.5%
FY 2023/24 Actual Running	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ Variance to Budget % Variance to Budget	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%
\$ Variance to Budget % Variance to Budget	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%	\$ (136,067) -100.0%
\$ Variance Prior Year % Variance Prior Year	\$ (141,656) -100.0%	\$ (251,711) -100.0%	\$ (346,070) -100.0%	\$ (290,869) -100.0%	\$ (217,072) -100.0%	\$ (138,057) -100.0%	\$ (106,943) -100.0%	\$ (188,747) -100.0%	\$ (172,326) -100.0%	\$ (179,132) -100.0%	\$ (123,552) -100.0%	\$ (148,689) -100.0%	\$ (148,689) -100.0%
\$ Variance Prior Year % Variance Prior Year	\$ (141,656) -100.0%	\$ (251,711) -100.0%	\$ (346,070) -100.0%	\$ (290,869) -100.0%	\$ (217,072) -100.0%	\$ (138,057) -100.0%	\$ (106,943) -100.0%	\$ (188,747) -100.0%	\$ (172,326) -100.0%	\$ (179,132) -100.0%	\$ (123,552) -100.0%	\$ (148,689) -100.0%	\$ (148,689) -100.0%
FY 2023/24 Room Revenue	\$4,107,698	\$7,157,662	\$10,630,457	\$8,611,371	\$6,595,120	\$3,863,246	\$3,120,646	\$5,307,214	\$5,608,936	\$4,780,224	\$4,191,874	\$3,834,000	\$67,808,448
FY 2022/23 Room Revenue	\$4,323,893	\$7,534,382	\$10,446,281	\$8,787,114	\$6,447,036	\$4,066,575	\$3,220,875	\$5,706,682	\$5,608,936	\$4,949,607	\$3,729,802	\$4,488,724	\$69,309,907
	95.00%	95.00%	101.76%	98.00%	102.30%	95.00%	96.89%	93.00%	100.00%	96.58%	112.39%	85.41%	

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DRASE FY 2023/24

Travel North Tahoe Nevada

Budget 2023-24

Ordinary Income/Expense

	FY 22-23 Actual	FY 22-23 Budget	FY 23-24 Projection	Variance \$ Prior Budget	Variance % Prior Budget	Variance \$ Prior Actual	Variance % Prior Actual
Income							
POS Sales							
46000 - Merchandise Sales	52,929	55,000	55,500	500	1%	2,571	4.9%
R277 - Concierge	206,172	253,000	259,050	6050	2%	52,878	25.6%
R278 - Lift Tickets		0	0	0		0	
R290 - Consignment Sales	0	0	0	0		0	
Total POS Sales	259,101	308,000	314,550	6550	2%	55,449	21.4%
R250 - Fund Transfers	2,304,824	2,500,076	2,246,155	-253921	-10%	-58,669	-2.5%
R252 - Interest Income	5,787	0	48,000	48000		42,213	729.4%
R269 - On Hold Messaging	0	0	0	0		0	
R270 - Miscellaneous Revenue	101,710	0	0	0		-101,710	-100.0%
R274 - Grants	5,000	0	2,310	2310		-2,690	-53.8%
Total Income	2,676,423	2,808,076	2,611,015	-197061	-7%	-65,408	-2.4%
Cost of Goods Sold						0	
50000 - Cost of Goods Sold	26,512	30,250	30,525	275	1%	4,013	15.1%
50003 - Lift Tickets	0	0	0	0		0	
Total COGS	26,512	30,250	30,525	275	1%	4,013	15.1%
Gross Profit	2,649,911	2,777,826	2,580,490	-197336	-7%	-69,421	-2.6%
Expense							
0305 - Payroll	433,257	407,430	481,514	74084	18%	48,257	11.1%
0313 - Employers Insurance of Nevada	1,455	900	1,600	700	78%	145	10.0%
0314 - State Employer Taxes	3,540	3,764	4,330	566	15%	790	22.3%
0315 - Federal Unemployment	9,018	380	460	80	21%	-8,558	-94.9%
0316 - Public Employees Retirement Sys	96,008	91,189	127,547	36358	40%	31,539	32.9%
0319 - Employer Medicare/Soc Sec	10,611	7,501	8,188	687	9%	-2,423	-22.8%
0320 - Health Insurance	39,307	41,220	44,656	3436	8%	5,350	13.6%
Total Salaries, Wages & Benefits	589,888	552,379	668,295	115911	21%	78,407	13.3%
0321 - Employee Training	3,097	4,000	4,000	0	0%	903	29.2%
0401 - Utilities- Electric	3,225	2,405	3,435	1030	43%	210	6.5%
0402 - Utilities-Gas & Heat	1,685	1,171	1,735	564	48%	50	3.0%
0403 - Utilities- Water & Refuse	4,280	3,952	4,335	383	10%	55	1.3%
0405 - Bank & Cr Card Charges	14,630	15,398	15,733	335	2%	1,103	7.5%
0410 - Office Supplies & Expenses	5,865	6,000	6,000	0	0%	135	2.3%
0411 - Maintenance/Janitorial	7,454	8,200	8,200	0	0%	746	10.0%
0411.5 - Maintenance/Snow Removal	3,685	4,300	4,200	-100	-2%	515	14.0%
0412 - IT - Computers	6,922	2,750	2,250	-500	-18%	-4,672	-67.5%
0415 - Misc Tax	0	0	0	0		0	#DIV/0!
0420 - Postage & Freight	748	600	600	0	0%	-148	-19.8%
0421 - Communications	6,983	7,200	7,200	0	0%	217	3.1%
0422 - Printing	102	1,500	3,000	1500	100%	2,898	2841.2%
0430 - Building Repairs & Insurance	22,882	8,400	8,500	100	1%	-14,382	-62.9%
0451 - Legal & Accounting Services	37,500	33,000	33,000	0	0%	-4,500	-12.0%
0460 - Contract Services	73,046	118,800	79,440	-39360	-33%	6,394	8.8%
0461 - Remote Offices	42,000	42,000	42,000	0	0%	0	0.0%
0462 - Equipment Lease & Maint.	4,141	3,600	4,700	1100	31%	559	13.5%
0470 - Misc. Expenses	0	0	0	0		0	#DIV/0!
0473 - Dues & Subscriptions	10,293	6,000	10,000	4000	67%	-293	-2.8%
0474 - License & Fees	1,074	2,300	850	-1450	-63%	-224	-20.9%
0501 - Travel & Lodging	13,792	9,000	10,000	1000	11%	-3,792	-27.5%
0504 - Registrations	5,466	3,625	6,000	2375	66%	534	9.8%
0505 - Local Transportation/Car	1,673	600	1,800	1200	200%	127	7.6%
0507 - Meeting Expenses	5,206	3,000	3,000	0	0%	-2,206	-42.4%
0601.5 - Hospitality In House	3,451	1,200	4,800	3600	300%	1,349	39.1%
0601 - Hospitality in Market - Other	2,375	2,400	0	-2400	-100%	-2,375	-100.0%
0611 - Misc. Advertising Co-op	0	0	0	0	#DIV/0!	0	#DIV/0!
0622 - Advertising Co-op	1,100,000	1,100,000	950,000	-150000	-14%	-150,000	-13.6%
0623 - Regional Marketing Programs	2,575	12,000	6,000	-6000	-50%	3,425	133.0%
0650 - Payroll Expense	1,399	1,200	1,500	300	25%	101	7.2%
0689 - WEB Development	599	10,000	1,000	-9000	-90%	401	66.9%
0690 - Sponsorship	191,543	200,000	170,000	-30000	-15%	-21,543	-11.2%
0691 - Shuttle Subsidy/Sponsorship	115,369	108,310	60,844	-47466	-44%	-54,525	-47.3%
0692 - Sustainability Initiatives	61,637	250,000	200,000	-50000	-20%	138,363	224.5%
0725 - Uniforms	2,261	1,250	4,000	2750		1,739	
0730 - Special Promotional Items	0	4,787	4,000	-787	-16%	4,000	#DIV/0!
0733 - On-Hold Messaging	0	0	0	0		0	
0751 - Concierge Expense	181,243	227,700	233,145	5445	2%	51,903	28.6%
800 - Grant Expenditures	10,000	45	4,617	4572	10160%	-5,383	-53.8%
0990 - Depreciation Expense	10,000	10,000	10,000	0	0%	0	0.0%
51100 - Freight and Shipping Costs	1,154	0	1,311	1311		157	13.6%
59900 - POS Inventory Adj -Merchandise	717	500	1,000	500		283	39.4%
Total Expense	2,549,959	2,769,572	2,580,490	-189087	-7%	30,531	1.2%
Net Ordinary Income	99,952	8,254	0	-8249	-100%	-99,952	-100.0%

IX-1

May 17, 2023

Revenues & Stats				
	Mar-2023	Mar-2022		Variance
TOT Revenues				
Monthly	\$ 123,552	\$ 161,408		-23.5%
YTD	\$ 2,156,135	\$ 2,060,557		4.6%
Total Taxable Revenues	\$ 3,729,802	\$ 4,894,053		-23.8%
	Mar. Actual	Mar. Budget		
Monthly	\$ 123,552	\$ 188,054		-34.3%
YTD	\$ 2,156,135	\$ 2,343,560		-8.0%
Occupancy				
Hotel	45.4%	50.3%		-9.7%
Motel	30.7%	46.7%		-34.3%
Vacation Rental	32.3%	27.9%		16.0%
Time Share	61.9%	5.5%		1025.5%
Home Owner	10.1%	14.37%		-29.7%
Total	33.47%	29.59%		13.1%
Room Rate				
Hotel	\$ 246.04	\$ 251.87		-2.3%
Motel	\$ 80.26	\$ 136.11		-41.0%
Vacation Rental	\$ 303.43	\$ 314.00		-3.4%
Time Share	\$ 38.05	\$ 668.80		-94.3%
Home Owner	\$ 330.51	\$ 366.48		-9.8%
Total	\$ 220.82	\$ 286.85		-23.0%
RevPar				
Hotel	\$ 111.74	\$ 126.69		-11.8%
Motel	\$ 24.68	\$ 63.60		-61.2%
Vacation Rental	\$ 97.90	\$ 87.46		11.9%
Time Share	\$ 23.56	\$ 36.79		-36.0%
Home Owner	\$ 33.66	\$ 52.67		-36.1%
Total	\$ 73.90	\$ 84.81		-12.9%

Visitor Information Comparative Statistics For Fiscal YTD			
	Apr-2023	Apr-2022	Variance
Walk In Visitor Count			
Monthly	1376	1557	-11.6%
YTD	23,225	16,969	36.9%
Merchandise Sales			
Monthly	\$ 2,374	\$ 2,969	-20.0%
YTD	\$ 41,428	\$ 39,628	4.5%
Concierge & AT Sales			
Monthly	\$ 5,115	\$ 5,245	-2.5%
YTD	\$ 138,171	\$ 26,041	430.6%
Vacation Planners Mailed	130	102	27.5%

Destimetrics Reservations Activity (as of Apr 30, 2023)				
	FY 2022/23	FY 2021/22	Variance	
Current Month Occupancy	54.2%	45.6%	18.9%	
Current Month ADR	\$ 293	\$ 265	10.6%	
Current Month REVPAR	\$ 159	\$ 121	31.4%	
Next Month Occupancy	31.40%	36.7%	-14.4%	
Next Month ADR	\$ 275	\$ 294	-6.5%	
Next Month REVPAR	\$ 86	\$ 108	-20.4%	
Winter Total Occupancy (proj)	51.6%	51.4%	0.4%	
Winter Total ADR (proj)	\$ 385	\$ 371	3.8%	
Winter Total REVPAR (proj)	\$ 199	\$ 191	4.2%	

Reno Tahoe International Airport			
	March 2023	March 2022	Variance
Total Passengers Served	380,363	368,946	3.1%
Average Load Factor	83.3%	89.6%	-7.0%
Total Number of Departures	1,694	1,669	1.5%
Non-Stop Destinations Served	20	30	-33.3%
Departing Seat Capacity	23508	212493	-88.9%
Crude Oil Averages (barrel)	\$ 73.28	\$ 108.50	-32.5%

Notes of interest:

Conference Revenue Statistics			
(Booked as of March 31st, 2023)			
	FY 22/23	FY 22/22	Variance
Total Revenue Booked	\$ 1,352,432	\$ 1,942,031	-30.4%
Total Rooms	6,024	9,088	-33.7%
Number of Tentative Bookings	27	29	-6.9%
Conference Revenue And Percentage by County:			
	22-23	21-22	
Placer	91.0%	78.1%	1518,371
Washoe	9.0%	21.9%	423,660
Total Conference Revenue	100.0%	100.0%	1,942,031

X-1

Top Website Lodging Referrals (October	Total Lodging Ref	Unique Lodging Ref.
Natural Retreats – North Lake Tahoe	104	97
AvantStay	96	93
Hyatt High Sierra Lodge	93	90
Hyatt Regency Lake Tahoe Resort	58	55
Cedar Crest Cottages	49	45
Granlibakken Tahoe	47	39
Tahoe Time Vacation Rental	41	37
Donner Lake Village	33	31
Northstar California Resort	33	31
Basecamp Hotel Tahoe City	30	28
Tahoe Vacation Rentals	30	30
Cottage Inn at Lake Tahoe	29	29
Everline Resort & Spa	29	28
Meeks Bay Resort & Marina	27	26
Palisades Tahoe Lodge	27	25
Red Wolf Lakeside Lodge	25	25
Tahoe North Shore Lodge	25	24
Tahoe Rental Company	25	25
Mourelatos Lakeshore Resort	24	24
River Ranch Lodge and Restaurant	24	20
The Incline Lodge	24	23
Brockway Springs Resort	23	23
Tahoe Luxury Properties	23	21
Frog Lake Backcountry Huts	22	22
Olympic Village Inn	22	22

President/CEO Report
Activities Report
May 17th, 2023

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Overseeing PR/Communication efforts with Augustine Agency
 - Participated in the NLT Coop Agency strategy meeting
 - Developed Summer Consumer campaign with agency partners
 - Implemented Spring 2023 Consumer campaign with agency partners
 - Working with NLTRA staff and partners on 2024 Mountain Travel Symposium production
- PROJECTS
 - Developed draft FY 2023/24 budget for board review
 - Worked with IVCBA on July 4th Local Hero's event
 - Development of July 4th SkyShow program and permit process
 - Working with RTC, Washoe County, Placer County and TMA on FY 2023/24 TART Connect programming
 - Participating in Lake Tahoe Sustainable Tourism and Recreation Partnership
 - Worked with Abbi Agency on organization communication and social media messaging
 - Participating in Governor Elect Lombardo Tourism, Gaming and Sports Policy working group
 - Working the Tahoe Film Festival producer on 2023 event
 - Working with Sierra Nevada Alliance on the Lake Tahoe Summer Ambassador program
 - Presented at Washoe County Library Talk on Sustainable Tourism topic
- MEETINGS (in person or virtual)
 - Attended agency status meetings
 - Attended RSCVA Board Meeting
 - Attended RSCVA Special Events Committee Meeting
 - Attended RSCVA Finance Committee Meeting
 - Attended TMA Executive Committee Meeting
 - Attended NLT Marketing Coop Meeting
 - Attended Stewardship Tahoe Core Committee Meeting
 - Attended RASC Executive Committee Meeting
 - Attended TTD Board Meeting
 - Attended TTD Committee Meeting
 - Attended TMA Board Meeting
 - Attended DMA West Executive Committee Meeting
 - Attended NLTE Committee Meeting
 - Attended TTD Incline Mobility Hub Workshop
 - Attended TTD Incline Mobility Hub Committee Meeting
 - Attended Washoe Tahoe Housing Partnership Meeting

Summary:

The Welcome Center survived the snowfall this winter. Visitation is picking up in May with empty nesters and increased international guests.

Staffing:

- Staffing will be ramping up in the middle of June
- Kim has been working more hours in an administration role

Operations:

- Manage Visitors Center and staff
- Manage Activity Tickets
- Inventory Management

Projects:

- SkyShow planning
- East Shore Trail ambassador planning
- RTT communication grant
- TNTNV Trails Brochure grant
- Activity Tickets upgrades (text confirmations)
- Transfer Activity Tickets to TNTNV site
- Change PERS reporting procedures
- New flooring
- New toilets
- GoTahoeNorth.com management
- RTT communication committee chair
- RTT Executive Committee member

Meetings attended:

- Co-op agency meetings, Cloudriff status meetings, strategy meetings, Skyshow 2023 planning meetings, Abbi Agency meetings, Co-op marketing committee, RTT meetings, RTT communications committee meetings, RTT PR meetings



Departmental Reports

May 2023



north lake tahoe

April 2023
Meetings & Conventions Report

TURNED DEFINITE

1. University of Nevada, Reno - UNR Medicine Cardiovascular COBRE Symposium - 4/6/23-4/8/23, 160 rooms and 100 people
2. State Compensation Insurance Fund - SCIF - 2023 BAC (Broker Advisory Council) 8/22/23-8/24/23, 75 rooms and 25 people
3. Merck Sharp & Dohme Corp. - 2023 South Tahoe ECM - 9/13/23-9/15/23, 52 rooms and 26 people
4. General Motors - GM BAM Weekend Travel 2024 - 9/2/24-9/8/24, 142 rooms and 80 people

NEW MEETINGS & RFPs DISTRIBUTED

5. Planned Parenthood - Leadership Retreat - 9/12/23-9/13/23, 24 rooms and 12 people
6. HPN - 92442 - Springfield MO Incentive Oct. 23 - 10/5/23-10/8/23, 42 rooms and 28 people
7. HPN - 92488 - COC December 2023 - 12/4/23-12/6/23, 93 rooms and 50 people
8. American Bar Association - 2024 Joint Regional CLE Program - 1/30/24-2/4/24, 222 rooms and 70 people
9. Goodfellow Bros. - 2024 Annual Meeting - 4/22/24-4/25/24, 291 rooms and 97 people
10. California School Nutrition Association - Child Nutrition & Industry Summit - 5/4/24-5/6/24, 310 rooms and 140 people

NEW INQUIRIES

1. SRA International - SRA International Western Midwest Section Meeting Spring 2024 - 3/10/24-3/15/24, 220 people and 582 rooms
2. Mzuri Wildlife Foundation - Gala - 3/7/24-3/9/24, 150 people and 110 rooms
3. International Association of Heat & Frost Insulators and Allied Workers - IAHAFAIW 2026 Local Union Officer / Joint Apprenticeship Conference - 7/6/26-7/17/26, 400 people and 2205 rooms
4. Milliman - 2023 September Client Board Meeting - 9/18/23-9/21/23, 18 people and 40 rooms
5. Associated General Contractors - Texas Building Branch - ACG Texas Building Branch 2024 Annual Convention - 6/10/24-6/14/24, 125 people and 380 rooms
6. California Bus Association - Fall 2025 - 10/24/25-10/29/25, 225 people and 496 rooms
7. Water Sports Industry Association - WSIA 2025 PSU - 2/22/25-3/1/25, 200 people and 406 rooms
8. California Medical Association - 2023 Physicians for a Healthy California Annual Board Retreat - 8/16/23-8/17/23, 18 people and 26 rooms
9. Adrenaline Lacrosse - 2023 Tahoe RFP - 7/28/23-7/29/23, 200 people and 101 rooms
10. Veterinary Study Groups, Inc. - VMG-02 F23 (AS) - 10/10/23-10/15/23, 25 people and 135 rooms

X77 a-1

11. Cepheid - Danaher - Cepheid - 6/12/23-6/15/23, 40 people and 110 rooms

CONFERENCE SALES PROJECTS

- Key Projects:
 - Attended at Connect Spring Marketplace April 11-13, held (32) appointments which have been shared with NLT partners
 - Attended CalSAE Elevate in Santa Rosa April 17-19 as a Ruby level sponsor
 - Attended All Things Meetings Bay Area April 24 and shared the (204) registered attendees with NLT partners
 - Attended Visit California MCC Roadshow in Denver April 26 with (30) planners and and Seattle April 27 with (39) planners. Contacts of planners have been shared with NLT partners.
 - Conference newsletter sent to 7,740 meeting planners on 4/21/23 and saw a 35% open rate
 - Planning attendance at HelmsBriscoe Annual Business Conference May 3-5

SITE VISITS & SALES CALLS

●

Chicago Rep Efforts

●

XII 2



north lake tahoe

April 2023

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Attended California Cup April 17-21 where staff met with the Visit California international reps for Australia, Germany, Japan and Canada. Operators we met with include:
 - Australia
 - Skimax - Rodney Muller, Managing Director. Comprehensive supplier for golf and ski programs.
 - iTravel - Steve Labroski, Managing Director. Franchise travel group consisting of 19 retail stores and 70 mobile consultants and five affiliate members.
 - Entire Travel Group - Brad McDonnell, Managing Director
 - Travel Managers - Michael Gazal, Executive General Manager. TravelManagers is Australia's largest home-based travel consortia made up of 400 personal travel managers.
 - Canada
 - Air Canada - Kragen Erdman
 - Elite Travel Management - Shannon Kennedy, Sr. Concierge Consultant and Adam Danyleko, CEO
 - PacRim Media Group LTD - Michael Cunningham, President
 - Alberta Motor Association - Terry VanderLinden, Product Marketing Manager. Full-service travel agency with 114 agents with an emphasis on leisure travel
 - Germany/Switzerland
 - TravelZone AG - Kenny Prevost, Director. High-end custom travel agency specialized in niche group travel including skiing, golf, and culinary
 - CANUSA - Tilo Krause-Deunow, CEO. North America specialist for more than 35 years and a clientele database of more than 500,000 members.
 - Fairflight - Kristina Lehmann, CEO. Wholesale tour operator catering to family and high-end custom travel customers.
 - FTI/Meeting Point - Ivar Hottentot, Product Development Manager. Official receptive agency for FTI.
 - UK
 - Selling Travel - Steve Hartridge, Editorial Director. UK's leading trade title providing agents and other travel retailers critical updates and selling tips on destinations, airlines, hotels, and tourism products around the world.
 - Qatar Airways - Gary Kershaw, Regional Manager.

XII 6-2

- North America Travel Service - Ruby Briggs, Managing Director. 30+ year legacy agency specializing in custom high-end family travel.

Other Europe

- Alest Voyages/American Connections - Jean Pierre Rajfus, CEO. Luxury travel agency in France.
- Diets Reizen - Elske Doets, President/Owner. 30+ year family legacy travel seller and considered the top producing agency in the US from the Netherlands.

o Domestic

- Flannagan Golf Tours - Terry Legault
- America4You - Lena Ross, Director of Product Development. Leading receptive operator in the European market.
- Priceline Partner Services - Nick Gibson, Market Development Manager. Distribution channels for more than 275 affiliates and 1.5M people annually.
- Western Leisure, Inc. - Michelle Michalewicz, CEO/Owner. 30+ year old specialist in group travel.
- New World Travel - Jeff Karnes, President. Leading US receptive for the three largest German tour operator companies and others in Europe and Latin America.

Australia - Gate 7 Quarterly Update - Jan- Mar

- Agents trained (42)
- Meetings held (22) Travel Associates, Helloworld, Luxury Escapes, Qantas Holidays, CATO, Travel Daily, Air NZ, United NZ, Air Canada, and Hawaiian Airlines
- FAM's (1) Fire & Ice
- Training clusters for home-based agents in Melbourne and Brisbane

Canada - Canuckiwi Update

- Began campaign with Travelweek for Brand USA microsite, sponsored content, dedicated e-blasts (June 14, September 7, and October 3), Brand USA newsletter inclusion (June 27), Facebook pin (September 18-24), webinar (August 29)

● Key Projects:

- o Planning Australia sales mission May 9-19
- o Planning attendance at IPW May 14-19 in San Antonio

April 2023 Monthly Report



north lake tahoe

2023

Consumer Paid Media



XDC 2

April Executive Summary – Consumer Campaign

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



Consumer Paid Media Recommendations

- Continue to monitor Phoenix and use audience and platform performance to inform any future seasonal buys.
- Compare spring audience performance to spring 2022 to understand Jones Family performance in late Winter season. Will continue to optimize for this audience while considering the time of year impacts on families with children (school, etc.).
- Optimize within Google to boost CTR of paid search campaign. Separately, the National search campaign is performing well above benchmarks.
 - Monitor the performance of fishing keywords, especially as the native package for Wide Open Spaces launches in May.



XTC-3

March Executive Summary – MCC Campaign

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



xpc4

MCC Paid Media Recommendations

- Display ads logged healthy clicks and maintain low costs per click. However, with the low TOS conversion levels, maybe more exploration of page interaction after clicking through may be needed for a final recommendation.
- Explore geofencing on social channels instead of display. See if the social channels lead to higher engagement.
- Continuing to optimize and monitor ad spend as the Meetings campaign nears the end of the fiscal year.
- Review LeadGen data in next month's report to examine effectiveness.



KTCS

Executive Summary - Website

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



MDCB

March Executive Summary - Content

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



KDC-7

April Executive Summary – PR Coverage

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



Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Where to Enjoy a Summer Picnic in North Lake Tahoe
 - Memorial Day Fishing Destinations
 - National Tourism Day
 - National Tourism Week
 - California Tourism Month
 - Summer Activities at North Lake Tahoe Ski Resorts
 - Best Road Trips for National Road Trip Day
 - Where to Bike for World Bicycle Day
 - Sustainable Travel Destinations
 - Summer Fishing Destinations
 - North Lake Tahoe's Ale Trail
- - Best State Parks for Your Summer Road Trip
 - Destinations for a Team Building Retreat
 - Paddle Board and Kayak Destinations
 - Adventures to Experience in the U.S.
 - Mother's Day Getaways
 - Luxury Destinations for Solo Female Travelers
 - Eco-Conscious Travel in North Lake Tahoe
 - Golfing in North Lake Tahoe
 - Wellness Day Destinations
 - Upcoming Summer Events, such Made in Tahoe, Food & Wine Classic, Summer Music, Stargazing Tours and more.

- Highlights: Inclusion in *Condé Nast Traveler*, *AARP*, *Men's Journal*, *MSN*, *WorldAtlas*, *Visit California*, *The Travel* and more.



Condé Nast
Traveler

AARP®

MEN'S JOURNAL

visit
California

KT-C-9

Upcoming PR Initiatives

- In May, we have Karon Warren with *10Best and Best Life* and Scott Laird with *Fodor's Travel and Travel + Leisure* traveling to North Lake Tahoe.
- Looking ahead, Scott & Julie McConkey, who write for MSN and AP Wire, are traveling to North Lake Tahoe June 13-17.
- Continue to partner with Visit California and Travel Nevada for relevant pitching opportunities and story ideas.
- Pitching efforts will focus on camping, mountain activities, sustainable travel destinations, how to be a sustainable traveler, ski resorts with summer activities, best mansions to tour in the U.S. and upcoming summer events in North Lake Tahoe.
- Augustine will attend the Visit California LA Media Mission on May 4 in Los Angeles.



XTC-10

April Executive Summary – Organic Social Media

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



XUC-11

Creative Projects

- Summer Campaign – launching 5/15
- May blog is a Summer Festivals revise.
- Continuing CA Now Stories for blogs and relevant Visit California topics with themes of accommodations.
- Continuing to deploy newsletters to consumer, leisure and MCC audiences.
- Continue to add playlists to Spotify for upcoming music events in the region.



XTC-12

Industry Insights

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



Industry Insights

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



APRIL PERFORMANCE REPORT

TRAVEL NORTH TAHOE NEVADA



PUBLIC RELATIONS



PUBLIC RELATIONS OVERVIEW

In the month of April, The Abbi Agency focused on pitching sustainable messaging around Earth Day.

In addition to pitching Earth, TAA began developing a pitch to jump on the "Lake Tahoe Clarity" news moment, preparing for the influx of summer travel.

In May, TAA is planning to continue distributing pitches around the influx of summer travel, as well as develop pitch angles around the WM recycling ambassador program and a collaboration with Washoe Tribe.

The agency will also craft a press release about the organizations that TNTNV supports, and explore activations with the ambassador program.

4

Media placements

1.6K

Est. Monthly Visitors

371K

Reach

To view all coverage to-date, go to your [22/23 Coverage Book](#)

PLACEMENT HIGHLIGHTS

THE ABBY
AGENCY

KOH-AM 780

Placement Date: April 14, 2023

Est. Monthly Visitors: 3,690

Key Messages: Earth Day

Air Times:

- [6:35 a.m.](#)
- [7:35 a.m.](#)
- [8:35 a.m.](#)



PLACEMENT HIGHLIGHTS

THE ABBY
AGENCY

2nd annual SkyShow seeks support to sustainable celebrate Fourth of July (Opinion)

News [FOLLOW NEWS](#) | Apr 23, 2023

Michael Murphy / Guest column



Michael Murphy

The Second Annual SkyShow in Lake Tahoe promises to bring the community together once again to celebrate the Fourth of July. It is an event that not only supports the vibrant economy of the Incline Village and Crystal Bay regions, but also provides a safe and sustainable way to enjoy the holiday.

The SkyShow was introduced in 2022 as a response to the devastating risk of wildfires in North Tahoe, and the need to create a more sustainable way to celebrate. With an estimated 19,500 fires caused by fireworks in 2018, it was imperative to find a way to celebrate without risking the safety of the land and community. Last year's SkyShow was an overwhelming success, with more than 5,000 spectators witnessing the first and largest commercial drone show flown over Lake Tahoe.

This year's event is even bigger and brighter, with a laser show, pre and post show logistics, and security provided by the NLTFFD, EMT, Washoe County Sheriff's Office and traffic control. It is also an important opportunity to bring the local residents and businesses together, as the only beach access in Incline Village is through private resident beaches.



Tahoe Daily Tribune

Placement Date: April 23, 2023

Est. Monthly Visitors: 1,570

Audience Reach: 360,000

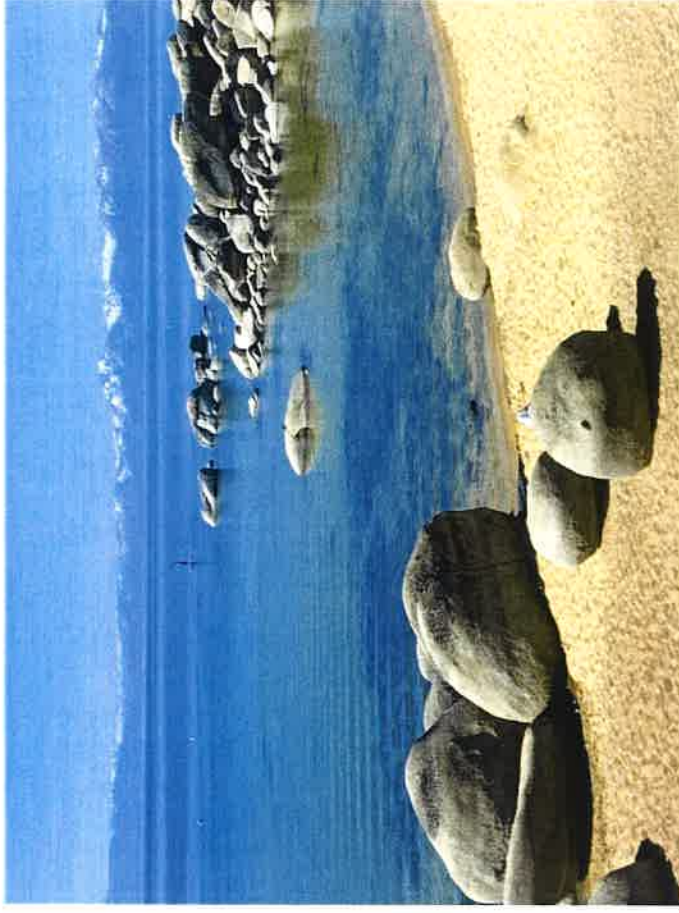
Key Messages: 2nd Annual SkyShow

Story: [2nd annual SkyShow seeks support to sustainable celebrate Fourth of July \(Opinion\)](#)

LOOKING AHEAD

In May, The Abby Agency will focus pitching efforts on summer travel to North Lake Tahoe, as well as pushing messaging about the 2nd Annual SkyShow.

In addition to pitching efforts, TAA will define opportunities to amplify the ambassador program and create a press release about the organizations that TNTV supports.



NEWSLETTER

NEWSLETTER PERFORMANCE

In April the newsletter performed well. It saw increases to both the open rate and click rate, which are still well above the platform averages. Importantly, we are also seeing no unsubscribes, showing our content and targeting is successfully aligned with one another.

Emails sent
91

Open rate
39%
↑ Up 3.3% (38%)

Click rate
6.1%
↑ Up 26% (4.8%)

Unsubscribe rate
0.00%
↓



THANK YOU

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