



## AGENDA

### Board Meeting

Lake Tahoe Incline Village Crystal Bay Visitors Bureau

Wednesday, June 21<sup>st</sup>, 2023 3:00 pm

The Board of Directors of Travel North Tahoe Nevada will hold their monthly meeting on Wednesday June 21<sup>st</sup>, 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, 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.

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## AGENDA

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

Board Agenda

- |               |   |                     |
|---------------|---|---------------------|
| <b>IV.</b>    | <b>Approval of May 2023 Board Meeting Minutes</b> (For Possible Action)   | <b>Chair</b>        |
| <b>V.</b>     | <b>Discussion on Possible New CEO Review Process and Documents</b> (20 min)<br>(For Possible Action)  | <b>Chair</b>        |
| <b>VI.</b>    | <b>FY 2022/23 CEO Review Timeline</b> (15 min)  | <b>Chair</b>        |
| <b>VII.</b>   | <b>Discussion and Input on FY 2023/24 CEO Performance Goals</b> (30 min)  | <b>Chair</b>        |
| <b>VIII.</b>  | <b>FY 2023/24 Board Officer Appointment</b> (10 min)<br>(For Possible Action)<br>Candidates to be considered: Claudia Anderson, Tyler Gaffaney,<br>Bill Watson, Blane Johnson                                 | <b>Chapman</b>      |
| <b>IX.</b>    | <b>NLT Marketing Coop Committee Appointment</b> (10 min)<br>(For Possible Action)<br>Candidates to be considered: Claudia Anderson, Tyler Gaffaney, Bill Watson.<br>Paul Raymore, Blane Johnson, Andy Chapman | <b>Andy Chapman</b> |
| <b>X.</b>     | <b>Review of May 2023 Financial Statements</b> (10 min)<br>(For Possible Action)  | <b>Greg Long</b>    |
| <b>XI.</b>    | <b>Submittal of May Dashboard</b> (15 min)  | <b>Long/Chapman</b> |
| <b>XII.</b>   | <b>Management Reports</b>   | <b>Andy Chapman</b> |
| <b>XIII.</b>  | <b>Departmental Reports</b><br>a) <b>Conference Sales</b><br>b) <b>Leisure Sales</b><br>c) <b>Consumer Advertising</b><br>d) <b>Social/Content</b><br>e) <b>Public Relations</b>                              | <b>Andy Chapman</b> |
| <b>XIV.</b>   | <b>Old Business</b>   | <b>Chair</b>        |
| <b>XV.</b>    | <b>New Business</b>   | <b>Chair</b>        |
| <b>XVI.</b>   | <b>Director Comments</b>  | <b>Chair</b>        |
| <b>XVII.</b>  | <b>PUBLIC COMMENT – Pursuant to NRS 241.020</b><br>This is the time for public to comment on any matter whether<br>or not it is included on the Agenda of this meeting.                                       | <b>Chair</b>        |
| <b>XVIII.</b> | <b>Adjournment – (For Possible Action)</b>  |                     |



June 21, 2023

To: Board of Directors

From: Andy Chapman, President/CEO

Re: New CEO Review Process and Documentation

**Background**

The Board of Directors have indicated their interest in revamping the currently used CEO Performance Review Process paperwork and documentation. Staff meet with Board Chair Johnson and discuss several paths forward to accomplish this task. The intent of the revision is to streamline the process and to provide more meaningful and strategic board input. In addition, it was discussed about the importance of preserving both the Performance Review portion AND the Strategic Goal Priority opportunity. There was also a desire to develop a 360 degree review of staff members to participate in the CEO review process. More on this item will need to be flushed out to preserve staff confidentiality and such.

Attached to this staff report is a draft Annual Review and Goal Setting document for the board to review and discuss as well as the current review paperwork.

Chair Johnson will lead the discussion with the board on any updates to the CEO Performance Review Process.



## Annual Review and Goal Setting

Employee Name/Title: \_\_\_\_\_

Evaluation Date: \_\_\_\_\_

Evaluation Period: \_\_\_\_\_

Evaluator/Title: \_\_\_\_\_

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### Review

Listed below are the employee's most significant accomplishments or contributions to the organization during the previous fiscal year (use as much space as needed).

Listed below are demonstrated strengths that the employee should continue to build upon.

Listed below are areas where the employee is currently being challenged and the necessary steps to overcome those issues.

### Preview

Listed below are goals for the employee to accomplish during the next fiscal year.

Evaluator Signature \_\_\_\_\_

Date \_\_\_\_\_

Employee Signature \_\_\_\_\_

Date \_\_\_\_\_



## Annual Self-Review and Goal Setting

Employee Name:

Title:

Please outline your most significant accomplishments and contributions to Travel North Tahoe Nevada during the past year (use additional space as needed):

Please outline any area(s) where you are currently being challenged in your current work and what steps you plan to overcome those issues:

In an effort to continually improve and grow our organization, please outline the goals/tasks you plan to accomplish in order to move the organization (specifically in areas of your responsibility) to the next level during the next fiscal year. Please include any support or resources that may be needed for you to be successful with these goals/tasks:

Please provide any additional input or ideas you may have to improve our organization, your department and our positive impact to our stakeholders.

Submitted by:

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Employee Signature

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Date

Strategic Priorities	FY 21/22 Goals	% Weight	Process
<b>Strategic Priority #1: Marketing &amp; Promotions</b>			
Post COVID-19 consumer/destination communication efforts and marketing reengagement.	Target NLT consumer effort to ensure distribution of seasonally appropriate messages to drive visitation in targeted time/need periods.	20%	Bonus given if goal achieved.
Increase length of stay in the Incline Village/Crystal Bay communities.	Target long-haul flight markets to drive increased length of stay and higher yield consumer visitation.	20%	Bonus given if goal achieved.  Data Source – Visitor Survey, Dean Runyan Report, Arrivalist Data.
<b>Strategic Priority #2: Transportation/Transit</b>			
Increased Incline Village/Crystal Bay transportation and transit programs and related data collection and analysis.	By FYE 2021/22 have conducted transit analysis from pilot program and provide recommendations on transit improvements	15%	Bonus given if goal achieved.  Data Source – Downtowner ridership, TART Data, ridership surveys.
<b>Strategic Priority #3: Financial Sustainability</b>			
FINANCIAL HEALTH – Ensure organization is on solid financial grounds with focus on operational effectiveness and cost containment.	Management/General Expenses not to exceed 35% of total annual expenses.	10%	Bonus given if goal achieved.
FINANCIAL HEALTH – Deliver accurate financial reporting and accountability. Deliver on the Board approved fiscal year budget.	+/- 5% of fiscal year budget achieved	10%	Bonus given if goal achieved.

<b>Strategic Priority #4: Organizational Reputation/Relationships</b>			
PARTNERSHIP RELATIONS – Strengthen relationship with regional and strategic partnerships	Maximize organizational interaction with key partnerships of TTD, TMA, TRPA, RSCVA, RTT, Travel Nevada, Visit California, RASC, and NLTRA by active and engaged participation.	10%	Bonus given if goal achieved.
COMMUNITY RELATIONS – Build IVCBVB organizational awareness to targeted audiences	Position IVCBVB as a key contributor to North Lake Tahoe’s vital tourism industry as a partner that values destination management, transparency and community involvement.	10%	Bonus given if goal achieved.  Source: Media mention, community goodwill.
LEADERSHIP	Maintain a solid core management team.	5%	Bonus given if goal achieved.
<b>Per board action on July 17<sup>th</sup>, 2019, CEO is eligible for 20% performance merit bonus based on board approval and goal results.</b>			

# ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO For Merit Pay

Evaluation Period: \_\_\_\_\_

**CHECK the box that most closely describes how you rate the CEO for each performance expectation question below. The point value of each rating is in brackets ranging from 5 to 1.**

(5) = Significantly Exceeds Standards and Expectations  
(4) = Exceeds Standards and Expectations  
(3) = Fully Meets Standards and Expectations  
(2) = Needs Improvements  
(1) = Performance is Inadequate

I. RELATIONS WITH THE BOARD		COMMENTS
A. Does the CEO maintain effective and open lines of communication with the Board as a body and with individual members?		
B. Is the Board kept apprised of all ongoing and current situations involving the Organizations business?		
C. Does the CEO exercise sound judgment when advising the Board?		
II. PLANNING		COMMENTS
A. Does the CEO anticipate needs and recognize potential problems?		
B. Does the CEO propose effective solutions and provide alternatives to identified problems?		
C. In making decisions, does the CEO obtain the facts and consider the long –term implications?.		
D. Does the CEO provide Board with all information necessary to make decisions?		
E. Does the CEO effectively set goals that adhere to and support Incline Village Crystal Bay Visitor's Bureau mission?		
F. Has the CEO met the goals established by the board during this evaluation period?		
III. ORGANIZATION SKILLS		COMMENTS
A. Does the CEO exhibit the ability to arrange work and efficiently apply resources?		
B. Does the CEO make decisions when sufficient information is available and implement action when conditions are ripe for success?		
C. Does the CEO exhibit the ability to reach for effective and, when necessary, creative solutions?		
D. Does the CEO obtain the best possible end result for the money spent?		
E. Does the organization run smoothly, and is there adequate internal communication among staff and between staff and the CEO?		



**ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO**  
**For Merit Pay**

**CHECK** the box that most closely describes how you rate the CEO for each performance expectation question below. The point value of each rating is in brackets ranging from 5 to 1.

(5) = Significantly Exceeds Standards and Expectations  
(4) = Exceeds Standards and Expectations  
(3) = Fully Meets Standards and Expectations  
(2) = Needs Improvement  
(1) = Performance is Inadequate

IV. BUDGET / FINANCE		COMMENTS
A. Does the CEO adequately and accurately report and project the financial condition of the Agency in a timely manner?		
B. Are management practices and policies designed to maintain a sound long-range financial position?		
C. Does the CEO exhibit knowledge and understanding of available resources?		
D. Does the CEO suggest and pursue creative solutions to financial issues?		
V. COMMUNICATIONS		COMMENTS
A. Does the CEO provide timely, clear, and accurate communications with appropriate constituents?		
B. Does the CEO communicate openly and effectively with the public?		
C. Does the CEO foster positive relationships with outside agencies as a means of furthering the Organization objectives?		
D. Does the CEO make efforts to create and sustain positive relationships with partner agencies?		
E. Does the CEO project an image of the Organization that represents efficiency, integrity, and professionalism?		
VI. MANAGEMENT SKILLS		COMMENTS
A. Does the CEO have the skills and ability to resolve conflicts that may arise amongst jurisdictions, agencies and other parties?		
B. Does the CEO listen to and understand the positions and circumstances of others and communicate that understanding?		
C. Does the CEO exhibit resilience; i.e. maintains motivation and energy in spite of constant demands?		
D. Does the CEO follow through in a timely manner on commitments and requests?		
E. Is the CEO proactive and flexible in addressing changing issues and situations?		

**ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO**  
**For Merit Pay**

**CHECK** the box that most closely describes how you rate the CEO for each performance expectation question below. The point value of each rating is in brackets ranging from 5 to 1.

(5) = Significantly Exceeds Standards and Expectations  
 (4) = Exceeds Standards and Expectations  
 (3) = Fully Meets Standards and Expectations  
 (2) = Needs Improvement  
 (1) = Performance is Inadequate

<b>VII. LEADERSHIP</b>		<b>COMMENTS</b>
A. Does the CEO inspire a shared vision and enlist staff and Board support?		
B. Does the CEO seek opportunities to improve the Organization and pursue them?		
C. Does the CEO enable others to act by creating an atmosphere of trust and collaboration?		
D. Does the CEO create standards of excellence and model the behavior?		
E. Does the CEO conform to the high ethical standards of the profession?		
F. Does the CEO handle people well in difficult situations?		

**ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO**  
**For Merit Pay**

**PART II**

**OBSERVATIONS**

**CEO PERFORMANCE STRENGTHS AND AREAS OF IMPROVEMENT**

List in order of priority, the CEO's top strengths and areas of improvement to work on during the next evaluation period

**BOARD STRENGTHS AND AREAS OF IMPROVEMENT**

List in order of priority, board strengths and areas where the board members can improve during the next evaluation period



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

### Employee Self Evaluation

Employee's Name:	Title:
Department:	Date:
<b>I. MAJOR ACCOMPLISHMENTS:</b> Note below any activities and accomplishments completed during the evaluation period which you feel were of significant value and/or beyond the scope of your regular duties. This space can be used to comment on circumstances that may have affected your performance.	
<b>II. PERFORMANCE DEVELOPMENT:</b> List areas where you feel performance improvement may be warranted, with suggestions of specific activities that you might undertake.	
<b>III. UPCOMING GOALS:</b> What do you hope to achieve in your job for the upcoming year that could be considered by you and your supervisor as specific goals and objectives for the year?	

Employee's Signature:

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Print Name:

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Date:

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Supervisor's Signature:

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Print Name:

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Date:

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June 21<sup>st</sup>, 2023

To: Board of Directors

From: Andy Chapman, President/CEO

Re: FY 2022/23 CEO Review Process and Timeline

**Background**

The TNTNV Board will review the prior year performance of CEO Andy Chapman at their July 2023 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 combined report for board review. 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 2022/23 CEO Strategic Goal accomplishments.

**Possible Board Action**

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



June 21<sup>st</sup>, 2023

To: Board of Directors

From: Andy Chapman, President/CEO

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

**Background**

Staff requests the board discuss and provide input on the FY 2023/24 CEO goals. Information for the recent Board retreat on organizational strategies will be discussed and reviewed. Staff will take board discussion from the meeting and present to the board at its July meeting the FY 2023/24 CEO Performance Goals for discussion and possible action.



June 21<sup>st</sup>, 2023

To: Board of Directors

From: Andy Chapman, President/CEO

Re: TNTNV Board Officer Appointment

**Background**

The TNTNV 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:

Blane Johnson – Chair  
Michael Murphy – Vice Chair (resigned)  
Claudia Anderson – Secretary/Treasurer  
Tyler Gaffaney – At Large Board Member  
Bill Watson – At Large Board Member

Historically the board officer positions rotate up each year starting July 1<sup>st</sup> with the term ending June 30<sup>th</sup>. Per this established process, below is the suggested officer list for FY 2023/24. With Michael Murphy resigning as a Board of Director due to his relocation to another Hyatt Property, this has accelerated the step up process. However, any board member could be appointed to any officer position given individual demand and time availability.

Claudia Anderson – Chair  
Tyler Gaffaney – Vice Chair  
Bill Watson – Secretary/Treasurer  
Blane Johnson – At Large Board Member  
Hyatt GM – (TBD) At Large Board Member

For the Board's reference, attached to this staff report is a historical timeline of all board members servicing TNTNV (and IVCBVB) over the past 32 years.

**Possible Board Action**

Pending Board discussion, staff requests Board to appointment a new slate of officers for the 2023/4 fiscal year.

**Lake Tahoe Incline Village Crystal Bay Visitors Bureau**  
**Updated July 2023**  
Positions and Timeline for Board of Directors

2023	June	Annual Election of Officers	Claudia Anderson – Chair (Term 1: 2024) Tyler Gaffaney – Vice-Chair (Term 1: 2024) Bill Watson – Sec/Treas. (Term 3: 2026) Blane Johnson – At Large (Term 3: 2024) Hyatt GM – TBD (Term 1: 2026)
2022	June	Annual Election of Officers	Blane Johnson – Chair (Term 3: 2024) Michael Murphy –Vice Chair (Term 2: 2023) Claudia Anderson–Sec/Treas (Term 1: 2024) Tyler Gaffaney – At Large (Term 1: 2024) Bill Watson – At Large (Term 2: 2023)
2021	June	Annual Election of Officers	Bill Watson – Chair (Term 2: 2023) Blane Johnson – Vice Chair (Term 3: 2024) Michael Murphy – Sec/Treas. (Term 2: 2023) Claudia Anderson – At Large (Term 1: 2024) Tyler Gaffaney – At Large (Term 1: 2024)
2021	June	Heather Bacon terms out. Bill Wood retires.	
2020	June	Annual Election of Officers	Michael Murphy– Chair (Term 2: 2023) Bill Watson – Vice Chair (Term 2: 2023) Heather Bacon – Sec/Treas. (Term 3: 2021) Blane Johnson – At Large (Term 2: 2021) Bill Wood – At Large (Term 3: 2022)
2019	June	Annual Election of Officers	Bill Wood – Chair (Term 3: 2022) Michael Murphy– Vice (Term 1: 2020) Bill Watson – Sec/Treas. (Term 1: 2020) Heather Bacon – At Large (Term 3: 2021) Blane Johnson – At Large (Term 2: 2021)
2018	June	Annual Election of Officers	Blane Johnson – Chair (Term 2: 2021) Bill Wood – Vice (Term 2: 2019) Michael Murphy– Sec/Treas. (Term 1: 2020) Bill Watson – At Large (Term 1: 2020) Heather Bacon – At Large (Term 3: 2021)
2018	April	IVCBVB Bylaw Revision	Board approved revise to Bylaws to increase term to max of three 3-year terms.
2018	January	Board appoints Michael Murphy to Replace Robert Purdy	



2017	August	Robert Purdy Resigns from Board	
2017	June	Annual Election of Officers	Heather Bacon – Chair (Term 2: 2018) Blane Johnson – Vice (Term 1: 2018) Bill Wood – Sec. (Term 2: 2019) Robert Purdy– At Large (Term 1: 2020) Bill Watson – At Large (Term 1: 2020)
2017	February	Board Appoints Robert Purdy to Replace Fred Findlen	
2016	Dec	Fred Findlen Resigns	
2015	June	Annual Election of Officers	Bill Wood – Chairman Heather Bacon – Vice Chairman Fred Findlen– Secty/Treasurer Lee Weber Koch – At Large Blane Johnson – At Large
2014	July	Annual Election of Officers	Lee Weber Koch – Chairman Bill Wood – Vice Chairman Heather Bacon – Secty/Treasurer Fred Findlen – At Large Bill Watson – At Large
2014	July	Heather Bacon and Fred Findlen volunteer for Finance Committee	
2013	July	Annual Election of Officers	Bill Watson – Chairman Lee Weber Koch – Vice Chairman Bill Wood – Secty/Treasurer Heather Bacon – At Large Fred Findlen – At Large
2013	July	Bill Wood and Heather Bacon volunteer for Finance Committee	
2013	July	Doug Brimm resigns, replaced by Bill Wood, At Large	
2012	July	Annual Election of Officers	Fred Findlen – Chairman Bill Watson – Vice Chairman Lee Weber Koch – Secty/Treasurer Doug Brimm – At Large Heather Bacon - At Large
2012	June	John Mueller resigns, replaced by Heather Bacon, Crystal Bay Designated Seat	
2011	July	Annual Election of Officers	John Muller – Chairman Fred Findlen – Vice Chairman Bill Watson – Secty/Treasurer Lee Weber Koch – At Large

			Doug Brimm – At Large
2011	July	Bill Wood's term ends, Lee Weber Koch elected:	At Large
2010	September	Fred Findlen replaces Mark Pardue – Secty/Treasurer	
2010	July	Annual Election of Officers	John Muller – Chairman Bill Watson – Vice Chairman Mark Pardue – Secty/Treasurer Bill Wood – At Large Doug Brimm – At Large
2009	July	Annual Election of Officers	Doug Brimm – Chairman John Mueller – Vice Chairman Bill Watson – Secty/Treasurer Mark Pardue – At Large Bill Wood – At Large
2009	July	Catherine Attack term ended Bill Watson elected	
2008	July	Annual Election of Officers	Bill Wood – Chairman Doug Brimm – Vice Chairman John Muller – Secty/Treasurer Catherine Attack – At Large Mark Pardue – At Large
2008		Kevin Beaton resigns, replaced by John Muller	
2007	July	Annual Election of Officers	Mark Pardue – Chairman Kevin Beaton – Vice Chairman Doug Brimm – Secty/Treasurer Bill Wood – At Large Catherine Attack – At Large
2006	July	Annual Election of Officers	Catherine Attack, Chairman Mark Pardue – Vice Chairman Kevin Beaton – Secty/Treasurer Bill Wood – At Large Doug Brimm – At Large
2006		Kevin Beaton fills Crystal Bay dedicated seat	
2006	June	Mary Jurkonis' term ends Doug Brimm elected	
		Fred Euler resigns, replaced by Mark Pardue	
		Bill Hanely resigns, replaced by Kevin Beaton	
2005	July	Annual Election of Officers	Mary Jurkonis – Chairman Fred Euler – Vice Chairman Catherin Attack – Secty/Treasurer Bill Wood – At Large

Bill Hanley – At Large

2005	June	Bill Wood elected to Board	
2005	March	Chuck Bluth resigns, replaced by Bill Hanley	
2005	February	Pete Sears resigns, replaced by Fred Euler	
2004	January	Jordan Meisner resigns, replaced by Pete Sears	
2003	July	Annual Election of Officers	Venita Yancey – Chairman Chuck Bluth – Vice Chairman Mary Jurkonis – Secty/Treasurer Jordan Meisner – At Large Catherine Attack – At Large
2003	June	David Geddes resigns, replaced by Catherine Attack Joe Bourdeau resigns, replaced by Mary Jurkonis	
2002	July	Annual Election of Officers	Jordan Meisner – Chairman Venita Yancey – Vice Chairman Chuck Bluth – Secty/Treasurer David Geddes – At Large Joe Bourdeau – At Large
2002	June	Venita Yancey agrees to a second term	
2001	July	Annual Election of Officers	David Geddes – Chairman Jordan Meisner – Vice Chairman Venita Yancey – Secty/Treasurer Joe Bourdeau – At Large Chuck Bluth – At Large
2001	June	Bob Aronson resigns, replaced by Chuck Bluth	
2000	October	Greg Saunders resigns, replaced by Jordan Meisner	
2000	June	David Geddes and Joe Bourdeau agree to second term	
1999	July	Annual Election of Officers	Greg Saunders – Chairman Joe Bourdeau – Vice Chairman David Geddes – Secty/Treasurer Bob Aronson – At Large Venita Yancey – At Large
1999	June	Brooks Parsons resigns, replaced by Venita Yancey	
1998	December	Heinz Gartlgurber resigns, replaced by Greg Saunders New Board Positions will be:	Brooks Parsons - Chairman Joe Bourdeau – Vice Chairman David Geddes – Secty/Treasurer Bob Aronson – At Large Greg Saunders – At Large
1998	July	Annual Election of Officers	Heinz Gartlgruber - Chairman

			Brooks Parson – Vice Chairman Joe Bourdeau – Secty/Treasurer David Geddes – At Large Bob Aronson – At Large
1997	July	Annual Election of Officers	Bob Aronson – Chairman Heinz Gartlgruber – Vice Chairman Joe Bourdeau – Secty/Treasurer Brooks Parsons – At Large David Geddes – At Large
1997	July	Geno Menchetti resigns, replaced by Joe Bourdeau Mike Chamberlain resigns, replaced by David Geddes	
1996	Nov	Steve Pelzer resigns, replaced by Heinz Gartlgruber	
1996	June	Lee Weber's term expired; Brooks Parsons elected to position	
1996	June	Richard Morgan resigns, replaced by Steve Pelzer	
1995	July	Bob Aronson elected to 1 <sup>st</sup> full term after completion of Chuck's remaining term	
1995	June	Board amends By-Laws to clarify all Board members are for 3 yr terms	
1994	July	Chuck Bluth resigns, replaced by Bob Aronson	
			Lee Weber elected to Treasurer Richard Morgan elected to Vice Chairman
1994	June	Mike Chamberlain and Geno Menchetti agree to serve 2 <sup>nd</sup> term	
			Geno Menchetti – Chairman Lee Weber – Vice Chairman Chuck Bluth – Secty/Treasurer
1993	May	Lee Weber & Chuck Bluth elected to 2 <sup>nd</sup> term	
1992	September	Mark Stevenson resigns, replaced by Richard Morgan	
			Geno Menchetti elected to Chairman
1992	July	Annual Election of Officers	Mark Stevenson – Chairman Lee Weber – Vice Chairman Chuck Bluth – Treasurer Mike Chamberlain – Secretary
1991	September	Board member draws lots for length of terms: Chuck Bluth, 2 years until July 1993 Lee Weber, 2 years until July 1993 Mark Stevenson, 3 years until July 1994 Mike Chamberlain, 3 years until July 1994 Geno Menchetti, 3 years until July 1994	



June 21<sup>st</sup>, 2023

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 Travel North Tahoe Nevada and the North Tahoe Community Alliance. 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 TNTNV members are Andy Chapman, Blane Johnson, Tyler Gaffaney and Paul Raymore.

**Possible Board Action**

For the TNTNV Board to appoint four candidates as our committee representatives to the North Lake Tahoe Marketing Cooperative Committee for 2023/24.

## May 2023 Financial Summary Report

### May Month End Variance Report

#### REVENUE

- 46000 Merchandise Sales: Over budget due to higher gift shop sales
- R277 Concierge: Over budget due to higher Thunderbird sales
- R250 Fund Transfers: Under budget due to lower TOT collections

#### EXPENSES

- 0305 Payroll: Over budget due to increased staff
- 0460 Contract Services: Over budget due to missed payment in January
- 0623 Regional Marketing Programs: Under budget due to lower advertising costs
- 0690 Sponsorship: Over budget due to timing of payment
- 0751 Concierge Expense: Over budget due to higher sales
- 0691 Shuttle Subsidy: Over budget due to timing of payments to TMA

### May Year to Date Variance Report

#### REVENUE

- R277 Concierge: Under budget due to lower tour inventory during summer 2022
- 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

#### 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 fewer opportunities
- 0623 Regional Marketing Programs: Under budget due to lower advertising costs
- 0689 Web Development: Under budget due to decreased cost
- 0690 Sponsorship: Under budget due to timing of payments and lower requests
- 0691 Shuttle Subsidy: Over budget due to increased spend for TART Connect
- 0730 Special Promo Items: Under budget due to no opportunities
- 0751 Concierge Expense: Under budget due to lower ticket sales
- 0800 Grants: Over budget due to timing

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

crual Basis

	May 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	6,233.67	5,000.00	1,233.67	124.7%
R277 · Concierge	26,049.00	12,500.00	13,549.00	208.4%
Total POS Sales	32,282.67	17,500.00	14,782.67	184.5%
R250 · Fund Transfers	123,551.91	188,054.00	-64,502.09	65.7%
R252 · Interest Income	657.98	0.00	657.98	100.0%
Total Income	156,492.56	205,554.00	-49,061.44	76.1%
Cost of Goods Sold				
50000 · Cost of Goods Sold	2,920.48	2,750.00	170.48	106.2%
Total COGS	2,920.48	2,750.00	170.48	106.2%
Gross Profit	153,572.08	202,804.00	-49,231.92	75.7%
Expense				
0305 · Payroll	33,655.49	31,082.00	2,573.49	108.3%
0314 · State Employer Taxes	290.33	525.00	-234.67	55.3%
0315 · Federal Unemployment	15.17	40.00	-24.83	37.9%
0316 · Public Employees Retirement Sys	8,548.29	8,332.00	216.29	102.6%
0319 · Employer Medicare/Soc Sec	731.15	500.00	231.15	146.2%
0320 · Health Insurance	3,308.27	3,500.00	-191.73	94.5%
0400 · Utilities				
0401 · Utilities- Electric	230.77	200.00	30.77	115.4%
0402 · Utilities-Gas & Heat	190.45	110.00	80.45	173.1%
0403 · Utilities- Water & Refuse	353.70	330.00	23.70	107.2%
Total 0400 · Utilities	774.92	640.00	134.92	121.1%
0405 · Bank & Cr Card Charges	1,516.26	875.00	641.26	173.3%
0410 · Office Supplies & Expenses	395.95	500.00	-104.05	79.2%
0411 · Maintenance/Janitorial	609.00	500.00	109.00	121.8%
0412 · IT - Computers	106.48	250.00	-143.52	42.6%
0420 · Postage & Freight	-98.00	50.00	-148.00	-196.0%
0421 · Communications	583.11	600.00	-16.89	97.2%
0422 · Printing Expenses	931.01	0.00	931.01	100.0%
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	19,490.00	10,800.00	8,690.00	180.5%
0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0%
0462 · Equipment Lease & Maint.	136.20	300.00	-163.80	45.4%
0473 · Dues & Subscriptions	24.98	500.00	-475.02	5.0%
0501 · Travel & Lodging	-23.63	500.00	-523.63	-4.7%
0504 · Registrations	-40.00	0.00	-40.00	100.0%
0505 · Local Transportation/Car	0.00	50.00	-50.00	0.0%
0507 · Meeting Expenses	668.26	250.00	418.26	267.3%

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

crual Basis

	May 23	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	425.00	200.00	225.00	212.5%
Total 0601 · Hospitality in Market	425.00	300.00	125.00	141.7%
0622 · Advertising Co-op	91,666.00	91,666.00	0.00	100.0%
0623 · Regional Marketing Programs	2,600.00	1,000.00	1,600.00	260.0%
0650 · Payroll Expense	116.00	100.00	16.00	116.0%
0690 · Sponsorship	17,250.00	0.00	17,250.00	100.0%
0751 · Concierge Expense	23,437.00	11,250.00	12,187.00	208.3%
51100 · Freight and Shipping Costs	89.93	0.00	89.93	100.0%
59900 · POS Inventory Adj -Merchandise	43.33	0.00	43.33	100.0%
Total Expense	213,881.02	170,760.00	43,121.02	125.3%
Net Ordinary Income	-60,308.94	32,044.00	-92,352.94	-188.2%
Other Income/Expense				
Other Expense				
Sky Show Expenses July 4	130.80	0.00	130.80	100.0%
Total Other Expense	130.80	0.00	130.80	100.0%
Net Other Income	-130.80	0.00	-130.80	100.0%
Net Income	-60,439.74	32,044.00	-92,483.74	-188.6%



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

	Jul '22 - May 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 - Merchandise Sales	47,661.70	48,500.00	-838.30	98.3%
R277 - Concierge	164,269.50	190,500.00	-26,230.50	86.2%
Total POS Sales	211,931.20	239,000.00	-27,068.80	88.7
R250 - Fund Transfers	2,156,134.21	2,343,561.00	-187,426.79	92.0
R252 - Interest Income	6,445.46	0.00	6,445.46	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	2,481,220.73	2,582,561.00	-101,340.27	96.1
Cost of Goods Sold				
50000 - Cost of Goods Sold	23,307.63	26,677.00	-3,369.37	87.4
Total COGS	23,307.63	26,677.00	-3,369.37	87.4
Gross Profit	2,457,913.10	2,555,884.00	-97,970.90	96.2
Expense				
0305 - Payroll	398,416.18	376,348.00	22,068.18	105.9
0313 - Employers Insurance of Nevada	1,386.80	900.00	486.80	154.1
0314 - State Employer Taxes	2,693.84	3,239.00	-545.16	83.2
0315 - Federal Unemployment	287.52	340.00	-52.48	84.6
0316 - Public Employees Retirement Sys	95,265.24	91,106.00	4,159.24	104.6
0319 - Employer Medicare/Soc Sec	7,298.59	7,001.00	297.59	104.3
0320 - Health Insurance	35,996.89	37,720.00	-1,723.11	95.4
0321 - Employee Training	3,097.00	4,000.00	-903.00	77.4
0400 - Utilities				
0401 - Utilities- Electric	3,077.71	2,225.00	852.71	138.3%
0402 - Utilities-Gas & Heat	1,701.54	1,143.00	558.54	148.9%
0403 - Utilities- Water & Refuse	3,914.22	3,622.00	292.22	108.1%
Total 0400 - Utilities	8,693.47	6,990.00	1,703.47	124.4
0405 - Bank & Cr Card Charges	11,799.65	11,948.00	-148.35	98.8
0410 - Office Supplies & Expenses	5,315.59	5,500.00	-184.41	96.6
0411 - Maintenance/Janitorial				
0411.5 - Snow Removal	3,685.00	4,300.00	-615.00	85.7%
0411 - Maintenance/Janitorial - Other	6,711.88	7,400.00	-688.12	90.7%
Total 0411 - Maintenance/Janitorial	10,396.88	11,700.00	-1,303.12	88.9
0412 - IT - Computers	6,779.91	2,750.00	4,029.91	246.5
0420 - Postage & Freight	595.33	550.00	45.33	108.2
0421 - Communications	6,357.68	6,600.00	-242.32	96.3
0422 - Printing Expenses	1,032.90	1,000.00	32.90	103.3
0430 - Building Repairs & Insurance	20,857.74	8,000.00	12,857.74	260.7
0451 - Legal & Accounting Services	34,750.00	30,250.00	4,500.00	114.9
0460 - Contract Services	76,795.69	109,800.00	-33,004.31	69.9
0461 - Remote Offices	38,500.00	38,500.00	0.00	100.0
0462 - Equipment Lease & Maint.	3,679.33	3,300.00	379.33	111.5
0473 - Dues & Subscriptions	12,630.15	5,500.00	7,130.15	229.6
0474 - License & Fees	624.00	2,300.00	-1,676.00	27.1
0501 - Travel & Lodging	9,948.71	8,500.00	1,448.71	117.0
0504 - Registrations	4,551.00	2,750.00	1,801.00	165.5
0505 - Local Transportation/Car	838.71	550.00	288.71	152.5
0507 - Meeting Expenses	4,512.79	2,750.00	1,762.79	164.1
0601 - Hospitality in Market				
0601.5 - In House	3,396.60	1,100.00	2,296.60	308.8%
0601 - Hospitality in Market - Other	2,611.42	2,200.00	411.42	118.7%
Total 0601 - Hospitality in Market	6,008.02	3,300.00	2,708.02	182.1

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

	Jul '22 - May 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	1,008,326.00	1,008,326.00	0.00	100.0
0623 - Regional Marketing Programs	2,874.33	11,000.00	-8,125.67	26.1
0650 - Payroll Expense	1,313.61	1,100.00	213.61	119.4
0689 - WEB Development	678.20	10,000.00	-9,321.80	6.8
0690 - Sponsorship	172,579.60	200,000.00	-27,420.40	86.3
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	143,477.50	171,450.00	-27,972.50	83.7
0800 - Grant Expenses	10,000.00	45.00	9,955.00	22,222.2
51100 - Freight and Shipping Costs	1,031.90	0.00	1,031.90	100.0
59900 - POS Inventory Adj -Merchandise	160.82	250.00	-89.18	64.3
Total Expense	2,286,619.34	2,549,710.00	-263,090.66	89.7
Net Ordinary Income	171,293.76	6,174.00	165,119.76	2,774.4
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	-49,536.01	0.00	-49,536.01	100.0
Total Other Expense	-49,536.01	0.00	-49,536.01	100.0
Net Other Income	49,612.56	0.00	49,612.56	100.0
Net Income	220,906.32	6,174.00	214,732.32	3,578.0

Jun 21, 2023

Revenues & Stats				
	April-2023	April-2022		Variance
Grant Revenues				
Monthly	\$ 119,361	\$ 117,153		1.9%
YTD	\$ 2,275,496	\$ 2,177,709		4.5%
Total Taxable Revenues	\$ 3,573,797	\$ 3,490,033		2.4%
	April, Actual	April, Budget		
Monthly	\$ 119,361	\$ 156,516		-23.7%
YTD	\$ 2,275,496	\$ 2,500,000		-9.0%
Occupancy				
Hotel	59.0%	47.9%		23.1%
Motel	31.5%	28.9%		9.0%
Vacation Rental	32.2%	25.7%		25.2%
Time Share	30.8%	6.2%		399.4%
Home Owner	n/a	n/a		n/a
Total	41.2%	31.3%		31.6%
Room Rate				
Hotel	\$ 239.74	\$ 234.52		2.2%
Motel	\$ 49.16	\$ 89.06		-44.8%
Vacation Rental	\$ 306.47	\$ 306.67		-0.1%
Time Share	\$ 90.37	\$ 371.17		-75.7%
Home Owner	n/a	n/a		n/a
Total	\$ 238.03	\$ 258.87		-8.1%
RevPar				
Hotel	\$ 141.34	\$ 112.30		
Motel	\$ 15.49	\$ 25.78		-39.9%
Vacation Rental	\$ 98.62	\$ 78.82		25.1%
Time Share	\$ 27.80	\$ 22.87		21.6%
Home Owner	n/a	n/a		n/a
Total	\$ 98.16	\$ 86.52		13.5%
Visitor Information Comparative Statistics For Fiscal YTD				
	May-2023	May-2022		Variance
Walk In Visitor Count				
Monthly	2700	2313		16.7%
YTD	25,929	19,282		34.5%
Merchandise Sales				
Monthly	\$ 6,234	\$ 5,065		23.1%
YTD	\$ 47,661	\$ 44,693		6.6%
Concierge & AT Sales				
Monthly	\$ 26,049	\$ 27,397		-4.9%
YTD	\$ 164,270	\$ 54,128		203.5%
Vacation Planners mailed	103	94		9.6%

Destimetrics Reservations Activity (as of May 31, 2023)				
	FY 2022/23	FY 2021/22	Variance	
Current Month Occupancy	36.9%	38.50%		-4.2%
Current Month ADR	\$ 280	\$ 299		-6.4%
Current Month REVPAR	\$ 104	\$ 115		-9.6%
Next Month Occupancy	50.8%	57.8%		-12.1%
Next Month ADR	\$ 431	\$ 443		-2.7%
Next Month REVPAR	\$ 219	\$ 256		-14.5%
Summer Total Occupancy (proj)	35.4%	37.6%		-5.9%
Summer Total ADR (proj)	\$ 417	\$ 429		-2.8%
Summer Total REVPAR (proj)	\$ 148	\$ 161		-8.1%
Reno Tahoe International Airport				
	April-2023	April-2022		Variance
Total Passengers Served	357,924	326,787		9.5%
Average Load Factor	82.5%	80.6%		2.4%
Total Number of Departures	1,567	1,589		-1.4%
Non-Stop Destinations Served	17	28		-39.3%
Departing Seat Capacity	215318	202196		6.5%
Crude Oil Averages (barrel)	\$ 79.45	\$ 101.78		-21.9%
Notes of interest:				

Conference Revenue Statistics				
(Booked as of March 31, 2023)				
	FY 2022/23	FY 2021/22	Variance	
Total Revenue Booked	\$ 1,352,432	\$ 1,942,031		-30.4%
Number of Room Nights	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	90.9%	78.2%	\$ 1,229,257	\$ 1,518,371
Washoe	9.1%	21.8%	\$ 123,175	\$ 423,660
Total Conference Revenue	100.0%	100.0%	\$ 1,352,432	\$ 1,942,031

**Summary:**

Even though the weather doesn't say summer, the visitors are here. Visitation is at mid summer levels. Thunderbird Lodge tours are in full swing.

**Staffing:**

- Part time staffing is in place for the summer
- Our East Shore Trail booth staff is experiencing medical issues and has delayed his starting date

**Operations:**

- Manage Visitors Center and Staff
- Hiring Staff
- Manage Activity Tickets
- Inventory Management

**Projects:**

- SkyShow planning
- East Shore Trail ambassador planning
- RTT communication grant planning
- TNTNV Trails Brochure revise
- Activity Tickets upgrades
- Parking lot striping and crack sealing
- Change PERS reporting procedures
- New flooring
- GoTahoeNorth.com management
- RTT communication committee chair
- RTT Executive Committee member

**Meetings attended:**

- Co-op agency meetings, strategy meetings, Skyshow 2023 planning meetings, Abbi Agency meetings, Co-op marketing committee, RTT meetings, RTT communications committee meetings, RTT PR meetings, IVCBA VIP gathering.

President/CEO Report  
Activities Report  
June 21<sup>st</sup>, 2023

- NORTH LAKE TAHOE MARKETING COOPERATIVE
  - Overseeing PR/Communication efforts with Augustine Agency
  - Implemented 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
  - Worked with IVCBA on July 4<sup>th</sup> Local Hero's event
  - Development of July 4<sup>th</sup> SkyShow program and permit process
  - Secured funding partners for the July 4<sup>th</sup> SkyShow event
  - 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
- MEETINGS (in person or virtual)
  - Attended agency status meetings
  - Attended RSCVA Board Meeting
  - Attended RSCVA Special 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



# Departmental Reports

## June 2023



## north lake tahoe

May 2023

### Meetings & Conventions Report

#### TURNED DEFINITE

1. Alo Yoga - 5/13/23-5/19/23, 158 rooms and 27 people
2. Shoppa's Material Handling - Shoppa 2023 - 6/22/23-6/25/23, 56 rooms and 28 people
3. Association of California School Administrators - ACSA 2023 Board Retreat - 7/15/23-7/18/23, 86 rooms and 42 people
4. California Police Activities League - CalPAL - Annual Training Conference - Fall 2023 - 11/14/23 - 11/17/23, 215 rooms and 100 people
5. Florida Defense Lawyers Association - FDLA Winter Meeting 2024 - 1/13/24-1/16/24, 140 rooms and 20 people

#### NEW MEETINGS & RFPs DISTRIBUTED

6. Nike - Trail Meetings - 6/21/23-6/26/23, 90 rooms and 15 people
7. California Special Districts Association - 2023 General Manager Leadership Summit - Overflow - 6/25/23-6/27/23, 60 rooms and 20 people
8. McKesson Corporation - CMM LT Meeting - July 2023 - 7/24/23-7/26/23, 33 rooms and 12 people
9. PNC Banking - PNC Real Estate Ski Trip 2024 - 3/6/24-3/7/24, 80 rooms and 35 people
10. California County Superintendents - JCCASAC Annual 2024 - 5/6/24-5/11/24, 427 rooms and 180 people
11. Texas Mortgage Bankers Association - 2024 Summer Board Meeting - 7/26/24-7/30/24, 102 rooms and 60 people
12. HPN - 93150 - Fall 2024 Customer Meeting - 8/20/24-8/23/24, 182 rooms and 90 people
13. International Longshore & Warehouse Union - 2025 ILWU Pacific Coast Pensioners Convention - 9/21/25-9/25/25, 275 rooms and 70 people

#### NEW INQUIRIES

1. Institute for Education Innovation - 18-0888 - Nov 2025 - IEI Fall National Summit - 11/7/25-11/11/25, 200 people, 490 rooms
2. Teichert Construction - 2024 Teichert Regional Retreat - 2/7/24-2/8/24, 120 people, 240 rooms
3. Indiana Motor Truck Association - 2024 IMTA Annual Conference - 9/17/24-9/22/24, 180 people, 430 rooms
4. The Pawnbroker Network - Elevate Pawn 2024 - 3/2/24-3/6/24, 60 people and 204 rooms
5. Nevada Society for Dermatology and Dermatologic Surgery - NSDDS Annual Meeting 2025 - 2/6/25-2/8/25, 125 people, 95 rooms
6. Concrete Masonry Association - Fall - 9/3/25-9/6/25, 60 people, 118 rooms
7. Northwest Public Power Association - NWPPA: 2024 NIC Conference - 9/16/24-9/20/24, 120 people, 295 rooms

8. North American Network Operators Group (NANOG) - Board Retreat - 12/5/23-12/7/23, 10 people, 33 rooms
9. PNC Banking - PNC REIT Ski Trip 2024 - 2/27/24-2/28/24, 35 people and 80 rooms
10. Durvet - 2025 Durvet SalesPro - 6/8/25-6/13/25, 120 people, 477 rooms

#### **SITE VISITS & SALES CALLS**

- Attended HelmsBriscoe Annual Business Conference May 3-5 at the Convention Center in Denver. Staff checked in with planners who have open RFP's (21) with NLT properties and generated (2) new RFPs from the International Longshore & Warehouse Union and the California County Superintendents. Served digital ads via geofence resulting in 188,820 impressions, 768 clicks, and 0.41% CTR.

#### **CONFERENCE SALES PROJECTS**

- Key Projects:
  - Held webinar for HPN planners on 5/2
  - Planning attendance at Smart Meetings Austin Texas June 25-27
  - Planning Topgolf client event in Roseville for June 29th

#### **Chicago Rep Efforts**

- Targeted American Bar follow-up for North Lake Tahoe exposure.
- Destination Reps summer outing final details in progress for boat outing for top clients.





## north lake tahoe

May 2023

### Leisure Tourism Development Report

#### KEY MEETINGS & PROJECT WORK

- Key Meetings:
  - o Attended High Sierra Visitor Council meeting May 5th to prepare our booth for IPW
  - o Attended Australia Sales Mission May 9-19. Staff joined Gate 7 rep David McMahon and Susan Redding, Area Leisure Sales Director of Hyatt Regency Lake Tahoe and Everline Resort & Spa in meeting with product managers to ensure all relevant NLT properties are under contract for the 23/24 season and conducted trainings with the agents at the following:
    - Ski Max Holidays - Rodney Muller, Managing Director
    - iTravel - Steve Labroski, Managing Director
    - Entire Travel Group - Brad McDonnell, Managing Director
    - Snow Life Tours - Tennille Southcombe, Director
    - Travelplan Ski - Sylvia Schmiedl, Product Manager
    - Mogul Ski World - Felicity Moss and Rachelle Matheson
    - Luxury Escapes - Jodie Collins, Tourism Boards Partnership Manager
    - Helloworld Travel Limited - Alysha Hughes, Product Development Manager - Wholesale
    - Sno'n'ski - Daniel Walker, Managing Director
    - Joint trade/media event with Mammoth Lakes Tourism - iTravel, KarryOn, Qantas, Snow Life Tours, Ski Max Holidays, Travelplan, Scout Ski, Hawaiian Air, Travel Managers, Flight Centre, Air New Zealand and Sno'n'ski. Notes and contacts from appointments have been shared with NLT partners.
  - o Attendance at IPW May 20-24 in San Antonio, TX
    - Staff exhibited in a 10'x10' booth alongside Travel Nevada and RenoTahoe
    - Appointments held with the following: ATI, Travelplan, Azull Viagens, Authentik USA, Travel Island, Volaris, Pe-Tra Operadora, Nagel Tours, Veena World, Barrhead Travel, Bindletstiff Tours, Dertouristik Deutschland GmbH, Audley Travel, Virgin Holidays, Wander, Incredible Adventures, Ameria 4 You LLC, Gold Medal Travel Group, Pleasant Holidays, LLC, G2 Travel, Ride the World, Global Compass Canada Ltd., Galaxy Tour Inc., Trailfinders Ltd, Isla Bonita Tours, Hopper Inc., GoSee, Simi Reizen BV, Travelzoo, GetYourGuide AG, Travel & Leisure, Cali Fun, Explain Tours, Ctour Holiday, and Doets Reizen. Notes and contacts from appointments have been shared with NLT partners.

Canada - NLT agency of record, Canuckiwi update:

- Attendance at IPW appointments with Canada operators

- Article published in Dreamscapes Magazine: Pg 44:  
<http://read.dreamscapes.ca//1499369-spring-summer-2023/43>

## **VISA VUE DATA**

- Domestic Data - January - April 2023
  - Top Cities - Visitor Origin:
    - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
    - Key spending findings on these cities YOY % change:
      - SF -3% YoY \$39.6M
      - Sacramento -4% YoY \$10.8M
      - San Jose/Sunnyvale/Santa Clara +3% \$9.9M
      - Reno -3% YoY \$7.4M
      - LA/Long Beach/Anaheim -3% YoY \$5.3M
      - Santa Rosa +5% YoY \$2.9M
      - San Diego -2% YoY \$2.9M
      - Santa Cruz +12% YoY \$2M
      - New York -6% YoY \$2M
      - Seattle-Tacoma-Bellevue -1% \$1.1M
  - Total spend: \$189 M (all) and \$115.8 M (non-resident)
  - Top spend by market YOY % change:
    - Restaurants +1.7% \$61.5M
    - Food & Grocery +25.2% \$47.7M
    - Retail +9.8% \$27.5M
    - Hotels & Lodging +2.5% \$91M
- International Data - January - April 2023
  - Total spend: \$2M
  - Estimated visitors: 7K
  - Top countries by spend and YoY % Change
    - Canada \$319k, +69%
    - Australia \$227k, +89%
    - China Mainland \$174k, +36%
    - Mexico \$171k, +27%
    - UK \$143k, -26%
    - Peru \$80k, +73%
    - New Zealand \$72k, +300%
    - France \$56k, +14%
    - Brazil \$55k, +115%
    - Switzerland \$50k, +74%
    - Chile \$49k, +28%
    - Germany \$43.5k, +10%
    - Singapore \$43k, +4%
  - Market Segment YOY % change, spend:
    - Restaurants & Dining +27.6%, \$547k
    - Hotels & Lodging +16.46%, \$326k
    - Retail +19.7%, \$391k

**MAY PERFORMANCE REPORT**

# **TRAVEL NORTH TAHOE NEVADA**



# PUBLIC RELATIONS





## PUBLIC RELATIONS OVERVIEW

In the month of May, The Abby Agency focused their pitch messaging on "Lake Tahoe Clarity" as we prepare for the influx of summer travel.

In June, TAA is planning to continue distributing pitches around the influx of summer travel, the launch of the Destination Stewardship Plan, as well as develop pitch angles around the SkyShow happening in July.

The agency will also craft a press release about the SkyShow to distribute within the month of June.

3

Media placements

12.4M

Est. Monthly Visitors


65

Average Domain Authority

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

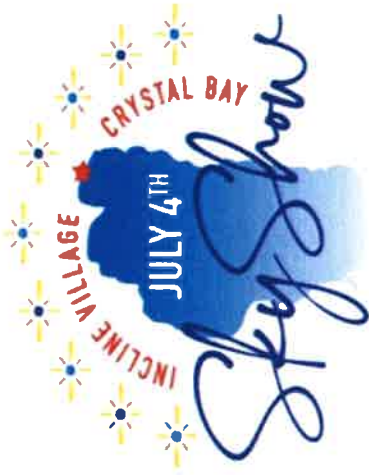
## PLACEMENT HIGHLIGHTS

THE ABBI  
AGENCY



**SUN BEAR**  
REALTY & MANAGEMENT

4th of July Events and Sky Show in Lake Tahoe (Incline Village/Crystal Bay)



INCLINE VILLAGE  
CRYSTAL BAY  
JULY 4<sup>TH</sup>  
Sky Show

7:30 - 10:30 PM  
[July 4th Sky Show](#)

This oil-so-locally-focused celebration and drone show is orchestrated by the community and for the community to enjoy at the Incline Village Middle School Ball Parks. It's a free event that also offers food and beverage from some of our favorite food trucks and vendors. Come early to enjoy the pre-show entertainment!

## Sun Bear Realty

**Placement Date: May 4, 2023**

**Est. Monthly Visitors: 9,370**

**Est. Coverage Views: 6,850**

**Key Messages: 2nd Annual SkyShow**

**Brand Pillar: Lead**

**Story: [4th of July Events and Sky Show in](#)**

**[Lake Tahoe \(Incline Village/Crystal Bay\)](#)**

## THE KANSAS CITY STAR

Popular tourist destinations enforce boundaries, restrictions due to increase in visitors



"We're feeling the increase of population around us," said Andy Chapman, President and CEO of Travel North Tahoe Nevada. "We all need to give nature a break, but we don't want to tell people not to come to Tahoe. We want to educate people how to respect Tahoe."

## The Kansas City Star

**Placement Date:** May 19, 2023

**Est. Monthly Visitors:** 3,140,000

**Est. Coverage Views:** 11,200

**Key Messages:** Fodor's list

**Brand Pillar:** Manage

**Story:** [Popular tourist destinations enforce boundaries, restrictions due to increase in visitors](#)



## Miami Herald

Popular tourist destinations enforce boundaries, restrictions due to increase in visitors



"We're feeling the increase of population around us," said Andy Chapman, President and CEO of Travel North Tahoe Nevada. "We all need to give nature a break, but we don't want to tell people not to come to Tahoe. We want to educate people how to respect Tahoe."

## Miami Herald

**Placement Date: May 19, 2023**

Est. Monthly Visitors: 9,290,000

Key Messages: Fodor's list

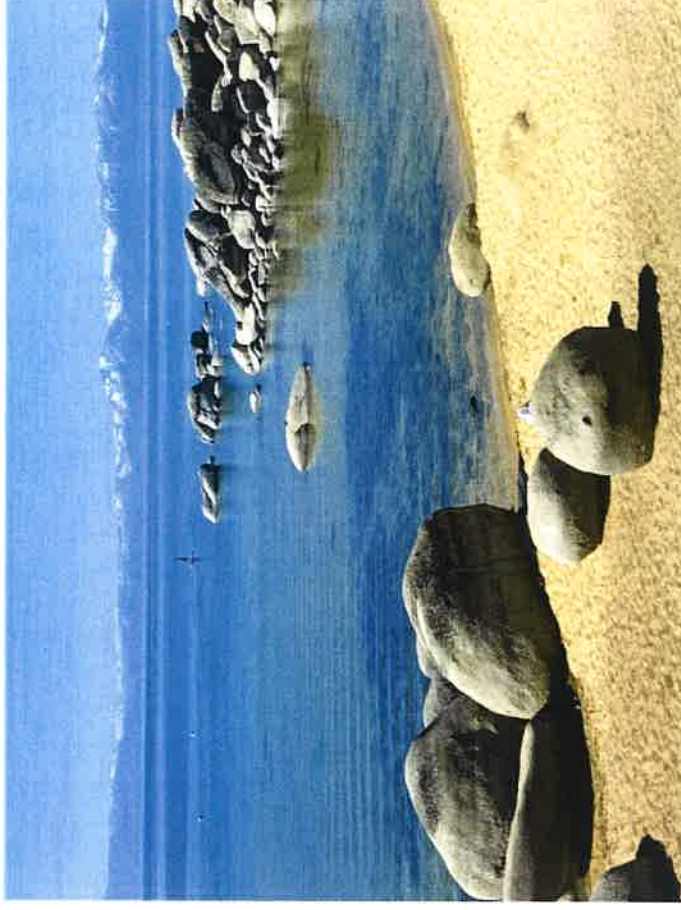
Brand Pillar: Manage

**Story:** [Popular tourist destinations enforce boundaries, restrictions due to increase in visitors](#)

## LOOKING AHEAD

In June, The Abbi Agency will focus pitching efforts on the June 20th Destination Stewardship Plan launch, angles around sustainable summer travel to North Lake Tahoe, as well as pushing messaging about the 2nd Annual SkyShow.

In addition to pitching efforts, TAA will complete and distribute a Destination Stewardship Plan op ed.



# THANK YOU

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