

TRAVEL
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NEVADA

AGENDA

Board Meeting
Travel North Tahoe Nevada
Wednesday, July 19th, 2023 3:00 pm

Mission Statement

Encourage destination experiences that support a vibrant economy, enhance community character and foster environmental stewardship.

Our Vision

Preserve and enhance a vibrant and innovative destination by leading in stewardship and sustainability.

The Board of Directors of Travel North Tahoe Nevada will hold their monthly meeting on Wednesday July 19th, 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.

AGENDA

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|--|----------------------------|
| I. Call to Order/Roll Call | Chair |
| II. PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting. | Chair |
| III. Approval of Agenda (For Possible Action) | Chair |
| IV. Board Chair Welcome and FY 2023/24 Chair Platform | Chair |
| V. Approval of June 2023 Board Meeting Minutes (For Possible Action) | Chair |
| VI. CEO Annual Review and Performance Merit Evaluation for Future Salary & Incentive Payments (For Possible Action) (45 min) | Chair/Board Members |
| VII. Discussion on FY 2023/24 CEO Performance Goals (30 min) (For Possible Action) | Chapman/Board |
| VIII. Review and Input on Whistleblower Policy (For Possible Action) (10 min) | Chair |
| IX. Review of June 2023 Preliminary Financial Statements (10 min) (For Possible Action) | Greg Long |
| X. Preliminary Review of July 4th SkyShow Event (10 min) | Chapman/Long |
| XI. Submittal of June Dashboard (15 min) | Long/Chapman |
| XII. Management Reports | Andy Chapman |
| XIII. Departmental Reports
a) Conference Sales
b) Leisure Sales
c) Consumer Advertising
d) Social/Content
e) Public Relations | Andy Chapman |
| XIV. Old Business | Chair |
| XV. New Business | Chair |
| XVI. Director Comments | Chair |
| XVII. PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting. | Chair |
| XVIII. Adjournment – (For Possible Action) | |



**June 2023 Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, June 21, 2023, 3:00pm**

I. Call to Order/Roll Call

Blane Johnson

The Incline Village Crystal Bay Visitors Bureau (Travel North Tahoe Nevada) Board Meeting was called to order at 3:08pm by Chair Blane Johnson. Roll call was taken and the following members were present: Blane Johnson, Claudia Andersen, Tyler Gaffaney and Bill Watson. The following IVCBVB employees were present: Greg Long, Chief Operating Officer, Andy Chapman, President/CEO, Bart Peterson, Director of Sales. Legal representation from Hutchison and Steffen.

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

CEO Chapman asks to add an update from Bart Peterson, DOS during agenda item XII. Motion to approve the amended June 2023 agenda by Bill Watson. Second by Claudia Andersen. Approved.

IV. Approval of May 2023 Board Meeting Minutes

Blane Johnson

Motion to approve the May 2023 Meeting Minutes by Claudia Andersen. Second by Bill Watson. Approved.

V. Discussion on Possible New CEO Review Process and Documents

Blane Johnson

CEO Chapman gives an update on previous discussions of CEO review process, suggesting a more simplified version brought forward from Claudia Andersen. The process will be streamlined using two documents, one will be filled out by the CEO and the other by the Board members. The previous form was very cumbersome. This new process will allow the employee to advocate for themselves during the process. The whistleblower policy will be reviewed by legal and suggestions brought forward. Board Chair Johnson asks the Board if they are comfortable with the stated 20%

possible bonus number and if that should be updated. Board agrees to keep the bonus potential at 20%.

Motion to accept the new review process for the organization by Claudia Andersen. Second by Bill Watson. Approved.

VI. FY 2022/23 CEO Review Timeline

Andy Chapman

The CEO will provide his document to the Board on June 28th. The Board will provide their documents to COO Long before July 12th for summation and submittal to the Board packet for July 2023.

VII. Discussion and Input on FY 2023/24 CEO Performance Goals

Andy Chapman

CEO Chapman reviews the current performance goal document for the Board. This will be brought back to the Board in July for possible approval in September.

VIII. FY 2023/24 Board Officer Appointment

Andy Chapman

CEO Chapman describes the historical timeline of the Board of Directors. A list of Board members back to 1991 is provided in the packet. Claudia Andersen is next in-line for the chair position. Motion to approve Claudia Andersen as Chair, Tyler Gaffaney as Vice Chair, Bill Watson as secretary, Hyatt and Blane Johnson as at large, by Bill Watson. Second by Tyler Gaffaney. Approved.

IX. NLT Marketing Coop Committee Appointment

Long/Chapman

CEO Chapman discusses the process for choosing new members for the Coop Committee. Our organization can have 4 members on the committee. Andy suggests Blane Johnson, Tyler Gaffaney, Paul Raymore and himself.

Motion to approve the above stated appointments by Claudia Andersen. Second by Tyler Gaffaney. Approved.

X. Review of May 2023 Financial Statements

DoO Greg Long and CEO Chapman highlighted several items on the financial statements. Board Members were directed to look at the financial packet for additional questions or concerns.

XI. Submittal of May Dashboard

Long/Chapman

DOO Greg Long and CEO Chapman walked the Board through the dashboard. Board Members were directed to look at the packet for more detail.

XII. Management Reports

Staff

a. Operations Report

b. Director of Sales – Bart gave a verbal report of his sales effort over the last 2 months.

c. President/CEO

Provided in packet for review.

XIII. Coop Departmental Reports

Andy Chapman

a. Conference Sales (in packet)

b. Leisure Sales (in packet)

c. Website Content (in packet)

d. Communications/Social (in packet)

e. Advertising (in packet)

Provided in packet for review.

XIV. Old Business

Andy Chapman

SkyShow update- Permit was approved. Fundraising is progressing. IVCBA has been a great partner. \$143K of \$155K has been raised. Food trucks have been confirmed.

Barges have been surveyed for potential sale.

XV. New Business

Andy Chapman

LT Stewardship certificate of our participation was shown to the Board.

Thank you to Blane Johnson for his year as Board Chair.

East Shore Trail representative has been delayed this year due to health issues.

XVI. Director Comments

Blane Johnson

None

XVII. 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

XVIII. Adjournment – (For Possible Action)

Blane Johnson

Adjourned. 4:53pm.

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

IVGID Office

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



July 19th, 2023

To: Board of Directors

From: Andy Chapman, President/CEO

Re: CEO Annual Review and Performance Merit Evaluation for Future Salary & Incentive Payments

Background

The TNTNV Board will review the prior year performance of CEO Andy Chapman at their July 2023 meeting. Prior to that meeting, each board member submitted to Greg Long (COO) their review using the newly approved and adopted Review Process. Those responses were included to this staff report. In addition, the board will find CEO Chapman's Self Evaluation, FY 2022/23 Strategic Goal Review and current Strategic Visioning Document last adopted in June 2020.

Possible Board Action

Board Chair Andersen will lead the board in the review discussion and possible action on future salary & incentive payments.

Annual Review and Goal Setting Summary

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).

*Organizational Rebrand and new website development for Travel North Tahoe.

2nd annual Drone show for 4th of July.
Lake Tahoe Destination Stewardship Plan.
Board president of the Marketing Coop.

These are just a few of the many things that Andy has accomplished throughout the last year, there are many more. Andy has masterfully navigated the ever changing world of destination management from "selling tourism" to moving into a more sustainable tourism direction. He has also helped bridge community and sustainable tourism together so that everyone can enjoy Lake Tahoe.

*Andy has developed a new, fresher image for the organization and has done a great job of positively positioning the organization in the updated direction of destination stewardship. The activities he has either spearheaded or partnered in the past year – such as Road to WonderGrass Tahoe, the SkyShow and the Outdoor Media Summit to name a few – have brought new, exciting energy to the area and to the organization's brand. He has done this while continuing to excel at the nuts and bolts of promoting our region and supporting businesses that depend on tourism. Andy has effectively navigated the organizational budget during a year that saw a softening of revenue while still adding professional talent to the team.

*Employee accurately itemized accomplishments on the self-assessment.

*Andy continues to show strong financial acumen. I believe that with a slow downturn of STR participation and some community resentment of tourism it will be important to show or local community the strong participation of community of activities and responsible tourism.

*Andy did an amazing job of keeping us on track with our annual goals. From the rebranding to our 2nd annual laser sky show to the outdoor media summit. Vary happy with how we progressed this year.

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

*Communication between the many different organizations and boards of which Andy is a part of.

Always being "In the know."

Andy is a good and effective leader in his role as CEO of TNTN.

Andy has the drive that it takes to keep moving forward and stay up to date in this ever changing world of tourism. He also has the foresight to act and implement new projects to keep TNTN at the forefront of North Lake Tahoe tourism and relevant with the community.

Andy is always ready with plan B,C,D..... when things don't go as planned (Covid, too much snow, smoke...)

Andy is very good when communicating to the media on behalf of TNTN

*Andy continues to professionally represent the organization in all of his many dealings with all of our various partners. His knowledge of the industry and region is high-level, and his ability to develop positive relationships, both with current and new contacts, is a true benefit to the organization.

*Andy has developed superb (and omnipresent) connections with the community. As elements of the community become more insular and resentful of certain tourism activities, it will be more important than ever that Andy continues to maintain his positive demeanor and nurture new and existing relationships. It is paramount that TNTN remain "above the fray."

*Strong financial attention; participation within all of the groups and committees; Out front communications with new and PR's industries.

* 1. Outstanding organizational skills

2. Leadership within the organization and community

3. Financial Mgt

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

*Bridging the gap between community and tourism is very difficult and our current “community conditions” are making this task more difficult.

It always difficult to get board and volunteer involvement. Which makes freeing up staff time for other projects or just lightening the load of staff work much more difficult. Getting more hands on involvement would help free up more time for staff (especially during events).

*Local concerns regarding the negative impacts of tourism continue to be a concern for all organizations/businesses engaged in visitor services at Tahoe. But as an active partner in developing and leading the Destination Stewardship Plan, Andy is well positioned to create positive solutions to these concerns. The changing economic landscape may bring some unknowns that have the potential to affect the current year’s budget, but Andy has positioned the organization to be financially resilient under adverse circumstances.

*Andy’s greatest challenges will come from 3 fronts:

1. The daily grind every business does encounter in these challenging times: angrier people, a more divisive public, higher costs, a diminishing ethic in the workforce, red tape, etc.
2. The aforementioned NIMBY attitude by some in the community. Many have found their piece of paradise and now wish not to share. Yet, when a tourist-centric facility like the Hyatt hotel pulls back on offerings to locals, the same public will howl like stuck pigs (paid parking, reduced hours, no local discounts, etc.)
3. More people visiting Tahoe, and the corresponding impact.

We can’t do anything about item #1. However, investing in our stewardship programs may mitigate the challenges Andy will face in #2 and #3. We must invest in in-service training, staff development, public messaging, social media, and more. These efforts are in addition to and independent of our global mission of attracting visitors.

*Maintaining adequate staffing levels, I appreciate the effort to bring on good staff to fully operate the organization and would support any efforts to bring on and keep quality staff. Understanding the balance of budget.

*Continue to find ways to educate and communicate with the community on tourism and the sometime negative sentiment and implications

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

- *1.Update Three Year Strategic Plan
 - 2.Implementation of the Lake Tahoe Destination Stewardship Plan
 - 3.Develop more frequent board communication strategies
 - 4.Increase board engagement on critical/strategic efforts
-

*Work with the board to develop an updated strategic plan
Develop methods to increase/maintain organizational representation throughout an ever-growing network of partnerships and organizational activities

*I concur with Andy's list of objectives outlined in his self-assessment.

*Maintain the message of good stewardship and engaging with community events.
Continue to build on the PR message of good work of this group. Last, keep TNTN in front of any travelers that may consider visiting the Sierras, Lake Tahoe and surrounding areas.

*TBD by new group



Annual Self-Review and Goal Setting

Employee Name: Andy Chapman

Title: President/CEO

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

1. Organization Rebrand
 - Successful integration of new brand positioning throughout organizations communication platforms
 - www.travelnorthtahoenv.com
2. Lake Tahoe Destination Stewardship Plan
 - 2-year planning processes culminated in the launch of the LTDSP on June 20th, 2023
 - Core team participant and executive council member
 - <https://stewardshiptahoe.org/>
3. Oversight Management of the North Lake Tahoe Marketing Cooperative
 - www.GoTahoeNorth.com
4. 2nd Annual SkyShow Production
 - Planning and implementation of the second annual Incline Village Crystal Bay July 4th SkyShow
 - www.ivcbsskyshow.com
5. Acquisition of VisitingLakeTahoe.com
 - With Tahoe South's move to dominate the market with their Visit Lake Tahoe brand, TNTNV acquired the domain VisitingLakeTahoe.com which has long held the top Google referring domain for the search term "Lake Tahoe"
 - www.visitinglaketahoe.com
6. Road to WonderGrass Tahoe
 - Developed and executed the First Annual Road to WonderGrass Tahoe sponsorship with a 4 series date of free and ticketed shows at the Crystal Bay Club and Alibi Ale Incline Public House
 - <https://travelnorthtahoenevada.com/road-to-wwgt/>
7. Hosted Outdoor Media Summit
 - Developed and executed the premier outdoor trade and media event with the Lake Tahoe Outdoor Media Summit on October 30 – November 1st
 - <https://outdoormediasummit.com/past-shows/>
8. Secured Mountain Travel Symposium for 2024

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- Working with our partners at the NTCA, TNTNV coordinated the RFP proposal and eventual awarding of the premier winter travel trade conference for April 2024
 - <https://www.mtntrvl.com/>
9. Financial Management
 - With room revenues below budget by 9% (but 5% above prior year), expenses were managed to correlate with year-end collections
 10. Organization representation on various boards
 - RSCVA, TTD, TMA, CalTravel, DMAWest, Visit California Brand Marketing Committee, TTD Incline Village Mobility Hub Committee
 11. Survived Winter 2022/23!



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

1. Residential sentiment to tourism continues to grow and is an area that we will need to focus on. By providing accurate and timely information about the benefits of tourism as well as the many programs that we have implemented or are involved in will help ensure that all users of the Tahoe basin understand our individual rolls and how we can all improve on our impacts to this place we call home.
2. Micro-transit has been an area that this board has focused on for the past few years and we have seen significant success in its adoption by our guests and residents. We must look for ways to acquire long-term and consistent local funding that will keep these programs in place.
3. Our partner in the NLT Coop, the North Tahoe Community Alliance, has seen tremendous change and staff turnover over the last 18-24 months. It will be critical for us to continue to oversee this program to ensure our contributions of resources (both financial and human) are protected. We will continue to be vigilant in this area.

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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:

1. Update Three Year Strategic Plan
2. Implementation of the Lake Tahoe Destination Stewardship Plan
3. Develop more frequent board communication strategies
4. Increase board engagement on critical/strategic efforts

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

Through this Board, it is a pleasure to represent Travel North Tahoe Nevada on the local, regional, national and international fronts. We have made great strides on our strategic path over this last year to continue to differentiate our organization from the others around the region.

Submitted by:

Andrew Chapman

Employee Signature

6/30/23

Date

Strategic Priorities	FY 22/23 Goals	% Weight	RESULTS
Strategic Priority #1: Marketing & Promotions			
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%	Goal Achieved <ul style="list-style-type: none"> • Focused core consumer messages in the fall and springtime periods to drive appropriate visitation in higher need period. • According to the recent SMARI research, North Lake Tahoe saw 245,304 Ad-Influenced trips with 216,887 Ad-Influenced trips with paid lodging, generating over \$488M in Ad-Influenced Visitor Spending and over \$46M in total Ad-Influenced sales and lodging taxes for a sales tax ROI of \$56.59 and a lodging tax ROI of \$14.90 (CA/NV). • 2022-23 ROI on media spend reached \$756 for each \$1 invested. • SMARI results for Nevada Tahoe show an Ad-Influenced trips with paid lodging of 49,782, generating over \$112M in Ad-Influenced Visitor Spending, over \$20M in Ad-Influenced lodging spend and close to \$12M in Ad-Influenced sales and lodging taxes. • Responsible Travel and Visitor Behavior messaging was at the forefront of all consumer messaging, encouraging visitors to take the Responsible Traveler Pledge. • Developed and distributed seasonal Know Before You Go Guides to educate our visitors and stakeholders on the changing visitor

			conditions and restrictions.
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%	<u>Goal Achieved</u> <ul style="list-style-type: none"> • Targeted core visitor markets in the Los Angeles, Phoenix, Seattle, Portland, Dallas and Austin to drive extended length of stay visitation. Ad Awareness ranged from a high of 45% (LA) to 30% (Seattle). • Ad-Influenced average nights per trip increased 6% to 3.4 nights per trip. • International efforts in the AUS and CAN markets where reinstituted following the State Tourism office lead. • Public Relations and Communication efforts targeted long-haul extended stay markets with a focus on direct, non-stop air service to RTIA. • SMARI researched indicate North Lake Tahoe advertising is in the Top 10% benchmark for vacations that are: Good for the outdoors, good for winter vacation, a place to play, explore, escape, recharge and a place that cares about the environment and natural resources.
Strategic Priority #2: Transportation/Transit			
Increased Incline Village/Crystal Bay transportation and transit programs and related data collection and analysis.	By FYE 2022/23 have conducted transit analysis from pilot program and provide recommendations on transit improvements	15%	<u>Goal Achieved</u> <ul style="list-style-type: none"> • TART Connect finished its second year of a three-year pilot program on June 27th, 2023. Zone 3 (IV/CB) serviced over 185,000 rides, carrying more than 39% of the total ridership in the

			<p>entire North Lake Tahoe region (479,900 rides).</p> <ul style="list-style-type: none"> • TNTNV was instrumental in generating supporting revenue partners, Washoe County BOS (\$400,000), RSVCA (\$350,000), Regional Transportation Commission (\$350,000) and others. • Staff worked with TTD staff to reinstitute the East Shore Express for the 2023 summer season. • CEO is actively involved and a committee member of TTD's Incline Mobility Hub Committee reviewing future opportunities for a regionally located transit hub.
Strategic Priority #3: Financial Sustainability			
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%	<p><u>Goal Achieved</u></p> <ul style="list-style-type: none"> • Management and General expenses equaled 29% of the total expenditures.
FINANCIAL HEALTH – Deliver accurate financial reporting and accountability. Deliver on the Board approved fiscal year budget.	+/- 5% of fiscal year budget achieved	10%	<p><u>Goal Achieved</u></p> <ul style="list-style-type: none"> • Monthly financial statements were prepared for board review and approval. • Total revenues were down 5.2% to budget. • Expenses were down 8.3% to budget. • Net Ordinary Income of \$86,585 will be added to organization reserves.
Strategic Priority #4: Organizational Reputation/Relationships			

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%	Goal Achieved <ul style="list-style-type: none"> • CEO has been involved in the following organizations this past FY: TTD, TMA, RSCVA, DMA West, US Travel, Travel Nevada, Visit California, Stewardship Tahoe, Regional Air Service Corporation, SkyShow Committee. • Staff have also been involved and encourage to participate in appropriate partnership relations.
COMMUNITY RELATIONS – Build TNTNV organizational awareness to targeted audiences	Position TNTNV as a key contributor to North Lake Tahoe’s vital tourism industry as a partner that values destination management, transparency and community involvement.	10%	Goal Achieved <ul style="list-style-type: none"> • CEO led significant investment in IVCB TART Connect Program. • CEO actively involved with Coop partner in responsible travel messaging and Traveler Responsibility Pledge. • CEO led effort with second annual July 4th Drone SkyShow event. • CEO led effort of new organization brand, mission, vision, and values project approved by the board and to be implanted this summer. • Implemented organization Public Relations and Communication project to promote organization’s efforts to the local community and stakeholder groups.
LEADERSHIP	Maintain a solid core management team.	5%	Goal Achieved <ul style="list-style-type: none"> • No changes in core management team. • Expanded new team members by two additional staff.
Per board action on July 17th, 2019, CEO is eligible for 20% performance merit bonus based on board approval and goal results.			

Strategic Visioning Discussion

Primary Focus Areas

1. Marketing

- a. Continue emphasis on being a year-round destination
- b. Expand focus for shoulder season travel opportunities
- c. Maintain core markets with North Lake Tahoe Marketing Cooperative
- d. Continue to strengthen relationships with regional and strategic partners
- e. Encourage emerging markets

2. Special Events

- a. Pursue targeted event sponsorships
- b. Enhance participation with dedicated events

3. Enhance Visitor Assets

- a. Transportation Enhancements
 - i. Transportation integrated with North shore brand
 - ii. Trailhead connectivity with transportation assets
 - iii. Successful transit system with extended Night Rider service
 - iv. Integration with regional transit marketing efforts
- b. Diamond Peak Master Plan
 - i. Support for increased visitor assets associated with DP Master Plan
- c. Community Assets for Visitor Use
 - i. Define and promote beach access policies
 - ii. Promotion of IVCB activity trail systems
- d. Visitor/Welcome Center
 - i. Continue a “one stop shop” for diverse visitor and local needs
 - ii. Provide information to elevate the guest experience
 - iii. Develop programs to continue returned visitation
 - iv. Develop programs for net-promoter referral scores
 - v. Grow Center revenues

4. Political Strategy

- a. Legislative Advocacy
 - i. Develop a defined platform
 - ii. Focused effort on legislative relationships
 - iii. Increased transit funding (RTC)
 - iv. Support of visitor-servicing infrastructure enhancements

- b. Business Advocacy
 - i. Convener of community partnerships (IVGID, ICBA)
 - ii. Increased community grant opportunities
- c. True Integration of Incline Village & Crystal Bay Communities
 - i. Provide support and leadership in community focused efforts

5. Financial Performance

- a. Accurate financial reporting/accountability
- b. Developed efforts on financial sustainability
- c. Protect reserve funds
- d. Grow non-TOT funds
- e. Leverage partner \$\$



July 19th, 2023

To: Board of Directors

From: Andy Chapman, President/CEO

Re: Discussion and Input on FY 2023/24 CEO Performance Goals

Background

At its prior meeting, the BOD directed staff to provide a draft set of FY 2023/23 CEO Goals for discussion and review. Staff will present to the board at its July meeting the FY 2023/24 CEO Performance Goals for discussion and possible action.

Strategic Priorities	FY 2023/24 Goals	% Weight	Process
Strategic Priority #1: Marketing & Promotions			
Revised Three-Year Strategic Action Plan.	<p>Develop RFP for agency contracting.</p> <p>Engage appropriate planning agency per RFP.</p> <p>Develop with board input and direction a new Three – Year Strategic plan framework.</p> <p>Target May/June 2024 for completion and implementation.</p>	20%	<p>Bonus given if goal achieved.</p> <p>Source: Plan completion.</p>
Distinguish the North Tahoe Nevada region through the TNTNV branded channels and NLT Marketing Cooperation.	<p>Communication strategies to position TNTNV as a leader in the Lake Tahoe destination tourism field.</p> <p>Full implementation of TNTNV brand.</p>	15%	<p>Bonus given if goal achieved.</p> <p>Data Source – Visitor Survey, SMARI Research, Datafy, program implementation.</p>
Strategic Priority #2: Destination Stewardship Plan Implementation			
Implement appropriate action items from the June 2023 Lake Tahoe Stewardship Plan.	<p>Participation in the newly formed Stewardship Council.</p> <p>Develop base-line research data on resident and visitor tourism sentiment.</p> <p>Implement appropriate Destination Stewardship Action Team efforts in the North Tahoe Nevada region.</p>	20%	<p>Bonus given if goal achieved.</p> <p>Source: LTDSP Action Report</p>
Strategic Priority #3: Enhanced Destination Assets			

Increase visibility of regions destination servicing assets.	Implement programs designed to identify and highlight the IVCB tourism assets to increase length of stay and visitor spending while decreasing regional user impacts. Development of stable funding for Micro Transit service.	10%	Bonus given if goal achieved. Source: Smari Research Source: Funding partners
Strategic Priority #4: Financial Sustainability			
FINANCIAL HEALTH – Ensure organization is on solid financial grounds with focus on operational effectiveness and cost controls.	Management/General Expenses not to exceed 35% of total annual expenses.	10%	Bonus given if goal achieved. Source: FYE Financial Reports
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. Source: Monthly financial reports
Strategic Priority #5: Organizational Reputation/Relationships			
PARTNERSHIP RELATIONS – Strengthen relationship with regional and strategic partnerships.	Maximize organizational interaction with key partnerships of LTDSC, TTD, TMA, TRPA, RSCVA, RTT, Travel Nevada, Visit California, RASC, and NTCA by active and engaged participation.	10%	Bonus given if goal achieved. Source: Key participation list.

COMMUNITY RELATIONS – Build TNTNV organizational awareness to targeted audiences.	Position TNTNV as a key contributor to North Lake Tahoe’s vital tourism industry as a partner that values destination management, transparency and community involvement.	5%	Bonus given if goal achieved. Source: Media mention, community sentiment surveys.
Per board action on July 17th, 2019, CEO is eligible for 20% performance merit bonus based on board approval and goal results.			

DRAFT

Travel North Tahoe Nevada Whistleblower Policy

As Approved by Board of Directors on [/ /]

The Travel North Tahoe Nevada (TNTNV) requires its directors, officers and employees (each, a "Protected Person"), to observe high standards of business and personal ethics in the performance of their duties on TNTNV's behalf. As employees and representatives of TNTNV, Protected Persons are expected to practice honesty and integrity in fulfilling their responsibilities and are required to comply with all applicable laws and regulations.

The objectives of this policy are to encourage and enable Protected Persons, without fear of retaliation, to raise concerns regarding suspected unethical and/or illegal conduct or practices on a confidential and, if desired, anonymous basis so that the TNTNV can address and correct inappropriate conduct and actions

This policy is not intended as a vehicle for reporting violations of the TNTNV's applicable human resources policies, problems with co-workers or managers, or for reporting issues related to alleged employment discrimination or sexual or any other form of unlawful harassment, all of which should be dealt with in accordance with the TNTNV's personnel policies and procedures.

A whistleblower as defined by this policy is an employee of TNTNV who reports an activity that the employee considers to be illegal or dishonest to one or more of the parties specified in this policy. The whistleblower is not responsible for investigating the activity or for determining fault or corrective measures; appropriate management officials are charged with these responsibilities.

It is the responsibility of all Protected Persons to report in good faith any concerns they may have regarding actual or suspected activities which may be illegal or in violation of the TNTNV's policies with respect to, without limitation, fraud, theft, embezzlement, accounting or auditing irregularities, bribery, kickbacks, and misuse of the TNTNV's assets, as well as any violations or suspected violations of high business and personal ethical standards, as such standards relate to the TNTNV (each, a "Concern"), in accordance with this policy. Examples of illegal or dishonest activities are violations of federal, state or local laws; billing for services not performed or for goods not delivered; and other fraudulent financial reporting.

Whistleblower protections are provided in two important areas -- confidentiality and against retaliation. Insofar as possible, the confidentiality of the whistleblower will be maintained. However, identity may have to be disclosed to conduct a thorough investigation, to comply with the law and to provide accused individuals their legal rights of defense.

TNTNV will not retaliate against a whistleblower. This includes, but is not limited to, protection from retaliation in the form of an adverse employment action such as termination, compensation decreases, or poor work assignments and threats of physical harm. Any whistleblower who believes they are being retaliated against must contact the human resources director immediately. The right of a whistleblower for protection against retaliation does not include immunity for any personal wrongdoing that is alleged and investigated.

Defend Trade Secrets Act (DTSA) Compliance: “Immunity from Liability for Confidential Disclosure of a Trade Secret to the Government or in a Court Filing:

(1) Immunity—An individual shall not be held criminally or civilly liable under any federal or state trade secret law for the disclosure of a trade secret that—(A) is made—(i) in confidence to a federal, state or local government official, either directly or indirectly, or to an attorney; and (ii) solely for the purpose of reporting or investigating a suspected violation of law; or (B) is made in a complaint or other document filed in a lawsuit or other proceeding, if such filing is made under seal.

(2) Use of Trade Secret Information in Anti-Retaliation Lawsuit—An individual who files a lawsuit for retaliation by an employer for reporting a suspected violation of law may disclose the trade secret to the attorney of the individual and use the trade secret information in the court proceeding, if the individual—(A) files any document containing the trade secret under seal; and (B) does not disclose the trade secret, except pursuant to court order.”

All reports of illegal and dishonest activities will be promptly submitted to the Chief Operating Officer who is responsible for investigating and coordinating corrective action.

Employees with any questions regarding this policy should contact the Chief Operating Officer.

Procedures

I. If an employee has knowledge of or a concern of illegal or dishonest/fraudulent activity, the employee is to contact his/her immediate supervisor or the Chief Operating Officer. All reports or concerns of illegal and dishonest activities will be promptly submitted by the receiving supervisor to the Chief Operating Officer, who is responsible for investigating and coordinating any necessary corrective action. Any concerns involving the Chief Operating Officer should be reported to the Chief Executive Officer.

II. The whistleblower is not responsible for investigating the alleged illegal or dishonest activity, or for determining fault or corrective measures; appropriate management officials are charged with these responsibilities.

III. Examples of illegal or dishonest activities include violations of federal, state, or local laws; billing for services not performed or for goods not delivered; and other fraudulent financial reporting. Anyone reporting a Concern must act in good faith and have reasonable grounds for believing that the information disclosed may indicate a violation of law and/or ethical standards. Any allegations that prove to have been made maliciously or knowingly to be false **will** be viewed as a serious disciplinary offense.

June 2023 Financial Summary Report

June Month End Variance Report

REVENUE

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

EXPENSES

- 0305 Payroll: Over budget due to increased staff
- 0405 Bank Charges: Over budget due to higher sales
- 0410 Office Supplies: Over budget due to new 4th of July decorations
- 0411 Maintenance/Janitorial: Over budget due to parking striping
- 0460 Contract Services: Over budget due to double billing
- 0501 Travel and Lodging: Over budget due to timing of travel
- 0504 Registrations: Over budget due to timing
- 0601 Hospitality: Over budget due to bill back to the Coop
- 0690 Sponsorship: Over budget due to timing of payment
- 0691 Shuttle Subsidy: Over budget due to timing of payments to TMA
- 0751 Concierge Expense: Over budget due to higher sales
- 0990 Depreciation Expense: Placeholder for depreciation

June Year to Date Variance Report

REVENUE

- 46000 Merchandise Sales: Over budget due to higher gift shop sales
- 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
- 0405 Bank Charges: Over budget due to higher sales
- 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
- 0501 Travel and Lodging: Over budget due to timing of bill back to Coop
- 0504 Registrations: Over budget due increased registration cost
- 0601 Hospitality: Over budget due to bill back to the Coop

- 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 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
- 0990 Depreciation Expense: Placeholder for depreciation

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

	Jun 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	10,984.84	6,500.00	4,484.84	169.0%
R277 · Concierge	49,617.50	62,500.00	-12,882.50	79.4%
Total POS Sales	60,602.34	69,000.00	-8,397.66	87.8
R250 · Fund Transfers	119,361.38	156,515.00	-37,153.62	76.3
R252 · Interest Income	590.95	0.00	590.95	100.0
Total Income	180,554.67	225,515.00	-44,960.33	80.1
Cost of Goods Sold				
50000 · Cost of Goods Sold	5,285.26	3,575.00	1,710.26	147.8
Total COGS	5,285.26	3,575.00	1,710.26	147.8
Gross Profit	175,269.41	221,940.00	-46,670.59	79.0
Expense				
0305 · Payroll	34,846.49	31,082.00	3,764.49	112.1
0313 · Employers Insurance of Nevada	491.00	0.00	491.00	100.0
0314 · State Employer Taxes	210.70	525.00	-314.30	40.1
0315 · Federal Unemployment	9.19	40.00	-30.81	23.0
0316 · Public Employees Retirement Sys	8,806.82	8,332.00	474.82	105.7
0319 · Employer Medicare/Soc Sec	768.40	500.00	268.40	153.7
0320 · Health Insurance	3,308.27	3,500.00	-191.73	94.5
0400 · Utilities				
0401 · Utilities- Electric	262.42	180.00	82.42	145.8%
0402 · Utilities-Gas & Heat	78.81	28.00	50.81	281.5%
0403 · Utilities- Water & Refuse	355.95	330.00	25.95	107.9%
Total 0400 · Utilities	697.18	538.00	159.18	129.6
0405 · Bank & Cr Card Charges	7,392.40	3,450.00	3,942.40	214.3
0410 · Office Supplies & Expenses	1,736.07	500.00	1,236.07	347.2
0411 · Maintenance/Janitorial	3,015.01	800.00	2,215.01	376.9
0412 · IT - Computers	149.48	0.00	149.48	100.0
0420 · Postage & Freight	0.00	50.00	-50.00	0.0
0421 · Communications	572.96	600.00	-27.04	95.5
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	12,747.00	9,000.00	3,747.00	141.6
0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0
0462 · Equipment Lease & Maint.	377.24	300.00	77.24	125.7
0473 · Dues & Subscriptions	36.97	500.00	-463.03	7.4
0501 · Travel & Lodging	2,809.64	500.00	2,309.64	561.9
0504 · Registrations	3,600.00	875.00	2,725.00	411.4
0505 · Local Transportation/Car	0.00	50.00	-50.00	0.0
0507 · Meeting Expenses	128.26	250.00	-121.74	51.3
0601 · Hospitality in Market				
0601.5 · In House	13.67	100.00	-86.33	13.7%
0601 · Hospitality in Market - Other	2,203.52	200.00	2,003.52	1,101.8%
Total 0601 · Hospitality in Market	2,217.19	300.00	1,917.19	739.1

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

	Jun 23	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	91,674.00	91,674.00	0.00	100.0
0623 · Regional Marketing Programs	77.08	1,000.00	-922.92	7.7
0650 · Payroll Expense	119.00	100.00	19.00	119.0
0690 · Sponsorship	5,000.00	0.00	5,000.00	100.0
0691 · Shuttle Subsidy/Sponsorship	2,000.00	0.00	2,000.00	100.0
0692 · Sustainability Initiatives	27,100.29			
0751 · Concierge Expense	44,769.50	56,250.00	-11,480.50	79.6
0990 · Depreciation Expense	0.00	10,000.00	-10,000.00	0.0
51100 · Freight and Shipping Costs	8.00	0.00	8.00	100.0
59900 · POS Inventory Adj -Merchandise	-32.98	250.00	-282.98	-13.2
Total Expense	261,265.68	228,116.00	33,149.68	114.5
Net Ordinary Income	-85,996.27	-6,176.00	-79,820.27	1,392.4
Other Income/Expense				
Other Expense				
Sky Show Expenses July 4	2,218.10	0.00	2,218.10	100.0
Total Other Expense	2,218.10	0.00	2,218.10	100.0
Net Other Income	-2,218.10	0.00	-2,218.10	100.0
et Income	-88,214.37	-6,176.00	-82,038.37	1,428.3

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

	Jul '22 - Jun 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	58,646.54	55,000.00	3,646.54	106.6%
R277 · Concierge	213,887.00	253,000.00	-39,113.00	84.5%
Total POS Sales	272,533.54	308,000.00	-35,466.46	88.5
R250 · Fund Transfers	2,275,495.59	2,500,076.00	-224,580.41	91.0
R252 · Interest Income	7,034.69	0.00	7,034.69	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	2,661,773.68	2,808,076.00	-146,302.32	94.8
Cost of Goods Sold				
50000 · Cost of Goods Sold	28,373.37	30,252.00	-1,878.63	93.8
Total COGS	28,373.37	30,252.00	-1,878.63	93.8
Gross Profit	2,633,400.31	2,777,824.00	-144,423.69	94.8
Expense				
0305 · Payroll	433,262.67	407,430.00	25,832.67	106.3
0313 · Employers Insurance of Nevada	1,877.80	900.00	977.80	208.6
0314 · State Employer Taxes	2,904.54	3,764.00	-859.46	77.2
0315 · Federal Unemployment	296.71	380.00	-83.29	78.1
0316 · Public Employees Retirement Sys	104,072.06	99,438.00	4,634.06	104.7
0319 · Employer Medicare/Soc Sec	8,066.99	7,501.00	565.99	107.5
0320 · Health Insurance	39,305.16	41,220.00	-1,914.84	95.4
0321 · Employee Training	3,097.00	4,000.00	-903.00	77.4
0400 · Utilities				
0401 · Utilities- Electric	3,340.13	2,405.00	935.13	138.9%
0402 · Utilities-Gas & Heat	1,780.35	1,171.00	609.35	152.0%
0403 · Utilities- Water & Refuse	4,270.17	3,952.00	318.17	108.1%
Total 0400 · Utilities	9,390.65	7,528.00	1,862.65	124.7
0405 · Bank & Cr Card Charges	19,192.05	15,398.00	3,794.05	124.6
0410 · Office Supplies & Expenses	7,063.74	6,000.00	1,063.74	117.7
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	3,685.00	4,300.00	-615.00	85.7%
0411 · Maintenance/Janitorial - Other	9,726.89	8,200.00	1,526.89	118.6%
Total 0411 · Maintenance/Janitorial	13,411.89	12,500.00	911.89	107.3
0412 · IT - Computers	6,929.39	2,750.00	4,179.39	252.0
0420 · Postage & Freight	593.33	600.00	-6.67	98.9
0421 · Communications	6,945.56	7,200.00	-254.44	96.5
0422 · Printing Expenses	1,032.90	1,500.00	-467.10	68.9
0430 · Building Repairs & Insurance	21,238.26	8,400.00	12,838.26	252.8
0451 · Legal & Accounting Services	37,500.00	33,000.00	4,500.00	113.6
0460 · Contract Services	89,542.69	118,800.00	-29,257.31	75.4
0461 · Remote Offices	42,000.00	42,000.00	0.00	100.0
0462 · Equipment Lease & Maint.	3,948.28	3,600.00	348.28	109.7
0473 · Dues & Subscriptions	10,607.12	6,000.00	4,607.12	176.8
0474 · License & Fees	624.00	2,300.00	-1,676.00	27.1
0501 · Travel & Lodging	16,589.54	9,000.00	7,589.54	184.3
0504 · Registrations	7,451.00	3,625.00	3,826.00	205.5
0505 · Local Transportation/Car	838.71	600.00	238.71	139.8
0507 · Meeting Expenses	4,021.56	3,000.00	1,021.56	134.1
0601 · Hospitality in Market				
0601.5 · In House	3,410.27	1,200.00	2,210.27	284.2%
0601 · Hospitality in Market - Other	3,676.75	2,400.00	1,276.75	153.2%
Total 0601 · Hospitality in Market	7,087.02	3,600.00	3,487.02	196.9

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

	Jul '22 - Jun 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	1,100,000.00	1,100,000.00	0.00	100.0
0623 · Regional Marketing Programs	2,651.41	12,000.00	-9,348.59	22.1
0650 · Payroll Expense	1,432.61	1,200.00	232.61	119.4
0689 · WEB Development	678.20	10,000.00	-9,321.80	6.8
0690 · Sponsorship	177,579.60	200,000.00	-22,420.40	88.8
0691 · Shuttle Subsidy/Sponsorship	117,369.00	108,310.00	9,059.00	108.4
0692 · Sustainability Initiatives	46,537.79			
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	188,247.00	227,700.00	-39,453.00	82.7
0800 · Grant Expenses	10,000.00	45.00	9,955.00	22,222.2
0990 · Depreciation Expense	0.00	10,000.00	-10,000.00	0.0
51100 · Freight and Shipping Costs	1,039.90	0.00	1,039.90	100.0
59900 · POS Inventory Adj -Merchandise	127.84	500.00	-372.16	25.6
Total Expense	2,546,815.24	2,777,826.00	-231,010.76	91.7
Net Ordinary Income	86,585.07	-2.00	86,587.07	-4,329,253.5
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	-47,317.91	0.00	-47,317.91	100.0
Total Other Expense	-47,317.91	0.00	-47,317.91	100.0
Net Other Income	47,394.46	0.00	47,394.46	100.0
Net Income	133,979.53	-2.00	133,981.53	-6,698,976.5

Jul 19, 2023

Revenues & Stats					
		May-2023	May-2022	Variance	
TOT Revenues	Monthly	\$ 119,948	\$ 141,656		
	YTD	\$ 119,948	\$ 141,656		
	Total Taxable Revenues	\$ 4,057,910	\$ 4,323,882		
		May, Actual	May, Budget		
Occupancy	Monthly	\$ 119,948	\$ 136,067		
	YTD	\$ 119,948	\$ 136,067		
Room Rate	Hotel	52.9%	50.3%	5.4%	
	Motel	34.7%		11.3%	
	Vacation Rental	31.1%	28.7%	8.4%	
	Time Share	30.8%	5.7%	444.4%	
Total	Home Owner	N/A	N/A	n/a	
		37.6%	33.5%	12.2%	
RevPar	Hotel	\$ 251.86	\$ 283.67	-11.2%	
	Motel	\$ 42.20	\$ 147.18	-71.3%	
	Vacation Rental	\$ 320.82	\$ 306.88	4.5%	
	Time Share	\$ 112.02	\$ 382.22	-70.7%	
Total	Home Owner	N/A	N/A	n/a	
		\$ 181.73	\$ 289.26	-37.2%	
RevPar	Hotel	\$ 133.32	\$ 142.54	-6.5%	
	Motel	\$ 14.64	\$ 45.90	-68.1%	
	Vacation Rental	\$ 99.69	\$ 87.95	13.3%	
	Time Share	\$ 34.46	\$ 21.59	59.6%	
Total	Home Owner	N/A	N/A	n/a	
		\$ 96.61	\$ 96.92	-0.3%	
Visitor Information Comparative Statistics For Fiscal YTD					
Walk In Visitor Count	Monthly	5566	3175	75.3%	
	YTD	31,491	22,457	40.2%	
Merchandise Sales	Monthly	\$ 10,985	\$ 5,634	95.0%	
	YTD	\$ 58,646	\$ 50,328	16.5%	
Concierge & AT Sales	Monthly	\$ 49,617	\$ 39,907	24.3%	
	YTD	\$ 213,887	\$ 94,620	126.0%	
		73	101	-27.7%	

Destimetrics Reservations Activity (as of June 30, 2023)				
		FY 2022/23	FY 2021/22	Variance
Current Month Occupancy		53.0%	60.3%	-12.1%
	Current Month ADR	\$ 446	\$ 466	-4.3%
	Current Month REVPAR	\$ 237	\$ 281	-15.7%
Next Month Occupancy		58.4%	61.7%	-5.3%
	Next Month ADR	\$ 545	\$ 552	-1.3%
	Next Month REVPAR	\$ 318	\$ 341	-6.7%
Summer Total Occupancy (proj)		39.5%	41.4%	-4.6%
	Summer Total ADR (proj)	\$ 430	\$ 434	-0.9%
	Summer Total REVPAR (proj)	\$ 170	\$ 180	-5.6%
Reno Tahoe International Airport				
Total Passengers Served		May-2023	May-2022	Variance
		368,930	352,255	4.7%
	Average Load Factor	80.2%	80.3%	-0.1%
	Total Number of Departures	1,652	1,695	-2.5%
	Non-Stop Destinations Served	17	28	-39.3%
	Departing Seat Capacity	228346	215994	5.7%
Crude Oil Averages (barrel)	\$	71.58	\$ 109.55	-34.7%
(Booked as of April 30, 2023)				
Total Revenue Booked	\$	1,352,432	\$ 1,962,035	-31.1%
Number of Room Nights		6,024	9,228	-34.7%
Number of Tentative Bookings		27	28	-3.6%
Number of Leads Generated				#DIV/0!
Conference Revenue And Percentage by County:				
		22-23	21-22	
Placer	91%	69%		-9.6%
Washoe	9%	31%		-79.6%
Total Conference Revenue	100%	100%		-31.1%

Conference Revenue And Percentage by County:

	21-22	22-23	21-22	22-23
Placer	69%	91%	\$ 1,229,257	\$ 1,359,251
Washoe	31%	9%	\$ 123,175	\$ 602,784
Total Conference Revenue	100%	100%	\$ 1,352,432	\$ 1,962,035

Top Website Lodging Referrals (April)	Total Lodging Ref.	Unique Lodging Ref.
Natural Retreats -- North Lake Tahoe	126	121
Hyatt High Sierra Lodge	108	107
AvantStay	98	97
Red Wolf Lakeside Lodge	80	74
Weeks Bay Resort & Marina	62	60
Hyatt Regency Lake Tahoe Resort	61	60
River Ranch Lodge and Restaurant	57	50
Basecamp Hotel Tahoe City	55	54
Donner Lake Village	45	45
The Inn at Boatworks	45	42
The Ritz-Carlton, Lake Tahoe	44	43
Cottage Inn at Lake Tahoe	43	42
Tahoe Time Vacation Rental	40	38
Cedar Crest Cottages	37	37
The Incline Lodge	37	36
Tahoe Luxury Properties	35	30
Tahoe North Shore Lodge	34	33
Frog Lake Backcountry Huts	28	26
Tahoe Vista Lodge and Cabins	28	24
West Shore Cafe & Inn	27	27
Granlibakken Tahoe	26	26
Rustic Cottages	26	24
Sunnyside Restaurant & Lodge	26	26
Cedar Glen Lodge	25	24
Olympic Village Inn	25	23

Summary:

Mid-summer craziness is happening at the Welcome Center. Thunderbird tours happen 2 days a week. Visitor counts and retail sales are at a maximum. Staffing is at a maximum.

Staffing:

- Staffing is at a maximum

Operations:

- Manage Welcome Center and Staff
- Manage Activity Tickets
- Inventory Management and ordering

Projects:

- Weekend programming
- Ambassador planning and training
- RTT communication committee 23/24 planning
- TNTNV Trails Brochure revise
- Health Insurance renewal
- Activity Tickets upgrades
- Investment setup and management
- Change PERS reporting procedures
- New flooring
- GoTahoeNorth.com management
- 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.