

TRAVEL
North
TAHOE
NEVADA

AGENDA

Board Meeting
Travel North Tahoe Nevada
Wednesday, September 13th, 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 September 13th, 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

- | | | |
|---------------|---|------------------------|
| I. | Call to Order/Roll Call | Chair |
| II. | PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for public to comment on any matter whether
or not it is included on the Agenda of this meeting. | Chair |
| III. | Approval of Agenda (For Possible Action) | Chair |
| IV. | Approval of July 2023 Board Meeting Minutes (For Possible Action) | Chair |
| V. | Appointment of Pascal Dupuis to fill vacant Incline Village Resort Seat | Chair |
| VI. | Presentation on Cal Neva Redevelopment Project (40 min) | McWhinney Group |
| VII. | Review of FYE 2023 Financial Statements and Tax Returns (15 min)
(For Possible Action) | Long/Steele |
| VIII. | Review of September 2023 Preliminary Financial Statements (10 min)
(For Possible Action) | Long |
| IX. | Discussion on FY 2023/24 CEO Performance Goals (15 min)
(For Possible Action) | Chapman/Board |
| X. | Review and Discussion on TNTNV's July 4th Event Involvement (15 min)
(For Possible Action) | Chapman/Board |
| XI. | Submittal of August Dashboard (15 min) | Long/Chapman |
| XII. | Management Reports | Chapman |
| XIII. | Departmental Reports
a) Conference Sales
b) Leisure Sales
c) Consumer Advertising
d) Social/Content
e) Public Relations | 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) | |



**July 2023 Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, July 19, 2023, 3:00pm**

I. Call to Order/Roll Call

Claudia Andersen

The Incline Village Crystal Bay Visitors Bureau (Travel North Tahoe Nevada) Board Meeting was called to order at 3:04pm by Chair Blane Johnson. Roll call was taken and the following members were present: Blane Johnson, Claudia Andersen, Tyler Gaffaney, Bill Watson (3:08) and Michael Murphy (3:18-3:42). The following IVCBVB employees were present: Greg Long, Chief Operating Officer, Andy Chapman, President/CEO. Legal representation from Hutchison and Steffen.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Claudia Andersen

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)

Claudia Andersen

Motion to approve the July 2023 agenda by Blane Johnson. Second by Tyler Gaffaney. Approved.

IV. Board Chair Welcome and FY 2023/24 Chair Platform

Claudia Andersen

Claudia Andersen is welcomed as the new Chairman of the Board.

V. Approval of June 2023 Board Meeting Minutes

Claudia Andersen

Motion to approve the June 2023 Meeting Minutes by Blane Johnson. Second by Tyler Gaffaney. Approved.

VI. CEO Annual Review and performance Merit Evaluation for future Salary & Incentive Payments

Claudia Andersen

CEO Chapman gives an update on previous discussions of CEO review process and shows all of the comments by the Board have been summarized for ease of review. CEO Chapman filled out a self-evaluation form and compiled all of the performance goal achievements from last year. The

Board discussed the performance of CEO Chapman. All of the board members are extremely happy with CEO Chapman. The Board has awarded a 4.5% increase in salary and a 20% incentive.

Motion to accept the merit increase and incentive award by Bill Watson. Second by Blane Johnson. Approved.

VII. Discussion on FY 2023/24 CEO Performance Goals

Claudia Andersen

The CEO talked about a performance goal document revise. A new strategic plan is needed for the organization. CEO Chapman will research a strategic planning agency with a goal of having a new plan together by May/June 2024.

VIII. Review and Input on Whistleblower Policy

Claudia Andersen

CEO Chapman discusses the new Whistleblower Policy. Changes were suggested by our legal team.

Motion to accept the new Whistleblower Policy by Tyler Gaffaney. Second by Bill Watson. Approved.

IX. Review of June 2023 Preliminary Financial Statements

Greg Long

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. Finals will be presented to the Board during the September meeting.

X. Preliminary Review of July 4th SkyShow Event

Chapman/Long

CEO Chapman reviews the SkyShow event. Event was much better than last year. Some issues with actual drone show but overall the event was a huge success. We will be meeting with partners over the course of the next few weeks to talk about the future.

XI. Submittal of June 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

None

XV. New Business

Claudia Andersen

None

XVI. Director Comments

Claudia Andersen

None

XVII. PUBLIC COMMENT – Pursuant to NRS 241.020

Claudia Andersen

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)

Claudia Andersen

Adjourned. 4:07pm.

Physically disabled persons desiring to attend should contact Greg Long at (775) 832-1606.
Support materials can be found at <https://www.gotahoenorth.com/north-lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>

Public Postings:

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitor Bureau

IVGID Office

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



September 13, 2023

To: Board of Directors

From: Andy Chapman, President/CEO

Re: TNTNV Board Appointment

Background

Board member Michael Murphy's resignation from the board to his relocation within the Hyatt organization has created an open position on the TNTNV Board of Directors. The board seat the Mr. Murphy held was a dedicated Incline Village Resort Casino seat that has historically been held by the GM of the Hyatt Regency Lake Tahoe.

Pascal Dupuis, the new Hyatt Regency Lake Tahoe General Manager, has expressed his interest in retaining the seat and has provide his letter of intent as such that is attached to this staff report.

Possible Board Action

Affirm new board member Pascal Dupuis for the dedicated Incline Village Resort Casino seat for term #1 ending in June 2026.



DATE: August 14, 2023

TO: Andy Chapman-President/CEO

FROM: Pascal Dupuis-General Manager-Hyatt Regency Lake Tahoe Resort, Spa and Casino

SUBJECT: Travel North Tahoe Nevada Board Seat Nomination

Please convey to the Travel North Tahoe Nevada Board that I, Pascal Dupuis, General Manager-Hyatt Regency Lake Tahoe, would like to be considered for nomination for the Incline Village Resort Casino property seat.

Sincerely,

A handwritten signature in black ink, appearing to read "Pascal Dupuis", is written over the typed name and title.

Pascal Dupuis
General Manager
Hyatt Regency Lake Tahoe Resort, Spa & Casino



September 13, 2023

To: Board of Directors

From: Andy Chapman, President/CEO

Re: FYE 2022/23 Year End Financial Report

Background

Steele Accounting will present the FYE 2022/23 Financial report to the board for review and possible approval.

Possible Board Action

Board approval of presented FYE 2022/23 Financial Statements.

August 2023 Financial Summary Report

Aug Month End Variance Report

REVENUE

- 46000 Merchandise Sales: Over budget due to higher gift shop sales
- R277 Concierge: Over budget due to higher Thunderbird Lodge sales
- R250 Fund Transfers: Under budget due to lower TOT collections
- R252 Interest Income: Under budget due to timing of interest collection

EXPENSES

- 0305 Payroll: Over budget due to delay in bonus payouts
- 0460 Contract Services: Under budget due to timing of payments
- 0473 Dues and Subscriptions: Over budget due to timing of invoices
- 0501 Travel and Lodging: Over budget due to timing of travel
- 0690 Sponsorship: Under budget due to timing of payments
- 0751 Concierge Expense: Over budget due to higher sales
- 0800 Grant Expense: Under budget due to lower grant award

Aug 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 sales in July 2023
- R250 Fund Transfers: Under budget due to lower TOT collections
- R252 Interest Income: Under budget due to timing of interest collection

EXPENSES

- 0430 Building Repairs & Insurance: Over budget due to timing of renewal invoices
- 0473 Dues and Subscriptions: Over budget due to timing
- 0501 Travel and Lodging: Over budget due to timing of travel
- 0690 Sponsorship: Under budget due to lower requests
- 0691 Shuttle Subsidy: Under budget due to timing of invoices
- 0692 Sustainability Initiatives: Under budget due to timing
- 0751 Concierge Expense: Under budget due to lower ticket sales

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

	Aug 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	12,735.65	9,500.00	3,235.65	134.1%
R277 · Concierge	60,605.50	55,000.00	5,605.50	110.2%
Total POS Sales	73,341.15	64,500.00	8,841.15	113.7'
R250 · Fund Transfers	216,098.09	237,098.00	-20,999.91	91.1'
R252 · Interest Income	988.76	4,000.00	-3,011.24	24.7'
Total Income	290,428.00	305,598.00	-15,170.00	95.0'
Cost of Goods Sold				
50000 · Cost of Goods Sold	5,980.06	5,225.00	755.06	114.5'
Total COGS	5,980.06	5,225.00	755.06	114.5'
Gross Profit	284,447.94	300,373.00	-15,925.06	94.7'
Expense				
0305 · Payroll	63,660.97	38,367.00	25,293.97	165.9'
0314 · State Employer Taxes	163.72	175.00	-11.28	93.6'
0315 · Federal Unemployment	12.55	20.00	-7.45	62.8'
0316 · Public Employees Retirement Sys	10,984.48	11,106.00	-121.52	98.9'
0319 · Employer Medicare/Soc Sec	1,248.70	652.00	596.70	191.5'
0320 · Health Insurance	3,308.27	3,308.00	0.27	100.0'
0400 · Utilities				
0401 · Utilities- Electric	222.79	350.00	-127.21	63.7%
0402 · Utilities-Gas & Heat	29.38	30.00	-0.62	97.9%
0403 · Utilities- Water & Refuse	424.11	350.00	74.11	121.2%
Total 0400 · Utilities	676.28	730.00	-53.72	92.6'
0405 · Bank & Cr Card Charges	3,965.68	3,225.00	740.68	123.0'
0410 · Office Supplies & Expenses	911.11	500.00	411.11	182.2'
0411 · Maintenance/Janitorial	667.45	800.00	-132.55	83.4'
0412 · IT - Computers	89.49	150.00	-60.51	59.7'
0420 · Postage & Freight	0.00	50.00	-50.00	0.0'
0421 · Communications	732.68	600.00	132.68	122.1'
0422 · Printing Expenses	1,040.41	2,000.00	-959.59	52.0'
0430 · Building Repairs & Insurance	380.52	1,000.00	-619.48	38.1'
0451 · Legal & Accounting Services	2,750.00	2,750.00	0.00	100.0'
0460 · Contract Services	3,380.00	5,720.00	-2,340.00	59.1'
0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0'
0462 · Equipment Lease & Maint.	0.00	300.00	-300.00	0.0'
0473 · Dues & Subscriptions	1,754.78	0.00	1,754.78	100.0'
0501 · Travel & Lodging	3,914.84	1,000.00	2,914.84	391.5'
0504 · Registrations	825.00	500.00	325.00	165.0'
0505 · Local Transportation/Car	0.00	150.00	-150.00	0.0'
0507 · Meeting Expenses	0.00	250.00	-250.00	0.0'
0601 · Hospitality in Market	117.83	400.00	-282.17	29.5'

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

	Aug 23	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	79,166.00	79,166.00	0.00	100.0%
0623 · Regional Marketing Programs	143.64	500.00	-356.36	28.7%
0650 · Payroll Expense	128.00	125.00	3.00	102.4%
0690 · Sponsorship	1,000.00	80,000.00	-79,000.00	1.3%
0751 · Concierge Expense	52,229.50	49,500.00	2,729.50	105.5%
0800 · Grant Expenses	2,833.30	4,617.00	-1,783.70	61.4%
51100 · Freight and Shipping Costs	139.18	100.00	39.18	139.2%
59900 · POS Inventory Adj -Merchandise	7.19	0.00	7.19	100.0%
Total Expense	239,731.57	291,261.00	-51,529.43	82.3%
Net Ordinary Income	44,716.37	9,112.00	35,604.37	490.7%
Other Income/Expense				
Other Expense				
Co-op Bill Back	135.50	0.00	135.50	100.0%
Total Other Expense	135.50	0.00	135.50	100.0%
Net Other Income	-135.50	0.00	-135.50	100.0%
Net Income	44,580.87	9,112.00	35,468.87	489.3%

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

crual Basis

	Jul - Aug 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	24,361.28	19,000.00	5,361.28	128.2%
R277 · Concierge	112,774.50	125,000.00	-12,225.50	90.2%
Total POS Sales	137,135.78	144,000.00	-6,864.22	95.2
R250 · Fund Transfers	336,046.43	373,165.00	-37,118.57	90.1
R252 · Interest Income	1,640.61	8,000.00	-6,359.39	20.5
Total Income	474,822.82	525,165.00	-50,342.18	90.4
Cost of Goods Sold				
50000 · Cost of Goods Sold	11,273.67	10,450.00	823.67	107.9
Total COGS	11,273.67	10,450.00	823.67	107.9
Gross Profit	463,549.15	514,715.00	-51,165.85	90.1
Expense				
0305 · Payroll	126,873.05	127,034.00	-160.95	99.9
0313 · Employers Insurance of Nevada	0.00	600.00	-600.00	0.0
0314 · State Employer Taxes	327.06	425.00	-97.94	77.0
0315 · Federal Unemployment	25.59	40.00	-14.41	64.0
0316 · Public Employees Retirement Sys	21,073.25	23,217.00	-2,143.75	90.8
0319 · Employer Medicare/Soc Sec	2,458.96	2,159.00	299.96	113.9
0320 · Health Insurance	6,616.54	6,616.00	0.54	100.0
0321 · Employee Training	100.00	1,000.00	-900.00	10.0
0400 · Utilities				
0401 · Utilities- Electric	465.85	550.00	-84.15	84.7%
0402 · Utilities-Gas & Heat	77.46	80.00	-2.54	96.8%
0403 · Utilities- Water & Refuse	825.98	700.00	125.98	118.0%
Total 0400 · Utilities	1,369.29	1,330.00	39.29	103.0
0405 · Bank & Cr Card Charges	7,090.62	7,200.00	-109.38	98.5
0410 · Office Supplies & Expenses	1,348.32	1,000.00	348.32	134.8
0411 · Maintenance/Janitorial	1,348.45	1,600.00	-251.55	84.3
0412 · IT - Computers	178.98	300.00	-121.02	59.7
0420 · Postage & Freight	0.00	100.00	-100.00	0.0
0421 · Communications	1,397.34	1,200.00	197.34	116.4
0422 · Printing Expenses	1,040.41	2,000.00	-959.59	52.0
0430 · Building Repairs & Insurance	4,471.04	1,000.00	3,471.04	447.1
0451 · Legal & Accounting Services	5,500.00	5,500.00	0.00	100.0
0460 · Contract Services	10,350.00	13,240.00	-2,890.00	78.2
0461 · Remote Offices	7,000.00	7,000.00	0.00	100.0
0462 · Equipment Lease & Maint.	180.27	600.00	-419.73	30.0
0473 · Dues & Subscriptions	5,901.75	1,250.00	4,651.75	472.1
0474 · License & Fees	0.00	500.00	-500.00	0.0
0501 · Travel & Lodging	4,817.53	2,000.00	2,817.53	240.9
0504 · Registrations	825.00	1,000.00	-175.00	82.5
0505 · Local Transportation/Car	0.00	300.00	-300.00	0.0
0507 · Meeting Expenses	97.30	500.00	-402.70	19.5
0601 · Hospitality in Market	394.16	800.00	-405.84	49.3

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

	Jul - Aug 23	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	158,332.00	158,332.00	0.00	100.0
0623 · Regional Marketing Programs	416.56	1,000.00	-583.44	41.7
0650 · Payroll Expense	253.00	250.00	3.00	101.2
0690 · Sponsorship	16,000.00	105,000.00	-89,000.00	15.2
0691 · Shuttle Subsidy/Sponsorship	0.00	20,282.00	-20,282.00	0.0
0692 · Sustainability Initiatives	0.00	30,000.00	-30,000.00	0.0
0725 · Uniforms	0.00	2,500.00	-2,500.00	0.0
0730 · Special Promotional Items	1,935.00	1,000.00	935.00	193.5
0751 · Concierge Expense	98,390.00	112,500.00	-14,110.00	87.5
0800 · Grant Expenses	2,833.30	4,617.00	-1,783.70	61.4
51100 · Freight and Shipping Costs	582.23	200.00	382.23	291.1
59900 · POS Inventory Adj -Merchandise	8.69	0.00	8.69	100.0
Total Expense	489,535.69	645,192.00	-155,656.31	75.9
Net Ordinary Income	-25,986.54	-130,477.00	104,490.46	19.9
Other Income/Expense				
Other Expense				
Co-op Bill Back	-5,747.02	0.00	-5,747.02	100.0
Sky Show Expenses July 4	24,545.03	0.00	24,545.03	100.0
Total Other Expense	18,798.01	0.00	18,798.01	100.0
Net Other Income	-18,798.01	0.00	-18,798.01	100.0
Net Income	-44,784.55	-130,477.00	85,692.45	34.3

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.			

Sept. 13, 2023

Revenues & Stats				
	July-2023	July-2022		Variance
Grant Revenues				
Monthly	\$ 336,394	\$ 346,070		-2.8%
YTD	\$ 672,440	\$ 739,437		-9.1%
Total Taxable Revenues	\$ 10,158,222	\$ 10,446,281		-2.8%
	July Actual	July Budget		
Monthly	\$ 336,394	\$ 352,134		-4.5%
YTD	\$ 672,440	\$ 725,299		-7.3%
Occupancy				
Hotel	89.9%	86.1%		4.3%
Motel	58.9%	39.9%		47.6%
Vacation Rental	47.7%	39.1%		22.0%
Time Share	39.5%	6.7%		486.6%
Home Owner				n/a
Total	61.0%	49.1%		24.3%
Room Rate				
Hotel	\$ 498.65	\$ 556.58		-10.4%
Motel	\$ 286.96	\$ 235.43		21.9%
Vacation Rental	\$ 433.83	\$ 445.03		-2.5%
Time Share	\$ 72.51	\$ 490.64		-85.2%
Home Owner				n/a
Total	\$ 425.55	\$ 494.22		-13.9%
RevPar				
Hotel	\$ 448.10	\$ 479.32		-6.5%
Motel	\$ 169.10	\$ 93.99		79.9%
Vacation Rental	\$ 206.87	\$ 173.92		18.9%
Time Share	\$ 28.67	\$ 33.06		-13.3%
Home Owner				n/a
Total	\$ 259.57	\$ 242.47		7.1%

Visitor Information Comparative Statistics For Fiscal YTD			
	Aug-2023	Aug-2022	Variance
Walk In Visitor Count			
Monthly	6221	4492	38.5%
YTD	12,474	9,520	31.0%
Merchandise Sales			
Monthly	\$ 12,736	\$ 8,899	43.1%
YTD	\$ 24,361	\$ 17,418	39.9%
Concierge & AT Sales			
Monthly	\$ 60,605	\$ 46,875	29.3%
YTD	\$ 112,774	\$ 96,351	17.0%
Vacation Planners mailed	81	82	-1.2%

Destimetrics Reservations Activity (as of Aug 31, 2023)

	FY 2023/24	FY 2022/23	Variance
Current Month Occupancy	51.6%	58.3%	-11%
Current Month ADR	\$ 518	\$ 476	9%
Current Month REVPAR	\$ 267	\$ 277	-4%
Next Month Occupancy	47.7%	51.2%	-7%
Next Month ADR	\$ 355	\$ 346	3%
Next Month REVPAR	\$ 169	\$ 177	-5%
Summer Total Occupancy (proj)	47.3%	51.0%	-7%
Summer Total ADR (proj)	\$ 427	\$ 424	1%
Summer Total REVPAR (proj)	\$ 202	\$ 216	-6%

Reno Tahoe International Airport

	July-2023	July-2022	Variance
Total Passengers Served	442,942	407,867	8.6%
Average Load Factor	83.6%	86.9%	-3.8%
Total Number of Departures	1,914	1,842	3.9%
Non-Stop Destinations Served	22	30	-26.7%
Departing Seat Capacity	263831	233297	13.1%
Crude Oil Averages (barrel)	\$ 76.07	\$ 101.62	-25.1%
Notes of interest:			

Conference Revenue Statistics

	Variance
(
REPORT NOT AVAILABLE THIS MONTH	

Top Website Lodging Referrals (July)		Total Lodging Ref	Unique Lodging Ref
Hyatt High Sierra Lodge		170	165
Natural Retreats – North Lake Tahoe		146	144
AvantStay		105	102
Hyatt Regency Lake Tahoe Resort		84	80
Meeks Bay Resort & Marina		84	80
Basecamp Hotel Tahoe City		65	60
Tahoe North Shore Lodge		65	58
The Incline Lodge		62	52
Red Wolf Lakeside Lodge		59	52
River Ranch Lodge and Restaurant		59	57
Cedar Crest Cottages		58	54
The Ritz-Carlton, Lake Tahoe		48	45
Cottage Inn at Lake Tahoe		45	45
Donner Lake Village		41	38
The Inn at Boatworks		40	38
North Tahoe Rental Company		38	20
Sunnyside Restaurant & Lodge		38	37
Tahoe Time Vacation Rental		38	37
Tahoe Luxury Properties		37	35
West Shore Cafe & Inn		36	36
Brockway Springs Resort		34	32
Mourelatos Lakeshore Resort		34	31
Tahoma Meadows Cottages		33	32
Cedar Glen Lodge		30	29
Granlibakken Tahoe		29	28

Summary:

Strong summer crowds continue at the Welcome Center. Thunderbird tours happen 2 days a week until Oct 13th. Staffing remains high.

Staffing:

- Staffing is at a maximum

Operations:

- Manage Welcome Center and Staff
- Hiring for key position
- Manage Activity Tickets
- Inventory management and ordering

Projects:

- End of year financials
- New POS research
- RTT strategic plan participation
- TNTNV Trails Brochure revise
- Health Insurance renewal
- Activity Tickets upgrades
- Investment setup and management
- New flooring
- GoTahoeNorth.com management
- RTT Executive Committee member

Meetings attended:

- Co-op agency meetings, Abbi Agency meetings, Co-op marketing committee, RTT meetings, RTT communications committee meetings, RTT strategic planning meetings.

President/CEO Report
Activities Report
September 13th, 2023

- **NORTH LAKE TAHOE MARKETING COOPERATIVE**
 - Overseeing PR/Communication efforts with Augustine Agency.
 - Finalized FY 2023/24 NLT Coop Budget.
 - Working with agency partners on development of Fall Consumer campaign.
 - Working with NLTRA staff and partners on 2024 Mountain Travel Symposium production.
 - Finalizing FYE 2022/23 Budget and associated carryover.
 - Received 2022-23 Advertising Effectiveness Research from SMARI. Will present in November.
- **PROJECTS**
 - Held July 4th Skyshow meeting with related stakeholders to determine future efforts.
 - 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.
 - Working with the Tahoe Film Festival producer on 2023 event.
 - Began outreach on TNTNV strategic planning initiative.
 - Planning effort with Travel Nevada on November New York Media Mission.
 - Hosted Lt. Governor Anthony lunch with tourism and hospitality representatives.
 - Attending and presenting on stewardship panel at the CalTravel Summit.
- **MEETINGS (in person or virtual)**
 - Attended agency status meetings
 - Attended RSCVA Board Meeting
 - Attended RSCVA Finance Committee Meeting
 - Attended TMA Executive Committee Meeting
 - Attended NLT Marketing Coop Meeting
 - Attended Stewardship Tahoe Core 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 Lake Tahoe Summit
 - Attended US Travel ESTO Conference