



AGENDA

Board Meeting
Travel North Tahoe Nevada
Wednesday, January 17th, 2024 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 January 17th, 2024 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. Approval of November 2023 Board Meeting Minutes (For Possible Action) | Chair |
| V. TART & TART Connect Summer Ridership Presentation (20 min) | Jaime Wright/Placer Co. |
| VI. Update on Strategic Plan Process and Special Meeting Schedule (20 min) | Chapman |
| VII. Tunnel Creek Parking Lot Winter Plowing Pilot Project (15 min)
(For Possible Action) | Chapman |
| VIII. TNTNV Board Nominees for RSCVA January 2024 Appointee (10 min)
Name(s) for Possible Consideration: Greg Long, Claudia Andersen, Blane Johnson, Pascal Dupuis, Bill Watson, Eric Roe.
(For Possible Action) | Chapman |
| IX. TNTNV Board Appointment to NLT Marketing Coop Committee (5 min)
Name(s) for Possible Consideration: Eric Roe
(For Possible Action) | Chapman |
| X. December 2023 Financial Statements (For Possible Action) (10 min) | Long |
| XI. Update on 2nd Annual Road to WonderGrass Tahoe Special Event (15 min) | Chapman |
| XII. Submittal of December Dashboard (15 min) | Long/Chapman |
| XIII. Management Reports | Chapman |
| XIV. Departmental Reports
a) Conference/Leisure Sales
b) Consumer Advertising
c) Social/Content
d) Public Relations | Chapman |
| XV. Old Business | Chair |
| XVI. New Business | Chair |
| XVII. Director Comments | Chair |
| XVIII. 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 |
| XIX. Adjournment – (For Possible Action) | |



**November 2023 Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, November 15, 2023, 3:00pm**

I. Call to Order/Roll Call

Claudia Andersen

The Travel North Tahoe Nevada Board Meeting was called to order at 3:01pm by Chair Claudia Andersen. Roll call was taken, and the following members were present: Claudia Andersen, Bill Watson, Pascal Dupuis, Blane Johnson, and Eric Roe. The following TNTNV employees were present: Andy Chapman, President/CEO, Greg Long, Chief Operating Officer, Bart Peterson, Director of Sales, and Kim Warren, Executive Assistant. Additional guests were Nick Falkenstein and Denise Miller from SMARI Research. 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

Claudia Andersen

Motion to approve the January 2024 agenda by Bill Watson. Second by Pascal Dupuis. Approved.

IV. Appointment of Eric Roe to fill vacant Crystal Bay Resort Seat

Chapman/Andersen

Eric Roe shared he is General Manager at Crystal Bay Casino and a local resident.

Motion to approve Eric Roe to fill the vacant Crystal Bay Resort Seat by Bill Watson. Second by Pascal Dupuis. Approved.

V. Appointment of new 2023/24 Board Officers

Chapman/Andersen

Chapman shared there is generally a rotation for officer positions. The proposed slate in the packet is for the remainder of this year.

Motion to approve the slate of officers as recommended by Bill Watson. Second by Pascal Dupuis. Approved.

VI. Approval of September 2023 Board Meeting Minutes

Claudia Andersen

Motion to approve the September 2023 Meeting Minutes by Bill Watson. Second by Pascal Dupuis. Approved.

VII. 2022/23 Ad Effectiveness Research

**SMARI Research
Nick Falkenstein and Denise Miller**

CEO Andy Chapman shared this is done to analyze effectiveness of advertising. He will send out the full packet. These are efforts through the Co-op with North Tahoe Community Alliance (NTCA); our consumer advertising is together.

Nick Falkenstein shared Smari provided research data in 2018, 2019, and June 2023 (end of fiscal year). The primary objective is to measure advertising awareness in target markets.

Nick Falkenstein discussed Ad Influenced Travel, spending, and Return on Investment (ROI). He reviewed information from an online survey. This data translated into Ad Aware households, reactions, Incremental Travel or Ad Influenced Travel, visitor spending and ROI. The *It's Human Nature* campaign was tested. Charts containing data from the results were presented.

Nick Falkenstein reviewed cost per Ad Aware Household with media investment and benchmarks showing the media has been effective and efficient, helped by the multi-year campaign efforts. Ad Awareness by target market was covered and showed the highest awareness (LA) and the lowest (Seattle). The top messages are Tahoe is good for outdoors, and a good place to explore, escape, and play.

Impact ratings showed there is a strong creative and ads make you want to learn more and want to visit (top 25%, almost top 10%). Ad Aware and Unaware Travel were discussed, showing strong Ad Aware Travel. Nick Falkenstein showed calculations by market with LA producing almost 2/3 of Ad Influenced trips; Dallas (19%) was second and Portland (1%) was the lowest. There were 245,304 Ad Influenced trips which is double of 2018-19.

The Return on Investment (ROI) was \$756 for each \$1 invested in media. Looking at ROI comparison of Visitor Spending (lodging, dining, recreation, and transportation) with similar size media investments and destinations, \$756 was the third highest seen, proving a very strong result.

Ad Influenced Paid Lodging Nights, like other measures, was much stronger compared to previous years (about 731,000 Ad Influenced paid lodging nights). Ad Influenced Sales Tax & Lodging Tax was about \$46,000,000.

To summarize, Nick Falkenstein noted affective advertising not only impacts who comes to destination, it showcases the North Lake Tahoe product and the things to do which leads to longer trips, more activities, and more social sharing.

Denise Miller reviewed organizations like Smari do this research because when you measure data over time, you learn what's working and not, thus leading to better results. The goal of the program is to give data, answer questions, give knowledge, note how to improve product and promotions, and get better results. Denise Miller reiterated that building on the same creative is

both strategic and tactical.

Pascal Dupuis joked that the less money we spend, the better result we have. He inquired about advertising to the Bay Area. CEO Andy Chapman answered that we don't target Bay Area with paid media; social media, public relations, and conference sales are used instead. Pascal Dupuis also asked if the data was only from US and was answered that yes, the data is from the United States only.

CEO Andy Chapman shared staying in a market significant periods of time benefits efforts (as LA shows). Testing new markets is still important. CEO Andy Chapman noted he is pleased with numbers, effectiveness, and consolidated efforts of the two agencies.

VIII. Discussion and Approval on Strategic Plan Vendor Contract

Andy Chapman

CEO Andy Chapman shared there were strategic retreats in 2017/18 and 2020. Now with new brand, mission, vision, values, we are doing business a little differently than years ago (i.e. destination stewardship).

CEO Andy Chapman recommended WHEREABOUT for upcoming strategic plan (proposal in packet, includes timeline and sample). He thinks this is a great opportunity and critically important to look at strategic plan for organization (initiatives, objectives) and recommends going forward.

Pascal Dupuis inquired about stakeholders that will be involved and CEO Chapman provided examples. Chair Claudia Andersen added this is a good way to market ourselves. CEO Andy Chapman agreed and noted it allows us to talk with community about what we do and why we do it (i.e. implementing stewardship plan).

Bill Watson asked if a Board retreat is part of the process and CEO Chapman answered yes. Watson also asked if WHEREABOUT was the only proposal received. Chapman replied he spoke with four people and received two proposals.

Motion to approve the retaining of WHEREABOUT to prepare our organization strategic plan by Bill Watson. Second by Pascal Dupuis. Approved.

IX. Discussion/Board Direction on RSCVA January 2024 Appointee

Andy Chapman

CEO Andy Chapman noted we have an appointed seat on the RSCVA Board (two, two-year terms), provided general information about RSCVA, and answered questions. Chapman's term will end in January. We will provide nominees. Elected officials on the RSCVA Board determine new appointees. CEO Andy Chapman feels it is important for us to be represented on the Board and interested individuals should reach out to him.

X. Review of October 2023 Financial Statements

Greg Long

COO Greg Long highlighted several items in the financial statements (included in packet) for the October Month-End. He noted several line items that varied from the budget. COO Greg Long also highlighted line items in the October Year to Date report and noted variances from budget.

Motion to approve October 2023 Financial Statements by Bill Watson. Second by Pascal Dupuis. Approved.

XI. Update on 2nd Annual Road to WonderGrass Tahoe Special Event

Andy Chapman

CEO Andy Chapman provided an update on second annual Road to WonderGrass Tahoe and noted last year there were four shows and this year there are six, including three ticketed shows at Crystal Bay Club and three free shows at Alibi Incline Public House. TNTNV is sponsoring the Road to WonderGrass and providing giveaways (weekend passes, late night passes). Crystal Bay Club General Manager Eric Roe added it will be well attended. Pascal Dupuis asked about WinterWonderGrass and CEO Andy Chapman shared WinterWonderGrass is an outdoor 3-day bluegrass festival and provided other specifics.

XII. Update on Travel Nevada New York Media Event

Andy Chapman

CEO Andy Chapman shared about this Travel Nevada event, who was there (partners and targeted travel media), and TNTNV's involvement. It was a great opportunity for interaction with our objective to push our organization, sustainability efforts, and consumer travel standpoint. CEO Andy Chapman noted the success and TNTNV sponsorship of the saloon, working with Eric Roe and Lake Tahoe Distillery, featuring 72 Mile Whiskey.

XIII. Submittal of October Dashboard

Long/Chapman

COO Greg Long reviewed Transient Occupancy Tax (TOT) revenues and compared this year with last. He noted we are up from last year. He also reviewed September Actual versus September Budget, coming in above.

COO Greg Long also presented data for Occupancy Room Rate RevPAR by category (hotel, motel, vacation rentals, timeshares, homeowners).

COO Greg Long reviewed Welcome Center statistics and compared statistics from last month (September) to last year. Walk-In Count, Merchandise Sales, Concierge Sales, and mailed Vacation Planners were also reviewed. In response to a question by Pascal Dupuis, CEO Andy Long explained the use of formulas to figure Walk-In Count.

Destimetrics were shown that provide forecasts for this fiscal year, this month, next month, and winter. CEO Andy Chapman noted these numbers change constantly and project occupancy.

COO Greg Long reviewed some figures from Reno Tahoe International Airport information that shows passenger count is up. Nonstop destinations served have increased. CEO Chapman added airlines are switching smaller planes to larger; therefore, more capacity coming in, but may not be seeing more or new flights.

XIV. Management Reports

Chapman/Long

COO Greg Long mentioned a big project for TNTNV will be updating Point of Sale (POS).

CEO Andy Chapman also noted the Mountain Travel Symposium (MTS) is April 2024 at Palisades. He also summarized Washoe County's commitment to TART connect. Chapman shared TNTNV is exploring plowing of East Shore Trail parking lot and is working with Washoe County. He also noted the TNTNV team worked on Tunnel Creek bypass to separate hikers and bikers.

XV. Departmental Reports

Chapman/Peterson

- a) Conference/Leisure Sales**
- b) Consumer Advertising**
- c) Social/Content**
- d) Public Relations**

Bart Peterson highlighted checking-in with ski focused wholesalers regarding product as it pertains to our region. Points made include Diamond Peak does have wholesale pricing and Incline Lodge could be highlighted. At this time, there is a lot of conversation about hosting Mountain Travel Symposium (MTS). Bart Peterson shared we will host welcome drinks at PreFAM prior to MTS, facilitating connecting with top buyers.

Bart Peterson recapped October's Visit CA Luxury Forum in West Hollywood which allowed 37 one-to-one appointments, showcasing what we have to offer. Excitement about the Hyatt product was well received, and information on CalNeva (2026) and Waldorf (2027) were highlighted, building excitement.

Bart Peterson provided information about sending out newsletter that includes a five-minute destination video in an effort to be more personable (filmed at Hyatt, Northstar, and Palisades). He also recapped conference sales (Oct. 400 rooms) and events attended (Connect West Tech in SF, then Monterey Smart meetings) to get in front of media planners and offer cash back incentives. Peterson shared preparation for Seasonal Spectacular (12/12-13) is underway.

CEO Andy Chapman recognized Bart and all he is doing on leisure and conference standpoints.

Departmental reports are in packets.

XV. Old Business

Claudia Andersen

COO Greg Long thanked Franny Ramirez for 10 years of service. Chair Claudia Andersen reiterated this gratitude.

CEO Andy Chapman followed up on SkyShow noting our position continues to be standing aside. An email was sent to a couple of folks who were potentially interested in use of barges; we

haven't heard back after two months. We will wait and see if the fireworks group has any momentum. If not, in January, we will reassess if we'd like to do some celebration for July 4th. Chair Claudia Andersen and Director Bill Watson provided input TNTNV should be a sponsor rather than producer of event.

XVI. New Business

Claudia Andersen

CEO Andy Chapman shared TNTNV and Crystal Bay Club are sponsors for Film Fest. Badges may be checked out to attend viewings.

XVII. Director Comments

Claudia Andersen

Bill Watson shared a season at Thunderbird has been completed and expressed gratitude for the TNTNV team who made it awesome, highlighting Franny who has been a key component for many years.

XVIII. 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

XIX. Adjournment –

Claudia Andersen

Call to adjourn by Claudia Andersen. Adjourned. 4:32pm.

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

Travel North Tahoe Nevada Welcome Center

IVGID Office

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



January 17th, 2024

To: Board of Directors

From: Andy Chapman, President/CEO

Re: East Shore Trail Winter Plowing Pilot Project

Background

Over the last 18 months, staff has been working with Washoe County to understand the winter access opportunities at the East Shore trail and parking lot. Staff has worked with County Commissioners as well as staff in the County Manager's office to navigate the various interested parties with oversight on this important infrastructure asset.

The concept discussed with the various parties is to develop a pilot project to plow one parking node of the EST lot system to open up access during the winter months. Although the current operation and oversight does not include winter access, the fact of the matter is that many visitors and residents alike are still utilizing the trail system during the winter season. However, that use comes with unsafe and at times dangerous consequences. Such issues as parking on the highway right of way, parking in adjacent neighborhoods to access the trail has become commonplace.

Late this fall/early winter, staff was finally able to get confirmation with County staff on the requirements that would need to be met for a public/private partnership to allow plowing of the lot and public access.

Staff will address these requirements and other potential applications of a possible pilot program for Winter 2024 or to delay this project to Winter 2024/25.

Possible Board Action

Board to discuss and provide direction or approval on next steps of the East Shore Trail Winter Plowing Pilot Project.



January 17th, 2024

To: TNTNV Board

From: Andy Chapman, President/CEO

Re: TNTNV Appointee to RSCVA Board

Background

As the Board is aware, TNTNV has had the opportunity to appoint an Incline Village Crystal Bay representative to the RSVCA Board of Directors. This board seat has been a voting member of the RSCVA since June 2001 as defined by Nevada Statute SB350. For the Board's reference, below is the statute language regarding this RSCVA board appointed seat:

One member who is a representative of other business or commercial interests, including gaming establishments, from a list of nominees submitted by a visitor's bureau, other than a county fair and recreation board or a bureau created by such a board, that is authorized by law to receive a portion of the tax on transient lodging, if any.

Below is a history of the TNTNV board appointee to the RSVCA Board:

6/2001: North Lake Tahoe position on RSCVA approved by legislature, SB350 becomes effective.

6/2001 - 1/2004:	Jordan Meisner (Hyatt)
1/2004 - 1/2005:	Pete Sears (Hyatt)
1/2005 - 7/2006:	Fred Euler (Hyatt)
7/2006 - 11/2010:	Mark Pardue (Hyatt)
11/2010 - 1/2016:	Fred Findlen (Hyatt)
1/2016 – 12/2020:	Bill Wood (Crystal Bay Club Casino)
1/2020-12-2024:	Andy Chapman (Travel North Tahoe Nevada)

Mr. Chapman will complete his term on the RSCVA Board at the end of January 2024.

Request

Nomination of two names for possible appointment to the RSCVA Board of Directors effective February 1, 2024 for a two year term.

Action

Discussion and possible action to recommend two nominees from the Incline Village Crystal Bay region for RSCVA Board appointment and to direct staff to send a letter as such to the RSCVA CEO and Legal Counsel. Possible nominees are Greg Long, Claudia Anderson, Blane Johnson, Pascal Dupuis, Bill Watson, Eric Roe.

Dec 2023 Financial Summary Report

Dec Month End Variance Report

REVENUE

- 46000 Merchandise Sales: Over budget due to higher gift shop sales
- R250 Fund Transfers: Under budget due to lower TOT collections
- R252 Interest income: Over budget due to higher interest collection

EXPENSES

- 0411 Maintenance: Under budget due to lower snow removal costs
- 0460 Contract Services: Over budget due to timing of invoices
- 0601 Hospitality in Market: Over budget due to staff recognition and holiday party
- 0690 Sponsorship: Under budget due to timing of requests
- 0692 Sustainability Initiatives: Over budget due to timing of requests

Dec 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 2023
- R250 Fund Transfers: Under budget due to lower TOT collections
- R252 Interest Income: Under budget due to timing of interest collection
- 50000 Cost of Goods Sold: Over budget due to higher gift shop sales

EXPENSES

- 0316 PERS: Under budget due to lower payroll
- 0410 Office Supplies: Over budget due to new POS hardware
- 0430 Building Repairs & Insurance: Over budget due to higher premiums
- 0451 Legal and Accounting: Over budget due to CPA costs
- 0460 Contract Services: Over budget due to additional work requested
- 0473 Dues and Subscriptions: Over budget due to timing
- 0501 Travel and Lodging: Over budget due to timing of travel
- 0601 Hospitality: Over budget due to staff recognition and holiday party
- 0690 Sponsorship: Under budget due to timing of requests
- 0692 Sustainability Initiatives: Under budget due to timing
- 0725 Uniforms: Under budget due to delay in ordering
- 0751 Concierge Expense: Under budget due to lower ticket sales

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

	Dec 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	4,813.10	2,000.00	2,813.10	240.7%
R277 · Concierge	150.00	250.00	-100.00	60.0%
Total POS Sales	4,963.10	2,250.00	2,713.10	220.6%
R250 · Fund Transfers	126,349.31	127,970.00	-1,620.69	98.7%
R252 · Interest Income	5,245.12	4,000.00	1,245.12	131.1%
Total Income	136,557.53	134,220.00	2,337.53	101.7%
Cost of Goods Sold				
50000 · Cost of Goods Sold	1,730.02	1,100.00	630.02	157.3%
Total COGS	1,730.02	1,100.00	630.02	157.3%
Gross Profit	134,827.51	133,120.00	1,707.51	101.3%
Expense				
0305 · Payroll	34,007.97	33,973.00	34.97	100.1%
0314 · State Employer Taxes	85.70	80.00	5.70	107.1%
0315 · Federal Unemployment	14.40	5.00	9.40	288.0%
0316 · Public Employees Retirement Sys	10,123.78	10,202.00	-78.22	99.2%
0319 · Employer Medicare/Soc Sec	665.98	578.00	87.98	115.2%
0320 · Health Insurance	3,789.11	3,804.00	-14.89	99.6%
0400 · Utilities				
0401 · Utilities- Electric	290.36	350.00	-59.64	83.0%
0402 · Utilities-Gas & Heat	280.27	240.00	40.27	116.8%
0403 · Utilities- Water & Refuse	407.91	360.00	47.91	113.3%
Total 0400 · Utilities	978.54	950.00	28.54	103.0%
0405 · Bank & Cr Card Charges	803.09	113.00	690.09	710.7%
0410 · Office Supplies & Expenses	339.85	500.00	-160.15	68.0%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	0.00	1,000.00	-1,000.00	0.0%
0411 · Maintenance/Janitorial - Other	530.00	600.00	-70.00	88.3%
Total 0411 · Maintenance/Janitorial	530.00	1,600.00	-1,070.00	33.1%
0412 · IT - Computers	936.48	150.00	786.48	624.3%
0420 · Postage & Freight	-9.85	50.00	-59.85	-19.7%
0421 · Communications	572.87	600.00	-27.13	95.5%
0422 · Printing Expenses	0.00	500.00	-500.00	0.0%
0430 · Building Repairs & Insurance	386.27	500.00	-113.73	77.3%
0451 · Legal & Accounting Services	2,750.00	2,750.00	0.00	100.0%
0460 · Contract Services	8,770.00	5,720.00	3,050.00	153.3%
0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0%

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

	Dec 23	Budget	\$ Over Budget	% of Budget
0462 · Equipment Lease & Maint.	354.65	500.00	-145.35	70.9%
0473 · Dues & Subscriptions	212.46	0.00	212.46	100.0%
0474 · License & Fees	24.00	0.00	24.00	100.0%
0501 · Travel & Lodging	471.26	0.00	471.26	100.0%
0504 · Registrations	0.00	500.00	-500.00	0.0%
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	4,349.94	400.00	3,949.94	1,087.5%
0622 · Advertising Co-op	79,166.00	79,166.00	0.00	100.0%
0623 · Regional Marketing Programs	60.00	500.00	-440.00	12.0%
0650 · Payroll Expense	116.00	125.00	-9.00	92.8%
0690 · Sponsorship	6,005.80	40,000.00	-33,994.20	15.0%
0692 · Sustainability Initiatives	20,000.00	0.00	20,000.00	100.0%
0751 · Concierge Expense	135.00	225.00	-90.00	60.0%
51100 · Freight and Shipping Costs	39.45	100.00	-60.55	39.5%
59900 · POS Inventory Adj -Merchandise	89.10	0.00	89.10	100.0%
Total Expense	179,267.85	187,491.00	-8,223.15	95.6%
Net Ordinary Income	-44,440.34	-54,371.00	9,930.66	81.7%
Other Income/Expense				
Other Expense				
Co-op Bill Back	-1,444.35	0.00	-1,444.35	100.0%
Total Other Expense	-1,444.35	0.00	-1,444.35	100.0%
Net Other Income	1,444.35	0.00	1,444.35	100.0%
Net Income	-42,995.99	-54,371.00	11,375.01	79.1%

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

	Jul - Dec 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	51,652.03	36,000.00	15,652.03	143.5%
R277 · Concierge	172,962.27	185,450.00	-12,487.73	93.3%
Total POS Sales	224,614.30	221,450.00	3,164.30	101.4%
R250 · Fund Transfers	1,319,657.16	1,356,984.00	-37,326.84	97.2%
R252 · Interest Income	19,310.07	24,000.00	-4,689.93	80.5%
R274 · Grants	0.00	2,310.00	-2,310.00	0.0%
Total Income	1,563,581.53	1,604,744.00	-41,162.47	97.4%
Cost of Goods Sold				
50000 · Cost of Goods Sold	24,253.05	19,800.00	4,453.05	122.5%
Total COGS	24,253.05	19,800.00	4,453.05	122.5%
Gross Profit	1,539,328.48	1,584,944.00	-45,615.52	97.1%
Expense				
0305 · Payroll	268,044.93	270,076.00	-2,031.07	99.2%
0313 · Employers Insurance of Nevada	39.00	1,600.00	-1,561.00	2.4%
0314 · State Employer Taxes	763.42	830.00	-66.58	92.0%
0315 · Federal Unemployment	81.75	60.00	21.75	136.3%
0316 · Public Employees Retirement Sys	62,082.49	65,130.00	-3,047.51	95.3%
0319 · Employer Medicare/Soc Sec	5,321.26	4,592.00	729.26	115.9%
0320 · Health Insurance	21,649.30	21,832.00	-182.70	99.2%
0321 · Employee Training	2,598.00	2,000.00	598.00	129.9%
0400 · Utilities				
0401 · Utilities- Electric	1,459.66	1,640.00	-180.34	89.0%
0402 · Utilities-Gas & Heat	593.82	500.00	93.82	118.8%
0403 · Utilities- Water & Refuse	2,490.79	2,175.00	315.79	114.5%
Total 0400 · Utilities	4,544.27	4,315.00	229.27	105.3%
0405 · Bank & Cr Card Charges	13,905.33	11,073.00	2,832.33	125.6%
0410 · Office Supplies & Expenses	5,901.56	3,000.00	2,901.56	196.7%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	500.00	1,500.00	-1,000.00	33.3%
0411 · Maintenance/Janitorial - Other	3,994.42	4,400.00	-405.58	90.8%
Total 0411 · Maintenance/Janitorial	4,494.42	5,900.00	-1,405.58	76.2%
0412 · IT - Computers	1,398.93	900.00	498.93	155.4%
0420 · Postage & Freight	388.64	300.00	88.64	129.5%
0421 · Communications	3,688.72	3,600.00	88.72	102.5%
0422 · Printing Expenses	1,040.41	2,500.00	-1,459.59	41.6%
0430 · Building Repairs & Insurance	8,647.35	3,000.00	5,647.35	288.2%
0451 · Legal & Accounting Services	21,250.00	16,500.00	4,750.00	128.8%
0460 · Contract Services	43,930.00	39,720.00	4,210.00	110.6%
0461 · Remote Offices	21,287.44	21,000.00	287.44	101.4%

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

	Jul - Dec 23	Budget	\$ Over Budget	% of Budget
0462 · Equipment Lease & Maint.	1,367.58	2,900.00	-1,532.42	47.2%
0473 · Dues & Subscriptions	8,699.08	2,500.00	6,199.08	348.0%
0474 · License & Fees	24.00	600.00	-576.00	4.0%
0501 · Travel & Lodging	10,825.59	5,000.00	5,825.59	216.5%
0504 · Registrations	2,514.91	3,000.00	-485.09	83.8%
0505 · Local Transportation/Car	473.58	900.00	-426.42	52.6%
0507 · Meeting Expenses	144.18	1,500.00	-1,355.82	9.6%
0601 · Hospitality in Market	7,615.54	2,400.00	5,215.54	317.3%
0622 · Advertising Co-op	474,996.00	474,996.00	0.00	100.0%
0623 · Regional Marketing Programs	781.91	3,000.00	-2,218.09	26.1%
0650 · Payroll Expense	741.00	750.00	-9.00	98.8%
0690 · Sponsorship	61,876.79	170,000.00	-108,123.21	36.4%
0691 · Shuttle Subsidy/Sponsorship	40,563.00	40,563.00	0.00	100.0%
0692 · Sustainability Initiatives	28,284.00	85,457.00	-57,173.00	33.1%
0725 · Uniforms	0.00	4,000.00	-4,000.00	0.0%
0730 · Special Promotional Items	1,935.00	2,000.00	-65.00	96.8%
0751 · Concierge Expense	147,283.50	166,905.00	-19,621.50	88.2%
0800 · Grant Expenses	3,804.55	4,617.00	-812.45	82.4%
51100 · Freight and Shipping Costs	1,147.68	600.00	547.68	191.3%
59900 · POS Inventory Adj -Merchandise	-108.73	0.00	-108.73	100.0%
Total Expense	1,284,026.38	1,449,616.00	-165,589.62	88.6%
Net Ordinary Income	255,302.10	135,328.00	119,974.10	188.7%
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	115.50	0.00	115.50	100.0%
Total Other Income	115.50	0.00	115.50	100.0%
Other Expense				
Co-op Bill Back	-5,435.99	0.00	-5,435.99	100.0%
Sky Show Expenses July 4	-103,793.55	0.00	-103,793.55	100.0%
Total Other Expense	-109,229.54	0.00	-109,229.54	100.0%
Net Other Income	109,345.04	0.00	109,345.04	100.0%
Net Income	364,647.14	135,328.00	229,319.14	269.5%

Jan 17, 2024

Revenues & Stats				
	Nov-2023	Nov-2022	Variance	
TOT Revenues				
Monthly	\$ 107,996	\$ 106,943		1.0%
YTD	\$ 1,427,652	\$ 1,492,378		-4.3%
Total Taxable Revenues	\$ 3,258,910	\$ 3,220,875		1.2%
	Nov Actual	Nov Budget		
Monthly	\$ 107,996	\$ 103,371		4.5%
YTD	\$ 1,427,652	\$ 1,460,355		-2.2%
Occupancy				
Hotel	41.9%	51.8%		-19.1%
Motel	47.8%	3.2%		1375.0%
Rental	31.2%	27.8%		12.0%
Time Share	16.5%	4.6%		262.4%
Home Owner				
Total	34.33%	21.84%		57.2%
Room Rate				
Hotel	\$ 238.48	\$ 230.23		3.6%
Motel	\$ 124.91	\$ 201.84		-38.1%
Rental	\$ 357.44	\$ 365.67		-2.3%
Time Share	\$ 67.67	\$ 286.33		-76.4%
Home Owner				
Total	\$ 197.12	\$ 270.27		-27.1%
RevPar				
Hotel	\$ 99.85	\$ 119.15		-16.2%
Motel	\$ 59.69	\$ 6.54		812.7%
Rental	\$ 111.33	\$ 101.73		9.4%
Time Share	\$ 11.16	\$ 13.03		-14.4%
Home Owner				
Total	\$ 90.45	\$ 89.23		1.4%

Visitor Information Comparative Statistics For Fiscal YTD			
	Dec-2023	Dec-2022	Variance
Walk In Visitor Count			
Monthly	1280	1276	277.2%
YTD	23,537	18,876	173.6%
Merchandise Sales			
Monthly	\$ 4,813	\$ 3,083	56.1%
YTD	\$ 51,652	\$ 34,374	50.3%
Concierge & AT Sales			
Monthly	\$ 150	\$ 260	-42.3%
YTD	\$ 172,962	\$ 132,455	30.6%
Vacation Planners Mailed	38	52	-26.9%

Destimetrics Reservations Activity (as of Dec 31, 2023)				
	FY 2023/24	FY 2022/23	Variance	
Current Month Occupancy	39.5%	51.1%		-22.7%
Current Month ADR	\$ 540	\$ 498		8.4%
Current Month REVPAR	\$ 213	\$ 254		-16.1%
Next Month Occupancy	39.5%	48.0%		-17.7%
Next Month ADR	\$ 448	\$ 405		10.6%
Next Month REVPAR	\$ 177	\$ 194		-8.8%
Winter Total Occupancy (proj)	29.8%	36.6%		-18.6%
Winter Total ADR (proj)	\$ 435	\$ 400		8.8%
Winter Total REVPAR (proj)	\$ 130	\$ 147		-11.6%
Reno Tahoe International Airport				
Total Passengers Served	341,084	343,130		-0.6%
Average Load Factor	73.3%	75.3%		-2.7%
Total Number of Departures	1,707	1,646		3.7%
Non-Stop Destinations Served	21	20		5.0%
Departing Seat Capacity	233706	227958		2.5%
Crude Oil Averages (barrel)	\$ 84.37	\$ 84.37		0.0%
Notes of Interest:				
Allegiant exited market on Jan 7				
New Pacific will fly non-stop to Ontario starting Jan 1				

Summary:

Winter is off to a slow start at the Welcome Center. Staffing is lean.

Staffing:

- Michele Nelson has taken the position held by Fran Ramirez.
- Our summer part-time staff has been let go for the Winter

Operations:

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

Projects:

- Point of Sale replacement
- RTT strategic plan participation
- Winter facility preparation
- Activity Tickets upgrades
- Investment management
- New flooring will be ordered this winter
- New toilets installed
- Roof replacement estimates
- 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
January 17th, 2024

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Overseeing PR/Communication efforts with Augustine Agency.
 - Working with agency partners on development of Spring Consumer creative campaign.
 - Developed and implementing Spring Consumer media buy.
 - Working with NLTRA staff and partners on 2024 Mountain Travel Symposium production.
 - Developing strategy to balance Lake Tahoe Visitors Authority brand campaign of “Visit Lake Tahoe”.
 - Working with NLT Coop staff on Six Month Budget Reforecast.
- PROJECTS
 - Executed 9th Annual Tahoe Filmfest project.
 - Worked with IVCBA on Northern Lights project.
 - Working with RTC, Washoe County, Placer County and TMA on FY 2023/24 TART Connect programming.
 - Working with Washoe County on possible pilot program to plow East Shore Trail parking lot this winter.
 - Participating in Lake Tahoe Sustainable Tourism and Recreation Partnership.
 - Worked with Abbi Agency on organization communication and social media messaging.
 - Coordinating with Whereabouts on TNTNV Strategic Planning Project.
 - Executing 2nd Annual Road to WonderGrass Tahoe project.
 - Participating on Lake Tahoe Stewardship Council Executive Committee.
 - Outreach on possible RSCVA board nominations for TNTNV board consideration.
- MEETINGS (in person or virtual)
 - Attended agency status meetings
 - Attended RSCVA Board Meeting
 - Attended TMA Executive Committee Meeting
 - Attended TMA Board Meeting
 - Attended Stewardship Tahoe Core Committee Meeting
 - Attended TTD Board Meeting
 - Attended TTD Committee Meeting
 - Attended TMA Board Meeting
 - Attended DMA West Board Retreat
 - Attended NLTE Committee Meeting
 - Attended CalTravel Board Meeting