



AGENDA

Board Meeting
Travel North Tahoe Nevada
Wednesday, March 20th, 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 March 20th, 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

- | | | |
|--------------|--|---------------------------|
| 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 January 2024 Board Meeting Minutes (For Possible Action) | Chair |
| V. | Update on Strategic Plan Process and Workshop Outcomes (20 min) | Chapman/Whereabout |
| VI. | Update on TART Connect Funding Developments | Chapman |
| VII. | FY 2024/25 Budget Development and Timeline | Chapman/Long |
| VIII. | Appointment of Board Nomination Committee (10 min)
Name(s) for Possible Consideration: Blane Johnson, Eric Roe, Andy Chapman
(For Possible Action) | Chair |
| IX. | February 2024 Financial Statements (For Possible Action) (10 min) | Long |
| X. | Submittal of February Dashboard (15 min) | Long/Chapman |
| XI. | Management Reports | Chapman |
| XII. | Departmental Reports
a) Conference/Leisure Sales
b) Consumer Advertising
c) Social/Content
d) Public Relations | Chapman |
| XIII. | Old Business | Chair |
| XIV. | New Business | Chair |
| XV. | Director Comments | Chair |
| XVI. | PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting. | Chair |
| XVII. | Adjournment – (For Possible Action) | |



**January 2024 Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, January 17, 2024, 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, Pascal Dupuis, Blane Johnson, Eric Roe, and Bill Watson. The following TNTNV employees were present: Andy Chapman, President/CEO, and Greg Long, Chief Operating Officer. Additional guest was Jaime Wright from Placer County. 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 Blane Johnson. Second by Pascal Dupuis. Approved.

IV. Approval of November 2023 Board Meeting Minutes

Claudia Andersen

Motion to approve the November 2023 Meeting Minutes by Blaine Johnson. Second by Pascal Dupuis. Approved.

V. TART & TART Connect Summer Ridership Presentation

Jaime Wright/ Placer Co.

Jaime Wright provided some annual statistics and covered changes made this fall (i.e., service hours). Discussion included increases in ridership, seasonal impacts, and service hours. Seasonal and yearly comparisons were made while impacts to the program noted (i.e., J1 use, amount of snow, growth in use by locals).

Jaime Wright explained winter is generally where the bulk of passengers are carried. CEO Andy Chapman spoke to fixed route ridership and noted main line service has stayed significantly strong. Wright commented on fixed route history and trends the past few years.

Jaime Wright spoke about annual productivity (service operating hours, rider rate). She compared 2021/22 to 2022/23 for the fixed route and TART Connect. She covered season over season trends and ridership increasing. In winter, wait time and shared rides increase; wait times by season relate to shared rides percentages. Combining trips is a focus for micro transit.

TART Connect learned about rider profile through a survey sent to those who use TART Connect. Data gathered showed 82% of TART Connect riders said they are using fixed route, increasing fixed route use. Jaime Wright shared the trip purpose fluctuates season over season, highlighting local residency use increase (use for work and school).

Jaime Wright reviewed the budget page. It is a two-million-dollar budget to offer transit in Washoe County. COVID gave a lot of stimulus dollars and this year stimulus dollars running out. Federal funds are and can be used for fixed route. Right now, federal funds are not (currently cannot) be used for TART Connect.

This is the third year of the 3-year pilot program. Blane Johnson asked about the cost of the pilot program; Andy Chapman noted it was \$800,000 and this fall the hours increased from four to 16 hours of service.

Greg Long asked if riders could help subsidize the cost. Jaime Wright replied that the convenience that riders have seen, free to rider service, would increase ridership and willingness to use it. She shared this is a change of culture.

Jaime Wright shared they will continue to work with Andy Chapman and this Board to determine how to fund transit services. Also, in the next three to five years, combining services will be used for cost savings. Andy Chapman will have conversations here and with public partners regarding how to fund transit year-round.

Chair Claudia Anderson asked about fixed route in Incline Village. Jaime Wright shared information on hours, stops, and schedule. She noted that in Incline Village the 5:30am bus tends to be full of seasonal workers as riders. Wright added that ridership varies from around twelve to full with standing room only from resort impact.

In closing, Andy Chapman reported lot of money goes out of the basin that could be better used staying in the basin for projects such as this.

The report is included in board packet and the full presentation is available upon request.

VI. Update on Strategic Plan Process and Special Meeting Schedule.

Andy Chapman

CEO Andy Chapman recapped how the board started strategic planning process and noted Whereabout will be used for the process. They have been planning on ten to eleven interviews by stakeholders and building planning team. Chapman noted that staff and the full board will be involved throughout the four-month process.

Andy Chapman covered who would contribute to the “planning” side and who to the “interview” side. Chapman also shared several ideas on who we would want to be involved outside of board. Board members also provided ideas.

CEO Andy Chapman also provided information on the stakeholder 15-minute survey to get to 300-400 people, allowing for a broader reach to learn what is known about us, what we do, and

our effectiveness (funding TART Connect, what we support by reinvesting TOT dollars). Blane Johnson noted we do a lot in the community we were not doing five years ago.

Pascal Dupuis asked about representatives from residential population and Andy Chapman noted that residents are on list who are also in business. Chapman also shared the survey would reach residents.

In response to a question by Blane Johnson, Andy Chapman confirmed results will align the organization with what we are doing and where we are going, given changes with stewardship plan. Claudia Anderson noted the process could help spread knowledge of what we do.

CEO Andy Chapman shared the planning team would be a two-day session (likely March 19th & 20th). COO Greg Long inquired if we want anyone from IVGID or from the resort side. Andy Chapman shared a lot would be covered on the survey side. Blane Johnson and Pascal Dupuis shared ideas for individuals to get involved.

Chapman reviewed how progress is tracked with Whereabout.

VII. Tunnel Creek Parking Lot Winter Plowing Pilot Project

Andy Chapman

Andy Chapman reviewed previous thoughts on why TNTNV thought a pilot program to plow the Easy Shore Trail parking lot would be beneficial. A conversation was started with the county and Chapman said TNTNV would be happy to fund a pilot program to plow one parking lot. After a long delay, the corridor management shared various things we would need to do (additional insurance, bathroom service, trash receptacles, monitor in the parking lot) in moving forward. In addition, we would be liable for damage.

Chapman shared that it is a great idea, but not the right time. Ideas for future include Board direction, push for county and transportation district involvement, and possible partnerships.

Additional discussion points were who owns the land, if parking fees covered the cost of maintaining the trail, state parks equipment to clear the trail, TART Connect use to get visitors to the trail from the Welcome Center, community wonderings regarding why the area is not plowed.

Andy Chapman provided an update, not asking for a motion; information gathering continues.

VIII. TNTNV Board Nominees for RSCVA January 2024 Appointee

Andy Chapman

CEO Andy Chapman shared his last board meeting is next week. Our Board is now required to nominate two individuals. Chapman shared COO Greg Long expressed interest. Blane Johnson volunteered.

Claudia Anderson made a motion for Greg Long and Blane Johnson to be nominees for the TNTNV RSCVA representative. Second by Bill Watson. All in favor.

IX. TNTNV Board Appointment to NLT Marketing Coop Committee **Andy Chapman**

Andy Chapman noted the vacancy on Coop Committee where there are four members of our organization and four from North Tahoe Community Alliance (NTCA). Currently Andy Chapman, Blane Johnson, and Paul Raymore represent TNTNV. Eric Roe is interested in joining that committee.

Claudia Anderson made motion that the TNTNV board appointment to NLT Marketing Coop Committee be Eric Roe. Second by Blane Johnson. All in favor.

X. December 2023 Financial Statements **Greg Long**

COO Greg Long highlighted several items in the financial statements (included in packet) for the December Month-End. He noted several line items that varied from the budget (i.e., higher gift shop sales, lower TOT collections, higher interest income, lower snow removal).

COO Greg Long also noted line items in the December Year-to-Date report and noted variances from budget (merchandise sales, concierge sales, office supplies/new POS system, contract services).

Motion to approve Financial Statements for December of 2023 by Blane Johnson. Second by Eric Roe. 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. He noted the upcoming second of six shows at Alibi being, one of the free shows. He recapped that there are three ticketed shows at Crystal Bay Club and three nonticketed shows at Alibi. TNTNV attends as staff to get people to sign up for WinterWonderGrass give-away. Prizes include General Admission Weekend Passes, Grass after Dark Tickers, and swag. Each person who enters at the shows are entered into VIP pass drawing.

XII. Submittal of December Dashboard **Greg Long/Andy Chapman**

COO Greg Long presented information for November Transient Occupancy Tax (TOT) and Year-to-Date numbers. He also reviewed November actuals with the November budget.

He reviewed Welcome Center numbers (Walk-in Count, Merchandise Sales, and Vacation Planner Requests) and compared these to previous month and last year. He also covered numbers for Destrimetrics, Occupancy Room Rate RevPAR. Resorts and hotels are trying to keep higher rate. Andy Chapman provided reminder that destimetrics are across NLT.

A report was also provided on Reno Tahoe Airport, showing the numbers are flat (passengers served, load factor, number of departures, nonstop destinations). Allegiant Air pulled out of Reno. New Pacific started January 1st, flying to Ontario, CA. Andy Chapman added that a merge between Jet Blue and Spirit was denied at federal level.

XIII. Management Reports

Andy Chapman

CEO Andy Chapman noted the reports are in the meeting packet for review, welcoming any questions.

XIV. Departmental Reports

Andy Chapman

Andy Chapman noted the departmental reports are in the packet for review except for the 45-page Consumer Advertising report which will be sent. Chapman welcomed any questions. He also shared that in the future information will be shared in a “dashboard” format.

a) Conference/Leisure Sales

b) Consumer Advertising

c) Social/Content

d) Public Relations

XV. Old Business

Claudia Andersen

None

XVI. New Business

Claudia Andersen

None

XVII. Director Comments

Claudia Andersen

None

**XVIII. PUBLIC COMMENT – Pursuant to NRS 241.020
Andersen**

Claudia

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. 4:29pm.

**Travel North Tahoe Nevada
FY 2024/25 Budget Development Timeline
3/20/2024**

Date	Item	Requested Action
April 1st	Internal staff revenue projection review	Staff, RSCVA, and property intel of 2024/25 budget projections.
May 1st	Internal staff draft budget preparation	Develop draft revenue and expense budget. Coordinatin with Brad Capuro on budget preparation.
May 15th (Board Meeting)	Approval of FY 2024/25 Revenue Projections	Review, discussion and Possible Board Action on Revenue Approval.
May 15th (Board Meeting)	Review of Draft 2024/25 Budget	Budget review, discussion and Board direction.
June 19th (Board Meeting)	Review of Final 2024/25 Budget	Review, discussion and Possible Board Action on Budget Approval.

Feb 2024 Financial Summary Report

Feb 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

EXPENSES

- 0460 Contract Services: Over budget due to social channel mgmt.
- 0473 Dues and Subscriptions: Over budget due to timing
- 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
- 50000 Cost of Goods Sold: Over budget due to higher gift shop sales

EXPENSES

- 0316 PERS: Under budget due to lower payroll expense
- 0405 Bank and Credit Card: Over budget due to more card processing
- 0410 Office Supplies: Over budget due to new POS hardware
- 0411 Maintenance/Snow removal: Under budget due to lower snow removal costs
- 0430 Building Repairs & Insurance: Over budget due to new toilets and higher premiums
- 0451 Legal and Accounting: Over budget due to CPA costs
- 0460 Contract Services: Over budget due to additional work requested
- 0470 Misc expense: Transfer issues
- 0473 Dues and Subscriptions: Over budget due to more opportunities
- 0501 Travel and Lodging: Over budget due to increased travel
- 0601 Hospitality: Over budget due to staff recognition and holiday party
- 0623 Regional Marketing: Under budget due to lower spend
- 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

INCLINE VILLAGE CRYSTAL BAY

Budget vs. Actuals: FY_2023_2024 - FY24 P&L

February 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
POS Sales	-803.50	0.00	-803.50	
46000 Merchandise Sales	3,192.50	1,500.00	1,692.50	212.83 %
R277 Concierge	250.00	250.00	0.00	100.00 %
Total POS Sales	2,639.00	1,750.00	889.00	150.80 %
R250 Fund Transfers	142,764.36	175,801.00	-33,036.64	81.21 %
R252 Interest Income	3,754.41	4,000.00	-245.59	93.86 %
Total Income	\$149,157.77	\$181,551.00	\$ -32,393.23	82.16 %
Cost of Goods Sold				
50000 Cost of Goods Sold	1,126.62	825.00	301.62	136.56 %
Total Cost of Goods Sold	\$1,126.62	\$825.00	\$301.62	136.56 %
GROSS PROFIT	\$148,031.15	\$180,726.00	\$ -32,694.85	81.91 %
Expenses				
0305 Payroll	33,767.22	33,973.00	-205.78	99.39 %
0314 State Employer Taxes	303.90	600.00	-296.10	50.65 %
0315 Federal Unemployment	35.46	40.00	-4.54	88.65 %
0316 Public Employees Retirement Sys	9,974.70	10,202.00	-227.30	97.77 %
0319 Employer Medicare/Soc Sec	664.55	578.00	86.55	114.97 %
0320 Health Insurance	4,462.43	3,804.00	658.43	117.31 %
0400 Utilities		0.00	0.00	
0401 Utilities- Electric	272.95	340.00	-67.05	80.28 %
0402 Utilities-Gas & Heat	307.84	290.00	17.84	106.15 %
0403 Utilities- Water & Refuse	385.36	360.00	25.36	107.04 %
Total 0400 Utilities	966.15	990.00	-23.85	97.59 %
0405 Bank & Cr Card Charges	638.64	90.00	548.64	709.60 %
0410 Office Supplies & Expenses	165.93	500.00	-334.07	33.19 %
0411 Maintenance/Janitorial	530.00	600.00	-70.00	88.33 %
0411.5 Snow Removal		800.00	-800.00	
Total 0411 Maintenance/Janitorial	530.00	1,400.00	-870.00	37.86 %
0412 IT - Computers	291.99	150.00	141.99	194.66 %
0420 Postage & Freight	100.00	50.00	50.00	200.00 %
0421 Communications	577.86	600.00	-22.14	96.31 %
0430 Building Repairs & Insurance	386.27	500.00	-113.73	77.25 %
0451 Legal & Accounting Services	2,750.00	2,750.00	0.00	100.00 %
0460 Contract Services	6,970.00	5,720.00	1,250.00	121.85 %
0461 Remote Offices	3,624.75	3,500.00	124.75	103.56 %
0462 Equipment Lease & Maint.		300.00	-300.00	
0473 Dues & Subscriptions	1,354.33	0.00	1,354.33	
0501 Travel & Lodging	871.47	1,000.00	-128.53	87.15 %
0504 Registrations	600.00	500.00	100.00	120.00 %
0505 Local Transportation/Car	61.57	150.00	-88.43	41.05 %
0507 Meeting Expenses	53.88	250.00	-196.12	21.55 %
0601 Hospitality in Market		400.00	-400.00	

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0622 Advertising Co-op	79,166.00	79,166.00	0.00	100.00 %
0623 Regional Marketing Programs		500.00	-500.00	
0650 Payroll Expense	119.00	125.00	-6.00	95.20 %
0690 Sponsorship	17,500.00	0.00	17,500.00	
0692 Sustainability Initiatives	10,362.50	0.00	10,362.50	
0751 Concierge Expense	225.00	225.00	0.00	100.00 %
51100 Freight and Shipping Costs		100.00	-100.00	
Total Expenses	\$176,523.60	\$148,163.00	\$28,360.60	119.14 %
NET OPERATING INCOME	\$ -28,492.45	\$32,563.00	\$ -61,055.45	-87.50 %
Other Expenses				
Co-op Bill Back	512.51	0.00	512.51	
Total Other Expenses	\$512.51	\$0.00	\$512.51	0.00%
NET OTHER INCOME	\$ -512.51	\$0.00	\$ -512.51	0.00%
NET INCOME	\$ -29,004.96	\$32,563.00	\$ -61,567.96	-89.07 %

INCLINE VILLAGE CRYSTAL BAY

Budget vs. Actuals: FY_2023_2024 - FY24 P&L

July 2023 - February 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
POS Sales	-803.50	0.00	-803.50	
46000 Merchandise Sales	57,595.43	39,000.00	18,595.43	147.68 %
R277 Concierge	173,262.27	185,800.00	-12,537.73	93.25 %
Total POS Sales	230,054.20	224,800.00	5,254.20	102.34 %
R250 Fund Transfers	1,570,417.78	1,636,156.00	-65,738.22	95.98 %
R252 Interest Income	32,157.79	32,000.00	157.79	100.49 %
R270 Miscellaneous Revenue	11.56	0.00	11.56	
R274 Grants		2,310.00	-2,310.00	
Total Income	\$1,832,641.33	\$1,895,266.00	\$ -62,624.67	96.70 %
Cost of Goods Sold				
50000 Cost of Goods Sold	25,857.38	21,450.00	4,407.38	120.55 %
Total Cost of Goods Sold	\$25,857.38	\$21,450.00	\$4,407.38	120.55 %
GROSS PROFIT	\$1,806,783.95	\$1,873,816.00	\$ -67,032.05	96.42 %
Expenses				
0305 Payroll	336,241.87	338,022.00	-1,780.13	99.47 %
0313 Employers Insurance of Nevada	39.00	1,600.00	-1,561.00	2.44 %
0314 State Employer Taxes	1,377.20	2,030.00	-652.80	67.84 %
0315 Federal Unemployment	277.39	280.00	-2.61	99.07 %
0316 Public Employees Retirement Sys	82,003.42	85,534.00	-3,530.58	95.87 %
0319 Employer Medicare/Soc Sec	6,716.91	5,748.00	968.91	116.86 %
0320 Health Insurance	31,306.42	29,440.00	1,866.42	106.34 %
0321 Employee Training	2,748.00	3,000.00	-252.00	91.60 %
0400 Utilities		0.00	0.00	
0401 Utilities- Electric	1,970.08	2,370.00	-399.92	83.13 %
0402 Utilities-Gas & Heat	1,236.25	1,050.00	186.25	117.74 %
0403 Utilities- Water & Refuse	3,267.09	2,895.00	372.09	112.85 %
Total 0400 Utilities	6,473.42	6,315.00	158.42	102.51 %
0405 Bank & Cr Card Charges	15,217.61	11,243.00	3,974.61	135.35 %
0410 Office Supplies & Expenses	8,077.31	4,000.00	4,077.31	201.93 %
0411 Maintenance/Janitorial	5,154.42	5,600.00	-445.58	92.04 %
0411.5 Snow Removal	560.00	3,300.00	-2,740.00	16.97 %
Total 0411 Maintenance/Janitorial	5,714.42	8,900.00	-3,185.58	64.21 %
0412 IT - Computers	2,432.27	1,200.00	1,232.27	202.69 %
0420 Postage & Freight	488.64	400.00	88.64	122.16 %
0421 Communications	4,903.56	4,800.00	103.56	102.16 %
0422 Printing Expenses	1,040.41	2,500.00	-1,459.59	41.62 %
0430 Building Repairs & Insurance	11,574.77	4,000.00	7,574.77	289.37 %
0451 Legal & Accounting Services	26,750.00	22,000.00	4,750.00	121.59 %
0460 Contract Services	59,670.00	52,960.00	6,710.00	112.67 %
0461 Remote Offices	28,412.19	28,000.00	412.19	101.47 %
0462 Equipment Lease & Maint.	1,580.32	3,500.00	-1,919.68	45.15 %
0470 Misc. Expenses	3,635.00	0.00	3,635.00	

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0473 Dues & Subscriptions	10,128.89	3,750.00	6,378.89	270.10 %
0474 License & Fees	24.00	600.00	-576.00	4.00 %
0501 Travel & Lodging	13,008.60	6,000.00	7,008.60	216.81 %
0504 Registrations	5,163.91	4,000.00	1,163.91	129.10 %
0505 Local Transportation/Car	639.30	1,200.00	-560.70	53.28 %
0507 Meeting Expenses	373.06	2,000.00	-1,626.94	18.65 %
0601 Hospitality in Market	7,615.54	3,200.00	4,415.54	237.99 %
0622 Advertising Co-op	633,328.00	633,328.00	0.00	100.00 %
0623 Regional Marketing Programs	781.91	4,000.00	-3,218.09	19.55 %
0650 Payroll Expense	1,063.00	1,000.00	63.00	106.30 %
0689 WEB Development	59.00	1,000.00	-941.00	5.90 %
0690 Sponsorship	97,832.59	170,000.00	-72,167.41	57.55 %
0691 Shuttle Subsidy/Sponsorship	60,844.00	60,844.00	0.00	100.00 %
0692 Sustainability Initiatives	40,203.10	160,457.00	-120,253.90	25.06 %
0725 Uniforms		4,000.00	-4,000.00	
0730 Special Promotional Items	1,935.00	3,000.00	-1,065.00	64.50 %
0751 Concierge Expense	147,553.50	167,220.00	-19,666.50	88.24 %
0800 Grant Expenses	3,804.55		3,804.55	
51100 Freight and Shipping Costs	1,224.10	800.00	424.10	153.01 %
59900 POS Inventory Adj -Merchandise	97.28	500.00	-402.72	19.46 %
Total Expenses	\$1,662,359.46	\$1,842,371.00	\$ -180,011.54	90.23 %
NET OPERATING INCOME	\$144,424.49	\$31,445.00	\$112,979.49	459.29 %
Other Income				
52500 Purchase Discounts	115.50	0.00	115.50	
Total Other Income	\$115.50	\$0.00	\$115.50	0.00%
Other Expenses				
Co-op Bill Back	-5,031.01	0.00	-5,031.01	
Sky Show Expenses July 4	-103,793.55	0.00	-103,793.55	
Total Other Expenses	\$ -108,824.56	\$0.00	\$ -108,824.56	0.00%
NET OTHER INCOME	\$108,940.06	\$0.00	\$108,940.06	0.00%
NET INCOME	\$253,364.55	\$31,445.00	\$221,919.55	805.74 %

Mar 17, 2024

Revenues & Stats				
	Jan-2024	Jan-2023	Variance	
TOT Revenues				
Monthly	\$ 165,447	\$ 172,326		-4.0%
YTD	\$ 1,735,863	\$ 1,853,451		-6.3%
Total Taxable Revenues	\$ 4,721,367	\$ 5,608,936		-15.8%
	Jan Actual	Jan Budget		
Monthly	\$ 165,447	\$ 185,796		-11.0%
YTD	\$ 1,735,863	\$ 1,821,953		-4.7%
Occupancy				
Hotel	42.8%	55.6%		-23.2%
Motel	57.2%	33.2%		72.2%
Vacation Rental	23.2%	43.8%		-47.1%
Time Share	29.3%	7.5%		290.3%
Home Owner				
Total	38.11%	42.43%		-10.2%
Room Rate				
Hotel	\$ 294.35	\$ 269.14		9.4%
Motel	\$ 164.68	\$ 104.17		58.1%
Vacation Rental	\$ 366.49	\$ 410.75		-10.8%
Time Share	\$ 119.02	\$ 544.31		-78.1%
Home Owner				
Total	\$ 236.14	\$ 338.99		-30.3%
RevPar				
Hotel	\$ 125.85	\$ 149.71		-15.9%
Motel	\$ 94.25	\$ 34.62		172.2%
Vacation Rental	\$ 111.33	\$ 180.05		-38.2%
Time Share	\$ 11.16	\$ 40.84		-72.7%
Home Owner				
Total	\$ 89.98	\$ 143.82		-37.4%

Visitor Information Comparative Statistics For Fiscal YTD			
	Feb-2024	Feb-2023	Variance
Walk In Visitor Count			
Monthly	1194	1022	16.8%
YTD	25,922	20,904	24.0%
Merchandise Sales			
Monthly	\$ 3,193	\$ 1,401	127.9%
YTD	\$ 57,595	\$ 37,403	54.0%
Concierge & AT Sales			
Monthly	\$ 250	\$ 175	42.9%
YTD	\$ 173,262	\$ 132,671	30.6%
Vacation Planners Mailed	65	68	-4.4%

Destimetrics Reservations Activity (as of Feb 29, 2024)				
	FY 2023/24	FY 2022/23	Variance	
Current Month Occupancy	55.2%	59.2%		-6.8%
Current Month ADR	\$ 498	\$ 471		5.7%
Current Month REVPAR	\$ 275	\$ 279		-1.4%
Next Month Occupancy	41.9%	48.5%		-13.6%
Next Month ADR	\$ 363	\$ 350		3.7%
Next Month REVPAR	\$ 155	\$ 173		-10.4%
Winter Total Occupancy (proj)	38.4%	46.6%		-17.6%
Winter Total ADR (proj)	\$ 422	\$ 389		8.5%
Winter Total REVPAR (proj)	\$ 162	\$ 182		-11.0%
Reno Tahoe International Airport				
	Jan-2024	Jan-2023	Variance	
Total Passengers Served	346,845	344,268		0.7%
Average Load Factor	74.4%	74.1%		0.4%
Total Number of Departures	1,639	1,624		0.9%
Non-Stop Destinations Served	22	20		10.0%
Departing Seat Capacity	232,453	231,258		0.5%
Crude Oil Averages (barrel)	\$ 74.15	\$ 78.12		-5.1%
Notes of Interest: United, Southwest and American will all have non-stop service to Chicago this summer Delta will begin Atlanta non-stop on June 7th				

Summary:

The Point of Sale system has been replaced. QuickBooks desktop has been replaced with QuickBooks Online. Winter has been slow at the Welcome Center. Staffing is lean.

Staffing:

- Michele Nelson is continuing to learn her new position.
- Kim Warren has been promoted to Executive Assistant.
- Lining staff up for the busy summer to come.

Operations:

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

Projects:

- Point of Sale replacement
- Accounting software replacement
- RTT strategic plan participation
- 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
March 20th, 2024

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Working with agency partners on development of Summer 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
 - Sold the Poseidon barges to RWTBII Inc.
 - Working with RTC, Washoe County, Placer County, RSCVA and TMA on FY 2023/24 TART Connect funding shortfall.
 - 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.
 - Conducted last meeting as an RSCVA Board member.
 - Partnering with Clean Up The Lake on various environmental improvement projects.
 - Presented LT Stewardship Plan to Washoe County Commissioners.
- 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 Visit California Outlook Forum
 - Attended the Nevada TRPA Oversight Committee Meeting
 - Attended NLT Marketing Coop Committee Meeting
 - Attended Visit California Brand Content Committee Meeting



Departmental Reports



north lake tahoe

February 2024

Meetings & Conventions Report

TURNED DEFINITE

1. CSU, Fresno Family and Consumer Sciences - Leadership and Management Conference - 6/18/24-6/23/24. 150 rooms and 50 people
2. HPN - 94540 - 21XM/XPS - July 2024 - 7/24/24-7/26/24. 110 rooms and 60 people
3. Professional Engineers in California - PECG Annual Meeting - 10/4/24-10/6/24. 405 rooms and 250 people

NEW MEETINGS & RFPs DISTRIBUTED

4. The Roxstar Group - Celebrity Wellness Retreat USA - 6/26/24-7/4/24, 180 rooms and 20 people
5. HPN - 99393 - CAB 2024 - 7/15/24-7/17/24, 95 rooms and 40 people
6. Schneider Electric - 2024 Excellence Awards Incentive Trip - 9/9/24-9/12/24, 137 rooms and 112 people
7. New Home Star - 2024 Sales Rally - 9/16/24-9/19/24, 762 rooms and 300 people
8. HPN - 99178 - WOO - Group 1 - 10/4/24-10/10/24, 1,545 rooms and 300 people
9. HPN - 99179 - WPV - Group 2 - 10/19/24-10/25/24, 1,545 rooms and 300 people
10. HPN - 99503 - Ski Experience 2025 - 1/10/25-1/13/25, 51 rooms and 20 people
11. HPN - 99701 - Annual - 1/26/26-2/2/26, 1,033 rooms and 300 people
12. HPN - 99060 - 2027 Annual Conference & Vendor Show - 6/7/27-6/12/27, 507 rooms and 200 people

NEW INQUIRIES

1. Corteva Agriscience - Pioneer - 6/16/24 - 6/18/24, 39 rooms and 19 people
2. CraneLogic - 2024 Forensic Retreat - 8/6/24-8/7/24, 44 rooms and 22 people
3. Quality Care Health Foundation - 2025 DON Conference - 8/21/25-8/22/25, 100 rooms and 175 people
4. Northwest Public Power Association - NWPPA Annual Membership Meeting 2025 - 5/9/25-5/14/25, 975 rooms and 350 people
5. Correctional Leaders Association - CLA 2025 Western Directors Conference - 7/14/25-7/17/25, 306 rooms and 120 people
6. Association of Community Cancer Centers - NOS Board Retreat 2024 - 8/9/24-8/10/24, 40 rooms and 25 people
7. Arrow Construction - Spring Management Retreat 2024 - 5/31/24-6/2/24, 82 rooms and 80 people
8. Cribl - Managers Summit (LNMD) - 9/11/24-9/12/24, 280 rooms and 140 people
9. Arrow Electronics - Ignite Incentive Trip - 8/27/24-8/29/24, 39 rooms and 37 people
10. National Ski Areas Association - West Winter Show 2025 - 1/20/25-1/24/25, 975 rooms and 650 people

11. Robbins Research International - Tony Robbins Platinum Financial Feb or March 2026 - 2/3/26-2/12/26, 2,639 rooms and 500 people
12. Enverus - Product Mgmt Meeting 2024 - 6/2/24-6/5/24, 127 rooms and 40 people
13. CHS Inc., - CSH Agronomy Customer Event - 9/6/25-9/10/25, 230 rooms and 100 people

ARRIVED BUSINESS

No arrived programs in February of 24'

February of 23' (2) programs, 300 people and 673 rooms

February of 22' (0) programs

SITE VISITS & SALES CALLS

- None in February

CONFERENCE SALES PROJECTS

- Key Projects:
 - Mid-Season Video and Newsletter to highlight Village at Palisades, Northstar California, Diamond Peak, Sunnyside Resort, Alpenglows Expeditions and Lake Tahoe Snowmobiling. <https://www.youtube.com/watch?v=etg8ScN0aGM&t=152s>
 - Planning training at HPN HQ March 21 with Ritz-Carlton Lake Tahoe, Everline Resort & Spa, Village at Palisades and Granlibakken.

Chicago Rep Efforts

- AHA Annual Meeting – Feb 5, 2024
- Women's Forum/Assn Forum - Chicago – March 15, 2024
- AAOMS Luncheon – March 19, 2024
- Pharma Forum – March 24-27, 2024
- Destination Celebration – Kansas City – April 2, 2024



north lake tahoe

February 2024

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- o Attended Go West Summit February 26-29 and shared [contacts](#) with our stakeholders. Produced a postcard which we distributed at all (30) appointments. Dinner at Lone Eagle Grille for (14) buyers. Lunch with Bonotel's President Simon Brooks and our market rep Hylton Fothergill. Follow up to schedule webinars and product development.
- o Hosted two journalists from France representing Voyage Voyage who are on a High Sierra Visitor Council itinerary sponsored by Air France. Fabien Guyon, journalist and Martina Maffini, photographer. Interface Tourism is the rep firm in France which HSVC uses. We toured Tahoe City and had lunch at Gar Woods.
- o NLT co-op meeting with guest presenters Jonathan Vega and Jennifer Rhoads our market reps from Expedia
- o Hosted (5) influencers from Mexico with RSCVA for snowshoe experience on Chickadee Ridge.
- o Hosted journalist from Canada, Rebecca Field Jagger.
- o Site visit of North Lake Tahoe for Randee Shyer of Jetsetting Families who was in Tahoe sponsored by SmartFlyer.
- o Produced postcards for Calgary Outdoor Adventure show March 16-17.
- o Planning annual Australia/New Zealand ski FAM March 7-10.

VISA VUE DATA

- Domestic Visitor Data - January 2024
- January Visitor Data:
 - o 2024 - \$31,111,775
 - o 2023 - \$33,929,803
 - o 2022 - \$34,414,873
- YTD Visitor Data:
 - o 2024 - \$31,111,775
 - o 2023 - \$33,929,803
 - o 2022 - \$34,414,873
- Top Cities - Visitor Origin:
 - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
 - Key spending findings on these cities YOY % change:
 - SF -5% \$11,442,446M
 - Sacramento -6% \$3,062,793M
 - San Jose/Sunnyvale/Santa Clara -1% \$2,701,531M
 - Reno -5% \$1,892,323M
 - LA/Long Beach/Anaheim -24% \$1,415,022M

- Santa Rosa -5% \$813,724
 - San Diego -20% \$749,205
 - Santa Cruz -10% \$619,468
 - New York -4% \$507,313
 - Vallejo -8% \$271,739
 - Seattle-Tacoma-Bellevue -10% \$245,741
- Total spend: \$50 M (all) and \$31 M (non-resident)
- Total domestic visitor spend by market segment January:
 - Restaurants \$15,915,412M
 - Food & Grocery \$13,354,367M
 - Retail \$3,712,197M
 - Entertainment \$3,209,631M
 - Hotels & Lodging \$2,065,174M
- International Visitor Data - January 2024
- December Visitor Data:
 - 2024 - \$667,022
 - 2023 - \$620,020
 - 2022 - \$393,364
- YTD Visitor Data:
 - 2024 - \$667,022
 - 2023 - \$620,020
 - 2022 - \$393,364
 - Total spend: \$657,300 Estimated visitors: 2.6K
 - Top countries by spend and YoY % Change
 - Australia \$113k, +47%
 - Canada \$66,337k, +17%
 - China Mainland \$55,957, -9%
 - Brazil \$52,872, +63%
 - Mexico \$51,044k, -9%
 - UK \$37,125k, +9%
 - New Zealand \$26,811k, -12%
 - Chile \$25,527, +31%
 - Namibia \$22,897, N/A
 - Peru \$15,594k, -75%
 - Taiwan \$14,055, +90%
 - Germany \$13,292, +71%
 - France \$11,739, +34%
 - Total international visitor spend by market segment:
 - Restaurants & Dining \$195,891k
 - Retail \$149,372k
 - Hotels & Lodging \$72,117k
 - Food & Grocery \$99,063k
 - Entertainment \$103,445k



As the winter campaign wrapped up, the February report includes a recap for the consumer campaign and a recap for the MCC campaign. A total of 64 clips were secured from PR efforts (2.37x more than January), one blog was posted and two newsletters deployed. Engagement on social channels increased by 15% with the help of a WWG contest. Website sessions increased MoM as a result of more snow.

WEBSITE PERFORMANCE

116K

Sessions

29%

Paid Session Rate

90.39%

Engagement Rate

CA

Top State

Road Conditions

Top Page at 29K Sessions

Tubing/Sledding Blog

Highest Average Time/Session
at 1:00

Organic Search

Top Channel

44K

Ranking Keywords

CONSUMER PAID MEDIA CAMPAIGN - 11/16-2/29

10.2M

Impressions

17K

TOS Conversions

1.03% CTR

SEM had the highest
CTR at 9.06%

NATIONAL PAID SEARCH CAMPAIGN - 11/16-2/29

15.7K

Impressions

320

TOS Conversions

8.39% CTR

"Things to do in north
shore tahoe" had the
highest CTR at 26.61%

MCC PAID MEDIA CAMPAIGN - 11/16-2/29

1.06K

Impressions

253

TOS Conversions

0.97% CTR

Facebook had the
highest CTR at 2.48%

PUBLIC RELATIONS

64

Secured Clips

471.4M

Est. Digital Visits

1.08M

Est. Digital Views

Topics: spring break destinations, transformative and sustainable travel, indoor activities, dual days, volunteer opportunities, snowshoeing, backcountry skiing, spring fishing, solo travel, along with other upcoming events.

Publications: AFAR, Visit CA, SF Gate, Thrillist, KTLA5, World Atlas, VacationIdea, The Observer and more.

SOCIAL MEDIA

217.7K

Audience

1.4M

Impressions

222K

Video Views

36K

Engagements

2.65% ER

(Industry Avg. 0.9%)

Top posts highlighted scenic winter shots,
National Plan For Vacation Day and WWG.

BLOG

17

Pageviews

0:24

Time on Page

Topic: Valentine's Day Date Ideas
in Lake Tahoe

NEWSLETTER

26.8% OR

(Industry Avg. 16%)

0.7% CTR

(Industry Avg. 1.6%)

Content included the blog, Pure Blue Waters contest, the Mountainside Coffee Shop Spotify playlist, upcoming events and a stewardship responsible travel tip.

CA NOW STORY

70.1%

Interaction Rate

49.4%

Completion Rate

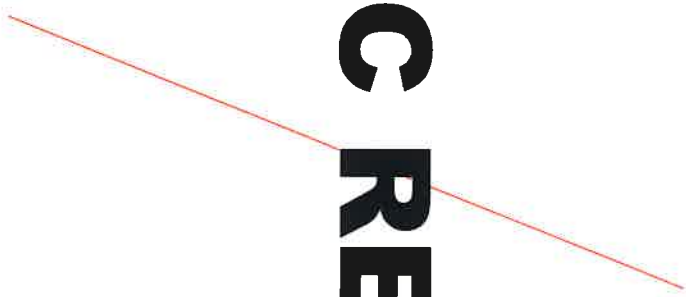
The tubing and sledding story continued to be at the top for engagement with a completion rate of 57.84%, followed by the Make A Clear Difference story.

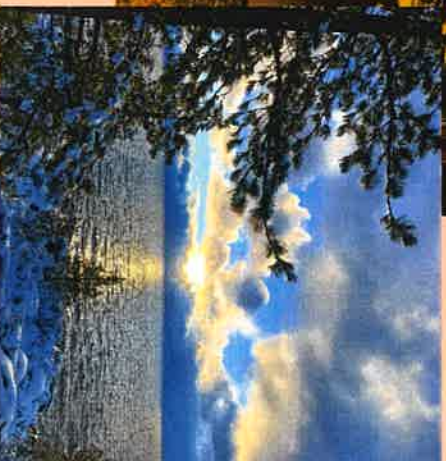
FEBRUARY PERFORMANCE REPORT

**TRAVEL NORTH
TAHOE NEVADA**

— ↓

PUBLIC RELATIONS





PUBLIC RELATIONS OVERVIEW

In the month of February, The Abbi Agency focused their outreach on following up with media that attended the Travel Nevada event and continued media virtual desksides.

In addition, TAA distributed a release announcing the continuation of TART Connect.

1

Media placements

28.4K

Est. Monthly Visitors

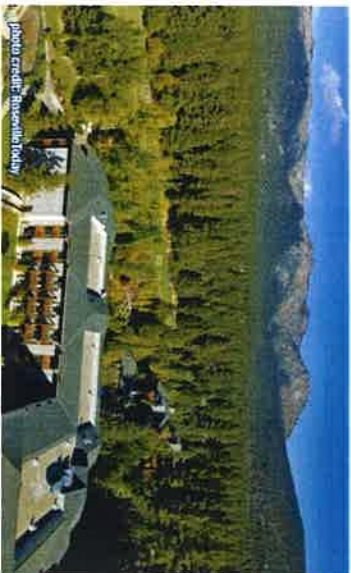
35

Avg. Domain Authority

To view all coverage to-date, go to your [23/24 Coverage Book](#)



LAKE TAHOE TART SERVICE MAINTAINS INCLINE VILLAGE AND CRYSTAL BAY COVERAGE



TART Connect Zone 3 coverage continues with vital funding

North Lake Tahoe, NV – Travel North Tahoe Nevada (TNTNV) is pleased to announce the continuation of extended service areas and uninterrupted coverage for TART Connect Zone 3 (covering Incline Village and Crystal Bay), thanks to a renewed effort with regional partners. Following positive developments in regional partner participation, TART Connect is delighted to uphold its commitment to serving the community with enhanced accessibility and convenience.

Roseville Today

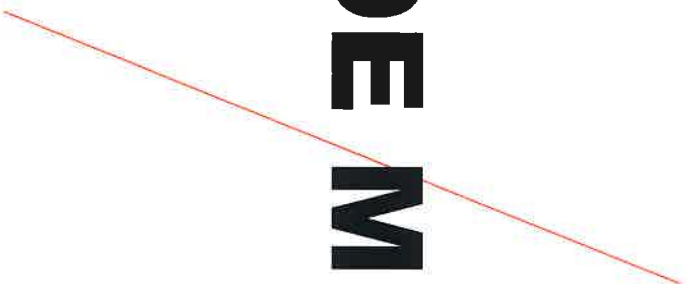
Placement Date: February 29, 2024

Est. Monthly Visitors: 28,400

Key Messages: TART Connect

Brand Pillar: Lead, Invest

DESKSIDE MEETINGS





BRIAN CICIONI
Publications: MSN,
USA Today, Insider
Deskside Date:
January 23, 2024



DAVID KORN
Publication: Facilities
& Destinations
Deskside Date: TBD

NEWSLETTER





Travel North Tahoe Nevada Strategic Plan Survey

Travel North Tahoe Nevada (formerly known as the Incline Village Crystal Bay Visitors Bureau) has begun the process of creating a Strategic Plan to guide our next few years. To facilitate the process, we have retained Whereabout, a destination strategy consulting firm. This 15-minute survey is the first step in collecting the information they need to assess our current state and prepare for an informed strategic planning process. We want to hear from key stakeholders who are part of our region's tourism industry, and appreciate you taking the time to answer these questions. Responses will be sent directly to Whereabout, held in confidence, and will only be shared in aggregated form with the Travel North Tahoe Nevada strategic planning team. If you have any questions or concerns about the survey, please contact Andy Chapman at andy@travelnorthtahoenevada.com or Matthew Landamer at matt@whereabout.com.

Please complete your response by close of business on March 6th.

TAKE THE SURVEY TODAY

TRAVEL
NorthTAHOE
NEVADA



All rights reserved | travelnorthtahoenevada.com

NEWSLETTER METRICS

Audience: Incline Village Crystal Bay Visitors Bureau

Delivered: Thu, Feb 22, 2024 1:15 PM

Subject: Help shape the future of North Tahoe Nevada tourism -
Share your insights with us!

[View email](#) • [Download](#) • [Print](#) • [Share](#)



Successful deliveries	96	99.0%	Clicks per unique opens	24.4%
Total opens	94		Total clicks	34
Last opened	3/5/24 2:47PM		Last clicked	3/5/24 2:48PM
Forwarded	0		Abuse reports	0

THANK YOU