

TRAVEL  
**North**  
**TAHOE**  
NEVADA

AGENDA

**Board Meeting**  
**Travel North Tahoe Nevada**  
**Wednesday, June 26, 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 June 26, 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.

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## AGENDA

- |   |                            |
|---|----------------------------|
| <b>I. Call to Order/Roll Call</b>   | <b>Chair</b>               |
| <b>II. PUBLIC COMMENT – Pursuant to NRS 241.020</b><br>This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.    | <b>Chair</b>               |
| <b>III. Approval of Agenda</b> (For Possible Action)  | <b>Chair</b>               |
| <b>IV. Approval of the May 2024 Board Minutes</b> (For Possible Action)   | <b>Chair</b>               |
| <b>V. Approval of Final Public TNTNV Strategic Plan Document</b> (5 min)<br>(For Possible Action)   | <b>Chapman</b>             |
| <b>VI. Community Engagement &amp; Advocacy Manager Job Description Review</b><br>(5 min)  | <b>Chapman</b>             |
| <b>VII. FY 2023/24 Budget Review and Discussion</b> (For Possible Action) (20 min)  | <b>Chapman/Long</b>        |
| <b>VIII. By-Law Review and Board Approval</b> (For Possible Action) (15 min)  | <b>Chapman</b>             |
| <b>IX. Nominating Committee Board Appointment Recommendation</b> (10 min)<br>(For Possible Action)<br>Candidate to be considered: Darya Shahvaran – Owner Tahoe Gifting Co. | <b>Committee</b>           |
| <b>X. FY 2024/25 Board Officer Appointment</b> (5 min)<br>(For Possible Action)<br>Candidates to be considered: Bill Watson, Eric Roe, Pascal Dupuis, Claudia Anderson      | <b>Chapman</b>             |
| <b>XI. NLT Marketing Coop Committee Appointment</b> (5 min)<br>(For Possible Action)<br>Candidates to be considered: Eric Roe, Andrew Gauthier, Kressa Olguin, Andy Chapman | <b>Chapman</b>             |
| <b>XII. May 2024 Financial Statements</b> (For Possible Action) (10 min)  | <b>Long</b>                |
| <b>XIII. CEO Annual Review and Performance Merit Evaluation for Future Salary &amp; Incentive Payments</b> (For Possible Action) (40 min)                                   | <b>Chair/Board Members</b> |
| <b>XIV. Submittal of April Dashboard</b> (In Packet for Board Review)   | <b>Long</b>                |
| <b>XV. Management Reports</b> (In Packet for Board Review)  | <b>Chair</b>               |
| <b>XVI. Departmental Reports</b> (In Packet for Board Review)<br>a) Conference/Leisure Sales<br>b) Consumer Advertising/Social/Content<br>c) TNTNV Public Relations         | <b>Chair</b>               |
| <b>XVII. Outgoing Board Member Recognition</b> (15 min)   | <b>Board/Staff</b>         |
| <b>XVIII. Old Business</b>  | <b>Chair</b>               |
| <b>XIX. New Business</b>  | <b>Chair</b>               |

**XX. Director Comments**

**Chair**

**XXI. PUBLIC COMMENT – Pursuant to NRS 241.020**

**Chair**

This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.

**XXII. Adjournment – (For Possible Action)**



May 2024 Board Meeting Minutes  
Travel North Tahoe Nevada  
Wednesday, May 15, 2024, 3:00pm

**I. Call to Order/Roll Call** **Claudia Andersen**

The Travel North Tahoe Nevada Board Meeting was called to order at 3:05pm by Chair Claudia Andersen. Roll call was taken, and the following members were present: Blane Johnson, Pascal Dupuis, Eric Roe, Claudia Andersen, and Bill Watson (arrived at 3:09pm). The following TNTNV employees were present: Andy Chapman, President/CEO, Greg Long, Chief Operating Officer, and Kim Warren, Executive Assistant. Legal representation from Reese Ring Velto, PLLC.

**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 June 2024 agenda by Pascal Dupuis. Second by Eric Roe. Approved.

**IV. Approval of February 2024 Special Board Meeting Minutes** **Claudia Andersen**

Motion to approve February 2024 Special Board Meeting Minutes by Blane Johnson. Second by Pascal Dupuis. Approved.

**V. Approval of March 2024 Board Meeting Minutes** **Claudia Andersen**

Motion to approve March 2024 Board Meeting Minutes by Eric Roe. Second by Pascal Dupuis. Approved.

**VI. Approval of TNTNV Strategic Plan**

**Andy Chapman**

Strategic Plan booklet and a Strategic Plan one page document are included in meeting packet. CEO Andy Chapman noted first part of plan is an eight-page overview and organized in five objectives: Objectives: Amplify Our Message, Maximize Brand Lift, Invest in Stewardship, Leverage Partnerships, and Fine Tune Operations. Under each objective are strategies and indicators.

CEO Andy Chapman also highlighted the work around values and updates to some of those. He noted the two-page placemat to use as a guiding document. Chapman noted he is looking for any changes or updates; this is a working document. The group will look at what to prioritize and the budget implications.

The discussion was opened for questions, comments, and further discussion. Pascal Dupuis thought the process was very well done, enhancing and embracing our communication. Chapman noted the work is just starting as implementation is ahead.

Motion to approve TNTNV Strategic Plan by Bill Watson. Second by Blane Johnson. Approved.

**VII. FY 2024/25 Fund Transfer Revenue Review**

**Chapman/Long**

CEO Andy Chapman presented three options to look at prior to creating the budget for FY 2024-25.

Option A - flat to last year

Option B – 3% increase

Option C – 3% decrease

Chapman noted the nuances of how and when payments are made (hotel, rental agency, Airbnb) bringing in revenue.

Bill Watson asked if the staff thinks one option is better than others. Andy Chapman noted staff wished to provide options and receive feedback from the Board. Chapman commented that being conservative is a preference.

Blane Johnson inquired where the impact would be for a decreased budget. CEO Andy Chapman replied the goal is to better align with the cooperative while looking at investments and returns. He noted where funds might be freed up. Bill Watson noted TNTNV will lead how much to contribute.

Motion to approve FY 2024/25 Fund Transfer Revenue Review Option C, per staff recommendation, by Bill Watson. Second by Eric Roe. Approved.

**VIII. By-Law Review and Possible Revision**

**Andy Chapman**

CEO Andy Chapman noted the By-Laws we have were last updated in 2018 and reminded the Board Updates may be made.

Discussion and points around specific Articles and items followed (use of DBA Travel North Tahoe Nevada, geographical location description, Board positions and term length, use of term “members,” election and term of officers, etc.).

Discussion and review continued, making specific points and changes to wording. CEO Andy Chapman will look at input, descriptions and language. He will bring changes back to the Board at the next meeting.

**IX. Update on Board Nomination Process**

**Andy Chapman**

CEO Andy Chapman had a meeting about three weeks to a month ago. Eric Roe, Blane Johnson, and Andy Chapman listed about twelve names and discussed diversity in both individuals and businesses. The group was then narrowed to six to seven names which were broken up between committee members for outreach. That group will then be whittled to three to four; the committee will share TNTNV strategic plan and see if those individuals are still interested in the open position. At June meeting, the committee will present a name for approval.

**X. April 2024 Financial Statements**

**Greg Long**

COO Greg Long highlighted several items in the financial statements (included in packet) for the April Month-End. He noted record merchandise sales, concierge Thunderbird Lodge sales kicking off in April with a strong start. The fund transfers for February and March are up.

COO Greg Long reviewed expenses and highlighted line items that were over or under budget. Examples included that meeting expenses are over budget because of Mountain Travel Symposium, and Health Insurance is over as new employee took advantage of offering while previous employee did not. Long also highlighted that Sponsorship is under budget and TNTNV is hoping to get all promised money out before end of fiscal

Greg Long noted the April YTD (ten months into fiscal) is under budget and Funds/Transfers are down.

To reply to a question, CEO Andy Chapman noted the Marketing in the budget is specific to in-house marketing rather than collaborative marketing.

Andy Chapman also reminded the group of the SkyShow cash overflow. The Parasol Community Foundation released funds back to TNTNV to use toward the good of the community (i.e. sustainability, Washoe Tribe).

Pascal Dupuis recognized the high sales in the gift shop and Andy Chapman noted the variety of product and artisans. Greg Long added we have more low-priced items.

Blane Johnson mentioned the barges were sold for \$1 and Greg Long noted they will be removed from the asset list.

Motion to approve the April 2024 Financial Statements by Bill Watson. Second by Blane Johnson. Approved.

**XI. FY 2023/24 CEO Review Process and Timeline**

**Claudia Andersen**

Chair Claudia Andersen reminded the Board the process changed a bit last year. COO Greg Long spoke of timeline for the process. Claudia Andersen highlighted that Greg Long collects data and organizes. He is accumulating comments and will send out forms officially. The Board members will have until June 7<sup>th</sup> to fill out documents and return to Greg. The information will be cumulated by next Board meeting and will be distributed June 21<sup>st</sup> so Board can review prior to the next meeting. The Board will then conduct an interview.

Chair Claudia Andersen noted the process has been simplified and this year's review will also note the work on the Strategic Plan.

**XII. Submittal of April Dashboard**

**Greg Long**

COO Greg Long presented information for Revenues and Stats for March 2024 (Transient Occupancy Tax [TOT], Occupancy, Room Rate, RevPar). Incline Lodge is pushing the average up. He also compared March's actual YTD to the budget (17% more than last year, 4% more than budgeted).

COO Greg Long reviewed Welcome Center numbers (Walk-In Count, Merchandise Sales [up about 65%], Activity Tickets Sales, and Vacation Planner Requests) and compared those to last year by month and YTD (up 25%). He also covered numbers for Destrimetrics Reservations Activity.

Long reviewed March actual YTD and compared to the budget. Chapman noted payments are two months in arrears. Our April numbers are the last payment for fiscal; we will get those funds in June.

Information is included in meeting packet.

**XIII. Management Reports**

**Andy Chapman**

In Packet. No questions.

**XIV. Departmental Reports**

**Andy Chapman**

- a.) Conference/Leisure Sales
- b.) Consumer Advertising/Social/Content
- c.) TNTNV Public Relations

Some reports came in after board packet went out; they will be sent out after the meeting. Other reports are in meeting packets.

Greg Long noted a TNTNV employee will be at the East Shore Trail. At a branded table and pop-up, there will be a handout for the Welcome Center with the goal to get people to our Welcome Center. Poop bag rolls, Trails of Tahoe brochures, and area maps will be available. Information on sustainability will be given and people will be opportunity to take sustainability pledge.

Greg Long shared the goal is to go where the people are and provide information. The East Shore table will run from July 4<sup>th</sup> – Labor Day.

CEO Andy Chapman mentioned the East Shore Express has issues on contracting parking lots; they cannot use the old elementary school and they cannot use overflow at the new elementary school. They are working on the middle school. They are going to run it up and down the highway, from TART bus stops. This brings a concern regarding where people are going to park.

## **XV. Old Business**

**Claudia Andersen**

**Welcome Center Book Signing Event** - Greg Long provided a summary and shared it was a way to bring people to the Welcome Center. He noted details around our first attempt at an event like this: 4:00-6:00pm, locals and visitors (about 18 people).

Andy Chapman added Michele Nelson had the vision for this. It was a small event but a big undertaking. He noted this may lead to additional events (i.e. Tahoe Talks – ranger, tribal member), perhaps two to three a season. Chapman shared events like this are an interesting way to bring people to the Welcome Center. Greg Long agreed and said the possibilities are endless.

### **TART Connect RSCVA Funding**

CEO Andy Chapman noted that Washoe RTC and TRPA went to RSCVA to request funding. RSCVA ultimately provided \$200,000 to get through the end of the current fiscal.

Andy Chapman shared information about the federal procurement process. He noted TNTNV will not be as engaged in TART Connect, and shared Washoe County and Washoe RTC will need to decide what they want to do with TART Connect in the community.

Blane Johnson concluded the discussion, noting the Board had accomplished what they had hoped.

## **XVI. New Business**

**Claudia Andersen**

CEO Andy Chapman shared TNTNV is sponsoring the Alibi Ale Concert Series “Tunes on Tap” that will happen on Thursdays. The first one is in June and the series runs through the last week of August.

Chapman also highlighted TNTNV is pleased to sponsor the Gambler Run Music Festival again this year. The festival is at the Crystal Bay Club July 26<sup>th</sup>-28<sup>th</sup> and will be inside and outside. Chapman



requested Eric Roe to provide an update at the June meeting.

Eric Roe added a big marketing push is happening and they are working with TERC, Sierra NV Alliance, Tahoe Fund, etc. They are initiating a “no plastic” mission.

Blane Johnson asked several questions. He shared they he/Sun Bear can push out the information as they have about 15,000 people on their newsletter list.

**XVII. Director Comments**

**Claudia Andersen**

None

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

**Claudia Andersen**

**This is the time for public to comment on any matter whether it is included on the Agenda of this meeting.**

None

**XIX. Adjournment –**

**Claudia Andersen**

Call to adjourn by Claudia Andersen. Adjourned. 4:43pm.

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**

**IVGID Office**

**Crystal Bay Post Office**

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

**Travel North Tahoe Nevada Welcome Center**

## **Community Engagement & Advocacy Manager**

### **Travel North Tahoe Nevada**

#### **About Travel North Tahoe Nevada**

Travel North Tahoe Nevada is a non-profit destination management organization (DMO) with the mission of encouraging destination experiences that support a vibrant economy, enhance community character and foster environmental stewardship. Travel North Tahoe Nevada strives to support the local economy through thoughtful visitor focused programming designed to promote the North Lake Tahoe region as a year-round, world-class tourism destination. We work collaboratively with our local businesses, stakeholders, regional and state-wide partners and government agencies to create a vibrant and sustainable tourism industry in North Lake Tahoe.

**Position Purpose:** To build and maintain relationships with individuals, organizations, and partners that support Travel North Tahoe Nevada's strategic goals. Secure Travel North Tahoe Nevada's reputation and role as a "community good" by providing and communicating value to industry stakeholders, partners and residents.

**Reports To:** President/CEO

#### **Responsibilities**

- Develop a strategy to build and maintain programs and activities that will have a positive impact on the community through stakeholder and community engagement.
- Develop and deliver targeted and effective stakeholder outreach campaigns that speak to the positive impacts of a healthy tourism and overall community balance.
- Develop and maintain positive relationships with key community leaders and organizations.
- Develop an educational resource, curating and sharing critical information to residents, businesses, and visitors alike.
- Plan and support events and programs that promote collaboration and advocacy for tourism within the community.
- Work with lodging property partners to provide valuable information to in-market guests and groups including an action plan for communicating Travel North Tahoe Nevada messaging.
- Work to motivate guests with community engagement opportunities while in-market including community activities, events and volunteer opportunities.
- Manage and grow our stakeholder database, ensuring effective communication and outreach.
- Gather venue and lodging calendar and community event information for Travel North Tahoe Nevada newsletters to share with stakeholders for effective planning and communication with visitors and residents.
- Manage communication of logistics and activation information for campaigns that require community partner support.
- Assist with logistics of familiarization tours and site inspections with hotels, restaurant, and attraction partners.
- Compile and maintain business partner email distribution list(s), social tags, website listings and CRM information.

- Determine appropriate and worthwhile data to share with partners including options such as visitor data, website analytics, and social media engagements.
- Direct social media channels dedicated to community engagement.
- Stay abreast of local issues and concerns as they relate to tourism.
- Develop and present reports on community engagement efforts.
- Be an ambassador for the organization with responsibilities for delivering the company's vision within the local community.

### **Qualifications**

Bachelor's degree in marketing, communications, public relations, public affairs or a related field.  
 Minimum 3-5 years of experience in community engagement, public relations, or a similar role.  
 Proven experience developing and implementing successful community engagement strategies.  
 Excellent communication, interpersonal, and relationship-building skills.  
 Understanding of destination management principles a plus.  
 Experience working in the tourism industry is a plus.  
 Experience with social media management is a plus.  
 Must be a team player with a positive and energetic attitude.  
 A passion for North Lake Tahoe and the travel industry is a must.  
 Ability to work flexible work schedule.

### **Benefits**

Competitive salary and benefits package.  
 Opportunity to work in a beautiful and dynamic destination.  
 Be part of a passionate and collaborative team.  
 Make a positive impact on the North Tahoe Nevada community.

Travel North Tahoe Nevada

Budget 2024-25

Ordinary Income/Expense

	FY 23-24	FY 24-25	Variance \$	Variance %
	Actual *	Projection	Prior Actual	Prior Actual
Income				
POS Sales				
46000 · Merchandise Sales	82,383	86,000	3,617	4.4%
R277 · Ticket Sales	254,443	263,300	8,857	3.5%
Total POS Sales	<b>336,826</b>	<b>349,300</b>	<b>12,474</b>	<b>3.7%</b>
R250 · Fund Transfers	2,149,102	2,096,870	-52,232	-2.4%
R252 · Interest Income	55,531	51,000	-4,531	-8.2%
R270 · Miscellaneous Revenue	12	0	-12	-100.0%
R274 · Grants	1,155	0	-1,155	-100.0%
Total Income	<b>2,542,626</b>	<b>2,497,170</b>	<b>-45,456</b>	<b>-1.8%</b>
Cost of Goods Sold				
50000 · Cost of Goods Sold Merchandise	33,946	43,000	9,054	26.7%
50001 · Cost of Goods Sold Tickets	0	231,704		
Total COGS	33,946	274,704	240,758	709.2%
Gross Profit	<b>2,508,680</b>	<b>2,222,466</b>	<b>-286,214</b>	<b>-11.4%</b>
Expense				
0305 · Payroll	480,800	584,505	103,705	21.6%
0313 · Employers Insurance of Nevada	39	400	361	925.6%
0314 · State Employer Taxes	2,691	3,053	362	13.5%
0315 · Federal Unemployment	370	516	146	39.4%
0316 · Public Employees Retirement Sys	123,469	147,702	24,233	19.6%
0319 · Employer Medicare/Soc Sec	9,756	11,873	2,117	21.7%
0320 · Health Insurance	49,095	71,208	22,113	45.0%
Total Salaries, Wages & Benefits	<b>666,221</b>	<b>819,257</b>	<b>153,036</b>	<b>23.0%</b>
0321 · Employee Training	2,748	5,000	2,252	82.0%
0401 · Utilities- Electric	2,834	2,950	116	4.1%
0402 · Utilities-Gas & Heat	2,085	2,280	195	9.4%
0403 · Utilities- Water & Refuse	4,778	5,025	247	5.2%
0405 · Bank & Cr Card Charges	21,415	17,465	-3,950	-18.4%
0410 · Office Supplies & Expenses	13,154	13,750	596	4.5%
0411 · Maintenance/Janitorial	7,674	8,400	726	9.5%
0411.5 · Maintenance/Snow Removal	560	3,750	3,190	569.6%
0412 · IT - Computers	2,905	3,200	295	10.2%
0420 · Postage & Freight	481	1,200	719	149.6%
0421 · Communications	7,249	8,000	751	10.4%
0422 · Printing	1,658	2,500	842	50.7%
0430 · Building Repairs & Insurance	21,108	15,700	-5,408	-25.6%
0451 · Legal & Accounting Services	37,750	50,000	12,250	32.5%
0460 · Contract Services	88,100	115,540	27,440	31.1%
0461 · Remote Offices	45,912	42,000	-3,912	-8.5%
0462 · Equipment Lease & Maint.	2,401	2,000	-401	-16.7%
0473 · Dues & Subscriptions	11,266	15,050	3,784	33.6%
0474 · License & Fees	75	100	25	33.3%
0501 · Travel & Lodging	20,507	20,700	193	0.9%
0504 · Registrations	5,764	5,196	-568	-9.9%
0505 · Local Transportation/Car	1,108	300	-808	-72.9%
0507 · Meeting Expenses	3,613	2,900	-713	-19.7%
0601 · Hospitality in Market - Other	8,130	6,550	-1,580	-19.4%
0611 · Misc. Advertising Co-op	0	20,000	20,000	na
0622 · Advertising Co-op	949,992	550,000	-399,992	-42.1%
0623 · Regional Marketing Programs	6,155	6,000	-155	-2.5%
0650 · Payroll Expense	1,536	1,509	-27	-1.8%
0689 · WEB Development	59	0	-59	-100.0%
0690 · Sponsorship	136,706	150,500	13,794	10.1%
0691 · Shuttle Subsidy/Sponsorship	60,844	110,844	50,000	82.2%
0692 · Sustainability Initiatives	233,334	200,000	-33,334	-14.3%
0725 · Uniforms	0	7,000	7,000	na
0730 · Special Promotional Items	1,935	4,000	2,065	106.7%
0751 · Concierge Expense	220,496	0	-220,496	-100.0%
800 · Grant Expenditures	3,805	0	-3,805	-100.0%
51100 · Freight and Shipping Costs	1,474	3,050	1,576	106.9%
59900 · POS Inventory Adj -Merchandise	597	750	153	25.6%
0990 Depreciation		0		
Total Expense	<b>2,596,427</b>	<b>2,222,466</b>	<b>-373,961</b>	<b>-14.4%</b>
Net Ordinary Income	<b>-87,747</b>	<b>0</b>	<b>87,747</b>	<b>-100.0%</b>

Travel North Tahoe Nevada  
 FY 2024/25 Draft Budget Assumptions  
 6/26/2024

Budget Code	Description	Budget Amount	Reasoning
R277	Ticket Sales	\$263,300	Increase of 3.5% from prior year
R250	Fund Transfers	\$2,096,870	Decrease of 3% from prior year actual
50001	Cost of Goods Sold - Tickets	\$231,704	Moved concierge expense to CGS per accountant
0305	Payroll	\$582,755	Includes current staff competitive increase plus new position
0316	PERS	\$147,702	Includes new position and new pay scale levels
0320	Health Insurance	\$71,208	8.5% policy increase plus new position
0451	Legal & Accounting	\$45,000	Includes NV legislative advocacy January - June
0460	Contract Services	\$115,540	Includes increased program costs to implement Strategic Plan
0611	Misc. Advertising Coop	\$20,000	Target visitors while in market to message responsible travel
0622	Advertising Coop	\$550,000	Reduction of \$400,000 in NLT Coop contribution
0690	Sponsorship	\$155,500	Local sponsorship opportunities to support Strategic Plan implementation
0691	Shuttle Subsidy	\$110,844	Moved prior year TART Connect funding from Sustainability line item
0692	Sustainability	\$200,000	Maintaining approximately 10% of revenues
0751	Concierge Expense	\$0	Moved concierge expense to Cost of Goods Sold



north lake tahoe  
Incline Village/Crystal Bay Visitors Bureau

## BY-LAWS OF INCLINE VILLAGE/CRYSTAL BAY VISITOR AND CONVENTION BUREAU INC.

### ARTICLE I- Name

The name of this entity shall be the Incline Village/Crystal Visitor and Convention Bureau, doing business as Travel North Tahoe Nevada –(hereafter referred to as IV/CBVCBTNTNV) and is designated as a private non-profit corporation and as such, its' functions shall be governed by Nevada Revised Statutes and Washoe County Ordinances pertaining thereto.

### ARTICLE II - Purpose and Function

It shall be the purpose mission of the IVCBVCBTNTNV to promote travel and tourism to encourage destination experiences that support a vibrant economy, enhance community character and foster environmental stewardship in the portion of Washoe County within the Lake Tahoe Basin, the Lake Tahoe, Washoe County area comprised of Incline Village and Crystal Bay, Nevada. This organization is not a membership organization.

### ARTICLE III - Board of Directors

#### A. Power of Responsibility

Members of the Board of Directors may be residents of Incline Village or Crystal Bay, Nevada and they must own, conduct or have an interest in a business or profession located in Incline Village or Crystal Bay, Nevada. The Board of Directors shall be responsible for all actions of the IVCBVCBTNTNV and be vested with those powers necessary to carry out such responsibilities, including, but not limited to, the appointment of an Executive Director a President/CEO and other staff, the compensation range of any staff personnel, meeting budgets, raising the funds necessary to operate the IVCBVCBTNTNV, accounting and financial controls, and the manner in which Incline Village/Crystal Bay, Nevada is positioned in the tourism promoted to the visitor industry.

#### B. Number and Classification of Directors

There shall be at least five voting Directors, a majority of which must represent room tax paying entities be directly engaged in tourism related business/industry, as follows:

1. One (1) representative from an Incline Village hotel/casino;
2. One (1) representative from a Crystal Bay hotel/casino;
3. Three (3) others elected at large.

C. Directors Terms

Election of Directors shall occur annually at a meeting held in June with the term to start July 1. Terms shall alternate so that no more than three are elected in any one year. No member of the Board of Directors shall serve more than three consecutive three-year terms.

D. Nomination of Directors

In ~~April~~ May of each year the Chairperson shall appoint a nominating committee of the Board members and/or staff consisting of not less than three who shall be charged with:

1. Announcing, by use of all public media available of annual Board vacancies;
2. Reviewing all written applications and personally interviewing qualified applicants;
3. Seeking recommendations from persons associated with the segment of the community for which the ~~—~~Directorship is designated;
4. Present to the Board of Directors a list of not less than two names of persons ~~nominee~~ for each vacancy. This shall constitute the official ~~ballot committee recommendation~~.

E. Election of the Board of Directors

1. The nominating committee shall present the official ~~ballot recommendation~~ to the Board of Directors.
2. Election of all the Directorships shall be by a majority vote of the Board of Directors.

F. Cause for Termination

An elected Director may be terminated in advance of the specified termination date as described in Article III, paragraph, under the following circumstances:

1. Death.
2. Failure to attend three regular monthly meetings during the course of the fiscal year and a majority vote of the Board votes for his/her removal.
3. A written resignation.
4. Director ceases to be engaged in the business or occupation which he/she was appointed to represent.
5. Director no longer resides in Incline Village or Crystal Bay, Nevada.
6. Director representing a room tax paying entity is delinquent.

G. Board Vacancies

1. In case of any vacancy on the Board, the remaining Directors shall elect a successor who meets the criteria of the vacancy in accordance with Article III.
2. All such vacancies shall be filled within ninety-sixty days.

3. A vacancy in any office because of death, resignation, removal, disqualification or otherwise may be filled by a majority vote of the Board of Directors for the unexpired portion of the term.

H. Meetings; Quorum

1. The Board shall meet regularly at a time and in a place to be designated by the Board. Special meetings may be held as often as the needs of the Board require, on notice to each Board member and the public.

2. A majority of the members shall constitute a quorum at any meeting. Every motion and resolution of the Board shall be adopted by at least a majority of the members present and constituting a quorum at such meeting.

3. Prior to the meeting a notice and an agenda shall be provided to each member of the Board of Directors and to anyone requesting such.

4. Board meetings shall be held in accordance to the Nevada Open Meeting Law, N.R.S. 241.010 et seq.

5. Minutes of the meetings of the Board of Directors shall be in writing and maintained at the principal office or place of business of the corporation and shall be available to each of the Directors and the public upon request during regular business hours.

ARTICLE IV - Officers

A. Officers

1. The officers of ~~the IVCBVCB-TNTNV~~ shall be a Chairperson, a Vice Chairperson and such other officers as deemed necessary by the Board.

B. Election and Term of Office

1. The officers of ~~the IVCBVCB-TNTNV~~ shall be elected ~~annually in June of each year~~ by the Board of Directors ~~at a meeting held in July~~ with their term to commence ~~immediately following the adjournment of that meeting on July 1<sup>st</sup>~~. New officers and committees may be created and filled at any meeting of the Board of Directors.

2. No officer shall hold the same office on the Board for more than three ~~one year~~ consecutive terms; however,

3. Each officer shall hold office until a successor has been duly elected and qualified.

C. Removal

Any officer may be removed during his/her term of office by a majority vote of the members of the Board of Directors, but such removal shall be based only upon the misconduct of such officer.

D. Officer Vacancies



A vacancy in any office because of death, resignation, removal, disqualification or otherwise may be filled by a majority vote of the Board of Directors for the unexpired portion of the term.

E. Duties of the Chairperson

1. The Chairperson shall preside at all meetings of the Board of Directors at which he/she may be present.
2. The Chairperson shall exercise general supervision and control over the affairs of ~~the IVCBVCBTNTNV~~ subject to the control of the Board of Directors.

F. Duties of the Vice Chairperson

The Vice Chairperson shall exercise the functions of the Chairperson in case of his/her inability to serve, or whenever the Chairperson shall designate the Vice Chairperson to act.

ARTICLE V - Management

The Board of Directors shall, if deemed necessary, be vested with the power to hire an ~~Executive Director~~ President/CEO and other staff and to contract with others to manage ~~the IVCBVCBTNTNV~~ in the following manner:

A. ~~Executive Director~~President/CEO

1. The ~~Executive Director~~ President/CEO shall be responsible to the Chairperson and the Board of Directors for the execution and management of ~~the IVCBVCBTNTNV~~ objectives, budget, ~~marketing programs~~ and staff.
2. ~~The Executive Director shall act as the liaison officer between the Board of Directors and the members of the IVCBVCB and shall attend all meetings of the IVCBVCB and its' Board of Directors.~~
3. The ~~Executive Director~~ President/CEO shall perform his/her duties in conformity with his/her job description as approved by the Board of Directors.

B. Other Staff Positions

Additional staff positions, including legal counsel, may be authorized by the Board of Directors, as necessary, to be filled by ~~the Board or the~~ Executive Director/President/CEO.

C. Compensation

Compensation ranges for all staff positions shall be set and reviewed by the Board at its' discretion in order to keep the compensation in line with the requirements of the job and comparable positions throughout the industry.

D. Records

Records of all proceedings of the Board of Directors shall be maintained including, but not limited to, financial records of receipts and disbursements, contracts and all business transactions of the corporation. These records shall be available to the Directors and the public upon request during regular business hours at the principal office or place of business of the corporation.

#### ARTICLE VI - Parliamentary Procedure

A. The meetings of the Board of Directors shall be governed by Robert's Rules of Order.

#### ARTICLE VII - By Laws

A. A majority vote of the Board shall be necessary to add, amend or repeal these By laws.

B. All By laws in force must be copied legibly in a book to be maintained by the Chairperson or ~~Executive Director~~ President/CEO and copies shall be made available to each of the Directors, the membership, and the public upon request during regular business hours.

#### ARTICLE VIII – Appointment of Member to the Reno-Sparks Convention and Visitors Authority (hereinafter “RSCVA”)

A. A majority of the Board of Directors shall vote to nominate one (1) of their members to serve as their representative member on the RSCVA (hereinafter “Appointed Director”) pursuant to NRS 244A.601 as amended

B. The nominated Director shall serve a two (2) year term on the RSCVA and, as such, should have at least two (2) years remaining on his/her term as Director of ~~the IVCBVCBTNTNV~~, when appointed.

C. In the event that a majority of the Board of Directors cannot agree on the nomination of one of their members, then, and in that event, they may nominate a non-Board member to serve.

These By laws were adopted by an affirmative vote of a majority of the Board of Directors of the IVCBVCB on this July 1, 1991. On May 10, 1995, ARTICLE III, C, Directors’ Terms, was revised. On June 19, 2001 by unanimous approval the Board of Directors, a new ARTICLE VIII was added. On April 20, 2018 by unanimous approval the Board of Directors, ARTICLE III-C and ARTICLE VII were amended. On June 26, 2024 by unanimous approval the Board of Directors, ARTICLE I, ARTICLE II, ARTICLE II-B, ARTICLE II-D, ARTICLE V, ARTICLE V-A, ARTICLE V-A1, ARTICLE V-A2, ARTICLE V-A3, ARTICLE V-B, ARTICLE V-IIB were amended.

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Chairpersonman

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Secretary



June 26, 2024

To: Board of Directors

From: Andy Chapman, President/CEO

Re: TNTNV Board Appointment

**Background**

Board member Blane Johnson will term off the TNTNV board of directors on June 30, 2024 after serving three three-year terms. In April the board appointed a nominating committee to review potential board candidates and to ultimately provide the board with a recommended nominee. The committee initially met and developed a target list of candidates for committee outreach. The committee developed a final list of candidates and held interviews with those individuals. The committee developed a board recommendation from that final list of candidates.

**Possible Board Action**

The TNTNV nominating committee has recommended for board approval Darya Shahvaran to be appointed to the open board seat.



June 26, 2024

To: Board of Directors

From: Andy Chapman, President/CEO

Re: TNTNV Board Officer Appointment

**Background**

The TNTNV officers hold a one-year rotating position. New officers are appointed at the June meeting for the following fiscal year. Current board member officer positions are:

- Claudia Anderson – Chair
- Bill Watson – Vice Chair
- Blane Johnson – Secretary/Treasurer
- Eric Roe – At Large Board Member
- Pascal Dupuis – At Large Board Member

Historically the board officer positions rotate up each year starting July 1<sup>st</sup> with the term ending June 30<sup>th</sup>. Per this established process, below is the suggested officer list for FY 2025/25. However, any board member could be appointed to any officer position given individual demand and time availability.

- Bill Watson – Chair
- Eric Roe – Vice Chair
- Pascal Dupuis – Secretary/Treasurer
- Claudia Andersen – At Large Board Member
- Darya Shahvaran – At Large Board Member

**Possible Board Action**

Pending Board discussion, staff requests Board to appointment a new slate of officers for the 2024/25 fiscal year.



June 26, 2024

To: Board of Directors

From: Andy Chapman, President/CEO

Re: NLT Marketing Coop Committee Appointment

**Background**

The North Lake Tahoe Marketing Cooperative is made up of 4 members each from the Travel North Tahoe Nevada and the North Tahoe Community Alliance. Committee membership from each organization is made up of the Executive Director/CEO, one or two board members and one or two community members for a total of 4 members. Each of the two partners appoints members to the committee. Currently the TNTNV members are Andy Chapman, Blane Johnson, Eric Roe and Paul Raymore.

This year we have two seats on the committee that will need to be appointed with the board retirement of Blane Johnson and Paul Raymore's decision to step aside. We would like to thank and recognize both these committee members for the dedication and support of the last several years.

**Possible Board Action**

For the TNTNV Board to appoint four candidates as our committee representatives to the North Lake Tahoe Marketing Cooperative Committee for 2023/24. The candidates to be consider are Eric Roe, Kressa Olguin, Andrew Gauthier and Andy Chapman.

# May 2024 Financial Summary Report

## May Month End Variance Report

### REVENUE

- 46000 Merchandise Sales: Over budget due to higher gift shop sales
- R277 Concierge: Over budget due to good start for tour sales in 2024
- R250 Fund Transfers: Over budget due to higher TOT collections

### EXPENSES

- 0305 Payroll: Under budget due to lower staff
- 0411.5 Snow Removal: Over budget due to late invoice
- 0430 Building Repairs: Over budget due to parking lot sealing
- 0460 Contract Services: Under budget due to late invoice
- 0623 Regional marketing: Over budget due to visitor guide ads
- 0690 Sponsorship: Over budget due to timing of requests
- 0692 Sustainability Initiatives: Over budget due to timing of requests
- 0751 Concierge Expense: Over budget due to higher AT ticket sales

## May 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: Over budget due to high rates
- R274 Grants: Under budget due to 50% award value
- 50000 Cost of Goods Sold: Over budget due to higher gift shop sales

### EXPENSES

- 0316 PERS: Under budget due to lower payroll expense
- 0320 Health Insurance: Over budget due to new employee
- 0405 Bank and Credit Card: Over budget due to more card processing
- 0410 Office Supplies: Over budget due to new POS hardware
- 0430 Building Repairs & Insurance: Over budget due to sealing and higher premiums
- 0460 Contract Services: Over budget due to additional work requested
- 0461 Remote Offices: Over budget due to meeting expenses
- 0501 Travel and Lodging: Over budget due to increased 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 in 2023
- 0800 Grant Expense: Over budget due to low grant funding

# INCLINE VILLAGE CRYSTAL BAY

Budget vs. Actuals: FY\_2023\_2024 - FY24 P&L

May 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
46000 Merchandise Sales	8,493.65	5,000.00	3,493.65	169.87 %
POS Sales	0.00	0.00	0.00	
R277 Concierge	31,998.60	25,000.00	6,998.60	127.99 %
<b>Total POS Sales</b>	<b>31,998.60</b>	<b>25,000.00</b>	<b>6,998.60</b>	<b>127.99 %</b>
R250 Fund Transfers	145,018.11	138,856.00	6,162.11	104.44 %
R252 Interest Income	4,141.63	4,000.00	141.63	103.54 %
<b>Total Income</b>	<b>\$189,651.99</b>	<b>\$172,856.00</b>	<b>\$16,795.99</b>	<b>109.72 %</b>
<b>Cost of Goods Sold</b>				
50000 Cost of Goods Sold	1,768.56	2,750.00	-981.44	64.31 %
<b>Total Cost of Goods Sold</b>	<b>\$1,768.56</b>	<b>\$2,750.00</b>	<b>\$ -981.44</b>	<b>64.31 %</b>
<b>GROSS PROFIT</b>	<b>\$187,883.43</b>	<b>\$170,106.00</b>	<b>\$17,777.43</b>	<b>110.45 %</b>
<b>Expenses</b>				
0305 Payroll	35,266.63	36,373.00	-1,106.37	96.96 %
0314 State Employer Taxes	171.14	600.00	-428.86	28.52 %
0315 Federal Unemployment	7.53	50.00	-42.47	15.06 %
0316 Public Employees Retirement Sys	10,076.88	10,302.00	-225.12	97.81 %
0319 Employer Medicare/Soc Sec	783.18	618.00	165.18	126.73 %
0320 Health Insurance	4,726.37	3,804.00	922.37	124.25 %
0400 Utilities		0.00	0.00	
0401 Utilities- Electric	200.68	225.00	-24.32	89.19 %
0402 Utilities-Gas & Heat	170.71	125.00	45.71	136.57 %
0403 Utilities- Water & Refuse	384.20	360.00	24.20	106.72 %
<b>Total 0400 Utilities</b>	<b>755.59</b>	<b>710.00</b>	<b>45.59</b>	<b>106.42 %</b>
0405 Bank & Cr Card Charges	2,399.42	1,500.00	899.42	159.96 %
0410 Office Supplies & Expenses	744.00	500.00	244.00	148.80 %
0411 Maintenance/Janitorial	660.21	600.00	60.21	110.04 %
0411.5 Snow Removal	1,250.00	0.00	1,250.00	
<b>Total 0411 Maintenance/Janitorial</b>	<b>1,910.21</b>	<b>600.00</b>	<b>1,310.21</b>	<b>318.37 %</b>
0412 IT - Computers	106.48	150.00	-43.52	70.99 %
0420 Postage & Freight	42.10	50.00	-7.90	84.20 %
0421 Communications	578.63	600.00	-21.37	96.44 %
0430 Building Repairs & Insurance	6,261.27	1,000.00	5,261.27	626.13 %
0451 Legal & Accounting Services	2,750.00	2,750.00	0.00	100.00 %
0460 Contract Services	12,690.00	7,520.00	5,170.00	168.75 %
0461 Remote Offices	3,500.00	3,500.00	0.00	100.00 %
0462 Equipment Lease & Maint.		300.00	-300.00	
0473 Dues & Subscriptions	185.97	0.00	185.97	
0474 License & Fees	51.25	0.00	51.25	
0501 Travel & Lodging	0.00	500.00	-500.00	0.00 %
0504 Registrations		500.00	-500.00	
0505 Local Transportation/Car		150.00	-150.00	
0507 Meeting Expenses	241.15	250.00	-8.85	96.46 %



	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0601 Hospitality in Market		400.00	-400.00	
0622 Advertising Co-op	79,166.00	79,166.00	0.00	100.00 %
0623 Regional Marketing Programs	4,670.00	500.00	4,170.00	934.00 %
0650 Payroll Expense	116.00	125.00	-9.00	92.80 %
0690 Sponsorship	5,000.00	0.00	5,000.00	
0692 Sustainability Initiatives	1,568.75	0.00	1,568.75	
0751 Concierge Expense	28,597.00	22,500.00	6,097.00	127.10 %
51100 Freight and Shipping Costs	13.00	100.00	-87.00	13.00 %
<b>Total Expenses</b>	<b>\$202,378.55</b>	<b>\$175,118.00</b>	<b>\$27,260.55</b>	<b>115.57 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ -14,495.12</b>	<b>\$ -5,012.00</b>	<b>\$ -9,483.12</b>	<b>289.21 %</b>
Other Expenses				
8001 Co-op Bill Back	-2,853.81	0.00	-2,853.81	
<b>Total Other Expenses</b>	<b>\$ -2,853.81</b>	<b>\$0.00</b>	<b>\$ -2,853.81</b>	<b>0.00%</b>
<b>NET OTHER INCOME</b>	<b>\$2,853.81</b>	<b>\$0.00</b>	<b>\$2,853.81</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$ -11,641.31</b>	<b>\$ -5,012.00</b>	<b>\$ -6,629.31</b>	<b>232.27 %</b>

# INCLINE VILLAGE CRYSTAL BAY

Budget vs. Actuals: FY\_2023\_2024 - FY24 P&L

July 2023 - May 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
46000 Merchandise Sales	74,883.08	48,000.00	26,883.08	156.01 %
POS Sales	0.00	0.00	0.00	
R277 Concierge	213,037.87	216,050.00	-3,012.13	98.61 %
<b>Total POS Sales</b>	<b>213,037.87</b>	<b>216,050.00</b>	<b>-3,012.13</b>	<b>98.61 %</b>
R250 Fund Transfers	2,044,198.58	2,119,153.00	-74,954.42	96.46 %
R252 Interest Income	51,524.50	44,000.00	7,524.50	117.10 %
R270 Miscellaneous Revenue	11.56	0.00	11.56	
R274 Grants	1,155.00	2,310.00	-1,155.00	50.00 %
<b>Total Income</b>	<b>\$2,384,810.59</b>	<b>\$2,429,513.00</b>	<b>\$ -44,702.41</b>	<b>98.16 %</b>
<b>Cost of Goods Sold</b>				
50000 Cost of Goods Sold	29,844.76	26,400.00	3,444.76	113.05 %
<b>Total Cost of Goods Sold</b>	<b>\$29,844.76</b>	<b>\$26,400.00</b>	<b>\$3,444.76</b>	<b>113.05 %</b>
<b>GROSS PROFIT</b>	<b>\$2,354,965.83</b>	<b>\$2,403,113.00</b>	<b>\$ -48,147.17</b>	<b>98.00 %</b>
<b>Expenses</b>				
0305 Payroll	442,827.08	443,541.00	-713.92	99.84 %
0313 Employers Insurance of Nevada	39.00	1,600.00	-1,561.00	2.44 %
0314 State Employer Taxes	2,090.75	3,730.00	-1,639.25	56.05 %
0315 Federal Unemployment	320.23	410.00	-89.77	78.10 %
0316 Public Employees Retirement Sys	112,162.03	116,240.00	-4,077.97	96.49 %
0319 Employer Medicare/Soc Sec	9,110.07	7,542.00	1,568.07	120.79 %
0320 Health Insurance	45,291.97	40,852.00	4,439.97	110.87 %
0321 Employee Training	2,748.00	4,000.00	-1,252.00	68.70 %
0400 Utilities		0.00	0.00	
0401 Utilities- Electric	2,634.20	3,235.00	-600.80	81.43 %
0402 Utilities-Gas & Heat	2,034.49	1,685.00	349.49	120.74 %
0403 Utilities- Water & Refuse	4,417.83	3,975.00	442.83	111.14 %
<b>Total 0400 Utilities</b>	<b>9,086.52</b>	<b>8,895.00</b>	<b>191.52</b>	<b>102.15 %</b>
0405 Bank & Cr Card Charges	19,135.49	13,208.00	5,927.49	144.88 %
0410 Office Supplies & Expenses	11,047.93	5,500.00	5,547.93	200.87 %
0411 Maintenance/Janitorial	6,874.63	7,400.00	-525.37	92.90 %
0411.5 Snow Removal	1,810.00	4,200.00	-2,390.00	43.10 %
<b>Total 0411 Maintenance/Janitorial</b>	<b>8,684.63</b>	<b>11,600.00</b>	<b>-2,915.37</b>	<b>74.87 %</b>
0412 IT - Computers	2,755.72	1,650.00	1,105.72	167.01 %
0420 Postage & Freight	430.74	550.00	-119.26	78.32 %
0421 Communications	6,743.47	6,600.00	143.47	102.17 %
0422 Printing Expenses	1,158.39	2,500.00	-1,341.61	46.34 %
0430 Building Repairs & Insurance	18,608.58	6,000.00	12,608.58	310.14 %
0451 Legal & Accounting Services	35,000.00	30,250.00	4,750.00	115.70 %
0460 Contract Services	82,380.00	73,720.00	8,660.00	111.75 %
0461 Remote Offices	38,912.19	38,500.00	412.19	101.07 %
0462 Equipment Lease & Maint.	1,993.14	4,400.00	-2,406.86	45.30 %
0473 Dues & Subscriptions	11,258.54	10,000.00	1,258.54	112.59 %

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0474 License & Fees	75.25	850.00	-774.75	8.85 %
0501 Travel & Lodging	19,564.49	8,500.00	11,064.49	230.17 %
0504 Registrations	5,263.91	5,500.00	-236.09	95.71 %
0505 Local Transportation/Car	957.63	1,650.00	-692.37	58.04 %
0507 Meeting Expenses	1,659.10	2,750.00	-1,090.90	60.33 %
0601 Hospitality in Market	7,650.24	4,400.00	3,250.24	173.87 %
0601.5 In House	274.43		274.43	
0622 Advertising Co-op	870,826.00	870,826.00	0.00	100.00 %
0623 Regional Marketing Programs	5,654.91	5,500.00	154.91	102.82 %
0650 Payroll Expense	1,411.00	1,375.00	36.00	102.62 %
0689 WEB Development	59.00	1,000.00	-941.00	5.90 %
0690 Sponsorship	136,705.79	170,000.00	-33,294.21	80.42 %
0691 Shuttle Subsiday/Sponsorship	60,844.00	60,844.00	0.00	100.00 %
0692 Sustainability Initiatives	68,033.58	160,457.00	-92,423.42	42.40 %
0725 Uniforms		4,000.00	-4,000.00	
0730 Special Promotional Items	1,935.00	4,000.00	-2,065.00	48.38 %
0751 Concierge Expense	181,477.00	194,445.00	-12,968.00	93.33 %
0800 Grant Expenses	3,804.55		3,804.55	
51100 Freight and Shipping Costs	1,264.05	1,100.00	164.05	114.91 %
59900 POS Inventory Adj -Merchandise	97.28	500.00	-402.72	19.46 %
<b>Total Expenses</b>	<b>\$2,229,341.68</b>	<b>\$2,328,985.00</b>	<b>\$ -99,643.32</b>	<b>95.72 %</b>
<b>NET OPERATING INCOME</b>	<b>\$125,624.15</b>	<b>\$74,128.00</b>	<b>\$51,496.15</b>	<b>169.47 %</b>
Other Expenses				
8000 Sky Show Cash Overflow	-17,962.38		-17,962.38	
8001 Co-op Bill Back	-5,683.91	0.00	-5,683.91	
8003 Sky Show Expenses July 4	-103,793.55	0.00	-103,793.55	
<b>Total Other Expenses</b>	<b>\$ -127,439.84</b>	<b>\$0.00</b>	<b>\$ -127,439.84</b>	<b>0.00%</b>
<b>NET OTHER INCOME</b>	<b>\$127,439.84</b>	<b>\$0.00</b>	<b>\$127,439.84</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$253,063.99</b>	<b>\$74,128.00</b>	<b>\$178,935.99</b>	<b>341.39 %</b>



June 26 2024

To: Board of Directors

From: Andy Chapman, President/CEO

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

Background

The TNTNV Board will review the prior year performance of CEO Andy Chapman at their June 2024 meeting. Prior to that meeting, each board member submitted to Greg Long (COO) their review using the Board approved and adopted Review Process. Those responses were included to this staff report. In addition, the board will find CEO Chapman's Self Evaluation as well as the FY 2023/24 Strategic CEO Goal.

Possible Board Action

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



## CEO Annual Review and Goal Setting SUMMARY 2023/24

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### Review

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

- Moving forward with the message of Sustainability and community involvement.
- I have only been a Board member for now 6 months and attended a few meetings and had a chance to interact with Andy Chapman a few times and I must say, he is so knowledgeable and dedicated to his tasks. His dedication to review and come up with a solid strategy plan for the focus has been incredible. The way he managed the Center and his team is to be noted. Not to mention how instrumental he has been to onboard me and welcome me to the organization.
- Andy demonstrated strong leadership qualities with direction/guidance in the creation of a new strategic plan.
- Andy's continued participation with various boards/committees has given added voice to our region.
- Andy successfully led the organizational strategic planning process resulting in a fresh plan going forward. Also, Andy continued to create success even with revenues tracking below budget and in a challenging employment environment for employers. He strategically sponsored both old and new events and organizations to continue to promote our brand in the community. He participated on all of the appropriate local and regional boards and committees, effectively and professionally representing our organization. Andy respectfully executed the transfer of barges to a new organization which was a difficult and important step in moving the organization towards our newly identified strategic positioning.
- Andy excelled at outlining his accomplishments and contributions in his self-assessment. I mirror his thoughts.

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

- Strong leadership within the community and organization.
- His relationship with the community
- One of the strategies which is important is to ensure the community, IVGID and IVCBA understand what the organization is about and how we can work hand in hand.
- Andy's open and approachable communication style fosters a positive environment.
- Andy's adaptability has kept his team, the board and ultimately the entire TNTNV organization nimble.
- Andy's knowledge of the industry, the Tahoe community, the local "personalities" and his ability to positively engage with partnerships are invaluable skills that help to build the organization and contribute to the success of the mission. Andy's vision has been instrumental in moving the organization forward and preparing us for a new future. He is a strong leader that is well respected by staff.
- Andy's strengths today are the same as those for which we hired him, and he continues to build on those strengths. During the now x years of employee assessments, I do not think we need to further define the man.

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

- Maintain a positive influence within the community.
- I do not see any challenges except to implement the new strategies.
- Increasing funding or creative collaboration efforts should be a focus of Andy and his team to properly execute the strategic plan.
- In general, Tahoe residents are increasingly inclined to be "anti-tourist". Continuing to look for opportunities to support "locals" has been a good strategy to counter this. Also, there is some concern that revenue may continue to soften, and this will create a headwind for the increasing need for staff to accomplish the goals of the strategic plan.
- His weaknesses are his weaknesses, and he consistently prevails over any deficiencies.

## Preview

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

- Continue to move forward with the strategic plan.
- Build an adequate budget to ensure all strategies can be implemented.
- Continue doing what Andy does best.
- TNTNV needs to continue growing their visibility, influence, and most importantly, their impact. Lead the charge in increased collaboration/innovation for a smarter/healthier approach to tourism.
- Set a strong direction in our new strategic framework, which focuses on putting destination needs, the wellbeing of residents and the health of the environment, at the heart of tourism.
- Continue to pursue increased revenue funding streams.
- Manage organizational goals in the new strategic plan as outlined for year one.
- Continue to promote TNTNV's good work in the community, adding to local brand recognition.
- Possibly refresh board reports to reflect our new goals so the board can be informed ambassadors.
- I refrain from listing any specific goals and allow the Board to collectively decide objectives.
- The usual course of business will present many opportunities for Andy to deploy his array of skills (e.g., the barge fiasco). He manages to navigate the regular and recurring obstacles with grace and aplomb.

Strategic Priorities	FY 2023/24 Goals	% Weight	RESULTS
<b>Strategic Priority #1: Marketing &amp; Promotions</b>			
Revised Three-Year Strategic Action Plan.	Develop RFP for agency contracting.  Engage appropriate planning agency per RFP.  Develop with board input and direction a new Three – Year Strategic plan framework.  Target May/June 2024 for completion and implementation.	20%	<b>Goal Achieved</b> <ul style="list-style-type: none"> <li>• <b>Distributed RFP to targeted agencies on October 1<sup>st</sup>, 2023.</b></li> <li>• <b>Received three qualified responses to RFP.</b></li> <li>• <b>Contracted with Whereabouts Agency December 2023.</b></li> <li>• <b>Developed series of internal and external meetings and stakeholder outreach (Jan – April)</b></li> <li>• <b>Presented draft plan to TNTNV Board of Directors at May 2024 meeting.</b></li> <li>• <b>TNTNV Board of Directors approved Three Year Strategic Plan in May 2024.</b></li> </ul>
Distinguish the North Tahoe Nevada region through the TNTNV branded channels and NLT Marketing Cooperation.	Communication strategies to position TNTNV as a leader in the Lake Tahoe destination tourism field.  Full implementation of TNTNV brand.	15%	<b>Goal Achieved</b> <ul style="list-style-type: none"> <li>• <b>Incorporated key strategies of the Lake Tahoe Stewardship Plan in new TNTNV approved Strategic Plan.</b></li> <li>• <b>Effective distribution of key stewardship messaging in Reno Gazette Journal OpEd columns.</b>  <a href="#">(Link #1)</a>  <a href="#">(Link #2)</a></li> <li>• <b>Working with Clean Up the Lake on the first exploratory clean up dive of Marlette Lake.</b></li> <li>• <b>TNTNV Brand incorporated in all aspects of the organizations outreach efforts.</b></li> </ul>
<b>Strategic Priority #2: Destination Stewardship Plan Implementation</b>			



<p>Implement appropriate action items from the June 2023 Lake Tahoe Stewardship Plan.</p>	<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>	<p>20%</p>	<p><b>Goal Achieved</b></p> <ul style="list-style-type: none"> <li>• <b>TNTNV is an active member of the Lake Tahoe Stewardship Council.</b></li> <li>• <b>TNTNV CEO is an active member on the Lake Tahoe Stewardship Executive Council.</b></li> <li>• <b>Base-line residential and visitor tourism data was initially developed during the development of the LTSP as well as considered in the TNTNV Three-Year Strategic Plan.</b></li> <li>• <b>TNTNV Three-Year Strategic Plans calls for more formalized and in-depth resident sentiment research.</b></li> <li>• <b>Appointed key community members to LTSC Action Teams.</b></li> </ul>
<p><b>Strategic Priority #3: Enhanced Destination Assets</b></p>			
<p>Increase visibility of regions destination servicing assets.</p>	<p>Implement programs designed to identify and highlight the IVCB tourism assets to increase length of stay and visitor spending while decreasing regional user impacts.</p> <p>Development of stable funding for Micro Transit service.</p>	<p>10%</p>	<p><b>Goal Achieved</b></p> <ul style="list-style-type: none"> <li>• <b>Co-Hosted Mountain Travel Symposium with NTCA to promote the North Lake Tahoe region to critical national and international tour/wholesale operators.</b></li> <li>• <b>Implemented year two of Road to WonderGrass Tahoe promoting the incredible Nevada-side music scene.</b></li> <li>• <b>Developed and implemented the Tunes on Taps series promoting the incredible Nevada-side music scene.</b></li> <li>• <b>Invested tourism generated room tax with local community groups to further TNTNV brand mission</b></li> </ul>

			<p>and strategic messaging.</p> <ul style="list-style-type: none"> <li>- Tahoe Filmfest</li> <li>- IVCBA Northern Lights</li> <li>- IVCBA July 4<sup>th</sup> Heroes Celebration</li> <li>- Thunderbird Lodge</li> <li>- Tahoe Rim Trail Assoc.</li> <li>- Shakespeare Tahoe</li> <li>- TAMBA</li> <li>- Lake Tahoe Water Trail</li> <li>- Incline Education Foundation</li> <li>- Nevada Nordic</li> <li>- TERC</li> <li>- Clean Up The Lake</li> </ul> <ul style="list-style-type: none"> <li>• Micro Transit funding has been a clear focus this year with work conducted with and through the Nevada Interim Committee On Oversight of TRPA, resulting in potential new legislative language on room tax funding.</li> </ul>
<b>Strategic Priority #4: Financial Sustainability</b>			
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%	<p><b>Goal Achieved</b></p> <ul style="list-style-type: none"> <li>• Through May Financials, Management/General totals \$715,995 on a total expense of \$2,033,010.</li> <li>• Management and General expenses equal 35% of Total expense.</li> </ul>
FINANCIAL HEALTH – Deliver accurate financial reporting and accountability. Deliver on the Board approved fiscal year budget.	+/- 5% of fiscal year budget achieved	10%	<p><b>Goal Achieved</b></p> <ul style="list-style-type: none"> <li>• Monthly financials statements were prepared for board review and approval.</li> <li>• Total Revenues projected at 3% down from budget.</li> <li>• Total Expenses projected at 1% up from budget.</li> </ul>

			<ul style="list-style-type: none"> <li>• <b>Net Ordinary income projected at -\$87,747 and will reduce Undesignated Net Assets.</b></li> </ul>
<b>Strategic Priority #5: Organizational Reputation/Relationships</b>			
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%	<b>Goal Achieved</b> <ul style="list-style-type: none"> <li>• <b>CEO has been involved in the following organizations this past year: TTD, TMA, RSCVA, One West Tourism Alliance, Travel Nevada, Visit California, Stewardship Tahoe, RASC.</b></li> <li>• <b>Staff has been involved in various boards and organization to further TNTNV messaging reach.</b></li> </ul>
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%	<b>Goal Achieved</b> <ul style="list-style-type: none"> <li>• <b>Led effort to fund TART Connect for a third year.</b></li> <li>• <b>Active involvement in NLT Coop with partner organization NTCA.</b></li> <li>• <b>Fully implemented TNTNV new branding in all organization communications.</b></li> <li>• <b>Approval of Three-Year Strategic Plan.</b></li> <li>• <b>Implemented Public Relations and Communications effort to promote organization’s efforts.</b></li> </ul>
<p><b>Per board action on July 17<sup>th</sup>, 2019, CEO is eligible for 20% performance merit bonus based on board approval and goal results.</b></p>			



## Annual Self-Review and Goal Setting

Employee Name: Andy Chapman  
Title: President/CEO  
FY 2023/24 Accomplishments

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

1. Organization Rebrand Integration.
  - Integration of new TNTNV brand into all organization communication and outreach strategies.
  - [www.travelnorthtahoenv.com](http://www.travelnorthtahoenv.com)
2. Development/Board Approval of TNTNV new Three Year Strategic Plan.
  - <https://travelnorthtahoenevada.com/organization/>
3. Lake Tahoe Destination Stewardship Plan.
  - Successful year of targeted LTDSP action plans integrated within TNTNV initiatives as well as basin-wide initiatives.
  - Core team participant and executive council member.
  - <https://stewardshiptahoe.org/>
4. Oversight Management of the North Lake Tahoe Marketing Cooperative.
  - Assured Nevada-side tourism related assets were included in all NLT Consumer focused messaging.
  - Strong results from 2022/23 SMARI Advertising Effectiveness Study.
  - [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com)
5. 2<sup>nd</sup> Annual SkyShow Production.
  - Successful implementation of the 2023 July 4<sup>th</sup> Drone SkyShow.
  - [www.ivcbsskyshow.com](http://www.ivcbsskyshow.com)
6. Divested organization owned barges.
7. Implementation of VisitingLakeTahoe.com owned asset.
  - Continued efforts to implement strategies and programs to off-set impacts due to LTVA adoption of Visit Lake Tahoe. Includes continued investment in content and messaging on organization owned VisitingLakeTahoe.com.
  - [www.visitinglaketahoe.com](http://www.visitinglaketahoe.com)
8. Co-Hosted Mountain Travel Symposium at Palisades Tahoe with NTCA and Partners.
  - Developed and executed the premier winter trade and sales event with Mountain Travel Symposium April 14- 22, 2024.
  - <https://www.mtntrvl.com/>
9. Implemented Second Annual Road to WonderGrass Tahoe Series.

TRAVEL  
**NorthTAHOE**  
NEVADA

- Developed and executed the Second Annual Road to WonderGrass Tahoe sponsorship with a 6 series date of free and ticketed shows at the Crystal Bay Club and Alibi Ale Incline Public House.
  - <https://travelnorthtahoenevada.com/2nd-annual-road-to-wondergrass-tahoe/>
10. Sponsoring Alibi Ale Summer Tunes on Taps Music Series with 8 shows through summer.
- <https://alibiAleworks.com/tunes-on-tap/>
11. Invested tourism generated room tax with local community groups to further the TNTV brand mission and strategic messaging through event sponsorship and organization funding capacity.
- Tahoe FilmFest, Tahoe Prosperity Center, WinterWonderGrass, IVCBA Northern Lights, IVCBA July 4<sup>th</sup> Heros Weekend, Thunderbird Lodge Preservation Society, Shakespeare Lake Tahoe, Nevada Nordic, Tahoe Rim Trail, Tahoe Area Mountain Bike Association, Tahoe Environmental Research Center, Clean Up The Lake Litter Summit, Lake Tahoe Water Trail, TART Connect Micro Transit, North Lake Tahoe Airport Express, Lake Tahoe Stewardship Council, Thunderbird Lodge Tour Shuttle, Incline Education Foundation, Tunes On Tap/Alibi Ale Summer Music Series.
12. Financial Management.
- With room revenues below budget by 5% expenses were managed to minimize current year financial impacts.
13. Organization representation on various boards.
- RSCVA, Tahoe Transportation District, Truckee North Tahoe Transportation Management Association, CalTravel, One West Tourism Alliance, Visit California Brand Marketing Committee.

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

1. Residential sentiment to tourism continues to grow and is an area that we will need to focus on. This issue will continue to be a priority for TTNTV over the next several years.
2. Leveraging increased funding streams to execute TNTV's newly adopted Strategic Plan will be critical to consider over the next year. Staffing, program management and plan implementation will take additional revenues currently not available. Staff is working with regional partners to identify and deliver additional funding options.
3. Current staffing levels will need to be reviewed and adjusted to align with the new Strategic Plan.

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

1. Prioritize and implement year one of recently approved Three Year Strategic Plan.
2. Continued implementation of the Lake Tahoe Destination Stewardship Plan and alignment with approved TNTV Three Year Strategic Plan.

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**NorthTAHOE**  
NEVADA

3. Develop more frequent board communication strategies and board engagement strategies.
4. Develop increased funding streams opportunities.

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

Through the TNTNV Board participation and support, the organization has taken great strides this past year to define our new strategic path forward with the adoption of our Three-Year Strategic Plan. This new path will be our North Star as we continue to follow our mission of encouraging destinations experiences that support a vibrant economy, enhance community character and foster environmental stewardship.

Submitted by:

Andy Chapman

Employee Signature

5/20/2024

Date

President/CEO Report  
Activities Report  
June 26, 2024

- NORTH LAKE TAHOE MARKETING COOPERATIVE
  - Developing strategy to balance Lake Tahoe Visitors Authority brand campaign of “Visit Lake Tahoe”.
  - Finalized NLT Coop FY 2024/25 Budget.
  - Worked with the NTCA to finalize MTS partner billing.
  - Worked with staff and agency partners on FY 2024/25 strategic planning session.
  
- PROJECTS
  - Preparing FY 2024/25 TNTNV Budget.
  - Working with RTC, Washoe County, Placer County, RSCVA and TMA on FY 2023/24 TART Connect funding acquisition.
  - Participating in Lake Tahoe Sustainable Tourism and Recreation Partnership.
  - Worked with Abbi Agency on organization communication and social media messaging.
  - Working with Abbi Agency to finalize public facing Strategic Plan document.
  - Participating on Lake Tahoe Stewardship Council Executive Committee.
  - Preparing July 4<sup>th</sup> Consumer Messaging in support of Lake Tahoe Destination Stewardship Council.
  - Worked with Board Nominating Committee on board member recommendation.
  
- MEETINGS (in person or virtual)
  - Attended agency status meetings
  - Attended TMA Executive Committee Meeting
  - Attended TMA Board Meeting
  - Attended Stewardship Tahoe Core Committee Meeting
  - Attended TTD Board Meeting
  - Attended TTD Committee Meeting
  - Attended Visit California Brand Content Committee Meeting
  - Attended One West Tourism Alliance Board Meeting
  - Attended One West Tourism Alliance Leadership Summit
  - Attended NLT Sales Director Meeting

**Summary:**

Summer is in full swing. Still working out the kinks with the new Point of Sale and QuickBooks Online software. Summer staff is here!

**Staffing:**

- Summer staff is up and running (actually running)
- Staffing is on track for East Shore Trail information table.

**Operations:**

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

**Projects:**

- East Shore Trail ambassador materials
- Parking lot sealing
- POS training
- New employee training
- RTT strategic plan participation
- Activity Tickets upgrades
- Investment management
- Roof replacement estimates
- RSCVA Board Member
- GoTahoeNorth.com management
- RTT Executive Committee member

**Meetings attended:**

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





## Departmental Reports



## north lake tahoe

May 2024  
Meetings & Conventions Report

### **TURNED DEFINITE**

1. Hanson Bridgett LLP - All Attorney Retreat - 4/25/25-4/26/25, 370 rooms and 200 people

### **NEW MEETINGS & RFPs DISTRIBUTED**

1. Dal-Tile LLC - 2025 Business Statements - 5/30/25-6/6/25, 684 rooms and 350 people
2. HPN - 100476 - BOD 2025 - 7/20/25-7/23/25 - 30 rooms and 20 people
3. Association of Government Risk Insurance Pools - AGRiP 2026 Staff Forum - 10/2/26-10/6/26, 774 rooms and 450 people

### **NEW INQUIRIES**

1. CHS Inc. - 2026 CHS Customer Connections - 1/24/26-1/30/26, 450 people and 685 rooms
2. ConnectureDRX - Harris - ConnectureDRX Multicarrier Conference 2025 - 2/17/25-2/20/25, 140 people and 330 rooms
3. Nevada Primary Care Association - 2025 Conference - 9/9/25-9/11/25, 130 people and 109 rooms
4. The Meetings Network - Living Stones Church, Reno - 9/6/24-9/6/24, 60 people and 30 rooms
5. Collaborative Communications Group - CCG Mott Foundation 2025 Afterschool Network Leaders Meeting - 4/4/25-4/8/25, 200 people and 640 rooms
6. National Council for Private School Accreditation - NCPSA October 2024 - 9/29/24-10/1/24, 15 people and 45 rooms
7. Majority Agency - Agency Retreat 2024 - 9/22/24-9/24/24, 40 people and 105 rooms

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

- Attended HelmsBriscoe Annual Business Conference May 15-16, followed up on (8) open leads with HB planners and met with another (12) who have a reputation for sourcing our destination.

### **CONFERENCE SALES PROJECTS**

- Key Projects:
  - Planning June events for the drive market at Topgolf in Roseville, Sacramento River Cats and San Francisco Giants.

### **Chicago Rep Efforts**

- Planning attendance at Visit California Roadshow in Chicago - June 5th
- Planning attendance at MPI Chicago Golf Event - June 18th



## north lake tahoe

May 2024

Leisure Tourism Development Report

### **KEY MEETINGS & PROJECT WORK**

Attended IPW May 3-7

- o Attended California Caucus
- o Attending Brand USA Global Trends and Market Insights
- o Attended Destination America Canada Reception
- o Pre and Post Tradeshow staffed High Sierra Visitor Council booth in CA Plaza
- o Held (50) meetings with domestic and international wholesalers to review:
  - accessibility
  - accommodation product
  - activities
  - explore future business opportunities
- o Buyers included:
  - Meeting Point North America
  - New Age Viagens e Turismo Ltda
  - Pleasant Holidays, LLC
  - Clicktripz
  - Volaris
  - Access United
  - Nuitee Travel
  - Amerilink International Corp.
  - GetYourGuide Deutschland GmbH
  - ALG Vacations Corporation
  - ATI
  - Infinity Holidays
  - Liberty Tours
  - Travelzoo
  - NAO TRAVEL COLLECTION
  - Travel North America by Siam Viaggi
  - Hopper Inc.
  - Irdeviaje.com
  - Ti.Es.Bi.
  - La Fonderie
  - ForEvents
  - Booking.com Holding
  - Azul Viagens Operadora
  - Over The Rainbow Travels
  - Bonotel Exclusive Travel
  - Flight Centre Ltd

- Expedia Group
- American Connection by Alest
- Nagel Tours Ltd.
- AMA Travel
- America 4 You L.L.C.
- AmericanTours International, LLC
- Shanghai Huacheng Southwest International Travel Agency Co., Ltd
- ITG Companies
- Hexion Travel
- Ti.Es.Bi.
- Beijing Royal Travel Co., Ltd.
- KKday
- China Merchants Tour Business & Exhibition (Tianjin) Co., Ltd.
- CANUSA Touristik
- Distributed contacts to stakeholders.

Attended California Cup May 9-13 in Carlsbad, CA

- Buyers included:
  - Domestic
    - Meeting Point North America
    - Flannagan's Golf Tours
    - Rocky Mountain Holiday Tours
  - Australia
    - iTravel
    - SkiMax
    - Entire Travel Group
    - Travel Managers
  - Canada
    - Zeno Group
    - PacRim Media Group LTD
    - Air Canada
    - Virtuoso
    - Alberta Motor Association
    - Toronto Sun
  - Germany/Switzerland
    - Visit California Germany Msi Group
    - TravelZone AG
    - CANUSA
    - Fairflight Touristik
    - Diversity Tourism
  - Japan
    - Delta Airlines
    - ANA
    - Tour America LLC
  - Korea
    - Visit California Aviareps
    - United Airlines Korea
    - Honeymoon Resort
    - MyRealTrip
    - AGL

- UK
  - Mogul Global
  - North America Travel Service
  - Exceptional ALIEN
  - Visit CA UK Black Diamond
- Europe
  - Golf Bladet Magazine
  - Alest Voyages/American Connections
  - Tourism Expert Network
- Mexico
  - Ro and Co Tours
  - MexJal
  - Viajes Lizanka
    - AGL
    - Mexico
    - Ro and Co Tours

### VISA VUE DATA

- Domestic Visitor Data January - April 2024
- April Visitor Data:
  - 2024 - \$19,790,105
  - 2023 - \$24,946,105
  - 2022 - \$20,489,297
- YTD Visitor Data:
  - 2024 - \$112,673,182
  - 2023 - \$115,817,384
  - 2022 - \$123,328,820
- 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 -1% \$39,246,038M
    - Sacramento -1% \$10,685,636
    - San Jose/Sunnyvale/Santa Clara 0% \$9,995,072
    - Reno -2% \$7,321,339
    - LA/Long Beach/Anaheim -11% \$4,812,429
    - Santa Rosa -2% \$2,915,703
    - San Diego -4% \$2,810,997
    - New York +3% \$2,080,135
    - Santa Cruz 0% \$2,051,134
    - Seattle-Tacoma-Bellevue -1% \$1,086,516
- Total spend: \$184.6 M (all) and \$112.7 M (non-resident)
- Total domestic visitor spend by market segment February:
  - Restaurants \$43,659,078
  - Food & Grocery \$20,493,249
  - Retail \$20,134,207
  - Entertainment \$9,882,229
  - Hotels & Lodging \$6,548,962

- International Visitor Data January - April 2024
- April Visitor Data:
  - 2024 - \$395,204
  - 2023 - \$391,882
  - 2022 - \$293,250
- YTD Visitor Data:
  - 2024 - \$2,304,211
  - 2023 - \$1,984,704
  - 2022 - \$1,428,664
  - Total visitor international spend: \$2.3M Estimated visitors: 8.7K
  - Top countries by spend and YoY % Change
    - Canada \$395,758k, +24%
    - Australia \$263,377k, +16%
    - Mexico \$209,085k, +22%
    - China Mainland \$179,018, +3%
    - UK \$156,294k, +9%
    - Brazil \$86,312, +57%
    - France \$51,811, +46%
    - New Zealand \$78,798k, +10%
    - Germany \$34,834, +77%
    - Chile \$58,070, +18%
  - Total international visitor spend by market segment:
    - Restaurants & Dining \$697,958k
    - Retail \$508,490k
    - Hotels & Lodging \$258,019k
    - Food & Grocery \$322,039k
    - Entertainment \$368,224k



May transitioned from spring to summer mid-month, and despite a decrease in paid media budget, CTRs rose and the cost per conversion decreased. MCC saw an increase in impressions and TOS conversions with a slight drop in CTR. PR efforts secured 28 clips, one blog was posted and one newsletter deployed. Audiences and increased on social channels. Website sessions decreased due to the paid media decrease.

**WEBSITE PERFORMANCE**

**154K (-26.3%)**      **77 (-5pts)**  
Sessions              Site Health

**96.3% (-2.07%)**      **CA**  
Engagement Rate      Top State

**Planners & Guides**  
Top Page at 42.4K sessions

**Events**  
Highest Average Time/Session  
at 0:56

**Paid Social**  
Top Channel

**41.4K**  
Ranking Keywords (-3.4K MoM)

**CONSUMER PAID MEDIA CAMPAIGN**

**11.7M**                      **35.9K**                      **1.01% CTR**  
Impressions              TOS Conversions              Paid search had the  
highest CTR at 9.46%

**NATIONAL PAID SEARCH CAMPAIGN**

**69.1K**                      **2.4K**                      **9.66% CTR**  
Impressions              TOS Conversions              "Sand harbor" searches  
continued with the  
highest CTR at 23.88%

**MCC PAID MEDIA CAMPAIGN**

**465.2K**                      **231**                      **0.56% CTR**  
Impressions              TOS Conversions              Facebook had the  
highest CTR at 2.20%

**PUBLIC RELATIONS**

**28**                      **63.59M**                      **\$588.2K**  
Secured Clips              Unique Visitors              Article Value  
Monthly                      Estimate

**SOCIAL MEDIA**

**218.3K**                      **2.6M**                      **70.9K**  
Audience                      Impressions                      Video Views

**BLOGS**

**127**                      **0:50**                      Topic: Happy Trails:  
Pageviews                      Engagement                      Where to Hike in  
Time                              Lake Tahoe

**65.9K**                      **2.53% ER**  
Engagements              (Industry Avg. 0.9%)

Top posts highlighted videos of Tahoe Treetop  
Adventure and lakeside content.

**UPCOMING**

- Push summer campaigns live.
- FY24/25 Planning and Strategy Session.
- Gear Up partner filming and video editing.
- Finalize Tahoe Trifecta, Happy Trails and Tahoe Bites activations.

**NEWSLETTER**

**18% OR**                      **0.90% CTR**  
(Industry Avg. 16%)      (Industry Avg. 1.6%)

Content included summer activities and events, a Spotify spring playlist, and a travel responsible tip of disposing of trash, being mindful and biking to events to mitigate traffic.

**CA NOW STORY**

**703**                      **55%**  
Views                      Completion Rate

The top-performing story was "Family Fun in Lake Tahoe" developed originally in 2022 and recently refreshed.



**MAY PERFORMANCE REPORT**

# **TRAVEL NORTH TAHOE NEVADA**

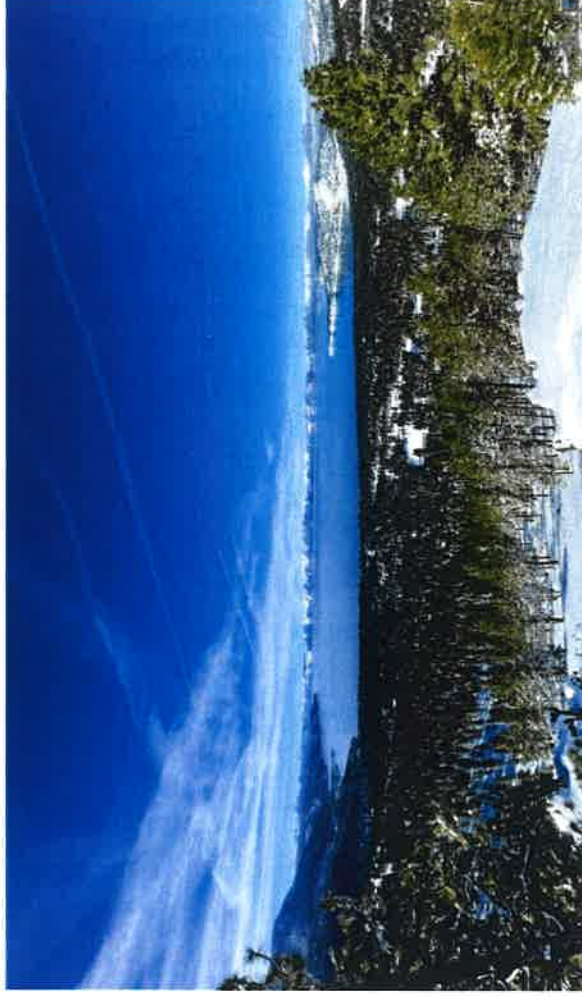
# PUBLIC RELATIONS

# WELCOME TO THE REVEAL

## OVERVIEW

In the month of May, TNTNV partnered with Alibi Ale Works for their Tunes on Tap concert series. The Abbi Agency earned media attention in Reno-Tahoe markets.

The Abbi Agency continued working with TNTNV on their Strategic Plan, including the creation of a new SOW for their Strategic Plan redesign.



## MONTHLY NUMBERS AT A GLANCE

**1**

MEDIA PLACEMENT

**1**

REGIONAL PLACEMENT

**360K**

REACH

Click [here](#) for the full coverage book.



# PLACEMENTS

## MAY PLACEMENTS

### Tahoe Daily Tribune

Travel North Tahoe Nevada partners with Alibi Ale Works for Summer Concert Series



INCLINE VILLAGE, Nev. – Travel North Tahoe Nevada (TNTNV) is proud to announce its partnership with Alibi Ale Works for the much-anticipated “Tunes on Tap” Sunset Concert Series.

Launching on June 20 and running through August 15, the “Tunes on Tap” series will take place on Thursday evenings at Alibi’s Incline Public House offering locals and visitors alike a mid-week escape filled with live music, craft brews, and the natural beauty of Lake Tahoe.

“We’re thrilled to partner with Alibi Ale Works to bring this exciting music series to our community,” said Andy Chapman, president and CEO of TNTNV. “The ‘Tunes on Tap’ series not only adds another layer of entertainment for our visitors but also strengthens the relationship between TNTNV and local businesses, showcasing the culture and spirit of North Lake Tahoe.”

## TAHOE DAILY TRIBUNE

**PLACEMENT DATE: MAY 8**

**Story Title:** [Travel North Tahoe Nevada partners with Alibi Ale Works for Summer Concert Series](#)

**Est. Coverage Views: 1,517**

**Market: Regional**

**Key Messages: Community Engagement, Partnerships**

**Brand Pillar: Lake Tahoe Events**

# DRAFTED MATERIALS



TUNES ON TAP PRESS RELEASE



FOR IMMEDIATE RELEASE  
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Travel North Tahoe Nevada partners with Alibi Ale Works for Summer Concert Series  
The Tunes on Tap, a popular music series sponsored locally by Alibi Ale Works and the community  
NORTH LAKE TAHOE, NV (MAY 8, 2024) - Travel North Tahoe Nevada (TNT) is proud to announce  
its partnership with [www.alibi.com](http://www.alibi.com) for the much anticipated Tunes on Tap Summer Concert Series  
launching on June 22nd and running through August 15th. The Tunes on Tap series will take place on  
Sundays, Mondays, Wednesdays, and Thursdays at 5:00 PM. The series will also have a mid-week episode  
held with the music, both brass, and the natural beauty of Lake Tahoe.

As the industry continues to evolve, Alibi Ale Works is proud to bring this exciting music series to our community. Lead  
CEO, Catherine Peterson and CEO of TNT, The Tunes on Tap series will also include a special episode of  
showcasing the culture and spirit of North Lake Tahoe.

The Tunes on Tap concert series is something we're proud to bring to life in partnership with Travel  
North Tahoe Nevada. We have a lot of exciting things in store for the music series and summer  
concerts. We're excited to bring these special events to our community and

Featuring an eclectic lineup of talented musicians, attendees can expect a diverse range of musical styles  
to enjoy every night. Alibi Ale Works is proud to sponsor Alibi Amphitheater. The complete lineup for  
the Tunes on Tap Summer Concert Series is as follows:

- June 22nd: Coburn Stone
- June 27th: Fager Joseph Eurd & The King Tide
- July 1st: The Sound of Driftless
- July 15th: The Sound of Driftless
- July 25th: Boca de Rio
- August 1st: Bad Decisions
- August 4th: Sara Sifers
- August 15th: Simply The Groove

All performances will take place from 7:00 PM to 10:00 PM at Alibi Ale Works, located at 5411 Tahoe Blvd  
in Incline Village, NV.

Whether you're a music enthusiast, craft beer aficionado, or simply looking for a fun filled evening under  
the stars, the Tunes on Tap Summer Concert Series promises something for everyone.

For more information on the concert series, visit [www.alibiworks.com](http://www.alibiworks.com). To stay updated on the latest  
news and events, visit [www.alibiworks.com](http://www.alibiworks.com).  
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# Tunes on Tap

Published: May 8, 2024

The Abbi Agency crafted and distributed a press release centered on the Travel North Tahoe Nevada partnership with Alibi Ale Works for their Tunes on Tap concert series taking place throughout Summer 2024.

Tunes on Tap garnered attention in local markets, earning media coverage in Tahoe Daily Tribune. The Abbi Agency is continuing to follow up with Reno-Tahoe outlets as the concert series continues.

# THANK YOU

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