

AGENDA

Board Meeting
Travel North Tahoe Nevada
Wednesday, July 17th, 2024 3:00 pm

Mission Statement

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

Our Vision

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

The Board of Directors of Travel North Tahoe Nevada will hold their monthly meeting on Wednesday July 17th, 2024 beginning at 3:00pm. The meeting will be held at the Travel North Tahoe Welcome Center office located at 969 Tahoe Blvd, Incline Village, NV 89451.

Public Notice

This notice has been properly posted at the following locations: Incline Village Post Office, IVGID Office, Crystal Bay Post Office, Travel North Tahoe Nevada, at https://travelnorthtahoenevada.com/ and NRS 232.2175 at https://notice.nv.gov.

Public Comment

Public Comment will be at the beginning and ending of this meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the TNTNV clerk at the beginning of the meeting. Comments based upon viewpoint may not be restricted by the Board.

Supporting Materials

Supporting materials for the meeting are available on the TNTNV website at https://travelnorthtahoenevada.com/. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the Board. The designated contact to obtain support materials is Greg Long, 969 Tahoe Blvd, Incline Village NV 89451 775-832-1606.

Items on the agenda are for possible action by the Board of Directors unless stated otherwise. Items will not necessarily be considered in the order listed. The Board of Directors may combine two or more agenda items for consideration, may remove an item from the agenda or may delay discussion relating to an item on the agenda at any time.

AGENDA

I.	Call to Order/Roll Call	Chair
II.	PUBLIC COMMENT – Pursuant to NRS 241.020 This is the time for the public to comment on any matter whether or not if it is in	Chair cluded on this agenda.
III.	Approval of Agenda (For Possible Action)	Chair
IV.	Board Chair Welcome and FY 2024/25 Platform (5 min)	Chair
V.	Approval of June 2024 Board Meeting Minutes (For Possible Action)	Chair
VI.	Presentation - CalNeva Revitalization Status and Future Timeline (20 min)	McWhinney Group
VII.	Board Resolution in Support of CalNeva Revitalization Project (5 min) (For Possible Action)	Chair/Board
VIII.	Approval of Final Public TNTNV Strategic Plan Documents (5 min) (For Possible Action)	Chapman
IX.	Review of June 2024 Preliminary Year End Financial Statements (10 min) (For Possible Action)	Greg Long
Χ.	Discussion/Direction on 2025 Nevada Legisative Session Advocacy (20 min)	Chapman/Board
XI.	Strategic Plan: Year-One Board Priority Discussion (25 min)	Board
XII.	Discussion on FY 2024/25 CEO Performance Goals (25 min) (For Possible Action)	Chapman/Board
XIII.	Submittal of June Dashboard	Long/Chapman
XIV.	Management Reports	Andy Chapman
XV.	Departmental Reports a) Conference Sales b) Leisure Sales c) Consumer Advertising d) Social/Content e) Public Relations	Andy Chapman
XVI.	Old Business	Chair
XVII.	New Business	Chair
XVIII.	Director Comments	Chair
XIX.	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
XX.	Adjournment – (For Possible Action)	



June 2024 Board Meeting Minutes Travel North Tahoe Nevada Wednesday, June 26, 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: Blane Johnson, Pascal Dupuis, Eric Roe, Claudia Andersen, and Bill Watson (arrived at 3:10pm, departed at 4:15pm). Darya Shahvaran was also present. The following TNTNV employees were present: Andy Chapman, President/CEO, Greg Long, Chief Operating Officer, and Kim Warren, Executive Assistant.

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

CEO Andy Chapman noted the removal of two items:

Item V (Approval of Final Public TNTNV Strategic Plan Document) - still completing work on booklet for public facing; it will be brought to the next meeting.

Item XIV (Submittal of April Dashboard) - did not make it into the agenda or in the packet for review. It will be sent out.

Motion to approve the June 2024 agenda with those changes by Blane Johnson. Second by Pascal Dupuis. Approved.

IV. Approval of May 2024 Board Meeting Minutes

Claudia Andersen

Motion to approve May 2024 Board Meeting Minutes by Blane Johnson. Second by Eric Roe. Approved.

V. Approval of Final Public TNTNV Strategic Plan Document

Andy Chapman

VI. Community Engagement & Advocacy Manager Job Description Review

Andy Chapman

CEO Andy Chapman shared that as part of the strategic planning process and discussion this position was identified as one of the staffing needs. The plan notes outreach, amplifying the brand, and leveraging partnerships. Chapman requested input regarding responsibility and position purpose with qualification and measurement standards. He shared the desire to get this posted with hope of having someone in place by September.

Board and Staff discussed and clarified specifics of the position (being out in the community, promoting TNTNV, and getting our message out). The need for this added position was noted.

VII. FY 2024/25 Budget Review and Discussion

Chapman/Long

CEO Andy Chapman presented the consolidated budget for the year (in packet) and noted an included page with an overview of major changes the budget reflects.

COO Greg Long and CEO Andy Chaman reviewed the chart that shows numbers for FY 23-24 Actuals, FY 24-25 Projection, and Variances. They highlighted budget assumptions (i.e., Concierge Sales, Fund Transfers, Payroll, PERS, Health Insurance, Legal & Accounting Services, Contract Services, Advertising Co-op, Sponsorship, Shuttle Subsidy).

Board and Staff further discussed items such as Merchandise Sales, Cost of Goods Sold, Cost of Goods Sold Tickets, Payroll, Sustainability Initiative, Concierge Expenses, and expected changes in Revenue and Expenses.

CEO Andy Chapman noted major changes were reviewed and a balanced budget was presented. Chair Claudia Andersen inquired about Capital Expenditures. Chapman noted those will be discussed separately and expenses would be covered by Reserves.

Motion to approve FY 2024/25 Budget Review and Discussion by Bill Watson. Second by Eric Roe. Approved.

VIII. By-Law Review and Board Approval

Andy Chapman

CEO Andy Chapman spoke with Legal Counsel (Reese Ring Velto, PLLC) earlier today and By-Laws

were reviewed. Chapman noted, after the Board's review and direction of the By-Laws last month, updates were made to better match the organization's mission while clearly noting aspects of TNTNV and its Board. Chapman stated the final page provides a breakdown of the Articles changed, the new date, and that Legal Counsel reviewed and gave support.

Motion to adopt the new By-Laws by Bill Watson. Second by Blane Johnson. Approved.

IX. Nominating Committee Board Appointment Recommendation

Committee

Committee members included Andy Chapman, Eric Roe, and Blane Johnson. Eric Roe summarized that, after interviewing quite a few individuals, Darya Shahvaran at Tahoe Gifting is the nominee. Roe noted she brings a new perspective and insight.

CEO Andy Chapman added more details around the Nominating Committee's process.

Darya Shahvaran provided a bit of her background and shared excitement for being a part of the Board. Details around her business were shared.

Motion to elect Darya Shahvaran to the Board of Directors by Bill Watson. Second by Eric Roe. Approved.

X. FY 2024/25 Board Officer Appointment

Andy Chapman

CEO Andy Chapman highlighted the item is in the meeting packet. He summarized the process, current slate, and the slate being presented. Discussion was opened for any input or objection.

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

Motion to nominate the 2024/25 Officer Appointments for the Board of Directors, as presented, by Bill Watson. Second by Blane Johnson. Approved.

XI. NLT Marketing Coop Committee Appointment

Andy Chapman

CEO Andy Chapman noted this is the time of year we appoint or reappoint the Coop Committee. He reviewed the arrangement we have with California Bureau (CA side of the North Shore), being that the Coop Committee is made up of four members from each organization. This is to help marketing and manage that effort based on two funding partners.

Past year members were Andy Chapman, Blane Johnson, Eric Roe, and Paul Raymore (Diamond

Peak). Blane Johnson and Paul Raymore will be dropping off the Committee. Andy Chapman and Eric Roe will remain on. Andrew Gauthier (General Manager of Incline Lodge) and Kressa Olguin (Marketing Director at the Hyatt Regency) have expressed interest in joining.

Bill Watson summarized that there is a candidate for all four positions, and we are nominating them as a slate for appointing four to the Committee.

Motion to appoint the slate of candidates to the NLT Marketing Coop Committee by Bill Watson. Second by Blane Johnson. Approved.

XII. May 2024 Financial Statements

Greg Long

COO Greg Long stated the report is in the packet and provided a summary of May. He highlighted revenue items over budget (Merchandise Sales, Concierge, Fund Transfers, higher TOT collections for March). Long also reviewed expenses that were over or under budget (Over: Snow Removal, Regional Marketing/Visitor Guide; Under: Payroll).

Greg Long noted the May YTD Revenue and Expense items that varied by \$3000 or more from the yearly budget (Revenue: Merchandise Sales, Concierge, Fund Transfers, Interest Income, Cost of Goods Sold; Expenses: PERS, Health Insurance, Travel and Lodging, Uniforms, Grant Expense).

Motion to accept the May 2024 Financial Statements by Bill Watson. Second by Pascal Dupuis Approved.

XIII. CEO Annual Review and Performance Merit Evaluation for Future Salary & Incentive Payments Claudia Andersen & Board Members

CEO Andy Chapman thanked the Board for the last year's work. He noted the meeting packet includes the review put together by the Board, the goals from 2023/24, and Chapman's annual self-review.

Andy Chapman left room during Board discussion.

Chair Claudia Andersen noted the two things to do (salary increase and the bonus for two votes). COO Greg Long noted the discussion included the CEO annual review (potential cost of living adjustment or increase in base pay) and the bonus portion of his incentive. Packet includes Long's summary of comments submitted by Board and CEO Andy Chapman's document that provided strategic priorities and if he achieved those goals.

Board discussion included questions and discussion around current base salary, PERS addition, cost of living, and additional benefits (i.e., car allowance, health insurance). Board members shared thoughts on Andy Chapman's performance, trends of what is happening with other state officials and employees of state agencies, salary increase & bonus given, recognition of Chapman's

contribution, and the Board's fiduciary responsibilities.

Motion to approve a 5% Cost of Living Adjustment increase for this fiscal year by Bill Watson. Second by Pascal Dupuis. Approved.

Second portion of discussion was related to bonus for CEO Andy Chapman. Board discussion clarified the maximum bonus possible is 20% of salary (previous salary, rather than recently voted increase).

Motion to give CEO Andy Chapman the full bonus to which he is eligible by Bill Watson. Second by Blane Johnson. [COO Greg Long clarified bonus amount equaling 20% of old salary.]

CEO Andy Chapman returned to the meeting and Chair Claudia Andersen shared salary increase and annual bonus.

XIV. Submittal of April Dashboard

Greg Long

XV. Management Reports

Claudia Andersen

Chair Claudia Andersen asked if there were any Management Reports, Development Reports, or any questions. None. Reports are in the meeting packet.

XVI. Departmental Reports

Andy Chapman

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

Reports are in meeting packets.

XVII. Outgoing Board Member Recognition

Board/Staff

Chair Claudia Andersen shared gratitude for all Blane Johnson has done. Blane Johnson noted the productive nature of this Board and the direction the Board has taken is "spot on." He shared his appreciation of the opportunity to have served on the Board for nine years.

CEO Andy Chapman noted some changes and accomplishments that have occurred since Johnson joined the Board.

XVIII. Old Business

Claudia Andersen

None

XIX. New Business

Claudia Andersen

CEO Andy Chapman read an email that complemented Greg Long's service.

COO Greg Long summarized having a TNTNV Trail Ambassador at the East Shore Trail. He noted the resources provided and positive feedback received from locals. He also reported the nine staff members during this summer season.

Chair Claudia Anderson shared the State Insurance Commissioner will be at the Parasol building Friday at 10:00am for a town hall meeting. It is not a meeting by the Parasol; they are hosting. It is the Commissioner's meeting.

XX. Director Comments

Claudia Andersen

Andy Chapman thanked Claudia Andersen for serving as Chair of the Board for last year.

XXI. 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

XXII. Adjournment -

Claudia Andersen

Call to adjourn by Claudia Andersen. Adjourned. 4:34pm.

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

Public Postings:

Incline Village Post Office

Crystal Bay Post Office

IVGID Office

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

Travel North Tahoe Nevada Welcome Center



RESOLUTION OF TRAVEL NORTH TAHOE NEVADA

WHEREAS, The Board of Directors of Travel North Tahoe Nevada hereinafter (TNTNV), desires to support the efforts of the McWhinney Group in their Revitalization CalNeva Project located in Crystal Bay, Nevada and

WHEREAS, The Board of Directors of TNTNV have historically supported tourism-focused, lodging facility redevelopment and improvements for the betterment of the tourism product for both visitors and residents alike and

WHEREAS, The Board of Directors of TNTNV understand the importance of revitalizing the Crystal Bay Nevada tourism corridor for the benefit of the entire North Lake Tahoe community and

WHEREAS, The Board of Directors of TNTNV recognizes this project aligns with Travel North Tahoe Nevada's mission to Encourage Destination Experiences that Support a Vibrant Economy, Enhanced Community Character and Foster Environmental Stewardship.

NOW, THEREFORE, IT IS HEREBY RESOLVED THAT THE BOARD OF DIRECTORS

OF TRAVEL NORTH TAHOE NEVADA, strongly support the Revitalization CalNeva project and related efforts of the McWhinney Group.

Date Approved Vote		
	Aye	Nay
Signature (Chairma	an)	Signature (Secretary)



To: Board of Directors

From: Andy Chapman, President/CEO

Re: Strategic Plan Stakeholder Version Final Approval

Background

Staff has worked with our design team to finalize a Stakeholder focused version of our recently approved Tahoe Nevada Strategic Plan Booklet as well as the Strategic Plan One Page Overview.

Possible Board Action

Pending Board discussion, staff is recommending approval of the Strategic Plan Stakeholder version.



STRATEGIC PLAN

2024 - 2027

A PIVOTAL MOMENT

As one of the oldest destination management organizations in the region, we have witnessed and shaped the evolution of Lake Tahoe as an iconic, global destination. When this organization was first founded, our mission was to encourage tourist visits and enhance occupancy revenues for our lodging facilities. Over time, as the destination and our organization matured, we incorporated sustainability and community partnerships more heavily into our work.

The impact of the COVID-19 pandemic on the region superehanged that evolut on we transformed our Mission, Vision, and Values' to put stewardship at the core of the work We rebranded to become Travel North Tahoo Nevada, And we were leaders in the creation of the first take Tahoo Destination Stewardship Plan.

This is a pivotal moment for our organization and for the future of Lake Tahoe.

This strategic plan is the roadmap to fully integrate stewardship and sustainability into every facet of our operations. It will serve as our guide and our pledge to the communities we serve.

This plan calls for an increased emphasis on deep, strategic partnerships. It will require us to rethink and reshape how we allocate our resources, how we communicate with our stakeholders, and how we operate on a daily basis.

As an organization, we will continue to be unapologetic champions. for taking the necessary steps to support a vibrant economy, enhance community characte: and foster environmental stewardship in the region.

We are proud to present our 2024-2027 Strategic Plan that will direct that work



Andy Chapman President / CEO Travel Borth Taboe Nevada



Claudia Andersen Board Choir, Travel North Tahoe Neyada CEO, The Parasol Tahoe Community Foundation

ABOUT THIS PLAN

This Strategic Plan provides a North Star for Travel North Tahoc Nevada (INTNV) as we advance our mission over the next three years.

Five objectives— big ideas that must be accomplished to be succossful—are at the center of the plan. Each objective its supported by a set of strategies designed to achieve the objective, and indicators that will measure progress. Over the course of the next three years, TMTNW will also on these strategies, annually prioritizing the work to be accomplished. The strategies are not meant to be an inflexible to-do list. Rather, they should be reviewed regularly to ensure the work specified continues to meet the indicators tied to each objective.

To create the plan, TNTNV relained whereabout, a destination strategy firm, to Incilitate the planning process. The first steps of developing the plan included gathering leedback from stakeholders on priorities, challenges and opportunities via an online survey and 1st interviews. This information was synthesized with national tourism trends and local data in a Strategic Perspectives Report that informed and guided the Planning Roam-composed of members of the TNTNV Board of Directors and key TNTNV staff—in the planning work. Over two days of working sessions, the team drafted the Strategic Plan, which was then further revised and refined into this final document.

The core elements of the Strategic Plan are:

- " VISION: The future that TNTIIV exists to create
- » MISSION: Our purpose, in service of the Vision
- » VALUES: The core beliefs that inform our work
 - » POSITION: The key roles played by TNTNV
- » OBJECTIVES: Our strategic areas of focus for the next three years
 - » INDICATORS: Our success metrics for each objective

» STRATEGIES: The specific initiatives we will take on to meet our objectives and move the needle on our indicators

To ensure progress towards the objectives. The CEO and TNTNV staff will regularly track progress on strategies and indicators and communicate updates to the Board of Directors. Annually, the Board of Directors will review the objectives and strategies of the plan and determine it updates need to be made.



က

NORTH STAR

NOISIN

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

MISSION

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

VALUES



We lead innovative and sustainable tourism practices in Lake Tahoe, bringing together diverse partners to benefit the destination.

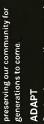


We promote responsible visitation that enhances community character and powers a vibrant economy.



We advocate and support solutions and policies that create and strengthen a healthy local community that visitors desire to experience. This benefits residents, businesses and visitors.











We create the best possible visitor experience with the least impact, and maximize the economic and community benefits of visitation for our entire community.

POSITION

Travel North Tahoe Nevada is the primary voice for our local visitor economy:

- » We are a destination management organization focused on stewardship and a healthy economy.
- We deliver targeted and effective outreach campaigns that speak to the visitors we desire. We foster group sales that meet the needs of our stakeholders.
- We serve as a conduit and convener to bring key partners to the table.
- We are a credible voice, sharing a point of view rooted in our core values.
- We are an educational resource, curating and sharing critical information to residents, businesses, and visitors alike.
- » We serve an oversight role to garner adequate resources and a seat at the table.
- We deploy our resources responsibly and strategically to shape public perception, visitor behavior, and public policy in order to help guide a destination that is sustainable over the long term.



AMPLIFY OUR MESSAGE

INDICATORS

- » Increase engagement with TNTNV communications across all channels.
- » Improve community sentiment towards tourism on resident survey.

STRATEGIES

1.1 Document our foundation of credibility

For TNTNV to achieve the depth of connection and relevance that it needs to make progress, it must help its stakeholders and partners recognize its standing and its identity, Partly, this will focus on continuing to clarify the role TNTNV plays now and has played in the past, before its new brand was rolled out; it will also depend on the ability to tell the story of its ongoing successes.

1.2 Identify and prioritize key messaging points to support our strategic goals

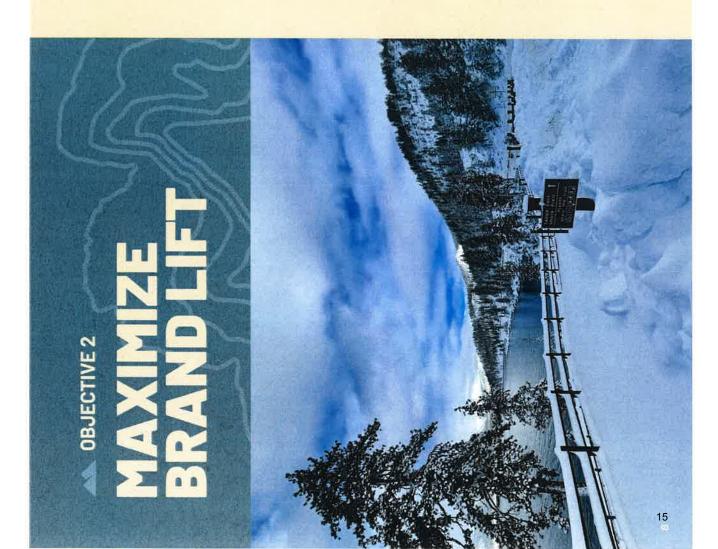
A necessary ingredient in any public communication effort is clear, concise, repeatable, and actionable messaging, in TNTNV's case, this will mean evolving its key brand foundational statements and program messaging to more clearly align with the organization's stawardship and sustainability goals.

1.3 Develop and implement strategic communications plan

Beyond messaging, the organization must create an organized plan for communicating its actions and successes with its many community and regional stakeholders. This will include a clear articulation of its audiences, there channels they respond to, and actions TNTNV wants them to take.

1.4 Create and implement grassroots community engagement plan

The people and organizations of Incline shave Village and its neighboring communities have struggled with tha racent consequences of visitation, and this has caused a groundswell of 'no tourists' activity A face-to-face campaign designed to promote the value of visitor spending in tandem with TNTNV's destination management activity will help mitigate this risk.



NDICATORS

- » Increase share of voice in regional tourism content.
- » Improve brand perception over 2024 benchmark.

STRATEGIES

2.1 Document and leverage TNTNV's differentiation from local and regional organizations

The number of travel and tourism-locused organizations around take Tohoe, on both sides of the Nevada/California border, is significant. The differences between these organizations are mostly necessarily so to the businesses and residents of the North Shore, Sustained communication on the roles and responsibilities of each will be helpful in a multitude of ways.

2.2 Build awareness of TNTNV's contributions and efforts, including Co-op marketing efforts

Because the Co-op's marketing isn't present in local channels, many residents, stakeholders, and partners are unaware of the degree to which North Tahoe Nevada is being promoted, nor are they aware of the strategic timing and messaging meant to shape visitation patterns—not just create a gross increase in visitation. Likewise, many of TNTNV's contributions to local events and programs go unrecognized. A focused awareness campaign will bolster TNTNV's standing in the community and act as a proactive defense to questions about the role marketing and destination management plays for North Tahoe.

2.3 Develop a strategy to engage younger generations and create

support for TNTNV's position

Both Gen Z and Millennials have shown an interest in sustainable tourism Creating an ergagement strategy that shares with these audiences the stewardship and sustainability activities of TNTW can help drive more responsible tourism to the region and future-proof the destination for these growing segments.

2.4 Engage partners to amplify TNTNV message through their channels

Disseminating TNTNV's message through its own efforts will be a focus of this plan, but it will not be amough to create the reach necessary to help shape destination perception and visitor behavior, Working with its local and regional partners to leverage their owned channels will be key to further sproad of TNTNV's key messages.

2.5 Engage local community groups to drive brand and mission awareness

Distributing brand messages via multiple channels can cover a wide range of the populotror, but if can also have questions unanswared for many audiences. Direct engagement of locals through existing community groups and other venues can help create additional opportunities for dialogue.

INDICATORS

- » Improve resident sentiment on parking and trash issues.
- » Decrease ratio of visitor volume between peak and need periods.
- » Growth in toolkit participation.

STRATEGIES

3.1 Define TNTNV's role in the Lake Tahoe Stewardship Plan

The LTSP is a major, lake-wide initiative meant to put forth an aligned strategy for destination management and stewardship, it is incumbent upon TNTNV leadership—who actively participated in the drafting of the LTSP—to document how the organization fits into the larger plan, and how its own North' Shore activity supports the region's goals.

3.2 Prioritize stewardship investment in dollars and resources

Any organizational plan must have a process and/ or device to help it make decisions going lorward on its various priorities, Prioritizing stewardship in both the budgeting and operational planning processes will ensure TNTNV's work drives toward its stated stewardship goals first and foremost.

3.3 Create a toolkit with sustainability and stewardship messaging for partners

The stewardship approach to destination management is relatively new to the North Shore, and while many residents, organizations, our businesses understand it theoretically, many may not. A toolkit of materials, including messaging, signage, window decals, and so or, will be useful in explaining the organization's approach, gaining alignment in the immediate community, and spreading the message.

3.4 Partner with stakeholders to activate stewardship priorities

Enlisting partner organizations throughout the kerth Shore to help further the region's stewardship goals will be critical to their success and expend TNFNV's reach and riffluence on these important institutives.

3.5 Allocate resources to distribute destination user volume toward need periods

A key aspect of destination stewardship is managing the ratio between peak visitation periods and off-peak or shoulder seasons, North-cake Tahoe deesn't need more visitors during peak season, but logal tourism-oriented businesses would benefit from a more balanced visitation calendar libat can be influenced through focused minary efforts.

3.6 Advocate for and support regional transportation options

One of the intractable problems of the forth Stone is transportation—in particular during high cravel season. It is an issue that affects visitors and residents alike while IMINV has made immediate strides through its direct support of TART Connect using its influence and reach to advocant for regional improvements will undoubtedly help move upgrades forward over time.

LEVERAGE PARTNERSHIPS

17

NDICATORS

- » Growth in partnership scorecard aggregate score.
- » Growth in number of "tables" TNTNV is participating in.
- » Increase in Net Promotor Score on TNTNV as a partner.

STRATEGIES

4.1 Develop a segmented and ranked partnership list with scorecard for optimization of partner relationships

The ability to apprepriately teverage partnerships depends in large part on developing appropriate partnerships. To that end, TNTAV should create an assessment process to better define and articulate its own partnership needs, and to use that process over time to facus on and prioritize high-value partnerships.

4.2 Evaluate and update grant support program to align with strategic goals

As TNTNV alms to fund activity that improves the visitor experience and aligns with its stewardship goals, a new approach to grantmaking in the community is necessary to increase the awareness of and applications for grant support that are aligned with the organization's mission. This will include greater communication and publicity around available funds and funding programs; a tightened precess for application and review, including how potential projects align with TNINV goals; and improved reporting on the impact of the program.

4.3 Define pathways to include perspectives from the Washoe

Tribe in our strategic direction

The gaographic and spiritual center of the Washne people is Lake Tahoe, and they have long held a responsibility to care for their home and environment. Given the growing importance of working together with Native American tribes across the western U.S., as well as the fact that a steward-whip apprincip mirrors that of the Vasshoe, it will be citical to partner with the Tabe to mortually support the region's sustainability and stewardship offorts.

4.4 Develop a strategic public affairs plan

TMTNV's plans, to grow its reach and increase partnerships will benefit from stronger relationships with government agencies and other oughtrations. A strong framework for how to appraise those relationships will be a crucial part of the organization's state desir, especially working across state iness.

FINE TUNE OUR OPERATIONS

INDICATORS

- » Year-over-year increase in funding.
- » Increase in Welcome Center engagement.
- » Decrease identified skill and capability gaps.

STRATEGIES

5.1 Develop strategies to increase critical funding streams

TNTNV's financial support from the Transient Occupancy Tax is capped at a rate that is insufficient to continue its ability to support and build the visitor economy of the North Shore, A key effort in growing this support will be to explore additional opportunities for funding support, potentially including new state funding, new tederal funding, or newly increased funding from existing mechanisms.

5.2 Evaluate and reallocate Co-op marketing spend

Participation in the co-op marketing with North Tahoe Community Alliance has been, and continues to be, an effective vehicle for promotion of the businesses and hotels in and around Incline Village and Crystal Bay, Going forward. INTNV would be well served to assess the impact of its marketing investment through the co-op and reallocate that investment when appropriate to maximize the benefit to its mission.

5.3 Align staffing and capability needs with the new strategic plan

This strategic plan lays out an ambitious set of activities for the next three years. As TMINV looks to accomplish those activities, it will need to make sure it has the right people and skills within the organization to make progress A capability assessment will be the critical first step in this process.

5.4 Leverage Welcome Center programming and increased awareness

The organization's decision to rename the Welcome Center property and emphasize its goal of helping visitors and residents alike is a progressive step toward groater community engagement. Furthering this FINTIN brand will be an important part of the organization's face-to-face relationship with the public, and a terrific venue for sharing its stewardship and sustainability point of view.

MANY HANDS MAKE LIGHT WORK

Partnership is core to our work at Travel North Tahoe Nevada. The creation of this plan, and more importantly, its implementation in the coming years would not be possible without the support of many different individuals and organizations bringing their expertise to bear in service of the Travel North Tahoe Nevada mission.

In particular, we would like to thank our Board of Directors for their leadership and vision throughout this process:

- » Claudia Andersen (Parasol Tahoe Community Foundation), Chair
- » Bill Watson (Thunderbird Lodge), Vice Chair
- » Blane Johnson (Sun Bear Realty), Treasurer and Secretary
- » Pascal Dupuis (Hyatt Regency Lake Tahoe), At Large
- » Eric Roe (Crystal Bay Casino), At Large

Our staff has been a source of inspiration and institutional memory in guiding the refinement of our organizational positioning and the specific strategies and tactics. Thank you to our staff, including:

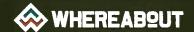
- » Andy Chapman, President / CEO
- » Greg Long, Chief Operating Officer
- » Bart Peterson, Director Of Sales
- » Michele Nelson, Gift Shop Manager
- » Mary Becker, Bookkeeper
- » Kim Warren, Executive Assistant

We are also deeply grateful to the talented group of consultants who provided their expertise to the creation of this plan, in particular, the teams at destination futures studio Whereabout and our marketing and public relations agency, The Abbi Agency for their support:

- » Matthew Landkamer, Whereabout
- » Greg Netzer, Whereabout
- » Abbi Whitaker, The Abbi Agency
- » Dani Hannah, The Abbi Agency
- » David Bunker, The Abbi Agency
- » Owen Truesdell, The Abbi Agency

We are grateful to have partners and leaders who support our success as an organization and are committed to ensuring that Travel North Tahoe Nevada can continue to do important work on behalf of the community and Lake Tahoe.

OUR PARTNERS



IBBA BHT



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June 2024 Financial Summary Report

June 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: Under budget due to lower TOT collections
- 50000 Cost of Goods Sold: Over budget due to higher gift shop sales

EXPENSES

- 0405 Credit Card Charges: Over budget due to higher gift shop and concierge sales
- 0422 Printing Expenses: Over budget due to EST collateral
- 0430 Building Repairs: Under budget due to lower spend
- 0460 Contract Services: Over budget due to increased services
- 0612 Advertising-Print: Over budget due to co-op billback
- 0690 Sponsorship: Over budget due to timing of requests
- 0692 Sustainability Initiatives: Over budget due to increased TART Connect spend
- 0751 Concierge Expense: Over budget due to higher AT ticket sales
- 0800 Grant Expense: Over budget due to timing
- 0990 Depreciation Expense: Under budget due to timing

June Year to Date Variance Report

REVENUE

- 46000 Merchandise Sales: Over budget due to higher gift shop sales
- R277 Concierge: Over budget due to higher tour sales in 2024
- R250 Fund Transfers: Under budget due to lower TOT collections
- R252 Interest Income: Over budget due to high rates
- 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
- 0451 Legal and Accounting: Over budget due to higher CPA costs
- 0460 Contract Services: Over budget due to additional work requested
- 0501 Travel and Lodging: Over budget due to increased travel
- 0601 Hospitality: Over budget due to staff recognition and holiday party
- 0612 Advertising-Print: Over budget due to co-op billback
- 0692 Sustainability Initiatives: Over budget due to increased TART Connect spend
- 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 timing
- 0990 Depreciation Expense: Under budget due to timing

Budget vs. Actuals: FY_2023_2024 - FY24 P&L

June 2024

		TO	TAL	
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGE
Income				
46000 Merchandise Sales	14,682.35	7,500.00	7,182.35	195.76 %
POS Sales	0.00	0.00	0.00	
R277 Concierge	52,522.50	43,000.00	9,522.50	122.15 %
Total POS Sales	52,522.50	43,000.00	9,522.50	122.15 %
R250 Fund Transfers	104,904.11	127,002.00	-22,097.89	82.60 %
R252 Interest Income	308.31	4,000.00	-3,691.69	7.71 %
Total Income	\$172,417.27	\$181,502.00	\$ -9,084.73	94.99 %
Cost of Goods Sold			, ,	
50000 Cost of Goods Sold	6,667.41	4,125.00	2,542.41	161.63 %
Total Cost of Goods Sold	\$6,667.41	\$4,125.00	\$2,542.41	161.63 %
GROSS PROFIT	\$165,749.86	\$177,377.00	\$ -11,627.14	93.44 %
	φ103,743.00	\$177,377.00	φ-11,027.14	93.44 7
Expenses 0305 Payroll	07.740.47	07.070.00	202 52	22.24.4
0314 State Employer Taxes	37,712.47 143.82	37,973.00	-260.53	99.31 9
0315 Federal Unemployment	21.33	600.00	-456.18	23.97
0316 Public Employees Retirement Sys		50.00	-28.67	42.66 9
0319 Employer Medicare/Soc Sec	10,433.13 937.59	11,307.00 646.00	-873.87 291.59	92.27
0320 Health Insurance	4,670.55	3,804.00	866.55	145.14
0400 Utilities	4,070.33	0.00	0.00	122.78
0401 Utilities- Electric	200.68	200.00	0.68	100.34
0402 Utilities-Gas & Heat	97.37	50.00	47.37	194.74
0403 Utilities- Water & Refuse	385.68	360.00	25.68	107.13
Total 0400 Utilities	683.73	610.00	73.73	112.09
0405 Bank & Cr Card Charges				
0410 Office Supplies & Expenses	4,559.78 1,182.39	2,525.00 500.00	2,034.78 682.39	180.59
0411 Maintenance/Janitorial	655.00	800.00	-145.00	236.48
0412 IT - Computers	89.49	150.00	-145.00 -60.51	81.88 9
0420 Postage & Freight	09.49	50.00	-50.00	59.66
0421 Communications	381.11	600.00	-218.89	63.52
0422 Printing Expenses	1,793.49	500.00	1,293.49	358.70
0430 Building Repairs & Insurance	394.27	2,500.00	-2,105.73	15.77
0451 Legal & Accounting Services	2,750.00	2,750.00	0.00	100.00
0460 Contract Services	15,106.00	5,720.00	9,386.00	264.09
0461 Remote Offices	3,500.00	3,500.00	0.00	100.00
0462 Equipment Lease & Maint.	272.17	300.00	-27.83	90.72
0473 Dues & Subscriptions	175.46	0.00	175.46	30.72
0501 Travel & Lodging	1,590.58	1,500.00	90.58	106.04
0504 Registrations	1,000.00	500.00	-500.00	100.04
0505 Local Transportation/Car	330.78	150.00	180.78	220.52
0507 Meeting Expenses	300.73	250.00	-250.00	220.02
0601 Hospitality in Market	695.94	400.00	295.94	173.99

Budget vs. Actuals: FY_2023_2024 - FY24 P&L

June 2024

		TO	TAL	
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0612 Advertising-Print	9,557.90	0.00	9,557.90	
0622 Advertising Co-op	79,166.00	79,166.00	0.00	100.00 %
0623 Regional Marketing Programs	275.00	500.00	-225.00	55.00 %
0650 Payroll Expense	150.00	125.00	25.00	120.00 %
0690 Sponsorship	31,267.00	0.00	31,267.00	
0692 Sustainability Initiatives	170,928.50	39,543.00	131,385.50	432.26 %
0751 Concierge Expense	46,616.50	38,700.00	7,916.50	120.46 %
0800 Grant Expenses	5,000.00		5,000.00	
0990 Depreciation Expense		10,000.00	-10,000.00	
51100 Freight and Shipping Costs	158.38	211.00	-52.62	75.06 %
59900 POS Inventory Adj -Merchandise		500.00	-500.00	
Total Expenses	\$431,198.36	\$246,430.00	\$184,768.36	174.98 %
NET OPERATING INCOME	\$ -265,448.50	\$ -69,053.00	\$ -196,395.50	384.41 %
Other Expenses				
8001 Co-op Bill Back	127.13	0.00	127.13	
Total Other Expenses	\$127.13	\$0.00	\$127.13	0.00%
NET OTHER INCOME	\$ -127.13	\$0.00	\$ -127.13	0.00%
NET INCOME	\$ -265,575.63	\$ -69,053.00	\$ -196,522.63	384.60 %

Budget vs. Actuals: FY_2023_2024 - FY24 P&L

July 2023 - June 2024

		TOT	AL	
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGE
Income				
46000 Merchandise Sales	89,565.43	55,500.00	34,065.43	161.38 %
POS Sales	0.00	0.00	0.00	
R277 Concierge	265,560.37	259,050.00	6,510.37	102.51 %
Total POS Sales	265,560.37	259,050.00	6,510.37	102.51 %
R250 Fund Transfers	2,149,102.69	2,246,155.00	-97,052.31	95.68 %
R252 Interest Income	51,832.81	48,000.00	3,832.81	107.99 %
R270 Miscellaneous Revenue	11.56	0.00	11.56	
R274 Grants	1,155.00	2,310.00	-1,155.00	50.00 %
Total Income	\$2,557,227.86	\$2,611,015.00	\$ -53,787.14	97.94 %
Cost of Goods Sold				
50000 Cost of Goods Sold	36,512.17	30,525.00	5,987.17	119.61 %
Total Cost of Goods Sold	\$36,512.17	\$30,525.00	\$5,987.17	119.61 %
GROSS PROFIT	\$2,520,715.69	\$2,580,490.00	\$ -59,774.31	97.68 %
Expenses				
0305 Payroll	480,539.55	481,514.00	-974.45	99.80 %
0313 Employers Insurance of Nevada	39.00	1,600.00	-1,561.00	2.44 %
0314 State Employer Taxes	2,234.57	4,330.00	-2,095.43	51.61 %
0315 Federal Unemployment	341.56	460.00	-118.44	74.25 %
0316 Public Employees Retirement Sys	122,595.16	127,547.00	-4,951.84	96.12 %
0319 Employer Medicare/Soc Sec	10,047.66	8,188.00	1,859.66	122.71 %
0320 Health Insurance	50,186.68	44,656.00	5,530.68	112.39 %
0321 Employee Training	2,748.00	4,000.00	-1,252.00	68.70 %
0400 Utilities		0.00	0.00	
0401 Utilities- Electric	2,834.88	3,435.00	-600.12	82.53 %
0402 Utilities-Gas & Heat	2,131.86	1,735.00	396.86	122.87 %
0403 Utilities- Water & Refuse	4,803.51	4,335.00	468.51	110.81 %
Total 0400 Utilities	9,770.25	9,505.00	265.25	102.79 %
0405 Bank & Cr Card Charges	23,710.27	15,733.00	7,977.27	150.70 %
0410 Office Supplies & Expenses	12,230.32	6,000.00	6,230.32	203.84 %
0411 Maintenance/Janitorial	7,529.63	8,200.00	-670.37	91.82 %
0411.5 Snow Removal	1,810.00	4,200.00	-2,390.00	43.10 %
Total 0411 Maintenance/Janitorial	9,339.63	12,400.00	-3,060.37	75.32 %
0412 IT - Computers	2,845.21	1,800.00	1,045.21	158.07 %
0420 Postage & Freight	430.74	600.00	-169.26	71.79 %
0421 Communications	7,124.58	7,200.00	-75.42	98.95 %
0422 Printing Expenses	2,951.88	3,000.00	-48.12	98.40 %
0430 Building Repairs & Insurance	18,778.69	8,500.00	10,278.69	220.93 %
0451 Legal & Accounting Services	37,750.00	33,000.00	4,750.00	114.39 %
0460 Contract Services	97,486.00	79,440.00	18,046.00	122.72 %
0461 Remote Offices	42,412.19	42,000.00	412.19	100.98 %
0462 Equipment Lease & Maint.	2,265.31	4,700.00	-2,434.69	48.20 %

Budget vs. Actuals: FY_2023_2024 - FY24 P&L

July 2023 - June 2024

		TOTA	AL	
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0473 Dues & Subscriptions	11,434.00	10,000.00	1,434.00	114.34 %
0474 License & Fees	75.25	850.00	-774.75	8.85 %
0501 Travel & Lodging	21,155.07	10,000.00	11,155.07	211.55 %
0504 Registrations	5,263.91	6,000.00	-736.09	87.73 %
0505 Local Transportation/Car	1,288.41	1,800.00	-511.59	71.58 %
0507 Meeting Expenses	1,421.05	3,000.00	-1,578.95	47.37 %
0601 Hospitality in Market	8,346.18	4,800.00	3,546.18	173.88 %
0601.5 In House	274.43		274.43	
0612 Advertising-Print	9,557.90	0.00	9,557.90	
0622 Advertising Co-op	949,992.00	949,992.00	0.00	100.00 %
0623 Regional Marketing Programs	5,929.91	6,000.00	-70.09	98.83 %
0650 Payroll Expense	1,561.00	1,500.00	61.00	104.07 %
0689 WEB Development	59.00	1,000.00	-941.00	5.90 %
0690 Sponsorship	167,972.79	170,000.00	-2,027.21	98.81 %
0691 Shuttle Subsiday/Sponsorship	60,844.00	60,844.00	0.00	100.00 %
0692 Sustainability Initiatives	238,962.08	200,000.00	38,962.08	119.48 %
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	228,093.50	233,145.00	-5,051.50	97.83 %
0800 Grant Expenses	8,804.55		8,804.55	
0990 Depreciation Expense		10,000.00	-10,000.00	
51100 Freight and Shipping Costs	1,422.43	1,311.00	111.43	108.50 %
59900 POS Inventory Adj -Merchandise	97.28	1,000.00	-902.72	9.73 %
Total Expenses	\$2,660,316.99	\$2,575,415.00	\$84,901.99	103.30 %
NET OPERATING INCOME	\$ -139,601.30	\$5,075.00	\$ -144,676.30	-2,750.76 %
Other Expenses				
8000 Sky Show Cash Overflow	-17,962.38		-17,962.38	
8001 Co-op Bill Back	-5,318.73	0.00	-5,318.73	
8003 Sky Show Expenses July 4	-103,793.55	0.00	-103,793.55	
Total Other Expenses	\$ -127,074.66	\$0.00	\$ -127,074.66	0.00%
NET OTHER INCOME	\$127,074.66	\$0.00	\$127,074.66	0.00%
NET INCOME	\$ -12,526.64	\$5,075.00	\$ -17,601.64	-246.83 %



To: Board of Directors

From: Andy Chapman, President/CEO

Re: 2025 Nevada Legislative Session Advocacy

Background

The Nevada Legislative Session will begin in January 2025 for a seven-month period. In anticipation of this session, it will be desirable for Travel North Tahoe Nevada to engage with the Legislative body through both active advocacy participation as well as key legislative initiatives that may surface during the session.

Staff has been reaching out to targeted individuals that match the needs of the organization and possess the desired skills and contacts within the legislative system. FY 2024/25 approved budget includes funding resources to engage through independent contract opportunities.

Staff is requesting the board to discuss and provide staff direction on potential Travel North Tahoe Nevada organization legislative platform.



To: Board of Directors

From: Andy Chapman, President/CEO

Re: Strategic Plan: Year-One Board Priority Discussion

Background

With the start of the new fiscal year and the recently approved 3-5 Year TNTNV Strategic, staff is requesting the Board to discuss and provide direction on the Year-One Plan Priority. Staff will review the key 5 objective and strategies with a review of potential year one priority list.



To: Board of Directors

From: Andy Chapman, President/CEO

Re: Discussion and Input on FY 2024/25 CEO Performance Goals

Background

Pending the previous board discussion on Strategic Plan Year-One Priorities, staff will work with the Board chair to provide the full board at its September meeting a FY 2024/25 CEO Performance Goal and Objective summary.

Revenues & Stats					
		May-2024		May-2023	Variance
TOT Revenues					
Monthly	G	136,764	ь	119,948	14.0%
YTD	မာ	136,764	မာ	119,948	14.0%
Total Taxable Revenues	છ	4,128,722	s	4,057,910	1.7%
	May.	, Actual	May	/. Budget	
Monthly	8	136,764	6	113,847	20.1%
YTD	မှ	136,764	69	113,847	20.1%
Occupancy					
Hotel		46.9%		52.9%	-11.3%
Motel		28.5%		34.7%	-17.9%
Vacation Rental		33.2%		31.1%	%6.9
Time Share		31.2%		30.8%	1.4%
Home Owner		N/A		N/A	n/a
Total		37.2%		37.6%	-1.1%
Room Rate					
Hotel	မ	280.45	εs	251.86	11.4%
Motel	es)	255.34	છ	42.20	505.1%
Vacation Rental	မာ	332,59	မှာ	320.82	3.7%
Time Share	မာ	106.16	ω	112.02	-5.2%
Home Owner		N/A		A/A	n/a
Total	s	243.35	s	181.73	33.9%
RevPar					
Hotel	ઝ	131.65	છ	133.32	-13%
Motel	B	72,76	Ø	14,64	397.0%
Vacation Rental	ઝ	110.28	\$	69.66	10.6%
Time Share	↔	33.19	↔	34.46	-3.7%
Home Owner		A/N		N/A	n/a
Total	S	104.26	49	96 61	%b Z

Visitor Information Comparative Statistics For Fiscal YTD	rative !	Statistice	s For F	iscal YTD	
	June	June-2024	ηſ	June-2023	Variance
Walk In Visitor Count					8 c 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
Monthly		5834		5566	4.8%
YTD		38,318		31,491	21.7%
Merchandise Sales					
Monthly \$	↔	14,682	\$	10,985	33.7%
\$ DTY	₩	89,565	€	58,646	52.7%
Concierge & AT Sales					man Santa Ber
Monthly \$	₩	52,522	8	49,617	5.9%
\$ QLA		265,560	€9	213,887	24.2%
Vacation Planners mailed		69		73	-5.5%

Destimetrics Reservations Activity (as of June 30, 2024)			
	FY 2023/24	FY 2022/23	Variance
Current Month Occupancy	80.8%	54.2%	12.1%
Current Month ADR	\$ 445	\$ 456	-2 4%
Current Month REVPAR	\$ 270	\$ 247	9.3%
Next Month Occupany	64.7%	60.1%	7.7%
Next Month ADR	\$ 540	\$ 555	-2 7%
Next Month REVPAR	\$ 349	\$ 334	4.5%
Summer Total Occupany (proj)	41.5%	40.9%	1.5%
Summer Total ADR (proj)	\$ 439	\$ 436	%2'0
Summer Total REVPAR (proj)	\$ 182	\$ 178	2.2%

Reno Tahoe International Airport					
	May	May-2024	May.	May-2023	Variance
Total Passengers Served		386,391		368,930	4.7%
Average Load Factor		%0.97		80.2%	-5.2%
Total Number of Departures		1,850		1,652	12.0%
Non-Stop Destinations Served		21		17	23.5%
Departing Seat Capacity		250776		228346	%8.6
Crude Oil Averages (barrel)	8	80.02	8	71.58	11.8%
Highlights: Austin returns on AA for daily non-stop ORD returns on AA for summer non-stop ATL non-stop started on June 7th AS adding 2 LAX daily non-stop					

OPERATIONS REPORT July 17, 2024 Submitted by Greg Long

Summary:

Summer is progressing well. New staff is doing a great job. Our East Shore Trail ambassador has been helping hundreds of people a day.

Staffing:

- · Summer staff is up and running
- Staff is working at 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 training and materials
- Branding RFP for Coop
- New employee training
- RTT Treasurer role onboarding
- 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 meeting.

OPERATIONS REPORT July 17, 2024 Submitted by Greg Long

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- 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 meeting. President/CEO Report Activities Report July 17, 2024

NORTH LAKE TAHOE MARKETING COOPERATIVE

- o Finalized FY 2024/25 NLTMC Budget
- o Finalized Mountain Travel Symposium Local Hosting Invoicing and Billing
- o Development and distribution of NLTMC Rebranding RFP
- Finalized FY 2024/25 SOW with Augustine Agency

PROJECTS

- Met with local lodging representatives on sustainable transportation funding project with Washoe County, TRPA, Tahoe Transportation District.
- o Participating in Lake Tahoe Sustainable Tourism and Recreation Partnership.
- Worked with Abbi Agency on organization communication and social media messaging.
- Finalized Stakeholder Focus Strategic Plan.
- o Participating on Lake Tahoe Stewardship Council Executive Committee.
- Partnering with Clean Up The Lake on various environmental improvement projects.
- Working with Park City Leadership Council on May 2025 "City Tour" to North Lake Tahoe.
- 2025 Nevada Legislative Session Advocacy Outreach
- Met with partners on winer 2024/25 parking lot and trail snow removal project.
- Conducted initial interviews with Community Engagement & Advocacy candidates.
- Meeting with Washoe Tribe of Nevada/California on future cooperative efforts.

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 NLT Marketing Coop Committee Meeting
- Attended Washoe County Commission Meeting



Departmental Reports



June 2024 Meetings & Conventions Report

NEW MEETINGS & RFPs DISTRIBUTED

- 1. HPN 100993 Retirement Golf Outing 2025 6/26/25 6/29/25, 36 rooms and 12 people
- 2. California Travel Association Summit 2025 OVERFLOW 10/7/25 10/10/25
- 3. HPN 101880 Annual 2027 8/4/27 8/14/27, 1,262 rooms and 150 people

NEW INQUIRIES

- 1. TorHoerman Law THL Summit 2024 Lake Tahoe 9/9/24 9/12/24, 15 rooms and 60ppl
- 2. Collaborative Communications Group CCG Mott Foundation 2026 Afterschool Network Leaders Meeting 4/10/26 4/14/26, 200 people and 640 rooms
- 3. National Conference of State Legislatures 2025 NCSL Legislative Leaders Symposium 6/17/25 6/20/25, 130 people and 262 rooms
- 4. 8x8, Inc. Champions Corner 10/6/24 10/9/24, 60 people and 128 rooms
- 5. Battered Women's Justice Project 1/26/25 2/1/25, 38 people and 132 rooms
- 6. Kala Wellness Training Retreat 7/20/24 7/27/24, 10 people and 80 rooms
- 7. CHS inc. 2026 CHS Top Sellers 2/1/26 2/4/26, 300 people and 535 rooms
- 8. California Association of Health Facilities Summer Conference 7/14/28-7/18/28, 500 ppl
- 9. Oppy 2025 Jun Strategy & Implementation Meeting 6/4/25 -6/7/25, 16 ppl & 64 rooms
- 10. Lincoln Investment Presidents Club 2026 5/26/26 6/1/26, 300 people and 622 rooms
- 11. Confluence. Cx Vistage 510 Oct 2024 10/3/24 10/5/24, 18 people and 30 rooms

SITE VISITS & SALES CALLS

- Attended CVENT Connect live stream on 6/11
- CalTravel Site Visit June 17-18
- Hosted events for the drive market at Topgolf in Roseville on 6/6, Sacramento River Cats on 6/20 and San Francisco Giants on 6/28.

CONFERENCE SALES PROJECTS

- The "Spring into Summer" newsletter was sent to 6,683 meeting planners and achieved a 47% open rate. Subject highlights MTS success story of a Valley-Wide concept.
- Met with Connect Meetings, Smart Meetings, and Northstar Meetings to plan FY24/25 <u>Sales</u>
 <u>Calendar</u>

CHICAGO REP EFFORTS

- Attended SITE Chicago with (35) planners June 4th
- o Attended Visit California Roadshow in Chicago with (60) planners June 5th
- o Attended MPI Chicago Golf Event June 18th
- Planning attendance at PCMA Golf Tournament July 20th
- o Planning attendance at Destination Reps Summer Event July 30th



June 2024 Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Attended VCA International Committee Meeting on June 5. Signed up for Luxury Forum Sept 15-17, Canada Reverse Sales Mission in January, and Mexico Reverse Sales Mission in Feb
- Attended High Sierra Visitor Council as trade liaison to the French office (Interface Tourism) to review the 24/25 action plan on June 12
- Met with Travel Nevada to plan FY 24/25 joint events at the International Inbound Travel Association in February, Canada Sales Mission in March, and Travel Agent Forum in March
- Met with Reno-Sparks Convention and Visitor Authority to plan FY 24/25 partnerships with RTX FAM Sept 9-13 and Mexico FAM in October
- Filmed summer activities promo video with Incline Village Golf, Tahoe Sailing Charters, Northstar Bike Park, and Tahoe Via Ferrata on June 20th to be distributed in July MCC and Leisure newsletters
- Attended SF Prost June 26 with (75) travel advisors as guest to Avolyn Smith of Ritz-Carlton
- Hosted client event at SF Giants on June 28 with (15) buyers and reps from Ritz, Hyatt, Everline, and Palisades
- Co-hosted Pleasant Holidays (8) agent FAM June 25th at Sand Harbor State Park and Hyatt
- Coordinated with High Sierra Visitor Council June newsletter "Nature Escape in the High Sierra"
- Planning campaign with SkiMax to launch July 1 in Australia to include landing page, EDM to consumer audience featuring stay & ski packages, agent EDM, homepage feature for 4 weeks and META ads prospecting and retargeting
- Planning (6) agent FAM with AMA Alberta Motor Association July 17-18
- Planning to renew CA Star Marketing Showcase with VCA
 - July 2023 June 2024 engagements
 - - 423 booth visits
 - o 55 video views
 - - 60 brochure views
 - o 20 link clicks
 - - 2150 times returned in search results
 - - 5 booth shares
 - - 4 video shares
 - o 2 Total Times Favorited

VISA VUE DATA

- Domestic Visitor Data January May 2024
- May Visitor Data:
 - 0 2024 \$18,642,884
 - 0 2023 \$17,848,462
 - o 2022 \$20,085,212

- YTD Visitor Data:
 - 0 2024 \$131,316,066
 - 0 2023 \$133,665,847
 - 0 2022 \$143,414,032
- 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% \$43,532,619M
 - Sacramento +2% \$13,586,118
 - San Jose/Sunnyvale/Santa Clara +1% \$11,129,784
 - Reno +1% \$9.856.058
 - LA/Long Beach/Anaheim -10% \$5,488,028
 - Santa Rosa -2% \$3,286,064
 - San Diego -5% \$3,144,627
 - New York +2% \$2,237,629
 - Santa Cruz 0% \$2,051,134
 - Seattle-Tacoma-Bellevue -1% \$1,251,703
 - Total spend: \$223 M (all) and \$131.3 M (non-resident)
 - Total domestic visitor spend by market segment Jan May:
 - Restaurants \$50,790,767
 - Food & Grocery \$24,570,590
 - Retail \$222,852,178
 - **■** Entertainment \$10,978,511
 - Hotels & Lodging \$7,576,113
- International Visitor Data January May 2024
- May Visitor Data:
 - o 2024 \$316,173
 - o 2023 \$253,557
 - o 2022 \$228,721
- YTD Visitor Data:
 - 0 2024 \$2,620,384
 - o 2023 \$2,238,261
 - o 2022 \$1,657,385
 - Total visitor international spend: \$2.6M Estimated visitors: 11K
 - Top countries by spend and YoY % Change
 - Canada \$447,255k, +22%
 - Australia \$284,085, +16%
 - Mexico \$216,661, +22%
 - China Mainland \$204,213, +4%
 - UK \$191,599 +9%
 - France \$105,020, +50%
 - Brazil \$90,349, +57%
 - Germany \$86,039, +36%
 - New Zealand \$83,851, +8%
 - Chile \$61,872, +15%
 - Total international visitor spend by market segment Jan May:

- Restaurants & Dining \$820,904k
 Retail \$553,990
 Hotels & Lodging \$291,077
 Food & Grocery \$384,724
 Entertainment \$383,188



JUNE PERFORMANCE REPORT

TRAVEL NORTH TAHOE NEVADA

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WVA BELORI SOS4

theabblagency

02024 The Abbi Agend

abbiagency.com

OVERVIEW

In June, The Abbi Agency continued working with TNTNV on their Strategic Plan, including the Strategic Plan redesign.

Ongoing messaging included destination stewardship ahead of the 4th of July, while positioning Andy Chapman as a leader in sustainability.





Click <u>here</u> for the full coverage book.

lheabbiagency.com

@theabbiagency

P FACE THE STATE

JUNE SECURED OPPORTUNITIES



FACE THE STATE

Outlet: KTVN Face the State

INTERVIEW DATE: JULY 17, 2024

Est. Reach: 343,000

Market: Regional

Key Messages: Sustainable Tourism

Brand Pillar: Sustainability

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PERFORMANCE NEWSLETTER

June Newsletter

Lodge Castle Tours. This month's Meet Local Authors and Legends event alongside the Thunderbird In June, TNTNV sent an email to newsletter also highlighted Kim its database, spotlighting the Warren with an engaging Employee Feature.

Forwarded

@theabbiagency

theabbiagency.com

RECIPIENT ENGAGEMENT

Date Range: June 2024

Audience: Incline Village Crystal Bay Visitors

Subject: Sun's Out, Fun's Out in North Lake Tahoe

Opened 51

Clicked

101 96.2% 7/10/24 7:20AM Successful deliveries Last opened Total opens

Bounced

Unsubscribed 0

7/4/24 2:40PM Clicks per unique opens Last clicked fotal clicks

33.3% 47

Abuse reports



Don't Worry, Be Hoppy at the "Tunes on Tap" Concert Series

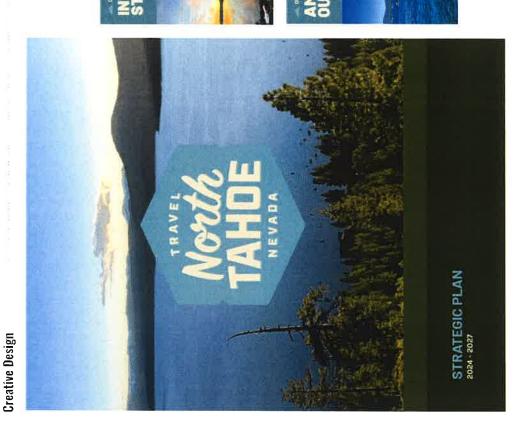


@XXIIZ8 Tithe Albbi Agendy

STRATEGIC PLAN DESIGN

In June, TAA provided design services to create a compelling visual aesthetic for TNTNV's new strategic plan.

TAA will complete this work in July 2024 with further feedback and direction from TNTNV.



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