



AGENDA

Board Meeting
Travel North Tahoe Nevada
Wednesday, November 20th, 2024 3:00 pm

Mission Statement

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

Our Vision

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

The Board of Directors of Travel North Tahoe Nevada will hold their monthly meeting on Wednesday November 20th, 2024 beginning at 3:00pm. The meeting will be held at the Travel North Tahoe Welcome Center office located at 969 Tahoe Blvd, Incline Village, NV 89451.

Public Notice

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

Public Comment

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

Supporting Materials

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

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

AGENDA

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|---|-------------------------------|
| 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 included on this agenda. | Chair |
| III. Approval of Agenda (For Possible Action) | Chair |
| IV. Approval of September 2024 Board Meeting Minutes (For Possible Action) | Chair |
| V. Community Engagement and Advocacy Manager Introduction (5 min) | Chapman/Beiro |
| VI. FYE 2024 Financial Report (For Possible Action) (20 min) | Long/Steele |
| VII. Nevada Legislative Session Update | Chapman/Rowe Law Group |
| VIII. Review of October 2024 Financial Statements (10 min)
(For Possible Action) | Long |
| IX. Sales Department Update (10 min) | Peterson |
| X. Old Business (20 min) <ul style="list-style-type: none">• Governor’s Conference on Tourism• Marlette Lake TNTNV/Clean Up The Lake Project• Update on East Shore Trail Winter Plowing Project• Welcome Center Roof Replacement Update• Incline Business Walks | Chair |
| XI. New Business (10 min) <ul style="list-style-type: none">• Update on North Lake Tahoe Coop Brand Revision Project• Tahoe Filmfest – December 5-8 | Chair |
| XII. Management Reports (Report in Packet) | Chair |
| XIII. Departmental Reports (Report in Packet) <ul style="list-style-type: none">a) Conference Salesb) Leisure Salesc) Consumer Advertisingd) Social/Contente) Public Relations | Chair |
| XIV. Director Comments | Chair |
| XV. 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 |
| XVI. Adjournment – (For Possible Action) | |

TRAVEL
North
TAHOE
NEVADA

AGENDA

Board Meeting
Travel North Tahoe Nevada
Wednesday, September 18th, 2024 3:00 pm

- I. Call to Order/Roll Call** **Eric Roe**
Due to Chair Bill Watson's absence, Vice Chair Eric Roe facilitated this meeting.

The Travel North Tahoe Nevada Board Meeting was called to order at 3:01pm by Eric Roe. Roll call was taken, and the following members were present: Pascal Dupuis, Eric Roe, Claudia Andersen, and Darya Shahvaran. The following TNTNV employees were present: Andy Chapman, President/CEO, Greg Long, Chief Operating Officer, and Kim Warren, Executive Assistant. Others in attendance: Rowe Law Group (Russell Rowe, Amanda Brazeau, Kanani Espinoza) and The Abbi Agency (Owen Truesdell).
Legal representation from Reese Ring Velto, PLLC.

- II. PUBLIC COMMENT – Pursuant to NRS 241.020** **Eric Roe**
This is the time for the public to comment on any matter whether or not if it is included on this agenda.

None.

- III. Approval of Agenda** **Eric Roe**
Motion to approve the September 2024 agenda by Claudia Andersen. Second by Pascal Dupuis. Approved.

- IV. Approval of July 2024 Board Meeting Minutes** **Eric Roe**
Motion to approve the July 2024 Board Meeting Minutes by Claudia Andersen. Second by Pascal Dupuis. Approved.

- V. Introduction and 2025 Legislative Update from Rowe Law Group** **Rowe Law Group**

CEO Andy Chapman introduced the Rowe Law Group. He noted at the July meeting the group discussed involvement with Legislative session starting February 2025. Chapman shared about a month ago we engaged with Rowe Law Group. Overview is in packet.

Andy Chapman then noted The Abbi Agency is working closely with the Rowe Law Group and this Legislative effort. Owen Truesdell from The Abbi Agency provided a summary of their role to craft the public message. Amanda Brazeau summarized previous steps, current steps, and next steps. She shared their job is primarily

education and advocacy. The Rowe team got in touch with all interim TRPA oversight committee members, worked with the governor's staff, and worked closely with Washoe County on these priorities.

Brazeau shared two TNTNV specific Bill Draft Requests (BRDs) were approved and will now be bills in regular session. The Rowe Law Group is also monitoring other legislative local and state government agencies, BDRs, and agendas. The legislative session begins February 3, 2025, and ends June 2, 2025.

CEO Andy Chapman added the Interim Committee moved forward with ten bills. One bill that is not included is the reallocation of current Transient Occupancy Taxes (TOT). Chapman noted we had hoped Washoe County had put in the request to reallocate a portion of TOTs going to RSCVA for transportation enhancements in Washoe Tahoe. Washoe County did not move forward with this. Chapman noted the desire to continue this effort.

Chapman also started discussions through the county regarding a surcharge, focusing on Washoe Tahoe. Senator Daily expanded it lake wide; California would need to approve also. With the current language, funds would go to the Tahoe Transportation District (TTD).

Pascal Dupuis clarified that the first option did not work for reallocation. Chapman added now we will need another senator or committee to carry a bill.

Amanda Brazeau reviewed several next steps (Governor's Conference on Tourism, continued education and advocacy, and working on bill language). Russell Rowe noted the large amount of education that needs to be done around Lake Tahoe's core issues that are driving Legislative proposals.

Claudia Andersen asked about BDR 374 and if it affects us. Brazeau will get the language to Chapman to share. Andersen highlighted it because it included transportation. Chapman shared his thoughts that it pertained to Hwy 28 corridor that would allow TTD to engage with a parking enforcement company.

VI. Community Engagement & Advocacy Manager Hire Update
Item IX in the agenda was covered before this.

Chapman

CEO Andy Chapman reported there are a series of interviews for next week and reiterated the desire to get the right person in the position. Claudia Andersen asked where the job is posted. It was on Indeed, is on IVCBA job board, and there is a great deal of direct output. Chapman let the Board know suggestions are welcome.

VII. Review and Possible Action on FY 2024/25 CEO Goals

Chapman/Board

CEO Andy Chapman reviewed the Strategic Plan highlighting everything we do will fall in line with five strategic objectives. Each of the strategic plans are included in the packet.

July discussion with the Board noted priorities for each objective and action steps. Indicators are on far right and are directly from the Strategic Plan; some of the metrics will be added. A lot of current work falls into Strategic Objective #5 – Fine Tune Operations (e.g. align NLT Co-op partner contribution, new funding streams, hiring new staff).

Pascal Dupuis inquired about the Indicator for Objective #3 – Invest in Stewardship “Improve resident sentiment on parking and trash issues.” Chapman replied that the residential survey provided a baseline. The indicators will be measured through survey mechanisms. Claudia Andersen added the key is to get the survey to people broadly.

Motion to approve the FY 2-24/25 CEO Goals by Claudia Andersen. Second by Pascal Dupuis. Approved.

VIII. Review of August 2024 Financial Statements

Long

COO Greg Long started by reviewing August revenue items over budget (Merchandise Sales, TOT Collections, Concierge) and expenses both over (e.g. Legal Services) and under (e.g. Payroll, PERS) budget. Long then provided the August Year to Date Variance Report. He highlighted three “up” months with revenue items (Merchandise Sales, Fund Transfers, Interest Income, Cost of Goods Sold) being over budget.

Full report, including actual financial statements, is in meeting packet.

Pascal Dupuis previously wondered if merchandise sales would remain up. Long noted the first couple of months for this fiscal year showed success. Chapman recognized staff efforts and updates with gift shop merchandise.

Motion to approve the August 2024 Financial Statements by Claudia Andersen. Second by Pascal Dupuis. Approved.

IX. Strategic Plan Update: Public Affairs Update

Abbi Agency

This section was covered after Item V.

CEO Andy Chapman shared as part of the Strategic Plan process, one of the first efforts is moving forward with Strategic Public Affairs and Communication Plan. The Abbi Agency has worked on getting the plan together. Presentation is in packet.

Owen Truesdall shared The Abbi Agency is managing the narrative around stewardship for broader public education. A goal is to raise the level of understanding while helping position TNTNV as leading voice. He noted the need for more voices and the desire to recruit elected and appointed officials to champion topics.

Truesdell presented the Public Affairs Strategy that included Strategic Approach, Audiences, Tactics, and Key Performance Indicators. He also presented the audiences we are going to reach and how we will reach them. Truesdell noted the tactical steps – Stakeholder Mapping, Partner Recruitment & Activation, Speaking Engagements, Stewardship Narrative Management, and Legislative Initiative Support.

Truesdell continued by covering Key Performance Indicators to measure progress going forward. Truesdell requested input and direction from the Board and staff. Andy Chapman added an objective this year is to clarify what is our role and what is not for stewardship effort.

X. Sales Department Update

Chapman

Director of Sales Bart Peterson prepared the reports that Andy Chapman will forward to the group. Since Peterson was with an Australian FAM group, CEO Andy Chapman provided a summary. Peterson just got back from Visit California Luxury Forum and is on current FAM. He is working on two campaigns for this winter on international front (Ski Max and American Motor Association) and continues to work with partners on webinars. Peterson is going to High Sierra Destination mixer through High Sierra Visitor Council, and FAMs with RSCVA with Spirit Airlines and Volaris.

CEO Greg Long added that our partners continue to be impressed with Peterson and all he is doing.

XI. Building Repair and Modification Schedule

Chapman/Long

COO Greg Long shared TNTNV has original 1989 shake roof. TNTNV and Mills Roofing decided on triple thick composite; full roof will have ice/water dam. Originally the project was planned for next spring, but they will fit us in this fall for the two-week process, starting October 14th. Long shared we will try to keep an entrance to

Welcome Center (Concierge & Gift Shop), but there will be some days where there will be no accessibility.

CEO Andy Chapman noted the capital expense will be from the reserves. Board members offered space for TNTNV to set up Welcome Center services if needed or desired.

Andy Chapman then provided information on interior office space remodel. He reported after meetings with Dale Smith (local architect) focus areas were identified (East Wing, Executive Office/Workspace, West Wing). Chapman and Long noted specific reconfigurations for the Welcome Center space to better assist guests as the current space and layout are not conducive to moving the organization forward.

Claudia Andersen inquired about items in the gallery and if any work will be done outside. Bonanza memorabilia will go to Bill Watson and no work will be done to outside of building.

XII. Management Reports

Andy Chapman

CEO Andy Chapman noted that the reports are in the packet and that the reporting is organized in the five strategies. Questions were welcomed. No comments or questions.

XIII. Departmental Reports

Eric Roe

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

All reports are in meeting packet for review. No questions or comments.

XIV. Old Business

Eric Roe

COO Greg Long requested approval for all board members to be added to the TNTNV newsletter database.

XV. New Business

Eric Roe

- **Nevada Governor's Conference on Tourism October 30-31st**

CEO Andy Chapman provided an event summary and noted the importance to have board representation. He shared TNTNV sponsored the event. Chapman will share additional information with the group.

- **Clean Up The Lake/TNTNV Marlette Lake Pilot Clean Up Project**

CEO Andy Chapman spoke about being the sole sponsor for the Marlette Lake Clean Up dive project in support of different sustainability efforts. He noted we will be using social media to gain volunteers. Chapman shared there will be a docuseries "What Lies Beneath."

COO Greg Long added that artifacts/historic items may be found and would be documented and shared with historical societies. CEO Chapman shared that TNTNV sponsored Clean Up the Lake's Litter Summit and COO Long added TNTNV is sponsoring litter cleanup from Sand Harbor to Memorial Point for underwater portion of that mile.

Darya Shahvaran inquired about the frequency of the clean-up and Long replied every two years. Chapman noted the continuous, repeating cycle. Chapman offered to share the statistics of items found presented at Litter Summit.

Next, CEO Andy Chapman shared he just attended Cal Travel Summit. Our partners on the California side, with TNTNV support, will be hosting that event in October 2025 at Everline for around 500 tourism leaders.

Also, Chapman shared Co-op is going through Request for Proposals (RFPs) for rebranding consumer brand and messages. Five agencies will bid on that work; proposals are due the end of this month. The Co-op is putting a committee together representing TNTNV and NTCA. Chapman will reach out to board members for representation.

XVI. Director Comments

Eric Roe

Claudia Andersen commented the work is exciting and noted the great amount of progress.

XVII. PUBLIC COMMENT – Pursuant to NRS 241.020

Eric Roe

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

None.

XVIII. Adjournment

The meeting was adjourned by Vice Chair Eric Roe at 4:33pm.

Physically disabled persons desiring to attend should contact Greg Long at (775) 832-1606.

Support materials can be found at <https://www.gotahoenorth.com/north-lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>

Public Postings:

Incline Village Post Office

Crystal Bay Post Office

Travel North Tahoe Nevada Welcome Center

IVGID Office

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



November 20th, 2024

To: Board of Directors

From: Andy Chapman, President/CEO

Re: Community Engagement and Advocacy Manager New Hire – Mike Beiro

Background

As the Board is aware, TNTNV has been recruiting the last several months for the newly created position of Community Engagement and Advocacy Manager. This new position was identified as an outcome of the recent TNTNV Strategic Planning Process. After a thorough process, we are pleased to announce that Mike Beiro has joined the TNTNV Team as of November 18th. Mike brings a wealth of community engagement experience to the team. Through his most recent experience with The Center for the Arts in Jackson WY along with his various ski resort related positions. In addition, Mike is a proud graduate of our very own Sierra Nevada University with his Bachelor of Science in Business Administration.

Board Direction

Please welcome Mike Beiro to the Travel North Tahoe Nevada Team.

EXPERIENCE

The Center for the Arts, Jackson WY — *Events Manager*

March 2023 - Present

- Oversee general operation of events at local community events center
- Curated nearly 50 total events at The Center, varying from large concerts, fundraisers, ski movies, and anything else that gets the community involved
- Worked close with our marketing, finance, tech, box office, and bar staff to make sure event goes smoothly from start to finish

Jackson Hole Mountain Resort, Teton Village WY — *Sales Supervisor*

September 2022 - Present

- Facilitation of all sales and proper scheduling of Jackson Hole's ~700 ski instructors and guides associated with the Mountain Sports School
- Manage the sales and arrangement of private lessons, group lessons, backcountry guides, paragliding tours, lift tickets, etc.
- Collaborate with local business entities in the area such as Teton Gravity Research

22 Designs, Driggs ID — *Marketing and Telemark Binding Assembly*

September 2022 - Present

- Freelance relationship that involved me assisting 22 Designs ownership in marketing events, resort relations, and ski binding assembly
- Exposed me to network with other ski companies like Moment, Scarpa, and Sego

Grand Targhee Resort, Alta WY — *Sales and Reservations Manager*

April 2022 - September 2022

- In charge of a small staff tasked with booking the 4 hotels on resort property and general sale of season passes, lift tickets, as well as being the resort source of info
- Assisted all departments at the resort in transitioning to RTP during a time of staffing shortages

Vail Resorts, Remote — *Central Sales Agent*

September 2020 - May 2022

- Fielded ~150 calls day concerning individual and merchant sales of the Epic Pass
- Excellent opportunity to work and learn the foundations of resort sales and service
- Tenure was during COVID closures so was quickly introduced to world of customer relations and the best ways to go about recourse

EDUCATION

Sierra Nevada University, Incline Village NV — *Bachelor of Science in Business Administration* *Double Major in Marketing and Ski Resort Management*

August 2017- May 2020

- Graduated with honors (3.5 GPA)
- President of the Freeride Ski Club Junior and Senior year
- Enrolled in the first chapter of Sigma Nu Tau Entrepreneurship Society
- Resident Advisor during Junior year. Managed ~100 students on floor and ~700 on-campus students
- Student Ambassador Sophomore-Senior year

SKILLS

Business Software

RTP Master
Strongly proficient in Microsoft Office Suite, Google Workspace, Google Ad Manager, and Adobe Acrobat
Experienced in all types of bookings and recordings of data associated with general sales systems such as Inntopia and Salesforce Knowledgeable of Toast and other F&B platforms

Personal Skills

Love and compassion for those I meet
Great written and oral communication skills
Ability to multitask with ease and control
Very strong work-hard, play-hard ethic

Outdoor Recreation

Wilderness First Responder (CPR/First-Aid)
PSIA Level 1
AIARE 2
USPA Skydive Certified
Raft guide for two summers with Jackson Hole Whitewater on the Snake River

REFERENCES

Oliver Burton

Sales Manager - Jackson Hole Mountain Resort
479.249.2733
oliverburton@jacksonhole.com

Chris Valiante

Owner - 22 Designs
307.413.1264
chris@twentytwodesigns.com

Tim Cohee

College Professor - SNU
Owner - China Peak Resort
559.289.9661
tcohee@skichinapeak.com



November 20th, 2024

To: Board of Directors

From: Andy Chapman, President/CEO

Re: FYE 2023/24 Year End Financial Report

Background

Steele Accounting will present the FYE 2023/24 Financial report to the board for review and possible approval.

Possible Board Action

Board approval of presented FYE 202/24 Financial Statements.

ROWE LAW GROUP

Administrative Law & Public Affairs

Travel North Tahoe Nevada Government Affairs Report September & October 2024

Prepared by Rowe Law Group: Amanda Brazeau/Russell Rowe

September & October Events:

- Nevada Governor's Global Tourism Summit
- Legislative Meetings (see below)
- RLG/TNTNV Monthly Government Affairs Meetings with the Abbi Agency

Education & Advocacy

- Senator Skip Daly, Chair Interim TRPA Oversight Committee
- Commissioner Alexis Hill and Cadence Matevitich, Washoe County
- Hayley Williamson, TRPA
- Assemblywoman Selena Torres, Chair, Government Affairs Committee
- Nevada Resort Association
- Senator Edgar Flores, Chair, Government Affairs Committee
- Assemblyman Brian Hibbetts, Government Affairs Committee
- Assemblyman Ruben D'Silva, Government Affairs Committee
- Upcoming meeting with TRPA Government Affairs

Legislative Committee for the Review and Oversight of the Tahoe Regional Planning Agency and the Marlette Lake Water System Bill Draft Requests (BDRs):

- Request the drafting of a bill to amend Article IX of the Bi-State Compact authorizing a surcharge on lodging in certain jurisdictions, among other things. This bill will not become effective until the State of California enacts substantially similar legislation.
- **BDR 372 Legislative Committee for the Review and Oversight of the Tahoe Regional Planning Agency and the Marlette Lake Water System (NRS 218E.555)**
Authorizes the creation of business improvement districts under certain circumstances.
- **BDR 373 Legislative Committee for the Review and Oversight of the Tahoe Regional Planning Agency and the Marlette Lake Water System (NRS 218E.555)**
Authorizes, under certain circumstances, certain governing bodies of a county or city to impose impact and linkage fees on certain developers.
- **BDR 374 Legislative Committee for the Review and Oversight of the Tahoe Regional Planning Agency and the Marlette Lake Water System (NRS 218E.555)**
Revises provisions relating to the Tahoe Transportation District.

ROWE LAW GROUP

Administrative Law & Public Affairs

- **BDR 378 Legislative Committee for the Review and Oversight of the Tahoe Regional Planning Agency and the Marlette Lake Water System (NRS 218E.555)**

Revises provisions governing deposits of public money under certain circumstances.

In addition to the Travel North Tahoe specific bills, we are also monitoring the BDRs above that were approved by the Interim TRPA Oversight Committee. I have attached a bill tracking report of what we are tracking so far.

Legislative Interim and 2025 Session:

- Bill Draft Request
 - BDRs began dropping August 1st.
 - 558 have been submitted thus far. RLG continues monitoring for any BDRs impacting TNTNV.
- Bills
 - 38 Assembly Bills
 - 44 Senate
- Legislative reporting
- Agenda monitoring
 - Monitoring other state legislative and local government agendas for items impacting TNTNV.
- Session Begins February 3, 2025
- Session Ends June 2, 2025

Next Steps:

- Continued Education and Advocacy.
- Bill language.

Oct 2024 Financial Summary Report

Oct Month End Variance Report

REVENUE

- 46000 Merchandise Sales: Over budget due to higher gift shop sales
- R250 Fund Transfers: Over budget due to higher TOT collections
- R277 Concierge: Under budget due to lower tour sales in 2024
- 50002 Concierge expense: Under budget due to lower ticket sales

EXPENSES

- 0305 Payroll: Under budget due to timing of new employee start
- 0316 PERS: Under budget due to lower payroll costs
- 0320 Health Insurance: Under budget due to new employee start date
- 0321 Employee Training: Over budget due to ski pass purchase
- 0405 Bank and Credit Card Charges: Over budget due to higher gift shop sales
- 0410 Office Supplies: Over budget due to new employee start
- 0451 Legal and Accounting Services: Over budget due to new lobbyist contract
- 0460 Contract Services: Over budget due to increased services
- 0690 Sponsorship: Under budget due to timing of payments
- 0692 Sustainability Initiatives: Under budget due to timing of payments

Oct Year to Date Variance Report

REVENUE

- 46000 Merchandise Sales: Over budget due to higher gift shop sales
- R250 Fund Transfers: Over budget due to higher TOT collections
- R277 Concierge: Under budget due to lower tour sales in 2024
- 50002 Concierge expense: Under budget due to lower ticket sales

EXPENSES

- 0305 Payroll: Under budget due to delay in hiring
- 0316 PERS: Under budget due to lower payroll costs
- 0320 Health Insurance: Under budget due to new employee start date
- 0410 Office Supplies: Over budget due to new employee start
- 0451 Legal and Accounting: Over budget due to new contract
- 0460 Contract Services: Under budget due to timing
- 0473 Dues and Subscriptions: Under budget due to timing
- 0690 Sponsorship: Under budget due to timing of requests
- 0692 Sustainability Initiatives: Under budget due to timing of payments
- 0725 Uniforms: Under budget due to delay in ordering

INCLINE VILLAGE CRYSTAL BAY

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

October 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
46000 Merchandise Sales	15,543.14	9,000.00	6,543.14	172.70 %
R250 Fund Transfers	318,119.39	287,782.00	30,337.39	110.54 %
R252 Interest Income	4,257.39	4,250.00	7.39	100.17 %
R277 Concierge	9,872.50	15,000.00	-5,127.50	65.82 %
Total Income	\$347,792.42	\$316,032.00	\$31,760.42	110.05 %
Cost of Goods Sold				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise	4,765.25	4,500.00	265.25	105.89 %
50002 Concierge Expense	8,301.50	13,200.00	-4,898.50	62.89 %
Total 50000 Cost of Goods Sold	13,066.75	17,700.00	-4,633.25	73.82 %
Total Cost of Goods Sold	\$13,066.75	\$17,700.00	\$-4,633.25	73.82 %
GROSS PROFIT	\$334,725.67	\$298,332.00	\$36,393.67	112.20 %
Expenses				
0305 Payroll	38,912.25	44,201.00	-5,288.75	88.03 %
0314 State Employer Taxes	80.61	182.00	-101.39	44.29 %
0315 Federal Unemployment	9.66	25.00	-15.34	38.64 %
0316 Public Employees Retirement Sys	10,614.31	12,462.00	-1,847.69	85.17 %
0319 Employer Medicare/Soc Sec	902.02	961.00	-58.98	93.86 %
0320 Health Insurance	4,901.79	6,168.00	-1,266.21	79.47 %
0321 Employee Training	4,836.00	1,000.00	3,836.00	483.60 %
0400 Utilities				
0401 Utilities- Electric	165.64	250.00	-84.36	66.26 %
0402 Utilities-Gas & Heat	57.59	75.00	-17.41	76.79 %
0403 Utilities- Water & Refuse	458.12	450.00	8.12	101.80 %
Total 0400 Utilities	681.35	775.00	-93.65	87.92 %
0405 Bank & Cr Card Charges	3,471.33	1,200.00	2,271.33	289.28 %
0410 Office Supplies & Expenses	3,415.62	1,250.00	2,165.62	273.25 %
0411 Maintenance/Janitorial	715.00	700.00	15.00	102.14 %
0412 IT - Computers	89.49	150.00	-60.51	59.66 %
0420 Postage & Freight		100.00	-100.00	
0421 Communications	717.51	650.00	67.51	110.39 %
0422 Printing Expenses	238.61	0.00	238.61	
0430 Building Repairs & Insurance	391.33	1,000.00	-608.67	39.13 %
0451 Legal & Accounting Services	6,750.00	2,750.00	4,000.00	245.45 %
0460 Contract Services	8,670.00	7,420.00	1,250.00	116.85 %
0461 Remote Offices	3,500.00	3,500.00	0.00	100.00 %
0462 Equipment Lease & Maint.	212.74	500.00	-287.26	42.55 %
0473 Dues & Subscriptions	1,754.65	1,200.00	554.65	146.22 %
0501 Travel & Lodging	419.79	250.00	169.79	167.92 %
0504 Registrations	849.00	600.00	249.00	141.50 %
0507 Meeting Expenses		100.00	-100.00	

INCLINE VILLAGE CRYSTAL BAY

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

October 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0601 Hospitality in Market	1,014.97	250.00	764.97	405.99 %
0622 Advertising Co-op	45,833.00	45,833.00	0.00	100.00 %
0623 Regional Marketing Programs		500.00	-500.00	
0650 Payroll Expense	149.00	128.00	21.00	116.41 %
0690 Sponsorship		35,000.00	-35,000.00	
0691 Shuttle Subsidy/Sponsorship	20,282.00	20,281.00	1.00	100.00 %
0692 Sustainability Initiatives		47,729.00	-47,729.00	
51100 Freight and Shipping Costs	-147.59	500.00	-647.59	-29.52 %
Total Expenses	\$159,264.44	\$237,365.00	\$-78,100.56	67.10 %
NET OPERATING INCOME	\$175,461.23	\$60,967.00	\$114,494.23	287.80 %
Other Expenses				
8001 Co-op Bill Back	2,799.84		2,799.84	
Total Other Expenses	\$2,799.84	\$0.00	\$2,799.84	0.00%
NET OTHER INCOME	\$-2,799.84	\$0.00	\$-2,799.84	0.00%
NET INCOME	\$172,661.39	\$60,967.00	\$111,694.39	283.20 %

INCLINE VILLAGE CRYSTAL BAY

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July - October, 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
46000 Merchandise Sales	74,731.33	43,000.00	31,731.33	173.79 %
R250 Fund Transfers	1,072,669.17	926,600.00	146,069.17	115.76 %
R252 Interest Income	16,878.29	17,000.00	-121.71	99.28 %
R277 Concierge	167,374.50	178,000.00	-10,625.50	94.03 %
Total Income	\$1,331,653.29	\$1,164,600.00	\$167,053.29	114.34 %
Cost of Goods Sold				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise	24,300.10	21,500.00	2,800.10	113.02 %
50002 Concierge Expense	143,448.50	156,640.00	-13,191.50	91.58 %
Total 50000 Cost of Goods Sold	167,748.60	178,140.00	-10,391.40	94.17 %
Total Cost of Goods Sold	\$167,748.60	\$178,140.00	\$ -10,391.40	94.17 %
GROSS PROFIT	\$1,163,904.69	\$986,460.00	\$177,444.69	117.99 %
Expenses				
0305 Payroll	221,115.60	237,747.00	-16,631.40	93.00 %
0313 Employers Insurance of Nevada	496.00	0.00	496.00	
0314 State Employer Taxes	462.23	773.00	-310.77	59.80 %
0315 Federal Unemployment	102.82	95.00	7.82	108.23 %
0316 Public Employees Retirement Sys	42,859.83	48,006.00	-5,146.17	89.28 %
0319 Employer Medicare/Soc Sec	5,402.30	4,804.00	598.30	112.45 %
0320 Health Insurance	18,849.98	21,864.00	-3,014.02	86.21 %
0321 Employee Training	5,858.54	4,000.00	1,858.54	146.46 %
0400 Utilities				
0401 Utilities- Electric	682.57	975.00	-292.43	70.01 %
0402 Utilities-Gas & Heat	160.80	215.00	-54.20	74.79 %
0403 Utilities- Water & Refuse	1,767.49	1,750.00	17.49	101.00 %
Total 0400 Utilities	2,610.86	2,940.00	-329.14	88.80 %
0405 Bank & Cr Card Charges	13,717.66	11,050.00	2,667.66	124.14 %
0410 Office Supplies & Expenses	9,280.98	5,000.00	4,280.98	185.62 %
0411 Maintenance/Janitorial	3,072.00	2,800.00	272.00	109.71 %
0411.5 Snow Removal	700.00	500.00	200.00	140.00 %
Total 0411 Maintenance/Janitorial	3,772.00	3,300.00	472.00	114.30 %
0412 IT - Computers	357.96	1,300.00	-942.04	27.54 %
0420 Postage & Freight	16.50	400.00	-383.50	4.13 %
0421 Communications	2,484.14	2,800.00	-315.86	88.72 %
0422 Printing Expenses	373.96	1,000.00	-626.04	37.40 %
0430 Building Repairs & Insurance	6,426.20	5,800.00	626.20	110.80 %
0451 Legal & Accounting Services	23,000.00	11,000.00	12,000.00	209.09 %
0460 Contract Services	27,260.00	38,680.00	-11,420.00	70.48 %
0461 Remote Offices	14,000.00	14,000.00	0.00	100.00 %
0462 Equipment Lease & Maint.	844.54	1,000.00	-155.46	84.45 %
0473 Dues & Subscriptions	4,341.05	9,450.00	-5,108.95	45.94 %

INCLINE VILLAGE CRYSTAL BAY

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July - October, 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0474 License & Fees	12.00	0.00	12.00	
0501 Travel & Lodging	6,602.40	7,450.00	-847.60	88.62 %
0504 Registrations	1,224.00	2,525.00	-1,301.00	48.48 %
0505 Local Transportation/Car	250.21	0.00	250.21	
0507 Meeting Expenses	149.14	350.00	-200.86	42.61 %
0601 Hospitality in Market	1,692.74	1,000.00	692.74	169.27 %
0611 Misc. Advertising Co-op	20,000.00	20,000.00	0.00	100.00 %
0622 Advertising Co-op	183,332.00	183,332.00	0.00	100.00 %
0623 Regional Marketing Programs	343.39	2,000.00	-1,656.61	17.17 %
0650 Payroll Expense	599.25	503.00	96.25	119.14 %
0690 Sponsorship	35,500.00	70,000.00	-34,500.00	50.71 %
0691 Shuttle Subsidy/Sponsorship	40,564.00	40,563.00	1.00	100.00 %
0692 Sustainability Initiatives	53,340.60	114,229.00	-60,888.40	46.70 %
0725 Uniforms		4,000.00	-4,000.00	
0730 Special Promotional Items		2,000.00	-2,000.00	
51100 Freight and Shipping Costs	395.15	1,650.00	-1,254.85	23.95 %
Total Expenses	\$747,638.03	\$874,611.00	\$ -126,972.97	85.48 %
NET OPERATING INCOME	\$416,266.66	\$111,849.00	\$304,417.66	372.17 %
Other Expenses				
8001 Co-op Bill Back	-1,164.59		-1,164.59	
Total Other Expenses	\$ -1,164.59	\$0.00	\$ -1,164.59	0.00%
NET OTHER INCOME	\$1,164.59	\$0.00	\$1,164.59	0.00%
NET INCOME	\$417,431.25	\$111,849.00	\$305,582.25	373.21 %

Summary:

Summer was a success. Our East Shore Trail staff helped manage the crush at the trail. An eager and knowledgeable temporary summer staff added value to the Welcome Center.

Staffing:

- Staffing has been reduced to late Fall/Winter levels

Operations:

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

Projects:

- New roof was installed
- End of year financials
- RTT Treasurer role
- Activity Tickets upgrades and management
- PERS reporting change
- Branding RFP committee member
- Investment management
- 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, Co-op Branding interviews.

Objective #1: Amplify Our Message

- Attended Nevada Governor's Conference on Tourism and participated in a panel on destination stewardship.
- Meet with 5 southern Nevada legislators to discuss BID formation language and other Lake Tahoe legislative matters.
- Participated in an interview on Face the State with Collin West with Clean Up The Lake.
- Heavy media effort in partnership with Clean Up The Lake on Marlette clean up dive.
- Interviewed by KKOH Radio on organization stewardship efforts and programs.
- Developed and produced TNTNV organization stewardship brand video.

Objective #2: Maximize Brand Lift

- Founding sponsor of 10th Annual Lake Tahoe Filmfest (December 5-8th).
- Running two full page ads in Filmfest program.
- Partnered and participated in Incline Village Business Walk Survey.

Objective #3: Invest In Stewardship

- Partnered with Clean Up The Lake on first ever pilot dive in Marlette Lake.
- Continue efforts to develop sustainable funding sources for transportation and visitor impacts projects.
- Working with Corridor Management Team partners on East Shore Trail winter parking lot plowing.

Objective #4: Leverage Partnerships

- Attended North Lake Tahoe Coop Board meeting.
- Attended TNT/TMA Board meeting.
- Attended TTD Board meeting.
- Attended One West Tourism Alliance Foundation Board meeting.
- Attended Regional Air Service Corporation Board meeting.
- Attended Diamond Peak Pray for Snow Party at Alibi Public House.

Objective #5: Fine Tune Operations

- Hired Community Engagement and Advocacy Manager position.
- Developed Three Month Action Plan for Community Engagement position.
- Hosted staff bowling night.



Departmental Reports



north lake tahoe

October 2024
Meetings & Conventions Report

TURNED DEFINITE

1. National Ski Areas Association - West Winter Show 2025 - 1/20/25-1/24/25, 975 rooms and 650 people
2. Garver - SPG 2025 Retreat - 8/3/25-8/5/25, 50 rooms and 20 people
3. Association of Edison Illuminating Companies - AEIC 2025 Power Generation Meeting - 9/7/25-9/11/25, 230 rooms and 75 people
4. California Travel Association - CalTravel Summit 2025 - 10/5/25-10/8/25, 830 rooms and 450 people

NEW MEETINGS & RFPs DISTRIBUTED

1. Essendant - Incentive - 5/23/25-5/26/25, 44 rooms and 22 people
2. Finvi - Power Up 2025 - 9/7/25-9/10/25, 835 rooms and 250 people

NEW INQUIRIES

1. Western Systems Power Pool - WSPP Spring 2026 Conference - 2/25/26-3/4/26, 250 people and 620 rooms
2. California Association of Highway Patrolmen - CAHP 2025 Annual Conference - 9/12/25-9/16/25, 200 people and 404 rooms
3. Socure Corporation - President's Club Jan 2025 - 1/12/25-1/14/25, 40 people and 60 rooms
4. Verdesian Life Sciences - VIP Summit and National Sales Meeting - 7/21/25-7/24/25, 250 people and 720 rooms
5. HPN - Customer Meeting 2025 - 7/14/25-7/17/25, 35 people and 114 rooms
6. California Society of Health-System Pharmacists - Healthcare Leaders Summit - 8/2/25-8/4/25, 30 people and 52 rooms
7. Toyota - 12416 San Francisco Region Tis the Skison 2025 TM64771 - 3/4/25-3/7/25, 40 people and 40 rooms.
8. Stanley M. Herzog Charitable Foundation - Christian Summit 2025 - 5/27/25-5/28/25, 50 people and 30 rooms
9. The Melting Pot Restaurants - 2025 Melting Pot Experience - 9/13/25-9/17/25, 235 people and 835 rooms

SITE VISITS & SALES CALLS

- Attended Small & Boutique Meetings with Village at Palisades October 27-29. Staff held (20) appointments and shared [notes](#) with NLT stakeholders.
- Attended Placer Film Department overview of how to work with them, October 10th

CONFERENCE SALES PROJECTS

- Geo-fenced IMEX October 8-10

CHICAGO REP EFFORTS

- Webinar with all three divisions of GE - Aerospace, Healthcare and Energy
- Attended Destination Reps in Chicago October 27th
- Planning to attend PCMA Chicago November 12th
- Planning to attend Visit California Roadshow in Chicago November 13th



north lake tahoe

October 2024

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Campaign with Infinity Holidays in Australia in partnership with Visit California
- Campaign with SkiCan in Canada in partnership with Travel Nevada
- Attended Visit California International Committee meeting October 2nd
- Attended Travel Nevada Conference on Tourism October 29-30
- Co-hosted Spirit Airlines FAM with RSCVA October 4th
- Met with SkiTops Board about hosting a FAM in 2025
- Webinar with Ski.com October 17th
- Preparing for Mexico Sales Mission to Mexico City and Guadalajara with Travel Nevada November 11-15

VISA VUE DATA

Domestic Visitor Data January - September 2024

- September Visitor Data:
 - 2024 - \$26,355,615
 - 2023 - \$28,140,693
 - 2022 - \$25,085,567
- YTD Visitor Data:
 - 2024 - \$289,115,361
 - 2023 - \$289,579,477
 - 2022 - \$296,158,092
- 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 -2% \$82,629,374M
 - Sacramento +2% \$33,974,060
 - Reno +2% \$23,045,295
 - San Jose/Sunnyvale/Santa Clara -1% \$20,430,690
 - LA/Long Beach/Anaheim +0% \$13,946,274
 - San Diego -2% \$7,037,207
 - Santa Rosa -2% \$6,970,735
 - Santa Cruz -1% \$4,363,917
 - New York +3% \$3,976,526
 - Phoenix/Mesa/Chandler +6% \$3,163,472
 - Total spend: \$464.1 M (all) and \$289.1 M (non-resident)
 - Total domestic visitor spend by market segment January - August:
 - Restaurants \$111,693,866

- Food & Grocery \$61,574,734
- Retail \$44,198,743
- Entertainment \$16,856,933
- Hotels & Lodging \$17,884,889

International Visitor Data January - September 2024

- September Visitor Data:
 - 2024 - \$468,253
 - 2023 - \$437,248
 - 2022 - \$364,269
- YTD Visitor Data:
 - 2024 - \$4,792,264
 - 2023 - \$4,203,506
 - 2022 - \$3,545,780
 - Total visitor international spend: \$4.8M Estimated visitors: 25.4K
 - Top countries by spend and YoY % Change
 - Canada \$798,912k, +16%
 - UK \$450,934, -1%
 - Australia \$426,750, +6%
 -
 - China Mainland \$304,873, +14%
 - Mexico \$288,572, +25%
 - France \$250,491, +17%
 - Germany \$248,460, +13%
 - New Zealand \$146,712, +6%
 - Switzerland \$138,467, +11%
 - Brazil \$111,378, +38%
 - Total international visitor spend by market segment Jan - September:
 - Restaurants & Dining \$1,618,049
 - Retail \$825,141
 - Hotels & Lodging \$533,301
 - Food & Grocery \$931,491
 - Entertainment \$455,147



October wrapped up the majority of fall campaigns, with only Google, High Value and *Outside* native continuing through November. The MCC campaign continued with a focus on geofencing events during and retargeting after conferences. The website saw an increase in visitors and engaged sessions. One blog was posted and one newsletter deployed. Social channels continued to see audience growth.

WEBSITE PERFORMANCE

241K
(-0.84%)
Sessions

85
(+34.9%)
Site Health

93.5%
(+2.32%)
Engagement Rate

CA
Top State

Fall Landing Page
Top Page at 169K sessions

Know Before You Go
Popular Targeted Content

Cross-Network
Top Channel

Rank 3
For "Lake Tahoe," 1.5K clicks

CONSUMER PAID MEDIA CAMPAIGN

22.4M
Impressions
(-31.9% MoM)

85.5K
High and Average
Intent Conversions

0.95% CTR
Snapchat had the
highest CTR at 9.07%

MCC PAID MEDIA CAMPAIGN

294.8K
Impressions
(+136.2% MoM)

187
High and Average
Intent Conversions

1.26% CTR
Facebook had the
highest CTR at 2.11%

WEBSITE CONTENT

Updated the Christmas Activities, New Year's Eve and Sledding posts based on organic search trends. Continued improvements to the winter landing page which resulted in a 760% increase in clicks and a 185% increase in impressions. Top cities and states for website traffic aligned with the fall paid media markets of Phoenix and Los Angeles.

PUBLIC RELATIONS

37
Secured Clips

591.5M
Unique Visitors
Monthly

\$5.4M
Article Value
Estimate

SOCIAL MEDIA

221K
Audience

3.83M
Impressions

111.8K
Video Views

BLOGS

48
Pageviews

0:56
Engagement
Time

Topic: Lake Tahoe
Water Health
and Facts

14.4K
Engagements

3.77% ER
(Industry Avg. 0.9%)

Top posts highlighted outdoor landscapes and called for audience participation.

UPCOMING

- Launch Consumer and in-market winter campaigns
- Develop a toolkit for the MACD Stewardship campaign.
- Continuing reorganizing Libris/Photoshelter image gallery.

NEWSLETTER

34% OR **1.9% CTR**
(Industry Avg. 16%) (Industry Avg. 1.6%)

Content featured the water facts blog, a call out to ski resort openings, the Tahoe Film Fest, fall events and a Make a Clear Difference tip of using real-time resources.

CA NOW STORY

72.5%
Interaction Rate

The top-performing story was the "Things to Do in Lake Tahoe This Fall"



Campaign	Jul 24	Aug 24	Sept 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25
Seasonal	Summer		Fall			Winter		Spring				
MCC	Meetings, Conferences & Conventions – new creative pushed live in October											

 <p>July 2024 Summer Activities/Live Music 4th of July Blog: State Parks</p>	<p>January 2025 Snow Activities/Backcountry Safety Dry January Blog: Boutique Hotels</p>
<p>August 2024 Fire Season Labor Day Blog: Sand Harbor Guide</p>	<p>February 2025 Snow Activities Valentine's Day Blog: Gaming</p>
 <p>September 2024 Fire Season Oktoberfests Blog: Lake Water Health & Facts</p>	 <p>March 2025 Spring Activities One More Day Series Blog: Boating (revise) Eco-friendly Stays</p>
<p>October 2024 Fall Foliage True Tahoe Video Series Blog: Holiday Activities (revise) Fall Foliage Guide</p>	<p>April 2025 Earth Day/Spring Break Stay For More Series Blog: What to Wear</p>
<p>November 2024 Ski Resorts Open Thanksgiving Blog: New Year's Activities (revise) Ski Guide</p>	<p>May 2025 Memorial Day Kickoff to Summer Blog: Tent Camping</p>
 <p>December 2024 Snow Activities Holidays Blog: Where to Go For Snow Activities (revise) Sustainable Superbloom</p>	 <p>June 2025 Summer Activities Blog: 4th of July (revise) Jet-skiing</p>

OCTOBER PERFORMANCE REPORT

TRAVEL NORTH TAHOE NEVADA

PUBLIC RELATIONS

WILLOW | RECAP

OVERVIEW

In October 2024, The Abbi Agency worked alongside Travel North Tahoe Nevada (TNTNV) and partnering organizations to increase TNTNV's media presence in the Northern Nevada region.

Beyond media relations and onsite interview logistics, TAA also worked with TNTNV leadership ahead of the Nevada Tourism Conference, as well as fulfilled creative asset needs for the upcoming Tahoe Film Festival.



MONTHLY NUMBERS AT A GLANCE

9

MEDIA PLACEMENTS

9

REGIONAL PLACEMENTS

309K

REACH

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



STRATEGIC IMPLEMENTATION

OCTOBER MEDIA PLACEMENTS

Carson NOW.org
Your One Stop for Carson City News

Hundreds of pounds of litter, including a 'creepy crate' pulled from Marlette Lake

[View](#) [View items](#)

Submitted by Jeff Munson on Wed, 10/30/2024, 2:54pm



A drone was among the items recovered. Photos by Clean Up the Lake.



Clean Up The Lake

theabbiagency.com

Carson Now

PLACEMENT DATE: October 30, 2024

Outlet: Carson Now

Headline: [Hundreds of pounds of litter, including a 'creepy crate' pulled from Marlette Lake](#)

Est. Reach: 39,600

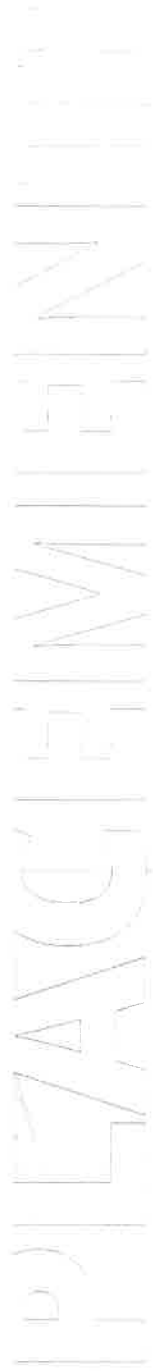
Domain Authority: 54

Market: Northern Nevada

Key Messages: Marlette Lake Cleanup

Brand Pillar: Sustainability

Featured: Andy Chapman, Colin West



OCTOBER MEDIA PLACEMENTS



Underwater divers restoring popular Tahoe-adjacent lake with stewardship funding from Travel North Tahoe Nevada

INCLINE VILLAGE, NEV. (OCTOBER 30, 2024) - [Travel North Tahoe Nevada \(TNTNM\)](#) partnered with Tahoe-based nonprofit [Clean Up The Lake \(CULT\)](#) for an extensive cleanup of Marlette Lake on October 24-25, 2024.

With halloween just around the corner tomorrow, we thought we would lead off with our discoveries of *claws and creepy crates*! Of course the claws were none other than the notorious signal crayfish, a delicious tasting form of aquatic invasive species that has found its way into Lake Tahoe and many other lakes in the basin, including **Marlette Lake**. The creepy crate however, was an 'unknown item'; one that was sealed shut and unable to be opened. It had knots and holes in the wood and appeared to be older. What are the contents of this wooden crate, you may ask. We do not know. It could be empty, it could be someone's belongings or something slightly more sinister? Your guess on this halloween holiday is as good as ours. Our team has taken photo, video, and GPS locations of this crate and other unique and unknown items and already began reporting to the state to determine if it's litter or in need of further inspection by archeologists.

@theabbiagency

theabbiagency.com

Sierra REC Magazine

PLACEMENT DATE: October 30, 2024

Outlet: Sierra REC Magazine

Headline: [Clean Up The Lake Finds Creepy Crates & Claws Beneath Marlette Lake!](#)

Est. Reach: 3,710

Domain Authority: 30

Market: Northern Nevada

Key Messages: Marlette Lake Cleanup

Brand Pillar: Sustainability

Featured: Andy Chapman, Colin West

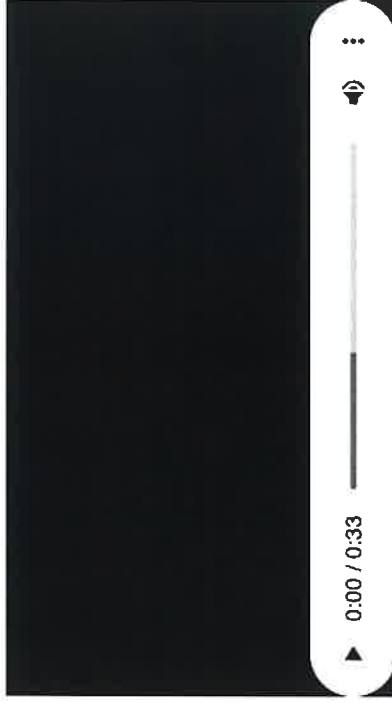
PRIZAG | M | H | W | T | F | S | S

OCTOBER MEDIA PLACEMENTS

KKOH-AM (Reno, NV) Edit

Radio

Aired on October 30, 2024 at 4:03 PM on KKOH-AM (Reno, NV)
Reno, NV, United States



KKOH-AM

PLACEMENT DATE: October 30-31, 2024

Outlet: KKOH-AM

Broadcast Links: [10/30 @4PM](#), [3:30 PM](#), [10/31 @5AM](#), [5:30AM](#), [7:30AM](#), [8:30AM](#), [12PM](#)

Est. Listenership: 37,900

Market: Northern Nevada

Key Messages: Marlette Lake Cleanup

Brand Pillar: Sustainability

Featured: Colin West

PUBLIC AFFAIRS



Clean Up The Lake (CUTL) Partnership

The Abbi Agency worked extensively with Travel North Tahoe Nevada for their upcoming partnership with Clean Up The Lake (CUTL) cleaning up Marlette Lake.

TAA crafted detailed messaging and press materials, as well as coordinated onsite media visits with The Nevada Independent & The Tahoe Daily Tribune.

TAA continues to coordinate media opportunities in November 2024.

Public Affairs



Nevada Governor's Conference on Tourism

Ahead of the Governor's Conference on Tourism in Las Vegas, NV, The Abbi Agency crafted talking points for Andy Chapman to utilize while onsite at the conference.

Talking points were used for legislative talks outlining TNTNV, the new Strategic Plan, and environmental stewardship in the Tahoe region.



CREATIVE

Tahoe Film Fest Ad

The Abbi Agency crafted a sponsorship advertisement for TNTNV for the Tahoe Film Festival.

The advertisement utilized language from TNTNV's new Strategic Plan, outlining TNTNV's work in environmental stewardship in the Tahoe region.

RECIPIENT ENGAGEMENT

LAKE TAHOE IS SACRED.
It demands bold, collective action to preserve it for future generations.

Travel North Tahoe Nevada is putting stewardship at the core of our work; we are bringing together diverse partners to solve regional challenges like transportation, workforce housing and user impacts by investing in innovative solutions and responsible travel initiatives.

OUR VALUES GUIDE US

LEAD PRESERVE ADAPT SUPPORT PROMOTE CREATE

LEARN MORE

Read our stewardship-focused strategic plan

Join us in protecting Lake Tahoe

TRAVEL **North TAHOE** NEVADA

TravelNorthTahoeNevada.com
@TravelNorthTahoeNevada

THANK YOU

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