

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

AGENDA

**Board Meeting**  
**Travel North Tahoe Nevada**  
**Wednesday, January 15<sup>th</sup>, 2025 3:00 pm**

**Mission Statement**

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

**Our Vision**

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

The Board of Directors of Travel North Tahoe Nevada will hold their monthly meeting on Wednesday January 15<sup>th</sup>, 2025 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**

- |  |                               |
|--|-------------------------------|
| <b>I. Call to Order/Roll Call</b>  | <b>Chair</b>                  |
| <b>II. PUBLIC COMMENT – Pursuant to NRS 241.020</b><br>This is the time for the public to comment on any matter whether or not if it is included on this agenda.   | <b>Chair</b>                  |
| <b>III. Approval of Agenda</b> (For Possible Action)   | <b>Chair</b>                  |
| <b>IV. Approval of November 2024 Board Meeting Minutes</b> (For Possible Action)   | <b>Chair</b>                  |
| <b>V. Fiscal Year End 2024 Financial Report</b> (For Possible Action) (15 min)   | <b>Long/Steele</b>            |
| <b>VI. 62Above Presentation on North Lake Tahoe Consumer Rebrand</b> (15 min)  | <b>Chapman/62Above</b>        |
| <b>VII. Nevada 2025 Legislative Session Update</b> (15 min)  | <b>Chapman/Rowe Law Group</b> |
| <b>VIII. Hyatt Regency Lake Tahoe Construction Update</b> (15 min)   | <b>Pascal Dupuis/Hyatt GM</b> |
| <b>IX. Review of December 2024 Financial Statements</b> (10 min)<br>(For Possible Action)  | <b>Long</b>                   |
| <b>X. Sales Department Update</b> (10 min)   | <b>Peterson</b>               |
| <b>XI. Community Engagement and Advocacy Update</b> (10 min)   | <b>Beiro</b>                  |
| <b>XII. Old Business</b> <ul style="list-style-type: none"><li>• <b>East Shore Trail Parking Lot Snow Removal Update</b></li></ul>   | <b>Chair</b>                  |
| <b>XIII. New Business</b> <ul style="list-style-type: none"><li>• <b>Discussion on March Board Retreat Date Schedule</b></li></ul>   | <b>Chair</b>                  |
| <b>XIV. Management Reports</b> (Report in Packet)  | <b>Chair</b>                  |
| <b>XV. Departmental Reports</b> (Report in Packet) <ul style="list-style-type: none"><li>a) <b>Conference Sales</b></li><li>b) <b>Leisure Sales</b></li><li>c) <b>Consumer Advertising</b></li><li>d) <b>Social/Content</b></li><li>e) <b>Public Relations</b></li></ul> | <b>Chair</b>                  |
| <b>XVI. Director Comments</b>  | <b>Chair</b>                  |
| <b>XVII. PUBLIC COMMENT – Pursuant to NRS 241.020</b><br>This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.   | <b>Chair</b>                  |
| <b>XVIII. Adjournment</b> – (For Possible Action)  |                               |



**November 2024 Board Meeting Minutes  
Travel North Tahoe Nevada  
Wednesday, November 20<sup>th</sup>, 2024, 3:00pm**

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

**Bill Watson**

The Travel North Tahoe Nevada Board Meeting was called to order at 3:00pm by Chair Bill Watson. Roll call was taken, and the following members were present: Claudia Andersen, Bill Watson, Darya Shahvaran, and Eric Roe. The following TNTNV employees were present: Andy Chapman, President/CEO, Greg Long, Chief Operating Officer, Bart Peterson, Director of Sales, Mike Beiro, Community Engagement & Advocacy Manager, and Kim Warren, Executive Assistant. Others in attendance: Johnathan Steele, accountant with Steele & Associates and Amanda Brazeau with Rowe Law Group (Russell Rowe joined the meeting later for Item VII). Legal representation from Reese Ring Velto, PLLC.

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

**Bill Watson**

**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**

**Bill Watson**

CEO Andy Chapman noted for Item VI (FYE 2024 Financial Report) strike for “possible action.” It will be brought back for final review.

Motion to approve the November 2024 agenda with the change by Claudia Andersen. Second by Eric Roe. Approved.

**IV. Approval of September 2024 Board Meeting Minutes**

**Bill Watson**

Motion to approve the September 2024 Board Meeting Minutes by Claudia Andersen. Second by Darya Shahvaran. Approved.

**V. Community Engagement and Advocacy Manager Introduction.**

**Andy Chapman/Mike Beiro**

CEO Andy Chapman noted adding this position is an outcome of strategic planning. Mike Beiro started on Monday; some of his background is in the meeting packet. Mike Beiro shared about himself (graduated from Sierra Nevada College, worked at the Crystal Bay Club, Vail Resorts, Alibi; then gained experience in Jackson Hole). He has been spending his time reconnecting, establishing new connections, and sending introductory emails. He looks forward to getting back into our community,

working with the Board, and making our community the best it can be. The Board welcomed Mike.

## **VI. FYE 2023 Financial Report**

**Greg Long/John Steele**

COO Greg Long noted challenges for this fiscal year with finalizing the financials due to replacing the Point of Sale (POS), changing the accounting system to QuickBooks online, and shifting the US Bank account into a sweep account. He noted the reasons for these changes and summarized the challenges. A draft was presented rather than the final financial statements.

John Steele shared the extra time will allow for accurate information, avoiding errors carrying over to next year. Steele reported the numbers are pretty consistent from 2023 to 2024.

Steele then reviewed Accounts Receivable, which is set up as accrual, rather than cash basis. He noted the differences between the two types. CEO Andy Chapman added we can discuss options more. We can look at how we budget and how we are paid in real time.

Chair Bill Watson verified John Steele feels comfortable with the numbers and Steele confirmed.

Steele moved to Statement of Activities and reported total revenue was consistent with previous years. He noted the sweep account allowed for more funds. Reviewing Functional Expenses, he highlighted areas that changed – salaries and wages increased, building repairs and insurance increased, and advertising and sustainability initiatives increased. Chapman noted sustainability initiatives fall into three items in the budget (shuttle sponsorship, sponsorships, and sustainability initiatives). Steele also noted sale of barges led to a loss.

COO Long noted he, Steele, and Mary Becker (TNTNV bookkeeper) will spend the next couple of months to finalize numbers and analyze QuickBooks online.

Claudia Andersen inquired about filing requirements and if we file a 990. Long noted tax return is due November 15<sup>th</sup>; we filed an extension. Steele noted we will do one filing. Long noted everything will be ready for January board meeting and it will be an action item at that time.

## **VII. Nevada Legislative Session Update**

**Andy Chapman/Rowe Law Group**

Amanda Brazeau reviewed the September and October Legislative Report and covered events (Chapman attended and was on a panel at NV Governor's Global Tourism Summit, various meetings, two Rowe Group/TNTNV/Abbi Agency government affairs meetings).

Brazeau then reviewed Education Advocacy which included communication with Senator Skip Daly (a sponsor from interim TRPA oversight committee), contact with Cadence Matijevich (Washoe County), Assembly Woman Selena Torres (current chair of assembly government affairs committee), NV Resort Association, Hailey Wilson (TRPA), Senator Edgar Flores (chair of the senate government affairs committee), Assemblyman Brian Hibbets and Assemblyman Reuben D'Silva. These meetings are to build relationships, trying to reach as many as possible, while determining how to work together for getting bills across finish line.

Brazeau covered Updated Stats noting there are 558 Bill Draft Requests (BDRs) so far. They are monitoring to make sure they do not impact TNTNV, if they do they mark them to track them.

Brazeau also reviewed Legislative Reporting. CEO Chapman then passed report around. There are three tiers of bills - Tier 1 are very important and are the bills we are trying to pass, Tier 2 are ones being monitored that may have some impact on Tahoe, and Tier 3 are bills that are not very important

to us but will still be monitored in case they change and become relevant.

She ended with summarizing upcoming meetings. Chapman added that we are getting communication into community with key community members around BID language as well as surcharge language.

### **VIII. Review of October 2024 Financial Statements**

**Greg Long**

COO Greg Long presented October month end variance report (Gifts Shop Sales, TOT Collections, Concierge, Payroll, PERS, Office Supplies, Sustainability Initiatives). Long then reviewed October Year-to-Date which mirror the noted items in the variance report. Full report is in packet.

Motion to approve the October 2024 Financial Statements by Claudia Andersen. Second by Darya Shahvaran. Approved.

*Chair Bill Watson noted John Steele left the meeting during the Nevada Legislative Session update.*

### **IX. Sales Department Update**

**Bart Peterson**

Director of Sales Bart Peterson provided an update (group business that turned definite, meetings attended, preparation for attending CalSAE and Incentive Experience). He summarized work Denise Camille (Midwest rep in Chicago) is doing and her value for and success in efforts.

Peterson also summarized leisure travel campaigns to bring awareness to destination. He shared domestic spend is down and international spend is up.

Peterson was just in Mexico with Travel Nevada, and they trained 150 agents, hosted media and influencer events, and had meetings with project managers.

To end, Peterson share they are working on upcoming newsletter that will go to 8,000 meeting planners and 4,000 travel agents. This newsletter will focus on ski resort opening dates and activities (Sleigh Rides, Polar Paddles).

Gift certificates from key partners (Crystal Bay Club, Hyatt, Incline Lodge) were donated for trip to Mexico which increases visibility. Tahoe Gifting Co. also provided a give-a-way that helps keep our destination top of mind. Peterson shared gratitude for these donations.

### **X. Old Business**

**Andy Chapman**

- **Governor's Conference on Tourism**

CEO Andy Chapman summarized the event, TNTNV attendees (Andy Chapman, Greg Long, Bart Peterson, Darya Shahvaran), and involvement. Chapman was on a panel. Next year the event will be hosted in Reno. Darya Shahvaran added the event was educational and a benefit was seeing Chapman in action. She called attention to great speakers and stated it would have been a benefit if the Governor talked about our region. COO Long noted it was Southern NV focused, adding next year it will be nice to have in Northern NV. Chapman concluded and shared we sponsored the event and had our logo on the stage.

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

CEO Andy Chapman provided details and spoke of the project's success. Chapman was on Face the State with Colin West (founder of Clean Up the Lake), and Arianna Bennet (KTVN 2NEWS

NV). Andy Chapman and Bart Peterson were part of the support team. 300 pounds of trash were collected. Chapman highlighted it was a great project and investment.

- **Update on East Shore Trail Winter Plowing Project**

CEO Andy Chapman reported we are getting closer to making this happen. Chapman has been working with Jim Moreno and the corridor management team. He notes a main question is who holds the contract – Tahoe Transportation District (TTD) or Transportation Management Association (TMA).

Chapman shared we have a provider who can do the plowing; there is the opportunity to see it happening this winter. The actual East Shore Trail will be noted to *use at your own risk*; the actual trail will not maintained/cleared.

- **Welcome Center Roof Replacement Update**

COO Greg Long reported the roof work was completed. He noted it is “triple thick” and blends in while modernizing the building. It took about two and a half weeks to complete as there were some snow days. The Welcome Center had to close a little more than planned.

Mills Roofing out of Truckee and Reno completed the project and did a bit of extra work. Long noted they were great to work with.

- **Incline Business Walks**

CEO Andy Chapman provided details around efforts. He noted we got decent numbers throughout lake and are waiting to get details/results back. Chapman highlighted areas to improve next time for our area. IVCBA was also part of the effort. Chapman noted it was good we participated regionally.

## **XI. New Business**

**Andy Chapman**

- **Update on North Lake Tahoe Coop Brand Revision Project**

CEO Andy Chapman provided an update for RFP for consumer brand. He shared who participated and noted that from the four strong finalists, they determined a company they wish to move forward with. Chapman shared it was a good process and feels the outcome will be tremendous.

It was clarified this relates to the North Lake Tahoe consumer brand, not TNTNV brand. 2006 was last brand refresh.

COO Greg Long and Eric Roe added each finalists had two hours with the committee. They reported it was a fascinating experience and interesting process.

- **Tahoe Filmfest – December 5-8**

CEO Andy Chapman shared TNTNV is a sponsor for Tahoe Filmfest. It runs December 5<sup>th</sup>-8<sup>th</sup>. TNTNV will have some passes here for individuals to use. Chapman noted the desire to do something to recognize TNTNV. This led to a one-and-a-half-minute segment on our organization that was shown before the featured movies. Chapman showed the video and is happy how it turned out. He shared this version one and is a good start; we will continue to play with it more, shoot videos, get our own content, etc.

## **XII. Management Reports**

**Bill Watson**

Reports are in the meeting packet.

**XIII. Departmental Reports**

**Bill Watson**

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

Reports are in the meeting packet.

Greg Long shared about his RSCVA trip to Kansas City Chiefs game. It was great to engage with meeting planners, speak about the region, and get a “Peek into Bart’s life.”

**XIV. Director Comments**

**Bill Watson**

None

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

**Bill Watson**

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

None

**XVI. Adjournment –**

**Bill Watson**

Call to adjourn by Bill Watson. Adjourned at 4:06pm.

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

**Public Postings:**

**Incline Village Post Office**

**Crystal Bay Post Office**

**Travel North Tahoe Nevada Welcome Center**

**IVGID Office**

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



January 15<sup>th</sup> , 2025

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.





January 15<sup>th</sup> , 2025

To: Board of Directors

From: Andy Chapman, President/CEO

Re: North Lake Tahoe Marketing Coop Consumer Rebrand Project

**Background**

As the board is aware, the North Lake Tahoe Marketing Coop Committee recently issued an RFP for agency services related to a consumer rebrand project. Six firms responded to the RFP and 4 of those firms were interviewed by a sub-committee of the NLT Coop Committee.

The process was extensive and each agency brought elements of expertise to the conversation. In the end, the sub-committee recommended to the full committee that 62Above be awarded the consumer rebrand project.

Since that time, 62Above has facilitated stakeholder engagement conversations, conducted staff discovery session in the Tahoe region and began critical data-based research elements that will ultimately inform the consumer brand position moving forward.

Agency representatives from 62Above will provide the Board with an update on the process and next steps.

# ROWE LAW GROUP

Administrative Law & Public Affairs

## **Travel North Tahoe Nevada Government Affairs Report November & December 2024**

Prepared by Rowe Law Group: Amanda Brazeau/Russell Rowe

### **November & December Events:**

- Legislative Meetings (see below)
- RLG/TNTNV Monthly Government Affairs Meetings with the Abbi Agency
  - November/December

### **Education & Advocacy**

- Ben Kieckhefer, Previous Chief of Staff to the Governor/TRPA Board Member
- Commissioner Alexis Hill and Cadence Matevitich, Washoe County
- Devin Middelbrook, TRPA Government Affairs
- Governor's Office: Madeline Burak Armstrong, Oversees legislation for tourism
- Assemblywoman Considine, Chair of Assembly Committee on Government Affairs (January)
- Upcoming:
  - Assemblyman Nguyen, Vice Chair of Assembly Committee on Government Affairs
  - Assemblywoman Flanagan Assembly Committee on Government Affairs
  - Assemblywoman Hunt Assembly Committee on Government Affairs
  - Assemblywoman Karris Assembly Committee on Government Affairs
  - Assemblywoman Edgeworth Assembly Committee on Government Affairs
  - Senator Neil, Senate Committee on Government Affairs
  - Senator Ohrenschall, Vice Chair, Senate Committee on Government Affairs
- RSCVA: Monitor/engagement

### **2025 Legislative Session:**

- Bill Draft Request
  - BDRs: 982 have been submitted thus far. RLG continues monitoring for any BDRs impacting TNTNV.
- Bills
  - 91 Assembly Bills
  - 88 Senate
- Legislative Report (from Monday January 13th)
- Agenda monitoring
  - Monitoring other state legislative and local government agendas for items impacting TNTNV.
- Session Begins February 3, 2025
- Session Ends June 2, 2025

# ROWE LAW GROUP

Administrative Law & Public 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.
- **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.

### **Next Steps:**

- Continued Education and Advocacy.
- Bill language.
- TRPA Presentation to the Asm. Committee on Growth and Infrastructure February 4th.

## Dec 2024 Financial Summary Report

### Dec Month End Variance Report

#### REVENUE

- 46000 Merchandise Sales: Under budget due to low traffic
- R250 Fund Transfers: Over budget due to higher TOT collections
- R252 Interest Income: Under budget due to late statement
- 50001 Cost of Goods Sold Merchandise: Under budget due to lower sales

#### EXPENSES

- 0320 Health Insurance: Under budget due to new employee start date
- 0410 Office Supplies: Over budget due to December events
- 0430 Building Repairs and Insurance: Over budget due to holiday decorations
- 0460 Contract Services: Under budget due to cost savings
- 0601 Hospitality in Market: Under budget due to late holiday party
- 0690 Sponsorship: Over budget due to timing of payments

### Dec 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
- 50001 Cost of Goods Sold Merchandise: Over budget due to higher sales
- 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
- 0405 Bank and CC Charges: Over budget due to higher sales
- 0410 Office Supplies: Over budget due to new events and hiring
- 0451 Legal and Accounting: Under budget due to timing
- 0460 Contract Services: Over budget due to new contract
- 0690 Sponsorship: Under budget due to timing of requests
- 0692 Sustainability Initiatives: Under budget due to timing of opportunities
- 0725 Uniforms: Under budget due to delay in ordering

# INCLINE VILLAGE CRYSTAL BAY

## Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L

December 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
46000 Merchandise Sales	3,743.54	5,000.00	-1,256.46	74.87 %
R250 Fund Transfers	121,187.26	115,478.00	5,709.26	104.94 %
R252 Interest Income	130.09	4,250.00	-4,119.91	3.06 %
R277 Concierge	70.00	200.00	-130.00	35.00 %
<b>Total Income</b>	<b>\$125,130.89</b>	<b>\$124,928.00</b>	<b>\$202.89</b>	<b>100.16 %</b>
<b>Cost of Goods Sold</b>				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise	1,447.16	2,500.00	-1,052.84	57.89 %
50002 Concierge Expense	63.00	176.00	-113.00	35.80 %
<b>Total 50000 Cost of Goods Sold</b>	<b>1,510.16</b>	<b>2,676.00</b>	<b>-1,165.84</b>	<b>56.43 %</b>
<b>Total Cost of Goods Sold</b>	<b>\$1,510.16</b>	<b>\$2,676.00</b>	<b>\$ -1,165.84</b>	<b>56.43 %</b>
<b>GROSS PROFIT</b>	<b>\$123,620.73</b>	<b>\$122,252.00</b>	<b>\$1,368.73</b>	<b>101.12 %</b>
<b>Expenses</b>				
0305 Payroll	42,302.61	42,201.00	101.61	100.24 %
0314 State Employer Taxes	118.42	116.00	2.42	102.09 %
0315 Federal Unemployment	27.85	25.00	2.85	111.40 %
0316 Public Employees Retirement Sys	12,500.16	12,462.00	38.16	100.31 %
0319 Employer Medicare/Soc Sec	900.11	800.00	100.11	112.51 %
0320 Health Insurance	4,902.79	6,168.00	-1,265.21	79.49 %
0321 Employee Training	339.87	0.00	339.87	
0400 Utilities				
0401 Utilities- Electric	383.16	250.00	133.16	153.26 %
0402 Utilities-Gas & Heat	117.82	280.00	-162.18	42.08 %
0403 Utilities- Water & Refuse	436.83	425.00	11.83	102.78 %
<b>Total 0400 Utilities</b>	<b>937.81</b>	<b>955.00</b>	<b>-17.19</b>	<b>98.20 %</b>
0405 Bank & Cr Card Charges	831.13	260.00	571.13	319.67 %
0410 Office Supplies & Expenses	3,516.67	1,250.00	2,266.67	281.33 %
0411 Maintenance/Janitorial	1,080.00	700.00	380.00	154.29 %
0411.5 Snow Removal		250.00	-250.00	
<b>Total 0411 Maintenance/Janitorial</b>	<b>1,080.00</b>	<b>950.00</b>	<b>130.00</b>	<b>113.68 %</b>
0412 IT - Computers	89.49	500.00	-410.51	17.90 %
0420 Postage & Freight		100.00	-100.00	
0421 Communications	607.36	650.00	-42.64	93.44 %
0422 Printing Expenses	410.43	0.00	410.43	
0430 Building Repairs & Insurance	2,428.33	400.00	2,028.33	607.08 %
0451 Legal & Accounting Services	2,750.00	2,750.00	0.00	100.00 %
0460 Contract Services	12,670.00	14,920.00	-2,250.00	84.92 %
0461 Remote Offices	3,500.00	3,500.00	0.00	100.00 %
0462 Equipment Lease & Maint.	336.57	0.00	336.57	
0473 Dues & Subscriptions	1,398.90	400.00	998.90	349.73 %
0474 License & Fees		50.00	-50.00	

# INCLINE VILLAGE CRYSTAL BAY

Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L

December 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0501 Travel & Lodging	831.72	500.00	331.72	166.34 %
0505 Local Transportation/Car	64.19	0.00	64.19	
0507 Meeting Expenses	26.00	0.00	26.00	
0601 Hospitality in Market	201.48	4,500.00	-4,298.52	4.48 %
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	149.50	125.00	24.50	119.60 %
0689 WEB Development	300.00		300.00	
0690 Sponsorship	10,172.40	0.00	10,172.40	
0692 Sustainability Initiatives	323.66	0.00	323.66	
51100 Freight and Shipping Costs	5.00	100.00	-95.00	5.00 %
<b>Total Expenses</b>	<b>\$149,555.45</b>	<b>\$140,015.00</b>	<b>\$9,540.45</b>	<b>106.81 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ -25,934.72</b>	<b>\$ -17,763.00</b>	<b>\$ -8,171.72</b>	<b>146.00 %</b>
Other Expenses				
8001 Co-op Bill Back	-231.68		-231.68	
<b>Total Other Expenses</b>	<b>\$ -231.68</b>	<b>\$0.00</b>	<b>\$ -231.68</b>	<b>0.00%</b>
<b>NET OTHER INCOME</b>	<b>\$231.68</b>	<b>\$0.00</b>	<b>\$231.68</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$ -25,703.04</b>	<b>\$ -17,763.00</b>	<b>\$ -7,940.04</b>	<b>144.70 %</b>

# INCLINE VILLAGE CRYSTAL BAY

## Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L

July - December, 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
46000 Merchandise Sales	55,798.26	51,500.00	4,298.26	108.35 %
R250 Fund Transfers	1,414,885.22	1,265,796.00	149,089.22	111.78 %
R252 Interest Income	24,123.15	25,500.00	-1,376.85	94.60 %
R277 Concierge	167,594.50	178,700.00	-11,105.50	93.79 %
<b>Total Income</b>	<b>\$1,662,401.13</b>	<b>\$1,521,496.00</b>	<b>\$140,905.13</b>	<b>109.26 %</b>
<b>Cost of Goods Sold</b>				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise	29,120.35	25,750.00	3,370.35	113.09 %
50002 Concierge Expense	143,709.50	157,256.00	-13,546.50	91.39 %
<b>Total 50000 Cost of Goods Sold</b>	<b>172,829.85</b>	<b>183,006.00</b>	<b>-10,176.15</b>	<b>94.44 %</b>
<b>Total Cost of Goods Sold</b>	<b>\$172,829.85</b>	<b>\$183,006.00</b>	<b>\$ -10,176.15</b>	<b>94.44 %</b>
<b>GROSS PROFIT</b>	<b>\$1,489,571.28</b>	<b>\$1,338,490.00</b>	<b>\$151,081.28</b>	<b>111.29 %</b>
<b>Expenses</b>				
0305 Payroll	303,593.33	322,899.00	-19,305.67	94.02 %
0313 Employers Insurance of Nevada	592.00	0.00	592.00	
0314 State Employer Taxes	670.65	1,029.00	-358.35	65.17 %
0315 Federal Unemployment	151.42	145.00	6.42	104.43 %
0316 Public Employees Retirement Sys	67,056.88	72,930.00	-5,873.12	91.95 %
0319 Employer Medicare/Soc Sec	7,135.25	6,386.00	749.25	111.73 %
0320 Health Insurance	28,655.56	34,200.00	-5,544.44	83.79 %
0321 Employee Training	5,885.59	4,000.00	1,885.59	147.14 %
0400 Utilities				
0401 Utilities- Electric	1,242.03	1,475.00	-232.97	84.21 %
0402 Utilities-Gas & Heat	336.21	645.00	-308.79	52.13 %
0403 Utilities- Water & Refuse	2,651.48	2,625.00	26.48	101.01 %
<b>Total 0400 Utilities</b>	<b>4,229.72</b>	<b>4,745.00</b>	<b>-515.28</b>	<b>89.14 %</b>
0405 Bank & Cr Card Charges	17,925.74	11,510.00	6,415.74	155.74 %
0410 Office Supplies & Expenses	12,624.30	7,500.00	5,124.30	168.32 %
0411 Maintenance/Janitorial	4,827.00	4,200.00	627.00	114.93 %
0411.5 Snow Removal	700.00	750.00	-50.00	93.33 %
<b>Total 0411 Maintenance/Janitorial</b>	<b>5,527.00</b>	<b>4,950.00</b>	<b>577.00</b>	<b>111.66 %</b>
0412 IT - Computers	1,168.93	1,950.00	-781.07	59.95 %
0420 Postage & Freight	122.06	600.00	-477.94	20.34 %
0421 Communications	4,026.61	4,100.00	-73.39	98.21 %
0422 Printing Expenses	784.39	1,000.00	-215.61	78.44 %
0430 Building Repairs & Insurance	8,245.86	8,700.00	-454.14	94.78 %
0451 Legal & Accounting Services	16,500.00	21,500.00	-5,000.00	76.74 %
0460 Contract Services	64,600.00	61,020.00	3,580.00	105.87 %
0461 Remote Offices	21,000.00	21,000.00	0.00	100.00 %
0462 Equipment Lease & Maint.	1,267.72	1,000.00	267.72	126.77 %
0473 Dues & Subscriptions	10,305.28	10,250.00	55.28	100.54 %

# INCLINE VILLAGE CRYSTAL BAY

## Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L

July - December, 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0474 License & Fees	12.00	50.00	-38.00	24.00 %
0501 Travel & Lodging	8,720.51	10,950.00	-2,229.49	79.64 %
0504 Registrations	1,224.00	2,525.00	-1,301.00	48.48 %
0505 Local Transportation/Car	314.40	0.00	314.40	
0507 Meeting Expenses	175.14	350.00	-174.86	50.04 %
0601 Hospitality in Market	4,907.46	5,750.00	-842.54	85.35 %
0611 Misc. Advertising Co-op	20,000.00	20,000.00	0.00	100.00 %
0622 Advertising Co-op	274,998.00	274,998.00	0.00	100.00 %
0623 Regional Marketing Programs	343.39	3,000.00	-2,656.61	11.45 %
0650 Payroll Expense	888.25	756.00	132.25	117.49 %
0689 WEB Development	420.00		420.00	
0690 Sponsorship	47,772.40	70,000.00	-22,227.60	68.25 %
0691 Shuttle Subsidy/Sponsorship	40,564.00	40,563.00	1.00	100.00 %
0692 Sustainability Initiatives	53,664.26	114,229.00	-60,564.74	46.98 %
0725 Uniforms		4,000.00	-4,000.00	
0730 Special Promotional Items		2,000.00	-2,000.00	
51100 Freight and Shipping Costs	400.15	1,950.00	-1,549.85	20.52 %
<b>Total Expenses</b>	<b>\$1,036,472.25</b>	<b>\$1,152,535.00</b>	<b>\$ -116,062.75</b>	<b>89.93 %</b>
<b>NET OPERATING INCOME</b>	<b>\$453,099.03</b>	<b>\$185,955.00</b>	<b>\$267,144.03</b>	<b>243.66 %</b>
Other Expenses				
8001 Co-op Bill Back	-9,090.05		-9,090.05	
<b>Total Other Expenses</b>	<b>\$ -9,090.05</b>	<b>\$0.00</b>	<b>\$ -9,090.05</b>	<b>0.00%</b>
<b>NET OTHER INCOME</b>	<b>\$9,090.05</b>	<b>\$0.00</b>	<b>\$9,090.05</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$462,189.08</b>	<b>\$185,955.00</b>	<b>\$276,234.08</b>	<b>248.55 %</b>



**Objective #1: Amplify Our Message**

- Promotion of recently produced TNTNV stewardship brand video at local events
- Working on getting a speaker series initiated in our area with our chair, Bill Watson, being the first guest speaker

**Objective #2: Maximize Brand Lift**

- 10<sup>th</sup> annual Lake Tahoe Filmfest opening night party at Incline Lodge
- Presented a ski movie at Alibi Incline Public House 12/19. TNTNV co-branded the event
- Candy Cane Village saw many interactions from both residents and visitors at our table
- Working with UNR @ Tahoe to bring back their Winter Fest, make it more community-driven

**Objective #3: Invest In Stewardship**

- Continue efforts to develop sustainable funding sources for transportation and visitor impacts projects.

**Objective #4: Leverage Partnerships**

- Met with Darya to help collaborate on Candy Cane Village and showcase Tahoe Gifting Co.
- Met with Mt. Rose Sustainability Manager, Ana Nason
- Met with fellow regional Community Engagement Managers, Ryn Muat of VisitLakeTahoe and Victoria Ortiz of TRPA
- Met with GM and Operations Director of Incline Lodge. Andrew Gauthier and Ty Casey
- Met with UNR @ Tahoe Director of Strategic Programming, Lizzie Thibodeau, to discuss future collaborations (Snowfest, Earth Day, etc.)
- Met with Alibi Owner, Kevin Drake, Ski Movie Premiere and Tunes on Tap
- Met with Washoe Co. Emily Stapleton and Brian Beffort to discuss transportation Reno, Mt Rose, Incline Village
- Met with our new advertising agency, 62Above, at Alibi
- Met with local leaders from Diamond Peak, Praxis Skis, Village Ski Loft to discuss plans to get more involved in community
- Attended South Tahoe Environmental Education Coalition (STEEC) meeting
- Attended meeting with North Shore leadership to discuss July 4<sup>th</sup> plans
- Began meeting regularly with The Abbi Agency for PR
- Began meeting regularly with the Destination Stewardship Subcommittee

**Objective #5: Fine Tune Operations**

- Actively monitoring and recording progress into the New Year

**Summary:**

Winter has started off slow at the Welcome Center. The holidays were generally slow. New snow would help dramatically.

**Staffing:**

- Staffing has been adjusted to minimum levels

**Operations:**

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

**Projects:**

- New consumer branding committee
- Added AI chatbot to GoTahoeNorth
- Preparing for remodel
- End of year tax return
- Investment research
- RTT Treasurer role
- Activity Tickets upgrades and management
- PERS reporting change
- 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 meetings.

Travel North Tahoe Nevada  
President/CEO Monthly Report  
January 15<sup>th</sup>, 2025

**Objective #1: Amplify Our Message**

- Working with community partners to bring Snowfest events to Incline Village/Crystal Bay.
- Worked with Alibi Incline Public House to premiere ski movie
- Maximized sponsorship opportunities with Tahoe Filmfest and new destination video.
- Participated in Northern Light Festival with IVCBA sponsorship.
- Participated in Candy Cane Village as part of Northern Lights.
- Participated in Northern Lights Jingle and Mingle event.

**Objective #2: Maximize Brand Lift**

- Founding sponsor of 10<sup>th</sup> Annual Lake Tahoe Filmfest (December 5-8<sup>th</sup>).
- Appointed as chair of the Tahoe Transportation District.
- Develop and distribution of Tahoe Transportation District chair press release.
- Continued participation and development of new NLT consumer brand positioning project.
- Working with regional partners on Park City Leadership tour.

**Objective #3: Invest In Stewardship**

- 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.
- Providing portable restroom facilities at East Shore Trail Parking lot.
- Attended Lake Tahoe Destination Stewardship Council meeting and participate in council's executive committee.

**Objective #4: Leverage Partnerships**

- Attended North Lake Tahoe Coop Board meeting.
- Attended TNT/TMA Board meeting.
- Attended TTD Board meeting.
- Attended North Tahoe Chamber mixer at Incline Bowl.
- Attended RASC Board meeting.
- Attended One West Tourism Alliance Board meeting.
- Attended NLT Coop Sales Director Winter meeting.
- Attended TERC event on Underwater Lounge Celebration.
- Attended TRPA Governing Board meeting.

**Objective #5: Fine Tune Operations**

- On-boarding of new Community Engagement and Advocacy Manager.
- Development of interior remodel project planning.
- Worked with partners on FY budget revenue reforecasting.



## Departmental Reports



## north lake tahoe

December 2024  
Meetings & Conventions Report

### **TURNED DEFINITE**

1. Land O'Lakes Inc. - Winfield United 2025 Valley Ag Suppliers Meeting - 8/11/25-8/13/25, 100 rooms and 50 people
2. Nevada Society of Dermatology - NSDDS Annual Meeting 2025 - 9/11/25-9/13/25, 167 rooms and 125 people

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

1. Sangoma - Sales Kickoff - 7/12/25-7/17/25, 440 rooms and 130 people
2. Association of Edison Illuminating Companies - AEIC 2025 Power Generation Meeting - 9/7/25-9/11/25, 230 rooms and 75 people

### **NEW INQUIRIES**

1. Harvard-Radcliffe Asian American Christian Fellowship - 30th Anniversary - 7/10/25-7/12/25, 200 people and 330 rooms
2. 38 North Connections, Inc. - Revelation Partners 2025 Offsite - 5/13/25-5/14/25, 16 people and 32 rooms
3. Novo Mission Inc. - Novo 2026 World Wide Conference - 7/10/26-7/18/26, 400 people and 1690 rooms
4. Grand York Rite - RCC 2026 - 7/9/26-7/12/26, 146 people and 486 rooms
5. UNUM Corporation - 2027 UNUM Leaders Circle AK - 6/5/27-6/10/27, 72 people and 198 rooms
6. Penn Medicine - 2026 Neuroradiology Meeting - 9/23/26-9/26/26, 50 people and 160 rooms
7. Association of Northern California Oncologists - Fellows Retreat 2025 - 9/19/25-9/20/25, 40 people and 80 rooms
8. Electric Power Research Institute - EPRI Summer Seminar 2026 - 7/30/26-8/5/26, 200 people and 503 rooms
9. Durvet - 2026 Durvet SalesPro - 6/14/26-6/19/26, 120 people and 636 rooms
10. The Clorox Company - Marketing LT Offsite March 2025 - 3/10/25-3/13/25, 12 people and 48 rooms
11. ALFA International - Product Liability & Complex Torts Practice Group Seminar - September 2026, 9/22/26-9/26/26, 145 people and 398 rooms

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

- CalSAE Seasonal Spectacular tradeshow and client dinner 12/4-12/5
- Smart Meetings Incentive Experience in partnership with Everline Resort & Spa 12/8-12/10

### **CONFERENCE SALES PROJECTS**

- Organized donation of a Grand Prize to Associations North Annual Fundraiser on December 6th to include room nights and activities from Everline Resort & Spa, Village at Palisades and Hyatt Regency Lake Tahoe

**CHICAGO REP EFFORTS**

- Attended SITE Chicago Holley Trolley
- Attended Holiday Showcase



## north lake tahoe

December 2024

Leisure Tourism Development Report

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

- Supported the 10th anniversary of Volaris Flight on 12/3
- Hosted Bi-Annual North Lake Tahoe Sales Strategy Meeting on 12/6 at Mourelatos attended by Hyatt Regency Lake Tahoe, Ritz-Carlton, Lake Tahoe, Palisades Tahoe, Granlibakken Tahoe Resort, East West Hospitality and Everline Resort & Spa
- Co-Hosted Sports America FAM December 11-12 at Northstar California
- Attended RSCVA Quarterly DOS Meeting 12/12
- Preparing to attend Go West Summit January 6-10 on behalf of Reno Tahoe Territory

### **VISA VUE DATA**

Domestic Visitor Data January - November 2024

- November Visitor Data:
  - 2024 - \$15,838,722
  - 2023 - \$15,334,029
  - 2022 - \$18,756,058
- YTD Visitor Data:
  - 2024 - \$321,565,342
  - 2023 - \$323,080,538
  - 2022 - \$334,323,812
- 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% \$90,421,896
    - Sacramento +2% \$39,120,768
    - Reno +2% \$27,087,510
    - San Jose/Sunnyvale/Santa Clara -1% \$22,454,789
    - LA/Long Beach/Anaheim -1% \$15,075,444
    - Santa Rosa -3% \$7,734,089
    - San Diego -3% \$7,615,199
    - Santa Cruz 0% \$4,788,087
    - New York +4% \$4,238,471
    - Phoenix/Mesa/Chandler +2% \$3,316,552
- Total spend: \$534.8 M (all) and \$321.6 M (non-resident)
- Total domestic visitor spend by market segment January - November:
  - Restaurants \$123,115,345
  - Food & Grocery \$67,947,951
  - Retail \$51,239,896

- Entertainment \$17,101,988
- Hotels & Lodging \$19,778,182

International Visitor Data January - November 2024

- November Visitor Data:
  - 2024 - \$209,357
  - 2023 - \$208,889
  - 2022 - \$220,709
- YTD Visitor Data:
  - 2024 - \$5,228,343
  - 2023 - \$4,653,130
  - 2022 - \$3,995,343
  - Total visitor international spend: \$5.3M Estimated visitors: 28.7K
  - Top countries by spend and YoY % Change
    - Canada \$885,048k, +16%
    - UK \$496,421, -1%
    - Australia \$460,396, +4%
    - China Mainland \$351,538, +15%
    - Mexico \$310,015, +23%
    - Germany \$289,777, +18%
    - France \$280,402, +19%
    - New Zealand \$162,598, +10%
    - Switzerland \$154,879, +12%
    - Brazil \$117,419, +36%
  - Total international visitor spend by market segment Jan - November:
    - Restaurants & Dining \$1,801,770
    - Retail \$910,543
    - Hotels & Lodging \$597,015
    - Food & Grocery \$1,033,853
    - Entertainment \$466,754



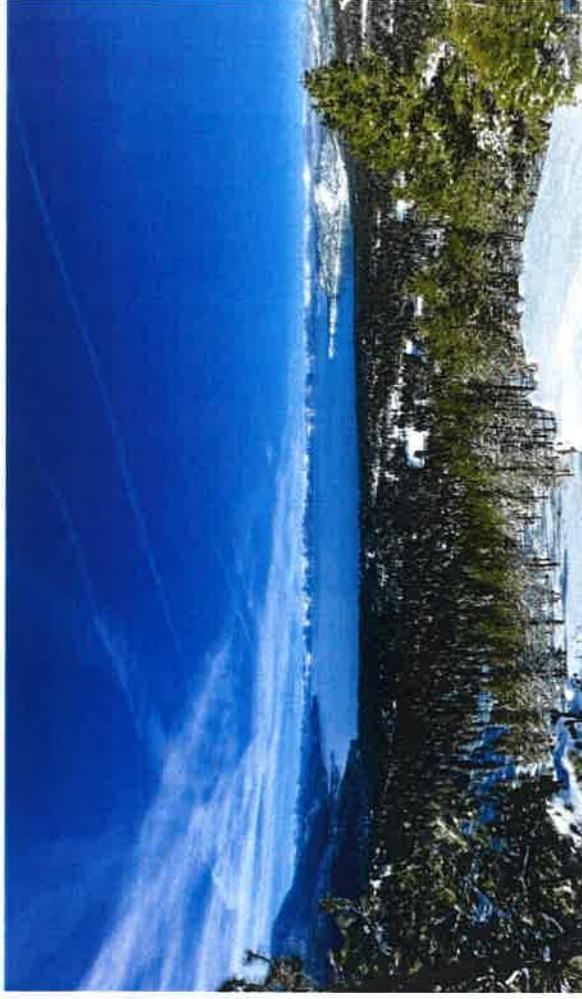
**DECEMBER 2024 PERFORMANCE REPORT**

# **TRAVEL NORTH TAHOE NEVADA**

# PUBLIC RELATIONS

## OVERVIEW

In December 2024, The Abbi Agency continued working alongside Travel North Tahoe Nevada (TNTNV), expanding brand awareness and key messaging in key Tahoe and regional markets. TAA concentrated media relations efforts on Mike Beiro's new hire, earning coverage in regional business publications.



**MONTHLY NUMBERS AT A GLANCE**

**2**

**MEDIA PLACEMENTS**

**2**

**REGIONAL PLACEMENTS**

**19.3K**

**REACH**

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





**Travel North Tahoe Nevada hires Mike Beiro as Community Engagement & Advocacy Manager**

Destination management organization creates new position to deepen community connections.

December 5, 2024 by The Abbi Agency



Travel North Tahoe Nevada (TNTNV), the official destination management organization for the North Shore, Nevada side of Lake Tahoe, has hired Mike Beiro for the newly-created Community Engagement & Advocacy Manager position

In this position, Mike will work to build and maintain positive relationships with local leaders, businesses, organizations, and residents by fostering open communication and addressing community needs. His efforts will help ensure that Travel North Tahoe Nevada's initiatives align with the needs of all community stakeholders.

@theabbiagency

theabbiagency.com

**Nevada Business Magazine**

**PLACEMENT DATE: December 5, 2024**

Outlet: Nevada Business Magazine

Headline: [Travel North Tahoe Nevada hires Mike Beiro as Community Engagement & Advocacy Manager](#)

Est. Reach: 8,200

Est. Coverage Views: 188

Domain Authority: 49

Key Messages: Mike Beiro

Featured: Andy Chapman, Mike Beiro

DECEMBER MEDIA PLACEMENTS



People: Mike Beiro joins Travel North Tahoe Nevada



Mike Beiro

Share this: Email | Facebook | X

Thursday, December 17, 2024

Travel North Tahoe Nevada has hired Mike Beiro for the newly created community engagement and advocacy manager position. In this position, Beiro will work to build and maintain relationships with local leaders, businesses, organizations, and residents by fostering open communication and addressing community needs. His efforts will help ensure Travel North Tahoe Nevada's initiatives align with the needs of all community stakeholders.

Northern Nevada Business Weekly

PLACEMENT DATE: December 17, 2024

Outlet: Northern Nevada Business Weekly

Headline: [People: Mike Beiro joins Travel North Tahoe Nevada](#)

Est. Reach: 11,100

Est. Coverage Views: 625

Domain Authority: 47

Key Messages: Mike Beiro

Featured: Andy Chapman, Mike Beiro

# PUBLIC AFFAIRS



## **PUBLIC AFFAIRS SUPPORT**

### **Public Affairs**

In December, The Abbi Agency met with TNTNV and The Rowe Law group to continue strategizing for the 2025 legislative session. Bill text has yet to be finalized but TAA will provide legislative talking points, a designed leave-behind document and stakeholder engagement support.

In particular, The Abbi Agency began outlining key messaging and an op-ed highlighting the need to for additional funding to support the Tahoe Basin and offset user impacts.



Travel North Tahoe Nevada 2024



# CONTENT

# NEWSLETTER PERFORMANCE

[December Newsletter](#)

In December, TNTNV sent an email to its database, spotlighting winter activities in Incline Village, as well as Mike Beiro's new position.

The newsletter also highlighted TNTNV's involvement in the Tahoe Film Festival.

## RECIPIENT ENGAGEMENT

Date Range: December 2024

### Email performance

Dec 12, 2024 - Jan 2, 2025

☛	Open rate	☛	Click rate	☛	Bounce rate
	53.1%		12.4%		7.4%
	60 opened		14 clicked		9 bounced
☛	Unsubscribe rate				
	0.88%				
	1 unsubscribed				

Successful deliveries 113 (92.6%)

Total opens 107

Last opened 12/29/24 10:06PM

Forwarded 0

Clicks per unique opens 23.3%

Total clicks 33

Last clicked 12/17/24 11:04AM

Abuse reports 0



### Spread Holiday Cheer in Incline Village

The holiday season is officially here, and it's time to jingle and mingle! Head through Incline Village this Saturday to witness festive lights and decor, unique shops, and local vendors offering special gifts. Whether looking for a stocking stuffer or a bigger gift, you can find it all in Incline while supporting our local economy. Enjoy warm drinks and delightful holiday treats as you explore charming shopping opportunities throughout the village. Be sure to stop by the North Lake Tahoe Welcome Center, where you can enjoy 20% off all merchandise.

[Learn More](#)

# THANK YOU

**CONTACT**

[owen@theabbiagency.com](mailto:owen@theabbiagency.com)

775.446.4599

theabbiagency.com