

TRAVEL
North
TAHOE
NEVADA

AGENDA

Special Board Meeting
Travel North Tahoe Nevada
Wednesday, March 26th, 2025 9:00 am

Mission Statement

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

Our Vision

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

The Board of Directors of Travel North Tahoe Nevada will hold their monthly meeting on Wednesday March 26th, 2025 beginning at 9:00am. The meeting will be held at the Thunderbird Lodge located at 5000 Hwy 28, Incline Village, NV 89450.

Public Notice

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

Public Comment

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

Supporting Materials

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

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

AGENDA

- | | |
|---|-------------------------------|
| I. Call to Order/Roll Call | Chair |
| II. PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for the public to comment on any matter whether or not if it is included on this agenda. | Chair |
| III. Approval of Agenda (For Possible Action) | Chair |
| IV. Consent Items (For Possible Action) | Chair |
| IV.1 January 2025 Board Meeting Minutes | |
| IV.2 February 2025 Financial Statement | |
| IV.3 2023/2024 Form 990 Tax Filing | |
| V. Nevada 2025 Legislative Session Update (10 min) | Chapman/Rowe Law Group |
| VI. Board Retreat and Strategic Discussion | Chair/Board/Staff |
| ● TNTNV Strategic Plan Review and Report Card - Whereabout Partners | 9:15 – 10:15 |
| ● North Lake Tahoe Economic Impact of Travel - Dean Runyan & Associates | 10:15 – 10:45 |
| ● Competing in an Era of Disruption – Carl Ribaud | 10:45 – 11:30 |
| ● Public Affairs/Strategic Communication Update – Abbi Agency | 11:30 – Noon |
| ● Lunch | Noon – 12:30 |
| ● FY 2025/26 Budget Forecast Discussion | 12:30 – 1:00 |
| ● FY 2025/26 Strategic Objective Discussion and Direction | 1:00 – 2:00 |
| VII. Old Business | Chair |
| VIII. New Business | Chair |
| IX. Management Reports (Report in Packet) | Chair |
| X. Departmental Reports (Report in Packet) | Chair |
| a) Conference Sales | |
| b) Leisure Sales | |
| c) Consumer Advertising | |
| d) Social/Content | |
| e) Public Relations | |
| XI. Director Comments | Chair |
| XII. 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 |
| XIII. Adjournment – (For Possible Action) | |



**November 2024 Board Meeting Minutes
Travel North Tahoe Nevada
Wednesday, January 15th, 2025, 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. The following members were present: Claudia Andersen, Bill Watson, Darya Shahvaran, Eric Roe, and Pascal Dupuis. 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: Jonathan Steele, CPA with Steele & Associates and Amanda Brazeau with Rowe Law Group (Russell Rowe joined the meeting for Item VII). Greg Carson and Amy Gelender with 62Above were also present. 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

Motion to approve the January 15, 2025 agenda by Darya Shahvaran. Approved.

IV. Approval of November 2024 Board Meeting Minutes

Bill Watson

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

V. Fiscal Year End 2024 Financial Report

Greg Long/Jon Steele

COO Greg Long passed out meeting packet and noted we are ready to file taxes. CPA Jon Steele reported the numbers did not change since last meeting and provided a recap. He covered Statement of Financial Position, Accounts Receivable, Accounts Payable, and Statement of Activities. He noted a loss that was not significant (sale of barges), the increase in salaries, decrease in advertising (contribution to Coop), and change in sustainability initiative. He summarized that the numbers were what to be expected.

COO Greg Long reviewed the net assets that accrued during COVID years. CEO Andy Chapman and Long noted TNTNV has started and will be spending money (roof), remodel, and rebrand with the Coop. Chair Bill Watson inquired about IVGID and agreements for remodel. Chapman shared the details (IVGID's lease to land, RSCVA's ownership of building) and the agreements. All has been approved.

Claudia Andersen inquired about the 990 (Who files it and can the Board see it?). Steele will e-file the tax return due May 15th. The group noted the actual tax return should be approved by the Board.

Watson and the Board shared gratitude with Jon Steele. Steele left the meeting.

Motion to approve the Fiscal Year End 2024 Financial Report by Darya Shahvaran. Second by Claudia Andersen. Approved.

VI. 62Above Presentation on North Lake Tahoe Consumer Rebrand Andy Chapman/62Above

CEO Andy Chapman gave an overview of 62Above and reviewed the process securing them as the team for the Coop's rebranding. 62Above President and COO Greg Carson gave a summary of 62Above, based out of San Diego. Carson spoke of company's experience, variety of clients, and balanced team. He then showed "sizzle reel". Carson gave some details of last week's FAM tour in the Tahoe Basin.

62Above Vice President of Account Services Amy Gelender gave an introduction, shared excitement about working with North Lake Tahoe (NLT), and summarized the rebranding process. 62Above is currently working on how to express the brand of NLT in a unique way. They research (destination visit, talking with stakeholders, fielding consumer survey, online focus groups), then distill the information using the Three Cs method – Culture (global trends), Customer (visitors, potential visitors), Company (the destination). They identify what makes NLT special, and what can we claim that competitors cannot.

Gelender showed some photos of last week's visit and noted outdoor activities, sustainability, responsible travel, and learning about all the arts and music. She provided an overview of the Timeline for Onboarding & Immersion, Destination Audit, Brand Research, Brand Positioning, Brand Identity, Brand Expression & Brand Book, Refinement Research, and Account Management.

COO Greg Long shared our goal is to get this launched by July 1st for the new fiscal year. Chapman added it will be ready so, when we do spend money, we will have new platform. Chapman ended that the strategy is not for more visitors. The focus has been on stewardship and responsible travel. Now we are looking at how to balance that with community and environmental aspects.

Pascal Dupuis welcomed 62Above. Chair Watson shared gratitude. Carson and Gelender left the meeting.

VII. Nevada 2025 Legislative Session Update Andy Chapman/Rowe Law Group

Amanda Brazaeu with the Rowe Law Group provided an update; they are waiting on bill language. She recapped meetings (TNTNV + Abbi Agency + Rowe Law Group, Ben Kieckhefer [previous chief of staff to Governor Lombardo], Commissioner Alexis Hill, Cadence Matijevec [Washoe County Government Affairs Director], Devin Middlebrook [TRPA Government Affairs], Governor's office). Brazaeu noted the importance of keeping the Governor's staff informed and reaching out to individuals before session.

The legislative session has about 982 Bill Draft Requests so far; Rowe Law Group continues to monitor anything that might affect TNTNV and agendas for all state agencies. The session is Feb 3rd until June.

CEO Andy Chapman added the BID language is still a big focus; there is also the BDR about a potential surcharge. Chapman shared the efforts and ideas to socialize BID language to gain support from locals and get them involved. He also noted Senator Daily's stance on regional solutions for regional problems.

Chair Bill Watson shared gratitude. Amanda Brazaeu left the meeting. The report is in the meeting packet.

VIII. Hyatt Regency Lake Tahoe Construction Update

Pascal Dupuis

General Manager of the Hyatt Regency Lake Tahoe Pascal Dupuis gave some history regarding planned construction timelines followed by an update to the plan. The timing has been adjusted a couple of times. Most recently, in November, the Hyatt received a call that owner Larry Ellison planned to move ahead with construction efforts the beginning of March 2025.

Dupuis reported February 27th is the last day of operations for south side (Lone Eagle, ballroom, cottages, beach, and pier). He shared in February there will be a lot of celebrations for Lone Eagle (Luke Stevenson, celebrate the legacy, pairing dinners, specials, and celebrations with the team). Then the Hyatt has three weeks to liquidate items (sale of items from the Lone Eagle and cottages).

On 21st of March the contractor will barricade the area, followed by start of demolition on April 1st. The project for the south side will take two years with the aim to open cottages, new restaurant, and beach by May 2027. Ellison is in middle of planning for the tower, nothing will be happening on the north side until the south is operational. Four years is expected for project completion leading to high-end luxury.

Dupuis reported the Hyatt Regency Lake Tahoe is celebrating 50 years and noted the importance of taking care of team members, locals, and community. They are trying to educate people that the Hyatt will be different. The intention is to be transparent, and look after guests, colleagues, locals, and partners.

Chair Bill Watson inquired about the public pier. Dupuis spoke to the plans for this summer.

CEO Andy Chapman shared gratitude for Dupuis working with him to discuss the room revenue impact for the April/May period and next year. The Hyatt is a critical partner and a big generator for room tax revenue. COO Greg Long noted losing the TOT from the cottages will impact us for the next two years.

IX. Review of December 2024 Financial Statements

Greg Long

COO Greg Long reported on December's month end. Points included - down in merchandise sales, over in fund transfers, interest income under budget, and noting expenses that were under or over budget. Long also explained items over and under budget for the year (e.g. merchandise sales, concierge, new hire). Report is in packet.

Motion to approve the December 2024 Financial Statements by Shahvaran. Second by Roe. Approved.

X. Sales Department Update

Bart Peterson

Director of Sales Bart Peterson highlighted engagement with media planners and travel trade for advanced bookings, helping our partners. He also reviewed the booked programs, tentative ones, and additional inquiries. He noted change happens in spring when the focus is on leisure events.

Peterson highlighted upcoming events, efforts, and travel – attending Visit California in San Diego, visits to Canada and Australia, annual Ski FAM from Australia March 8-11th, and the biannual Director of Sales meeting on December 6th.

Chapman and Dupuis recognized Peterson for all his travel and work; partners see value we are bringing.

Report is in meeting packet.

XI. Community Engagement and Advocacy Update

Mike Beiro

Community Engagement and Advocacy Manager Mike Beiro reported on his efforts to share what TNTNV does for the community, highlighting how impactful his new role can be.

Beiro recapped past two months and the efforts that connect with our Strategic Plan – learning more about community, various meetings, special events (Candy Cane Lane, opening party for Tahoe Film Fest, ski movie at Alibi), and educating the public about TNTNV funding. He also introduced the Talkin’ Tahoe speaker series beginning February 11th with speaker Bill Watson (“Timber, Tracks, and Tributaries”). Talkin’ Tahoe is a free event and is an extension of our “Meet the Authors” event.

Beiro reported Snowfest is coming. CEO Andy Chapman reported we were approached by the Snowfest group, targeting the last weekend as the Crystal Bay Incline Village weekend. TNTNV will be a sponsor. Beiro is working with Darya Shahvaran to establish a framework. They summarized some of the efforts and plans.

After a question from Claudia Andersen, Beiro reported on responses from the community when he spoke of TNTNV and the Welcome Center. Beiro used opportunities to educate and clear up misconceptions.

Beiro thanked the Board and the people he has worked with. Report is in meeting packet.

XII. Old Business

Andy Chapman

- **East Shore Trail Parking Lot Snow Removal Update**

CEO Andy Chapman noted working with Tahoe Transportation District (TTD) for the snow removal project. TTD has worked with insurance brokers.

Chapman shared Tunnel Creek Café reached out to note concerns. Chapman reported a porta potty will be delivered tomorrow and serviced once a week. He noted we will highlight our involvement and how TNTNV is investing visitor generated room revenue back into the community. TNTNV is covering the expenses for this project’s pilot year.

XIII. New Business

Andy Chapman

- **Discussion on March Board Retreat Date Schedule**

CEO Andy Chapman noted a conflict with March 19th for the next meeting/board retreat. The group discussed March 26th as an option. Chapman summarized the structure of the annual board retreat.

- Chapman announced he was appointed as chair for the Tahoe Transportation District (TTD).

XIV. Management Reports **Bill Watson**

Reports are in the meeting packet.

XV. 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.

XVI. Director Comments **Bill Watson**

None

XVII. 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.

Executive Assistant Kim Warren shared gratitude to the Board, noting the high level of support and highlighted the positive work culture.

XVIII. Adjournment – **Bill Watson**

Call to adjourn by Bill Watson. Adjourned 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>

Feb 2025 Financial Summary Report

FEB Month End Variance Report

REVENUE

- R250 Fund Transfers: Over budget due to higher TOT collections
- R252 Interest Income: Under budget due to late posting

EXPENSES

- 0316 PERS: Over budget due to ineligible employee becoming eligible
- 0430 Building Repairs and Insurance: Over budget due to architectural design services
- 0451 Legal and Accounting: Over budget due to miscoded invoices
- 0460 Contract Services: Over budget due to strategic review and lobbyist contract
- 0473 Dues and Subscriptions: Under budget due to timing
- 0690 Sponsorship: Over budget due to timing of request
- 0725 Uniforms: Under budget due to delay in ordering
- 0730 Promotional Items: Under budget due to delay in ordering

FEB 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
- R252 Interest Income: Over budget due to higher rates
- 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: Over budget due to ineligible employee becoming eligible
- 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
- 0430 Building Repairs and Insurance: Over budget due to architectural design services
- 0451 Legal and Accounting: Over budget due to miscoded invoices
- 0460 Contract Services: Over budget due to lobbyist contract
- 0601 Hospitality: Over budget due to increased employee team building activities
- 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
- 0730 Promotional Items: Under budget due to delay in ordering

INCLINE VILLAGE CRYSTAL BAY

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

February 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
46000 Merchandise Sales	1,995.67	2,500.00	-504.33	79.83 %
R250 Fund Transfers	183,358.51	157,410.00	25,948.51	116.48 %
R252 Interest Income	2,322.40	4,250.00	-1,927.60	54.64 %
R277 Concierge	110.00	200.00	-90.00	55.00 %
Total Income	\$187,786.58	\$164,360.00	\$23,426.58	114.25 %
Cost of Goods Sold				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise	634.75	1,250.00	-615.25	50.78 %
50002 Concierge Expense	108.00	176.00	-68.00	61.36 %
Total 50000 Cost of Goods Sold	742.75	1,426.00	-683.25	52.09 %
Total Cost of Goods Sold	\$742.75	\$1,426.00	\$ -683.25	52.09 %
GROSS PROFIT	\$187,043.83	\$162,934.00	\$24,109.83	114.80 %
Expenses				
0305 Payroll	42,694.30	42,201.00	493.30	101.17 %
0314 State Employer Taxes	512.33	415.00	97.33	123.45 %
0315 Federal Unemployment	55.85	50.00	5.85	111.70 %
0316 Public Employees Retirement Sys	27,984.40	12,462.00	15,522.40	224.56 %
0319 Employer Medicare/Soc Sec	794.90	798.00	-3.10	99.61 %
0320 Health Insurance	6,464.46	6,168.00	296.46	104.81 %
0400 Utilities				
0401 Utilities- Electric	183.69	275.00	-91.31	66.80 %
0402 Utilities-Gas & Heat	220.12	325.00	-104.88	67.73 %
0403 Utilities- Water & Refuse	431.61	400.00	31.61	107.90 %
Total 0400 Utilities	835.42	1,000.00	-164.58	83.54 %
0405 Bank & Cr Card Charges	619.13	135.00	484.13	458.61 %
0410 Office Supplies & Expenses	549.76	1,000.00	-450.24	54.98 %
0411 Maintenance/Janitorial	520.00	700.00	-180.00	74.29 %
0411.5 Snow Removal	520.00	500.00	20.00	104.00 %
Total 0411 Maintenance/Janitorial	1,040.00	1,200.00	-160.00	86.67 %
0412 IT - Computers	209.47	150.00	59.47	139.65 %
0420 Postage & Freight		100.00	-100.00	
0421 Communications	673.35	650.00	23.35	103.59 %
0430 Building Repairs & Insurance	11,370.08	500.00	10,870.08	2,274.02 %
0451 Legal & Accounting Services	10,250.00	4,750.00	5,500.00	215.79 %
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 %
0473 Dues & Subscriptions	227.92	1,800.00	-1,572.08	12.66 %
0501 Travel & Lodging	562.86	1,000.00	-437.14	56.29 %
0504 Registrations	130.00	600.00	-470.00	21.67 %
0505 Local Transportation/Car		100.00	-100.00	
0507 Meeting Expenses		100.00	-100.00	

INCLINE VILLAGE CRYSTAL BAY

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

February 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0601 Hospitality in Market		100.00	-100.00	
0622 Advertising Co-op	45,833.00	45,833.00	0.00	100.00 %
0623 Regional Marketing Programs	22.78	500.00	-477.22	4.56 %
0650 Payroll Expense	136.00	125.00	11.00	108.80 %
0690 Sponsorship	16,550.00	0.00	16,550.00	
0692 Sustainability Initiatives	284.09	0.00	284.09	
0725 Uniforms		1,000.00	-1,000.00	
0730 Special Promotional Items		2,000.00	-2,000.00	
51100 Freight and Shipping Costs	18.95	250.00	-231.05	7.58 %
Total Expenses	\$179,989.05	\$135,907.00	\$44,082.05	132.44 %
NET OPERATING INCOME	\$7,054.78	\$27,027.00	\$ -19,972.22	26.10 %
Other Expenses				
8001 Co-op Bill Back	4,595.41		4,595.41	
Total Other Expenses	\$4,595.41	\$0.00	\$4,595.41	0.00%
NET OTHER INCOME	\$ -4,595.41	\$0.00	\$ -4,595.41	0.00%
NET INCOME	\$2,459.37	\$27,027.00	\$ -24,567.63	9.10 %

INCLINE VILLAGE CRYSTAL BAY

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

July 2024 - February 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
46000 Merchandise Sales	63,225.62	56,500.00	6,725.62	111.90 %
R250 Fund Transfers	1,700,235.77	1,527,919.00	172,316.77	111.28 %
R252 Interest Income	38,064.30	34,000.00	4,064.30	111.95 %
R277 Concierge	167,879.50	179,100.00	-11,220.50	93.74 %
Total Income	\$1,969,405.19	\$1,797,519.00	\$171,886.19	109.56 %
Cost of Goods Sold				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise	30,286.07	28,250.00	2,036.07	107.21 %
50002 Concierge Expense	143,840.00	157,608.00	-13,768.00	91.26 %
Total 50000 Cost of Goods Sold	174,126.07	185,858.00	-11,731.93	93.69 %
Total Cost of Goods Sold	\$174,126.07	\$185,858.00	\$-11,731.93	93.69 %
GROSS PROFIT	\$1,795,279.12	\$1,611,661.00	\$183,618.12	111.39 %
Expenses				
0305 Payroll	389,214.04	407,301.00	-18,086.96	95.56 %
0313 Employers Insurance of Nevada	592.00	0.00	592.00	
0314 State Employer Taxes	1,698.10	1,864.00	-165.90	91.10 %
0315 Federal Unemployment	412.21	411.00	1.21	100.29 %
0316 Public Employees Retirement Sys	108,489.01	97,854.00	10,635.01	110.87 %
0319 Employer Medicare/Soc Sec	8,876.71	8,061.00	815.71	110.12 %
0320 Health Insurance	40,123.38	46,536.00	-6,412.62	86.22 %
0321 Employee Training	5,885.59	4,000.00	1,885.59	147.14 %
0400 Utilities				
0401 Utilities- Electric	1,631.16	2,050.00	-418.84	79.57 %
0402 Utilities-Gas & Heat	785.24	1,320.00	-534.76	59.49 %
0403 Utilities- Water & Refuse	3,563.92	3,425.00	138.92	104.06 %
Total 0400 Utilities	5,980.32	6,795.00	-814.68	88.01 %
0405 Bank & Cr Card Charges	19,168.81	11,780.00	7,388.81	162.72 %
0410 Office Supplies & Expenses	14,868.00	9,500.00	5,368.00	156.51 %
0411 Maintenance/Janitorial	5,947.00	5,600.00	347.00	106.20 %
0411.5 Snow Removal	1,220.00	1,750.00	-530.00	69.71 %
Total 0411 Maintenance/Janitorial	7,167.00	7,350.00	-183.00	97.51 %
0412 IT - Computers	2,058.27	2,600.00	-541.73	79.16 %
0420 Postage & Freight	122.06	800.00	-677.94	15.26 %
0421 Communications	5,284.42	5,400.00	-115.58	97.86 %
0422 Printing Expenses	784.39	1,500.00	-715.61	52.29 %
0430 Building Repairs & Insurance	21,704.77	11,700.00	10,004.77	185.51 %
0451 Legal & Accounting Services	37,000.00	31,000.00	6,000.00	119.35 %
0460 Contract Services	87,440.00	75,860.00	11,580.00	115.26 %
0461 Remote Offices	28,000.00	28,000.00	0.00	100.00 %
0462 Equipment Lease & Maint.	1,464.22	1,500.00	-35.78	97.61 %
0473 Dues & Subscriptions	10,776.03	12,450.00	-1,673.97	86.55 %

INCLINE VILLAGE CRYSTAL BAY

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

July 2024 - February 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0474 License & Fees	58.00	50.00	8.00	116.00 %
0501 Travel & Lodging	11,333.89	13,200.00	-1,866.11	85.86 %
0504 Registrations	2,898.00	5,125.00	-2,227.00	56.55 %
0505 Local Transportation/Car	713.95	200.00	513.95	356.98 %
0507 Meeting Expenses	188.32	550.00	-361.68	34.24 %
0601 Hospitality in Market	8,979.00	5,850.00	3,129.00	153.49 %
0611 Misc. Advertising Co-op	20,000.00	20,000.00	0.00	100.00 %
0622 Advertising Co-op	366,664.00	366,664.00	0.00	100.00 %
0623 Regional Marketing Programs	2,091.17	4,000.00	-1,908.83	52.28 %
0650 Payroll Expense	1,273.25	1,006.00	267.25	126.57 %
0689 WEB Development	479.00		479.00	
0690 Sponsorship	64,934.15	85,000.00	-20,065.85	76.39 %
0691 Shuttle Subsidy/Sponsorship	60,845.00	60,844.00	1.00	100.00 %
0692 Sustainability Initiatives	53,948.35	161,958.00	-108,009.65	33.31 %
0725 Uniforms		5,000.00	-5,000.00	
0730 Special Promotional Items		4,000.00	-4,000.00	
51100 Freight and Shipping Costs	435.55	2,300.00	-1,864.45	18.94 %
Total Expenses	\$1,391,950.96	\$1,508,009.00	\$-116,058.04	92.30 %
NET OPERATING INCOME	\$403,328.16	\$103,652.00	\$299,676.16	389.12 %
Other Expenses				
8001 Co-op Bill Back	-2,153.04		-2,153.04	
Total Other Expenses	\$-2,153.04	\$0.00	\$-2,153.04	0.00%
NET OTHER INCOME	\$2,153.04	\$0.00	\$2,153.04	0.00%
NET INCOME	\$405,481.20	\$103,652.00	\$301,829.20	391.19 %

ROWE LAW GROUP

Administrative Law & Public Affairs

Travel North Tahoe Nevada Government Affairs Report March 2024

Prepared by Rowe Law Group: Amanda Brazeau/Russell Rowe

Meetings & Advocacy

- Monthly Government Affairs Collaboration Meeting with The Abbi Agency
 - February
 - March
- Devin, TRPA
- Cadence, Washoe County (Several Meetings)
- Senator Daly
- Senate Committee on Government Affairs
- Several Meetings with identified stakeholders:
 - South Lake, Douglas Chamber, TRPA, TNTNV

2025 Legislative Session:

- BDR Language
 - [SB420](#): Authorizes the creation of business improvement districts.
- Letter to Daly
- Civitas contracted to help with the TBID language
- Next Step for the bill:
 - Meeting with Tahoe stakeholders and Sen. Daly
 - Bill Hearing in the next 3 weeks (before April 11th)
- Bills must be out of Committee by April 11th

In addition to the legislative session:

- Agenda monitoring
 - Monitoring other state legislative and local government agendas for items impacting TNTNV.
- Session Ends June 2, 2025

Travel North Tahoe Nevada
President/CEO Monthly Report
March 26th, 2025

Objective #1: Amplify Our Message

- TNTNV Staff conducted successful Incline Village/Crystal Bay Snowfest events.
- Participated in Visit California Atlanta Media Dinner on behalf of NLT Coop.
- Attended Washington DC “Team Tahoe” Legislative Fly In.

Objective #2: Maximize Brand Lift

- Continued participation and development of new NLT consumer brand positioning project.
- Working with regional partners on Park City Leadership tour.
- Partnering with NTCA on hosting CalTravel Summit in October 2025.
- Continued efforts on consumer rebranding efforts.

Objective #3: Invest In Stewardship

- Continue efforts to develop sustainable funding sources for transportation and visitor impacts projects.
- Working with vendor partners on lobbying and feasibility efforts for Incline Village/Crystal Bay BID project.

Objective #4: Leverage Partnerships

- Attended One West Tourism Alliance Board Meeting.
- Attended One West Tourism Alliance Tech Summit.
- Attended South Shore Transportation Management Association meeting.
- Met with Shakespear Lake Tahoe leadership on future partnering opportunities.
- Participated in Travel Nevada Strategic Planning Sessions.
- Attended Visit California Brand/Content Committee meeting.
- Attended Destination Stewardship Council Executive and Board meetings.
- Attended Visit California Outlook Summit

Objective #5: Fine Tune Operations

- Working with regional partners on Nevada legislative bills on BID opportunities
- Coordinating opportunities to celebrate staff successes.

Travel North Tahoe Nevada
Greg Long
COO Monthly Report
March 26th, 2025

Objective #1: Amplify Our Message

- Build team for Diamond Peak Dummy Downhill entry for TNTNV
- Creating visitor focused Incline/Crystal Bay map.

Objective #2: Maximize Brand Lift

- Sponsored One West Tech Summit
- Attended RSCVA Quarterly Stakeholders Meeting
- Attended and organized SnowFest activities

Objective #3: Invest In Stewardship

- Developing staff sponsored trash pickup days
- Communicate to visitors our stewardship principals at Welcome Center

Objective #4: Leverage Partnerships

- Attended IVCBA Mixer
- Attended Reno Tahoe Territory Meeting
- Attended RTT Executive Committee Meeting
- Attended RSCVA Board Meeting
- Attend weekly Co-op Marketing meetings
- Attended Outlook Forum in LA
- Attended One West Tourism Alliance Tech Summit in Arlington, TX
- Continue treasurer duties for RTT
- Member of Co-op rebranding committee

Objective #5: Fine Tune Operations

- On-boarding of new Community Engagement and Advocacy Manager.
- Work with architect on building remodel
- Prepare staffing for Summer
- Inventory management
- Property maintenance
- New conference room setup



Departmental Reports



north lake tahoe

February 2025
Meetings & Conventions Report

TURNED DEFINITE

1. Stanley M. Herzog Charitable Foundation - Herzog Foundation - Christian Summit 2025 - 5/27/25 - 5/28/25, 30 rooms and 50 people

NEW MEETINGS & RFPs DISTRIBUTED

1. Advertising Specialty Institute - fASillitate/FASillitate - 3/22/26 - 3/26/26, 397 rooms and 130 people
2. Advertising Specialty Institute - Connex - 3/22/26 - 3/26/26, 734 rooms and 240 people
3. Advertising Speciality Institute - POWER HOUSE - 3/22/26 - 3/26/26, 296 rooms and 97 people
4. Concrete Reinforcing Steel Institute - 2026 Western Region Conference - 8/26/26 - 8/27/26, 90 rooms and 60 people
5. American Association of Motor Vehicle Administrators - 2027 Region 4 Conference - 6/12/27 - 6/18/27, 1,087 rooms and 350 people

NEW INQUIRIES

1. Orkin Pest Control - Orkin Pro Sales Contest Recognition Trip - 5/28/25 - 5/31/25, 40 people and 60 rooms
2. The RealReal - TRR 2025 Elite Club - 7/12/25 - 7/16/25, 42 people and 222 rooms
3. The Clorox Company - Chalice Cup Room Block July 2025 - 7/28/25 - 7/29/25, 20 people and 40 rooms
4. VALENT USA - 2025 West Region Spring Meeting - 4/21/25 - 4/24/25 - 22 people and 88 rooms
5. Corebridge Financial - 2026 Corebridge Direct Top Producers Sales Contest - 4/15/26 - 4/18/26 - 30 people and 60 rooms
6. Sunrise Dental Solutions - Sunrise Summit 2026 - 9/20/26 - 9/26/26 - 160 people and 290 rooms
7. VetVacation CE - August 2026 - 8/5/26 - 8/7/26 - 100 people and 150 rooms
8. Carden Jennings Publishing Co., Ltd. - 45th Ralph Hopkins meeting - 2/3/26 - 2/7/26, 125 people and 625 rooms
9. Light & Wonder Inc. - LNW Gaming INc. Summer GLT Offsite (US Jun 2025) - 6/22/25 - 6/26/25, 15 people and 57 rooms
10. Fellowship of Christian Athletes - FCA Spring Trustee Meeting 2026 - 3/23/26 - 3/25/26 - 80 people and 98 rooms
11. American Association of State Highway and Transportation Officials - 2026 Committee on Construction - 9/12/26 - 9/16/26, 225 people and 499 rooms
12. California League Services Corporation - 2026 - SRT Summit Roundtable - 8/3/26 - 8/6/26, 38 people and 96 rooms

13. American Association of Cancer Centers - NOS 2025 Board Retreat - 9/12/25 - 9/13/25, 25 people and 10 rooms
14. Knights of Columbus - Circle of Honor 2027 - 6/17/27 - 6/25/27, 180 people and 435 rooms
15. Milliman - 2025 MGH Team Retreat - 8/24/25 - 8/26/25, 45 people and 103 rooms
16. The Offsite Co - Fieldwire 2025 - US Retreat - 7/21/25 - 7/23/25, 200 people and 606 rooms

SITE VISITS & SALES CALLS

- Attended Sacramento Sierra Nevada MPI Chapter Meeting on Feb 25
- Planning site visit for Summit Sunrise Dental Solutions March 25-28 for a program 9/20/2026 - 9/26/2026 with 290 rooms.

CONFERENCE SALES PROJECTS

- Held midyear check-in call with The Ritz-Carlton, Lake Tahoe

CHICAGO REP EFFORTS

- Attended SITE – Young Leaders Event – Feed My Starving Children Event on Feb 20
- Attended Destination Rep Meeting – Nat'l Assn of Realtors on Feb 12
- Planning to attend Association Forum - Women's Executive Forum on March 7th
- Planning to attend PCMA Awards Luncheon on March 18th



north lake tahoe

February 2025

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Attended Visit California International Committee meeting February 5th
- Attended Visit California [Canada Reverse Sales Mission](#) February 9-11, met with (18) buyers to discuss product development throughout North Lake Tahoe
- Attended [Brand USA](#) B2B appointments in Australia February 13
- Attended Visit USA travel agent expo's in Sydney, Brisbane and Melbourne where we trained a combined 500+ travel advisors February 17-20
- Planning ski FAM from Australia March 9-11, itinerary [here](#)

VISA VUE DATA

Domestic Visitor Data January - December

- 2024 - \$332,143,309
- 2023 - \$329,686,011
- Top Cities - Visitor Origin:
 - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
 - Key spending findings on these cities' YOY % change:
 - SF -1% \$97,525,678
 - Sacramento +2% \$38,820,713
 - Reno +2% \$26,485,904
 - San Jose/Sunnyvale/Santa Clara +1% \$24,878,631
 - LA/Long Beach/Anaheim +1% \$15,718,846
 - San Diego -1% \$7,974,490
 - Santa Rosa -1% \$7,971,888
 - Santa Cruz +0% \$4,949,759
 - New York +5% \$4,526,915
 - Phoenix/Mesa/Chandler +4% \$3,250,922
- Domestic January 2025
 - 2025 - \$30,941,526
 - 2024 - \$29,333,907
 - 2023 - \$31,948,305

International Visitor Data January - December

- 2024 - \$5,987,366
- 2023 - \$5,369,299
- January 25' International Visitor Data:
 - 2025 - \$686,339

- 2024 - \$606,782
- 2023 - \$580,877

2024 Top countries by spend and YoY % Change

- Canada \$841,724, +15%
- UK \$510,501, -1%
- Australia \$494,708, +4%
- China Mainland \$407,763, +2%
- Mexico \$399,392, +24%
- Germany \$295,523, +17%
- France \$292,441, +20%
- New Zealand \$168,200, +5%
- Switzerland \$152,832, +9%
- Brazil \$149,412, +34%



The Consumer campaign ran more impressions and YOY the CTR doubled from .90% to 2.06%. The stewardship campaign served nearly 2.8M impressions. For both PMax was key in driving conversion intents. The MCC campaign continued introducing YouTube which saw the highest completion rate (35.93%). The website saw minor decreases in sessions. Social channels saw greater reach with on Reel driving 120K video views.

WEBSITE PERFORMANCE

130K
(-7.29%)
Sessions

79
(0%)
Site Health

90.78%
(-3.40%)
Engagement Rate

CA
Top State

Winter Landing Page
Top Page at 33K sessions

Sust. Travel & Road Cond.
Popular Targeted Content

Organic Search
Top Channel

Rank 1
For "Lake Tahoe," 1.2K clicks

CONSUMER PAID MEDIA CAMPAIGN

2.4M
Impressions
(+26% MoM)

25K
High and Average
Intent Conversions

2.06% CTR
Instagram had the
highest CTR at 5.64%

MCC PAID MEDIA CAMPAIGN

211.9K
Impressions
(-21.8% MoM)

250
High and Average
Intent Conversions

1.18% CTR
Facebook had the
highest CTR at 1.58%

WEBSITE

Seasonal pages, such as the Winter Activities landing page, saw strong performance with 33K sessions. The site continued at the #1 position for "Lake Tahoe" providing over 290K impressions and nearly 1.2K clicks. San Jose and Sacramento had the most active users. Top states for visitation outside of CA were NV and WA.

PUBLIC RELATIONS

18
Secured Clips

30.8M
Unique Visitors
Monthly

\$285.7K
Article Value
Estimate

SOCIAL MEDIA

221K
Audience

229K
Impressions

156K
Video Views

BLOGS

350
Pageviews

0.45
Engagement
Time

Topic: Best Spots for
Gaming

4.4K **1.9% ER**
Engagements (Industry Avg. 0.9%)

Top posts highlighted lakeside beauty

UPCOMING

- Continue AI chatbot in optimizations
- Trafficking spring creative
- Updating boating and wedding website pages
- Executing three activations

NEWSLETTER

32.7% OR **1.1% CTR**
(Ind. Avg. 19.4%) (Industry Avg. 1.6%)

Content primarily focused on Valentine's Day messaging, boutique hotels, planning ahead for spring trips and KBYG. A après ski blog was also included.

CA NOW STORY

41.7K
Story Impressions

The top-performing story was "Budget-Friendly Things to Do in Lake Tahoe" and "Top 4 Waterfalls in Lake Tahoe" both from 2024



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											
Stewardship						Winter						Summer



July 2024

Summer Activities/Live Music
4th of July
Blog: State Parks

January 2025

Snow Activities/Backcountry Safety
Dry January
Blog: Boutique Hotels

August 2024

Fire Season
Labor Day
Blog: Sand Harbor Guide

February 2025

Snow Activities
Valentine's Day
Blog: Gaming



September 2024

Fire Season
Oktoberfests
Blog: Lake Water Health & Facts



March 2025

Spring Activities
One More Day Series
Blog: Boating (revise)
Eco-friendly Stays

October 2024

Fall Foliage
True Tahoe Video Series
Blog: Holiday Activities (revise)
Fall Foliage Guide

April 2025

Earth Day/Spring Break
Stay For More Series
Blog: What to Wear

November 2024

Ski Resorts Open
Thanksgiving
Blog: New Year's Activities (revise)
Ski Guide

May 2025

Memorial Day
Kickoff to Summer
Blog: Tent Camping



December 2024

Snow Activities
Holidays
Blog: Where to Go For Snow Activities (revise)
Sustainable Superbloom



June 2025

Summer Activities
Blog: 4th of July (revise)
Jet-skiing

Page	Event Count
the-village-at-palisades-tahoe	490
hyatt-regency-lake-tahoe-resort-spa-casino	414
the-ritz-carlton-lake-tahoe	379
cedar-crest-cottages	242
granlibakken-tahoe-resort-meeting-center	231
everline-resort-and-spa	214
hyatt-high-sierra-lodge-hyatt-residence-club	210
cedar-glen-lodge	186
olympic-village-inn	142
mourelatos-lakeshore-resort	141
basecamp-hotel-tahoe-city	99
agate-bay-realty-vacation-rentals	89
avantstay	68
meeks-bay-resort-marina	63
hauserman-rental-group	60
brockway-springs-resort	59
incline-vacation-rentals	59
d-l-billeslester-beach	58
eagle-point-campground-at-emerald-bay	54
franciscan-lakeside-lodge	53
lake-tahoe-accommodations	53
castle-peak-vacation-rentals	44
eastwesthospitality	43
chinquapin-packard-realty	40
first-accommodations-inc	39
ed-zberg-sugar-pine-point-state-park	35
emerald-bay-boat-in-camp	31
club-tahoe-resort	30
alder-creek-campground	29
firelite-lodge	29
boca-rest-campground	28
goldfish-properties	27
goose-meadows-campground	24
boyington-mill	23
constellationtahoe-3	21
donner-summit-rentals	20
americas-best-value-inn-tahoe-city	19
donner-memorial-state-park-emigrant-trail-museum	19
frog-lake-backcountry-huts	19
crown-motel	18
holiday-house	18
lakefronthouse-com	16
mother-natures-inn	16
coachland-rv-park	15
Total	3,983

FEBRUARY 2025 PERFORMANCE REPORT

TRAVEL NORTH TAHOE NEVADA

PUBLIC RELATIONS

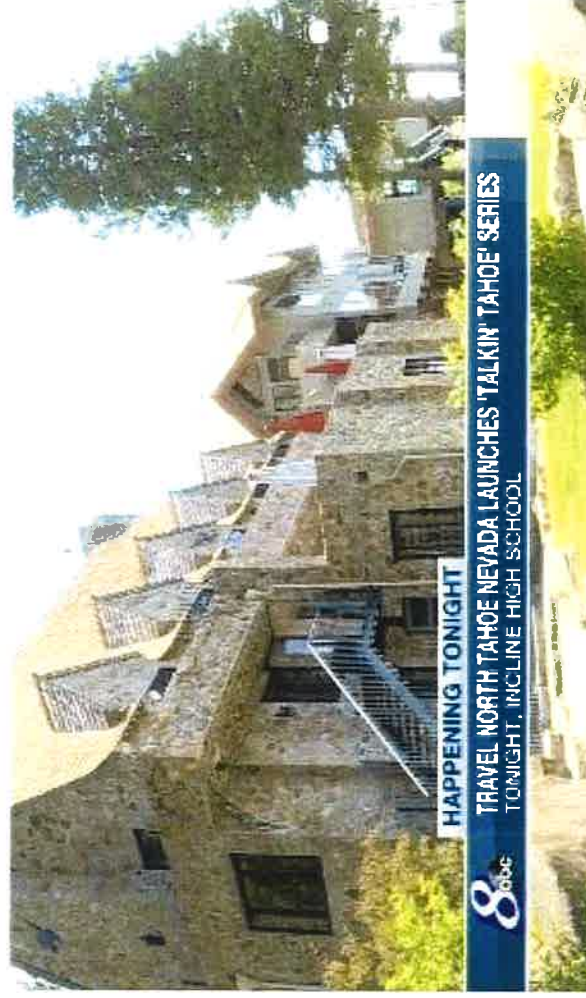
MICROWAVE RECAP

OVERVIEW

In February 2025, The Abbi Agency and Travel North Tahoe Nevada (TNTNV) continued raising awareness of TNTNV's initiatives in the North Tahoe community.

TAA garnered several broadcast media placements for the first 'Talkin' Tahoe' event with Bill Watson, leading to a successful first talk series.

The Abbi Agency also distributed a successful newsletter highlighting events and programs TNTNV is undertaking in March 2025 and further into Spring.



MONTHLY NUMBERS AT A GLANCE

4

MEDIA PLACEMENTS

4

REGIONAL PLACEMENTS

534K

Total Estimated Coverage
Views, YTD

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



FEBRUARY MEDIA PLACEMENTS

KRNV-TV

PLACEMENT DATE: February 10, 2025

Outlet: KRNV-TV

Broadcast(s): [2/10 @4PM](#)

Total Station Reach: 532,000

Est. Segment Views: 5,820

Key Messages: Talkin' Tahoe

Featured: Travel North Tahoe Nevada



PLAZA FILM FESTIVAL

JANUARY 2025

FEBRUARY MEDIA PLACEMENTS

KOLO-TV

PLACEMENT DATE: February 11, 2025

Outlet: KOLO-TV

Broadcast(s): [2/11 @11AM](#), [2/11 @3PM](#), [2/11 @4PM](#)

Total Station Reach: 6,380,000

Est. Segment Views: 23,230

Key Messages: Talkin' Tahoe

Featured: Travel North Tahoe Nevada



PUBLIC AFFAIRS



PUBLIC AFFAIRS SUPPORT

In February, The Abbi Agency met with TNTNV and The Rowe Law Group to continue tracking legislative progress during session. TAA produced a working draft of a legislative one-pager for TNTNV and RLG feedback.

TAA participated in discussions with NTCA regarding messaging related to the Dean Runyon economic impact report and how best to communicate those

TAA produced a partnership scorecard framework for TNTNV's review to support partnership outreach and prioritization.



CREATIVE

CONTENT



NEWSLETTER PERFORMANCE

[February Newsletter](#)

At the end of February, TNTNV finalized an email to its database, focusing on a variety of topics including the East Shore Trail pilot program and the Nevada Nordic FreeHeel Fest

The newsletter invite had an above-average click rate, showcasing interest in TNT events & content.

RECIPIENT ENGAGEMENT

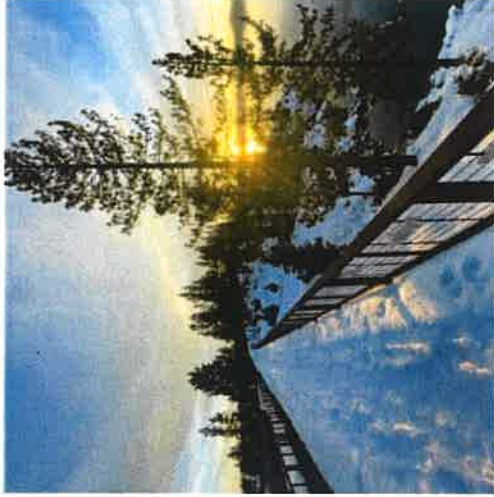
Date Range: February 2025

Email performance

March 3, 2025 - March 6, 2025 • Excludes Native MPP

Open rate	Click rate	Bounce rate
28.6% 38 opened	11.3% 15 clicked	8.3% 12 bounced
Unsubscribe rate		
0% 0 unsubscribed		

Successful deliveries	133 (91.7%)	Clicks per unique opens	39.5%
Total opens	70	Total clicks	69
Last opened	Mar 06, 2025 10:04 am	Last clicked	Mar 04, 2025 6:22 pm
Forwarded	0	Abuse reports	0



Increased Access to East Shore Trail

In partnership with the Tahoe Transportation District (TTD), TNTNV is funding snow removal from one parking lot adjacent to the East Shore trail this winter. The East Shore trail is a gem and deserves to be enjoyed year-round by residents and visitors. This pilot project also includes access to a portal restroom and Nevada State Parks providing boardwalk trash receptacles. We're excited to see more hikers and bikers along the trail this winter. If this increased access helps you enjoy the trail, snap a self and tag us on social media!

THANK YOU

CONTACT

owen@theabbiagency.com

775.446.4599

theabbiagency.com