

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

AGENDA

**Board Meeting**  
**Travel North Tahoe Nevada**  
**Wednesday, May 21<sup>st</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 May 20<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.</b>     | <b>Call to Order/Roll Call</b>                                                                                                                                                                      | <b>Chair</b>           |
| <b>II.</b>    | <b>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.</b>   | <b>Approval of Agenda</b> (For Possible Action)                                                                                                                                                     | <b>Chair</b>           |
| <b>IV.</b>    | <b>Approval of March 2025 Board Meeting Minutes</b> (For Possible Action)                                                                                                                           | <b>Chair</b>           |
| <b>V.</b>     | <b>North Lake Tahoe Destination Consumer Brand Review</b> (20 min)                                                                                                                                  | <b>Chapman/62Above</b> |
| <b>VI.</b>    | <b>Nevada 2025 Legislative Session Update</b> (10 min)                                                                                                                                              | <b>Rowe Law Group</b>  |
| <b>VII.</b>   | <b>Business Improvement District Feasibility Study Update</b> (15 min)                                                                                                                              | <b>Civitas/Rowe</b>    |
| <b>VIII.</b>  | <b>FY 2025/26 Fund Transfer Revenue Review</b> (For Possible Action) (15 min)                                                                                                                       | <b>Chapman/Long</b>    |
| <b>IX.</b>    | <b>FY 2025/26 Budget Review and Discussion</b> (20 min)                                                                                                                                             | <b>Chapman/Long</b>    |
| <b>X.</b>     | <b>Review of April 2025 Financial Statements</b> (10 min)<br>(For Possible Action)                                                                                                                  | <b>Long</b>            |
| <b>XI.</b>    | <b>Sales Department Update</b> (10 min)                                                                                                                                                             | <b>Peterson</b>        |
| <b>XII.</b>   | <b>Community Engagement and Advocacy Update</b> (10 min)                                                                                                                                            | <b>Beiro</b>           |
| <b>XIII.</b>  | <b>Old Business</b>                                                                                                                                                                                 | <b>Chair</b>           |
| <b>XIV.</b>   | <b>New Business</b>                                                                                                                                                                                 | <b>Chair</b>           |
| <b>XV.</b>    | <b>Management Reports</b> (Report in Packet)                                                                                                                                                        | <b>Chair</b>           |
| <b>XVI.</b>   | <b>Departmental Reports</b> (Report in Packet)<br>a) <b>Conference Sales</b><br>b) <b>Leisure Sales</b><br>c) <b>Consumer Advertising</b><br>d) <b>Social/Content</b><br>e) <b>Public Relations</b> | <b>Chair</b>           |
| <b>XVII.</b>  | <b>Director Comments</b>                                                                                                                                                                            | <b>Chair</b>           |
| <b>XVIII.</b> | <b>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>XIX.</b>   | <b>Adjournment –</b> (For Possible Action)                                                                                                                                                          |                        |



**March 2025 Board Retreat Meeting Minutes  
Travel North Tahoe Nevada  
Wednesday, March 26, 2025, 9:00am**

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

**Bill Watson**

The Travel North Tahoe Nevada Board Meeting was called to order at 9:07 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, and Mike Beiro, Community Engagement & Advocacy Manager. Others in attendance: Carl Ribaud with SMG Consulting, Leon Aliski with Dean Runyan and Associates, Amanda Brazeau with Rowe Law Group, and Owen Truesdale from The Abbi Agency.

**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 March 26, 2025 agenda by Eric Roe. Second by Claudia Andersen. Approved.

**IV. Consent Items**

**Bill Watson**

**IV.1 January 2025 Board Meeting Minutes**

**IV.2 February 2025 Financial Statement**

Motion to approve both the January 2025 Board Meeting Minutes and the February 2025 Financial Statement by Claudia Andersen. Second by Eric Roe. Approved.

**IV.3 2023/2024 Form 990 Tax Filing**

**Greg Long**

COO Greg Long shared a draft of the annual tax finding was sent via email and copies are provided in the room. Discussion opened. Claudia Andersen noted three minor changes (DBA, website, and presentation of copies).

Separate motion (for this Consent Item) to approve the 2023/2024 Form 990 Tax Filing with the

noted changes as proposed by Darya Shahvaran. Second by Eric Roe. Approved.

**V. Nevada 2025 Legislative Session Update**

**Chapman/Rowe Law Group**

Amanda Brazeau with the Rowe Law Group shared we have a bill with bill language. She noted there will be amendments. She provided the TNTNV Government Affairs Report for March 2024. They noted various meetings, events, and outreach (education & advocacy) to share information about the bill. They also provided an update on the 2025 Legislative Session. Brazeau shared the members on the Government Affairs Committee.

CEO Andy Chapman added information about reaching out to the committee. Brazeau noted the desire to have support from the business community to show this effort is important to Lake Tahoe. She shared steps on how to show support and the best ways to do so. Chapman noted work with The Abbi Agency, Civitas, and others. He outlined process for this Lake Tahoe, NV focused bill. Civitas is helping with the amendments. Chapman noted timing of upcoming steps. Brazeau reiterated the importance of business support as it is expected that concerns around the BID to arise.

The full report is in the meeting packet.

**VI. Board Retreat and Strategic Discussion**

**Chair/Board/Staff**

CEO Andy Chapman noted this section is the start of the Board Retreat portion with interactive conversation. Outside speakers will present.

**• TNTNV Strategic Plan Review and Report Card**

**Whereabout Partners**

Greg Netzer from Whereabout gave an update on progress of TNTNV Strategic Plan efforts. This process started about a year ago. He summarized ways they engaged with the community to learn about their assessment of the progress made. Netzer shared findings gained through conversations and a survey. He broke down survey results and noted the strong results while highlighting TNTNV being found as a credible voice. Netzer showed the interview and survey results that covered the five objectives.

Greg Netzer reviewed interview results around TNTNV strategies and how much progress was made over the past 12 months. Many of the scores are four out of five showing strong progress on the Strategic Plan.

Netzer also presented slides focusing on where TNTNV has been visible and how TNTNV has been involved in events. The graph broke down levels of awareness from survey results showing there is a high level of awareness. Survey results showed that for Sustainability Events and Projects, participants were aware of the events, but not necessarily TNTNV's involvement.

Whereabout created a combined scorecard and reported on success on Roles, Progress on Objectives, Awareness of Economic Events & Programs, Awareness of Community Events & Programs, and Awareness of Sustainability Events & Programs. Additional stakeholder comments and what this means for TNTNV were covered. Netzer noted that this level of results just a year in is impressive.

He highlighted the community repeatedly mentioned TNTNV's leadership (especially on transportation issues). Overall Whereabout was extremely impressed with the work and progress that has been done.

Netzer opened discussion for the group. Pascal Dupuis noted progress, responses to interview results, progress measured and focus areas. CEO Andy Chapman noted the teamwork that led to these results. He noted the report card highlights helping us know where to go. Netzer reiterated the great amount of progress in a short period of time. Darya Shahvaran noted when actions are done in collaboration with others, it is hard for one organization to stand out. The stewardship piece was discussed in more detail. In response to a question, Netzer noted the number of survey participants was in the teens (about the same amount as a year ago) and noted desire to get more involved.

Report was presented at meeting and is available in meeting recording.

- **North Lake Tahoe Economic Impact of Travel**

**Dean Runyan & Associates**

CEO Andy Chapman noted TNTNV has worked with Dean Runyan for over a decade for Economic Impact research reports. Chapman provided a summary of the history of the work and introduced this recent effort.

Leon Aliski with Dean Runyan & Associates noted this project is a collaboration with TNTNV and North Tahoe Community Alliance (NTCA). Aliski showed the geographic scope and that they looked back at historical data as far as 2018. Aliski presented the Methodology (economic impacts of travel activity – travel related spending, direct impacts, secondary impacts).

Aliski then showed the growth pattern for the broader North Lake Tahoe and the growth in direct travel-generated spending. Categories of visitor spending were presented (e.g. accommodations, arts, entertainments & recreation, food, transportation). Aliski also covered Direct Travel-Generated Earnings and Employment.

The next portion of the presentation focused specifically on North Lake Tahoe Nevada and reviewed the same categories as above. Aliski noted what areas will continue to be built upon and results shared with future reporting.

The group spoke about taxes charged and the breakdown of where various funds are allocated. A question was posed about the breakdown of accommodation spending and room tax (short-term rentals) and Aliski noted that short-term rentals account for about half of accommodation spending. Visitor spending by commodity was reviewed and connected this to BID efforts.

Report was presented at meeting and is available in meeting recording.

- **Competing in an Era of Disruption**

**Carl Ribaud**

CEO Andy Chapman noted Carl Ribaud brings a strategic view of the industry and area. Carl Ribaud with SMG Consulting noted the value of the information gained today and how to apply that to strategy. He identified the goal as taking uncertain environment and use that towards competitive edge, remaining adaptable for success.

Ribaud noted in the work with CEO Andy Chapman as aligning strategic objectives, while looking

at them through the lens of chaotic environment, and how to prioritize them. Ribaud spoke to each of the strategic objectives and provided examples for the group to consider and how to approach them with a different perspective, in addition to how to present information to residents. TNTNV has moved from a DMO to a wholistic DMO and a goal is to have residents see TNTNV through a different lens. CEO Andy Chapman noted the organization's video and the Coop's stewardship videos. He also noted TNTNV Community Engagement & Advocacy Manager Mike Beiro's efforts and community outreach.

Carl Ribaud encouraged the group to consider the tools and content, and how to think differently on how they are used and leveraged. He spoke to how to build identity and the pillars that create it. He noted infrastructure can be used to strengthen our market position. Ribaud spoke to TNTNV values, brand, what TNTNV does, and the impacts it has. He noted different scenarios and Chapman noted future pieces that will affect this.

A question was posed asking how to prioritize. Ribaud provided a framework covering resource availability, risk evaluation, and shareholder value. Ribaud also covered forces of change and new realities and how to take advantage. Chapman spoke about resources, funds, expenditures, and investments in stewardship followed by group discussion and insight. Ribaud noted the need to establish goals, how to use changed environment to TNTNV's advantage, and identifying the next steps while thinking differently.

Report was presented at meeting and is available in meeting recording.

- **Lunch** – The group took a lunch break.

- **Public Affairs/Strategic Communication Update**

**Abbi Agency**

Owen Truesdale from The Abbi Agency provided a Public Affairs/Strategic Communication update. Truesdale noted The Abbi Agency's focus on four Strategic Objectives – Amplify Our Message, Maximize Brand Lift, Invest in Stewardship, and Leverage Partnerships. This includes Legislative Initiative Support, Stakeholder Mapping, and Partnership Amplification + Stewardship Narrative Management (e.g. Clean up the Lake, Destination Stewardship Council, Talkin' Tahoe Series).

Truesdale then covered Public Relations data (media placements, social engagements, viewership) and efforts. He cited specific media coverage and placements. Truesdale spoke about the monthly email newsletter's importance to reinforce the key messages. He also covered creative work (layouts, video, print advertisements, Talkin' Tahoe logo). Group discussion occurred around the frequency of the TNTNV newsletter and the need for cohesion with social media areas.

Report was presented at meeting and is available in meeting recording. The February 2025 Performance Report is in the meeting packet.

- **FY 2025/26 Budget Forecast Discussion**

**Andy Chapman/Greg Long**

CEO Andy Chapman noted the group will look at where we are on the budget and more importantly where we are going with the budget development. Chapman shared a timeline of the process ending with June board meeting. Chapman provided a summary of total income and total expenses. He noted the need to discuss how to reallocate the funds, especially when looking at efforts and expenditures

with Rowe Law Group and Civitas.

Chapman shifted the focus to where we are going and noted potential decreases of annual revenues from various impacts. He noted prioritizing some line items (e.g. overall operations, program areas) and decreasing some expenses (e.g. contribution to Coop). Chapman also noted the current reserves and how those will and may be used in the future.

COO Greg Long added that rebranding for Coop and remodel would use some of the reserve. He noted the Board currently states to keep \$500,000 in reserves. Looking at the budget next year options include keeping the budget the same and overspend knowing some of the reserves will be used. Chapman noted the efforts for next year's budget can be a combination of adjusting the budget to cover some of the additional upcoming expenses, in addition to using some of the reserves.

Chair Bill Watson drew attention to 10% percent flagged for stewardship and special event sponsorships. Chapman noted the process is "dual track" with categories of funds set aside for granting program and funds targeted to what TNTNV would like to support or present. Watson drew attention to the importance of not shortchanging the stewardship efforts, keeping that funding the same. Chapman recalled some previous shifts of the budget expenditures.

Claudia Andersen inquired if the rebranding of the Coop if that funding is above and beyond current Coop funding. Chapman confirmed it is. Pascal Dupuis asked about the increase of salary expenses. Chapman noted many of those funds cover the new position - Community Engagement & Advocacy Manager. Expenses were further discussed (new roof, remodel, rebranding). Chapman noted there will need to be strategic decisions made around the upcoming budget. The group posed questions and spoke of details and possibilities.

Full report is in the packet.

- **FY 2025/26 Strategic Objective Discussion and Direction**

This line item was discussed earlier in the meeting within other agenda items.

## **VII. Old Business**

**Bill Watson**

CEO Andy Chapman joined Team Tahoe on a Washington D.C. trip for two days of meetings with Senate and House representatives. Chapman summarized the experience and concerns addressed.

## **VIII. New Business**

**Bill Watson**

Chair Bill Watson shared the passing of Manny Sylvester who delivered \$5,000,000 to George Whittell. Claudia Andersen noted the desire and possibility for an event to recognize him.

Watson also provided some transportation history noting the anniversary of Clark Gable and Carole Lombard and their ties to Lake Tahoe (Carole cutting ribbon for the road around Lake Tahoe known then as the "Rim of the Lake.")

**IX. Management Reports**

**Bill Watson**

Reports provided in meeting packet.

**X. Departmental Reports**

**Bill Watson**

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

All Reports included in meeting packet.

**XI. Director Comments**

**Bill Watson**

**XII. 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

**XIII. Adjournment**

**Bill Watson**

Call to adjourn by Bill Watson.

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>



# ROWE LAW GROUP

Administrative Law & Public Affairs

## **Travel North Tahoe Nevada Government Affairs Report May 2024**

Prepared by Rowe Law Group: Amanda Brazeau/Russell Rowe

### **Meetings & Advocacy**

- Monthly Government Affairs Collaboration Meeting with The Abbi Agency
  - April
  - May
- Senator Daly
- Governor staff
- Senate Finance Committee
- Senate Majority Leader and caucus members
- Senate Minority Leader and caucus members
- Senate Committee on Government Affairs
- Several Meetings with identified stakeholders as we move through the bill process:
  - South Lake, Douglas/Tahoe Chamber, TRPA, TNTNV, NV Realtors, Washoe County, TRPA

### **2025 Legislative Session:**

- Senate Bill SB420: Authorizes the creation of business improvement districts.
- First Hearing April 4th
- Bill moved to Senate Finance
- Next Step for the bill:
  - Moving the bill out of the Senate Finance Committee to the Senate floor
  - Senate Floor vote
  - Assembly hearing and floor vote
  - Governor's desk

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



## North Tahoe Tourism Improvement District Formation Timeline

May 2025

Task	Date
Initiate Project	July 1, 2025
Compile District Data, if needed	July 2025
Stakeholder Outreach, Engagement, Education & Consensus Building	July 2025 – February 2026
<b>Initial Draft District Management Plan (DMP)</b>	August 2025
DMP approved by Steering Committee	August – September 2025
Submit DMP, Petition, Notice and Ordinance to County Staff for Review and Approval	September 2025
<b>Effective Date of Legislation</b>	<b>October 1, 2025</b>
<b>Petition Drive – Over 50% of assessment budget</b>	October – December 2025
Submit Petitions totaling over fifty percent (50%) of assessment to County	December 2025
Notice of Public Hearing <ul style="list-style-type: none"> <li>• Notice by Mail – must be mailed not less than 45 days before the Public Hearing to each business owner subject to the proposed assessment</li> <li>• Notice by Publication – publication must occur at least once a week for three consecutive weeks, with the first publication at least 15 days before the Public Hearing and at least 14 days between the first and last publications.</li> </ul>	December 2025 – January 2026
<b>Board of County Commissioners</b> <ul style="list-style-type: none"> <li>• Introduction and First Reading of the Ordinance</li> </ul>	January 2026
<b>Board of County Commissioners</b> <ul style="list-style-type: none"> <li>• Public Hearing on North Tahoe Tourism Improvement District (NTTID)</li> <li>• Second Reading and Adoption of Ordinance</li> </ul>	February 2026

*\*Timeline is drafted under the assumption that SB420 passes by the end of the 2025 legislative session.*

Washoe County Board of County Commission meetings occur on the second, third, and fourth Tuesday of each month.

## 2025\_26 Room Tax Grant Revenue

OPTION A

Actual month Payment month	May		June		July		August		September		October		November		December		January		February		March		April		Total
	July	August	July	August	September	October	October	November	November	December	December	January	January	February	February	March	March	April	April	May	May	June	June		
Prior Year Actual	\$ 136,764	\$ 260,303	\$ 357,483	\$ 318,119	\$ 221,029	\$ 121,187	\$ 101,992	\$ 185,828	\$ 148,562	\$ 2,034,626	\$ 2,163,093	\$ 2,281,505													
Running	\$ 136,764	\$ 397,067	\$ 754,550	\$ 1,072,669	\$ 1,293,698	\$ 1,414,885	\$ 1,516,877	\$ 1,700,236	\$ 1,886,064	\$ 1,985,535	\$ 2,052,131	\$ 2,170,543													
FY 2025/26 Draft Budget	\$ 129,926	\$ 247,549	\$ 342,223	\$ 298,130	\$ 210,513	\$ 113,976	\$ 96,734	\$ 173,048	\$ 141,134	\$ 1,929,670	\$ 2,052,131	\$ 2,170,543													
Running	\$ 129,926	\$ 377,475	\$ 719,697	\$ 1,017,827	\$ 1,228,340	\$ 1,342,317	\$ 1,439,051	\$ 1,612,099	\$ 1,788,535	\$ 1,929,670	\$ 2,052,131	\$ 2,170,543													
Variance \$s	\$ (6,838)	\$ (12,754)	\$ (15,260)	\$ (19,989)	\$ (10,516)	\$ (7,211)	\$ (5,258)	\$ (10,311)	\$ (7,428)	\$ (6,005)	\$ -	\$ (110,962)													
Variance %	-5.00%	-4.90%	-4.27%	-6.28%	-4.76%	-5.95%	-5.16%	-5.62%	-5.00%	-4.67%	0.00%	-4.9%													
FY 2025/26 Room Revenue	\$3,922,286	\$7,473,177	\$10,331,254	\$9,000,137	\$6,355,114	\$3,440,796	\$2,920,274	\$5,224,098	\$4,260,658	\$3,696,960	\$3,395,107	\$65,346,242													
FY 2024/25 Actual Room Rev.	\$4,128,722	\$7,866,502	\$10,875,004	\$9,473,828	\$6,689,594	\$3,621,891	\$3,073,973	\$5,499,051	\$4,484,903	\$3,891,537	\$3,573,797	\$68,785,518													
% Change From Prior Year	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	-5.00%													
OPTION B																									
Actual month Payment month	May		June		July		August		September		October		November		December		January		February		March		April		Total
	July	August	July	August	September	October	October	November	November	December	December	January	January	February	February	March	March	April	April	May	May	June	June		
Prior Year Actual	\$ 136,764	\$ 260,303	\$ 357,483	\$ 318,119	\$ 221,029	\$ 121,187	\$ 101,992	\$ 185,828	\$ 148,562	\$ 2,034,626	\$ 2,163,093	\$ 2,281,505													
Running	\$ 136,764	\$ 397,067	\$ 754,550	\$ 1,072,669	\$ 1,293,698	\$ 1,414,885	\$ 1,516,877	\$ 1,700,236	\$ 1,886,064	\$ 1,985,535	\$ 2,052,131	\$ 2,170,505													
FY 2025/26 Draft Budget	\$ 123,088	\$ 234,520	\$ 324,211	\$ 282,438	\$ 199,434	\$ 107,978	\$ 91,643	\$ 163,940	\$ 137,706	\$ 1,944,124	\$ 2,062,536	\$ 2,062,536													
Running	\$ 123,088	\$ 357,608	\$ 681,819	\$ 964,257	\$ 1,163,691	\$ 1,271,668	\$ 1,363,311	\$ 1,527,252	\$ 1,694,402	\$ 1,828,108	\$ 1,944,124	\$ 2,062,536													
Variance \$s	\$ (13,676)	\$ (25,783)	\$ (33,272)	\$ (35,681)	\$ (21,595)	\$ (13,209)	\$ (10,349)	\$ (19,419)	\$ (18,678)	\$ (14,856)	\$ (12,451)	\$ -													
Variance %	-10.00%	-9.90%	-9.31%	-11.22%	-9.77%	-10.90%	-10.15%	-10.59%	-10.00%	-9.69%	0.00%	-9.6%													
FY 2025/26 Room Revenue	\$3,715,850	\$7,079,852	\$9,787,504	\$8,526,445	\$6,020,635	\$3,259,702	\$2,766,576	\$4,949,146	\$4,036,413	\$3,502,383	\$3,216,417	\$61,906,966													
FY 2024/25 Actual Room Rev.	\$4,128,722	\$7,866,502	\$10,875,004	\$9,473,828	\$6,689,594	\$3,621,891	\$3,073,973	\$5,499,051	\$4,484,903	\$3,891,537	\$3,573,797	\$68,785,518													
% Change From Prior Year	90.0%	90.0%	90.0%	90.0%	90.0%	90.0%	90.0%	90.0%	90.0%	90.0%	90.0%	-10.00%													

OPTION C

[illegible]



## April 2025 Financial Summary Report

### April Month End Variance Report

#### REVENUE

- 46000 Merchandise Sales: Under budget due to lower traffic in Welcome Center
- R250 Fund Transfers: Under budget due to lower TOT collections
- R277 Concierge: Over budget due to strong early season T-Bird sales
- 50001 COGS Merchandise: Under budget due to decreased sales

#### EXPENSES

- 0320 Health Insurance: Under budget due to employee becoming ineligible
- 0451 Legal and Accounting: Over budget due to Rowe Law Group contract
- 0460 Contract Services: Over budget due to more expensive contract
- 0501 Travel & Lodging: Over budget due to timing of travel
- 0507 Meeting Expense: Under budget due to lack of opportunities
- 0690 Sponsorship: Under budget due to timing of request
- 0692 Sustainability Initiatives: Under budget due to timing

### April 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: 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 increased services
- 0460 Contract Services: Over budget due to lobbyist contract
- 0501 Travel & Lodging: Over budget due to timing of travel
- 0601 Hospitality: Over budget due to increased employee team building activities
- 0622 Advertising Co-op: Over budget due to rebranding project
- 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

April 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
46000 Merchandise Sales	2,755.15	4,000.00	-1,244.85	68.88 %
R250 Fund Transfers	148,562.41	163,341.00	-14,778.59	90.95 %
R252 Interest Income	3,387.91	4,250.00	-862.09	79.72 %
R277 Concierge	9,298.34	6,000.00	3,298.34	154.97 %
<b>Total Income</b>	<b>\$164,003.81</b>	<b>\$177,591.00</b>	<b>\$ -13,587.19</b>	<b>92.35 %</b>
Cost of Goods Sold				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise	160.00	2,000.00	-1,840.00	8.00 %
50002 Concierge Expense	5,840.00	5,280.00	560.00	110.61 %
<b>Total 50000 Cost of Goods Sold</b>	<b>6,000.00</b>	<b>7,280.00</b>	<b>-1,280.00</b>	<b>82.42 %</b>
<b>Total Cost of Goods Sold</b>	<b>\$6,000.00</b>	<b>\$7,280.00</b>	<b>\$ -1,280.00</b>	<b>82.42 %</b>
<b>GROSS PROFIT</b>	<b>\$158,003.81</b>	<b>\$170,311.00</b>	<b>\$ -12,307.19</b>	<b>92.77 %</b>
Expenses				
0305 Payroll	42,586.41	42,201.00	385.41	100.91 %
0314 State Employer Taxes	364.24	294.00	70.24	123.89 %
0315 Federal Unemployment	8.71	15.00	-6.29	58.07 %
0316 Public Employees Retirement Sys	13,445.37	12,462.00	983.37	107.89 %
0319 Employer Medicare/Soc Sec	707.49	940.00	-232.51	75.26 %
0320 Health Insurance	4,932.40	6,168.00	-1,235.60	79.97 %
0321 Employee Training	-2,408.00	1,000.00	-3,408.00	-240.80 %
0400 Utilities				
0401 Utilities- Electric	169.65	225.00	-55.35	75.40 %
0402 Utilities-Gas & Heat	404.58	325.00	79.58	124.49 %
0403 Utilities- Water & Refuse	432.51	400.00	32.51	108.13 %
<b>Total 0400 Utilities</b>	<b>1,006.74</b>	<b>950.00</b>	<b>56.74</b>	<b>105.97 %</b>
0405 Bank & Cr Card Charges	471.56	500.00	-28.44	94.31 %
0410 Office Supplies & Expenses	190.23	1,000.00	-809.77	19.02 %
0411 Maintenance/Janitorial	610.50	700.00	-89.50	87.21 %
0411.5 Snow Removal		250.00	-250.00	
<b>Total 0411 Maintenance/Janitorial</b>	<b>610.50</b>	<b>950.00</b>	<b>-339.50</b>	<b>64.26 %</b>
0412 IT - Computers	131.92	150.00	-18.08	87.95 %
0420 Postage & Freight		100.00	-100.00	
0421 Communications	606.26	650.00	-43.74	93.27 %
0422 Printing Expenses	208.69	0.00	208.69	
0430 Building Repairs & Insurance	391.33	500.00	-108.67	78.27 %
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 %
0462 Equipment Lease & Maint.	212.74	500.00	-287.26	42.55 %
0473 Dues & Subscriptions	172.93	1,200.00	-1,027.07	14.41 %
0474 License & Fees	46.00	0.00	46.00	



# INCLINE VILLAGE CRYSTAL BAY

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

April 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0501 Travel & Lodging	3,063.98	500.00	2,563.98	612.80 %
0504 Registrations		71.00	-71.00	
0507 Meeting Expenses	71.73	2,000.00	-1,928.27	3.59 %
0601 Hospitality in Market	30.00	250.00	-220.00	12.00 %
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	136.00	128.00	8.00	106.25 %
0690 Sponsorship	15,000.00	58,000.00	-43,000.00	25.86 %
0692 Sustainability Initiatives	3,818.75	38,042.00	-34,223.25	10.04 %
51100 Freight and Shipping Costs	6.53	100.00	-93.47	6.53 %
<b>Total Expenses</b>	<b>\$154,065.51</b>	<b>\$230,674.00</b>	<b>\$ -76,608.49</b>	<b>66.79 %</b>
NET OPERATING INCOME	<b>\$3,938.30</b>	<b>\$ -60,363.00</b>	<b>\$64,301.30</b>	<b>-6.52 %</b>
Other Expenses				
8001 Co-op Bill Back	686.33		686.33	
<b>Total Other Expenses</b>	<b>\$686.33</b>	<b>\$0.00</b>	<b>\$686.33</b>	<b>0.00%</b>
NET OTHER INCOME	<b>\$ -686.33</b>	<b>\$0.00</b>	<b>\$ -686.33</b>	<b>0.00%</b>
NET INCOME	<b>\$3,251.97</b>	<b>\$ -60,363.00</b>	<b>\$63,614.97</b>	<b>-5.39 %</b>

# INCLINE VILLAGE CRYSTAL BAY

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

July 2024 - April 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
46000 Merchandise Sales	69,377.13	65,500.00	3,877.13	105.92 %
R250 Fund Transfers	2,034,626.50	1,847,655.00	186,971.50	110.12 %
R252 Interest Income	45,008.87	42,500.00	2,508.87	105.90 %
R277 Concierge	177,422.84	185,300.00	-7,877.16	95.75 %
<b>Total Income</b>	<b>\$2,326,435.34</b>	<b>\$2,140,955.00</b>	<b>\$185,480.34</b>	<b>108.66 %</b>
Cost of Goods Sold				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise	31,146.11	32,750.00	-1,603.89	95.10 %
50002 Concierge Expense	158,677.00	163,064.00	-4,387.00	97.31 %
<b>Total 50000 Cost of Goods Sold</b>	<b>189,823.11</b>	<b>195,814.00</b>	<b>-5,990.89</b>	<b>96.94 %</b>
<b>Total Cost of Goods Sold</b>	<b>\$189,823.11</b>	<b>\$195,814.00</b>	<b>\$ -5,990.89</b>	<b>96.94 %</b>
<b>GROSS PROFIT</b>	<b>\$2,136,612.23</b>	<b>\$1,945,141.00</b>	<b>\$191,471.23</b>	<b>109.84 %</b>
Expenses				
0305 Payroll	474,991.50	491,703.00	-16,711.50	96.60 %
0313 Employers Insurance of Nevada	592.00	0.00	592.00	
0314 State Employer Taxes	2,580.64	2,598.00	-17.36	99.33 %
0315 Federal Unemployment	440.64	476.00	-35.36	92.57 %
0316 Public Employees Retirement Sys	135,579.29	122,778.00	12,801.29	110.43 %
0319 Employer Medicare/Soc Sec	10,300.99	9,993.00	307.99	103.08 %
0320 Health Insurance	49,314.99	58,872.00	-9,557.01	83.77 %
0321 Employee Training	2,244.41	5,000.00	-2,755.59	44.89 %
0400 Utilities				
0401 Utilities- Electric	1,973.16	2,525.00	-551.84	78.14 %
0402 Utilities-Gas & Heat	1,415.69	1,995.00	-579.31	70.96 %
0403 Utilities- Water & Refuse	4,429.23	4,225.00	204.23	104.83 %
<b>Total 0400 Utilities</b>	<b>7,818.08</b>	<b>8,745.00</b>	<b>-926.92</b>	<b>89.40 %</b>
0405 Bank & Cr Card Charges	20,153.86	12,540.00	7,613.86	160.72 %
0410 Office Supplies & Expenses	16,407.65	11,500.00	4,907.65	142.68 %
0411 Maintenance/Janitorial	7,286.00	7,000.00	286.00	104.09 %
0411.5 Snow Removal	1,655.00	2,500.00	-845.00	66.20 %
<b>Total 0411 Maintenance/Janitorial</b>	<b>8,941.00</b>	<b>9,500.00</b>	<b>-559.00</b>	<b>94.12 %</b>
0412 IT - Computers	2,279.68	2,900.00	-620.32	78.61 %
0420 Postage & Freight	122.06	1,000.00	-877.94	12.21 %
0421 Communications	6,360.00	6,700.00	-340.00	94.93 %
0422 Printing Expenses	993.08	1,500.00	-506.92	66.21 %
0430 Building Repairs & Insurance	23,531.18	12,700.00	10,831.18	185.28 %
0451 Legal & Accounting Services	57,500.00	40,500.00	17,000.00	141.98 %
0460 Contract Services	112,645.00	95,700.00	16,945.00	117.71 %
0461 Remote Offices	35,000.00	35,000.00	0.00	100.00 %
0462 Equipment Lease & Maint.	1,927.41	2,000.00	-72.59	96.37 %
0473 Dues & Subscriptions	11,641.43	14,050.00	-2,408.57	82.86 %



# INCLINE VILLAGE CRYSTAL BAY

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

July 2024 - April 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0474 License & Fees	104.00	50.00	54.00	208.00 %
0501 Travel & Lodging	23,216.52	19,200.00	4,016.52	120.92 %
0504 Registrations	2,973.00	5,196.00	-2,223.00	57.22 %
0505 Local Transportation/Car	780.44	300.00	480.44	260.15 %
0507 Meeting Expenses	2,368.92	2,650.00	-281.08	89.39 %
0601 Hospitality in Market	10,371.68	6,200.00	4,171.68	167.29 %
0611 Misc. Advertising Co-op	20,000.00	20,000.00	0.00	100.00 %
0622 Advertising Co-op	538,080.00	458,330.00	79,750.00	117.40 %
0623 Regional Marketing Programs	2,153.28	5,000.00	-2,846.72	43.07 %
0650 Payroll Expense	1,545.25	1,259.00	286.25	122.74 %
0689 WEB Development	479.00		479.00	
0690 Sponsorship	81,534.15	150,500.00	-68,965.85	54.18 %
0691 Shuttle Subsidy/Sponsorship	60,845.00	60,844.00	1.00	100.00 %
0692 Sustainability Initiatives	58,051.19	200,000.00	-141,948.81	29.03 %
0725 Uniforms		5,000.00	-5,000.00	
0730 Special Promotional Items		4,000.00	-4,000.00	
51100 Freight and Shipping Costs	442.08	2,650.00	-2,207.92	16.68 %
<b>Total Expenses</b>	<b>\$1,784,309.40</b>	<b>\$1,886,934.00</b>	<b>\$ -102,624.60</b>	<b>94.56 %</b>
<b>NET OPERATING INCOME</b>	<b>\$352,302.83</b>	<b>\$58,207.00</b>	<b>\$294,095.83</b>	<b>605.26 %</b>
Other Expenses				
8001 Co-op Bill Back	-6,341.50		-6,341.50	
<b>Total Other Expenses</b>	<b>\$ -6,341.50</b>	<b>\$0.00</b>	<b>\$ -6,341.50</b>	<b>0.00%</b>
<b>NET OTHER INCOME</b>	<b>\$6,341.50</b>	<b>\$0.00</b>	<b>\$6,341.50</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$358,644.33</b>	<b>\$58,207.00</b>	<b>\$300,437.33</b>	<b>616.15 %</b>



## Departmental Reports

Travel North Tahoe Nevada

Greg Long

COO Monthly Report

April 21<sup>th</sup>, 2025

**Objective #1: Amplify Our Message**

- Attended Earth Day event at UNR
- Attended NTCA mixer at UC Davis Science center

**Objective #2: Maximize Brand Lift**

- Helped with 2025-26 North Lake Tahoe Visitor Guide
- Attended RSCVA Quarterly Stakeholders Meeting

**Objective #3: Invest In Stewardship**

- Securing East Shore Trail ambassador staff
- Secured a reorder of our branded Poop Bags
- Communicate to visitors our stewardship principals at Welcome Center

**Objective #4: Leverage Partnerships**

- Attended Reno Tahoe Territory Meeting
- Attended RTT Executive Committee Meeting
- Attended RSCVA Board Meetings
- Attend weekly Co-op Marketing meetings
- Attended Rural Roundup in Laughlin
- Continue treasurer duties for RTT
- Member of Co-op rebranding committee

**Objective #5: Fine Tune Operations**

- Planning Children's event at Welcome Center
- Lead Activity Tickets implementation
- Hiring Visitor Service Staff for summer
- Developing new visitor focused collateral
- Work on new community business map
- Work with architect on building remodel
- Prepare staffing for Summer
- Inventory management
- Property maintenance

**Objective #1: Amplify Our Message**

- Developing year two of Tunes on Taps sponsorship.
- Working with Crystal Bay Club Casino on year three sponsorship of Gamblers Run Music Festival.
- Sponsorship of Pet Network Event.
- Attended Incline Community Forum in support of SB 420.

**Objective #2: Maximize Brand Lift**

- Supporting passage of SB 420 for Business Improvement District enabling language.
- Conducted interview with Tahoe Daily Tribune journalist on SB 420 opportunities.
- 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**

- Facilitating BID feasibility study with Civitas Advisors .
- Developing Business Roundtables with focus on Lodging, Food & Beverage, Retail, Arts/Entertainment/Recreation and Food Stores on BID opportunities.
- Attended Lake Tahoe Destination Stewardship Council meeting and participate in council's executive committee.
- Successful in assisting Washoe County in securing \$250,000 for TART Connect from Washoe RTC and RSCVA.

**Objective #4: Leverage Partnerships**

- Attended North Lake Tahoe Coop Board meeting.
- Attended TNT/TMA Board meeting.
- Attended TTD Board meeting.
- Attended RASC Board meeting.
- Attended One West Tourism Alliance Board meeting.
- Attended TRPA Governing Board meeting.
- Attended Travel Nevada Trade Mission in Vancouver
- Attended Mountain Travel Symposium.
- Participated in Diamond Peak's Dummy Downhill Event.
- Participated in Travel Nevada's Strategic Plan process.
- Attended VCA Brand Committee Meeting.

**Objective #5: Fine Tune Operations**

- Continued on-boarding of new Community Engagement and Advocacy Manager.
- Development of interior remodel project planning.
- Completion of draft FY 2025/26 revenue and expense budgets.



## north lake tahoe

April 2025  
Meetings & Conventions Report

### **TURNED DEFINITE**

1. Wilderness Medical Society - WMS 2026 Winter Conference - 2/19/26 - 2/26/26, 520 rooms and 350 people

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

1. Semgrep - 2025.10 Semgrep Offsite - 10/5/25 - 10/9/25, 555 rooms and 185 people
2. 23rd Marines - 250th Marine Birthday Ball - 11/21/25 - 11/22/25, 200 rooms and 250 people

### **NEW INQUIRIES**

1. State Farm Insurance - WMA Presidents Club - 8/16/26 - 8/19/26, 160 people and 210 rooms
2. CR3 Partners, LLC - CR3 Summer Conference 2025, 7/30/25 - 8/3/25, 100 people and 235 rooms
3. CCCI - Cru - Global Connection 2026 - 6/15/26 - 6/20/26, 180 people and 399 rooms
4. Cotality - 2026 Annual Kickoff Meeting (AKO) - 130 people and 494 rooms

Note - CVENT made a change to the location where the option to source your CVB is listed resulting in fewer leads reaching CVB's nationwide.

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

- Attended Connect Marketplace [Corporate Track](#) April 22-24
- Hosted ABA [Site Visit](#) April 24-28

### **CONFERENCE SALES PROJECTS**

- Spring Newsletter sent to Denise's list of 1,798 on 4/17 and saw a 58% open rate, 8% click rate, Barts list of 7,266 saw a 55% open rate and 15% click rate. Talked about spring skiing, whitewater rafting and fly fishing. Sylva and evo, RMC.
- Held training call on 4/17 for agents executing 50-hour outbound calling program with Strategic Database Research

### **CHICAGO REP EFFORTS**

- Destination Rep Meeting - ACDES - April 3
- Destination Celebration - Minneapolis - April 22
- Destination Reps Spring Event - Speaker Series - May 1, 2025



## north lake tahoe

April 2025

### Leisure Tourism Development Report

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

- Canada Sales Mission with Travel Nevada March 28 - April 2 in Calgary (47 agents), Red Deer (13 agents), Edmonton (34 agents) and Vancouver (49 agents), [contacts](#) shared with NLT stakeholders.
- Attended SkiTOPS to develop product with a dozen domestic ski buyers and train (30+) agents through their University program April 2 - 6, [contacts](#) shared with NLT stakeholders.
- Attended Mountain Travel Symposium to meet with global ski travel buyers April 7 - 11, follow up to product development originating from hosting in 2024, [contacts](#) shared with NLT stakeholders.
- Attended at Spotlight Nevada in Las Vegas April 13 - 16 (78 buyers), [contacts](#) shared with NLT stakeholders.
- Planning Jackpot Jamboree FAM through Reno Tahoe Territory for May 1-3 (20 agents)
- Planning Australia/New Zealand ski tradeshow attendance for David McMahon, NLT's rep from Gate 7 at Travel&Co, Ski Travel Specialists, House of Travel, Sno'n'ski, SkiMax, Mogul and Travelplan. David's itinerary is [listed](#) here.
- Planning FAM with Travel Nevada for 5/29 for (8) agents from Canada, Germany, UK, Australia and Mexico.
- Spring newsletter sent 4/22 to 4,061 recipients and saw 39% open rate and 14% click rate. Topics included our spring [video](#), fly fishing, whitewater rafting, golf, evo Tahoe City, Sylva, RMC, Cushing Crossing and Made in Tahoe Spring Festival.

#### **VISA VUE DATA**

##### Domestic Visitor Data January - March

- 2025 - \$94,692,614
- 2024 - \$92,883,077
- 2023 - \$90,871,279
- 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% \$32,476,305
    - Sacramento +1% \$8,743,990
    - San Jose/Sunnyvale/Santa Clara +1% \$8,455,268
    - Reno +8% \$5,909,373
    - LA/Long Beach/Anaheim +7% \$4,267,911
    - San Diego +11% \$2,567,375
    - Santa Rosa -4% \$2,360,325
    - New York -2% \$1,564,338
    - Santa Cruz -8% \$1,564,338

- Domestic March 2025
  - 2025 - \$29,962,861
  - 2024 - \$28,937,704
  - 2023 - \$23,788,705

International Visitor Data January - March

- 2025 - \$1,724,220
- 2024 - \$1,909,007
- 2023 - \$1,592,822

- March 25' International Visitor Data:
  - 2025 - \$466,760
  - 2024 - \$576,159
  - 2023 - \$414,594

2025 Top 10 countries YTD by spend and YoY % Change

- Canada \$240,032, -21%
- Mexico \$204,870, +11%
- Australia \$190,887, -18%
- China \$155,663, +1%
- UK \$123,798, +4%
- Brazil \$109,619, +36%
- New Zealand \$63,401, +2%
- France \$49,074, -9%
- Peru \$39,507, +8%
- Chile \$36,054, -35%



The spring creative across the LA and Phoenix markets wrapped up, running 19.5M impressions with a 1.72% CTR. Key landing pages like Spring Activities and Sustainable Travel showed strong performance in part due to paid media campaigns. There were 21 earned media clips secured with an AVE of \$1.2M. Social channels saw an impressive lift in impressions and overall engagements, with audiences specifically resonating with spring messaging and videos.

### WEBSITE PERFORMANCE

**373.9K**  
(+112.57%)  
Sessions

**75%**  
(-3%)  
Site Health

**92.87%**  
(+5.54%)  
Engagement Rate

**CA**  
Top State

**Spring Landing Page**  
Top Page at 263K sessions

**Road Conditions**  
Popular Targeted Content

**Cross-Network**  
Top Channel

**Rank 3**  
For "Lake Tahoe," 1.3K clicks

### CONSUMER PAID MEDIA CAMPAIGN

**19.6M**  
Impressions  
(+200% MoM)

**337K**  
High and Average  
Intent Conversions

**1.72% CTR**  
Paid Search had the  
highest CTR at 8.41%

### MCC PAID MEDIA CAMPAIGN

**341.7K**  
Impressions  
(-21.8% MoM)

**3.6K**  
High and Average  
Intent Conversions

**1.05% CTR**  
Facebook had the  
highest CTR at 1.76%

### WEBSITE

Cross-network and Paid Social channels continue to lead in performance, delivering engagement rates above 97%. Cross-network traffic alone accounted for over 140,000 engaged sessions, reinforcing the effectiveness of multi-platform, cross channel strategies to drive user interaction.

### PUBLIC RELATIONS

**21**  
Secured Clips

**134.5**  
Unique Visitors  
Monthly

**\$1.2M**  
Article Value  
Estimate

### SOCIAL MEDIA

**217.9K**  
Audience

**569.9K**  
Impressions

**380.2K**  
Video Views

### BLOGS

**32**  
Pageviews

**1:27**  
Engagement  
Time

Topic: Wedding  
Planning Handbook

**20.9K**  
Engagements

**3.67% ER**  
(Industry Avg. 0.09%)

Top posts highlighted lakeside beauty and spring skiing.

### UPCOMING

- Continue AI chatbot in optimizations
- Complete summer creative
- Push summer in-market creative live
- Finalizing the One More Day activation
- Listing design & audit changes

### NEWSLETTER

**26.6% OR** **1.2% CTR**  
(Ind. Avg. 19.4%) (Industry Avg. 1.6%)

Content focused on promoting spring events including SNOWFEST, St. Patrick's Day, and live music at CBC, as well as the new gaming blog, an older blog guide to Sand Harbor, spring activities and KBYG tips.

### CA NOW STORY

**74.1%**  
Story Interaction Rate

The top-performing story was "Budget-Friendly Things to Do in Lake Tahoe" and "Top 4 Waterfalls in Lake Tahoe" both from 2024 <sup>24</sup>





north lake tahoe  
it's human nature

## Coming Up

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  
Kickoff to Summer  
Launch In-Market Stewardship Campaign  
Blog: What to Wear

### November 2024

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

### May 2025

Memorial Day  
Launch Summer Campaign  
Blog: 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	647
hyatt-regency-lake-tahoe-resort-spa-casino	547
the-ritz-carlton-lake-tahoe	501
cedar-crest-cottages	319
granlibakken-tahoe-resort-meeting-center	305
everline-resort-and-spa	283
hyatt-high-sierra-lodge-hyatt-residence-club	277
cedar-glen-lodge	245
olympic-village-inn	187
mourelatos-lakeshore-resort	186
basecamp-hotel-tahoe-city	131
agate-bay-realty-vacation-rentals	118
avantstay	90
meeks-bay-resort-marina	84
hauserman-rental-group	79
brockway-springs-resort	78
incline-vacation-rentals	78
d-l-blisslester-beach	77
eagle-point-campground-at-emerald-bay	72
franciscan-lakeside-lodge	70
lake-tahoe-accommodations	70
castle-peak-vacation-rentals	58
eastwesthospitality	57
chinquapin-packard-realty	53
first-accommodations-inc	52
	4664

**APRIL 2025 PERFORMANCE REPORT**

# **TRAVEL NORTH TAHOE NEVADA**

# PUBLIC RELATIONS

# WILSON REICHERT

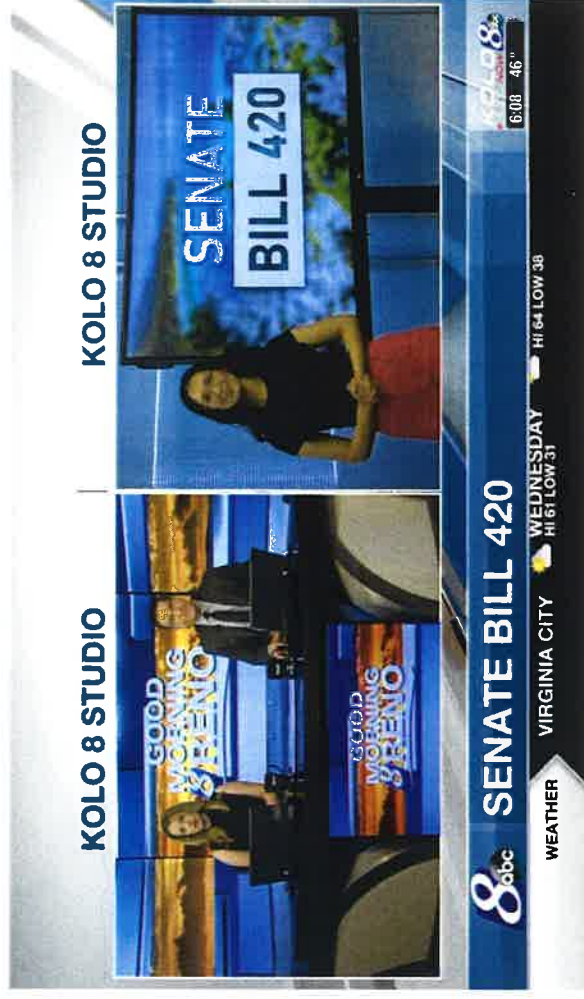
TNTNV 2025

## OVERVIEW

In April 2025, The Abbi Agency and Travel North Tahoe Nevada (TNTNV) continued raising awareness of TNTNV's initiatives in the North Tahoe community and supporting the organizations efforts at the state legislature.

The Abbi Agency secured coverage opportunities for TNTNV to discuss SB 420 in North Tahoe print and regional broadcast publications.

TAA also worked alongside TNTNV to continue raising awareness and support for SB 420 via op-ed drafting and newsletter creation.



## RECAP

theabbiagency.com

@theabbiagency

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## MONTHLY NUMBERS AT A GLANCE

**4**

MEDIA PLACEMENTS

**4**

REGIONAL PLACEMENTS

**747K**

Total Estimated Coverage  
Views, YTD

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





## APRIL MEDIA PLACEMENTS



## KOLO News 8

PLACEMENT DATE: April 23, 2025

Outlet: KOLO-TV

Story Title: [The Nevada legislature is considering a bill that could help bring additional resources to North Lake Tahoe](#)

Est. Coverage Views: 3,877

Domain Authority: 76

Key Messages: SB 420

Featured: Andy Chapman

**KOLO-TV**

**PLACEMENT DATE: April 23, 2025**

Outlet: KOLO-TV

**Broadcast(s):**

- 4/23 @ 5:05 AM
- 4/23 @ 6:05 AM

**Total Potential Broadcast Reach: 779,430**

Est. Segment Views: 12,919

**Key Messages: SB 420**

**Featured: Andy Chapman**





APRIL MEDIA PLACEMENTS

**KKOH-AM**

**PLACEMENT DATE: April 24, 2025**

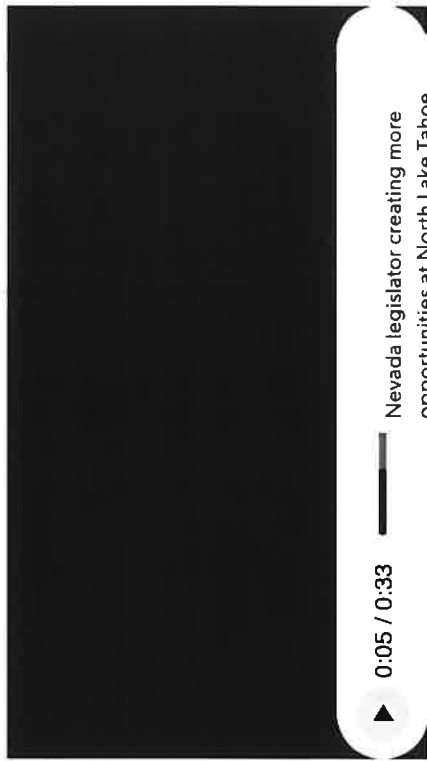
**Outlet: KKOH-AM**

**Radio Broadcast: 4/24 @ 5:02 PM**

**Est. Listenership: 37,900**

**Key Messages: SB 420**

**Featured: Travel North Tahoe Nevada**



# PUBLIC AFFAIRS

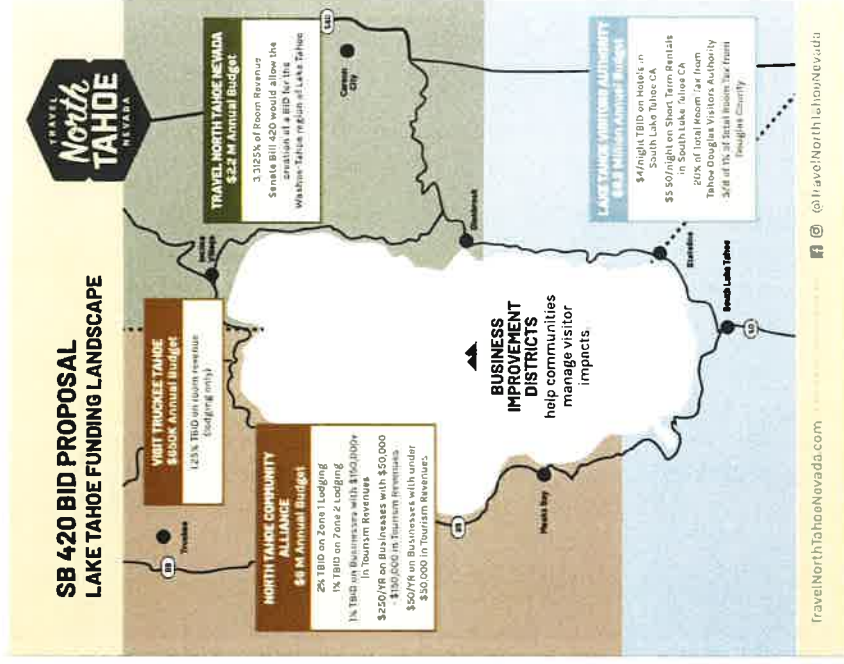


# PUBLIC AFFAIRS SUPPORT

## Public Affairs

In April, The Abbi Agency worked with TNTNV and The Rowe Law Group to produce materials to support Senate Bill 420 as it advanced through the legislative process, including:

- Drafted Op-Ed supporting SB 420 for pitching in May 2025.
- Secured media opportunities with Tahoe and Nevada regional publications.
- Secured a letter of support for SB 420 from the Economic Development Authority of Western Nevada (EDAWN).



# CREATIVE

# Incline Follies Full Page Sponsor Ad

## Creative Design

In April 2025, The Abbi Agency created a full-page advertisement for the Incline Follies playbill.

The advertisement included creative design highlighting pillars of the Strategic Plan, as well as a letter to the editor-style letter from Andy Chapman.



**From the Desk of Travel North Tahoe Nevada President & CEO Andy Chapman:**  
Protecting Tahoe for current and future generations is paramount. Travel North Tahoe Nevada (TNTNV) is dedicated to fulfilling this commitment through proactive destination stewardship and sustainable tourism practices, as our strategic plan outlines. We strive to create destination experiences that support a vibrant economy, enhance our community's unique character, and foster environmental stewardship across our mountains, forests, and lake shores.

Specific initiatives, such as supporting the TART Connect micro shuttle project, purporting winter snow removal at the East Tahoe Trail parking lot, the pilot Market Lake vacuum up drive, investing in local events designed to drive economic support and starting the "Tahoe Tahoe" series, reflect some of our strategic priorities. We are committed to measurable results and fostering a culture of caring for the Greater Lake Tahoe region.

Sincerely,  
*Andy Chapman*  
President/CEO

# THANK YOU

## CONTACT

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

775.446.4599

[theabbiagency.com](http://theabbiagency.com)