



AGENDA

Board Meeting
Travel North Tahoe Nevada
Wednesday, July 16th, 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 June 18th, 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

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|--|----------------------------|
| I. Call to Order/Roll Call | Chair |
| II. PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for the public to comment on any matter whether or not if it is included on this agenda. | Chair |
| III. Approval of Agenda (For Possible Action) | Chair |
| IV. Approval of June 2025 Board Meeting Minutes (For Possible Action) | Chair |
| V. Board Chair 2025/26 Welcome and Platform | Chair |
| VI. July 4th Firework Barge Incident Update (10 min) | Chapman |
| VII. Review of June 2025 Financial Statements (10 min)
(For Possible Action) | Long |
| VIII. CEO Annual Review and Performance Merit Evaluation for Future Salary & Incentive Payments (For Possible Action) (40 min) | Chair/Board Members |
| IX. Strategic Plan: Year-Two Board Priority Discussion (20 min) | Board |
| X. Discussion on FY 2025/26 CEO Performance Goals (20 min) | Board/Staff |
| XI. Leisure Sales Update (10 min) | Peterson |
| XII. Community Engagement and Advocacy Update (10 min) | Beiro |
| XIII. Old Business | Chair |
| XIV. New Business | Chair |
| XV. Departmental Reports (Report in Packet)
a) Conference Sales
b) Leisure Sales
c) Consumer Advertising
d) Social/Content
e) Public Relations
f) Community Engagement Report
g) COO Report
h) CEO Report | Chair |
| XVI. Director Comments | Chair |
| XVII. 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 |
| XVIII. Adjournment – (For Possible Action) | |



**June 2025 Board Meeting Minutes
Travel North Tahoe Nevada
Wednesday, June 18, 2025, 3:00pm**

I. Call to Order/Roll Call

Eric Roe

The Travel North Tahoe Nevada Board Meeting was called to order at 3:01 by Chair Bill Watson. Roll call was taken. The following members were present: Claudia Andersen, Bill Watson, Darya Shahvaran, Eric Roe. The following TNTNV employees were present: Andy Chapman, President/CEO, Greg Long, Chief Operating Officer, Kim Warren, Executive Assistant and Mike Beiro, Community Engagement & Advocacy Manager. Others included, Amanda Brazeau and Russ Rowe with Rowe Law Group, Legal representation from Reese Ring Velto.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Eric Roe

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

None

III. Approval of Agenda

Eric Roe

Motion to approve the June 18, 2025, agenda by Claudia Andersen. Second by Darya Shahyaran. Approved.

IV. Approval of May 2025 Board Meeting Minutes

Eric Roe

Motion to approve the May 2025 Board Meeting Minutes by Claudia Andersen. Second by Darya Shahyaran. Approved.

V. Nevada 2025 Legislative Session Update

Rowe Law Group

CEO Chapman kicked off the item reviewing the 2025 legislative session's outcomes, where Amanda and Russ from the Rowe Law group provided an update. Despite initial success with the bill passing committee unanimously and securing 45 letters of support from local businesses and community members, the intended outcome of passing the bill SR420 was not achieved. The team had positive

working relationships with stakeholders including TRPA, Douglas County, Tahoe Chamber, and Washoe County, and received support from EDAWN, though the bill did not ultimately pass. There will be a lot of work to do before the next legislative session, which will come quickly in 2 years.

The group discussed the challenges and opportunities related to legislation for North Tahoe, focusing on the need for further education of lawmakers about Tahoe issues and the importance of building relationships with Southern Nevada legislators. They acknowledged the progress made in the current legislative session, despite the bill not passing, and discussed potential strategies for the next session, including a redistribution of current tax collections and leveraging the Tahoe Summit to showcase local challenges. Andy and Russell emphasized the value of ongoing dialogue with businesses and stakeholders to address local concerns and the need for a more targeted approach in selecting bill sponsors.

VI. FY 2025/26 Fund Transfer Revenue Review **Chapman/Long**

CEO Chapman discussed the revenue from the TOT collections. The budget will be built from the 5% down from last fiscal, approved from the Board at the last meeting. There was a slight change to that number based on the actual collection of the final month in the fiscal year. Total expected TOT revenue will be \$2,144,266

VII. FY 2025/26 Budget Review and Discussion **Chapman/Long**

CEO Andy Chapman shared the TNTNV budget and every line item that has changed 5% or more YOY. There are about a dozen items that have changed. The complete budget was then discussed with the Board and certain items were discussed in detail. Reserves will be used for the planned remodel.

Motion to approve by Claudia Andersen. Second by Bill Watson. Approved.

VIII. Review of May 2025 Financial Statements **Greg Long**

COO Greg Long highlighted specific month end variances in both revenue and expense categories. He reported on May Year-to-Date variances, any budget items over or under by \$3000 were presented. Full report is in packet.

Motion to approve by Darya Shahvaran. Second by Claudia Andersen. Approved.

IX. Sponsorship Support Review and Discussion **Chapman/Long**

CEO Chapman discussed the chart in the packet outlining the sponsorship/stewardship and shuttle subsidy line items in the budget. All contributions were assigned a category aligning with our strategic plan. The categories are Vibrant Economy, Enhanced Community Character and Foster Environmental Stewardship. Total of these categories were \$285,668.

X. FY 2025/26 Board Officer Appointment **Andy Chapman**

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

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

Motion to nominate the 2025/26 Officer Appointments for the Board of Directors, as presented, by Claudia Andersen. Second by Darya Shahvaran. Approved.

XI. FY 2025/26 NT Marketing Committee Appointment **Andy Chapman**

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

Past year members were Andy Chapman, Kressa Olguin, Eric Roe, and Andrew Gauthier. Andy Chapman indicated that the current members have agreed to another term on the committee if the Board approves.

Motion to appoint the reappointment of candidates to the NLT Marketing Coop Committee by Claudia Andersen. Second by Darya Shahvaran. Approved.

XII. FY 2024/25 CEO Review Process and Timeline **Andy Chapman**

TNTNV Board will review the prior year performance of President/CEO Andy Chapman. The recently adopted procedure will stay in place for this review. Below is the proposed schedule.

Board to receive review documents	June 23 rd
Board returns review document to Greg Long	July 7 th
Greg Long prepares complied responses for board packet	July 11 th
Board conducts CEO Review in public meetings	July 16 th

XIII. Community Engagement and Advocacy Update **Mike Beiro**

Mike Beiro provided updates on several initiatives, including the distribution of new brochures to promote Travel Tahoe Nevada, the launch of community movie nights, and the success of a recent Tahoe Speaker Series event featuring Alan Gubanich from the Lahontan Audubon Society. He also discussed plans for upcoming events, including a FAM tour on the East Shore trail, a meeting with a

representative from Outdoor Inc. about potentially premiering a Warren Miller Film at Tahoe Film Fest. Alibi Tunes on Tap event scheduled for a summer kickoff on July 10th.

XIV. Old Business

Eric Roe

None

XV. New Business

Eric Roe

CEO Andy Chapman reported that the Tahoe Summit will be August 6th, at the Valhalla Historic site. If any Board members would like to attend, please let Andy know.

XVI. Management Reports

Eric Roe

Full Reports in Meeting Packet.

XVII. Departmental Reports

Eric Roe

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

All Reports included in meeting packet.

XVIII. Director Comments

Eric Roe

Claudia Andersen announced that the organization has rebranded to Tahoe Community Foundation to better reflect its mission and noted that the rebranding process is complete, with a new website and email address. Same staff, same Board and same committees.

XIX. PUBLIC COMMENT – Pursuant to NRS 241.020

Eric Roe

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

None

XX. Adjournment

Eric Roe

Call to adjourn by Eric Roe. Adjourned at 4:19pm.

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>

Revised 7/17/2025

June 2025 Financial Summary Report

June Month End Variance Report

REVENUE

- R250 Fund Transfers: Under budget due to lower TOT collections
- R252 Interest Income: Under budget due to lower balance
- R277 Concierge: Under budget due to strong T-Bird sales
- 50001 COGS Concierge: Over budget due to strong T-Bird sales

EXPENSES

- 0305 Payroll: Under budget due to less staff
- 0320 Health Insurance: Under budget due to employee becoming ineligible
- 0405 Bank & Cr Card Charges: Under budget due to lower processing rates
- 0451 Legal and Accounting: Under budget due to reallocation of invoices
- 0460 Contract Services: Over budget due to reallocation of invoices
- 0689 Web Development: Over budget due to timing of late invoice
- 0690 Sponsorship: Over budget due to timing of requests
- 0691 Shuttle Subsidy: Under budget due to increase in partner contributions
- 0692 Sustainability Initiatives: Over budget due to timing of requests
- 0725 Uniforms: Under budget due to vendor issues

June Year to Date Variance Report

REVENUE

- 46000 Merchandise Sales: Over budget due to strong gift shop sales
- R250 Fund Transfers: Over budget due to higher TOT collections
- R277 Concierge: Under budget due to lower tour sales
- 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 employee start date and losing an employee
- 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: Under budget due to budget consolidation in Contract Services
- 0460 Contract Services: Over budget due to lobbyist and Civitas contracts
- 0601 Hospitality: Over budget due to increased employee team building activities
- 0622 Advertising Co-op: Over budget due to rebranding project
- 0689 Web Development: Over budget due to timing of late invoice
- 0690 Sponsorship: Under budget due to timing of requests
- 0691 Shuttle Subsidy: Under budget due to increase in partner contributions.
- 0692 Sustainability Initiatives: Under budget due to timing of opportunities
- 0725 Uniforms: Under budget due to delay in ordering

INCLINE VILLAGE CRYSTAL BAY

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

June 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
46000 Merchandise Sales	12,362.49	12,000.00	362.49	103.02 %
R250 Fund Transfers	94,150.52	118,412.00	-24,261.48	79.51 %
R252 Interest Income	2,608.67	4,250.00	-1,641.33	61.38 %
R277 Concierge	48,874.43	45,000.00	3,874.43	108.61 %
Total Income	\$157,996.11	\$179,662.00	\$-21,665.89	87.94 %
Cost of Goods Sold				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise	7,582.56	6,000.00	1,582.56	126.38 %
50002 Concierge Expense	45,551.00	39,600.00	5,951.00	115.03 %
Total 50000 Cost of Goods Sold	53,133.56	45,600.00	7,533.56	116.52 %
Total Cost of Goods Sold	\$53,133.56	\$45,600.00	\$7,533.56	116.52 %
GROSS PROFIT	\$104,862.55	\$134,062.00	\$-29,199.45	78.22 %
Expenses				
0305 Payroll	45,119.97	48,851.00	-3,731.03	92.36 %
0313 Employers Insurance of Nevada		400.00	-400.00	
0314 State Employer Taxes	274.18	225.00	49.18	121.86 %
0315 Federal Unemployment	37.11	25.00	12.11	148.44 %
0316 Public Employees Retirement Sys	12,875.36	12,462.00	413.36	103.32 %
0319 Employer Medicare/Soc Sec	1,044.93	940.00	104.93	111.16 %
0320 Health Insurance	5,622.31	6,168.00	-545.69	91.15 %
0400 Utilities				
0401 Utilities- Electric	150.46	200.00	-49.54	75.23 %
0402 Utilities-Gas & Heat	64.13	90.00	-25.87	71.26 %
0403 Utilities- Water & Refuse	516.99	400.00	116.99	129.25 %
Total 0400 Utilities	731.58	690.00	41.58	106.03 %
0405 Bank & Cr Card Charges	938.72	2,850.00	-1,911.28	32.94 %
0410 Office Supplies & Expenses	1,043.72	1,250.00	-206.28	83.50 %
0411 Maintenance/Janitorial	980.01	700.00	280.01	140.00 %
0411.5 Snow Removal		1,250.00	-1,250.00	
Total 0411 Maintenance/Janitorial	980.01	1,950.00	-969.99	50.26 %
0412 IT - Computers	89.75	150.00	-60.25	59.83 %
0420 Postage & Freight		100.00	-100.00	
0421 Communications	608.15	650.00	-41.85	93.56 %
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	2,750.00	4,750.00	-2,000.00	57.89 %
0460 Contract Services	29,842.49	12,420.00	17,422.49	240.28 %
0461 Remote Offices	3,500.00	3,500.00	0.00	100.00 %
0462 Equipment Lease & Maint.	354.29	0.00	354.29	
0473 Dues & Subscriptions	1,257.92	500.00	757.92	251.58 %
0474 License & Fees	256.25	0.00	256.25	

INCLINE VILLAGE CRYSTAL BAY

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

June 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0501 Travel & Lodging	596.94	1,000.00	-403.06	59.69 %
0505 Local Transportation/Car	693.65	0.00	693.65	
0507 Meeting Expenses	526.00	0.00	526.00	
0601 Hospitality in Market		250.00	-250.00	
0622 Advertising Co-op	45,837.00	45,837.00	0.00	100.00 %
0623 Regional Marketing Programs	1,437.94	500.00	937.94	287.59 %
0650 Payroll Expense	658.69	125.00	533.69	526.95 %
0689 WEB Development	10,000.00		10,000.00	
0690 Sponsorship	34,217.32	0.00	34,217.32	
0691 Shuttle Subsidy/Sponsorship	19,999.00	50,000.00	-30,001.00	40.00 %
0692 Sustainability Initiatives	1,775.00	0.00	1,775.00	
0725 Uniforms		2,000.00	-2,000.00	
51100 Freight and Shipping Costs	42.50	0.00	42.50	
59900 POS Inventory Adj -Merchandise		750.00	-750.00	
Total Expenses	\$223,293.42	\$198,843.00	\$24,450.42	112.30 %
NET OPERATING INCOME	\$-118,430.87	\$-64,781.00	\$-53,649.87	182.82 %
Other Expenses				
8001 Co-op Bill Back	-596.26		-596.26	
Total Other Expenses	\$-596.26	\$0.00	\$-596.26	0.00%
NET OTHER INCOME	\$596.26	\$0.00	\$596.26	0.00%
NET INCOME	\$-117,834.61	\$-64,781.00	\$-53,053.61	181.90 %

INCLINE VILLAGE CRYSTAL BAY

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

July 2024 - June 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
46000 Merchandise Sales	97,535.87	86,000.00	11,535.87	113.41 %
R250 Fund Transfers	2,257,244.22	2,096,870.00	160,374.22	107.65 %
R252 Interest Income	50,662.74	51,000.00	-337.26	99.34 %
R277 Concierge	254,582.27	263,300.00	-8,717.73	96.69 %
Total Income	\$2,660,025.10	\$2,497,170.00	\$162,855.10	106.52 %
Cost of Goods Sold				
50000 Cost of Goods Sold				
50001 Cost of Goods Sold Merchandise	42,092.24	43,000.00	-907.76	97.89 %
50002 Concierge Expense	217,598.00	231,704.00	-14,106.00	93.91 %
Total 50000 Cost of Goods Sold	259,690.24	274,704.00	-15,013.76	94.53 %
Total Cost of Goods Sold	\$259,690.24	\$274,704.00	\$-15,013.76	94.53 %
GROSS PROFIT	\$2,400,334.86	\$2,222,466.00	\$177,868.86	108.00 %
Expenses				
0305 Payroll	561,905.75	584,505.00	-22,599.25	96.13 %
0313 Employers Insurance of Nevada	592.00	400.00	192.00	148.00 %
0314 State Employer Taxes	3,147.68	3,053.00	94.68	103.10 %
0315 Federal Unemployment	498.19	516.00	-17.81	96.55 %
0316 Public Employees Retirement Sys	162,069.16	147,702.00	14,367.16	109.73 %
0319 Employer Medicare/Soc Sec	12,172.09	11,873.00	299.09	102.52 %
0320 Health Insurance	60,000.02	71,208.00	-11,207.98	84.26 %
0321 Employee Training	2,244.41	5,000.00	-2,755.59	44.89 %
0400 Utilities				
0401 Utilities- Electric	2,079.11	2,950.00	-870.89	70.48 %
0402 Utilities-Gas & Heat	1,531.94	2,280.00	-748.06	67.19 %
0403 Utilities- Water & Refuse	5,332.10	5,025.00	307.10	106.11 %
Total 0400 Utilities	8,943.15	10,255.00	-1,311.85	87.21 %
0405 Bank & Cr Card Charges	22,299.91	17,465.00	4,834.91	127.68 %
0410 Office Supplies & Expenses	20,448.95	13,750.00	6,698.95	148.72 %
0411 Maintenance/Janitorial	9,178.76	8,400.00	778.76	109.27 %
0411.5 Snow Removal	1,655.00	3,750.00	-2,095.00	44.13 %
Total 0411 Maintenance/Janitorial	10,833.76	12,150.00	-1,316.24	89.17 %
0412 IT - Computers	2,478.17	3,200.00	-721.83	77.44 %
0420 Postage & Freight	122.06	1,200.00	-1,077.94	10.17 %
0421 Communications	7,574.40	8,000.00	-425.60	94.68 %
0422 Printing Expenses	784.39	2,500.00	-1,715.61	31.38 %
0430 Building Repairs & Insurance	28,395.84	15,700.00	12,695.84	180.87 %
0451 Legal & Accounting Services	33,000.00	50,000.00	-17,000.00	66.00 %
0460 Contract Services	194,897.49	115,540.00	79,357.49	168.68 %
0461 Remote Offices	42,000.00	42,000.00	0.00	100.00 %
0462 Equipment Lease & Maint.	2,281.70	2,000.00	281.70	114.09 %
0473 Dues & Subscriptions	17,817.61	15,050.00	2,767.61	118.39 %

INCLINE VILLAGE CRYSTAL BAY

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

July 2024 - June 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
0474 License & Fees	360.25	100.00	260.25	360.25 %
0501 Travel & Lodging	23,399.09	20,700.00	2,699.09	113.04 %
0504 Registrations	2,973.00	5,196.00	-2,223.00	57.22 %
0505 Local Transportation/Car	1,520.60	300.00	1,220.60	506.87 %
0507 Meeting Expenses	3,222.36	2,900.00	322.36	111.12 %
0601 Hospitality in Market	11,457.85	6,550.00	4,907.85	174.93 %
0611 Misc. Advertising Co-op	20,000.00	20,000.00	0.00	100.00 %
0622 Advertising Co-op	629,750.00	550,000.00	79,750.00	114.50 %
0623 Regional Marketing Programs	3,689.05	6,000.00	-2,310.95	61.48 %
0650 Payroll Expense	2,974.07	1,509.00	1,465.07	197.09 %
0689 WEB Development	10,479.00		10,479.00	
0690 Sponsorship	140,913.98	150,500.00	-9,586.02	93.63 %
0691 Shuttle Subsidy/Sponsorship	80,844.00	110,844.00	-30,000.00	72.93 %
0692 Sustainability Initiatives	76,198.49	200,000.00	-123,801.51	38.10 %
0725 Uniforms		7,000.00	-7,000.00	
0730 Special Promotional Items	2,009.80	4,000.00	-1,990.20	50.25 %
51100 Freight and Shipping Costs	491.11	3,050.00	-2,558.89	16.10 %
59900 POS Inventory Adj -Merchandise		750.00	-750.00	
Total Expenses	\$2,204,789.38	\$2,222,466.00	\$-17,676.62	99.20 %
NET OPERATING INCOME	\$195,545.48	\$0.00	\$195,545.48	0.00%
Other Expenses				
8001 Co-op Bill Back	-6,357.10		-6,357.10	
Total Other Expenses	\$-6,357.10	\$0.00	\$-6,357.10	0.00%
NET OTHER INCOME	\$6,357.10	\$0.00	\$6,357.10	0.00%
NET INCOME	\$201,902.58	\$0.00	\$201,902.58	0.00%



July 16, 2025

To: Board of Directors

From: Andy Chapman, President/CEO

Re: CEO Annual Review and Performance Merit Evaluation for Future Salary & Incentive Payments

Background

The TNTNV Board will review the prior year performance of CEO Andy Chapman at their July 2025 meeting. Prior to that meeting, each board member submitted to Greg Long (COO) their review using the Board approved and adopted Review Process. Those responses were included to this staff report. In addition, the board will find CEO Chapman's Self Evaluation, the FY 2024/25 CEO Strategic Goal Review and the Strategic Planning Year-One Scorecard.

Possible Board Action

Board Chair Roe will lead the board in the review discussion and possible action on future salary & incentive payments.



Annual Review and Goal Setting SUMMARY

Review

Listed below are the employee's most significant accomplishments or contributions to the organization during the previous fiscal year (use as much space as needed).

I can't think of a better person for the job! Andy is dedicated, intelligent and fun, the perfect mix for a job that requires public speaking, community engagement and focused leadership. He spearheaded SB420 - although it wasn't a success on paper, it was a great building block for the next round. Andy is working hard on educate our broader community about TNTNV's accomplishments and with the hire of Mike Beiro, I see the progress happening fast with our local community!

Andy has driven the Strategic Plan preparation extremely well.

Started the execution of the new Strategic Plan and I can see the passion in him

His networking and relationship with key players in the region is a remarkable and needed Implementing additional key positions has been well received (Community Engagement) Planning for the enhancement of the Visitor Centre

His commitment for the SB 420

Andy's dedication and strategic efforts in advancing S8420 to the Senate have positioned the region well for the future allowance of a TBIB, laying the groundwork for long-term funding.

Andy's continued leadership was instrumental in the rebranding of the marketing cooperative. Realigned TNTNV financial contribution to the coop to be more in line with the benefit we receive, allowing for funding to support other organizational programs/efforts

Led our organization in promoting SB420. While not successful this session, we are in a much better position for the next legislative session for various bills we might want to support.

Effectively grew and trained staff to meet our newly identified strategic priorities

Continued to strengthen strategic partnerships, both new and old

Continued to effectively promote the TNTNV brand, resulting in better community understanding of our work

Listed below are demonstrated strengths that the employee should continue to build upon.

Excellent leadership and team building skills, creating a solid organizational team

Partnership building skills which create equitable community relationships

TRAVEL *North*TAHOE NEVADA

Solid support of the board, always mindful of educating the board to improve their decision-making process

Strong understanding of marketing and communication tactics which effectively meet our organizational goals at the most cost-effective price point

Organization and Communication skills

Network and Relationship

Strategic and Visionary

Andy consistently leads with approachability, transparency, and optimism.

Andy remains an effective and visible advocate of TNTNV, consistently representing the organization's mission and values.

Being the face of the organization on a state and national level, I'm always so impressed with Andy's public speaking and answering questions on the fly, while still making people laugh. It's a skill that not everyone has as naturally. Keep building on this, it's invaluable!

Andy is a great leader. He exemplifies the organization through maintaining relevant knowledge and encourages others to do the same via action.

Listed below are areas where the employee is currently being challenged and the necessary steps to overcome those issues.

Understanding the intricacies and local social (and mostly ridiculous) politics of how certain people and organizations are viewed in our community. Unfortunately, reputations (even if they are unfounded) matter, and aligning TNTNV with these may negatively impact how our community views TNTNV. The "high school" drama never really ends and I see it most with the wealthy and retired, it's a sad reality. To overcome these issues, we can ask around more, do more polls and have Mike ask these questions when he's out and about. People LOVE to talk about how they feel about others, especially TRPA (haha!).

While meaningful progress was made with S8420, future success will rely on strategic engagement ahead of the 2027 session. Continue laying the groundwork for a future TBID by building stakeholder support and preparing legislative strategy for the next session.

None that I can think of.

Somewhat of an unknown TOT environment, but the budget plan acknowledges this situation

Preview

Listed below are goals for the employee to accomplish during the next fiscal year.

Continue to support staff development to allow them to effectively lead in their various responsibilities

Continue the process of preparing the organization for the next legislative session

Continue to refine our goals and tactics for investing in stewardship programs



Continue to Drive the new Strategic Plan

More Collaboration with IVGID

Achieve Budget

Complete the beautification of the Visitor Office

Keep fighting the good fight to bring more recognition to this organization that 100% deserves it.

I'm not the most financially intelligent person but it's very obvious that Andy and team are transparent and beyond care about the financial health and future of the organization - so keep it up.

Start prepping for the next TBID round.

What are some new ways we can educate the community about TNTNV and garner support?

Develop a multi-year roadmap that includes identifying and nurturing legislative champions, crafting clear/compelling messaging, and building a strong coalition of regional stakeholders to support the TBID efforts.

Continue to expand TNTNV's visibility, influence and impact. Lead the organization in additional collaboration to support a smarter, more sustainable approach to tourism.



Annual Self-Review and Goal Setting

Employee Name: Andy Chapman, President/CEO

Date: July 16, 2025

Please outline your most significant accomplishments and contributions to Travel North Tahoe Nevada during the past year (use additional space as needed):

1. Year one execution of TNTNV Strategic Plan.
2. Conducted year-one stakeholder report card on key organization strategic goals.
3. Led effort in 2025 NV Legislative Session on SB420 (BID Enabling Language bill).
4. Support and successful outcome for SB426 (TTD Recreation Corridor Management).
5. Conducted consumer re-brand RFP.
6. Implementing consumer rebrand to position North Lake Tahoe as the vacation choice for target audiences.
7. Invested over \$285,000 in sponsorship/stewardship/transit funds supporting the economy, the community and the environmental.
 - Tahoe Filmfest, Lake Tahoe Shakespeare, Lake Tahoe Summit, Tahoe Environmental Research Center, Travel Nevada, IVCBA, Lake Tahoe Snowfest, Incline Follies, Pet Network, Crystal Bay Club, Alibi Ale Works, Nevada Nordic, Tahoe Area Mountain Bike Association, Tahoe Rim Trail, One West Tourism Alliance, Thunderbird Lodge Preservation Society, Clean up the Lake, Truckee North Tahoe Transportation Management Association, Lake Tahoe Destination Stewardship Council, Tahoe Transportation District, TART Connect, Reno Tahoe Airport Shuttle.
8. Sponsor of first ever Marlette Lake underwater clean-up dive.
9. Funded and Implemented East Shore Trail winter snow removal/porta potty.
10. Continued implementation of Lake Tahoe Stewardship Plan through direct TNTNV efforts and regional cooperative opportunities.
11. Reimagined TNTNV monthly newsletter, focusing on key goals and objectives.
12. Successfully negotiated North Lake Tahoe Cooperative funding agreements to match regional return on investment.
13. Developed and hired Community Engagement Manager.
14. Implementing building renovation to better facilitate staffing and workload.
15. Appointed Chair of Tahoe Transportation District.
16. Appointed Vice Chair of Truckee North Tahoe Transportation Management Association.
17. Developed new Welcome Center program to drive visitors and locals into the center.
18. Organization representation on various boards:
 - Tahoe Transportation District, Truckee North Tahoe Transportation Management Association, Lake Tahoe Stewardship Council Executive Committee/Board Member, One West Tourism Alliance, CalTravel, Visit California Brand Committee, IVCBA community partner.

TRAVEL
NorthTAHOE
NEVADA

Please outline any area(s) where you are currently being challenged in your current work and what steps you plan to overcome those issues:

1. Domestic influences on travel could impact visitation to the Tahoe region resulting in decreased room tax revenues. Staff will remain vigilant on revenue and expenses.
2. Residential sentiment continues to be of concern related to tourism impacts. Staff is working with Longwoods International to conduct an in-depth residential survey in early fall.

To continually improve and grow our organization, please outline the goals/tasks you plan to accomplish in order to move the organization (specifically in areas of your responsibility) to the next level during the next fiscal year. Please include any support or resources that may be needed for you to be successful with these goals/tasks:

1. Prioritization of Year-Two implementation of TNTNV's Strategic Plan
2. Effectively manage organization's profit and loss position during potential travel spending decreases and lower room tax collections.
3. Implement programs to increase awareness of TNTNV's investment in economic vitality, community character and environmental sustainability per Year-One Scorecard.
4. Successfully implement building renovation.

Please provide any additional input or ideas you may have to improve our organization, your department and our positive impact to our stakeholders.

This past year offered growth development for TNTNV through our participation in the 2025 Nevada Legislative Session with efforts on SB420. While the session did not produce the desired outcome, much was learned on the process and procedures necessary to pass a bill in Nevada's divided government. These learnings will help set the stage for another effort in the 2027.

This year also encompasses the first full year of TNTNV's Strategic Plan with implementation focused on delivering on the goals and objectives. As indicated by the report from Whereabouts on the Year-One Scorecard there was much success AND more work to be done. Year-Two strategies will continue to reinforce TNTNV's Strategic Plan initiatives.

With the support of TNTNV's Board of Directors, our dedicated staff and our community stakeholders, the organization and the region have taken great strides this past year. While work continues executing the Strategic Plan, we take a moment to celebrate the successes of the past year. Quoting from our Strategic Plan *"As an organization, we will continue to be unapologetic champions for taking the necessary steps to support a vibrant economy, enhanced community character and foster environmental stewardship for the region."* Thank you for this opportunity.

Submitted by: Andy Chapman with Greg, Bart, Kim, Mary, Mike, Peter, Dale, Ally, Geri and Vicki.



Employee Signature

Date: July 16, 2025

2024/25 Strategic Objectives	Action Steps	% Weight	Indicators
Strategic Objective #1: Amplify Our Message		20%	
1.1 Document our foundation of credibility. 1.2 Identify and prioritize key messaging points to support our strategic goals.	<ul style="list-style-type: none"> Align brand messaging with organization's stewardship and sustainability goals. Implement Strategic Communication plan. Expand strategic content in monthly stakeholder outreach. 		Goal Achieved <ul style="list-style-type: none"> Implemented Strategic Communication Plan. 6.4% increase in Facebook followers compared to prior year. 2,328 followers on Instagram. Increased newsletter to monthly cadence with focus on key organization objectives. Leveraged sponsorship opportunities focused on economic vitality, community character and environmental stewardship.
Strategic Objective #2: Maximize Brand Lift		20%	
2.1 Document and leverage TNTNV's differentiation from local and regional organizations. 2.4 Engage partners to amplify TNTNV message through their channels.	<ul style="list-style-type: none"> Create compelling brand messaging that supports TNTNV's unique position in the Tahoe tourism landscape. Utilize storytelling to share how TNTNV has made a positive impact on the economy, the community and the environment. 		Goal Achieved <ul style="list-style-type: none"> SB420 effort elevated TNTNV with regional stakeholders, elected officials and community partners. Conducted Stakeholder report card to benchmark efforts. TNTNV ad placement in Pet Network and Incline Follies event programs. Founding Sponsor for Tahoe Filmfest including organization video played prior to each movie showing. Developed Talk'n Tahoe Speaker Series.

<p>Strategic Objective #3: Invest in Stewardship</p> <p>3.1 Define TNTNV role in Lake Tahoe Stewardship Plan/Council.</p> <p>3.4 Partner with stakeholders to activate stewardship priorities.</p> <p>3.6 Advocate for and support regional transportation.</p>	<ul style="list-style-type: none"> Highlight TNTNV's role within Destination Stewardship Council messaging and activations. Develop stewardship focused programs with high local impact. Invest resources to improve transportation systems. 	<p>20%</p>	<p>Goal Achieved</p> <ul style="list-style-type: none"> Continued leadership on LTDSC Executive Committee. Staff participate on LTDSC Stewardship Action Team. Communication Team participates in the LTDSC Communication Committee. Implemented winter snow removal at East Shore Trail Parking Lot. Local funding contribution in support of TART Connect. SB420 effort set stage for return effort in 2027 NV Legislative Session.
<p>Strategic Objective #4: Leverage Partnerships</p> <p>4.1 Develop a segmented and ranked partnership list with scorecard for partner optimization.</p> <p>4.4 Develop a strategic Public Affairs Plan.</p>	<ul style="list-style-type: none"> Develop summary of all relevant stakeholders at local, regional and state level. Develop SWAT assessment of existing stakeholders. Develop and implement Community Engagement Plan. 	<p>20%</p>	<p>Goal Achieved</p> <ul style="list-style-type: none"> Invested over \$285,000 in community sponsorships supporting economic vitality, community character and environmental stewardship. Conducted consumer rebrand RFP. Implementing consumer rebrand to position North Lake Tahoe as the vacation choice for target audiences. Developed Partners Scorecard to be utilized in future efforts. Developed Strategic Public Affairs plan in support of SB420 efforts.

			<ul style="list-style-type: none"> Developed and implemented Community Engagement Plan. Per Stakeholder Scorecard, received A- on Success on Roles from Position Statement; B+ on Progress on Objectives; and A- on Progress on Specific Strategies.
Strategic Objective #5: Fine Tune Our Operations		20%	
5.1 Develop strategies to increase critical funding streams. 5.2 Evaluate and reallocate Co-Op marketing spend.	<ul style="list-style-type: none"> Work with legislative lobbyist and communication partners to maximize 2025 Nevada Legislative session on funding opportunities. Align NLT Co-Op partner contribution to reflect return on investment. Maximize Welcome Center programming to further support organizations strategic plan. Hire Community Engagement and Advocacy Manager. 		Goal Achieved <ul style="list-style-type: none"> Hired Rowe Law Group as our legislative lobbyist for 2025 Legislative Session. Worked with community partners on SB420. Negotiated new funding level percentages with NLT Cooperative partner NTCA. Developed new Welcome Center programming (book signings, talk series). Hired and on-boarded Community Engagement Manager.
Per board action on July 17th, 2019, CEO is eligible for 20% performance merit bonus based on board approval and goal results.			

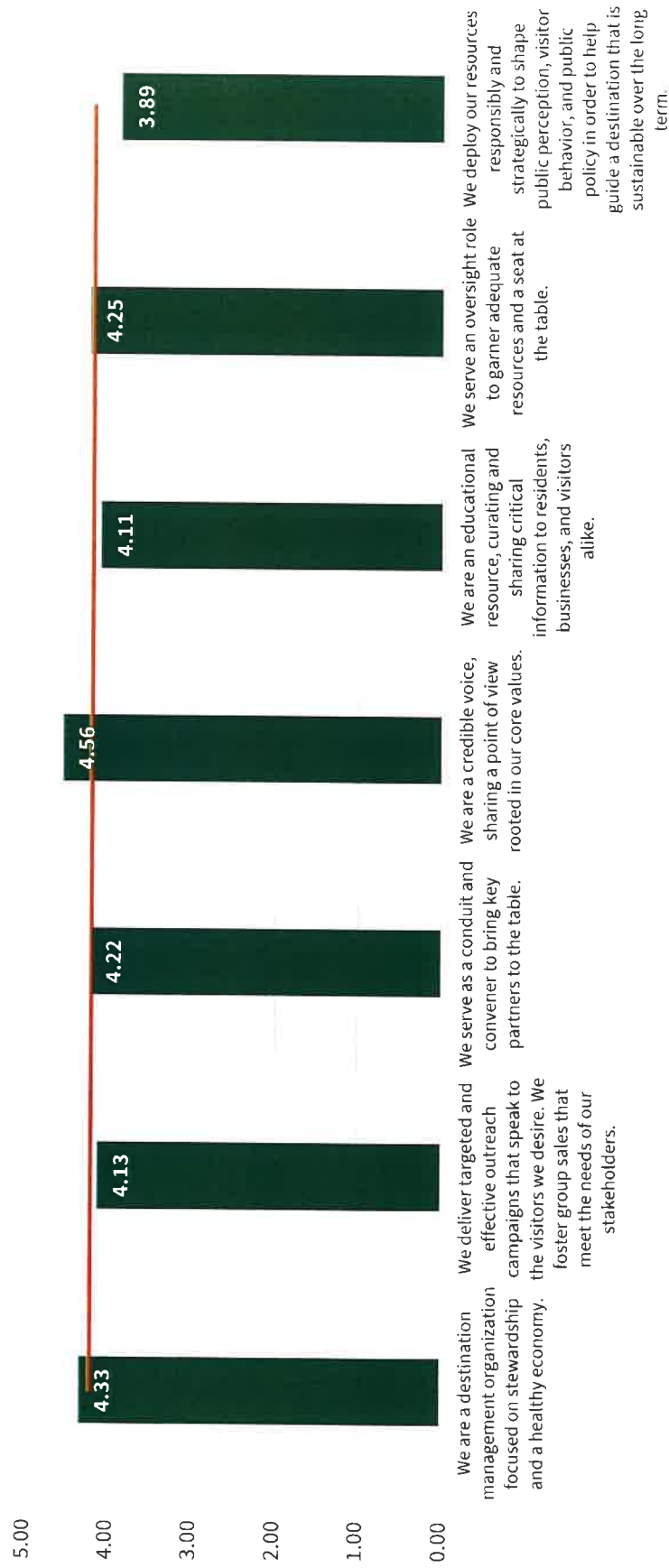
TRAVEL NORTH TAHOE NEVADA

Strategic Planning Year-One Scorecard—March 2025



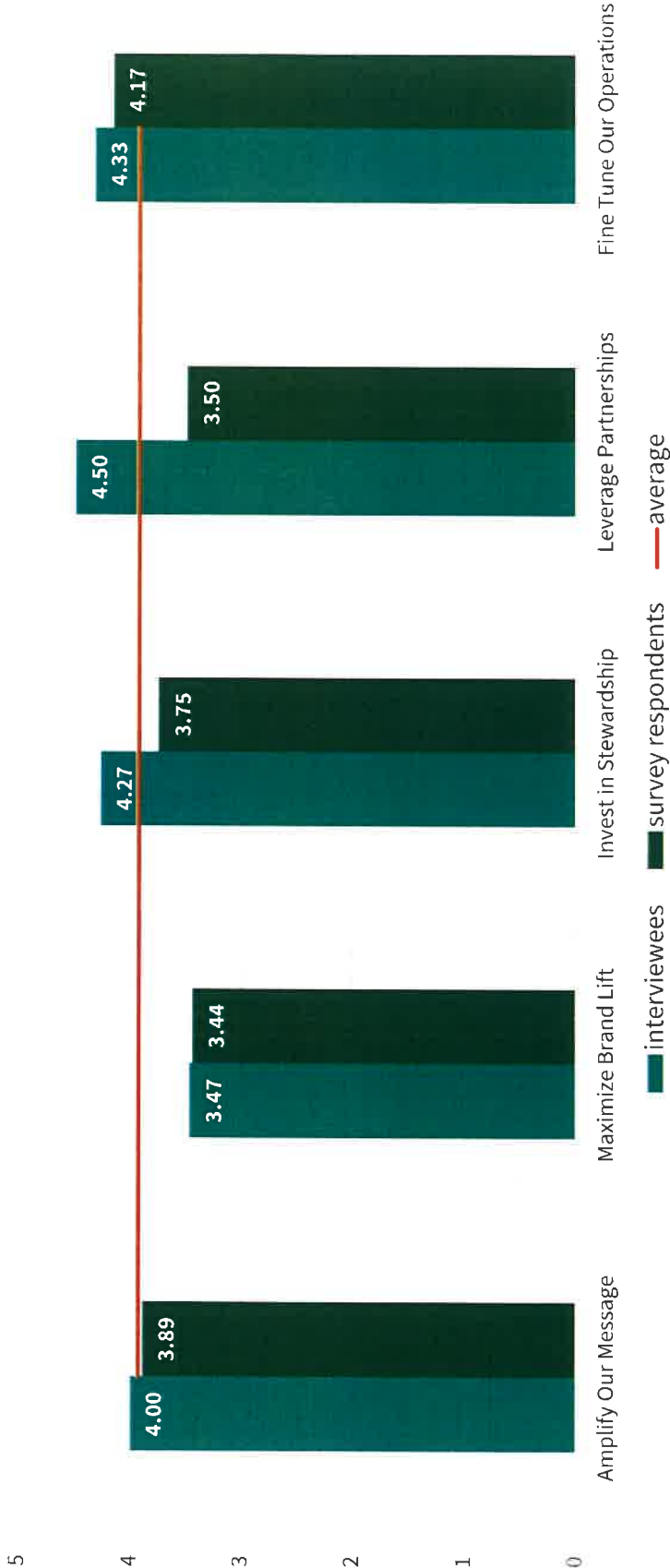
TNTNV POSITION ROLES: SURVEY RESPONDENTS

On a scale of 1-5, where 1= “not at all successful” and 5= “very successful,” how successful do you believe Travel North Tahoe Nevada has been in each of these roles IN THE PAST 12 MONTHS:



TNTNV STRATEGIC OBJECTIVES: INTERVIEWEES AND SURVEY RESPONDENTS

For each Objective below, please rate how much progress you believe Travel North Tahoe Nevada has made IN THE PAST 12 MONTHS. Scale: 1= “no progress” and 5= “amazing progress”



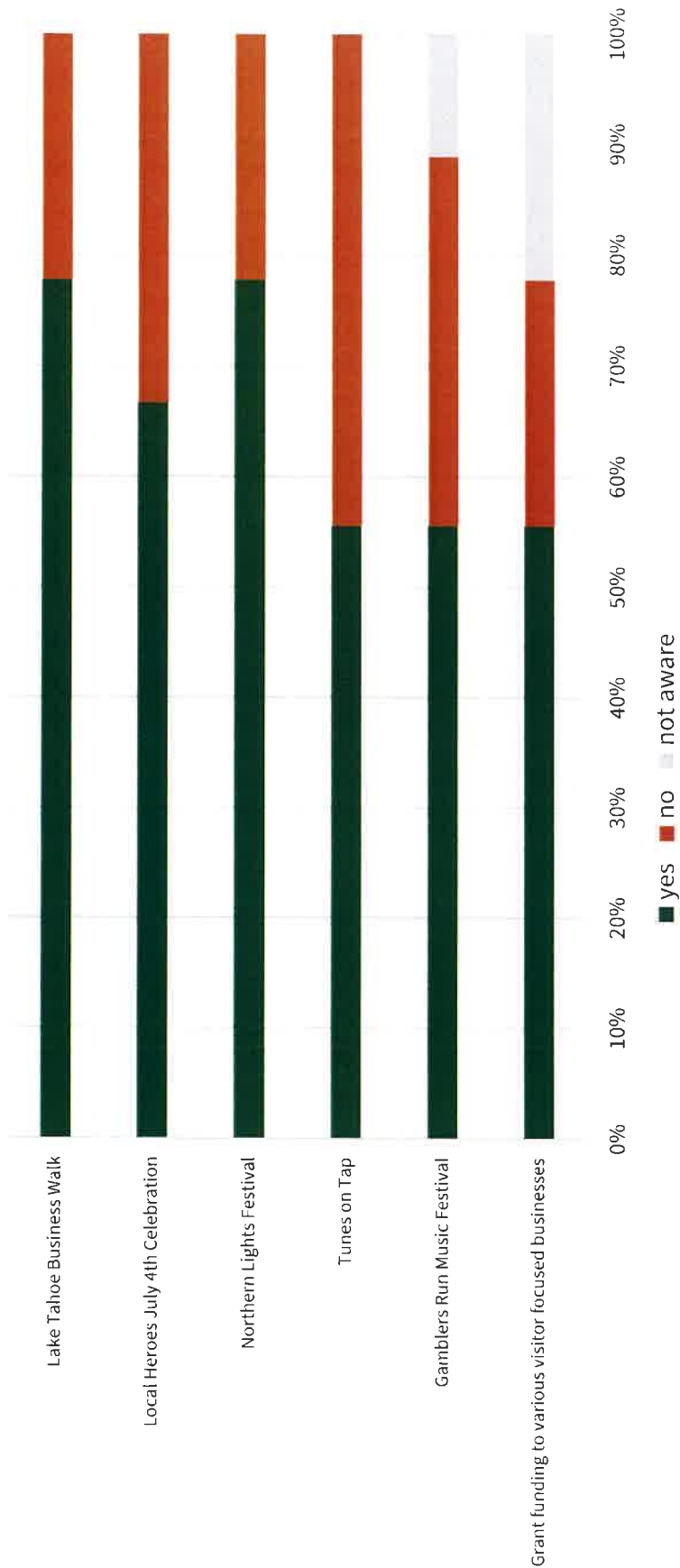
TNTNV STRATEGIES: INTERVIEWEES

For each Strategy, please rate how much progress you believe Travel North Tahoe Nevada has made IN THE PAST 12 MONTHS. Scale: 1= “no progress” and 5= “amazing progress.”



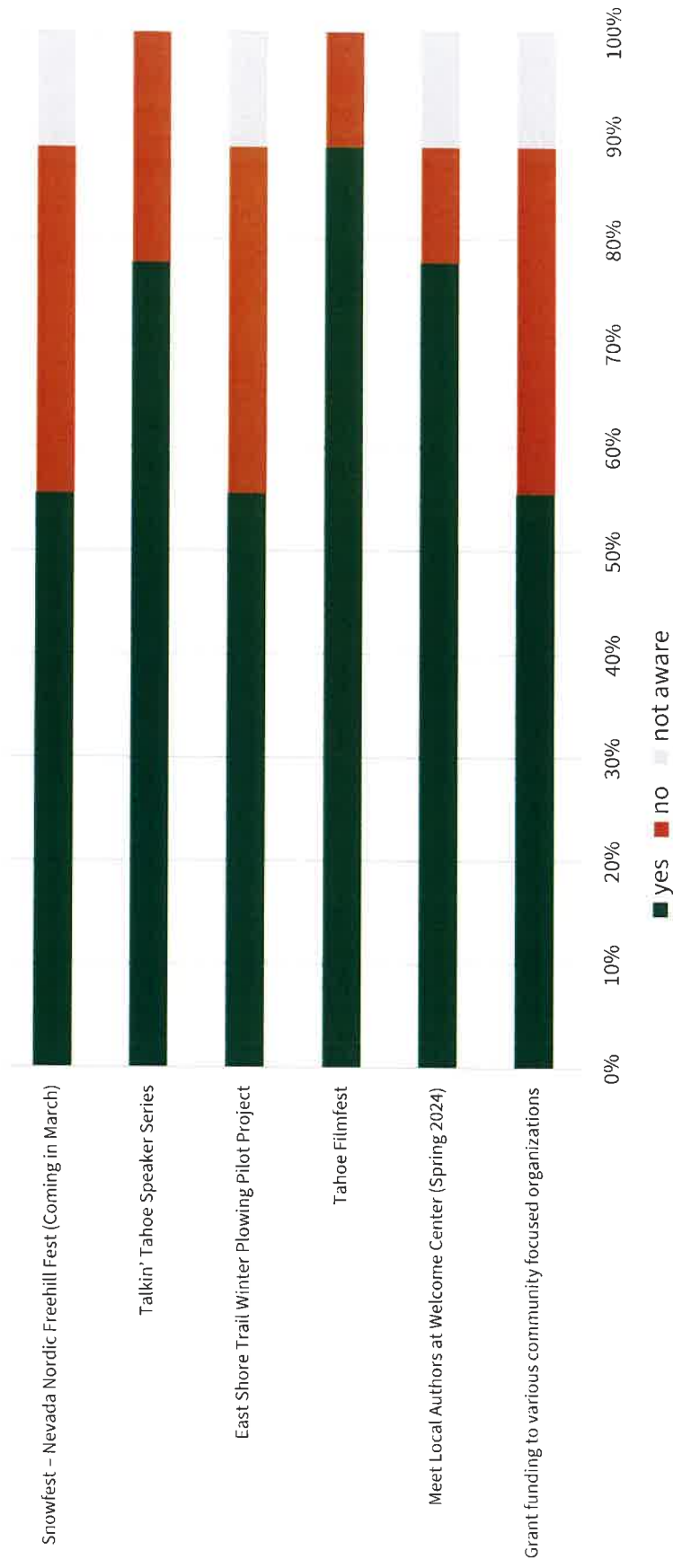
ECONOMY EVENTS & PROJECTS: SURVEY RESPONDENTS

For the following events and projects, were you aware of Travel North Tahoe Nevada's involvement?



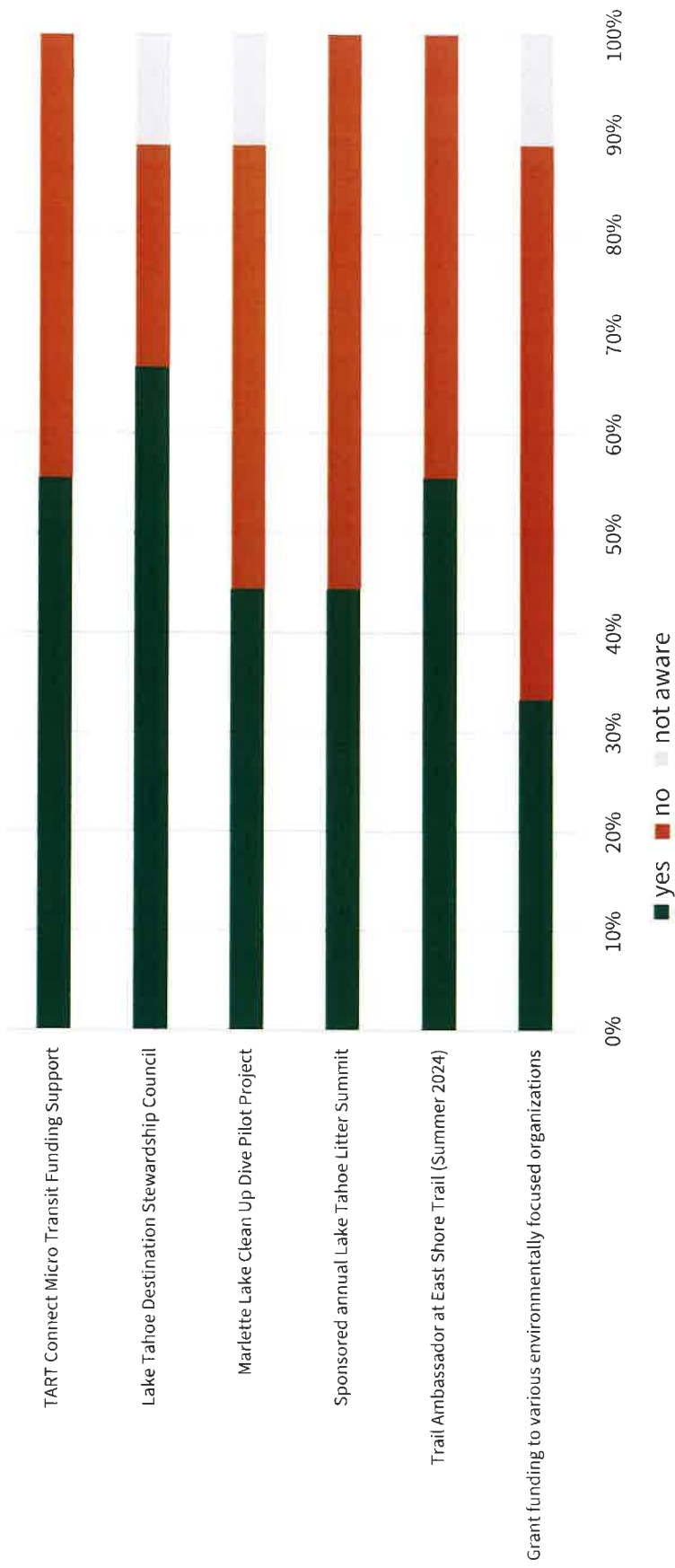
COMMUNITY EVENTS & PROJECTS: SURVEY RESPONDENTS

For the following events and projects, were you aware of Travel North Tahoe Nevada's involvement?



SUSTAINABILITY EVENTS & PROJECTS: SURVEY RESPONDENTS

For the following events and projects, were you aware of Travel North Tahoe Nevada's involvement?



COMBINED SCORECARD



SUCCESS ON ROLES FROM POSITION STATEMENT (4.21)



AWARENESS: ECONOMIC EVENTS & PROGRAMS (3.24)



PROGRESS ON OBJECTIVES (3.93)



AWARENESS: COMMUNITY EVENTS & PROGRAMS (3.43)



PROGRESS ON SPECIFIC STRATEGIES (4.13)



AWARENESS: SUSTAINABILITY EVENTS & PROGRAMS (2.50)

ADDITIONAL STAKEHOLDER COMMENTS

- "TNTNV does amazing work for the lake and economy."
- "The local community residents need more education and awareness about the value TNTNV brings. The PR agency should be scheduling consistent ongoing columns + press releases + articles via press angles for journalists to cover more in all 3 local lake papers but also in the Reno Gazette Journal."
- "Andy and Incline are kind of the poster community for workforce and housing issues."
- "Everything I hear about Andy is positive. He's a rock star, as far as I can tell."
- "I'd like to see more effort, publicity and behind the scenes actions, focused on mitigating the problems caused by increased tourism."
- "I would say the thing that stands out to me... is the engagement around transportation.... I've been very pleased to see the organization step into that space."
- "I really appreciate the organization's leadership around transportation and engagement with the Nevada legislature."
- "The outreach to my business has been good to find opportunities and create opportunities."
- "I've seen more hands-on contact in the local community."
- "Andy is the most important person in Incline Village. I think TNTNV could be a partner in investing in the infrastructure of Incline. Andy could be an even better champion for IV because he's in the important places."
- "They are moving in a positive direction. I know going through this process of defining what TNTNV is and does to give the board more guidance, shifting to a community-oriented approach has created a warmer, fuzzier outlook. The community recognizes [TNTNV is] doing a lot more than just bringing tourism to town."
- "They are incredibly engaged. Andy is the chair of Tahoe Transportation Board, he's doing amazing with tough discussions around the lake. His leadership on that board is amazing."
- "Andy builds a great team and continues to bring the team along. The facility is great – the new roof, remodeling, it takes a lot of energy, takes everything up a notch. Greg's been doing a lot."
- "From my perspective, my biggest thing they could do better – work better with IVGED and IVCBA and other organizations, better collaboration. Don't know if Linda knows what [TNTNV is] doing. Huge opportunity to be better and more aligned."
- "Questioning the way they were working was a great thing to do. I think the organization is definitely going in the right direction. I'm very impressed with the way it's going."

WHAT DOES THIS ALL MEAN FOR TNTNV?

OVERALL CONTEXT

One year into a three-year implementation, this is a great scorecard—we expect their scores will improve as the plan continues to be implemented, and this is an excellent start.

POSITION

TNTNV has done really well living into its role. Everything is above 4.

STEWARDSHIP

The only things we tested that everyone was aware of were two of the stewardship strategies.

COMMUNITY LEADERSHIP

Very clear vote of progress and confidence in the organization, especially on transportation issues

COMMUNICATION / VISIBILITY

The two Strategies under Objective 1 not yet addressed will do a lot to raise those scores:

- Develop and implement a strategic communications plan.
- Create and implement a grassroots community engagement plan.

AUDIENCE BIAS

A couple of the lower scores were less centered in-market: with the stewardship projects, some happen beyond the destination so are likely less visible; the brand lift score also is stuff that happens outside of the destination so stakeholders would be less likely to see it happening.



Date: June 18, 2025
 To: Board of Directors
 From: Andy Chapman, President/CEO
 Re: FY 2024/25 Sponsorship Support

Background

At its June meeting, the TNTNV board requested staff to provide an update on TNTNV's Sponsorship and Stewardship financial support for the 2024/25 fiscal year. Staff have categorized the sponsorship support in three categories aligned with your organizational mission: Support a Vibrant Economy (E); Enhanced Community Character (C); and Foster Environmental Stewardship (S). Staff will present for board discussion.

Sponsorship Grant Recipient	Category	Project	Amount
Tahoe Film Fest	E/C	Founding Partner Sponsorship	20000
LTShakespeare Festival	E	Spotlight Sponsor	5000
Lake Tahoe Summit	S	Business Sponsorship	1000
UC Davis	S	Tahoe Science Center Marketing	5000
Travel Nevada	E	Nevada Governor Tourism Conference	2000
IVCBA	C	Heroes Weekend Sponsorship	5000
IVCBA	C	Northern Lights Sponsorship	5000
Lake Tahoe Snowfest	C	Snowfest Incline Village Sponsorship	2000
Incline Follies	C	Program Ad	1000
Pet Network	C	FurBall Sponsorship	5000
Crystal Bay Club Casino	E/C	Gamblers Run Music Festival	15000
Alibi Ale Works	E/C	Tunes on Taps Free Thursday Music	33000
Nevada Nordic	S	Groomer Fuel Support	5000
Tahoe Area Mountain Bike Ass.	S	Trail Maintaince Support	5000
Tahoe Rim Trail	S	Trail Maintaince Support	5000
One West Tourism Alliance	E	Conference Sponsorship	1800
Thunderbird Lodge	E	Marketing Grant	15000
			\$130,800

Stewardship Grants/ Support	Category	Project	Amount
Clean Up The Lake	S/C	Marlette Lake Clean Up Dive	13,000
TNT/TMA	S	Transit Marketing Support	20000
LT Destination Stewardship	S	Executive Director Funding Support	20000
Tahoe Transportation District	S/C	EST Parking Lot Plowing/ Porta Potty	6000
Thunderbird Lodge	S	Lodge Tour Shuttle Subsidy	9500
Whereabouts	E/C/S	Strategic Plan Development	3800
IVCBA	C	Snapshot Ad Support	1725
			\$74,025

Shuttle Subsidy/ Sponsorship	Category	Project	Amount
TNT/TMA	E/S	Reno Tahoe Airport Shuttle	60843
Placer County	E/C/S	TART Connect Micro Shuttle	20000
			\$ 80,843



July 16, 2025

To: Board of Directors

From: Andy Chapman, President/CEO

Re: Strategic Plan: Year-Two Board Priority Discussion

Background

With the completion of the first year of TNTNV's Three Year Strategic Plan, staff will review for board discussion potential Year-Two Strategic Plan focus.

Potential List of Discussion Points

Objective 1: Amplify Our Message

- 1.2 Prioritize key messaging points to support our strategic goals.
- 1.4 Implement grassroots community engagement plan.

Objective 2: Maximize Brand Lift

- 2.2 Build Awareness of TNTNV's contribution and efforts, including Co-op marketing efforts.
- 2.4 Engage partners to amplify TNTNV message through their channels.
- 2.5 Engage local community groups to drive brand and mission awareness.

Objective 3: Invest In Stewardship

- 3.2 Prioritize stewardship investments in dollars and resources.
- 3.3 Create a toolkit with sustainability and stewardship messaging for partners.
- 3.6 Advocate for and support regional transportation.

Objective 4: Leverage Partnerships

- 4.2 Evaluate and update grant support program to align with strategic goals.
- 4.4 Implement strategic public affairs plan.

Objective 5: Fine Tune Our Operations

- 5.1 Develop strategies to increase critical funding streams.
- 5.3 Align staffing and capacity needs with the new strategic plan.
- 5.4 Leverage Welcome Center programming and increased awareness.



July 16, 2025

To: Board of Directors

From: Andy Chapman, President/CEO

Re: Discussion and Input on FY 2025/26 CEO Performance Goals

Background

Pending the previous board discussion on Strategic Plan Year-One Priorities, staff will work with the Board chair to provide the full board at its September meeting on FY 2025/26 CEO Performance Goal and Objective summary.



Departmental Reports



north lake tahoe

June 2025
Meetings & Conventions Report

TURNED DEFINITE

1. Association of Edison Illuminating Companies - AEIC 2025 Power Generation Meeting - 9/7/25 - 9/11/25, 230 rooms and 75 people
2. American Bar Association - 2027 - Business Law Section - Consumer Financial Services Committee Winter Meeting - 1/22/27 - 1/26/27, 455 rooms and 150 people

NEW MEETINGS & RFPs DISTRIBUTED

1. GAF Materials LLC - 2026 March - GAF Northern California Expo - 3/10/26 - 3/12/26, 185 rooms and 500 people
2. FamilyLife - Weekend to Remember Lake Tahoe Spring 2026 - 4/15/26 - 4/19/26, 381 rooms and 575 people
3. Digiday - Modern Retail Summit April 2026 - 4/18/26 - 4/22/26, 294 rooms and 140 people
4. Hearing Healthcare Providers - 2026 Annual Conference - 4/30/26 - 5/2/26, 113 rooms and 80 people
5. Operation Altitude - Annual Family Reunion Club Meeting - 7/23/26 - 7/26/26, 60 rooms and 20 people
6. Specialty Smile Partners - 2026 Doctor's Meeting - 10/2/26 - 10/4/26, 200 rooms and 80 people
7. HPN - 110028 - Strategic Planning Retreat Fall 2026 - 11/10/26 - 11/15/26, 115 rooms and 50 people
8. FamilyLife - Weekend to Remember Lake Tahoe Spring 2027 - 4/7/27 - 4/11/27, 381 rooms and 575 people
9. The Bank CEO Network - 2027 Spring Meeting - 4/24/27 - 5/8/27, 710 rooms and 75 people
10. CRI Global - ICC Leadership Institute - 10/3/27 - 10/7/27, 660 rooms and 165 people

NEW INQUIRIES

1. Smartwool - 002TEF - Smartwool and icebreaker Fall Sales Meeting - 9/28/25 - 10/1/25, 276 people and 286 rooms
2. Google - LDRS Supplement Rooms - 9/26/25 - 10/1/25, 25 people and 111 rooms
3. TD Synnex - Samsung Display Executive Summit - August 2025 - 8/4/25 - 8/5/25, 17 people and 34 rooms
4. Genentech, Inc. - SMDD Workshop 2025 - 9/14/25 - 9/16/25, 19 people and 38 rooms
5. Paylocity - 2027 Virtual Sales Incentive - 8/13/27 - 8/19/27, 195 people and 339 rooms
6. National Commission on Certification of Physician Assistants - 2027 NCCPA Board Meeting Spring April 28 - May 2 - 4/28/27 - 5/1/27, 34 people and 116 rooms
7. Association of California School Administrators - 2028 Leadership Meeting - 6/21/28 - 6/22/28, 35 people and 72 rooms

8. Association of California School Administrators - 2029 Leadership Meeting - 6/20/29 - 6/21/29, 35 people and 70 rooms
9. Capital Group Companies - Leadership Offsite Sep 2025025 - 9/7/25 - 9/9/25, 16 people and 32 rooms

SITE VISITS & SALES CALLS

- Hosted site visit for Concrete Reinforcing Steel Institute on June 20th. Itinerary listed [here](#).

CONFERENCE SALES PROJECTS

- Summer Newsletter sent June 25th, which saw a 34% open rate
- 50 hour outbound prospecting program with Strategic Database Research

CHICAGO REP EFFORTS

- Association Forum Gala – June 11
- SmithBucklin Annual Meeting – June 23
- MPI Golf Tournament – June 24
- SITE Meeting – June 25th



north lake tahoe

June 2025

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Hosted Canada FAM June 2-4 resulting from a sales incentive with Air Canada which was run Jan-March. Agents from BCD Travel, Sportscorp Travel and Dream Destinations.
- Hosted Reno Tahoe Experience (RTX) FAM on June 5th for (30) agents on the East Shore Trail.
- Attended the California Cup to meet with iTravel, Travel Managers, Air Canada, Alberta Motor Association, TravelZone, CANUSA, United Airlines, United Airlines Japan, United Airlines Korea, KTours, Ro and Co Tours, Golf Bladet, Doets Reizen Travel, Flannagan's Golf Tours, Hotelbeds, Western Leisure Inc, Dnata Travel Group, Allied New World, America4You, WebBeds, AmericanTours International, Glen Travel and North American Travel Service. Visit California reps from Germany, Canada, Korea and Japan.
- Attended IPW with Travel Nevada and Reno Tahoe. Attend California Caucus for updates for (13) international offices. We will hold (73) [appointments](#), client breakfast for (100) and client event at a White Sox game.
- Hosted site visits for Audley Travel from UK 6/25-6/27.
- Hosted Reno Tahoe Mailpound FAM combined with Travel Nevada Mexico FAM on June 26th for (20) agents on the East Shore Trail.
- Hosted Cecile Bertin from France through High Sierra Visitor Council 6/27 - 7/2
- Sent Summer focused newsletter on 6/25, which saw a 33% open rate and 9% click rate
- Planning Bi-Annual Sales Strategy meeting for July 8th at evo Tahoe City
- Planning site visits for Donna Wolfe with FROSCHE for July 14

VISA VUE DATA

Domestic Visitor Data January - May

- 2025 - \$132,162,667
- 2024 - \$131,316,066
- 2023 - \$133,665,847
- 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 \$42,244,391, -3%
 - Sacramento \$13,738,022, +1%
 - San Jose/Sunnyvale/Santa Clara \$10,894,748, -2%
 - Reno \$10,392,437, +5%
 - LA/Long Beach/Anaheim \$5,836,812, +6%
 - San Diego \$3,347,908, +6%
 - Santa Rosa \$3,099,218, -6%
 - New York \$2,207,769, -1%

- Santa Cruz \$2,071,518, -8%
- Domestic May 2025
 - 2025 - \$18,625,938
 - 2024 - \$18,642,884
 - 2023 - \$17,848,462

International Visitor Data January - May

- 2025 - \$2,264,995
- 2024 - \$2,620,384
- 2023 - \$2,238,261
- May 25' International Visitor Data:
 - 2025 - \$231,397
 - 2024 - \$316,173
 - 2023 - \$253,557

2025 Top 10 countries YTD by spend and YoY % Change

- Canada \$320,448, -28%
- Mexico \$241,895, +12%
- Australia \$239,847, -16%
- China \$191,374, -6%
- UK \$185,242, -3%
- Brazil \$118,782, +31%
- New Zealand \$81,399, -3%
- France \$73,490, -30%
- Germany \$68,770, -20%
- Peru \$49,449, +24%

JUNE 2025 PERFORMANCE REPORT

TRAVEL NORTH TAHOE NEVADA

PUBLIC RELATIONS

OVERVIEW

In June 2025, The Abbi Agency and Travel North Tahoe Nevada (TNTNV) continued raising awareness of TNTNV's initiatives in the North Tahoe community and assessing the outcomes of the 2025 Legislative session and planning next steps.

The Abbi Agency secured coverage opportunities for TNTNV for the Talkin' Tahoe and Tunes on Tap events sponsored by TNTNV.



NUMBERS AT A GLANCE

6

MEDIA PLACEMENTS IN
JUNE

74

TOTAL PLACEMENTS,
YTD

712K

Total Estimated Coverage
Views, YTD

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





Serving Truckee, Tahoe City, Kings Beach and Incline Village

Sierra Sun

PLACEMENT DATE: June 5, 2025

Outlet: Tahoe Daily Tribune

Story Title: [Entertainment this Week: Grow Your Own Festival, Truckee Day, Tahoe City Food and Wine Classic and more!](#)

Est. Coverage Views: 517

Domain Authority: 58

Key Messages: Community Events Sponsored by TNTNV

Entertainment this Week: Grow Your Own Festival, Truckee Day, Tahoe City Food and Wine Classic and more!

News / June 5, 2025

Staff Report
Published on June 5, 2025



Friday, June 6

The Great Skate

5-9 p.m. Northstar Skating Rink, 100 Northstar Dr., Truckee. Your family is invited to the 12th annual Great Skate at the Northstar Village Skating Rink. This free-to-attend event is put on by parent volunteers in the SEES Parent Teacher Crew (PTC) and was created to bring the community together for an incredibly fun celebration and kick-off to summer. Everyone is invited - we love to see smiling faces from other local schools and our community. The theme is "Rolling into Summer", and costumes are always encouraged! So dig out your disco roller gear and mark your calendars for June 6th! For more information, visit [truckeechartersharing.org](#) or call 530-582-3301.

Startup Executive 3-Day Backpacking Adventure

8 a.m. to 5 p.m., Join a powerful 3-day backpacking experience designed for founders and executives ready to reset, grow, and lead with clarity. Guided by expert coaches, you'll push physical and mental limits, build essential leadership skills, and connect with a community of like-minded leaders—all in a stunning mountain setting. Expect early sunrises, trail meals, backpacking skills training, and deep personal reflection. Through experiential learning and real-time challenges, you'll leave with renewed purpose, fresh perspective, and tools you can immediately apply in life and business. Spaces are limited—this is a unique opportunity to disconnect, reconnect, and rise to new heights. Ticket purchase required. For more information, visit [http://www.juneventureadventure.com/](#) or call 774-831-2846.

Grow Your Own Festival - Tahoe City

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JUNE MEDIA PLACEMENTS

Tunes on Tap free concert series
opens July 10

By Tahoe Guide - June 26, 2025



Broken Compass Burglass | Juli Meras

Travel North Tahoe Nevada has partnered with Alibi Ale Works for the free 2025 "Tunes on Tap" Sunset Concert Series in Incline Village, Nev.,

Launching July 10 and running through Sept. 18, the "Tunes on Tap" series will take place on Thursday evenings at the Alibi Amphitheater at the Incline Public House.

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Tahoe Guide

PLACEMENT DATE: June 26, 2025

Outlet: Tahoe Guide

Story Title: [Tunes on Tap free concert series opens July 10](#)

Est. Coverage Views: 1.62K

Domain Authority: 25

Key Messages: Community Events Sponsored by
TNTNV

JUNE MEDIA PLACEMENTS

Travel North Tahoe Nevada & Alibi Ale Works' 'Tunes on Tap' concert series returns

Free ten-week music series showcases local talent to visitors and the community

News | Jun 26, 2025

Tahoe Tribune
Staff Report
editor@thedailytribune.com



NORTH LAKE TAHOE, Nev. – [Travel North Tahoe Nevada \(TNTNV\)](#) is partnering with [Alibi Ale Works](#) for the second year in a row for their 2025 “[Tunes on Tap](#)” [Sunset Concert Series](#) in Incline Village, a free concert series for all Alibi Ale Works patrons..

Launching on July 10 and running through September 18, the “[Tunes on Tap](#)” series will take place on Thursday evenings at the Alibi Amphitheater at the [Incline Public House](#), giving all Alibi Ale Works patrons a pre-weekend celebration filled with live music, craft brews, and the natural beauty of Lake Tahoe.

“There’s nothing like hearing Tahoe artists with the lake in the background and a local Tahoe beverage in hand,” said Andy Chapman, president & CEO of Travel North Tahoe Nevada (TNTNV). “We’re proud to partner with Alibi Ale Works again to offer both visitors and locals a memorable way to enjoy our mountain culture.”

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Tahoe Daily Tribune

PLACEMENT DATE: June 26, 2025

Outlet: Tahoe Daily Tribune

Story Title: [Travel North Tahoe Nevada & Alibi Ale Works' 'Tunes on Tap' concert series returns](#)

Est. Coverage Views: 1.51K

Domain Authority: 60

Key Messages: Community Events Sponsored by TNTNV

Featured: Andy Chapman

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Travel North Tahoe Nevada & Alibi Ale Works' 'Tunes on Tap' concert series returns

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News | Jun 26, 2025

Tribune Action Staff Report
editor@theabbiagency.com



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Tahoe Daily Tribune

PLACEMENT DATE: June 5, 2025

Outlet: Tahoe Daily Tribune


Story Title: [Action in Tahoe: Drink tastings, Steak Cook-off, Pink Floyd Laser Spectacular and more!](#)

Est. Coverage Views: 1.51K

Domain Authority: 60

Key Messages: Community Events Sponsored by TNTNV





Nevada Business Magazine
Nevada's only statewide business magazine, providing information, insight and commentary to decision makers since 1986.

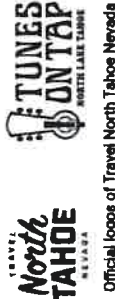
Travel North Tahoe Nevada & Alibi Ale Works' "Tunes on Tap" Concert Series Returns

Free Ten-week Music Series Showcases Local Talent to Visitors and the Community

June 25, 2025 by Travel North Tahoe Nevada -- [Leave a Comment](#)



Travel North Tahoe Nevada (TNTNV) is partnering with Alibi Ale Works for the second year in a row for their 2025 "Tunes on Tap" Sunset Concert Series in Incline Village, a free concert series for all



Nevada Business Magazine

PLACEMENT DATE: June 5, 2025

Outlet: Tahoe Daily Tribune

Story Title: Action in Tahoe: [Travel North Tahoe Nevada & Alibi Ale Works' "Tunes on Tap" Concert Series Returns](#)

Est. Coverage Views: 253

Domain Authority: 49

Key Messages: Community Events Sponsored by TNTNV

Featured: Andy Chapman

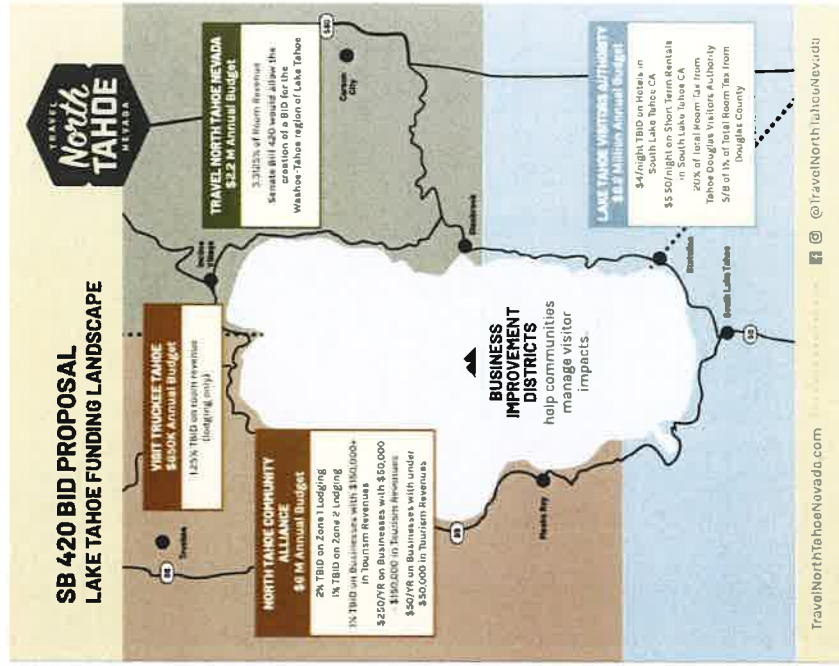
PUBLIC AFFAIRS

—

PUBLIC AFFAIRS SUPPORT

Public Affairs

In June, the legislative session ended without SB 420 being passed. TNTNV, The Abbi Agency, and the Rowe Law Group collaborated to assess the successes and challenges of the session and plan next steps for both messaging to stakeholders regarding the session outcome as well as planning for future legislative engagement on behalf of the region.



THANK YOU

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Objective #1: Amplify Our Message

- Promotion of TNTNV stewardship brand video at local events such as new Community Movie Night at Tunnel Creek
- Helping Bart with FAM tour at the end of June and into July
- Assistance of new marketing team, 62above, in getting new content of North Shore

Objective #2: Maximize Brand Lift

- Have put together a list of TNTNV impacts in the local community that I plan to share with the board as well as many visitors/residents at various tabling events this summer
- Working with Alibi to maximize Tunes on Tap experience
 - Working with local artists, businesses, and orgs. to set up tables at ToT
- Attending next week's Rotary Club meeting to present on behalf of myself and Travel North Tahoe Nevada with the assistance of Andy
- Actively collecting names and emails of community members by having a sign-up sheet at each community event

Objective #3: Invest In Stewardship

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

Objective #4: Leverage Partnerships

- Actively attending Destination Stewardship Communications and Action Team meetings
- Have introduced several community members into The Destination Stewardship Action Subcommittee, including member from TFS and Mt. Rose Ski Area
- Worked with Tahoe Gifting and Tunnel Creek to establish Tahoe Twilight Theatre for monthly community movie nights
- Working on collaborating with IVCBA to boost community member database
- Tahoe's messaging thru the Destination Stewardship Council
 - Unifying lake wide messaging efforts through subcommittee meetings

Objective #5: Fine Tune Operations

- Actively monitoring and recording progress over course of summer

Travel North Tahoe Nevada
Greg Long
COO Monthly Report
July 16th, 2025

Objective #1: Amplify Our Message

- Coordinate new 10x10 event popup
- Website coordination

Objective #2: Maximize Brand Lift

- Helped with 2025-26 North Lake Tahoe Visitor Guide
- Create ad for Live. Work. Play. and annual Visitor Guide

Objective #3: Invest In Stewardship

- Supervise East Shore Trail ambassador
- 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
- Continue treasurer duties for RTT
- Fiscal year end RTT grant submittal
- Member of Co-op rebranding committee

Objective #5: Fine Tune Operations

- Manage Thunderbird ticketing and tours
- Lead Activity Tickets implementation
- Hiring Visitor Service Staff for summer
- Developing new visitor focused collateral
- Work with architect on building remodel
- Prepare staffing for Summer
- Found new payment processor for online orders
- Inventory management
- Property maintenance

Objective #1: Amplify Our Message

- Produced and printed “Incline Village and Crystal Bay Community Impacts” rack card for targeted distribution.

Objective #2: Maximize Brand Lift

- Tunes on Tap partnership with Alibi Ale Works initiated on July 10th.
- Tunnel Creek Café “Free Movie Nights” partnership initiated on June 18th.
- Sponsorship of IVCBA’s July 4th Local Heroes Weekend.

Objective #3: Invest In Stewardship

- Engaged in July 4th Firework Barge incident in coordination with staff and community partners.
- Distributed responsible travel messaging in advance of July 4th holiday.
- Worked with regional partners to ensure continuation of TART Connect FY 2025/26 service.

Objective #4: Leverage Partnerships

- Directing rebrand effort with NTCA partners.
- Facilitated rebrand photo shoot with 62Above and stakeholder partners.
- Continued on-boarding of new agency partner 62Above.
- Meet with Outside Inc. on possible North Lake Tahoe partnerships.
- Attended Team Tahoe meeting.
- Attended Tahoe Transportation District Board meeting.
- Met with Rowe Law Group on legislative next steps.
- Met with Abbi Agency on communications outreach.
- Attended CalTravel Summit host committee meetings.
- Attended weekly status calls with Augustine Agency
- Attended weekly status call with 62Above.

Objective #5: Fine Tune Operations

- Received Board approval on FY 2025/26 Revenue and Expense Budget.
- Continued work on building renovation project.
- Completed FYE retail inventory.
- Implemented parking lot procedures for July 3rd Road closure impacts.