



north lake tahoe
Incline Village/Crystal Bay Visitors Bureau

AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, January 17th 3pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday January 17th, 2017 beginning at 3:00pm. The meeting will be held at the Incline Village Crystal Bay Visitor Bureau office located at 969 Tahoe Blvd, Incline Village, NV 89451.

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 IVCBVB clerk at the beginning of the meeting. Comments based upon viewpoint may not be restricted by the Board.

- | | |
|---|-------------------------------|
| I. Call to Order/Roll Call | Heather Bacon |
| II. 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. | Heather Bacon |
| III. Introduction of Greg Long, Operations & Finance Director | Andy Chapman |
| IV. Approval of Agenda (For Possible Action) | Heather Bacon |
| V. Approval of November Board Minutes (For Possible Action) | Heather Bacon |
| VI. Discussion and Appointment of RSCVA Representative
(For Possible Action) | Andy Chapman |
| VII. Review of FY 2018/19 Budget Timeline | Andy Chapman/Greg Long |
| VIII. Review of December 2017/18 Financial Statements
(For Possible Action) | Andy Chapman |
| IX. Review of January Dashboard Report | Andy Chapman |
| X. Review of December/January Snow Messaging Campaign | Andy Chapman |
| XI. Coop Departmental Reports
a. Conference Sales | Andy Chapman |

Board Agenda

- b. Leisure Sales
- c. Website Content
- d. Communications/Social
- e. Advertising

XII. Management Reports

Staff

- a. Operations Verbal Report
- b. Business Development Manager Report
- c. President/CEO

XIII. Old Business

Heather Bacon

XIV. New Business

Heather Bacon

- a. Next Board Meeting – February 21st, 2018
- b. March Board Retreat - TBD

XV. Director Comments

Heather Bacon

XVI. PUBLIC COMMENT – Pursuant to NRS 241.020

Heather Bacon

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

XVII. Adjournment – (For Possible Action)

Physically disabled persons desiring to attend should contact Alex Blevins 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

Incline Village Crystal Bay Visitor Bureau

IVGID Office

Incline Justice Court

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

Greg Long

PO Box 386 Tahoe Vista, CA 96148 | 530.318.2884 | tahoelongs@att.net

About

Skilled at leading teams and managing a thriving marketing agency. Hard working and dedicated marketing and operations professional with no entitlement traits. People person with friendly demeanor and attitude.

Skills

- ◆ motivate diverse personality types through affirmation and respect
- ◆ follow brand standards across multiple platforms
- ◆ ability to meet unrealistic deadlines
- ◆ extensive knowledge of the processes used to develop creative services
- ◆ manage production of creative services such as identity, websites, collateral, video, photography, banner and traditional ads
- ◆ maintain client relationships through daily communication
- ◆ create a buffer between account management and creative staff
- ◆ handle multiple complicated tasks at the same time



Experience

Smith + Jones Marketing
Incline Village, Nevada
1999-Present

Operations Manager

smith + jones recruited me to manage production, estimate all projects and purchase printing for the clients. These responsibilities worked directly to increase and control the profitability of the agency. Due to my success with these responsibilities, I was promoted into an Operations Manager position. Over time I have morphed into a client manager for one of our biggest accounts and handle various smaller accounts while still directing all the production for the agency.

Key accomplishments:

- ◆ maintained 10% margin on 5 million in sales
- ◆ increased print profit margin through relationships
- ◆ production management and control

Control business operations:

- ◆ created internal web-based traffic system
- ◆ personnel management and hiring (internal and external)
- ◆ capital purchase decision making
- ◆ deadline management and negotiation
- ◆ account management from budget to product

Tahoe Crafts Printing
Kings Beach, California
1996-1999

General Manager

I was hired as an estimator for the largest offset and screen printing company in Lake Tahoe after graduating college. Within 9 months I was promoted to general manager of the 3 million dollar company. I successfully managed and gained respect of much older and senior employees.

Education

University of Nevada, Reno
BS – Finance
1996

Continued Education:

Attended yearly conferences with topics such as website development, search engine optimization, pay per click, email marketing, social, account management and print production.



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

BOARD MEETING MINUTES
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, November 15th 3pm

I. Call to Order/Roll Call

Heather Bacon

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:00pm by Chair Bacon. Roll call was taken, and the following members were present: Heather Bacon, Bill Wood, Bill Watson, Blane Johnson, and Gino Manchetti. The following IVCBVB employees were present: Andy Chapman, CEO/President; and Alex Blevins, Administrative Assistant. The following guests were present: Allegra Demerjian with the ABBI Agency; Paul Raymore with IVGID; Alexis Kahn with Augustine.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Heather Bacon

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

N/A

III. Approval of Agenda (For Possible Action)

Heather Bacon

Motion to approve the agenda by Bill Wood. Second by Bill Watson. Approved.

IV. Approval of October Board Minutes (For Possible Action)

Heather Bacon

Motion to Approve the October Board Minutes by Bill Watson. Second by Bill Wood. Approved.

V. Winter Consumer Marketing Update

Augustine/Richter7

Alexis Kahn with Augustine presented a preview of the Winter 2017/18 Marketing Initiative to the board. The same markets will be targeted as the 2016/2017 winter, namely Los Angeles, New York, and Austin, Texas. Within these locations there are three targeted personas: the workaholic, the experiential family, and the outdoor enthusiast.

The goal of the experiential campaign is to promote North Lake Tahoe as *the* winter ski destination, with upcoming efforts focusing on Los Angeles specifically. This will be accomplished through snow-fabricated vehicles (vehicles with fake snow piled on the top) branded with NLT marketing, driving to different locations TBD and “taking over the area”. With the car will come brand ambassadors that will answer questions about NLT and are dressed in theme; these ambassadors will be working with Abbi Agency to tie in social media to the campaign. Additionally, a digital billboard will be displayed in Los Angeles, along with a spread in Sunset Magazine, which targets all of California.

VI. Winter Communications Update

Abbi Agency

Allegra Demerjian with the Abbi Agency provided a Winter Communication Update to the board, including monthly plans for content, public relations, and social media.

Content – December and January will focus on the luxury winter experience, with content pieces highlighting “out-of-the-box” lux opportunities. February will center around romance in Tahoe, while March will focus on creating Après experiences by showcasing decks/bars through NLT. Depending on the weather, March content may also feature “Dual Days” – i.e. paddle boarding in the morning, skiing in the afternoon.

Public Relations – January’s themes will be women and family experiences, “Learn to Ski and Ride Month” and overall health/wellness. February will begin focusing ahead on Spring, with Après and Dual Days, as well as a feature by a Forbes Travel Guide writer. March will feature a FAM, the details of which are still getting dialed in. Additionally, planning a trip to New York in March for a media event with journalists promoting Winter Wondergrass and getting the ball rolling on summer PR.

Social – Putting together a “Winter Wonderland Giveaway” in December that will align with an itinerary launched on the website. Will also review “Top 9 Moments of 2017” in anticipation of new year. January will mark the launch of a “52 Weeks in Tahoe” series that will showcase the region as a year-round destination. Will also be partnering with a regional social media influencer in January to do a ski/ride takeover and document learning to ski/ride, showcasing learn to ski & ride month. February’s “Romance in North Lake Tahoe” theme will coincide with another itinerary featuring romantic spots around the lake. This will include partnering with resorts for a “guess that spot” interactive social campaign, with a ticket give-away to selected followers who guess correctly—may also tie this into the experiential campaign. March will tie-in with Après, featuring a series of cocktails and spots around the lake. March will also mark the launch of Luminary Shorts, which opens the previous Luminary campaign to the community, allowing them to nominate other potential Tahoe Luminaries.

VII. Review of October 2017/18 Financial Statements (For Possible Action)

Andy Chapman

CEO Chapman presented a review of the October 2017/18 Financial Statements. August collections were ~2% over budget, while merchandise sales are under budget, but still ahead of last year. 13% over budget on concierge sales, mainly due to Thunderbird Lodge Tours. Payroll is 6% over budget due to employee pay out (previously discussed in October BOD). Bank charges are over-budget, and that is being considered. Regional Marketing under-budget due to timing. Expense side reflects the same quantities.

Motion to approve the financial report by Bill Watson. Second by Bill Wood. Approved.

VIII. Review of November Dashboard Report

Andy Chapman

From a budget perspective, September was down about 6.5%, while year-to-date is still up slightly. The Incline Village/Crystal Bay area performed better than the overall region. Occupancy numbers dropped somewhat on the motel/hotel sides. Visitor Stats – lower October number compared to

last year along with YTD. October marks the end of summer, overall for the summer season occupancy was flat, while ADR's and RevPar were up.

IX. Coop Departmental Reports

Andy Chapman

a. Conference Sales

On the road at the moment, including the East Coast and Atlanta. Although this year will be down compared to last year the team is still being proactive.

b. Leisure Sales

Sarah is out meeting in Mexico, getting ready for a South Korea fam coming the first part of December through Visit California. Also have media from Australia visiting in December.

c. Website Content

d. Communications/Social

Previously covered during Abbi Agency's presentation.

e. Advertising

X. Management Reports

Staff

a. Operations Verbal Report

Moving forward from an operations standpoint. IVCBVB has been selling Christmas Tree Permits in an effort to bring in more foot traffic.

b. Business Development Manager Report

Getting ready to launch Activity Tickets winter partners.

c. President/CEO

XI. Old Business

Heather Bacon

a. Operations & Finance Director Position Update

Greg Long will be taking on the roll of Operations & Finance Director. He worked for 19 years at Smith & Jones as the Production Manager/Operations Director. He will begin January 1st, 2018.

Host compliance – had conversations in June of 2016 about participating with RCVA and host compliance. Board approved 15k for a 1 yr annual look at this.

Governor's conference coming up on December 4th & 5th in Las Vegas for any board members that would like to attend.

XII. New Business

Heather Bacon

a. Soupfest Event – December 8th

b. Next Board Meeting – January 17th, 2018

c. Additional Business

Bill Wood discussed a recent RCVA retreat. Went over the Wild Creek Highschool Project—still up in the air. Approved and RFP for a professional management team to manage the facilities; there will be two different RFP's. One will be for the events center and the national bowling, and the other would be for the convention center and the livestock facility. Also approved a feasibility study for expansion of the Reno/Sparks Convention Center from 325k square ft. to 600k square ft.

XIII. Director Comments

Heather Bacon

None

- XIV. PUBLIC COMMENT – Pursuant to NRS 241.020** **Heather Bacon**
This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.

XV. Adjournment – (For Possible Action)

Motion to adjourn by Blane Johnson. Seconded by Bill Wood. Meeting adjourned at 3:52 pm.

Physically disabled persons desiring to attend should contact Alex Blevins at (775) 832-1606.
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north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

January 17th 2017

Tawnie Black
Reno Sparks Convention and Visitors Authority
PO Box 837
Reno NV, 89504-0837

Dear Tawnie:

It is our understanding that Bill Wood, General Manager, Crystal Bay Club, and current Incline Village Crystal Bay representative on the RSCVA board, is up for renew this month. During its January 17th meeting and pursuant to NRS-244A 601 and the recently passed SB 480, the Incline Village Crystal Bay Visitors Bureau Board of Directors unanimously approved the following candidates for consideration for board appointment as our Incline Village Crystal Bay representative to the RSCVA board effective January 25th, 2018.

Bill Wood, General Manager, Crystal Bay Club
Andy Chapman, President/CEO, Incline Village Crystal Bay Visitors Bureau

Thank you for the consideration and opportunity to serve on the RSCVA board and we look forward to continued coordination between our agencies in pursuit of our organization's strategic goals.

Best Regards,

Heather Bacon
Board Chair
Incline Village Crystal Bay Visitors Bureau

Cc: Bob Lucy, RSCVA Board Chair
Charlotte Anderson, RSCVA



P.O. Box 837
Reno, NV 89504 USA
t: 775.827.7660
VisitRenoTahoe.com

January 8, 2018

Via: Email and U.S. Mail

Andy Chapman
Executive Director/CEO
Incline Village Crystal Bay Visitors Bureau
969 Tahoe Boulevard
Incline Village, NV 89451

Dear Mr. Chapman:

The end of January 2018, Mr. William "Bill" Wood will complete his first two-year term as a member of the Reno-Sparks Convention & Visitors Authority Board of Directors. By statute, Incline Village Crystal Bay Visitors Bureau is required to submit a list of at least two (2) nominees representing Incline Village/Crystal Bay CVB for the RSCVA to consider for this position on the Board.

It is the intent of the public members of the RSCVA Board of Directors who vote on such matters to accomplish the appointment at the January 25, 2018 Board of Directors regular meeting. I would like to request that Incline Village Crystal Bay Visitors Bureau make its wishes known in this regard by Monday, January 15, 2018, so that the information may be included in the Board of Directors meeting packets.

Thank you for the excellent relationship we have had and continue to enjoy with Incline Village Crystal Bay Visitors Bureau through Board representation.

Sincerely,

Phil DeLone
President & Chief Executive Officer

cc: Ben Kennedy, Legal Counsel
Bill Wood, Crystal Bay Club Casino



100 WEST LIBERTY STREET, SUITE 940
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BENJAMIN W. KENNEDY
BKENNEDY@DICKINSONWRIGHT.COM
(775) 343-7504

August 4, 2017

CERTIFIED MAIL - RETURN RECEIPT REQUESTED

Andy Chapman
President/CEO
Incline Village Crystal Bay Visitors Bureau
969 Tahoe Boulevard
Incline Village, NV 89451

Re: Appointments to Reno-Sparks Convention and Visitors Authority ("RSCVA")
Board of Directors

Dear Mr. Chapman:

As you may be aware, this firm serves as general outside counsel to the RSCVA Board of Directors. You are receiving this letter as the Incline Village Crystal Bay Visitors Bureau is one of the organizations identified in Nevada Revised Statutes ("NRS") 244A.601 (a copy of which is enclosed herewith) as being tasked from time to time with providing nominations for seats on the RSCVA Board of Directors. Pursuant to NRS 244A.601(1)(d)(3), when a position to be filled by the Incline Village Crystal Bay Visitors Bureau is due for appointment, the Incline Village Crystal Bay Visitors Bureau is required to provide the RSCVA with a "list of nominees" for the vacant position. The nominees are then discussed at a duly noticed open meeting of the RSCVA Board of Directors, and the individual ultimately appointed to the RSCVA Board of Directors is selected by the three elected officials which sit on the RSCVA Board of Directors. The three elected officials are comprised of one member from the Washoe County Board of County Commissioners, one member from the City of Reno City Council and one member from the City of Sparks City Council.

In the past, the elected officials sitting on the RSCVA Board of Directors have sometimes waived the requirement that nominating organizations provide a "list of nominees." The nominating organizations would instead submit a single name for consideration, and that individual would be given an up or down vote by the elected officials.

The purpose of this correspondence is to provide notice that at a regular meeting of the RSCVA Board of Directors on July 27, 2017, the elected officials sitting on the RSCVA Board of Directors took action to clarify that in the future all nominating organizations will be required to submit a "list of nominees" as contemplated by NRS 244A.601. This includes nominees for new appointments, as well as the reappointment of existing members of the RSCVA Board of Directors. Single nominees will no longer be considered for appointment. Upon receipt of a list

Andy Chapman
August 4, 2017
Page 2

of nominees, the appointment will be placed on the agenda for discussion at a duly noticed open meeting of the RSCVA Board of Directors. If acceptable, the elected officials sitting on the RSCVA Board of Directors will select one of the individuals from the list provided to fill the appointment. Per NRS 644A.201(1)(d), if the elected officials find the list of nominees to be unacceptable, a new list will be requested.

Please note that you are not being requested to submit nominees at this time. The purpose of this correspondence is to advise the Incline Village Crystal Bay Visitors Bureau of the requirements set forth in NRS 244A.601, and to provide notice that future nominations to the RSCVA Board of Directors will be required to comply therewith.

Thank you in advance for your anticipated cooperation in this matter. Please do not hesitate to contact me should you wish to discuss further.

Very truly yours,

DICKINSON WRIGHT PLLC



Benjamin W. Kennedy

cc: Bob Lucey
Chairman – Washoe County Board of County Commissioners
Chairman – RSCVA Board of Directors

Phil DeLone
RSCVA President/CEO

BWK:K
Enclosure

NRS 244A.601 County fair and recreation board in county whose population is 100,000 or more but less than 700,000: Number, appointment and terms of members; vacancies.

1. In any county whose population is 100,000 or more, and less than 700,000, the county fair and recreation board consists of nine members who are appointed as follows:

- (a) One member by the board of county commissioners.
- (b) One member by the governing body of the largest incorporated city in the county.
- (c) One member by the governing body of the next largest incorporated city in the county.

(d) Except as otherwise provided in subsection 2, six members by the members appointed pursuant to paragraphs (a), (b) and (c). The members entitled to vote shall select:

(1) One member who is a representative of air service interests from a list of nominees submitted by the airport authority of the county. The nominees must not be elected officers.

(2) One member who is a representative of interests relating to tourism or other commercial interests or the resort hotel business from a list of nominees submitted by the chamber of commerce of the largest incorporated city in the county.

(3) One member who is a representative of other business or commercial interests, including gaming establishments, from a list of nominees submitted by a visitor's bureau, other than a county fair and recreation board or a bureau created by such a board, that is authorized by law to receive a portion of the tax on transient lodging, if any. If no such bureau exists in the county, the nominations must be made by the chamber of commerce of the third largest township in the county.

(4) Three members who are representatives of the association of gaming establishments whose membership collectively paid the most gross revenue fees to the State pursuant to NRS 463.370 in the county in the preceding year, from a list of nominees submitted by the association. If there is no such association, the three appointed members must be representative of gaming.

→ If the members entitled to vote find the nominees on a list of nominees submitted pursuant to this paragraph unacceptable, they shall request a new list of nominees.

2. The members of the board shall elect a Chair from among the members appointed pursuant to paragraphs (a), (b) and (c) of subsection 1.

3. The terms of members appointed pursuant to paragraphs (a), (b) and (c) of subsection 1 are coterminous with their terms of office. The members appointed pursuant to paragraph (d) of subsection 1 must be appointed for 2-year terms. Any vacancy occurring on the board must be filled by the authority entitled to appoint the member whose position is vacant. Each member appointed pursuant to paragraph (d) of subsection 1 may succeed himself or herself only once.

4. If a member ceases to be engaged in the business or occupation which he or she was appointed to represent, he or she ceases to be a member, and another person engaged in that business or occupation must be appointed for the unexpired term.

5. Any member appointed by the board of county commissioners or a governing body of a city must be a member of the appointing board or body.

(Added to NRS by 1977, 817; A 1979, 516; 1983, 1663; 1989, 1903; 1991, 819; 1977, 1995, 2804; 1999, 2016; 2001, 561; 2011, 1117; 2015, 407)

**Incline Village Crystal Bay Visitors Bureau
FY 2018/19 Budget Development Timeline
1/16/2018**

Date	Item	Requested Action
April 1st	Internal staff revenue projection review	Staff, RSCVA, and property intel of 2018/19 budget projections.
April 18th (Board Meeting)	Draft FY 2018/19 Revenue Projections review	Revenue projections review, discussion and board direction.
May 1st	Internal staff draft budget preparation	Develop draft revenue and expense budget. Coordinatin with Brad Capuro on budget preperation.
May 16th (Board Meeting)	Approval of FY 2018/19 Revenue Projections	Review, discussion and Possible Board Action on Revenue Approval.
May 16th (Board Meeting)	Review of Draft 2018/19 Budget	Budget review, discussion and Board direction.
June 20th (Board Meeting)	Review of Final 2018/19 Budget	Review, discussion and Possible Board Action on Budget Approval.

December 2017 Financial Summary Report

December Month End Variance Report

REVENUE

- R250 Fund Transfer: 4% over budget

EXPENSES

- 0305 Payroll: 16% under budget due open staff position.
- 0316 PERS: 18% under budget due to open staff position.
- 0320 Health Insurance: 32% under budget due to open staff position.
- 0411 Maintenance/Janitorial: Under budget due to no snow removal expense.
- 0470 Misc. Expenses: Timing due to Alpine Storage bill payment.
- 0601 Hospitality: Over budget due to timing. Holiday/staff events.
- 0623 Regional Marketing Programs: Under budget due to timing.
- 0609 Sponsorship: Under budget due to timing of payments.
- 0691 Shuttle Subsidy: Over budget due to timing of payments.

December Year to Date Variance Report

REVENUE

- R250 Fund Transfer: 2% over budget due to higher TOT collections.
- R274 Grants: Under budget due to timing of Travel Nevada Grant reimbursement.

EXPENSES

- 0320 Health Insurance: Under budget to open staff position.
- 0321 Employee Training: Over budget due to training process in fall.
- 0411 Maintenance/Janitorial: Under budget due to no snow removal costs.
- 0623 Regional Marketing Programs: Under budget due to timing of projects.

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

December 2017

	Dec 17	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 · Fund Transfers	89,252.96	85,500.00	3,752.96	104.4%
R252 · Interest Income	44.68	37.50	7.18	119.1%
R270 · Miscellaneous Revenue	22.20	333.33	-311.13	6.7%
R290 · Consignment Sales	34.00	166.66	-132.66	20.4%
POS Sales				
46000 · Merchandise Sales	2,535.30	2,535.00	0.30	100.0%
R277 · Concierge	133.80	134.00	-0.20	99.9%
Total POS Sales	2,669.10	2,669.00	0.10	100.0%
Total Income	92,022.94	88,706.49	3,316.45	103.7%
Cost of Goods Sold				
50000 · Cost of Goods Sold	1,406.97	1,407.00	-0.03	100.0%
Total COGS	1,406.97	1,407.00	-0.03	100.0%
Gross Profit	90,615.97	87,299.49	3,316.48	103.8%
Expense				
0400 · Utilities				
0403 · Utilities- Water & Refuse	316.62	280.00	36.62	113.1%
0402 · Utilities-Gas & Heat	167.30	190.00	-22.70	88.1%
0401 · Utilities- Electric	197.85	250.00	-52.15	79.1%
Total 0400 · Utilities	681.77	720.00	-38.23	94.7%
0305 · Payroll	21,896.01	26,000.00	-4,103.99	84.2%
0313 · Employers Insurance of Nevada	0.00	79.17	-79.17	0.0%
0314 · State Employer Taxes	75.19	145.00	-69.81	51.9%
0315 · Federal Unemployment	0.74	45.00	-44.26	1.6%
0316 · Public Employees Retirement Sys	5,257.28	6,400.00	-1,142.72	82.1%
0319 · Employer Medicare/Soc Sec	448.94	1,000.00	-551.06	44.9%
0320 · Health Insurance	2,677.30	3,958.33	-1,281.03	67.6%
0321 · Employee Training	0.00	130.20	-130.20	0.0%
0405 · Bank & Cr Card Charges	648.89	140.00	508.89	463.5%
0410 · Office Supplies & Expenses	201.26	626.60	-425.34	32.1%
0411 · Maintenance/Janitorial	218.17	2,100.00	-1,881.83	10.4%
0412 · IT - Computers	537.50	482.50	55.00	111.4%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	8.33	-8.33	0.0%
0420 · Postage & Freight	38.57	122.80	-84.23	31.4%
0421 · Communications	621.79	806.10	-184.31	77.1%
0422 · Printing Expenses	0.00	166.67	-166.67	0.0%
0430 · Building Repairs & Insurance	0.00	648.00	-648.00	0.0%
0451 · Legal & Accounting Services	2,559.00	3,153.40	-594.40	81.2%
0460 · Contract Services	0.00	262.50	-262.50	0.0%
0461 · Remote Offices				
461.1 · Contract Fees - Remote Office	0.00	3,500.00	-3,500.00	0.0%
0461 · Remote Offices - Other	3,500.00	0.00	3,500.00	100.0%
Total 0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU
Profit & Loss Budget vs. Actual
December 2017

	Dec 17	Budget	\$ Over Budget	% of Budget
0462 · Equipment Lease & Maint.	150.00	0.00	150.00	100.0%
0470 · Misc. Expenses	2,728.00	200.00	2,528.00	1,364.0%
0473 · Dues & Subscriptions	985.00	215.00	770.00	458.1%
0474 · License & Fees	24.00	0.00	24.00	100.0%
0501 · Travel & Lodging	534.76	611.00	-76.24	87.5%
0504 · Registrations	0.00	120.00	-120.00	0.0%
0505 · Local Transportation/Car	0.00	149.78	-149.78	0.0%
0507 · Meeting Expenses	0.00	617.70	-617.70	0.0%
0601 · Hospitality in Market				
0601.5 · In House	801.31	222.30	579.01	360.5%
0601 · Hospitality in Market - Other	726.48	222.30	504.18	326.8%
Total 0601 · Hospitality in Market	1,527.79	444.60	1,083.19	343.6%
0622 · Advertising Co-op	38,619.00	38,619.00	0.00	100.0%
0623 · Regional Marketing Programs	333.84	1,788.00	-1,454.16	18.7%
0650 · Payroll Expense	100.00	128.00	-28.00	78.1%
0689 · WEB Development	0.00	700.00	-700.00	0.0%
0690 · Sponsorship	0.00	7,050.00	-7,050.00	0.0%
0691 · Shuttle Subsidy/Sponsorship	10,000.00	2,550.00	7,450.00	392.2%
0725 · Uniforms	0.00	41.67	-41.67	0.0%
0730 · Special Promotional Items	0.00	150.00	-150.00	0.0%
0733 · On-Hold Messaging	121.35	125.73	-4.38	96.5%
0751 · Concierge Expense	214.20	450.00	-235.80	47.6%
51100 · Freight and Shipping Costs	88.15			
59900 · POS Inventory Adj -Merchandise	3,939.06	0.00	3,939.06	100.0%
Total Expense	98,727.56	104,455.08	-5,727.52	94.5%
Net Ordinary Income	-8,111.59	-17,155.59	9,044.00	47.3%
Net Income	-8,111.59	-17,155.59	9,044.00	47.3%

Profit & Loss Budget vs. Actual

July through December 2017

	Jul - Dec 17	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 · Fund Transfers	961,705.05	947,000.00	14,705.05	101.6%
R252 · Interest Income	205.33	225.00	-19.67	91.3%
R269 · On Hold Messaging	100.00	75.00	25.00	133.3%
R270 · Miscellaneous Revenue	623.00	1,999.98	-1,376.98	31.2%
R274 · Grants	0.00	10,000.00	-10,000.00	0.0%
R290 · Consignment Sales	259.50	1,000.04	-740.54	25.9%
POS Sales				
46000 · Merchandise Sales	25,809.77	25,809.00	0.77	100.0%
R277 · Concierge	222,064.65	222,065.00	-0.35	100.0%
Total POS Sales	247,874.42	247,874.00	0.42	100.0%
Total Income	1,210,767.30	1,208,174.02	2,593.28	100.2%
Cost of Goods Sold				
50000 · Cost of Goods Sold				
Concierge	152.00			
50000 · Cost of Goods Sold - Other	13,237.81	13,237.00	0.81	100.0%
Total 50000 · Cost of Goods Sold	13,389.81	13,237.00	152.81	101.2%
Total COGS	13,389.81	13,237.00	152.81	101.2%
Gross Profit	1,197,377.49	1,194,937.02	2,440.47	100.2%
Expense				
0400 · Utilities				
0403 · Utilities- Water & Refuse	1,952.02	1,864.00	88.02	104.7%
0402 · Utilities-Gas & Heat	432.21	460.00	-27.79	94.0%
0401 · Utilities- Electric	996.63	1,147.00	-150.37	86.9%
Total 0400 · Utilities	3,380.86	3,471.00	-90.14	97.4%
0305 · Payroll	161,082.02	162,900.00	-1,817.98	98.9%
0312 · Employee Vacation Expense (Vacation and Sick Time)	2,023.97			
0313 · Employers Insurance of Nevada	848.00	474.98	373.02	178.5%
0314 · State Employer Taxes	527.52	700.60	-173.08	75.3%
0315 · Federal Unemployment	44.44	178.00	-133.56	25.0%
0316 · Public Employees Retirement Sys	38,384.17	40,400.00	-2,015.83	95.0%
0319 · Employer Medicare/Soc Sec	3,302.61	4,677.00	-1,374.39	70.6%
0320 · Health Insurance	16,772.04	23,750.02	-6,977.98	70.6%
0321 · Employee Training	5,597.50	1,218.80	4,378.70	459.3%
0405 · Bank & Cr Card Charges	15,977.22	13,199.00	2,778.22	121.0%
0410 · Office Supplies & Expenses	2,595.63	3,240.40	-644.77	80.1%
0411 · Maintenance/Janitorial	5,896.53	9,000.00	-3,103.47	65.5%
0412 · IT - Computers	1,482.50	2,105.00	-622.50	70.4%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	2.39	49.98	-47.59	4.8%
0420 · Postage & Freight	1,690.05	1,063.20	626.85	159.0%
0421 · Communications	5,397.04	5,163.40	233.64	104.5%
0422 · Printing Expenses	0.00	1,000.02	-1,000.02	0.0%
0430 · Building Repairs & Insurance	4,366.85	6,112.00	-1,745.15	71.4%
0451 · Legal & Accounting Services	20,373.25	19,079.60	1,293.65	106.8%
0460 · Contract Services	750.00	1,425.00	-675.00	52.6%
0461 · Remote Offices				
461.1 · Contract Fees - Remote Office	0.00	21,000.00	-21,000.00	0.0%
0461 · Remote Offices - Other	21,000.00	0.00	21,000.00	100.0%
Total 0461 · Remote Offices	21,000.00	21,000.00	0.00	100.0%
0462 · Equipment Lease & Maint.	1,097.89	500.00	597.89	219.6%
0470 · Misc. Expenses	2,778.00	800.00	1,978.00	347.3%
0473 · Dues & Subscriptions	3,812.79	2,710.00	1,102.79	140.7%
0474 · License & Fees	382.75	125.00	257.75	306.2%
0501 · Travel & Lodging	5,600.59	3,834.00	1,766.59	146.1%
0504 · Registrations	599.00	480.00	119.00	124.8%
0505 · Local Transportation/Car	2.20	601.32	-599.12	0.4%
0507 · Meeting Expenses	593.57	3,293.80	-2,700.23	18.0%
0601 · Hospitality in Market				
0601.5 · In House	2,914.41	2,943.20	-28.79	99.0%
0601 · Hospitality in Market - Other	1,118.81	1,389.20	-270.39	80.5%
Total 0601 · Hospitality in Market	4,033.22	4,332.40	-299.18	93.1%

VIII-4

Profit & Loss Budget vs. Actual

Accrual Basis

July through December 2017

	Jul - Dec 17	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	428,484.00	428,484.00	0.00	100.0%
0623 · Regional Marketing Programs	4,568.59	9,272.00	-4,703.41	49.3%
0624 · Co-Op Expenses/Reimbursements				
0626 · Co-Op Expenses	1,000.00			
Total 0624 · Co-Op Expenses/Reimbursements	1,000.00			
0650 · Payroll Expense	630.00	732.00	-102.00	86.1%
0689 · WEB Development	0.00	2,800.00	-2,800.00	0.0%
0690 · Sponsorship	50,000.00	47,700.00	2,300.00	104.8%
0691 · Shuttle Subsidy/Sponsorship	10,500.00	10,700.00	-200.00	98.1%
0725 · Uniforms	0.00	250.02	-250.02	0.0%
0730 · Special Promotional Items	0.00	600.00	-600.00	0.0%
0733 · On-Hold Messaging	728.10	745.62	-17.52	97.7%
0751 · Concierge Expense	190,229.25	191,237.00	-1,007.75	99.5%
51100 · Freight and Shipping Costs	319.50			
59900 · POS Inventory Adj -Merchandise	4,363.79	0.00	4,363.79	100.0%
Total Expense	1,021,217.83	1,029,405.16	-8,187.33	99.2%
Net Ordinary Income	176,159.66	165,531.86	10,627.80	106.4%
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	16.56			
Total Other Income	16.56			
Other Expense				
Cash Over/Short (.)	1.00			
Total Other Expense	1.00			
Net Other Income	15.56			
Net Income	176,175.22	165,531.86	10,643.36	106.4%

January Dashboard 1/17/2018

Revenues & Stats				
	17-Nov	16-Nov		Variance
Grant Revenues				
Monthly	\$ 65,643	\$ 59,954		9.5%
YTD	\$ 1,027,348	\$ 983,454		4.5%
Total Taxable Revenues				
Monthly	Nov. Actual	Nov. Budget		
YTD	\$ 65,643	\$ 58,766		11.7%
	\$ 1,027,348	\$ 1,009,719		1.7%
Occupancy				
Hotel	46.9%	47.3%		-0.9%
Motel	20.4%	18.5%		10.2%
Vacation Rental	14.7%	9.7%		51.7%
Time Share	12.5%	14.5%		-13.2%
Home Owner	0.0%	0.0%		#DIV/0!
Total	26.7%	25.3%		5.7%
Room Rate				
Hotel	\$ 168.34	\$ 169.78		-0.8%
Motel	\$ 67.34	\$ 94.97		-29.1%
Vacation Rental	\$ 260.23	\$ 288.88		-9.9%
Time Share	\$ 40.68	\$ 51.39		-20.8%
Home Owner	\$ -	\$ -		#DIV/0!
Total	\$ 178.74	\$ 177.66		0.6%
RevPar				
Hotel	\$ 78.90	\$ 80.27		-1.7%
Motel	\$ 13.73	\$ 17.58		-21.9%
Vacation Rental	\$ 38.24	\$ 27.99		36.6%
Time Share	\$ 5.10	\$ 7.43		-31.3%
Home Owner	\$ -	\$ -		#DIV/0!
Total	\$ 47.80	\$ 44.93		6.4%

Visitor Information Comparative Statistics For Fiscal YTD				
	Dec-17	Dec-16		Variance
Walk In Visitor Count				
Monthly	1659	1518		9.3%
YTD	31305	31763		-1.4%
Phone				
Monthly	n/a	n/a		#DIV/0!
YTD	n/a	n/a		#VALUE!
Merchandise Sales				
Monthly	\$ 2,535	\$ 6,597		-61.6%
YTD	\$ 25,810	\$ 31,845		-19.0%
Concierge & AT Sales				
Monthly	\$ 133.80	\$ 778.00		-82.8%
YTD	\$ 222,064.65	\$ 231,325.60		-4.0%
Vacation Planners mailed	70	51		37.3%

Destimetrics Reservations Activity (as of December 31st, 2017)				
	FY 2017/18	FY 2016/17		Variance
Current Month Occupancy	45.0%	47.0%		-4.3%
Current Month ADR	\$ 412	\$ 445		-7.4%
Current Month REVPAR	\$ 185	\$ 210		-11.9%
Next Month Occupancy	32.0%	39.0%		-17.9%
Next Month ADR	\$ 349	\$ 335		4.2%
Next Month REVPAR	\$ 113	\$ 131		-13.7%
Winter Total Occupancy (proj)	28.0%	30.0%		-6.7%
Winter Total ADR (proj)	\$ 328	\$ 332		-1.2%
Winter Total REVPAR (proj)	\$ 93	\$ 98		-5.1%

Reno Tahoe International Airport			
	Oct-17	Oct-16	Variance
Total Passengers Served	366,463	304,447	20.4%
Average Load Factor	84.0%	84.6%	-0.7%
Total Number of Departures	1,782	1,710	4.2%
Non-Stop Destinations Served	23	23	0.0%
Departing Seat Capacity	218,120	199,029	9.6%
Crude Oil Averages (barrel)	\$ 51.58	\$ 49.78	3.6%

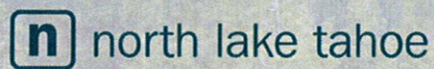
Notes of interest:

Alaska Airlines upgraded select RNO route aircraft to Embraer E175 76 seater
 Alaska Airlines eliminated Orange County to RNO serve
 United Airlines increase service from RNO to DEN to 3x daily

Conference Revenue Statistics				
(Booked as of November 30th)	FY 2017/18	FY 2016/17		Variance
Total Revenue Booked	\$ 1,939,710	3,073,290		-36.9%
Number of Room Nights	9,640	18,373		-99.7%
Number of Delegates				#DIV/0!
Number of Tentative Bookings	43	52		-17.3%
Number of Leads Generated				#DIV/0!
Conference Revenue And Percentage by County:				
	17-18	16-17		
Placer	49.3%	72.3%	\$ 956,130	\$ 2,220,853
Washoe	37.7%	20.7%	\$ 731,924	\$ 635,360
South Lake	10.4%	7.0%	\$ 201,368	\$ 214,800
Nevada	2.6%	0.1%	\$ 50,288	\$ 2,277
Total Conference Revenue	100.0%	100.0%	\$ 1,939,710	\$ 3,073,290

Top Website Lodging Referrals (August)	Total Book Now	Unique Book Now
Hyatt Regency Lake Tahoe Resort	148	142
The Village at Squaw Valley	84	80
Northstar California Resort	81	77
Cedar Glen Lodge	60	56
The Ritz-Carlton, Lake Tahoe	59	56
Hyatt High Sierra Lodge	58	56
Tahoe Biltmore Lodge & Casino	58	58
Tahoe Truckee Factory Stores	52	41
Northstar Lodge by Welk Resorts	51	46
Fox Den Cottages	49	27
Cottage Inn at Lake Tahoe	42	40
Cedar Crest Cottages	41	38
Tahoe Mountain Lodging	39	38
Marmot Vacation Rentals	38	37
Tahoe Rentals by Wells and Bennett	38	31
Tahoe Luxury Properties	37	34
PlumpJack Squaw Valley Inn	36	35
Tahoe Getaways Vacation Rentals	36	34
Tahoe Vista Lodge and Cabins	34	29
Kingswood Village Vacation Rentals	33	28
Olympic Village Inn	33	32
Rustic Cottages	33	31
Resort at Squaw Creek	30	29
Big 7 Motel	29	24
Tahoe Moon Properties	29	29
The Lodge at Sugar Bowl	29	26

| 2018 BAY AREA WINTER MEDIA



Campaign Strategy

- Target Bay Area/Northern California
- Message Favorable Resort Conditions
- Distribute Partner Curated Content
- Develop Weather-Trigger Distribution Channels
- Utilize Opportunistic Budget Funds
- Coordinate with Public Relations and Social Channels



BAY AREA TACTICS AND BUDGET

Media Channels

- Programmatic Display (Weather Triggered)
- Outdoor
- Radio

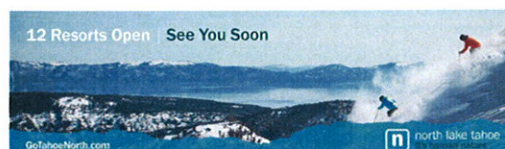
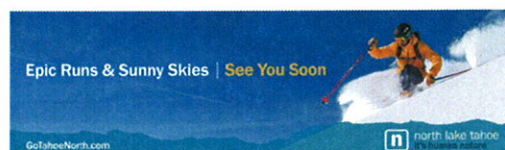
BUDGET = \$47,600

ADDITIONAL MARKETING: Search and Retargeting

OUTDOOR CREATIVE

Messaging:

- Build awareness of current snow/ski options
- etc

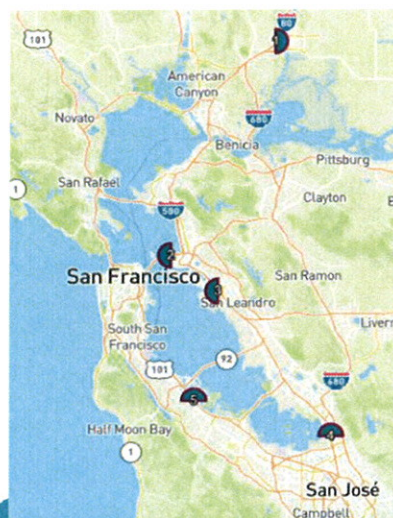


OUTDOOR BUY DETAILS

Impression Estimates

- Daily Impressions: 395,283
- Weekly Impressions: 2,766,982
- Campaign Impressions: 11,067,928

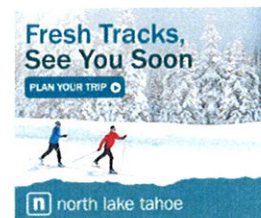
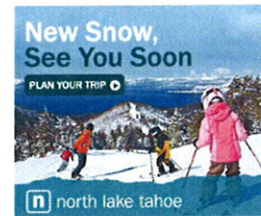
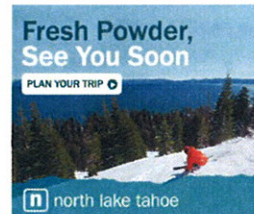
Dates: 1/8 – 2/4/18



PROGRAMMATIC DISPLAY CREATIVE

Messaging:

- The ads focus on fresh snow as they are only shown when snow is in the forecast.



PROGRAMMATIC DISPLAY – WEATHER TRIGGERED

Targeting

- Bay Area
- NLT Persona's (ski/board)

Trigger

- Ads only run when snow is in the 7-day forecast for Lake Tahoe

Impressions: 3.7 Million

Dates: As much as possible in January, but some could run in early February

BAY AREA RADIO

Messaging:

- Build awareness of current snow/ski options
- etc

BAY AREA RADIO BUY DETAILS

KFOG-FM: Only 1 station chosen with limited budget

- 2nd Highest Index for ski/board to Tahoe (Scarborough)
- Spans all 3x NLT persona's well
- CPP 20% below Low SQAD rates
- Gave bonus week, weather promotion and ski lift ticket promotion as added value

Dates: 1/8 – 1/28/18

KFOG
104.5 SAN FRANCISCO • 97.7 SAN JOSE

SEARCH AND RETARGETING

SEARCH:

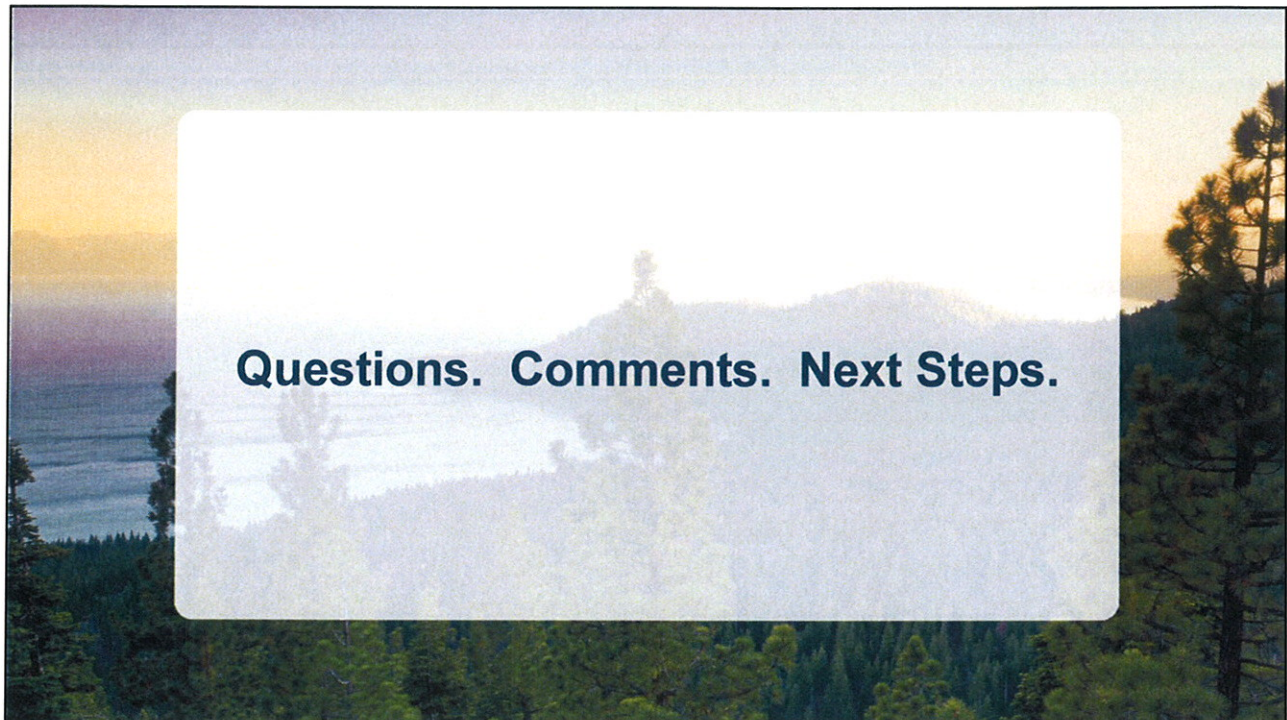
- We are currently using search in conjunction with the resorts to target those who are searching for snow, ski, board, lodging, activity and other information on North Lake Tahoe. We run search tactics all year.

RETARGETING:

- We have implemented retargeting strategies and tactics for both programmatic display and social for those who have come to the site and did not perform certain actions such as clicking the 'book now' button. We do this all year.



Questions. Comments. Next Steps.





north lake tahoe

Departmental Reports
January 2018

December 2017 Conference Report

In December 2017 the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

Staff did follow up for ALL THINGS MEETING East Bay. This event had 120 planners attend from corporations in the Bay Area.

Staff reached out to properties to get pick up and room revenue reports from programs that have actualized this past fall. This numbers were updated in our CRM system along with invoices being sent out for group commissions.

Staff generated the following leads in December 2017

- TINT Retreat. This program has the potential to generate over 60 room nights and bring 30 people to Lake Tahoe in May 2018
- Sally Beauty Incentive 2019 . This program has the potential to generate over 2100 room nights and bring 1000 people to Lake Tahoe in March 2019.
- Lever Annual Offsite 2018. This program has the potential to generate over 350 room nights and bring 175 people to Lake Tahoe in August 2018
- 2018 Board Game Convention. This program has the potential to generate over 30 room nights and bring 50 to Lake Tahoe in September 2018
- 2021 Rollins President Club. This program has the potential to generate over 1100 room nights and bring 650 to Lake Tahoe in September 2021
- Key Events – Corporate Incentive for a San Francisco Financial Tech Company. This program has the potential to generate 360 room nights and bring 250 people for April or June 2018
- Boy Scouts of America – Western Region Order of Arrow Executive Meeting 2019. This program has the potential to generate over 90 room nights and bring 130 people to Lake Tahoe in March 2019.
- Zones, Inc. Platinum Sales Event 2019. This program has the potential to generate over 180 room nights and bring 150 people to Lake Tahoe in April 2019.
- Connect Solution33 – Government Leadership Conference. This program has the potential to generate over 2000 room nights and bring 350 people to Lake Tahoe for August 2019.
- WD-40 2018 Americas National Sales Meeting. This program has the potential to generate over 800 room nights and bring 130 people to Lake Tahoe in September 2018.
- Health Net, Inc. Top Performers 2018. This program has the potential to generate over 80 room nights and bring 50 people to Lake Tahoe in May 2018
- Island Bath & Hardware Corporate vacation / Development meetings. This program has the potential to generate over 20 room nights and bring 13 to Lake Tahoe in February – March 2018
- Mills Entertainment. 530 room nights in May 2018
- Atlas Copco. 16 room nights in February 2018
- BMO Capital Markets. 52 room nights in February 2018
- North State Building Industry Association. 30 room nights in March 2018
- IEEE Power Electronics Society. 69 in July 2018
- Telaria. 120 room nights in July 2018
- GWN Dragon Boat. 120 room nights in August 2018
- National Association of Long Term Care Administrator Boards. 64 room nights in August 2018
- Kasmiri Overseas Association. 80 room nights in August 2018

- Collaborative Alliance for Nursing Outcomes. 910 room nights in October 2019.
- Water Sports Industry Association. 225 room nights in February 2019.
- National Corvette Restorers Society. 220 room nights in September 2020.

Staff planned and organized the following site visits for January 2018:

- January 8-9, 2018 - Health Net, Inc. Top Performers 2018. This program has the potential to generate over 80 room nights and bring 50 people to Lake Tahoe in May 2018
- January 18-20, 2018 - Satellite Health – Educational Conference. This program has the potential to generate over 200 room nights and bring 100 people to Lake Tahoe in March 2019
- January 17-19, 2018 - WD-40 2018 Americas National Sales Meeting. This program has the potential to generate over 800 room nights and bring 130 people to Lake Tahoe in September 2018.
- January 10-12, 2018 – The Realty Alliance. 288 room nights in October 2020.
- Nevada Healthcare Association – 178 room nights in August 2018.

Staff conducted a site visit for the American Historical Truck Society in Squaw Valley. This organization is considering North Lake Tahoe for their May-June 2019 Annual Convention. This program would bring over 1000 people to the area and generate over 2000 room nights.

Staff attended two sales & marketing meetings with the North Lake Tahoe and Incline Village team. During these meetings staff discussed upcoming projects, travels, events, key bookings and budget.

Staff attended the monthly NLTRA marketing meeting.

Staff participated in monthly status update conference calls with Abbi Agency and Augustine Agency.

Staff attended the CalSAE Seasonal Spectacular trade show in San Francisco. NLTRA partnered with the Ritz-Carlton, Resort at Squaw Creek and Village at Squaw Valley on the booth. This show is the largest gathering of event planners in the California Association market which is one of our key segments. Staff was able to meet with over 100 meeting planners and hosted a dinner with 6 of our top clients the evening before the show.

Staff attended the Chicago Association Forum Holiday Showcase in Chicago. Holiday Showcase is the largest gathering of association meeting planners from the Chicago area. 166 meeting planners came to the booth which we shared with Reno Tahoe.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of December, staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business



Leisure Departmental Report
December 2017 Re-cap

TRAVEL TRADE INFORMATION:

- Site Visits:
 - Hotel Plan Switzerland, December 8th
- On-going Projects
 - Golf News & Travel Leader – submitted content for North Lake Tahoe. Complimentary opportunity provided to us by the High Sierra Council
 - Expedia Joint Collaborative Marketing Effort – four properties are signed up. Launching on January 8th
 - Canadian Traveller:
 - NLT will have ½ page AD in “Canadians’ Guide to California” (Dec)
 - NLT will have ½ page AD in “Canadian Traveller’s Spring Issue (Feb)
 - NLT will have (1) dedicated online storytelling article + banner ad placement. (Dec)
 - NLT will get an editorial in the California Guide

INTERNATIONAL MEDIA:

- Visit California South Korea Marketing Sponsorship
 - Digital Media Influencer FAM – December 5-6th with 12 media representatives
 - Hosted South Korean celebrity, BH Lee for content shoot, December 12-13th

FAM TRIPS:

- Upcoming Winter FAMs:
 - Ski Max FAM: February 2018
 - Australia Winter FAM: February 2018
 - Delta Airlines Travel Nevada FAM: March 2018
 - El Salvador Winter FAM with United Airlines: March 2018

SALES MISSION INFORMATION:

- Ongoing: Visit California China Co-Op. Additional materials sent to China
- Attended the Travel Nevada Global Tourism Summit. December 4-6th
 - 26 leads went out. See attached document for a copy of the meeting notes.
- Attended the Expedia Educational Summit, December 7-8th
 - Working on expanding activity product with Expedia

MISC:

- Planning Go West Summit appointments

XI-b-1

- Planning Go West Summit reception in conjunction with RSCVA
- High Sierra Council Projects:
 - (2) High Sierra FAMS – two different French Tour Operators
 - Canadian Traveller article featuring the whole High Sierra
 - Creating content for the new High Sierra Region California Star listing

INTERNATIONAL OFFICE UPDATE:

Six Month Update from Australia & New Zealand

- Australia & New Zealand
 - Q1 & Q2:
 - 529 agents trained
 - 1 FAM hosted w/12 agents
 - 28 product development meetings held
 - Other highlights include: (2) e-newsletter sent to over 400 agents, attended Frontliners Conference, planning for the 2018 sales mission is underway, Blue Powder Tours marketing campaign underway, and conducted New Zealand sales mission and conducted four trainings.
- United Kingdom & Ireland
 - Q1 & Q2
 - 199 agents trained
 - 34 product development meetings held
 - (0) FAMS, but currently in the process of planning a spring FAM (May)
 - 1 Sales Mission to UK & Ireland conducted by NLT
 - Highlights include the Visit California UK & conducting 8 meetings on behalf of North Lake Tahoe, attended the Tour America Red Cow Day in Dublin, met with a new tour operator, If Only, for the first time to discuss North Lake Tahoe and expansion of product, and finally got a meeting with Thomas Cook



professional creative services

Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- updating co-op staff regularly regarding functionality issues found within the site
- checking site daily and fixing issues such as links, errors, etc.
- proofing and making content edits throughout the site
- designing and editing pages for various subjects such as events and recreation
- researching, submitting, posting and editing events
- contacting event producers by phone and email
- showcasing three featured events on the home page
- finding and changing out stale or invalid content
- starting new business listings
- making requested content changes to business listings and events
- approving pending listing and event changes made by businesses
- finding better quality images and switching out when available
- corresponding with local businesses, answering questions/complaints via email and phone
- designing email blasts calling out for deals and volunteers for area events


Shelley Fallon

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fallonmultimedia.com

XI-C-1

December Recap

 north lake tahoe

the
abbi
agency



Public Relations Results Content Review Social Media Update

PUBLIC RELATIONS

STRATEGY: compliment partner efforts, reflect destination as a whole, consider target audiences, highlight destination meetings and North Shore offerings

OBJECTIVES: increase destination visits during mid-week and shoulder seasons; highlight cultural offerings, year-round activities and local stories; ensure connectivity to NLT sponsored events

FAM COORDINATION: journalist must identify with a specific target audience and/or campaign, has significant reach, is located in a non-stop flight city and/or drive market

CONTENT + NOTABLE PITCHES: snow conditions media alerts, press releases, pitches, blog posts and newsletters surrounding the following topics: "WinterWonderGrass," "Offbeat Snow Adventures," "Winter in North Lake Tahoe," "Snow Conditions."

PUBLIC RELATIONS RESULTS

PLACEMENTS: 33 PUBLICITY VALUE: \$227,957.74

PUBLICATION HIGHLIGHTS: NBC Bay Area, NBC Los Angeles, The Mercury News, MSN.com, Grind TV, Chicago Business, Meetings Today, Tahoe Ski World

FAM COORDINATION: Itinerary coordination for Amy Whitley (US News, Pit Stop for Kids, Outdoor Families Magazine), Carley Thornell (Global Traveler, OpenTable), Ashley Colburn (contributor to FOX) Todd Plummer (Vogue, Instyle, Travel + Leisure),

NOTABLE PITCHES: WinterWonderGrass, Offbeat Snow Adventures, Winter in North Lake Tahoe, Snow Conditions

COVERAGE BOOK: <https://coveragebook.com/b/1623e08d>

KEY INSIGHTS: December media placements highlighted snow levels and snow talking points, and also focused on holiday events and "offbeat" snow adventures for families and non-skiers. The Abbi Agency worked with drive-market TV stations and news publications, including KCRA and ABC10 to produce positive stories surrounding the resorts' snow making efforts and great ski/ride conditions.

CONTENT

BLOG: content connects to newsletter themes and provides information on relevant happenings in North Tahoe along with travel tips and itinerary ideas (posted: 2-3 times monthly; also shared on social channels)

NEWSLETTER: content is shared in themed blocks that feature campaigns, recent blogs, event announcements, lodging and flight deals, social images and seasonal highlights

CAMPAIGNS: Local Luminaries, Human Powered Sports



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 4

2 Releases: What's New Winter, WinterWonderGrass Tahoe

2 Media Alerts: Snow Conditions & Reasons to Visit

BLOGS POSTED: 6

Your Family Guide to Touch North Lake Tahoe This Winter | Social shares: 4

The Athlete's Guy to a Touch Lake Tahoe Rest Day | Social shares: 0

Your Guide to North Lake Tahoe's 12 Downhill Resorts | Social Shares: 159

Meet North Lake Tahoe Local Luminary, Natalie Guerierro | Social Shares: 158

Q&A Guide To Nadia's North Shore Stomping Grounds | Social Shares: 16

3 Reasons to Visit North Lake Tahoe Now | Social Shares: 26

CONTENT REVIEW

NEWSLETTERS DISTRIBUTED: 1

Welcoming Winter In North Lake Tahoe

12% open rate, 0.9% click-thru, 0 shares

KEY INSIGHTS: CONTENT

Content in general was less widely shared in December, this is likely due to the holiday craze and lower digital engagement across the board.

In future years, it will be ideal to publish December-centric season earlier in the season while we still have visitors' attention.

Based on shares, users seem to be most engaged in local culture and in the character of the resorts / region (luminary content & NLT's 12 Resorts post).

SOCIAL MEDIA

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Highlight the areas of North Lake Tahoe that have snow. Focus on all of the winter sports opportunities available.

OBJECTIVES: Utilize Facebook, Instagram, and Twitter to showcase the amount of snow Tahoe has within the region. While continuing to focus on the beautiful scenery within North Lake Tahoe, we've been incorporating focus on the people within the region and the adventures they partake in.

CAMPAIGNS: #TahoeSnowTracker, WinterWonderGrass giveaway, Local Luminaries

ENGAGEMENT INSIGHTS: The Snow Tracker posts continue to be some of our most popular content. This is especially true when it comes to video content.



SOCIAL MEDIA UPDATE

DECEMBER GROWTH:

- Facebook: 305 New Fans
- Instagram: 487 New Followers
- Twitter: 195 New Followers

SOCIAL CAMPAIGNS & TACTICS:

Resorts Opening: 31.k Reach, 1.1k Reactions, 29 Shares, 10 comments

#TahoeSnowTracker: 37.8k Reach, 2.7k Reactions, 30 Shares, 22 Comments

WinterWonderGrass Giveaway: 21.1k Impressions, 173 Entries, 504 Likes, 8 Saves

Local Luminaries: 80.4k Reach, 39.1k Views, 734 Reactions, 39 Shares

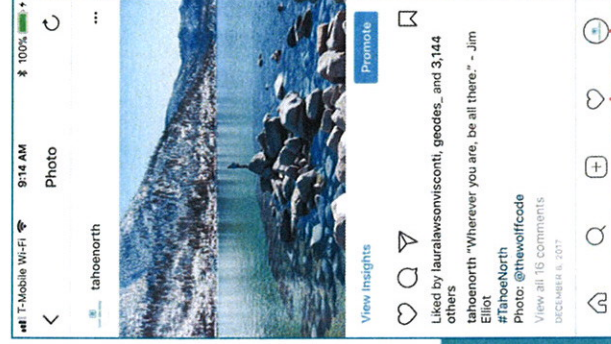
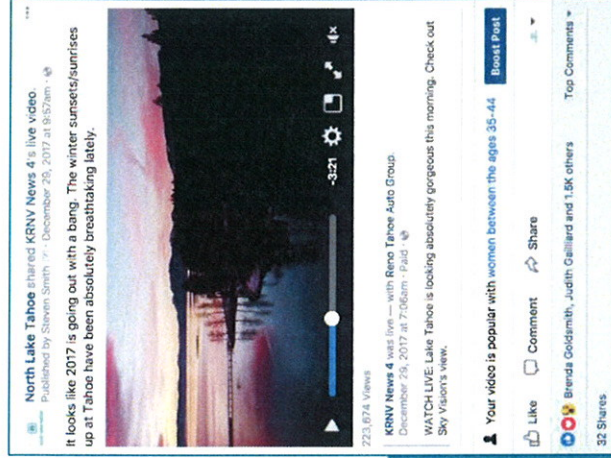
SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, Winter Sunset: 29k Reach, 223k Views, 1.5k Reactions, 56 Comments

#1 Instagram Post, Winter on the Lake: 31.3k Impressions, 3.1 Likes, 16 Comments

#1 Twitter Post, Santa Snowfall: 3.2k Impressions, 53 Likes, 14 Retweets

INSIGHTS: Lakeside content across all platforms proved to be the most popular. This along with sunset-based content continues to be the most popular. Creating content to leverage off of this could be beneficial.



SOCIAL MEDIA INSIGHTS

MONTHLY HIGHLIGHTS

As noted earlier, sunset and lakeside content continues to perform the best across all of our platforms. While we have continued to focus on the human element of region, using these highly visual photographs could prove useful when trying to push users attention to specific articles or news releases we want to highlight.

We have continued to use Instagram stories as a way to promote the page and found the views continue to grow as the popularity of the medium does. Highest number of views per story were 5.6k.

The top influencer that interacted with our page had 68k followers.


INSIGHTS AND TAKEAWAYS

While video content is continuing to show its importance across social media, we have found that Facebook has proven to be the best outlet for our audience. While video content does decently across Instagram, compared to the rest of our content it doesn't perform as favorably.



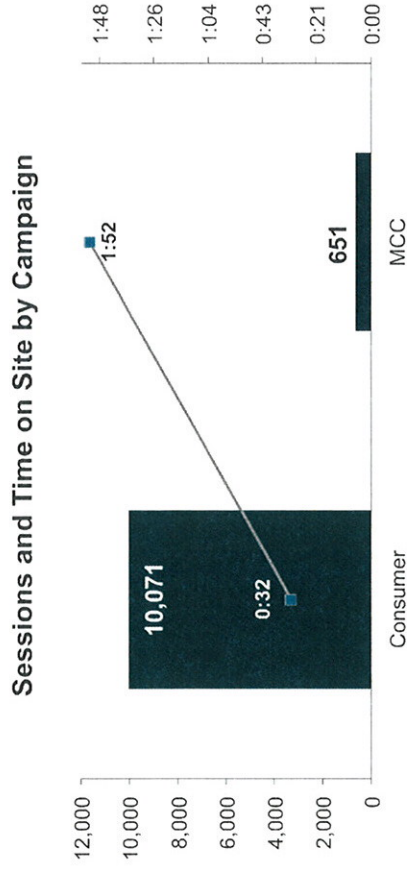
Thank You

| December Advertising Recap

 north lake tahoe

Overview by Campaign

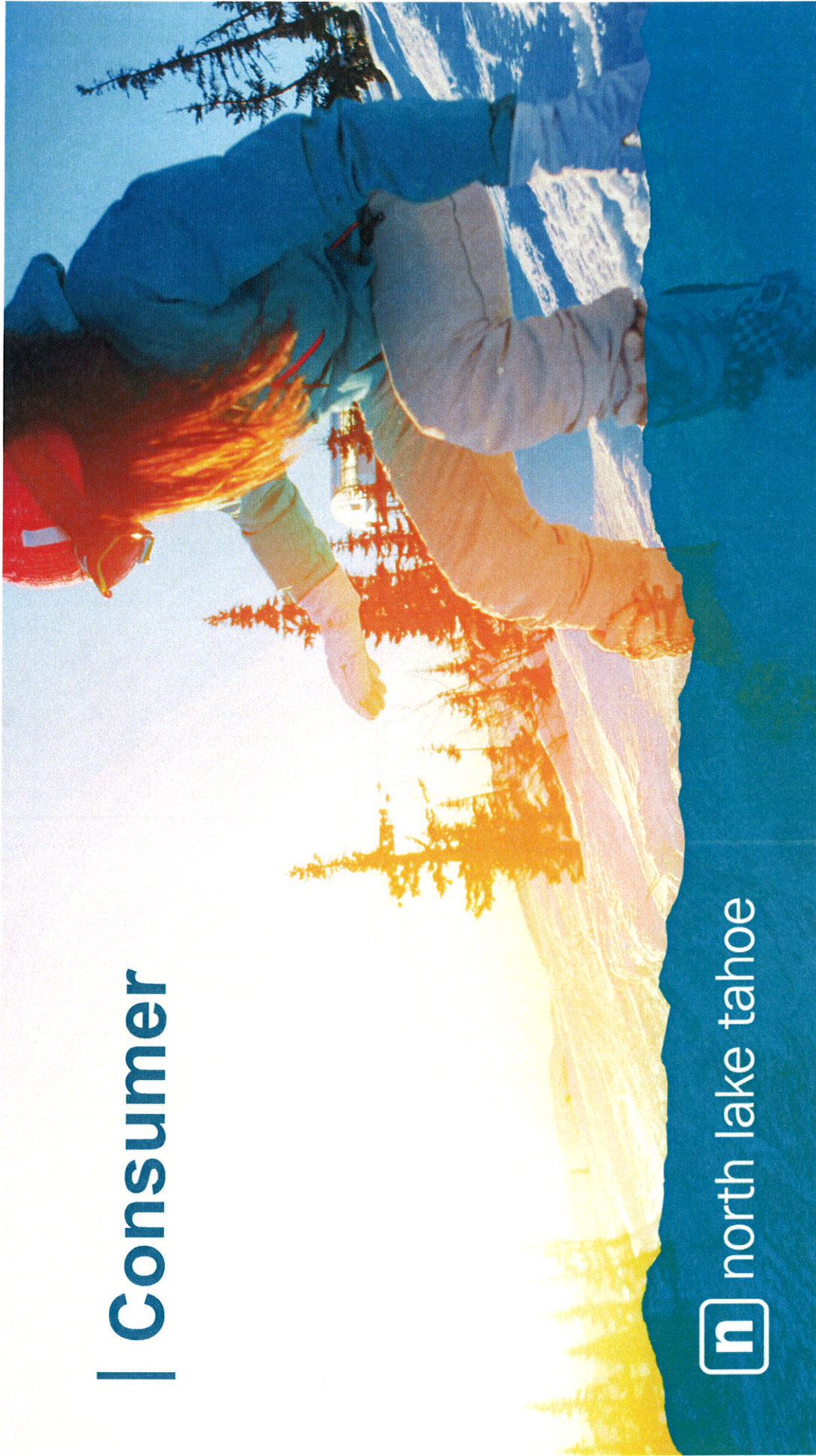
- Consumer and MCC ads combined for nearly 5 million impressions in December, resulting in 10.7K visits to North Lake Tahoe's website. Compared to November, website traffic from digital ads nearly doubled (+99%). In addition, the total number of time on site conversions increased by 50% and book now conversions increased by 62%.
- Site engagement from both campaigns improved as well, with time on site increasing by 7% among Consumer traffic and 12% among MCC traffic.



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	4,825,898	0.26%	\$40,804	10,071	00:32	1.29	85.65%	3,288	711
MCC	122,079	1.55%	\$2,792	651	01:52	2.22	50.54%	280	7
Total	4,947,977	0.29%	\$43,596	10,722	01:14	1.35	83.52%	3,568	718

December Advertising Report | All Campaigns

| Consumer



 north lake tahoe

XI-e-3



Executive Summary

- Traffic to GoTahoeNorth.com increased by 50% in December with ad traffic accounting for 15% of all visits. Notably, website traffic is down 11% year-over-year, likely due to unfavorable winter weather.
- The Consumer campaign served over 4.8 million impressions in December, resulting in 10K website visits. While on the site, nearly 1 in 3 visitors spent more than 115 seconds browsing content and 7% of visitors clicked on a book now button.
- Native and banner ads continued to drive the largest share of Consumer web traffic (77%) as well as the largest share of time on site conversions (70%).
- Display ads combined for 4.2 million impressions served in December, up from 1.6 million in November. Native ads were responsible for the largest share of impressions and ad clicks, resulting in a 0.34% CTR; the highest among any display placement.
- TripAdvisor ads continued to capture the highest-quality audience, with users spending considerable time on NLT's website and a large share eventually clicking on a book now button.



Executive Summary

- Prospecting digital ads continued to perform best among the younger experience seeker audience, with users from this group clicking on ads over 2x more frequently than other targeted groups. Of note, older travelers continued to spend more time on NLT's website and in turn, were more likely to click the book now button.
- Regionally, display ads served to users in Los Angeles performed best this month, resulting in the highest average CTR and lowest CPC. Ads served to users in Austin trailed with a 0.11% CTR.
- Paid search performance improved considerably this month, resulting in a 147% increase in TOS conversions and a 43% reduction in cost per conversion. This improvement is largely the result of added callout extensions and extended ads. We are working to implement these changes to the Evergreen ads as well, starting in January.
- Overall, the number of time on site conversion from Facebook and Instagram ads rose to 336 from 248 the prior month, an increase of 35%. Social ads continued to perform best among a younger audience, with younger experience seekers driving the largest share of clicks and time on site conversions.



Executive Summary

- Retargeting social ads proved to be very effective at increasing website engagement with 78% of users who clicked on a retargeting ad spending more than 115 seconds on the site. In addition, 33% of all book now clicks stemmed from retargeted users.
- Overall, social media ads resulted in 752 total engagements, down from 868 the month prior. As a result, the rate at which users engaged with social ads decreased to 0.20% from 0.34%. The drop is largely due to a decrease in post reactions (including likes, loves, etc.) though comments and shares remained largely unchanged.
- The number of engaged users on North Lake Tahoe's Facebook page decreased slightly in December, falling by 13% compared to the prior month. As a result, overall page impressions fell by 5%. Compared to December 2016, the number of engaged users on the page increased by 17% and overall page impressions improved by 7%.



Executive Summary

- An email sent on December 13th resulted in 804 clicks to North Lake Tahoe's website with 57% of users spending more than 115 seconds on the site. This resulted in an impressive \$5.60 cost per TOS conversion. The overall open rate decreased from prior months, but the number of TOS and book now conversions have both increased. This suggests we are capturing higher-quality leads during the winter months.
- YouTube ads served 90K impressions in December, resulting in nearly 41K video views. As a result, 77 users navigated directly to North Lake Tahoe's site from YouTube ads with 11 users spending a significant amount of time on the site.
- Prospecting ads started running again in December, accounting for 70% of all YouTube impressions. Retargeting ads continued to drive the best performance, resulting in the most ad clicks and the highest average view rate.
- Assets for the Experiential Campaign were also developed in December, including the vehicle wrap and ski and snowboard props for the fabricated snow.

Display Ad Examples

Learn
it's human nature
PLAN YOUR TRIP
north lake tahoe

Families

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 372K
Clicks: 232
CTR: 0.06%
TOS Conversions: 40
CVR: 17.24%

Escape
it's human nature
PLAN YOUR TRIP
north lake tahoe

Outdoor Enthusiasts

Sizes:
160x600, 300x250, 300x600,
320x50, 728x90

Impressions: 916K
Clicks: 1.3K
CTR: 0.14%
TOS Conversions: 66
CVR: 5.14%

Connect
it's human nature
PLAN YOUR TRIP
north lake tahoe

Workaholics

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90


Impressions: 180K
Clicks: 37
CTR: 0.02%
TOS Conversions: 39
CVR: 105.41%

December Advertising Report | Consumer

Social Ad Examples

Families

North Lake Tahoe Shared a link
Sponsored



Carve New Family Experiences
Play like a kid again and experience ultimate winter fun in North Lake Tahoe

GO TO LAKE TAHOE NOW
Learn More

Impressions: 86K
Clicks: 312
CTR: 0.36%
Engagement: 161
TOS Conversions: 36
CVR: 11.54%

Outdoor Enthusiasts

North Lake Tahoe Shared a link
Sponsored




Hike to New Heights
Transcend new mountains while basking in the beauty of North Lake Tahoe this winter

GO TO LAKE TAHOE NOW
Learn More

Impressions: 224K
Clicks: 554
CTR: 0.25%
Engagement: 359
TOS Conversions: 266
CVR: 48.01%

Workaholics

North Lake Tahoe Shared a link
Sponsored



Reconnect with Nature
Stroll along the snow-covered shoreline and unwind in North Lake Tahoe

GO TO LAKE TAHOE NOW
Learn More

Impressions: 69K
Clicks: 363
CTR: 0.52%
Engagement: 232
TOS Conversions: 34
CVR: 9.37%

December Advertising Report | Consumer

Consumer eBlast


north lake tahoe


[LOADING](#) | [THINGS TO DO](#) | [EVENTS](#)





EXPLORE WINTER'S WONDERLAND


Winter has arrived in North Lake Tahoe with glistening snow and deep blue skies. With all 12 of the region's ski resorts open for another legendary season, it's time to carve some turns and explore new terrain. Drink in the apes scene and breathtaking beauty while sitting by a toasty fire. From sledding to snowshoeing, downhill to cross country, experience winter adventure unlike anywhere else this winter in North Lake Tahoe.


[PLAY YOUR WINTER GETAWAY!](#)



12
SKI RESORTS


103
WINTER ACCOMMODATIONS


12
UNIQUE TOWNS


120+
EATERIES


COUNTLESS
EXPERIENCES



Winter Fireworks
December 31, 2017


[BUY YOUR TICKETS](#)






GETTING HERE

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

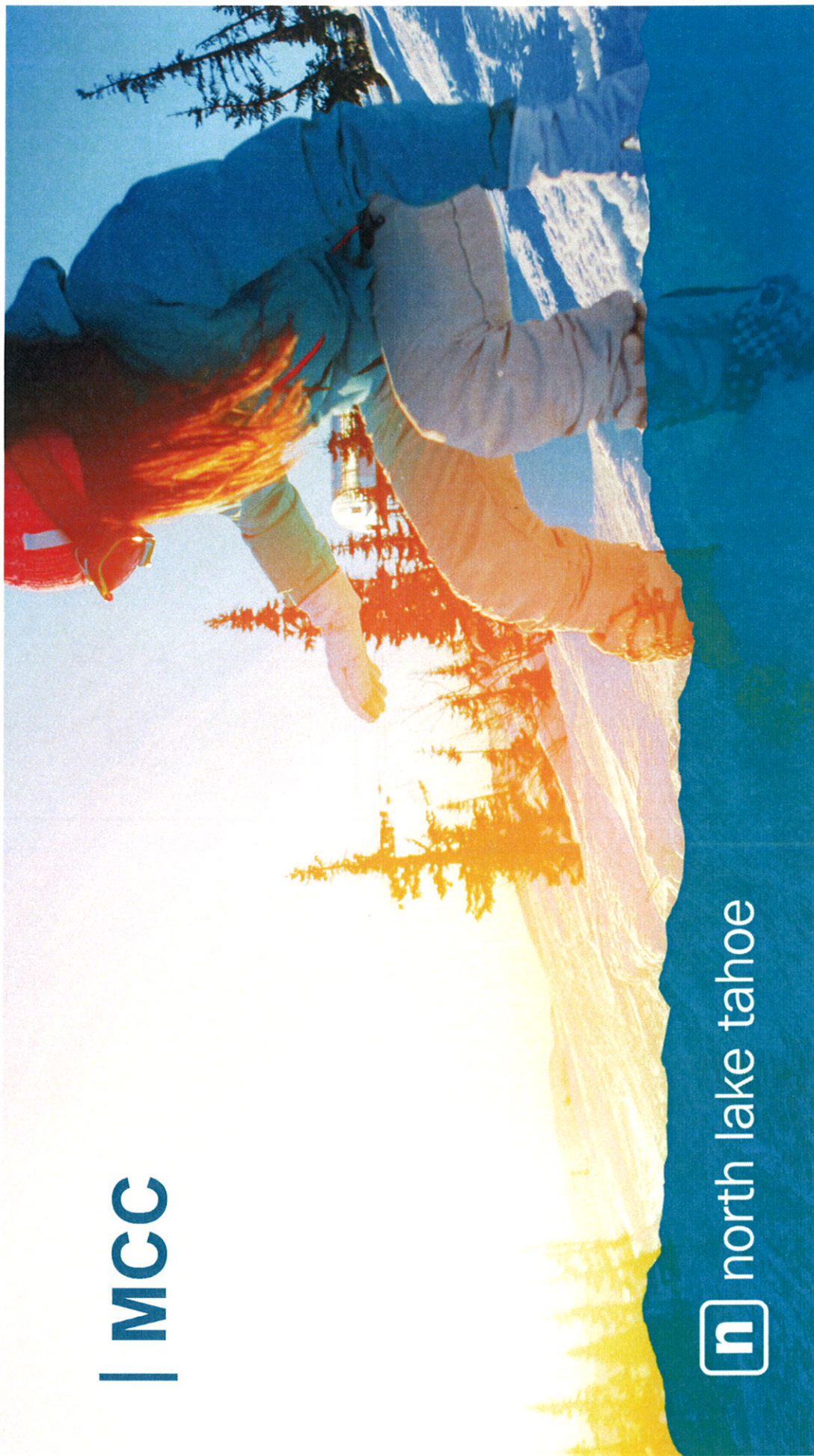
From Reno-Tahoe International — 45 minute drive
From Sacramento International — 2 hour drive
From San Francisco International — 3 hour drive


north lake tahoe

December Advertising Report | Consumer

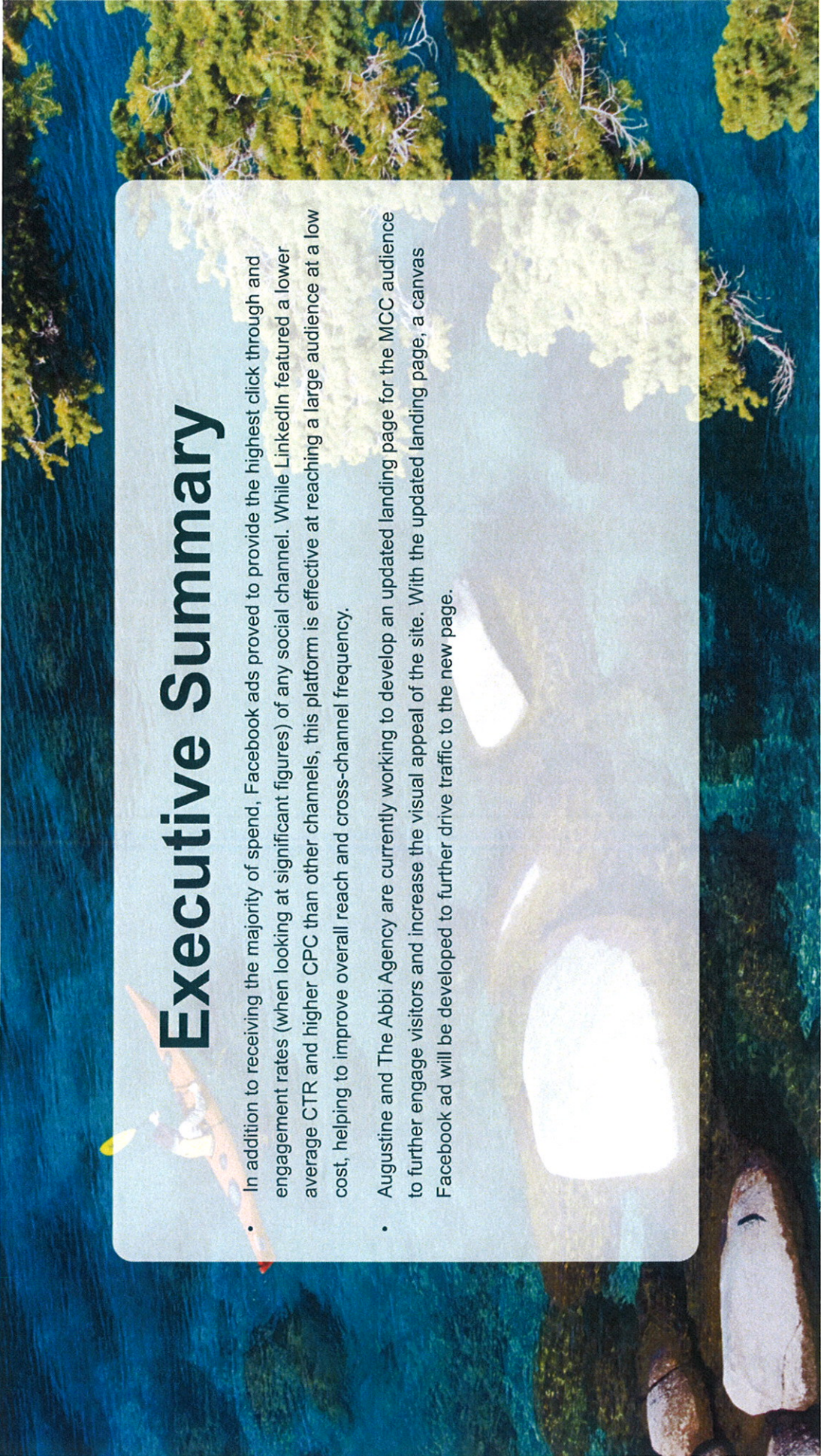
| MCC



 north lake tahoe

Executive Summary

- MCC ads continued their impressive performance in December, resulting in 651 confirmed website sessions. Of note, one of two emails had a tracking error; we expect the actual number of visits from MCC ads to be closer to 1.1K.
- Site engagement increased in December, with users averaging 9% more time on site and viewing 9% more pages per session.
- Two email blasts were delivered to 53K users in December with 15% opening the email. Of those who opened the email, 18% clicked on a link that directed them to NLT's website, up from 15% a month prior.
- The December 13th email had an extremely high TOS conversion rate, with 35% of all traffic spending more than 115 seconds on the site. Unfortunately, there were tracking errors on the December 6th email resulting in underrepresented site traffic and time on site conversions.
- MCC social ads served a total of 68K impressions across Facebook, Instagram, and LinkedIn. Facebook ads accounted for the largest share of impressions (74%), followed by LinkedIn ads.



Executive Summary

- In addition to receiving the majority of spend, Facebook ads proved to provide the highest click through and engagement rates (when looking at significant figures) of any social channel. While LinkedIn featured a lower average CTR and higher CPC than other channels, this platform is effective at reaching a large audience at a low cost, helping to improve overall reach and cross-channel frequency.
- Augustine and The Abbi Agency are currently working to develop an updated landing page for the MCC audience to further engage visitors and increase the visual appeal of the site. With the updated landing page, a canvas Facebook ad will be developed to further drive traffic to the new page.

MCC eBlast

north lake tahoe

| LOGGING | THINGS TO DO | MEETINGS

Discover

Engage | it's human ature

EXPLORE OUTSIDE THE MEETING ROOM

In North Lake Tahoe, breakout space looks a little different than the traditional room. Smaller groups can brainstorm on the mountainside or on the water, depending on their preference. Discover new ideas while hiking among fragrant pine trees or paddling through crystal clear water. Engage your audience with activities like ropes courses or a round of golf. Meetings can even take place under the stars with scenic outdoor venues that go from day to night. The breathtaking landscapes are sure to elevate your next event in North Lake Tahoe.

LEARN MORE TODAY

30
MEETING FACILITIES

200,000+
SQ. FT. OF MEETING SPACE

7,000+
ROOMS

120+ EATERIES

50 GOLF COURSES

SUBMIT AN RFP

FREE GUIDE

Book your next meeting in North Lake Tahoe!

Download your free conference planning guide!

GETTING HERE

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

From Reno-Tahoe International — 45 minute drive
From Sacramento International — 2 hour drive
From San Francisco International — 3 hour drive

north lake tahoe

For more information, contact Jason Neary, Director of Conference Sales, North Lake Tahoe CVB at 800-462-5196 ext. 102 or Jason@GoTahoeNorth.com.

December Advertising Report | Consumer

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Social Ad Examples

North Lake Tahoe
Let the beautiful backdrop of North Lake Tahoe inspire the discussion at your next conference or event.




Take Your Meeting Outside
Get outdoors with a view.

Facebook Prospecting

Impressions: 27K
Link Clicks: 231
CTR: 0.84%
Engagement Rate: 0.18%

North Lake Tahoe
Go beyond the meeting room when you book your next conference or event in North Lake Tahoe.

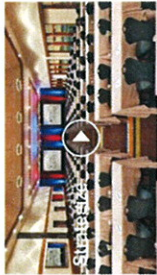


Take Your Meeting Outside
Get outdoors with a view.

Facebook Retargeting

Impressions: 11K
Link Clicks: 98
CTR: 0.86%
Engagement Rate: 0.11%

North Lake Tahoe
Meet Up for Success
Bring your team and colleagues to the lake when you host your meeting or event in North Lake Tahoe.



Facebook Video

Impressions: 13K
Link Clicks: 138
Video Views: 954
CTR: 1.10%
Engagement Rate: 0.14%

Meetings Made Easy
Let North Lake Tahoe's CVB help you guarantee your next event's success.

Team Building Galore
North Lake Tahoe will invigorate your next strategy or planning meeting.

Unique Meeting Venues
From ballroom to mountainside, North Lake Tahoe offers unique event spaces.

LinkedIn

Impressions: 17K
Link Clicks: 3
CTR: 0.02%

December Advertising Report | MCC

XI-e-15



Thank You

Andy Chapman

From: Bart Peterson
Sent: Friday, December 29, 2017 4:52 PM
To: Andy Chapman
Subject: Biz Dev Update

Andy,

Leisure

Updated and sent [PPT presentation](#) for Club California Wuhan Session to be held Jan 19. (12) invitees input into iDSS.
Sent Seasons Greetings to all TN reps and AU/NZ operators last week with an update that all our mountains were open.
Helloworld AU FAM is Feb 25-28, (8) owners and agents and (2) reps including Penny
Two person Skimax FAM is Feb 8-11
TravelNevada Flight Centre AU FAM is March 12-17

Conference

Connect Georgia Seasons Greetings sent last week
Atlas Copco – New lead for Jan 18' for 18 rooms.
Reno Dragon Boat Festival – New lead for August 18' for 120 rooms.
HPN Spring Meeting –March 18' for 80 rooms. Under review.
Rusty Bindings Ski Club –Jan 18' for 240 rooms. Chose Lakeland Village.
TransUnion – July 19'. 130 room nights. Under review.
topsFest 2019 – 393 rooms in Jan 19'. Connect. Under review.

Activity Tickets

Duratrans images are ready
Alpenglow Expeditions - [Full Day Tours](#), [Half Day Tours](#) and [Intro to Backcountry](#).
[Borges Sleigh Rides](#) time slot is for 11a Fri, Sat, Sun.
Tahoe Adventure Company - [Winter Full Moon](#) and [Sunset](#) Snowshoe tours
[Lake Tahoe Flight Services](#) product is live, they are adding dates, intro will be a \$75 flight for 15 minutes with (16) route options. Working on minimizing refunds.

Sport

Hyatt is reviewing their ability to contribute \$2,500 for the rights fee for US Sports Congress 2019 event.
Lead for Pro-am Beach Volleyball sent over from Shelli, call scheduled with event producer next week
Lead for Beach Rugby America sent over from Shelli, requested call with event producer
ASA Entertainment is looking for a venue for 2019 women's half pipe event, call scheduled with event producer for next Tuesday

Let me know with any questions.

Bart Peterson
Business Development Manager
Incline Village Crystal Bay Visitors Bureau
775-832-1606 x 106 / 1- 800-Go-Tahoe
969 Tahoe Boulevard
Incline Village, NV 89451
www.GoTahoeNorth.com