



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Monday, May 21st 2018 3pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Monday May 21st, 2018 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.

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|---|---------------------------------------|
| 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. Approval of Agenda (For Possible Action) | Heather Bacon |
| IV. Approval of April Board Minutes (For Possible Action) | Heather Bacon |
| V. Discussion on North Tahoe Express Subsidy Increase | Andy Chapman/
Jaime Wright |
| VI. Presentation and Input on NLT Tourism Development Plan | Daphne Lange |
| VII. North Lake Tahoe Coop Agreement Review
(For Possible Action) | Andy Chapman/
Daphne Lange |
| VIII. Review and input on Draft FYE 2018/19 Budget Forecast | Andy Chapman |
| IX. Discussion on Partnership Funding Committee Appointment
(For Possible Action) | Andy Chapman |
| X. Review of April 2017/18 Financial Statements
(For Possible Action) | Andy Chapman/Greg Long |
| XI. Review of April Dashboard Report | Andy Chapman |

- XII. Coop Departmental Reports** **Andy Chapman**
- a. Conference Sales
 - b. Leisure Sales
 - c. Website Content
 - d. Communications/Social
 - e. Advertising
- XIII. Management Reports** **Staff**
- a. Operations Report
 - b. Business Development Manager Report
 - c. President/CEO
- XIV. Old Business** **Heather Bacon**
- TMA/TNT Incline Village/Crystal Bay Board Seat Update
- XV. New Business** **Heather Bacon**
- SR 28 Shared Use Bike Path Presentation – June
 - TRPA/TART Transportation Discussion – June
- XVI. Director Comments** **Heather Bacon**
- XVII. 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.
- XVIII. 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/>

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Incline Village/Crystal Bay Visitors Bureau

Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Friday, April 20th 2018 3pm

I. Call to Order/Roll Call

Heather Bacon

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:00 pm by Chair Bacon. Roll call was taken, and the following members were present: Heather Bacon, Blane Johnson, Bill Wood and Michael Murphy. The following IVCBVB employees were present: Andy Chapman, CEO/President and Greg Long, Director of Operations. The following guest was present via conference call: Devon Reese, legal counsel.

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 Blane Johnson. Second by Bill Wood. Approved.

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

Heather Bacon

Motion to approve the March Board Minutes by Michael Murphy. Second by Blane Johnson. Approved.

**V. IVCBVB Bylaw Review and Discussion
(For Possible Action)**

Andy Chapman

The board discussed amending Article III-C of the bylaws, changing the boards term limit from two consecutive three-year terms to three consecutive three-year terms. It was also suggested to amend Article VIII, specifically the terminology regarding the appointment of the Reno-Sparks Convention Visitors Authority Representative, to reflect that it is more of a nomination process rather than an appointment process.

Motion to approve BOD Bylaw amendments by Blane Johnson. Seconded by Bill Watson. Approved.

**VI. North Lake Tahoe Coop Agreement Review Discussion
(For Possible Action)**

Andy Chapman

The NLTRA requested a review of the Coop contract language in February. They submitted their own revisions to the board, which involved amending procurement procedures.

The board reviewed the contract and proposed revisions to the follow sections:

- VI-2—Amended language regarding the Vice Chair appointment; specifically, rotating the appointment between the two different organizations.
- I-5 & I-6—Proposed the NLTRA & IVCBVB work together to appoint a co-plan administrator and a co-budget administrator. As it stands currently, the NLTRA is responsible for appointing the plan administrator, while the IVCBVB is responsible for appointing the budget administrator.
- IV—Proposed the minimum funding requirement of 45% of the annual TOT marketing tax is removed, while leaving in the stipulation that no marketing outside of the contract is allowed.
- VIII—Proposed to change verbiage to clearly state chair and vice chair are part of the two participating organizations.
- VII-6—Proposed to remove the conference equity segment.
- X-8—Discussed developing recommended language, specifically regarding the equity paragraph.

The board directed staff to continue working on revisions per todays discussion. The board would like to see revisions at the May meeting.

VII. Review of March Board Retreat Outcomes

**Andy Chapman/
Heather Bacon**

The board recapped the March Board Retreat, which covered the topics of transportation, the RSCVA and the Coop. Future objectives include meeting with TRPA & TART, researching alternative transportation options for the region and continuing to work together with the RSCVA and the Coop. The board also discussed Sand Harbor parking issues and potential solutions.

**VIII. Review of March 2017/18 Financial Statements
(For Possible Action)**

Andy Chapman/Greg Long

For the month of March, revenue was down, as well as merchandise sales. For the year, about 2% under-budget on collections. Grants are under budget due to timing on the Travel Nevada grant. Merchandise sales are under, due to slow winter traffic. Under budget on health insurance and over budget on staff training. Bank charges are over budget; Greg is focusing on lowering these charges in the future. Janitorial & building repair are under budget and spring projects are in the works, including repaving the parking lot.

**IX. Review of FYE 2017/18 Budget Reforecast
(For Possible Action)**

Andy Chapman/Greg Long

Fund transfers, grants, merchandise sales, cost of goods were all adjusted. Health insurance is 10k below budget due to vacant positions throughout the year, while employee training is up. Regional marketing programs were cut back. Overall, there is there is about 39k of expense savings. Some shortfalls in revenue, projecting to come in 2.4% down to budget.

Motion to approve the budget reforecast by Michael Murphy. Second by Blane Johnson. Approved.

X. Review and input on Draft FYE 2018/19 Revenue Forecast Andy Chapman

This is the first step in the budgeting process for the next fiscal year, followed by looking at draft numbers in April, approving a final revenue budget in May and finally in June approving the final budget. The submitted RSCVA target budget is nearly a 5% increase. This year, projecting potential draft budget at 1,561,663 an increase from this year's 1,523,684.

XI. Review of April Dashboard Report Andy Chapman

CEO Chapman reviewed the highlights of the monthly dashboard report.

XII. Coop Departmental Reports Andy Chapman

- a. Conference Sales**
- b. Leisure Sales**
- c. Website Content**
- d. Communications/Social**
PR & winter snow promotion results were highlighted.
- e. Advertising**

XIII. Management Reports Staff

a. Operations Report

Long has been working on building improvements and fine-tuning front of house operations to streamline certain processes. He is working on re-constructing the Gahlis Dungal and incorporating Washoe culture into the art gallery. As visitor count begins to increase, new summer merchandise for the gift shop is being purchased. Additionally, Long recently attended the Rural Roundup, a tourism development meeting and an RTT meeting as IVCBVB's representative.

b. Business Development Manager Report

Bart is going to Minneapolis for NASC (National Association Sports Commission Conference). Just attended MTS (mountain Travel Symposium) in South Lake, the largest gathering of winter ski wholesale operators & tour providers.

c. President/CEO

CEO Chapman will be attending a Travel Nevada media event in New York.

XIV. Old Business Heather Bacon

Chamber awards dinner at Granlibakken on Thursday, BOD members are welcome to join.

XV. New Business Heather Bacon

N/A

XVI. Director Comments Heather Bacon

N/A

XVII. 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.

XVIII. Adjournment – (For Possible Action)

Motion to adjourn by Blane Johnson. Second by Bill Wood. Adjourned.

Physically disabled persons desiring to attend should contact Alex Blevins at (775) 832-1606.
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Incline Village/Crystal Bay Visitors Bureau

MEMORANDUM

Date: May 17, 2018
TO: IVCBVB Board of Directors
FROM: Andy Chapman
SUBJECT: North Tahoe Express Subsidy

Background

The North Tahoe Express has been servicing the communities of North Lake Tahoe with connection to the Reno Tahoe International Airport for many years. The IVCBVB has participated as a funding partner since the inception of the service. Over the years the service has expanded and contracted based on current economic and operational realities. Over the last several years, the IVCBVB has subsidized the service in the amount of \$26,000 per year. In addition, the Hyatt Regency and the Tahoe Biltmore have participated in support funding with \$7,000 and \$1,200, for a total IVCB funding amount of \$34,200. This amount represents approximately 21% of the total subsidy cost with Placer County and Truckee partners providing 72% and 7% of the cost.

In fiscal year 2015/16, operational runs were increased to meet the demand of the visiting consumer as well as increased flights arriving at RTIA. This has lead to increased costs that have not been matched by increased fare revenues.

Requested Action

Jaime Wright, TMA Executive Director, will present the proposed operational plan for FY 2018/19 which include a request for increased subsidy by the partners totaling an additional \$75,000 in order to keep the service levels as they are today.

Upon review and discussion staff would like direction as related to the North Tahoe Express operation and the FY 2018/19 budget allocation.

Andy Chapman

From: jaimetma@gmail.com on behalf of Jaime Wright <jaime@laketahoetransit.com>
Sent: Thursday, May 10, 2018 3:32 PM
To: Andy Chapman
Subject: NLTE Subsidy 2018-19 FY
Attachments: NLTE Budget 2018-19 Draft.pdf

Hi Andy,

In preparing the NLTE budget for 2018-19, we are looking at a proposed increase in subsidy for funding partners within each jurisdiction. I have attached the draft budget identifying a proposed additional contribution from partners within your jurisdiction. I would greatly appreciate your review and feedback on the proposed increases.

Although we are currently going through an audit of billed hours with the operator which is still pending, we believe the program will have increased operating costs regardless in the coming 2018-19 FY. In order to allow the NLTE to continue operating at the current service levels, we are requiring an additional \$15,705 from the Incline Village - Crystal Bay jurisdiction.

Outlined below are key contributing factors as well as approach to the increase in operating costs for the 2018-19 FY:

- NLTE Subsidy has not increased since 2015-16 with all partners paying an increased amount in 2016-17
- Operators hourly rate has and continues to increase 3% annually
- Operational/Run Increases to date:
 - Non-Peak-Season Operations increased 50% since 2015-16
 - Peak Season Operations increased 39% since 2015-16
 - Overall average increase since 2015-16 is 44.5%
- With increased service and more runs, come more single passenger trips. (This has been seen time and time again with this program over the years)
- Additional \$75K of subsidy being requested for 2018-19 operations is split between jurisdictions based on service provided (number of runs operated per county)
 - Placer 72%
 - Washoe 21%
 - Nevada County/Town of Truckee 7%
- If each jurisdiction does not want to contribute additional subsidy, services will need to be reduced to something similar to 2015-16 service levels

If you could let me know thoughts on this proposal at your earliest convenience, that would be great.

Thank you,

Jaime Wright
Executive Director
Truckee North Tahoe Transportation Management Association

North Lake Tahoe Express Budget

	2017-18 B	2017-18 Estimated Year End	2018-19 B
Revenues			
Placer County Funding Sources:			
Placer County TOT	120,000	120,000	174,247
Total	\$ 120,000	\$ 120,000	\$ 174,247
Washoe County Funding Sources:			
Incline Village Crystal Bay CVB	26,000	26,000	36,705
Hyatt Lake Tahoe	7,000	7,000	12,000
Biltmore	1,200	1,200	1,200
Total	\$ 34,200	\$ 34,200	\$ 49,905
Nevada County Funding Sources:			
Town of Truckee	10,000	10,000	12,000
Truckee Tahoe Airport	3,500	3,500	6,548
Cedar House Sport Hotel	-	-	-
Hampton Inn & Suites	-	-	-
Total	\$ 13,500	\$ 13,500	\$ 18,548
Other Funding Sources:			
Fare box	-	-	-
Fare box - Future Bookings	-	-	-
Fare box - Operator Fares Feb - June 2014	-	-	-
On-Board Advertising	-	-	-
Subsidy Rollover	-	23,618	-
Rollover Expense - Future Year	-	-	-
Total	\$ -	\$ 23,618	\$ -
Total Revenue	\$ 167,700	\$ 191,318	\$ 242,700
Expenses			
Contracted Operations	75,000	146,415	150,000
Program Management	30,000	30,000	30,000
Marketing Materials/Ad Design	24,000	24,000	24,000
Marketing Management	20,200	20,200	20,200
Distribution	-	-	-
IT/Reservations System	8,500	8,500	8,500
Bank Fees	-	-	-
Business Plan Update/RFP Contract Process	-	-	-
TTD Staff Time	-	-	-
Attorney Fees	5,000	-	5,000
Liability Insurance	5,000	-	5,000
Previous Year Loss	-	-	-
Reserve Fund	-	-	-
Future Booking Farebox Revenues	-	-	-
Rollover Revenues to Future Year	-	-	-
Total Expenses	\$ 167,700	\$ 229,115	\$ 242,700
Net Balance	\$ -	\$ (37,797)	\$ -
Total Reserve	\$ 127,165	\$ 89,368	\$ 89,368



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Incline Village/Crystal Bay Visitors Bureau

MEMORANDUM

Date: May 17, 2018
TO: IVCBVB Board of Directors
FROM: Andy Chapman/Daphne Lange
SUBJECT: North Lake Tahoe Tourism Development Plan

Background

As part of the FY 2018/19 planning process, Daphne Lange has been working with staff and agencies on a two year Tourism Development Plan. As part of the NLTRA's funding requirement with Placer County, this plan will be reviewed by both NLT Cooperative partner board of directors for review and input.

Daphne and Cindy Gustafson attended our IVCBVB Board Retreat in March and presented components of the plan and the background on the process. Daphne will present the draft plan for board review and input.

Requested Action

Upon review and discussion, staff seeks direction as related to the NLT Tourism Development Plan and FY 2018/19 budget resource allocation.

Once input has been received from all participating partners, the NLT Coop Committee will be presented a final plan at their June committee meeting.



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Incline Village/Crystal Bay Visitors Bureau

MEMORANDUM

Date: May 17, 2018
TO: IVCBVB Board of Directors
FROM: Andy Chapman/Daphne Lange
SUBJECT: North Lake Tahoe Marketing Cooperative Agreement Review

Background

At its February meeting, staff made the Board aware that the NLTRA had requested a review of the NLT Marketing Cooperative Agreement. Over the last several months staff from both organization have worked to revise specific sections of the agreement. Legal counsel from both organizations have also reviewed and provided any appropriate comments.

Staff will review the requested amendments to the agreement with the Board.

Requested Action

Upon review and discussion, staff requests the IVCBVB Board adopt and approve the revised NLT Marketing Cooperative Agreement and direct staff to finalize the document with the NLTRA for final execution.

**+NORTH LAKE TAHOE MARKETING COOPERATIVE
PARTICIPATION AGREEMENT**

This NORTH LAKE TAHOE MARKETING COOPERATIVE PARTICIPATION AGREEMENT ("**Agreement**") dated as of the first day of July 201~~8~~⁵ is entered into by, between and among the Participants (as defined below).

RECITALS:

WHEREAS, the Participants are comprised of public non profit corporations which receive Transient Occupancy Tax ("**TOT**") funds from their respective local political jurisdictions for the purposes of marketing the North Lake Tahoe (Exhibit A) region and desire to join together to contribute funds to market and position the region as one tourism destination through a North Lake Tahoe Marketing Cooperative ("**NLTMC**").

WHEREAS, the Participants desire to develop and implement on the terms and conditions set forth herein a NLTMC marketing plan to support the North Lake Tahoe hospitality industry by establishing an overall resort destination identity.

WHEREAS, to develop and implement this marketing plan the Participants agree to establish a Cooperative Marketing Committee ("**CMC**") and to elect representatives to serve on the CMC to coordinate this cooperative effort.

NOW, THEREFORE, in consideration of the foregoing recitals, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Participants agree as follows:

AGREEMENT:

1. DEFINITIONS.

1.1 Participants: The term "**Participants**" shall refer to the following organizations:

(i) The Lake Tahoe Incline Village Crystal Bay Visitors Bureau, a Nevada non-profit corporation ("**LTIVCBVB**");

(ii) North Lake Tahoe Resort Association, a California public benefit non profit corporation ("**NLTRA**");

1.2 North Lake Tahoe Marketing Cooperative: The NLTMC as established by the Participants as a cooperative agreement.

1.3 Cooperative Marketing Committee: The committee established by the Participants to coordinate efforts to fund and implement the North Lake Tahoe Marketing Cooperative. The role of the CMC is to finalize a Regional Cooperative Marketing Plan ("Plan") and oversee Plan implementation, using the budget resources identified and approved by the Participants. The CMC shall oversee the Plan by providing direction and oversight to the Plan Administrators. The Plan shall not be effective unless and until approved by the Boards of each Participant.

Subject to Section 8, below, each Participant will select four individuals to serve as voting members of the CMC ("Voting Member") CMC meetings shall be noticed and conducted in accordance with the Nevada Open Meeting Law and in accordance with those requirements of NLTRA's agreement with Placer County, and held at least once each quarter, or as needed, at the discretion of the CMC Chairperson, based on marketing initiatives or programs requiring CMC discussion, direction, or action in the form of a vote.

1.4 CMC Chairperson Chair & Vice-Chair: The Chairperson ("Chair") and Vice-Chair ("Vice-Chair") shall be elected on an annual basis by a majority of the voting members of the CMC, subject to conditions in Section 9, Paragraph 1.

1.5 Co-Plan Administrators. Participants shall each designate a representative to serve as NLTMC Co-Plan Administrators ("Plan Administrators") The NLTRA shall provide a person to serve as the NLTMC Plan Administrator ("Administrator") throughout the term of this Agreement, at the discretion of the CMC. The Plan Administrators shall manage the CMC approved Plan implementation. The Plan Administrators shall update the CMC at all regularly scheduled meetings and provide additional updates as required, depending on programs or as directed by the CMC Chair. The Plan Administrators shall be responsible for (i) identifying and retaining the services of such persons, firms and organizations to provide creative and other necessary support to develop and implement the Mission Statement and the Plan; (ii) identifying and implementing sales and marketing projects to achieve the goal of the Mission Statement and Plan and set forth in sections 2 and 3 of this Agreement, respectively; (iii) identifying and supporting strategies, organizations and businesses that are cooperative with, or further the Mission Statement and the Plan. In addition, the Plan Administrators shall authorize invoices and payments consistent with the Plan and ensure financial accountability to both the CMC and the Participants.

1.6 Co-Budget Administrators Participants shall each designate a representative to act as NLTMC Co-Budget Administrators ("Budget Administrators") The person designated by the LTIVCBVB to act as Budget Administrator, at the discretion of the CMC. The role of the Budget Administrators is to (i) ultimately authorize payments in accordance with the approved CMC Budget

subsequent to plan administrators' approval, (ii) coordinate cooperative fund contributions and payment of vendors and contractors, and (iii) coordinate accounting procedures to insure financial compatibility between each participating organization and the CMC. The NLTRA will perform all bookkeeping and accounting services and an annual independent review of the NLTMC financial accounts.

1.7 Limited Partners. New Limited Partners (LP) may be accepted at any time upon the approval of all existing Participants in the NLTMC, provided that the new LP agrees in writing to terms and conditions as specified by existing participants and as warranted by the extent of financial contributions.

2. MISSION STATEMENT. The Participants agree that the intent and mission of the NLTMC is to bring together public and private organizations and businesses to contribute marketing dollars and expertise to position the North Lake Tahoe region as one destination, to focus on identifying regional, national and international markets, and to target common tourism industry interests and desires for cooperative action and marketing programs.

3. REGIONAL COOPERATIVE MARKETING PLAN The Participants shall develop and implement a Plan for the purpose of furthering the adopted NLTMC Mission Statement, supporting the regional tourism industry and business community by establishing an overall resort destination marketing identity; developing regional private sector support for this identity and a commitment to position and sell private sector products and/or services as components of the identity and Plan, as may be appropriate for each Participant and supporting partner. During the term of this agreement, participants agree that any other marketing activities undertaken, outside the Cooperative Marketing Plan will in no way compete with the destination brand as further developed and supported by the cooperative.

4. FUND CONTRIBUTION. Preparation, administration and implementation of the Plan shall be funded through annual contributions made by each Participant. Contributions shall be made by each Participant for each fiscal year of the program. ~~Each Participant agrees to annually contribute a minimum of 45% of their total marketing budgets. This percentage is subject to review and adjustment on an annual basis to coincide with the budgeting process for both participants.~~ The Participants recognize and agree that the amount of funding each contributes may vary from fiscal year to fiscal year, depending on the total amount of TOT funding available to each from their respective local political jurisdictions. All funds contributed to this Agreement shall be used for the purpose of funding the Plan as generally defined in section 3, above. In no event shall the cumulative expenses and costs of the Plan exceed the aggregate amount of the marketing funds.

5. TERM. This Agreement shall remain in effect unless canceled, in writing, by one of the Participants. It is recognized that to achieve maximum effectiveness, the NLTMC should be established and continued for the long-term.

Therefore, a written notice to cancel by any one of the Participants must provide a minimum of 12 months notice prior to the effective date of the cancellation, so that the NLTMC can wind down operations with minimum disruption to the separate marketing programs of each Participant. In the event that notice is given, CMC operations and governance shall continue as specified in this Agreement and funding levels shall be maintained at a level of at least 75% of the contribution, of each Participant, at the time of notice of intent to cancel. It is further agreed by the Participants that: either party hereto may request a review/modification of this agreement upon a 60 day written notice to the other.

6. **FUNDS AVAILABLE.** The Participants recognize and agree that their ability to provide funds to support the NLTMC is contingent upon the receipt of TOT revenues from their respective local political jurisdictions. Should one or more of the Participants be advised by their local political jurisdiction of a reduction or elimination of TOT revenues, a notice of cancellation, if necessary, can be submitted in writing with a notice of less than 12 months. However, the Participants pledge their good faith efforts to ensure that any cancellation of this Agreement takes place over a minimum of 12 months to help ensure a minimum disruption to the separate marketing programs of each Participant.

7. **DISSOLUTION**

7.1 **RETURN OF EXCESS FUNDS.** If this Agreement is canceled, upon dissolution of the NLTMC, any excess funds remaining in the NLTMC account shall be distributed on a pro rata share to the Participants in accordance with their annual contributions to the NLTMC account as of the effective date of termination. Should there be a deficiency of funds to cover authorized expenses, the Participants agree to fund their share of such expenses, consistent with the manner by which any excess funds would be distributed. Lists and data collected and projected during the term of this Agreement will be equally the property of all Participants at the time of dissolution. Collateral materials produced by cooperative marketing funds (e.g., brochures, exhibits, ticket stock, etc) shall be divided among the Participants in the same manner as the distribution of any excess marketing funds.

7.2 **USE OF PARTICIPANT INTELLECTUAL PROPERTY** Unless otherwise agreed, upon dissolution none of the participants will have the right to any brand, creative, or intellectual property created using cooperative funds. The Participants acknowledge that each Participant owns certain intellectual property (specifically including but not limited to trademarks, service marks, trade secrets, websites and the like), and each Participant hereby agrees not to use any intellectual property belonging to another Participant without first executing a separate trademark license agreement governing such use.

8. **MEMBERSHIP OF THE COOPERATIVE MARKETING COMMITTEE.** Consistent with the role of the CMC, as defined in Section 1, above, the membership of the CMC shall consist of four (4) members selected by the Board of

Directors of each Participant, to include the Executive Director ("CEO") of each Participant, at least one (1) existing Board members from each Participant, and one (1) At Large representative from each Participant. The term of each selected CMC member shall be one year. No term limits shall apply, however, each may be replaced, at will, by their respective Participant ~~B~~board of ~~D~~irectors.

9. VOTING AND VOTING PROCEDURES. All transactions of business requiring approval of the CMC shall only be taken with a quorum present and provided a majority of the duly authorized voting members has participated in discussions and has voted on the action proposed. A quorum of the Committee is established with five members of which a minimum of two (2) people will be present from each participating organization. The transaction of business requiring approval of the CMC shall include, but not be limited to, the responsibilities as outlined in Section 1.3, above. Voting shall be conducted at any regularly scheduled and noticed meeting of the CMC or at a meeting scheduled and noticed at the direction of the Chair with the consent of a majority of the CMC members. Voting members may participate by telephone in scheduled, noticed meetings of the CMC, as long as all participants can hear each other and there is a physical location for the meeting accessible to the public and at least one voting member is present at that location.

9.1 Chair. The Chair of the CMC shall preside at all CMC meetings and exercise and perform such other powers and duties as may be required from time to time as part of the role of CMC Chair. ~~The term of the Chair shall be one (1) year. The position shall rotate between the participants on a yearly basis. The Vice-Chair shall assist the Chair in duties as directed by the Chair and the CMC Board. The term of the Chair and Vice-Chair shall be one (1) year. The Chair and Vice-Chair position shall be filled by each by with one member from each Participant. The Chair and Vice-Chair positions shall rotate between Pparticipants on a yearly basis.~~

10. MISCELLANEOUS.

10.1 Binding Effect. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns, and no other party shall be a beneficiary hereunder.

10.2 Entire Agreement. This Agreement may not be amended or modified except in writing executed by all parties hereto. The Participants each acknowledge that there are no other agreements or representations regarding the subject matter hereof, either oral or written, express or implied, that are not embodied in this Agreement, and this Agreement, and the Exhibits attached to this Agreement, represent a complete integration of all the prior and contemporaneous agreements and understandings and documents regarding the subject matter hereof.

10.3 Governing Law. This Agreement will be governed by,

interpreted under, and construed and enforced in accordance with the laws of the State of Nevada. Each of the parties hereto acknowledges and agrees that the laws of the State of Nevada were freely chosen.

10.4 Severability. The invalidity, illegality or unenforceability of any provision of this Agreement shall not affect the enforceability of any other provision of this Agreement, all of which shall remain in full force and effect.

10.5 Counterpart. This Agreement may be signed in counterparts by the participating parties, which counterparts together shall constitute a single instrument.

The Participants have executed this Agreement to be effective as of the date first written above.

10.6 NRS Compliance This is an interlocal agreement subject to the provisions of NRS 277.100, et seq., and will not be valid until approved in accordance with that chapter.

10.7 Precedence In Conflicting Documents. It is further expressly agreed by and between the participants hereto that should there be any conflict between the terms of this instrument and the NLTRA/Placer County Agreement, as this instrument reads on the date of its' signing, then the NLTRA/ Placer County Agreement shall control and nothing herein shall be considered as acceptance of the said terms by either NLTRA nor Placer County.

10.8 Partner Conference-Equity . Participants agree to develop, measure and report performance of all marketing and promotions efforts through mutually-agreed upon criteria. Such performance measures may be adjusted and augmented as new technology and information becomes available. These agreed upon performance measures criteria will continue Conference Equity measurements and add consideration of other mutually-agreed criteria to ensure fair and equitable representation of both Participants' interests.

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10.7.1 Conference Equity. To meet concerns voiced by Placer County staff and lodging properties, the NLTRA board has agreed to measure certain criteria annually and provide this information as contractually determined to Placer County. The conference equity calculation agreed upon by NLTRA and Placer County is as follows:

1. Conference room nights booked by County will be used as the basis for determining expense parity. This accounts for the natural disparity in room inventory and fluctuations in room rates.
2. A three-year rolling average of Conference Expense to Conference Revenue Percentage experienced by County as

well as a three-year rolling average of Conference Expense to Room Revenue will be calculated.

3. If the results of the calculations fall within one standard deviation, based on a statistical inference, parity is achieved. If a lack of parity continues for a period of three years, then an expanded data set will be tested to include four years back and one year forward. If a lack of parity is determined for the expanded test data, then NLTRA and Placer County staff will meet to determine next steps.

10.98 Procurement. -Participants understand that they operate under different reporting and procurement requirements from their respective funding agencies. In order for NLTMC to effectively operate, the Participants agree that the most restrictive requirements of either of the Participants' funding agencies will be met. As of the date of this AgreementAt this time, NLTRA's requirements from Placer County are more restrictive; therefore, so that to the extent Placer County TOT funding is expended by the NLTMC, the procurement procedures identified in NLTRA's contract with Placer County and specified in NLTRA's Supplemental Operating Procedures Competitive Bidding Policy (Attachment A) will be followed by the NLTMC. If LTIVCBVB's requirements change or if there is a conflict between LTIVCBVB's procurement procedures and NLTRA's requirement, both Participants agree to meet and confer to resolve the issues, and determine the appropriate procedures to follow.

10.9A Local Vendor Opportunity

The North Lake Tahoe Marketing Cooperative shall procure goods and services in a manner that ensures the best value for the organization, considering cost and quality (or expertise in the case of professional services), giving opportunities whenever possible to vendors and businesses that are based within the local geographic region.

10.9BA Urgency Procurement Processes

From time to time, opportunities or situations arise that mayight require an expedited procurement process. In these situations, the Participants agree that the CEO's of each organization will work with their respective Chairs and NLTMC committee members to authorize funds not to exceed \$25,000 of Placer County TOT funds. If more than \$25,000 of Placer County TOT funds is required, both Participants agree that the Executive Committees of both Participants will be authorized to review and approve such expenditures and report back to their respective Boards. The use of this process is understood to be infrequent and only used as it is determined that time is of the essence.

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10.1098 Governance. Representatives from the respective marketing committees and boards who are elected to serve on the NLTMC will have responsibility

and authority to represent their respective constituents in regards to marketing direction and expenditures. It will be the responsibility of those NLTMC board members to fully represent the perspective of their constituents and to report back to their respective committees and boards of any action taken on their behalf. If there is majority disagreement with any particular representative regarding votes taken or decisions made, then that representative may be asked to step down from their position on the NLTMC board with a majority vote of their representative body.

10.110 Dispute Resolution. The parties agree that in the event of a dispute or claim arising between them out of this Agreement or any resulting transaction they shall first undertake the dispute resolution procedures set forth herein.

10.110.1 Informal Dispute Resolution. In order to initiate the informal dispute resolution process, the CEO of the aggrieved party shall provide notice of the dispute or claim to the CEO of the other party and request resolution of the dispute or claim pursuant to this dispute resolution procedure.

(1) Within five (5) days of receipt of notice of a dispute or claim by either party, the parties' CEOs shall meet to attempt to resolve the dispute.

(2) In the event the CEOs fail to resolve the dispute to the satisfaction of the parties, the unsatisfied party shall, within five (5) days of the CEOs meeting, provide a written notice to the other party requesting that the executive committees of each party meet and attempt to resolve the dispute. The executive committees of each party shall meet within five (5) days of receipt of the notice.

(3) In the event the executive committees fail to resolve the dispute to the satisfaction of the parties, the unsatisfied party shall within five (5) days of the CEOs meeting, provide a written notice to the other party requesting that the Board of Directors of each party meet and attempt to resolve the dispute. The Board of Directors shall use best efforts to meet within thirty (30) days of receipt of the notice, but no later than forty-five (45) days after receipt of the notice.

10.110.2 Formal Dispute Resolution. The parties agree that any dispute or claim in law or equity arising between them out of this Agreement or any resulting transaction, which is not settled through the informal dispute resolution procedures set forth above, shall be decided by neutral, binding arbitration and not by court action. The arbitration shall be conducted by a retired judge or justice, or an attorney with not less than five (5) years substantial experience with business law, unless the parties mutually agree to a different arbitrator, who shall render an award in accordance with substantive Nevada law. In all other respects, the arbitration shall be conducted in accordance with Nevada Mediation and Arbitration Act, NRS §§ 38.015 et seq. Judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction. The parties shall have the right to discovery in accordance with Nevada Revised Statute § 38.087 and Part V, Subpart A of the Nevada Supreme Court Rules (Nevada Arbitration Rules). The award may be vacated or corrected on appeal to a

court of competent jurisdiction for any error in applying substantive Nevada law. The arbitration shall take place in Tahoe City or Incline Village, to be determined by the party who received the initial notice of dispute, unless the parties agree to a different location.

**INCLINE VILLAGE/CRYSTAL BAY NORTH LAKE TAHOE RESORT
VB ASSOCIATION**

By: _____

By: _____

Its: _____

Its: _____

Date: _____

Date: _____

EXHIBIT A

"North Lake Tahoe" Geographic definition

The North Lake Tahoe Marketing Cooperative will brand "North Lake Tahoe" which will encompass the specific and general areas encompassing the following communities:

Incline Village
Crystal Bay
Kings Beach
Tahoe Vista
Carnelian Bay
Tahoe City
West Shore
Squaw Valley
Northstar
Greater Truckee
Alpine Meadows
Donner Summit

Procurement Policy

The following is the official NLTRA Procurement Policy, adopted by the Board of Directors.

Competitive Bidding Process

To the extent monies received for projects and programs are expended by the North Lake Tahoe Resort Association (NLTRA), or a third party under contract/grant from the NLTRA, for service and support in any amount greater than \$25,000, the NLTRA or third party shall utilize a competitive bidding or procurement process, and provide documentation of process to include award determination. This process is intended to ensure that the work is awarded in an impartial manner to the most responsive and best qualified contractor, making certain that the projects and programs are accomplished in the most cost-effective manner. The applicability of this policy includes consecutive or phased projects and programs where services are provided by a single entity. This is also applicable to products or services that exceed the \$25,000 threshold in aggregate over the course of a fiscal year.

The competitive bidding process requires a minimum of two quotes or bids in writing for a similar product or service. On expenditures over \$100,000, a minimum of three qualified bids should be sought if possible. Or, in the case of third party contractors/ vendors, the process must be thoroughly defined if different criteria are being used than NLTRA uses.

Considerations for competitive bidding selection may include but not be limited to:

- Thoroughness and accuracy of submitted proposal
- Geographic distance leading to higher costs for out of area vendor
- Familiarization with scope of work and appropriate demonstrated skills
- Quality of references from prior customers
- Qualification for local vendor preference
- Timing and schedule to perform services
- Cost proposal for provision of requested services or goods
- Acceptable criteria being used by contractor/vendor for selection of any subcontractors/third-party vendors.

Exceptions to Competitive Bidding Process

NLTRA will always strive to purchase and contract competitively, however, except as otherwise directed by law or Placer County, competitive bidding is not required for the following purchases:

- Sole source procurement, defined as an award for a service or commodity which can only be purchased from one supplier/vendor, usually because of its technological, specialized, unique character or proprietary nature.
- When the NLTRA, with Board approval, determines that it is in the best interest of the organization and Placer County to renew a contract award from the previous contract period, based on satisfactory service and reasonable prices, to avoid the interruption of business and/or based on good business sense.
- When the NLTRA, with Board approval, determines that it is in the best interest of the organization and Placer County to extend an existing service or contract within direction

of original scope of work/contract. This would require an amendment to the scope of work and contract.

- Training, seminars or classes.
- Information technology, telecommunications, and reprographic parts, services and equipment, software, installation, maintenance and training except as otherwise directed by law.
- Whenever State law expressly authorizes execution of professional services contracts for expert and professional services involving extended analysis, the exercise of discretion and independent judgment in their performance, and an advanced, specialized type of knowledge, expertise, or training acquired by course of study or equivalent experience such as but not limited to accountants, attorneys, planners, architects, surveyors, and engineers.

When applying this determination for exemption to competitive bidding process, a written determination must be completed and included in the contract of the NLTRA or the contractor/vendor acting as a third party contractor. A determination form is included in this policy.

This policy is not applicable when the project, program, service and/or support are being provided directly by a government entity or non-profit public benefit corporation that does not compete with other potential service providers.

However, if the government entity or non-profit benefit corporation sub-contracts any portion of the contract to a third party entity, a competitive bidding process shall be utilized as stated within the parameters of this policy. All service and support in an amount greater than \$25,000 shall be accompanied by a scope of work with milestones for completion and contract. Contract language referring to the above will be inserted in all contracts by NLTRA or contractor/vendor acting as a third party contractor, and will be included in all funding application criteria.

This policy is not applicable to the following membership/ partnership organizations: Regional Air Service Corporation and Sierra Ski Marketing Council.

Sample Contract Language

"In participating in this Funding Agreement, we would like to clarify that to the extent Placer County TOT funding is expended by the NLTRA or by a third party under contract/grant from the NLTRA to provide project, program, service and/or support in any amount greater than \$25,000, the NLTRA shall utilize and require any third party to utilize a competitive bidding process or procurement process. Documentation of each required process will be submitted and include method of award determination.

The process is intended to ensure that work is awarded in an impartial manner to the most responsive and best qualified contractor, making certain that the project or program is accomplished in the most cost-effective manner. The applicability of this process includes consecutive or phased projects and programs where services are provided by a single entity that, when totaled, exceed the \$25,000 threshold.

The NLTRA competitive bidding process requires a minimum of two quotes or bids in writing for a project, program, similar product, and/or service. On expenditures over \$100,000, a minimum of three qualified bids should be sought if possible. In the case of third party bid process, the process must be thoroughly defined if criteria being used are different than that used by the

NLTRA. All service and support in an amount greater than \$25,000 shall be accompanied by a scope of work, including milestones for completion, and inserted in all contracts prepared by NLTRA and/or contractor/vendor acting as a third party contractor. This provision is applicable to a government entity/non-profit benefit corporation, under contract with NLTRA to provide a project, program, service, and/or support, that sub-contracts any portion of the contract to a third party entity. It is not applicable to NLTRA cooperative programs with membership/partnership organizations, such as RASC, SSAC, and Ski Lake Tahoe which qualify for competitive bid exemptions. For additional information, please refer to the NLTRA *Supplemental Operating Procedures and Policies.*"

Determination for Possible Competitive Bidding Exemption

Contractor/Vendor Information

Business _____ Contact _____
Address _____ E-mail _____
Phone _____

NLTRA Information

Department _____ Staff _____
Third Party Contractor Yes _____ No _____ NLTRA Contractor _____

NLTRA and its contractors will always strive to purchase and contract competitively, however, except as otherwise directed by law or Placer County, competitive bidding may be exempted for the following purchases and services: (please mark all that apply)

_____ Sole source procurement being defined as an award for a service or commodity which can only be purchased from one contractor/vendor, usually because of its technological, specialized, unique character or proprietary nature.

_____ When the NLTRA, with Board approval, determines that it is in the best interest of the organization and Placer County to renew a contract award from the previous contract period, based on satisfactory service and reasonable prices, to avoid the interruption of business and/or based on good business sense.

_____ When the NLTRA, with Board approval, determines that it is in the best interest of the organization and Placer County to extend an existing service or contract within direction of original scope of work/contract. This would require an amendment to the scope of work and contract.

_____ For Training, seminars or classes.

_____ For Information technology, telecommunications, and reprographic parts, services and equipment, software, installation, maintenance and training except as otherwise directed by law.

_____ Whenever State law expressly authorizes execution of professional services contracts for expert and professional services involving extended analysis, the exercise of discretion and independent judgment in their performance, and an advanced, specialized type of knowledge, expertise, or training acquired by course of study or equivalent experience such as but not limited to accountants, attorneys, planners, architects, surveyors, and engineers.

Provide an explanation below for any of the items checked above, and attach any necessary documentation:

Signature of Department Staff/Date

Signature of Supervisor/Date

**Lake Tahoe
Incline Village - Crystal Bay Visitors Bureau
FY 2018/19 Draft Budget**

1-May-18

				2017-18	2017-18	2018-19	18/19 to 17/18 YE	18/19 to 17/18 YE
				Projected YE Actual	Approved Budget	Draft Budget	Variance (\$)	Variance (%)
Beginning Fund Equity				480,597	480,597	383,782		
REVENUES								
R250 - Return on Revenues/Fund Transfer				1,518,309	1,560,968	1,567,119	48,810	3.2%
R252 - Interest Income/Dividends				415	450	415	0	0.0%
R269 - On-hold Messaging				350	300	350	0	0.0%
R270 - Miscellaneous Revenues				887	4,000	1,000	113	12.7%
R273 - Marketing Reimbursements				0	0	0	0	#DIV/0!
R274 - Grants				10,000	20,000	21,000	11,000	110.0%
R277 - Concierge Sales				311,393	300,000	339,243	27,850	8.9%
46000 - Merchandise Sales				45,488	56,362	49,127	3,639	8.0%
R290 - Consignment Sales				267	2,000	0	(267)	-100.0%
TOTALS				1,887,109	1,944,080	1,978,254	91,145	4.8%
Cost of Goods Sold				24,715	30,999	27,020	2,305	9.3%
Gross Profit				1,862,394	1,913,081	1,951,234	88,840	4.8%
EXPENSES								
0305 - Staff Wages				325,152	322,841	346,877	21,725	6.7%
0312 - Emp. Vacation/Sick Expense				2,024	0	0	(2,024)	-100.0%
0313 - Employer Insurance of Nevada				848	950	850	2	0.2%
0314 - State Unemployment				2,054	1,700	2,000	(54)	-2.6%
0315 - Federal Unemployment				474	500	500	26	5.5%
0316 - PERS Contributions				80,111	79,427	84,197	4,086	5.1%
0319 - FICA (includes Medicare)				8,036	10,000	8,000	(36)	-0.4%
0320 - Health Insurance				37,845	47,500	43,338	5,493	14.5%
0321 - Employee Training/Benefits				5,598	2,000	2,000	(3,598)	-64.3%
0401 - Utilities - Electric				2,347	2,500	2,400	53	2.3%
0402 - Utilities - Gas & Heat				1,415	1,500	1,450	35	2.4%
0403 - Utilities - Water				3,650	3,500	3,700	50	1.4%
0405 - Bank & Credit Card Charges				20,251	15,000	16,200	(4,051)	-20.0%
0410 - Office Supplies/Equipment				6,094	7,000	7,000	906	14.9%
0411 - Maintenance/Janitorial Services				14,000	18,000	15,000	1,000	7.1%
0412 - IT Support				3,591	5,000	4,000	410	11.4%
0415 - Miscellaneous Supplies				27	100	100	73	264.7%
0420 - Postage & Freight				742	1,800	1,000	258	34.7%
0421 - Communications				10,368	10,000	11,000	632	6.1%
0422 - Printing Expenses				500	2,000	500	0	0.0%
0430 - Building Repairs & Insurance				9,000	10,000	10,000	1,000	11.1%
0451 - Prof. Services - Acct. & Legal				35,208	38,000	35,000	(208)	-0.6%
0460 - Contract Services				1,913	3,000	2,000	88	4.6%
0461 - Remote Offices				42,000	42,000	42,000	0	0.0%
0462 - Equipment Lease & Maintenance				3,056	2,000	3,000	(56)	-1.8%
0470 - Misc. Expenses				3,378	2,000	2,000	(1,378)	-40.8%
0473 - Dues & Subscriptions				4,200	4,000	4,000	(200)	-4.8%
0474 - Licenses & Fees				383	125	400	17	4.5%
0501 - Travel & Lodging				5,833	7,500	6,000	167	2.9%
0504 - Registrations				1,354	1,200	1,400	46	3.4%
0505 - Local Transport/Car Allowance				452	1,500	500	48	10.7%
0507 - Meeting Expenses/Meals				4,014	7,000	4,000	(14)	-0.3%
0601 - Hospitality-in-Market				7,000	7,000	7,000	0	0.0%
0622 - Advertising - Co-op				930,000	930,000	950,000	20,000	2.2%
0623 - Regional Marketing Programs				10,576	20,000	10,000	(576)	-5.4%
0650 - Payroll Services				1,411	1,500	1,500	89	6.3%
0689 - Web Development				7,000	7,000	7,000	0	0.0%
0690 - Sponsorships & Grants				68,000	90,000	85,000	17,000	25.0%
0691 - Shuttle Subsidy				26,000	26,000	26,000	0	0.0%
0725 - Uniforms				477	500	500	23	4.8%
0730 - Special Promotional Items				250	1,500	500	250	100.0%
0733 - On-hold Messaging				1,475	1,500	1,500	25	1.7%
750.1 - Concierge Expenses				265,798	261,000	283,245	17,447	6.6%
0750 -Merchandising Expense				0				
0800 - Grant Expenditures				0				
0990 - Depreciation Expense				0				
51100 - Freight & Shipping				367				
59900 - POS Inventory Adj.				4,937				-100.0%
TOTAL EXPENSES				1,959,209	1,995,643	2,032,657	2,027,720	3.75%
				(96,815)	(82,562)	(81,423)		

VIII-1



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

MEMORANDUM

Date: May 17, 2018
TO: IVCBVB Board of Directors
FROM: Andy Chapman
SUBJECT: 2018/19 Partnership Funding Subcommittee Process and Appointment

Background

Each year, through our Partnership Funding Program, the IVCBVB grants funds for special event and targeted marketing efforts in the region. These funds are used to marketing the event/activity and related visitation and room revenue generation.

This year's Draft FY 2018/19 budget currently has an allocation of \$60,000 for partnership funding appropriation. This amount compares to a FYE 2017/18 amount of \$57,000.

This year's process will launch on May 21st with a funding request application deadline of June 11th. A Special Events Sub-Committee will review the application and provide a recommendation to the board at its June meeting scheduled for June 20th.

Requested Action

Pending discussion, staff requests Board to appoint the FY 2018/19 Special Event Sub-Committee and direct the committee to proceed with the Special Event Partnership Funding process as outlined.

Recommended participation:

Andy Chapman, CEO, IVCBVB

Greg Long, Operations/Finance Director, IVCBVB

Nina Brown, Special Events and Marketing Manager, RSCVA

Amber Burke, Special Events and Communication Manager, NLTRA

April 2018 Financial Summary Report

April Month End Variance Report

REVENUE

- R250 Fund Transfer: 14% under budget due.
- 46000 Merch Sales: Under budget due to lower ski ticket and retail sales.

EXPENSES

- 0305 Payroll: 7% over budget due straight line annual budget.
- 0411 Maintenance/Janitorial: Over budget due to timing of snow removal invoicing.
- 0473 Dues & Subscriptions: Under budget due to timing of Coop billing.
- 0501 Travel & Lodging: Under budget due to timing of partner billing.
- 0504 Registration: Under budget due to timing of partner billing.
- 0507 Meeting Expense: Over budget due to timing of board retreat expenses.
- 0601 Hospitality: Under budget due to timing of Coop billing.
- 0609 Sponsorship: Under budget due to timing of payments and savings to budget.
- 0691 Shuttle Subsidy: Under budget due to timing of payments.
- 0751 Concierge Expense: Under budget due to timing of revenue payments.

April Year to Date Variance Report

REVENUE

- R250 Fund Transfer: 2.6% under budget due to lower TOT collections.
- R274 Grants: Under budget due to timing of Travel Nevada Grant reimbursement.
- 46000 Merchandise Sales: Under budget due to lower ski ticket and winter sales.

EXPENSES

- 0305 Payroll: 1.5% over budget due to employee payout.
- 0320 Health Insurance: Under budget due to open staff position.
- 0321 Employee Training: Over budget due to training process in the fall.
- 0405 Bank & CC Charges: Over budget. Implemented new card processor mid year.
- 0430 Building Repairs: Under budget due projects pending in spring.
- 0501 Travel & Lodging: Over budget due to timing on partner billing.
- 0623 Regional Marketing Programs: Under budget. Savings to budget.
- 0689 Web Development: Under budget due to timing of Activity Tickets site billing.
- 0690 Sponsorship: Under budget. Saving to budget.
- 0691 Shuttle Subsidy: Under budget due to timing of payments.
- 0751 Concierge Expense: Under budget due to lower revenue sales.

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

April 2018

	Apr 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 · Fund Transfers	94,958.89	110,500.00	-15,541.11	85.9%
R252 · Interest Income	43.95	37.50	6.45	117.2%
R269 · On Hold Messaging	100.00	75.00	25.00	133.3%
R270 · Miscellaneous Revenue	0.00	333.33	-333.33	0.0%
R273 · Marketing Reimbursements (MILO NLTMC)	0.00	0.00	0.00	0.0%
R274 · Grants	0.00	0.00	0.00	0.0%
R275 · Merchandise Revenue	0.00	0.00	0.00	0.0%
R290 · Consignment Sales				
R291 · Consignment Payments	0.00	0.00	0.00	0.0%
R290 · Consignment Sales - Other	50.00	166.66	-116.66	30.0%
Total R290 · Consignment Sales	50.00	166.66	-116.66	30.0%
POS Sales				
46000 · Merchandise Sales	2,328.00	5,300.00	-2,972.00	43.9%
R277 · Concierge	3,016.50	3,300.00	-283.50	91.4%
Total POS Sales	5,344.50	8,600.00	-3,255.50	62.1%
Total Income	100,497.34	119,712.49	-19,215.15	83.9%
Cost of Goods Sold				
50000 · Cost of Goods Sold				
Concierge	0.00	0.00	0.00	0.0%
50000 · Cost of Goods Sold - Other	1,128.14	3,100.00	-1,971.86	36.4%
Total 50000 · Cost of Goods Sold	1,128.14	3,100.00	-1,971.86	36.4%
Total COGS	1,128.14	3,100.00	-1,971.86	36.4%
Gross Profit	99,369.20	116,612.49	-17,243.29	85.2%
Expense				
0400 · Utilities				
0403 · Utilities- Water & Refuse	300.96	270.00	30.96	111.5%
0402 · Utilities-Gas & Heat	178.73	150.00	28.73	119.2%
0401 · Utilities- Electric	234.15	230.00	4.15	101.8%
Total 0400 · Utilities	713.84	650.00	63.84	109.8%
0305 · Payroll	26,791.00	25,000.00	1,791.00	107.2%
0313 · Employers Insurance of Nevada	0.00	79.17	-79.17	0.0%
0314 · State Employer Taxes	199.25	170.00	29.25	117.2%
0315 · Federal Unemployment	12.26	60.00	-47.74	20.4%
0316 · Public Employees Retirement Sys	6,766.48	6,300.00	466.48	107.4%
0319 · Employer Medicare/Soc Sec	876.71	900.00	-23.29	97.4%
0320 · Health Insurance	3,611.51	3,958.33	-346.82	91.2%
0321 · Employee Training	0.00	130.20	-130.20	0.0%
0405 · Bank & Cr Card Charges	326.19	300.00	26.19	108.7%
0410 · Office Supplies & Expenses	389.08	626.60	-237.52	62.1%
0411 · Maintenance/Janitorial	3,624.71	800.00	2,824.71	453.1%
0412 · IT - Computers	237.50	482.50	-245.00	49.2%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	8.33	-8.33	0.0%
0420 · Postage & Freight	582.67	122.80	459.87	474.5%
0421 · Communications	652.13	806.10	-153.97	80.9%
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	0.00	0.00	0.0%
0461 · Remote Offices - Other	3,500.00	3,500.00	0.00	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

April 2018

	Apr 18	Budget	\$ Over Budget	% of Budget
0462 · Equipment Lease & Maint.	0.00	500.00	-500.00	0.0%
0470 · Misc. Expenses	0.00	200.00	-200.00	0.0%
0473 · Dues & Subscriptions	-2,195.00	215.00	-2,410.00	-1,020.9%
0474 · License & Fees	0.00	0.00	0.00	0.0%
0501 · Travel & Lodging	-1,104.16	611.00	-1,715.16	-180.7%
0504 · Registrations	-2,295.00	120.00	-2,415.00	-1,912.5%
0505 · Local Transportation/Car	71.94	149.78	-77.84	48.0%
0507 · Meeting Expenses	2,327.78	617.70	1,710.08	376.8%
0601 · Hospitality in Market				
0601.5 · In House	126.00	222.30	-96.30	56.7%
0601 · Hospitality in Market - Other	-1,888.46	222.30	-2,110.76	-849.5%
Total 0601 · Hospitality in Market	-1,762.46	444.60	-2,207.06	-396.4%
0622 · Advertising Co-op	93,525.00	93,525.00	0.00	100.0%
0623 · Regional Marketing Programs	1,039.18	1,788.00	-748.82	58.1%
0650 · Payroll Expense	102.50	128.00	-25.50	80.1%
0689 · WEB Development	0.00	700.00	-700.00	0.0%
0690 · Sponsorship	5,000.00	7,050.00	-2,050.00	70.9%
0691 · Shuttle Subsidy/Sponsorship	0.00	2,550.00	-2,550.00	0.0%
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	127.27	125.73	1.54	101.2%
0751 · Concierge Expense	0.00	2,916.00	-2,916.00	0.0%
0800 · Grant Expenses	0.00	0.00	0.00	0.0%
4000 · Reconciliation Discrepancies	0.00	0.00	0.00	0.0%
51100 · Freight and Shipping Costs	53.65			
59900 · POS Inventory Adj -Merchandise	0.00	0.00	0.00	0.0%
Total Expense	145,733.03	159,957.08	-14,224.05	91.1%
Net Ordinary Income	-46,363.83	-43,344.59	-3,019.24	107.0%
Other Income/Expense				
Other Expense				
Balancing Adjustments	0.00	0.00	0.00	0.0%
Cash Over/Short (.)	0.00	0.00	0.00	0.0%
Total Other Expense	0.00	0.00	0.00	0.0%
Net Other Income	0.00	0.00	0.00	0.0%
Net Income	-46,363.83	-43,344.59	-3,019.24	107.0%

05/17/18

Profit & Loss Budget vs. Actual

Accrual Basis

July 2017 through April 2018

	Jul '17 - Apr 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 · Fund Transfers	1,346,646.50	1,381,900.00	-35,253.50	97.4%
R252 · Interest Income	373.45	375.00	-1.55	99.6%
R269 · On Hold Messaging	300.00	225.00	75.00	133.3%
R270 · Miscellaneous Revenue	662.30	3,333.30	-2,671.00	19.9%
R273 · Marketing Reimbursements (MILO NLTMC)	0.00	0.00	0.00	0.0%
R274 · Grants	0.00	20,000.00	-20,000.00	0.0%
R275 · Merchandise Revenue	0.00	0.00	0.00	0.0%
R290 · Consignment Sales				
R291 · Consignment Payments	0.00	0.00	0.00	0.0%
R290 · Consignment Sales - Other	317.50	1,666.68	-1,349.18	19.0%
Total R290 · Consignment Sales	317.50	1,666.68	-1,349.18	19.0%
POS Sales				
46000 · Merchandise Sales	33,566.01	43,209.00	-9,642.99	77.7%
R277 · Concierge	227,941.45	229,204.00	-1,262.55	99.4%
Total POS Sales	261,507.46	272,413.00	-10,905.54	96.0%
Total Income	1,609,807.21	1,679,912.98	-70,105.77	95.8%
Cost of Goods Sold				
50000 · Cost of Goods Sold				
Concierge	0.00	0.00	0.00	0.0%
50000 · Cost of Goods Sold - Other	18,005.88	23,624.00	-5,618.12	76.2%
Total 50000 · Cost of Goods Sold	18,005.88	23,624.00	-5,618.12	76.2%
Total COGS	18,005.88	23,624.00	-5,618.12	76.2%
Gross Profit	1,591,801.33	1,656,288.98	-64,487.65	96.1%
Expense				
0400 · Utilities				
0403 · Utilities- Water & Refuse	3,155.33	2,974.00	181.33	106.1%
0402 · Utilities-Gas & Heat	1,169.07	1,225.00	-55.93	95.4%
0401 · Utilities- Electric	1,978.12	2,127.00	-148.88	93.0%
Total 0400 · Utilities	6,302.52	6,326.00	-23.48	99.6%
0305 · Payroll	271,856.80	267,900.00	3,956.80	101.5%
0312 · Employee Vacation Expense (Vacation and & Sick Time)	2,023.97			
0313 · Employers Insurance of Nevada	848.00	791.66	56.34	107.1%
0314 · State Employer Taxes	1,733.84	1,350.60	383.24	128.4%
0315 · Federal Unemployment	291.35	365.00	-73.65	79.8%
0316 · Public Employees Retirement Sys	65,735.85	66,100.00	-364.15	99.4%
0319 · Employer Medicare/Soc Sec	6,762.84	8,177.00	-1,414.16	82.7%
0320 · Health Insurance	30,333.15	39,583.34	-9,250.19	76.6%
0321 · Employee Training	5,597.50	1,739.60	3,857.90	321.8%
0405 · Bank & Cr Card Charges	17,293.23	14,149.00	3,144.23	122.2%
0410 · Office Supplies & Expenses	5,272.00	5,746.80	-474.80	91.7%
0411 · Maintenance/Janitorial	13,557.76	15,100.00	-1,542.24	89.8%
0412 · IT - Computers	3,015.50	4,035.00	-1,019.50	74.7%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	2.39	83.30	-80.91	2.9%
0420 · Postage & Freight	2,004.51	1,554.40	450.11	129.0%
0421 · Communications	8,979.37	8,387.80	591.57	107.1%
0422 · Printing Expenses	0.00	1,666.70	-1,666.70	0.0%
0430 · Building Repairs & Insurance	5,211.02	8,704.00	-3,492.98	59.9%
0451 · Legal & Accounting Services	30,609.25	31,693.20	-1,083.95	96.6%
0460 · Contract Services	1,125.00	2,475.00	-1,350.00	45.5%
0461 · Remote Offices				
461.1 · Contract Fees - Remote Office	0.00	0.00	0.00	0.0%
0461 · Remote Offices - Other	35,000.00	35,000.00	0.00	100.0%
Total 0461 · Remote Offices	35,000.00	35,000.00	0.00	100.0%
0462 · Equipment Lease & Maint.	2,056.18	1,500.00	556.18	137.1%
0470 · Misc. Expenses	2,778.00	1,600.00	1,178.00	173.6%
0473 · Dues & Subscriptions	4,210.67	3,570.00	640.67	117.9%
0474 · License & Fees	382.75	125.00	257.75	306.2%
0501 · Travel & Lodging	11,642.20	6,278.00	5,364.20	185.4%
0504 · Registrations	1,059.00	960.00	99.00	110.3%
0505 · Local Transportation/Car	442.56	1,200.44	-757.88	36.9%
0507 · Meeting Expenses	5,190.59	5,764.60	-574.01	90.0%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

July 2017 through April 2018

	Jul '17 - Apr 18	Budget	\$ Over Budget	% of Budget
0601 · Hospitality in Market				
0601.5 · In House	5,683.46	3,832.40	1,851.06	148.3%
0601 · Hospitality in Market - Other	1,074.74	2,278.40	-1,203.66	47.2%
Total 0601 · Hospitality in Market	6,758.20	6,110.80	647.40	110.6%
0622 · Advertising Co-op	810,203.00	810,203.00	0.00	100.0%
0623 · Regional Marketing Programs	10,158.33	16,424.00	-6,265.67	61.9%
0624 · Co-Op Expenses/Reimbursements				
0626 · Co-Op Expenses	250.00			
Total 0624 · Co-Op Expenses/Reimbursements	250.00			
0650 · Payroll Expense	1,129.50	1,244.00	-114.50	90.8%
0689 · WEB Development	0.00	5,600.00	-5,600.00	0.0%
0690 · Sponsorship	67,000.00	75,900.00	-8,900.00	88.3%
0691 · Shuttle Subsidy/Sponsorship	16,500.00	20,900.00	-4,400.00	78.9%
0725 · Uniforms	352.28	416.70	-64.42	84.5%
0730 · Special Promotional Items	0.00	1,200.00	-1,200.00	0.0%
0733 · On-Hold Messaging	1,225.34	1,248.54	-23.20	98.1%
0751 · Concierge Expense	192,793.07	197,503.00	-4,709.93	97.6%
0800 · Grant Expenses	0.00	0.00	0.00	0.0%
0990 · Depreciation Expense	0.00	0.00	0.00	0.0%
4000 · Reconciliation Discrepancies	0.00	0.00	0.00	0.0%
51100 · Freight and Shipping Costs	419.50			
59900 · POS Inventory Adj -Merchandise	4,937.29	0.00	4,937.29	100.0%
Total Expense	1,653,044.31	1,678,676.48	-25,632.17	98.5%
Net Ordinary Income	-61,242.98	-22,387.50	-38,855.48	273.6%
Other Income/Expense				
Other Expense				
Balancing Adjustments	0.00	0.00	0.00	0.0%
Cash Over/Short (.)	1.00	0.00	1.00	100.0%
Total Other Expense	1.00	0.00	1.00	100.0%
Net Other Income	-1.00	0.00	-1.00	100.0%
Net Income	-61,243.98	-22,387.50	-38,856.48	273.6%

May Dashboard
May 15, 2018

Revenues & Stats				
	Mar-2018	Mar-2017		Variance
Grant Revenues				
Monthly YTD	\$ 94,662	\$ 97,916		-3.3%
Total Taxable Revenues	\$ 1,441,309	\$ 1,443,790		-0.2%
	Mar. Actual	Mar. Budget		
Monthly YTD	\$ 94,662	\$ 105,303		-10.1%
Occupancy	\$ 1,441,309	\$ 1,485,968		-3.0%
Hotel Motel	50.9%	53.7%		-5.2%
Vacation Rental	26.4%	26.1%		1.3%
Time Share	16.4%	12.1%		35.1%
Home Owner	17.4%	18.3%		-5.2%
	9.9%	17.4%		-43.1%
Total	24.7%	26.3%		-6.0%
Room Rate				
Hotel Motel	\$ 200.50	\$ 193.95		3.4%
Vacation Rental	\$ 94.27	\$ 108.32		-13.0%
Time Share	\$ 220.60	\$ 252.74		-12.7%
Home Owner	\$ 121.56	\$ 75.10		61.9%
	\$ 256.03	\$ 263.58		-2.9%
Total	\$ 200.94	\$ 210.86		-4.7%
RevPar				
Hotel Motel	\$ 101.95	\$ 104.05		-2.0%
Vacation Rental	\$ 24.92	\$ 28.23		-11.7%
Time Share	\$ 36.07	\$ 30.65		17.7%
Home Owner	\$ 21.09	\$ 13.74		53.5%
	\$ 25.42	\$ 45.75		-44.4%
Total	\$ 49.69	\$ 53.00		-6.2%

Visitor Information Comparative Statistics For Fiscal YTD			
	Apr-2018	Apr-2017	Variance
Walk In Visitor Count			
Monthly YTD	1616	1717	-5.9%
Phone	36221	36975	-2.0%
Monthly YTD		797	-100.0%
Merchandise Sales	n/a	n/a	n/a
Monthly YTD	\$ 2,328	\$ 2,976	-21.8%
Concierge & AT Sales	\$ 33,566	\$ 45,584	-26.4%
Monthly YTD	\$ 3,016	\$ 4,204	-28.3%
Vacation Planners mailed	227941	239,856	-5.0%
	119	121	-1.7%

Destimetrics Reservations Activity (as of April 30, 2018)				
	FY 2017/18	FY 2016/17	Variance	
Current Month Occupancy	41%	49%		-16.3%
Current Month ADR	\$ 214	\$ 215		-0.5%
Current Month REVPAR	\$ 86	\$ 105		-18.1%
Next Month Occupancy	34%	31%		9.7%
Next Month ADR	\$212	\$204		3.9%
Next Month REVPAR	\$ 73	\$ 63		15.9%
Winter Total Occupancy (proj)	43.0%	47.5%		-9.5%
Winter Total ADR (proj)	\$ 309	\$ 317		-2.5%
Winter Total REVPAR (proj)	\$ 133	\$ 151		-11.9%

Reno Tahoe International Airport			
	Mar-2018	Mar-2017	Variance
Total Passengers Served	356,112	353,651	0.7%
Average Load Factor	85.6%	85.4%	0.2%
Total Number of Departures	1,830	1,752	4.5%
Non-Stop Destinations Served	23	23	0.0%
Departing Seat Capacity	215,657	215,134	0.2%
Crude Oil Averages (barrel)	\$ 62.7	\$ 49.3	27.1%

Notes of interest:
Frontier began non-stop service from Austin TX on April 10th 2x weekly
Frontier added one additional flight service from Denver on April 9th
AA added an additional flight (5 daily) from Phoenix on May 4th
UA added an additional flight (2 daily) from LAX on April 9th

Conference Revenue Statistics			
(Booked as of March 31, 2018)	FY 2017/18	FY 2016/17	Variance
Total Revenue Booked	\$ 2,476,727	\$ 3,538,333	-30.0%
Number of Room Nights	14,920	20,164	-26.0%
Number of Delegates	13,450	18,464	-27.2%
Number of Tentative Bookings	61	68	-10.3%
Number of Leads Generated	243	214	13.6%
Conference Revenue And Percentage by County:			
	17-18	16-17	
Placer	52.8%	67.3%	-45.1%
Washoe	29.9%	20.8%	0.6%
South Lake	15.2%	11.5%	-7.6%
Nevada	2.0%	0.3%	315.0%
Total Conference Revenue	100.0%	100.0%	-30.0%

Top Website Lodging Referrals (April)	Total Book Now	Unique Book Now
Hyatt Regency Lake Tahoe Resort	65	60
Northstar California Resort	33	28
The Ritz-Carlton, Lake Tahoe	32	31
Cedar Glen Lodge	30	29
Cottage Inn at Lake Tahoe	27	23
Mourelatos Lakeshore Resort	23	21
Tahoe Luxury Properties	22	20
Cedar Crest Cottages	21	21
Squaw Valley Lodge	21	11
Parkside Inn at Incline	20	17
Meeks Bay Resort & Marina	18	17
The Village at Squaw Valley	18	17
Plumplack Squaw Valley Inn	17	17
Sunnyside Restaurant & Lodge	17	17
Brockway Springs Resort	16	13
Resort at Squaw Creek	16	16
Tahoe Biltmore Lodge & Casino	16	16
Sun Bear Realty & Vacation Rentals	14	10
Tahoe Mountain Lodging	14	14
Tahoma Meadows Cottages	14	14
VACAY North Tahoe	14	14
West Shore Cafe & Inn	14	13
Granlibakken Tahoe	13	13
Red Wolf Lakeside Lodge	13	13
Tahoe Signature Properties	13	10



north lake tahoe

Departmental Reports
May 2018

Conference Department Report for April 2018

In April 2018 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 reviewed and made appointment requests with meeting planners attending Mountain Travel Symposium Meetings Exchange April 12-14, 2018.

Staff will be gathered and organized tradeshow and marketing materials for All Things Meetings (April 11th) and MTS Meetings Exchange (April 12-14).

Staff continues to follow up from appointments from Mountain Travel Symposium Meetings Exchange. Staff had 26 one-on-one appointments and will be conducting follow up on leads and information requests this week

Staff attended in-person Marketing & Sales Meeting in Tahoe City on April 5th

Staff attended the monthly NLTRA Marketing Meeting.

Staff attended All Things Meetings on April 11th in San Francisco. All Things Meetings events are for qualified Northern California meeting planners. In attendance at this event were 266 planners. Staff conducted follow up with all planners

Staff attended Mountain Travel Symposium Meetings Exchange April 12-14 in South Lake Tahoe. The Meetings Exchange features a full day of one-on-one, pre-scheduled sessions between meeting planners (buyers) and suppliers as well as a variety of networking and social functions. Pre-Qualified buyers were invited to the four-day/three-night program. Supplier participation was limited to two-to-one ratio with the planners to ensure an overall high quality experience. Staff had 26 one-on-one appointments and will be conducting follow up on leads and information requests this week.

Staff attended the Northern California DMO Reps Sacramento Lunch Event on April 24th. This event had 30 meeting planners from the Sacramento area. Northern California Destination Marketing Organization Representatives – better known as NorCal DMO Reps – is comprised of several Destination Marketing Organization representatives (also known as Convention & Visitor Bureau representatives) from around North America. Each representative has an office based in the greater Northern California region. NorCal DMO Reps is a fast growing organization whose mission is to convey the value of using DMO's to the meeting planning industry while providing an avenue for personal connections to each individual destination.

Staff attended the Destination California client event in Coronado, CA. Destination CA is coordinated by Northstar Travel Media and brings together 50 well vetted meeting planners and California hotels and destinations for 2 days of 1 on 1 meetings. Staff met with 26 meeting planners and had the opportunity with all of the meeting planners during networking events.

Staff attended the American Society of Association Executives XDP Conference in Washington, DC. XDP is a two-day, business-focused experience for association professionals and partners.

Staff had 16 appointments with meeting planners and networked with many others during social events.

Staff attended the HelmsBriscoe Annual Business Conference in Orlando, FL. As the global leader in meetings procurement, HelmsBriscoe leverages the experiences of 1300 Associates to deliver unmatched site selection solutions. The ABC is an event only open to HelmsBriscoe hotel and destination partners. During the event staff met with 73 HB associates who represent millions of dollars in potential future meetings for North Lake Tahoe. Staff was also able to network with a number of additional associates during social events. There were over 700 associates in attendance.

Staff conducted a site visit with Rollins Pest Control at Resort at Squaw Creek on April 19, 2018. This program is considering North Lake Tahoe for September 2020 or 2021. This program has the potential to generate 1100 room nights and bring 650 people to North Lake Tahoe

Staff hosted a site visit for the Water Sports Industry Association. They are considering Tahoe for their February 2020 Annual Conference that will generate 225 room nights.

Staff hosted a site visit for the American Angus Association. They are considering Tahoe for their June 2019 Board Meeting that will generate 230 room nights.

Staff generated the following RFP's:

Louisiana Auto Dealers Association- Overflow for their annual meeting at Hyatt. 95 room nights in June 2018.

California Special Districts Association – Overflow for their June 2018 GM Summit at Resort at Squaw Creek. 30 room nights.

National Association of Field Training Officers – Annual Conference. 383 room nights in July 2019.

Air Movement & Control Association – Summer Board of Directors Meeting. 77 room nights in July 2019.

HPN 54601 – February 2020 Board Meeting. 99 room nights in February 2020.

Water Sports Industry Association – Summit 2020. 225 room nights in February 2020.

Pennsylvania Medical Society – American College of Veterinary Radiology Annual Conference. 1191 room nights in October 2020.

HPN 56130 – Tech Company CRM. 350 room nights in May 2019.

HPN 55523 -2019 Healthcare Global Sales Meeting. This program has the potential to generate 768 room nights and bring 150 people to Lake Tahoe in January 2019.

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HPN 53015V2 -Corporate Team Retreat. This program has the potential to generate over 270 room nights and bring 120 people to Lake Tahoe in June 2018.

Precoa – Sales Meeting. This program has the potential to generate over 240 room nights and bring 60 people to Lake Tahoe in January/February 2019.

SeneGence-Training. This program has the potential to generate over 200 room nights and bring 100 people to Lake Tahoe in August 2018

Eaton PMO Team Meeting. This program has the potential to generate 85 room nights and bring 30 people to Lake Tahoe in July 2018.

DJO Global – The Shoulder Summit. This program has the potential to generate over 500 room nights and bring 250 people to Lake Tahoe in August 2019.

Fenwick & West – All Attorney Retreat. This program has the potential to generate over 585 room nights and bring 300 people to Lake Tahoe in May 2020.

HPN – Cintas OPS Roundtable. This program has the potential to generate over 40 room nights and bring 20 people to Lake Tahoe in August 2018

HPN Global – Financial Incentive Trip. This program has the potential to generate 90 room nights and bring 30 people to Lake Tahoe in March 2019.

Sierra Nevada Corporation. This program has the potential to generate over 20 room nights and bring 10 people to Lake Tahoe in May 2018

EIG Services – Agency Summit, September 2018. This program has the potential to generate 74 room nights and bring 30 people to Lake Tahoe in September 2018.

Staff had the following program go definite in April:
September 5-7, 2018. McKesson Multi-Team Meeting. Expected to generate 70+ room nights and bring 90 people.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of April, 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
April 2018 Monthly Re-cap

TRAVEL TRADE INFORMATION:

- Site Visits:
 - Voyages Gendron Travel, Ski Solutions, SkiMax, Scout, Black Diamond UK, Teresa Perez Tours, Born2Ski, Inthesnow.com, CANUSA Germany and WinterSportsCanadaAmerika
- Training: United Airlines conducted a training in El Salvador following excitement after our FAM. An additional 40 agents were trained.
- Working on a Travel Nevada/New Zealand promotion with the Travel Nevada representative
- Marketing Co-operative projects:
 - Wrapped up our North Lake Tahoe Destination of the Month with Bonotel. Statistics to follow.
 - Finalized Travelocity North Lake Tahoe theme pages:
 - **Best Views:** <https://www.travelocity.com/discover/california/lake-tahoe.d180041/best-views-of-lake-tahoe>
 - **Nightlife:** <https://www.travelocity.com/discover/california/lake-tahoe.d180041/lake-tahoe-nightlife>
 - **Summer:** <https://www.travelocity.com/discover/california/lake-tahoe.d180041/things-to-do-in-lake-tahoe-in-summer>
 - **Winter:** <https://www.travelocity.com/discover/california/lake-tahoe.d180041/things-to-do-in-lake-tahoe-in-winter>
 - Upcoming:
 - Launching our Gold Medal UK program in June
 - Launching our American Sky UK program in June

INTERNATIONAL MEDIA:

- Upcoming International Media:
 - Freelance German Writers, Travel Nevada, April
 - Squaw Valley China FAM, April
 - Travel Nevada UK Media FAM, June
 - Travel & Leisure Magazine, Mexico, July

FAM TRIPS:

- Hosted FAMS:
 - MTS Post FAM, April
 - Latin America FAM, April - trained Travel Nevada's new Latin America advisory board.

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- Travel Councilors UK Spring FAM, Luxury FAM

SALES MISSION INFORMATION:

- Attended Tradeshow/Sales Missions:
 - Mountain Travel Symposium, April 8-11th
 - Conducted 29 appointments, 12 of which were new companies to MTS
- Upcoming Tradeshow/Sales Missions:
 - Australia Sales Mission
 - International Pow Wow
 - Currently at 52 appointments

MISC:

- Hosted strategy sessions with Leisure Sales partners to complete North Lake Tahoe's Strategic Plan
- Developing new creative content with Augustine
- Meeting with Expedia to go over results of marketing cooperative program and potential fall program

VISAVUE DATA TRACKING:

Q1 Data, both domestic & international

International Statistics Q1 2018 (January –March)

- \$1,989,276
- 5% growth
- Average cardholder spend: \$351.90
- Largest growth: Australia is up by 31.5%
- China is up by 16.2%
- Mexico is up by 19.6%
- Brazil is up by 95.9%
- Germany is up by 29.5%
- Peru is up by 20.9%

Top Country By Spend (\$)	Top Country by Cardholder Count (# of people)
Australia	Canada
Canada	Australia
United Kingdom	United Kingdom
China	China
Brazil	Argentina
Argentina	Mexico
Mexico	Brazil
France	Germany
Hong Kong, China	France
New Zealand	Peru

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Domestic Statistics Q1 2018 (January – March)

- \$114,421,654
- -4.% growth
- Average cardholder spend: \$237.87

Top Markets By Spend (\$)	Top Markets by Cardholder Count (# of people)
San Francisco – Oakland	San Francisco – Oakland
Sacramento – Yolo	Sacramento – Yolo
Reno, NV	Reno, NV
Los Angeles, Riverside, CA	Los Angeles, Riverside, CA
San Diego, CA	San Diego, CA
New York & New Jersey	New York, Northern New Jersey
Washington, Baltimore, DC	Chico – Paradise, CA
Chicago, IL	Stockton, Lodi, CA
Chico, CA	Seattle, Tacoma, Bremerton
Salinas, CA	Washington DC



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


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April Recap

 north lake tahoe

the
abbi
agency



Public Relations Results

Content Review

Social Media Update

PUBLIC RELATIONS APPROACH

STRATEGY: With warmer temperatures underway, The Abbi Agency pushed "snow messaging" and dual-sport days to drive-market travelers, while transitioning to Spring/Summer messaging for fly markets and long lead opportunities. April 2018 largely focused on the WinterWonderGrass Festival as an anchor to our major winter/spring themes (dual sports, offbeat winter activities & outdoor recreation, arts & culture).

OBJECTIVES: The Abbi Agency aimed to: 1) increase visitation to all ski/ride resorts before end of season; 2) Secure pre and post coverage of the WinterWonderGrass Festival to encourage ticket sales; 3) increase awareness of the region's arts & culture scene, while encouraging travelers to enjoy the end of the winter season

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: WinterWonderGrass—for families, craft beer lovers and music enthusiasts; Spring skiing and dual sports; Tahoe City Golf Course celebrates centennial anniversary. The Abbi Agency wrote a contributed piece on Jenni Charles and WWG for Tahoe Quarterly.

PUBLIC RELATIONS RESULTS

PLACEMENTS: 17

PUBLICITY VALUE: \$53,541.51

PUBLICATION HIGHLIGHTS: The Planet D, Worth the Trip - NBC San Diego, A Taste Of Koko, tahoeskiworld.com, NBC Los Angeles, NBC Bay Area - Blog, Red Tricycle, SF Weekly, Tahoe Daily Tribune, The Tahoe Weekly, Foxreno.com, Orange County Register, Visit California

FAM COORDINATION: Domestic FAMs included Michael Gravagno (Coast Magazine, OC Register, Apr. 6-9), Haley Plotkin (Austin-based blogger/influencer, [@ReadySetJetSet](#), Apr. 17-20), Jane Ko (Austin-based blogger/influencer, [@ATasteOfKoko](#), Apr. 17-20), and Niaz Uddin (nature/lifestyle influencer, [@NeoHumanity](#), Apr. 6-9). International FAMs included Germany (Stefan Weibenborn & Ralf Johnen, via TravelNevada, Apr. 12-13), China group FAM (11 journalists; via Squaw Valley | Alpine Meadows, Apr. 15-16), and Mexico (Domenica Diaz, via Visit California Mexico, Apr. 27-29)

MEDIA MISSIONS: The Abbi Agency attended a media reception in New York City, hosted by TravelNevada. There were 15 key media in attendance, including CNN. The Agency gained a strong lead with Adrienne Jordan, freelancer for Men's Health, Shape, etc, who is working on a piece on "Nevada Athletes." She is considering Tahoe Luminaries, Lila Lapanja, Adrian Ballinger and Emily Harrington for inclusion.

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

KEY INSIGHTS: The Abbi Agency capitalized on North Lake Tahoe's late winter by continuing to push snow messaging, offbeat winter sports, and dual-sport-days surrounding the WinterWonderGrass Festival. The Agency activated the Austin market by hosting two key influencer/bloggers, and landed a story in a luxe publication in Orange County—Coast Magazine, part of the OC Register. April insights were strategically directed toward target markets, and stayed on par with North Lake Tahoe's brand pillars and winter themes.

XII-d-4

Placement Highlights

7 SAN DIEGO Home News Weather Sports/Video Entertainment

worth the trip

Squaw Valley Serene: Wanderlust 2018

The yoga, mind, body, music, and spiritual gathering returns in late July

By Anna Gray-Peterson

Published: 11:00 a.m. on July 13, 2018

Stay tuned to North Lake Tahoe and stay tuned to Wanderlust from July 13 through 22, 2018.

8. YOGA AT WANDERLUST

On my spring trip, I decided not to sit but still made the trip over to Squaw Valley. So if you're wondering if I don't like what's there to do at Squaw Valley? Take a yoga class at the Wanderlust Yoga studios, this is one of a studios in the world and the Wanderlust Festival is held here in the summer!

Photo by: [Lauri K. R. / iStock](#)

9. SOAK IN THE HOT TUB

Yep, there's a hot tub on the site of Squaw Valley! Sit all morning, take a break and soak at the High Camp Pool & Hot Tubs before having the dips in the afternoon. Or wait in the line till all afternoon like I did. It felt so good even though a snow blizzard! High Camp Pool is \$15 per person.

Photo by: [Lauri K. R. / iStock](#)

now

News Trip Ideas Destinations Videos VisitCalifornia.com

Dream, Discover, Explore, California

Trending

The Planet D Team Shares Road Trip Highlights

7/12/2018 10:30 AM - 11:00 AM - 11:00 AM - 11:00 AM - 11:00 AM

The Bay's Favorite Bluegrass Band Returns Home

A look inside The Devil Makes Three, the band from Santa Cruz that's never been bluegrass enough for diehard grass fans

Garrett Bergshoeff / Fri Apr 6th, 2018 1:31pm / 10% to Beer - All Shows Sold Out

Devil Makes Three. Photo by Giles Clement

WinterWonderGrass at Squaw Valley happening April 6-8

WinterWonderGrass is a multi-day music festival featuring a variety of genres and artists. The festival is held at the Squaw Valley Resort in California.

Photo by: [Lauri K. R. / iStock](#)

INTERNATIONAL PUBLIC RELATIONS

PLACEMENTS: 1 PUBLICITY VALUE: \$7,110.60

PARTNER FAM COORDINATION: International FAMs included Germany (Stefan Weibenborn & Ralf Johnen, via TravelNevada, Apr. 12-13), China group FAM (11 journalists; via Squaw Valley | Alpine Meadows, Apr. 15-16), and Mexico (Domenica Diaz, via Visit California Mexico, Apr. 27-29)

OWNED FAM COORDINATION: The Abbi Agency worked with Visit California, TravelNevada and Squaw Valley | Alpine Meadows for 3 partner FAMs. The Agency did not execute any owned FAMs this month; however, travel bookings were secured for two upcoming owned FAMs during the Wanderlust Festival—Pedro Manuel Aguilar Ricalde (Travel + Leisure Mexico, Inflight Magazine Mexico) and Janna O'Toole (Elle Australia).

PARTNER COMMUNICATIONS: The Abbi Agency distributed the "What's New Spring" release to all international partners, including three seasonal story angles. The Agency also sent out a request for partner calls to be executed throughout Q2.

ADDITIONAL EFFORTS: The Abbi Agency scheduled calls with journalists from India and Germany, to be executed in May. In an effort to maintain health, efficient and timely communication between partners, The Abbi Agency hosted bi-weekly calls with International Leisure Sales Director Sarah Winters to discuss upcoming FAMs, news, etc.

Traveller

Destinations Experiences Planning Reviews Deals Cruises Traveler Tools Video Where do you want to go?

LIFT+ LODGING
STARTING AT \$109

BOOK NOW

Hyatt Regency Lake Tahoe Resort, Spa & Casino review, Lake Tahoe, Nevada, USA

Eaglyn Callender

Looking for the Year's Best Values?

Visit Orlando

XII-d-b

CONTENT

BLOG: content connects to newsletter themes and provides information on relevant happenings in North Lake Tahoe along with travel tips and itinerary ideas (posted: 1-2 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, Spring Secret Season, 52 Weeks in Tahoe



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 1

1 Press Release: What's New, Spring

BLOGS POSTED: 2

5 Ways to Apres All Day in North Lake Tahoe | Social Shares: 20
5 Ways You Can Keep North Lake Tahoe Beautiful | Social Shares: 41

NEWSLETTERS DISTRIBUTED: 1

Spring Into Adventure in North Lake Tahoe
8.4% open rate, 0.7% click-thru rate (CTR)
Majority opened around 11AM PST



8-2-11X

SOCIAL MEDIA

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Transition into Spring messaging while promoting resorts that are still open

OBJECTIVES: Utilized existing Luminaries footage combined with new content to promote Spring weather and the upcoming opening day on the lake.

CAMPAIGNS: WinterWonderGrass, Local Luminaries, Shopping, Touch Lake Tahoe wrap-up

ENGAGEMENT INSIGHTS: Our April 19th tweet was our most popular tweet of all time. With 295 retweets this surpasses our last most successful tweet by double. Facebook video content continues to grow in popularity. Simple tactics like asking users to “tag their friends below” has been highly effective in growing our comment engagement.

SOCIAL MEDIA UPDATE

APRIL GROWTH:

- Facebook: 62 New Fans
- Instagram: 675 New Followers
- Twitter: 127 New Followers

SOCIAL CAMPAIGNS & TACTICS:

Apres Album:

- Impressions: 4,416
- Reactions: 31
- Shares: 8

Spring Messaging Video:

- Impressions: 24,854
- Reactions: 533
- Shares: 139

Luminaries Visuals:

- Impressions: 233,773
- Reactions: 14,113
- Comments: 564
- Shares: 850

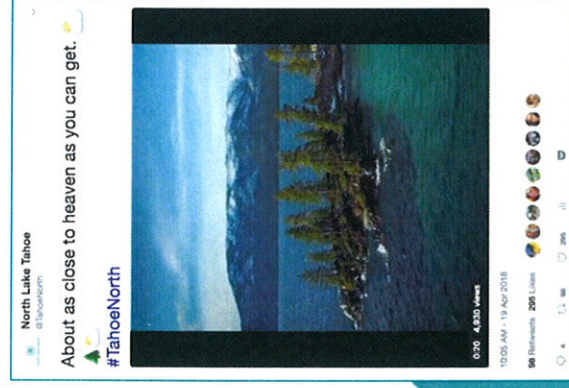
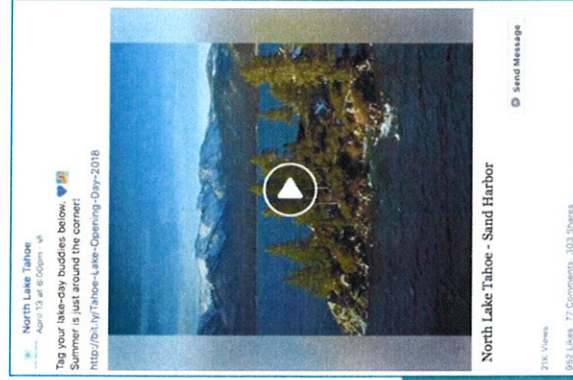
SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, Sand Harbor Drone: 51.6k Reach, 1.9k Reactions, 255 Comments, 290 Shares

#1 Instagram Post, Sand Harbor Drone: 31.2k Impressions, 3.7k Likes, 73 Comments, 111 Saves

#1 Twitter Post, Sand Harbor Drone: 20.3k Impressions, 295 Likes, 98 Retweets, 4 Comments

INSIGHTS: Across channels, the stunning visuals of Sand Harbor were the most well engaged-with posts; this was likely due to the enthusiasm around summer and stunning video scenery, as well as the video formats.



SOCIAL MEDIA INSIGHTS

MONTHLY HIGHLIGHTS

Our April 19th tweet was our most popular tweet of all time. With 295 retweets this surpasses our last most successful tweet by double.

Instagram Stories have continued to grow in popularity, reaching over 5,000 users regularly.

Continued implementation of Luminaries content has proved to not only be successful, but popular across our social platforms.

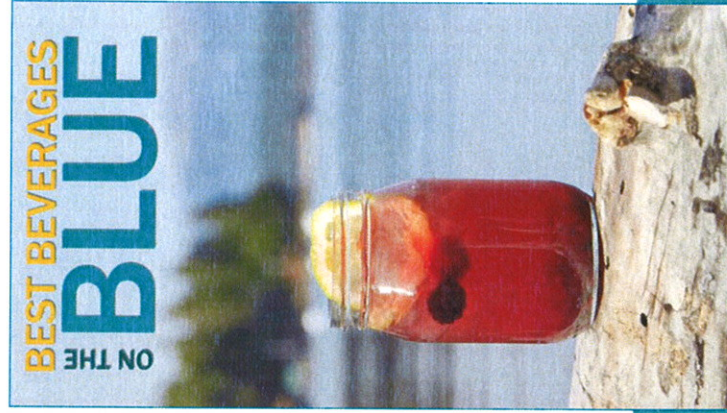
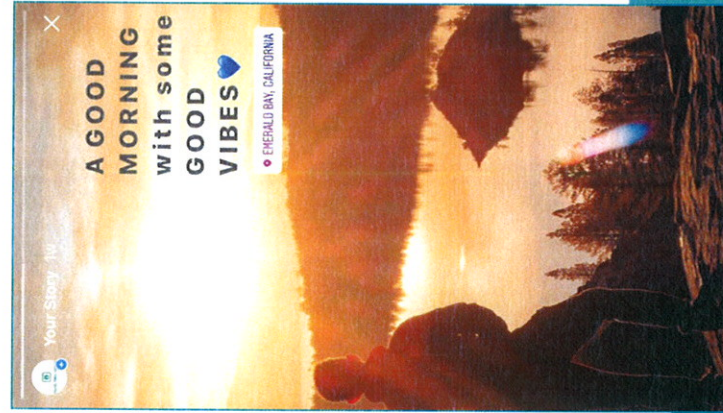
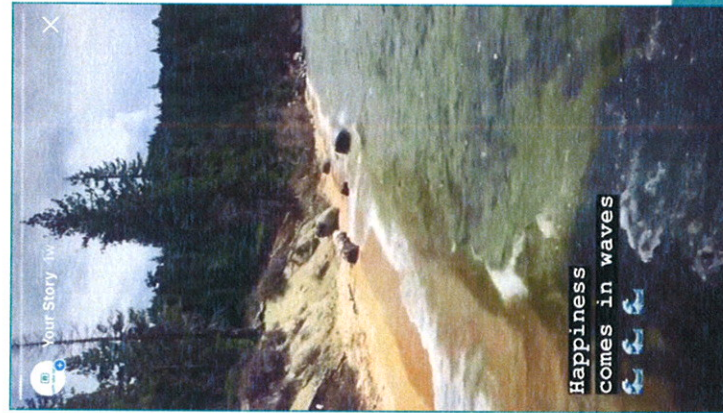
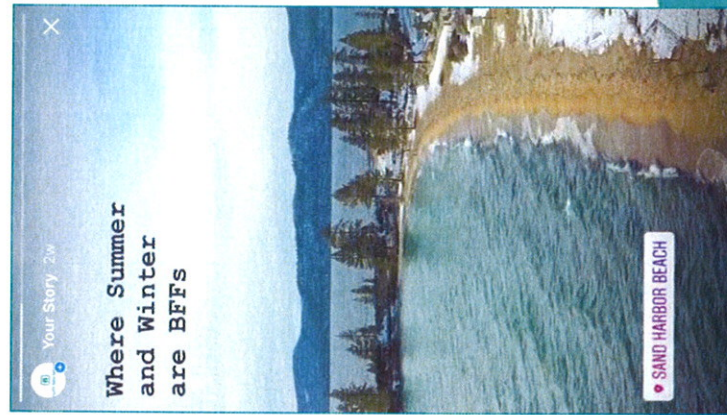
INSIGHTS AND TAKEAWAYS

Twitter has continued to grow in popularity for North Lake Tahoe. By shifting to more visual content we have leveraged greater engagement out of the platform.



XII-d-12

SOCIAL MEDIA - INSTAGRAM STORY HIGHLIGHTS



INFLUENCER PARTNERSHIPS: L.A. AND AUSTIN

STRATEGY: To leverage spring conditions in April, The Abbi Agency coordinated partnerships with 3 influencers, 1 from Los Angeles and 2 from the Austin market. Partnerships allowed for North Lake Tahoe brand messages to be featured authentically to social media users, in real time.

Los Angeles: @neohumanity (135k Followers) - 1 Instagram Posts, 15 Instagram Stories, 5,450 Likes, 198 Comments, 270k Estimated Impressions

- Featured experiences: WinterWonderGrass; Road Trip from L.A.

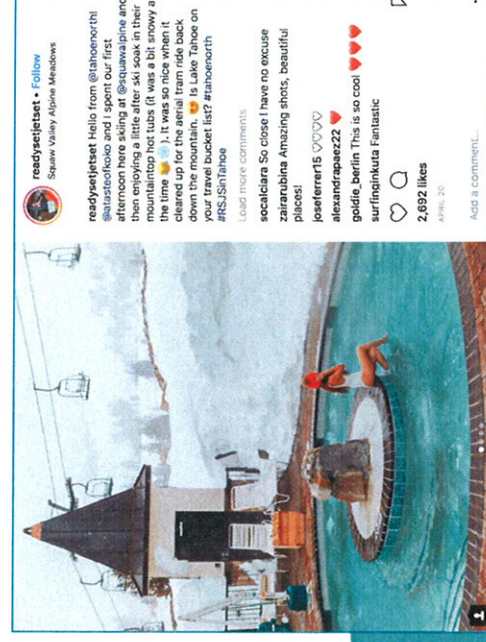
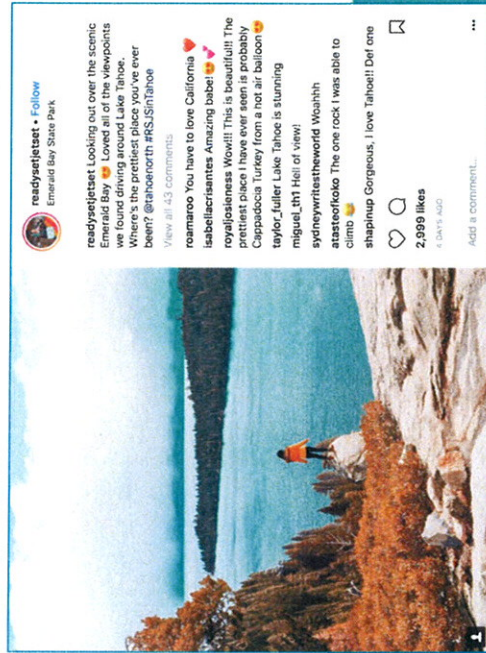
Austin: @readysunset (123k Followers) - 4 Instagram Posts, 10 Instagram Stories, 11,000 Likes, 512k Estimated Impressions

- Featured experiences: Frontier flight launch; spring conditions
- Also published blog post: 10k Est. Monthly Views

Austin: @atasteofkoko (50k Followers) - 3 Instagram Posts, 12 Instagram Stories, 5,438 Likes, 198k Estimated Impressions

- Featured experiences: Frontier flight launch; food and Apres

INFLUENCER PARTNERSHIPS: VISUAL FEATURES






Thank You

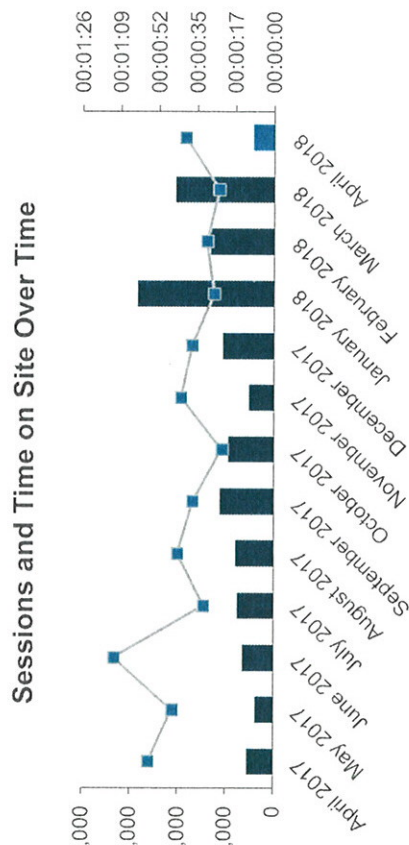
XII-d-10

| April Advertising Recap

 north lake tahoe

Overview by Campaign

- Together, Consumer and MCC digital ads directed over 4.4K users to GoTahoeNorth's site. Despite a dip in traffic from March, average time on site improved by 15 seconds.
- Since we have started recording time on site conversion in September, we have seen a steady improvement in cost per conversion for the Consumer campaign and declining performance in MCC. This suggests the need to freshen up the MCC campaign to increase the interest of our potential customers.

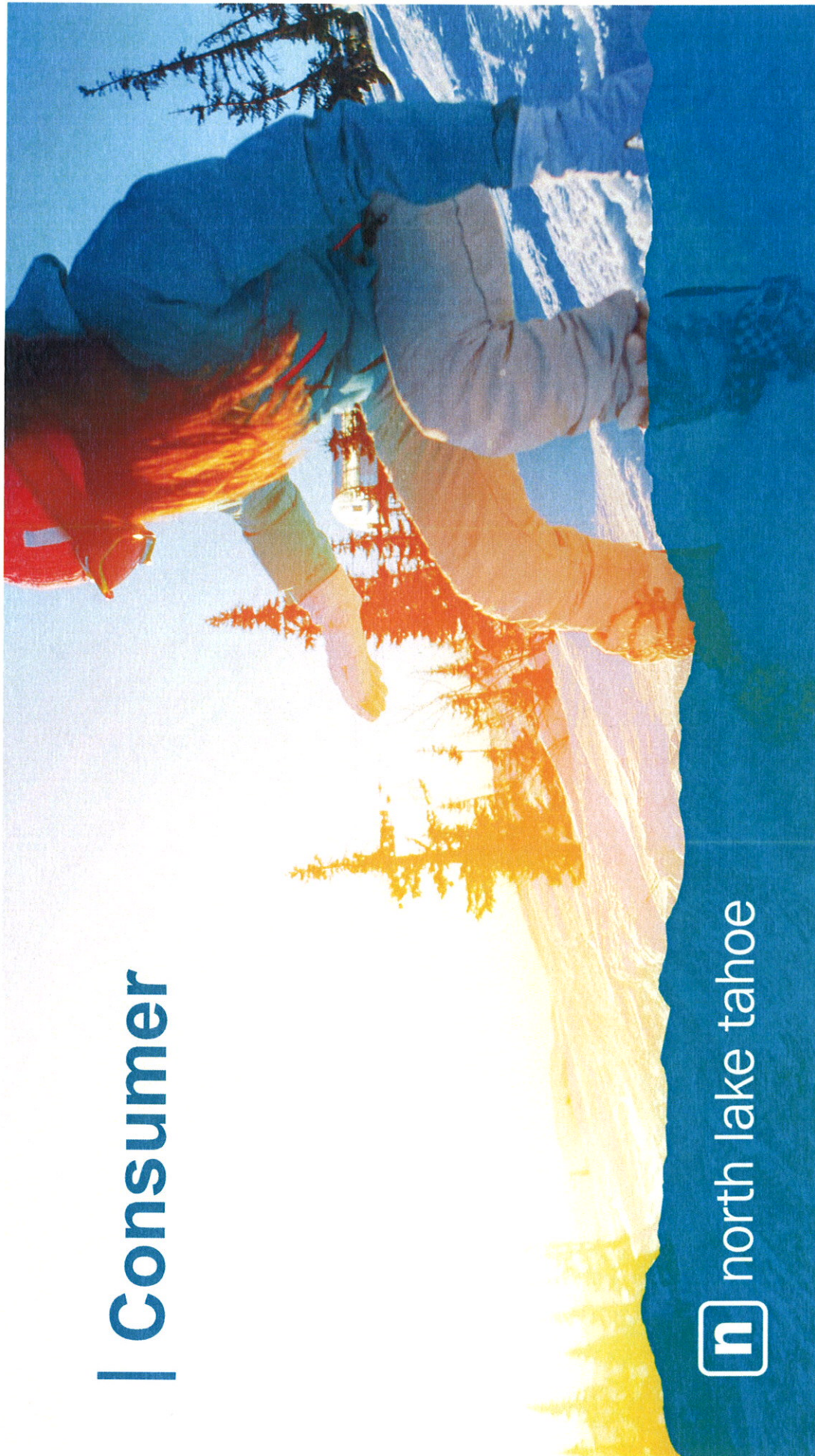


Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	2,218,900	0.22%	\$17,342	4,008	00:38	1.4	85%	1,645	167
MCC	745,632	0.14%	\$2,183	431	00:59	1.9	61%	73	1
Total	2,964,532	0.20%	\$19,526	4,439	00:40	1.4	82%	1,718	168

April Advertising Recap | All Campaigns

XII-e-2

| Consumer



 north lake tahoe

Executive Summary

- GoTahoeNorth was visited nearly 42K times in April, with roughly 10% of all traffic stemming from digital ads. Compared to April 2017, website traffic is down 10%., As a result of emphasizing higher-quality site traffic (those that spend more than 115 seconds on the site), GoTahoeNorth has increased its booking referrals by 5% year-over-year despite lower traffic volume.
- Consumer ads served over 2.2 million impressions in April, driving 1.6K time on site conversions. This resulted in an average cost per conversion of just \$11, the lowest since November.
- Display ads resulted in an additional 1.4K time on site conversions and 86 book now button clicks.
- Families with children performed best throughout the winter campaign, resulting in the highest average CTR and lowest CPC. This was especially true for families located in Los Angeles.
- The Spring campaign will start in May, bringing in fresh creatives and different geo-targeting. Workaholics were the strongest audience during Spring 2017, and therefore we will emphasize this audience to start Spring 2018.

Executive Summary

- Increasing bounce rates from Native traffic has caused us to search for a new Native vendor. We are exploring our options and plan to have a new vendor in place for the Spring campaign.
- Paid Search ads continued to perform exceptionally in April, resulting in an average cost per conversion of just \$13. The local campaign performed particularly well, resulting in 40 book now conversions.
- We tested a new bidding strategy for the Evergreen Local campaign in April. This resulted in a 41% improvement in cost per conversion. We are planning to implement this strategy across all campaigns going forward.
- Social CPA dropped below \$40 for the first time since December, led by strong performance from retargeting ads. In addition, ads aimed toward younger experience seekers were effective at driving new users to the website.
- Due to consistently strong performance from retargeting ads, we will look to incorporate persona-based retargeting moving forward. In addition, we plan to implement dynamic creatives, beginning with the spring campaign, to better optimize our ad rotation.

Executive Summary

- North Lake Tahoe's Facebook page engaged 44K users in April, down from 82K the prior month. Compared to April 2017, the number of engaged users on the Facebook page is 18% lower.
- Over the past 12 months, we have seen a strong shift in users from Facebook to Instagram. This has been beneficial for North Lake Tahoe, as its average engagement per post (across both channels) increased by nearly 42% and overall reach increased by 68%.
- YouTube ad performance remained steady in April, with over 57% of all users viewing an ad to completion. Retargeting ads were especially productive, resulting in the most views and clicks.
- Looking forward, we will continue to leverage YouTube's strong performance to help build brand awareness. We would suggest implementing persona-based retargeting to better aligns with the interests within our target market.

Display Ad Examples

Families

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

Impressions: 304K
Clicks: 652
CTR: 0.21%
TOS Conversions: 61
CVR: 9.36%

Outdoor Enthusiasts

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

Impressions: 423K
Clicks: 799
CTR: 0.19%
TOS Conversions: 125
CVR: 15.64%

Workaholics

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

Impressions: 479K
Clicks: 876
CTR: 0.18%
TOS Conversions: 103
CVR: 11.76%

April Advertising Recap | 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.

[Learn More](#)

Impressions: 34K
Clicks: 82
CTR: 0.24%
Engagement: 50
TOS Conversions: 4
CVR: 4.88%

Outdoor Enthusiasts

North Lake Tahoe Shared a link
Sponsored




Hike to New Heights
Traverse new mountains while taking in the beauty of North Lake Tahoe this winter.

[Learn More](#)

Impressions: 48K
Clicks: 117
CTR: 0.24%
Engagement: 62
TOS Conversions: 21
CVR: 17.95%

Workaholics

North Lake Tahoe Shared a link
Sponsored



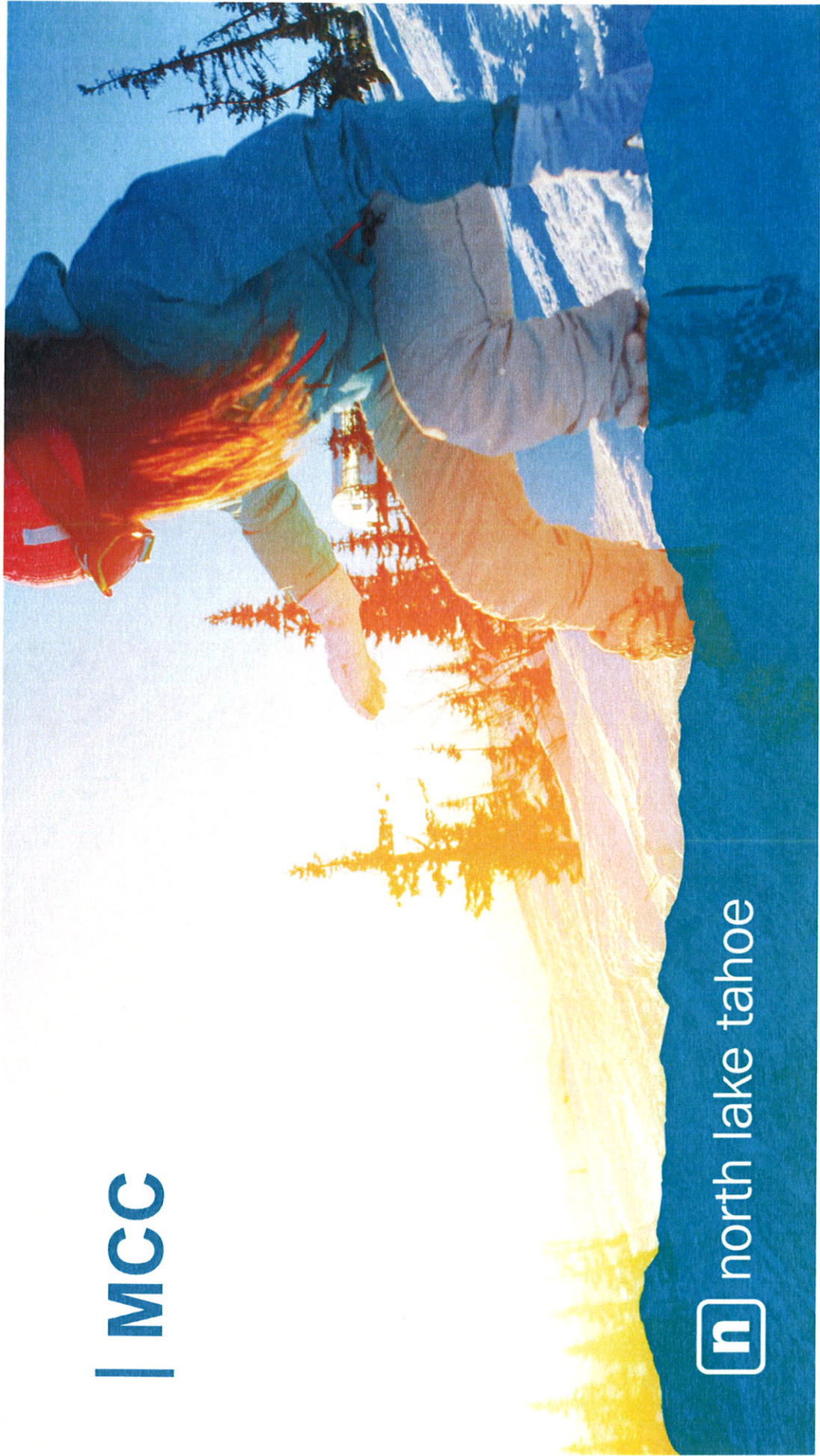
Reconnect with Nature
Spot along the snow-covered shoreline and unwind in North Lake Tahoe.


[Learn More](#)

Impressions: 24K
Clicks: 79
CTR: 0.33%
Engagement: 47
TOS Conversions: 5
CVR: 6.33%

April Advertising Recap | Consumer

| MCC



 north lake tahoe

XII-e-9

Executive Summary

- MCC ads directed over 400 users to GoTahoeNorth's website, down from 800 the prior month. The decline in web traffic is largely the result of decreased spend on paid social and email ads.
- The cost to keep someone on the site for more than 115 seconds has steadily-increased for MCC ads. Due to this, we are freshening up the MCC campaign. This will include new email templates and paid social creative.
- One email was sent in April, resulting in 3.6K opens and 461 clicks. Of those who clicked through an email, nearly 1 in 10 spent more than 115 seconds on the site.
- MCC social ads resulted in 29 time on site conversions in April, up from 16 the month before. As a result, cost per conversion improved by over 81%.
- Starting in May, we will look to incorporate LinkedIn feed ads. We expect this new style of ads, combined with LinkedIn's business-heavy demographic, will help to increase the awareness of North Lake Tahoe's conference capabilities.

Social Ad Examples

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

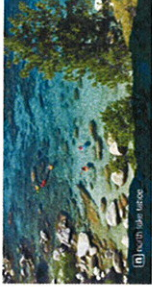


Take Your Meeting Outside
Use business with adventure.

Facebook Prospecting

Impressions: 36K
Link Clicks: 265
CTR: 0.73%
Engagement Rate: 0.28%

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

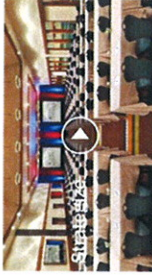


Take Your Meeting Outside
Mix business with adventure.

Facebook Retargeting

Impressions: 14K
Link Clicks: 129
CTR: 0.90%
Engagement Rate: 0.08%

North Lake Tahoe
Meet Up for Success
Bring individuals and organizations together when you host your meeting or event at North Lake Tahoe.



Facebook Video

Impressions: 16K
Link Clicks: 171
Video Views: 995
View Rate: 6.07%
Engagement Rate: 0.19%

April Advertising Recap | MCC

XII-e-11

A scenic landscape photograph of a lake at sunset or sunrise. The sky is a mix of soft pinks, oranges, and blues. The sun is low on the horizon, creating a bright glow. The lake's surface is calm, reflecting the sky and the surrounding green trees. A white rectangular box with rounded corners is centered over the image, containing the text "Thank You" in a bold, black, sans-serif font.

Thank You

XII-e-12

Summary:

We are losing our Administrative Assistant/Visitor Service Specialist. Being a difficult position to hire, a lot of effort has been put into replacing the position. Summer merchandise has been ordered. Thunderbird reservation season is in full swing and opening has been pushed back a week.

Staffing:

- Administrative Assistant/Visitor Service Specialist position needing to be replaced
- Other staff remains consistent
- Planning for a ramp up to coincide with the start of the Thunderbird Lodge tours on June 6

Operations:

- Monitor and adjust the budget reforecast for the final 2 months, fiscal year 17/18
- Working on 18/19 budget
- Continued training on Activity Tickets site
- Negotiated and purchased a new office copier for a net savings to the bureau
- Continue to review internal operating procedures for efficiencies
- Continuing to review visitor handouts for clarity and quality of information

Projects:

- Coordinating parking lot sealing May 22
- Working with IVGID to get Galis Dungal rebuilt and relocated
- Actively building fan base on Facebook through engaging posts
- Reviewing summer merchandise for gift shop
- Rewriting some visitor handouts
- Developing new counter visitor map

Meetings attended:

- Attended Reno Tahoe Territory Meeting, Genoa
- Attended PERS Liaison Officer Conference, Reno
- Attended Activity Tickets training session, Incline

Sales Department Report for April 2018

Staff – Bart Peterson – Business Development Manager

Activity Tickets

Lake Tahoe Music Festival Aug 22-26 product is live

Pitched Wine & Cheese reception for Red White and Tahoe Blue

Leisure

Hosted (2) person FAM from Gendron Voyages at Squaw and Hyatt

Conference

4/11 - 4/14 - Attended Mountain Travel Symposium - Groups, met with (34) ski clubs, followed up, input into iDSS and distributed leads to partners

Sport

4/23 – 4/26 - Attended National Association of Sports Commissions in Minneapolis. Met with ESPN XGAMES, Spartan Race, USA Cycling, Terrain Race, Pro Watercross, Beach Soccer and Volleyball and others. Leads input into iDSS and RFP's distributed to partners.

XIII-b-1

President/CEO Report
Activities Report
May 2018

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Working with accounting department to finalize FY 2017/18 budget reforecast
 - Began development of the FY 2018/19 Budget
 - Oversee agency efforts on behalf of the coop funding partners
 - Continued on-boarding of new NLTRA Tourism Director
 - Plan and development of summer consumer media effort
 - Review and approve Coop invoice billing and payments
 - Manage website review and enhancement project
 - Worked with NLTRA CEO on NLT Coop Agreement revision
 - Worked with coop partners on FY 2018/19 communications plan
- OPERATIONS & ACCOUNTING
 - Continue on-boarding of Operations & Finance Director
 - Development of IVCBVB FY 2017/18 Budget Reforecast
 - Development of FY 2018/19 Draft Budget
- PROJECTS
 - Work with Reno Tahoe Territory Partner on new project development
 - Attended Travel Nevada New York Media Event
 - Attended Tribeca Film Festival for development of 2018 Tahoe Film Festival
 - Met with Art Jimenez on RSCVA China representation and Tahoe opportunities
 - Working with RSCVA and LTVA on enhanced Austin TX consumer campaign
- MEETINGS
 - Met with Cindy Gustafson on NLT Coop Agreement
 - Attended NLT Leisure Sales planning meeting
 - Attended NLTRA Board meeting
 - Attended planning session for Austin TX consumer campaign
 - Attended Visit California Commission Meeting
 - Attended Visit California Marketing Committee Meeting
 - Met with Barb Newton with CalTravel on future opportunities
 - Attended NLT sales staff meeting
 - Attended NLT vendor status meeting
 - Attended RTT meeting
 - Attended RASC Marketing Committee meeting
 - Attended TPC Board meeting