



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

AGENDA

Board Meeting

**Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday July 21st, 2021 3:00 pm**

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday July 21st 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 Notice

This notice has been properly posted at the following locations: Incline Village Post Office, IVGID Office, Crystal Bay Post Office, Incline Justice Court, Incline Village Crystal Bay Visitor Bureau, at <https://www.gotahoenorth.com/lake-tahoe-business-community/incline-village-crystal-bay-visitors-bureau/> and NRS 232.2175 at <https://notice.nv.gov>.

Public Comment

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

Supporting Materials

Supporting materials for the meeting are available on the IVCBVB's website at <https://www.gotahoenorth.com/lake-tahoe-business-community/incline-village-crystal-bay-visitors-bureau/>. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the Board. The designated contact to obtain support materials is Greg Long, 969 Tahoe Blvd, Incline Village NV 89451 775-832-1606.

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

AGENDA

- | | |
|--|--------------------|
| I. Call to Order/Roll Call | Bill Watson |
| 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. | Bill Watson |
| III. Approval of Agenda (For Possible Action) | Bill Watson |

- | | | |
|---------------|--|-----------------------------|
| IV. | Board Chair Welcome and FY 2021/22 Platform | Bill Watson |
| V. | Approval of June 2021 Board Meeting Minutes (For Possible Action) | Bill Watson |
| VI. | Review of Preliminary FYE 2021 Financial Statements (15 min) | Greg Long |
| VII. | Summer 2021 Micro Transit Pilot Program Report (10 min) | Andy Chapman |
| VIII. | Review of FY 2021/22 NLTMC Coop Budget (For Possible Action) (20 min) | Andy Chapman |
| IX. | NLTMC FY 21/22 Agreement and Scope of Work for Augustine Agency Services and Next Steps (For Possible Action) (15 min) | Andy Chapman |
| X. | CEO Annual Review and Performance Merit Evaluation for Future Salary & Incentive Payments (For Possible Action) (30 min) | Chair/Board Members |
| XI. | Submittal of June Dashboard | Greg Long/A. Chapman |
| XII. | Management Reports | Andy Chapman |
| XIII. | Departmental Reports <ul style="list-style-type: none">a) Conference Salesb) Leisure Salesc) Consumer Advertisingd) Social/Contente) Public Relations | Andy Chapman |
| XIV. | Old Business | Bill Watson |
| XV. | New Business | Bill Watson |
| XVI. | Director Comments | Bill Watson |
| XVII. | PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting. | Bill Watson |
| XVIII. | Adjournment – (For Possible Action) | |



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

**June Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Tuesday, June 22, 2021, 3:00pm**

I. Call to Order/Roll Call

Michael Murphy

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:10pm by Chair Michael Murphy. Roll call was taken, and the following members were present: Bill Wood, Michael Murphy, Heather Bacon, Bill Watson and Blane Johnson. The following IVCBVB employees were present: Greg Long, Director of Operations, Andy Chapman, CEO, Alex of Hutchison and Steffen legal counsel.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Michael Murphy

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

DoO Greg Long confirmed that there was no public comment emailed to info@gotahoe.com at this time.

III. Approval of Agenda (For Possible Action)

Michael Murphy

Motion to approve the June 2021 agenda by Heather Bacon. Second by Bill Watson. Approved.

IV. Approval of April 2021 Special Board Minutes (For Possible Action) Michael Murphy

Motion to approve the April Special Board Meeting Minutes by Bill Watson. Second by Bill Wood. Approved.

V. Approval of April 2021 Board Retreat Minutes (For Possible Action) Michael Murphy

Motion to approve the April Board Retreat Meeting Minutes by Bill Watson. Second by Blane Johnson. Approved.

VI. Board Member Appreciation and Recognition

Michael Murphy

CEO Chapman presented Bill Wood and Heather Bacon plaques commemorating their service on the Board of Directors for the IVCBVB. Heather has termed out and Bill is retiring.

v-1

VII. Appoint Two Members to Board Nominating Committee

Michael Murphy

CEO Chapman outlined the process of nominating new board members. A committee of 2 will be formed from current acting members to review applications and make a recommendation to the rest of the Board. One open position is a Crystal Bay Resort Property and the other is an At Large position. The positions have been announced through the proper channels. Committee members are Andy Chapman, Michael Murphy and Bill Watson.

Motion to promote Bill Watson and Michael Murphy with Andy Chapman as staff support to the nominating committee by Heather Bacon. Second by Bill Wood. Approved.

VIII. FY 2021/22 Board Officer Appointment

Michael Murphy

CEO Chapman shows current makeup of Board and offers a suggested list of Bill Watson moving to Chair, Blane Johnson moving into Vice Chair position, Michael Murphy to Secretary and the two new Board members will be At Large positions.

Motion to approve the new appointments by Bill Watson. Second by Blane Johnson. Approved.

IX. Review and Discussion on FY 2021/22 Budget

Michael Murphy

CEO Chapman reviews budget for the new fiscal. Shows 6% increase in fund transfers. Gross income 1.945MM. Expense is 2.1MM. There is an overspend of 152K. Reserve will be about 800K at the end of the year.

Motion to approve the FY 2021/22 Budget by Bill Watson. Second by Bill Wood. Approved.

X. Review of May 2021 Financial Statements

Greg Long

DoO Greg Long and CEO Chapman highlighted several items. Board Members were directed to look at the financial packet for additional questions or concerns.

Motion to approve the May Financial Statements by Bill Watson. Second by Blane Johnson. Approved.

XI. Update Summer 2021 Micro Transit Pilot Program and Cost

Andy Chapman

CEO Chapman reviews the Transit Pilot Program. Board approved a budget of not to exceed 165K. An opportunity to start the service early and contract with the TMA to manage the program came up after that approval. We are asking for a not to exceed 200K with the additional week of service and 10% management fee for TMA.

Motion to approve the additional funding with a not to exceed 200K by Bill Watson. Second by Bill Wood. Approved

XII. Update on Agency RFP Selection Recommendation and Next Steps Chapman

CEO Chapman reviews the RFP recommendations. We have decided to stay with our current agency, Augustine. They will receive the entire account by adding social/PR and website functions. A three year contract will be brought to the Board for approval in July.

XIII. Review and Discussion on CEO FY 2021/22 Goals and Objectives Michael Murphy

CEO Chapman reviews the existing goals document. Four top priorities. Looking for someone to help shape the goals moving forward. Board Chair will help coordinate with other members.

XIV. Discussion on CEO FY 2020/21 Annual Review Michael Murphy

CEO Chapman talked about the review process. Board decided to complete the standard review document and review in July. Greg Long will send documents to the Board members.

XV. Review of June Dashboard Report Long/Chapman

DoO Greg Long and CEO Chapman walked the Board through the dashboard. Board Members were directed to look at the packet for more detail.

XVI. Management Reports Staff
a. Operations Report
b. Business Development Manager Report
c. President/CEO

Provided in packet for review.

XVII. Coop Departmental Reports Andy Chapman
a. Conference Sales (in packet)
b. Leisure Sales (in packet)
c. Website Content (in packet)
d. Communications/Social (in packet)
e. Advertising (in packet)

Provided in packet for review.

XVIII. Old Business Michael Murphy
None

XIX. New Business Michael Murphy
DG Menchetti Visitor Center Dedication Sept 17, 2021.
Biltmore/Boulder Bay update.

XX. Director Comments Michael Murphy
None

XXI. PUBLIC COMMENT – Pursuant to NRS 241.020

Michael Murphy

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

None

XXII. Adjournment – (For Possible Action)

Motion to adjourn by Blane Johnson. Second by Heather Bacon. Adjourned. 4:30pm.

Physically disabled persons desiring to attend should contact Greg Long at (775) 832-1606.

Support materials can be found at <https://www.gotahoenorth.com/north-lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>

Public Postings:

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitor Bureau

IVGID Office

Incline Justice Court

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

June 2021 Financial Summary Report

June Month End Variance Report

REVENUE

- 46000 Merchandise Sales: Over budget due to strong sales
- R250 Fund Transfer: Over budget due to higher April 2021 TOT collections
- R277 Concierge: Under budget due to decreased programming at the Thunderbird

EXPENSES

- 0430 Building Repairs and Insurance: Over budget due to timing of policy renewal
- 0461 Remote Offices: Over budget due to renewed Chicago contract
- 0622 Advertising Co-op: Under budget due to suspension of funding
- 0623 Regional Marketing Programs: Over budget due to TART Connect photo shoot
- 0689 Web Development: Under budget due to lower licensing costs
- 0690 Sponsorship: Over budget due to timing of payment
- 0691 Shuttle Subsidy: Over budget due to timing of payment
- 0751 Concierge Expense: Under budget due to lower Thunderbird inventory

June Year to Date Variance Report

REVENUE

- 46000 Merchandise Sales: Over budget due to strong sales
- R277 Concierge: Under budget due to decreased programming at the Thunderbird
- 0410 Fund Transfer: Over budget due to higher TOT collections
- R270 Miscellaneous Revenue: Over budget due to reimbursement for TX campaign
- R274 Grants: Over budget due to unexpected grant opportunities

EXPENSES

- 0461 Remote Offices: Over budget due to unexpected contract renewal
- 0501 Travel and Lodging: Under budget due to delay in travel
- 0504 Registrations: Under budget due to fewer opportunities
- 0611 Advertising Dallas Co-op: Over budget due to unexpected opportunity
- 0622 Advertising Co-op: Under budget due to suspension of funding
- 0623 Regional Marketing Programs: Under budget due to limited marketing spending
- 0690 Sponsorship: Under budget due to lower sponsorship grants
- 0691 Shuttle Subsidy: Over budget due to timing of payment
- 0751 Concierge Expense: Under budget due to timing of payments
- 0800 Grant Expenses: Over budget due to unexpected grant opportunities

5:26 PM
07/14/21

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU
Profit & Loss Budget vs. Actual
June 2021

Accrual Basis

	Jun 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	7,470.00	5,485.00	1,985.00	136.2%
R277 · Concierge	23,582.00	30,600.00	-7,018.00	77.1%
Total POS Sales	31,052.00	36,085.00	-5,033.00	86.1%
R250 · Fund Transfers	133,886.17	58,726.00	75,160.17	228.0%
R252 · Interest Income	14.14			
Total Income	164,952.31	94,811.00	70,141.31	174.0%
Cost of Goods Sold				
50000 · Cost of Goods Sold	3,565.92	3,017.00	548.92	118.2%
Total COGS	3,565.92	3,017.00	548.92	118.2%
Gross Profit	161,386.39	91,794.00	69,592.39	175.8%
Expense				
0305 · Payroll	27,451.03	28,361.00	-909.97	96.8%
0314 · State Employer Taxes	172.92	250.00	-77.08	69.2%
0315 · Federal Unemployment	10.45	43.00	-32.55	24.3%
0316 · Public Employees Retirement Sys	7,227.83	6,980.00	247.83	103.6%
0319 · Employer Medicare/Soc Sec	442.71	500.00	-57.29	88.5%
0320 · Health Insurance	2,997.58	3,158.00	-160.42	94.9%
0400 · Utilities				
0401 · Utilities- Electric	140.92	190.00	-49.08	74.2%
0402 · Utilities-Gas & Heat	51.00	28.00	23.00	182.1%
0403 · Utilities- Water & Refuse	318.66	324.00	-5.34	98.4%
Total 0400 · Utilities	510.58	542.00	-31.42	94.2%
0405 · Bank & Cr Card Charges	1,446.26	1,804.00	-357.74	80.2%
0410 · Office Supplies & Expenses	527.30	400.00	127.30	131.8%
0411 · Maintenance/Janitorial	565.91	1,300.00	-734.09	43.5%
0412 · IT - Computers	87.50	100.00	-12.50	87.5%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	9.10	-9.10	0.0%
0420 · Postage & Freight	0.00	50.00	-50.00	0.0%
0421 · Communications	573.84	550.00	23.84	104.3%
0430 · Building Repairs & Insurance	3,091.68	750.00	2,341.68	412.2%
0451 · Legal & Accounting Services	1,925.00	1,925.00	0.00	100.0%
0460 · Contract Services	54.00			
0461 · Remote Offices	2,000.00	0.00	2,000.00	100.0%
0462 · Equipment Lease & Maint.	470.72	280.00	190.72	168.1%
0473 · Dues & Subscriptions	93.99	360.00	-266.01	26.1%
0474 · License & Fees	0.00	25.00	-25.00	0.0%
0501 · Travel & Lodging	39.65	500.00	-460.35	7.9%
0504 · Registrations	125.00	300.00	-175.00	41.7%
0505 · Local Transportation/Car	0.00	50.00	-50.00	0.0%
0507 · Meeting Expenses	395.49	100.00	295.49	395.5%
0601 · Hospitality in Market				
0601.5 · In House	85.85	100.00	-14.15	85.9%
0601 · Hospitality in Market - Other	0.00	100.00	-100.00	0.0%
Total 0601 · Hospitality in Market	85.85	200.00	-114.15	42.9%

	Jun 21	Budget	\$ Over Budget	% of Budget
0611 · Advertising Dallas Co-op (Advertising Dallas Co-...	30,295.13			
0622 · Advertising Co-op	0.00	33,000.00	-33,000.00	0.0%
0623 · Regional Marketing Programs	2,211.37	500.00	1,711.37	442.3%
0650 · Payroll Expense	97.50	100.00	-2.50	97.5%
0689 · WEB Development	4,650.00	7,000.00	-2,350.00	66.4%
0690 · Sponsorship	10,000.00	0.00	10,000.00	100.0%
0691 · Shuttle Subsidy/Sponsorship	25,340.33	0.00	25,340.33	100.0%
0751 · Concierge Expense	20,127.00	26,928.00	-6,801.00	74.7%
51100 · Freight and Shipping Costs	158.41			
59900 · POS Inventory Adj -Merchandise	114.47			
Total Expense	143,289.50	116,065.10	27,224.40	123.5%
Net Ordinary Income	18,096.89	-24,271.10	42,367.99	-74.6%
Net Income	18,096.89	-24,271.10	42,367.99	-74.6%

Profit & Loss Budget vs. Actual

Accrual Basis

July 2020 through June 2021

	Jul '20 - Jun 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 - Merchandise Sales	48,092.45	43,416.00	4,676.45	110.8%
R277 - Concierge	29,472.00	38,600.00	-9,128.00	76.4%
R290 - Consignment Sales	38.00	0.00	38.00	100.0%
Total POS Sales	77,602.45	82,016.00	-4,413.55	94.6%
R250 - Fund Transfers	1,877,212.66	1,078,284.00	798,928.66	174.1%
R252 - Interest Income	152.28	0.00	152.28	100.0%
R270 - Miscellaneous Revenue	84,153.22	0.00	84,153.22	100.0%
R274 - Grants	94,000.00	0.00	94,000.00	100.0%
Total Income	2,133,120.61	1,160,300.00	972,820.61	183.8%
Cost of Goods Sold				
50000 - Cost of Goods Sold	23,187.75	23,879.00	-691.25	97.1%
Total COGS	23,187.75	23,879.00	-691.25	97.1%
Gross Profit	2,109,932.86	1,136,421.00	973,511.86	185.7%
Expense				
0305 - Payroll	329,683.50	329,788.00	-104.50	100.0%
0313 - Employers Insurance of Nevada	952.00	879.00	73.00	108.3%
0314 - State Employer Taxes	2,462.90	3,000.00	-537.10	82.1%
0315 - Federal Unemployment	209.38	516.00	-306.62	40.6%
0316 - Public Employees Retirement Sys	84,086.33	82,940.00	1,146.33	101.4%
0319 - Employer Medicare/Soc Sec	5,241.30	6,000.00	-758.70	87.4%
0320 - Health Insurance	35,095.76	37,896.00	-2,800.24	92.6%
0321 - Employee Training	0.00	1,000.00	-1,000.00	0.0%
0400 - Utilities				
0401 - Utilities- Electric	1,766.38	2,400.00	-633.62	73.6%
0402 - Utilities-Gas & Heat	964.26	1,000.00	-35.74	96.4%
0403 - Utilities- Water & Refuse	3,835.96	3,900.00	-64.04	98.4%
Total 0400 - Utilities	6,566.60	7,300.00	-733.40	90.0%
0405 - Bank & Cr Card Charges	4,941.40	4,101.00	840.40	120.5%
0410 - Office Supplies & Expenses	9,706.28	3,200.00	6,506.28	303.3%
0411 - Maintenance/Janitorial				
0411.5 - Snow Removal	1,140.00	3,249.00	-2,109.00	35.1%
0411 - Maintenance/Janitorial - Other	5,344.71	7,500.00	-2,155.29	71.3%
Total 0411 - Maintenance/Janitorial	6,484.71	10,749.00	-4,264.29	60.3%
0412 - IT - Computers	3,564.46	1,200.00	2,364.46	297.0%
0415 - Misc. Sales Tax (Sales Tax Paid on Purchases)	6.43	100.00	-93.57	6.4%
0420 - Postage & Freight	13.66	600.00	-586.34	2.3%
0421 - Communications	6,866.24	6,600.00	266.24	104.0%
0430 - Building Repairs & Insurance	8,903.99	9,000.00	-96.01	98.9%
0451 - Legal & Accounting Services	28,010.50	30,269.00	-2,258.50	92.5%
0460 - Contract Services	54.00	2,000.00	-1,946.00	2.7%
0461 - Remote Offices	17,500.00	0.00	17,500.00	100.0%
0462 - Equipment Lease & Maint.	3,074.59	3,360.00	-285.41	91.5%
0473 - Dues & Subscriptions	5,819.48	4,320.00	1,499.48	134.7%
0474 - License & Fees	51.68	300.00	-248.32	17.2%
0501 - Travel & Lodging	687.21	8,000.00	-7,312.79	8.6%
0504 - Registrations	125.00	3,600.00	-3,475.00	3.5%
0505 - Local Transportation/Car	117.08	600.00	-482.92	19.5%
0507 - Meeting Expenses	1,237.07	1,200.00	37.07	103.1%
0601 - Hospitality in Market				
0601.5 - In House	1,410.94	1,200.00	210.94	117.6%
0601 - Hospitality in Market - Other	164.26	1,200.00	-1,035.74	13.7%
Total 0601 - Hospitality in Market	1,575.20	2,400.00	-824.80	65.6%

Profit & Loss Budget vs. Actual

Accrual Basis

July 2020 through June 2021

	Jul '20 - Jun 21	Budget	\$ Over Budget	% of Budget
0611 Advertising Dallas Co-op (Advertising Dallas Co-op)	237,783.06			
0622 Advertising Co-op	334,800.00	600,000.00	-265,200.00	55.8%
0623 Regional Marketing Programs	2,281.37	9,000.00	-6,718.63	25.3%
0650 Payroll Expense	1,262.50	1,200.00	62.50	105.2%
0689 WEB Development	4,650.00	7,000.00	-2,350.00	66.4%
0690 Sponsorship	43,412.08	50,000.00	-6,587.92	86.8%
0691 Shuttle Subsidy/Sponsorship	69,772.33	23,484.00	46,288.33	297.1%
0751 Concierge Expense	27,832.00	33,968.00	-6,136.00	81.9%
0800 Grant Expenses	69,000.00	0.00	69,000.00	100.0%
51100 Freight and Shipping Costs	446.52	0.00	446.52	100.0%
59900 POS Inventory Adj.-Merchandise	125.08			
Total Expense	1,354,401.69	1,285,570.00	68,831.69	105.4%
Net Ordinary Income	755,531.17	-149,149.00	904,680.17	-506.6%
Other Income/Expense				
Other Income				
52500 Purchase Discounts	0.76			
Total Other Income	0.76			
Net Other Income	0.76			
Net Income	755,531.93	-149,149.00	904,680.93	-506.6%



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors

Fr: Andy Chapman

Date: 7/21/21

Re: Summer 2021 Micro Transit Pilot Program Update

Background

The TART Connect micro shuttle transit pilot program has been operating since June 24th (25 days of operation). Staff receives daily ridership data as well as weekly status reports. Through July 18th, a total of 14,192 passengers system-wide have taken the Connect shuttle. Of those riders, 6,891 have been in the Incline Village & Crystal Bay zone (approximately 49% of all traffic). Tahoe City zone has seen 4,764 riders while Kings Beach has seen 2,537. Our peak passenger day in the Incline Village & Crystal Bay zone was 463 on Saturday, July 17th.

Attached to this staff report are the weekly reports providing data on the Connect service. Staff will review the data and answer any questions the Board may have.



Incline Village Performance Report

July 2021

Dates: July 1 - 12, 2021

Rides: 2,076

Passengers (unlinked passenger trips): 3,806

VRH: 471

TVH: 514

VRM: 6,666

TVM: 6,893

Passenger miles: 6,764

Unduplicated riders (7/1 - 7/12 / all time): 404 / 452

Passengers per revenue hour: 8.1

Percent of rides shared: 37%

Average wait time: 10:46

Average ride time: 7 minutes

Average experience rating: 4.84 out of 5

Percent of rides more than 5 min late to pickup: 10%

Outside Area Request Attempts: 34 (24 unique riders)

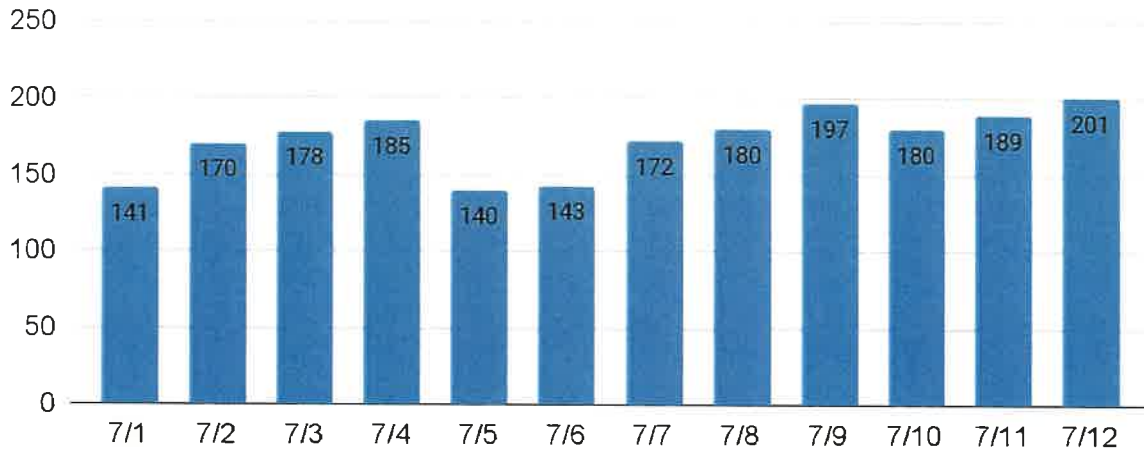
Percent of rides with less than 30 min trip duration: 99%

Percent of rides picked up in under 20 min (≤ 100 ride days): NA

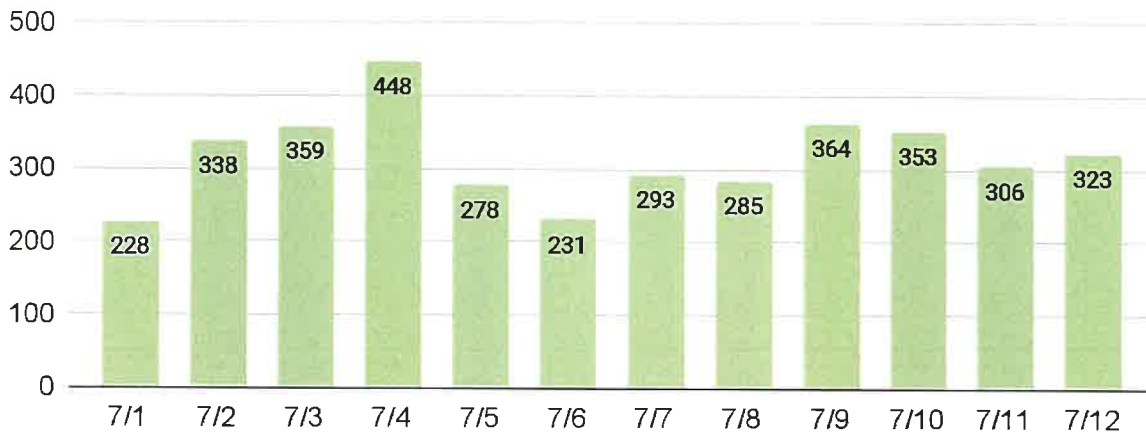
Percent of rides picked up in under 30 min (> 100 ride days): 96%

Missed Trips: 0

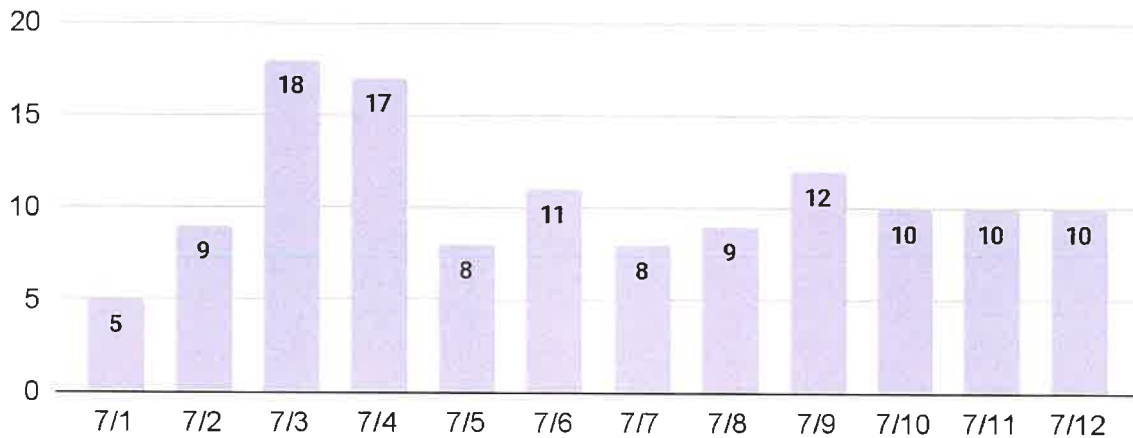
Rides



Passengers

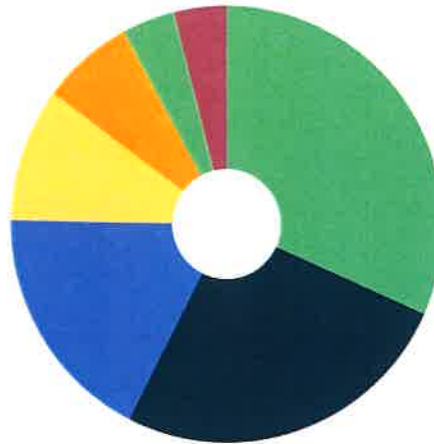


Average Wait Time



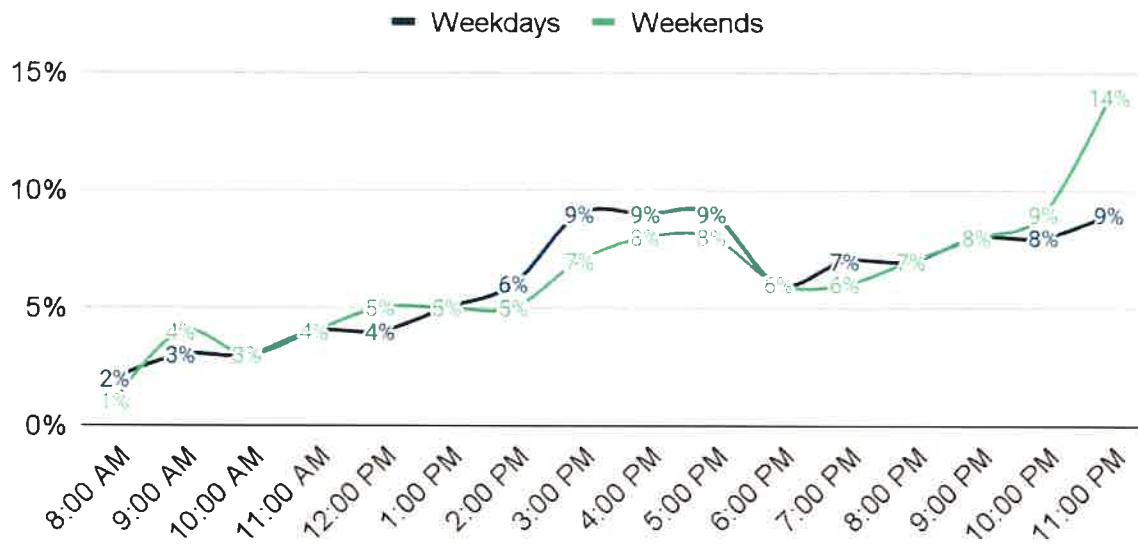
Wait Time Distribution

- 0 - 5 min
- 5 - 10 min
- 10 - 15 min
- 15 - 20 min
- 20 - 25 min
- 25 - 30 min
- 30+ min



0 - 5 min: 32%	5 - 10min: 26%	10 - 15 min: 18%	15 - 20 min: 10%
20 - 25 min: 7%	25 - 30 min: 4%	30+ min: 4%	

Demand by Hour



Pickups Heat Map



Dropoffs Heat Map



Trip Patterns



Hardware Performance and Reliability

No issues to report.

Vehicles

No issues to report.

Marketing Efforts

TART Connect staff dropped off promo materials at hotels and businesses in each of the three service areas. According to email survey responses, word of mouth has been the biggest single method of promotion followed by social media. With ridership growing in each service area, we feel marketing efforts have been effective. The “free on demand rides” vehicle decals being added this week should also be a big help in having physical ad space around town.

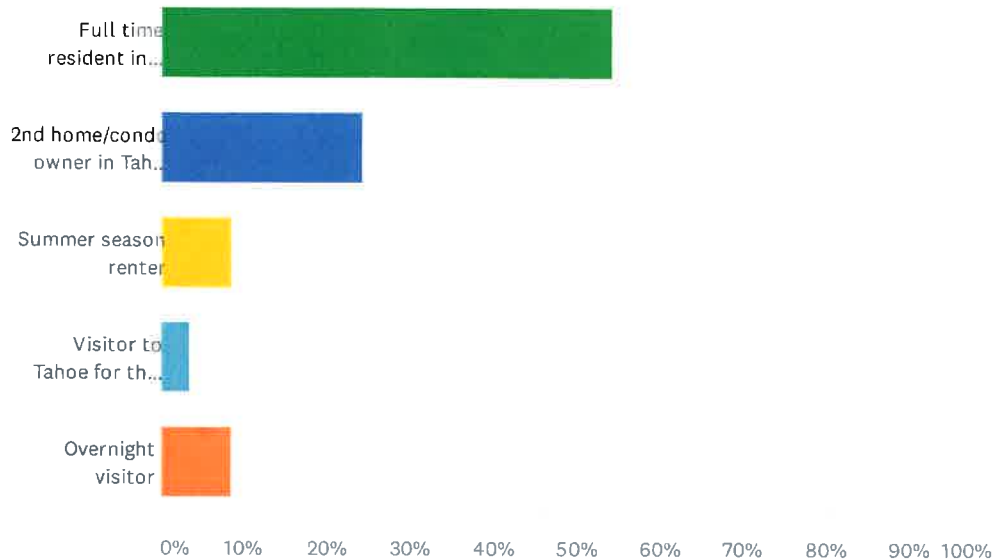
Customer Service

Most of the calls we’ve received have been FAQ type inquiries. Net promoter score continues to be very high.

date	vehicle_revenu	total_vehicle_n	vehicle_revenu	total_vehicle_h	total_passenge	passenger_miles
6/24/2021	195.49	196.82	36.94	38.97	11	16.19
6/25/2021	283.05	295.18	37.48	40.81	101	244.16
6/26/2021	314.68	325.58	34.16	43.23	129	221.83
6/27/2021	335.23	351.69	34.61	41.17	114	216.92
6/28/2021	357.38	372.78	34.16	41.75	171	330.96
6/29/2021	397.01	405.94	39.61	41.69	170	288.52
6/30/2021	424.35	446.45	40.48	44.52	200	287.32
7/1/2021	428.52	447.83	38.78	42.75	228	354.16
7/2/2021	558.16	579.97	40.3	43.96	338	678.97
7/3/2021	618.11	638.49	40.32	43	359	688.98
7/4/2021	606.73	628.1	41.94	45.5	448	891.45
7/5/2021	505.52	518.38	36.25	39.16	278	494.09
7/6/2021	538.21	551.39	39.36	43.13	231	352.53
7/7/2021	524.59	543.41	38.63	42.55	293	465.7
7/8/2021	570.25	588.8	40.28	43.53	285	471.08
7/9/2021	592.55	610.16	39.17	42.44	364	672.92
7/10/2021	599.53	621.34	39.49	43.36	353	647.38
7/11/2021	573.78	595.48	37.47	42.47	306	508.5
7/12/2021	550.2	570.04	38.74	42.4	323	538.39

Q1 When you used TART Connect, which of the following would best describe you?

Answered: 139 Skipped: 1



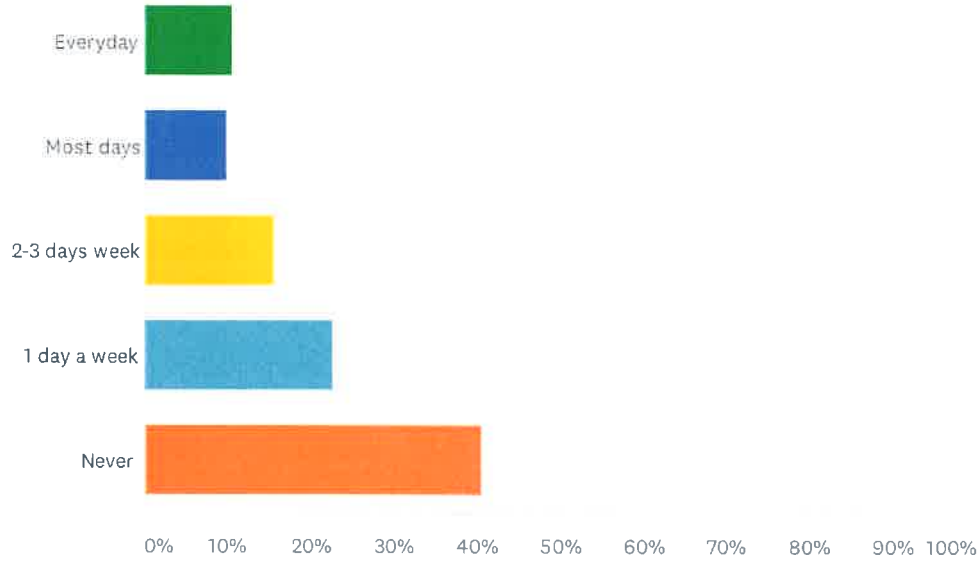
ANSWER CHOICES

RESPONSES

Full time resident in Tahoe / Truckee area	54.68%	76
2nd home/condo owner in Tahoe / Truckee area	24.46%	34
Summer season renter	8.63%	12
Visitor to Tahoe for the Day	3.60%	5
Overnight visitor	8.63%	12
TOTAL		139

Q2 How often do you take public transit (TART)?

Answered: 140 Skipped: 0



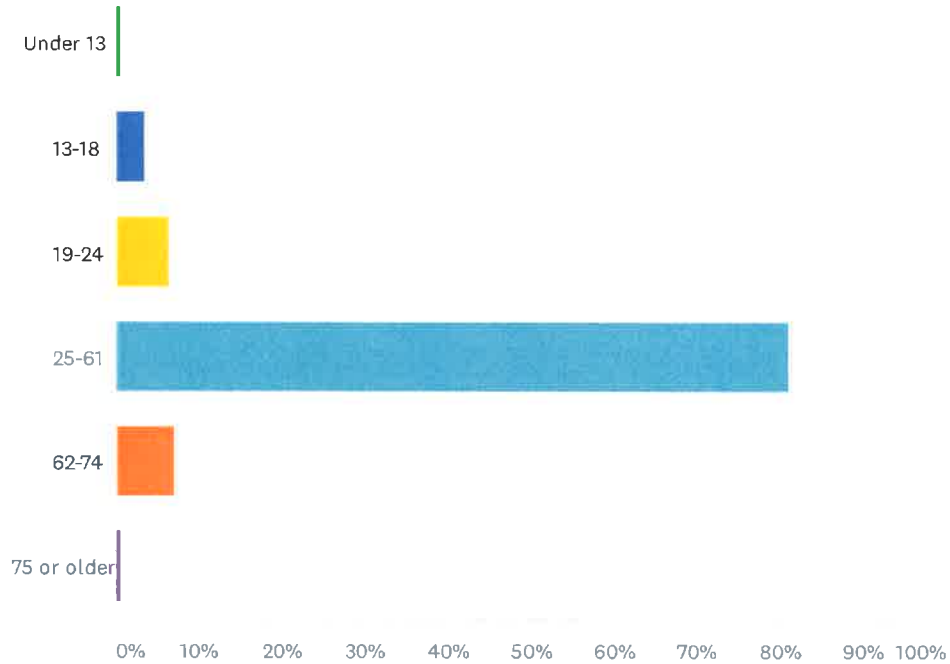
ANSWER CHOICES

RESPONSES

Everyday	10.71%	15
Most days	10.00%	14
2-3 days week	15.71%	22
1 day a week	22.86%	32
Never	40.71%	57
TOTAL		140

Q3 What is your age?

Answered: 139 Skipped: 1



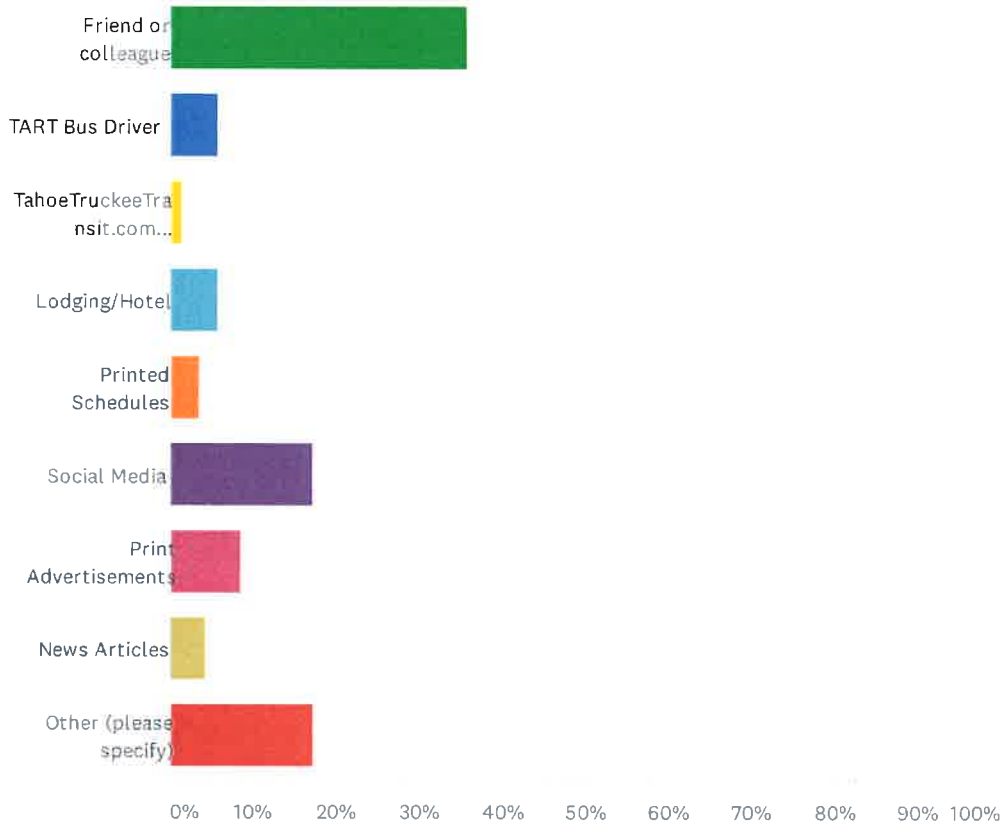
ANSWER CHOICES

RESPONSES

Under 13	0.72%	1
13-18	3.60%	5
19-24	6.47%	9
25-61	81.29%	113
62-74	7.19%	10
75 or older	0.72%	1
TOTAL		139

Q4 How did you hear about the TART Connect Service?

Answered: 139 Skipped: 1



ANSWER CHOICES

RESPONSES

Friend or colleague	35.97%	50
TART Bus Driver	5.76%	8
TahoeTruckeeTransit.com website	1.44%	2
Lodging/Hotel	5.76%	8
Printed Schedules	3.60%	5
Social Media	17.27%	24
Print Advertisements	8.63%	12
News Articles	4.32%	6
Other (please specify)	17.27%	24
TOTAL		139

OTHER (PLEASE SPECIFY)

DATE

- 1 neighbor talking about it
- 2 Dollar Point newsletter

7/13/2021 1:53 PM

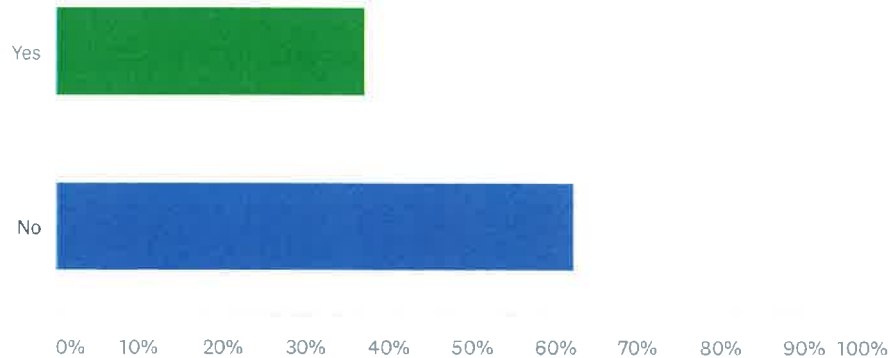
7/13/2021 9:54 AM

TART Connect - Email Survey

3	Email	7/12/2021 11:48 PM
4	Taxi company	7/12/2021 9:39 PM
5	I saw them driving around	7/12/2021 8:10 PM
6	Cindy Gustafson	7/12/2021 8:00 PM
7	Za's restaurant manager	7/12/2021 6:57 PM
8	NTBA Newsletter	7/12/2021 6:51 PM
9	Email from Homewood	7/12/2021 6:43 PM
10	Facebook	7/12/2021 6:35 PM
11	Saw one of the vans	7/12/2021 6:15 PM
12	Uncorked	7/12/2021 6:05 PM
13	Jessica Robinson Facebook post	7/12/2021 6:04 PM
14	Saw the van at Safeway in Kings Beach	7/7/2021 8:55 AM
15	TART Connect driver	7/6/2021 10:16 AM
16	NTBA meetings	7/5/2021 9:00 PM
17	Homewood mountain resort	7/5/2021 8:48 PM
18	Homewood Marina	7/5/2021 8:27 PM
19	Homewood mountain resort	7/5/2021 7:39 PM
20	Casino worker	7/5/2021 6:55 PM
21	I saw the vans driving Around	7/5/2021 6:50 PM
22	Dollar home association	7/5/2021 6:48 PM
23	Dollar Point Newsletter	7/5/2021 6:05 PM
24	From my work at the crystal bay casino	6/29/2021 5:46 PM

Q5 Are there areas or times of day not currently being serviced by TART Connect zones that you would like to see added?

Answered: 139 Skipped: 1



ANSWER CHOICES

Yes

No

TOTAL

RESPONSES

37.41%

62.59%

52

87

139

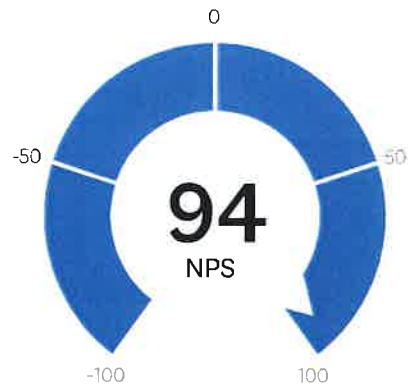
#	PLEASE EXPLAIN:	DATE
1	Would love to be able to get to Squaw and to Gar Woods	7/13/2021 12:11 PM
2	I go to KB dfrom incline alot and I wish there was a better handoff than waiting at state-line	7/13/2021 10:06 AM
3	Carnelian Bay/Gar Woods	7/13/2021 9:54 AM
4	After midnight	7/13/2021 12:52 AM
5	Would be great if it could get me to sand harbor. And have it run till 2am to pick me up from the casino	7/12/2021 11:22 PM
6	Carnelian Heights	7/12/2021 10:55 PM
7	An airport route would be amazing	7/12/2021 10:27 PM
8	Gar Woods and South Lake Tahoe	7/12/2021 9:39 PM
9	I believe it could be beneficial to the community to have TART connect run until 1am or 2am to encourage people to get a safe ride home.	7/12/2021 8:40 PM
10	Carnelian Bay	7/12/2021 6:57 PM
11	I think at least on Fridays and Saturdays through Labor Day it should run until 1am. And why is there an area on the north shore that is not covered by either zone?	7/12/2021 6:45 PM
12	Eagle Falls - love to hike there and it is difficult to get parking . Also Meeks or DL Bliss	7/12/2021 6:43 PM
13	Meeks Bay Please!!!!!!	7/12/2021 6:35 PM
14	alpine meadows/squaw connect to tahoe city or just in alpine alone	7/12/2021 6:32 PM
15	Carnelian Bay so I can use it to Kings Beach and back	7/12/2021 6:30 PM
16	Need a link from Tahoe City to KB/Incline	7/12/2021 6:28 PM

TART Connect - Email Survey

17	Carnelian Bay are needs services please	7/12/2021 6:07 PM
18	Truckee!	7/12/2021 6:07 PM
19	12-2 am	7/12/2021 6:02 PM
20	I live in Carnelian Bay	7/9/2021 9:33 PM
21	Adding Sand Harbor would be great!	7/9/2021 11:33 AM
22	Late Night	7/8/2021 3:59 PM
23	Dollar Point to Kings Beach Carnelian Bay	7/7/2021 8:55 AM
24	in the morning there are many J1 start work 7am	7/7/2021 12:58 AM
25	Carnelian bay	7/6/2021 4:32 PM
26	Larger area, including sand harbor, and have all the zones connected	7/6/2021 11:54 AM
27	Old county	7/6/2021 10:28 AM
28	Maybe the west shore zone could go further in each direction.	7/6/2021 10:28 AM
29	Truckee area	7/6/2021 9:53 AM
30	Truckee!	7/6/2021 7:38 AM
31	Needs to be extended till 2am Friday and Saturday	7/6/2021 6:04 AM
32	Truckee Amtrak	7/6/2021 1:07 AM
33	My house is just out of the west shore perimeter, can you include all of Talmont?	7/5/2021 11:17 PM
34	Times were great!	7/5/2021 9:49 PM
35	Kingswood	7/5/2021 9:00 PM
36	I'd like to see the 3 zones connected plus truckee. If it ran in the winter it would be great to go to ski resorts.	7/5/2021 8:48 PM
37	There is an opportunity for last call timing particularly on Friday and Saturday nights.	7/5/2021 8:08 PM
38	If tart was available on Friday and Saturday nights until 2 AM, there would be far less drunk drivers on the road. Due to the limited number of taxis and ubers it makes it dangerous for everyone.	7/5/2021 7:54 PM
39	connecting area between Tahoe city and kings beach	7/5/2021 7:30 PM
40	12 am- 8 am	7/5/2021 7:12 PM
41	Rubicon	7/5/2021 7:04 PM
42	12-2 AM on the weekends	7/5/2021 6:53 PM
43	Early morning	7/5/2021 6:33 PM
44	Reno	7/5/2021 6:04 PM
45	Super helpful for me! I have errands - kings beach & incline then I work in Squaw so the after hours service at the last squaw ride to CB helps me. I don't need to pay uber for \$40 thank you!	7/1/2021 6:00 PM
46	24/7	6/29/2021 5:46 PM
47	Truckee	6/29/2021 7:29 AM
48	Truckee! I live in Tahoma and work in Truckee. Get off at night (around 8 or 9), and still can't get back home without at least begging for a ride to Tahoe City to catch the Tart Connect bus from there. PLEASE expand your services to Truckee!	6/28/2021 9:37 PM
49	Tahoe city to kings beach	6/28/2021 9:27 PM
50	It would be great to be able to get from Tahoma to kings beach.	6/28/2021 9:12 PM

Q6 How likely is it that you would recommend TART Connect to a friend or colleague?

Answered: 140 Skipped: 0



DETRACTORS (0-6)

2%
3

PASSIVES (7-8)

2%
3

PROMOTERS (9-10)

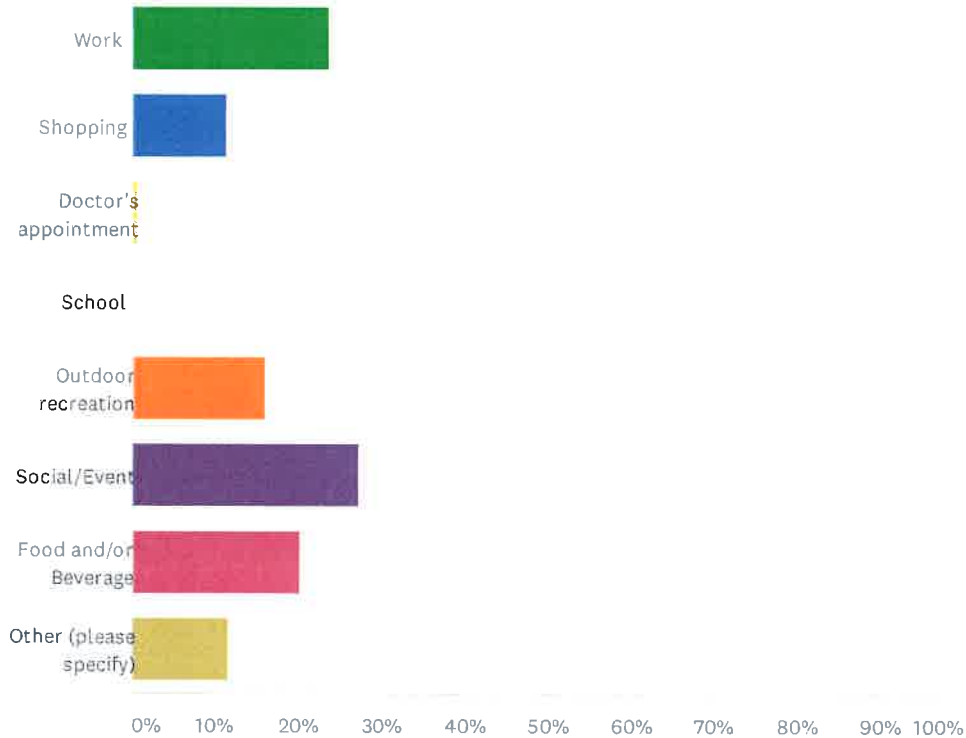
96%
134

NET PROMOTER® SCORE

94

Q1 What is the purpose of your trip today? (check all that apply)

Answered: 306 Skipped: 2



ANSWER CHOICES

RESPONSES

Work	23.86%	73
Shopping	11.44%	35
Doctor's appointment	0.65%	2
School	0.00%	0
Outdoor recreation	16.01%	49
Social/Event	27.45%	84
Food and/or Beverage	20.26%	62
Other (please specify)	11.76%	36

Total Respondents: 306

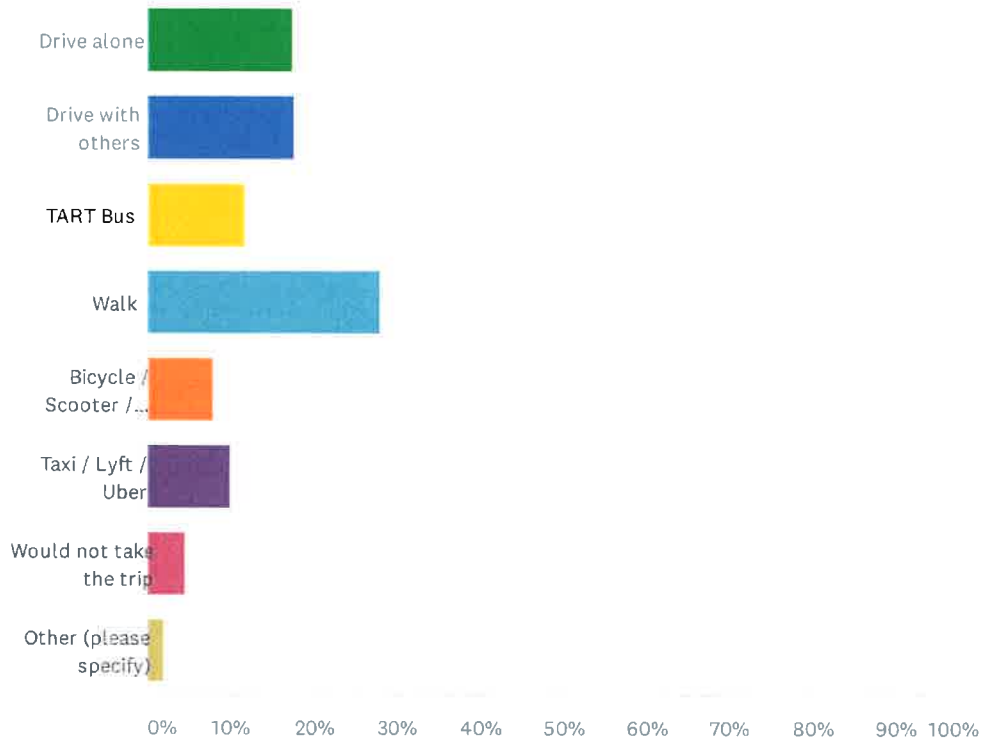
#	OTHER (PLEASE SPECIFY)	DATE
1	Running errands	7/12/2021 3:14 PM
2	Nail appointment	7/12/2021 3:10 PM
3	Practice	7/12/2021 10:45 AM
4	Chil at my crib	7/10/2021 8:20 PM
5	go go taco bell	7/10/2021 5:20 PM

TART App - Ride Survey

6	friends house	7/10/2021 4:15 PM
7	going to the beach with friends	7/10/2021 12:42 PM
8	My car broke down in my friends driveway	7/9/2021 10:05 PM
9	Music on the beach	7/9/2021 6:44 PM
10	For my son	7/9/2021 4:09 PM
11	Home	7/9/2021 3:57 PM
12	House	7/9/2021 2:10 PM
13	Going home from work	7/8/2021 9:53 PM
14	House	7/8/2021 3:29 PM
15	Vacation	7/7/2021 9:09 PM
16	House	7/7/2021 12:47 AM
17	House	7/7/2021 12:43 AM
18	Ride vacation	7/6/2021 11:18 PM
19	Sports	7/6/2021 2:50 PM
20	home	7/5/2021 7:58 PM
21	House	7/5/2021 7:56 PM
22	Home	7/5/2021 10:46 AM
23	House	7/4/2021 6:03 PM
24	sneaky link	7/3/2021 7:55 PM
25	HOA meeting	7/3/2021 11:21 AM
26	Home	7/2/2021 5:46 PM
27	Going to friends house	7/2/2021 4:21 PM
28	Errands, lunch	7/2/2021 10:42 AM
29	Go home	7/2/2021 12:00 AM
30	Home	6/30/2021 6:28 PM
31	Sleep	6/30/2021 12:39 AM
32	Pick up car at auto shop	6/29/2021 4:43 PM
33	Done after work	6/28/2021 7:08 PM
34	Having my car worked on	6/28/2021 9:23 AM
35	Ride home from work	6/27/2021 1:21 PM
36	Going home from work!	6/26/2021 9:54 PM

Q2 If TART Connect were not available, how would you have made this trip?

Answered: 280 Skipped: 28



ANSWER CHOICES

RESPONSES

Drive alone	17.50%	49
Drive with others	17.86%	50
TART Bus	11.79%	33
Walk	28.21%	79
Bicycle / Scooter / E-Bike	7.86%	22
Taxi / Lyft / Uber	10.00%	28
Would not take the trip	4.64%	13
Other (please specify)	2.14%	6
TOTAL		280

#	OTHER (PLEASE SPECIFY)	DATE
1	Hitch hike.	7/11/2021 12:49 AM
2	Did not feel like walking after bus drops me off	7/8/2021 9:53 PM
3	My husband would drive me there	6/29/2021 4:45 PM

TART App - Ride Survey

4	I need the transportation, this is such a great service	6/28/2021 10:24 PM
5	My husband would come pick me up	6/28/2021 9:24 AM
6	I would be screwed	6/25/2021 9:51 PM

North Lake Tahoe Marketing Cooperative

2021-2022 Budget

(Revised 7-16-21)

INCOME		Total	Prior Year Actual (f)	Prior Year Budget
4001-00	NLTRA	\$ 1,100,000	\$421,850	\$592,000
4001-01	NLTRA - Add On	\$ -		
4000-00	IVCBVB	\$ 692,000	\$252,553	\$1,000,000
4004-00	IVCBVB Entertainment Account	\$ 8,000	6000	\$8,000
4099-00	Revenue - Other		\$45,200	\$0
4005-00	Prior year net assets	\$ 100,000	\$486,983	\$410,697
	Total Operating Income	\$ 1,900,000	\$1,212,586	\$2,010,697
EXPENSES				
Acct #	Operating Expenses	Budget		
5000	CONSUMER MARKETING			
5001-00	Broadcast-High Notes	\$ -	\$0	\$5,000
	N/A Total Paid Media	\$ 642,062		
5002-00	Print	\$ -	\$8,100	\$0
5002-01	Native Display	\$ -	\$5,000	\$42,501
5004-00	Trip Advisor	\$ -	\$5,903	\$85,000
5005-00	Paid Social	\$ -	\$23,882	\$112,660
5005-01	Digital Display/Retargeting	\$ -	\$45,052	\$85,800
5005-02	Retargeting Video	\$ -	\$0	\$9,000
5007-01	Creative Production	\$ 150,000	\$70,971	\$0
5007-02	Website Production	\$ -	\$5,213	\$0
5007-03	Photo/Video Creative	\$ 28,469	\$20,484	\$0
5007-00	Creative Production - Other	\$ -	\$2,053	\$105,364
5010-00	Account Strategy & Management	\$ 84,000	\$72,000	\$72,000
5010-01	Digital Management & Reporting	\$ -	\$0	\$0
5010-02	Website Strategy & Analysis	\$ -	\$40,632	\$37,400
5013-00	Outdoor	\$ -	\$0	\$115,000
5015-00	Video (Prospecting)	\$ -	\$0	\$112,350
5017-00	Rich Media	\$ -	\$0	\$35,000
5018-00	Media Commission	\$ -	\$31,618	\$96,631
5018-01	Digital Ad Serving	\$ -	\$333	\$3,000
5020-00	Search Engine Marketing	\$ -	\$34,774	\$65,700
5022-00	Email	\$ -	\$4,162	\$35,000
5024-00	Fusion 7	\$ -	\$24,000	\$24,000
5025-00	Expedia	\$ -	\$0	\$20,000
5026-00	Consumer Research	\$ -	\$0	\$0
5027-00	Consumer Retargeting Video	\$ -	\$0	\$0
5028-00	High Impact Media	\$ -	\$0	\$30,000
5029-00	Television	\$ -	\$10,154	\$0
	Sub	\$ 904,531	\$404,331	\$1,091,406
5110	LEISURE SALES			
5107-00	Creative Production	\$ 2,000	\$150	\$7,250
5111-00	FAMS - Domestic	\$ 1,500	\$0	\$4,500
5112-00	Training / Sales Calls	\$ 5,000	\$120	\$5,000
5113-00	Additional Opportunities	\$ 9,050	\$0	\$10,000
5115-00	Travel Agent Incentive Program	\$ 4,750	\$0	\$2,000
5120-00	Domestic Trade Shows	\$ -	\$0	\$6,500
5131-00	FAMS - Intl - Travel Trade	\$ 2,250	\$143	\$5,510
5133-00	Ski-Tops	\$ 4,000	\$0	\$2,545
5134-00	Intl Marketing - Additional Opportunities	\$ 4,000	\$0	\$4,000
5136-00	Tour Operator Brochure Support	\$ -	\$0	\$0
5137-00	Co-op Opportunities	\$ 6,000	\$11,000	\$12,000
5141-00	Australian Sales Mission	\$ -	\$0	\$0
5142-00	UK Sales Mission	\$ -	\$0	\$0
5143-00	Mtn Travel Symposium	\$ 6,000	\$995	\$5,350
5144-00	IPW - Pow Wow	\$ 16,000	\$0	\$11,000
5145-00	TIA Annual Dues	\$ 2,700	\$0	\$2,695
5146-00	UK / Black Diamond	\$ -	\$0	\$0
5147-00	AUS / Gate 7	\$ -	\$10,291	\$12,150
5149-00	Mexico Program	\$ -	\$0	\$0
5150-00	China Program	\$ -	\$0	\$0
5154-00	Canada/DCI	\$ -	\$2,000	\$12,000
5154-01	Canada Sales Mission	\$ -	\$0	\$6,000
5155-00	California Star Program	\$ 3,000	\$1,167	\$3,500
5166-00	German Trade Representation	\$ -	\$0	\$0
	New International Efforts	\$ 15,000		
	Sub	\$ 81,250	\$25,866	\$112,000
5200	PUBLIC RELATIONS			
5200-01	Strategy, Reporting, Management, Etc.	\$ 55,000	\$15,000	\$18,000
5201-00	National, Regional, & Local Public Relations	\$ -	\$0	\$0
5202-00	PR Program/Content Dev - Blog	\$ 12,000	\$13,500	\$18,500

VII - 1

5202-01	Rich Content Development	\$	-	\$20,500	\$0
5204-00	Media Mission	\$	24,000	\$840	\$30,000
5206-00	Digital Buy / Social Media Boosting	\$	9,600	\$6,000	\$6,000
5207-00	Content Campaigns / Tools: MailChimp	\$	2,880	\$3,600	\$3,600
5208-00	International Travel Media Fams	\$	3,000	\$0	\$0
5208-01	International Media - FAM Hard Cost	\$	-	\$0	\$0
5208-02	International Media Retainer	\$	-	\$0	\$0
5209-00	Domestic Travel Media FAMS	\$	18,600	\$7,426	\$20,000
5210-00	Content Development: Newsletters	\$	21,600	\$19,800	\$21,600
5211-00	Social Media Strategy & Management	\$	71,000	\$48,000	\$48,000
5212-00	Social Giveaways & Contests	\$	7,200	\$4,704	\$10,500
5213-00	Facebook Live	\$	-	\$0	\$150
5214-00	Social Takeover >> Media Influencers	\$	10,000	\$16,275	\$15,000
5216-00	PR Content Development + Distribution	\$	6,000	\$10,597	\$8,400
5218-00	Crisis Communication/Training	\$	-	\$5,000	\$4,900
5221-00	Photography & Video Asset Development	\$	8,000	\$12,000	\$15,000
5222-00	Media Tracking/Memberships	\$	3,530	\$1,816	\$14,000
5280-00	PR Meals/Entertainment	\$	1,500	\$29	\$0
	Sub	\$	253,910	\$185,087	\$233,650
6000	CONFERENCE SALES				
6002-00	Destination Print	\$	-	\$2,500	\$20,000
6003-00	Geo-Fence Targeting	\$	-	\$0	\$3,000
6004-00	Email	\$	-	\$1,658	\$5,000
6005-00	Paid Media	\$	28,915	\$37,397	\$6,000
6006-00	CVENT	\$	12,806	\$10,678	\$10,678
6007-00	Creative Production	\$	10,000	\$20,661	\$14,744
6008-00	Conference PR / Social Outreach	\$	-	\$0	\$0
6014-00	MCC Group Incentive Program	\$	7,000	\$0	\$10,000
6015-00	MCC National Memberships	\$	779	\$399	\$3,773
6016-00	MCC Search Engine	\$	-	\$4,476	\$5,000
6018-00	MCC Media Commission	\$	-	\$6,868	\$6,526
6018-01	MCC Digital Ad Serving	\$	-	\$62	\$0
6019-00	Conference Direct Partnership	\$	7,000	\$7,000	\$5,000
6128-00	HelmsBriscoe Strategic Partnership	\$	7,000	\$7,000	\$7,000
6152-00	Client Events / Opportunities	\$	17,000	\$609	\$6,570
6153-00	Chicago Sales Rep Support	\$	2,500	\$1,943	\$1,000
	Sub	\$	93,000	\$101,251	\$104,291
6100	Trade Shows				
6111-00	Site Inspections	\$	6,000	\$1,392	\$4,500
6116-00	CalSAE Seasonal Spectacular	\$	5,000	\$1,099	\$3,700
6136-00	Mountain Travel Symposium (in Leisure Budget)	\$	-		
6143-00	Connect Marketplace (CONNECT)	\$	6,000	\$4,900	\$14,850
6144-00	ASAE XDP	\$	-	\$0	\$0
6146-00	UC Vendor Fair	\$	-	\$0	\$5,250
6150-02	Luxury Summit Meeting Texas	\$	-	\$0	\$0
6151-00	Destination CA	\$	-	\$0	\$1,500
6154-00	HelmsBriscoe ABC	\$	5,500	\$1,000	\$6,500
6156-00	Connect California	\$	5,500	\$8,250	\$5,250
6156-02	Connect Chicago	\$	4,700	\$0	\$5,750
6156-04	Connect Georgia	\$	-	\$0	\$0
6160-00	All Things Meetings Silicon Valley	\$	1,500	\$675	\$0
6160-01	All Things Meetings East Bay	\$	1,500	\$0	\$2,000
6164-00	Connect Mountain Incentive	\$	-	\$0	\$5,750
6165-00	Bay Area Client Appreciation	\$	4,500	\$0	\$4,500
6166-00	Sports Commission	\$	420	\$0	\$795
6168-00	Top Golf	\$	2,500	\$0	\$2,500
6169-00	Prestige Meetings San Francisco	\$	-	\$0	\$2,500
6171-00	Outdoor Retailer	\$	1,500	\$0	\$1,000
6172-00	Prestige Meetings Seattle	\$	-	\$0	\$0
6180-00	Conference Direct CA	\$	-	\$0	\$1,000
6181-01	Conference Direct Pacific Northwest	\$	-	\$0	\$1,000
	Destination Celebration	\$	2,275		
	Connect Northwest	\$	5,500		
	Sub	\$	53,895	\$21,790	\$83,090
7000	COMMITTED & ADMIN EXPENSES				
5008-00	VLT.com Cooperative Programs	\$	30,000	\$21,309	\$30,000
5009-00	Fulfillment / Mail	\$	2,400	\$1,644	\$12,000
5021-00	RASC-Reno Air Service Corp	\$	100,000	\$50,000	\$50,000
5122-00	Shipping	\$	-	\$0	\$0
5123-00	HSVC - High Sierra Visitors Council	\$	2,000	\$1,333	\$2,000
	Reno Tahoe Territory Membership	\$	1,000		
7001-00	Miscellaneous	\$	-	\$2,510	\$0
7002-00	CRM Subscription	\$	10,620	\$10,625	\$9,996
7003-00	IVCBVB Entertainment Fund	\$	8,000	\$3,042	\$8,000

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7004-00	Research	\$	83,000	\$46,112	\$29,000
7005-00	Film Festival	\$	15,000	\$15,000	\$15,000
7006-00	Special Events	\$	20,000	\$0	\$30,000
7007-00	Destimetrics / DMX	\$	33,352	\$29,327	\$33,352
7008-00	Opportunistic Funds	\$	25,000	\$131	\$46,487
7009-00	Tahoe Cam Usage	\$	2,124	\$2,124	\$2,124
7010-00	Photo Management Storage	\$	7,757	\$7,303	\$7,099
7011-00	TrendKite PR Software	\$	-	\$0	\$0
7020-00	Coop Collateral Production/Printing	\$	-	\$14,056	\$8,000
7030-00	Contract Review			\$13,768	\$0
8700-00	Automobile Expense	\$	-	\$1,446	\$4,200
7000-00	Committed Admin Expense	\$	-	\$0	\$0
		Sub	\$ 340,253	\$219,730	\$287,258
8000	WEBSITE CONTENT & MAINTENANCE				
8002-00	Content Manager Contractor	\$	51,000	\$51,051	\$51,000
8003-00	Hosting & Maintenance	\$	2,161		
	Website Strategy, Maintenance & Optimization	\$	90,000	\$99,865	\$48,000
	SEO	\$	30,000		
		Sub	\$ 173,161	\$51,051	\$51,000
		##	\$ 1,900,000	\$1,009,106	\$1,962,695
		Vari.	\$ 0	\$203,480	\$48,002

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north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

MEMORANDUM

Date: July 19, 2021

TO: IVCBVB Board of Directors

FROM: Andy Chapman, President/CEO

RE: NLTMC FY 21/22 Agreement and Scope of Work for Augustine Agency Services

Action Requested:

Approval of the 3-year agreement and an annual scope of work between NLTMC and Augustine Agency.

Background:

Over the past year and a half, IVCBVB and NLTRA conducted a robust RFP process to determine which agency(s) the NLT Marketing Cooperative would use for the next 3-years. The end result was to hire Augustine Agency for all services.

The agreement is for a 3-year term with the ability to extend if desired. There is also a cancellation clause that allows for either party to terminate the contract upon 30 days written notice if desired. The contract is the same template used in the previous NLTMC agreement.

To clarify services for this fiscal year, we've created a scope of work and budget for the 21/22 fiscal year to act as an addendum to the broader contract. The included budget is considered tentative and will be clarified before each campaign.

Fiscal Impact:

Approximate annual budget of \$1,239,600 out of the North Lake Tahoe Marketing Coop.

Attachments:

- Agreement for Advertisement, Marketing, and Design between NLTMC and Augustine
 - Includes the annual Scope of Work for the 21/22 FY

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AGREEMENT FOR ADVERTISEMENT, MARKETING, AND DESIGN

- (1) THIS AGREEMENT ("Agreement") between **Augustine** a California corporation (hereinafter "**AUGUSTINE**") with its principal place of business at 3017 Douglas Blvd., Ste. 200, Roseville, CA 95661, and
- (2) **North Lake Tahoe Marketing Cooperative**, a marketing cooperative created by the North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau, organized in the State of California and having its principal place of business at 100 North Lake Boulevard, Second Floor, Tahoe City, CA 96145 ("**CLIENT**").

WHEREAS, the purpose of this Agreement is to state the terms and conditions under which AUGUSTINE will furnish its services to CLIENT.

NOW, THEREFORE, for good and valuable consideration, the parties agree as follows:

SECTION 1. TERM

This Agreement shall commence on _____ and shall continue in full force and effect until terminated as provided in Section 6.

SECTION 2. OBLIGATIONS OF AUGUSTINE

AUGUSTINE agrees to provide advertising, marketing, media placement, web development, design and reporting services to CLIENT. All costs associated with services will be generated through our estimating system and approved by CLIENT in writing prior to commencement.

SECTION 3. OBLIGATIONS OF CLIENT

3.01. CLIENT shall provide AUGUSTINE and its authorized employees and agents timely and reasonable access to its information and property for the purposes of AUGUSTINE's services.

3.02. Incorporated into AUGUSTINE's hourly rates are routine administrative costs that include long distance telephone calls, copy expenses, local courier expenses, regular postage and facsimiles. CLIENT will be billed for actual costs for non-routine costs that include, but are not limited to, travel expenses, third party service conference calls and non-routine postage and copying expenses.

3.03. AUGUSTINE shall invoice CLIENT monthly following the month during which service is performed. A 50% deposit on all hard costs estimated will be required prior to commencement of services. **All invoices shall be due net 30 from the date of invoice.** Payment shall be deemed "late" 40 days from the invoice date and thereafter shall be subject to a 2% per month late fee.

SECTION 4. INDEMNITY

4.01. Indemnification of CLIENT by AUGUSTINE.

Augustine hereby agrees to protect, defend, indemnify, and hold the Client and Placer County free and harmless from any and all losses, claims, liens, demands, and causes of action of every kind and character including, but not limited to, the amounts of judgments, penalties, interest, court costs, legal fees, and all other expenses incurred by the Client arising in favor of any party including claims, liens, debts, personal injuries, death, or damages to property (including employees of property of the Client or Placer County) and without limitation by enumeration, all other claims or demands of every character occurring or in any way incident to, in connection with or arising directly or indirectly out of this contract or agreement. Augustine agrees to investigate, handle, respond to, provide defense for, and defend any such claims, demand, or suit at the sole expense of Augustine. Augustine also agrees to bear all other costs and expenses related thereto, even if the claim or claims alleged are groundless, false, or fraudulent. This provision is not intended to create any cause of action in favor of any third party against Augustine, the Client, or Placer County, or to enlarge, in any way, Augustine's liability, but is intended solely to provide indemnification of the Client and Placer County from Augustine's performance pursuant to this contract or agreement.

These indemnification provisions shall survive any termination of the Agreement.

Indemnification of AUGUSTINE by CLIENT.

CLIENT agrees to cooperate fully with AUGUSTINE and provide it with information necessary to perform the services required under this Agreement, and to put forth its best efforts to avoid any claims, suits, investigations, or proceedings (collectively or individually, a "Claim") against AUGUSTINE. CLIENT shall indemnify, defend, and hold harmless AUGUSTINE, its subsidiaries and affiliates, and their directors, officers, employees, agents, representatives, suppliers, and vendors from and against any and all suits, actions, damages, costs, losses (including, without limitation, reasonable attorneys' fees), expenses, judgments, settlement costs, and other liabilities arising from:

- A. Information or representations provided by the CLIENT, or any of their products or services, in any advertising which AUGUSTINE may prepare for CLIENT and which CLIENT approves in writing before its publication or broadcast; or
- B. An advertising element which is furnished by CLIENT to AUGUSTINE, and which allegedly violates the personal or property rights (including copyrights, trademarks or service marks) of anyone, or otherwise injures anyone; or
- C. Any alleged injury that a third party may attribute to CLIENT's products or services; or
- D. Any negligent or willful errors or omissions on the part of CLIENT; or
- E. Any breach of this Agreement by CLIENT.

These indemnification provisions shall survive the termination of this Agreement.

4.03. Talent Union Codes. AUGUSTINE will advise CLIENT in writing of AUGUSTINE's obligations under applicable union codes or contracts relating to the use of the commercials produced by AUGUSTINE for CLIENT, as such codes or contracts exist from time to time. If any Claim is made or brought against AUGUSTINE because CLIENT or its employees, agents or representatives have used such commercials without complying with such union codes or contracts in accordance with AUGUSTINE's advice to CLIENT, CLIENT shall indemnify, defend, and hold harmless AUGUSTINE and its subsidiaries and affiliates, and their

officers, directors, employees, agents, and representatives against any loss they may sustain resulting from such Claim. CLIENT's duty under this paragraph attaches to all commercials produced by AUGUSTINE for CLIENT pursuant to this Agreement and will survive the termination of this Agreement.

SECTION 5. PROPRIETARY RIGHTS

5.01. Ownership

- A. Ownership of Work Product. AUGUSTINE agrees and acknowledges that all images, logos, trademarks, slogans, artwork, written materials, drawings, photograph, graphic material, film, or music, that is created specifically for CLIENT by AUGUSTINE under this agreement and accepted by CLIENT as provided in 5.01(B) below (collectively the "Work Product") are the property of CLIENT. CLIENT agrees and acknowledges that all intellectual property such as original work, ideas, concepts, images, trademarks, photograph, graphic material, film, music, other materials names, processes and procedures, any and all other intellectual property or other materials that are subject to copyright, trademark, patent, or similar protection, used in connection with the services provided to CLIENT by AUGUSTINE under this agreement (collectively the "Intellectual Product") are the exclusive property of AUGUSTINE. To the extent any of the Work Product is licensed to AUGUSTINE by a third party for AUGUSTINE's exclusive use and enjoyment, AUGUSTINE shall retain all rights, title, and interest in and to the licensed portion of the Work Product (e.g. fonts and stock photos) and to any modifications or improvements made thereto and may use such Work Product as part of its services to other parties. It is understood that AUGUSTINE may, on occasion, license materials from third parties for inclusion in Work Product. In such circumstances, ownership of such licensed materials remains with the licensor at the conclusion of the term of the license described in 5.01B below and does not belong to CLIENT. AUGUSTINE will keep CLIENT informed of any such limitations by third parties. AUGUSTINE may use any stock photo accounts provided by CLIENT. All professional and technical information developed under this Agreement and all work sheets, reports, and related data shall become the property of Client, and Augustine agrees to deliver reproducible copies of such documents to Client on completion of services hereunder. The Client agrees to indemnify and hold Augustine harmless from any claim arising out of reuse of the information for other than this project.
- B. Acceptance of and Grant of License to Work Product. After review of AUGUSTINE's work, CLIENT shall provide AUGUSTINE with written acceptance of the work. CLIENT acknowledges that the fees charged by AUGUSTINE for this work, as outlined in Exhibit A, an estimate, or a statement of work, were specifically calculated based on the usage contemplated by CLIENT. AUGUSTINE grants CLIENT a unlimited, exclusive right to use the Work Product but only for the uses associated with the projects described in any estimate or written project description agreed to by the parties, and only in the event the following conditions are met: (1) such Work Product is accepted in writing by the CLIENT within twelve (12) months of being proposed by AUGUSTINE; (2) Client pays all fees and costs associated with creating and, where applicable, producing such Work Product. No license shall be granted for Work Product that does not meet the two foregoing conditions and CLIENT shall return such Work Product to AUGUSTINE within 30 days. Select Work Product may be repurposed by CLIENT, only in the event the following conditions are met: (1) CLIENT receives authorization from AUGUSTINE prior to Work Product being repurposed, (2) upon completion of repurposed Work Product, AUGUSTINE gives creative approval. Live files will not be provided to CLIENT under any circumstances unless AUGUSTINE receives satisfactory information determined in AUGUSTINE'S sole discretion that sufficient licenses and other necessary rights have been obtained by CLIENT in order that no third-party intellectual property rights will be violated or impaired in any way. Client is not restricted from using the Work Product to produce print collateral for use at trade shows, conventions, or similar events, social media campaigns, promotional products and signage, or any other use

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authorized by Agency

5.02. Return of Materials. CLIENT shall promptly return all tangible AUGUSTINE property that has come into CLIENT's possession. Upon termination of this Agreement for any reason, CLIENT shall, within ten (30) days of such termination and in accordance with any instruction provided by AUGUSTINE, return to AUGUSTINE all tangible AUGUSTINE property that has come into CLIENT's possession, including all copies thereof and any notes, memoranda, and other documents of other media relating thereto. Unless transferred pursuant to Section 5.01, the product of all work performed under this Agreement, including, without limitation, reports, drawings, computer programs, data, devices, or models, shall be the property of AUGUSTINE or its nominees, and AUGUSTINE or its nominees shall have the sole right to use, sell, license, publish or otherwise disseminate or transfer rights of such work products.

5.03. Confidentiality.

- A. CLIENT's Confidential Property. Except in the course of rendering the services contemplated by this Agreement, AUGUSTINE shall not disclose or cause to be disclosed to any third party (other than its employees, consultants and contractors rendering services or providing facilities or materials in connection with AUGUSTINE services to CLIENT) any information of any type that is secret, concerns CLIENT's business and is not otherwise known outside of CLIENT or its affiliates, including, but not limited to, such information contained in marketing timetables, projections, information and operation methods, specifications, know-how, techniques, manuals and the like, both written and unwritten ("Confidential Property") which may be given or shown to AUGUSTINE or to which AUGUSTINE may be granted access by CLIENT or its affiliates. Confidential Property shall not include anything which (i) is approved for release pursuant to CLIENT's written authorization; (ii) is a matter of public information; (iii) is information previously known to AUGUSTINE which was not obtained from CLIENT or in any improper manner; (iv) is information now in the public domain or which subsequently enters the public domain not as the result of AUGUSTINE's action or inaction; or (v) is information subsequently made available to a third party under no duty to CLIENT to preserve its confidentiality. AUGUSTINE agrees to take all reasonable measures to avoid any wrongful disclosures, and to exercise no less than the standard of care AUGUSTINE uses to safeguard its own trade secrets and other of its own Confidential Property. AUGUSTINE shall advise each of its employees, consultants and contractors working on any of CLIENT's matters as to this obligation and shall use reasonable efforts to have them agree to comply with the requirements set forth in this paragraph. AUGUSTINE agrees to protect CLIENTS Work Product and all similar concepts and creative both finished and concept from being used for other uses for within CLIENTS competitive set.
- B. AUGUSTINE's Confidential Property. AUGUSTINE considers any information of any type that is secret, concerns AUGUSTINE's business, and is not otherwise known outside of AUGUSTINE or its subsidiaries or affiliates, including, but not limited to, broadcast spot rates negotiated by AUGUSTINE with stations and their representatives, and such information contained in marketing timetables, projections, information and operation methods, specifications, know-how, financial information, strategies, techniques, methodologies, manuals and the like, both written and unwritten, to be its Confidential Property. CLIENT agrees to hold such Confidential Property in confidence, to take all reasonable measure to avoid any wrongful disclosures, and to exercise no less than the standard of care CLIENT uses to safeguard its own trade secrets and other of its own Confidential Property. CLIENT shall advise each of its employees, consultants and contractors working on any matters relating to AUGUSTINE as to

this obligation and shall use reasonable efforts to have them agree to comply with the requirements set forth in this paragraph.

5.04. Specific Performance. CLIENT acknowledges that the subject matter of AUGUSTINE's services are of a special, unique and extraordinary character and that it would be impossible to value the damages rendered in the event of disclosure by CLIENT to third parties and CLIENT further acknowledges that a violation by CLIENT of any of the restrictive covenants contained in this Agreement could cause irreparable injury to AUGUSTINE and that in such event money damages would not be readily calculable and that AUGUSTINE would not have an adequate remedy at law. By reason thereof, CLIENT agrees and consents that if it violates any of the provisions of this Agreement, in addition to any other rights and remedies available under this Agreement or otherwise, shall be entitled to an injunction to be issued by any tribunal of competent jurisdiction restraining CLIENT from committing or continuing any violation of this Agreement.

SECTION 6. TERMINATION

6.01. Expiration of Agreement. Unless otherwise terminated as provided for herein, this Agreement shall continue in full force and effect for three (3) years from execution date.

6.02. Termination on Notice. This Agreement may be terminated upon 30 days written notice by either AUGUSTINE or CLIENT.

6.03. Termination on Occurrence of Stated Events. This Agreement shall automatically terminate on occurrence of any of the following events:

- a) Bankruptcy or insolvency of either party.
- b) Sale of the business of either party.
- c) Assignment of this Agreement by either party without the consent of the other party.

6.04 Termination for Default. If either party materially defaults with respect to any of the other provisions of the Agreement, the other party may, at its option, give written notice of such default to defaulting party and provide five (5) days to cure said default. If the default is not cured within that time period, the other party may terminate this Agreement and all rights granted to the parties under the terms of this Agreement terminate. Such a remedy shall be in addition to and without prejudice to any right or remedy in law or equity or provided for elsewhere in this Agreement on account of any violation or breach.

SECTION 7. NOTICES

All notices, requests, demands and other communication given or required to be given under this Agreement shall be in writing, duly addressed to the parties as follows:

To AUGUSTINE: Augustine
 3017 Douglas Blvd., Ste. 200
 Roseville, California, 95661
 Attn: Debra Augustine

To CLIENT: North Lake Tahoe Marketing Cooperative
 P.O. Box 5459
 Tahoe City, CA 96145
 Attn: Andy Chapman

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SECTION 8. SUCCESSORS

This Agreement shall be binding upon the parties hereto and their respective heirs, successors or representatives.

SECTION 9. SURVIVABILITY

If any paragraph, section, sentence, clause, or phrase contained in this Agreement shall become illegal, null or void or against public policy, for any reason, or shall be held by any court of competent jurisdiction to be illegal, null or void against public policy, the remaining paragraphs, sections, sentences, clauses or phrases contained in this Agreement shall not be affected thereby.

SECTION 10. DISPUTES

Either party may request that the parties submit any claim to nonbinding arbitration under the rules of the American Arbitration Association. If, after the ruling by the arbitrator, party elects to go forward with litigation, the party electing to go forward shall pay the statutory rate of interest on any award amount in excess of the arbitration award against them, if any, ultimately awarded by the court. AUGUSTINE and CLIENT further agree that if any party finds it necessary to enforce this Agreement in court, the prevailing party is entitled to recover all reasonable costs, expenses and attorney's fees incurred in enforcing the terms of this Agreement.

SECTION 11. WAIVER

The waiver of any breach of any provision under this Agreement by any party hereto shall not be deemed to be a waiver of any preceding or subsequent breach under this Agreement.

SECTION 12. GENERAL PROVISIONS

12.01. No Assignment of Obligations. Neither Party may assign any of its respective obligations under this Agreement without the express written consent of the other Party.

12.02. Assignment of Owner's Rights. AUGUSTINE may assign or sublicense all or any portion of AUGUSTINE'S rights under this Agreement to any third party, without the permission of CLIENT. CLIENT may assign or sublicense all or any portion of CLIENT's rights under this agreement to any third party, without the permission of AUGUSTINE.

12.03. Modifications. This Agreement may be amended at any time and from time to time, but any amendment must be in writing and signed by each Party to be bound.

12.04. Undefined Terms. Terms that are not specifically defined in this Agreement are used as set forth in the California Uniform Commercial Code.

12.05. Joint Drafting and Neutral Construction. This Agreement is a negotiated document and shall be deemed to have been drafted jointly by the Parties, and no rule of construction or interpretation shall apply against any Party based on a contention that the Agreement was drafted by one of the Parties including, but not limited to California Civil Code section 1654, the provisions of which are hereby waived. This Agreement shall be construed and interpreted in a neutral manner.

12.06. Time is of The Essence. The Parties understand that time is of the essence in carrying out their respective obligations under this Agreement.

12.07. Entire Agreement. This Agreement, including all Exhibits, Appendices, and Attachments, contains the entire agreement of the Parties relating to the rights granted and obligations assumed in this Agreement.

Any oral representations or modifications concerning this instrument shall be of no force or effect unless contained in a subsequent written modification signed by the Party to be charged.

12.08. Venue and Applicable Law. This Agreement is to be interpreted in accordance with the laws of California. It, and the referenced TOT Funding Application/Scope of Work, constitutes the entire agreement between the NLTRA and the Contractor relating to the project and may not be modified except by an instrument in writing signed by both parties. Any legal proceedings on this agreement shall be brought under the jurisdiction of the Superior Court of the County of Placer, State of California. Each party waives any Federal court removal and/or original jurisdiction rights it may have.

12.09. Attorney Fees and Costs. In any action brought under this Agreement, the prevailing party shall be entitled to recover its actual costs and attorney fees pursuant to California Civil Code section 1717 and all other litigation costs, including expert witness fees, and all actual attorney fees and litigation costs incurred in connection with the enforcement of a judgment arising from such action or proceeding. The provisions of the preceding sentence shall be severable from the provisions of this Agreement and shall survive the entry of any such judgment.

12.10 Independent Contractor. Neither party shall, for any purpose, be deemed to be an agent of the other party and the relationship between the parties shall only be that of independent contractors. Neither party shall have any right or authority to assume or create any obligations or to make any representations or warranties on behalf of any other party, whether express or implied, or to bind the other party in any respect whatsoever. Augustine shall perform this Agreement as an independent contractor and the officers, agents and employees of Augustine are not, and shall not be deemed, Client or Placer County employees for any purpose. Augustine shall determine, at its own risk and expense, the method and manner by which duties imposed on Augustine by this Agreement shall be performed; provided, however, that the Client may monitor the work performed. Augustine agrees that nothing in the contract documents shall create any contractual relationship between any third-party contractor and the NLTRC, NLTRA, IVCBVB or Placer County.

12.11 Competitive Bidding. It is understood that In participating in this Agreement, to the extent Placer County TOT funding is expended by the Client or by a third-party Contractor for service or support in any amount greater than \$25,000, the Client shall utilize and require any Contractor to utilize a competitive bidding process or procurement process. Documentation of each required process will be submitted and include the 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 Client competitive bidding process requires a minimum of two quotes or bids in writing for a project, program, service, and/or support. 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 Client. All service and support in an amount greater than \$25,000 shall be accompanied by a scope of work and inserted in all contracts prepared by Client and/or Contractor acting as a third-party contractor

12.12 Insurance. Prior to providing any services, AUGUSTINE shall provide CLIENT with certificates of insurance, as may be appropriate, with original endorsements and copies of policies with Best's Class A or better carriers. All costs of complying with these insurance requirements shall be included in AUGUSTINE's fee(s). These costs shall not be considered a "reimbursable" expense under any circumstances.

12.13 Non-Discrimination. Neither party shall not discriminate in its employment practices because of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition,

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marital status, sex, age, or sexual orientation in contravention of the California Fair Employment and Housing Act, Government Code section 12900 et seq.

12.14 Counterparts. This Agreement may be executed in counterpart.

Executed this _____ day of _____, 20__.

AUGUSTINE

NORTH LAKE TAHOE MARKETING
COOPERATIVE

Sign: _____

Sign: _____

Name: _____

Name: _____

Title: _____

Title: _____

INCLINE VILLAGE CRYSTAL BAY VISITOR
BUREAU

Sign: _____

Name: _____

Title: _____

NORTH LAKE TAHOE RESORT ASSOCIATION

Sign: _____

Name: _____

Title: _____

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Exhibit A
Scope of Work

North Lake Tahoe Marketing Co-Op: FY 21/22 Scope of Work and Budget

This document serves as Scope of Work and budget for FY 21/22, year one of the three-year contract term between Augustine and the North Lake Tahoe Marketing Cooperative (NLTMC). All tasks and projects included cover marketing and advertising services performed by Augustine on behalf of NLTMC. Budget is included in totality and should be considered tentative with each project being estimated separately and approved prior to beginning any work.

Scope of Work

Consumer Marketing – Tasks include, but are not limited to the following:

- Consumer Paid Media
- Creative Production
- Account Strategy & Management

Total Budget for Consumer Marketing: \$880,000

Leisure Sales – Tasks include, but are not limited to the following:

- Creative Production

Total Budget for Leisure Sales: \$2,000

Public Relations – Tasks include, but are not limited to the following:

- Media relations support
- Proactive pitching
- Reactive media relations as needed
- Press page management on GTN.com
- Press asset management and updates
- FAM Tour support
- Monthly reporting
- Other PR support as needed

Total Public Relations Budget: \$69,600

Content Strategy, Development & Management – Tasks include, but are not limited to the following:

- Content campaign development
- Blog development
- Newsletter development and coordination
- Social Media Strategy & Management
 - Content development for all channels
 - Post scheduling & management
 - Real-time audience engagement
 - Reporting
 - Social Contests
 - Social post boosting

Total Content Budget: \$138,000

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Conference Sales – Tasks include, but are not limited to the following:

- Paid Media
- Creative Production

Total Conference Sales Budget: \$60,000

Website Strategy, Maintenance & Optimization – Tasks include, but are not limited to the following:

- Creative & Content Development
- Back End Development/Coding
- Front End Development
- Website Strategy

Total Website Budget: \$90,000

Paid Media: All paid media will run through MāhK Advertising, Augustine's media partner on the account. MāhK will bill NLTMC directly for all media hard costs and 12% commission. Augustine will bill NLTMC for 1% commission of the total hard cost spend.

Please Note: Fees included are an estimate only and Augustine asks for a contingency fee of +/- 15% of the total. Estimate does not include hard costs. This estimate will expire 30 days after the date generated, and costs may change if work is not completed by that date.

X _____ Date: _____
Jeffrey Hentz
CEO, NLTRA

X _____ Date: _____
Andy Chapman
President/CEO, IVCBVB

X _____ Date: _____
Robert Nelson
CEO, Augustine

JX-11



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors
Fr: Andy Chapman
Date: 7/21/21

Re: CEO Annual Review and Performance Merit Evaluation for Future Salary & Incentive Payments (For Possible Action).

Background

Chair Watson will lead the board in a discussion on the CEO FY 2020/21 annual review and performance evaluation.

Possible Board Action

Pending Board review and discussion, the board approval possible CEO future salary & incentive program.

Jul 21, 2021

Revenues & Stats				
	May-2021	May-2019	Variance	
Grant Revenues				
Monthly	\$ 164,265	\$ 90,945		80.6%
YTD	\$ 164,265	\$ 90,945		80.6%
Total Taxable Revenues	\$ 4,867,058	\$ 2,762,581		76.2%
	May. Actual	May. Budget		
Monthly	\$ 164,265	\$ 91,505		79.5%
YTD	\$ 164,265	\$ 91,505		79.5%
Occupancy				
Hotel	51.4%	49.9%		3.0%
Motel	22.5%	24.4%		-7.7%
Vacation Rental	34.8%	17.8%		96.3%
Time Share	6.2%	6.4%		-3.8%
Home Owner	N/A	N/A		n/a
Total	36.1%	27.9%		29.2%
Room Rate				
Hotel	\$ 247.50	\$ 212.00		16.7%
Motel	\$ 116.75	\$ 85.69		36.2%
Vacation Rental	\$ 340.38	\$ 241.89		40.7%
Time Share	\$ 276.65	\$ 228.76		20.9%
Home Owner	N/A	N/A		n/a
Total	\$ 284.82	\$ 214.12		33.0%
RevPar				
Hotel	\$ 127.10	\$ 106.15		19.7%
Motel	\$ 26.26	\$ 20.87		25.8%
Vacation Rental	\$ 118.60	\$ 42.94		176.2%
Time Share	\$ 17.02	\$ 14.63		16.3%
Home Owner	N/A	N/A		n/a
Total	\$ 102.70	\$ 59.76		71.8%

Visitor Information Comparative Statistics For Fiscal YTD			
	June-2021	June-2019	Variance
Walk In Visitor Count			
Monthly	3814	7123	-46.5%
YTD	20,304	46,449	-56.3%
Merchandise Sales			
Monthly	\$ 7,470	\$ 9,143	-18.3%
YTD	\$ 48,092	\$ 56,673	-15.1%
Concierge & AT Sales			
Monthly	\$ 23,582	\$ 61,194	-61.5%
YTD	\$ 29,472	\$ 310,966	-90.5%
Vacation Planners mailed	127	79	60.8%

Destimetries Reservations Activity (as of June 30, 2021)				
	FY 2020/21	FY 2018/19	Variance	
Current Month Occupancy	56.0%	52.2%		7.3%
Current Month ADR	\$ 461	\$ 309		49.2%
Current Month REVPAR	\$ 253	\$ 161		57.1%
Next Month Occupancy	67.0%	57.4%		16.7%
Next Month ADR	\$ 536	\$ 414		29.5%
Next Month REVPAR	\$ 360	\$ 238		51.3%
Summer Total Occupancy (proj)	45.8%	39.7%		15.4%
Summer Total ADR (proj)	\$ 428	\$ 327		30.9%
Summer Total REVPAR (proj)	\$ 196	\$ 130		50.8%

Reno Tahoe International Airport			
	May-2021	May-2020	Variance
Total Passengers Served	302,403	46,015	557.2%
Average Load Factor	70.1%	29.5%	137.6%
Total Number of Departures	1,776	584	204.1%
Non-Stop Destinations Served	22	10	120.0%
Departing Seat Capacity	201106	77268	160.3%
Crude Oil Averages (barrel)	\$ 65.17	\$ 28.56	128.2%

Notes of interest:

SWA will begin non-stop to BUR July 11th

(Booked as of May 31st, 2021)			
	FY 2020/21	FY 2019/20	Variance
Total Revenue Booked	\$ 389,258	\$ 2,593,990	-85.0%
Number of Room Nights	1,693	11,544	-85.3%
Number of Delegates			#DIV/0!
Number of Tentative Bookings	9	54	-83.3%
Number of Leads Generated			#DIV/0!
Conference Revenue And Percentage by County:			
	20-21	19-20	
Placer	83.0%	78%	348,025 \$ 2,105,730 -83.5%
Washoe	17.0%	14%	69,577 \$ 381,642 -81.8%
South Lake	0.0%	8%	0 \$ 206,618 -100.0%
Nevada	0	0	0 \$ - #DIV/0!
Total Conference Revenue	100.0%	100.0%	417,602 \$ 2,693,990 -84.5%

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Top Website	Lodging Referrals (April)	Total Lodging Ref.	Unique Lodging Ref.
AvantStay		177	163
Hyatt High Sierra Lodge		149	141
Hyatt Regency Lake Tahoe Resort		101	95
Basecamp Hotel Tahoe City		88	85
Donner Lake Village		84	73
Cedar Crest Cottages		80	79
Meeks Bay Resort & Marina		68	62
Hostel Tahoe in Kings Beach		57	40
Tahoe Vacation Rentals		56	53
Tahoe Time Vacation Rental		51	50
The Inn at Boatworks		51	50
Tahoe Rental Company		50	40
Tahoe Truckee Factory Stores		41	38
River Ranch Lodge and Restaurant		40	40
Mourelatos Lakeshore Resort		39	39
Rockwood Lodge		37	36
Tahoe Biltmore Lodge & Casino		34	33
Tahoe Mountain Properties		34	32
Granlibakken Tahoe		32	31
Red Wolf Lakeside Lodge		32	32
Sunnyside Restaurant & Lodge		32	32
Cedar Glen Lodge		29	28
Cottage Inn at Lake Tahoe		29	29
Resort at Squaw Creek		27	27
The Ritz-Carlton, Lake Tahoe		27	25

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Summary:

The Visitors Center is providing valuable information to guests. Visitation has been strong during the entire month. We are currently short staffed and struggling to find reliable employees.

Staffing:

- Looking for concierge staff.

Operations:

- Coordinating ticket sales on our ActivityTickets.com platform.
- Thunderbird Lodge tours have resumed as of June 11th
- Managing advertising for our Activity Ticket clients
- Inventory management.
- Looking for part-time help

Projects:

- Finding new CPA
- D.G Menchetti signage
- GoTahoeNorth.com transition management
- Totem pole installation
- Manage FB/Instagram for Bureau
- Restriped parking lot
- Estimating roof replacement
- Estimating flooring for office
- Bathroom updates
- Looking for Outreach/Program coordinator

Meetings attended:

- SEO meetings, co-op agency meetings, Cloudriff training meetings, strategy meetings, transition meetings, RTT meeting, job interviews.

President/CEO Report
Activities Report
July 21st 2021

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Finalized Augustine Agency contract and scope of work
 - Finalized agency transition to Augustine
 - Worked with agency partners on summer visitor communication strategy
 - Work with staff on FY 2021/22 Coop budget
 - Finalize FY 2021/22 Coop budget for boards review
 - Planning summer consumer advertising campaign
 - Worked on sales staff transition plan
- PROJECTS
 - Launched Micro Transit Pilot program with partner agency including weekly reporting
 - Participating in Lake Tahoe Sustainable Tourism and Recreation Partnership
 - New board member outreach and recruitment
 - Working with NLTRA Ex. Committee on CEO transition
 - Developed IVCVBV Organizational Communication Project with the Abbi Agency
 - Conducted FYE retail inventory count
- MEETINGS (in person or virtual)
 - Attended Vendor status meetings
 - Attended Visit California Research Committee Meeting (weekly)
 - Attended RASC Executive Committee Meeting (weekly)
 - Attended TTD Board Meeting
 - Attended Lake Tahoe Recreation providers/public managers calls
 - Attended Washoe County RTC meeting
 - Attended Take Care Tahoe Workshop
 - Attended DMA West Virtual CEO Summit
 - Attended Destimetrics DMO Roundtable
 - Attended Visit California's Brand Content Committee meeting
 - Attended TART Connect Ribbon Cutting Ceremony
 - Attended TMA Executive Committee meeting

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