



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

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Friday April 20th, 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 March Board Minutes (For Possible Action) | Heather Bacon |
| V. IVCBVB Bylaw Review and Discussion
(For Possible Action) | Andy Chapman |
| VI. North Lake Tahoe Coop Agreement Review Discussion
(For Possible Action) | Andy Chapman |
| VII. Review of March Board Retreat Outcomes | Andy Chapman/
Heather Bacon |
| VIII. Review of March 2017/18 Financial Statements
(For Possible Action) | Andy Chapman/Greg Long |
| IX. Review of FYE 2017/18 Budget Reforecast
(For Possible Action) | Andy Chapman/Greg Long |
| X. Review and input on Draft FYE 2018/19 Revenue Forecast | Andy Chapman |

- XI. Review of March 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**
- XV. New Business** **Heather Bacon**
- 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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Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday March 28th, 2017 8:30 am

The meeting was held Wednesday March 28th at the Hyatt Regency Lake Tahoe, 111 Country Club Drive, Incline Village, NV 89451.

I. Call to Order/Roll Call

Heather Bacon

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 8:30 am by Chair Bacon. Roll call was taken, and the following members were present: Heather Bacon, Blane Johnson, Bill Wood, Bill Watson and Michael Murphy. The following IVCBVB employees were present: Andy Chapman, CEO/President and Greg Long, Director of Operations. The following guests were also present: Jamie Wright, TMA; David Jickling and Mark Mahoney, Regional Transportation Commission; and Laura O'Brien, mediator.

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.

No public comment.

III. Approval of Agenda – (For Possible Action)

Heather Bacon

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

IV. Approval of Board Minutes from the Meeting of February 28th, 2018 – (For Possible Action)

Heather Bacon

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

V. Strategic Board Discussion & Retreat

**Andy Chapman/
Lauren O'Brien**

Chapman and O'Brien compiled the following strategic items to be reviewed and discussed regarding goals and interests of the board.

A. Transportation Discussion

8:30 - 9:30

Jamie Wright with the TMA, along with David Jickling and Mark Mahoney with the Regional Transportation Commission, discussed the history of the region's transportation and the RTC along with the complexities of transportation in the area. The conversation also included current operations and strategies for achieving future goals.

- B. RSCVA Partnership Opportunities** **9:30 – 10:30**
Art Jimenez, Esther Isaac, and Mike Larragueta gave an overview of leisure sales, conference sales, and marketing.
- C. NLT Cooperative Marketing Review** **10:45 – Noon**
Daphne Lange, NLTRA Tourism Director, and Cindy Gustafson, NLTRA CEO gave an update on the Coop marketing efforts.
- D. IVCBVB Strategic Review and Prioritization** **Noon – 2:00**
Laura O'Brien led a discussion summarizing the morning presentations along with action items.

VI. Old Business **Heather Bacon**

No old business was discussed.

VII. New Business **Heather Bacon**

- a. Meeting Schedule through FYE 2018**
BOD meetings for April was set to the 20th. May BOD meeting was set to the 21st.
- b. North Lake Tahoe Chamber Awards Dinner April 26th**
Focus this years is Tahoe Luminaries Campaign, Greg Long will be attending representing the IVCBVB, and the board is welcome to come.

VIII. 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.

No public comment.

IX. Adjournment – (For Possible Action)

Motion to adjourn by Bill Wood. Second by Blane Johnson. Meeting adjourned.

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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north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

**BY-LAWS OF
INCLINE VILLAGE/CRYSTAL BAY VISITOR AND CONVENTION BUREAU INC.**

ARTICLE I- Name

The name of this entity shall be the Incline Village/Crystal Bay Visitor and Convention Bureau (hereafter referred to as IV/CBVCB and is designated as a private non-profit corporation and as such, its' functions shall be governed by Nevada Revised Statutes and Washoe County Ordinances pertaining thereto.

ARTICLE II - Purpose and Function

It shall be the purpose of the IVCBVCB to promote travel and tourism to the Lake Tahoe, Washoe County area comprised of Incline Village and Crystal Bay, Nevada.

ARTICLE III - Board of Directors

A. Power of Responsibility

Members of the Board of Directors may be residents of Incline Village or Crystal Bay, Nevada and they must own, conduct or have an interest in a business or profession located in Incline Village or Crystal Bay, Nevada. The Board of Directors shall be responsible for all actions of the IVCBVCB and be vested with those powers necessary to carry out such responsibilities, including, but not limited to, the appointment of an Executive Director and other staff, the compensation range of any staff personnel, meeting budgets, raising the funds necessary to operate the IVCBVCB, accounting and financial controls, and the manner in which Incline Village/Crystal Bay, Nevada is promoted to the visitor industry.

B. Number and Classification of Directors

There shall be at least five voting Directors, a majority of which must represent room tax paying entities, as follows:

1. One (1) representative from an Incline Village hotel/casino;
2. One (1) representative from a Crystal Bay hotel/casino;
3. Three (3) others elected at large.

C. Directors Terms

Election of Directors shall occur annually at a meeting held in June with the term to start July 1. Terms shall alternate so that no more than three are elected in any one year. ~~The first Board of five shall establish the initial terms by lot as to stagger new directors coming on the Board. Lot numbers one, two and three shall serve a three year term, lot numbers four and five shall serve two year terms.~~ No member of the Board of Directors shall serve more than ~~two-three~~ consecutive three year terms.

D. Nomination of Directors

In April of each year the Chairperson shall appoint a nominating committee of the Board members consisting of not less than three who shall be charged with:

1. Announcing, by use of all public media available of annual Board vacancies;
2. Reviewing all written applications and personally interviewing qualified applicants;
3. Seeking recommendations from persons associated with the segment of the community for which the Directorship is designated;
4. Present to the Board of Directors a list of not less than two names of persons for each vacancy. This shall constitute the official ballot.

E. Election of the Board of Directors

1. The nominating committee shall present the official ballot to the Board of Directors.
2. Election of all the Directorships shall be by a majority vote of the Board of Directors.

F. Cause for Termination

An elected Director may be terminated in advance of the specified termination date as described in Article III, paragraph, under the following circumstances:

1. Death.
2. Failure to attend three regular monthly meetings during the course of the fiscal year and a majority vote of the Board votes for his/her removal.
3. A written resignation.
4. Director ceases to be engaged in the business or occupation which he/she was appointed to represent.
5. Director no longer resides in Incline Village or Crystal Bay, Nevada.
6. Director representing a room tax paying entity is delinquent.

G. Board Vacancies

1. In case of any vacancy on the Board, the remaining Directors shall elect a successor who meets the criteria of the vacancy in accordance with Article III.
2. All such vacancies shall be filled within ninety days.

3. A vacancy in any office because of death, resignation, removal, disqualification or otherwise may be filled by a majority vote of the Board of Directors for the unexpired portion of the term.

H. Meetings: Quorum

1. The Board shall meet regularly at a time and in a place to be designated by the Board. Special meetings may be held as often as the needs of the Board require, on notice to each Board member and the public.

2. A majority of the members shall constitute a quorum at any meeting. Every motion and resolution of the Board shall be adopted by at least a majority of the members present and constituting a quorum at such meeting.

3. Prior to the meeting a notice and an agenda shall be provided to each member of the Board of Directors and to anyone requesting such.

4. Board meetings shall be held in accordance to the Nevada Open Meeting Law, N.R.S. 241.010 et seq.

5. Minutes of the meetings of the Board of Directors shall be in writing and maintained at the principal office or place of business of the corporation and shall be available to each of the Directors and the public upon request during regular business hours.

ARTICLE IV - Officers

A. Officers

1. The officers of the IVCBVCB shall be a Chairperson, a Vice Chairperson and such other officers as deemed necessary by the Board.

B. Election and Term of Office

1. The officers of the IVCBVCB shall be elected annually by the Board of Directors at a meeting held in July with their term to commence immediately following the adjournment of that meeting. New officers and committees may be created and filled at any meeting of the Board of Directors.

2. No officer shall hold the same office on the Board for more than three one year consecutive terms; however,

3. Each officer shall hold office until a successor has been duly elected and qualified.

C. Removal

Any officer may be removed during his/her term of office by a majority vote of the members of the Board of Directors, but such removal shall be based only upon the misconduct of such officer.

D. Officer Vacancies

A vacancy in any office because of death, resignation, removal, disqualification or otherwise may be filled by a majority vote of the Board of Directors for the unexpired portion of the term.

E. Duties of the Chairperson

1. The Chairperson shall preside at all meetings of the Board of Directors at which he/she may be present.
2. The Chairperson shall exercise general supervision and control over the affairs of the IVCBVCB subject to the control of the Board of Directors.

F. Duties of the Vice Chairperson

The Vice Chairperson shall exercise the functions of the Chairperson in case of his/her inability to serve, or whenever the Chairperson shall designate the Vice Chairperson to act.

ARTICLE V - Management

The Board of Directors shall, if deemed necessary, be vested with the power to hire an Executive Director and other staff and to contract with others to manage the IVCBVCB in the following manner:

A. Executive Director

1. The Executive Director shall be responsible to the Chairperson and the Board of Directors for the execution and management of the IVCBVCB objectives, budget, marketing program and staff.
2. The Executive Director shall act as the liaison officer between the Board of Directors and the members of the IVCBVCB and shall attend all meetings of the IVCBVCB and its' Board of Directors.
3. The Executive Director shall perform his/her duties in conformity with his/her job description as approved by the Board of Directors.

B. Other Staff Positions

Additional staff positions, including legal counsel, may be authorized by the Board of Directors, as necessary, to be filled by the Board or the Executive Director.

C. Compensation

Compensation ranges for all staff positions shall be set and reviewed by the Board at its' discretion in order to keep the compensation in line with the requirements of the job and comparable positions throughout the industry.

D. Records

Records of all proceedings of the Board of Directors shall be maintained including, but not limited to, financial records of receipts and disbursements, contracts and all business transactions of the corporation. These records shall be available to the

Directors and the public upon request during regular business hours at the principal office or place of business of the corporation.

ARTICLE VI - Parliamentary Procedure

A. The meetings of the Board of Directors shall be governed by Robert's Rules of Order.

ARTICLE VII - By Laws

A. A majority vote of the Board shall be necessary to add, amend or repeal these By laws.

B. All By laws in force must be copied legibly in a book to be maintained by the Chairperson or Executive Director and copies shall be made available to each of the Directors, the membership, and the public upon request during regular business hours.

ARTICLE VIII - Appointment of Member to the Reno-Sparks Convention and Visitors Authority (hereinafter "RSCVA")

A. A majority of the Board of Directors shall vote to ~~appoint~~ nominate one (1) of their members to serve as their representative member on the RSCVA (hereinafter "Appointed Director") pursuant to NRS 244A.601 as amended

B. The ~~Appointed~~ nominated Director shall serve a two (2) year term on the RSCVA and, as such, should have at least two (2) years remaining on his/her term as Director of the IVCBVCB, when appointed.

C. In the event that a majority of the Board of Directors cannot agree on the ~~appointment~~ nomination of one of their members, then, and in that event, they may ~~appoint~~ nominate a non-Board member to serve.

These By laws were adopted by an affirmative vote of a majority of the Board of Directors of the IVCBVCB on this July 1, 1991. On May 10, 1995, ARTICLE III, C, Directors' Terms, was revised. On June 19, 2001 by unanimous approval the Board of Directors, a new ARTICLE VIII was added. On April 20, 2018 by unanimous approval the Board of Directors, ARTICLE III-C was added.

Chairman

Secretary

**NORTH LAKE TAHOE MARKETING COOPERATIVE
PARTICIPATION AGREEMENT**

This NORTH LAKE TAHOE MARKETING COOPERATIVE PARTICIPATION AGREEMENT ("**Agreement**") dated as of the first day of July 2018⁵ 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 Administrator 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

Commented [CG1]: Should there be any language here? "If either or both of the Participants wish to cancel this Agreement, the following will apply."

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 board of directors.

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 with one 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 Conference Equity . Participants agree to measure agreed upon criteria annually and provide this information to Participants. .

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

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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.

10.8 Procurement. Participants agree, to the extent Placer County TOT funding is expended by the NLTMC or by a third party under contract/grant from the NLTMC to provide project, program, service and/or support in any amount greater than \$25,000, the NLTMC 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 NLTMC competitive bidding 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 NLTMC 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 NLTMC. 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 NLTMC and/or contractor/vendor acting as a third party contractor.

NLTMC shall ensure that prior to the execution of any contracts which will result in expenditures of \$25,000 or more of TOT funding, Participant organization and their appropriate contractual partners shall have the opportunity to review the contract and provide written comments through its appointed representation on the CMC of the NLTMC.

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.

10.98 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.

**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

IVCBVB Planning Retreat Notes

March 28, 2018

1. Transportation – TMA/TART

Board Discussion on Priorities:

- Night rider – for visitors, buses full 10pm – 1am
- Micro transit – for visitors, employees off/on mainline
- Employee van – offset from State → incorporate into overall program
- Quasi transit location at Crystal Bay
- Get info on sales tax (transportation) and gas tax (road only?)
- Look into TRPA/MPO federal allocation- north shore vs. south shore → advocate
- How much is it to run the service now?

Follow-up/Actions:

- Meet with TRPA → then, meet with Tart
- Model the microsite opportunity (explore other possibilities as well – nighttime, employee)
- Get seat on TMA board to be “appointed”
- Get a handle on the tax dollars -- > advocate from there
- Meet with RTC after education/meetings done with others

2. RSCVA

Board Discussion on Priorities:

- Brand alignment greater now with Go Tahoe North
- Chinese market is interesting
- Data & tools they are using could be investigated

Follow up/Actions:

- Make sure sales folks listed in RSCVA handout have IVCBVB info included in leads
- Stay & play at Lake Tahoe / align with RSCVA new messaging
- Make sure we are getting our fair share → events, and opportunities (Andy)
- Follow up with RSCVA with this feedback and next steps

3. Co-op

Follow up/Actions from Board Discussion:

- Peer to peer board connection
 - Joint board/exec meetings
 - Bi-monthly calls (Daphne) + stakeholders
- Ensure co-administration language gets into contract

- How do you test entering a new market?
 - Using tools quantify benefit for Incline market – ask for analysis
- India as a potential test market?

GENERAL NOTES FROM EACH PRESENTATION

Transportation:

- 389k riders on TART, 39k at Incline/KB
- ½ hr. and 1 hr. increments from 5 am to 7 pm
- Opportunity for microtransit
- Service level is same since 1986
- Budget almost same too
- Ridership has declined/flat → lowest ridership in NV region
- Sales tax used only for transit -- gas tax for roads (this one is increasing and could be advocated to expand its use)
- Parking/limiting access is a transit strategy → where can you limit parking to stimulate transit?
- Microtransit – 10-12 passenger vehicle (uber type opportunity)
 - Translock is doing modeling in Sacto → see results
 - Fixed route and neighborhood route
- Subsidized van pool for employers exists
- Need to hit 7 people per hour (doesn't have to be same 7 people)
- Consider smaller routes – servicing the area independently
- How much is Incline/KB contributing in sales tax and gas tax? Unknown?
- Possibly share microtransit w/thunderbird shuttle (TMA convo)
- Washoe senior ride – changing rules to 75% off, no income limit, > 60 yrs. old
- Consider environmental and safety issues

RSCVA:

- Will soon be in top 30 of largest convention centers in US
- Did rebranding campaign 2018 – more aligned with Go Tahoe North
 - Targeted to GenX/Millennial & Lake focus
 - Markets: Seattle, LA, Bay Area
 - 12 million You-tube views
- Strategic Shifts: Destination awareness, partnership marketing, sales missions, international, reporting structure
- Database to target who is selling into Reno/Tahoe market (IVCBVB tap into)
- Key markets: Denver, San Antonio → new flights + promo
- Using Mailpound – 1 click awareness → potential for bookcase for NLT
- China market is really hot:

- 300k college kids in US (New England/Bay Area mostly)
- Making a push into middle school
- Tourism market is growing → RSCVA in several offices
- Website and wechat (FB+paypal mechanism] requirements
- 365 day travelers, Chinese New Year, September
- 20k visited Reno in last 2 yrs.
- Make Reno/Tahoe the Stop, not the stopover
- Ego is everything (shots on Lake Tahoe)
- Cover 9 geographies across the US
- Go in as a destination to get more business (more clout)
- Overlap areas with IVCBVB: Chicago, South east, New England → possibly shred representation at events
- They are leveraging expedia well – and it's working
- Seeing a lot of opportunities in Canada – focusing on that
- Working with Travel NV, BrandUSA, Visitcalifornia.

COOP

- \$2m + budget market hit since 2016/17
- Human nature campaign
- Targeting millennials (workaholics, families, outdoor enthusiast → behavioral)
- Target regions: LA, Austin, New York, Bay Area/Sacto
- Leisure Sales: UK, Australia(Mammoth), Canada, Travel NV, VisitCA, RSCVA
- Conference Sales: 70% in CA, Tech companies, DC + Chicago (national HQ), regionally focused events
- Events – booth space at outside events, highlight marquee events
- PR/Social media
 - Luminaries campaign
 - Content initiatives – hidden Tahoe
 - FAMS
 - Engaging content
- IVCBVB could be support to NLTRA in political navigation (join exec meetings?)
- New markets: DC (VISA and RASC info support this), Chicago, Orange County, San Diego
- Trends in vacation rental from years prior:
 - 3-4 days vs. 1 week
 - Book 1-2 weeks out vs. one year
 - Still filling up but different timing
 - Similar audience Bay Area
 - Millennials will plan around a big event though (Coachella)

March 2018 Financial Summary Report

March Month End Variance Report

REVENUE

- R250 Fund Transfer: 11% under budget
- 46000 Merch Sales: Under budget due to lower ski ticket and retail sales

EXPENSES

- 0305 Payroll: 4% over budget due to increased staff coverage.
- 0501 Travel & Lodging: Under budget due to Coop billing.
- 0609 Sponsorship: Under budget due to timing of payments and savings to budget.
- 0691 Shuttle Subsidy: Over budget due to timing of payments.

March Year to Date Variance Report

REVENUE

- R250 Fund Transfer: 2% 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

- 0320 Health Insurance: Under budget 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.
- 0411 Maintenance/Janitorial: Under budget due to no snow removal costs.
- 0430 Building Repairs: Under budget due projects pending in spring.
- 0473 Dues & Subscriptions: Over budget pending payment of Coop expenses.
- 0507 Meeting Expense: Under budget due to lower expenses.
- 0623 Regional Marketing Programs: Under budget. Savings to budget.
- 0689 Web Development: Under budget due to timing of Activity Tickets site billing.
- 0691 Shuttle Subsidy: Over budget due to timing of payments. Savings to budget.

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

March 2018

	Mar 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 · Fund Transfers	104,269.91	116,900.00	-12,630.09	89.2%
R252 · Interest Income	42.24	37.50	4.74	112.6%
R270 · Miscellaneous Revenue	0.00	333.33	-333.33	0.0%
R290 · Consignment Sales	0.00	166.66	-166.66	0.0%
POS Sales				
46000 · Merchandise Sales	2,171.25	5,000.00	-2,828.75	43.4%
R277 · Coneierge	2,471.00	3,100.00	-629.00	79.7%
Total POS Sales	4,642.25	8,100.00	-3,457.75	57.3%
Total Income	108,954.40	125,537.49	-16,583.09	86.8%
Cost of Goods Sold				
50000 · Cost of Goods Sold	1,530.40	3,000.00	-1,469.60	51.0%
Total COGS	1,530.40	3,000.00	-1,469.60	51.0%
Gross Profit	107,424.00	122,537.49	-15,113.49	87.7%
Expense				
0400 · Utilities				
0403 · Utilities- Water & Refuse	300.25	280.00	20.25	107.2%
0402 · Utilities-Gas & Heat	214.53	205.00	9.53	104.6%
0401 · Utilities- Electric	244.64	250.00	-5.36	97.9%
Total 0400 · Utilities	759.42	735.00	24.42	103.3%
0305 · Payroll	26,071.15	25,000.00	1,071.15	104.3%
0313 · Employers Insurance of Nevada	0.00	79.17	-79.17	0.0%
0314 · State Employer Taxes	317.07	155.00	162.07	204.6%
0315 · Federal Unemployment	19.36	40.00	-20.64	48.4%
0316 · Public Employees Retirement Sys	6,858.56	6,300.00	558.56	108.9%
0319 · Employer Medicare/Soc Sec	807.07	800.00	7.07	100.9%
0320 · Health Insurance	3,782.27	3,958.33	-176.06	95.6%
0321 · Employee Training	0.00	130.20	-130.20	0.0%
0405 · Bank & Cr Card Charges	311.10	200.00	111.10	155.6%
0410 · Office Supplies & Expenses	222.02	626.60	-404.58	35.4%
0411 · Maintenance/Janitorial	132.96	1,100.00	-967.04	12.1%
0412 · IT - Computers	527.50	482.50	45.00	109.3%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	8.33	-8.33	0.0%
0420 · Postage & Freight	-631.98	122.80	-754.78	-514.6%
0421 · Communications	707.59	806.10	-98.51	87.8%
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	3,500.00	3,500.00	0.00	100.0%
0462 · Equipment Lease & Maint.	538.07	0.00	538.07	100.0%
0470 · Misc. Expenses	0.00	200.00	-200.00	0.0%
0473 · Dues & Subscriptions	0.00	215.00	-215.00	0.0%
0474 · License & Fees	-225.00	0.00	-225.00	100.0%
0501 · Travel & Lodging	-2,399.45	611.00	-3,010.45	-392.7%
0504 · Registrations	0.00	120.00	-120.00	0.0%
0505 · Local Transportation/Car	137.34	149.78	-12.44	91.7%
0507 · Meeting Expenses	38.56	617.70	-579.14	6.2%
0601 · Hospitality in Market				
0601.5 · In House	75.51	222.30	-146.79	34.0%
0601 · Hospitality in Market - Other	0.00	222.30	-222.30	0.0%
Total 0601 · Hospitality in Market	75.51	444.60	-369.09	17.0%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

March 2018

	Mar 18	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	93,525.00	93,525.00	0.00	100.0%
0623 · Regional Marketing Programs	2,634.02	1,788.00	846.02	147.3%
0650 · Payroll Expense	105.00	128.00	-23.00	82.0%
0689 · WEB Development	0.00	700.00	-700.00	0.0%
0690 · Sponsorship	0.00	7,050.00	-7,050.00	0.0%
0691 · Shuttle Subsidy/Sponsorship	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	2,222.52	2,700.00	-477.48	82.3%
51100 · Freight and Shipping Costs	24.35			
59900 · POS Inventory Adj -Merchandise	7.19	0.00	7.19	100.0%
Total Expense	142,753.47	159,391.08	-16,637.61	89.6%
Net Ordinary Income	-35,329.47	-36,853.59	1,524.12	95.9%
Net Income	-35,329.47	-36,853.59	1,524.12	95.9%

	Jul '17 - Mar 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 · Fund Transfers	1,251,687.61	1,271,400.00	-19,712.39	98.4%
R252 · Interest Income	329.50	337.50	-8.00	97.6%
R269 · On Hold Messaging	200.00	150.00	50.00	133.3%
R270 · Miscellaneous Revenue	662.30	2,999.97	-2,337.67	22.1%
R274 · Grants	0.00	20,000.00	-20,000.00	0.0%
R290 · Consignment Sales	267.50	1,500.02	-1,232.52	17.8%
POS Sales				
46000 · Merchandise Sales	31,238.01	37,909.00	-6,670.99	82.4%
R277 · Concierge	224,924.95	225,904.00	-979.05	99.6%
Total POS Sales	256,162.96	263,813.00	-7,650.04	97.1%
Total Income	1,509,309.87	1,560,200.49	-50,890.62	96.7%
Cost of Goods Sold				
50000 · Cost of Goods Sold	16,877.74	20,524.00	-3,646.26	82.2%
Total COGS	16,877.74	20,524.00	-3,646.26	82.2%
Gross Profit	1,492,432.13	1,539,676.49	-47,244.36	96.9%
Expense				
0400 · Utilities				
0403 · Utilities- Water & Refuse	2,854.37	2,704.00	150.37	105.6%
0402 · Utilities-Gas & Heat	990.34	1,075.00	-84.66	92.1%
0401 · Utilities- Electric	1,743.97	1,897.00	-153.03	91.9%
Total 0400 · Utilities	5,588.68	5,676.00	-87.32	98.5%
0305 · Payroll	244,652.11	242,900.00	1,752.11	100.7%
0312 · Employee Vacation Expense (Vacation and & Sick Time)	2,023.97			
0313 · Employers Insurance of Nevada	848.00	712.49	135.51	119.0%
0314 · State Employer Taxes	1,534.59	1,180.60	353.99	130.0%
0315 · Federal Unemployment	279.09	305.00	-25.91	91.5%
0316 · Public Employees Retirement Sys	58,969.37	59,800.00	-830.63	98.6%
0319 · Employer Medicare/Soc Sec	5,886.13	7,277.00	-1,390.87	80.9%
0320 · Health Insurance	27,135.33	35,625.01	-8,489.68	76.2%
0321 · Employee Training	5,597.50	1,609.40	3,988.10	347.8%
0405 · Bank & Cr Card Charges	16,967.04	13,849.00	3,118.04	122.5%
0410 · Office Supplies & Expenses	4,882.92	5,120.20	-237.28	95.4%
0411 · Maintenance/Janitorial	9,287.05	14,300.00	-5,012.95	64.9%
0412 · IT - Computers	2,778.00	3,552.50	-774.50	78.2%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	2.39	74.97	-72.58	3.2%
0420 · Postage & Freight	573.87	1,431.60	-857.73	40.1%
0421 · Communications	7,950.24	7,581.70	368.54	104.9%
0422 · Printing Expenses	0.00	1,500.03	-1,500.03	0.0%
0430 · Building Repairs & Insurance	5,211.02	8,056.00	-2,844.98	64.7%
0451 · Legal & Accounting Services	28,050.25	28,539.80	-489.55	98.3%
0460 · Contract Services	1,125.00	2,212.50	-1,087.50	50.8%
0461 · Remote Offices	31,500.00	31,500.00	0.00	100.0%
0462 · Equipment Lease & Maint.	2,056.18	1,000.00	1,056.18	205.6%
0470 · Misc. Expenses	2,778.00	1,400.00	1,378.00	198.4%
0473 · Dues & Subscriptions	6,355.67	3,355.00	3,000.67	189.4%
0474 · License & Fees	382.75	125.00	257.75	306.2%
0501 · Travel & Lodging	3,839.81	5,667.00	-1,827.19	67.8%
0504 · Registrations	994.00	840.00	154.00	118.3%
0505 · Local Transportation/Car	370.62	1,050.66	-680.04	35.3%
0507 · Meeting Expenses	1,013.93	5,146.90	-4,132.97	19.7%
0601 · Hospitality in Market				
0601.5 · In House	4,878.26	3,610.10	1,268.16	135.1%
0601 · Hospitality in Market - Other	1,312.82	2,056.10	-743.28	63.9%
Total 0601 · Hospitality in Market	6,191.08	5,666.20	524.88	109.3%
0622 · Advertising Co-op	716,678.00	716,678.00	0.00	100.0%
0623 · Regional Marketing Programs	9,119.15	14,636.00	-5,516.85	62.3%
0624 · Co-Op Expenses/Reimbursements				
0626 · Co-Op Expenses	250.00			
Total 0624 · Co-Op Expenses/Reimbursements	250.00			

	Jul '17 - Mar 18	Budget	\$ Over Budget	% of Budget
0650 · Payroll Expense	1,027.00	1,116.00	-89.00	92.0%
0689 · WEB Development	0.00	4,900.00	-4,900.00	0.0%
0690 · Sponsorship	62,950.00	68,850.00	-5,900.00	91.4%
0691 · Shuttle Subsidy/Sponsorship	16,500.00	18,350.00	-1,850.00	89.9%
0725 · Uniforms	352.28	375.03	-22.75	93.9%
0730 · Special Promotional Items	0.00	1,050.00	-1,050.00	0.0%
0733 · On-Hold Messaging	1,098.07	1,122.81	-24.74	97.8%
0751 · Concierge Expense	192,793.07	194,587.00	-1,793.93	99.1%
51100 · Freight and Shipping Costs	365.85			
59900 · POS Inventory Adj -Merchandise	4,937.29	0.00	4,937.29	100.0%
Total Expense	1,490,895.30	1,518,719.40	-27,824.10	98.2%
Net Ordinary Income	1,536.83	20,957.09	-19,420.26	7.3%
Other Income/Expense				
Other Expense				
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	1,535.83	20,957.09	-19,421.26	7.3%

IVCBVB Profit Loss Budget Reforecast

July 2016 through June 2017

FY 2017/18 Budget Reforecast 4/1/18

(Revised 4/17/18)

		Reforecast 2017-18	Budget 2017-18	Variance \$	Variance %
Ordinary Income/Expense					
Income					
R250	Return on Revenues/Fund Transfers	1,523,684	1,560,968	-37,284	-2.4%
R252	Interest Income/Dividends	415	450	-35	-7.8%
R269	On-Hold Messaging/Revenue	350	300	50	16.7%
R270	Miscellaneous Revenues	887	4,000	-3,113	-77.8%
R273	Marketing Reimbursement	0	0	0	0.0%
R274	Grants	10,000	20,000	-10,000	-50.0%
R275	Merchandise Revenue	0	0	0	0.0%
R277	Concierge Sales	300,221	300,000	221	0.1%
46000	Merchandise Sales	45,488	56,362	-10,874	-19.3%
R290	Consignment Sales	268	2,000	-1,733	-86.6%
Total Income		1,881,312	1,944,080	-62,768	-3.2%
5000	Cost of Good Sold	24,715	30,999	-6,284	-20.3%
Gross Profit		1,856,597	1,913,081	-56,484	-3.0%
Expense					
305	Staff Wages	325,152	322,841	2,311	0.7%
312	Employee Vacation Acruel	2,024	0	2,024	100.0%
313	Employer Insurance of Nevada	848	950	-102	-10.7%
314	State Unemployment	2,054	1,700	354	20.8%
315	Federal Unemployment	474	500	-26	-5.2%
316	PERS Contribution	80,111	79,427	684	0.9%
319	Employer Medicare and SS	8,036	10,000	-1,964	-19.6%
320	Health Insurance	37,845	47,500	-9,655	-20.3%
Total Salaries & Wages		456,544	462,918	-6,374	-1.4%
321	Employee Training Benefits	5,598	2,000	3,598	179.9%
401	Utilities - Electric	2,347	2,500	-153	-6.1%
402	Utilities - Gas & Heat	1,415	1,500	-85	-5.6%
403	Utilities - Water	3,650	3,500	150	4.3%
400	Utility - Other	0	0	0	0.0%
405	Bank & Credit Card Charges	20,251	15,000	5,251	35.0%
410	Office Supplies/Equipment	6,094	7,000	-906	-12.9%
411	Maintenance/Janitorial Services	14,087	18,000	-3,913	-21.7%
412	IT Support	3,591	5,000	-1,410	-28.2%
415	Miscellaneous Tax	27	100	-73	-72.6%
420	Postage & Freight	742	1,800	-1,058	-58.8%
421	Communications	10,368	10,000	368	3.7%
422	Printing Expenses	500	2,000	-1,500	-75.0%
430	Building Repairs & Maintenance	10,000	10,000	0	0.0%
451	Prof. Services - Accounting & Legal	37,510	38,000	-490	-1.3%
460	Contract Services	1,913	3,000	-1,088	-36.3%
461	Remote Offices	42,000	42,000	0	0.0%
462	Equipment Lease & Maintenance	3,056	2,000	1,056	52.8%
470	Misc. Expense	3,378	2,000	1,378	68.9%
473	Dues & Subscriptions	3,870	4,000	-130	-3.3%

IVCBVB Profit Loss Budget Reforecast

July 2016 through June 2017

FY 2017/18 Budget Reforecast 4/1/18

(Revised 4/17/8)

		Reforecast 2017-18	Budget 2017-18	Variance \$	Variance %
474	Licenses & Fees	383	125	258	206.2%
501	Travel & Lodging	5,833	7,500	-1,667	-22.2%
504	Registrations	1,354	1,200	154	12.8%
505	Local Transport/Car Allowance	452	1,500	-1,048	-69.9%
507	Meeting Expenses	4,014	7,000	-2,986	-42.7%
601	Hospitality In-Market	7,525	7,000	525	7.5%
622	Advertising Co-op	930,000	930,000	0	0.0%
623	Regional Marketing Programs	10,576	20,000	-9,424	-47.1%
624	Co-Op Expense	250	0	250	0.0%
650	Payroll Services	1,411	1,500	-89	-5.9%
689	Web Development/Activity Tickets fee	7,000	7,000	0	0.0%
690	Sponsorship	68,000	90,000	-22,000	-24.4%
691	Shuttle Subsidy	26,000	26,000	0	0.0%
725	Uniforms	477	500	-23	-4.6%
730	Special Promotional Items	1,300	1,500	-200	-13.3%
733	On-Hold Messaging	1,475	1,500	-25	-1.6%
751	Concierge Expenses	258,028	261,000	-2,972	-1.1%
800	Grant Expenditures	0	0	0	0.0%
51100	Freight and Shipping Costs	366	0	342	100.0%
59900	POS Inventory Adj. Merchandise	4,937	0	4,937	100.0%
990	Depreciation Expense	0	0	0	0.0%
N/A	Cash Over/Short	1	0	1	100.0%
Total Expense		1,956,323	1,995,643	-39,320	-2.0%
Net Ordinary Income		-99,726	-82,562	-17,164	

April Dashboard

4/20/2018

Revenues & Stats				
	Feb-2018	Feb-2017	Variance	
Grant Revenues				
Monthly YTD	\$ 120,070	\$ 107,900	11.3%	
Total Taxable Revenues	\$ 1,147,418	\$ 1,345,874	-14.7%	
	Feb. Actual	Feb. Budget		
Monthly YTD	\$ 120,070	\$ 143,063	-16.1%	
Occupancy	\$ 1,147,418	\$ 1,152,782	-0.5%	
Hotel Motel	56.0%	65.7%	-14.8%	
Vacation Rental	27.3%	34.0%	-19.8%	
Time Share	17.3%	16.4%	5.7%	
Home Owner	20.7%	20.5%	1.0%	
Total	n/a	n/a	n/a	
Room Rate	32.3%	35.5%	-9.0%	
Hotel Motel	\$ 219.16	\$ 215.75	1.6%	
Vacation Rental	\$ 101.27	\$ 127.67	-20.7%	
Time Share	\$ 264.64	\$ 324.29	-18.4%	
Home Owner	\$ 146.01	\$ 121.69	20.0%	
Total	n/a	n/a	n/a	
RevPar	\$ 219.53	\$ 271.28	-19.1%	
Hotel Motel	\$ 122.65	\$ 141.77	-13.5%	
Vacation Rental	\$ 27.62	\$ 43.39	-36.3%	
Time Share	\$ 45.88	\$ 53.27	-13.9%	
Home Owner	\$ 30.23	\$ 24.92	21.3%	
Total	n/a	n/a	n/a	
	\$ 70.89	\$ 80.88	-12.4%	

Visitor Information Comparative Statistics For Fiscal YTD			
	Mar-2018	Mar-2017	Variance
Walk In Visitor Count			
Monthly YTD	1136	1133	0.3%
Phone	34605	35258	-1.9%
Monthly YTD		785	-100.0%
Merchandise Sales	n/a	n/a	n/a
Monthly YTD	\$ 2,171	\$ 4,351	-50.1%
Concierge & AT Sales	\$ 31,238	\$ 42,608	-26.7%
Monthly YTD	\$ 2,471.00	\$ 3,393.00	-27.2%
Vacation Planners mailed	\$ 224,924.95	\$ 235,652.60	-4.6%
	157	109	44.0%

Destimetrics Reservations Activity (as of March 31st, 2018)				
	FY 2017/18	FY 2016/17	Variance	
Current Month Occupancy	49.2	48.2	2.1%	
Current Month ADR	\$ 282	\$ 287	-1.7%	
Current Month REVPAR	\$ 139	\$ 139	0.0%	
Next Month Occupancy	33.9%	38.4%	-11.7%	
Next Month ADR	\$ 219	\$ 216	1.4%	
Next Month REVPAR	\$ 74	\$ 83	-10.8%	
Winter Total Occupancy (proj)	41.9%	46.1%	-9.1%	
Winter Total ADR (proj)	\$ 312	\$ 320	-2.5%	
Winter Total REVPAR (proj)	\$ 131	\$ 148	-11.5%	

Reno Tahoe International Airport			
	Jan-2018	Jan-2017	Variance
Total Passengers Served	312,125	284,553	9.7%
Average Load Factor	80.2%	79.8%	0.5%
Total Number of Departures	1,730	1,637	5.7%
Non-Stop Destinations Served	23	23	0.0%
Departing Seat Capacity	207,902	187,712	10.8%
Crude Oil Averages (barrel)	\$ 63.70	\$ 52.50	21.3%

Notes of interest:

Frontier Airlines will begin non-stop service to Austin TX on April 10th (2X per week)
 Frontier Airlines will increase non-stop service to Denver beginning April 9th
 Alaska Airlines will increase non-stop service to Portland on March 11th

Conference Revenue Statistics			
(Booked as of February 28th)	FY 2017/18	FY 2016/17	Variance
Total Revenue Booked	\$ 2,412,388	\$ 3,374,236	-28.5%
Number of Room Nights	14,615	19,813	-26.2%
Number of Delegates	59,649	18,058	230.3%
Number of Tentative Bookings	61	58	5.2%
Number of Leads Generated	203	176	15.3%
Conference Revenue And Percentage by County:			
	17-18	16-17	
Placer	51.2%	69.0%	-46.9%
Washoe	30.7%	19.2%	14.4%
South Lake	16.1%	11.8%	-2.7%
Nevada	2.1%	0.1%	2108.5%
Total Conference Revenue	100.0%	100.0%	-28.5%

X1-1

Top Website Lodging Referrals (March)	Total Book Now	Unique Book Now
Hyatt Regency Lake Tahoe Resort	66	63
The Village at Squaw Valley	46	45
Northstar California Resort	37	34
PlumJack Squaw Valley Inn	35	31
Cedar Glen Lodge	33	31
The Ritz-Carlton, Lake Tahoe	29	23
Cottage Inn at Lake Tahoe	28	24
Mourelatos Lakeshore Resort	25	24
Resort at Squaw Creek	25	25
The Lodge at Sugar Bowl	25	24
Tahoe Biltmore Lodge & Casino	23	16
Tahoe Mountain Lodging	23	22
Tahoma Meadows Cottages	23	21
Cedar Crest Cottages	21	19
West Shore Cafe & Inn	20	19
Northstar Lodge by Welk Resorts	19	18
Sunnyside Restaurant & Lodge	19	19
Brockway Springs Resort	16	16
Squaw Valley Lodge	16	16
Meeks Bay Resort & Marina	15	15
Constellation Residences at Northstar	13	12
Basecamp Hotel Tahoe City	11	9
Tahoe Vistana Inn	11	10
Vacation Station, Inc.	11	7
Tahoe City Inn	10	9

X1-2



north lake tahoe

Departmental Reports
April 2018

Conference Department Report for March 2018

In March 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 generated the following new leads March:

- Summit Conferences & Incentives – Revive Dance Regional Conventions. This program has the potential to generate over 309 room nights and bring 600 people to Lake Tahoe in December 2018-March 2019.
- Pebble Beach Technology International - 2019 PTI Applicator Conference. This program has the potential to generate over 248 room nights and bring 140 people to Lake Tahoe in October 2019.
- Kronick Moskovitz Tiedemann & Girard – 2018 Firm Retreat. This program has the potential to generate 20 room nights and bring 20 people to Lake Tahoe in October 2018.
- Arthur Murray Dance Studios - Dance O Rama 2020. This program has the potential to generate over 520 room nights and bring 250 people to Lake Tahoe in April 2020.
- HPN – Animal Health Meeting. This program has the potential to generate 125 room nights and bring 25 people to Lake Tahoe in August 2018.
- Josh McDowell Ministry - Donor Briefing. This program has the potential to generate over 480 room nights and bring 120 people to Lake Tahoe in October 2018.
- Boardriders Inc. – Fall Sales Meeting. This program has the potential to generate 520 room nights and bring 200 people to Lake Tahoe in November 2018.
- Alpha Media – Annual Leadership Retreat. This program has the potential to generate over 210 room nights and bring 70 people to Lake Tahoe in September 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.
- 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.
- VIP Marketing Services – WESTOP Regional. 80 room nights in October 2018.
- Association of American Medical Colleges – Fall Meeting. 525 room nights in April 2019.
- Canvas Meetings & Events – Confidential Financial Client. 135 room nights in April 2019.
- American Angus Association – 2019 Board Meeting. 228 room nights in June 2019.
- Association of Bookmobiles and Outreach Services – 2019 Annual Conference. 441 room nights in October 2019.
- UnitedHealth Group – 2020 URS Growth Summit. 883 room nights in March 2020.
- American Society for Engineering Education – Engineering Deans Institute. 512 room nights in April 2020.

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- Lutheran Women's Missionary League – District Convention. 226 room nights in April 2019.
- Association of Chief Business Officers of California Community Colleges – Spring Conference 2021 or 2022. 490 room nights in May 2021 or 2022.
- California Weed Science Society – 2022 Annual Conference. 609 room nights in January 2022.

The following groups were turned definite in March:

- California Special Districts Association – GM Leadership Summit. 350 room nights at the Resort at Squaw Creek in October 2018.

Staff attended MPI Cascadia's Renovate Conference in Reno March 4-6, 2018. Staff participated in the hosted buyer program where we had 17 one-on-one appointments along with networking opportunities with over 50 meeting planners from the states of Oregon and Washington. Staff has been doing follow up with all the meeting planners. Two potential programs Staff is working on getting RFPs from are Stoel Rives and 21st Century Group. Staff is working on the following lead that was received from the HPN associated that attended this event:

- 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.

Staff attended Luxury Meetings Summit in Portland, Seattle and Vancouver March 5-9, 2018. Luxury Meetings Summit is an innovative and fast-paced event that provides qualified meeting planners with the opportunity to meet face-to-face with luxury properties and CVBs. Staff will have one-on-one appointments with 20-30 meeting planners at each event. Staff completed follow up with all the planners that attend these events and is working on the following leads:

- Alpha Media – Annual Leadership Retreat. This program has the potential to generate over 210 room nights and bring 70 people to Lake Tahoe in September 2019.
- 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.
-

Staff attended Connect Mountain Incentive Conference in Squaw Valley March 13-15, 2018. Connect Mountain is an education conference and appointment-only program for suppliers who represent mountain destinations looking for group business in winter (ski) and summer (hiking, fishing, golf). This is the ideal event to build mountain resort business. The invitation-only event brings together active planners with mountain CVBs and resorts. Staff participated in the hosted buyer program had 21 one-on-one appointments along with networking opportunities with over 60 meeting planners from all over the United States. The following lead was generated at the event.

- Boardriders Inc. – Fall Sales Meeting. This program has the potential to generate 520 room nights and bring 200 people to Lake Tahoe in November 2018.

XII a-2

Staff attended Connect California Conference in Squaw Valley March 13 – 15, 2018. Connect California brings in more than 30 meeting planners who book events in the state of California for 2 days of education, networking and appointments. The invitation-only event brings together active planners with California based hotels and destinations. Staff participated in the hosted buyer program had 26 one-on-one appointments along with networking opportunities with over 60 meeting planners from all over the United States.

Staff attended CalSAE ELEVATE Conference in Monterey, CA. ELEVATE is the largest gathering of California association industry professionals and provides the CVB with the opportunity to promote our destination to over 200 association meeting planners.

Staff conducted a site visit with Katherine Hedrick with SMI Travel. We did site visits of offsite venues in Homewood, Tahoe City, Kings Beach and Truckee. One of their key clients is Stilh (Chain Saw Company) that has good potential for the Pacific Region and North East Region. In addition there is potential for a June meeting of 30-40 people and incentives for around 144 people. This site visit was completed on March 15, 2018 after meeting with Katherine at Connect California & Incentive.

Staff conducted a general site visit with Darla Huckaby with ConferenceDirect. Darla sources meetings & events for both associations and corporations. We visited the Hyatt Regency Lake Tahoe and the Ritz Carlton Lake Tahoe.

Staff hosted a site visit for Delta Airlines. They are considering North Lake Tahoe for a February 2019 Incentive that will generate 2400 room nights. They are considering multiple destinations and hope to have a decision by mid-April.

Staff attended the Three Year Tourism Development Meeting on March 26th.

Staff reviewed and made appointment requests with meeting planners attending Mountain Travel Symposium Meetings Exchange April 12-14, 2018. 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 are invited to participate in a four-day/three-night program. Supplier participation is limited to two-to-one ratio with the planners to ensure an overall high quality experience. Staff will have 23 one-on-one appointments

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of March, 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

X11a-3



Leisure Departmental Report
March 2018 Re-Cap

TRAVEL TRADE INFORMATION:

- Site Visits:
 - PHG China, RSCVA's new Chinese Representation, March 1-2nd
 - French Tour Operator, Voyages TCD
 - GTA
- Upcoming Site Visits:
 - Heavy Site Visit Preparation for April: MTS in South Lake Tahoe has opened opportunity for North Lake and the following companies will be here in April: Ski Solutions, SkiMax, Scout UK, Black Diamond UK, Teresa Perez Tours, Born2Ski, Inthesnow.com, and WinterSportsCanadaAmerika
- Brochure Placements:
 - Bonotel: new destination page created
 - Tours Limited, India: (2) itineraries & destination page created
- Marketing Co-operative projects:
 - Vacations to America, UK: Launched in March. Four of our lodging properties are participating. This is a year-long program for their 25th anniversary selling the US.
 - Confirmed and currently being built: Travelocity destination feature
 - Confirmed & launching April – Bonotel Destination of the Month
 - Confirmed & launching in September, HotelBeds/GTA/Tourico joint marketing program with the RSCVA & South Lake Tahoe. Program will run Sept – Dec (3) months and will push shoulder season fall bookings.
 - Proposal from Expedia requested for fall bookings. Spring program was a success with a 21:1 ROY
 - Working with our Black Diamond UK Rep on the following opportunities, all to launch before June: Ski Solutions, Gold Medal, and Abercrombie & Kent.
 - Working with Pleasant Holidays & ATI on possible marketing partnerships

INTERNATIONAL MEDIA:

- Fresh Journey's China: Feb 25-March 4th
 - Media return:
 - Fresh Journeys has a partnership with Youku (China's version of YouTube)
 - 8 episodes, each episode length is 10 min
 - Impression of per episode is 1,000,000
 - Youku's front page Recommendation: \$974,358 per episode
 - Travel Page Focus Image Recommendation: \$974,358 per episode

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- Youku Mobile Recommendation: \$ 974,358 per episode
- Earned Media Value: \$2,923,074
- Social exposure
- Fresh Journeys official Weibo (<https://weibo.com/u/5933228287>)
- Posts: 20
- Followers: 450,000
- Impression: 9,000,000
- Livestream (Yizhibo/Meipai/Laifeng: 3 times) = 30,000 impressions
- 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
 - Delta Airlines Travel Nevada FAM: March 2018
 - El Salvador Winter FAM with United Airlines: March 2018
- Upcoming FAMS:
 - MTS Post FAM, April
 - Latin America FAM, April
 - Travel Councilors UK Spring FAM, May

SALES MISSION INFORMATION:

- Attended the Travel Nevada Canada Sales Mission, March 4-9th
 - Follow up sent out. Details will be sent out to all partners.
 - Key Meetings included: West Jet, Air Canada & Training at Leave Town Vacations
- Attended the Texas RSCVA Sales Mission in conjunction with the launch of the new Austin flight
- Attended SkiTops, domestic mountain show in March
 - Bart will send out all leads to partners
- Upcoming Tradeshows/Sales Missions:
 - Mountain Travel Symposium, April
 - Australia Sales Mission & Ski Shows, May
 - International Pow Wow, May

MISC:

- Creating (3) year leisure sales strategy plan and hosting calls with our partners
- Creating (6) month county reporting, due in April
- Working with Visit California to update our VisaVue data tracking program
- Planning for year end – wrapping up and finalizing marketing opportunities, including a BRAND USA Strategy call
- Planning for the 2017/2018 travel schedule
- Prepping IPW appointments and booth space

X116-2

DATA TRACKING:

- VisaVue year end data re-cap

END OF THE YEAR (2017) STATISTICS:

- \$5,297,706
- 19.7% growth
- Average cardholder spend: \$264.51
- Lodging came in as the #1 market for spend at \$2 million
- Entertainment & Travel was 2nd at \$1.1 million
- Restaurants was 3rd at \$0.8 million

Top Country By Spend (\$)	Top Country by Cardholder Count (# of people)
Canada	Canada
United Kingdom	United Kingdom
Australia	Australia
China	Germany
France	China
Germany	France
Mexico	Argentina
Argentina	Mexico
New Zealand	Ireland
Singapore	Japan

Top Countries w/data	Growth by \$ spend	Growth by # of people
United Kingdom	-3.2%	5.7%
Canada	32.2%	8.6%
Australia	55.2%	29.3%
China	25.7%	19.2%
Mexico	-12.2%	-3.2%
France	44.8%	14.9%
Germany	15.8%	29.3%
Argentina	39.5%	35.5%



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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March Recap

 north lake tahoe

the
abbi
agency

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Public Relations Results

Content Review

Social Media Update

PUBLIC RELATIONS

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

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

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

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

PUBLIC RELATIONS RESULTS

PLACEMENTS: 14

PUBLICITY VALUE: \$6,011.37

PUBLICATION HIGHLIGHTS: March stories largely focused on family activities, "Miracle March" snow and WinterWonderGrass previews. Publications included: California's High Sierra, Deep Culture Travel, Lodi News-Sentinel, Northern Nevada Business Weekly, OCWeekly, PCMA Convene, Pit Stops For Kids, Reno Gazette-Journal, Reno.com, Smart Meetings, Tahoe Quarterly, Trekaroo

FAM COORDINATION: The Abbi Agency coordinated and/or executed FAMS for Fresh Journeys (China, Mar. 1-3), Planet D (Mar. 7-9), Michael Gravagno (Apr. 6-9), Niaz Uddin (Apr. 6-9), Erin Lem (Apr. 13-15), German Freelancers (Apr. 12-13), Jane Ko + Haley Plotkin (Apr. 17-20)

MEDIA MISSIONS: The Abbi Agency completed desk-side meetings during the Visit California reception in New York, March 20-22.

NOTABLE PITCHES: General snow pitching ("Winter is here in full force!"); North Lake Tahoe 'Snow Survival Guide'; WinterWonderGrass; Wellness and Mindfulness in North Lake Tahoe (long lead, international), Dual Sport Days.

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

KEY INSIGHTS: The Abbi Agency dove further into the New York and Austin media markets through onsite meetings and targeted media outreach. The Agency met over 80 key media personnel in New York during the Visit California Media Conference, and conducted several separate desk-side meetings with Conde Nast Traveler, Vogue/GQ and Smart Meetings. The Agency also focused on the Austin market in anticipation of the new Frontier Flight, Apr. 10.

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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, Winter Human Powered Sports, 52 Weeks in Tahoe



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 1

1 Media Alert: Snow Conditions Update, Miracle March

BLOGS POSTED: 1

Crystal Waters, Wanderlust and Wellness: Your Tahoe Guide | Social Shares: 85
Shared to targeted audiences via Wanderlust social media event pages

NEWSLETTERS DISTRIBUTED: 1

5 Feet of Fresh Powder = Winter in March

10.2% open rate, 0.6% click-thru (Majority opened around 4pm)

SOCIAL MEDIA

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Take advantage of the the continual storms throughout Miracle March.

OBJECTIVES: Continue to utilize Facebook, Instagram, and Twitter to showcase the amount of snow Tahoe has received within the region.

CAMPAIGNS: #TahoeSnowTracker, #TouchLakeTahoe

ENGAGEMENT INSIGHTS: Total impressions increased by 29% across our social platforms. The total number of engagements increase by 24% across all social platforms. Across Facebook the total number of engagements increased by 237%.



SOCIAL MEDIA UPDATE

MARCH GROWTH:

- Facebook: 633 New Fans
- Instagram: 515 New Followers
- Twitter: 266 New Followers

SOCIAL CAMPAIGNS & TACTICS:

#TahoeSnowTracker: 481k Reach, 28.3k Reactions, 252 Comments, 2.1k Shares

#TouchLakeTahoe: 199k Impressions, 17.5k Reactions, 118 Shares, 100 Comments



SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, Tahoe Snow: 76.3k Reach, 5.1k Reactions, 440 Comments, 743 Shares

#1 Instagram Post, Fresh Snow: 39.6k Impressions, 4.9k Likes, 93 Comments, 165 Saves

#1 Twitter Post, Tahoe Sunrise: 21.7k Impressions, 114 Likes, 33 Retweets, 2 Comments

INSIGHTS: Due to the large amount of snow received at the end of March, real-time snow posts tended to be our most popular across all social platforms. Top performing format of post was video content.



SOCIAL MEDIA INSIGHTS

MONTHLY HIGHLIGHTS

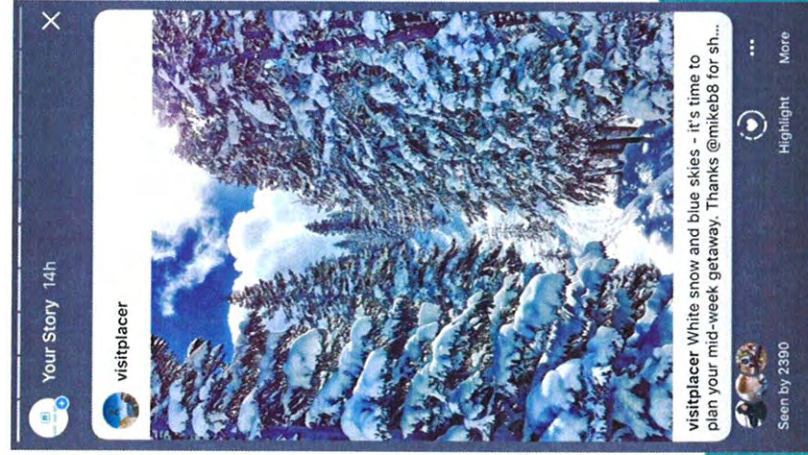
Due to the large amount of snow we were able to take advantage of all the video content contributed by partners. By creating #TahoeSnowTracker recap videos along with regular, real-time posts to Instagram stories we were able to showcase all of the new snow within the region.

Across all social media platforms, engagement increased in comparison to the previous month. On Facebook, engagements increased by 237%; on Instagram, engagements increased by 6%; and on Twitter, engagements increased by 85%.

INSIGHTS AND TAKEAWAYS

Video content and Instagram stories continue to be our best performing content across all platforms.

SOCIAL MEDIA - INSTAGRAM STORY HIGHLIGHTS



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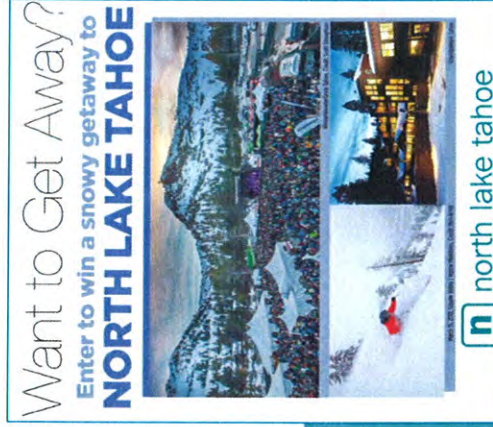
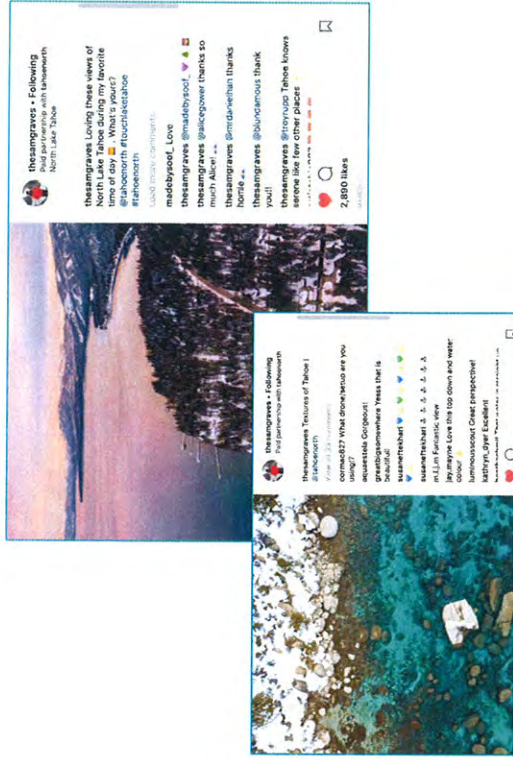
WINTER SNOW PROMOTION

STRATEGY: To leverage March's high amounts of snowfall, The Abbi Agency engaged additional tactics that would showcase the winter conditions within drive market audiences.

Influencer Partnership (@thesamgraves - 133k followers): 3 Instagram Posts, 12 Instagram Stories, 8,176 Likes, 123 Comments, 121.5k Estimated Impressions

Partnered Giveaway with Bay Area News Group: Targeted ad that ran in BANG's print publications, engaging their subscriber database; \$16,960 in ad value, 491 entries

INSIGHTS: Both tactics assisted with authentic reach within our Bay Area audience, and helped showcase the winter conditions to target markets.





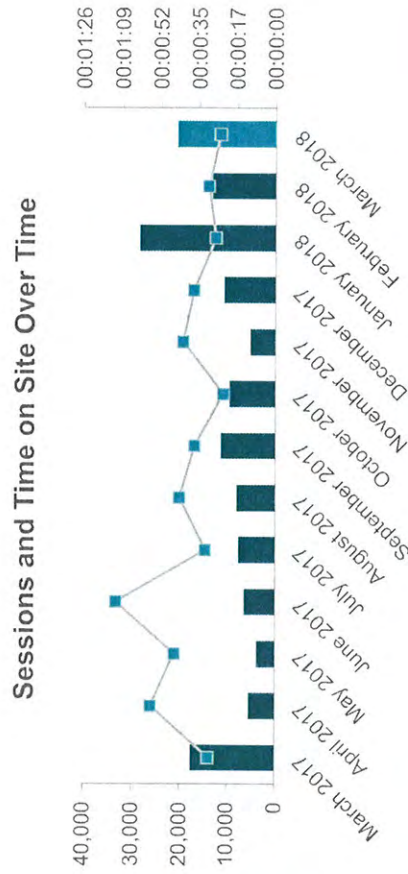
Thank You

| March Advertising Recap

 north lake tahoe

Overview by Campaign

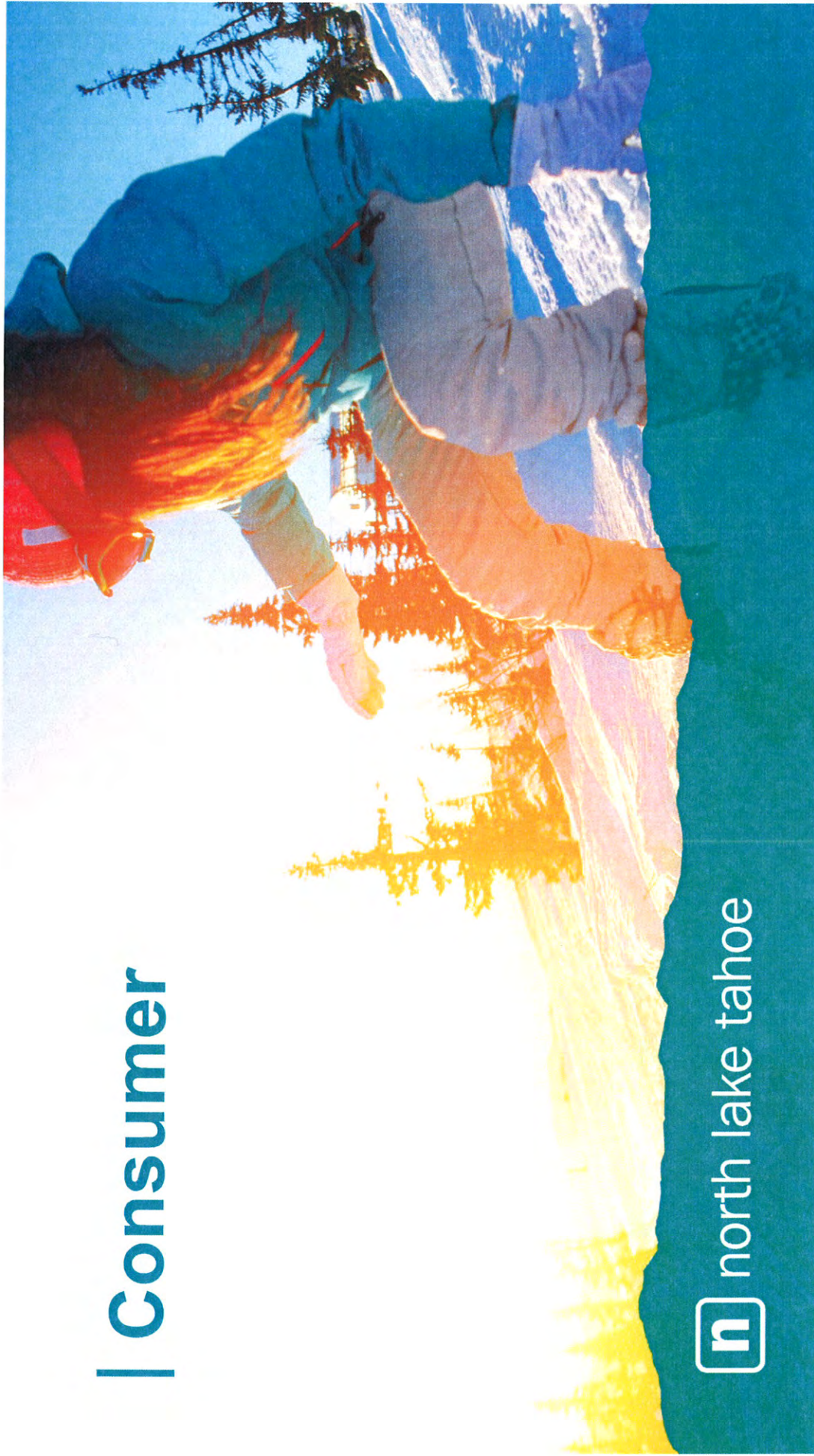
- Consumer and MCC ads resulted in over 20K website visits in March. Nearly 1 in 5 users who visited the site spent more than 115 seconds browsing content and 182 users clicked on a "Book Now" button.
- Compared to 2017, website traffic from digital ads is up 16% and total book now conversions are up 18%. The team believes optimizations made toward driving longer site visits is the main driver behind increase book now button clicks.



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	15,436,492	0.20%	\$106,731	19,844	00:23	1.2	90%	3,821	181
MCC	808,179	0.13%	\$2,327	800	01:15	2.0	57%	213	1
Total	16,244,671	0.20%	\$109,058	20,644	00:25	1.2	88%	4,023	182

March Advertising Recap | All Campaigns

| Consumer



 north lake tahoe

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Executive Summary

- GoTahoeNorth's website was visited over 70K times in March, with nearly 20K visits stemming from Consumer ads. Notably, by optimizing our target audience we have seen an 18% increase in Book Now button clicks year-over-year.
- Due to a trend in rising bounce rates, we are continuing to evaluate our vendors to make sure we are obtaining the highest quality site traffic while implementing new landing pages.
- Cost per TOS conversion increased from \$21 to \$29 in March, largely due to the increased cost per conversion from Facebook ads. Email and Paid Search ads continued to perform best, resulting in the lowest cost per conversion.
- Display ad CTRs continued to improve in March, largely due to the addition of Rich Media and OpenShow.com prospecting placements.
- Families and Workaholics continued to respond best to display ads in March, resulting sub \$30 cost per TOS conversions. Users from Los Angeles continued to drive the most time on site conversions (51%).

Executive Summary

- Weather-triggered display ads were served to users in Austin, Los Angeles, and Sacramento from March 15th through the end of the month. These ads' performance was lower than general campaign, though. Going forward, the team will evaluate different placements for weather-triggered ads.
- Paid Search ads continued to drive a large share of time on site and book now conversions in March, resulting in an impressive \$18 cost per conversion. A new bidding strategy aimed to maximize conversions was implemented this month. During testing, we witnessed a 133% improvement in cost per conversion.
- Retargeting continued to show the highest performance among social ads, resulting in the most time on site and book now conversions. As Facebook's ad policies have evolved, we are seeing an increase in the cost necessary to drive both clicks and conversions. We are testing different optimizations to combat this in the coming months.
- Boosted Posts were most effective at driving user engagement in March, resulting in over 400 post likes and 60 post shares. In addition, ads targeted toward older individuals resulted in above-average engagement rates. Engagement rates are highest among carousel and video ads. As a result, we will focus more on these ad types going forward.

Executive Summary

- GoTahoeNorth added 1.2K fans this month, bringing the page total to 121K. In addition, total page impressions increased by 65% month-over-month and engaged users increased by 71%. The increase in page impressions is largely the result of increased post activity (37 posts in March compared to 27 in February). In addition, the team believes improved weather conditions accounted for a significant increase in post engagement (+304%).
- The March consumer email directed nearly 700 users to GoTahoeNorth's site, with roughly 1 in 4 spending more than 115 seconds browsing content. Email continues to drive time on site and book now conversions at the lowest cost.
- YouTube ads continued to see increasing view rates in March, with 57% of all users viewing a complete ad. Overall, this equated to a \$0.03 cost per view. Similar to social, retargeting ads continued to perform best on YouTube.
- Elements for the spring campaign, including digital ads and social ads, were developed in March in anticipation of the switch in seasonal targeting in April.

Display Ad Examples

Families



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

Impressions: 2.0M
Clicks: 2.2K
CTR: 0.11%
TOS Conversions: 296
CVR: 13.18%

Outdoor Enthusiasts



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

Impressions: 5.2M
Clicks: 4.8K
CTR: 0.09%
TOS Conversions: 610
CVR: 12.59%

Workaholics



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

Impressions: 2.5M
Clicks: 3.3K
CTR: 0.13%
TOS Conversions: 358
CVR: 10.76%

March Advertising Recap | Consumer

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Weather-Triggered Display Ad Examples

Families

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


Impressions: 1.2M
Clicks: 603
CTR: 0.05%
TOS Conversions: 42
CVR: 6.97%



Outdoor Enthusiasts

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

Impressions: 4.3M
Clicks: 2.9K
CTR: 0.07%
TOS Conversions: 174
CVR: 6.06%



Workaholics

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

Impressions: 1.2M
Clicks: 995
CTR: 0.08%
TOS Conversions: 92
CVR: 9.25%



March Advertising Recap | Consumer

x11e-8

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: 132K
Clicks: 397
CTR: 0.30%
Engagement: 219
TOS Conversions: 21
CVR: 5.29%

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: 1M
Clicks: 2.6K
CTR: 0.26%
Engagement: 417
TOS Conversions: 123
CVR: 4.66%

Workaholics

North Lake Tahoe Shared a link Sponsored



Reconnect with Nature
Spend your time away from the office covered in snow and enjoying the view of North Lake Tahoe

[Learn More](#)

Impressions: 105K
Clicks: 469
CTR: 0.45%
Engagement: 255
TOS Conversions: 44
CVR: 9.38%

March Advertising Recap | Consumer

xice-9

| MCC



 north lake tahoe

x11e-10

Executive Summary

- The number of visitors to GoTahoeNorth's site from MCC ads increased in March, largely due to improved performance from email ads. There were minimal changes in average session duration and bounce rate, as MCC-targeted traffic continued to represent high-quality site visitors.
- Email open rates improved from 12% in February to 17% in March, resulting in increased traffic at a lower cost. In addition, MCC email ads drove time on site conversions at a 75% lower cost in March.
- MCC Facebook ads continued to drive website traffic at the lowest cost in March (sub \$1 cost per click). Notably, video ads featured the highest average CTR and lowest CPC of any ad type. As a result, we would suggest incorporating more video ads on Facebook going forward. We have consistently seen higher CTR and impressive engagement from this ad type. In addition, the team is looking into incorporating Sponsored Posts on LinkedIn – these mimic Facebook's news feed ads.

Social Ad Examples

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



Take Your Meeting Outside
Get inspired with scenic views of North Lake Tahoe.

Facebook Prospecting

Impressions: 32K
Link Clicks: 262
CTR: 0.83%
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
Get inspired with scenic views of North Lake Tahoe.

Facebook Retargeting

Impressions: 13K
Link Clicks: 109
CTR: 0.84%
Engagement Rate: 0.08%


North Lake Tahoe
Meet Up for Success
Bring inspiration and motivation to the table when you host your meeting or event at North Lake Tahoe.




Facebook Video

Impressions: 15K
Link Clicks: 168
Video Views: 1,171
View Rate: 7.86%
Engagement Rate: 0.21%


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



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



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



LinkedIn

Impressions: 51.5K
Link Clicks: 18
CTR: 0.03%

March Advertising Recap | MCC

X11e-12

A scenic landscape photograph of a lake at sunset or sunrise. The sky is a mix of soft pinks, purples, and blues, with a bright, glowing sun partially obscured by a white rectangular overlay in the center. The sun's reflection is visible on the calm water. In the foreground, the dark silhouettes of evergreen trees are visible on the right side. The overall mood is peaceful and serene.

Thank You

X11e-13

Summary:

Walk-in stats are picking up. The snows in March and a multi-week spring break have contributed to the increased visitor count. Staff hours have stayed lean despite increased visitor counts. I have been completely immersed in all aspects of the operation so current procedures can be learned and tweaked for efficiency. We have started accepting reservations for the 2018 Thunderbird season.

Staffing:

- Visitor Sales and Service Specialist positions have stayed at a minimum
- Planning for a ramp up to coincide with the start of the Thunderbird Lodge tours on May 29

Operations:

- Completed the budget reforecast for the final quarter, fiscal year 17/18
- Continued training on Activity Tickets site
- Auditing existing vendor invoices for potential cost savings
- Doing payroll and PERS submissions independently
- Reviewing bids for a new office copier
- Continue to review internal operating procedures for efficiencies
- Increased Facebook followers from 71 to 274
- Continuing to review visitor handouts for clarity and quality of information

Projects:

- Having stumps ground in parking lot
- Requesting bids for parking lot sealing
- Working with IVGID to get Galis Dungle rebuilt and relocated
- Actively building fan base on Facebook through engaging posts
- Reviewing summer merchandise for gift shop
- Rewriting some visitor handouts

Meetings attended:

- Attended Rural Roundup in Tonopah NV
- Attended Tourism Development Planning Meeting
- Attended Reno Tahoe Territory Meeting

Sales Department Report for March 2018

Staff – Bart Peterson – Business Development Manager

Activity Tickets

Thunderbird Lodge Tour Products built and live to include Standard Tours and Wine & Cheese Tours
Alpenglow Expeditions has three products loaded and live
Borges Sleigh Rides will operate through March, product is live
Tahoe Adventure Company Winter Full Moon and Sunset Snowshoe tours product is live
Lake Tahoe Flight Services product is live, staff received product briefing from the owner
Pitched Wild Society, Tahoe Scenic Tours and Beer and Brats for Red White and Tahoe Blue

Leisure

Attended SkiTops in Copper Mountain, CO where I met with (24) domestic ski wholesalers and distributed leads to our partners
Hosted (6) person Travel Nevada FAM from Flight Centre in Australia at Hyatt, Hacienda and Diamond Peak
Miracle March snow update sent to all Travel Nevada partners and AU/NZ wholesalers
Texas Sales Mission in San Antonio and Austin with RSCVA where we met with 70 travel agents
TravelNevada attended the Visit USA Show in Australia which generated leads I followed up, input to iDSS and distributed to our partners

Conference

Carnegie Learning lead distributed through CVENT to Hyatt for 585 rooms in July 2019

Sport

Hosted Dan Maloney of Sports Planning Guide for a site tour of the North Shore

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President/CEO Report
Activities Report
March 20th, 2018

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Working with accounting department to finalize FY 2017/18 budget reforecast
 - Oversee agency efforts on behalf of the coop funding partners
 - Continued on-boarding of new NLTRA Tourism Director
 - Develop and initiate final winter consumer marketing push
 - Review and approve Coop invoice billing and payments
 - Begin development of Coop FY 2018/19 budget process
 - Coordinate winter snow messaging partner calls
- OPERATIONS & ACCOUNTING
 - Continue on-boarding of Operations & Finance Director
 - Development of IVCBVB FY 2017/18 Budget Reforecast
 - Begin development of FY 2018/19 Revenue Forecast
- PROJECTS
 - Work with Reno Tahoe Territory Partner on new project development
 - Attended Travel Nevada Canadian Travel Trade Sales Mission
 - Planned and executed Board Retreat
 - Development of action items from Board Retreat direction
 - Launched Thunderbird Lodge Tour booking season
- MEETINGS
 - Conducted NLT sales staff meetings
 - Conducted NLT vendor status meetings
 - Attended North Lake Tahoe Chamber awards candidate review
 - Attended NLTRA Marketing Meeting
 - Attended Abbi Agency International PR Planning session
 - Attended RASC Marketing Committee meeting
 - Participated in Visit California Brand Content Committee meeting
 - Attended State Route 28 Grand Opening Celebration meeting
 - Attended VisitingLakeTahoe.com website planning meeting

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