



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Tuesday, September 19th 9am

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Tuesday September 19th, 2017 beginning at 9:00am. 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 July Board Minutes (For Possible Action) | Heather Bacon |
| V. Review of Final FYE 2016/17 Financial Statements
(For Possible Action) | Brad Capurro |
| VI. Review of August 2017/18 Financial Statements
(For Possible Action) | Andy Chapman |
| VII. Review of August Dashboard Report | Andy Chapman |
| VIII. Coop Departmental Reports
a. Conference Sales
b. Leisure Sales
c. Website Content
d. Communications/Social
e. Advertising | Andy Chapman |
| IX. Management Reports | Staff |

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|---|----------------------|
| X. Old Business <ul style="list-style-type: none">• Nevada Economic Development Conference Award | Heather Bacon |
| XI. New Business <ul style="list-style-type: none">• Interbike | Heather Bacon |
| XII. Director Comments | Heather Bacon |
| XIII. 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 |
| XIV. Adjournment – (For Possible Action) | |

Physically disabled persons desiring to attend should contact Alex Blevins at (775) 832-1606.
Support materials can be found at <https://www.gotahoenorth.com/north-lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>

Public Postings:

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitor Bureau

IVGID Office

Incline Justice Court

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



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

BOARD MEETING MINUTES

Wednesday, July 19, 2017

I. Call to Order/Roll Call.

The Incline Village Crystal Bay Visitors Bureau Board Meeting was called to order at 3:15 p.m. by Past Chair Wood. Roll call was taken and the following members were present: Heather Bacon, Bill Wood, Blane Johnson, and Legal Counsel Devon Reese. Staff in attendance: Incline Village Crystal Bay Visitor Bureau CEO/President, Andy Chapman and Ava Hinojosa, Operations and Finance Director.

II. PUBLIC COMMENT- Pursuant to NRS 241-020

Public comment was called by Past Chair Wood. Being no comments, the meeting continued.

III. Approval of Agenda

Motion to approve the July agenda by Bill Wood. Second by Blane Johnson. Approved.

IV. Approval of June 2017 Board Meeting Minutes

Motion to approve June Minutes as presented by Blane Johnson. Second by Bill Wood. Approved.

V. Review of June FYE Financial Statements

After review, a Motion to approve June Financial as presented by Blane Johnson. Second by Bill Wood. Approved.

VI. Discussion and Direction on Hyatt Board Member Seat

Board member Robert Purdy has left his position and the board is required to appoint a new member to fill the vacant seat per IVCBVB By-Laws. Mr. Purdy represented the lodging partner Hyatt Regency Tahoe and a new GM has been placed.

Discussion has been tabled regarding a new Board appointee to replace outgoing Robert Purdy. CEO Chapman will meet with new Hyatt GM and report back as to whom will represent this lodging property.

Review of July Dashboard Report

CEO Chapman reviewed the *July Dashboard Report* highlighting line-items for monthly Revenues and Statistics including a FY comparison. The report included statistics for the Visitor Information Center, Destimetrics Reservations Activity, Reno Tahoe International Airport, and Conference Bookings (tentative and definite). Board Chair has requested the *Destimetrics* report to be included in BOD Packet.

VII. Discussion on CEO Salary Review and Performance Incentive

Discussion was had on CEO performance metrics, overall review and recommendations.

Motion to increase CEO salary by 5% and increase car allowance to \$1000/month effective July 1, 2017 by Bill Wood. Second by Blane Johnson. Approved.

CEO bonus structure is to be completed by May 2018 and Performance Evaluation completed by June 30, 2018.

VIII. Coop Departmental Reports

a. Conference Sales

The Conference Sales staff attended several key meetings and industry events. An activity narrative was submitted for review. Highlights included: Staff attended Caesars Entertainment Client Event at Harrah's & Harvey's Lake Tahoe. Staff hosted site visits for AVST and SCI, Shared Services LLP. Staff attended *No Barriers Summit* at Squaw Valley, California and MPI WEC in Las Vegas, NV.

b. Leisure Sales

An activity brief was submitted by the Leisure Sales staff summarizing Travel Trade, FAMs, Media, and Consumer events that was attended. Highlights included: Hosted site visit for Bonotel and attended Snow Ski Shows in Australia; Pow Wow; Travel Nevada Receptive Operator Showcase in San Francisco; and is attending the Visit California UK & Ireland Sales Mission.

c. Website Content

CEO Chapman distributed GTN website content summary for Board review.

d. Communications / Social

The Abbi Agency submitted a report that outlined the marketing and social media efforts for June. The report listed Media Relations Results as 16-Total Placements with a Publicity Value of \$615k. Campaigns: Ale Trail; Human Powered Sports; Tahoe Locals; Culture, Events & Festivals. Social Media objectives were to highlight Partners, cultural offerings, human-powered-sports, and summer-based activities. Social Media statistics for June: Facebook has 402 new fans; Instagram, 630 new followers; and Twitter with 196 new followers.

e. Advertising

Augustine submitted an Executive Summary that presented these highlights: an outdoor booth was readied for use at in-market events for brand awareness; the Summer Consumer campaign resulted in over 2.2k *Book-Now* conversions at a cost of \$13 per conversion. The Spring campaign averaged a \$32 cost per *Book-Now* conversion and the Winter campaign drove bookings at a cost of \$55. Overall engagement increased by 185%. Consumer email ads featured their second-strongest month to date driving 3k website sessions and 17 book-now conversions. Ads targeted: to Families, Outdoor Enthusiasts and Workaholics users in Sacramento and San Francisco with Spring campaign message to *Book-Now*. Focus events and entertainment included: AMGEN Tour and Shakespeare. For MCC: Ads resulted in

more than 880 website sessions and users spent nearly two minutes on the site viewing over three pages per session.

IX. Management Reports

a. Operations & Finance Director Report

Director Hinojosa presented a summary on the Financial Dashboard for Fiscal YTD Visitor Information Comparative Statistics, Operations and Visitors Center business. Hinojosa attends various meetings and participated in specific projects as assigned by CEO Chapman. Highlights include: the migration process for a new Merchant Processing Service Account has begun; completion of the FYE physical inventory; readying the FYE reports for taxes and completed WC audit; administrated the annual staff performance evaluations; hired a seasonal part-time Guest Services staffer; continue to troubleshoot AT website and interior lighted advertising displays were installed.

b. Business Development Manager Report

An activity brief was submitted by Bart Peterson showing Travel Trade, FAMs, Media, and Consumer events that he participated with on behalf of IVCBVB and NLTCM. Highlights included: attended a TravelNevada travel agent event in SF; hosted the Lodging Company FAM; Pitched Activity Tickets to Wild Society, Reel Deal Fishing Charters, and Lake Tahoe Airplane Tours. Wrote adventures in NLT that was translated to Spanish, French, German, Dutch, Hindi, Chinese, Japanese and Portuguese.

c. CEO Written Report

CEO Chapman distributed his Activities Report for review and discussion. Chapman represents IVCBVB by attending various meetings and participation in specific projects with many local and regional agencies and organizations. Highlights include: Finalized FY 2016-17 FYE budget and FY 2017-18 budget for NLTCM; Finalized the International Agency representation contract for UK/Ireland and Australia/New Zealand; Continued to assist with the NLTRA CEO/CMO transition plan; and submitted final invoice request on TravelNevada display grant.

X. Old Business

CEO Chapman reported that Brian Rivers is no longer with RSCVA and the Host Compliance joint efforts are on hold per RSCVA CEO DeLone. CEO Chapman will speak with DeLone.

XI. New Business

- a.** The Tahoe Biltmore is under renovations and when completed the name will change to Granite Place at Boulder Bay. Completion on this phase is expected to be in Spring / Summer 2018.
- b.** ICBA – Mike Young has asked to give an ICBA educational presentation at the September Board Meeting.

XII. Director Comments

No comments were offered.

XIII. PUBLIC COMMENTS – Pursuant to NRS 241.020

(This is the time for the Public to comment on any matter, whether it is included on the Agenda of this Meeting.) No public comment was offered.

XIV. Adjournment

Motion by Bill Wood to adjourn the meeting. Second by Blane Johnson. Motion Approved. Meeting adjourned at 4:50 p.m.

Next Board Meeting is scheduled for Wednesday, September 20, 2017 at 3:00 p.m.

Respectfully submitted by:
Ava Hinojosa

*INCLINE VILLAGE - CRYSTAL BAY
VISITORS & CONVENTION BUREAU*

FINANCIAL STATEMENTS

JUNE 30, 2017

PREPARED BY: BRADFORD R. CAPURRO, CPA, LTD.

Bradford R. Capurro | CPA, LTD

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ACCOUNTANT'S COMPILATION REPORT

To: The Board of Directors
Incline Village - Crystal Bay
Visitors & Convention Bureau
Incline Village, Nevada

Management is responsible for the accompanying financial statements of the Incline Village, Crystal Bay Visitors and Convention Bureau (a nonprofit organization), which are comprised of the Statement of Financial Position as of June 30, 2017, and the related Statement of Activities for the year then ended, in accordance with accounting principles generally accepted in the United States of America. I have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. I did not audit or review the financial statements, nor was I required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, I do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit substantially all of the disclosures required by accounting principles generally accepted in the United States of America. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's financial position, and results of operations. Accordingly, these financial statements are not designed for those who are not informed about such matters.

A Statement of Cash Flows for the year ended June 30, 2017, has not been presented. Accounting principles generally accepted in the United States of America require that such a statement be presented when the financial statements purport to present financial position and results of operations.


Bradford R. Capurro, CPA, LTD
September 12, 2017

INCLINE VILLAGE-CRYSTAL BAY
VISITORS AND CONVENTION BUREAU
STATEMENT OF FINANCIAL POSITION
June 30, 2017

ASSETS

Current Assets

Cash in Checking & Money Market Accounts	\$503,882.66
Accounts Receivable	29,655.32
Petty Cash Funds	2,073.69
Merchandise Inventory at Cost	22,599.14

Total Current Assets	558,210.81
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Fixed Assets

Office Furniture	70,198.68
Office Equipment	89,758.92
Building Improvements	4,838.41
Accumulated Depreciation	(148,179.00)

Total Fixed Assets	16,617.01
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Total Assets	\$574,827.82
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LIABILITIES AND NET ASSETS

Current Liabilities

Accounts & Credit Cards Payable	\$91,463.63
Accrued Vacation Payable	2,767.37

Total Liabilities	94,231.00
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Net Assets

Contributed Capital	7,492.00
Fund Balance - Unrestricted	473,104.82

Total Net Assets	480,596.82
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Total Liabilities and Net Assets	\$574,827.82
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See Accountant's Compilation Report

INCLINE VILLAGE-CRYSTAL BAY
VISITORS AND CONVENTION BUREAU
STATEMENT OF ACTIVITIES
For the Year Ended June 30, 2017

Revenues

Lodging Room Tax Funding	\$1,519,353.44
Interest Income	398.32
On-Hold Messaging	400.00
Miscellaneous Income	5,529.44
Consignment Sales - Net	1,415.50
Grants	19,820.50
Merchandising/Concierge	373,157.02

Total Revenues	1,920,074.22

Management & General Expenses

Staff Wages	307,458.35
Employers Insurance of Nevada	924.00
Federal & State Unemployment	2,232.00
Fica/Medicare Payroll Taxes	9,070.88
Public Employees Retirement System	75,237.69
Health Insurance	33,174.38
Employee Training	1,041.25
Utilities	7,139.99
Bank & Credit Cards Fees	18,710.07
Office Supplies & Expenses	9,644.94
Maintenance & Janitorial	19,762.27
IT Computer Expenses	6,130.55
Postage & Freight	2,044.18
Communications	10,027.71
Printing Expense	2,461.74
Building Repairs & Insurance	6,841.02
Legal Services	30,708.00
Accounting & Payroll Expenses	7,677.00
Contract Services	1,573.00
Equipment Leases & Maintenance	3,298.34
Miscellaneous Expenses	2,710.07
Dues & Subscriptions	3,375.37

See Accountant's Compilation Report

INCLINE VILLAGE-CRYSTAL BAY
VISITORS AND CONVENTION BUREAU
STATEMENT OF ACTIVITIES
For the Year Ended June 30, 2017

Management & General Expenses (continued)

Licenses & Fees	129.79
Local Travel	682.88
Meeting Expenses	5,745.12
Depreciation	6,937.00

Total Management & General Expenses	574,737.59

Program Service Expenses

Hospitality - In Market	5,926.58
Advertising - Co-Op	885,000.00
Regional Marketing Programs	19,074.52
Remote Office Expenses	42,000.00
Travel & Lodging	3,312.85
Registrations	2,903.00
Web Site Development	7,000.00
Sponsorships	104,977.84
Special Promotion Items	1,806.78
Grant Expenses	11,942.58
On-Hold Messaging	1,411.08
Merchandise/Concierge Costs	312,525.57

Total Program Service Expenses	1,397,880.80

Total Expenses	1,972,618.39

Decrease in Net Assets	(52,544.17)

Net Assets - June 30, 2016	533,140.99

Net Assets - June 30, 2017	\$480,596.82
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See Accountant's Compilation Report

V-5

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July 2016 through June 2017

	Jul '16 - Jun 17	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 · Fund Transfers	1,519,353.44	1,406,150.00	113,203.44	108.1%
R252 · Interest Income	398.32	350.00	48.32	113.8%
R269 · On Hold Messaging	400.00	300.00	100.00	133.3%
R270 · Miscellaneous Revenue	5,529.44	4,000.00	1,529.44	138.2%
R273 · Marketing Reimbursements (MILO NLTMC)	0.00	5,000.00	-5,000.00	0.0%
R274 · Grants	19,820.50	25,000.00	-5,179.50	79.3%
R290 · Consignment Sales	1,415.50	150.00	1,265.50	943.7%
POS Sales				
46000 · Merchandise Sales	56,178.22	48,000.00	8,178.22	117.0%
R277 · Concierge	316,978.80	317,400.00	-421.20	99.9%
Total POS Sales	373,157.02	365,400.00	7,757.02	102.1%
Total Income	1,920,074.22	1,806,350.00	113,724.22	106.3%
Cost of Goods Sold				
50000 · Cost of Goods Sold	29,212.91	32,161.00	-2,948.09	90.8%
Total COGS	29,212.91	32,161.00	-2,948.09	90.8%
Gross Profit	1,890,861.31	1,774,189.00	116,672.31	106.6%
Expense				
0400 · Utilities (Utilities)				
0403 · Utilities- Water & Refuse	3,585.54	3,500.00	85.54	102.4%
0402 · Utilities-Gas & Heat	1,314.59	1,800.00	-485.41	73.0%
0401 · Utilities- Electric	2,239.86	2,500.00	-260.14	89.6%
Total 0400 · Utilities (Utilities)	7,139.99	7,800.00	-660.01	91.5%
0305 · Payroll	307,458.35	306,632.00	826.35	100.3%
0313 · Employers Insurance of Nevada	924.00	845.00	79.00	109.3%
0314 · State Employer Taxes	1,775.29	1,500.00	275.29	118.4%
0315 · Federal Unemployment	456.71	500.00	-43.29	91.3%
0316 · Public Employees Retirement Sys	75,237.69	75,350.00	-112.31	99.9%
0319 · Employer Medicare/Soc Sec	9,070.88	4,500.00	4,570.88	201.6%
0320 · Health Insurance	33,174.38	37,557.00	-4,382.62	88.3%
0321 · Employee Training	1,041.25	2,000.00	-958.75	52.1%
0405 · Bank & Cr Card Charges	18,710.07	18,272.00	438.07	102.4%
0410 · Office Supplies & Expenses	9,644.94	6,000.00	3,644.94	160.7%
0411 · Maintenance/Janitorial	19,762.27	17,800.00	1,962.27	111.0%
0412 · IT - Computers	6,130.55	4,000.00	2,130.55	153.3%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	8.54	1,500.00	-1,491.46	0.6%
0420 · Postage & Freight	1,552.15	2,000.00	-447.85	77.6%
0421 · Communications	10,027.71	10,000.00	27.71	100.3%
0422 · Printing Expenses	2,461.74	1,000.00	1,461.74	246.2%
0430 · Building Repairs & Insurance	6,841.02	15,000.00	-8,158.98	45.6%
0451 · Legal & Accounting Services	36,850.00	33,500.00	3,350.00	110.0%
0460 · Contract Services	1,573.00	3,000.00	-1,427.00	52.4%
0461 · Remote Offices	42,000.00	42,000.00	0.00	100.0%
0462 · Equipment Lease & Maint.	3,298.34	2,000.00	1,298.34	164.9%
0470 · Misc. Expenses	2,710.07	3,000.00	-289.93	90.3%
0473 · Dues & Subscriptions	3,375.37	4,000.00	-624.63	84.4%
0474 · License & Fees	121.25	100.00	21.25	121.3%
0501 · Travel & Lodging	3,312.85	15,000.00	-11,687.15	22.1%
0504 · Registrations	2,903.00	4,000.00	-1,097.00	72.6%
0505 · Local Transportation/Car	682.88	2,000.00	-1,317.12	34.1%
0507 · Meeting Expenses	5,745.12	7,250.00	-1,504.88	79.2%
0601 · Hospitality in Market				
0601.5 · In House	4,646.98	0.00	4,646.98	100.0%
0601 · Hospitality in Market - Other	1,279.60	7,600.00	-6,320.40	16.8%
Total 0601 · Hospitality in Market	5,926.58	7,600.00	-1,673.42	78.0%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July 2016 through June 2017

	Jul '16 - Jun 17	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	885,000.00	735,000.00	150,000.00	120.4%
0623 · Regional Marketing Programs	19,074.52	29,500.00	-10,425.48	64.7%
0650 · Payroll Expense	1,535.00	1,500.00	35.00	102.3%
0689 · WEB Development	7,000.00	7,000.00	0.00	100.0%
0690 · Sponsorship	78,977.84	95,000.00	-16,022.16	83.1%
0691 · Shuttle Subsidy/Sponsorship	26,000.00	26,000.00	0.00	100.0%
0730 · Special Promotional Items	1,806.78	2,000.00	-193.22	90.3%
0733 · On-Hold Messaging	1,411.08	1,300.00	111.08	108.5%
0751 · Concierge Expense	283,312.66	279,312.00	4,000.66	101.4%
0800 · Grant Expenses	11,942.58	0.00	11,942.58	100.0%
0990 · Depreciation Expense	6,937.00	5,631.00	1,306.00	123.2%
51100 · Freight and Shipping Costs	492.03			
Total Expense	1,943,405.48	1,817,949.00	125,456.48	106.9%
Net Ordinary Income	-52,544.17	-43,760.00	-8,784.17	120.1%
Net Income	-52,544.17	-43,760.00	-8,784.17	120.1%

09/15/17

Profit & Loss Budget vs. Actual

Accrual Basis

August 2017

	Aug 17	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 · Fund Transfers	152,783.12	155,331.00	-2,547.88	98.4%
R252 · Interest Income	26.01	37.50	-11.49	69.4%
R270 · Miscellaneous Revenue	375.37	333.33	42.04	112.6%
R290 · Consignment Sales	78.00	0.00	78.00	100.0%
POS Sales				
46000 · Merchandise Sales	6,522.24	7,466.00	-943.76	87.4%
R277 · Concierge	74,858.50	77,830.00	-2,971.50	96.2%
Total POS Sales	81,380.74	85,296.00	-3,915.26	95.4%
Total Income	234,643.24	240,997.83	-6,354.59	97.4%
Cost of Goods Sold				
50000 · Cost of Goods Sold	3,179.39	0.00	3,179.39	100.0%
Total COGS	3,179.39	0.00	3,179.39	100.0%
Gross Profit	231,463.85	240,997.83	-9,533.98	96.0%
Expense				
0400 · Utilities (Utilities)				
0403 · Utilities- Water & Refuse	325.92	326.00	-0.08	100.0%
0402 · Utilities-Gas & Heat	0.00	46.00	-46.00	0.0%
0401 · Utilities- Electric	146.70	178.00	-31.30	82.4%
Total 0400 · Utilities (Utilities)	472.62	550.00	-77.38	85.9%
0305 · Payroll	36,081.33	28,000.00	8,081.33	128.9%
0314 · State Employer Taxes	92.70	0.00	92.70	100.0%
0315 · Federal Unemployment	12.52	0.00	12.52	100.0%
0316 · Public Employees Retirement Sys	8,924.08	0.00	8,924.08	100.0%
0319 · Employer Medicare/Soc Sec	726.49	0.00	726.49	100.0%
0320 · Health Insurance	3,177.26	0.00	3,177.26	100.0%
0321 · Employee Training	250.00	140.00	110.00	178.6%
0405 · Bank & Cr Card Charges	3,878.82	3,300.00	578.82	117.5%
0410 · Office Supplies & Expenses	314.27	583.33	-269.06	53.9%
0411 · Maintenance/Janitorial	1,101.15	1,500.00	-398.85	73.4%
0412 · IT - Computers	87.50	416.67	-329.17	21.0%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	8.33	-8.33	0.0%
0420 · Postage & Freight	-7.01	150.00	-157.01	-4.7%
0421 · Communications	976.64	833.33	143.31	117.2%
0422 · Printing Expenses	0.00	166.67	-166.67	0.0%
0430 · Building Repairs & Insurance	366.00	833.33	-467.33	43.9%
0451 · Legal & Accounting Services	3,906.50	3,166.67	739.83	123.4%
0460 · Contract Services	375.00	250.00	125.00	150.0%
0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0%
0462 · Equipment Lease & Maint.	0.00	166.67	-166.67	0.0%
0470 · Misc. Expenses	0.00	166.67	-166.67	0.0%
0473 · Dues & Subscriptions	1,048.80	333.33	715.47	314.6%
0474 · License & Fees	0.00	10.42	-10.42	0.0%
0507 · Meeting Expenses	73.25	583.33	-510.08	12.6%
0601 · Hospitality in Market				
0601.5 · In House	18.05	0.00	18.05	100.0%
0601 · Hospitality in Market - Other	0.00	583.33	-583.33	0.0%
Total 0601 · Hospitality in Market	18.05	583.33	-565.28	3.1%
0622 · Advertising Co-op	77,237.00	77,237.00	0.00	100.0%
0623 · Regional Marketing Programs	717.00	1,666.67	-949.67	43.0%
0624 · Co-Op Expenses/Reimbursements				
0626 · Co-Op Expenses	750.00			
Total 0624 · Co-Op Expenses/Reimbursements	750.00			
0650 · Payroll Expense	110.00	54.17	55.83	203.1%
0689 · WEB Development	0.00	583.33	-583.33	0.0%
0690 · Sponsorship	7,500.00	7,500.00	0.00	100.0%
0691 · Shuttle Subsidy/Sponsorship	0.00	2,166.67	-2,166.67	0.0%
0725 · Uniforms	0.00	41.67	-41.67	0.0%
0730 · Special Promotional Items	0.00	125.00	-125.00	0.0%
0733 · On-Hold Messaging	121.35	125.00	-3.65	97.1%
0751 · Concierge Expense	67,642.83	0.00	67,642.83	100.0%
51100 · Freight and Shipping Costs	14.47			
59900 · POS Inventory Adj -Merchandise	12.84	0.00	12.84	100.0%
Total Expense	219,481.46	134,741.59	84,739.87	162.9%
Net Ordinary Income	11,982.39	106,256.24	-94,273.85	11.3%
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	16.56			
Total Other Income	16.56			
Net Other Income	16.56			
Net Income	11,998.95	106,256.24	-94,257.29	11.3%

VF1

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July through August 2017

	Jul - Aug 17	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 · Fund Transfers	234,168.12	232,788.00	1,380.12	100.6%
R252 · Interest Income	41.06	75.00	-33.94	54.7%
R270 · Miscellaneous Revenue	375.37	666.66	-291.29	56.3%
R274 · Grants	0.00	10,000.00	-10,000.00	0.0%
R290 · Consignment Sales	187.50	500.00	-312.50	37.5%
POS Sales				
46000 · Merchandise Sales	12,633.41	14,932.00	-2,298.59	84.6%
R277 · Concierge	150,732.00	153,700.00	-2,968.00	98.1%
Total POS Sales	163,365.41	168,632.00	-5,266.59	96.9%
Total Income	398,137.46	412,661.66	-14,524.20	96.5%
Cost of Goods Sold				
50000 · Cost of Goods Sold				
Concierge	97.00			
50000 · Cost of Goods Sold - Other	6,488.73	0.00	6,488.73	100.0%
Total 50000 · Cost of Goods Sold	6,585.73	0.00	6,585.73	100.0%
Total COGS	6,585.73	0.00	6,585.73	100.0%
Gross Profit	391,551.73	412,661.66	-21,109.93	94.9%
Expense				
0400 · Utilities (Utilities)				
0403 · Utilities- Water & Refuse	637.29	638.00	-0.71	99.9%
0402 · Utilities-Gas & Heat	45.88	92.00	-46.12	49.9%
0401 · Utilities- Electric	298.50	330.00	-31.50	90.5%
Total 0400 · Utilities (Utilities)	981.67	1,060.00	-78.33	92.6%
0305 · Payroll	64,949.03	56,900.00	8,049.03	114.1%
0313 · Employers Insurance of Nevada	812.00	0.00	812.00	100.0%
0314 · State Employer Taxes	207.10	0.00	207.10	100.0%
0315 · Federal Unemployment	21.37	0.00	21.37	100.0%
0316 · Public Employees Retirement Sys	15,740.90	0.00	15,740.90	100.0%
0319 · Employer Medicare/Soc Sec	1,275.17	0.00	1,275.17	100.0%
0320 · Health Insurance	6,380.28	0.00	6,380.28	100.0%
0321 · Employee Training	697.50	590.00	107.50	118.2%
0405 · Bank & Cr Card Charges	6,758.86	6,500.00	258.86	104.0%
0410 · Office Supplies & Expenses	580.65	1,166.66	-586.01	49.8%
0411 · Maintenance/Janitorial	2,292.49	3,000.00	-707.51	76.4%
0412 · IT - Computers	175.00	833.34	-658.34	21.0%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	2.39	16.66	-14.27	14.3%
0420 · Postage & Freight	172.37	300.00	-127.63	57.5%
0421 · Communications	1,938.88	1,666.66	272.22	116.3%
0422 · Printing Expenses	0.00	333.34	-333.34	0.0%
0430 · Building Repairs & Insurance	3,520.00	1,666.66	1,853.34	211.2%
0451 · Legal & Accounting Services	6,465.50	6,333.34	132.16	102.1%
0460 · Contract Services	375.00	500.00	-125.00	75.0%
0461 · Remote Offices	7,000.00	7,000.00	0.00	100.0%
0462 · Equipment Lease & Maint.	0.00	333.34	-333.34	0.0%
0470 · Misc. Expenses	0.00	333.34	-333.34	0.0%
0473 · Dues & Subscriptions	1,928.80	666.66	1,262.14	289.3%
0474 · License & Fees	133.75	20.84	112.91	641.8%
0505 · Local Transportation/Car	2.20	0.00	2.20	100.0%
0507 · Meeting Expenses	190.27	1,166.66	-976.39	16.3%
0601 · Hospitality in Market				
0601.5 · In House	98.05	0.00	98.05	100.0%
0601 · Hospitality in Market - Other	0.00	1,166.66	-1,166.66	0.0%
Total 0601 · Hospitality in Market	98.05	1,166.66	-1,068.61	8.4%
0622 · Advertising Co-op	111,915.00	111,915.00	0.00	100.0%
0623 · Regional Marketing Programs	2,122.75	3,333.34	-1,210.59	63.7%

Profit & Loss Budget vs. Actual

July through August 2017

	Jul - Aug 17	Budget	\$ Over Budget	% of Budget
0624 · Co-Op Expenses/Reimbursements				
0626 · Co-Op Expenses	750.00			
Total 0624 · Co-Op Expenses/Reimbursements	750.00			
0650 · Payroll Expense	220.00	108.34	111.66	203.1%
0689 · WEB Development	0.00	1,166.66	-1,166.66	0.0%
0690 · Sponsorship	19,500.00	15,000.00	4,500.00	130.0%
0691 · Shuttle Subsidy/Sponsorship	500.00	4,333.34	-3,833.34	11.5%
0725 · Uniforms	0.00	83.34	-83.34	0.0%
0730 · Special Promotional Items	0.00	250.00	-250.00	0.0%
0733 · On-Hold Messaging	242.70	250.00	-7.30	97.1%
0751 · Concierge Expense	129,986.45	0.00	129,986.45	100.0%
0800 · Grant Expenses	10,000.00			
51100 · Freight and Shipping Costs	82.71			
59900 · POS Inventory Adj -Merchandise	431.45	0.00	431.45	100.0%
Total Expense	398,450.29	227,994.18	170,456.11	174.8%
Net Ordinary Income	-6,898.56	184,667.48	-191,566.04	-3.7%
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	16.56			
Total Other Income	16.56			
Other Expense				
Cash Over/Short (.)	1.00			
Total Other Expense	1.00			
Net Other Income	15.56			
Net Income	-6,883.00	184,667.48	-191,550.48	-3.7%

September Dashboard 9/15/2017

Revenues & Stats				17-Jul	16-Jul	Variance
Grant Revenues	Monthly	\$	257,787	\$	239,568	7.6%
	YTD	\$	491,908	\$	463,447	6.1%
	Total Taxable Revenues	\$	7,781,009	\$	7,217,608	7.8%
Occupancy	Monthly	\$	257,787	\$	246,120	4.7%
	YTD	\$	491,908	\$	478,908	2.7%
	July Actual			July Budget		
Room Rate	Hotel		85.0%		84.7%	0.4%
	Motel		52.6%		37.3%	41.0%
	Vacation Rental		28.1%		25.6%	9.7%
Total	Time Share		17.8%		15.3%	16.2%
	Home Owner		n/a		n/a	#VALUE!
			48.4%		46.0%	5.2%
RevPar	Hotel	\$	392.77	\$	359.09	9.4%
	Motel	\$	97.11	\$	107.57	-9.7%
	Vacation Rental	\$	355.03	\$	364.45	-2.6%
Total	Time Share	\$	152.91	\$	117.20	30.5%
	Home Owner	\$	n/a		n/a	#VALUE!
		\$	339.43	\$	329.50	3.0%
Walk In Visitor Count	Hotel	\$	333.80	\$	304.18	9.7%
	Motel	\$	51.07	\$	40.12	27.3%
	Vacation Rental	\$	99.63	\$	93.19	6.9%
Total	Time Share	\$	27.18	\$	17.92	51.7%
	Home Owner	\$	n/a		n/a	#VALUE!
		\$	164.60	\$	151.68	8.5%

Visitor Information Comparative Statistics For Fiscal YTD				Aug-17	Aug-16	Variance
Walk In Visitor Count	Monthly		9017		8917	1.1%
	YTD		17774		17974	-1.1%
	Phone		2,082		2,006	3.8%
Merchandise Sales	Monthly		n/a		n/a	#VALUE!
	YTD		6,522		7,069	-7.7%
	Concierge & AT Sales		12,633		14,355	-12.0%
Vacation Planners mailed	Monthly	\$	74,858.00	\$	80,957.00	-7.5%
	YTD	\$	150,732.00	\$	152,875.00	-1.4%
			126		104	21.2%

Destinmetrics Reservations Activity (as of August 31st 2017)					
	FY 2017/18			FY 2016/17	Variance
Current Month Occupancy		62.0%		64.4%	-3.7%
Current Month ADR	\$	353	\$	331	6.6%
Current Month REVPAR	\$	219	\$	213	2.8%
Next Month Occupancy		45.0%		50.4%	-10.7%
Next Month ADR	\$	263	\$	249	5.6%
Next Month REVPAR	\$	119	\$	125	-4.8%
Summer Total Occupancy (proj)		50.0%		51.2%	-2.3%
Summer Total ADR (proj)	\$	310	\$	291	6.5%
Summer Total REVPAR (proj)	\$	154	\$	149	3.4%

Reno Tahoe International Airport				
	Aug-17		Aug-16	Variance
Total Passengers Served	400,754		356,768	12.3%
Average Load Factor	87.0%		87.2%	-0.2%
Total Number of Departures	1,893		1,809	4.6%
Non-Stop Destinations Served	23		23	0.0%
Departing Seat Capacity	236800		216000	9.6%
Crude Oil Averages (barrel)	\$	46.63	\$ 44.65	4.4%

Notes of interest:
Delta increases flights from SLC to RNO in September
Delta ATL to RNO flight returns on December 22
United added additional daily flight between DEN and RNO

Conference Revenue Statistics				
(booked as of July 31st)				
		FY 2017/18	FY 2016/17	Variance
Total Revenue Booked	\$	1,424,008	\$ 2,466,474	-42.3%
Number of Room Nights		7,240	14,736	-50.9%
Number of Delegates		18,552	20,259	-8.4%
Number of Tentative Bookings		29	46	-37.0%
Number of Leads Generated		244	194	25.8%
Conference Revenue And Percentage by County:				
		17-18	16-17	
Placer		44.0%	67.7%	
Washoe		40.6%	20.8%	
South Lake		12.7%	11.2%	
Nevada		2.8%	0.3%	
Total Conference Revenue		100.0%	100.0%	
		\$ 1,492,210	\$ 3,665,404	-59.3%

Top Website	Lodging Referrals (August)	Total Book Now	Unique Book Now
Hyatt Regency		245	225
Cedar Glen Lodge		120	108
Fox Den Cottages		111	61
Meeks Bay Resort		110	106
Mourelatos Resort		110	104
Hyatt High Sierra Lodge		109	107
Big 7 Motel		105	70
Tahoe Biltmore Lodge		104	102
Tahoe Truckee Factory Stores		104	88
Northstar California Resort		97	94
Sunnyside		92	85
Cottage Inn at Lake Tahoe		87	84
Hostel Tahoe in Kings Beach		87	46
The Ritz-Carlton, Lake Tahoe		83	77
West Shore Cafe & Inn		76	71
Cedar Crest Cottages		72	66
Tahoe Vista Lodge		72	66
Tahoe Luxury Properties		70	67
Wells and Bennett Realtors		67	58
Stevenson's Holiday Inn		61	51
Franciscan Lakeside Lodge		56	49
Rustic Cottages		56	56
Tahoe Moon Properties		55	48
River Ranch Lodge		53	49
Rockwood Lodge		53	48



north lake tahoe

Departmental Reports
August 2017

August 2017 Conference Report

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

Staff conducted a site visit with TW Metals. This company is considering Resort at Squaw, Hyatt Lake Tahoe and Edgewood Tahoe for two programs. One program is their March 2018 Operations Meeting for 46 people; 46 rooms on peak and 184 room nights. The second program is their global sales meeting in January 2019 for 120 people; 120 rooms on peak and 480 room nights

Staff conducted site visit with Kestra Financial. This company is considering Ritz Carlton Lake Tahoe, Hyatt Lake Tahoe and Edgewood Tahoe for a September 2018 program. 55 rooms on peak; 170 total room nights.

Staff hosted lunch for the meeting planning team from TESSCO Technologies at the Incline Championship Golf Course. TESSCO has used North Lake Tahoe for a number of meetings in the past and are considering us again for multiple programs in 2018.

Staff hosted a site visit for the Lawyer Pilots Bar Association. LPBA is considering North Lake Tahoe for their June 2018 meeting. The program will generate 180 room nights and over \$50,000 in revenue.

Staff hosted a site visit for Learning A-Z. Learning A-Z is considering North Lake Tahoe for their Summer Sales Meeting in July 2018. The meeting will generate over 650 room nights and well in excess of \$200,000 of room, food and beverage revenue.

Staff attended a bid strategy meeting for Mountain Travel Symposium. North Lake Tahoe has submitted a bid to host the 2020 and 2021 Symposiums. MTS brings together the top ski tour operators and group planners in the country and is an incredible opportunity to display the North Lake Tahoe product. North Lake Tahoe will be selected for one of the years. The potential future business from this event is in the millions of dollars.

Staff had a conference call with Lori Pearson from Holland-Parlette Association Management. Lori's client the Pacific Dermatologic Association is considering North Lake Tahoe for their 72nd Annual Meeting in July 2020. The meeting will generate approximately 520 room nights and over \$160,000 in revenue.

Staff hosted 14 clients with our hotel partners Ritz Carlton, Resort at Squaw Creek and Plump Jack Squaw Valley Inn at San Francisco Giants Game. Attending this event were the following clients:

- Randall Johnson, Fenwick & West (North Lake Tahoe CVB)
- Paul Miller, HPN (North Lake Tahoe CVB)
- Jessica Boelber, Corporate Traveler (North Lake Tahoe CVB)
- Marita Villarina, DHL Express (Plump Jack Squaw Valley Inn)
- Alexander Lapuyade, Google (North Lake Tahoe CVB)
- E Choi-Yuen, Cisco Meraki (Plump Jack Squaw Valley Inn)
- Amal Saleh, Cisco Meraki (Plump Jack Squaw Valley Inn)
- Lauren Breuning, Reddit
- Sarika Sheth, 38 North Connections
- David Moffet, Zuora (Ritz Carlton)
- Helen Lawrence, Zuora (Ritz Carlton)
- Cathy Caputo, Google (Resort at Squaw Creek)

Lisa Jarvis, Conference Direct (Ritz Carlton)

Staff attended Connect MarketPlace Corporate in New Orleans. Connect is the premier hosted-buyer event that brings together the most active planners, suppliers and experts in CORPORATE, ASSOCIATION, SPECIALTY, EXPO, and SPORTS meetings and events for preset appointments, keynote general sessions, planner/supplier roundtables and quality networking. Staff had the following 31 one-on-one appointments:

1. Brian Melton, VP Global Accounts at ConferenceDirect
2. Anne-Marie Caltagirone, Senior Event Planner at Tech Data Corporation
3. Kim Paszek, Executive Assistant to the President at TW Metals, Inc.
4. Terra Lewis, Manager, Global Accounts at HelmsBriscoe
5. Katie Leonard, Business Development Coordinator at Latham & Watkins
6. Jan Hennessey, Director, Events at AssetMark
7. Melissa Lamb, Development Manager at SMC3
8. Sharon Williamson, Senior Global Project Manager at ConferenceDirect
9. Ana Lowry, Senior Event Manager at Nerium International
10. Karen Schwartz, Administrator at Real Property Law Section, State Bar of Michigan
11. Connie Gutierrez, Director of Meetings at Meetings & Concierges Source
12. Amy Amend, Meetings and Events at tops Software
13. Pamela Prefume, Executive Assistant/Meeting Planner at WESCO Distribution
14. Cynthia Nelson, Corporate Planner at Rave Restaurant Group
15. Gretchen Yoder, Events Sourcing Manager at Penton Media
16. Renee Fong, Director of Conferences and Events at FIRST at Goldman Sachs
17. Afamia Murray, Events Marketing Manager at Informa
18. Darell Stokes, V.P. of Strategic Sourcing at Prestige Global Meeting Source
19. Liz Polom, Event Coordinator at Keller Williams Realty, Inc.
20. Kim Hentges, CMP, Senior Planner, Events & Incentives at Lennox Industries
21. Elizabeth Weimer Weimer at SiteSearch
22. Michelle Scott, Executive Asst/Corporate Event Planner at AZZ incorporated
23. Jason Morrison, VP Marketing and Events at FED-COMM International, Inc.
24. Daniel Vicini, Contract Specialist at McKesson Corporation
25. Lindy Clark, Event Manager III at Sprint
26. Debbie Schuler, Meeting Planner at Great Escapes, ETC
27. Jennifer Barron, Manager, Event Planning at NuVasive
28. Yvonne Escudie, Sr. Sourcing Specialist at EMCVenues
29. Leila Conner, Manager, Global Accounts at HelmsBriscoe - Site Selection
30. Diane Favia, Manager Global Accounts at Helmsbriscoe.com
31. Jennifer Herring, Vice President at NHS Global Events

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

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

Leisure Departmental Report
July & August Marketing Committee Meeting
9.2617

TRAVEL TRADE INFORMATION:

- Site Visits:
 - Hotel Beds – July 11-13th
 - Price Travel, Mexico – July 27-28th
 - AAA – August 3-4th
- Marketing Collaboratives that are underway:
 - **Morris Media, Australia:** This program includes a feature in the North American Ski Magazine as well as the following digital pushes: website leaderboard, website leader of the week, newsletter feature of the week, website video of the week (completed twice). Program runs August-November in Australia. Program currently in process
 - **Travel Plan, Australia:** Exclusive newsletter to going out second week of September.
 - **Inthesnow.com,** UK's largest Ski Publication. June-August program, which includes the following: creating a destination showcase on the website, social media promotion of NLT, newsletter sent out to the 140K database, dedicated section of the home page. Launching 2nd week in September.
 - **Price Travel & Best Day Travel:** Partnering with the RSCVA on a Best Day Travel & Price Travel Winter Sales Blitz, launching September 15th. The work has been on going developing Reno Tahoe pages on both websites, getting hotels and activity providers rates loaded and generating online trainings for agents. See the attached document for the details on the partnership.
 - **Blue Powder Tours, Australia:** Launching ski sales push with our Northstar and Squaw Valley
 - **Out & About Kids, Australia:** Purchased full page advertorial with Squaw Valley to promote the best spring/summer resort towns.
- Additional Sales Efforts:
 - Working with the Tahoe Biltmore on two New Zealand sales promotions through Travel Nevada
 - Working with Viator to increase activity product
 - Working with Bonotel to increase activity product
 - Working with Hayes & Jarvis, UK to increase activity product
 - Gate 7 completed a New Zealand Sales Mission. Bart is following up with, Travel & Co, Ski Travel Specialists, Snowcapped, AMPED and House of Travel.
 - Working with G Adventures to add North Lake Tahoe to itineraries
 - Signed up for Visit California's China Co-op marketing program. This will be our third year pushing NLT through this China effort. Launches in September.
 - Sent out Visit California Hainan Airlines sales/marketing incentive. Free to all hotels/activity providers

TRADESHOW INFORMATION:

- Visit California UK & Ireland Sales Mission – July 8-16th
 - Successful Mission. Currently working with BA holidays to get Hotel Beds Sure2Care documents set up to launch more product. See attached sales mission leads.
- Upcoming Sales Missions:
 - Attending Destination Marketing West Conference, September 26-29th
 - Partnering with the RSCVA on an LA Sales Mission October 8-13th
 - Partnering with RSCVA & Travel Nevada on joint Mexico Sales Mission, October 22-27th
 - Upcoming Travel Nevada Roadshow in SF, LA & San Diego. NLT has collected prizes to be handed out.

TRAVEL TRADE FAMS

- Biggest Little City Reno FAM July 25-26
- Australia Summer FAM, August 20-21st with lodging at Granlibakken and activities at Squaw Valley and solar eclipse kayak with Tahoe City Kayak.
- Austria FAM, September 10th
- Next upcoming FAM: Volaris/Best Day Travel FAM: October 6-9th

MISC:

- Working with THS Visuals on a 360 video filed at Sand Harbor for the Reno Tahoe Territory
- Travel Nevada Partner Portal now features North Lake Tahoe
- Working with Conference Sales Department on 2020/2021 MTS RFP
- Met with hotels and new activity providers in NLT to assist in next steps with tour operator contracts.
- Started the process of analyzing the VisaVue Data. See the below chart for 2016 data re-cap.

VisaVue International Data

Statistics 2016:

- \$4,424,824 spent
- 2.6% growth

VIII-B-2

- Average cardholder spend: \$252.95
- Lodging came in as the #1 market for spend at \$1.6 million
- Entertainment & Travel was 2nd at \$0.9 million
- Restaurants was 3rd at \$0.6 million

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

Top Countries w/data	Growth by \$ spend	Growth by # of people
United Kingdom	8.99%	1.9%
Canada	-10.55%	-3.4%
Australia	-.09%	10.2%
China	20.3%	-1.4%
Mexico	18.5%	5.7%
Grance	-4.9%	12%
Germany	-2.4%	15.4%

VisaVue International Data Q1 & Q2 2017

Statistics Q1 2017(January –March)

- \$1,895,367in international spend
- 24.7% growth y/y
- Average cardholder spend: \$353.15
- Lodging came in as the #1 market for spend at \$0.6 million
- Entertainment & Travel was 2nd at \$0.6 million
- Restaurants was 3rd at \$0.2 million

Top Country By Spend (\$)	Top Country by Cardholder Count (# of people)
Canada	Canada
United Kingdom	United Kingdom
Australia	Australia
China	China

Argentina	Argentina
New Zealand	Mexico
Mexico	France
France	Germany
Brazil	New Zealand
Singapore	Brazil

Statistics Q2 2017(April – June)

- \$908,012 in international spend
- 41% growth y/y
- Average cardholder spend: \$212.50
- Lodging came in as the #1 market for spend at \$0.4 million
- Restaurants was 2nd at \$0.2 million
- Entertainment was 3rd at \$0.1 million

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



professional creative services

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

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


Shelley Fallon

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fallonmultimedia.com

VIII-C

August Recap

 north lake tahoe

the
abbi
agency

The background image is a scenic landscape. In the foreground, a small, light-colored boat with a yellow flag is on a calm, blue lake. The lake reflects the surrounding environment. In the background, there are lush green trees and a clear blue sky. A semi-transparent white box with rounded corners is centered over the image, containing the text.

Public Relations Results Content Review Social Media Update Tahoe Locals Campaign

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: identify and host journalists who identify with a specific target audience and/or campaign, have significant reach, and are located in a non-stop flight city and/or drive market

CONTENT + NOTABLE PITCHES: media alerts, press releases, pitches, blog posts, newsletters

PUBLIC RELATIONS RESULTS

PLACEMENTS: 50

PUBLICITY VALUE: \$2,868,926

PUBLICATION HIGHLIGHTS: Associated Press, NBC Bay Area, LA Times, SF Chronicle, Washington Post, Good Day Sacramento, Sacramento Bee, Mountain Living, Dujour Magazine, Moonshine Ink

FAM COORDINATION: Preparation for September FAMs

NOTABLE PITCHES: Autumn Food & Wine, Eclipse Watching, Labor Day Weekend, Leaf Peeping + Fall Adventures, Best of 2018 Long-Lead

COVERAGE BOOK: <https://coveragebook.com/b/e211a4ad>

CONTENT

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

NEWSLETTER: content is shared in themed blocks that feature campaigns, recent blogs, event announcements, lodging and flight deals, social images and seasonal highlights (distribution: 2-3 times monthly)

CAMPAIGNS: Local Luminaries, Human Powered Sports, Ale Trail



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 2

32nd Annual Lake Tahoe Autumn Food and Wine Festival returns Sept. 8-10; North Lake Tahoe Experiences Significant Increase in Brand Awareness Among Los Angeles Residents

BLOGS POSTED: 5

8 Things To Do in North Lake Tahoe Before Summer Ends | Social shares: 2,256

Six Adventurous Ways to Watch the Solar Eclipse in North Tahoe | Social shares: 920

Q+A: A Guide to Chef Dale's North Shore Stomping Grounds | Social shares: 65

The 32nd Lake Tahoe Autumn Food and Wine Festival | Social shares: 116

Q+A: A Guide to Bill's North Shore Stomping Grounds | Social shares: 116

CONTENT REVIEW

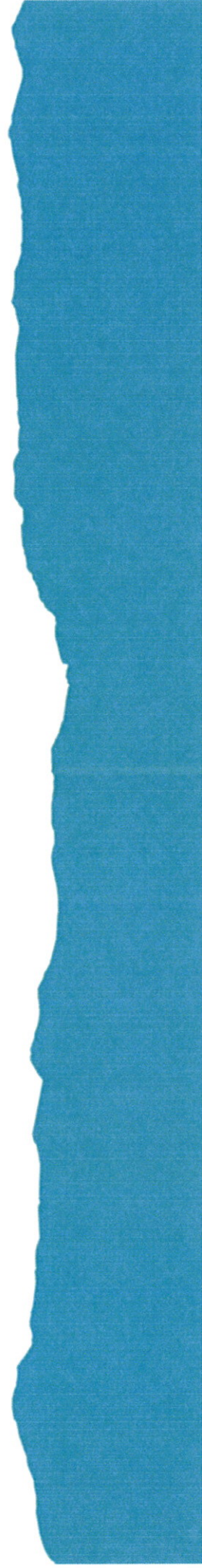
NEWSLETTERS DISTRIBUTED: 2

Meet the next North Lake Tahoe Local Luminary, Bill Watson

12% open rate, 6% click-thru, 6 shares

Meet the next North Lake Tahoe Local Luminary, Chef Douglas Dale

11% open rate, 5% click-thru



SOCIAL MEDIA

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Highlight partners, cultural offerings, promote human powered sports. Feature Tahoe locals and showcase the offerings/history of the region. Heavy push on video content across Facebook to drive engagement.

OBJECTIVES: Promote Local Luminaries video campaign in a push to drive awareness of the region. Focus on end of Summer activities available for locals and tourists. Integrate blog postings by showcasing photo assets found within the content in an attempt to drive page conversion.

CAMPAIGNS: Local Luminaries, Hashtag (#TahoeNorth), Weekly Event Guide

ENGAGEMENT TACTICS: UGC Hashtag/DM Interaction, California DMO Group Message, Autumn Food and Wine Facebook and Instagram Contests.



SOCIAL MEDIA UPDATE

AUGUST GROWTH:

- Facebook: 1,810 New Fans
- Instagram: 864 New Followers
- Twitter: 162 New Followers

SOCIAL CAMPAIGNS & TACTICS:

Facebook Lives

Concours d'Elegance Thunderbird Raffle: 8,393 Reach, 3.3k views, 81 reactions

Tahoe City Farmers Market: 7,779 Reach, 3.1k Views, 63 Reactions, 4 shares

Local Luminaries

Douglas Dale: 29,291 Reach, 11k views, 193 Reactions, 53 shares

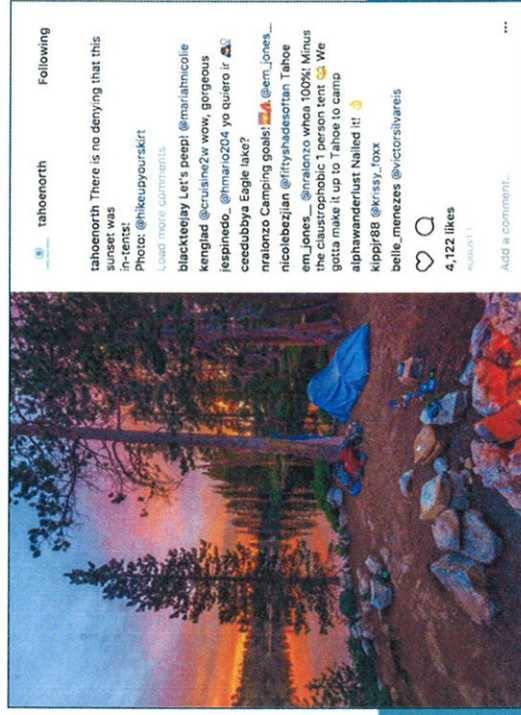
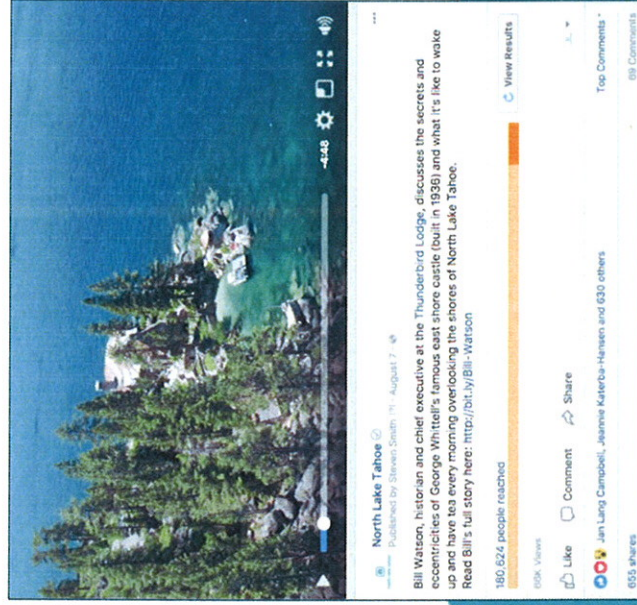
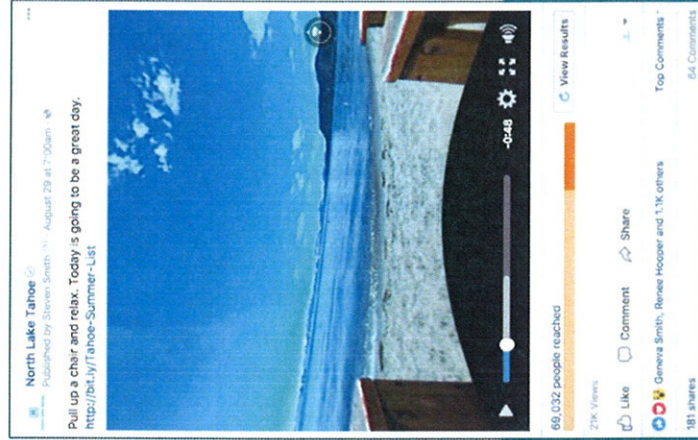
Bill Watson: 180,624 Reach, 66k views, 630 Reactions, 655 shares

SOCIAL MEDIA UPDATE

#1 FACEBOOK POST: 630 Reactions, 69 Comments, 655 Shares, 180.6k Reach

#2 FACEBOOK POST: 1,134 Reactions, 64 Comments, 181 Shares, 69.0k Reach

#1 INSTAGRAM POST: 4,122 Likes, 47 Comments, 24.8k Reach



SOCIAL MEDIA WINS

1. August saw the highest Facebook engagement in over a year.
2. August saw the most number of impressions on Facebook in over a year.
3. August also saw the most number of Facebook shares in over a year

INSIGHTS:

We believe the exceptional engagement seen in August is due to the success of the Local Luminaries Campaign (particularly the popularity of Bill Watson's video) along with the increase of 360° video content on Facebook.

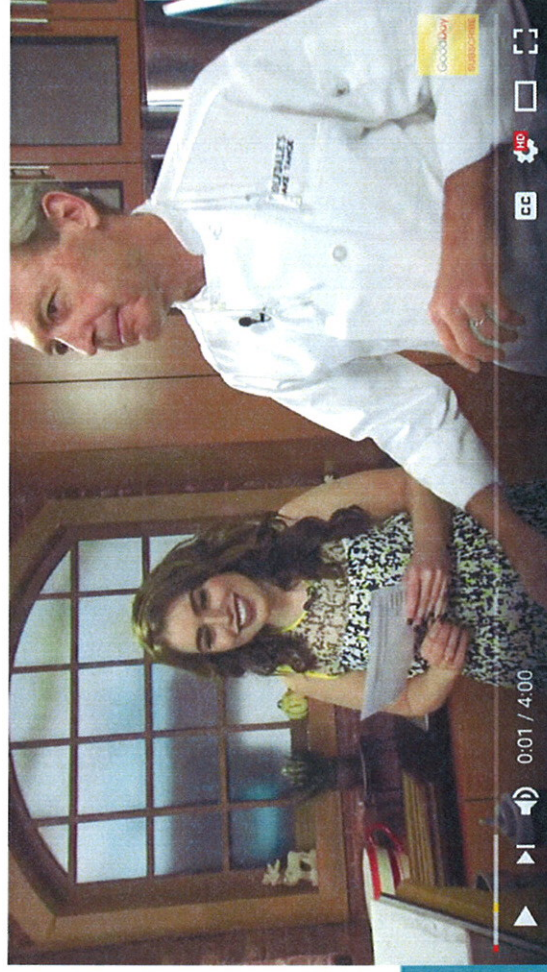
LOCAL LUMINARIES – PLACEMENTS

Truckee Tahoe Community TV – Channels 6 & 18 on Suddenlink in Donner Summit, Truckee, Glenshire, Olympic Valley, Tahoe City and Homewood down to Meeks Bay.

Tahoe Weekly – Jenni Charles Feature (run date TBD)

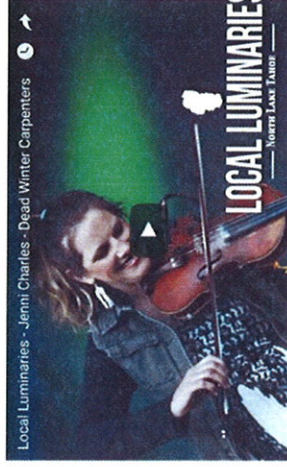
Moonshine Ink – Dedicated blast on August 8

Good Day Sacramento - Douglas Dale Blazing Pans Cook-Off cooking demonstration (run date 9/5)



VIII-d-12

LOCAL LUMINARIES – PROMOTION



Episode #1: JENNI CHARLES

Facebook Live at CBC

Instagram Takeover at WinterWonderGrass

Instagram Takeover at Concerts at Commons Beach

Tahoe Weekly Feature



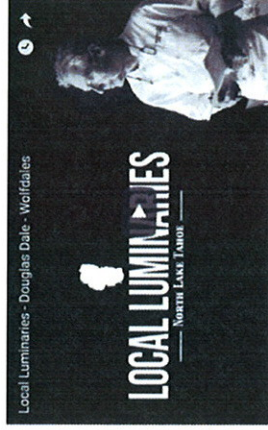
Episode #2: BILL WATSON/GEORGE WHITTELL JR.

Facebook Live during video shoot

Facebook Live at Concours d'Elegance

Shared by Concours d'Elegance

LOCAL LUMINARIES – PROMOTION



Episode #3: DOUGLAS DALE

Facebook Live of cookbook recipe

Facebook Live at Tahoe City Farmers Market

Cookbook Signing at Autumn Food & Wine

Good Day Sacramento on 9/5

Episode #4: ADRIAN & EMILY

Launch Date: September 12

Outdoor Adventurers; World-Class Mountaineers

Brand Category: Adventure; High Altitude Training

Local Tie-In: Spartan Race


VIII-d-14



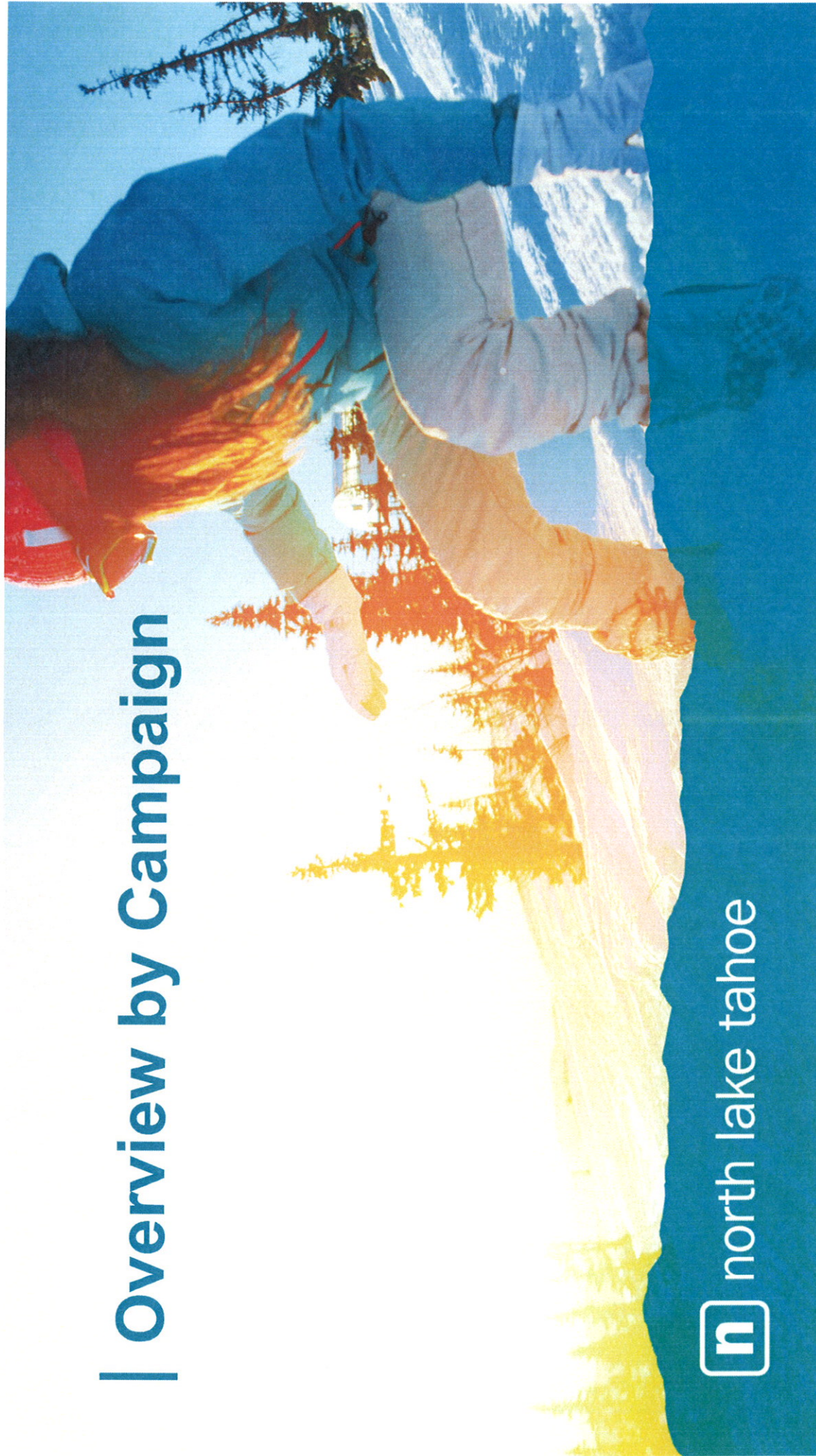
Thank You


VIII-d-15

| August Advertising Recap

 north lake tahoe

| Overview by Campaign

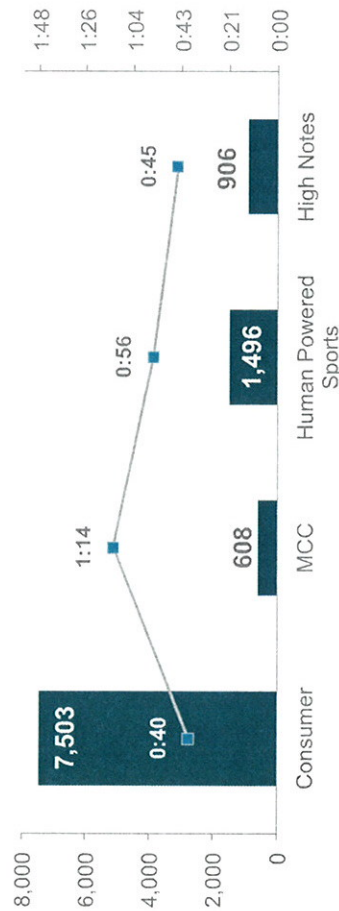


 north lake tahoe

Overview by Campaign

- Across all campaigns, digital ads served nearly 5.6 million impressions and resulted in 10.5K website visits in August. The Consumer campaign was responsible for the largest share of both sessions and impressions.
- Website visitors stemming from MCC ads spent the longest time on site, followed closely by Human Powered Sports. The High Notes campaign utilized Facebook's new Canvas ads, resulting in the highest CTR of any campaign.

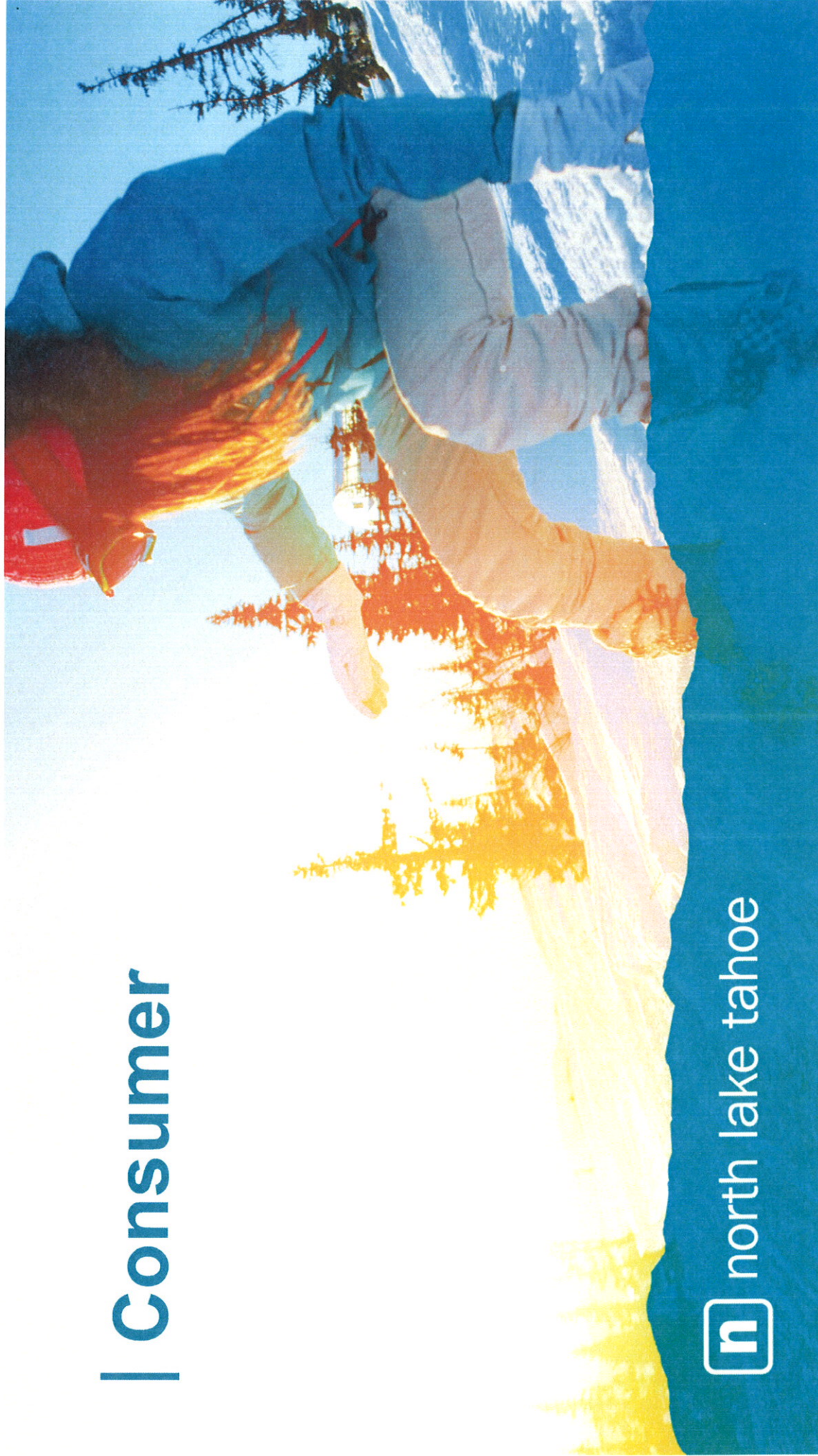
Sessions and Time on Site by Campaign




Campaign	Impressions	Clicks	CTR	Spend	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Consumer	4,631,308	10,520	0.23%	\$30,691	7,503	11,192	00:40	1.49	80.34%
MCC	111,866	729	0.65%	\$1,218	608	1,074	01:14	1.77	65.63%
Human Powered Sports	347,418	1,854	0.53%	\$3,869	1,496	2,905	00:56	1.94	60.76%
High Notes	368,359	3,295	0.89%	\$3,550	906	1,607	00:45	1.77	63.36%
Total	5,556,276	16,495	0.30%	\$39,637	10,513	16,778	00:45	1.60	75.26%

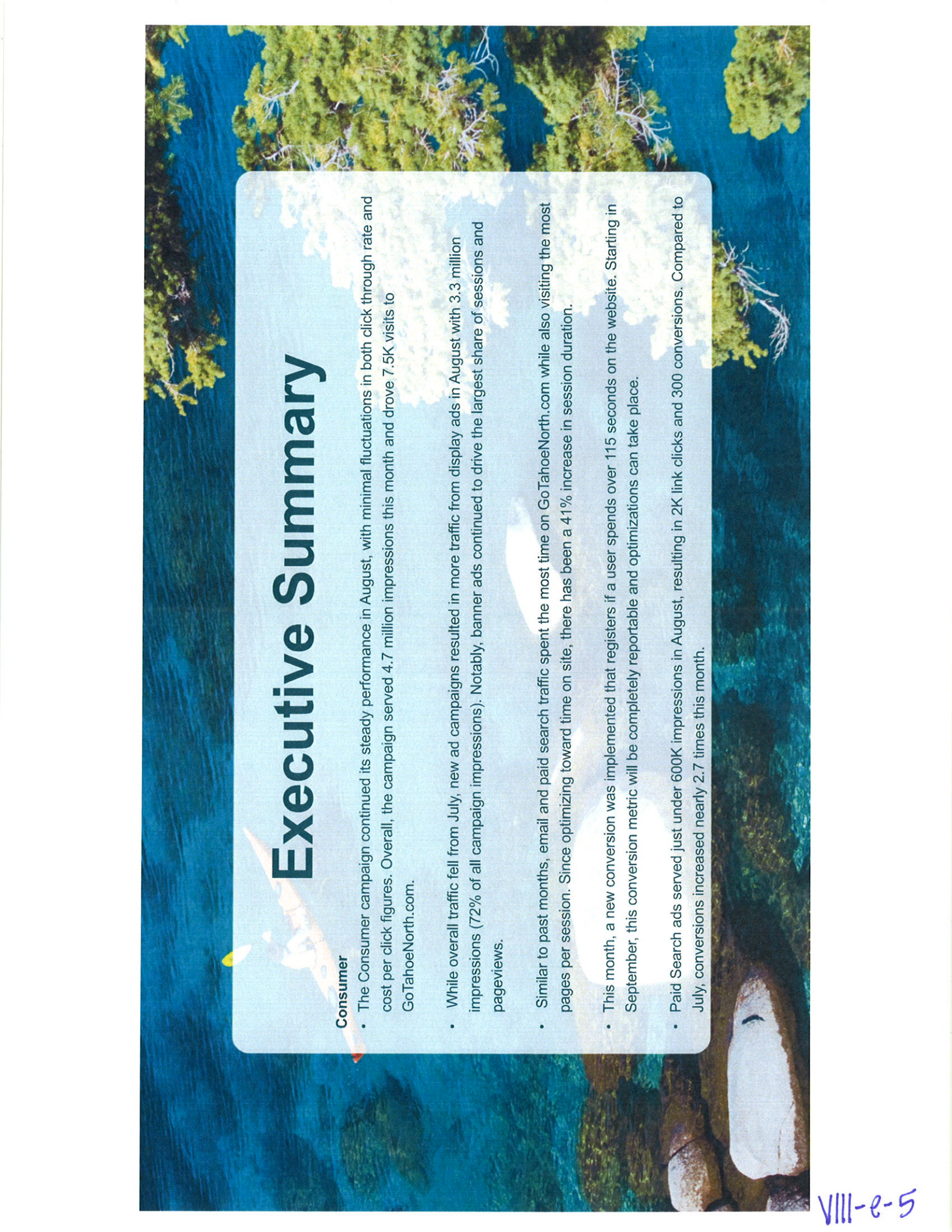
August Digital Report | All Campaigns

| Consumer



 north lake tahoe

VHI-e-4



Executive Summary

Consumer

- The Consumer campaign continued its steady performance in August, with minimal fluctuations in both click through rate and cost per click figures. Overall, the campaign served 4.7 million impressions this month and drove 7.5K visits to GoTahoeNorth.com.
- While overall traffic fell from July, new ad campaigns resulted in more traffic from display ads in August with 3.3 million impressions (72% of all campaign impressions). Notably, banner ads continued to drive the largest share of sessions and pageviews.
- Similar to past months, email and paid search traffic spent the most time on GoTahoeNorth.com while also visiting the most pages per session. Since optimizing toward time on site, there has been a 41% increase in session duration.
- This month, a new conversion was implemented that registers if a user spends over 115 seconds on the website. Starting in September, this conversion metric will be completely reportable and optimizations can take place.
- Paid Search ads served just under 600K impressions in August, resulting in 2K link clicks and 300 conversions. Compared to July, conversions increased nearly 2.7 times this month.

Executive Summary

Consumer

- Social ads continued their impressive performance in August, serving more than 623K impressions and resulting in 2.8 link clicks. While CTRs fell slightly, engagement rates improved in August, resulting in more than 2K engagements compared to 939 in July.
- The most noticeable rise in engagement occurred in ads targeted toward older experience seekers. These users were most likely to share an ad, resulting in additional impressions that are perhaps outside of the targeted demographic.
- Creative was developed for the fall campaign, including refreshed digital ads, Facebook ads and Twitter ads for both prospecting and retargeting.
- North Lake Tahoe's Facebook page acquired an additional 2.3K fans in August, resulting in an increase in overall engaged users. This increase in page activity is likely due to expanded campaigns, including the High Notes canvas ad and the Human Powered Sports campaign.
- The August e-blast drove almost 500 visits to the website, where users spent over one minute on the site and viewed nearly two pages per session.

Display Ad Examples

Families

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

Impressions: 646K
Clicks: 682
CTR: 0.11%
Landing Page Visits: 0
Book Now Conversions: 9
CVR: 1.32%

Outdoor Enthusiasts

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

Impressions: 582K
Clicks: 786
CTR: 0.14%
Landing Page Visits: 0
Book Now Conversions: 10
CVR: 1.27%

Workaholics

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

Impressions: 226K
Clicks: 152
CTR: 0.07%
Landing Page Visits: 1
Book Now Conversions: 6
CVR: 3.95%

August Advertising Report | Consumer

Social Ad Examples

Families

North Lake Tahoe Sponsored

[Like Page](#)

[north lake tahoe](#)

Pricedless Family Experiences

Get away and reconnect in North Lake Tahoe, building memories that will last a lifetime.

[Book Now](#)

Impressions: 150K

Clicks: 786

CTR: 0.52%

Engagement: 427

Book Now Conversions: 633

CVR: 81%

Outdoor Enthusiasts

North Lake Tahoe Sponsored

[Like Page](#)

[north lake tahoe](#)

Wander, Explore, Experience

Visit North Lake Tahoe this summer to experience endless outdoor activities all year long.

[Book Now](#)

Impressions: 333K

Clicks: 1.2K

CTR: 0.37%

Engagement: 1,081

Book Now Conversions: 1,808

CVR: 147%

Workaholics

North Lake Tahoe Sponsored

[Like Page](#)

[north lake tahoe](#)

Make Summer Count

Stunning views, countless activities, one place. Visit North Lake Tahoe to experience what summer is all about.

[Book Now](#)

Impressions: 141K

Clicks: 755

CTR: 0.54%

Engagement: 570

Book Now Conversions: 625

CVR: 83%

August Advertising Report | Consumer

August 2nd Eblast

north lake tahoe

| LODGING | THINGS TO DO | EVENTS

Discover
Venture
it's human nature

EXPERIENCE MORE SUMMER FUN IN NORTH LAKE TAHOE

There's no end to summer adventures in North Lake Tahoe. Whether you choose to hike, bike or just take in the views, there's no shortage of trails to explore in the mountains surrounding the lake. Paddleboard or kayak on the largest alpine lake in North America, venture down the Truckee River in a river raft or wander along the Ale Trail for a frosty beverage between activities. Don't let summer slip by without experiencing the playground we call North Lake Tahoe.

PLAN YOUR TRIP TO THE LAKE

14 ALE TRAIL STOPS

103 LODGING PROPERTIES

12 UNIQUE TOWNS

120+ EATERIES

COUNTLESS EXPERIENCES

Summerlong Concert Series
June - September

PLAN YOUR TRIP

GETTING HERE

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

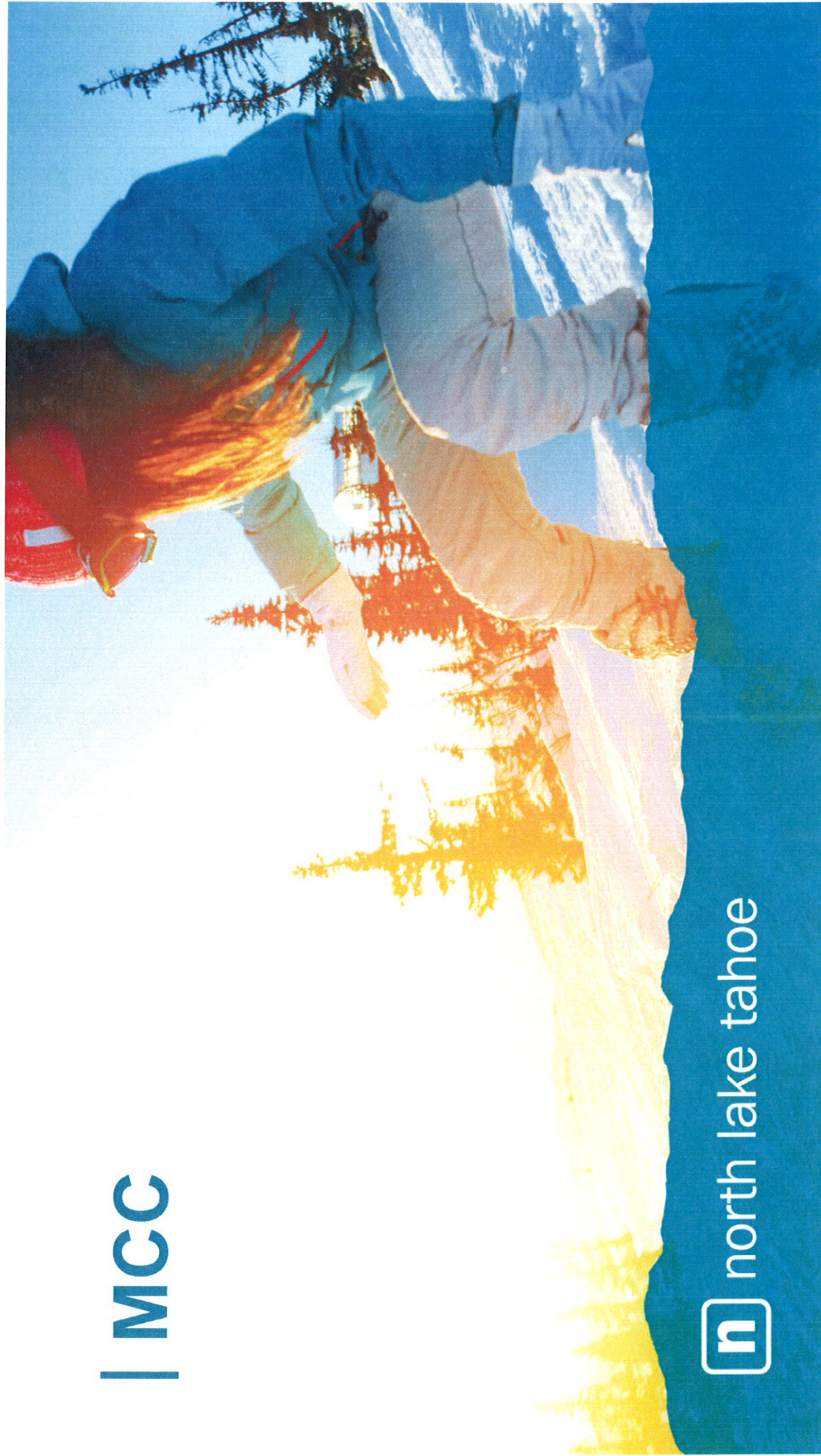
From Reno-Tahoe International — 45 minute drive
From Sacramento International — 2 hour drive
From San Francisco International — 3 hour drive


north lake tahoe

August Advertising Report | Consumer

VML-e-9

| MCC



 north lake tahoe

VIII-e-10

Executive Summary

MCC

- MCC ads directed over 600 users to GoTahoeNorth.com, with visitors spending over one minute on the site and viewing over 1.7 pages per session. Similar to historical trends, traffic from email ads spend more time on site and viewed more pages per session than traffic from social ads.
- The largest share of traffic landed on the meetings page (50%), followed by the lodging page (14%) and the homepage (10%). Notably, traffic that landed on the events page spent the most time on the site with an average time of two minutes on site.
- Fresh social creatives implemented in August resulted in a surge in both click through and engagement rates. Video ad performance continued its steady decline, but updated creative in September should help with this.
- The August 9th e-blast directed over 360 users to the website, where users spent more than 1:45 on site and viewed more than two pages per sessions. Notably, traffic that landed on the golf page spend 2.5 minutes on the site.
- Social ad CTRs increased by 20% this month, helped by newly-implemented creatives and a retargeting strategy, resulting in a 0.16 percentage point bump in prospecting CTRs and a 0.12 percentage point bump in engagement rates.

August 9th Eblast

north lake tahoe

LOGGING | THINGS TO DO | MEETINGS

Review
Strategize | it's human **n**ature

OPT OUTSIDE FOR YOUR NEXT EVENT

In North Lake Tahoe, there's no shortage of opportunities to move your meeting or event outside. Brainstorm new ideas in small group settings on horseback, or paddleboards. Strategize among stunning sugar pine trees on beachfront at our unique meeting venues, like the Thunderbird Lodge, as the crisp mountain air refreshes attendees. Let North Lake Tahoe be the backdrop to your most memorable meeting yet.

DISCOVER A NEW WAY OF MEETING

<p>30 MEETING FACILITIES</p>	<p>200,000+ SQ. FT. OF MEETING SPACE</p>	<p>7,000+ ROOMS</p>
----------------------------------	--	-------------------------

120+ EATERIES

50 GOLF COURSES

Book your next meeting in North Lake Tahoe!

SUBMIT AN RFP

Download your free conference planning guide!

DOWNLOAD FREE GUIDE

GETTING HERE

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

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

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north lake tahoe

For more information, contact Jason Neary, Director of Conference Sales, North Lake Tahoe CVB at 800-462-5196 ext. 106 or jason@GoTahoeNorth.com.

August Advertising Report | MCC

VIII-e-12

Social Ad Examples

North Lake Tahoe
Take your meeting outside the box when you host your next event or meeting in stunning North Lake Tahoe.



Discuss
Brainstorm
Collaborate
Connect
Engage

It's human nature

Connect on a Higher Level

North Lake Tahoe offers the ultimate mountain experience. With North America's

Book Now

Prospecting

Impressions: 65K
Link Clicks: 437
CTR: 0.67%
Engagement Rate: 0.19%

North Lake Tahoe
Take your meeting outside the box when you host your next event or meeting in stunning North Lake Tahoe.



Discuss
Brainstorm
Collaborate
Connect
Engage

It's human nature

Connect on a Higher Level

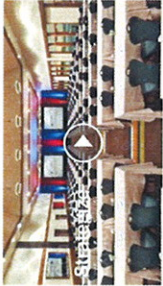
North Lake Tahoe offers the ultimate mountain experience. With North America's

Book Now

Retargeting

Impressions: 17K
Link Clicks: 110
CTR: 0.66%
Engagement Rate: 0.12%

North Lake Tahoe
Take your meeting outside the box when you host your next event or meeting in stunning North Lake Tahoe.



Discuss
Brainstorm
Collaborate
Connect
Engage

It's human nature

Connect on a Higher Level

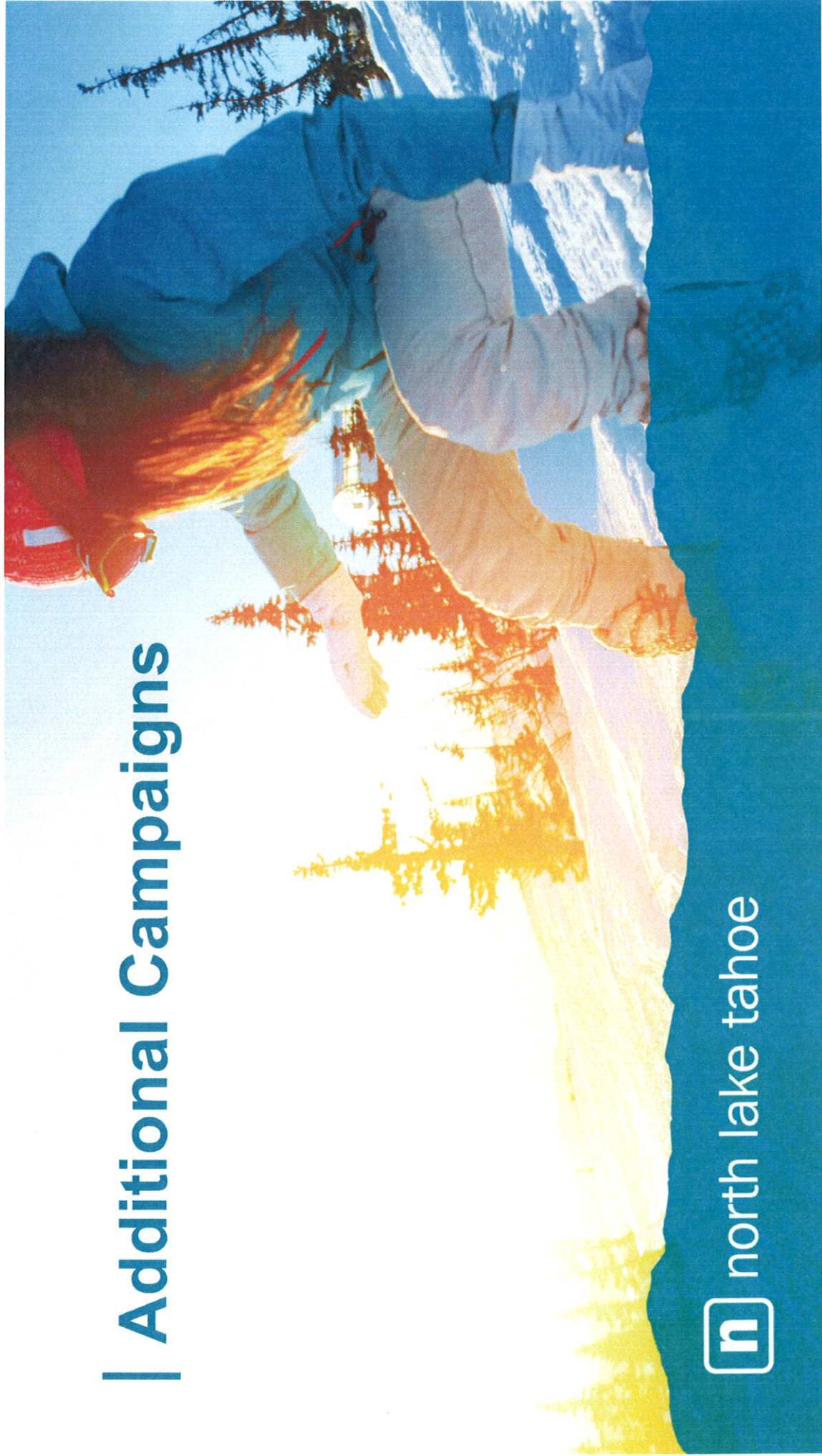
North Lake Tahoe offers the ultimate mountain experience. With North America's


Book Now

Video

Impressions: 30K
Link Clicks: 182
CTR: 0.60%
Engagement Rate: 0.11%

| Additional Campaigns



 north lake tahoe

VIII-e-14

Executive Summary

Human Powered Sports

- The Human Powered Sports campaign performed extremely well on social media, amassing nearly 2.2K total reactions, comments, and shares.

High Notes

- A Facebook canvas ad was developed to promote High Notes this month. These ads provide the opportunity to display more information in an expanded ad, allowing users to learn more before clicking through to the website. This drives more qualified traffic to the website, increasing the value of click-throughs.
- The High Notes canvas ad effectively enticed users into clicking into the ad, resulting in the highest social CTR of any campaign (0.89%). In addition to a high CTR, the canvas ad earned 1.5K post reactions, 180 shares and 49 comments.
- The campaign resulted in 906 website visits in its first month. Users who visited the website viewed nearly 1.8 pages per session and spent 45 seconds on the site.
- More than 1 in 4 people who landed on the High Notes landing page then clicked on the View Full Event Lineup button. Once there, users spent 1:40 exploring the lineup.



Thank You

VIII-e-16