



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

AGENDA

Board Meeting

Lake Tahoe Incline Village Crystal Bay Visitors Bureau

Wednesday July 18th, 2018 3pm

*****REVISED*****

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday July 18th, 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 | Blane Johnson |
| 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. | Blane Johnson |
| III. Approval of Agenda (For Possible Action) | Blane Johnson |
| IV. Approval of June Board Minutes (For Possible Action) | Blane Johnson |
| V. Review of Partnership Special Event Funding Recommendation
(15 min) (For Possible Action) | Andy Chapman |
| VI. Review of Draft FYE 2017/18 Financial Statements (10 min)
(For Possible Action) | Andy Chapman/Greg Long |
| VII. Review of July Dashboard Report (10 min) | Andy Chapman |
| VIII. Current CEO Salary Review and Performance Evaluation for
Future Salary & Incentive Payments
(For Possible Action) | Heather Bacon |
| IX. Coop Departmental Reports
a. Conference Sales
b. Leisure Sales
c. Website Content
d. Communications/Social
e. Advertising | Andy Chapman |

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| X. Management Reports | Staff |
| a. Operations Report | |
| b. Business Development Manager Report | |
| c. President/CEO | |
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| XI. Old Business | Blane Johnson |
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| XII. New Business | Blane Johnson |
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| XIII. Director Comments | Blane Johnson |
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| XIV. PUBLIC COMMENT – Pursuant to NRS 241.020 | Blane Johnson |
| This is the time for public to comment on any matter whether
or not it is included on the Agenda of this meeting. | |
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| XV. Adjournment – (For Possible Action) | |

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

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north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

June Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Monday, June 20, 2018, 3pm

I. Call to Order/Roll Call

Bill Wood

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:05 pm by acting Chair Wood. Roll call was taken, and the following members were present: Bill Wood, Michael Murphy, Bill Watson. The following IVCBVB employees were present: Andy Chapman, CEO/President; and Greg Long, Director of Operations. The following guests were present: Geno Menchetti, legal counsel, Danielle Hughes (TTD), Nick Johnson (NDOT), George Fink (TTD), Michelle Glickert (TRPA), Kira Smith (TRPA), Will Gardner (TART), Indra Winquist (IVGID) and Jim Smith (RWTB).

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Bill Wood

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

Indra Winquist presented a Red White and Tahoe Blue update. Permits were denied by Washoe County. Small group is trying to appeal Fireworks denial. Item will be heard at Washoe County Meeting on June 26th. All application materials have been submitted. People are trying to make up for lost time. Funding options were discussed in relation to the IVCBVB grant funding and the special RSCVA 25K emergency fund.

Bill Wood offered a big Thank You and reiterated how important the Fireworks are to the community.

III. Approval of Agenda (For Possible Action)

Bill Wood

Motion to approve the Agenda by Bill Watson. Second by Michael Murphy. Approved.

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

Bill Wood

Motion to approve the May Board Meeting Minutes by Bill Watson. Second by Michael Murphy. Approved.

V. Discussion on SR 28 Shared Bike Path/East Shore Project

**Nick Johnson/
Danielle Hughes**

CEO Chapman intro: Construction update + Future planning of SR28 corridor.

Nick Johnson, Project Management Division, NDOT, presented PowerPoint showing up to the minute construction update of the Bike Path. Highlights:

- Project is badly needed for safety, better access and drainage improvements.
- 60% of path is already paved.
- Main focus is on the 5 bridge sections this summer

IV-2

Board Agenda

- Those will be prefabricated and shipping to location
- Potential road closures slated for fall when those arrive

Danielle Hughes, Capitol Program Manager, TTD, reviewed future of corridor, parking and transportation plans. Highlights:

- Spooner to Incline is area of scope
- Draft of EIS due before the end of year for comment
- Utility relocation plans
- All new 90 spaces will be paid in front of Tunnel Creek
- Sand Harbor is moving to a kiosk pay structure for parking
- All on-road parking will be removed from SR28
- New transit stop at parking area near Tunnel Creek

Next step: Nick will communicate schedule on bridge section installation for any possible traffic implications

VI. Discussion on North Lake Tahoe/Nevada Transportation

**George Fink/
Michelle Glickert/
Kira Smith/
Will Gardner**

CEO Chapman Intro: Welcomes TRPA, TART and TTD staff. Night service, new transit stop and funding issues will be discussed.

Will Gardner (TART) begins discussion on TART operation. Highlights:

- History includes legacy routes and recent name change
- Placer County runs service
- RTC provides matching funds for NV side of operation
- Lack of fleet and drivers are issues for night service along with funding
- Night service on mainline is busy in Summer and Winter

Kira Smith (TRPA) and George Fink (TTD) talk funding sources. Highlights:

- 2015-TRPA is a MPO which allows federal funding source
- Funding flows through TRPA and then is distributed to operators
- Funding from FTA (federal) comes from 4 funding sources
- Funding for TDA (CA state) comes from 3 different funding sources
- South Lake Vs North Lake funding is split 63% south/37% north
- Need RTC since their board makes the final decision on North Lake transportation funding
- Need new transportation plan from Washoe RTC

Michelle Glickert (TRPA) talk new transportation site LinkingTahoe.com. Highlights:

- New site online for one stop shop for how to get to Tahoe and around Tahoe
- Everything from walking to biking to public transportation

Next step: reach out to TART, RTC and TRPA requesting formal planning session.

**VII. Discuss and Final Approval on Final FYE 2018/19 Budget
(For Possible Action)**

Andy Chapman

CEO Chapman discusses final changes to proposed 2018/19 budget. Main focus is on reserve and over spending. Co-op funding and its history was discussed. Proposed increase from \$930,000 to \$950,000. Budget is based on a conservative 3.5% increase in revenue although RSCVA is projecting a 5.5% increase. Budget expenses overspend annual revenues by \$81,000. 6-month reforecast and 9-month reforecast will be presented to the board in Dec and March.

Motion to approve the FYE 2018/19 Budget by Heather Bacon. Second by Michael Murphy. Approved.

VIII. Review of May 2017/18 Financial Statements **Andy Chapman**

CEO Chapman reviewed the highlights of the May Financial Statements. Motion to approve the May 2017/18 Financial Statements by Heather Bacon. Second by Michael Murphy. Approved.

IX. FY 2018/19 Board Officer Appointment **Andy Chapman**
(For Possible Action)

Chair Bacon discusses the possibility of transitioning Chairs and rotating the positions. CEO Chapman has talked to Blane Johnson about taking over the Chair position. His concerns are other board members may be more connected and have more experience than he would. Board echo's that everybody should take a turn. Nothing in bylaws that limit Chair term. Menchetti points out that Chair really can't affect things too much since CEO Chapman drives the train which is the IVCBVB.

Officers appointed for FY 2018/19 are as follows:

Blane Johnson – Chair (Term 2: 2021)

Bill Wood – Vice (Term 2: 2019)

Micheal Murphy– Sec/Treas. (Term 1: 2020)

Bill Watson – At Large (Term 1: 2020)

Heather Bacon – At Large (Term 3: 2021)

Motion to approve the Board Officer Appointment by Heather Bacon. Second by Michael Murphy. Approved.

X. Appointment NLT Marketing Coop Committee Members **Andy Chapman/Greg Long**
(For Possible Action)

CEO Chapman reviewed wish to keep the current committee members as is, which are Heather Bacon, Andy Chapman, Bill Wood and Chris Skelding. Motion to approve the NLT Marketing Committee Members by Heather Bacon. Second by Michael Murphy. Approved.

XI. Review of May Dashboard Report **Andy Chapman**

CEO Chapman reviewed the highlights of the May Dashboard Report.

XII. Discussion on CEO Performance Review Process

Chair Bacon discusses previous review and how she is trying to keep it closer to the fiscal year end. Evaluation form review. Changes or comments on form? Monday June 25 submit changes. June 29 will send out final evaluation form, self evaluation and strategic goals from Andy. Two

Board Agenda

weeks for board to complete the evaluation forms and return to Greg Long before July 13 for compiling. Will present results at July board meeting.

XIII. Coop Departmental Reports

Andy Chapman

- a. Conference Sales (in packet)
- b. Leisure Sales (in packet)
- c. Website Content (in packet)
- d. Communications/Social (in packet)
- e. Advertising (in packet)

XIV. Management Reports

Andy Chapman

- a. Operations Report (in packet)
- b. Business Development Manager Report (in packet)
- c. President/CEO (in packet)

XV. Old Business

Heather Bacon

CEO Chapman reviews Red White and Tahoe Blue status and asks for direction on sending himself to two meetings in Reno in regards to the firework permits and funding. Board agrees that CEO Chapman should represent the Visitors Bureau at the Washoe County commission meeting and RSCVA board meeting.

XVI. New Business

Heather Bacon

CEO Chapman discusses building lease renewal with RSCVA. Counsel Menchetti will review the current lease.

XVII. Director Comments

Heather Bacon

N/A

XVIII. PUBLIC COMMENT – Pursuant to NRS 241.020

Heather Bacon

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

N/A

XIX. Adjournment – (For Possible Action)

Motion to adjourn by Heather Bacon. Second by Michael Murphy. Adjourned. 5:33pm

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north lake tahoe

July 13th 2018

To: Board of Directors

From: Andy Chapman, President/CEO

Re: FY 2018/19 Partnership Special Event Funding Approval

Background

Each year the IVCBVB grants funds for special event efforts in the region. These funds are used to marketing the event and related visitation and room revenue generation. At its May meeting, the Board approved Special Events Partnership Funding sub-committee to oversee the process and provide a recommendation to the Board. The deadline to submit funding applications was June 29th. A total of 16 funding applications were received by the deadline. The sub-committee reviewed all the applications and has provide the board with a review recommendation.

Possible Board Action

Pending discussion, staff requests Board to approve the 2018/19 Partnership Special Events Funding recommendation.

IVCBVB Partnership Funding
Application Overview
7/2/2018

Applicant	Event	Date	Funding Request	Funding Recommendation
RW&TB Thunderbird Lodge Classic Tahoe Lake Tahoe Shakespeare Festival Crystal Bay Club 6237 Adventures Tahoe Biltmore	2018 Firework Show	Wednesday, July 04, 2018	\$10,000	\$10,000
	Historic Site Tours	June 5 - October 20, 2018	\$20,000	\$10,000
	2018 Performance Season	July 8 - August 12, 2018	\$12,903	\$7,500
	2018 Performance Season	July 6 - August 26, 2018	\$12,500	\$10,000
	Hogs for the Cause West III	September 13-15, 2018	\$5,000	\$5,000
	Sand Harbor Sunst 5 & 10K Race	Saturday, September 14, 2019	\$7500 to \$10000	\$5,000
	Haunted Pararetreat 2018	September 7-9, 2018	\$2,500	\$2,500
	Tail and Ale	Saturday, December 01, 2018	\$5,000	\$5,000
	Open Dart Tournament	October 12-14, 2018	\$5,000	\$5,000
	Jingle and Mingle 2018	Saturday, December 15, 2018	\$2,500	\$0
	PIP Wedding Faire 2019	February 16-17, 2019	\$2,500	\$2,500
	TahoeBertfest	Early October, 2018	\$3,500	\$2,500
	Northern Lights	November 30 - December 31, 2018	\$10,000	\$8,000
	Peak Your Adventure, Touch the Lake, HN	Winter 2018/19 - Summer 2019	\$1000 per event	\$2,000
	Business Faire	Spring 2019	\$3,500	\$0
	Shop Local	November 27 - December 31, 2018	??	\$0
			\$105,403 to \$107,903	\$75,000

ICBA

June Draft FYE 2018 Financial Summary Report

June Month End Variance Report

REVENUE

- R250 Fund Transfer: 4% under budget due lower April TOT collection.
- 46000 Merch Sales: Under budget due to lower ski ticket and retail sales.
- R277 Concierge Sales: Over budget due to strong start of tour season.

EXPENSES

- 0305 Payroll: 6% under budget due to vacant staff position.
- 0473 Dues & Subscriptions: Under budget due to Coop expense billing.
- 0501 Travel & Lodging: Under budget due to Coop expense billing.
- 0609 Sponsorship: Under budget due to timing of payments and savings to budget.
- 0691 Shuttle Subsidy: Under budget due to timing of payments.
- 0751 Concierge Expense: Over budget due to higher vendor revenue payments.

June Year to Date Variance Report

REVENUE

- R250 Fund Transfer: 3% under budget due to lower TOT collections.
- R270 Misc. Revenues: Under budget due to lower revenue collections.
- R274 Grants: Under budget due to lower Travel Nevada Grant reimbursement.
- 46000 Merchandise Sales: Under budget due to lower ski ticket and winter sales.

EXPENSES

- 0305 Payroll: 1% over budget due to employee payout.
- 0320 Health Insurance: Under budget due to open staff position.
- 0321 Employee Training: Over budget due to training process in the fall.
- 0405 Bank & CC Charges: Over budget. Implemented new card processor mid year.
- 0623 Regional Marketing Programs: Under budget. Savings to budget.
- 0690 Sponsorship: Under budget. Saving to budget.

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

June 2018

	Jun 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 · Fund Transfers	73,189.06	76,568.00	-3,378.94	95.6%
R252 · Interest Income	47.36	37.50	9.86	126.3%
R269 · On Hold Messaging	0.00	75.00	-75.00	0.0%
R270 · Miscellaneous Revenue	0.00	333.37	-333.37	0.0%
R273 · Marketing Reimbursements (MILO NLTMC)	0.00	0.00	0.00	0.0%
R274 · Grants	10,000.00	0.00	10,000.00	100.0%
R275 · Merchandise Revenue	0.00	0.00	0.00	0.0%
R290 · Consignment Sales				
R291 · Consignment Payments	0.00	0.00	0.00	0.0%
R290 · Consignment Sales - Other	0.00	166.66	-166.66	0.0%
Total R290 · Consignment Sales	0.00	166.66	-166.66	0.0%
POS Sales				
46000 · Merchandise Sales	5,146.90	7,403.00	-2,256.10	69.5%
R277 · Concierge	64,297.20	55,496.00	8,801.20	115.9%
Total POS Sales	69,444.10	62,899.00	6,545.10	110.4%
Total Income	152,680.52	140,079.53	12,600.99	109.0%
Cost of Goods Sold				
50000 · Cost of Goods Sold				
Concierge	0.00	0.00	0.00	0.0%
50000 · Cost of Goods Sold - Other	2,466.65	4,100.00	-1,633.35	60.2%
Total 50000 · Cost of Goods Sold	2,466.65	4,100.00	-1,633.35	60.2%
Total COGS	2,466.65	4,100.00	-1,633.35	60.2%
Gross Profit	150,213.87	135,979.53	14,234.34	110.5%
Expense				
0400 · Utilities				
0403 · Utilities- Water & Refuse	310.35	256.00	54.35	121.2%
0402 · Utilities-Gas & Heat	77.17	110.00	-32.83	70.2%
0401 · Utilities- Electric	194.20	178.00	16.20	109.1%
Total 0400 · Utilities	581.72	544.00	37.72	106.9%
0305 · Payroll	26,364.62	27,941.00	-1,576.38	94.4%
0313 · Employers Insurance of Nevada	0.00	79.17	-79.17	0.0%
0314 · State Employer Taxes	125.13	179.40	-54.27	69.7%
0315 · Federal Unemployment	12.75	75.00	-62.25	17.0%
0316 · Public Employees Retirement Sys	6,384.02	6,827.00	-442.98	93.5%
0319 · Employer Medicare/Soc Sec	913.62	923.00	-9.38	99.0%
0320 · Health Insurance	4,113.74	3,958.33	155.41	103.9%
0321 · Employee Training	0.00	130.20	-130.20	0.0%
0405 · Bank & Cr Card Charges	733.41	551.00	182.41	133.1%
0410 · Office Supplies & Expenses	767.85	626.60	141.25	122.5%
0411 · Maintenance/Janitorial	1,039.75	1,200.00	-160.25	86.6%
0412 · IT - Computers	362.50	482.50	-120.00	75.1%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	8.37	-8.37	0.0%
0420 · Postage & Freight	-108.69	122.80	-231.49	-88.5%
0421 · Communications	702.16	806.10	-103.94	87.1%
0422 · Printing Expenses	97.58	166.63	-69.05	58.6%
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	48.00	262.50	-214.50	18.3%
0461 · Remote Offices				
461.1 · Contract Fees - Remote Office	0.00	0.00	0.00	0.0%
0461 · Remote Offices - Other	3,500.00	3,500.00	0.00	100.0%
Total 0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

June 2018

	Jun 18	Budget	\$ Over Budget	% of Budget
0462 · Equipment Lease & Maint.	777.19	500.00	277.19	155.4%
0470 · Misc. Expenses	59.63	200.00	-140.37	29.8%
0473 · Dues & Subscriptions	-1,186.55	215.00	-1,401.55	-551.9%
0474 · License & Fees	0.00	0.00	0.00	0.0%
0501 · Travel & Lodging	-6,136.62	611.00	-6,747.62	-1,004.4%
0504 · Registrations	500.00	120.00	380.00	416.7%
0505 · Local Transportation/Car	194.02	149.78	44.24	129.5%
0507 · Meeting Expenses	140.00	617.70	-477.70	22.7%
0601 · Hospitality in Market				
0601.5 · In House	11.76	222.30	-210.54	5.3%
0601 · Hospitality in Market - Other	0.00	222.30	-222.30	0.0%
Total 0601 · Hospitality in Market	11.76	444.60	-432.84	2.6%
0622 · Advertising Co-op	65,678.00	65,678.00	0.00	100.0%
0623 · Regional Marketing Programs	1,184.94	1,788.00	-603.06	66.3%
0650 · Payroll Expense	102.50	128.00	-25.50	80.1%
0689 · WEB Development	0.00	700.00	-700.00	0.0%
0690 · Sponsorship	1,000.00	7,050.00	-6,050.00	14.2%
0691 · Shuttle Subsidy/Sponsorship	0.00	2,550.00	-2,550.00	0.0%
0725 · Uniforms	0.00	41.63	-41.63	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	56,312.27	49,497.00	6,815.27	113.8%
0800 · Grant Expenses	0.00	0.00	0.00	0.0%
4000 · Reconciliation Discrepancies	0.00	0.00	0.00	0.0%
51100 · Freight and Shipping Costs	45.45			
59900 · POS Inventory Adj -Merchandise	-46.04	0.00	-46.04	100.0%
Total Expense	166,960.98	182,751.44	-15,790.46	91.4%
Net Ordinary Income	-16,747.11	-46,771.91	30,024.80	35.8%
Other Income/Expense				
Other Expense				
Balancing Adjustments	0.00	0.00	0.00	0.0%
Cash Over/Short (.)	0.00	0.00	0.00	0.0%
Total Other Expense	0.00	0.00	0.00	0.0%
Net Other Income	0.00	0.00	0.00	0.0%
Net Income	-16,747.11	-46,771.91	30,024.80	35.8%

	Jul '17 - Jun 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
R250 · Fund Transfers	1,514,497.13	1,560,968.00	-46,470.87	97.0%
R252 · Interest Income	470.44	450.00	20.44	104.5%
R269 · On Hold Messaging	300.00	300.00	0.00	100.0%
R270 · Miscellaneous Revenue	662.30	4,000.00	-3,337.70	16.6%
R273 · Marketing Reimbursements (MILO NLTCM)	0.00	0.00	0.00	0.0%
R274 · Grants	10,000.00	20,000.00	-10,000.00	50.0%
R275 · Merchandise Revenue	0.00	0.00	0.00	0.0%
R290 · Consignment Sales				
R291 · Consignment Payments	0.00	0.00	0.00	0.0%
R290 · Consignment Sales - Other	317.50	2,000.00	-1,682.50	15.9%
Total R290 · Consignment Sales	317.50	2,000.00	-1,682.50	15.9%
POS Sales				
46000 · Merchandise Sales	41,743.67	56,362.00	-14,618.33	74.1%
R277 · Concierge	302,060.15	300,000.00	2,060.15	100.7%
Total POS Sales	343,803.82	356,362.00	-12,558.18	96.5%
Total Income	1,870,051.19	1,944,080.00	-74,028.81	96.2%
Cost of Goods Sold				
50000 · Cost of Goods Sold				
Concierge	0.00	0.00	0.00	0.0%
50000 · Cost of Goods Sold - Other	21,947.73	30,999.00	-9,051.27	70.8%
Total 50000 · Cost of Goods Sold	21,947.73	30,999.00	-9,051.27	70.8%
Total COGS	21,947.73	30,999.00	-9,051.27	70.8%
Gross Profit	1,848,103.46	1,913,081.00	-64,977.54	96.6%
Expense				
0400 · Utilities				
0403 · Utilities- Water & Refuse	3,766.51	3,500.00	266.51	107.6%
0402 · Utilities-Gas & Heat	1,365.77	1,500.00	-134.23	91.1%
0401 · Utilities- Electric	2,362.60	2,500.00	-137.40	94.5%
Total 0400 · Utilities	7,494.88	7,500.00	-5.12	99.9%
0305 · Payroll	325,375.92	322,841.00	2,534.92	100.8%
0312 · Employee Vacation Expense (Vacation and & Sick Time)	2,023.97			
0313 · Employers Insurance of Nevada	848.00	950.00	-102.00	89.3%
0314 · State Employer Taxes	2,062.57	1,700.00	362.57	121.3%
0315 · Federal Unemployment	311.57	500.00	-188.43	62.3%
0316 · Public Employees Retirement Sys	79,094.53	79,427.00	-332.47	99.6%
0319 · Employer Medicare/Soc Sec	8,534.89	10,000.00	-1,465.11	85.3%
0320 · Health Insurance	38,058.40	47,500.00	-9,441.60	80.1%
0321 · Employee Training	5,597.50	2,000.00	3,597.50	279.9%
0405 · Bank & Cr Card Charges	18,392.65	15,000.00	3,392.65	122.6%
0410 · Office Supplies & Expenses	7,701.26	7,000.00	701.26	110.0%
0411 · Maintenance/Janitorial	15,369.20	18,000.00	-2,630.80	85.4%
0412 · IT - Computers	3,590.50	5,000.00	-1,409.50	71.8%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	2.39	100.00	-97.61	2.4%
0420 · Postage & Freight	233.12	1,800.00	-1,566.88	13.0%
0421 · Communications	10,766.89	10,000.00	766.89	107.7%
0422 · Printing Expenses	97.58	2,000.00	-1,902.42	4.9%
0430 · Building Repairs & Insurance	8,211.02	10,000.00	-1,788.98	82.1%
0451 · Legal & Accounting Services	35,727.25	38,000.00	-2,272.75	94.0%
0460 · Contract Services	1,548.00	3,000.00	-1,452.00	51.6%
0461 · Remote Offices				
461.1 · Contract Fees - Remote Office	0.00	0.00	0.00	0.0%
0461 · Remote Offices - Other	42,000.00	42,000.00	0.00	100.0%
Total 0461 · Remote Offices	42,000.00	42,000.00	0.00	100.0%
0462 · Equipment Lease & Maint.	3,164.94	2,000.00	1,164.94	158.2%
0470 · Misc. Expenses	2,877.82	2,000.00	877.82	143.9%
0473 · Dues & Subscriptions	4,674.12	4,000.00	674.12	116.9%
0474 · License & Fees	382.75	125.00	257.75	306.2%
0501 · Travel & Lodging	7,112.11	7,500.00	-387.89	94.8%
0504 · Registrations	1,559.00	1,200.00	359.00	129.9%
0505 · Local Transportation/Car	776.10	1,500.00	-723.90	51.7%
0507 · Meeting Expenses	5,347.90	7,000.00	-1,652.10	76.4%

07/13/18

Profit & Loss Budget vs. Actual

Accrual Basis

July 2017 through June 2018

	Jul '17 - Jun 18	Budget	\$ Over Budget	% of Budget
0601 · Hospitality in Market				
0601.5 · In House	5,708.22	4,277.00	1,431.22	133.5%
0601 · Hospitality in Market - Other	1,650.30	2,723.00	-1,072.70	60.6%
Total 0601 · Hospitality in Market	7,358.52	7,000.00	358.52	105.1%
0622 · Advertising Co-op	930,000.00	930,000.00	0.00	100.0%
0623 · Regional Marketing Programs	11,743.27	20,000.00	-8,256.73	58.7%
0624 · Co-Op Expenses/Reimbursements				
0626 · Co-Op Expenses	250.00			
Total 0624 · Co-Op Expenses/Reimbursements	250.00			
0650 · Payroll Expense	1,334.50	1,500.00	-165.50	89.0%
0689 · WEB Development	0.00	7,000.00	-7,000.00	0.0%
0690 · Sponsorship	58,000.00	90,000.00	-32,000.00	64.4%
0691 · Shuttle Subsidy/Sponsorship	26,500.00	26,000.00	500.00	101.9%
0725 · Uniforms	352.28	500.00	-147.72	70.5%
0730 · Special Promotional Items	0.00	1,500.00	-1,500.00	0.0%
0733 · On-Hold Messaging	1,479.88	1,500.00	-20.12	98.7%
0751 · Concierge Expense	258,534.74	261,000.00	-2,465.26	99.1%
0800 · Grant Expenses	0.00	0.00	0.00	0.0%
0990 · Depreciation Expense	0.00	0.00	0.00	0.0%
4000 · Reconciliation Discrepancies	0.00	0.00	0.00	0.0%
51100 · Freight and Shipping Costs	507.43			
59900 · POS Inventory Adj -Merchandise	900.47	0.00	900.47	100.0%
Total Expense	1,935,897.92	1,995,643.00	-59,745.08	97.0%
Net Ordinary Income	-87,794.46	-82,562.00	-5,232.46	106.3%
Other Income/Expense				
Other Expense				
Balancing Adjustments	0.00	0.00	0.00	0.0%
Cash Over/Short (.)	1.00	0.00	1.00	100.0%
Total Other Expense	1.00	0.00	1.00	100.0%
Net Other Income	-1.00	0.00	-1.00	100.0%
Net Income	-87,795.46	-82,562.00	-5,233.46	106.3%

July Dashboard July 18, 2018

Revenues & Stats				
	May-2018	May-2017	Variance	
Grant Revenues				
Monthly YTD	\$ 94,753	\$ 81,385		16.4%
Total Taxable Revenues	\$ 94,753	\$ 81,385		16.4%
	\$ 2,842,399	\$ 2,445,581		16.2%
	May, Actual	May, Budget		
Monthly YTD	\$ 94,753	\$ 81,385		16.4%
	\$ 94,753	\$ 81,385		16.4%
Occupancy				
Hotel	60.9%	56.8%		7.2%
Motel	13.5%	11.6%		16.2%
Vacation Rental	16.5%	11.3%		46.2%
Time Share	13.0%	11.9%		8.8%
Home Owner	n/a	n/a		n/a
Total	32.0%	27.2%		17.6%
Room Rate				
Hotel	\$ 209.49	\$ 203.98		2.7%
Motel	\$ 98.38	\$ 90.84		8.3%
Vacation Rental	\$ 226.40	\$ 230.58		-1.8%
Time Share	\$ 95.33	\$ 79.45		20.0%
Home Owner	n/a	n/a		n/a
Total	\$ 203.16	\$ 196.78		3.2%
RevPar				
Hotel	\$ 127.52	\$ 115.79		10.1%
Motel	\$ 13.26	\$ 10.53		25.9%
Vacation Rental	\$ 37.40	\$ 26.13		43.1%
Time Share	\$ 12.35	\$ 9.47		30.4%
Home Owner	n/a	n/a		n/a
Total	\$ 64.97	\$ 53.45		21.6%

Visitor Information Comparative Statistics For Fiscal YTD			
	June-2018	June-2017	Variance
Walk In Visitor Count			
Monthly	6277	6661	-5.8%
YTD	45063	47102	-4.3%
Merchandise Sales			
Monthly	\$ 5,147	\$ 6,366	-19.1%
YTD	\$ 41,744	\$ 55,661	-25.0%
Concierge & AT Sales			
Monthly	\$ 64,197	\$ 66,320	-3.2%
YTD	\$ 302,060	\$ 324,600	-6.9%
Vacation Planners mailed	111	103	7.8%

Destimetrics Reservations Activity (as of June 30, 2018)				
	FY 2017/18	FY 2016/17	Variance	
Current Month Occupancy	55.4	51.5		7.6%
Current Month ADR	\$ 305	\$ 304		0.3%
Current Month REVPAR	\$ 169	\$ 156		8.3%
Next Month Occupancy	59.9%	59.2%		1.2%
Next Month ADR	\$ 419	\$ 414		1.2%
Next Month REVPAR	\$ 251	\$ 245		2.4%
Summer Total Occupancy (proj)	41.0%	39.0%		5.1%
Summer Total ADR (proj)	\$ 329	\$ 326		0.9%
Summer Total REVPAR (proj)	\$ 134	\$ 128		4.7%

Reno Tahoe International Airport			
	May-2018	May-2018	Variance
Total Passengers Served	345,740	317,935	8.7%
Average Load Factor	84.8%	85.8%	-1.2%
Total Number of Departures	1,901	1,738	9.4%
Non-Stop Destinations Served	23	23	0.0%
Departing Seat Capacity	225,424	211,957	6.4%
Crude Oil Averages (barrel)	\$ 69.98	\$ 48.48	44.3%

Notes of interest:

Starting Nov. 16th, Sun Country will start twice weekly service to Portland.

Starting May 5th, AA increases service to Dallas to 3x per day.

Various seasonal, temporary service suspended during spring period.

Conference Revenue Statistics			
(Booked as of May 31, 2018)	FY 2017/18	FY 2016/17	Variance
Total Revenue Booked	\$ 2,441,681	\$ 3,556,024	-31.3%
Number of Room Nights	14,992	20,312	-26.2%
Number of Delegates	12,140	18,552	-34.6%
Number of Tentative Bookings	60	70	-14.3%
Number of Leads Generated	275	244	12.7%
Conference Revenue And Percentage by County:			
	17-18	16-17	
Placer	55%	67%	-44.2%
Washoe	28%	21%	-7.9%
South Lake	15%	11%	-8.4%
Nevada	2%	1%	315.0%
Total Conference Revenue	100.0%	100.0%	-31.3%

Top Website Lodging Referrals (April)		Total Book Now	Unique Book Now
Hyatt Regency Lake Tahoe Resort		131	124
Hyatt High Sierra Lodge		92	87
Meeks Bay Resort & Marina		68	66
Cedar Glen Lodge		66	62
Fox Den Cottages		61	32
West Shore Cafe & Inn		59	58
Sunnyside Restaurant & Lodge		57	56
Mourelatos Lakeshore Resort		56	55
Tahoe Biltmore Lodge & Casino		53	52
Northstar California Resort		52	50
Cottage Inn at Lake Tahoe		47	46
Kingswood Village Vacation Rentals		46	44
Cedar Crest Cottages		45	44
Tahoe Luxury Properties		44	43
Tahoe Vista Lodge and Cabins		41	39
Tahoe Mountain Lodging		39	36
The Ritz-Carlton, Lake Tahoe		39	38
Stevenson's Holliday Inn		37	33
Tahoe Truckee Factory Stores		36	25
Marmot Vacation Rentals		35	31
River Ranch Lodge and Restaurant		35	35
Hostel Tahoe in Kings Beach		34	19
Big 7 Motel		33	25
Tahoe Rentals by Wells and Bennett		33	27
Tahoma Meadows Cottages		31	31





north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors
Fr: Andy Chapman
Date: 7/18/18

Re: Current CEO Salary Review and Performance Evaluation for Future Salary & Incentive Payments.

Background

Immediate Past Chair Heather Bacon will lead the board in a discussion and assessment of the CEO's 2017/18 Performance Review. CEO Chapman provided to the board a self-review of the core focus areas for FY 2017/18 with key results and accomplishments as well as FY 2017/18 Strategic Visioning document prepared from the March 2017 Board retreat.

Each board member completed an Annual Performance Evaluation and provided the review to Greg Long to compile in a single review document. This complied document will be sent to the board by end of day, Tuesday July 17th.

Possible Board Action

Pending Board discussion and review, the board may act on CEO Chapman's compensation package.



north lake tahoe

Departmental Reports
July 2018

June 2018 Conference Report

In June 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 RFPs:

- HPN – Corporate Technology - TAM Leadership Offsite for August – September 2018; 80 room nights/20 people
- Tango by the River – Lake Tahoe Tango Retreat for May 30-June 3, 2019; 150 room nights/100 people
- AHA! Annual Meeting, June 1-8, 2019; 590 room/125 people
- Adventist Health Strategic Planning Retreat April – May 2019; 360 room nights/200 people
- Whitney Fusion – CEO Executive Retreat September 2018; 90 room nights/30 people
- Microsoft Team Summit for September-October 2018; 1645 room nights/350 people
- Taco Bell – Ops Team Meeting October 2018; 78 room nights/26 people
- Roderick Jefferson & Associates-Training Series for Silicon Valley Company, September 2018; 263 room nights/40 people
- Within Women's Fall Retreat October 2019; 210 room nights/50 people
- Juul Labs, Inc, I Offsite, September 2018; 200 room nights/100 people
- Asset Marketing Systems 2019 Top Producers Conference, September 2019; 355 room nights/164 people
- Insight Direct USA – Dell Passport to Paradise January 2019; 120 room nights; 60 people
- Fresno City College – Women's Soccer Team Retreat August 2018; 20 room nights; 32 people
- Sysco – AZ Chairman Club Trip, 66 room nights in September 2018
- Clinical Mind – Corcept NPPA Advisory Board, 70 room nights in September 2018
- Ingersoll Rand – AK Incentive, 60 room nights in February 2019
- Johnstone Supply – Fresno Store Coalition Meeting, 360 room nights in March 2019
- Flooring America & Flooring Canada – Shining Star Program, 103 room nights in April 2019
- Association of State Correctional Administrators – Western Directors Meeting, 145 room nights in June 2019
- Fusion – Power Circle, 45 room nights in June 2019
- National Association of State Energy Officials, 300 room nights in September 2019
- Thermo King – Dealer Meeting, 640 room nights in March 2020
- California Probate Referee Association – Annual Conference, 261 room nights in April 2020
- Association of California School Administrators – Leadership Meeting, 31 room nights in June 2020
- CRM Empowering Leaders – ChurchNext Conference, 505 room nights in July 2020
- Nevada Healthcare Association – North Annual Convention, 151 room nights in September 2021

Staff attended the Connect New England tradeshow in Providence, RI. Staff had one on one appointment with 26 meeting planners over a two day period and had the opportunity to network with a number of others during social events. The event generated one lead during the show and we anticipate another two soon.

Staff participated in a conference call with Justin Stafford from ARES to discuss their event lodging solutions platform.

Staff participated in the monthly California Society of Association Executives ELEVATE Conference planning conference call. Staff members are on the planning committee.

Staff conducted site visit for the Google Search Tahoe Offsite June 5, 2018 at Resort at Squaw Creek. This program has the potential to generate 2000 room nights and bring 1500-2000 people to Lake Tahoe in July 30 – August 1, 2018.

Staff hosted site visit for Living Church of God Feast of Tabernacles. The group is considering North Lake Tahoe for their event in October 2020 and 2021. They will generate roughly 650 room nights each year.

Staff attended the monthly NLTRA Tourism Development Meeting

Staff attended ASAE Annual Tradeshow planning meeting

Staff participated in a conference call with Richter 7 and Augustine Agency to discuss 2018/2019 meeting plan.

Staff put together invite list for NOR CAL DMO Summer Client event for July 12, 2018. This event is expected to have 40+ meeting planners at it in Walnut Creek.

Staff conducted a site visit for the Akorn, Inc – Midyear meeting for June 11-14, 2018. This program has the potential to generate 267 room nights; 85 rooms on peak and bring 85 people to North Lake Tahoe in September 2018. This program is considering the Hyatt Regency Lake Tahoe, the Ritz Carlton Lake Tahoe and Resort at Squaw Creek.

Staff followed up on Google Search Tahoe Offsite to get a decision. This program has the potential to generate 2000 room nights and bring 1500-2000 people to Lake Tahoe in July 30 – August 1, 2018.

Staff followed up on Tango by the River – Lake Tahoe Tango Retreat for May 30-June 3, 2019; 150 room nights/100 people for a decision.

Staff followed up on Fenwick & West – All Attorney Retreat for April 30-May 3, 2020; 585 room nights/300 people for a decision.

Staff had the following programs go definite in June:

- HPN Global – Animal Health Corporation Meeting, This program booked the Hyatt Regency August 19-23, 2018. Expected to generate 100+ room nights and bring 25 people.
- Google Search Tahoe Offsite July 30-August 1, 2018. This program has booked the Resort at Squaw Creek, Squaw Valley Lodge, Village at Squaw Valley and PlumpJacks. Potential to generate 948 room nights; \$240,000 in room revenue and bring 1500-2000 people to North Lake Tahoe.
- Mountain Mike's Pizza – 2018 Franchise Conference. 365 room nights and approximately \$65,000 of room revenue.

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

TRAVEL TRADE INFORMATION:

- Site Visits:
 - Thomas Cook, India
 - Hosted PHG China Site Visits - RSCVA's China Offices
 - Working with Bonotel on adding activity product for CANUSA campaign
- Attended the Visit California India Global Ready Program in Napa Valley. A re-cap went out to all partners, but some highlights include:
 - Key Motivators for Travel: sightseeing, beaches & water sports, adventure & outdoor recreation
 - Indian travelers are well-informed and educated
 - Tips for doing business in India: Be punctual, be patient, don't be too direct
 - Lodging Musts: Hot water kettles, amenity kits, list pricing for services out in clear detail, and larger rooms preferred and suites for families are preferred.

MARKETING COLLABORATIVES

- Launched in June
 - American Sky, UK
 - (2) Month Campaign
 - In conjunction with Visit California, we will be doing a content & social media campaign and a consumer database e-blast to 500K travel agents (twice).
 - Gold Medal Travel Agency, UK
 - In conjunction with Visit California, we will join them on this campaign. Our UK Rep will do sales trainings with Gold Medal Agents.
 - Full page ad in the California Tour Operator Magazine
 - Consumer Flyer
 - Agent newsletter e-blast
 - Social Media promotion
 - Feature in the travel agent California Guide

INTERNATIONAL MEDIA:

- Hosted
 - Travel Nevada UK Media FAM, June
 - Travel Nevada Canada Media FAM, June
 - Canada Blogger, Visit California, June
 - Blog Post: <https://www.goworldtravel.com/checking-into-basecamp-hotel-north-lake-tahoe-california/>

- Upcoming Media:
 - Travel & Leisure Magazine, Mexico, July

TRAVEL TRADE FAMS:

- Attended the RSCVA's Mail Chimp Travel Agent FAM
- Hosted Travel Nevada UK Travel Trade FAM
- Upcoming FAMS:
 - Visit California UK Super FAM in October – FAM request is out for lodging and activities

INTERNATIONAL OFFICE UPDATE:

- Australia – Gate 7 Trade contract renewed and added PR project work to the contract.
- Black Diamond – UK & Ireland contract renewed.
- RFP went out for Canada representation and the company DCI was selected. DCI is the Visit California representatives.
 - Sarah will be attending the DCI & Visit California Sales Mission to Toronto, Montreal, Calgary and Vancouver in October.

SALES MISSION INFORMATION:

- Attached is the 2018/2019 Leisure Sales Travel Schedule
- Next Sales Trips:
 - Visit California Canada Sales Mission: 9/29-October 5th



2018 - 2019 North Lake Tahoe Tourism Schedule

Dates	Event	Tourism Representative	Location
July 12-14	BLC Reno & Tahoe FAM	Sarah Winters	Reno & Tahoe
August N/A			
September N/A			
October 1-5 6-8 9-10	Visit California Canada Visit California UK Super FAM Visit California UK Super FAM Finale	Sarah Winters Sarah Winters Sarah Winters	Canada North Lake Tahoe San Diego, CA
November 5-7 11-13	Southern California Sales Calls w/RSCVA Governor's Global Tourism Summit	TBD Sarah Winters, Bart Peterson	Los Angeles, CA Reno, NV
December N/A			
January TBD	Visit California Mexico Sales Calls	Sarah Winters	Mexico
February 11-13 25-28	Visit California Outlook Forum Go West Summit	Sarah Winters Sarah Winters	Southern California Boise, ID
March 24-28	SkiTops	Bart Peterson	Telluride, CO
April 1-6 17-18 28-3	Mountain Travel Symposium NAJs RTO Summit EAST California Cup	Sarah Winters Sarah Winters Bart Peterson	Whistler, CA NYC Palm Springs
May N/A			
June 1-5	International Pow Wow (IPW)	Sarah Winters	Anaheim, CA
July 2019 TBD	Visit California UK Trip	Sarah Winters	UK & Ireland

For additional information on the tourism calendar, reach out to sarah@gotahoenorth.com

**Dates and information is subject to change*

IX6-3



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

Shelley A. Fallon · sfallon@gotahoenorth.com · (530) 412-1259 · fax (888) 308-9108

fallonmultimedia.com

IXC-1

June Recap

 north lake tahoe

the
obbl
agency

A scenic view of a river with a person in a kayak, a sandy beach, and trees reflected in the water. The text is overlaid on a semi-transparent white box in the center.

Public Relations Results

Content Review

Social Media Update

PUBLIC RELATIONS APPROACH

STRATEGY: In anticipation of peak season visitation, The Abbi Agency focused largely on developing a "navigation guide" to help mitigate issues during regional construction projects. The team developed a What's New Summer 2018 release, organized by region, to further communicate North Lake Tahoe's diverse character and offerings. Additionally, the team spread the "wellness message," using the 10th celebration of Wanderlust as the anchor.

OBJECTIVES: The Abbi Agency aimed to mediate construction complaints and traffic congestion by encouraging alternate modes of transportation and routes to and throughout North Lake Tahoe. The agency used the opportunity to promote human powered sports and position North Lake Tahoe as an ever-growing, pedestrian-friendly destination. Secondly, the agency secured pre- and post-coverage of the Wanderlust Festival and discussed overall wellness and mindfulness in North Lake Tahoe. Lastly, it increased awareness of regional events and activities by region, including the Summerlong Music Series.

FAM COORDINATION: The Abbi Agency accommodated freelance golf and travel journalist, Josh Sens, for a story on Tahoe City Golf Course's centennial anniversary; as well as hosting influencer, Elisabeth Brentano. The team coordinated travel and itineraries for Diana Spechler of the Daily Meal, and Chris Kelly of the Colorado Times, as well as individual FAMs for Wanderlust in July.

CONTENT + NOTABLE PITCHES: What's New Summer 2018; Navigation Guide Amid Regional Construction Projects; Wellness and Mindfulness in North Lake Tahoe.

PUBLIC RELATIONS RESULTS

PLACEMENTS: 18 PUBLICITY VALUE: \$ 149,032.94

PUBLICATION HIGHLIGHTS: Via Magazine, The Tahoe Weekly, Reno Gazette-Journal, OCWeekly, CraftBeer.com, SierraSun.com, Tahoe Daily Tribune, NBC Los Angeles, Tahoe's Best, NBC Bay Area - Blog, The Mercury News, East Bay Times, Travel Breaking News

FAM COORDINATION: Diana Spechler (The Daily Meal); Chris Kelly (Coronado Times); Elisabeth Brentano (Elizabeth on the Road); Josh Sens (Golf.com).

MEDIA MISSIONS: The Abbi Agency did not complete any media missions this month, but continued follow-ups with journalists from the spring NYC Media Mission.

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

KEY INSIGHTS: The Abbi Agency met North Lake Tahoe's target market goals by further reaching luxury publications and southern California publications, including the Coronado Times and the OC Register. The agency earned stories surrounding the region's sub-themes, including the Lake Tahoe Ale Trail, golf and craft beer.

INTERNATIONAL PUBLIC RELATIONS

PLACEMENTS PENDING FROM Q1 + Q2

PARTNER FAM COORDINATION: The Abbi Agency worked with TravelNevada to host and/or coordinate lodging and activities for the following partner FAMs: 1) UK Group FAM (June 5 - 6); and 2) TravelNevada Canada Group Fam (June 18 - 19). A team member from The Abbi Agency accompanied the Canada FAM for lunch and a hiking tour.

OWNED FAM COORDINATION: The team completed itinerary and activity coordination for Pedro Manuel Aguilar Ricalde (July 18 - 23) of Travel + Leisure Mexico and AeroMexico.

PARTNER COMMUNICATIONS: The Abbi Agency sent the "What's New Summer 2018" release to all international partners and individual media, including three story angles: 1) Human Powered Sports; 2) Mindfulness; and 3) Legends and Legacies.

ADDITIONAL EFFORTS: The Abbi Agency has hosted calls and sent information to the following journalists for fall FAM consideration: India (Ashwin Rajagopalan), Germany (Thorsten Keller) and Australia (Mike Alexander).

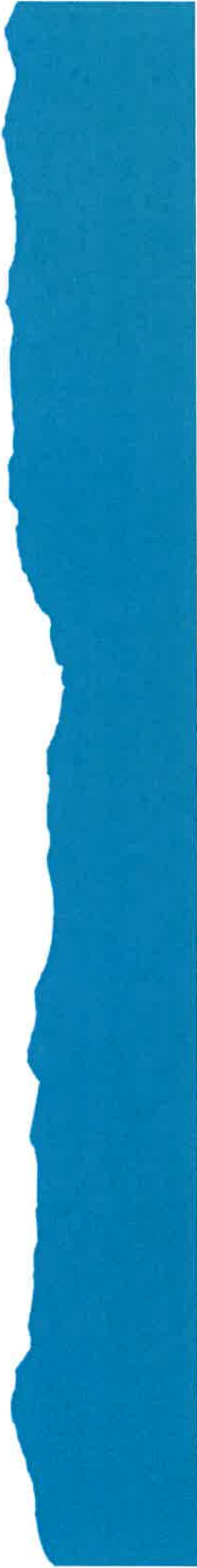
CONTENT

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

KEY THEMES: Summer in North Lake Tahoe, Fourth of July, Golf and Leisure in North Lake Tahoe

CAMPAIGNS: Local Luminaries, Human Nature, Peak Your Adventure



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 1

What's New this Summer in North Lake Tahoe

BLOGS POSTED: 2

4th Up Your North: Your North Lake Tahoe Independence Day Guide | Social Shares: 59

It's Tee Time: Your Tahoe Golf Adventure | Social Shares: 0 (*promos started after June*)

NEWSLETTERS DISTRIBUTED: 1

Celebrate the 4th of July in North Lake Tahoe!

9.2% open rate, 0.8% click-thru rate (CTR)

Majority opened around 2PM PST

LOCAL LUMINARIES UPDATE

OVERVIEW: The end of June marked one fiscal year with the Local Luminaries campaign live, as the first luminary was published in July 2017. With a full year of promotion and luminary stories launching, The Abbi Agency would like to highlight campaign success and compiled metrics.

CAMPAIGN METRICS TO DATE

- 920.7k total impressions
- 12.3k social media engagements
- 1.4k social media shares
- 267.8k video views

AWARDS AND RECOGNITION: To date, the Local Luminaries campaign has been recognized with a number of awards, including the Visit California Poppy Awards, Hermes Creative Awards, and Northern Nevada Ace Awards.

ONGOING CAMPAIGN PROMOTION: As evergreen content, the Local Luminaries campaign will continue to be featured within North Lake Tahoe promotion efforts, including social media, blog, newsletter and PR outreach. Luminaries will be transformed into "guides" to introduce visitors to each pillar of the brand.

SOCIAL MEDIA

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Transition into Summer messaging promoting lake/water activities.

OBJECTIVES: Begin promoting Summer activities and the upcoming events that are provided.

CAMPAIGNS: 4th of July, Local Luminaries Shorts

ENGAGEMENT INSIGHTS: Overall engagements for all social media pages increased by an average of 21%, with total impressions increasing 35% during the month of June.

SOCIAL MEDIA UPDATE

JUNE GROWTH:

- Facebook: 977 New Fans
- Instagram: 826 New Followers
- Twitter: 147 New Followers
- Total Impressions increased by 35%
- Total engagement increased by 21%

SOCIAL CAMPAIGNS & TACTICS:

Thunderbird Lodge Instagram Story

- Impressions: 31,182
- Reactions: 18
- Reach: 27,345

Thunderbird Lodge Instagram Story (Jun 19)

- Users Reached: 18,112
- Engagement: 244

SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

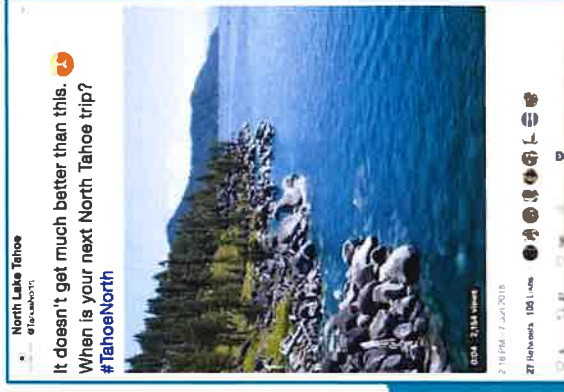
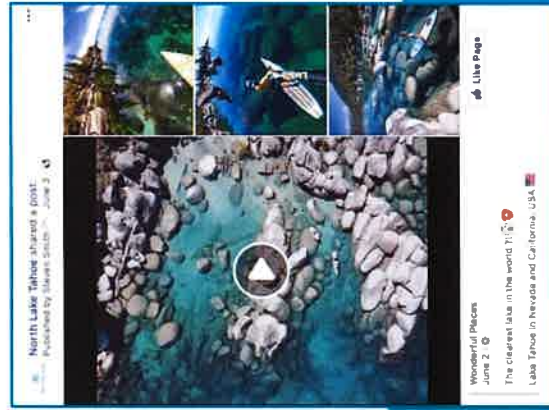
#1 Facebook Post, Beach Album: 6k Reach, 3.5k Reactions, 287 Comments, 959 Shares

#1 Instagram Post, Eagle Rock: 45k Impressions, 5.1k Likes, 110 Comments

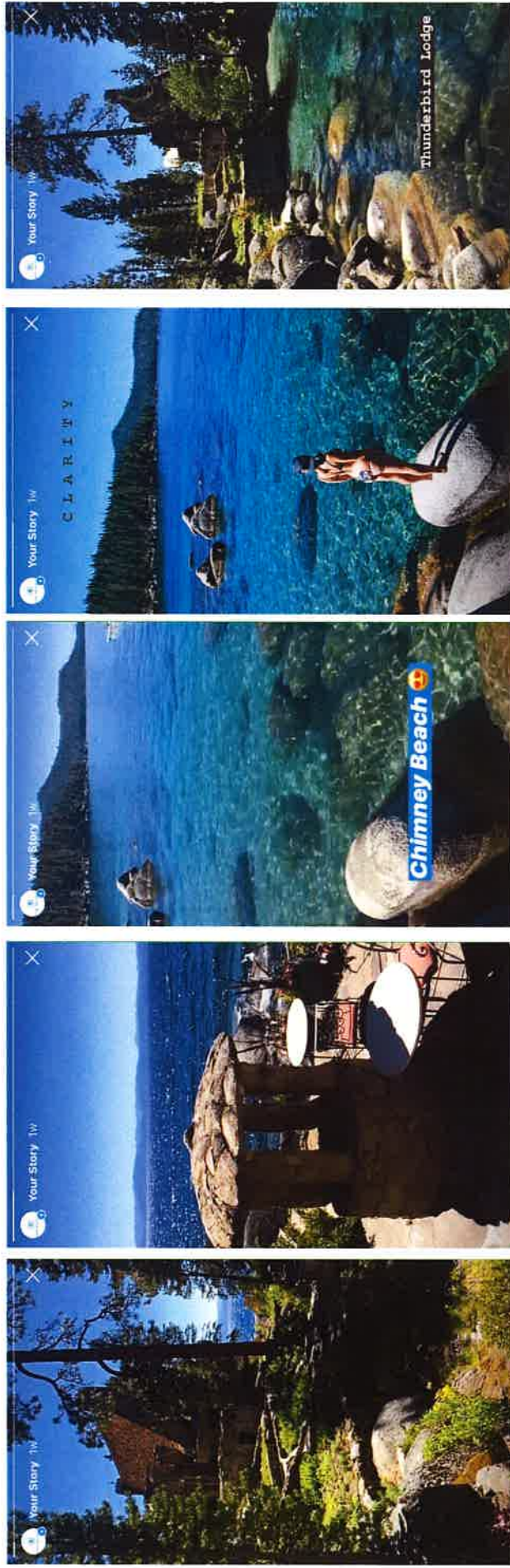
#1 Twitter Post, Whale Beach: 36k Reach, 105 Likes, 27 Retweets

INSIGHTS: June's Instagram post is the #2 most successful Instagram post of NLT's lifetime.

June's Twitter post is the #4 most successful Twitter post of NLT's lifetime.



INSTAGRAM STORY HIGHLIGHTS



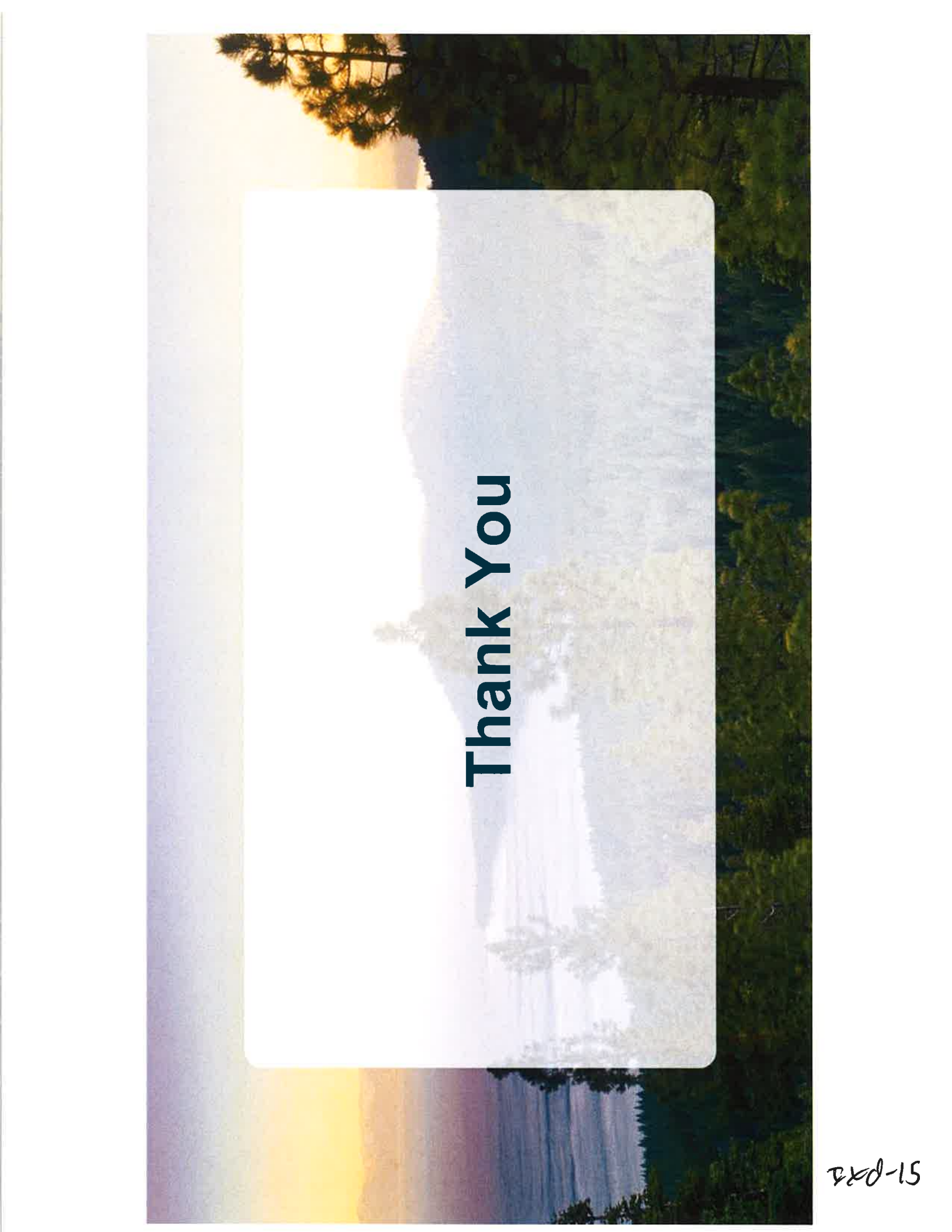
SOCIAL MEDIA INSIGHTS

MONTHLY HIGHLIGHTS

- June's Instagram post is the #2 most successful Instagram post of NLT's lifetime.
- June's Twitter post is the #4 most successful Twitter post of NLT's lifetime.
- Facebook post engagement increased by 33%.
- Twitter post engagement increased by 42%.
- Facebook impressions increased by 67%.
- While Instagram has 25% of the audience that Facebook does, Instagram engagements were more than 4x higher than Facebook.

INSIGHTS AND TAKEAWAYS

- During the month of June, North Lake Tahoe received nearly twice as many engagements as compared to South Lake Tahoe.
- For Instagram, Thursday at 12pm was when our audience was the most active.
- In regards to reach, video content performs 3x better than links or photos alone on Facebook.



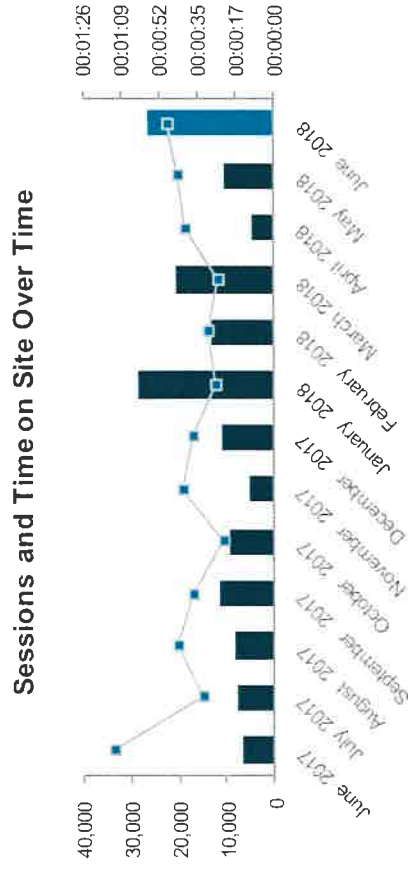
Thank You

| June Advertising Recap

 north lake tahoe

Overview by Campaign

- Consumer and MCC ads combined for over 8.5 million digital impressions in June, resulting in 26K visits to GoTahoeNorth's website. Overall, nearly 27% of all users who visited the site spent more than 115 seconds browsing content.
- In addition to an influx in site traffic, optimizations made with the goal of increasing time on site are having a positive effect, resulting in improved session duration for the fourth straight month.



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	8,371,709	0.34%	\$82,060	25,460	00:46	1.9	56%	6,762	436
MCC	173,758	0.69%	\$2,020	777	02:04	2.4	41%	388	0
Total	8,545,467	0.35%	\$84,079	26,237	00:48	1.9	56%	7,150	436

June Advertising Recap | All Campaigns

| Consumer



 north lake tahoe

Executive Summary

- The Consumer campaign served over 8.3 million impressions in June marking the start of the Summer campaign. This resulted in over 25K visits to GoTahoeNorth.com and 6.8K time on site conversions.
- Digital ads were responsible for directing 25K users to GoTahoeNorth's website in June, up from 10K the prior month. This large influx in ad traffic led to the highest site traffic levels since June 2016. Among display ads, TripAdvisor continued to shine, resulting in the most web traffic, time on site conversions, and book now conversions.
- In addition to high traffic volumes, more than 30K sessions resulted in a time on site conversion this month – more so than any month to date. This is largely due to increased spend on email ads, where we have seen users are most likely to spend a long amount of time on site.
- Consumer ads combined for over 8.3 million impressions in June, resulting in 6.8K time on site conversions. This represents a 128% increase in time on site conversions.

Executive Summary

- Email and Paid Search ads continued to drive the highest-quality traffic, resulting in a high volume of conversions at a low cost. In addition to time on site conversions, paid search ads are continuing to drive more book now button clicks than any other medium.
- Time on site conversions increased by 56% in June, including a 64% jump from TripAdvisor ads. As a result, the average cost per conversion was 33% below average this month (calculated from September when time on site conversions started tracking). Compared to June 2017, the overall number of display impressions served increased by over 1.5x, resulting in a 39% increase in site traffic from display ads.
- Similar to May, display ads performed similarly across all three personas, averaging a 0.19% CTR and \$2.34 cost per click. Notably, younger experience seekers were most likely to spend significant time on the site for the third straight month. Regionally, ads served to users in New York provided the most time on site conversions (76), followed by Los Angeles (74), and Austin (32).

Executive Summary

- Overall, paid search performance improved in June dropping to a \$8.50 average cost per conversion. The bump in performance is largely due to a new bidding strategy we are using aimed to maximize conversion. The Summer campaign started in June, resulting in 117 conversions in the first month. So far, it appears searches related to "paddleboarding," "boating," "kayaking," and "fishing" are performing best.
- Social ads continued to perform well in June, resulting in over 970 time on site and 46 book now conversions. In addition, the use of dynamic creatives is continuing to drive higher CTRs than previous strategies. Retargeting ads are working particularly well on social, resulting in a high volume of conversions at a low cost. In addition, after a user has been targeted, they are far more likely to click the book now button.
- Facebook page engagement increased considerably in June, largely due to increased activity (50 posts in June compared to 32 in May). Overall, this led to a 38% increase in page impressions and a 57% increase in the number of engaged users.

Executive Summary

- Shared content from travel accounts, including Wonderful Places and Best Destinations to Travel, earned well above-average engagement this month. These shared posts were the large driver behind the increase in engaged users.
- Twitter ads combined for over 111K impressions in June resulting in 1.2K ad clicks. In addition, nearly 68 of the 1.2K users who clicked on an ad spent more than 115 seconds on the site, equating to an average cost per conversion of \$20. Since Twitter ads are driving clicks and conversions at a lower cost than Facebook and Instagram, we would suggest shifting some budget toward Twitter. We will monitor this closely to see if we can effectively scale on this platform.
- More than 365K consumer emails were sent in June, resulting in 58K opens and nearly 6K click throughs to the site. This resulted in an extremely impressive 2K time on site conversions for an average cost per conversion of just \$3.53.
- Summer assets were developed and deployed this month, including a landing page, digital ads and social ads.

Display Ad Examples

Families

Remember
it's human
ature

PLAN YOUR TRIP 



north lake tahoe

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

Impressions: 1.3M
Clicks: 2.5K
CTR: 0.19%
TOS Conversions: 76
CVR: 2.99%

Outdoor Enthusiasts

Energize
it's human
ature

PLAN YOUR TRIP 



north lake tahoe

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

Impressions: 1.4M
Clicks: 2.5K
CTR: 0.18%
TOS Conversions: 99
CVR: 3.89%

Workaholics

Refresh
it's human
ature

PLAN YOUR TRIP 



north lake tahoe

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

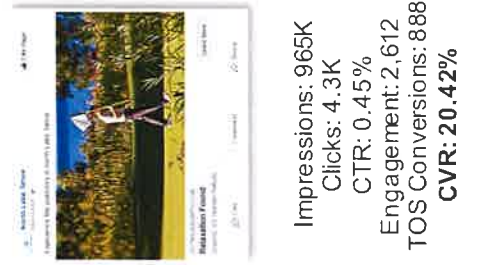
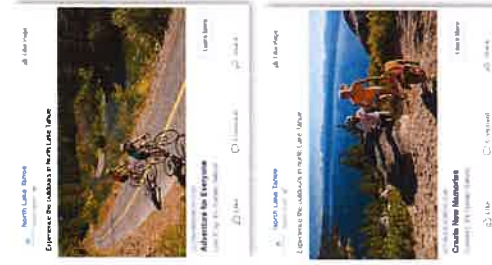
Impressions: 1.4M
Clicks: 2.6K
CTR: 0.19%
TOS Conversions: 90
CVR: 3.47%

June Advertising Recap | Consumer

Ixe-8

Facebook Ad Examples

Dynamic Creative



Impressions: 965K
Clicks: 4.3K
CTR: 0.45%
Engagement: 2,612
TOS Conversions: 888
CVR: 20.42%

Instagram Story



Impressions: 161K
Clicks: 1.2K
Views: 20.8K
View Rate: 12.91%
TOS Conversions: 27
CVR: 2.27%

Spring Video



Impressions: 215K
Views: 22.3K
View Rate: 10%
Engagement: 414
TOS Conversions: 58
CVR: 3.08%

June Advertising Recap | Consumer

Ixe-9

June Advertising Recap | Consumer

North Lake Tahoe



CVR: 20.42%

North Lake Tahoe

A scenic view of a rocky coastline. In the foreground, there are dark, jagged rocks. The water is a deep blue, and a small boat is visible in the distance. On a distant hill, a lighthouse is visible. The sky is a clear, deep blue.



CVR: 1.30%

North Lake Tahoe
California



CVR: -

| MCC



 north lake tahoe

2xe-11

Executive Summary

- Traffic from MCC ads increased by 43% in June, largely due to an influx of email traffic. In addition, email optimizations geared toward device delivery resulted in 48% longer site visits.
- We have found that users that click through ads on desktop devices spend roughly 2x more time on GoTahoeNorth's site compared to users on mobile devices. As a result, we will emphasize impressions to desktop users to leverage this.
- An MCC email sent on June 13th resulted in 361 time on site conversions for an impressive average cost per conversion of just \$2.35. This is the lowest average cost per conversions since September 2017. We optimized emails to target more desktop users than mobile users after finding that users on desktop devices are generally more likely to spend a significant amount of time on GoTahoeNorth's site.

Executive Summary

- Social ad performance was in-line with the 12 month average in June, resulting in a 0.37% CTR and \$2 cost per click. Facebook ads continued to perform best, driving a high volume of clicks and time on site conversions.
- Sponsored posts on LinkedIn continued to outperform typical LinkedIn ads, driving more clicks and engagement. Notably, LinkedIn is still lagging behind Facebook and Instagram in terms of overall performance.
- The MCC landing page, eblast template and ads will all be undergoing an update at the beginning of the upcoming fiscal year to increase traffic and time on site.

Social Ad Examples

Facebook Prospecting

Impressions: 39.6K
Link Clicks: 255
CTR: 0.64%
Engagement Rate: 0.21%

Facebook Retargeting

Impressions: 11K
Link Clicks: 107
CTR: 0.96%
Engagement Rate: 0.09%

Facebook Video

Impressions: 13K
Link Clicks: 147
Video Views: 701
View Rate: 5.28%
Engagement Rate: 0.16%

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

Impressions: 88K
Link Clicks: 49
CTR (Sponsored Post): 0.21%

June Advertising Recap | MCC

Exe-14



Thank You

Ixe-15

Summary:

Thunderbird tours are bringing increased visitor traffic to the center. We have filled our open visitor service specialist position. Seasonal help has been brought in to help with the increased visitor traffic.

Staffing:

- Administrative Assistant/Visitor Service Specialist position has been filled
- Seasonal position has been restored for summer

Operations:

- Working on 18/19 budget monthly allocation
- Completed inventory for fiscal year end
- Helping close books for 17/18 fiscal
- Reviewing IT setup in office and suggesting hardware needs
- Continuing to review visitor handouts for clarity and quality of information
- Training new staff member

Projects:

- Started Visitors Center Instagram account
- Actively building fan base on Facebook and Instagram through engaging posts
- Rewriting some visitor handouts
- Coordinating TV advertising
- Created FB and Instagram ads for the Thunderbird Tour
- Purchased and planted new trees in parking lot

Meetings attended:

- None

Sales Department Report for June 2018

Staff – Bart Peterson – Business Development Manager

Activity Tickets

Incline Village Independence Day Beer & Brats Ticket Sales sold out

Leisure

Attended India Ready program hosted by Visit California and distributed insights to NLT partners
Attended RSCVA Travel Agent FAM in Reno and at the Hyatt, followed up with agents and input into iDSS

Met the in-market media rep, Silvia Meng, from PHG out of China who represents the RSCVA
Introduced Adam Feehan of Squaw Valley and Kevin Hickey of Tahoe Adventure Company to Bonotel
Activities rep, Kaori Nagao, to have summer tram tickets and guided kayak tours loaded for sales through CANUSA because Bonotel is their preferred receptive
TravelNevada IPW Follow Up with 107 accounts and input into iDSS
Provided German operator, CANUSA, with images and product descriptions for marketing cooperative
Chinese hotel platform JoinTalents information was sent to all our hotel partners. NLT will have a page representing all our hotels, but hotel partners can have greater visibility at three pricing tiers
Met with Art and Jamie of RSCVA on China programming

Conference

Attended Far West Ski Convention, met with 70+ ski clubs, input into iDSS and distributed leads to partners
Distributed lead for LS Tractor for 290 rooms 11/7/18-11/9/18 to Hyatt, Ritz, RSC and Village at Squaw

Sport

Received USA Cycling RFP for 19/20 Cyclocross National Championships

President/CEO Report
Activities Report
July 2018

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Working with accounting department to finalize FYE 2017/18
 - Developing monthly FY 2018/19 budget revenue and expense allocation
 - Oversee agency efforts on behalf of the coop funding partners
 - Implementing summer consumer media effort
 - Review and approve Coop invoice billing and payments
 - Manage website review and enhancement project
 - On-boarding of new NLTRA accounting staff on Coop procedures
 - Work with staff on new AUS and UK trade and PR representation contracts
 - Work with staff to finalize NLT Coop Canadian trade representation contract
 - Work with promoter of Lake Tahoe Film Festival to develop 2018 program and marketing outreach objectives
- OPERATIONS & ACCOUNTING
 - Finalized IVCBVB FYE 2017/18 draft budget report
 - Working with Brad Capurro, organization CPA, on FYE 2017/18 Financial Statement
 - Finalized FY 2018/19 Budget monthly revenue and expense allocations
 - Analyzed season to date Thunderbird Lodge tour sales for client review
 - On-boarded seasonal summer staffing
 - Attended Shakespeare Preview Night with Visitor Center staff
- PROJECTS
 - Work with Reno Tahoe Territory Partner on new project development
 - Work with Reno Tahoe Territory on new website project
 - Participated in multiple meetings and conversation regarding the RW&TB fireworks and related permitted issues
- MEETINGS
 - Participated in GTN website project meetings
 - Attended RWTB fireworks meetings
 - Attended and spoke at the Washoe County Commissioner meeting on behalf of fireworks permit
 - Attended and spoke at the RSCVA board meeting on behalf of fireworks tourism importance and funding opportunities
 - Attended VisitingLakeTahoe.com partner production meeting
 - Attended NLTRA Board Meeting
 - Attended Lake Tahoe Film Festival Advisory Committee meeting
 - Attended TPC annual board retreat
 - Attended Sales Staff meetings

- Attended Vendor status meetings
- Attended RASC Board meeting
- Met with Tahoe Biltmore staff on Partnership Funding
- Attended Reno Tahoe Territory meeting