



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

AGENDA

Board Meeting

Lake Tahoe Incline Village Crystal Bay Visitors Bureau

Wednesday November 14th, 2018 3pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday November 14th, 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.

- | | |
|---|---------------------------------|
| 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 September 19th Board Minutes (For Possible Action) | Blane Johnson |
| V. Update, Discussion and Board Direction on 2019 Fireworks (For Possible Action) | Andy Chapman |
| VI. Review of October 2018 Financial Statements (10 min) (For Possible Action) | Andy Chapman |
| VII. Update on Building Lease Renewal | Andy Chapman |
| VIII. Review of November Dashboard Report (10 min) | Andy Chapman |
| IX. Review of CEO FY 2018/19 Strategic Goals (30 min) (For Possible Action) | Bill Watson/Andy Chapman |
| X. Coop Departmental Reports | Andy Chapman |
| a. October Departmental Recap Report
(Click HERE for full online reports) | |

Board Agenda

- | | |
|--|--------------------------|
| XI. Management Reports | Staff |
| a. Operations Report | |
| b. Business Development Manager Report | |
| c. President/CEO | |
|
XII. Old Business |
Blane Johnson |
|
XIII. New Business |
Blane Johnson |
| a. RSCVA Convention Center Expansion | |
| b. Annual Soupfest Celebration – Friday December 14 th | |
| c. Next Board Meeting - January 16 th | |
|
XIV. Director Comments |
Blane Johnson |
|
XV. 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. | |
|
XVI. 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/>

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

**September Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wed, Sept 19, 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 3:00 pm by acting Chair Wood. Roll call was taken, and the following members were present: Heather Bacon, Michael Murphy, Bill Wood and Bill Watson (3:23). The following IVCBVB employees were present: Andy Chapman, CEO/President; and Greg Long, Director of Operations. The following guests were present via conference phone: Devon Reese, legal counsel.

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.

None

III. Approval of Agenda (For Possible Action)

Bill Wood

Motion to approve the Agenda by Heather Bacon. Second by Michael Murphy. Approved.

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

Bill Wood

Motion to approve the July Board Meeting Minutes by Michael Murphy. Second by Heather Bacon. Approved.

V. Review of Final FYE 2017/18 Financial Statements.

**Andy Chapman/
Brad Cupurro**

CEO Chapman introduces Brad Capurro, Bureau CPA and Mary Becker, Bureau bookkeeper. Brad reviews final financial statements from FYE 2017/18. Highlights:

- Four-year trend document reviewed
- Balance sheet discussed
- Statement of Activities (Income Statement) explained

Board concerns:

- Health insurance
- Changes with new tax laws
- Contract services
- Remote offices
- Advertising Co-Op

Meeting Minutes

Motion to approve the final FYE 2017/18 financial statements by Bill Watson. Second by Michael Murphy. Approved.

VI. Review of August 2018 Financial Statements

Andy Chapman

CEO Chapman reviewed the August 2018 Financial Statements. Not much to talk about since we are only two months into the fiscal year.

Motion to approve the August 2018 financial statements by Bill Wood. Second by Michael Murphy. Approved.

VII. Appointment of IVCB Representative on TMA Board

Andy Chapman

CEO Chapman discusses TMA board structure and how Incline/Crystal Bay will now have 2 appointed positions. Heather Bacon and CEO Chapman have an interest in being those appointed representatives and have offered their services.

Motion to approve the IVCB Representatives on TMA Board by Bill Watson. Second by Heather Bacon. Approved.

VIII. Dean Runyan Travel and Tourism Economic Study

Andy Chapman

CEO Chapman summarizes Dean Runyan and their qualification to conduct Tourism Impact reports. CEO Chapman has worked with Runyan and Associates for many years while in his position at NLTRA. CEO Chapman would like to have a study conducted for Incline Village/Crystal Bay since all prior studies were Placer County specific. Suggests doing it every 5 years to see what the travel impacts are to our community. Cost of study will be \$26,000. Money has been budgeted for the study in the Sponsorship line item. Board members wonder if study should be held after Boulder Bay and CalNeva are online. CEO Chapman thinks we should proceed now for a baseline and then redo the study in approximately 3 years when those 2 projects will hopefully be complete.

Motion to approve the Dean Runyan Travel Tourism economic study by Bill Watson. Second by Michael Murphy. Approved.

IX. Review of CEO FY 2018/19 Strategic Goals

Andy Chapman

CEO Chapman revisits the July motion to develop CEO goals with certain weights to base a bonus from. Document is in draft form and is described to the Board one section at a time.

Board discusses trigger points for certain sections of the document. Some sections are too vague and need to be refined. Needs to be more quantifiable and not so subjective. Board wants more time to review the document and will provide feedback in 2 weeks. Bill Watson and CEO Chapman will meet personally to vet the goals for consideration at the October Board meeting.

X. Review of September Dashboard Report

Andy Chapman

CEO Chapman reviewed the highlights of September dashboard.

XI. 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)

XII. Management Reports

Andy Chapman

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

XIII. Old Business

Bill Wood

CEO Chapman discusses Inter Bike convention happening in Reno and North Lake Tahoe. Transportation meeting review with TART, TTD, TRPA, RTC and TMA. TransLoc modeling study to be conducted and paid for by RTC. Coordinating Fireworks with Michael Milken is not going to happen next year. Barges will be watched for potential purchase or rent from old RWTB.

XIV. New Business

Bill Wood

CEO Chapman discusses joint board meeting for October. NLTRA and IVCBVB will have a joint board meeting for first time since 2006. Presentation will include SMARI research. November board meeting will potentially be changed to Nov 14th.

XV. Director Comments

Bill Wood

N/A

XVI. 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.

N/A

XVII. Adjournment – (For Possible Action)

Motion to adjourn by Bill Watson. Second by Michael Murphy. Adjourned. 4:50pm

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

Public Postings:

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitor Bureau

IVGID Office

Incline Justice Court

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

October 2018 Financial Summary Report

October Month End Variance Report

REVENUE

- 46000 Merch Sales: 68% over budget due to strong retail sales and increased center visitation.
- R277 Concierge Sales: Down 26% due to lower tour sales.
- R250 Fund Transfer: 9% over budget due to higher August TOT collections.

EXPENSES

- 0609 Sponsorship: Over budget due to timing of payments.
- 0691 Shuttle Subsidy: Under budget due to timing of payments.
- 0751 Concierge Expense: Under budget due to lower vendor revenue payments.

October Year to Date Variance Report

REVENUE

- 46000 Merch Sales: 12% over budget due to higher retail sales.
- R277 Concierge Sales: 7% under budget due to lower tour sales.
- R250 Fund Transfer: 7% over budget due to higher TOT collections.
- R274 Grants: Under budget due to timing of Travel Nevada Grant reimbursement.

EXPENSES

- 0316 PERS: 7% under budget to lower eligible employee coverage.
- 0320 Health Insurance: 4% under budget due to lower health insurance plan cost.
- 0690 Sponsorship: Under budget due to payment timing for grants/sponsorships.
- 0691 Shuttle Subsidy: Over budget due to timing of payments.

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

October 2018

	Oct 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	6,478.75	3,860.12	2,618.63	167.8%
R277 · Concierge	20,163.90	27,256.71	-7,092.81	74.0%
R290 · Consignment Sales	16.00	0.00	16.00	100.0%
Total POS Sales	26,658.65	31,116.83	-4,458.18	85.7%
R250 · Fund Transfers	228,397.41	210,068.00	18,329.41	108.7%
R252 · Interest Income	15.33	33.98	-18.65	45.1%
R270 · Miscellaneous Revenue	0.00	90.91	-90.91	0.0%
Total Income	255,071.39	241,309.72	13,761.67	105.7%
Cost of Goods Sold				
50000 · Cost of Goods Sold	2,586.60	2,159.28	427.32	119.8%
Total COGS	2,586.60	2,159.28	427.32	119.8%
Gross Profit	252,484.79	239,150.44	13,334.35	105.6%
Expense				
0305 · Payroll	28,386.68	28,000.00	386.68	101.4%
0313 · Employers Insurance of Nevada	76.00	0.00	76.00	100.0%
0314 · State Employer Taxes	80.07	80.59	-0.52	99.4%
0315 · Federal Unemployment	1.08	42.00	-40.92	2.6%
0316 · Public Employees Retirement Sys	6,410.12	7,180.30	-770.18	89.3%
0319 · Employer Medicare/Soc Sec	690.41	597.60	92.81	115.5%
0320 · Health Insurance	2,948.22	3,609.87	-661.65	81.7%
0400 · Utilities				
0401 · Utilities- Electric	180.11	156.19	23.92	115.3%
0402 · Utilities-Gas & Heat	31.90	72.08	-40.18	44.3%
0403 · Utilities- Water & Refuse	339.00	329.94	9.06	102.7%
Total 0400 · Utilities	551.01	558.21	-7.20	98.7%
0405 · Bank & Cr Card Charges	2,466.05	2,605.32	-139.27	94.7%
0410 · Office Supplies & Expenses	768.11	601.50	166.61	127.7%
0411 · Maintenance/Janitorial	1,130.47	1,100.00	30.47	102.8%
0412 · IT - Computers	87.50	354.50	-267.00	24.7%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	9.09	-9.09	0.0%
0420 · Postage & Freight	-125.00	60.00	-185.00	-208.3%
0421 · Communications	895.12	1,060.97	-165.85	84.4%
0422 · Printing Expenses	0.00	45.45	-45.45	0.0%
0430 · Building Repairs & Insurance	1,328.95	1,240.64	88.31	107.1%
0451 · Legal & Accounting Services	2,941.00	2,559.00	382.00	114.9%
0460 · Contract Services	0.00	74.00	-74.00	0.0%
0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0%
0462 · Equipment Lease & Maint.	90.58	132.00	-41.42	68.6%
0470 · Misc. Expenses	0.00	169.68	-169.68	0.0%
0474 · License & Fees	0.00	225.00	-225.00	0.0%
0504 · Registrations	0.00	599.00	-599.00	0.0%
0505 · Local Transportation/Car	0.00	42.28	-42.28	0.0%
0507 · Meeting Expenses	-116.26	35.00	-151.26	-332.2%
0601 · Hospitality in Market				
0601.5 · In House	457.07	118.69	338.38	385.1%
0601 · Hospitality in Market - Other	0.00	500.00	-500.00	0.0%
Total 0601 · Hospitality in Market	457.07	618.69	-161.62	73.9%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

11/06/18

Profit & Loss Budget vs. Actual

Accrual Basis

October 2018

	Oct 18	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	133,000.00	133,000.00	0.00	100.0%
0623 · Regional Marketing Programs	215.77	600.00	-384.23	36.0%
0650 · Payroll Expense	102.50	115.50	-13.00	88.7%
0690 · Sponsorship	17,500.00	6,818.00	10,682.00	256.7%
0691 · Shuttle Subsidy/Sponsorship	0.00	2,364.00	-2,364.00	0.0%
0725 · Uniforms	406.25	500.00	-93.75	81.3%
0733 · On-Hold Messaging	127.27	124.80	2.47	102.0%
0751 · Concierge Expense	17,519.28	22,038.00	-4,518.72	79.5%
51100 · Freight and Shipping Costs	50.90	0.00	50.90	100.0%
59900 · POS Inventory Adj -Merchandise	-82.36	0.00	-82.36	100.0%
Total Expense	221,406.79	220,660.99	745.80	100.3%
Net Ordinary Income	31,078.00	18,489.45	12,588.55	168.1%
Net Income	31,078.00	18,489.45	12,588.55	168.1%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

July through October 2018

	Jul - Oct 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	29,473.80	26,276.16	3,197.64	112.2%
R277 · Concierge	224,894.35	241,921.87	-17,027.52	93.0%
R290 · Consignment Sales	84.00	0.00	84.00	100.0%
Total POS Sales	254,452.15	268,198.03	-13,745.88	94.9%
R250 · Fund Transfers	765,655.61	716,781.00	48,874.61	106.8%
R252 · Interest Income	197.30	131.16	66.14	150.4%
R269 · On Hold Messaging	100.00	87.50	12.50	114.3%
R270 · Miscellaneous Revenue	7.40	272.73	-265.33	2.7%
R274 · Grants	0.00	5,000.00	-5,000.00	0.0%
Total Income	1,020,412.46	990,470.42	29,942.04	103.0%
Cost of Goods Sold				
50000 · Cost of Goods Sold	14,909.80	13,463.08	1,446.72	110.7%
Total COGS	14,909.80	13,463.08	1,446.72	110.7%
Gross Profit	1,005,502.66	977,007.34	28,495.32	102.9%
Expense				
0305 · Payroll	122,232.75	123,137.06	-904.31	99.3%
0313 · Employers Insurance of Nevada	934.00	850.00	84.00	109.9%
0314 · State Employer Taxes	379.73	367.27	12.46	103.4%
0315 · Federal Unemployment	60.65	150.34	-89.69	40.3%
0316 · Public Employees Retirement Sys	26,033.34	27,985.63	-1,952.29	93.0%
0319 · Employer Medicare/Soc Sec	3,003.94	3,213.54	-209.60	93.5%
0320 · Health Insurance	12,423.99	14,459.08	-2,035.09	85.9%
0400 · Utilities				
0401 · Utilities- Electric	699.97	640.93	59.04	109.2%
0402 · Utilities-Gas & Heat	128.94	173.52	-44.58	74.3%
0403 · Utilities- Water & Refuse	1,322.03	1,290.54	31.49	102.4%
Total 0400 · Utilities	2,150.94	2,104.99	45.95	102.2%
0405 · Bank & Cr Card Charges	12,528.26	12,161.61	366.65	103.0%
0410 · Office Supplies & Expenses	1,565.16	1,631.59	-66.43	95.9%
0411 · Maintenance/Janitorial	4,744.31	4,690.52	53.79	101.1%
0412 · IT - Computers	450.00	1,163.99	-713.99	38.7%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	27.27	-27.27	0.0%
0420 · Postage & Freight	155.12	520.02	-364.90	29.8%
0421 · Communications	3,663.91	3,683.12	-19.21	99.5%
0422 · Printing Expenses	0.00	136.35	-136.35	0.0%
0430 · Building Repairs & Insurance	4,454.95	4,837.15	-382.20	92.1%
0451 · Legal & Accounting Services	15,299.25	14,528.00	771.25	105.3%
0460 · Contract Services	531.00	523.00	8.00	101.5%
0461 · Remote Offices	14,000.00	14,000.00	0.00	100.0%
0462 · Equipment Lease & Maint.	883.55	895.22	-11.67	98.7%
0470 · Misc. Expenses	133.50	642.54	-509.04	20.8%
0473 · Dues & Subscriptions	3,587.79	2,590.00	997.79	138.5%
0474 · License & Fees	36.00	286.56	-250.56	12.6%
0501 · Travel & Lodging	1,818.68	558.88	1,259.80	325.4%
0504 · Registrations	2,191.22	1,113.72	1,077.50	196.7%
0505 · Local Transportation/Car	414.19	161.72	252.47	256.1%
0507 · Meeting Expenses	723.51	1,155.45	-431.94	62.6%
0601 · Hospitality in Market				
0601.5 · In House	1,975.93	550.45	1,425.48	359.0%
0601 · Hospitality in Market - Other	-21.53	1,500.00	-1,521.53	-1.4%
Total 0601 · Hospitality in Market	1,954.40	2,050.45	-96.05	95.3%

2:43 PM

11/06/18

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

July through October 2018

	Jul - Oct 18	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	421,468.00	421,468.00	0.00	100.0%
0623 · Regional Marketing Programs	1,833.84	2,519.43	-685.59	72.8%
0650 · Payroll Expense	457.50	451.50	6.00	101.3%
0690 · Sponsorship	28,000.00	30,454.00	-2,454.00	91.9%
0691 · Shuttle Subsidy/Sponsorship	8,926.00	7,092.00	1,834.00	125.9%
0725 · Uniforms	406.25	500.00	-93.75	81.3%
0730 · Special Promotional Items	20.00	250.00	-230.00	8.0%
0733 · On-Hold Messaging	509.08	501.67	7.41	101.5%
0751 · Concierge Expense	204,574.16	203,615.78	958.38	100.5%
51100 · Freight and Shipping Costs	645.60	0.00	645.60	100.0%
59900 · POS Inventory Adj -Merchandise	93.30	0.00	93.30	100.0%
Total Expense	903,287.87	906,477.45	-3,189.58	99.6%
Net Ordinary Income	102,214.79	70,529.89	31,684.90	144.9%
Net Income	102,214.79	70,529.89	31,684.90	144.9%

November Dashboard Nov 14, 2018

Revenues & Stats				
	Sept-2018	Sept-2017	Variance	
Grant Revenues				
Monthly	\$ 179,197	\$ 170,429		5.1%
YTD	\$ 944,852	\$ 872,452		8.3%
Total Taxable Revenues	\$ 5,433,042	\$ 5,148,114		5.5%
	Sept. Actual	Sept. Budget		
Monthly	\$ 179,197	\$ 179,803		-0.3%
YTD	\$ 944,852	\$ 896,584		5.4%
Occupancy				
Hotel	74.4%	72.7%		2.3%
Motel	33.9%	26.2%		29.4%
Vacation Rental	20.4%	15.3%		33.6%
Time Share	8.5%	21.3%		-60.0%
Home Owner	26.5%	26.3%		0.8%
Total	36.8%	34.9%		5.4%
Room Rate				
Hotel	\$ 286.76	\$ 272.80		5.1%
Motel	\$ 115.99	\$ 136.77		-15.2%
Vacation Rental	\$ 258.82	\$ 307.43		-15.8%
Time Share	\$ 243.79	\$ 73.66		231.0%
Home Owner	\$ 304.43	\$ 280.95		8.4%
Total	\$ 277.30	\$ 263.45		5.3%
RevPar				
Hotel	\$ 213.33	\$ 198.28		7.6%
Motel	\$ 39.31	\$ 35.84		9.7%
Vacation Rental	\$ 52.90	\$ 46.92		12.7%
Time Share	\$ 20.80	\$ 15.71		32.4%
Home Owner	\$ 80.77	\$ 74.02		9.1%
Total	\$ 101.96	\$ 91.88		11.0%

Visitor Information Comparative Statistics For Fiscal YTD			
	Oct-2018	Oct-2017	Variance
Walk In Visitor Count			
Monthly	3904	3679	6.1%
YTD	27791	27852	-0.2%
Merchandise Sales			
Monthly	\$ 6,479	\$ 3,387	91.3%
YTD	\$ 29,473	\$ 21,361	38.0%
Concierge & AT Sales			
Monthly	\$ 20,163	\$ 24,910	-19.1%
YTD	\$ 224,894	\$ 221,239	1.7%
Vacation Planners mailed	59	88	-33.0%

Destimetrics Reservations Activity (as of Sept 30, 2018)				
	FY 2018/19	FY 2017/18	Variance	
Current Month Occupancy	54.5	48.9		11.5%
Current Month ADR	\$ 283	\$ 288		-1.7%
Current Month REVPAR	\$ 154	\$ 141		9.2%
Next Month Occupancy	29.3%	29.8%		-1.7%
Next Month ADR	\$ 208	\$ 217		-4.1%
Next Month REVPAR	\$ 61	\$ 65		-6.2%
Summer Total Occupancy (proj)	52.7%	49.6%		6.3%
Summer Total ADR (proj)	\$ 316	\$ 317		-0.3%
Summer Total REVPAR (proj)	\$ 167	\$ 157		6.4%

Reno Tahoe International Airport			
	Sept-2018	Sept-2017	Variance
Total Passengers Served	362,831	345,280	5.1%
Average Load Factor	81.9%	81.4%	0.6%
Total Number of Departures	1,824	1,748	4.3%
Non-Stop Destinations Served	23	23	0.0%
Departing Seat Capacity	216,898	216,176	0.3%
Crude Oil Averages (barrel)	\$ 70.23	\$ 49.82	41.0%
Notes of interest:			
California Pacific Airlines will start non-stop to Carlsbad on November 2nd			
American Airlines will increase LA non-stop to 5 per day starting on November 4th			
American Airlines will temporarily suspend Chicago non-stop service			
Delta will begin Atlanta service on December 23rd			
United will temporarily suspend Chicago non-stop service			

Conference Revenue Statistics							
(Booked as of Oct 31, 2018)	FY 2018/19		FY 2017/18	Variance			
Total Revenue Booked	\$	2,466,752	\$	1,930,483	27.8%		
Number of Room Nights		13,523		10,321	31.0%		
Number of Delegates		9,879		3,002	229.1%		
Number of Tentative Bookings		54		38	42.1%		
Number of Leads Generated		123		98	25.5%		
Conference Revenue And Percentage by County:							
		18-19	17-18				
Placer	67.0%	47.0%	\$	1,641,610	\$	902,580	81.9%
Washoe	10.0%	39.0%	\$	241,375	\$	760,368	-68.3%
South Lake	23.0%	12.0%	\$	583,767	\$	225,961	158.3%
Nevada		2.0%	\$	-	\$	41,574	-100.0%
Total Conference Revenue	100.0%	100.0%	\$	2,466,752	\$	1,930,483	27.8%

Top Website Lodging Referrals (October)	Total Book Now	Unique Book Now
The Village at Squaw Valley	33	27
Hyatt Regency Lake Tahoe Resort	32	28
Kingswood Village Vacation Rentals	27	20
Northstar California Resort	19	16
The Ritz-Carlton, Lake Tahoe	18	16
PlumJack Squaw Valley Inn	17	16
Tahoma Meadows Cottages	17	17
Resort at Squaw Creek	14	14
Stay In Lake Tahoe	13	7
Cedar Crest Cottages	12	12
Cedar Glen Lodge	12	12
The Lodge at Sugar Bowl	12	12
Meeks Bay Resort & Marina	11	9
Sunnyside Restaurant & Lodge	11	11
Tahoe Luxury Properties	10	9
Goldfish Properties	9	9
Northstar Lodge by Welk Resorts	9	9
Squaw Valley Lodge	9	9
Brockway Springs Resort	8	8
Constellation Residences at Northstar	8	8
Cottage Inn at Lake Tahoe	8	8
Granlibakken Tahoe	8	8
Tahoe Moon Properties	8	8
Chaney House	7	7
Tahoe Biltmore Lodge & Casino	7	7





north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors
Fr: Andy Chapman
Date: 11/8/18

Re: CEO FY 2018/19 Goal Review and Performance Bonus Measurements

Background

At its July meeting, the IVCBVB board directed staff to provide the Board a draft CEO Goals Review and Performance Bonus Measurement document for board review and discussion. At the September meeting the Board discussed the proposed Goal and Performance Bonus Measurement as present by CEO Chapman. Board member Watson agreed to meet with CEO Chapman to further develop the 2018/19 Goals which occurred on November 8th.

Possible Board Action

Staff will provide a handout document at the board meeting regarding the FY 2018/19 CEO Goals and Performance Bonus Measurements and further developed by Board member Watson and CEO Chapman.

Staff requests further direction and/or action by the Board.



north lake tahoe

Departmental Recap Report on Activities September/October 2018

PR Highlights

- 73 Media Placements = \$1,813,505 advertising value; 196,054,649 impressions
 - Travel & Leisure Mexico, USA Today, Travel & Leisure.com
- Hosted:
 - India Journalist Ashwin Rajagopalan, joint effort with South Lake Tahoe, September 2-11th
 - Australia Journalist from Body + Soul Magazine, End of September – Jaime Hooper
 - Demarco Williams – Forbes Travel Guide

Content Review

- 5 Blogs Posted
- 2 Newsletter Distributed
- Tahoe Treasures Social Media Content Campaign Launched – Monkey Rock and the Tahoe Rum Trail

Social Media Update

- 957 New followers across FB, Instagram and Twitter
- 3.6 million impressions
- 82.2k engagements

Paid Media Update

- Fall creative launched targeting families, millennials and boomers
- 3.2 million impressions
- 8,500 website visits
- 356 Book Now Conversions
- 2,642 Time on Site Conversions
- Searches related to “camping” were most likely to result in a site visit, while “horseback riding” and “boating” were strong drivers to book now clicks.

Leisure Sales Efforts

- Three co-marketing campaigns launched
 - SKIUSA + SKIBrasil
 - Expedia:
 - CANUSA, Germany
- Working with Nanhu International Travel in China on (3) itineraries
- Hosted: SkiTops Networking Mixer: North Lake Tahoe, Squaw Valley and SkiTops are teaming up to offer a networking opportunity in North Lake Tahoe. September 20th.
- Hosted: Expedia Forum: Hyatt, Incline Village. Expedia conducted a joint South Lake Tahoe & North Lake Tahoe training.
- FAMs in town:
 - Visit California UK Super FAM in October 6-8
 - RSCVA & Brand USA China Mega FAM - October 27-30th
 - Virgin Holidays, UK: November 2-3rd
 - North Lake Tahoe Winter FAM – January

VISAVUE DATA Q2:

- International Statistics Q2 (April-June)
 - \$1,190,105
 - 24.7% growth
 - Average cardholder spend: \$236.65

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

- Domestic Statistics Q2 (April-June)
 - \$97,462,918
 - 3.8% growth
 - Average cardholder spend: \$222.84

Top Markets By Spend (\$)	Top Markets by Cardholder Count (# of people)
San Francisco – Oakland	San Francisco – Oakland
Sacramento – Yolo	Sacramento – Yolo
Reno, NV	Reno, NV
Los Angeles, Riverside, CA	Los Angeles, Riverside, CA
San Diego, CA	San Diego, CA
Phoenix, AZ	Chico, CA
New York, Northern New Jersey	Stockton Lodi
Chico, CA	Seattle, Tacoma, Bremerton
Seattle, Tacoma, Bremerton	New York & Northern New Jersey
Stockton, Lodi	Las Vegas

Conference Sales

Definite Bookings:

- Verizon Wireless - September 10-12, 2018. 30 room nights and \$5,970 in room revenue at the Hyatt Lake Tahoe
- Board Game Convention - October 4-8, 2018. 24 room nights and \$5,016 in room revenue and at the Hyatt Lake Tahoe
- Prestige Global Meeting – Symposia Medicus #1497. 500 room nights and \$110,000 in room revenue at the Village at Squaw Valley
- United Healthcare Group – September 18-19, 2018. 16 room nights and 3,000 of room revenue at PlumpJack.

Events/Trade Shows Attended

- Attended the CalSAE Association Management Company Retreat at the Resort at Squaw Creek.
- Hosted 4 clients at the Autumn Food & Wine Festival at Northstar.
- Hosted the quarterly Conference Sales Committee Meeting and bi-annual Hospitality Sales Mixer at Za's Lakefront Restaurant. Roughly 25 hotel sales and marketing professionals attended.

Site Visits/Contacts

- In the month of September, staff made over 400 contacts with prospective clients.
- Arrowhead Conferences/LifeWay Christian Resources
- Institute of Makers of Explosives

OPERATIONS REPORT
Nov 14, 2018
Submitted by Greg Long

Summary:

We are into our slow season at the Visitors Center. Staff has been adjusted accordingly and is at yearly lows. The visitors that do come into the center stay longer due to the relaxed atmosphere and helpful suggestions from our staff.

Staffing:

- Our staffing is at season lows and will continue through Dec 20 before ramping up.
- Brian, our seasonal summer employee, has been hired as a year-round employee.

Operations:

- Working on Activity Ticket efficiencies.
- Reviewing Activity Ticket order processes
- Thunderbird recap of 2018 season
- Continuing to review visitor handouts for clarity and quality of information

Projects:

- Northern Lights planning and execution committee for 2018
- Manage FB/Instagram advertising for premiere partners
- Receiving bids for carpet replacement
- Analyzing furnace replacement options
- Actively building fan base on Facebook and Instagram through engaging posts
- Completed Galis Dungal with rock base
- Interior Galis Dungal completion
- Winter planning for gift shop

Meetings attended:

- Reno Tahoe Territory Meeting, Gardnerville
- Annual Chamber Luncheon
- Tahoe Prosperity Center Economic summit
- Northern Lights committee bi-weekly meetings
- Interbike Reno

President/CEO Report
Activities Report
October 2018

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Working with accounting department FYE 2017/18 financial audit for final approval
 - Oversee agency efforts on behalf of the coop funding partners
 - Development of winter consumer marketing campaign
 - Review conference sales lead development effort and review new policy for staff implementation
 - Review and approve Coop invoice billing and payments
 - Manage website review and enhancement project
 - Work with promoter of Lake Tahoe Film Festival to develop 2018 program and marketing outreach objectives
 - Worked with NLTRA and Daphne on FY 2017/18 ad effectiveness research study
 - Worked with NTLRA on Joint IVCBVB/NLTRA Board meeting
 - Developed NLT Marketing Coop Committee meeting agenda
- OPERATIONS & ACCOUNTING
 - Analyzed final 2018 Thunderbird Lodge tour sales for client review
 - Met with RSCVA representatives on renewal of building lease
- PROJECTS
 - Work with transit partners on enhanced IVCB service
 - Work with partners on 2019 fireworks show
 - Work with partners on 2018 Northern Lights events
 - Work with Reno Tahoe Territory on new website project
- MEETINGS
 - Attended Sales Staff meetings
 - Attended Vendor status meetings
 - Attended RASC Board meeting
 - Attended TMA meeting
 - Attended Northern Lights Festival meeting
 - Attended Reno Tahoe Territory meeting
 - Attended RTT Executive Committee meeting
 - Attended RASC Special Board meeting
 - Attended NLT Chamber Annual Membership Luncheon
 - Attended Tahoe Prosperity Center Economic Summit
 - Attended TMA Winter Transit and Mobility marketing meeting
 - Attended NLTRA Tourism Committee meeting
 - Attended NLT Marketing Coop Committee meeting
 - Met with Carson City Tourism Authority Staff on potential joint event opportunity