



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

AGENDA

Board Meeting

Lake Tahoe Incline Village Crystal Bay Visitors Bureau

Wednesday January 16th, 2019 3pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday January 16th, 2019 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 November 14th Board Minutes (For Possible Action) | Blane Johnson |
| V. RSCVA Convention Center Expansion/Legislative Update (30 min)
(For Possible Action) | Phil Delone/Devon Reese |
| VI. Update on Winter Creative and Revised Media Execution (20 min) | Daphne Lange
Augustine Agency |
| VII. Review of December 2018 Financial Statements (10 min)
(For Possible Action) | Greg Long |
| VIII. FY 2018/19 Six Month Reforecast Review (20 min)
(For Possible Action) | A. Chapman/ G. Long |
| IX. Review of FY 2019/20 Budget Development Timeline (5 min) | A. Chapman/G. Long |

- X. Review of January Dashboard Report (10 min) Andy Chapman
- XI. Coop Departmental Reports Andy Chapman
a. December Departmental Recap Report
(Click [HERE](#) for full online reports)
- XII. Management Reports (10 min) Staff
a. Operations Report
b. Business Development Manager Report
c. President/CEO
- XIII. Old Business (5 min) Blane Johnson
- Building Lease Renewal
- Update on 2019 Fireworks Celebration
- XIV. New Business (5 min) Blane Johnson
- NDOT RTIA Highway Construction
- Washoe County Public Meeting on STR Ordinance Jan. 21st
- XV. Director Comments (5 min) Blane Johnson
- XVI. 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.
- XVII. 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, Nov 14, 2018, 3pm**

I. Call to Order/Roll Call

Blain Johnson

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:00 pm by Chair Johnson. Roll call was taken, and the following members were present: Heather Bacon, Michael Murphy, Bill Wood, Geno Menchetti, Blain Johnson and Bill Watson (3:08). The following IVCBVB employees were present: Andy Chapman, CEO/President; and Greg Long, Operations and Finance Director.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Blain Johnson

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

Andy Chapman shows award from TMA at their annual membership mixer held in October. The award was for collaboration and continued support of the TNT/TMA and mobility improvements in the resort triangle.

III. Approval of Agenda (For Possible Action)

Blain Johnson

Motion to approve the Agenda by Heather Bacon. Second by Bill Wood. Approved.

IV. Approval of September Board Minutes (For Possible Action) Blain Johnson

Motion to approve the September Board Meeting Minutes by Bill Wood. Second by Michael Murphy. Approved.

V. Update, Discussion and Direction on 2019 Fireworks

Andy Chapman

CEO Chapman discusses status of 2019 fireworks with help from Michael Murphy. RWTB has a scheduled board meeting on Nov 15, 2018 to discuss future. The organization is still in debt of approx. \$35,000. Their asset of barges could help them get out of debt if sold. The new fireworks committee would be interested in purchasing the barges. Has the community already purchased those barges through fundraising? Could there be a rent to own option?

- o ICBA would be new permittee for fireworks.
- o Coast Guard permit due Jan 1st, 2019.
- o Fireworks contract due Jan 1st, 2019.
- o Hyatt and IVCBVB would up their donations.
- o \$110,000 needed. How much could we expect from community?

3V-1

- IVCBVB does not want to fundraise.
- Michael Milken is willing to do the fireworks on July 4th.
- Possible fundraising confusion between RWTB and new committee.
- Hyatt would like to pursue having the new committee host the fireworks.
- \$55,000 cost for just the fireworks from Pyro Spectacular.
- Report back within 2 weeks on numbers to assess feasibility.

VI. Review of October 2018 Financial Statements

Andy Chapman

CEO Chapman summarizes financial statements.

Motion to approve the October 2018 Financial Statements by Bill Watson. Second by Bill Wood. Approved.

VII. Update on Building Lease Renewal

Andy Chapman

CEO Chapman discusses lease renewal on 969 Tahoe Blvd, Incline Village NV 89451 with RSCVA. Lease will be renewed for 35 years with no changes from original version. IVCBVB will handle the maintenance. Lease should be signed in early January before deadline.

VIII. Review of November Dashboard Report

Andy Chapman

CEO Chapman reviewed the highlights of September dashboard.

IX. Review of CEO FY 2018/19 Strategic Goals

Andy Chapman/Bill Watson

Bill Watson starts discussion of strategic goals for CEO Chapman. Measurable items are discussed as main metrics to assess goal completion. List contains 3 sections and 8 items which have different weights assigned to different items. Some changes suggested and clarifications needed.

Motion to approve the CEO FY 2018/19 Strategic Goals by Bill Watson. Second by Michael Murphy. Approved.

X. 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)

XI. Management Reports

Andy Chapman

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

XII. Old Business

Andy Chapman

CEO Chapman attended the Governor's Conference and was able to provide a welcome to the attendees on behalf of the RTT, who was an event sponsor.

XIII. New Business

Andy Chapman

CEO Chapman discusses RSCVA convention center expansion and the surcharge increase proposed. Incline/Crystal Bay has been pulled out of the surcharge conversation for now which is good news for IVCBVB.

Annual Soup Fest is Dec 14th 2018.

Northern Lights update: Nov 29th – Dec 31st 2018. Umbrella of local events.

XIV. Director Comments

Andy Chapman

None

XV. PUBLIC COMMENT – Pursuant to NRS 241.020

Blain Johnson

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

None

XVI. Adjournment – (For Possible Action)

Motion to adjourn by Michael Murphy. Second by Heather Bacon. Adjourned. 4:51pm

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

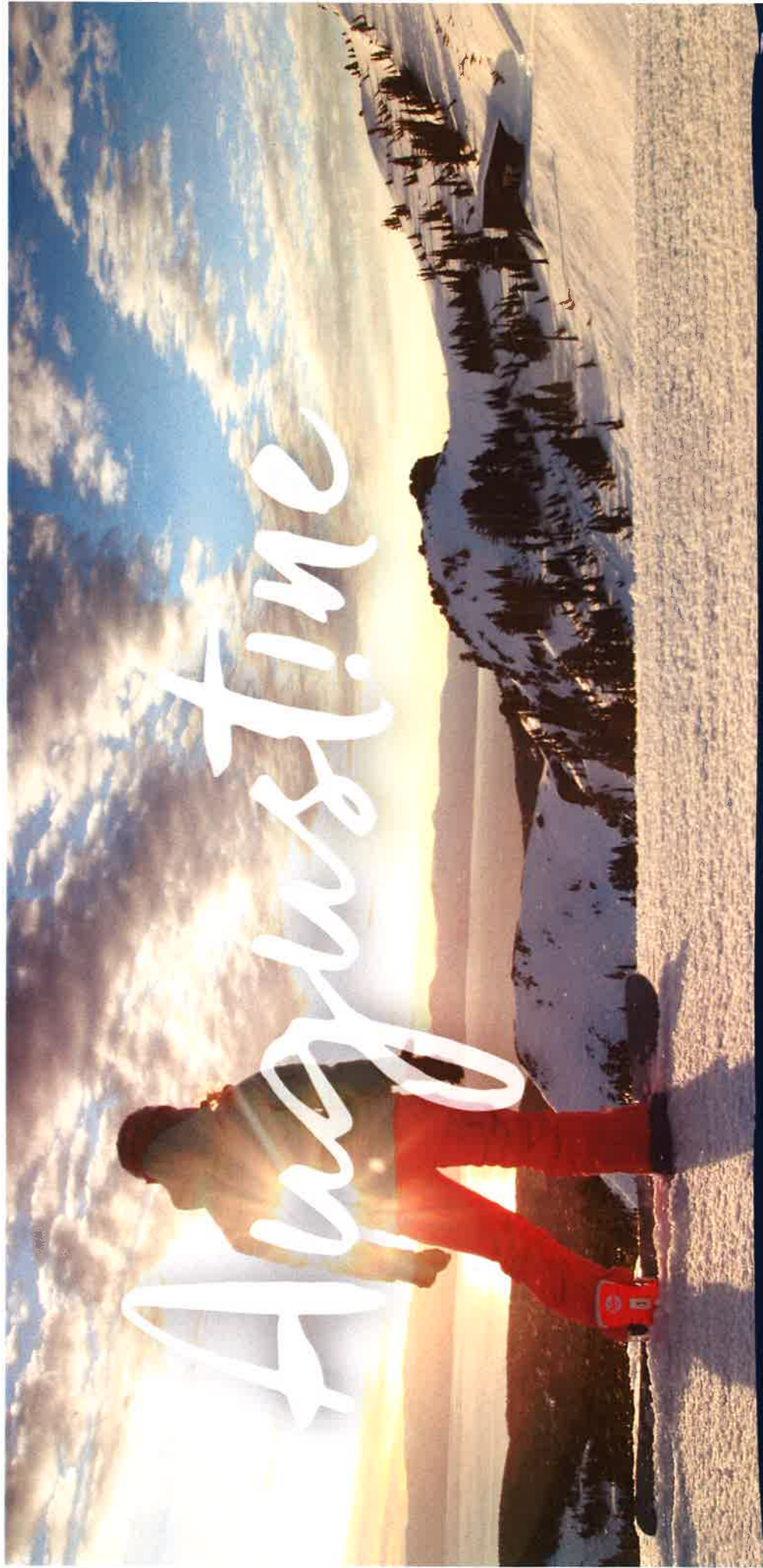
Crystal Bay Post Office

Incline Village Crystal Bay Visitor Bureau

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North Lake Tahoe Winter 18/19 | November 27, 2018

OBJECTIVES

- Attract and engage leisure audiences during the winter season.
- Increase overnight stays by positioning North Lake Tahoe as the preferred winter destination.
- Increase awareness of winter activities in North Lake Tahoe.
- Continue to grow and engage destination awareness, loyalty and conversation.

INSIGHTS & TRENDS

- Travelers seek vacations that create a deeper, emotional connection.
- Travelers want to immerse themselves in local culture and experience destinations that feel unique and authentic.
- Millennials value exclusive experiences and older audiences have caught this wave. Travel decisions are more mindset driven rather than dictated by age.
- Travelers are seeking opportunities to experience a destination's local culture and want to feel at home.

STRATEGY

THE DIFFERENTIATOR

Lake + Resorts + Towns

THE ADVENTURE

Seek the unique winter spirit.
Off and on mountain

THE UNDISCOVERED

Venturing out, fills within

THE EVENTS

WinterWonderGrass,
holidays, featured events

TACTICS

LANDING PAGE

DIGITAL ADS

PAID SOCIAL

RETARGETING ADS

DIGITAL OUTDOOR

PRINT

Winter that Wows, It's Human Nature

Welcome to a one of kind, winter experience. Unified by 12 unique towns, the North Lake Tahoe adventurous spirit will open up your mind and awaken your winter soul. Home to North America's highest concentration of ski resorts, snow seekers will also discover budget friendly options for all skiers and riders. Heighten your senses and find your own comfort zone with local beer and cuisines crafted for comfort. The majestic lake view, blanketed with pillows of snowflakes will create memories that last a lifetime. Discover a destination that's waist deep with winter wow.

North Lake Tahoe, It's Human Nature.



Millennial



Gift Ideas

Boomer



Seasonal Gift Ideas

Family



For Sharing

Local Flavor



Gifts

All Paths Lead to Adventure



All Seasons

Firepit, Family and \$ more.



Fire Pit

Retargeting



Deal Focus

Events/Live Music



Live Music

Outdoor Enthusiasts



Scenic

One destination. 12 Ski resorts. What are you waiting for?

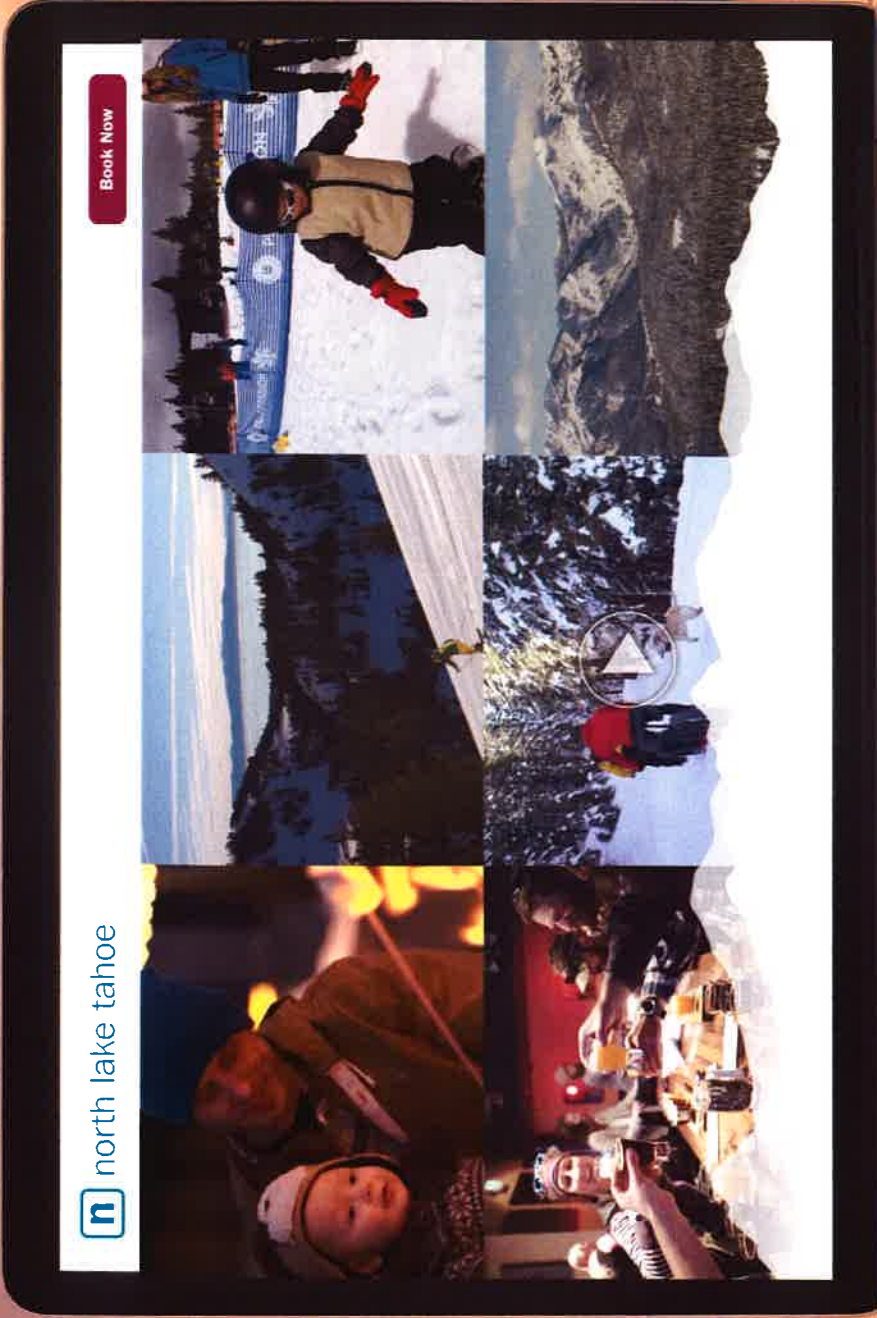


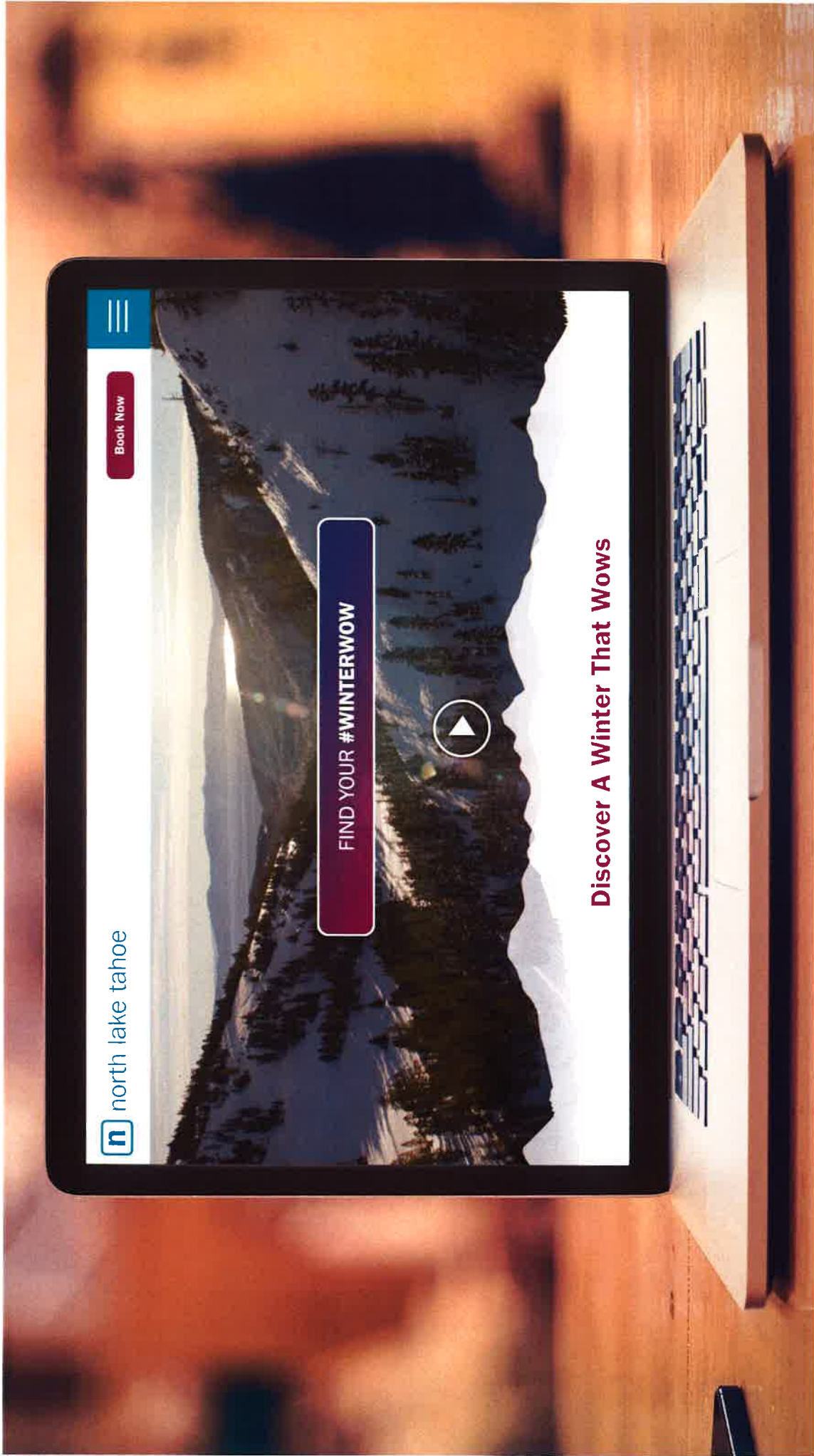
Differentiator Focus

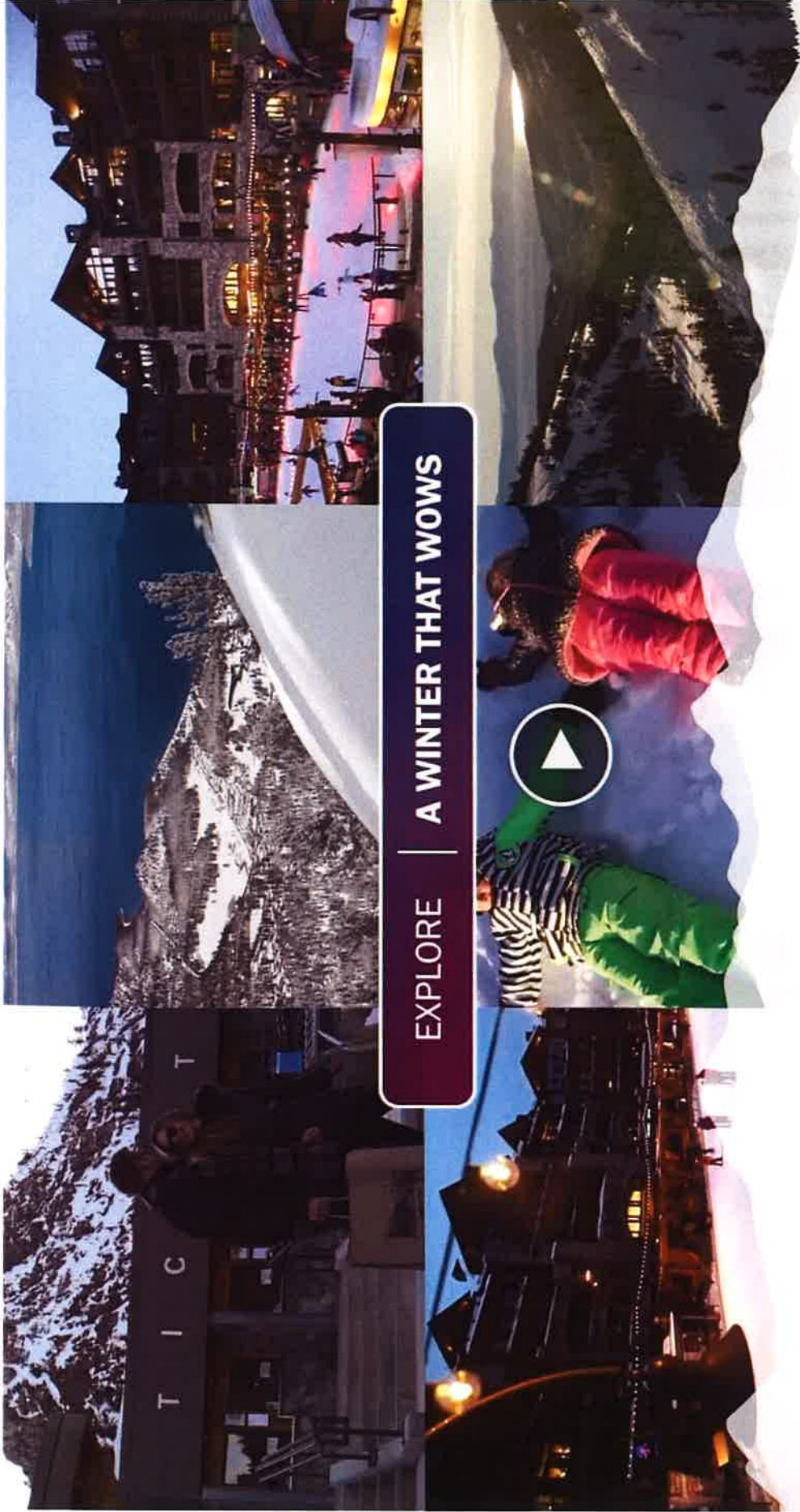
Luxury



Find Yourself. Find Your Skiing.







Discover A Winter That WowS

Welcome to a one of kind, winter experience. Unified by 12 unique towns, the North Lake Tahoe adventurous spirit will open up your mind and awaken your winter soul. Home to some of North America's largest ski resorts, snow seekers will also discover budget friendly options for everyone. Heighten your senses or find your own comfort zone with local beer and cuisines crafted for comfort. The majestic lake view, blanketed with pillows of snowflakes will create memories that last a lifetime. Discover a destination that's waist deep with winter wow.

Start Planning Your #WinterWOW





Play, Stay, Repeat

Discover the many options for accommodations just right for you.

[Book a Room](#)

Getting Here Is Easy

Using our interactive flight planner makes travel quick and painless. It's easier to get here than you might think. Read our Getting Here blog for easy tips to explore North Lake Tahoe in the winter.



[Flight Planner](#)




Check Out What's Trending



DEALS

Don't miss out on a winter treat soon. Check out the best deals of the season and plan your winter escape today. →

[Check Out the Deals](#)



EVENTS

North Lake Tahoe is home to one of a kind, world-class events. Check out our calendar and put some more excitement in your stay! →

[See What's Happening](#)



LODGING

From luxury resorts to cozy cabins and everything in between, find the perfect lodging for your winter getaway. →

[Find the Perfect Stay](#)



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Stay a while and discover a winter that wows in North Lake Tahoe

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Fresh Powder Arriving | Get Here



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it's human nature

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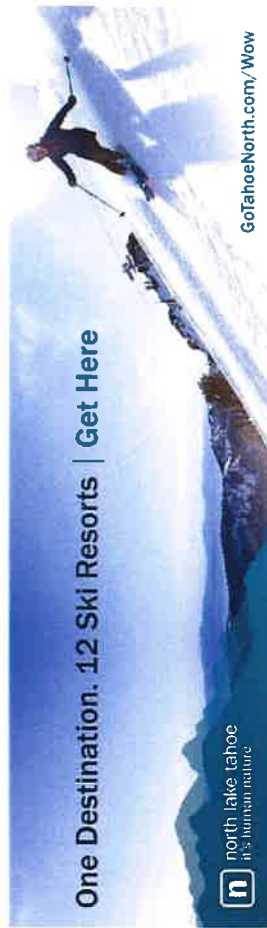
Blue Skies and Epic Terrain | Get Here




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One Destination. 12 Ski Resorts | Get Here



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Warm Up Winter | [Get Here](#)



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Clear Skies, Clear Your Schedule | [Get Here](#)



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Taste Our Winter Cheer | [Get Here](#)



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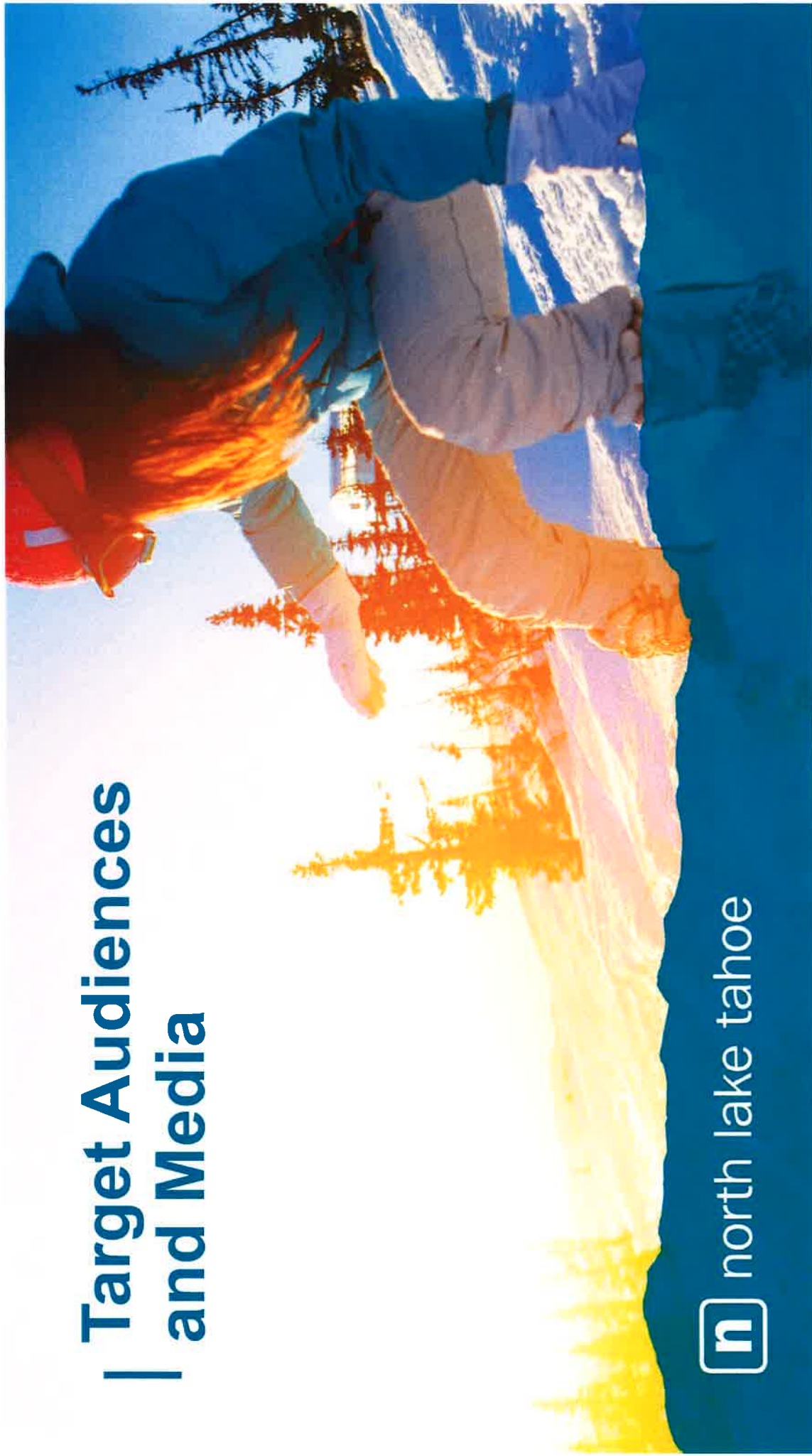
All Paths Lead To Adventure | [Get Here](#)



 north lake tahoe
it's human nature

[GoTahoeNorth.com/Wow](#)

| Target Audiences and Media



 north lake tahoe

Targeted Personas

• Geographic Targets

- Los Angeles
- New York
- Austin

• Target Persona #2: Experiential Families

- Age 35-54
- Higher household income
- Seeking new experiences with the whole family

• Target Persona #1: Workaholics

- Age 25-49
- Higher education
- Dual income/No kids

• Target Persona #3: Outdoor Enthusiasts

- Age 18-34
- Focus on health
- Risk takers looking for new adventure

Target Audiences and Media | Winter 2018-2019

Media Mix

- Year-round media spend will continue this winter, including SEM, retargeting display and video, and social media retargeting
- The Winter campaign will also include a mix of:
 - Native advertising
 - Programmatic display
 - Video
 - Rich media
 - Social media conquering

Target Audiences and Media | Winter 2018-2019

December 2018 Financial Summary Report

December Month End Variance Report

REVENUE

- 46000 Merch Sales: 40% over budget due to strong retail sales and increased center visitation.
- R277 Concierge Sales: Lower revenues due to budget development anomaly.
- R250 Fund Transfer: 7% over budget due to higher October TOT collections.

EXPENSES

- 0305 Payroll: Over budget due to timing issue in budget.
- 0601 Hospitality: Over budget due to Soup Fest & budget timing.
- 0609 Sponsorship: Over budget due to timing of payments.
- 0691 Shuttle Subsidy: Under budget due to timing of payments.
- 0751 Concierge Expense: Lower expense due to budget development anomaly.

December Year to Date Variance Report

REVENUE

- 46000 Merch Sales: 15% over budget due to higher retail sales.
- R277 Concierge Sales: 9% under budget due to lower sales.
- R250 Fund Transfer: 6% over budget due to higher TOT collections.
- R274 Grants: Under budget due to timing of Travel Nevada Grant reimbursement.

EXPENSES

- 0305 Payroll: Over budget due to timing issue in budget.
- 0320 Health Insurance: 14% under budget due to lower health insurance plan cost.
- 0690 Sponsorship: Over budget due to invoice payment for research project. Timing.
- 0751 Concierge Expense: Under budget due to lower Activity Ticket sales.

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

December 2018

Accrual Basis

	Dec 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	4,001.30	2,857.51	1,143.79	140.0%
R277 · Concierge	684.70	4,588.03	-3,903.33	14.9%
R278 · Lift Tickets	300.00			
Total POS Sales	4,986.00	7,445.54	-2,459.54	67.0%
R250 · Fund Transfers	97,512.95	91,038.00	6,474.95	107.1%
R252 · Interest Income	65.72	36.00	29.72	182.6%
R269 · On Hold Messaging	100.00	87.50	12.50	114.3%
R270 · Miscellaneous Revenue	0.00	90.91	-90.91	0.0%
Total Income	102,664.67	98,697.95	3,966.72	104.0%
Cost of Goods Sold				
50000 · Cost of Goods Sold	2,631.64	1,720.71	910.93	152.9%
50003 · Lift Tickets	279.00			
Total COGS	2,910.64	1,720.71	1,189.93	169.2%
Gross Profit	99,754.03	96,977.24	2,776.79	102.9%
Expense				
0305 · Payroll	26,945.80	24,000.00	2,945.80	112.3%
0314 · State Employer Taxes	62.75	72.87	-10.12	86.1%
0315 · Federal Unemployment	0.00	36.00	-36.00	0.0%
0316 · Public Employees Retirement Sys	6,969.42	7,019.30	-49.88	99.3%
0319 · Employer Medicare/Soc Sec	456.12	481.60	-25.48	94.7%
0320 · Health Insurance	3,389.21	3,609.87	-220.66	93.9%
0400 · Utilities				
0401 · Utilities- Electric	236.98	200.98	36.00	117.9%
0402 · Utilities-Gas & Heat	152.23	177.62	-25.39	85.7%
0403 · Utilities- Water & Refuse	319.32	311.02	8.30	102.7%
Total 0400 · Utilities	708.53	689.62	18.91	102.7%
0405 · Bank & Cr Card Charges	319.55	571.54	-251.99	55.9%
0410 · Office Supplies & Expenses	1,008.07	495.83	512.24	203.3%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	950.00	600.00	350.00	158.3%
0411 · Maintenance/Janitorial - Other	722.00	1,000.00	-278.00	72.2%
Total 0411 · Maintenance/Janitorial	1,672.00	1,600.00	72.00	104.5%
0412 · IT - Computers	237.50	354.50	-117.00	67.0%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	9.09	-9.09	0.0%
0420 · Postage & Freight	0.00	60.00	-60.00	0.0%
0421 · Communications	832.57	933.18	-100.61	89.2%
0422 · Printing Expenses	0.00	45.45	-45.45	0.0%
0451 · Legal & Accounting Services	2,750.00	2,559.00	191.00	107.5%
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.	281.22	282.00	-0.78	99.7%
0470 · Misc. Expenses	0.00	169.68	-169.68	0.0%
0473 · Dues & Subscriptions	745.00	800.00	-55.00	93.1%
0474 · License & Fees	24.00	24.00	0.00	100.0%
0501 · Travel & Lodging	288.46	0.00	288.46	100.0%
0504 · Registrations	845.00	0.00	845.00	100.0%
0505 · Local Transportation/Car	44.69	42.28	2.41	105.7%
0507 · Meeting Expenses	210.42	0.00	210.42	100.0%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

December 2018

	Dec 18	Budget	\$ Over Budget	% of Budget
0601 · Hospitality in Market				
0601.5 · In House	1,739.96	118.69	1,621.27	1,466.0%
0601 · Hospitality in Market - Other	1,856.19	500.00	1,356.19	371.2%
Total 0601 · Hospitality in Market	3,596.15	618.69	2,977.46	581.3%
0622 · Advertising Co-op	39,449.00	39,449.00	0.00	100.0%
0623 · Regional Marketing Programs	0.00	444.22	-444.22	0.0%
0650 · Payroll Expense	100.00	115.50	-15.50	86.6%
0690 · Sponsorship	9,808.75	6,818.00	2,990.75	143.9%
0691 · Shuttle Subsidy/Sponsorship	0.00	2,364.00	-2,364.00	0.0%
0733 · On-Hold Messaging	127.27	124.80	2.47	102.0%
0751 · Concierge Expense	599.00	3,762.00	-3,163.00	15.9%
51100 · Freight and Shipping Costs	42.01	0.00	42.01	100.0%
59900 · POS Inventory Adj -Merchandise	-520.40	0.00	-520.40	100.0%
Total Expense	104,492.09	101,126.02	3,366.07	103.3%
Net Ordinary Income	-4,738.06	-4,148.78	-589.28	114.2%
Net Income	-4,738.06	-4,148.78	-589.28	114.2%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July through December 2018

	Jul - Dec 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	36,071.20	31,259.44	4,811.76	115.4%
R277 · Concierge	225,634.05	248,022.17	-22,388.12	91.0%
R278 · Lift Tickets	300.00			
R290 · Consignment Sales	84.00	0.00	84.00	100.0%
Total POS Sales	262,089.25	279,281.61	-17,192.36	93.8%
R250 · Fund Transfers	1,042,365.99	987,622.00	54,743.99	105.5%
R252 · Interest Income	380.86	201.04	179.82	189.4%
R269 · On Hold Messaging	200.00	175.00	25.00	114.3%
R270 · Miscellaneous Revenue	23.90	454.55	-430.65	5.3%
R274 · Grants	0.00	11,000.00	-11,000.00	0.0%
Total Income	1,305,060.00	1,278,734.20	26,325.80	102.1%
Cost of Goods Sold				
50000 · Cost of Goods Sold	18,240.37	16,365.57	1,874.80	111.5%
50003 · Lift Tickets	279.00			
Total COGS	18,519.37	16,365.57	2,153.80	113.2%
Gross Profit	1,286,540.63	1,262,368.63	24,172.00	101.9%
Expense				
0305 · Payroll	176,309.60	171,137.06	5,172.54	103.0%
0313 · Employers Insurance of Nevada	934.00	850.00	84.00	109.9%
0314 · State Employer Taxes	507.43	514.66	-7.23	98.6%
0315 · Federal Unemployment	60.65	222.34	-161.69	27.3%
0316 · Public Employees Retirement Sys	40,787.35	42,024.23	-1,236.88	97.1%
0319 · Employer Medicare/Soc Sec	3,926.93	4,176.74	-249.81	94.0%
0320 · Health Insurance	18,790.42	21,678.82	-2,888.40	86.7%
0321 · Employee Training	20.00	1,000.00	-980.00	2.0%
0400 · Utilities				
0401 · Utilities- Electric	1,126.13	1,026.81	99.32	109.7%
0402 · Utilities-Gas & Heat	371.98	447.54	-75.56	83.1%
0403 · Utilities- Water & Refuse	1,974.84	1,924.08	50.76	102.6%
Total 0400 · Utilities	3,472.95	3,398.43	74.52	102.2%
0405 · Bank & Cr Card Charges	13,926.63	14,148.56	-221.93	98.4%
0410 · Office Supplies & Expenses	3,115.69	2,783.04	332.65	112.0%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	950.00	1,200.00	-250.00	79.2%
0411 · Maintenance/Janitorial - Other	5,986.80	6,790.52	-803.72	88.2%
Total 0411 · Maintenance/Janitorial	6,936.80	7,990.52	-1,053.72	86.8%
0412 · IT - Computers	775.00	1,872.99	-1,097.99	41.4%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	45.45	-45.45	0.0%
0420 · Postage & Freight	135.22	640.02	-504.80	21.1%
0421 · Communications	5,445.86	5,553.90	-108.04	98.1%
0422 · Printing Expenses	0.00	227.25	-227.25	0.0%
0430 · Building Repairs & Insurance	7,513.60	7,237.15	276.45	103.8%
0451 · Legal & Accounting Services	20,799.25	19,646.00	1,153.25	105.9%
0460 · Contract Services	531.00	972.00	-441.00	54.6%
0461 · Remote Offices	21,000.00	21,000.00	0.00	100.0%
0462 · Equipment Lease & Maint.	1,480.25	1,527.22	-46.97	96.9%
0470 · Misc. Expenses	133.50	981.90	-848.40	13.6%
0473 · Dues & Subscriptions	4,332.79	3,390.00	942.79	127.8%
0474 · License & Fees	60.00	323.34	-263.34	18.6%
0501 · Travel & Lodging	2,832.82	2,058.88	773.94	137.6%
0504 · Registrations	3,036.22	1,113.72	1,922.50	272.6%
0505 · Local Transportation/Car	638.97	246.28	392.69	259.4%
0507 · Meeting Expenses	1,067.13	1,370.45	-303.32	77.9%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July through December 2018

	Jul - Dec 18	Budget	\$ Over Budget	% of Budget
0601 · Hospitality in Market				
0601.5 · In House	3,988.65	787.83	3,200.82	506.3%
0601 · Hospitality in Market - Other	1,834.76	2,500.00	-665.24	73.4%
Total 0601 · Hospitality in Market	5,823.41	3,287.83	2,535.58	177.1%
0622 · Advertising Co-op	540,622.00	540,622.00	0.00	100.0%
0623 · Regional Marketing Programs	1,933.81	4,151.63	-2,217.82	46.6%
0650 · Payroll Expense	657.50	682.50	-25.00	96.3%
0690 · Sponsorship	53,674.50	44,090.00	9,584.50	121.7%
0691 · Shuttle Subsidy/Sponsorship	8,926.00	11,820.00	-2,894.00	75.5%
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	763.62	751.27	12.35	101.6%
0751 · Concierge Expense	205,223.16	208,617.78	-3,394.62	98.4%
51100 · Freight and Shipping Costs	907.81	0.00	907.81	100.0%
59900 · POS Inventory Adj -Merchandise	121.95	0.00	121.95	100.0%
Total Expense	1,157,650.07	1,152,903.96	4,746.11	100.4%
Net Ordinary Income	128,890.56	109,464.67	19,425.89	117.7%
Net Income	128,890.56	109,464.67	19,425.89	117.7%

July – December Six Month Reforecast Summary
1/16/19

REVENUE

- R250 Return on Revenues: Increased \$80,541 (5.1%) due to strong collections
- R274 Grants: Decreased \$4,500 (21.4%) due to lower Travel Nevada grant
- R277 Concierge Sales: Decreased \$21,041 (6.2%) due to lower tour sales
- 46000 Merch Sales: Increased \$4,807 (9.8%) due to strong retail sales
- **Total Income: Increased \$61,946 (3.1%)**

EXPENSES

- Total Salaries, Wages & Benefits: Decreased \$9,050 (1.9%) due to expense management
- 411 Maintenance/Janitorial: Decreased \$1,583 (10.6%) due to expense management
- 412 IT Support: Decreased \$2,175 (54.4%) due to expense management
- 451 Professional Services: Increased \$2,299 (6.6%) due to increased contract cost
- 504 Registrations: Increased \$2,136 (152.6%) due to increased show/event participation
- 623 Regional Marketing Programs: Decreased \$2,366 (23.7%) due to lower costs
- 690 Sponsorship: Increased \$14,765 (17.4%) due to Dean Runyan study expense
- 751 Concierge Expense: Increased \$3,326 (1.2%) due to lower margins on tour products
- **Total Expenses: Increased \$3,738 (0.2%)**
- **Net Ordinary Income: Decreased to -\$23,824 from -\$81,423 (\$57,599 positive variance)**

IVCBVB Profit Loss Budget Reforecast

July 2018 through June 2019

FY 2018/19 Budget Reforecast (6 month actual/6 month forecast)

(Revised 1/14/19)

		Reforecast 2018-19	Budget 2018-19	Variance \$	Variance %
Ordinary Income/Expense					
Income					
R250	Return on Revenues/Fund Transfers	1,647,660	1,567,119	80,541	5.1%
R252	Interest Income/Dividends	596	415	181	43.6%
R269	On-Hold Messaging/Revenue	400	350	50	14.3%
R270	Miscellaneous Revenues	24	1,000	-976	-97.6%
R274	Grants	16,500	21,000	-4,500	-21.4%
R277	Concierge Sales	318,202	339,243	-21,041	-6.2%
R278	Lift Ticket Sales	2,800	0	2,800	
R290	Consignment Sales	84	0	84	
46000	Merchandise Sales	53,934	49,127	4,807	9.8%
Total Income		2,040,200	1,978,254	61,946	3.1%
5000	Cost of Good Sold	27,629	27,020	609	2.3%
Gross Profit		2,012,571	1,951,234	61,337	3.1%
Expense					
305	Staff Wages	344,717	346,877	-2,160	-0.6%
312	Employee Vacation Accrual	0	0	0	
313	Employer Insurance of Nevada	934	850	84	9.9%
314	State Unemployment	1,707	2,000	-293	-14.7%
315	Federal Unemployment	361	500	-139	-27.8%
316	PERS Contribution	82,952	84,197	-1,245	-1.5%
319	Employer Medicare and SS	6,911	8,000	-1,089	-13.6%
320	Health Insurance	39,130	43,338	-4,208	-9.7%
Total Salaries, Wages & Benefits		476,712	485,762	-9,050	-1.9%
321	Employee Training Benefits	2,020	2,000	20	1.0%
401	Utilities - Electric	2,376	2,400	-24	-1.0%
402	Utilities - Gas & Heat	1,292	1,450	-158	-10.9%
403	Utilities - Water	3,895	3,700	195	5.3%
405	Bank & Credit Card Charges	15,976	16,200	-224	-1.4%
410	Office Supplies/Equipment	6,927	7,000	-73	-1.0%
411	Maintenance/Janitorial Services	13,417	15,000	-1,583	-10.6%
412	IT Support	1,825	4,000	-2,175	-54.4%
415	Miscellaneous Tax	0	100	-100	-100.0%
420	Postage & Freight	315	1,000	-685	-68.5%
421	Communications	10,891	11,000	-109	-1.0%
422	Printing Expenses	0	500	-500	-100.0%
430	Building Repairs & Maintenance	9,514	10,000	-486	-4.9%
451	Prof. Services - Accounting & Legal	37,299	35,000	2,299	6.6%
460	Contract Services	1,281	2,000	-719	-36.0%
461	Remote Offices	42,000	42,000	0	0.0%
462	Equipment Lease & Maintenance	2,952	3,000	-48	-1.6%
470	Misc. Expense	1,134	2,000	-866	-43.3%
473	Dues & Subscriptions	4,333	4,000	333	8.3%
474	Licenses & Fees	360	400	-40	-10.0%
501	Travel & Lodging	5,333	6,000	-667	-11.1%

VII-2

IVCBVB Profit Loss Budget Reforecast

July 2018 through June 2019

FY 2018/19 Budget Reforecast (6 month actual/6 month forecast)

(Revised 1/14/19)

		Reforecast 2018-19	Budget 2018-19	Variance \$	Variance %
504	Registrations	3,536	1,400	2,136	152.6%
505	Local Transport/Car Allowance	1,059	500	559	111.8%
507	Meeting Expenses	3,667	4,000	-333	-8.3%
601	Hospitality In-Market	6,823	7,000	-177	-2.5%
622	Advertising Co-op	950,000	950,000	0	0.0%
623	Regional Marketing Programs	7,634	10,000	-2,366	-23.7%
650	Payroll Services	1,258	1,500	-242	-16.1%
689	Web Development/Activity Tickets fee	7,000	7,000	0	0.0%
690	Sponsorship	99,765	85,000	14,765	17.4%
691	Shuttle Subsidy	26,000	26,000	0	0.0%
725	Uniforms	456	500	-44	-8.8%
730	Special Promotional Items	220	500	-280	-56.0%
733	On-Hold Messaging	1,525	1,500	25	1.7%
751	Concierge Expenses	286,571	283,245	3,326	1.2%
800	Grant Expenditures	0	0	0	
51100	Freight and Shipping Costs	908	0	908	
59900	POS Inventory Adj. Merchandise	121	0	121	
990	Depreciation Expense	0	0	0	
	Total Expense	2,036,395	2,032,657	3,738	0.2%
	Net Ordinary Income	-23,824	-81,423	57,599	-70.7%

VII-3

**Incline Village Crystal Bay Visitors Bureau
FY 2019/20 Budget Development Timeline
1/11/2018**

Date	Item	Requested Action
April 1st	Internal staff revenue projection review	Staff, RSCVA, and property intel of 2019/20 budget projections.
April 17th (Board Meeting)	Draft FY 2019/20 Revenue Projections review	Revenue projections review, discussion and board direction.
May 1st	Internal staff draft budget preparation	Develop draft revenue and expense budget. Coordinatin with Brad Capuro on budget preparation.
May 15th (Board Meeting)	Approval of FY 2019/20 Revenue Projections	Review, discussion and Possible Board Action on Revenue Approval.
May 15th (Board Meeting)	Review of Draft 2019/20 Budget	Budget review, discussion and Board direction.
June 19th (Board Meeting)	Review of Final 2019/20 Budget	Review, discussion and Possible Board Action on Budget Approval.

January Dashboard Jan 16, 2019

Revenues & Stats				
	Nov-2018	Nov-2017	Variance	
Grant Revenues				
Monthly	\$ 84,775	\$ 65,643		29.1%
YTD	\$ 1,127,140	\$ 1,027,348		9.7%
Total Taxable Revenues	\$ 2,559,379	\$ 1,981,835		29.1%
	Nov. Actual	Nov. Budget		
Monthly	\$ 84,775	\$ 66,299		27.9%
YTD	\$ 1,127,140	\$ 1,053,922		6.9%
Occupancy				
Hotel	56.4%	46.9%		20.3%
Motel	23.9%	20.4%		17.4%
Vacation Rental	20.8%	14.7%		41.2%
Time Share	7.8%	12.5%		-37.5%
Home Owner				
Total	32.3%	26.7%		20.8%
Room Rate				
Hotel	\$ 171.02	\$ 168.34		1.6%
Motel	\$ 62.82	\$ 67.34		-6.7%
Vacation Rental	\$ 248.02	\$ 260.23		-4.7%
Time Share	\$ 111.76	\$ 40.68		174.7%
Home Owner				
Total	\$ 187.47	\$ 178.74		4.9%
RevPar				
Hotel	\$ 97.00	\$ 78.90		22.9%
Motel	\$ 15.00	\$ 13.73		9.2%
Vacation Rental	\$ 52.00	\$ 38.24		36.0%
Time Share	\$ 9.00	\$ 5.10		76.5%
Home Owner				
Total	\$ 60.00	\$ 47.80		25.5%

Visitor Information Comparative Statistics For Fiscal YTD			
	Dec-2018	Dec-2017	Variance
Walk In Visitor Count			
Monthly	1588	1659	-4.3%
YTD	44,954	46,644	-3.6%
Merchandise Sales			
Monthly	\$ 4,001	\$ 2,535	57.8%
YTD	\$ 36,071	\$ 25,810	39.8%
Concierge & AT Sales			
Monthly	\$ 684	\$ 134	411.2%
YTD	\$ 225,634	\$ 222,064	1.6%
Vacation Planners mailed	59	70	-15.7%

Destimetrics Reservations Activity (as of Dec 31, 2018)				
	FY 2018/19	FY 2017/18	Variance	
Current Month Occupancy	50.3	43.8		14.8%
Current Month ADR	\$ 395	\$ 406		-2.7%
Current Month REVPAR	\$ 199	\$ 178		11.8%
Next Month Occupancy	41.7%	31.8%		31.1%
Next Month ADR	\$ 326	\$ 348		-6.3%
Next Month REVPAR	\$ 136	\$ 110		23.6%
Winter Total Occupancy (proj)	31.9%	27.7%		15.2%
Winter Total ADR (proj)	\$ 311	\$ 328		-5.2%
Winter Total REVPAR (proj)	\$ 99	\$ 91		8.8%

Reno Tahoe International Airport			
	Nov-2018	Nov-2017	Variance
Total Passengers Served	315,833	292,384	8.0%
Average Load Factor	84.4%	84.8%	-0.5%
Total Number of Departures	1,800	1,504	19.7%
Non-Stop Destinations Served	23	22	4.5%
Departing Seat Capacity	207210	188764	9.8%
Crude Oil Averages (barrel)	\$ 56.96	\$ 56.54	0.7%

Notes of interest:

California Pacific Airlines suspended Carlsbad service until February due to pilot availability
 United Airlines increased Houston to RNO to daily service from Feb 14 to March 31.
 United Airlines will offer Chicago to RNO on Saturday/Sunday from Feb 16 to March 3.
 United Airlines will offer Chicago to RNO daily from March 8 to March 31.
 Delta will operate Atlanta to RNO non-stops Sunday only from Jan 6 to March 31,

Conference Revenue Statistics				
(Booked as of Nov 30, 2018)	FY 2018/19	FY 2017/18	Variance	
Total Revenue Booked	\$ 2,558,767	\$ 1,930,483		32.5%
Number of Room Nights	13,883	10,321		34.5%
Number of Delegates	10,470	3,717		181.7%
Number of Tentative Bookings	55	38		44.7%
Number of Leads Generated	152	123		23.6%
Conference Revenue And Percentage by County:				
	18-19	17-18		
Placer	68.0%	47.0%	\$ 1,760,243	\$ 902,580
Washoe	9.0%	39.0%	\$ 241,375	\$ 760,368
South Lake	23.0%	12.0%	\$ 584,149	\$ 225,961
Nevada	0.0%	2.0%	\$ -	\$ 41,574
Total Conference Revenue	100.0%	100.0%	\$ 2,585,767	\$ 1,930,483
				95.0%
				-68.3%
				158.5%
				-100.0%
				33.9%

X-1

Top Website Lodging Referrals (December)	Total Lodging Ref.	Unique Lodging Ref.
Hyatt Regency Lake Tahoe	145	137
The Village at Squaw Valley	71	69
Northstar California Resort	60	57
Tahoe Truckee Factory Stores	59	48
Cottage Inn at Lake Tahoe	43	38
Cedar Glen Lodge	42	39
Resort at Squaw Creek	42	41
Tahoma Meadows Cottages	42	41
Cedar Crest Cottages	41	41
The Ritz-Carlton, Lake Tahoe	41	41
Tahoe Vista Lodge and Cabins	39	38
Tahoe Biltmore Lodge & Casino	37	35
Cobblestone Center Shopping Mall	36	34
Hyatt High Sierra Lodge	36	35
The Lodge at Sugar Bowl	36	34
Tahoe Luxury Properties	35	35
Hauserman Rental Group	34	32
Lake Tahoe Deluxe Vacation Rentals	32	31
Meeks Bay Resort & Marina	31	31
Tahoe Mountain Lodging	31	30
Brockway Springs Resort	29	29
Tahoe Getaways Vacation Rentals	29	29
Tahoe Rentals by Wells and Bennett	29	24
Tahoe Signature Properties	29	27
Castle Peak Vacation Rentals	28	26



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

Developmental Report on Activities November 2018

Departmental Reports Posted - <https://www.gotahoenorth.com/north-lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>

PR Highlights

- 412 placements; \$1.9M in ad value; 104,890,188 in total impressions.
 - Publication highlights include USA Today, Outside Online, SF Gate, 7x7, NBC Los Angeles, NBC San Diego
- Hosted:
 - Travel Nevada Media FAM – 27 Journalists, 6 Countries for two days.
 - Malik Cocherel for the Tahoe Film Fest
- NLT B2B Release sent to local/regional media – touting SMARI results, new Canada office and other accomplishments

Content Review

- 5 Blogs Posted
- 2 Newsletter Distributed
- Tahoe Treasures Social Media Content Campaign
 - Treasures of Tahoe wrapped for Fall
 - Historic Hideaways and High-Flying Adventure has accumulated over 200k impressions and 11k engagements
 - 47.8K Average Reach per Post

Social Media Update

- 1,007 New followers across FB, Instagram and Twitter
- 2.7 million impressions
- 68.3k engagements
- #TahoeSnowTracker launched for winter and has accumulated over 65k impressions, 4.8k engagements and high sharing numbers, including a share from Visit California

Paid Media Update

- 3.4 million impressions
- 4,300 website visits
- 260 Book Now Conversions
- 1,919 Time on Site Conversions – nearly 45% of all users stemming from digital ads spent more than 115 seconds on the site, up from 34% the prior month
- Optimizations made to advertising mediums and targeting are proving to have a positive impact, with the average session duration increasing for the past 8 months
- Nearly 54K users visited GoTahoeNorth's website in November, up from 44K the year before (+22%). In addition, the average session duration from ad traffic improved from 30 seconds in 2017 to 50 seconds this year (+67%).
- Paid social performance continued to improve in November, with the average cost per conversion hovering around \$9. This is down from \$21 in November 2017. Improved performance on social can be attributed to the use of dynamic creative and copy

Leisure Sales Efforts

- New Marketing Coop: Dreamscapes Canada

XP-1

- Travel Nevada incentivized promotion
 - ½ page ad with a ½ page advertorial about NLT
 - Winter issue
- Expedia Program Update:
 - Launched September 15th, switched to winter creative Nov 1st
 - Extending the program through December 15th
 - Current ROI: 12:1
 - Producing over \$170,000 in room revenue
- FAMs:
 - Hosted Travel Nevada Global Tourism Summit Post Media FAM
 - November with 27 journalists from 10+ countries
 - Upcoming Winter FAMS:
 - North Lake Tahoe Winter FAM – January 14-17th
 - China Visit California FAM – January 14th
- International Office Update
 - UK/Ireland Update:
 - Meetings held with Abercrombie & Kent, BA Holidays
 - Working on Sip & Ski FAM
 - Attended World Travel Market
 - Trainings conducted with Flight Centre, Thomas Cook.
 - Total agents trained: 75
 - Australia October Update:
 - 59 agents trained
 - Highlights: Thanksgiving Event, Sno'N'Ski Training, Snowcapped Training & Flight Centre Trainings
 - Leads: Destination HQ, MTA Travel

Conference Sales

Definite Bookings:

- Meister Media Worldwide, October 21-24, 2019. 243 room nights; \$36,263 in room revenue and 75pp at the Village at Squaw Valley
- Meister Media Worldwide, FruitGrower Direct, November 11-14, 2019. 243 room nights; \$36,263 in room revenue and 80pp at the Village at Squaw Valley
- California Special Districts Association, General Manager Leadership Summit, June 27 – July 2, 2020. 376 room nights; \$76,146 in room revenue and 145pp at the Resort at Squaw Creek
- Water Quality Association, Mid-Year Leadership Summit, 9/13 – 17, 2020. 280 room nights; \$77,745 in room revenue and 150 pp at the Resort at Squaw Creek
- The Institute of Makers of Explosives, Annual Fall Meeting, September 28 – October 6, 2019. 220 room nights; \$56,000 in room revenue and 100pp at the Hyatt
- Employer Associations of America, Fall CEO Conference, September 14-18, 2019. 77 room nights; \$16,093 in room revenue and 27pp at the Hyatt
- Adventist Health, Hanford Strategic Planning Retreat, April 4-6, 2019, 360 room nights; \$96,116 in room revenue and 200pp at the Resort at Squaw Creek
- Adventist Health, Mission Summit, April 9-13, 2019, 589 room nights; \$66,348 in room revenue and 300pp at the Resort at Squaw Creek
- HPN Global, 58597 Mini-Conference, May 18-22, 2019, 70 room nights; \$12,448 in room revenue and 3pp at the Ritz-Carlton
- Microsoft, Go for the Gold Tahoe, June 5-9, 2019, 183 room nights; \$35,742 in room revenue and 45pp at the Hyatt
- Lever, Culture Quest 2019, August 20-22, 2019, 292 room nights; \$58,254 in room revenue and 175pp at the Hyatt
- Accu-Bore, Holiday Party, November 8-9, 2019, 204 room nights; \$30,396 in room revenue and 300pp at the Hyatt

Events/Trade Shows Attended

- CalSAE Seasonal Spectacular in Sacramento. Staff met with roughly 75 current and potential customers who swiped their card at the trade show booth and generated 4 leads from the show.
 - Hosted a 13-person customer dinner at Camden Spit & Larder with the Hyatt, Resort at Squaw Creek, Village at Squaw Valley

XI-2

- HPN Partner Conference in Miami. Over 30 one on one appointments with HPN meeting planners and participated in networking events with roughly 200 HPN planners
- Connect Southwest. 20 one on one appointments with meeting planners from across the country
- Connect Georgia. 22 one on one appointments with meeting planners from across the country. Conducted a number of sales calls in Atlanta

Site Visits/Contacts

- In the months of November & December, staff made over 800 contacts with prospective clients.
- Lever, Culture Quest 2019, 292 room nights in August 2019
- California Association of Community College Registrars and Admissions Officers, Annual Meeting, 620 room nights in April 2020
- Connect Southwest North Lake Tahoe pre-conference customer familiarization tour. Staff hosted 11 customers for 2 nights of activities and hotel tours. The planners stayed at the Resort at Squaw Creek and toured Hyatt, Ritz-Carlton, Granlibakken and the Village at Squaw Valley. They also saw a number of offsite venues including Thunderbird Lodge, High Camp and Truckee
- American Angus Association, Board Meeting. 228 room nights in June 2019. They have selected the Resort at Squaw Creek

Summary:

The Visitors Center continues to be slow despite above normal occupancy. Staff has been adjusted accordingly and is at comfortable levels. The visitors that do come into the center stay longer due to the relaxed atmosphere and helpful suggestions from our staff.

Staffing:

- Our staffing has been adjusted to visitor counts and continues to be lean.

Operations:

- Advance training in Quickbooks POS to minimize mistakes
- Develop naming conventions for inventory
- Continuing to review visitor handouts for clarity and quality of information

Projects:

- Northern Lights planning and execution committee for 2018
- Managed creative for Northern Lights
- Executed social campaigns for Northern Lights
- Negotiated advertising contracts for Northern Lights
- Manage FB/Instagram advertising for premiere partners
- Carpet replacement scheduled for January
- Actively building fan base on Facebook and Instagram through engaging posts
- Interior Washoe "Welcome" painted on interior wall
- Budget reforecast
- End of calendar year inventory
- Hosted and planned annual Soup Fest party

Meetings attended:

- Reno Tahoe Territory Meeting, Reno and Carson City
- Northern Lights committee Weekly meetings
- Firework meetings

Andy Chapman

From: Bart Peterson
Sent: Friday, January 04, 2019 4:55 PM
To: Andy Chapman
Cc: Jason Neary; Sarah Winters
Subject: Biz Dev Update

Andy,

Here's my weekly recap and forecast for upcoming events.

Leisure

Gate 7 December Report

Meetings Conducted – 5

Trainings – 12 people with Ski Specialist and Infinity Holidays

Highlights – Hyatt and Ritz-Carlton are in the PRINT brochure for Helloworld/Qantas Holidays for the first time

https://packages.qantas.com/uploads/flipbook/QH_USA_1920/index.html#p=66

- Jan 14 & 16 - Winter Domestic Ski FAM – working with Black Tie Skis, Squaw, Squaw Valley Lodge, RSC, Northstar, Tahoe Mountain Lodging and The Ritz on itinerary
- Jan 13 – China FAM with Visit California – RSC Lunch, Tram and Rooms by Village at Squaw Valley
- Jan 15 – Travel Nevada Media FAM in Incline
- Jan 18 – Site at Squaw with JC Latitude from Mexico

Conference

NEW – CVENT – Guitar Center 8/12/19 – 8/16/19, 75 rooms. Sent to Hyatt, Ritz, RSC, Village at Squaw, Granlibakken, Plumpjack, SVL, Northstar, Cedar House, Mourelatos, Cedar Glen Lodge and the Biltmore.

NEW – CVENT – Lincoln Investment 5/3/21 – 5/13/21, 355 rooms. Sent to The Ritz-Carlton.

NEW – CVENT – Lincoln Investment 4/29/22 – 5/7/22, 355 rooms. Sent to The Ritz-Carlton.

Of the eight programs with ADP, RSC are the front runner. We are up against Napa and Costa Rica. Programs are as follows:

ADP07848 FY20 MAS SuperStarts – Feb - March, 2020, peak 151.

ADP07849 FY21 MAS SuperStarts – Feb -March, 2021, peak 151.

ADP07850 FY20 GES/CS SuperStarts – Feb -March, 2020, peak 186.

ADP07851 FY21 GES/CS SuperStarts – Feb -March, 2021, peak 186.

ADP07852 FY20 SBS/RS SuperStarts – Feb - March, 2020, peak 380.

ADP07853 FY21 SBS/RS SuperStarts – Feb - March, 2021, peak 380.

ADP07856 FY20 HRO SuperStarts – Feb – March 7-10, 2020, peak 92.

ADP07857 FY21 HRO SuperStarts – Feb – March 5-8, 2021, peak 92.

Let me know with any questions.

Bart

Bart Peterson
Business Development Manager
Incline Village Crystal Bay Visitors Bureau
775-832-1606 x 106 / 1- 800-Go-Tahoe

President/CEO Report
Activities Report
November/December 2018

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Finalized 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 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 on Joint IVCBVB/NLTRA Board meeting
 - Developed NLT Marketing Coop Committee meeting agenda
 - Worked with NLTRA on new conference sales lead distribution policy
 - Met with Big Blue Adventure on Special Event Sponsorships
- OPERATIONS & ACCOUNTING
 - Worked with RSCVA representatives to finalize renewal of building lease
 - Finalized FY 2018/19 Six Month Reforecast
 - Completed Soupfest holiday gathering
 - Meet with Thunderbird Lodge staff on 2018 program results
- 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
 - Work with Reno Tahoe Territory on International Public Relation project
 - Met with new RASC Managing Director on new RASC programming
- 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 Tahoe Prosperity Board Meeting
 - Attended NLTRA Tourism Committee meeting
 - Attended NLT Marketing Coop Committee meeting
 - Attended Joint NLTRA/IVCBVB Board meeting
 - Attended Carson City Tourism Authority board meeting
 - Attended NV Governor's Tourism Conference
 - Attended RSCVA Board Meeting
 - Attended Washoe County Commission Meeting



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BENJAMIN W. KENNEDY
BKENNEDY@DICKINSONWRIGHT.COM
(775) 343-7504

December 28, 2018

CERTIFIED MAIL - RETURN RECEIPT REQUESTED

Steven J. Pinkerton
General Manager
Incline Village General Improvement District
893 Southwood Boulevard
Incline Village, NV 89451

Re: Renewal of Lease Agreement for certain real property more commonly known as
969 Tahoe Boulevard, Incline Village, Nevada

Dear Mr. Pinkerton:

This firm represents the Reno-Sparks Convention and Visitors Authority ("RSCVA") in regard to that certain Lease Agreement dated July 17, 1984 (the "Lease"), by and between the Incline Village General Improvement District ("IVGID") and the RSCVA for that certain real property more commonly known as 969 Tahoe Boulevard, Incline Village, Nevada. The Lease is currently set to expire on July 17, 2019, but provides a right to renew on the same terms and conditions for an additional thirty-five (35) year term. Based thereon, this letter shall serve as formal written notice that the RSCVA is hereby exercising its option as set forth in Section IV of the Lease to renew the Lease for an additional term of thirty-five (35) years, at the rental rate of One Dollar (\$1.00) per year.

Accordingly, the termination date of the Lease, as extended, is July 17, 2054. Enclosed herewith is a check in the amount of Thirty-Five Dollars (\$35) representing prepayment of annual rent for the remainder of the term of the Lease.

While not required as a condition to the effectiveness of the RSCVA's exercise of its renewal right, please countersign a copy of this letter in the space indicated below to indicate IVGID's acknowledgment of the foregoing and return to my attention at the address above.

ARIZONA	CALIFORNIA	FLORIDA	KENTUCKY	MICHIGAN
NEVADA	OHIO	TENNESSEE	TEXAS	TORONTO
				WASHINGTON DC

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Steven J. Pinkerton
December 28, 2018
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DICKINSON WRIGHT PLLC

Thank you in advance for your anticipated cooperation, and please do not hesitate to contact me should you have any questions or wish to discuss.

Very truly yours,


DICKINSON WRIGHT PLLC



Benjamin W. Kennedy

ACKNOWLEDGED AND AGREED

INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT

By: 
Steven J. Pinkerton
Its: General Manager

cc: VIA EMAIL

Phil DeLone
RSCVA
President/CEO

Andy Chapman
Incline Village Crystal Bay Visitors and Convention
Bureau
President/CEO



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

Dear Mr. Keller,

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) is the official destination marketing organization for the Nevada side of North Lake Tahoe. Our mission is to promote our region as one of the top mountain destinations in the US and abroad. In addition, we represent business partners in the hotels, resorts, casinos, dining and activity industries throughout the region. All of which rely on our proximity to the airport. Part of our destination message includes our convenient connection with Reno Tahoe International Airport.

That is why we stand opposed to the Nevada Department of Transportation (NDOT) plan to remove the southbound access ramp from I-580 into RNO. Eliminating the southbound freeway access ramp, as well as the Villanova exit, will force all airport traffic into one highly congested intersection at Plumb Lane. Creating frustration for the tourism and business travelers we have worked so hard to attract is in direct opposition to our mission.

NDOT's plan will blend vehicles that don't mix. Cargo hauling semi-trailer trucks, buses and shuttles, will jockey with taxis, Uber, Lyft, limos and passenger cars in an already busy intersection near a high school. With 2 million of the airport's 4 million passengers being visitors who are unfamiliar with our road network, accidents will certainly happen that will block the entrance causing thousands of travelers to potentially miss their flights on any given day.

At a time of record growth for our region and RNO, we should never even consider a plan that reduces access to an airport that brings \$3.1 billion per year in important economic impact. When the ramps were built in 1990, we had less passengers and businesses at RNO. Today, the airport has 4 million passengers per year and 4,000 employees. If we needed the ramp in 1990, we certainly need it even more today. A \$2 billion road project should make it easier, not harder, for tourism and business travelers to come and go from around the world.

The Incline Village Crystal Bay Visitors Bureau Board of Directors urge you to reconsider the plan and include the I-580 southbound entrance ramp into RNO in the federal environmental impact statement for the Spaghetti Bowl as part of the preferred alternative.

Sincerely,

Andy Chapman
President/CEO

Incline Village Crystal Bay Visitors Bureau