north lake tahoe

Incline Village Crystal Bay Visitors Bureau

AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday March 18th, 2020 3pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday March 18th, 2020 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**	**Bill Wood**
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.**	**Bill Wood**
III.	**Approval of Agenda (For Possible Action)**	**Bill Wood**
IV.	**Approval of February Board Minutes (For Possible Action)**	**Bill Wood**
V.	**Update on COVID-19 Travel Impacts and NLT PR Efforts (20 min)**	**Andy Chapman**
VI.	**Discussion on FY 2019/20 and FY 2020/21 Budget Impacts**	**Andy Chapman**
VII.	**Review of February 2019 Financial Statements (15 min) (For Possible Action)**	**Greg Long**
VIII.	**Review of March Dashboard Report (15 min)**	**Greg Long/A. Chapman**
IX.	**Update on 2020 July 4th Firework Committee (10 min)**	**Andy Chapman**
X.	**Coop Departmental Reports** **a. Conference Sales** **b. Leisure Sales** **c. Website Content**	**Andy Chapman**

d. **Communications/Social**
e. **Advertising**

XI.	**Management Reports** **a. Operations Report** **b. Business Development Manager Report** **c. President/CEO**	**Staff**
XII.	**Old Business**	**Bill Wood**
XIII.	**New Business** • **Chamber Awards Dinner – April 23rd** • **Tahoe Transportation District BOD/TMA Appointment**	**Bill Wood**
XIV.	**Director Comments**	**Bill Wood**
XV.	**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.**	**Bill Wood**
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/

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Incline Village | Crystal Bay Visitors Bureau

January Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wed, Feb 19, 2020, 3pm

I. Call to Order/Roll Call **Bill Wood**

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:01 pm by Chair Wood. Roll call was taken, and the following members were present: Bill Wood, Michael Murphy, Blaine Johnson, Bill Watson (phone). The following IVCBVB employees were present: Andy Chapman, CEO/President and Greg Long, Director of Operations, Geno Menchetti, legal counsel The following guests were present: Michelle Glickert, Principal Transportation Planner at TRPA, Melanie Slone, Transportation Planner at TRPA.

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.

No Public Comment.

III. Approval of Agenda (For Possible Action) **Bill Wood**

Motion to approve the Agenda by Blaine Johnson. Second by Michael Murphy. Approved.

IV. Approval of January 2020 Board Minutes (For Possible Action) **Bill Wood**

Motion to approve the January Board Meeting Minutes by Blaine Johnson. Second by Michael Murphy. Approved.

V. Introduction of new NLTRA CEO Jeff Heinz **Andy Chapman**

CEO Andy Chapman introduced Jeff Heinz to the board. Mr. Heinz gave a synopsis of his experience and what he hopes to accomplish as NLTRA CEO. CEO Andy Chapman also introduced the other members of the board and their professional designations.

VI. TRPA Regional Transportation Plan Update & Discussion **Michelle Glickert, TRPA**

CEO Andy Chapman introduced the board to the overall plans and why the TRPA representatives were invited to this meeting. Michelle Glickert explained where the transportation plan is currently in its development cycle and where possible areas of input could be. Discussion/input from the board was accepted.

VII. Review of January 2020 Financial Statements (For Possible Action) — **Greg Long**

DoO Greg Long highlighted several items. There was discussion regarding the front office commission paid to staff on the activity ticket sales.

Motion to approve the January 2020 Financial Statements by Michael Murphy, Second by Blaine Johnson. Approved.

VIII. Review of February 2020 Dashboard Report — **Greg Long/A. Chapman**

DoO Greg Long emphasized a few items and outlined possibilities for future numbers.

IX. Review of FY 2019/20 6 Month Budget Reforecast (For Possible Action) — **Greg Long/A. Chapman**

CEO Andy Chapman discussed the reforecast of the budget, and a few things to anticipate from the corrections made.

X. Strategic Board Retreat Agenda Development/Discussion (For Possible Action) — **Bill Wood/Andy Chapman**

Discussion.

XI. Coop Departmental Reports — **Andy Chapman**

- **a. Conference Sales**
- **b. Leisure Sales**
- **c. Website Content**
- **d. Communications/Social**
- **e. Advertising**

Discussion.

XII. Management Reports — **Staff**

- **f. Operations Report**
- **g. Business Development Manager Report**
- **h. President/CEO**

Discussion.

XIII. Old Business — **Bill Wood**

N/A

XIV. New Business — **Andy Chapman**

NLTMC won 2 CA Poppy Awards at the annual Outlook Forum.

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 Blaine Johnson, 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/

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Note: IVCBVB Portion of tax
is 3 3125% of Rooms Revenue

Revenue Worksheet
for FY

2019/2020 TOT Grant Revenue

Actual month	May	June	July	August	September	October	November	December	January	February	March	April		
Payment month	July	August	September	October	November	December	January	February	March	April	May	June	Total	
Prior Year Actual	94,753	174,940	267,565	228,397	179,197	97,513	84,775	142,212	130,915	107,451	107,757	75,108	1,690,583	
Running	94,753	269,693	537,258	765,655	944,852	1,042,365	1,127,140	1,269,352	1,400,267	1,507,718	1,615,475	1,690,583		
FY 2019/20 Draft Budget	96,459	178,089	272,381	232,508	182,423	99,268	86,301	144,772	133,271	109,385	108,835	76,460	1,720,151	$29,568
Running	96,459	274,547	546,929	779,437	961,859	1,061,128	1,147,429	1,292,200	1,425,472	1,534,857	1,643,691	1,720,151	1,720,151	1 75%
	1 8%	1 8%	1 8%	1 8%	1 8%	1 8%	1 8%	1 8%	1 8%	1 8%	1 0%	1 8%		
FY 2019/20 Actual	90,945	176,138	270,980	245,218	189,906	97,394	81,074	150,194	135,952				1,437,801	
Running	90,945	267,083	538,063	783,281	973,187	1,070,581	1,151,655	1,301,849	1,437,801					
$ Variance to Budget	5,514	1,951	1,401	12,710	7,483	1,874	5,227	5,423	2,681	109,385	108,835	76,460		
% Variance to Budget	-5 7%	-1 1%	-0 5%	5.5%	4 1%	-1 9%	-6%	4%	2%	-100%	-100%	-100%		
$ Variance to Budget Running	-5514	-7464	-8866	3844	11328	9453	4226	9649	12330	-1534857	-1643691	-1720151		
% Variance to Budget Running	-5 7%	-2 7%	-1 6%	0.5%	1 2%	0 9%	0 4%	0 7%	0 9%	-100 0%	-100 0%	-100 0%		
$ Variance Prior Year	3,808	1,198	3,415	16,821	10,709	119	3,701	7,982	5,037	107,451	107,757	75,108		
% Variance Prior Year	-4 0%	0 7%	1 3%	7 4%	6 0%	-0 1%	-4 4%	5 6%	3 8%	-100 0%	-100 0%	-100 0%		
$Variance Prior Year Running	-3808	-2610	805	17626	28335	28216	24515	32497	37534	-1507718	-1615475	-1690583		
%Variance Prior Year Running	-4 0%	-1 0%	0 1%	2 3%	3 0%	2 7%	2 2%	2 6%	2 7%	-100 0%	-100 0%	-100 0%		
Room Revenue	$2,762,581	$5,300,135	$8,174,622	$7,402,817	$5,735,905	$2,938,507	$2,425,462	$4,544,071	$4,085,168	$3,302,192	$3,285,572	$2,308,225	$52,265,257	

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BUDGET REFORECAST 2-19-20	FY 19-20 Budget	FY19-20 Projection	Variance
Ordinary Income/Expense			
Income			
POS Sales			
46000 · Merchandise Sales	54,754	62,494	7,740
R277 · Concierge	320,000	334,530	14,530
R278 · Lift Tickets	2,800	712	-2,088
R290 · Consignment Sales	100	113	13
Total POS Sales	**377,654**	**397,849**	**20,195**
R250 · Fund Transfers	1,720,151	1,729,800	9,649
R252 · Interest Income	700	270	-430
R269 · On Hold Messaging	700	330	-370
R270 · Miscellaneous Revenue	500	250	-250
R274 · Grants	21,750	8,000	-13,750
Total Income	**2,121,455**	**2,136,499**	**15,044**
Cost of Goods Sold			
50000 · Cost of Goods Sold	24,755	32,041	7,286
50003 · Lift Tickets	2,622	644	-1,978
Total COGS	**27,377**	**32,685**	**5,308**
Gross Profit	**2,094,078**	**2,103,815**	**9,737**
Expense			
0305 · Payroll	382,142	397,432	15,290
0313 · Employers Insurance of Nevada	1,000	879	-121
0314 · State Employer Taxes	3,100	3,685	585
0315 · Federal Unemployment	500	442	-58
0316 · Public Employees Retirement Sys	93,044	91,956	-1,088
0319 · Employer Medicare/Soc Sec	7,000	7,090	90
0320 · Health Insurance	41,084	36,240	-4,844
Total Salaries, Wages & Benefits	**527,870**	**537,726**	**9,856**
0321 · Employee Training	2,000	1,795	-205
0401 · Utilities- Electric	2,400	2,398	-2
0402 · Utilities-Gas & Heat	1,000	1,193	193
0403 · Utilities- Water & Refuse	3,900	3,954	54
0405 · Bank & Cr Card Charges	15,750	17,958	2,208
0410 · Office Supplies & Expenses	7,000	9,895	2,895
0411 · Maintenance/Janitorial	11,751	9,624	-2,127
0411.5 · Maintenance/Snow Removal	3,249	800	-2,449
0412 · IT - Computers	2,200	3,413	1,213
0415 Misc Tax	100	0	-100
0420 · Postage & Freight	500	101	-399
0421 · Communications	6,000	6,602	602
0422 Printing	500	247	-253
0430 · Building Repairs & Insurance	8,000	7,281	-719
0451 · Legal & Accounting Services	37,500	42,104	4,604
0460 · Contract Services	1,000	0	-1,000
0461 · Remote Offices	42,000	42,000	0
0462 · Equipment Lease & Maint.	3,000	3,509	509
0470 · Misc. Expenses	1,500	2,310	810
0473 · Dues & Subscriptions	4,500	4,456	-44
0474 · License & Fees	400	342	-58
0501 · Travel & Lodging	7,500	11,095	3,595
0504 · Registrations	3,500	3,503	3
0505 · Local Transportation/Car	2,000	1,287	-713
0507 · Meeting Expenses	3,600	927	-2,673
0601.5 Hospitality In House	3,975	2,033	-1,943
0601 · Hospitality in Market - Other	2,525	480	-2,044
0622 · Advertising Co-op	950,000	950,000	0
0623 · Regional Marketing Programs	9,082	7,305	-1,777
0650 · Payroll Expense	1,500	1,662	162
0689 · WEB Development	7,000	7,000	0
0690 · Sponsorship	100,000	79,467	-20,533
0691 · Shuttle Subsiday/Sponsorship	35,226	35,226	0
0725 · Uniforms	700	640	-60
0730 · Special Promotional Items	400	263	-137
0733 · On-Hold Messaging	1,550	0	-1,550
0751 · Concierge Expense	278,400	294,177	15,777
800 - Grant Expenditures	5,000	10,500	5,500
0990 · Depreciation Expense	0	0	0
51100 · Freight and Shipping Costs	0	25	25
59900 · POS Inventory Adj -Merchandise	0	516	516
Total Expense	**2,094,078**	**2,103,815**	**9,737**
Net Ordinary Income	**0**	**0**	**0**

Feb 2020 Financial Summary Report

Feb. Month End Variance Report

REVENUE

- 46000 Merchandise Sales: Over budget due to strong gift shop sales.
- R277 Concierge: Over budget due to unexpected Mark Twain event.
- R250 Fund Transfer: 3.7% overbudget due to higher Dec 2019 TOT collections.
- R274 Grants: Under budget due to cancelled media event.

EXPENSES

- 0319 Employer Medicare: Over budget due to refund from overpayment.
- 0501 Travel and Lodging: Over budget due to timing of travel.
- 0690 Sponsorship: Under budget due to timing of payments.
- 0691 Shuttle: Under budget due to timing of payments.

Feb. Year to Date Variance Report

REVENUE

- 46000 Merch Sales: Over budget due to higher retail sales.
- R277 Concierge: Over budget due to higher AT sales.
- R250 Fund Transfer: Over budget due to higher TOT collections.
- R274 Grants: Under budget due to cancelled media event.
- 5000 Cost of Goods Sold: Over budget due to higher retail sales.

EXPENSES

- 0305 Payroll: Over budget due to higher staff needs and commission paid.
- 0320 Health Insurance: Under budget due to lower plan costs.
- 0405 Bank and Credit Card Charges: Over budget due to higher retail and concierge sales.
- 0451 Legal & Accounting: Over budget due to higher accounting costs.
- 0501 Travel and Lodging: Over budget due to timing of conferences.
- 0601 Hospitality in Market: Under budget due to lower needs.
- 0690 Sponsorship: Under budget due to timing of payments.
- 0691 Shuttle Subsidy: Under budget due to timing of payment.
- 0751 Concierge Expense: Over budget due to strong AT sales.
- 0800 Grant Expenses: Under budget due to timing of project.

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU
Profit & Loss Budget vs. Actual
February 2020

	Feb 20	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	1,873.55	300.00	1,573.55	624.5%
R277 · Concierge	1,845.00	265.64	1,579.36	694.5%
R278 · Lift Tickets	196.00	1,000.00	-804.00	19.6%
Total POS Sales	3,914.55	1,565.64	2,348.91	250.0%
R250 · Fund Transfers	150,194.48	144,772.00	5,422.48	103.7%
R252 · Interest Income	20.87	54.00	-33.13	38.6%
R269 · On Hold Messaging	0.00	54.55	-54.55	0.0%
R270 · Miscellaneous Revenue	0.00	44.55	-44.55	0.0%
R274 · Grants	5,500.00	0.00	5,500.00	100.0%
Total Income	159,629.90	146,490.74	13,139.16	109.0%
Cost of Goods Sold				
50000 · Cost of Goods Sold	908.43	150.00	758.43	605.6%
50003 · Lift Tickets	181.00	937.00	-756.00	19.3%
Total COGS	1,089.43	1,087.00	2.43	100.2%
Gross Profit	158,540.47	145,403.74	13,136.73	109.0%
Expense				
0305 · Payroll	29,428.77	29,119.33	309.44	101.1%
0314 · State Employer Taxes	618.00	525.00	93.00	117.7%
0315 · Federal Unemployment	46.15	43.00	3.15	107.3%
0316 · Public Employees Retirement Sys	7,510.34	7,780.45	-270.11	96.5%
0319 · Employer Medicare/Soc Sec	-1,954.00	539.26	-2,493.26	-362.3%
0320 · Health Insurance	2,871.11	3,462.43	-591.32	82.9%
0321 · Employee Training	0.00	181.82	-181.82	0.0%
0400 · Utilities				
0401 · Utilities- Electric	216.70	225.00	-8.30	96.3%
0402 · Utilities-Gas & Heat	205.05	145.00	60.05	141.4%
0403 · Utilities- Water & Refuse	320.06	313.75	6.31	102.0%
Total 0400 · Utilities	741.81	683.75	58.06	108.5%
0405 · Bank & Cr Card Charges	187.69	42.40	145.29	442.7%
0410 · Office Supplies & Expenses	175.69	577.08	-401.39	30.4%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	1,995.00	883.00	1,112.00	225.9%
0411 · Maintenance/Janitorial - Other	564.56	800.00	-235.44	70.6%
Total 0411 · Maintenance/Janitorial	2,559.56	1,683.00	876.56	152.1%
0412 · IT - Computers	87.50	183.33	-95.83	47.7%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	9.09	-9.09	0.0%
0420 · Postage & Freight	0.00	36.01	-36.01	0.0%
0421 · Communications	546.98	507.63	39.35	107.8%
0422 · Printing Expenses	0.00	41.66	-41.66	0.0%
0430 · Building Repairs & Insurance	248.00	0.00	248.00	100.0%
0451 · Legal & Accounting Services	2,750.00	2,750.00	0.00	100.0%
0460 · Contract Services	0.00	42.67	-42.67	0.0%
0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0%

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INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU
Profit & Loss Budget vs. Actual
February 2020

	Feb 20	Budget	$ Over Budget	% of Budget
0462 · Equipment Lease & Maint.	121.20	131.22	-10.02	92.4%
0470 · Misc. Expenses	0.00	136.36	-136.36	0.0%
0473 · Dues & Subscriptions	61.67	9.99	51.68	617.3%
0474 · License & Fees	0.00	34.18	-34.18	0.0%
0501 · Travel & Lodging	2,683.23	1,600.00	1,083.23	167.7%
0504 · Registrations	500.00	38.56	461.44	1,296.7%
0505 · Local Transportation/Car	0.00	168.80	-168.80	0.0%
0507 · Meeting Expenses	54.63	50.00	4.63	109.3%
0601 · Hospitality in Market				
0601.5 · In House	0.00	20.00	-20.00	0.0%
0601 · Hospitality in Market - Other	0.00	30.00	-30.00	0.0%
Total 0601 · Hospitality in Market	0.00	50.00	-50.00	0.0%
0622 · Advertising Co-op	76,000.00	76,000.00	0.00	100.0%
0623 · Regional Marketing Programs	540.96	811.14	-270.18	66.7%
0650 · Payroll Expense	100.00	120.75	-20.75	82.8%
0690 · Sponsorship	5,500.00	15,000.00	-9,500.00	36.7%
0691 · Shuttle Subsiday/Sponsorship	0.00	8,436.00	-8,436.00	0.0%
0730 · Special Promotional Items	0.00	36.36	-36.36	0.0%
0733 · On-Hold Messaging	0.00	129.17	-129.17	0.0%
0751 · Concierge Expense	1,660.50	231.10	1,429.40	718.5%
0800 · Grant Expenses	0.00	454.55	-454.55	0.0%
59900 · POS Inventory Adj -Merchandise	19.98			
Total Expense	136,559.77	155,146.09	-18,586.32	88.0%
Net Ordinary Income	21,980.70	-9,742.35	31,723.05	-225.6%
Net Income	21,980.70	-9,742.35	31,723.05	-225.6%

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INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU
Profit & Loss Budget vs. Actual
July 2019 through February 2020

	Jul '19 - Feb 20	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	47,618.53	37,388.18	10,230.35	127.4%
R277 · Concierge	245,537.00	229,621.99	15,915.01	106.9%
R278 · Lift Tickets	608.00	2,600.00	-1,992.00	23.4%
R290 · Consignment Sales	113.00	80.00	33.00	141.3%
Total POS Sales	293,876.53	269,690.17	24,186.36	109.0%
R250 · Fund Transfers	1,301,849.51	1,292,201.00	9,648.51	100.7%
R252 · Interest Income	291.13	478.64	-187.51	60.8%
R269 · On Hold Messaging	0.00	481.85	-481.85	0.0%
R270 · Miscellaneous Revenue	10.00	321.85	-311.85	3.1%
R274 · Grants	5,500.00	10,000.00	-4,500.00	55.0%
Total Income	1,601,527.17	1,573,173.51	28,353.66	101.8%
Cost of Goods Sold				
50000 · Cost of Goods Sold	24,576.40	17,030.22	7,546.18	144.3%
50003 · Lift Tickets	555.00	2,442.00	-1,887.00	22.7%
Total COGS	25,131.40	19,472.22	5,659.18	129.1%
Gross Profit	1,576,395.77	1,553,701.29	22,694.48	101.5%
Expense				
0305 · Payroll	275,861.92	265,664.71	10,197.21	103.8%
0313 · Employers Insurance of Nevada	879.00	1,000.00	-121.00	87.9%
0314 · State Employer Taxes	2,564.09	1,885.00	679.09	136.0%
0315 · Federal Unemployment	274.04	327.98	-53.94	83.6%
0316 · Public Employees Retirement Sys	61,163.93	61,922.15	-758.22	98.8%
0319 · Employer Medicare/Soc Sec	2,442.44	4,842.95	-2,400.51	50.4%
0320 · Health Insurance	24,111.19	27,234.23	-3,123.04	88.5%
0321 · Employee Training	1,045.00	1,272.74	-227.74	82.1%
0400 · Utilities				
0401 · Utilities- Electric	1,554.63	1,565.02	-10.39	99.3%
0402 · Utilities-Gas & Heat	859.83	606.78	253.05	141.7%
0403 · Utilities- Water & Refuse	2,702.77	2,642.08	60.69	102.3%
Total 0400 · Utilities	5,117.23	4,813.88	303.35	106.3%
0405 · Bank & Cr Card Charges	16,844.34	13,644.08	3,200.26	123.5%
0410 · Office Supplies & Expenses	4,471.85	4,691.67	-219.82	95.3%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	1,995.00	2,649.00	-654.00	75.3%
0411 · Maintenance/Janitorial - Other	6,161.97	8,125.00	-1,963.03	75.8%
Total 0411 · Maintenance/Janitorial	8,156.97	10,774.00	-2,617.03	75.7%
0412 · IT - Computers	750.00	1,420.81	-670.81	52.8%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	63.63	-63.63	0.0%
0420 · Postage & Freight	-78.88	355.98	-434.86	-22.2%
0421 · Communications	4,398.72	3,970.54	428.18	110.8%
0422 · Printing Expenses	121.14	333.28	-212.14	36.3%
0430 · Building Repairs & Insurance	6,128.81	7,200.00	-1,071.19	85.1%
0451 · Legal & Accounting Services	31,104.00	26,500.00	4,604.00	117.4%
0460 · Contract Services	0.00	787.02	-787.02	0.0%
0461 · Remote Offices	28,000.00	28,000.00	0.00	100.0%
0462 · Equipment Lease & Maint.	2,100.27	1,850.47	249.80	113.5%
0470 · Misc. Expenses	0.00	954.52	-954.52	0.0%
0473 · Dues & Subscriptions	4,067.33	3,487.98	579.35	116.6%
0474 · License & Fees	172.00	263.26	-91.26	65.3%
0501 · Travel & Lodging	9,338.02	4,990.43	4,347.59	187.1%
0504 · Registrations	2,768.00	3,345.80	-577.80	82.7%
0505 · Local Transportation/Car	441.96	1,324.81	-882.85	33.4%
0507 · Meeting Expenses	-213.87	810.00	-1,023.87	-26.4%

VII-4

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU
Profit & Loss Budget vs. Actual
July 2019 through February 2020

	Jul '19 - Feb 20	Budget	$ Over Budget	% of Budget
0601 · Hospitality in Market				
0601.5 · In House	1,532.26	3,825.33	-2,293.07	40.1%
0601 · Hospitality in Market - Other	191.22	2,187.54	-1,996.32	8.7%
Total 0601 · Hospitality in Market	1,723.48	6,012.87	-4,289.39	28.7%
0622 · Advertising Co-op	652,057.00	652,057.00	0.00	100.0%
0623 · Regional Marketing Programs	3,972.28	5,837.42	-1,865.14	68.0%
0650 · Payroll Expense	902.50	1,017.00	-114.50	88.7%
0690 · Sponsorship	32,240.00	59,000.00	-26,760.00	54.6%
0691 · Shuttle Subsiday/Sponsorship	23,484.00	35,226.00	-11,742.00	66.7%
0725 · Uniforms	440.00	700.00	-260.00	62.9%
0730 · Special Promotional Items	83.16	254.52	-171.36	32.7%
0733 · On-Hold Messaging	0.00	1,033.36	-1,033.36	0.0%
0751 · Concierge Expense	217,161.51	200,163.14	16,998.37	108.5%
0800 · Grant Expenses	0.00	3,181.85	-3,181.85	0.0%
51100 · Freight and Shipping Costs	933.34	0.00	933.34	100.0%
59900 · POS Inventory Adj -Merchandise	535.58			
Total Expense	1,425,562.35	1,448,215.08	-22,652.73	98.4%
Net Ordinary Income	150,833.42	105,486.21	45,347.21	143.0%
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	5.00			
Total Other Income	5.00			
Net Other Income	5.00			
Net Income	150,838.42	105,486.21	45,352.21	143.0%

VII-5

Mar 18, 2020

Revenues & Stats	Jan-2020	Jan-2019	Variance
Grant Revenues			
Monthly	$ 135,952	$ 130,915	3.8%
YTD	$ 1,437,801	$ 1,400,267	2.7%
Total Taxable Revenues	$ 4,085,168	$ 3,944,447	3.6%
	Jan. Actual	Jan. Budget	
Monthly	$ 135,952	$ 133,271	2.0%
YTD	$ 1,437,801	$ 1,425,472	0.9%
Occupancy			
Hotel	49.9%	54.9%	-9.1%
Motel	46.1%	48.4%	-4.8%
Vacation Rental	29.0%	26.3%	10.2%
Time Share	9.9%	9.0%	9.5%
Home Owner	0	0.0%	n/a
Total	**34.65%**	**34.8%**	**-0.4%**
Room Rate			
Hotel	$ 230.68	$ 216.15	6.7%
Motel	$ 116.86	$ 99.28	17.7%
Vacation Rental	$ 308.06	$ 297.08	3.7%
Time Share	$ 317.97	$ 213.74	48.8%
Home Owner	0	$ -	n/a
Total	**$ 257.90**	**$ 239.29**	**7.8%**
RevPar			
Hotel	$ 115.19	$ 118.72	-3.0%
Motel	$ 53.88	$ 48.08	12.1%
Vacation Rental	$ 89.30	$ 78.16	14.3%
Time Share	$ 31.46	$ 19.32	62.9%
Home Owner	$0.00	$ -	n/a
Total	**$ 89.37**	**$ 83.27**	**7.3%**

Visitor Information Comparative Statistics For Fiscal YTD	Feb-2020	Feb-2019	Variance
Walk In Visitor Count			
Monthly	1323	847	56.2%
YTD	36,796	33,216	10.8%
Merchandise Sales			
Monthly	$ 1,874	$ 829	126.1%
YTD	$ 47,619	$ 37,205	28.0%
Concierge & AT Sales			
Monthly	$ 1,845	$ 250	638.0%
YTD	$ 245,537	$ 225,885	8.7%
Vacation Planners Mailed	59	95	-37.9%

Destimetrics Reservations Activity (as of Feb 29, 2020)	FY 2019/20	FY 2018/19	Variance
Current Month Occupancy	61.9%	64.7%	-4.3%
Current Month ADR	$ 435	$ 411	5.9%
Current Month REVPAR	$ 269	$ 266	1.3%
Next Month Occupany	38.8%	44.0%	-11.8%
Next Month ADR	$ 362	$ 338	6.9%
Next Month REVPAR	$ 140	$ 149	-5.8%
Winter Total Occupany (proj)	43.8%	46.3%	-5.4%
Winter Total ADR (proj)	$ 400	$ 372	7.5%
Winter Total REVPAR (proj)	$ 175	$ 172	1.7%

Reno Tahoe International Airport	January 2020	January 2019	Variance
Total Passengers Served	342,796	335,095	2.3%
Average Load Factor	72.1%	78.1%	-7.7%
Total Number of Departures	1,956	1,870	4.6%
Non-Stop Destinations Served	20	19	5.3%
Departing Seat Capacity	239118	216241	10.6%
Crude Oil Averages (barrel)	$ 57.52	$ 51.38	12.0%

Notes of interest:

Delta Airlines will begin daily non-stop service from ATL to RNO on June 4th

Frontier Airlines will resume non-stop service from DEN to RNO starting May 15th

JSX will begin non-stop service to Burbank and Las Vegas starting May 8th

Conference Revenue Statistics (Booked as of Janaury 31st, 2020)			FY 2019/20	FY 2018/19	Variance
Total Revenue Booked			$ 3,628,151	$ 2,829,902	28.2%
Number of Room Nights			17,367	14,986	15.9%
Number of Delegates			8,561	14,946	-42.7%
Number of Tentative Bookings			63	63	0.0%
Conference Revenue And Percentage by County:	19-20	18-19			
Placer	79.0%	66.0%	$ 2,876,992	$ 1,872,091	53.7%
Washoe	16.0%	10.0%	$ 580,963	$ 287,833	101.8%
South Lake	5.0%	24.0%	$ 170,196	$ 669,978	-74.6%
Nevada	0.0%	0.0%	$ -		#DIV/0!
Total Conference Revenue	100.0%	100.0%	$ 3,628,151	$ 2,829,902	28.2%

VIII-2

Top Website Lodging Referrals (October)	Total Lodging Ref.	Unique Lodging Ref.
Hyatt Regency Lake Tahoe Resort	91	81
Hostel Tahoe in Kings Beach	46	26
Tahoe Luxury Properties	35	33
Hyatt High Sierra Lodge,	32	28
Cedar Glen Lodge	30	28
Tahoe Truckee Factory Stores	29	17
Tahoe Biltmore Lodge & Casino	27	26
Cedar Crest Cottages	26	25
The Ritz-Carlton, Lake Tahoe	24	23
Resort at Squaw Creek	23	23
Tahoe Vista Lodge and Cabins	23	21
The Village at Squaw Valley	22	22
Meeks Bay Resort & Marina	21	20
Tahoe Moon Properties	19	18
Tahoe Rentals	19	15
LakeFrontHouse.com	17	17
Mourelatos Lakeshore Resort	17	15
Red Wolf Lakeside Lodge	17	17
Brockway Springs Resort	16	16
Cottage Inn at Lake Tahoe	16	16
Northstar California Resort	16	16
Franciscan Lakeside Lodge	15	14
Hauserman Rental Group	15	14
Basecamp Hotel Tahoe City	14	13

VIII 3

OPERATIONS REPORT
Mar 18, 2020
Submitted by Greg Long

Summary:
Traffic has stayed consistent despite 8 weeks with no snow. Guests have been asking about non skiing activities (hiking) during the month of February and early March.

Staffing:
- Staff is being scaled back to account for drop in traffic.

Operations:
- Working with Activity Tickets for improved visitor experience on site

Projects:
- Starting Fireworks planning for 2020
- Revised Fireworks website and marketing materials
- Rewriting Trails brochure
- Member of RFP selection committee
- Been accepted as a NOAA Weather-Ready Nation Ambassador
- Repaint bathrooms
- GoTahoeNorth website adoption and site re-skin
- Manage FB/Instagram advertising for premiere partners

Meetings attended:
- RTT meeting at Brewery Arts Center
- Marketing Coop Meeting in Tahoe City
- RFP committee meeting in Tahoe City

Sales Department Report for February 2020

Staff – Bart Peterson – Business Development Manager

Leisure

Attended Visit California Outlook Forum Feb 10-11

Australia

(7) Meetings conducted with Trip.com, Ignite Holidays, STUBA.com, Ride the World, Intrepid Group, Amtrak Vacation and Qantas for the SFO flight launch with (65) Brisbane based travel agents.

- Qantas new route BNE – SFO launched 9th Feb with thrice weekly services on Tuesday, Thursday and Sunday.
- Road Trippin' USA 2020 – Karry On campaign features North Lake Tahoe on itinerary "Giant Trees and Ancient Forrest".
- iTravel launched an internal wholesale product for its agents and expanding into NZ on 01 March. The wholesale offering, called HQ by iTravel, is live with iTravel's hotel content and will allow agents more control and provide them with more value, MD Steve Labroski.
- Helloworld Travel Limited has agreed to purchase the reservations platform developed by the Excite Holidays and has seen them establish a new wholly owned division in Greece with operations supported in Australia.
- Intrepid profits soar 56% within Intrepid Travel, Peregrine Adventure and Urban Adventure brands.
- Coronavirus: last month saw a 75% decline in hotel occupancy in mainland China from 14 to 26 Jan due to coronavirus. Additionally, 82% of respondents to a TD poll, reported they are experiencing a cancellation of services as a direct result of the virus. The impact extends well beyond China, with almost half of those who have experienced cancellations being primarily for Asia-based bookings.

Conference

Attended Connect Financial Feb 20-21 in Kissimmee, FL where he met with (28) meeting planners.

Leads sent 2/1/20 - 2/29/20:

Scan Source - Power Up; 6/8/20-6/10/20; 70 rooms
SoftwareOne - 2020 Services Midyear; 8/3/20-8/7/20; 550 rooms
QVC - Incentive; 9/11/20-9/16/20; 69 rooms
Hobsons - Pinnacle Club 2021; 1/2/21-1/7/21; 110 rooms
National Grain and Feed Association - 2021 NGFA Executive Meeting; 1/8/21-1/12/21; 59 rooms
American Meteorological Society - 23rd Conference on Atmospheric and Oceanic Fluid Dynamics; 6/19/21-6/26/21; 1,025 rooms
REALTORS Land Institute - RLI - 2022 Land Conference; 3/4/22-3/9/22; 675 rooms

Leads turned definite 2/1/20 - 2/29/20:

Ameritas Life Insurance Corporation - 2020 RP Forum, 8/17/20-8/19/20. $20,296 in room revenue; 85 rooms; 40 people at Hyatt Regency.