



north lake tahoe

Incline Village Crystal Bay Visitors Bureau

**AGENDA**  
**Board Meeting**  
**Lake Tahoe Incline Village Crystal Bay Visitors Bureau**  
**Wednesday April 15<sup>th</sup>, 2020 3pm**

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday April 15<sup>th</sup>, 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

Pursuant to Section 2 of Directive 006, if a public body holds a meeting by means of teleconference or videoconference and a physical location where members of the public can attend is not provided, the public body must provide a means for the public to provide public comment, and post that means on the public notice agenda. Pursuant to Section 2 of Directive 006, the public may provide public comment by emailing comments to [info@gotahoe.com](mailto:info@gotahoe.com). Comments received prior to 9:00 a.m. on Wednesday, April 15<sup>th</sup>, 2020, will be transcribed and given to the board for review, and will be included with the minutes of the meeting.

- |   |                             |
|---|-----------------------------|
| <b>I. Call to Order/Roll Call</b>   | <b>Bill Wood</b>            |
| <b>II. PUBLIC COMMENT – Pursuant to NRS 241.020</b><br><b>This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.</b> | <b>Bill Wood</b>            |
| <b>III. Approval of Agenda (For Possible Action)</b>  | <b>Bill Wood</b>            |
| <b>IV. Approval of March Board Minutes (For Possible Action)</b>  | <b>Bill Wood</b>            |
| <b>V. Update on COVID-19 Travel and Budget Impacts (30 min)</b>   | <b>Andy Chapman</b>         |
| <b>VI. Discussion and Direction on CARES ACT Resources</b>  | <b>Board</b>                |
| <b>VII. Discussion and Board Direction on Retreat Agenda Items (30 min)</b>   | <b>Andy Chapman</b>         |
| <b>VIII. Review of March 2020 Financial Statements (10 min)</b>   | <b>Greg Long</b>            |
| <b>IX. Submittal of March Dashboard Report (15 min)</b>   | <b>Greg Long/A. Chapman</b> |
| <b>X. Management Reports</b>  | <b>Staff</b>                |
| <b>a. Operations Report</b>   |                             |
| <b>b. Business Development Manager Report</b>   |                             |

c. President/CEO

- |   |           |
|---|-----------|
| XI. Old Business  | Bill Wood |
| XII. New Business   | Bill Wood |
| XIII. Director Comments   | Bill Wood |
| XIV. PUBLIC COMMENT – Pursuant to NRS 241.020<br>This is the time for public to comment on any matter whether<br>or not it is included on the Agenda of this meeting. | Bill Wood |
| XV. Adjournment – (For Possible Action)   |           |

Support materials can be found at <https://www.gotahoenorth.com/north-lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>

**Public Postings**

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## north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

### **March Board Meeting Minutes Lake Tahoe Incline Village Crystal Bay Visitors Bureau Wed, March 18, 2020, 3pm**

#### **I. Call to Order/Roll Call**

**Michael Murphy**

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:05 pm by Vice Chair Michael Murphy. Roll call was taken, and the following members were present via phone: Michael Murphy, Blaine Johnson, Bill Watson, Heather Bacon. The following IVCBVB employees were present: Greg Long, Director of Operations. The following IVCBVB employees were present via phone: Andy Chapman, CEO/President. The following guests were present via phone: Liz Bowling, and Alex Velto of Hutchison and Steffen, legal counsel.

#### **II. PUBLIC COMMENT – Pursuant to NRS 241.020**

**Michael Murphy**

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

Alex Velto asked for public comment procedure. CEO Andy Chapman outlined the procedure and DoO Greg Long confirmed that there was no public comment at this time.

#### **III. Approval of Agenda (For Possible Action)**

**Michael Murphy**

Motion to approve the Agenda by Blaine Johnson. Second by Bill Watson. Approved.

#### **IV. Approval of February Board Minutes (For Possible Action)**

**Michael Murphy**

Motion to approve the February Board Meeting Minutes by Bill Watson. Second by Blaine Johnson. Approved.

#### **V. Update on COVID-19 Travel Impacts and NLT PR Efforts**

**Andy Chapman**

CEO Andy Chapman talked about operations procedures, and steps taken to mitigate exposure and optimize sanitation. Most importantly, Andy Chapman stated that advertising has been placed on hold for the time being. Bill Watson informed CEO Andy Chapman that Northstar California is pressuring the Thunderbird Lodge to return the shuttle contracts.

DoO Greg Long reiterated a few points outlined by CEO Andy Chapman and added that the center is fielding many phone calls from concerned citizens and potential travelers.

Guest Liz Bowling from the NLTRA outlined what has been implemented and networked so far.

Meeting Minutes

Board Member Michael Murphy stated what has happened at the Hyatt Regency Lake Tahoe and the suspension of most operations.

Board Member Blaine Johnson outlined what is happening at his company regarding vacation rentals.

Board Member Heather Bacon stated that the Tahoe Biltmore has shut down. All guests have been relocated and the casino/hotel has been locked down and will be barricaded shortly.

**VI. Discussion on FY 2019/2020 and FY 2020/2021 Budget Impacts** **Andy Chapman**

CEO Andy Chapman updated the board on the current FY, and the 6 month reforecast.

**VII. Review of February 2019 Financial Statements** **Greg Long**  
**(For Possible Action)**

DoO Greg Long highlighted several items. Board Members were directed to look at the financial packet for additional questions or concerns.

Motion to approve the February 2019 Financial Statements by Bill Watson, Seconded by Blaine Johnson. Approved.

**VIII. Review of March Dashboard Report** **Greg Long/A. Chapman**

CEO Andy Chapman stated that the board should review the packet if they had any questions regarding the Dashboard and suggested that the meeting move along to section IX.

**IX. Update on 2020 July 4<sup>th</sup> Firework Committee** **Andy Chapman**  
**(For Possible Action)**

CEO Andy Chapman discussed with the board the impacts of COVID-19 on the contracts and setup for the fireworks. The board discussed options.

**X. Coop Departmental Reports** **Andy Chapman**  
**a. Conference Sales**  
**b. Leisure Sales**  
**c. Website Content**  
**d. Communications/Social**  
**e. Advertising**

CEO Andy Chapman advised board members to review the packet.

**XI. Management Reports** **Staff**  
**f. Operations Report**  
**g. Business Development Manager Report**  
**h. President/CEO**

CEO Andy Chapman advised board members to review the packet.

**XII. Old Business**

**Michael Murphy**

None.

**XIII. New Business**

**Michael Murphy**

**a. Chamber Awards Dinner April 23<sup>rd</sup>**

Will be delayed.

**b. Tahoe Transportation District BOD/TMA Appointment**

CEO Andy Chapman discussed available seats, and his excitement for his new appointment.

**XIV. Director Comments**

**Michael Murphy**

Blane Johnson is running for IVGID Board.

DoO Greg Long reminds the board that there will be no Board Meeting in April.

**XV. PUBLIC COMMENT – Pursuant to NRS 241.020**

**Michael Murphy**

**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

**XVI. Adjournment – (For Possible Action)**

Motion to adjourn by Blane Johnson, Seconded by Heather Bacon. Adjourned. 3:59pm.

**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>**

Budget Reforecast 4-15-20		FY 19-20 Budget	FY19-20 Projection	Variance
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales		54,754	50,351	-4,403
R277 · Concierge		320,000	245,537	-74,463
R278 · Lift Tickets		2,800	786	-2,014
R290 · Consignment Sales		100	113	13
<b>Total POS Sales</b>		<b>377,654</b>	<b>296,787</b>	<b>-80,867</b>
R250 · Fund Transfers		1,720,151	1,616,728	-103,423
R252 · Interest Income		700	302	-398
R269 · On Hold Messaging		700	0	-700
R270 · Miscellaneous Revenue		500	18	-482
R274 · Grants		21,750	8,000	-13,750
<b>Total Income</b>		<b>2,121,455</b>	<b>1,921,835</b>	<b>-199,620</b>
Cost of Goods Sold				
50000 · Cost of Goods Sold		24,755	25,986	1,231
50003 · Lift Tickets		2,622	715	-1,907
<b>Total COGS</b>		<b>27,377</b>	<b>26,701</b>	<b>-676</b>
<b>Gross Profit</b>		<b>2,094,078</b>	<b>1,895,135</b>	<b>-198,943</b>
Expense				
0305 · Payroll		382,142	379,693	-2,449
0313 · Employers Insurance of Nevada		1,000	879	-121
0314 · State Employer Taxes		3,100	3,748	648
0315 · Federal Unemployment		500	415	-85
0316 · Public Employees Retirement Sys		93,044	88,770	-4,274
0319 · Employer Medicare/Soc Sec		7,000	4,361	-2,639
0320 · Health Insurance		41,084	35,595	-5,489
<b>Total Salaries, Wages &amp; Benefits</b>		<b>527,870</b>	<b>513,463</b>	<b>-14,407</b>
0321 · Employee Training		2,000	1,045	-955
0401 · Utilities- Electric		2,400	2,335	-65
0402 · Utilities-Gas & Heat		1,000	1,192	192
0403 · Utilities- Water & Refuse		3,900	3,967	67
0405 · Bank & Cr Card Charges		15,750	17,209	1,459
0410 · Office Supplies & Expenses		7,000	5,972	-1,028
0411 · Maintenance/Janitorial		11,751	6,676	-5,075
0411.5 · Maintenance/Snow Removal		3,249	2,555	-694
0412 · IT - Computers		2,200	899	-1,301
0415 Misc Tax		100	0	-100
0420 · Postage & Freight		500	-49	-549
0421 · Communications		6,000	6,596	596
0422 Printing		500	121	-379
0430 · Building Repairs & Insurance		8,000	6,529	-1,471
0451 · Legal & Accounting Services		37,500	38,804	1,304
0460 · Contract Services		1,000	4,000	3,000
0461 · Remote Offices		42,000	39,000	-3,000
0462 · Equipment Lease & Maint.		3,000	3,422	422
0470 · Misc. Expenses		1,500	2,310	810
0473 · Dues & Subscriptions		4,500	4,325	-175
0474 · License & Fees		400	274	-126
0501 · Travel & Lodging		7,500	8,848	1,348
0504 · Registrations		3,500	2,768	-732
0505 · Local Transportation/Car		2,000	442	-1,558
0507 · Meeting Expenses		3,600	218	-3,382
0601.5 Hospitality In House		3,975	1,533	-2,443
0601 · Hospitality in Market - Other		2,525	-66	-2,590
0622 · Advertising Co-op		950,000	850,000	-100,000
0623 · Regional Marketing Programs		9,082	6,232	-2,850
0650 · Payroll Expense		1,500	1,519	19
0689 · WEB Development		7,000	7,000	0
0690 · Sponsorship		100,000	75,000	-25,000
0691 · Shuttle Subsidy/Sponsorship		35,226	23,484	-11,742
0725 · Uniforms		700	440	-260
0730 · Special Promotional Items		400	83	-317
0733 · On-Hold Messaging		1,550	0	-1,550
0751 · Concierge Expense		278,400	217,162	-61,238
800 - Grant Expenditures		5,000	9,000	4,000
0990 · Depreciation Expense		0	0	0
51100 · Freight and Shipping Costs		0	35	35
59900 · POS Inventory Adj -Merchandise		0	536	536
<b>Total Expense</b>		<b>2,094,078</b>	<b>1,864,880</b>	<b>-229,198</b>
<b>Net Ordinary Income</b>		<b>0</b>	<b>30,254</b>	<b>30,255</b>
Other Expense				
Balancing Adjustments				
Total Other Expense				
<b>Net Other Income</b>				
<b>Net Income</b>		<b>0</b>	<b>30,255</b>	

V-1

**DRAFT \*\* 20120/21 TOT Grant Revenue \*\*DRAFT**

Actual month Payment month Prior Year Actual Running	May		June		July		August		September		October		November		December		January		February		March		April		Total				
	July	August	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May		June			
FY 2020/21 Draft Budget (A) Running	9,151 4,575 -95.0%	70,225 74,800 -60.1%	176,138 267,083	270,980 538,063	245,218 783,281	189,906 973,187	97,394 1,070,581	81,074 1,151,655	150,194 1,301,849	135,952 1,437,801	113,929 1,551,730	59,265 1,618,495	7,500 1,618,495														1,618,495		
FY 2020/21 Draft Budget (B) Running	9,151 4,575 100.0%	87,781 96,932 17.4%	189,543 286,475 -20.1%	189,543 286,475 -20.1%	196,169 482,644 -49.0%	151,997 634,641 -70.1%	77,868 712,509 -86.5%	64,273 776,781 -89.8%	105,362 912,247 -81.5%	108,254 1,034,033 -85.5%	121,785 1,136,141 -89.1%	102,108 1,136,141 -89.1%	96,435 1,232,547 -90.5%	51,385 1,298,613 -93.8%														1,298,613	
FY 2020/21 Draft Budget (C) Running	4,575 4,575 -50.0%	52,669 57,244 -45.7%	81,233 138,477 -71.6%	81,233 138,477 -71.6%	73,563 212,040 -84.8%	94,998 307,038 -85.0%	48,668 355,706 -93.2%	40,171 395,876 -94.8%	90,311 486,187 -90.1%	81,190 567,377 -92.1%	81,190 567,377 -92.1%	79,417 646,794 -93.0%	74,983 721,777 -93.9%	51,385 773,161 -96.0%														773,161	
Room Revenue Option A	\$138,129 5%	\$2,120,054 40%	\$4,904,773 60%	\$4,904,773 60%	\$4,441,690 60%	\$3,728,338 65%	\$2,056,955 70%	\$1,576,550 65%	\$3,180,850 80%	\$3,268,134 80%	\$2,911,336 85%	\$2,263,694 70%	\$3,233,844 90%	\$1,551,281 70%															\$32,141,785
Prior Year Room Revenue	\$2,762,581	\$5,300,135	\$8,174,622	\$7,402,817	\$5,735,905	\$5,735,905	\$2,938,507	\$2,425,462	\$4,544,071	\$4,085,168	\$3,425,101	\$3,233,844	\$2,216,115															\$52,344,333	
Option B (Optimistic Recovery) Room Revenue	\$276,258 10%	\$2,650,068 50%	\$5,722,235 70%	\$5,922,254 80%	\$4,588,724 80%	\$4,588,724 80%	\$2,350,806 80%	\$1,940,370 80%	\$4,089,664 90%	\$3,076,651 90%	\$3,082,591 90%	\$2,910,464 90%	\$1,994,514 90%																\$39,204,587
Option C (slow recovery) Room Revenue	\$138,129 5%	\$1,590,041 30%	\$2,452,387 30%	\$2,220,815 30%	\$1,469,254 50%	\$2,867,953 50%	\$1,212,731 50%	\$2,726,443 60%	\$2,451,101 60%	\$2,451,101 60%	\$2,397,371 70%	\$2,263,694 70%	\$1,551,281 70%																\$23,341,427

1-2



# north lake tahoe

Incline Village · Crystal Bay Visitors Bureau

## AGENDA

### Board Meeting

Lake Tahoe Incline Village Crystal Bay Visitors Bureau

Friday May 15<sup>th</sup>, 2020 3pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Friday May 15<sup>th</sup>, 2020 beginning at 3:00pm. The meeting will be held at the LOCATION TO BE DETERMINED.

#### Public Comment

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- |       |   |                                   |
|-------|---|-----------------------------------|
| I.    | <b>Call to Order/Roll Call</b>  | <b>Bill Wood</b>                  |
| II.   | <b>PUBLIC COMMENT – Pursuant to NRS 241.020</b><br><b>This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.</b> | <b>Bill Wood</b>                  |
| III.  | <b>Approval of Agenda (For Possible Action)</b>   | <b>Bill Wood</b>                  |
| IV.   | <b>Approval of April Board Minutes (For Possible Action)</b>  | <b>Bill Wood</b>                  |
| V.    | <b>COVID-19 Impacts and Recovery Plan (Short-Term)</b>  | <b>Board Discussion</b>           |
|       | a. <b>Crisis Impacts and Response</b>   |                                   |
|       | b. <b>Recover Plan</b>  |                                   |
| VI.   | <b>Strategic Board Discussion and Retreat (3-5 Year Term)</b>   | <b>Andy Chapman/Ralf Garrison</b> |
|       | a. <b>Incline Village/Crystal Bay Position to Broader Public</b>  | <b>Board Discussion</b>           |
|       | b. <b>Infrastructure Needs in Time of Rebound</b>   | <b>Board Discussion</b>           |
|       | c. <b>Political &amp; Legislative Strategies</b>  | <b>Board Discussion</b>           |
| VII.  | <b>Old Business</b>   | <b>Bill Wood</b>                  |
| VIII. | <b>New Business</b>   | <b>Bill Wood</b>                  |

VII-1



- IX. Director Comments** **Bill Wood**
- X. PUBLIC COMMENT – Pursuant to NRS 241.020** **Bill Wood**  
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- XI. Adjournment – (For Possible Action)**

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## Strategic Visioning Discussion

### Primary Focus Areas

#### 1. Marketing

- a. Continue emphasis on being a year-round destination
- b. Expand focus for shoulder season travel opportunities
- c. Maintain core markets with North Lake Tahoe Marketing Cooperative
- d. Continue to strengthen relationships with regional and strategic partners
- e. Encourage emerging markets

#### 2. Special Events

- a. Pursue targeted event sponsorships
- b. Enhance participation with dedicated events

#### 3. Enhance Visitor Assets

- a. Transportation Enhancements
  - i. Transportation integrated with North shore brand
  - ii. Trailhead connectivity with transportation assets
  - iii. Successful transit system with extended Night Rider service
  - iv. Integration with regional transit marketing efforts
- b. Diamond Peak Master Plan
  - i. Support for increased visitor assets associated with DP Master Plan
- c. Community Assets for Visitor Use
  - i. Define and promote beach access policies
  - ii. Promotion of IVCB activity trail systems
- d. Visitor/Welcome Center
  - i. Continue a "one stop shop" for diverse visitor and local needs
  - ii. Provide information to elevate the guest experience
  - iii. Develop programs to continue returned visitation
  - iv. Develop programs for net-promoter referral scores
  - v. Grow Center revenues

#### 4. Political Strategy

- a. Legislative Advocacy
  - i. Develop a defined platform
  - ii. Focused effort on legislative relationships
  - iii. Increased transit funding (RTC)
  - iv. Support of visitor-servicing infrastructure enhancements

- b. Business Advocacy
  - i. Convener of community partnerships (IVGID, ICBA)
  - ii. Increased community grant opportunities
- c. True Integration of Incline Village & Crystal Bay Communities
  - i. Provide support and leadership in community focused efforts

**5. Financial Performance**

- a. Accurate financial reporting/accountability
- b. Developed efforts on financial sustainability
- c. Protect reserve funds
- d. Grow non-TOT funds
- e. Leverage partner \$\$

## March 2020 Financial Summary Report

### March Month End Variance Report

#### REVENUE

- R277 Concierge: Under budget due to no activity sales
- R250 Fund Transfer: Over budget due to higher Jan 2020 TOT collections.

#### EXPENSES

- 0451 Legal & Accounting: Under budget due to timing of invoice.
- 0501 Travel and Lodging: Under budget due to cancelation of events.
- 0690 Sponsorship: Over budget due to timing of fireworks payment.
- 0751 Concierge Expense: Over budget due to strong AT sales

### March 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.
- 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

Accrual Basis

March 2020

	Mar 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>POS Sales</b>				
46000 · Merchandise Sales	1,731.95	1,800.00	-68.05	96.2%
R277 · Concierge	0.00	2,044.00	-2,044.00	0.0%
R278 · Lift Tickets	178.00	200.00	-22.00	89.0%
R290 · Consignment Sales	0.00	0.00	0.00	0.0%
<b>Total POS Sales</b>	<b>1,909.95</b>	<b>4,044.00</b>	<b>-2,134.05</b>	<b>47.2%</b>
R250 · Fund Transfers	135,951.99	133,271.00	2,680.99	102.0%
R252 · Interest Income	10.97	61.00	-50.03	18.0%
R269 · On Hold Messaging	0.00	54.55	-54.55	0.0%
R270 · Miscellaneous Revenue	7.50	44.55	-37.05	16.8%
R274 · Grants	0.00	0.00	0.00	0.0%
<b>Total Income</b>	<b>137,880.41</b>	<b>137,475.10</b>	<b>405.31</b>	<b>100.3%</b>
<b>Cost of Goods Sold</b>				
50000 · Cost of Goods Sold	911.94	678.90	233.04	134.3%
50003 · Lift Tickets	160.00	180.00	-20.00	88.9%
<b>Total COGS</b>	<b>1,071.94</b>	<b>858.90</b>	<b>213.04</b>	<b>124.8%</b>
<b>Gross Profit</b>	<b>136,808.47</b>	<b>136,616.20</b>	<b>192.27</b>	<b>100.1%</b>
<b>Expense</b>				
0305 · Payroll	29,206.26	29,119.33	86.93	100.3%
0313 · Employers Insurance of Nevada	0.00	0.00	0.00	0.0%
0314 · State Employer Taxes	609.27	545.00	64.27	111.8%
0315 · Federal Unemployment	12.32	43.00	-30.68	28.7%
0316 · Public Employees Retirement Sys	7,582.00	7,780.45	-198.45	97.4%
0319 · Employer Medicare/Soc Sec	464.07	539.26	-75.19	86.1%
0320 · Health Insurance	2,871.11	3,462.43	-591.32	82.9%
0321 · Employee Training	0.00	181.82	-181.82	0.0%
<b>0400 · Utilities</b>				
0401 · Utilities- Electric	170.20	225.00	-54.80	75.6%
0402 · Utilities-Gas & Heat	183.69	145.00	38.69	126.7%
0403 · Utilities- Water & Refuse	318.72	312.01	6.71	102.2%
<b>Total 0400 · Utilities</b>	<b>672.61</b>	<b>682.01</b>	<b>-9.40</b>	<b>98.6%</b>
0405 · Bank & Cr Card Charges	168.43	62.63	105.80	268.9%
0410 · Office Supplies & Expenses	951.07	577.08	373.99	164.8%
<b>0411 · Maintenance/Janitorial</b>				
0411.5 · Snow Removal	560.00	600.00	-40.00	93.3%
0411 · Maintenance/Janitorial - Other	512.96	700.00	-187.04	73.3%
<b>Total 0411 · Maintenance/Janitorial</b>	<b>1,072.96</b>	<b>1,300.00</b>	<b>-227.04</b>	<b>82.5%</b>
0412 · IT - Computers	147.50	183.33	-35.83	80.5%
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	0.00	0.00	0.00	0.0%
0451 · Legal & Accounting Services	0.00	2,750.00	-2,750.00	0.0%
0460 · Contract Services	0.00	42.67	-42.67	0.0%
0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0%
0462 · Equipment Lease & Maint.	442.84	420.00	22.84	105.4%
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	-438.65	600.00	-1,038.65	-73.1%
0504 · Registrations	0.00	38.56	-38.56	0.0%
0505 · Local Transportation/Car	0.00	168.80	-168.80	0.0%
0507 · Meeting Expenses	160.20	1,000.00	-839.80	16.0%

VII-2

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

March 2020

Accrual Basis

	Mar 20	Budget	\$ Over Budget	% of Budget
0601 · Hospitality in Market				
0601.5 · In House	0.00	30.00	-30.00	0.0%
0601 · Hospitality in Market - Other	-46.07	80.00	-126.07	-57.6%
Total 0601 · Hospitality in Market	-46.07	110.00	-156.07	-41.9%
0622 · Advertising Co-op	95,000.00	95,000.00	0.00	100.0%
0623 · Regional Marketing Programs	470.00	811.14	-341.14	57.9%
0650 · Payroll Expense	100.00	120.75	-20.75	82.8%
0689 · WEB Development	0.00	0.00	0.00	0.0%
0690 · Sponsorship	20,000.00	0.00	20,000.00	100.0%
0691 · Shuttle Subsidy/Sponsorship	0.00	0.00	0.00	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	0.00	1,778.28	-1,778.28	0.0%
0800 · Grant Expenses	0.00	454.55	-454.55	0.0%
51100 · Freight and Shipping Costs	10.00	0.00	10.00	100.0%
59900 · POS Inventory Adj -Merchandise	-0.25			
Total Expense	163,564.32	152,211.54	11,352.78	107.5%
Net Ordinary Income	-26,755.85	-15,595.34	-11,160.51	171.6%
Net Income	-26,755.85	-15,595.34	-11,160.51	171.6%

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

Accrual Basis

	Jul '19 - Mar 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	49,350.48	39,188.18	10,162.30	125.9%
R277 · Concierge	245,537.00	231,665.99	13,871.01	106.0%
R278 · Lift Tickets	786.00	2,800.00	-2,014.00	28.1%
R290 · Consignment Sales	113.00	80.00	33.00	141.3%
Total POS Sales	295,786.48	273,734.17	22,052.31	108.1%
R250 · Fund Transfers	1,437,801.50	1,425,472.00	12,329.50	100.9%
R252 · Interest Income	302.10	539.64	-237.54	56.0%
R269 · On Hold Messaging	0.00	536.40	-536.40	0.0%
R270 · Miscellaneous Revenue	17.50	366.40	-348.90	4.8%
R274 · Grants	5,500.00	10,000.00	-4,500.00	55.0%
Total Income	1,739,407.58	1,710,648.61	28,758.97	101.7%
Cost of Goods Sold				
50000 · Cost of Goods Sold	25,488.34	17,709.12	7,779.22	143.9%
50003 · Lift Tickets	715.00	2,622.00	-1,907.00	27.3%
Total COGS	26,203.34	20,331.12	5,872.22	128.9%
Gross Profit	1,713,204.24	1,690,317.49	22,886.75	101.4%
Expense				
0305 · Payroll	305,068.18	294,784.04	10,284.14	103.5%
0313 · Employers Insurance of Nevada	879.00	1,000.00	-121.00	87.9%
0314 · State Employer Taxes	3,173.36	2,430.00	743.36	130.6%
0315 · Federal Unemployment	286.36	370.98	-84.62	77.2%
0316 · Public Employees Retirement Sys	68,745.93	69,702.60	-956.67	98.6%
0319 · Employer Medicare/Soc Sec	2,906.51	5,382.21	-2,475.70	54.0%
0320 · Health Insurance	26,982.30	30,696.66	-3,714.36	87.9%
0321 · Employee Training	1,045.00	1,454.56	-409.56	71.8%
0400 · Utilities				
0401 · Utilities- Electric	1,724.83	1,790.02	-65.19	96.4%
0402 · Utilities-Gas & Heat	1,043.52	751.78	291.74	138.8%
0403 · Utilities- Water & Refuse	3,021.49	2,954.09	67.40	102.3%
Total 0400 · Utilities	5,789.84	5,495.89	293.95	105.3%
0405 · Bank & Cr Card Charges	17,014.42	13,706.71	3,307.71	124.1%
0410 · Office Supplies & Expenses	5,422.92	5,268.75	154.17	102.9%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	2,555.00	3,249.00	-694.00	78.6%
0411 · Maintenance/Janitorial - Other	6,674.93	8,825.00	-2,150.07	75.6%
Total 0411 · Maintenance/Janitorial	9,229.93	12,074.00	-2,844.07	76.4%
0412 · IT - Computers	897.50	1,604.14	-706.64	55.9%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	72.72	-72.72	0.0%
0420 · Postage & Freight	-78.88	391.99	-470.87	-20.1%
0421 · Communications	4,945.70	4,478.17	467.53	110.4%
0422 · Printing Expenses	121.14	374.94	-253.80	32.3%
0430 · Building Repairs & Insurance	6,128.81	7,200.00	-1,071.19	85.1%
0451 · Legal & Accounting Services	31,104.00	29,250.00	1,854.00	106.3%
0460 · Contract Services	0.00	829.69	-829.69	0.0%
0461 · Remote Offices	31,500.00	31,500.00	0.00	100.0%
0462 · Equipment Lease & Maint.	2,543.11	2,270.47	272.64	112.0%
0470 · Misc. Expenses	0.00	1,090.88	-1,090.88	0.0%
0473 · Dues & Subscriptions	4,129.00	3,497.97	631.03	118.0%
0474 · License & Fees	172.00	297.44	-125.44	57.8%
0501 · Travel & Lodging	8,777.51	5,590.43	3,187.08	157.0%
0504 · Registrations	2,768.00	3,384.36	-616.36	81.8%
0505 · Local Transportation/Car	441.96	1,493.61	-1,051.65	29.6%
0507 · Meeting Expenses	22.12	1,810.00	-1,787.88	1.2%

VII-4

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

Accrual Basis

	Jul '19 - Mar 20	Budget	\$ Over Budget	% of Budget
0601 · Hospitality in Market				
0601.5 · In House	1,532.26	3,855.33	-2,323.07	39.7%
0601 · Hospitality in Market - Other	191.22	2,267.54	-2,076.32	8.4%
<b>Total 0601 · Hospitality in Market</b>	<b>1,723.48</b>	<b>6,122.87</b>	<b>-4,399.39</b>	<b>28.1%</b>
0622 · Advertising Co-op	747,057.00	747,057.00	0.00	100.0%
0623 · Regional Marketing Programs	4,442.28	6,648.56	-2,206.28	66.8%
0650 · Payroll Expense	1,002.50	1,137.75	-135.25	88.1%
0690 · Sponsorship	52,240.00	59,000.00	-6,760.00	88.5%
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	290.88	-207.72	28.6%
0733 · On-Hold Messaging	0.00	1,162.53	-1,162.53	0.0%
0751 · Concierge Expense	217,161.51	201,941.42	15,220.09	107.5%
0800 · Grant Expenses	0.00	3,636.40	-3,636.40	0.0%
51100 · Freight and Shipping Costs	943.34	0.00	943.34	100.0%
59900 · POS Inventory Adj -Merchandise	535.33			
<b>Total Expense</b>	<b>1,589,128.32</b>	<b>1,600,426.62</b>	<b>-11,298.30</b>	<b>99.3%</b>
<b>Net Ordinary Income</b>	<b>124,075.92</b>	<b>89,890.87</b>	<b>34,185.05</b>	<b>138.0%</b>
<b>Other Income/Expense</b>				
Other Income				
52500 · Purchase Discounts	5.00			
<b>Total Other Income</b>	<b>5.00</b>			
<b>Net Other Income</b>	<b>5.00</b>			
<b>Net Income</b>	<b>124,080.92</b>	<b>89,890.87</b>	<b>34,190.05</b>	<b>138.0%</b>



Apr 15, 2020

Revenues & Stats		Feb-2020	Feb-2019	Variance
Grant Revenues	Monthly	\$ 113,929	\$ 107,451	6.0%
	YTD	\$ 1,551,730	\$ 1,507,718	2.9%
Total Taxable Revenues	Monthly	\$ 3,425,101	\$ 3,233,849	5.9%
	Feb. Actual		Feb. Budget	
	Monthly	\$ 113,929	\$ 109,385	4.2%
	YTD	\$ 1,551,730	\$ 1,534,857	1.1%
Occupancy	Hotel	52.8%	61.4%	-14.0%
	Motel	47.4%	47.4%	0.4%
	Vacation Rental	25.0%	25.5%	-2.0%
	Time Share	8.6%	12.6%	-31.9%
	Home Owner	N/A	n/a	n/a
<b>Total</b>		<b>33.94%</b>	<b>38.1%</b>	<b>-11.0%</b>
Room Rate	Hotel	\$ 228.76	\$ 212.50	7.7%
	Motel	\$ 111.51	\$ 97.52	14.3%
	Vacation Rental	\$ 270.56	\$ 240.87	12.3%
	Time Share	\$ 378.96	\$ 220.71	71.7%
	Home Owner	N/A	N/A	n/a
<b>Total</b>		<b>\$ 240.16</b>	<b>\$ 214.39</b>	<b>12.0%</b>
RevPar	Hotel	\$ 120.74	\$ 130.39	-7.4%
	Motel	\$ 53.03	\$ 46.19	14.8%
	Vacation Rental	\$ 67.55	\$ 61.37	10.1%
	Time Share	\$ 32.47	\$ 27.79	16.8%
	Home Owner	N/A	N/A	n/a
<b>Total</b>		<b>\$ 81.51</b>	<b>\$ 81.74</b>	<b>-0.3%</b>

Visitor Information Comparative Statistics For Fiscal YTD			
	Mar-2020	Mar-2019	Variance
Walk In Visitor Count			
Monthly	617	1215	-49.2%
YTD	37,413	34,431	8.7%
Merchandise Sales			
Monthly	\$ 1,732	\$ 2,205	-21.5%
YTD	\$ 49,350	\$ 29,410	67.8%
Concierge & AT Sales			
Monthly	\$ -	\$ 1,928	-100.0%
YTD	\$ 245,537	\$ 227,813	7.8%
Vacation Planners Mailed	20	114	-82.5%

Destimetrics Reservations Activity (as of Mar 31, 2020)				
		FY 2019/20	FY 2018/19	Variance
Current Month Occupancy		32.2%	56.7%	-43.2%
Current Month ADR	\$	355	\$ 376	-5.6%
Current Month REVPAR	\$	114	\$ 213	-46.5%
Next Month Occupancy		0.70%	28.7%	-97.6%
Next Month ADR	\$	321	\$ 259	23.9%
Next Month REVPAR	\$	2	\$ 74	-97.3%
Winter Total Occupancy (proj)		45.1%	50.3%	-10.3%
Winter Total ADR (proj)	\$	415	\$ 376	10.4%
Winter Total REVPAR (proj)	\$	187	\$ 189	-1.1%

Reno Tahoe International Airport				
		February 2020	February 2019	Variance
Total Passengers Served		341,395	306,800	11.3%
Average Load Factor		77.0%	81.1%	-5.1%
Total Number of Departures		1,824	1,615	12.9%
Non-Stop Destinations Served		18	20	-10.0%
Departing Seat Capacity		220390	188187	17.1%
Crude Oil Averages (barrel)	\$	50.54	\$ 54.95	-8.0%

Notes of interest:

Conference Revenue Statistics						
(Booked as of February 29th, 2020)		FY 2019/20	FY 2018/19	Variance		
Total Revenue Booked	\$	3,527,414	\$ 2,851,350	23.7%		
Number of Room Nights		15,988	15,136	5.6%		
Number of Delegates				#DIV/0!		
Number of Tentative Bookings		63	63	0.0%		
Conference Revenue And Percentage by County:						
		19-20	18-19			
Placer		79.0%	66.0%	\$ 2,776,577	\$ 1,871,342	48.4%
Washoe		16.0%	10.0%	\$ 580,641	\$ 287,833	101.7%
South Lake		5.0%	24.0%	\$ 170,196	\$ 692,175	-75.4%
Nevada		0.0%	0.0%	\$ -	\$ -	#DIV/0!
Total Conference Revenue		100.0%	100.0%	\$ 3,527,414	\$ 2,851,350	23.7%

IX-1

OPERATIONS REPORT  
Apr 15, 2020  
Submitted by Greg Long

**Summary:**

All non-essential staff has been laid off. The Visitors Center is now closed. Andy or I are in the office Monday thru Friday.

**Staffing:**

- Staff has been laid off

**Operations:**

- Eliminating all non-essential expenses at Visitors Center

**Projects:**

- Budget reforecast
- Rewriting Trails brochure
- Continuing Fireworks planning for 2020
- Repaint bathrooms
- GoTahoeNorth website adoption and site re-skin
- Manage FB/Instagram advertising for premiere partners

**Meetings attended:**

- Countless phone meetings and conferences

Xa-1

## Andy Chapman

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**From:** Bart Peterson  
**Sent:** Friday, April 10, 2020 4:53 PM  
**To:** Sarah Winters  
**Cc:** Andy Chapman; Jeffrey Hentz  
**Subject:** Sales Update

Sarah,

Below is my project update, which I have updated in the shared doc as well.

### Leisure

Newsletter for our travel trade industry has been delivered to 463 recipients and is currently at a 24% open rate  
Working on webinar for Best Day Travel for April 30

### Conference

Newsletter for MCC planners has been sent to the East Coast distribution list of 262 and is currently at a 18% open rate.  
No new leads this week, but followed up with all tentatives.

Working on a 1-page to list our sports assets to be provided to rightsholders.

New prospects entered into iDSS include:

- America Outdoors
- Archery Trade Association
- Sports & Fitness Industry Association
- PeopleForBikes
- Recreational Boating & Fishing Foundation
- Motorcycle Industry Council
- National Forest Recreation Association
- Society of Outdoor Recreation Professionals
- International Snowmobile Association
- BRP – Ski-Doo, Sea-Doo and Can-Am

Let me know with any questions.

Bart

Bart Peterson  
Business Development Manager  
Incline Village Crystal Bay Visitors Bureau  
775-832-1606 / 1- 800-Go-Tahoe  
969 Tahoe Boulevard  
Incline Village, NV 89451  
[www.GoTahoeNorth.com](http://www.GoTahoeNorth.com)



President/CEO Report  
Activities Report  
April 15<sup>th</sup>, 2020

- NORTH LAKE TAHOE MARKETING COOPERATIVE
  - Suspended all marketing and promotional efforts as of 3/15
  - Reforecasted Coop FYE 19/20 budget with expense savings
  - Work with all Coop staff on departmental expense recovery
  - Work with agency partners on development of recovery plan
  - Established COVID-19 industry talking points
  - Revised all social media messages to align with COVID-19 talking points
  - Suspended Agency RFP process
  - Contracting with existing agency partners for additional one-year period
  - Negotiated price reductions with all Coop agency partners including international office representation
  
- PROJECTS
  - COVID-19 impacts across all project
  - FY 2020/21 Revenue Budget forecasting
  - Reforecasted IVCBVB budget due to COVID-19 impacts
  - Continued discussions with TART on Incline Village transit improvements
  - Preparing Strategic Board Retreat Agenda and Programming
  - Working with Firework Committee on 2020 Options
  
- MEETINGS (in person or virtual)
  - Attended RTT Executive Committee Meeting
  - Attended Sales Staff meetings
  - Attended Vendor status meetings
  - Attended Reno Tahoe Territory Board meeting
  - Attended Firework Coalition Committee meeting
  - Attended RSCVA Board Meeting
  - Attended RSCVA Finance Committee Meeting
  - Attended RASC Executive Committee Meeting
  - Attended RASC Board Meeting
  - Attended TMA Meeting
  - Attended NLTRA Board of Directors Meeting
  - Attended DMAWest Board Meeting
  - Attended RTIA Status Briefing
  - Attended TTD Board Meeting