



north lake tahoe

Incline Village : Crystal Bay Visitors Bureau

AGENDA

Board Meeting

Lake Tahoe Incline Village Crystal Bay Visitors Bureau

Wednesday February 17th, 2021 3pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday February 17th, 2021 beginning at 3:00pm.

MEETING VIA TELECONFERENCE/VIDEOCONFERENCE
ONLY PURSUANT TO NRS 241.023

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. Comments received prior to 9:00 a.m. on Wednesday, February 17th 2021, will be transcribed and given to the board for review, and will be included with the minutes of the meeting.

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|---|-----------------------------|
| I. Call to Order/Roll Call | Michael Murphy |
| 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. | Michael Murphy |
| III. Approval of Agenda (For Possible Action) | Michael Murphy |
| IV. Approval of November 2020 Board Minutes (For Possible Action) | Michael Murphy |
| V. Review of November 2020 Financial Statements (5 min)
(For Possible Action) | Greg Long |
| VI. Review of December 2020 Financial Statements (5 min)
(For Possible Action) | Greg Long |
| VII. Review of January 2021 Financial Statements (5 min)
(For Possible Action) | Greg Long |
| VIII. Review of FY 20/21 Six Month Reforecast (15 min)
(For Possible Action) | Greg Long/A. Chapman |

- IX. CEO Annual Review/Performance Evaluation Discussion (20 min) Chair/Board**
- Item Tabled from July 2020 Board Meeting
(For Possible Action)
- X. FY 2020/21 CEO Performance Goals (20 min) Chair/Board**
- Item Tabled from July 2020 Board Meeting
(For Possible Action)
- XI. FY 2021/22 Strategic Board Retreat Discussion/Direction (15 min) Chair/Board**
- XII. Update on Consumer Market Media Target Markets (15 min) Andy Chapman**
- XIII. Submittal of February Dashboard Report (10 min) Greg Long/A. Chapman**
- XIV. Management Reports (15 min) Staff**
a. Operations Report
b. Business Development Manager Report
c. President/CEO
- XV. Coop Departmental Reports Andy Chapman**
a. Conference Sales
b. Leisure Sales
c. Website Content
d. Communications/Social
e. Advertising
- XVI. Old Business Michael Murphy**
- XVII. New Business Michael Murphy**
- XVIII. Director Comments Michael Murphy**
- XIX. 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.
- XX. 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

Pursuant to Section 3 of the Declaration of Emergency Directive 006 (“Directive 006”), the requirement contained in NRS 241.023(1)(b) that there be a physical location designated for meetings of public bodies held via teleconference or videoconference where members of the public are permitted to attend and participate has been suspended until April 16, 2020. Moreover, pursuant to Section 3 of Directive 006, the requirements contained in NRS 241.020(4)(a) that public notice agendas be posted at physical locations within the State of Nevada has likewise been suspended. This agenda has been electronically posted in compliance with Directive 006, NRS 241.020(3) at <https://www.gotahoenorth.com/lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/> and <http://notice.nv.gov/>



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

October Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, November 18, 2020, 3:00pm

I. Call to Order/Roll Call

Michael Murphy

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:03pm on Zoom by Chair Michael Murphy. Roll call was taken, and the following members were present: Bill Wood, Michael Murphy, Bill Watson, Heather Bacon and Blane Johnson. The following IVCBVB employees were present: Greg Long, Director of Operations, Andy Chapman, CEO, Alex Velto of Hutchison and Steffen legal counsel and guest: Linda Offerdahl, IVCBA.

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.

DoO Greg Long confirmed that there was no public comment emailed to info@gotahoe.com at this time.

III. Approval of Agenda (For Possible Action)

Michael Murphy

Motion to approve the November 2020 agenda by Bill Watson. Second by Blane Johnson. Approved.

IV. Approval of October 2020 Board Minutes (For Possible Action)

Michael Murphy

Motion to approve the October Board Meeting Minutes by Bill Watson. Second by Bill Wood. Approved.

V. Presentation on Incline Village Crystal Bay Association

Linda Offerdahl

Linda Offerdahl discusses the need for a local business organization and how the existing one does not have the backing to offer any help to the local business community. Why now:

- Lack of leadership
- Pandemic brought to light the issues of no organized association
- Community needs a consistent voice and better communication tools
- Bring non-profits together
- Help promote local business and welcome new residents. Pro community
- Bring locals and business community together to make decisions for the community
- Live, Work, Play

IV-1

Meeting Minutes

The new organization (inclinevillagecrystalbay.com) website was previewed. Linda is asking for input and support in the future. Parasol and IVGID are big supporters as of now.

VI. Presentation on IVCBA Northern Lights

Linda Offerdahl

Linda Offerdahl talks about a scaled back event this year. Encourage people to drive or walk through the area and look at the lights. Funding will be provided from the Visitors Bureau.

VII. Discussion on FY 20/21 Special Event/Sponsorship Opportunities

Andy Chapman

CEO Chapman discusses opportunities that will re-engage event funding. Financial statements show there is additional money available for that purpose. Application process may be opened to local organizations to officially ask for funding. We want to continue to look for our own events to bring to the community. There is \$50,000 in the budget to be allocated.

Motion to approve the Special Event funding of 50K to qualified promoters (through an RFP) by Bill Wood. Second by Bill Watson. Approved.

VIII. Update on Travel Nevada Grant Award

Andy Chapman

CEO Chapman discusses the Travel Nevada Grant funds that we received. Eight grants were submitted. We received 3. Those include:

- \$50,000 - Dallas consumer travel campaign partnership with Tahoe South.
- \$24,000 - Group Meeting Media Campaign
- \$20,000 - Lake Tahoe Winter Responsible Travel Campaign

IX. Review of October 2020 Financial Statements

Andy Chapman/Greg Long

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

Motion to approve the October Board Meeting Minutes by Bill Watson. Second by Heather Bacon. Approved.

X. Review of Sept Dashboard Report

Greg Long/A. Chapman

DoO Greg Long and CEO Chapman walked the Board through the dashboard. Board Members were directed to look at the packet for more detail.

XI. Management Reports

Staff

- a. **Operations Report**
- b. **Business Development Manager Report**
- c. **President/CEO**

IV-2

Provided in packet for review.

XII. 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)

Provided in packet for review.

XIII. Old Business

Michael Murphy

Planning will continue for the fireworks.
Geno Menchetti memorial was a nice event.

XIV. New Business

Michael Murphy

NDOT is planning substantial construction on the SR 28 and HWY431 for the next two summers.
Tahoe Film Fest is a go at the NV facilities.

XV. Director Comments

Michael Murphy

None

XVI. 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.

None

XVII. Adjournment – (For Possible Action)

Motion to adjourn by Heather Bacon, Seconded by Bill Wood. Adjourned. 4:46pm.

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>

Nov 2020- Jan 2021 Financial Summary Report

November Month End Variance Report

REVENUE

- R250 Fund Transfer: Over budget due to higher Sept 2020 TOT collections.

EXPENSES

- 0305 Payroll: Under budget due to lower staff needs.
- 0623 Regional Marketing Programs: Under budget due to no marketing spending.

December Month End Variance Report

REVENUE

- R250 Fund Transfer: Over budget due to higher Oct 2020 TOT collections.

EXPENSES

- 0305 Payroll: Over budget due to year-end, long term, staff performance merit.
- 0430 Building Repairs & Insurance: Over budget due to holiday decorations
- 0690 Sponsorship: Over budget due unexpected sponsorship grant.

January Month End Variance Report

REVENUE

- R250 Fund Transfer: Over budget due to higher Nov 2020 TOT collections.

EXPENSES

- 0305 Payroll: Under budget due to lower staff needs.
- 0411 Maintenance/Janitorial: Under budget due to timing of payments.
- 0461 Remote Offices: Over budget due to renewed Chicago contract.
- 0623 Regional Marketing Programs: Under budget due to no marketing spending.
- 0691 Shuttle Subsidy: Over budget due to timing of payment.

January Year to Date Variance Report

REVENUE

- R250 Fund Transfer: Over budget due to higher TOT collections.
- R270 Miscellaneous Revenue: Over budget due to commission on conference sales.

EXPENSES

- 0305 Payroll: Under budget due to lower staffing than expected.
- 0461 Remote Offices: Over budget due to unexpected contract end date.
- 0501 Travel and Lodging: Under budget due to delay in travel.
- 0623 Regional Marketing Programs: Under budget due to limited marketing spending.
- 0690 Sponsorship: Under budget due to lower sponsorship grants.
- 0691 Shuttle Subsidy: Over budget due to timing of payments.
- 0800 Grant Expenses: Over budget due to unexpected grant opportunities.

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

November 2020

	Nov 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	1,243.75	1,679.00	-435.25	74.1%
R277 · Concierge	0.00	0.00	0.00	0.0%
R278 · Lift Tickets	0.00	0.00	0.00	0.0%
R290 · Consignment Sales	0.00	0.00	0.00	0.0%
Total POS Sales	1,243.75	1,679.00	-435.25	74.1%
R250 · Fund Transfers	188,594.46	132,997.00	55,597.46	141.8%
R252 · Interest Income	24.61	0.00	24.61	100.0%
R269 · On Hold Messaging	0.00	0.00	0.00	0.0%
R270 · Miscellaneous Revenue	0.00	0.00	0.00	0.0%
R274 · Grants	0.00	0.00	0.00	0.0%
Total Income	189,862.82	134,676.00	55,186.82	141.0%
Cost of Goods Sold				
50000 · Cost of Goods Sold	683.35	923.00	-239.65	74.0%
50003 · Lift Tickets	0.00	0.00	0.00	0.0%
Total COGS	683.35	923.00	-239.65	74.0%
Gross Profit	189,179.47	133,753.00	55,426.47	141.4%
Expense				
0305 · Payroll	24,782.86	26,257.00	-1,474.14	94.4%
0313 · Employers Insurance of Nevada	0.00	0.00	0.00	0.0%
0314 · State Employer Taxes	45.31	250.00	-204.69	18.1%
0315 · Federal Unemployment	2.16	43.00	-40.84	5.0%
0316 · Public Employees Retirement Sys	6,770.75	6,816.00	-45.25	99.3%
0319 · Employer Medicare/Soc Sec	398.71	500.00	-101.29	79.7%
0320 · Health Insurance	2,996.68	3,158.00	-161.32	94.9%
0321 · Employee Training	0.00	0.00	0.00	0.0%
0400 · Utilities				
0401 · Utilities- Electric	130.06	195.00	-64.94	66.7%
0402 · Utilities-Gas & Heat	51.20	61.00	-9.80	83.9%
0403 · Utilities- Water & Refuse	323.89	338.00	-14.11	95.8%
Total 0400 · Utilities	505.15	594.00	-88.85	85.0%
0405 · Bank & Cr Card Charges	144.03	84.00	60.03	171.5%
0410 · Office Supplies & Expenses	156.12	200.00	-43.88	78.1%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	500.00	0.00	500.00	100.0%
0411 · Maintenance/Janitorial - Other	337.96	300.00	37.96	112.7%
Total 0411 · Maintenance/Janitorial	837.96	300.00	537.96	279.3%
0412 · IT - Computers	87.50	100.00	-12.50	87.5%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	9.09	-9.09	0.0%
0420 · Postage & Freight	0.00	50.00	-50.00	0.0%
0421 · Communications	549.70	550.00	-0.30	99.9%
0422 · Printing Expenses	0.00	0.00	0.00	0.0%
0430 · Building Repairs & Insurance	261.00	750.00	-489.00	34.8%
0451 · Legal & Accounting Services	1,925.00	1,925.00	0.00	100.0%
0460 · Contract Services	0.00	0.00	0.00	0.0%
0461 · Remote Offices	500.00	0.00	500.00	100.0%
0462 · Equipment Lease & Maint.	121.20	280.00	-158.80	43.3%
0470 · Misc. Expenses	0.00	0.00	0.00	0.0%
0473 · Dues & Subscriptions	61.67	360.00	-298.33	17.1%
0474 · License & Fees	0.00	25.00	-25.00	0.0%
0501 · Travel & Lodging	0.00	500.00	-500.00	0.0%
0504 · Registrations	0.00	300.00	-300.00	0.0%
0505 · Local Transportation/Car	0.00	50.00	-50.00	0.0%
0507 · Meeting Expenses	180.60	100.00	80.60	180.6%

11:07 AM
02/10/21

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

Accrual Basis

	Nov 20	Budget	\$ Over Budget	% of Budget
0601 - Hospitality in Market				
0601.5 - In House	0.00	100.00	-100.00	0.0%
0601 - Hospitality in Market - Other	0.00	100.00	-100.00	0.0%
Total 0601 - Hospitality in Market	0.00	200.00	-200.00	0.0%
0611 - Advertising Dallas Co-op (Advertising Dallas Co-op)	125,000.00			
0622 - Advertising Co-op	73,800.00	73,800.00	0.00	100.0%
0623 - Regional Marketing Programs	0.00	1,000.00	-1,000.00	0.0%
0650 - Payroll Expense	95.00	100.00	-5.00	95.0%
0689 - WEB Development	0.00	0.00	0.00	0.0%
0690 - Sponsorship	300.00	0.00	300.00	100.0%
0691 - Shuttle Subsidy/Sponsorship	0.00	0.00	0.00	0.0%
0730 - Special Promotional Items	0.00	0.00	0.00	0.0%
0733 - On-Hold Messaging	0.00	0.00	0.00	0.0%
0751 - Concierge Expense	0.00	0.00	0.00	0.0%
0800 - Grant Expenses	0.00	0.00	0.00	0.0%
51100 - Freight and Shipping Costs	27.18	0.00	27.18	100.0%
Total Expense	239,548.58	118,301.09	121,247.49	202.5%
Net Ordinary Income	-50,369.11	15,451.91	-65,821.02	-326.0%
Other Income/Expense				
Other Expense				
Balancing Adjustments	0.00			
Total Other Expense	0.00			
Net Other Income	0.00			
Net Income	-50,369.11	15,451.91	-65,821.02	-326.0%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

December 2020

	Dec 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	1,712.75	2,708.00	-995.25	63.2%
R277 · Concierge	200.00	0.00	200.00	100.0%
R278 · Lift Tickets	0.00	0.00	0.00	0.0%
R290 · Consignment Sales	0.00	0.00	0.00	0.0%
Total POS Sales	1,912.75	2,708.00	-795.25	70.6%
R250 · Fund Transfers	140,317.81	73,001.00	67,316.81	192.2%
R252 · Interest Income	19.41	0.00	19.41	100.0%
R269 · On Hold Messaging	0.00	0.00	0.00	0.0%
R270 · Miscellaneous Revenue	0.00	0.00	0.00	0.0%
R274 · Grants	0.00	0.00	0.00	0.0%
Total Income	142,249.97	75,709.00	66,540.97	187.9%
Cost of Goods Sold				
50000 · Cost of Goods Sold	859.47	1,489.00	-629.53	57.7%
50003 · Lift Tickets	0.00	0.00	0.00	0.0%
Total COGS	859.47	1,489.00	-629.53	57.7%
Gross Profit	141,390.50	74,220.00	67,170.50	190.5%
Expense				
0305 · Payroll	32,872.86	26,257.00	6,615.86	125.2%
0313 · Employers Insurance of Nevada	0.00	0.00	0.00	0.0%
0314 · State Employer Taxes	84.09	250.00	-165.91	33.6%
0315 · Federal Unemployment	0.00	43.00	-43.00	0.0%
0316 · Public Employees Retirement Sys	6,821.94	6,816.00	5.94	100.1%
0319 · Employer Medicare/Soc Sec	544.18	500.00	44.18	108.8%
0320 · Health Insurance	2,382.82	3,158.00	-775.18	75.5%
0321 · Employee Training	0.00	0.00	0.00	0.0%
0400 · Utilities				
0401 · Utilities- Electric	132.58	225.00	-92.42	58.9%
0402 · Utilities-Gas & Heat	122.15	145.00	-22.85	84.2%
0403 · Utilities- Water & Refuse	323.84	324.00	-0.16	100.0%
Total 0400 · Utilities	578.57	694.00	-115.43	83.4%
0405 · Bank & Cr Card Charges	147.51	135.00	12.51	109.3%
0410 · Office Supplies & Expenses	128.44	200.00	-71.56	64.2%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	0.00	883.00	-883.00	0.0%
0411 · Maintenance/Janitorial - Other	375.00	300.00	75.00	125.0%
Total 0411 · Maintenance/Janitorial	375.00	1,183.00	-808.00	31.7%
0412 · IT - Computers	87.50	100.00	-12.50	87.5%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	9.09	-9.09	0.0%
0420 · Postage & Freight	-26.75	50.00	-76.75	-53.5%
0421 · Communications	547.08	550.00	-2.92	99.5%
0422 · Printing Expenses	0.00	0.00	0.00	0.0%
0430 · Building Repairs & Insurance	1,819.95	750.00	1,069.95	242.7%
0451 · Legal & Accounting Services	1,925.00	1,925.00	0.00	100.0%
0460 · Contract Services	0.00	0.00	0.00	0.0%
0461 · Remote Offices	500.00	0.00	500.00	100.0%
0462 · Equipment Lease & Maint.	344.01	280.00	64.01	122.9%
0470 · Misc. Expenses	0.00	0.00	0.00	0.0%
0473 · Dues & Subscriptions	157.66	360.00	-202.34	43.8%
0474 · License & Fees	0.00	25.00	-25.00	0.0%
0501 · Travel & Lodging	731.83	500.00	231.83	146.4%
0504 · Registrations	0.00	300.00	-300.00	0.0%
0505 · Local Transportation/Car	0.00	50.00	-50.00	0.0%
0507 · Meeting Expenses	0.00	100.00	-100.00	0.0%

VI-1

Profit & Loss Budget vs. Actual

Accrual Basis

December 2020

	Dec 20	Budget	\$ Over Budget	% of Budget
0601 · Hospitality in Market				
0601.5 · In House	750.00	100.00	650.00	750.0%
0601 · Hospitality in Market - Other	26.75	100.00	-73.25	26.8%
Total 0601 · Hospitality in Market	776.75	200.00	576.75	388.4%
0622 · Advertising Co-op	40,800.00	40,800.00	0.00	100.0%
0623 · Regional Marketing Programs	70.00	1,000.00	-930.00	7.0%
0650 · Payroll Expense	140.00	100.00	40.00	140.0%
0689 · WEB Development	0.00	0.00	0.00	0.0%
0690 · Sponsorship	9,460.00	0.00	9,460.00	100.0%
0691 · Shuttle Subsidy/Sponsorship	0.00	0.00	0.00	0.0%
0730 · Special Promotional Items	0.00	0.00	0.00	0.0%
0733 · On-Hold Messaging	0.00	0.00	0.00	0.0%
0751 · Concierge Expense	0.00	0.00	0.00	0.0%
0800 · Grant Expenses	0.00	0.00	0.00	0.0%
51100 · Freight and Shipping Costs	15.92	0.00	15.92	100.0%
59900 · POS Inventory Adj -Merchandise	-65.26			
Total Expense	101,219.10	86,335.09	14,884.01	117.2%
Net Ordinary Income	40,171.40	-12,115.09	52,286.49	-331.6%
Net Income	40,171.40	-12,115.09	52,286.49	-331.6%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

January 2021

	Jan 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	977.50	1,282.00	-304.50	76.2%
R277 · Concierge	0.00	0.00	0.00	0.0%
Total POS Sales	977.50	1,282.00	-304.50	76.2%
R250 · Fund Transfers	99,838.26	60,256.00	39,582.26	165.7%
R252 · Interest Income	4.87			
Total Income	100,820.63	61,538.00	39,282.63	163.8%
Cost of Goods Sold				
50000 · Cost of Goods Sold	488.21	705.00	-216.79	69.2%
Total COGS	488.21	705.00	-216.79	69.2%
Gross Profit	100,332.42	60,833.00	39,499.42	164.9%
Expense				
0305 · Payroll	24,771.36	28,357.00	-3,585.64	87.4%
0314 · State Employer Taxes	445.89	250.00	195.89	178.4%
0315 · Federal Unemployment	125.24	43.00	82.24	291.3%
0316 · Public Employees Retirement Sys	6,837.30	6,980.00	-142.70	98.0%
0319 · Employer Medicare/Soc Sec	383.73	500.00	-116.27	76.7%
0320 · Health Insurance	2,996.68	3,158.00	-161.32	94.9%
0321 · Employee Training	0.00	0.00	0.00	0.0%
0400 · Utilities				
0401 · Utilities- Electric	169.16	225.00	-55.84	75.2%
0402 · Utilities-Gas & Heat	147.07	145.00	2.07	101.4%
0403 · Utilities- Water & Refuse	314.67	313.00	1.67	100.5%
Total 0400 · Utilities	630.90	683.00	-52.10	92.4%
0405 · Bank & Cr Card Charges	406.96	64.00	342.96	635.9%
0410 · Office Supplies & Expenses	313.96	200.00	113.96	157.0%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	0.00	883.00	-883.00	0.0%
0411 · Maintenance/Janitorial - Other	0.00	300.00	-300.00	0.0%
Total 0411 · Maintenance/Janitorial	0.00	1,183.00	-1,183.00	0.0%
0412 · IT - Computers	87.50	100.00	-12.50	87.5%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	9.09	-9.09	0.0%
0420 · Postage & Freight	0.00	50.00	-50.00	0.0%
0421 · Communications	548.81	550.00	-1.19	99.8%
0430 · Building Repairs & Insurance	261.00	750.00	-489.00	34.8%
0451 · Legal & Accounting Services	1,925.00	1,925.00	0.00	100.0%
0461 · Remote Offices	1,500.00	0.00	1,500.00	100.0%
0462 · Equipment Lease & Maint.	121.20	280.00	-158.80	43.3%
0473 · Dues & Subscriptions	61.67	360.00	-298.33	17.1%
0474 · License & Fees	0.00	25.00	-25.00	0.0%
0501 · Travel & Lodging	-106.76	500.00	-606.76	-21.4%
0504 · Registrations	0.00	300.00	-300.00	0.0%
0505 · Local Transportation/Car	0.00	50.00	-50.00	0.0%
0507 · Meeting Expenses	0.00	100.00	-100.00	0.0%
0601 · Hospitality in Market				
0601.5 · In House	18.44	100.00	-81.56	18.4%
0601 · Hospitality in Market - Other	0.00	100.00	-100.00	0.0%
Total 0601 · Hospitality in Market	18.44	200.00	-181.56	9.2%

11:04 AM

02/11/21

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

January 2021

	Jan 21	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	33,600.00	33,600.00	0.00	100.0%
0623 · Regional Marketing Programs	0.00	1,000.00	-1,000.00	0.0%
0650 · Payroll Expense	165.00	100.00	65.00	165.0%
0689 · WEB Development	0.00	0.00	0.00	0.0%
0690 · Sponsorship	0.00	0.00	0.00	0.0%
0691 · Shuttle Subsidy/Sponsorship	12,094.33	0.00	12,094.33	100.0%
0751 · Concierge Expense	0.00	0.00	0.00	0.0%
0800 · Grant Expenses	44,000.00			
59900 · POS Inventory Adj -Merchandise	-2.47			
Total Expense	131,185.74	81,317.09	49,868.65	161.3%
Net Ordinary Income	-30,853.32	-20,484.09	-10,369.23	150.6%
Net Income	-30,853.32	-20,484.09	-10,369.23	150.6%

Profit & Loss Budget vs. Actual

Accrual Basis

July 2020 through January 2021

	Jul '20 - Jan 21	Budget	S Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 - Merchandise Sales	29,296.60	29,291.00	5.60	100.0%
R277 - Concierge	200.00	0.00	200.00	100.0%
R278 - Lift Tickets	0.00	0.00	0.00	0.0%
R290 - Consignment Sales	38.00	0.00	38.00	100.0%
Total POS Sales	29,534.60	29,291.00	243.60	100.8%
R250 - Fund Transfers	1,093,652.42	601,995.00	491,657.42	181.7%
R252 - Interest Income	102.90	0.00	102.90	100.0%
R269 - On Hold Messaging	0.00	0.00	0.00	0.0%
R270 - Miscellaneous Revenue	7,906.60	0.00	7,906.60	100.0%
R274 - Grants	0.00	0.00	0.00	0.0%
Total Income	1,131,196.52	631,286.00	499,910.52	179.2%
Cost of Goods Sold				
50000 - Cost of Goods Sold	14,115.77	16,109.00	-1,993.23	87.6%
50003 - Lift Tickets	0.00	0.00	0.00	0.0%
Total COGS	14,115.77	16,109.00	-1,993.23	87.6%
Gross Profit	1,117,080.75	615,177.00	501,903.75	181.6%
Expense				
0305 - Payroll	185,435.69	192,199.00	-6,763.31	96.5%
0313 - Employers Insurance of Nevada	952.00	879.00	73.00	108.3%
0314 - State Employer Taxes	849.56	1,750.00	-900.44	48.5%
0315 - Federal Unemployment	141.59	301.00	-159.41	47.0%
0316 - Public Employees Retirement Sys	47,934.01	48,368.00	-433.99	99.1%
0319 - Employer Medicare/Soc Sec	2,978.82	3,500.00	-521.18	85.1%
0320 - Health Insurance	20,111.76	22,106.00	-1,994.24	91.0%
0321 - Employee Training	0.00	500.00	-500.00	0.0%
0400 - Utilities				
0401 - Utilities- Electric	971.04	1,340.00	-368.96	72.5%
0402 - Utilities-Gas & Heat	445.24	462.00	-16.76	96.4%
0403 - Utilities- Water & Refuse	2,251.68	2,328.00	-76.32	96.7%
Total 0400 - Utilities	3,667.96	4,130.00	-462.04	88.8%
0405 - Bank & Cr Card Charges	1,761.80	1,464.00	297.80	120.3%
0410 - Office Supplies & Expenses	2,834.95	2,000.00	834.95	141.7%
0411 - Maintenance/Janitorial				
0411.5 - Snow Removal	500.00	1,766.00	-1,266.00	28.3%
0411 - Maintenance/Janitorial - Other	3,086.30	4,000.00	-913.70	77.2%
Total 0411 - Maintenance/Janitorial	3,586.30	5,766.00	-2,179.70	62.2%
0412 - IT - Computers	679.97	700.00	-20.03	97.1%
0415 - Misc. Sales Tax (Sales Tax Paid on Purchases)	6.43	54.54	-48.11	11.8%
0420 - Postage & Freight	-141.95	350.00	-491.95	-40.6%
0421 - Communications	3,840.47	3,850.00	-9.53	99.8%
0422 - Printing Expenses	0.00	0.00	0.00	0.0%
0430 - Building Repairs & Insurance	4,664.95	5,250.00	-585.05	88.9%
0451 - Legal & Accounting Services	18,385.50	20,644.00	-2,258.50	89.1%
0460 - Contract Services	0.00	2,000.00	-2,000.00	0.0%
0461 - Remote Offices	8,500.00	0.00	8,500.00	100.0%
0462 - Equipment Lease & Maint.	1,640.31	1,960.00	-319.69	83.7%
0470 - Misc. Expenses	0.00	0.00	0.00	0.0%
0473 - Dues & Subscriptions	4,174.67	2,520.00	1,654.67	165.7%
0474 - License & Fees	51.68	175.00	-123.32	29.5%
0501 - Travel & Lodging	625.07	4,500.00	-3,874.93	13.9%
0504 - Registrations	0.00	2,100.00	-2,100.00	0.0%
0505 - Local Transportation/Car	49.88	350.00	-300.12	14.3%
0507 - Meeting Expenses	351.44	700.00	-348.56	50.2%
0601 - Hospitality in Market				
0601.5 - In House	937.01	700.00	237.01	133.9%
0601 - Hospitality in Market - Other	26.75	700.00	-673.25	3.8%
Total 0601 - Hospitality in Market	963.76	1,400.00	-436.24	68.8%

VII-3

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

July 2020 through January 2021

	Jul '20 - Jan 21	Budget	\$ Over Budget	% of Budget
0611 - Advertising Dallas Co-op (Advertising Dallas Co-op)	125,000.00			
0622 - Advertising Co-op	334,800.00	334,800.00	0.00	100.0%
0623 - Regional Marketing Programs	70.00	5,500.00	-5,430.00	1.3%
0650 - Payroll Expense	780.00	700.00	80.00	111.4%
0689 - WEB Development	0.00	0.00	0.00	0.0%
0690 - Sponsorship	16,389.50	50,000.00	-33,610.50	32.8%
0691 - Shuttle Subsidy/Sponsorship	22,216.33	11,742.00	10,474.33	189.2%
0730 - Special Promotional Items	0.00	0.00	0.00	0.0%
0733 - On-Hold Messaging	0.00	0.00	0.00	0.0%
0751 - Concierge Expense	0.00	0.00	0.00	0.0%
0800 - Grant Expenses	44,000.00	0.00	44,000.00	100.0%
51100 - Freight and Shipping Costs	118.70	0.00	118.70	100.0%
59900 - POS Inventory Adj -Merchandise	22.56			
Total Expense	857,443.71	732,258.54	125,185.17	117.1%
Net Ordinary Income	259,637.04	-117,081.54	376,718.58	-221.8%
Other Income/Expense				
Other Income				
52500 - Purchase Discounts	0.76			
Total Other Income	0.76			
Other Expense				
Balancing Adjustments	0.00			
Total Other Expense	0.00			
Net Other Income	0.76			
Net Income	259,637.80	-117,081.54	376,719.34	-221.8%

FYE 2020/21 Six-Month Budget Reforecast

Fiscal Year End Forecast Variance Report

REVENUE

- 46000 Merchandise Sales: Down 15% due to COVID-19 retail store closures.
- R250 Fund Transfer: Increase due to higher than expected TOT collections.
- R277 Concierge Sales: Down 15% due to lower projected Thunderbird Lodge tours
- R270 Miscellaneous Revenue: Over budget due to commission on conference sales.
- R274 Grants: Over budget due to Travel Nevada CARES Act grant award.
- 50000 Cost of Good Sold: Down due to lower retail inventory needs.

EXPENSES

- 0305 Payroll: Under budget due to lower staffing than expected.
- 0410 Office Supplies: Increase due to required office computer/server upgrades.
- 0461 Remote Offices: Over budget due to continued Chicago rep contract.
- 0501 Travel and Lodging: Under budget due to delay in travel.
- 0601 Advertising Dallas Co-op: Unbudgeted expense for Dallas effort with Tahoe South.
- 0622 Advertising Co-op: Under budget due to lower funding requirements with NLT Coop.
- 0623 Regional Marketing Programs: Under budget due to limited marketing spending.
- 0690 Sponsorship: Over budget due to board approved increase in special event sponsorship opportunity.
- 0751 Concierge Expense: Lower expense due to lower projected Thunderbird Lodge tours.
- 0800 Grant Expenses: Over budget due to unbudgeted Travel Nevada grant opportunities.

BUDGET REFORECAST 1-20-21

Ordinary Income/Expense

	FY 20-21 Budget	FY20-21 Projection	Variance \$	Variance %
Income				
POS Sales				
46000 Merchandise Sales	43,416	37,097	-6,319	-15%
R277 Concierge	38,600	33,010	-5,590	-14%
R278 Lift Tickets	0	0	0	
R290 Consignment Sales	0	38	38	
Total POS Sales	82,016	70,145	-11,871	-14%
R250 Fund Transfers	1,078,284	1,630,994	552,710	51%
R252 Interest Income	0	98	98	
R269 On Hold Messaging	0	0	0	
R270 Miscellaneous Revenue	0	7,907	7,907	
R274 Grants	0	94,000	94,000	
Total Income	1,160,300	1,803,143	642,843	55%
Cost of Goods Sold				
50000 Cost of Goods Sold	23,879	20,869	-3,010	-13%
50003 Lift Tickets	0	0	0	
Total COGS	23,879	20,869	-3,010	-13%
Gross Profit	1,136,421	1,782,275	645,854	57%
Expense				
0305 Payroll	329,788	313,797	-15,991	-5%
0313 Employers Insurance of Nevada	879	952	73	8%
0314 State Employer Taxes	3,000	1,904	-1,096	-37%
0315 Federal Unemployment	516	274	-242	-47%
0316 Public Employees Retirement Sys	82,940	82,506	-434	-1%
0319 Employer Medicare/Soc Sec	6,000	5,595	-405	-7%
0320 Health Insurance	37,896	35,097	-2,799	-7%
Total Salaries, Wages & Benefits	461,019	440,125	-20,894	-5%
0321 Employee Training	1,000	1,000	0	0%
0401 Utilities- Electric	2,400	2,087	-313	-13%
0402 Utilities-Gas & Heat	1,000	981	-19	-2%
0403 Utilities- Water & Refuse	3,900	3,822	-78	-2%
0405 Bank & Cr Card Charges	4,101	3,969	-132	-3%
0410 Office Supplies & Expenses	3,200	7,621	4,421	138%
0411 Maintenance/Janitorial	7,500	5,886	-1,614	-22%
0411.5 Maintenance/Snow Removal	3,249	2,866	-383	-12%
0412 IT - Computers	1,200	3,292	2,092	174%
0415 Misc Tax	99	61	-38	-39%
0420 Postage & Freight	600	158	-442	-74%
0421 Communications	6,600	6,592	-8	0%
0422 Printing	0	0	0	
0430 Building Repairs & Insurance	9,000	10,415	1,415	16%
0451 Legal & Accounting Services	30,269	28,011	-2,259	-7%
0460 Contract Services	2,000	0	-2,000	-100%
0461 Remote Offices	0	17,500	17,500	
0462 Equipment Lease & Maint.	3,360	3,199	-161	-5%
0470 Misc. Expenses	0	0	0	
0473 Dues & Subscriptions	4,320	4,701	381	9%
0474 License & Fees	300	202	-98	-33%
0501 Travel & Lodging	8,000	3,232	-4,768	-60%
0504 Registrations	3,600	1,000	-2,600	-72%
0505 Local Transportation/Car	600	350	-250	-42%
0507 Meeting Expenses	1,200	801	-399	-33%
0601.5 Hospitality In House	1,200	1,069	-131	-11%
0601 Hospitality in Market - Other	1,200	327	-873	-73%
0611 Advertising Dallas Co-op	0	125,000	125,000	
0622 Advertising Co-op	600,000	334,800	-265,200	-44%
0623 Regional Marketing Programs	9,000	2,320	-6,680	-74%
0650 Payroll Expense	1,200	1,215	15	1%
0689 WEB Development	7,000	7,000	0	0%
0690 Sponsorship	50,000	81,390	31,390	63%
0691 Shuttle Subsidy/Sponsorship	23,484	22,217	-1,267	-5%
0725 Uniforms	0	0	0	
0730 Special Promotional Items	0	0	0	
0733 On-Hold Messaging	0	0	0	
0751 Concierge Expense	33,968	28,873	-5,095	-15%
800 Grant Expenditures	0	69,000	69,000	
0990 Depreciation Expense	0	11,000	11,000	
51100 Freight and Shipping Costs	0	119	119	
59900 POS Inventory Adj -Merchandise	0	25	25	
Total Expense	1,285,569	1,232,225	-53,344	-4%
Net Ordinary Income	-149,148	550,049	699,198	-469%
Other Expense				
Balancing Adjustments				
Total Other Expense				
Net Other Income				
Net Income	-149,148	550,049	699,198	

VIII-2



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors
Fr: Andy Chapman
Date: 2/10/21

Re: Discussion and Input on FY 2020/21 CEO Performance Goals

Background

Staff presented to the Board at its July 2020 meeting a review of the 2019/20 CEO Performance Goals. The board discussed this item but elected to delay any action to a future meeting. Below are the meeting minutes from the July meeting regarding this item:

VII. CEO Annual Review/Performance Evaluation Discussion

Bill Wood

DOO Long shares the performance review results from the evaluations completed by the Board. CEO Chapman scored extremely high on the evaluation and placed in the "exceeds standards and expectations" category. His overall score was in the 94 percentile increasing from 89% from the previous year.

After a long Board discussion without the presence of CEO Chapman, it was decided to not give CEO Chapman a raise or bonus at this time. It was felt that the optics of a bonus and/or raise would not look appropriate for the organization during the uncertainty the COVID is providing the travel industry. The Board agreed to reevaluate the bonus/raise in January 2021.

Motion to delay the discussion on merit increase and bonus and next year's objectives to January 2021 by Bill Watson. Second by Bill Wood. Approved.

Staff will present the 2019/20 CEO Performance Goals for review and discussion by the Board.

Strategic Priorities	FY 19/20 Goals	% Weight	Process
Strategic Priority #1: Marketing & Promotions			
<p>Increase incremental influenced overnight room bookings in the North Lake Tahoe region.</p> <p>RESULTS</p> <p>Although SMARI research was not conducted due to C-19 budget impacts, taxable rooms generated between July 1st, 2019 and February 29th, 2020 increased 3.2% (4,349 rooms) based on RSCVA occupancy report.</p>	<p>Increase of 3% (3,745) total incremental influenced room bookings by FYE 2019/20.</p>	<p>20%</p>	<p>Bonus calculated on following scale:</p> <ul style="list-style-type: none"> • Full bonus awarded if goal achieved • 15% bonus awarded for 80% of goal achieved <p>Data Source – Smari</p>
<p>Increase length of stay in the Incline Village/Crystal Bay communities.</p> <p>RESULTS</p> <p>Through involvement in the NLT Cooperative, programs were designed to highlight the various recreational aspects including IVCB products. This includes the continued efforts supporting the Tahoe Treasures campaign promoting IVCB (Views, Rum Trail, Historic Hideaways, Winter Sunsets, Dog Days, Chickadee Ridge) We are redesigning our NLT hiking brochure (TravelNevada Grant) to highlight the various</p>	<p>Develop and implement new marketing programs designed to extend visitor length of stay and trip expenditures.</p>	<p>15%</p>	<p>Bonus given if goal achieved.</p> <p>Data Source – Visitor Survey</p>

trails in the IVCB region and beyond. This last year we also conducted a photo shoot to include our gaming and entertainment scene in IVCB with assets used in all consumer promotional efforts.			
Strategic Priority #2: Transportation/Transit			
<p>Ensure Incline Village/Crystal Bay transportation and transit projects are included in the TTD's One Tahoe Funding & TRPA's Regional Transportation Plan</p> <p>RESULTS Working with staff at the TRPA and TTD along with business partners, we have ensured that strategic transportation elements and projects have been included in the Regional Transportation Plan update. This TRPA driven update is in the final revisions and includes projects such as the IV to CB bike path, enhanced transportation and transit projects that will benefit the IVCB area.</p>	By FYE 2019/20, IV/CB transportation and transit needs will be identified and included in the Regional Transportation Plan update.	15%	<p>Bonus given if goal achieved.</p> <p>Data Source – One Tahoe Plan & Regional Transportation Plan</p>
Strategic Priority #3: Enhanced Visitor Assets			
Increase visibility of IVCB tourism and visitor servicing assets.	Implement programs designed to identify and highlight the IVCB tourism assets to increase length of stay and visitor spend. Programs will highlight the Key Motivator/Large	15%	<p>Bonus given if goal achieved.</p> <p>Data Source – Smari</p>

<p><u>RESULTS</u></p> <p>As mentioned above, the SMARI research project was not completed this year due to budget implications. However, IVCB tourism and visitor servicing assets were included in all consumer, travel trade and MCC efforts through the year. This includes promotion of the popular East Shore Trail, IVCB trail access, transportation enhancements and changes. In addition, staff applied for an AARP Living Communities Grant to test a pilot program for micro transit, night service in the IVCB area.</p>	<p>Audience assets as determined by SMARI research.</p>		
<p>Strategic Priority #4: Organizational Reputation/Relationships</p>			
<p>PARTNERSHIP RELATIONS – Strengthen relationship with regional and strategic partnerships.</p> <p><u>RESULTS</u></p> <p>Partnership relations continues to be an important aspects of our bureau’s strategic goals. New this year the CEO was appointed as a board member on the RSCVA, DMAWest, TTD, and has taken the chair role on the RASC organization. CEO continues</p>	<p>Increase organizational interaction with key partnerships of TTD, TMA, TRPA, RSCVA, RTT, Travel Nevada, Visit California, RASC, and NLTRA by engaged participation.</p>	<p>10%</p>	<p>Bonus given if goal achieved.</p> <p>Data Source – Peer Survey</p>

to be actively involved with the TMA, RTT, Travel Nevada, Visit California and the North Lake Tahoe Marketing Cooperative.			
Strategic Priority #5: Financial Sustainability			
MERCHANDISE SALES – Develop comprehensive merchandise sales strategy to increase net revenues. RESULTS Retail sales ended the year flat to prior year, although C-19 impacts closed our visitor center for over two months. Through February, retail sales were up 27%.	Increase net revenues by 5% over FYE 2018/19.	5%	Bonus given if goal achieved.
FINANCIAL HEALTH – Deliver on targeted Management/General Expense to Overall Expenses. RESULTS Total Management/G&E expenses = 33.8% of total expenses. This total includes cost associated with implementing C-19 safety protocols for staff and guests, cost associated with the annual board retreat. In addition, program expenses were cut in all areas due to C-19 impacts.	Management/General Expenses not to exceed 30% of total annual expenses.	10%	Bonus given if goal achieved.
FINANCIAL HEALTH – Deliver accurate financial reporting and accountability. Deliver on the Board approved fiscal year budget.	+/- 5% of fiscal year budget achieved	5%	Bonus given if goal achieved.

RESULTS FYE actual expenses = \$1,855,696 compared to expenses budget of \$2,094,078 a savings to budget of 11.4%			
LEADERSHIP RESULTS Organization had no core employee departures in FY 2019/20.	Maintain a solid core organizational team	5%	Bonus given if goal achieved.
Per board action on July 17th, 2019, CEO is eligible for 20% performance merit bonus based on board approval and goal results.			



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

To: IVCBVB Board of Directors

Fr: Andy Chapman

Date: 1/17/21

Re: Discussion and Input on FY 2020/21 CEO Performance Goals

Background

Staff requests the board discuss and provide input on the Draft FY 2020/21 CEO goals. This item was discussed in July 2020. At that meeting the Board directed staff to return this item for discussion in January 2021.

X-7

Strategic Priorities	FY 20/21 Goals	% Weight	Process
Strategic Priority #1: Marketing & Promotions			
COVID-19 consumer communication efforts.	Actively manage all NLT consumer effort to ensure distribution of accurate and timely information including safe and responsible travel messages.	20%	Bonus given if goal achieved.
Increase length of stay in the Incline Village/Crystal Bay communities.	Ensure IV/CB assets are included in all communication channels to ensure equitable representation of Nevada product.	20%	Bonus given if goal achieved. Data Source – Visitor Survey
Strategic Priority #2: Transportation/Transit			
Ensure Incline Village/Crystal Bay transportation and transit projects are included in all TTD's & TRPA's Regional Transportation Plans.	By FYE 2020/21, IV/CB transportation and transit needs will be identified as well as targeted project initiation/implementation.	10%	Bonus given if goal achieved. Data Source – One Tahoe Plan & Regional Transportation Plan
Strategic Priority #3: Financial Sustainability			
FINANCIAL HEALTH – Ensure organization is on solid financial grounds with focus on operational effectiveness and cost containment.	Maintain board approved net assets at FYE.	20%	Bonus given if goal achieved.
FINANCIAL HEALTH – Deliver accurate financial reporting and accountability. Deliver on the Board approved fiscal year budget.	+/- 5% of fiscal year budget achieved	5%	Bonus given if goal achieved.

Strategic Priority #4: Organizational Reputation/Relationships			
PARTNERSHIP RELATIONS – Strengthen relationship with regional and strategic partnerships	Maximize organizational interaction with key partnerships of TTD, TMA, TRPA, RSCVA, RTT, Travel Nevada, Visit California, RASC, and NLTRA by active and engaged participation.	5%	Bonus given if goal achieved.
COMMUNITY RELATIONS – Strengthen relationship with IVCB business and residential communities.	Develop appropriate sustainable tourism platform with regional and local partners.	10%	Bonus given if goal achieved.
LEADERSHIP	Maintain a solid core management team.	5%	Bonus given if goal achieved.
Per board action on July 17th, 2019, CEO is eligible for 20% performance merit bonus based on board approval and goal results.			

Feb 17, 2021

Revenues & Stats				
	Dec-2020	Dec-2019	Variance	
Grant Revenues				
Monthly YTD	\$ 150,977	\$ 150,194		0.5%
Total Taxable Revenues	\$ 1,244,630	\$ 1,301,849		-4.4%
	\$ 4,564,262	\$ 4,544,071		0.4%
	Dec. Actual	Dec. Budget		
Monthly YTD	\$ 150,977	\$ 120,414		25.4%
	\$ 1,244,630	\$ 722,409		72.3%
Occupancy				
Hotel	35.3%	50.1%		-29.6%
Motel	42.6%	40.2%		6.0%
Vacation Rental	31.0%	25.8%		19.8%
Time Share	7%	49.3%		-84.9%
Home Owner	11.8%	9.33%		26.0%
	26.0%	32.17%		-19.3%
Total				
Room Rate				
Hotel	\$ 295.51	\$ 274.26		7.7%
Motel	\$ 142.84	\$ 129.11		10.6%
Vacation Rental	\$ 300.57	\$ 317.92		-5.5%
Time Share	\$ 404.40	\$ 78.06		418.1%
Home Owner	\$ 340.92	\$ 317.85		7.3%
	\$ 296.63	\$ 251.46		18.0%
Total				
RevPar				
Hotel	\$ 92.97	\$ 137.29		-32.3%
Motel	\$ 60.80	\$ 51.57		17.9%
Vacation Rental	\$ 92.81	\$ 82.15		13.0%
Time Share	\$ 30.17	\$ 38.51		-21.7%
Home Owner	\$ 40.09	\$ 29.65		35.2%
	\$ 73.88	\$ 80.90		-8.7%
Total				

Visitor Information Comparative Statistics For Fiscal YTD			
	Jan-2021	Jan-2020	Variance
Walk In Visitor Count			
Monthly YTD	494	1113	-55.6%
Merchandise Sales	12,372	35,473	-65.1%
Monthly YTD	\$ 978	\$ 1,604	-39.0%
Concierge & AT Sales	\$ 29,296	\$ 45,744	-36.0%
Monthly YTD	\$ -	\$ -	#DIV/0!
Vacation Planners Mailed	18	90	-100.0%
			-80.0%

Destimetrics Reservations Activity (as of Jan 31, 2021)				
	FY 2020/21	FY 2019/20	Variance	
Current Month Occupancy	30.9%	54.0%		-42.8%
Current Month ADR	\$ 381	\$ 388		-1.8%
Current Month REVPAR	\$ 118	\$ 209		-43.5%
Next Month Occupancy	39.0%	52.0%		-25.0%
Next Month ADR	\$ 463	\$ 430		7.7%
Next Month REVPAR	\$ 181	\$ 227		-20.3%
Winter Total Occupancy (proj)	23.7%	39.7%		-40.3%
Winter Total ADR (proj)	\$ 396	\$ 389		1.8%
Winter Total REVPAR (proj)	\$ 94	\$ 154		-39.0%

Reno Tahoe International Airport			
	Dec-2020	Dec-2019	Variance
Total Passengers Served	154,103	381,897	-59.6%
Average Load Factor	53.1%	80.1%	-33.7%
Total Number of Departures	1,243	1,981	-37.3%
Non-Stop Destinations Served	19	20	-5.0%
Departing Seat Capacity	143127	234361	-38.9%
Crude Oil Averages (barrel)	\$ 47.02	\$ 59.88	-21.5%

Notes of interest:

JSX began RNO to Orange County 4 times per week
 Allegent Airlines will begin operating RNO to Orange County on February 18th
 American Airlines will begin operating RNO to LAX on March 5th
 JetBlue will resume RNO to JFK starting April 8th
 United will resume RNO to Chicago starting March 4th
 Southwest will begin service between RNO and Houston Hobby, Long Beach and Chicago on March 11

Conference Revenue Statistics			
(Booked as of December 31st, 2020)	FY 2020/21	FY 2019/20	Variance
Total Revenue Booked	\$ 1,059,448	\$ 2,685,035	-60.5%
Number of Room Nights	4,079	12,075	-66.2%
Number of Delegates			#DIV/0!
Number of Tentative Bookings	15	53	-71.7%
Number of Leads Generated			#DIV/0!
Conference Revenue And Percentage by County:			
	20-21	19-20	
Placer	83.0%	80.0%	-3.0%
Washoe	17.0%	16.0%	6.3%
South Lake	0.0%	4.0%	-100.0%
Nevada	0.0%	0.0%	#DIV/0!
Total Conference Revenue	\$ 1,059,448	\$ 2,685,035	-60.5%

XUP-1

Top Website Lodging Referrals (October)	Total Lodging Ref.	Unique Lodging Ref.
Hyatt Regency Lake Tahoe	54	53
Tahoe Luxury Properties	30	28
Hostel Tahoe in Kings Beach	27	24
The Ritz-Carlton, Lake Tahoe	27	26
North Tahoe Rental Company	23	12
Cedar Glen Lodge	22	21
Hyatt High Sierra Lodge,	22	20
Tahoe Biltmore Lodge & Casino	20	17
The Village at Squaw Valley	20	19
Granibakken Tahoe	19	15
Sun Bear Realty & Vacation Rentals	19	18
Hauserman Rental Group	17	17
Resort at Squaw Creek	17	17
Tahoe Getaways Vacation Rentals	16	16
Agate Bay Realty Vacation Rentals	15	15
Northstar California Resort	15	13
East West Hospitality at Tahoe	14	12
Rockwood Lodge	14	14
Tahoe Sands Resort	14	13
Waters of Tahoe Properties	13	11
Meeks Bay Resort & Marina	12	12
Stay In Lake Tahoe	12	10
Tahoe Vacation Rentals	12	11
Tahoe Vista Lodge and Cabins	12	12

XIII 2

Summary:

The Visitors Center is currently open on Fridays, Saturdays and Sundays. Visitation has been very low during these days.

Staffing:

- Staff is at all-time lows

Operations:

- Managing staff and inventory through slowdown

Projects:

- 6 month reforecast
- D.G Menchetti signage
- Redo large Visitors Center street sign
- Replacing some very old computers in office
- GoTahoeNorth SEO project
- Manage FB/Instagram for Bureau

Meetings attended:

- RTT executive committee meetings, BACC meeting, Marketing cooperative meetings, In market tourism meeting, SEO meetings, co-op agency meetings, Cloudriff training meetings, Tempest training, strategy meetings and fireworks meeting.

President/CEO Report
Activities Report
February 17th, 2021

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Worked with NLTRA CEO on 2020/21 Six Month Coop budget reforecast.
 - Revised all social media messages to align with Safe & Responsible talking points.
 - Worked with Agency partners on recovery plan, timing and implantation.
 - Planning spring consumer advertising campaign.
 - Implemented Travel Nevada Responsible Winter Travel video series.
 - Implemented Travel Nevada Paid Meetings Media campaign.
 - Working with Coop staff to plan agency RFP presentations planned for March.
- PROJECTS
 - Implemented Dallas paid media campaign in conjunction with Tahoe South.
 - Continued cost management efforts on operational expenses.
 - Continued discussions with TART on Incline Village transit improvements.
 - Participated in industry wide, Collective Insights group think tank.
 - Met with Lake Tahoe DMO CEOs and TRPA on consumer behavior messaging.
 - Met with July 4th Firework Coalition on permit application.
 - Finalizing July 4th Firework permit for submittal to Washoe County.
 - Working with TTD Staff on Incline Village Mobility Hub Community Forum meetings.
- MEETINGS (in person or virtual)
 - Attended Sales Staff meetings
 - Attended Vendor status meetings
 - Attended RASC Executive Committee Meeting (weekly)
 - Attended RSCVA Board meeting
 - Attended TMA Meeting
 - Attended TTD Board Meeting
 - Attended Lake Tahoe Recreation providers/public managers calls
 - Attended CalTravel DMO Roundtable meeting
 - Attended NLT Marketing Coop meeting
 - Attended NLTRA Board Meeting
 - Attended DMA Board of Director meeting
 - Attended joint IVCBVB/NLTRA executive committee meeting
 - Attended VCA Brand/Content committee meeting
 - Attended North Lake Tahoe Express committee meeting
 - Attended TTD Incline Mobility Hub Town Hall meeting

XIVC-1



north lake tahoe

Departmental Reports
February 2021



January 2021
Conference Sales Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. Osteopathic Physicians & Surgeons - OMM Weekend, 6/11/2021-6/13/2021, 100 room nights, 50 people
2. American Bar Association - FSLC Spring Meeting, 5/9/2023-5/14/2023, 404 room nights, 225 people
3. Conference Direct - NCPA 2021 Summer Board of Directors Meeting, July 25-27, 2021, 28 room nights, 15 people
4. Palffy Wedding, September 29-October 2, 2021, 35 room nights, 50 people
5. Ziprecruiter - President Chair Enterprise Group, March 3-6, 2022, 42 room nights, 28 people
6. American Council of Engineering Companies - 2022 Summer Public Affairs Conference, June 8-12, 2022, 175 room nights, 85 people

NEW INQUIRIES:

1. Compass Group USA, Inc - 2022 Retention and Sales Excellence, 1/16/2022-1/23/2022, 541 room nights, 250 people
2. Cutera, Inc - Workshop Q1, 3/4/2021-3/7/2021, 30 room nights, 50 people
3. California Warehouse Association - 2021 Annual Meeting, 3/11/2021- 3/12/2021, 25 room nights, 50 people
4. California Trails Conference Foundation- 2022 Conference, March 7-, 2022, 475 room nights, 400 people
5. McKesson Corporation - #13724 Radiation Business & Education Meeting, October 5-9, 2021, 325 room nights, 150 people

TRADE SHOWS & EVENTS:

- Attended the MPI Southern California Chapter State of Industry Education Event – January 28th
- Attended the MPI Sacramento Sierra Nevada Chapter Membership Committee Meeting –

PROJECTS:

- Webinars Attended
 - January 6 - CVENT webinar “Understand the Planner Perspective.”
 - January 13 - CVENT webinar “Effectively Managing Inbound Leads”
 - January 15 – webinar on “Group Business Insight, January 2021”
 - January 20 – CVENT webinar “Increase RFP Conversion Rates”
- Newsletter Distribution
 - January 27th - Meetings & Events Incentives on 1001 Planners located in West Coast States. The e-blast newsletter had a 24% open rate.
- Finalized the MCC website update

XVQ-1

- Finalized the MCC weddings website update
- Finalized our CRM database training manual

CHICAGO EFFORTS:

- Mailing and personally dropping off Valentine's packages with Lake Tahoe masks & cookie and brownie mix to top clients. Adding Bart's info to card.
- North Lake Tahoe continues to be represented on the Chicago Destination Reps social media sites: Facebook, Instagram and Linked-In and on the website.
- Virtual Yoga being planned for top accounts in February/March.
- Key events attended:
 - GMC-PCMA Virtual Reception
 - PCMA Convening Leaders Conference
 - MPI Holiday Event



Leisure Departmental Report
January 2021

KEY MEETINGS & PROJECT WORK

- Educated and on-boarded the five new Tourism Development Committee members
- Launched Australia PR scope of work
- Met with DCI on next phases of Canada contract
 - To engage in up to (4) more webinars trainings in spring 2021
- Attended all day IDSS Sales Training
- Lead on NLT Sustainability Travel Project
 - Creating content for GTN
 - Working with Augustine on the development of the sustainability pledge
 - Working with Kind Traveler to secure non-profit selection
 - Organizing Tourism Cares Conference – looking at moving dates to fall of 2021
 - Met with Sierra Business Council to go over local business involvement

TRADESHOWS, SALES CALLS & TRAININGS

- Attended the Visit CA Rural Committee
- Attended the Visit CA High Sierra meeting
 - Lead on High Sierra Influencer Program – we had an RFP review and selected company.
 - Working on upcoming Tradeshow for the High Sierra – Family Travel Expo
- Participating in the upcoming Virtually Yours Travel NV Virtual Roadshow
 - Currently have one lodging partner signed up – The Village at Squaw Valley
- Attended Visit Asheville's Virtual FAM and working with Liz to develop NLT's virtual FAM program for spring 2021
- Met with internal team to develop new DestiMetrics distribution platform
- Upcoming Tradeshow:
 - Visit CA Virtual Outlook Forum – February
 - Go West Virtual Summit – March

MARKETING CAMPAIGNS

- Leisure sales newsletter went out to 3000 agents and had an open rate 22%
- Upcoming Marketing Campaign:
 - Started outreach for spring NLT Expedia marketing and sales program to select dates and recruit hotel partners
- Wrapped up Travel NV Crisis Recovery Expedia Campaign
 - Focus is on destination relief and recovery. Includes dedicated landing pages, reporting, re-targeting and competitive of NV comp set.

XV6-1

- Campaign Dates: *October 15, 2020 – January 15, 2021*
- Impressions: 3.05M
- Clicks: 3,129
- Room Nights: 103
- Gross bookings: \$22,690.04

VISAVUE DATA

- Q3 July – September
 - Total spend: \$162,176,325
 - Year over year growth during this quarter was +2.5%
 - Average cardholder spend: \$249.42
 - Top regions visiting: San Francisco, Sacramento, Reno, LA, San Diego, Phoenix, Las Vegas, Seattle, New York, Stockton, Chico

January 2021 Recap



north lake tahoe

THE ABBEY
AGENCYTM



Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Social Media

- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: -3.93% decrease in Facebook followers and -3.75% decrease in Instagram followers.
 - SoCal: -9.18% decrease in Facebook followers and -48.40% decrease in IG followers.

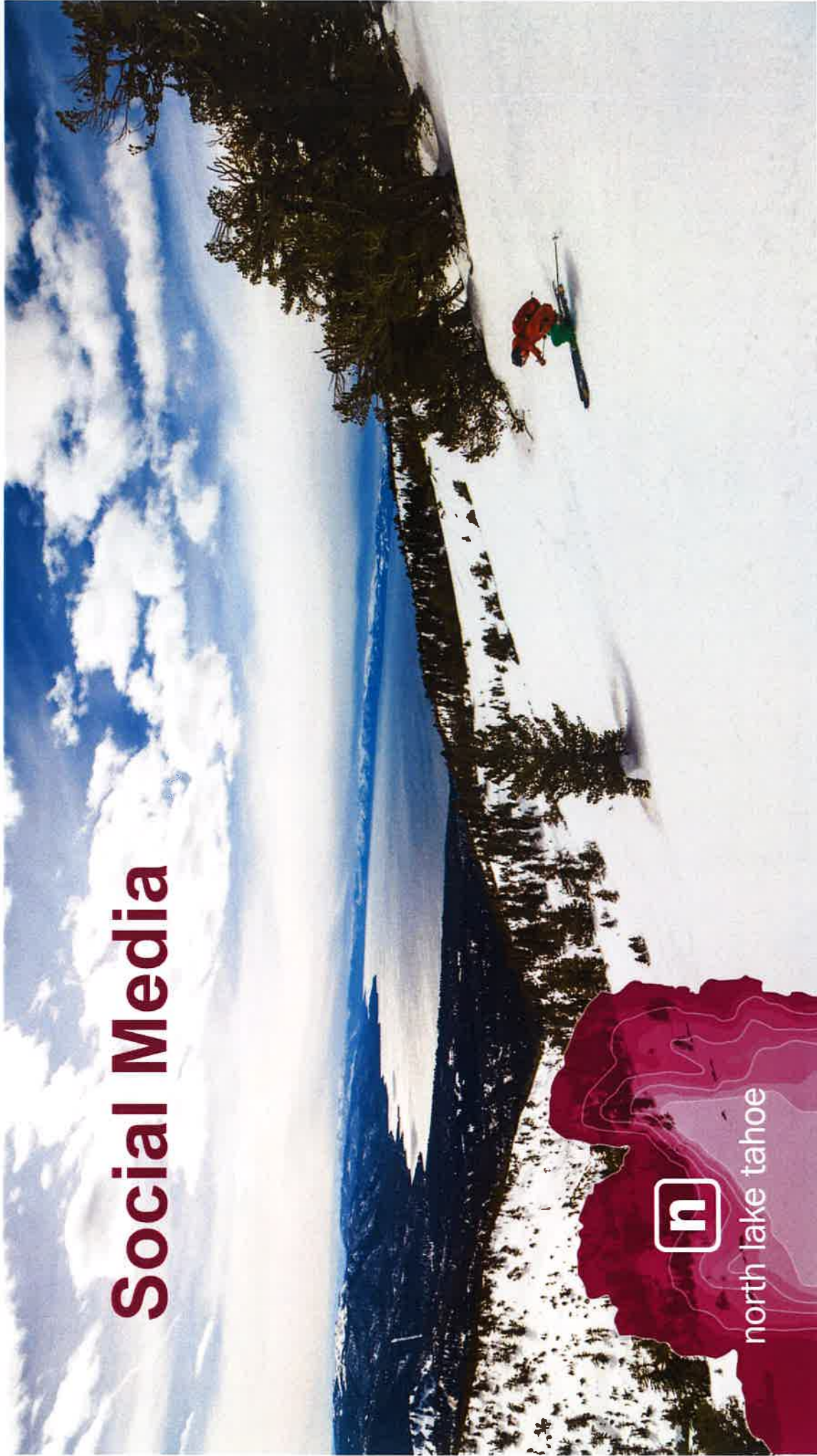
Content

- Blog
 - Goal: 1 per month
 - Completed: 1 published in December; 1 updated and published in January.
- Newsletter
 - Goal: 1 per month
 - Completed: 2



xvd-3

Social Media



north lake tahoe

Social Media Approach

Strategy

- North Lake Tahoe has returned to higher posting frequency, with approx. 5 posts per week (optimized for each platform). Content has focused on responsible travel/education, while also educating our audience on the opening of individual resorts and the restrictions and changes found there.
- General consumer sentiment has improved so select messages around winter travel and the in-market campaign have been included.

Objectives

- **Instagram:** Maintain a 5-7% engagement rate month over month (this is *very high*, compared to industry average of 2-3%)
- **Facebook:** Maintain a 3-4% engagement rate month over month (industry average for all types of content is 3.91%)
- **Twitter:** Maintain an average engagement between 0.09% and 0.33% (industry standard)
- **Increase overall followers by at least 0.5% monthly**

Channels

- Facebook, Instagram, Twitter, YouTube, Pinterest

Follower + Engagement Insights:

- Total followers: **232,965**
- Total audience increased by **0.2%** with total net audience growth decreasing by **2.8%** compared to the previous month.
- Total Impressions: **1,888,756 (+33%)**
- Total Engagement: **117,473 (+114%)**

Insights:

- Engagements and impressions increased over the course of January. Because we have increased our posting frequency slightly, with imagery focused on beautiful scenic imagery, we believe this benefited our pages.



Top Posts by Engagement

#1 Instagram Post: 63k impressions, 61k reach, 8.1k engagements, 12% engagement rate

#1 Facebook Post: 188K impressions, 179k reach, 18k engagements, 10% engagement rate

#1 Twitter Post: 39,286 impressions, 1,059 engagements, 9% engagement rate



tahoenorth

The views found along Tahoe's east shore are without a doubt iconic. That being said please practice safe, legal, and responsible parking. Park in a designated spot rather than just along the side of the road. Parking in an undesignated location can be incredibly dangerous, especially during winter driving conditions. So if you're looking to explore the east shore, we recommend parking at one of the many designated parking locations (ie. The East Shore Trail parking lot next to Tunnel Creek Cafe) before embarking out on your adventure.

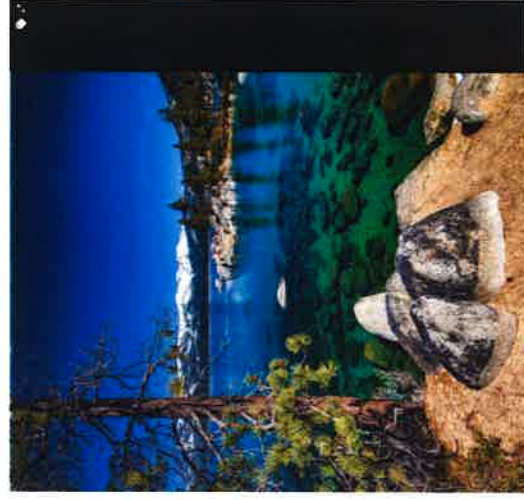
@landscapeandlens

4w

Like Comment Retweet Share

Liked by stevenzamith and 7778 others

JANUARY 13



North Lake Tahoe

09 TahoeNorth

We have received up to 15" of snow throughout the North Tahoe region with plenty more on the way. Be advised that a Blizzard warning is in effect from now through Friday morning. Travel during this time is discouraged as roads have the potential to be very dangerous.

11:17 AM · Jan 27, 2021 · Twitter Web App

8 Retweets · 4 Quote Tweets · 53 Likes

xvd-6

Content Messaging

North Lake Tahoe Social Media Efforts

- North Lake Tahoe has returned to higher posting frequency, with approx. 5 posts per week (optimized for each platform). Content is focused on responsible travel/education, while also educating our audience on the opening of individual resorts and the restrictions and changes found there.
- General consumer sentiment has improved so select messages around winter travel and the in-market campaign have been included.

Local Business Support:

- The Takeout Tahoe campaign continues to run across social media, with posts being boosted and promoted to in-market visitors.
- On top of Takeout Tahoe we have been continuing to share ways visitors can support local restaurants and retailers.

Winter Resort/Snow Messaging

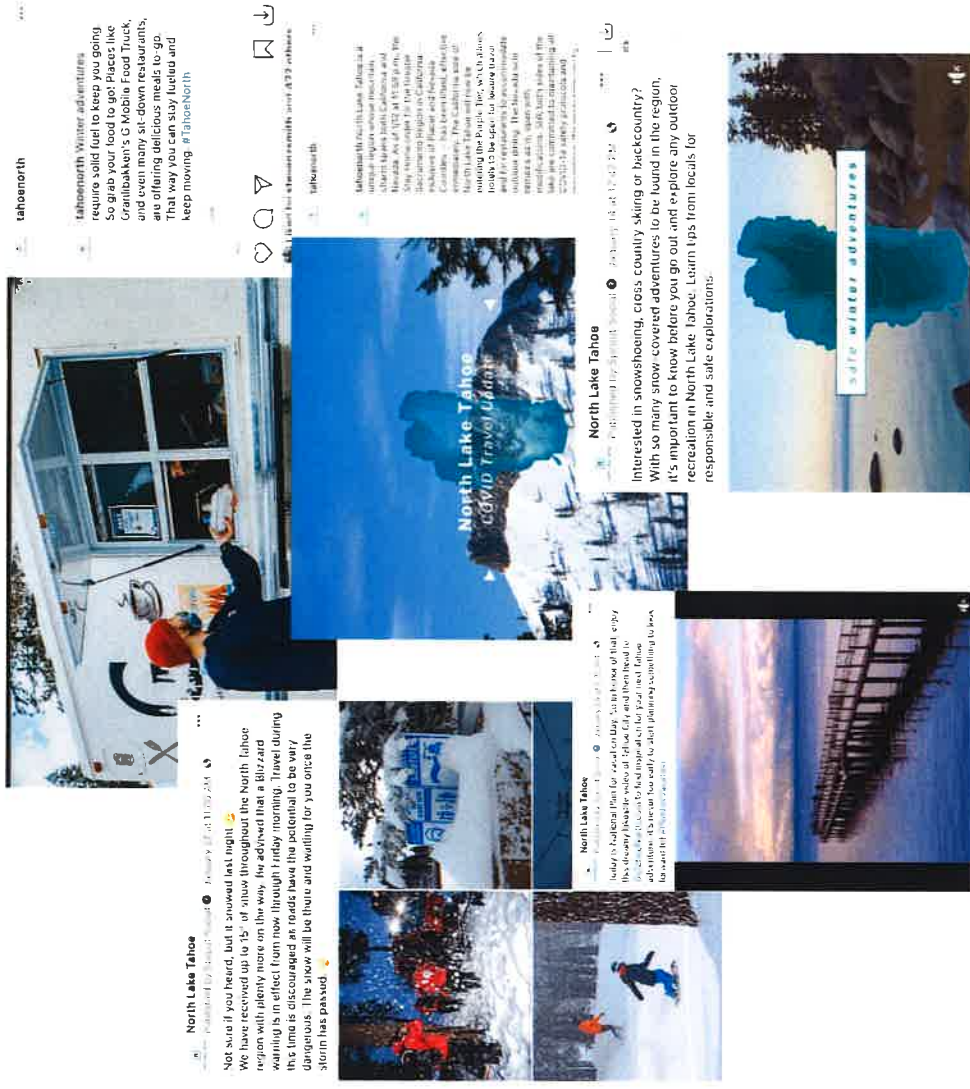
- Posts and videos shared to educate our audience around the opening dates for individual resorts with messaging related to safety and access booking to specific resorts.

Winter Responsible Travel

- Shared visuals and messages that connect to the Winter Know Before You Go guide. When applicable we have linked to the section of the website where visitors can download the guide.
- We have also made an effort to educate our audience on any weather related travel changes.

COVID-19 Restrictions




- In an effort to inform our audience on the changes, our posts aim to keep North Lake Tahoe's audience up to date on any changes within the industry.



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Instagram Competitor Set

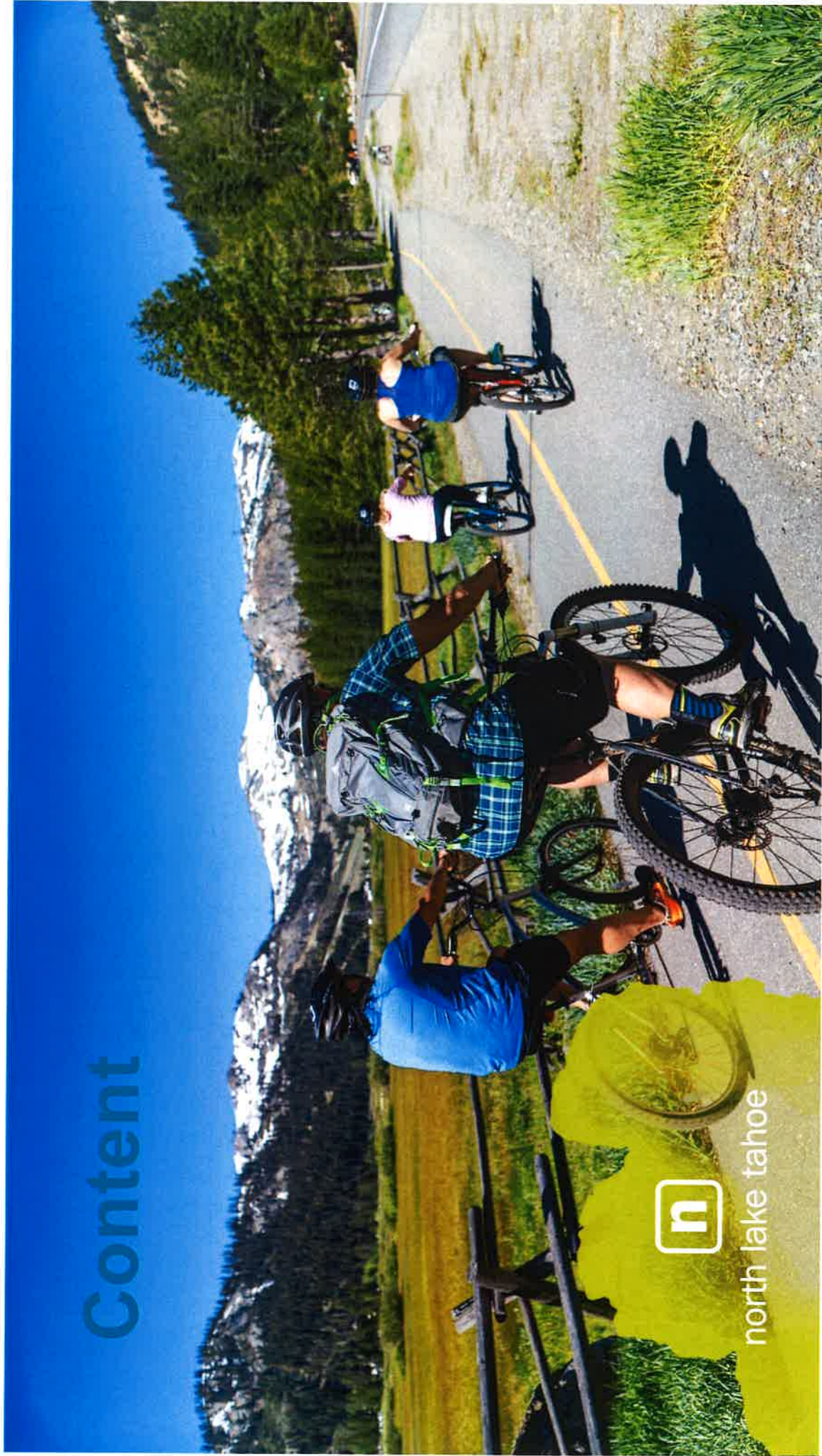
Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In January @TahoeNorth had more engagements than Tahoe South and fewer than Visit Mammoth. All destinations are continuing to weave in beautiful imagery with safety messaging with about the same posting frequency throughout the month of January.

Rank	Hashtag	Followers	Media	Top Post	Post Type
1	#tahoenorth	20.7M	7,850		Photo
2	#tahoenorth	20.7M	4,670		Photo
3	#tahoenorth	20.7M	3,942		Photo

The collage displays five Instagram posts, each featuring a snowy mountain landscape. The posts are arranged in three rows. The top row has three posts, the middle row has two, and the bottom row has two. Each post includes a 'View on Instagram' link and a like count.

Post Description	Like Count	View on Instagram
Snowy mountain peak	3,414	View on Instagram
Snowy road with a car	2,743	View on Instagram
Snowy mountain peak	5,819	View on Instagram
Snowy mountain peak	6,450	View on Instagram
Snowy mountain peak	6,656	View on Instagram
Snowy mountain peak	21,407	View on Instagram
Snowy mountain peak	21,676	View on Instagram

Content



north lake tahoe

Content Approach

Overall Strategy:

The Abbi Agency has evolved content strategy by:

- ***Creating evergreen blog messages*** to provide consumers with messages that are beneficial year-round.
- ***Reserving time-sensitive information for monthly newsletters*** with the understanding that the newsletter can inspire and motivate travel intent.
- **Brand Voice & Tone** – Blogs and newsletters are crafted with an identifiable “character,” with the intent of conveying the “Tahoe experience” in all levels of the decision-making funnel.
- **Granular content per channel** for better segmentation to fly/drive market audiences.



10-20

Content Approach (cont)

Blogs:

- We have shifted from "events-based marketing" and are focusing primarily on education/responsible travel and evergreen content.
- In this way, we create aspirational messages that are useful to consumers for trip planning, year-round.
- With one blog per month, each is designed to **improve SEO**, **increase brand awareness** (especially during shoulder seasons) and **provide educational content**.
- Most blogs range from 600-800 words (a length that Google deems valuable).
- The **Content Guidelines** draft is complete and will be evolved in tandem with the brand book in 2021.

Newsletters:

- The newsletter takes a more "news and events" approach, highlighting current and upcoming events, driving bookings and encouraging users in our flight and drive markets to *explore North Lake Tahoe* as its offerings change throughout the seasons.



Blogs & Newsletters

Key Themes:

- Safety
- Winter Travel Advisories
- Safe Parking/Driving Behaviors
- Update to stay at home orders/tiers

Campaigns:

- Transit safety, Know Before You Go, Winter Advisory



Xud-12

Newsletters Posted: 1

- *Stay-at-Home Orders Lifted 2021*
 - Open Rate 41.6% (15.6 percentage growth rate) | CTR 0.9 %

Blogs Posted: 2

- *Dashing Through the Snow: Your Guide to Getting Around North Lake Tahoe this Winter*
 - Page views: 430 | Avg. time on page: 02:06
- *Planning to Visit North Lake Tahoe This Winter? Here's What You Need to Know*
 - Page views: 476 | Avg. time on page: 02:10

Content Marketing Campaign: Winter Responsible Travel Video Series

Overview

North Lake Tahoe received a COVID-19 CARES ACT Grant from Travel Nevada to promote the openness and safety of the destination.

This grant will be used for a multi-part winter responsible travel video series as well as supporting photography of safe travel.

Completed Videos:

- Lodging Winter Update
- General Responsible Travel Video
- Winter Outdoor Recreation Safety
- Takeout & Dining



Planned Videos:

- Final video subject - TBD

Distribution:

Currently, the photos and videos have been utilized on North Lake Tahoe's owned channels including website and social media and boosted to the drive market.

The grant includes paid advertising dollars for the videos which will be deployed within Q1 2021 to align with current COVID-19 travel restrictions and the resumption of consumer spending.

Post and Boost results through January:

Total Impressions: 68,475

Total Engagements: 2,041

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NORTH LAKE TAHOE DIGITAL REPORT

January 2021

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EXECUTIVE SUMMARY

- The MCC campaign had nearly 335,250 impressions.
- The first email for the campaign went out in January and provided a CTR of 10.2%.
- MCC's video view rate was at 79% and over 4,000 views.
- Search is performing well with an average CTR of 3.31%.
- 98% of the website sessions were new users.

Performance Overview

Start Date
1/1/2021

End Date
1/31/2021

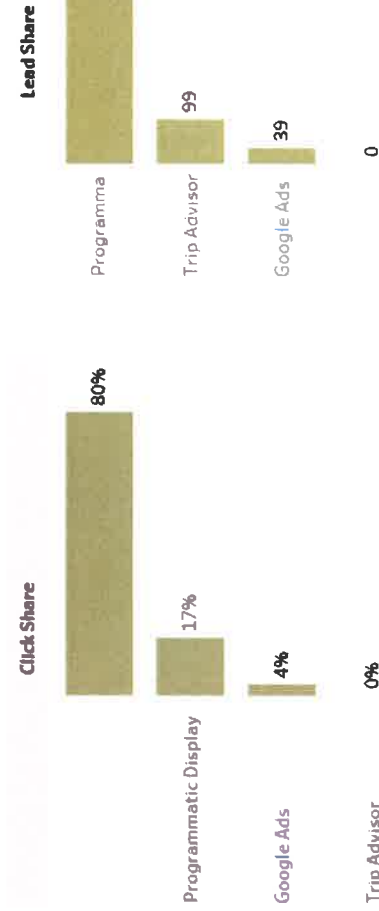
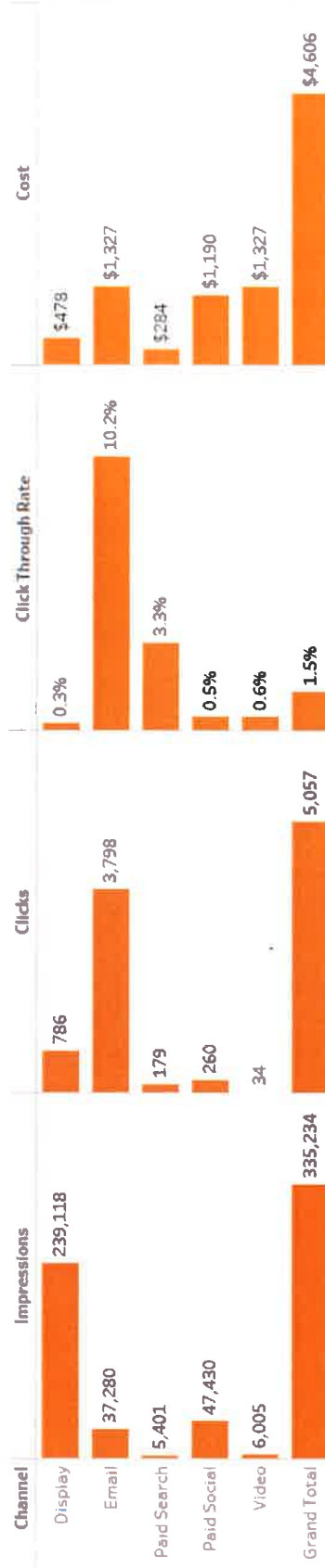
335,243
IMPRESSIONS

5,057
CLICKS

\$0.91
COST PER CLICK

278
PRIMARY
CONVERSIONS

\$7.52
COST PER TOS
CONVERSION



xvd-3

Overview by Campaign

Start Date
1/1/2021

End Date
1/31/2021

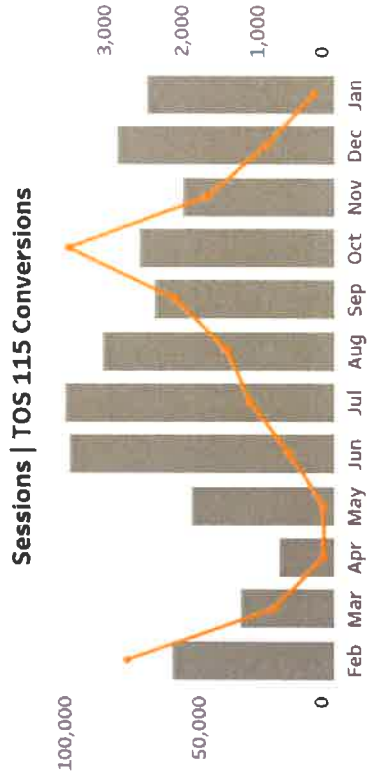
335,243
IMPRESSIONS

5,057
CLICKS

\$0.91
COST PER CLICK

278
PRIMARY
CONVERSIONS

\$7.52
COST PER TOS
CONVERSION



The MCC campaign had an average CTR of 1.51% with a CPC of \$0.91.

Impressions	Clicks	Click Through Rate	Cost per Click	Cost	TOS 115	Cost per TOS Conversion	Max. Book Now Conversions	Submit RFP Conversion
335,234	5,057	1.51%	\$0.91	\$4,606	126	\$14.45	8	0

Overview by Medium

Start Date
1/1/2021

End Date
1/31/2021

335,243
IMPRESSIONS

5,057
CLICKS

\$0.91
COST PER CLICK

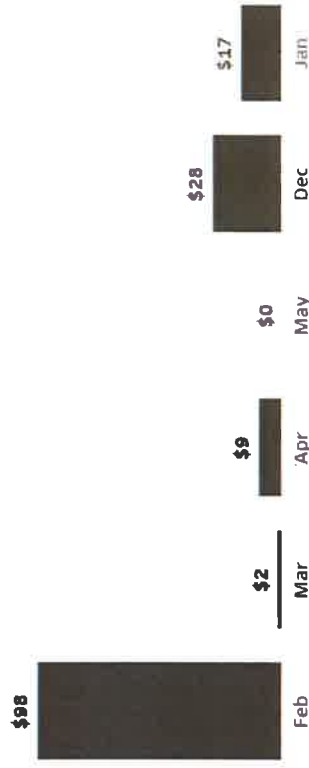
126
PRIMARY
CONVERSIONS

\$16.58
COST PER TOS
CONVERSION

Cost per Conversion Persona

Persona	TOS115	TOS Conversion Rate	Cost per TOS Conversion	Submit RFP Conversion	Cost per Submit RFP Conversion
Hotel	34	12.7%	\$3.95		\$0.00
KBYG	28	11.4%	\$4.80		\$0.00
mcctravel		0.0%	\$0.00		\$0.00
Outdoor	34	14.0%	\$3.98		\$0.00

Cost per Conversion Trending

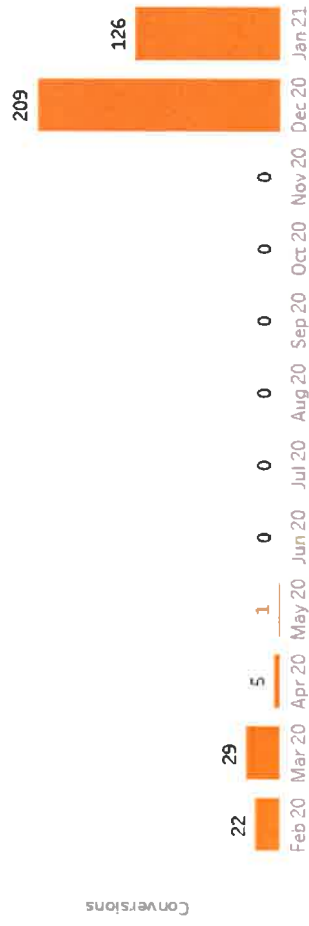


Channel	Impressions	Clicks	Cost per Click	Cost	TOS115	Cost per TOS Conversion	Submit RFP Conversion	Cost per Submit RFP C..	Views	View Rate
Display	239,118	786	\$0.61	\$478	96	\$4.98	0	\$0.00		
Email	37,280	3,798	\$0.35	\$1,327	0	\$0.00	0	\$0.00		
Paid Search	5,401	179	\$1.59	\$284	30	\$9.47	0	\$0.00		
Paid Social	47,430	260	\$4.58	\$1,190	0	\$0.00	0	\$0.00		
Video	6,005	34	\$39.03	\$1,327	0	\$0.00	0	\$0.00	4,766	79%

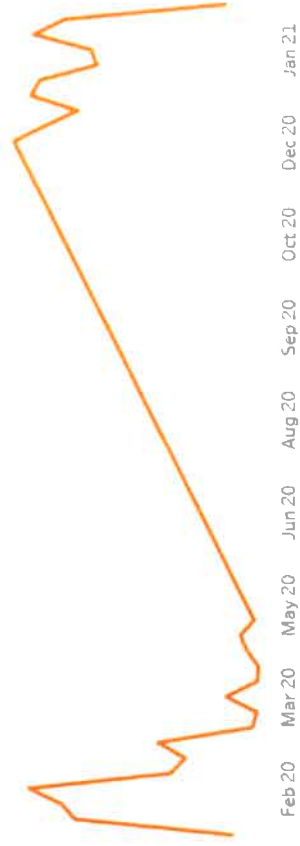
5-Sub

Trending Performance

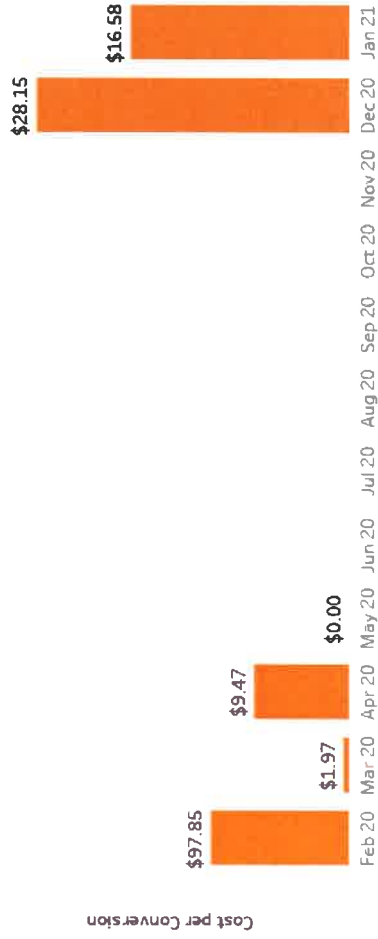
TOS 115 & Book Now Conversions



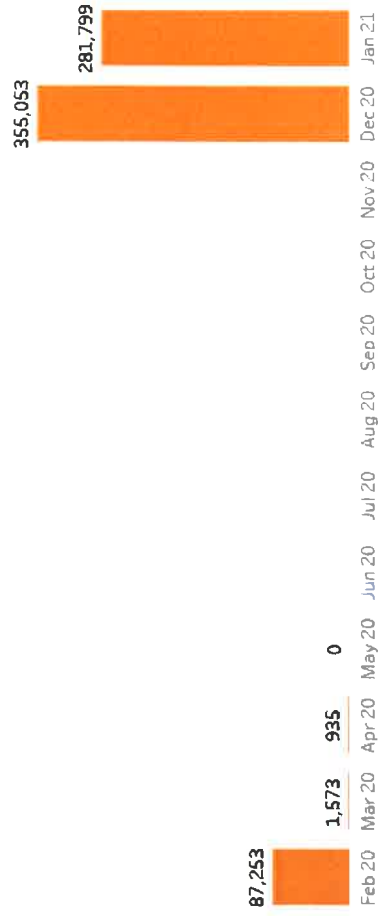
Website Sessions



Cost per TOS 115 Conversion



Impressions

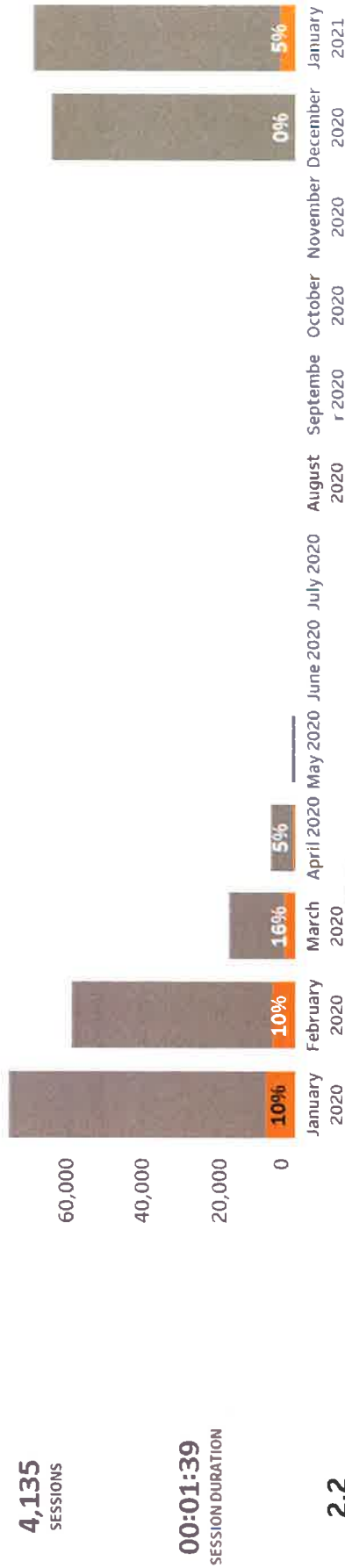


9-2-21

Website Performance

Report Date
1/1/2021 to 1/31/2021

Website Sessions From Paid MCC Ads



4,135
SESSIONS

00:01:39
SESSION DURATION

2.2
PAGES PER SESSION

Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	3,640	8,200	00:01:47	2.3	53%
Search	177	397	00:01:38	2.2	67%
Social	318	387	00:00:11	1.2	87%
Total	4,135	8,984	00:01:39	2.2	56%

98%
NEW USER SESSION RATE

56%
BOUNCE RATE

Handwritten signature: kud-7

Display Performance by Placement

Start Date
1/1/2021

End Date
1/31/2021

Cost per Conversion Trending

239,118
IMPRESSIONS

786
CLICKS

96
TOS 115
CONVERSIONS

Display performed well with over 750 clicks,
and a CTR of 0.33%.



\$5
COST PER
TOS CONVERSION

Platform	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS115	Cost per TOS Conversion	Submit RFP Conversion
Programmatic Display	239,118	786	0.33%	\$0.61	\$478.24	96	\$4.98	
Total	239,118	786	0.33%	\$0.61	\$478.24	96	\$4.98	

Display Performance by Creative

Start Date
1/1/2021

End Date
1/31/2021

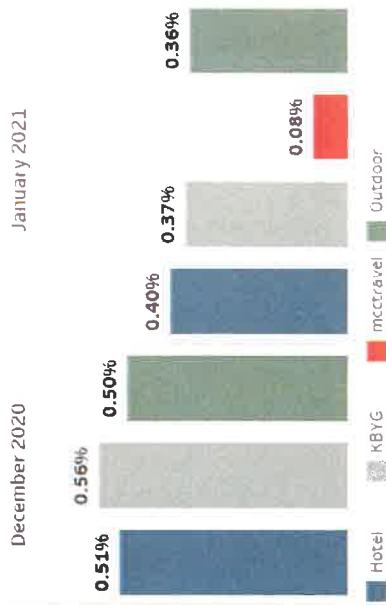
239,118
IMPRESSIONS

786
CLICKS

96
TOS 115
CONVERSIONS

\$5
COST PER
TOS CONVERSION

Creative CTR Trending



Display creative variants performed evenly across the platform impressions wise. However, the hotel creative had the most clicks.

Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per TOS Conversion	Submit RFP Conversion
Hotel	67,143	268	0.40%	\$0.50	\$134.29	34	\$3.95	
KBYG	67,184	246	0.37%	\$0.55	\$134.37	28	\$4.80	
micctravel	37,176	30	0.08%	\$2.48	\$74.35		\$0.00	
Outdoor	67,615	242	0.36%	\$0.56	\$135.23	34	\$3.98	
Total	239,118	786	0.33%	\$0.61	\$478.24	96	\$4.98	

Social Ad Performance

Start Date
1/1/2021

End Date
1/31/2021

47,430
IMPRESSIONS

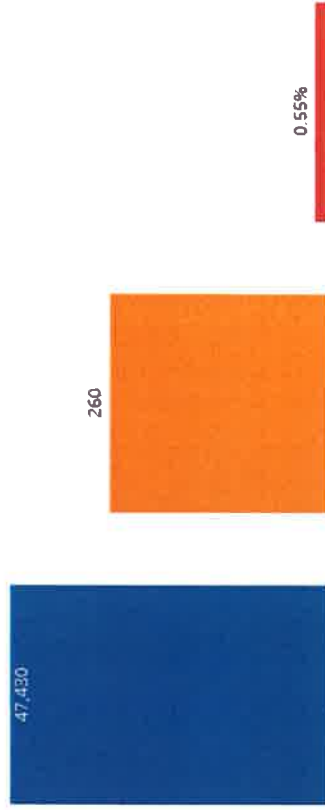
260
CLICKS

0
PRIMARY
CONVERSIONS

0
SECONDARY
CONVERSIONS

0
COST PER TOP
CONVERSION

Impressions
Clicks
CTR



Campaign	Impressions	Clicks	CTR	Total Conversions	Total Conversion Rate	Cost Per Conversion
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nlt_mcc-2020-2021	47,430	260	0.55%	0	0.0%	\$0.00
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Paid Search Performance

Start Date
1/1/2021

End Date
1/31/2021

Ad Group Performance

	Impressions	Clicks	Click Through Rate	Cost	Cost per Click	TOS 115 Conversions	Submit RFP Conversion
MCC	5,401	179	3.31%	\$284.09	\$0.63	30	

5,401
IMPRESSIONS

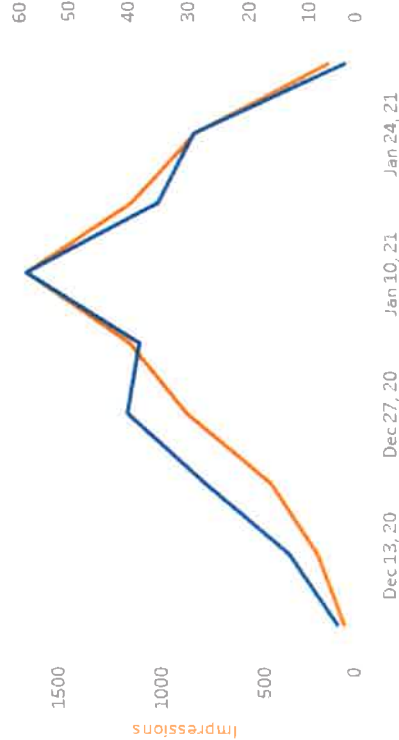
179
CLICKS

39
TOS 115
CONVERSIONS

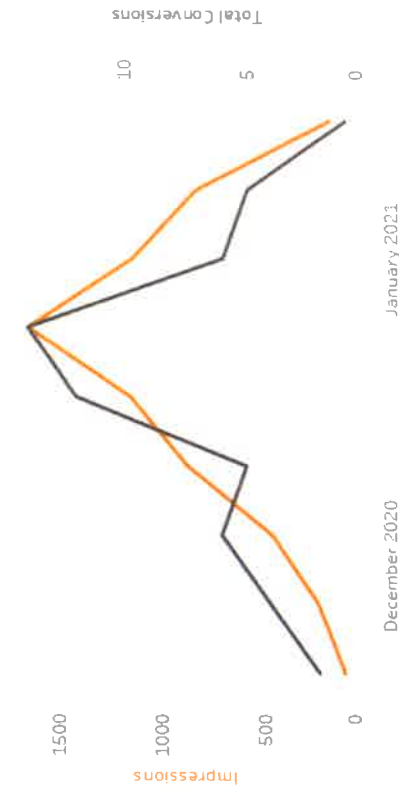
SUBMIT RFP
CONVERSIONS

\$0.63
COST PER CLICK

Impressions | Clicks



Impressions | Conversions

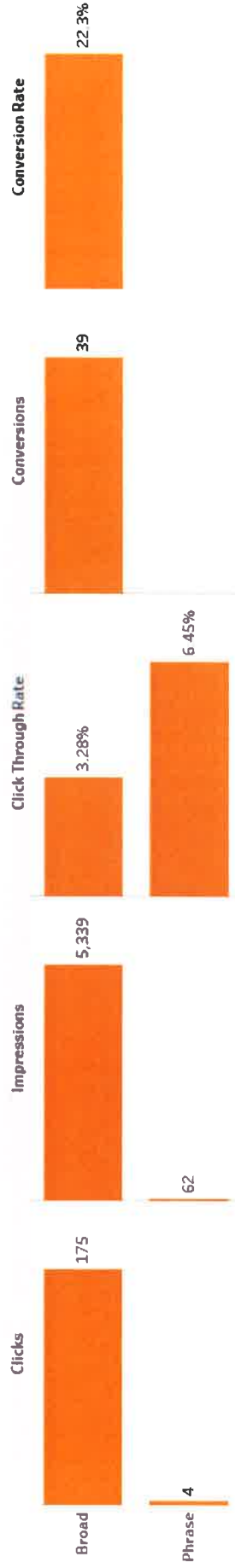


xud-11

Paid Search Performance

Start Date 1/1/2021
End Date 1/31/2021

Keyword Match Type Performance



Campaign Performance

Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
5,401	\$284.09	179	\$0.63	3.31%	30

X12-11

Paid Search Performance

Start Date 1/1/2021 End Date 1/31/2021

Keyword Performance

	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
north lake tahoe things to do	4,423	137	\$0.63	3.10%	\$217.60	31	22.6%	\$7.37
lake tahoe venues	575	24	\$0.63	4.17%	\$38.05	6	25.0%	\$6.96
lake tahoe wedding venues	302	11	\$0.77	3.64%	\$14.30	2	18.2%	\$6.96
north lake Tahoe activities	62	4	\$0.37	6.45%	\$10.79			\$7.73
+lake +Tahoe +venue	37	3	\$0.90	8.11%	\$3.35			\$7.42
+lake +Tahoe +conference	1	0		0.00%	\$0.00			\$5.66
+Tahoe +conference +cen	1	0		0.00%	\$0.00			\$9.30
+lake +Tahoe +convention	0	0			\$0.00			\$14.86
+Tahoe +convention +cen	0	0			\$0.00			\$5.65

RECOMMENDATIONS

OVERALL

The campaign has been adjusted to expand through May, spreading the budget out to additional months. This is to account for recent developments with vaccinations and optimism towards events later in the year, which in turn will increase interest for meetings over time.

DISPLAY

Display is performing well, and we're optimizing the campaign towards the best performing creatives.

SOCIAL

Social received a decrease in traffic for this space, so we are continually making optimizations to increase its performance.

SEARCH

Google Ads is beginning to remove the Broad Match Modified keyword option. Functionally they have said this shouldn't change how the keywords operate. This means you will see many Broad Match Modified keyword absorbed into the Phrase match type.

VIDEO

Video is doing exceptionally well and will continue optimizations to keep performance high.