



north lake tahoe

Incline Village • Crystal Bay Visitors Bureau

AGENDA

Board Meeting

Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday January 19th, 2022 3:00 pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday January 19th 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 Notice

This notice has been properly posted at the following locations: Incline Village Post Office, IVGID Office, Crystal Bay Post Office, Incline Justice Court, Incline Village Crystal Bay Visitor Bureau, at <https://www.gotahoenorth.com/lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/> and NRS 232.2175 at <https://notice.nv.gov>.

Public Comment

Public Comment will be at the beginning and ending of this meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the IVCBVB clerk at the beginning of the meeting. Comments based upon viewpoint may not be restricted by the Board.

Supporting Materials

Supporting materials for the meeting are available on the IVCBVB's website at <https://www.gotahoenorth.com/lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the Board. The designated contact to obtain support materials is Greg Long, 969 Tahoe Blvd, Incline Village NV 89451 775-832-1606.

Items on the agenda are for possible action by the Board of Directors unless stated otherwise. Items will not necessarily be considered in the order listed. The Board of Directors may combine two or more agenda items for consideration, may remove an item from the agenda or may delay discussion relating to an item on the agenda at any time.

AGENDA

- | | |
|--|--------------|
| I. Call to Order/Roll Call | Chair |
| 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. | Chair |
| III. Approval of Agenda (For Possible Action) | Chair |

- | | |
|---|-----------------------------|
| IV. Approval of November 2021 Board Meeting Minutes
(For Possible Action) | Chair |
| V. Review of Spring NLT Consumer Media Campaign (20 min) | Augustine/MAHK |
| VI. Review of December 2021 Financial Statements (10 min)
(For Possible Action) | Greg Long |
| VII. FY 2021/22 Six Month Budget Reforecast
(For Possible Action) | Greg Long/A. Chapman |
| VIII. Discussion on Joint IVCBVB/NLTRA Board Meeting (10 min)
(For Possible Action) | Andy Chapman |
| IX. Discussion on IVCBVB Board Strategic Retreat Objectives (20 min)
(For Possible Action) | Board/Staff |
| X. Submittal of January Dashboard | Greg Long/A. Chapman |
| XI. Management Reports | Andy Chapman |
| XII. Departmental Reports
a) Conference Sales
b) Leisure Sales
c) Consumer Advertising
d) Social/Content
e) Public Relations – Consumer
f) Communications - Organization | Andy Chapman |
| XIII. Old Business | Chair |
| XIV. New Business | Chair |
| XV. Director Comments | Chair |
| XVI. 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. | Chair |
| XVII. Adjournment – (For Possible Action) | |



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

July Board Meeting Minutes Lake Tahoe Incline Village Crystal Bay Visitors Bureau Wednesday, Nov 17, 2021, 3:00pm

I. Call to Order/Roll Call

Bill Watson

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:03pm by Chair Bill Watson. Roll call was taken, and the following members were present: Bill Watson, Claudia Andrsen, Tyler Gaffaney and Blane Johnson. The following IVCBVB employees were present: Greg Long, Director of Operations, Andy Chapman, CEO. Legal representation from Hutchison and Steffen. Liz Bowling and Chani Knight of the Abbi Agency. Amber Burke of NLTRA.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Bill Watson

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

None.

III. Approval of Agenda (For Possible Action)

Bill Watson

Motion to approve the Nov 2021 agenda by Blane Johnson. Second by Claudia Andersen. Approved.

IV. Approval of Sept. 2021 Board Meeting Minutes (For Possible Action) Bill Watson

Motion to approve the Sept 2021 agenda by Blane Johnson. Second by Claudia Andersen. Approved.

V. Update on Organizational Reimagining Project

Chapman/Abbi Agency

CEO Chapman introduces the Abbi Agency and gives the introduction on the scope of the project. Chani reviews the timeline and steps involved in the process. She asks the Board to participate in interviews to gain knowledge on perspective. This project will help the organization grow and evolve. Demonstrating our value is a big goal.

VI. Review of Possible New Board Reserve Policy

Chapman/Long

CEO Chapman gave background on the current reserve policy. \$300,000 – \$350,000 is our current reserve to protect us from potential threats and/or opportunities. We are proposing a new reserve policy of \$500,000. Extra income can be invested in secure/insured securities. Motion to increase our reserves from 300K to 500K by Blane Johnson. Second by Claudia Andersen. Approved.

VII. Review of October 2021 Financial Statements

Greg Long

DoO Greg Long and CEO Chapman highlighted several items on the financial statements. Board Members were directed to look at the financial packet for additional questions or concerns. Motion to approve the Financial Statements by Blane Johnson. Second by Tyler Gaffaney. Approved.

VIII. CEO FY 20/21 Review and Performance Merit Evaluation

Bill Watson

Chair Watson starts the conversation on a potential merit increase. After a discussion by the Board, they decided on a 4% increase to the base salary retroactive to July 1, 2021. Motion to approve the 4% increase to CEO Chapman's base salary by Blane Johnson. Second by Tyler Gaffaney. Approved.

IX. Discussion and Appointment of RSCVA Board Representative

Andy Chapman

CEO Chapman just finished his 2 year term with the RSCVA Board. We are required to put forward 2 candidates for the open board position. There is an opportunity for Andy Chapman to serve another 2 year term. It makes the most sense for Chapman to continue on the RSCVA Board. Motion to appoint Andy Chapman for a second term on the RSCVA Board by Tyler Gaffaney. Second by Blane Johnson. Approved.

X. Update July 4th Firework Committee Meeting

Andy Chapman

The Board discussed the 4th of July festivities for 2022 to generate ideas and options for the holiday period.

XI. Review of Oct. Dashboard Report

Long/Chapman

DOO Long/ CEO Chapman highlighted items presented on the monthly dashboard.

XII. Management Reports

Staff

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

Provided in packet for review.

XIII. Coop Departmental Reports **Staff**

- 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.

XIV. Old Business **Andy Chapman**

CEO Chapman tells the Board about the TNT-TMA micro transit award that our organization won.

XV. New Business **Andy Chapman**

Tahoe Film Fest Dec 2-5. The Co-Op is a sponsor.

Need to do a joint Board meeting with our partners on the CA side. Hopefully that will take place in early 2022.

Blane gives an update on HOA and vacation rentals ordinances around town.

XVI. Director Comments **Bill Watson**

None

XVII. PUBLIC COMMENT – Pursuant to NRS 241.020 **Bill Watson**
This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.

A comment was sent via email at 3:00pm November 17th and was not received until after the Board Meeting was finished. This comment was not read to the Board.

“I am a full-time resident of Incline Village, NV. I would like to enter into IVCBVB public record some documents obtained from a Public Records Request of the RSCVA during the height of the pandemic. (Please see attached.) The documents show that IVCBVB in conjunction the RSCVA continued to promote tourism during the worst of the pre-vaccine COVID 19 pandemic while other Tahoe basin communities were in travel lockdown. This appears to be in violation of the IVCBVB lease agreement that states IVCBVB is to act in the best interest of Incline residents and parcel owners.

I would like to express my extreme disappointment in the IVCBVB board for demonstrating poor judgement, a lack of responsible leadership and a reckless disregard for Incline Village Crystal Bay public health and safety.

Pamela Tsigdinos
Incline Village, NV Resident”

XVIII. Adjournment – (For Possible Action)

Motion to adjourn by Blane Johnson. Second by Tyler Gaffaney. Adjourned. 4:36pm.

**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

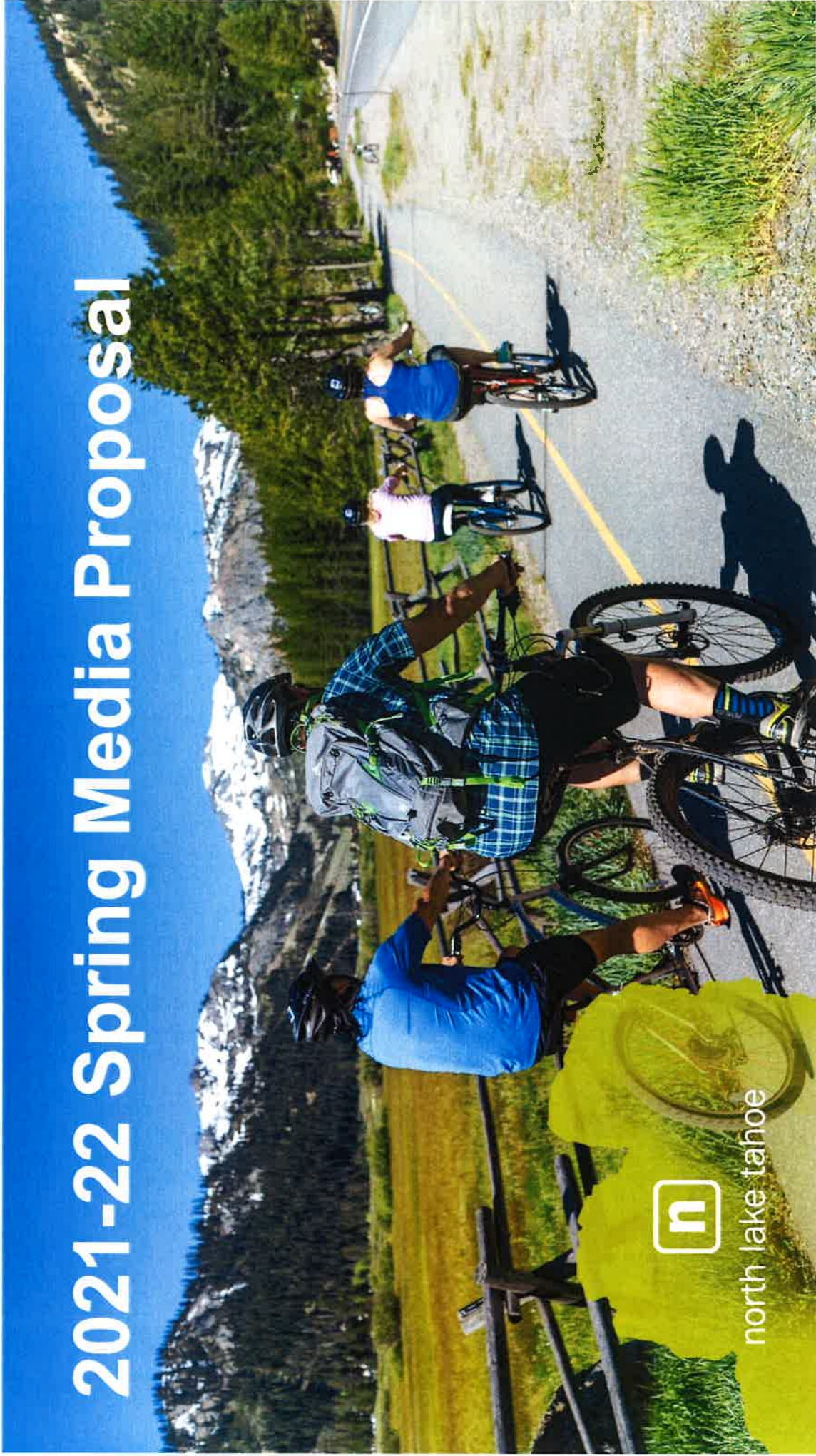
Incline Justice Court

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

2021-22 Spring Media Proposal



north lake tahoe





AGENDA

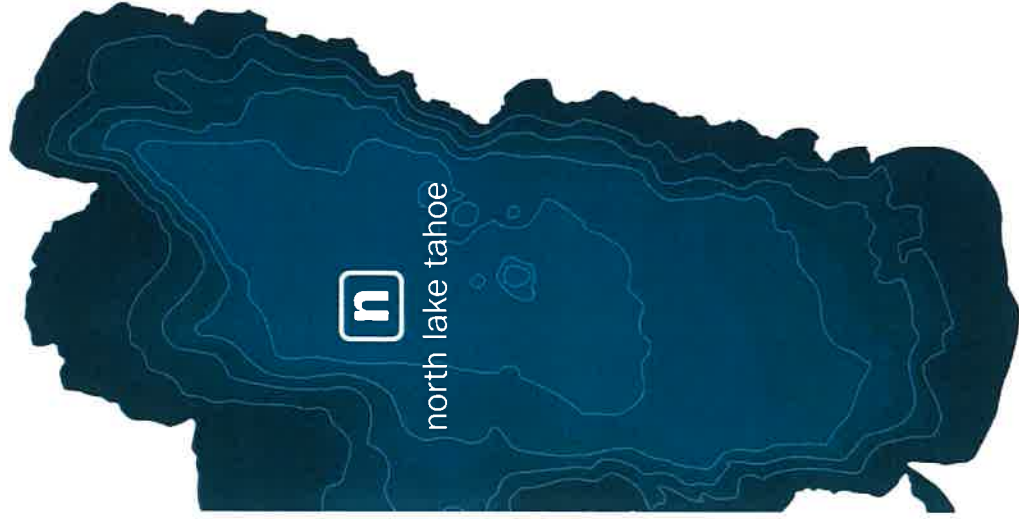
CAMPAIGN STRATEGIES

MEDIA STRATEGIES

TARGET MARKETS

TACTICS

CREATIVE EXAMPLES



CAMPAIGN STRATEGIES

Tier 1:

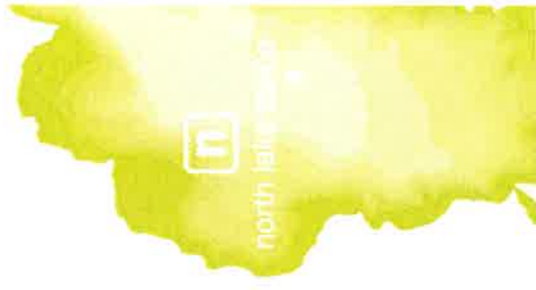
- Increase length of stay
- Increase mid-week visitation

Tier 2:

- Support Traveler Responsibility Pledge and sustainability efforts.
- Increase in-market spending and support of local businesses.
- Engage with locals and visitors, promoting positive sentiment and community support.
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy.
- Increase awareness of seasonal activities, events and experiences.
- Continue to grow destination awareness, brand loyalty and conversation.

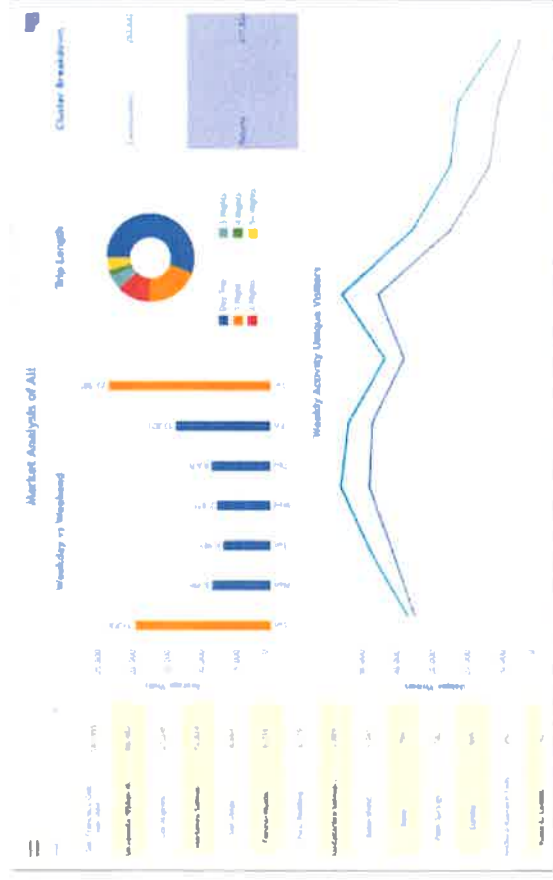
MEDIA STRATEGIES

- Omicron/COVID considerations
 - Continue flexibility in plan.
 - Prioritize media channels that can be easily adjusted vs traditional media.
- Seasonality focus during Spring/Fall.
- Visitation data used to guide decisions (Fusion7, Arrivalist, etc).
 - Target markets.
 - Media channels.
 - Audience segments, persona's, etc.
 - High value visitors.
- Maintain Sustainability messaging.



DATA COLLECTION

- Markets were selected based on Fusion 7, Arrivalist, Google Analytics and flight data research
- Analyzed past spring visitation trends from 2019, 2020 and 2021



Flight		Allegiant		Alaska		American		Delta		Frontier		JetBlue	
Flight	Average night per day	Flight per day	Cost	Flight per day	Cost	Flight per day	Cost	Flight per day	Cost	Flight per day	Cost	Flight per day	Cost
100	1	1	\$1	1	\$1	1	\$1	1	\$1	1	\$1	1	\$1
200	2	2	\$2	2	\$2	2	\$2	2	\$2	2	\$2	2	\$2
300	3	3	\$3	3	\$3	3	\$3	3	\$3	3	\$3	3	\$3
400	4	4	\$4	4	\$4	4	\$4	4	\$4	4	\$4	4	\$4
500	5	5	\$5	5	\$5	5	\$5	5	\$5	5	\$5	5	\$5
600	6	6	\$6	6	\$6	6	\$6	6	\$6	6	\$6	6	\$6
700	7	7	\$7	7	\$7	7	\$7	7	\$7	7	\$7	7	\$7
800	8	8	\$8	8	\$8	8	\$8	8	\$8	8	\$8	8	\$8
900	9	9	\$9	9	\$9	9	\$9	9	\$9	9	\$9	9	\$9
1000	10	10	\$10	10	\$10	10	\$10	10	\$10	10	\$10	10	\$10

Key: Flight per day = 1000 / 1000 = 1

FUSION7: OUT OF STATE ONLY

<u>2019</u>	<u>2020</u>	<u>2021</u>	
• New York	• Dallas	• Dallas	4.1k
• Denver	• Houston	• Phoenix	3.7k
• Dallas	• Phoenix	• Portland	3.5k
• Phoenix	• Portland	• Houston	3.3k
• Houston	• Salt Lake City	• Salt Lake	3.3k
• Seattle	• Seattle	• Seattle	3.3k
• Chicago	• New York	• Chicago	3.1k
• Salt Lake City	• Chicago	• New York	2.9k



ARRIVALIST: OUT OF STATE ONLY

2019 Standout Markets:

	DMA Name	% of Total Arrivals
- Phoenix	Phoenix	6.30%
- Dallas	Dallas/Fort Worth	5.30%
- Seattle	Seattle/Tacoma	5.10%
- Denver	Denver	4.80%
	Salt Lake City	4.60%
	Chicago	3.90%
	New York	3.80%
	Portland-Or	3.50%

2020 Standout Markets:

	DMA Name	% of Total Arrivals
- Phoenix	Phoenix	10.60%
- SLC	Salt Lake City	7.20%
- Dallas	Dallas/Fort Worth	5.90%
- Seattle	Seattle/Tacoma	5.40%
	Houston	4.80%
	Denver	4.40%
	Portland-Or	3.90%
	Chicago	3.00%



FUSION7: IN STATE ONLY

<u>2019</u>	<u>2020</u>	<u>2021</u>
• San Fran	• Sacramento	• San Fran 129k
• Sacramento	• San Fran	• Sacramento 89k
• LA	• LA	• LA 31k
• Monterey	• Chico	• San Diego 9.6k
• San Diego	• Monterey	• Monterey 9.1k
• Fresno	• San Diego	• Chico 6.8k
• Chico	• Chico	• Fresno 5.3k
• Santa Barb	• Santa Barb	• Santa Barb 3.5k



ARRIVALIST: IN-STATE ONLY

2019 Standout Markets:

- Sacramento

- San Francisco

- Los Angeles

- Reno

DMA Name	% of Total Arrivals
Sacramento/Stockton/Modesto	44.70%
San Francisco/Oakland/San Jose	36.00%
Los Angeles	7.90%
Reno	2.50%
Chico/Redding	2.10%
San Diego	2.00%
Fresno/Visalia	1.80%
Monterey/Salinas	1.60%

2020 Standout Markets:

- Sacramento

- San Francisco

- Los Angeles

- Fresno




DMA Name	% of Total Arrivals
Sacramento/Stockton/Modesto	41.90%
San Francisco/Oakland/San Jose	39.00%
Los Angeles	9.00%
Fresno/Visalia	2.00%
Monterey/Salinas	1.90%
San Diego	1.70%
Chico/Redding	1.60%
Reno	1.10%

DIRECT FLIGHTS

Reno - RNO			
Airport	Total Direct Flights/day	Average Flight Cost	
LA - LAX	12	\$ 202	
Las Vegas - LAS	8	\$ 163	
Phoenix - PHX	7	\$ 271	
Denver - DEN	6	\$ 282	
SLC - SLC	4	\$ 249	
Seattle - SEA	4	\$ 280	
San Diego - SAN	2	\$ 235	
New York - JFK	2	\$ 311	
Portland - PDX	2	\$ 378	
Houston - IAH	1	\$ 365	
Chicago - ORD	1	\$ 375	
Dallas - DAL	0	-	

Sacramento - SMF			
Airport	Total Direct Flights/day	Average Flight Cost	
LA - LAX	21	\$ 253	
San Diego - SAN	17	\$ 199	
Seattle - SEA	14	\$ 211	
Phoenix - PHX	13	\$ 316	
Las Vegas - LAS	12	\$ 162	
Denver - DEN	11	\$ 296	
Portland - PDX	6	\$ 210	
SLC - SLC	6	\$ 289	
Chicago - ORD	4	\$ 381	
Dallas - DAL	1	\$ 269	
New York - JFK	1	\$ 418	
Houston - IAH	1	\$ 439	

Google Analytics

Metric	Acquisition		
	Users	New Users	Sessions
1. San Francisco-Oakland-San Jose CA			
Mar 1, 2021 - May 31, 2021	86.39%  160,970 vs 86,363	90.73%  159,536 vs 83,644	86.37%  189,148 vs 101,492
Mar 1, 2020 - May 31, 2020	23,789 (14.56%)	23,282 (14.59%)	28,010 (14.81%)
% Change	19,261 (22.34%)	18,887 (22.58%)	22,714 (22.38%)
2. Los Angeles CA			
Mar 1, 2021 - May 31, 2021	23.51%	23.27%	23.32%
Mar 1, 2020 - May 31, 2020	20,512 (12.57%)	20,107 (12.60%)	23,087 (12.21%)
% Change	8,565 (9.93%)	8,402 (10.04%)	10,135 (9.99%)
3. Dallas-Ft. Worth TX			
Mar 1, 2021 - May 31, 2021	139.49%	139.31%	127.79%
Mar 1, 2020 - May 31, 2020	17,780 (10.89%)	17,684 (11.08%)	19,857 (10.50%)
% Change	1,153 (1.34%)	1,116 (1.33%)	1,327 (1.31%)
4. Sacramento-Stockton-Modesto CA			
Mar 1, 2021 - May 31, 2021	1,442.06%	1,484.59%	1,396.38%
Mar 1, 2020 - May 31, 2020	17,598 (10.78%)	16,767 (10.51%)	21,293 (11.26%)
% Change	14,099 (16.35%)	13,496 (16.14%)	16,721 (16.48%)
5. Houston TX			
Mar 1, 2021 - May 31, 2021	24.82%	24.24%	27.34%
Mar 1, 2020 - May 31, 2020	13,892 (8.61%)	13,937 (8.74%)	15,391 (8.14%)
% Change	626 (0.73%)	614 (0.73%)	720 (0.71%)
6. Reno NV			
Mar 1, 2021 - May 31, 2021	2,119.17%	2,169.87%	2,037.64%
Mar 1, 2020 - May 31, 2020	10,268 (6.29%)	9,677 (6.07%)	13,603 (7.19%)
% Change	8,328 (9.66%)	7,922 (9.47%)	10,605 (10.15%)
7. San Diego CA			
Mar 1, 2021 - May 31, 2021	23.29%	22.15%	28.27%
Mar 1, 2020 - May 31, 2020	8,358 (5.12%)	8,222 (5.15%)	9,495 (5.02%)
% Change	2,452 (2.84%)	2,355 (2.82%)	2,924 (2.88%)
8. (not set)			
Mar 1, 2021 - May 31, 2021	240.86%	249.13%	224.73%
Mar 1, 2020 - May 31, 2020	4,395 (2.69%)	4,222 (2.65%)	4,804 (2.54%)
% Change	2,933 (3.40%)	2,804 (3.35%)	3,259 (2.21%)
9. New York, NY			
Mar 1, 2021 - May 31, 2021	49.85%	50.57%	47.41%
Mar 1, 2020 - May 31, 2020	2,860 (1.75%)	2,827 (1.77%)	3,204 (1.69%)
% Change	3,808 (4.42%)	3,586 (4.29%)	4,134 (4.07%)
10. Monterey-Salinas CA			
Mar 1, 2021 - May 31, 2021	-24.89%	-21.17%	-22.50%
Mar 1, 2020 - May 31, 2020	2,262 (1.39%)	2,228 (1.40%)	2,499 (1.32%)
% Change	780 (0.90%)	754 (0.90%)	956 (0.94%)
	190.00%	195.49%	161.40%

TARGET MARKETS & AUDIENCES SUMMARY

Markets

Dallas/Houston

Los Angeles

Audiences

Personas

Local

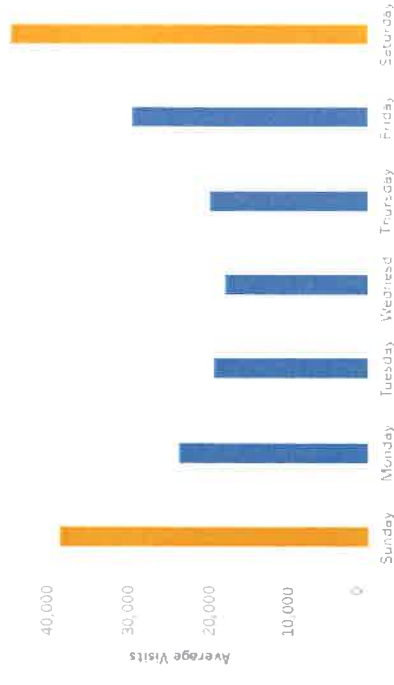
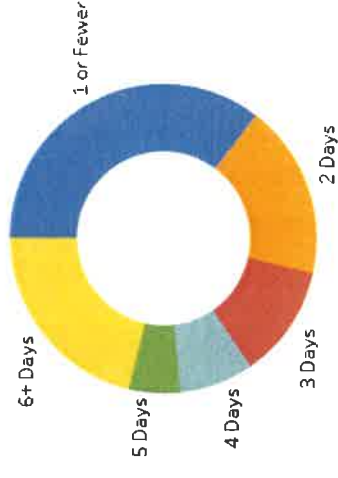
- Reno
- Local NLT/Visitor

3 Year Visitor/High Value



HIGH VALUE VISITORS

- Length of stay = 4+ nights.
- Includes some mid-week.
- Origin city = any fly market (national).
- Has higher spending percentage.



CONSUMER FLOWCHARTS



CONSUMER MEDIA FLOWCHART – DIGITAL, SOCIAL & VIDEO

NLT 2021-22 MEDIA PLAN		4Q 2022														
CAMPAIGN: CONSUMER		March				April				May				Gross Total		
		14	21	28	7	14	21	28	4	11	18	25	2	9		
		Spring														
DIGITAL																
Programmatic Display PT																
Programmatic Display RT																
Native (programmatic)																
Search Marketing																
Digital Total															\$66,511	
SOCIAL																
FB/IG PT																
FB/IG RT																
IG Stories																
Twitter																
Social Total															\$25,933	
VIDEO																
OTT.CTV																
Facebook Video																
TikTok																
Youtube PT																
Youtube Search RT																
Video Total															\$115,824	

[illegible]

CREATIVE EXAMPLES



2021 CREATIVE and DUAL DAYS SOCIAL

SPRING 21 SOCIAL MEDIA | SINGLE IMAGE

North Lake Tahoe
Elevate your senses and refresh with adventures that are twice the fun



GO TO: [NORTH.LAKE.TAHOE.COM](#)
Explore Midweek Lodging Specials
Get Back to Nature

Like Comment Share

North Lake Tahoe
Refresh during spring's dual days. Take in scenic open spaces and explore more with midweek lodging specials



GO TO: [NORTH.LAKE.TAHOE.COM](#)
Your Safety is in Our Nature
Get Back to Nature

Like Comment Share

North Lake Tahoe
Get back to nature, reconnect and have twice the fun



GO TO: [NORTH.LAKE.TAHOE.COM](#)
We're Prepared to Welcome You Safely
Discover Spring's Dual Days

Like Comment Share

MILLENNIAL

BOOMER

FAMILY

North Lake Tahoe
Explore dual day adventures and lodging specials



GO TO: [NORTH.LAKE.TAHOE.COM](#)
We're Prepared to Welcome You Safely
Get Back to Nature

Like Comment Share

North Lake Tahoe
Explore crystal blue waters and snowcapped mountains this spring. Plan ahead and get back to nature safely and responsibly



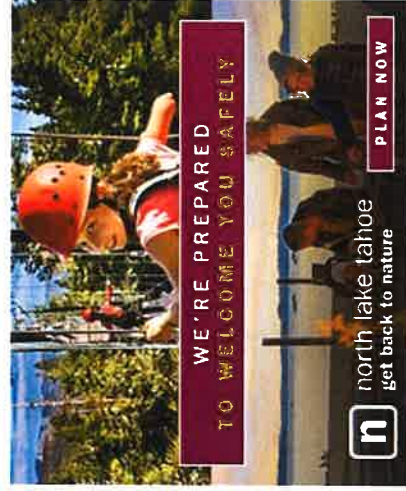
GO TO: [NORTH.LAKE.TAHOE.COM](#)
Know Before You Go
Get Back to Nature

Like Comment Share

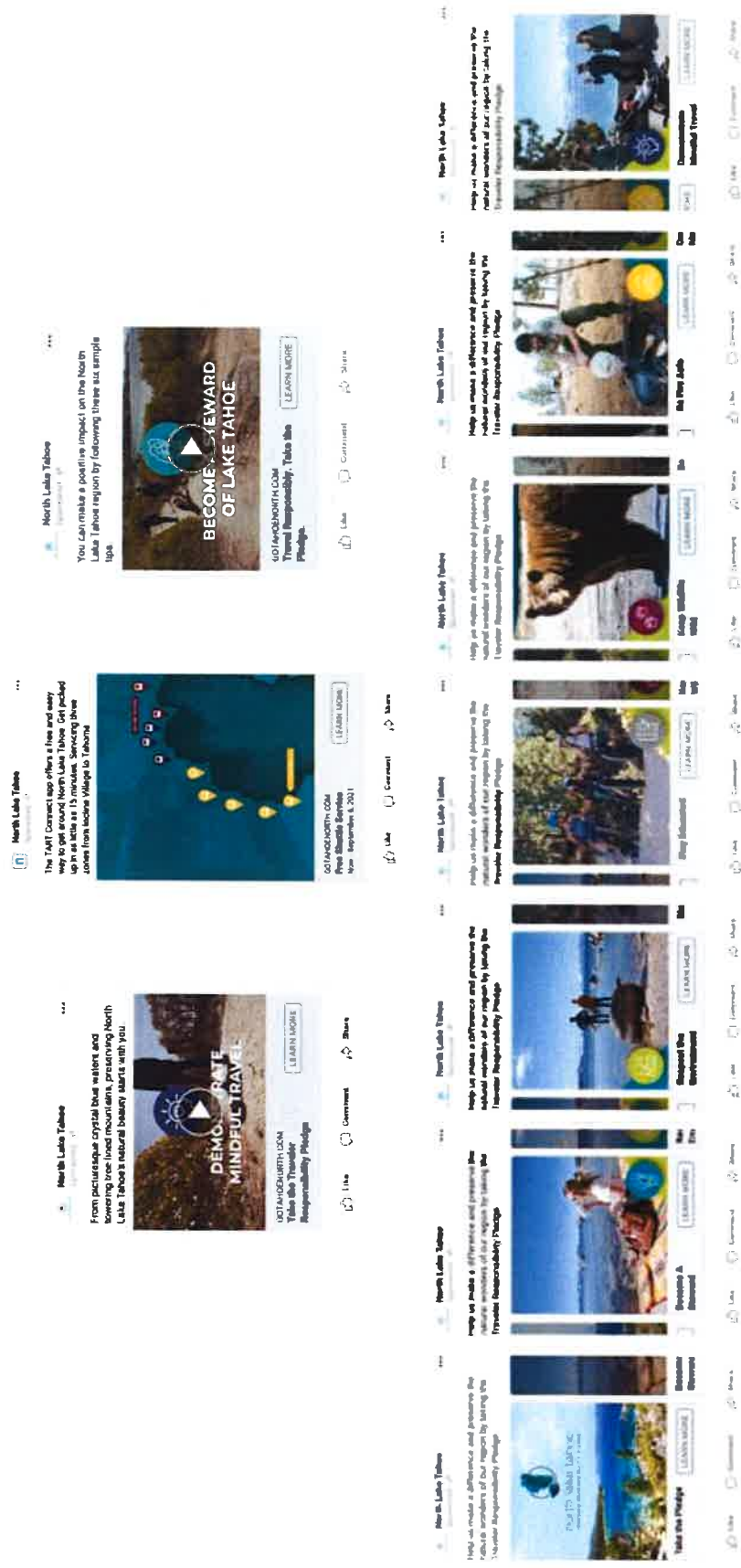
RETARGETING / LODGING

KNOW BEFORE YOU GO

2021 CREATIVE – DUAL DAYS DISPLAY



2022 CREATIVE – SUSTAINABILITY





THANK YOU!

Dec 2021 Financial Summary Report

December Month End Variance Report

REVENUE

- Merchandise Sales: Under budget due to lower gift shop sales
- R250 Fund Transfer: Under budget due to lower Oct 2021 TOT collections

EXPENSES

- 0460 Contract Services: Over budget due to Abbi Agency contract for reimagining
- 0601 Hospitality in Market: Over budget due to staff holiday party
- 0690 Sponsorship: Under budget due to timing of payments
- 0691 Shuttle Subsidy: Over budget due to timing of payment

December Year to Date Variance Report

REVENUE

- 46000 Merchandise Sales: Under budget due to lower gift shop sales
- R277 Concierge: Under budget due to smoke impacts
- R250 Fund Transfer: Over budget due to higher TOT collections
- 5000 COGS: Under budget due to lower gift shop sales

EXPENSES

- 0305 Payroll: Over budget due to employee bonuses.
- 0412 IT Computers: Over budget due to upgraded computer purchases
- 0451 Legal and Accounting: Under budget due to late invoice from CPA
- 0460 Contract Services: Over budget due to Abbi Agency contract for reimagining
- 0473 Dues and Subscriptions: Over budget due to timing of membership dues
- 0690 Sponsorship: Under budget due to timing payments
- 0691 Shuttle Subsidy: Over budget due to Fall TART Connect subsidy
- 0751 Concierge Expense: Under budget due to smoke impacts on ticket sales

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

December 2021

	Dec 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	1,534.90	2,880.00	-1,345.10	53.3%
R277 · Concierge	165.00	0.00	165.00	100.0%
Total POS Sales	1,699.90	2,880.00	-1,180.10	59.0%
R250 · Fund Transfers	125,987.95	137,506.00	-11,518.05	91.6%
R252 · Interest Income	8.98			
Total Income	127,696.83	140,386.00	-12,689.17	91.0%
Cost of Goods Sold				
50000 · Cost of Goods Sold	955.19	1,584.00	-628.81	60.3%
Total COGS	955.19	1,584.00	-628.81	60.3%
Gross Profit	126,741.64	138,802.00	-12,060.36	91.3%
Expense				
0305 · Payroll	27,338.44	27,174.00	164.44	100.6%
0313 · Employers Insurance of Nevada	-9.00	0.00	-9.00	100.0%
0314 · State Employer Taxes	60.68	75.00	-14.32	80.9%
0315 · Federal Unemployment	3.66	40.00	-36.34	9.2%
0316 · Public Employees Retirement Sys	7,654.06	7,615.00	39.06	100.5%
0319 · Employer Medicare/Soc Sec	434.25	500.00	-65.75	86.9%
0320 · Health Insurance	2,699.24	3,473.00	-773.76	77.7%
0321 · Employee Training	2,348.00	1,000.00	1,348.00	234.8%
0400 · Utilities				
0401 · Utilities- Electric	228.46	225.00	3.46	101.5%
0402 · Utilities-Gas & Heat	116.08	145.00	-28.92	80.1%
0403 · Utilities- Water & Refuse	323.30	330.00	-6.70	98.0%
Total 0400 · Utilities	667.84	700.00	-32.16	95.4%
0405 · Bank & Cr Card Charges	289.51	330.00	-40.49	87.7%
0410 · Office Supplies & Expenses	352.88	400.00	-47.12	88.2%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	300.00	900.00	-600.00	33.3%
0411 · Maintenance/Janitorial - Other	466.03	600.00	-133.97	77.7%
Total 0411 · Maintenance/Janitorial	766.03	1,500.00	-733.97	51.1%
0412 · IT - Computers	87.50	0.00	87.50	100.0%
0420 · Postage & Freight	-29.00	100.00	-129.00	-29.0%
0421 · Communications	554.48	550.00	4.48	100.8%
0422 · Printing Expenses	0.00	250.00	-250.00	0.0%
0430 · Building Repairs & Insurance	2,329.07	1,750.00	579.07	133.1%
0451 · Legal & Accounting Services	2,750.00	1,925.00	825.00	142.9%
0460 · Contract Services	15,500.00	6,800.00	8,700.00	227.9%
0461 · Remote Offices	2,500.00	2,500.00	0.00	100.0%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

December 2021

	Dec 21	Budget	\$ Over Budget	% of Budget
0462 · Equipment Lease & Maint.	238.38	300.00	-61.62	79.5%
0473 · Dues & Subscriptions	935.49	375.00	560.49	249.5%
0474 · License & Fees	24.00	0.00	24.00	100.0%
0501 · Travel & Lodging	730.72	0.00	730.72	100.0%
0505 · Local Transportation/Car	0.00	50.00	-50.00	0.0%
0507 · Meeting Expenses	401.31	300.00	101.31	133.8%
0601 · Hospitality in Market				
0601.5 · In House	2,299.88	600.00	1,699.88	383.3%
0601 · Hospitality in Market - Other	1,823.73	500.00	1,323.73	364.7%
Total 0601 · Hospitality in Market	4,123.61	1,100.00	3,023.61	374.9%
0622 · Advertising Co-op	58,333.00	58,333.00	0.00	100.0%
0623 · Regional Marketing Programs	471.68	1,000.00	-528.32	47.2%
0650 · Payroll Expense	95.00	100.00	-5.00	95.0%
0690 · Sponsorship	740.00	10,000.00	-9,260.00	7.4%
0691 · Shuttle Subsidy/Sponsorship	40,152.18	0.00	40,152.18	100.0%
0730 · Special Promotional Items	0.00	1,000.00	-1,000.00	0.0%
0751 · Concierge Expense	13.50	0.00	13.50	100.0%
51100 · Freight and Shipping Costs	81.44			
59900 · POS Inventory Adj -Merchand...	44.64			
Total Expense	172,682.59	129,240.00	43,442.59	133.6%
Net Ordinary Income	-45,940.95	9,562.00	-55,502.95	-480.5%
Net Income	-45,940.95	9,562.00	-55,502.95	-480.5%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July through December 2021

	Jul - Dec 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	29,405.50	32,709.00	-3,303.50	89.9%
R277 · Concierge	19,996.25	27,000.00	-7,003.75	74.1%
Total POS Sales	49,401.75	59,709.00	-10,307.25	82.7%
R250 · Fund Transfers	1,208,458.90	1,103,636.00	104,822.90	109.5%
R252 · Interest Income	57.70			
R270 · Miscellaneous Revenue	5.00			
Total Income	1,257,923.35	1,163,345.00	94,578.35	108.1%
Cost of Goods Sold				
50000 · Cost of Goods Sold	13,967.89	17,989.00	-4,021.11	77.6%
Total COGS	13,967.89	17,989.00	-4,021.11	77.6%
Gross Profit	1,243,955.46	1,145,356.00	98,599.46	108.6%
Expense				
0305 · Payroll	206,650.51	195,957.00	10,693.51	105.5%
0313 · Employers Insurance of Nevada	849.00	900.00	-51.00	94.3%
0314 · State Employer Taxes	493.32	925.00	-431.68	53.3%
0315 · Federal Unemployment	24.91	240.00	-215.09	10.4%
0316 · Public Employees Retirement Sys	46,299.23	46,360.00	-60.77	99.9%
0319 · Employer Medicare/Soc Sec	3,416.11	3,400.00	16.11	100.5%
0320 · Health Insurance	18,024.79	20,208.00	-2,183.21	89.2%
0321 · Employee Training	2,498.00	2,000.00	498.00	124.9%
0400 · Utilities				
0401 · Utilities- Electric	1,028.40	1,116.00	-87.60	92.2%
0402 · Utilities-Gas & Heat	337.54	317.00	20.54	106.5%
0403 · Utilities- Water & Refuse	1,959.44	1,980.00	-20.56	99.0%
Total 0400 · Utilities	3,325.38	3,413.00	-87.62	97.4%
0405 · Bank & Cr Card Charges	4,071.54	1,860.00	2,211.54	218.9%
0410 · Office Supplies & Expenses	3,310.87	2,400.00	910.87	138.0%
0411 · Maintenance/Janitorial				
0411.5 · Snow Removal	800.00	900.00	-100.00	88.9%
0411 · Maintenance/Janitorial - Other	3,944.73	4,600.00	-655.27	85.8%
Total 0411 · Maintenance/Janitorial	4,744.73	5,500.00	-755.27	86.3%
0412 · IT - Computers	4,680.52	750.00	3,930.52	624.1%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	25.00	-25.00	0.0%
0420 · Postage & Freight	246.00	600.00	-354.00	41.0%
0421 · Communications	3,455.12	3,300.00	155.12	104.7%
0422 · Printing Expenses	175.09	250.00	-74.91	70.0%
0430 · Building Repairs & Insurance	5,179.99	5,483.00	-303.01	94.5%
0451 · Legal & Accounting Services	21,250.00	18,550.00	2,700.00	114.6%
0460 · Contract Services	50,000.00	44,400.00	5,600.00	112.6%
0461 · Remote Offices	15,000.00	15,000.00	0.00	100.0%
0462 · Equipment Lease & Maint.	1,574.20	1,800.00	-225.80	87.5%
0473 · Dues & Subscriptions	5,535.11	2,250.00	3,285.11	246.0%
0474 · License & Fees	41.94	75.00	-33.06	55.9%
0501 · Travel & Lodging	1,137.38	4,000.00	-2,862.62	28.4%
0504 · Registrations	4,692.00	2,625.00	2,067.00	178.7%
0505 · Local Transportation/Car	134.40	300.00	-165.60	44.8%
0507 · Meeting Expenses	1,038.56	1,800.00	-761.44	57.7%
0601 · Hospitality in Market				
0601.5 · In House	2,809.87	1,500.00	1,309.87	187.3%
0601 · Hospitality in Market - Other	2,152.13	1,000.00	1,152.13	215.2%
Total 0601 · Hospitality in Market	4,962.00	2,500.00	2,462.00	198.5%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

July through December 2021

	Jul - Dec 21	Budget	\$ Over Budget	% of Budget
0611 · Advertising Dallas Co-op (Advertising Dallas Co-op)	-1,296.74			
0622 · Advertising Co-op	349,998.00	349,998.00	0.00	100.0%
0623 · Regional Marketing Programs	3,287.14	6,000.00	-2,712.86	54.8%
0650 · Payroll Expense	577.50	600.00	-22.50	96.3%
0690 · Sponsorship	50,090.00	92,150.00	-42,060.00	54.4%
0691 · Shuttle Subsidy/Sponsorship	231,926.14	208,230.00	23,696.14	111.4%
0725 · Uniforms	0.00	250.00	-250.00	0.0%
0730 · Special Promotional Items	0.00	2,000.00	-2,000.00	0.0%
0751 · Concierge Expense	16,379.50	24,300.00	-7,920.50	67.4%
0990 · Depreciation Expense	0.00	10,000.00	-10,000.00	0.0%
51100 · Freight and Shipping Costs	513.28			
59900 · POS Inventory Adj -Merchandise	106.28			
Total Expense	1,064,391.80	1,080,399.00	-16,007.20	98.5%
Net Ordinary Income	179,563.66	64,957.00	114,606.66	276.4%
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	86.51			
Total Other Income	86.51			
Net Other Income	86.51			
Net Income	179,650.17	64,957.00	114,693.17	276.6%



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

January 14, 2022

To: Board of Directors

From: Andy Chapman, President/CEO

Re: IVCBVB/NLTRA Joint Board Meeting

Background

As the IVCBVB Board is aware, we partner with the NLTRA on marketing the North Lake Tahoe region as a single travel destination. The NLT Coop Committee is made up of 4 members of each organization and that committee meets every other month to oversee and direct the programs associated with the NLT Coop effort.

Periodically, the IVCBVB and NLTRA Board of Directors have met in a joint meeting session. The session is designed to continue and expand the board members interaction and relationship between each other and staff members from both organizations. The last joint meeting was conducted in November 2018.

While much of the coop effort continues to perform at high success, our two organization are going through somewhat significant change. The NLTRA's new TBID structure has allowed the NLTRA to reorganize and shift focus to areas of strategic need. The IVCBVB board and staff are currently undergoing a reimagining project and shift toward responsible and sustainable travel.

Staff has worked with NLTRA staff to develop some draft agenda items for this meeting which include:

- Review of Coop History and Accomplishments
- Review and Revision of Coop Agreement
- FY 2022/23 Budget Development
- Sustainability Efforts and Strategies
- Presentation of Dean Runyan's *Significant Impact of Visitation* Study
- Organizational Focus and Strategies

Possible Board Action

It is suggested that the joint board meeting be scheduled for Wednesday, March 16th, 2022. This is the same date as our currently scheduled board meeting and may also be the date the board could consider for our annual strategic board retreat.



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

January 14, 2022

To: Board of Directors

From: Andy Chapman, President/CEO

Re: FY 2022/23 Strategic Board Retreat Discussion and Direction

Background

The IVCBVB Board of Directors have meet on an annual basis in a strategic board retreat setting. This meeting has allowed the board to focus attention on key strategic initiatives for the coming year and to review past initiatives.

Possible Board Action

Staff requests that the board discuss the scheduling of the strategic retreat as well as specific subject matters of interest. Staff suggests that our current scheduled board date of March 16th, 2022, be consider for as the retreat date. This date may also be the date of the proposed IVCBVB/NLTRA Joint Board Meeting. Location for retreat will be finalized in the coming weeks.

OPERATIONS REPORT

Jan 19, 2022

Submitted by Greg Long

Summary:

The Visitors Center is open 7 days a week and has been experiencing low visitation. Staffing continues to be at a very low level.

Staffing:

- Very lean staff

Operations:

- Manage Visitors Center
- Inventory management

Projects:

- 6 month reforecast
- New flooring
- New toilets
- GoTahoeNorth.com management
- Reimagining project member
- Fireworks committee member
- A/V upgrade for conference room
- New roof proposal

Meetings attended:

- SEO meetings, co-op agency meetings, Cloudriff status meetings, strategy meetings, July 4th meetings, reimagining meetings, BACC meeting, Co-op marketing committee, RTT meetings.

President/CEO Report
Activities Report
January 19th, 2022

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Worked with Agency and Staff on Spring Consumer Media and Creative
 - Worked with NLTRA partners on new CEO search
 - Meeting weekly with Adam Wilson from NLTRA board as transition lead
 - Overseeing all PR/Communication efforts with Augustine Agency
 - Participated in the NLT Coop Committee meeting
 - Registered for IMM New York Media Event with extensive media outreach
 - Began work on NLT Coop Six Month Budget Reforecast
- PROJECTS
 - Worked with Placer County and TMA on Winter TART Connect program
 - Participating in Lake Tahoe Sustainable Tourism and Recreation Partnership
 - Working with committee, staff, and agency partner on Organization Reimaging project
 - Worked with Abbi Agency on organization communication and social media messaging
 - Completed two-year term as Chair of Regional Air Services Corporation in December
 - Produced and implemented Santa Crawl as part of Northern Lights Festival
 - Worked with TMA executive committee on new CEO hiring
 - Working with committee on July 4th Celebration elements
 - Staff holiday party planning and implementation
- MEETINGS (in person or virtual)
 - Attended agency status meetings
 - Attended Bi-Monthly
 - Attended RASC Executive Committee Meeting (weekly)
 - Attended RASC Board Meeting
 - Attended TTD Board Meeting
 - Attended TTD Committee Meeting
 - Attended TTD Board Meeting
 - Attended RSCVA Board of Directors meeting
 - Attended Lake Tahoe Recreation providers/public managers calls
 - Attended Destimetrics DMO Roundtable
 - Attended TMA Executive Committee meeting
 - Met with EKN Group (Tahoe Biltmore new ownership)