



## **AGENDA**

### **Board Meeting**

**Lake Tahoe Incline Village Crystal Bay Visitors Bureau  
Wednesday September 21<sup>st</sup>, 2022 3:00 pm**

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau (Travel North Tahoe Nevada) will hold their monthly meeting on Wednesday September 21<sup>st</sup> beginning at 3:00pm. The meeting will be held at the Travel North Tahoe Welcome Center 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, Travel North Tahoe Nevada, at <https://travelnorthtahoenevada.com/> 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 TNTNV 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 TNTNV website at <https://travelnorthtahoenevada.com/>. 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.

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## **AGENDA**

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|--|----------------------|
| <b>I. Call to Order/Roll Call</b>  | <b>Blane Johnson</b> |
| <b>II. PUBLIC COMMENT – Pursuant to NRS 241.020</b><br>This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting. | <b>Blane Johnson</b> |
| <b>III. Approval of Agenda (For Possible Action)</b>   | <b>Blane Johnson</b> |

Board Agenda

- |               |  |                       |
|---------------|--|-----------------------|
| <b>IV.</b>    | <b>Approval of July 2022 Board Meeting Minutes (For Possible Action)</b>   | <b>Blane Johnson</b>  |
| <b>V.</b>     | <b>Review of FYE 2022 Financial Statements (20 min)</b>  | <b>Long/Steele</b>    |
| <b>VI.</b>    | <b>Review of August 2022 Financial Statements (10 min)</b>   | <b>Greg Long</b>      |
| <b>VII.</b>   | <b>Review of NLT Coop Fall Campaign (15 min)</b>   | <b>Augustine/MAHK</b> |
| <b>VIII.</b>  | <b>Drone SkyShow Review and Board Discussion (20 min)</b>  | <b>Chapman/Board</b>  |
| <b>IX.</b>    | <b>Status Update on Organization Rebranding (10 min)</b>   | <b>Chapman</b>        |
| <b>X.</b>     | <b>TNTNV Stewardship Initiative Update &amp; Discussion (10 min)</b>   | <b>Chapman/Board</b>  |
| <b>XI.</b>    | <b>Submittal of August Dashboard (15 min)</b>  | <b>Long/Chapman</b>   |
| <b>XII.</b>   | <b>Management Reports</b>  | <b>Andy Chapman</b>   |
| <b>XIII.</b>  | <b>Departmental Reports</b> <ul style="list-style-type: none"><li>a) Conference Sales</li><li>b) Leisure Sales</li><li>c) Consumer Advertising</li><li>d) Social/Content</li><li>e) Public Relations</li></ul> | <b>Andy Chapman</b>   |
| <b>XIV.</b>   | <b>Old Business</b>  | <b>Blane Johnson</b>  |
| <b>XV.</b>    | <b>New Business</b>  | <b>Blane Johnson</b>  |
| <b>XVI.</b>   | <b>Director Comments</b>   | <b>Blane Johnson</b>  |
| <b>XVII.</b>  | <b>PUBLIC COMMENT – Pursuant to NRS 241.020</b> <p>This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.</p>                                       | <b>Blane Johnson</b>  |
| <b>XVIII.</b> | <b>Adjournment – (For Possible Action)</b>   |                       |



**July 2022 Board Meeting Minutes  
Lake Tahoe Incline Village Crystal Bay Visitors Bureau  
Wednesday, July 20, 2022, 3:00pm**

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

**Blane Johnson**

The Incline Village Crystal Bay Visitors Bureau (Travel North Tahoe Nevada) Board Meeting was called to order at 3:04pm by Chair Blane Johnson. Roll call was taken, and the following members were present: Michael Murphy, Bill Watson (3:15), Claudia Andersen, Blane Johnson, Tyler Gaffaney. The following IVCBVB employees were present: Greg Long, Director of Operations, Andy Chapman, President/CEO. Legal representation from Hutchison and Steffen.

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

**Blane Johnson**

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

None.

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

**Blane Johnson**

Motion to approve the July 2022 agenda by Michael Murphy. Second by Claudia Andersen. Approved.

**IV. Board Chair Welcome and FY 2022/23 Platform**

**Blane Johnson**

Chair Blane is looking forward to everyone contributing and another year of service on the Board.

**V. Approval of June 2022 Board Meeting Minutes (For Possible Action) Blane Johnson**

Motion to approve the June 2022 Meeting Minutes by Michael Murphy. Second by Claudia Andersen. Approved.

**VI. Review of Preliminary FYE 2022 Financial Statements**

**Long/Chapman**

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.

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**VII. CEO Annual Review and Performance Merit Evaluation**

**Chair/Board**

The Board discusses the performance of the CEO. The performance evaluations were discussed in detail and reviewed. After a lengthy discussion about the pros and cons of a larger bonus vs smaller merit increase or smaller bonus vs larger merit increase, the Board settled on a 7% merit increase and a 20% bonus.

Motion to award CEO Chapman a 7% merit increase in base pay and a 20% bonus by Bill Watson. Second by Tyler Gaffaney. Approved.

**VIII. Review of Monthly Dashboard Report**

**Long/Chapman**

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

**IX. Old Business**

**Andy Chapman**

CEO Chapman discusses the mixed reviews of the SkyShow. We want all feedback.

**X. New Business**

**Andy Chapman**

Amber Burke from NLTRA is leaving her position as Director of Marketing and Communications.

**XI. Director Comments**

**Blane Johnson**

None

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

**Blane Johnson**

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

None

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

**Blane Johnson**

Adjourned. 4:15pm.

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>**

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INCLINE VILLAGE – CRYSTAL BAY  
VISITORS & CONVENTION BUREAU  
FINANCIAL STATEMENTS  
JUNE 30, 2022



Jonathan S. Steele, CPA CGMA

Vanessa L. Davis, CPA CGMA

To the Board of Directors  
Incline Village – Crystal Bay  
Visitors & Convention Bureau  
Incline Village, Nevada

Management is responsible for the accompanying financial statements of Incline Village – Crystal Bay Visitors & Convention Bureau (a nonprofit organization), which comprise the statement of financial position as of June 30, 2022, and the related statements of activities and functional expenses for the year then ended in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. We do not express an opinion, a conclusion, nor provide any assurance on these financial statements.

Management has elected to omit substantially all the disclosures required by accounting principles generally accepted in the United States of America. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Organization's financial position, changes in net assets, and cash flows. Accordingly, these financial statements are not designed for those who are not informed about such matters.

A statement of cash flows for the year ended June 30, 2022, has not been presented. Accounting principles generally accepted in the United States of America require that such a statement be presented when the financial statements purport to present financial position and results of operations.

Carson City, Nevada  
September 9, 2022

611 N. Nevada Street  
Carson City, Nevada 89703  
Phone: (775) 882-7198  
Fax: (775) 883-4346

Members of: CPA Council  
Nevada Society of Certified Public Accountants  
American Institute of Certified Public Accountants  
Affordable Housing Association of Certified Public Accountants

INCLINE VILLAGE – CRYSTAL BAY  
VISITORS & CONVENTION BUREAU  
Statement of Financial Position  
June 30, 2022

Assets

Cash and cash equivalents	\$ 1,291,800
Accounts Receivable	438,917
Gift shop inventory	17,202
Property and equipment, net	29,516
Other Assets	<u>1,050</u>
Total Assets	<u>1,778,485</u>

Liabilities and Net Assets

Accounts payable	76,721
Accrued expenses	13,736
Credit Cards payable	833
Deferred Revenue	<u>141,656</u>
	<u>232,946</u>

Net Assets

Without donor restrictions	
Undesignated	<u>1,545,539</u>
Total net assets	<u>1,545,539</u>
Total liabilities and net assets	<u>\$ 1,778,485</u>

See Accountant's Compilation Report

INCLINE VILLAGE – CRYSTAL BAY  
VISITORS & CONVENTION BUREAU  
Statement of Activities  
For the Year Ended June 30, 2022

	<u>Without Donor Restrictions</u>
Revenue, Support, and Gains	
Program service fees	
Interface	\$ 94,620
Gift shop sales	50,328
Less cost of goods sold	<u>(24,220)</u>
Net gift shop sales	26,108
Interest Income	126
Federal and state contracts and grants	<u>2,158,770</u>
Total revenue, support, and gains	<u>2,279,624</u>
Expenses	
Program services expense	
Advertising	791,894
Infrastructure	592,533
Interface	<u>82,295</u>
	<u>1,466,722</u>
Supporting services expense	
Management and general	<u>801,067</u>
Total Expenses	<u>2,267,789</u>
Change in Net Assets	11,835
Net Assets, Beginning of Year	<u>1,533,704</u>
Net Assets, End of Year	<u>\$ 1,545,539</u>

See Accountant's Compilation Report



INCLINE VILLAGE – CRYSTAL BAY  
VISITORS & CONVENTION BUREAU  
Statement of Functional Expenses  
For the Year Ended June 30, 2022

	Program Services				Management & General		Total
	Advertising	Infrastructure	Interface	Total			
Salaries & Wages	\$	\$	\$	\$	377,377	\$	377,377
Payroll Taxes	-	-	-	-	10,074	-	10,074
Pension Plan	-	-	-	-	92,762	-	92,762
Employee Benefits	-	-	-	-	36,693	-	36,693
Utilities	-	-	-	-	7,434	-	7,434
Bank & Credit Charges	-	-	-	-	9,343	-	9,343
Office Supplies	-	-	-	-	6,934	-	6,934
Maintenance & Janitorial	-	-	-	-	12,796	-	12,796
Informational Technical	-	-	-	-	4,308	-	4,308
Postage & Freight	-	-	-	-	919	-	919
Communications	-	-	-	-	6,840	-	6,840
Building Repairs & Insurance	-	-	-	-	9,133	-	9,133
Legal & Accounting	-	-	-	-	37,750	-	37,750
Contract Services	-	-	-	-	165,129	-	165,129
Remote Offices	30,000	-	-	-	30,000	-	30,000
Equipment Lease & Maint.	-	-	-	-	3,329	-	3,329
Dues & Subscriptions	6,104	-	-	-	6,104	-	6,104
License & Fees	-	-	-	-	42	-	42
Travel & Lodging	13,063	-	-	-	13,063	-	13,063
Employee Training	-	-	-	-	2,628	-	2,628
Meeting Expenses	-	-	-	-	1,110	-	1,110
Local Transportation	-	-	-	-	566	-	566
Hospitality In Market	9,534	-	-	-	9,534	-	9,534
Advertising	567,566	-	-	-	567,566	-	567,566
Printing Expense	175	-	-	-	175	-	175
July 4th	153,611	-	-	-	153,611	-	153,611
Payroll Service	-	-	-	-	1,215	-	1,215
WEB Development	7,000	-	-	-	7,000	-	7,000
Registrations	4,841	-	-	-	4,841	-	4,841
Concierge Expense	-	-	82,295	-	82,295	-	82,295
Grant Expense	-	592,533	-	-	592,533	-	592,533
Cost of Goods Sold	-	-	24,220	-	24,220	-	24,220
Depreciation	-	-	-	-	14,685	-	14,685
Total expenses by function	791,894	592,533	106,515	1,490,942	801,067	-	2,292,009
Less expenses included with revenues on the statement of activities	-	-	-	-	-	-	-
Gift shop cost of goods sold	-	-	(24,220)	(24,220)	-	-	(24,220)
Total expenses included in the expense section on the statement of activities	\$ 791,894	\$ 592,533	\$ 82,295	\$ 1,466,722	\$ 801,067	\$	2,267,789

See Accountant's Compilation Report

# August 2022 Financial Summary Report

## August Month End Variance Report

### REVENUE

- 46000 Merchandise Sales: Over budget due to strong gift shop sales
- R277 Concierge Sales: Under budget due to lower ticket sales
- R250 Fund Transfer: Under budget due to lower June 2022 TOT collections

### EXPENSES

- 0305 Payroll: Over budget due to increased staff and timing of bonuses.
- 0412 IT Computers: Over budget due to QuickBooks issue.
- 0473 Dues and Subscriptions: Over budget due to timing of conferences.
- 0601 Hospitality in Market: Over budget due to Stewardship Tahoe event (offsetting revenue)
- 0623 Regional Marketing Programs: Under budget due to lower advertising costs
- Web Development: Under budget due to delayed spend
- 0609 Sponsorship: Under budget due to timing of payments
- 0691 Shuttle Subsidy: Under budget due to timing of payments
- 0751 Concierge Expense: Under budget due to lower ticket sales

## August Year to Date Variance Report

### REVENUE

- R277 Concierge: Under budget due to lower tour inventory.
- R250 Fund Transfer: Under budget due to lower TOT collections
- R274 Grants: Over budget due to timing of reimbursement

### EXPENSES

- 0460 Contract Services: Under budget due to timing of billing
- 0501 Travel & Lodging: Under budget due to timing of travel
- 0601 Hospitality in Market: Over budget due to opportunities to entertain
- 0611 Misc. Advertising Co-op: Under budget due to no opportunities
- 0689 Web Development: Under budget due to delayed spend
- 0690 Sponsorship: Under budget due to timing of payments and lower requests
- 0691 Shuttle Subsidy: Under budget due to timing of payments
- 0751 Concierge Expense: Under budget due to lower sales
- 0800 Grants: Over budget due to timing
- July 4<sup>th</sup> expense: Waiting for reimbursement from donation fund

crual Basis

	Aug 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	8,898.50	7,500.00	1,398.50	118.6%
R277 · Concierge	46,875.50	57,000.00	-10,124.50	82.2%
Total POS Sales	55,774.00	64,500.00	-8,726.00	86.5
R250 · Fund Transfers	251,711.23	263,035.00	-11,323.77	95.7
R252 · Interest Income	8.05	0.00	8.05	100.0
Total Income	307,493.28	327,535.00	-20,041.72	93.9
Cost of Goods Sold				
50000 · Cost of Goods Sold	4,166.76	4,125.00	41.76	101.0
Total COGS	4,166.76	4,125.00	41.76	101.0
Gross Profit	303,326.52	323,410.00	-20,083.48	93.8
Expense				
0305 · Payroll	45,578.99	31,520.00	14,058.99	144.6
0314 · State Employer Taxes	157.12	134.00	23.12	117.3
0315 · Federal Unemployment	20.34	5.00	15.34	406.8
0316 · Public Employees Retirement Sys	9,253.37	8,332.00	921.37	111.1
0319 · Employer Medicare/Soc Sec	882.58	979.00	-96.42	90.2
0320 · Health Insurance	3,111.23	3,110.00	1.23	100.0
0321 · Employee Training	52.52	0.00	52.52	100.0
0400 · Utilities				
0401 · Utilities- Electric	349.37	160.00	189.37	218.4%
0402 · Utilities-Gas & Heat	29.38	30.00	-0.62	97.9%
0403 · Utilities- Water & Refuse	352.17	330.00	22.17	106.7%
Total 0400 · Utilities	730.92	520.00	210.92	140.6
0405 · Bank & Cr Card Charges	2,528.48	3,225.00	-696.52	78.4
0410 · Office Supplies & Expenses	876.28	500.00	376.28	175.3
0411 · Maintenance/Janitorial	732.00	800.00	-68.00	91.5
0412 · IT - Computers	1,822.50	0.00	1,822.50	100.0
0420 · Postage & Freight	0.00	50.00	-50.00	0.0
0421 · Communications	596.34	600.00	-3.66	99.4
0422 · Printing Expenses	101.89	0.00	101.89	100.0
0430 · Building Repairs & Insurance	377.52	1,000.00	-622.48	37.8
0451 · Legal & Accounting Services	2,750.00	2,750.00	0.00	100.0
0460 · Contract Services	9,165.69	9,000.00	165.69	101.8
0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0
0462 · Equipment Lease & Maint.	121.20	300.00	-178.80	40.4
0473 · Dues & Subscriptions	1,560.74	500.00	1,060.74	312.1
0474 · License & Fees	399.00	0.00	399.00	100.0
0501 · Travel & Lodging	597.73	750.00	-152.27	79.7
0504 · Registrations	-525.00	0.00	-525.00	100.0
0505 · Local Transportation/Car	0.00	50.00	-50.00	0.0
0507 · Meeting Expenses	74.12	250.00	-175.88	29.6
0601 · Hospitality in Market				
0601.5 · In House	3,503.82	100.00	3,403.82	3,503.8%
0601 · Hospitality in Market - Other	0.00	200.00	-200.00	0.0%
Total 0601 · Hospitality in Market	3,503.82	300.00	3,203.82	1,167.9

## INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

## Profit &amp; Loss Budget vs. Actual

August 2022

	Aug 22	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	91,666.00	91,666.00	0.00	100.0
0623 · Regional Marketing Programs	0.00	1,000.00	-1,000.00	0.0
0650 · Payroll Expense	107.50	100.00	7.50	107.5
0690 · Sponsorship	1,000.00	75,000.00	-74,000.00	1.3
0691 · Shuttle Subsidy/Sponsorship	-30,000.00	0.00	-30,000.00	100.0
0692 · Sustainability Initiatives	-862.50			
0751 · Concierge Expense	40,401.50	51,300.00	-10,898.50	78.8
0800 · Grant Expenses	7,000.00	0.00	7,000.00	100.0
51100 · Freight and Shipping Costs	108.54	0.00	108.54	100.0
59900 · POS Inventory Adj -Merchandise	69.93	0.00	69.93	100.0
Total Expense	197,460.35	287,241.00	-89,780.65	68.7
Net Ordinary Income	105,866.17	36,169.00	69,697.17	292.7
Other Income/Expense				
Other Expense				
July 4th	1,160.73	0.00	1,160.73	100.0
Total Other Expense	1,160.73	0.00	1,160.73	100.0
Net Other Income	-1,160.73	0.00	-1,160.73	100.0
Net Income	104,705.44	36,169.00	68,536.44	289.5

## INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

## Profit &amp; Loss Budget vs. Actual

July through August 2022

	Jul - Aug 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 - Merchandise Sales	17,418.00	17,000.00	418.00	102.5%
R277 - Concierge	96,351.20	122,000.00	-25,648.80	79.0%
Total POS Sales	113,769.20	139,000.00	-25,230.80	81.8
R250 - Fund Transfers	393,367.63	439,572.00	-46,204.37	89.5
R252 - Interest Income	15.98	0.00	15.98	100.0
R274 - Grants	5,000.00	0.00	5,000.00	100.0
Total Income	512,152.81	578,572.00	-66,419.19	88.5
Cost of Goods Sold				
50000 - Cost of Goods Sold	8,124.15	9,350.00	-1,225.85	86.9
Total COGS	8,124.15	9,350.00	-1,225.85	86.9
Gross Profit	504,028.66	569,222.00	-65,193.34	88.5
Expense				
0305 - Payroll	102,889.29	101,940.00	949.29	100.9
0313 - Employers Insurance of Nevada	488.00	900.00	-412.00	54.2
0314 - State Employer Taxes	309.54	277.00	32.54	111.7
0315 - Federal Unemployment	35.71	10.00	25.71	357.1
0316 - Public Employees Retirement Sys	17,636.85	16,664.00	972.85	105.8
0319 - Employer Medicare/Soc Sec	1,872.38	2,629.00	-756.62	71.2
0320 - Health Insurance	6,222.46	6,220.00	2.46	100.0
0321 - Employee Training	52.52	1,000.00	-947.48	5.3
0400 - Utilities				
0401 - Utilities- Electric	545.50	320.00	225.50	170.5%
0402 - Utilities-Gas & Heat	75.16	63.00	12.16	119.3%
0403 - Utilities- Water & Refuse	698.22	660.00	38.22	105.8%
Total 0400 - Utilities	1,318.88	1,043.00	275.88	126.5
0405 - Bank & Cr Card Charges	5,293.91	6,950.00	-1,656.09	76.2
0410 - Office Supplies & Expenses	896.28	1,000.00	-103.72	89.6
0411 - Maintenance/Janitorial	1,276.51	1,600.00	-323.49	79.8
0412 - IT - Computers	1,910.00	1,500.00	410.00	127.3
0420 - Postage & Freight	-443.73	100.00	-543.73	-443.7
0421 - Communications	1,149.88	1,200.00	-50.12	95.8
0422 - Printing Expenses	101.89	0.00	101.89	100.0
0430 - Building Repairs & Insurance	755.04	2,500.00	-1,744.96	30.2
0451 - Legal & Accounting Services	5,500.00	5,500.00	0.00	100.0
0460 - Contract Services	9,165.69	19,800.00	-10,634.31	46.3
0461 - Remote Offices	7,000.00	7,000.00	0.00	100.0
0462 - Equipment Lease & Maint.	410.69	600.00	-189.31	68.4
0473 - Dues & Subscriptions	3,602.22	1,000.00	2,602.22	360.2
0474 - License & Fees	899.00	0.00	899.00	100.0
0501 - Travel & Lodging	-5,751.13	1,500.00	-7,251.13	-383.4
0504 - Registrations	-525.00	1,000.00	-1,525.00	-52.5
0505 - Local Transportation/Car	-460.32	100.00	-560.32	-460.3
0507 - Meeting Expenses	88.94	500.00	-411.06	17.8
0601 - Hospitality in Market				
0601.5 - In House	3,834.31	200.00	3,634.31	1,917.2%
0601 - Hospitality in Market - Other	-1,269.42	400.00	-1,669.42	-317.4%
Total 0601 - Hospitality in Market	2,564.89	600.00	1,964.89	427.5

## INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

## Profit &amp; Loss Budget vs. Actual

July through August 2022

	Jul - Aug 22	Budget	\$ Over Budget	% of Budget
0611 · Misc. Advertising Co-op (Misc. Advertising Co-op)	0.00	62,500.00	-62,500.00	0.0
0622 · Advertising Co-op	183,332.00	183,332.00	0.00	100.0
0623 · Regional Marketing Programs	160.00	2,000.00	-1,840.00	8.0
0650 · Payroll Expense	235.34	200.00	35.34	117.7
0689 · WEB Development	0.00	10,000.00	-10,000.00	0.0
0690 · Sponsorship	8,800.00	75,000.00	-66,200.00	11.7
0691 · Shuttle Subsidy/Sponsorship	-10,563.00	69,437.00	-80,000.00	-15.2
0692 · Sustainability Initiatives	-862.50			
0725 · Uniforms	0.00	1,000.00	-1,000.00	0.0
0730 · Special Promotional Items	0.00	1,000.00	-1,000.00	0.0
0751 · Concierge Expense	85,085.50	109,800.00	-24,714.50	77.5
0800 · Grant Expenses	10,000.00	0.00	10,000.00	100.0
51100 · Freight and Shipping Costs	191.23	0.00	191.23	100.0
59900 · POS Inventory Adj -Merchandise	71.01	0.00	71.01	100.0
Total Expense	440,709.97	697,402.00	-256,692.03	63.2
Net Ordinary Income	63,318.69	-128,180.00	191,498.69	-49.4
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	69.44	0.00	69.44	100.0
Total Other Income	69.44	0.00	69.44	100.0
Other Expense				
July 4th	11,958.45	0.00	11,958.45	100.0
Total Other Expense	11,958.45	0.00	11,958.45	100.0
Net Other Income	-11,889.01	0.00	-11,889.01	100.0
Net Income	51,429.68	-128,180.00	179,609.68	-40.1



September 21, 2022

To: Board of Directors

From: Andy Chapman, President/CEO

Re: Organization Reimaging Update

**Background**

Travel North Tahoe Nevada's new branding project launched on August 8<sup>th</sup>, 2022. The reimaging project culminated nine months of work between staff, agency partners, the Board of Directors, and the reimaging committee. With the launch, all aspects of the organizational brand messaging have been converted to the new look and feel.

Below is an update on the project:

- New logo implemented across all channels
- New website launched for organizational efforts [www.travelnorthtahoenevada.com](http://www.travelnorthtahoenevada.com)
- Updated all social channels with new name and brand
- New staff business cards and business system have been ordered
- Welcome Center sign in production
- New bank checks have been printed
- Organization Who We Are one-sheet produced
- Press release and Op-Ed columns published

## MISSION STATEMENT

Encourage destination experiences that support a vibrant economy, enhance community character and foster environmental stewardship.

## OUR VISION

Preserve and enhance a vibrant and innovative destination by leading in stewardship and sustainability.



## CORE VALUES

### LEAD

We Lead Innovative and Sustainable Tourism Practices for Lake Tahoe

### PRESERVE

We Model Destination Stewardship, Preserving Our Community for Generations to Come

### SUPPORT

We Advocate and Support Solutions for Workforce Development and Retention and Housing Solutions that Benefit our Residents, Businesses and Community.

### CREATE

We Create The Best Possible Visitor Experience With The Least Impact

### ADAPT

Our Tourism Expertise Spans Decades. We Have Demonstrated The Ability To Pivot, Respond To Crises And Be Nimble

### PROMOTE

We Promote Responsible Visitation That Enhances Community Character and Powers a Vibrant Economy





**ANDY CHAPMAN**  
PRESIDENT/CEO

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Sept. 21, 2022

Revenues & Stats				
	July-2022	July-2021	Variance	
Grant Revenues				
Monthly	\$ 346,070	\$ 340,695		1.6%
YTD	\$ 739,437	\$ 753,112		-1.8%
Total Taxable Revenues	\$ 10,446,281	\$ 10,235,686		2.1%
	July Actual	July Budget		
Monthly	\$ 346,070	\$ 362,791		-4.6%
YTD	\$ 739,437	\$ 802,363		-7.8%
Occupancy				
Hotel	86.1%	82.2%		4.7%
Motel	39.9%	58.2%		-31.3%
Vacation Rental	39.1%	42.7%		-8.5%
Time Share	6.7%	6.3%		7.8%
Home Owner				n/a
<b>Total</b>	<b>49.1%</b>	<b>53.4%</b>		<b>-8.1%</b>
Room Rate				
Hotel	\$ 556.58	\$ 486.60		14.4%
Motel	\$ 235.43	\$ 173.21		35.9%
Vacation Rental	\$ 445.03	\$ 430.47		3.4%
Time Share	\$ 490.64	\$ 344.45		42.4%
Home Owner				n/a
<b>Total</b>	<b>\$ 494.22</b>	<b>\$ 443.64</b>		<b>11.4%</b>
RevPar				
Hotel	\$ 479.32	\$ 400.13		19.8%
Motel	\$ 93.99	\$ 100.76		-6.7%
Vacation Rental	\$ 173.92	\$ 138.87		25.2%
Time Share	\$ 33.06	\$ 21.54		53.5%
Home Owner				n/a
<b>Total</b>	<b>\$ 242.47</b>	<b>\$ 236.93</b>		<b>2.3%</b>
Visitor Information Comparative Statistics For Fiscal YTD				
	Aug-2022	Aug-2021	Variance	
Walk In Visitor Count				
Monthly	4492	2475		81.5%
YTD	9,520	6,826		39.5%
Merchandise Sales				
Monthly	\$ 8,899	\$ 6,861		29.7%
YTD	\$ 17,418	\$ 16,357		6.5%
Concierge & AT Sales				
Monthly	\$ 46,875	\$ 9,649		385.8%
YTD	\$ 96,351	\$ 37,161		159.3%
Vacation Planners mailed	82	66		24.2%

Destimetrics Reservations Activity (as of Aug 31, 2022)				
	FY 2022/23	FY 2021/22	Variance	
Current Month Occupancy	59.3%	48.7%		22%
Current Month ADR	\$ 499	\$ 501		0%
Current Month REVPAR	\$ 296	\$ 244		21%
Next Month Occupancy	51.3%	35.7%		44%
Next Month ADR	\$ 370	\$ 328		13%
Next Month REVPAR	\$ 190	\$ 117		62%
Summer Total Occupancy (proj)	51.7%	46.9%		10%
Summer Total ADR (proj)	\$ 443	\$ 437		1%
Summer Total REVPAR (proj)	\$ 229	\$ 205		12%
Reno Tahoe International Airport				
	July-2022	July-2021	Variance	
Total Passengers Served	407,867	438,168		-6.9%
Average Load Factor	86.9%	81.6%		6.5%
Total Number of Departures	1,842	2,247		-18.0%
Non-Stop Destinations Served	30	24		25.0%
Departing Seat Capacity	233297	264624		-11.8%
Crude Oil Averages (barrel)	\$ 101.62	\$ 72.49		40.2%
Notes of interest: Alha Airlines ceased operation of all flights from RNO JetBlue will Suspend JFK operation but will return service over Thanksgiving and Christmas Holidays				

Conference Revenue Statistics				
(Booked as of July 31st, 2022)				
	FY 2022/23	FY 2021/22	Variance	
Total Revenue Booked	\$ 1,137,574	\$ 1,668,638		-31.8%
Number of Room Nights	4,846	5,024		-3.5%
Number of Tentative Bookings	19	17		11.8%
Conference Revenue And Percentage by County:				
	22-23	21-22		
Placer	100%	71.4%		-4.5%
Washoe	0.0%	28.6%		-100.0%
Total Conference Revenue	0.0%	100.0%		-31.8%

X2-2

Top Website Lodging Referrals (April)	Total Lodging Ref.	Unique Lodging Ref.
AvantStay	199	189
Hyatt High Sierra Lodge	197	191
Natural Retreats – North Lake Tahoe	185	173
Cedar Crest Cottages	102	100
Hyatt Regency Lake Tahoe Resort	99	90
Basecamp Hotel Tahoe City	91	90
Meeks Bay Resort & Marina	71	62
Tahoe Time Vacation Rental	65	62
Donner Lake Village	63	63
Cottage Inn at Lake Tahoe	61	59
Resort at Squaw Creek	57	53
River Ranch Lodge and Restaurant	57	56
Gar Woods Grill & Pier	52	51
North Tahoe Rental Company	51	29
Tahoe Rental Company	50	47
Tahoe Truckee Factory Stores	49	44
Tahoe Vacation Rentals	46	44
The Inn at Boatworks	45	44
Frog Lake Backcountry Huts	42	42
West Shore Cafe & Inn	41	39
Red Wolf Lakeside Lodge	38	38
Stay In Lake Tahoe	37	35
East West Hospitality at Tahoe	34	25
Mourelatos Lakeshore Resort	33	31
Rustic Cottages	31	29

XP-1

**Summary:**

The Visitors Center has had a busy summer. Thunderbird Lodge tours have been mostly full. Staffing was increased for most of the summer.

**Staffing:**

- Have hired 2 new seasonal employees for the Summer.

**Operations:**

- Manage Visitors Center
- Inventory management

**Projects:**

- Reimagining project (fulfilment)
- New website for organization (ongoing)
- Activity Tickets management
- New flooring
- New toilets
- GoTahoeNorth.com management
- New roof proposal
- RTT communication committee chair
- RTT Executive Committee member

**Meetings attended:**

- DMA West Education summit, Tahoe Economic Forum, Co-op agency meetings, Cloudriff status meetings, strategy meetings, July 4th follow up meeting, Abbi Agency meetings, BACC meeting, Co-op marketing committee, RTT meetings.

President/CEO Report  
Activities Report  
September 21<sup>st</sup>, 2022

- NORTH LAKE TAHOE MARKETING COOPERATIVE
  - Worked with Agency and Staff on new staff transition
  - Worked with NLTRA CEO on Coop organizational structure
  - Overseeing all PR/Communication efforts with Augustine Agency
  - Participated in the NLT Coop Committee meeting
  - Finalized Fall Consumer campaign with agency partners
  - Assisted NLTRA in new Director of Marketing and PR interviews
  - Contracted with new data provider
- PROJECTS
  - Conducted July 4<sup>th</sup> SkyShow review
  - Worked with Partners on Fall TART Connect program
  - Participating in Lake Tahoe Sustainable Tourism and Recreation Partnership
  - Implementing Board approved IVCBVB Reimaging project
  - Worked with Abbi Agency on organization communication and social media messaging
  -
- MEETINGS (in person or virtual)
  - Attended agency status meetings
  - Attended Envision Tahoe Committee Meeting
  - Attended RSCVA Board Meeting
  - Attended TMA Executive Committee Meeting
  - Attended Stewardship Tahoe Core Committee Meeting
  - Attended RASC Executive Committee Meeting
  - Attended RASC Board Meeting
  - Attended TTD Board Meeting
  - Attended TTD Committee Meeting
  - Attended TMA Board Meeting
  - Attended DMA West Board Meeting
  - Attended Tahoe Summit
  - Attended Tahoe Prosperity Center Economic Summit



north lake tahoe

Departmental Reports  
September 2022



## north lake tahoe

August 2022  
Meetings & Conventions Report

### **TURNED DEFINITE**

1. California Coalition for Adequate School Housing - CASH July 2022 Quarterly Board of Directors Meeting - 7/7/22-7/9/22, 24 rooms, 25 people
2. Mountain Mikes Pizza - 2023 Convention - 10/13/23-10/16/23

### **NEW MEETINGS & RFPs DISTRIBUTED**

3. HPN - 86825 - Team Retreat - 12/12/22-12/15/22, 42 rooms, 15 people
4. Black Writers Collective - Writeful Retreats - 4/6/23-4/9/23, 100 rooms, 25 people
5. HPN - 85674V2 - Fast Start Incentive 2023 - 6/3/23-6/7/23, 91 rooms, 40 people
6. Ed-Ventures, Inc. - NKT23 - Incentive Group - 8/2/23-8/6/23, 80 rooms, 40 people
7. HPN - 85595 - BTI - Breakthrough\_August 2023 - 8/9/23-8/16/23, 807 rooms, 250 people
8. HPN - 86772 - Succos 2023 Sep - 9/28/23-10/8/23, 1250 rooms, 325 people
9. Aerospace Employees Trave Club - Friends & Family Annual Winter Experience - 3/14/24-3/18/24, 140 rooms, 50 people
10. Fire District Association of California - 2024 FDAC Annual Conference - 4/8/24-4/11/24, 212 rooms, 120 people
11. Association of National Park Rangers - Ranger Rendezvous - 10/1/24-10/8/24, 325 rooms, 75 people

### **NEW INQUIRIES**

1. American Association for Agricultural Education - 2025 AAAE Annual Meeting West - 5/17/25-5/22/25, 445 rooms, 200 people
2. Medtronic - Diabetes U.S. Sr. Leadership Meeting - 9/19/22-9/21/22, 30 rooms, 10 people
3. Insight Direct USA - Insight 2023 Lenovo Incentive Group - 6/7/23-6/20/23, 121 rooms, 80 people
4. California Seed Association - Ca. Seed Assoc / Annual / 2024 - 3/10/24-3/13/24, 315 rooms, 150 people
5. Western Conference of Teamsters Pension Trust - WCT Pension Trust - Board of Trustees Meeting 2024 - 7/7/24-7/8/24, 77 rooms, 60 people
6. Dairy Farmers of America - July 2023 Board & Strategic Information Meeting - 7/8/23-7/15/23, 458 rooms, 125 people
7. California and Nevada Credit Union League - 2023 - Summit Roundtable SRT - 8/7/23-8/11/23, 113 rooms, 65 people

XIV a-1

### **TRADESHOWS**

- Connect Marketplace August 8-10 in Detroit MI. NLT staff held (28) Corporate appointments and (21) Association appointments. Meeting notes were distributed to NLT conference partners. RFP's from this event to date: Aerospace Employees Travel Club - Friends & Family Annual Winter Experience - 3/14/24-3/18/24, 140 rooms, 50 people. Site visit scheduled for Sept. 18-19.

### **CONFERENCE SALES PROJECTS**

- Key Projects:
  - Bi-Annual DOS Meeting August 15th to outline proposed sales travel schedule, CVB incentives and marketing opportunities
  - Midwest sales rep Denise Cmiel conducted site visits at all NLT conference properties 8/15-8/17
  - DOS survey sent to partners to gather feedback for FY22/23 strategy
  - Call with ConferenceDirect to discuss the annual marketing partnership
  - Review the annual agreement with HPN - Hospitality Provider Network
  - MCC newsletter was distributed on 8/26 to 8,437 planners and is currently at a 30% open rate
  - Registered for CalSAE Seasonal Spectacular and renewed annual membership

### **SITE VISITS & SALES CALLS**

- None in August

### **Chicago Rep Efforts**

- 

KTL a-2





## north lake tahoe

August 2022  
Tourism Development Report

### **KEY MEETINGS & PROJECT WORK**

- Key Meetings:
  - Call with Ecomadic 8/4 to discuss sustainability destination promotion
  - Call with Kind Traveler 8/10 for product development
  - Call with Terra Herbst of Bonotel for product development
  - SkiTops domestic ski wholesale networking mixer at Gar Woods 8/23
  - Bi-Annual DOS Meeting August 15th to outline proposed sales travel schedule
  - Call with Reach Global Marketing to discuss representation services in Canada
  - Call with DCI to discuss representation services in Canada
- Key Projects:
  - Visit California CA Star newsletter was sent on 8/1 listed North Lake Tahoe as their partner spotlight where we highlighted the Summers Official Playground and Traveler Responsibility Pledge
  - Sportvac Lifestyle Magazine 2022-2023 content submission
  - NLT Leisure newsletter was distributed on 8/31 to 2,791 product managers and travel agents and is currently at a 28% open rate
  - Building itinerary for French influencer couple and their baby (@onmetlesvoiles) on a High Sierra road trip from September 26th - 28th
  - High Sierra Visitor Council's request for video content for new Tik Tok channel fulfilled
  - Planning FAM w/Volaris Airlines top selling agents and Travel Nevada for September 11th
  - Scheduled ski.com webinar for Sept 15th
  - Planning Fall campaign with Expedia
  - Reviewing 2022-2023 Ski.com COOP Brochure opportunity

### **VISA VUE DATA**

- Domestic Data - January - June 2022
  - Top Cities - Visitor Origin:
    - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
    - Key spending findings on these cities:
      - SF is down by 0% YoY
      - Sacramento -5%% YoY
      - Reno +25% YoY
      - San Jose/Sunnyvale/Santa Clara +5%
      - LA/Long Beach/Anaheim -1% YoY
      - Santa Rosa -4% YoY

XIIIb-1

- San Diego +13% YoY
  - Santa Cruz 0% YoY
  - New York +34% YoY
- Total spend: \$276.5 M (all) and \$177.8M (non-resident)
- Top spend by market:
  - Restaurants 19.6%
  - Food & Grocery 19.42%
  - Retail 3.1%
  - Hotels & Lodging 16.6%
- International Data - January - June, 2022
  - Total spend: \$2.1M
  - Estimated visitors: 7.6K
  - Top countries by spend
    - Canada 356k
    - UK 260k
    - China Mainland 122k
    - Mexico 152k
    - Australia 135k
    - Germany 90k
    - France 79k
  - Top spend by markets:
    - Restaurants & Dining 28.26%, 594
    - Hotels & Lodging 19.85%, 417k
    - Retail 14.6%, 307

## **EXPEDIA DATA**

### **QTD (Beginning Jul 1)**

YOY Room Night Share +23%

YOY ADR -5%

Avg ADR \$413

Avg Booking Window- 51 Days

Cancel Rate 30%

### **YTD (Beginning Jan 1)**

YOY Room Night Share -27%

YOY ADR +7%

Avg ADR \$384

Avg Booking Window- 52 Days

Cancel Rate 34%

XIII b-2

# August 2022 Monthly Report



north lake tahoe



## August Executive Summary – Consumer Campaign

- In August, North Lake Tahoe concluded the Summer campaign and transitioned to the Fall Campaign earlier than expected starting 8/25. The change was due to appealing to visitors looking to plan ahead for the fall season.
- With that transition, certain tactics phased out for the Summer campaign, which meant overall less impressions. This was true for the Los Angeles Search spend, which was reduced by 30% from July. However, certain tactics optimized spend with Paid Social serving a 213% increase in impressions and winning 7,000 additional clicks from July. TOS conversions rose 278% to 545 for a good launch into the Fall campaign.
- Sustainability. High Value and Retargeting creative earned very high amounts of TOS conversions. All three generational audiences performed similarly to previous months with around 26 conversions each.



XIIIc-2

## August Executive Summary – National Paid Search Campaign

- The national Google paid search campaign continued into August focusing on "Lake Tahoe" keywords. Keywords were broken out into four campaigns to include "Stay," "Plan," "Dine" and "Play" in correlation with site structure and searches.
- Although all campaigns performed well, the "Plan" and "Dine" campaigns performed best, producing a combined 3,000+ clicks and having 10.99% and 11.72% respective CTRs.
- The campaign captured a 9.82% CTR, down slightly from July, but overall very high above the industry average of 4.68%.



KTLC-3

## August Executive Summary – MCC Campaign

- August spent a minimal additional \$813 from July with the introduction of new creative. With only \$800 more in spend, the campaign earned 23% more clicks.
- However, due to more impressions, there was a slight decrease in CTR by 0.23%. The campaign earned an additional 48 TOS conversions with a drop in cost per conversion of \$25.
- Similar to July, August's Social earned the most conversions (36 TOS sessions).
  - August YouTube ran 57% of total impressions while Social ran only 18% of impressions.
  - The "Audio-Visual" creative earned 83% of Social TOS conversions. This creative significantly outperformed all others for a second month in a row.



XIII C-4

## August Executive Summary - Website

- There were over 95K visitors to GoTahoeNorth.com in August. This was a 3.16% increase from July 2022, with the majority of traffic coming from organic search (68.9%).
- The average session duration was 1:12 (industry average is 1 minute). Users were up 28.5% and sessions were up 9.1% when comparing YoY.
- Top locations were similar to previous months and in line with paid media campaign target markets, including Los Angeles driving the highest amount of visitors to the site than any other city.
- Similar to previous months, the homepage had the most amount of pageviews followed by the webcams page and summer activities. The lodging and events pages continue to be among the highest visited, edging out informational pages.



## August Executive Summary - Content

- There were three blogs this month posted including one on EV charging stations and close by activities, a blog on camping and another on team building activities.
- Two enewsletters were sent out in the month of August. The first highlighted summer sunsets, EV stations and fall's secret season. The second promoted weddings, vow renewals and anniversary celebrations in the region as well as the NLT Challenge and camping. Both had high open rates at 27.1% and 26.2% (industry average is 16%).
- CrowdRiff metrics were down a bit this month as summer closed out.





## August Executive Summary – PR Coverage

- Reporters nationwide and top-tier publications have name recognition of Lake Tahoe and are starting to see branding of North Lake Tahoe.
- There were 25 clips with 1.97B estimated digital monthly visits and 2M estimated digital coverage views. There was also one TV segment with 3.29M estimated views that was broadcasted multiple days.
- Coverage featured the best places to see fall foliage, incredible things to do in Tahoe (besides skiing), golfing in North Lake Tahoe, dog-friendly hotels, ski resorts with thriving summer scenes, best swimming spots, best camping spots and the Labor Day Drone Light Show.
- Pitching efforts primarily focused on Labor Day camping and fishing spots, luxury ski resort destination, National Golf Month, fall destinations that feel like summer, what to do while your EV charges, human powered sports, where to see fall foliage, fall mountain biking and spring 2023 travel destinations.



11/11/23

## August Executive Summary – Organic Social Media

- Top Facebook posts included scenic summer views and dining. The post with the highest lifetime engagements featured a hiking view in Incline Village. Facebook content generated over 57K engagements and an overall engagement rate of 2.8% (benchmark 0.30%).
- Instagram content promoted summer events, lodging and dining. Content generated over 371K impressions. There was an increase due to video content promoted on Reels. Top posts included summer events and landscape views. Custom content featured a scenic views promoting NLT and Me reel, which generated 66.9K views and 5.1K engagements.



8-11-23