

TRAVEL  
**North**  
**TAHOE**  
NEVADA

AGENDA  
Board Meeting  
Lake Tahoe Incline Village Crystal Bay Visitors Bureau  
Wednesday, November 16<sup>th</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 November 16<sup>th</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 September 2022 Board Meeting Minutes (For Possible Action)</b>                                     | <b>Blane Johnson</b> |
| <b>V.</b>    | <b>Review of October 2022 Financial Statements (10 min)</b>   | <b>Greg Long</b>     |
| <b>VI.</b>   | <b>Update on Lake Tahoe Stewardship Plan Process and Next Steps (20 min)</b>                                      | <b>Andy Chapman</b>  |
| <b>VII.</b>  | <b>Summary of Outdoor Media Summit Event (15 min)</b>   | <b>Andy Chapman</b>  |
| <b>VIII.</b> | <b>Submittal of October Dashboard (15 min)</b>  | <b>Long/Chapman</b>  |
| <b>IX.</b>   | <b>Management Reports</b>   | <b>Andy Chapman</b>  |
| <b>X.</b>    | <b>Departmental Reports</b>   | <b>Andy Chapman</b>  |
|              | a) Conference Sales   |                      |
|              | b) Leisure Sales  |                      |
|              | c) Consumer Advertising   |                      |
|              | d) Social/Content   |                      |
|              | e) Public Relations   |                      |
| <b>XI.</b>   | <b>Old Business</b>   | <b>Blane Johnson</b> |
|              | • Tahoe Transportation District Incline Mobility Hub Update   |                      |
| <b>XII.</b>  | <b>New Business</b>   | <b>Blane Johnson</b> |
|              | • Tahoe Filmfest December 1-4   |                      |
|              | • Northern Lights   |                      |
|              | • RSCVA Update  |                      |
| <b>XIII.</b> | <b>Director Comments</b>  | <b>Blane Johnson</b> |
| <b>XIV.</b>  | <b>PUBLIC COMMENT – Pursuant to NRS 241.020</b>   | <b>Blane Johnson</b> |
|              | This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting. |                      |
| <b>XV.</b>   | <b>Adjournment – (For Possible Action)</b>  |                      |



**September 2022 Board Meeting Minutes  
Lake Tahoe Incline Village Crystal Bay Visitors Bureau  
Wednesday, Sept 21, 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 3:01pm by Chair Blane Johnson. Roll call was taken and the following members were present: Blane Johnson, Michael Murphy, Claudia Andersen, Tyler Gaffaney. Bill Watson. The following IVCBVB employees were present: Greg Long, Director of Operations, Andy Chapman, President/CEO. Legal representation from Hutchison and Steffen. Members from Augustine Agency and Steele and Associates were present.

**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 Sept. 2022 agenda by Michael Murphy. Second by Claudia Andersen. Approved.

**IV. Approval of July 2022 Board Meeting Minutes (For Possible Action) Blane Johnson**

Motion to approve the July 2022 Meeting Minutes by Michael Murphy. Second by Tyler Gaffaney. Approved.

**V. Review of FYE 2022 Financial Statements Greg Long/Jon Steele**

DOO Long introduced our CPA, Jon Steele. Mr. Steele reviewed our year end financial statements. The balance sheet shows Total Assets of \$1.77MM with Liabilities of \$232,000. Net assets at the end of FYE 2021-22 were 1.76MM. The Board decided to reclassify some program work out of management expenses and into advertising. Another suggestion was to rename infrastructure to destination development, but that will happen next year.

Motion to approve the Financial Statements by Bill Watson. Second by Claudia Andersen. Approved.

**VI. Review of August 2022 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 August 2022 financial statements by Tyler Gaffaney. Second by Claudia Andersen.

**VII. Review of NLT Coop Fall Campaign** **Augustine/MAHK**

Augustine walked the Board through the Fall coop advertising campaign. Comparisons were shown to last Fall. New initiatives were discussed like NLT + Me. Fall campaign will be presented to the coop committee.

**VIII. Drone SkyShow Review and Board Discussion** **Andy Chapman**

CEO Chapman introduces the challenges moving forward with the event. Looking for the Board to allow us to promote and organize the event for one more year. Funding is a big issue moving forward. The Board agrees for one more year of our involvement.

**IX. Status Update on Organization Rebranding** **Andy Chapman**

CEO Chapman discusses the TNTNV launch. It was launched officially on Aug 8<sup>th</sup>. A one sheet was shown to the Board that outlines the key philosophies of the organization.

**X. TNTNV Stewardship Initiative Update and Discussion** **Andy Chapman**

CEO Chapman provides an update on the Stewardship Initiative. They are halfway through the process of region wide counsel. CREST is making some changes for the better. As an organization we are happy to be involved. TART Connect is asking for funding from RSCVA to get through the rest of the fiscal year. We are also working on an ambassador program for next summer

**XI. Review of August Dashboard Report** **Long/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.

**XII. Management Reports** **Staff**

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

Provided in packet for review.

**XIII. 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.

**XIV. Old Business** **Andy Chapman**

None.

**XV. New Business** **Andy Chapman**

There has been talk of Incline Village trying to become its own city. CEO Chapman asks the Board if he should become engaged in the process or take a wait and see approach. The Board thinks taking a wait and see approach is best.

**XVI. Director Comments** **Blane Johnson**

None

**XVII. 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

**XVIII. Adjournment – (For Possible Action)** **Blane Johnson**

Adjourned. 4:51pm.

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>**

# October 2022 Financial Summary Report

## October Month End Variance Report

### REVENUE

- 46000 Merchandise Sales: Over budget due to strong gift shop sales
- R277 Concierge Sales: Over budget due to Thunderbird season extension
- R250 Fund Transfer: Over budget due to higher August 2022 TOT collections

### EXPENSES

- 0460 Contract Services: Under budget due to decreased services
- 0461 Remote Offices: Under budget due to accounting timing.
- 0501 Travel & Lodging: Over budget due to timing of travel
- 0601 Hospitality in Market: Under budget due to lower spend
- 0611 Misc. Advertising Co-op: Under budget due to no opportunities
- 0623 Regional Marketing Programs: Under budget due to lower advertising costs
- 0609 Sponsorship: Over budget due to increased SkyShow funding from 2021
- 0691 Shuttle Subsidy: Under budget due to funding from RSCVA for TART Connect
- 0730 Special Promo items: Under budget due to no opportunities
- 0751 Concierge Expense: Over budget due to higher ticket sales

## October 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
- Misc Revenue: Over budget due to refund from Coop for marketing savings
- R274 Grants: Over budget due to timing of reimbursement

### EXPENSES

- 0305 Payroll: Over budget due to increased summer staff
  - 0460 Contract Services: Under budget due to decreased services
  - 0473 Dues and Subscriptions: Over budget due to increased subscription costs
  - 0501 Travel & Lodging: Under budget due to timing of reimbursement from coop
  - 0611 Misc. Advertising Co-op: Under budget due to no opportunities
  - 0623 Regional Marketing Programs: Under budget due to lower advertising costs
  - 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 and RSCVA payment
  - 0751 Concierge Expense: Under budget due to lower sales
  - 0800 Grants: Over budget due to timing
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INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU  
Profit & Loss Budget vs. Actual

Accrual Basis

October 2022

	Oct 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	5,497.85	4,750.00	747.85	115.7%
R277 · Concierge	10,502.50	750.00	9,752.50	1,400.3%
Total POS Sales	16,000.35	5,500.00	10,500.35	290.9%
R250 · Fund Transfers	290,868.61	245,911.00	44,957.61	118.3%
R252 · Interest Income	12.30	0.00	12.30	100.0%
R270 · Miscellaneous Revenue	63.75	0.00	63.75	100.0%
Total Income	306,945.01	251,411.00	55,534.01	122.1%
Cost of Goods Sold				
50000 · Cost of Goods Sold	2,969.24	2,613.00	356.24	113.6%
Total COGS	2,969.24	2,613.00	356.24	113.6%
Gross Profit	303,975.77	248,798.00	55,177.77	122.2%
Expense				
0305 · Payroll	31,977.99	31,072.00	905.99	102.9%
0314 · State Employer Taxes	88.71	80.00	8.71	110.9%
0315 · Federal Unemployment	5.30	5.00	0.30	106.0%
0316 · Public Employees Retirement Sys	8,581.02	8,254.00	327.02	104.0%
0319 · Employer Medicare/Soc Sec	563.27	480.00	83.27	117.3%
0320 · Health Insurance	3,308.27	3,500.00	-191.73	94.5%
0321 · Employee Training	97.48	1,000.00	-902.52	9.7%
0400 · Utilities				
0401 · Utilities- Electric	226.78	150.00	76.78	151.2%
0402 · Utilities-Gas & Heat	49.13	35.00	14.13	140.4%
0403 · Utilities- Water & Refuse	357.30	330.00	27.30	108.3%
Total 0400 · Utilities	633.21	515.00	118.21	123.0%
0405 · Bank & Cr Card Charges	985.55	275.00	710.55	358.4%
0410 · Office Supplies & Expenses	688.38	500.00	188.38	137.7%
0411 · Maintenance/Janitorial	780.00	1,500.00	-720.00	52.0%
0412 · IT - Computers	89.49	0.00	89.49	100.0%
0420 · Postage & Freight	558.00	50.00	508.00	1,116.0%
0421 · Communications	560.71	600.00	-39.29	93.5%
0430 · Building Repairs & Insurance	380.52	500.00	-119.48	76.1%
0451 · Legal & Accounting Services	2,750.00	2,750.00	0.00	100.0%
0460 · Contract Services	6,900.00	9,000.00	-2,100.00	76.7%
0461 · Remote Offices	959.21	3,500.00	-2,540.79	27.4%
0462 · Equipment Lease & Maint.	839.49	300.00	539.49	279.8%
0473 · Dues & Subscriptions	281.36	500.00	-218.64	56.3%
0501 · Travel & Lodging	2,161.29	1,000.00	1,161.29	216.1%
0504 · Registrations	1.00	0.00	1.00	100.0%
0505 · Local Transportation/Car	-35.28	50.00	-85.28	-70.6%
0507 · Meeting Expenses	292.11	250.00	42.11	116.8%
0601 · Hospitality in Market				
0601.5 · In House	-2,610.00	100.00	-2,710.00	-2,610.0%
0601 · Hospitality in Market - Other	-31.80	200.00	-231.80	-15.9%
Total 0601 · Hospitality in Market	-2,641.80	300.00	-2,941.80	-880.6%

## INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

## Profit &amp; Loss Budget vs. Actual

Accrual Basis

October 2022

	Oct 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	91,666.00	91,666.00	0.00	100.0%
0623 · Regional Marketing Programs	-191.41	1,000.00	-1,191.41	-19.1%
0650 · Payroll Expense	100.00	100.00	0.00	100.0%
0690 · Sponsorship	20,767.56	5,000.00	15,767.56	415.4%
0691 · Shuttle Subsidy/Sponsorship	-250,000.00	19,437.00	-269,437.00	-1,286.2%
0730 · Special Promotional Items	0.00	1,000.00	-1,000.00	0.0%
0751 · Concierge Expense	8,860.00	675.00	8,185.00	1,312.6%
51100 · Freight and Shipping Costs	350.31	0.00	350.31	100.0%
59900 · POS Inventory Adj -Merchandise	24.30	0.00	24.30	100.0%
<b>Total Expense</b>	<b>-67,617.96</b>	<b>247,359.00</b>	<b>-314,976.96</b>	<b>-27.3%</b>
<b>Net Ordinary Income</b>	<b>371,593.73</b>	<b>1,439.00</b>	<b>370,154.73</b>	<b>25,823.1%</b>
<b>Net Income</b>	<b>371,593.73</b>	<b>1,439.00</b>	<b>370,154.73</b>	<b>25,823.1%</b>



## INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

## Profit &amp; Loss Budget vs. Actual

July through October 2022

	Jul - Oct 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 - Merchandise Sales	28,922.50	28,250.00	672.50	102.4%
R277 - Concierge	132,095.50	169,750.00	-37,654.50	77.8%
Total POS Sales	161,018.00	198,000.00	-36,982.00	81.3%
R250 - Fund Transfers	1,030,306.26	1,048,274.00	-17,967.74	98.3%
R252 - Interest Income	109.51	0.00	109.51	100.0%
R270 - Miscellaneous Revenue	101,139.62	0.00	101,139.62	100.0%
R274 - Grants	5,000.00	0.00	5,000.00	100.0%
Total Income	1,297,573.39	1,246,274.00	51,299.39	104.1%
Cost of Goods Sold				
50000 - Cost of Goods Sold	14,206.11	15,538.00	-1,331.89	91.4%
Total COGS	14,206.11	15,538.00	-1,331.89	91.4%
Gross Profit	1,283,367.28	1,230,736.00	52,631.28	104.3%
Expense				
0305 - Payroll	173,631.77	164,334.00	9,297.77	105.7%
0313 - Employers Insurance of Nevada	488.00	900.00	-412.00	54.2%
0314 - State Employer Taxes	489.41	427.00	62.41	114.6%
0315 - Federal Unemployment	45.73	20.00	25.73	228.7%
0316 - Public Employees Retirement Sys	35,011.60	33,250.00	1,761.60	105.3%
0319 - Employer Medicare/Soc Sec	3,094.17	3,583.00	-488.83	86.4%
0320 - Health Insurance	12,839.00	13,220.00	-381.00	97.1%
0321 - Employee Training	150.00	2,000.00	-1,850.00	7.5%
0400 - Utilities				
0401 - Utilities- Electric	963.40	630.00	333.40	152.9%
0402 - Utilities-Gas & Heat	153.67	128.00	25.67	120.1%
0403 - Utilities- Water & Refuse	1,417.53	1,322.00	95.53	107.2%
Total 0400 - Utilities	2,534.60	2,080.00	454.60	121.9%
0405 - Bank & Cr Card Charges	8,242.09	9,900.00	-1,657.91	83.3%
0410 - Office Supplies & Expenses	2,139.95	2,000.00	139.95	107.0%
0411 - Maintenance/Janitorial				
0411.5 - Snow Removal	500.00	0.00	500.00	100.0%
0411 - Maintenance/Janitorial - Other	2,806.09	3,900.00	-1,093.91	72.0%
Total 0411 - Maintenance/Janitorial	3,306.09	3,900.00	-593.91	84.8%
0412 - IT - Computers	2,088.98	1,750.00	338.98	119.4%
0420 - Postage & Freight	43.91	200.00	-156.09	22.0%
0421 - Communications	2,264.06	2,400.00	-135.94	94.3%
0422 - Printing Expenses	101.89	0.00	101.89	100.0%
0430 - Building Repairs & Insurance	2,839.08	3,500.00	-660.92	81.1%
0451 - Legal & Accounting Services	11,000.00	11,000.00	0.00	100.0%
0460 - Contract Services	25,215.69	39,600.00	-14,384.31	63.7%
0461 - Remote Offices	14,000.00	14,000.00	0.00	100.0%
0462 - Equipment Lease & Maint.	1,869.46	1,200.00	669.46	155.8%
0473 - Dues & Subscriptions	5,715.22	2,000.00	3,715.22	285.8%
0474 - License & Fees	500.00	2,300.00	-1,800.00	21.7%
0501 - Travel & Lodging	-2,243.81	3,250.00	-5,493.81	-69.0%
0504 - Registrations	-199.00	1,875.00	-2,074.00	-10.6%
0505 - Local Transportation/Car	-530.88	200.00	-730.88	-265.4%
0507 - Meeting Expenses	1,046.37	1,000.00	46.37	104.6%
0601 - Hospitality in Market				
0601.5 - In House	864.31	400.00	464.31	216.1%
0601 - Hospitality in Market - Other	-1,473.11	800.00	-2,273.11	-184.1%
Total 0601 - Hospitality in Market	-608.80	1,200.00	-1,808.80	-50.7%

## INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

## Profit &amp; Loss Budget vs. Actual

July through October 2022

Accrual Basis

	Jul - Oct 22	Budget	\$ Over Budget	% of Budget
0611 · Misc. Advertising Co-op (Misc. Advertising Co-...	0.00	125,000.00	-125,000.00	0.0%
0622 · Advertising Co-op	366,664.00	366,664.00	0.00	100.0%
0623 · Regional Marketing Programs	258.59	4,000.00	-3,741.41	6.5%
0650 · Payroll Expense	437.84	400.00	37.84	109.5%
0689 · WEB Development	0.00	10,000.00	-10,000.00	0.0%
0690 · Sponsorship	38,287.56	160,000.00	-121,712.44	23.9%
0691 · Shuttle Subsidy/Sponsorship	-254,963.00	88,874.00	-343,837.00	-286.9%
0692 · Sustainability Initiatives	-862.50			
0725 · Uniforms	0.00	1,000.00	-1,000.00	0.0%
0730 · Special Promotional Items	0.00	2,000.00	-2,000.00	0.0%
0751 · Concierge Expense	114,979.50	152,775.00	-37,795.50	75.3%
0800 · Grant Expenses	10,000.00	0.00	10,000.00	100.0%
51100 · Freight and Shipping Costs	626.99	0.00	626.99	100.0%
59900 · POS Inventory Adj -Merchandise	124.15	0.00	124.15	100.0%
<b>Total Expense</b>	<b>580,627.71</b>	<b>1,231,802.00</b>	<b>-651,174.29</b>	<b>47.1%</b>
<b>Net Ordinary Income</b>	<b>702,739.57</b>	<b>-1,066.00</b>	<b>703,805.57</b>	<b>-65,923.0%</b>
<b>Other Income/Expense</b>				
Other Income				
52500 · Purchase Discounts	76.55	0.00	76.55	100.0%
<b>Total Other Income</b>	<b>76.55</b>	<b>0.00</b>	<b>76.55</b>	<b>100.0%</b>
Other Expense				
July 4th	-113,611.46	0.00	-113,611.46	100.0%
<b>Total Other Expense</b>	<b>-113,611.46</b>	<b>0.00</b>	<b>-113,611.46</b>	<b>100.0%</b>
<b>Net Other Income</b>	<b>113,688.01</b>	<b>0.00</b>	<b>113,688.01</b>	<b>100.0%</b>
<b>Net Income</b>	<b>816,427.58</b>	<b>-1,066.00</b>	<b>817,493.58</b>	<b>-76,588.0%</b>

Nov 16, 2022

Revenues & Stats		Sept-2022	Sept-2021	Variance
TOT Revenues	Monthly	\$ 217,072	\$ 122,747	76.8%
	YTD	\$ 1,247,378	\$ 1,082,471	15.2%
Total Taxable Revenues	Monthly	\$ 6,447,036	\$ 3,712,822	73.6%
	YTD	\$ 1,247,378	\$ 1,245,054	0.2%
Occupancy	Hotel	78.5%	40.5%	93.6%
	Motel	30.3%	32.6%	-7.1%
Vacation Rental	Time Share	32.8%	18.0%	82.5%
	Home Owner	3.8%	2.2%	72.7%
	Home Owner	19.9%	25.4%	-21.7%
<b>Total</b>		<b>33.07%</b>	<b>25.14%</b>	<b>31.5%</b>
Room Rate	Hotel	\$ 350.74	\$ 244.75	43.3%
	Motel	\$ 198.45	\$ 99.59	99.3%
Vacation Rental	Time Share	\$ 343.34	\$ 281.40	22.0%
	Home Owner	\$ 525.71	\$ 326.70	60.9%
	Home Owner	\$ 403.33	\$ 342.00	17.9%
<b>Total</b>		<b>\$ 364.31</b>	<b>\$ 270.83</b>	<b>34.5%</b>
RevPar	Hotel	\$ 275.41	\$ 99.22	177.6%
	Motel	\$ 60.24	\$ 32.49	85.4%
Vacation Rental	Time Share	\$ 112.62	\$ 50.56	122.7%
	Home Owner	\$ 19.85	\$ 7.26	173.4%
	Home Owner	\$ 80.25	\$ 86.97	-7.7%
<b>Total</b>		<b>\$ 133.69</b>	<b>\$ 60.10</b>	<b>122.4%</b>

Visitor Information Comparative Statistics For Fiscal YTD			
	Oct-2022	Oct-2021	Variance
Walk In Visitor Count	2688	1827	47.1%
YTD	16,150	9,990	61.7%
Merchandise Sales			
Monthly	\$ 5,498	\$ 4,617	19.1%
YTD	\$ 28,922	\$ 23,893	21.0%
Concierge & AT Sales			
Monthly	\$ 10,502	\$ 300	3400.7%
YTD	\$ 132,096	\$ 19,391	581.2%
Vacation Planners Mailed	86	31	177.4%

**Destimetrics Reservations Activity (as of Oct 31, 2022)**

	FY 2022/23	FY 2021/22	Variance
Current Month Occupancy	40.1%	37.9%	5.8%
Current Month ADR	\$ 257	\$ 244	5.3%
Current Month REVPAR	\$ 103	\$ 92	12.0%
Next Month Occupancy	29.1%	25.3%	15.0%
Next Month ADR	\$ 251	\$ 264	-4.9%
Next Month REVPAR	\$ 73	\$ 67	9.0%
Winter Total Occupancy (proj)	23.3%	22.8%	2.2%
Winter Total ADR (proj)	\$ 394	\$ 379	4.0%
Winter Total REVPAR (proj)	\$ 92	\$ 87	5.7%

**Reno Tahoe International Airport**

	Sept-2022	Sept-2021	Variance
Total Passengers Served	397,404	302,929	31.2%
Average Load Factor	86.4%	64.0%	35.0%
Total Number of Departures	1,735	1,998	-13.2%
Non-Stop Destinations Served	23	23	0.0%
Departing Seat Capacity	239362	236862	1.1%
Crude Oil Averages (barrel)	\$ 84.26	\$ 71.65	17.6%

Notes of Interest:

**Conference Revenue Statistics**

(Booked as of September 30, 2022)	FY 2022/23	FY 2021/22	Variance
Total Revenue Booked	\$ 1,942,031	\$ 1,758,780	10.4%
Number of Room Nights	9,088	8,177	11.1%
Number of Delegates	3,502	3,909	-10.4%
Number of Tentative Bookings	29	23	26.1%
Number of Leads Generated	31	20	55.0%
Conference Revenue And Percentage by County:			
	22-23	21-22	
Placer	78.0%	68.0%	27.2%
Washoe	22.0%	32.0%	-25.1%
South Lake	0.0%	0.0%	#DIV/0!
Nevada	0.0%	0.0%	#DIV/0!
Total Conference Revenue	\$ 1,942,031	\$ 1,758,780	10.4%

Top Website Lodging Referrals (October)	Total Lodging Ref.	Unique Lodging Ref.
AvantStay	167	154
Hyatt High Sierra Lodge	141	136
Natural Retreats – North Lake Tahoe	106	103
Cedar Crest Cottages	79	77
Hyatt Regency Lake Tahoe Resort	68	65
Basecamp Hotel Tahoe City	56	53
Granlibakken Tahoe	55	54
The Ritz-Carlton, Lake Tahoe	51	48
Frog Lake Backcountry Huts	47	45
Cottage Inn at Lake Tahoe	43	42
Donner Lake Village	43	43
Tahoe Truckee Factory Stores	42	37
The Inn at Boatworks	42	36
River Ranch Lodge and Restaurant	36	34
East West Hospitality at Tahoe	33	23
Red Wolf Lakeside Lodge	32	31
Tahoe Mountain Properties	32	27
Resort at Squaw Creek	31	30
Tahoe Time Vacation Rental	31	31
Northstar Lodge	29	27
Olympic Village Inn	28	28
North Tahoe Rental Company	27	15
Cedar Glen Lodge	26	23
Tahoe Rental Company	26	26

**Summary:**

The Visitors Center is slowing down after a busy summer. Thunderbird Lodge tours ended October 14th. Staffing was increased for the summer but is now winding down.

**Staffing:**

- Have a winter part time employee starting next week.

**Operations:**

- Manage Visitors Center
- Inventory management

**Projects:**

- Northern Lights planning
- Reimagining project (fulfilment)
- New website for organization (ongoing)
- OMS help
- Activity Tickets management
- New Sign
- New flooring
- New toilets
- GoTahoeNorth.com management
- RTT communication committee chair
- RTT Executive Committee member

**Meetings attended:**

- Co-op agency meetings, Cloudriff status meetings, strategy meetings, July 4th planning meetings, Abbi Agency meetings, BACC meeting, Co-op marketing committee, RTT meetings, OMS, Transportation, Trails and Tourism Summit. RTT RFP committee meetings.
-

President/CEO Report  
Activities Report  
November 16<sup>th</sup>, 2022

- NORTH LAKE TAHOE MARKETING COOPERATIVE
  - Worked with Agency and Staff on new staff transition
  - Overseeing all PR/Communication efforts with Augustine Agency
  - Participated in the NLT Coop Committee meeting
  - Finalized Winter Consumer campaign with agency partners
  - Implemented new data program with Datafy
  - Reviewed FY 2022/23 Coop budget with new NLTRA staff members
  - Worked with NLTRA staff and partners on 2024 Mountain Travel Symposium Host Bid
  
- PROJECTS
  - Began July 4<sup>th</sup> SkyShow program development
  - Successful request to RSCVA for \$250,000 in TART Connect Winter Funding
  - Participating in Lake Tahoe Sustainable Tourism and Recreation Partnership
  - Worked with Abbi Agency on organization communication and social media messaging
  - Implemented Reno Tahoe Territory PR/Comms RFP process and award
  - Attended CalTravel Summit and spoke on Rural Tourism panel
  - Working with WinterWonderGrass producers on 2023 sponsorship opportunity
  - Outdoor Media Summit
    - Produced opening night reception of OMS at the Thunderbird with over 120 attendees
    - Attended OMS conference programming at the Hyatt
    - Provided host sponsor Attendee welcome at Day One breakfast
    - Maximized shared voice for key messaging to conference attendees and their own audiences
  
- MEETINGS (in person or virtual)
  - Attended agency status meetings
  - Attended RSCVA Board Meeting
  - Attended RSCVA Special Events Sub Committee Meeting
  - Attended TMA Executive Committee Meeting
  - Attended NLT Marketing Coop Meeting
  - Attended Stewardship Tahoe Core Committee Meeting
  - Attended RASC Executive Committee Meeting
  - Attended TTD Board Meeting
  - Attended TTD Committee Meeting
  - Attended TMA Board Meeting
  - Met with Eric Roe (Crystal Bay Club)
  - Attended Lake Tahoe Stewardship Council Public Workshops