



BOARD MEETING MINUTES
Wednesday, July 7, 2010 – 8:30 a.m.
Tahoe City Public Utility District

PRELIMINARY MINUTES

ATTENDANCE: Alex Mourelatos, Ron Parson, Allen Highfield, Kaliope Kopley, Debra Dudley, Jennifer Merchant, Phil GilanFarr, Roger Beck, Tom Murphy, Ron McIntyre, Deanna Gescheider, Julie Maurer

STAFF IN ATTENDANCE: Ron Treabess, Sally Lyon, Andy Chapman, Kym Fabel, and Kim Lambert

OTHERS IN ATTENDANCE: Ty Polastri, Doug Houston, Andy Sisk, Nicole Howard, Allison McCrawson, Wendy Hummer, Cathy Davis, Steve Kastan

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 8:38 a.m. by Board Chair Alex Mourelatos and a quorum was established.

2.0 AGENDA AMENDMENTS AND APPROVAL

2.1 **M/S/C (Beck/Dudley) (8/0) to approve the agenda as presented.**

3.0 ADJOURN TO CLOSED SESSION

3.1 The meeting adjourned to closed session at 8:40 a.m.

4.0 RECONVENE TO OPEN SESSION

4.1 The meeting reconvened to open session at 10:50 a.m.

4.2 The Chair reported that the Search and Organization Committee will continue with their directive.

5.0 PUBLIC FORUM

5.1 There was no public comment.

6.0 PRESENTATION

6.1 Ty Polastri from the Lake Tahoe Bicycle Coalition presented the 2009 Lake Tahoe Bicycle Achievement Award in the Organization category to the North Lake Tahoe Resort Association.

7.0 CONSENT CALENDAR

7.1 Items number three and nine were removed from the consent calendar.

7.2 M/S/C (McIntyre/Parson) (8/0) to approve the consent calendar with items three and nine removed for further discussion later in the meeting

8.0 REPORTS & ACTION ITEMS

8.1 Doug Houston updated the Board on California legislative issues related to Lake Tahoe.

8.1.1 Redevelopment funds may be impacted by borrowing by the state.

8.1.2 The Local Taxpayer, Public Safety and Transportation Act of 2010 (AG Initiative #09-0063) will be on the November 2010 ballot. Doug thinks it will pass.

8.1.3 The California State Parks Initiative (Prop 21) will be on the November 2010 ballot. It calls for an \$18 surcharge on Vehicle License Fees. Polling is favorable.

8.1.4 The California Water Bond (Prop 18) is currently on the November 2010 ballot. However, the governor is trying to get it pulled off for a future vote, as polling is unfavorable.

8.1.5 There is no language yet for SB625 regarding on-line travel companies and their payment of Transient Occupancy Tax.

8.1.6 The City of South Lake Tahoe sponsored bill AB2704. This bill requires the continuance of funding for local street and road snow removal in the event HUTA (Highway Users Tax Account) funds are diverted for other purposes.

Action item: Doug Houston will submit his scope of services to the Executive Director for Board review.

8.2 Andy Sisk and Nicole Howard presented an overview of the Independent Accountant's Report on Applying Agreed-Upon Procedures.

Action item: The Finance Committee will agendize a discussion about streamlining the financial reports.

Action item: The Marketing Conference Equity Committee will continue to pursue the issue of conference equity.

Action item: The Marketing Committee will continue to work on quantifying Key Performance Objectives.

8.3 The Policy on Unexpended Transportation Project Funds was reviewed.

8.3.1 M/S/C (Parson/McIntyre) (6/0) to adopt the Policy on Unexpended Transportation Project Funds

8.4 Andy Chapman gave the Marketing Report.

8.4.1 The Smith and Jones agency fee/commission schedule was distributed to the Board.

8.4.1.1 M/S/C (Parson/Gescheider) (6/0) to accept the agency fee/commission schedule

8.4.2 The Amgen RFP is moving forward.

8.4.3 Andy showed an ad for High Notes that was placed in a visitors' publication in South Lake Tahoe.

8.5 Updates on Infrastructure/Transportation projects are in the Board packets.

8.6 The Board/Staff Follow-up on Previous Action Items report is also in the packets.

9.0 ITEMS REMOVED FROM THE CONSENT CALENDAR

9.1 The Marketing Committee meeting minutes were discussed. The Marketing Committee is still working on the North Lake Tahoe Marketing Cooperative Budget. No action has yet come out of the committee to be brought to the Board.

9.1.1 M/S/C (Parson/McIntyre) (6/0) to approve the Marketing Committee meeting minutes

9.2 The Board decided to table the proposed NLTRA budget and add it to next month's meeting agenda for approval. It should be used by staff for direction until final approval.

Action item: The budget will be added to the agenda of the next Board meeting.

9.0 CHAMBER OF COMMERCE REPORTS

9.1 The Chamber Manager Report was postponed until the next meeting.

9.2 Directors were encouraged to attend the Lake Tahoe Basin Prosperity Plan meeting on July 15th.

10.0 DIRECTORS' COMMENTS

10.1 There were no comments.

11.0 MEETING REVIEW AND STAFF DIRECTION

11.1 The Board asked Doug Houston to submit his scope of services for review.

11.2 A discussion regarding streamlining the financial reports will be added to the agenda of the next Finance Committee meeting.

11.3 The Marketing Conference Equity Committee will continue to pursue the issue of conference equity.

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11.4 The Marketing Committee will continue to work on quantifying Key Performance Objectives.

11.5 Discussion and possible approval of the NLTRA budget will be added to the agenda of the next Board meeting.

12.0 ADJOURNMENT

12.1 The meeting adjourned at 12:50 p.m.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762
CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES
July 28, 2010 – 9 am

TAHOE CITY PUBLIC UTILITIES DISTRICT CONFERENCE ROOM

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Justin Broglio, Jan Colyer, Cheri Sprenger, Mike Young and Kay Williams

RESORT ASSOCIATION STAFF: Andy Chapman, Judy Laverty, Kym Fabel, Ron Treabess and Emily Sullivan

OTHERS IN ATTENDANCE: Pettit Gilwee and John Wilcox

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 9:04 pm by Cheri Sprenger. There was not a quorum present, so no official actions could be taken.

2.0 PUBLIC FORUM

2.1 Ron gave an update on hiring an Executive Director for the Resort Association. The Board has reviewed the consultants that will be conducting the search and will be hiring a consultant company within the next week. The Resort Association is moving forward and Andy will now be the Chamber Advisor for the Resort Association during this interim period.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **Item G-the presentation of ROI Report for the 2009 Community Marketing Program Grant to Olympic Heritage Celebration will be moved to the next meeting.**

4.0 APPROVAL OF THE CHAMBER COMMITTEE MINUTES FROM THE MEETING ON June 30, 2010

4.1 **Approval of the Chamber Committee Minutes from the meeting on June 30, 2010 will be moved to the next meeting due to lack of a quorum.**

5.0 CHAMBER PROGRAM AND PROJECT UPDATES

5.1 Kym Fabel reported on the Chamber Program and Project Updates. There was a Chamber Mixer at the Mark Twain Cultural Center on July 8, 2010 and another at the Fish Hatchery on July 10, 2010. This Friday night there will be a mixer at the Potlatch Incline and on August 10th there will be a joint mixer with the Truckee Chamber at Northstar. The Chamber along with SHRA conducted a ChamberEd seminar "Establishing your Business" on July 14th and there is an upcoming ChamberEd seminar on August 18th "Workshop for Professional Women." Kym

reported that she attended the West Shore and SVBA meetings and will attend the TCDA meeting tomorrow. She would also like to attend the NTBA meetings. Memberships are holding strong at 640 members. The neighborhood maps have been revised and printed and Certified Folder distributed 50,000 maps. There are 25,000 maps at the NLTRA office please let Kym know if you need them delivered. **Justin asked about email blasts Kym is producing through Mail Chip. He would like a staff report on the statistics.** There was concern from the committee on the view size of the blast. Kym will look into resizing the blast to make it more user friendly.

6.0 TOURISM DIRECTOR'S REPORT-ANDY CHAPMAN

- 6.1 Andy reported that the High Notes Summer Music marketing campaign has been successful. There have been three radio remotes scheduled and the last is scheduled for next Monday at Shakespeare with Paul Thorn. The High Notes website is continuing to be updated by Shelley Fallon and she has been adding video if available. This marketing campaign was a result of the Community Marketing Meeting.
- 6.2 Andy reported that two meetings were held on July 15th for the Lake Tahoe Basin Prosperity Plan, one on the South Shore and one at Kings Beach. Mike Young expressed concern about the age of the statistics that the consultants used in the plan (housing data from 2007). The next steps are for the consultants to continue to refine the plan. As part of the annual Lake Tahoe Forum, there will be an Economic Forum held at the Hyatt on August 16, 2010. Kay Williams asked who she should give feedback to concerning the plan. The feedback can be given to Andy who is on the Steering Committee for the LTBPP. Kay believes that the LTBPP is missing the element of small businesses supporting each other and would like a way for small businesses to work together. There was talk of forming a ChamberEd class or small business forum to see if businesses can assist one another. There was a question about what the result of the LTBPP will be. Andy said that this is an ongoing process and the next action steps will be funding the plan (a finance meeting was all ready held). There will be another meeting in September where they will present the plan to the TRPA. After the presentation in September the hope is to start implementing the plan.
- 6.3 A task force regarding the Tourist Accommodation Units was established and **Cheri questioned the makeup of the taskforce and suggested that staff attend the meetings. Andy will look into when the next meeting will be.**

7.0 PRESENTATION OF ROI REPORT-2009 COMMUNITY MARKETING PRORAM GRANT TO SQUAW VALLEY INSTITUTE-MARK SAPOZNIK

- 7.1 John Wilcox the Board President of the Squaw Valley Institute and interim Executive Director presented an update on the Community Marketing Grant they received. The grant was given to fund rack cards listing their events. John said that unfortunately they have not completed the project but and asked the committee for an extension on reporting the ROI. He wanted to let the committee know that they will be presenting two programs per month and are very much in business. **The committee will wait to hear back from Squaw Valley Institute for an update.**

8.0 REVIEW, DISCUSSION AND POSSIBLE ACTION ON GRANT APPLICATION 2010/11 REVISION

- 8.1 Kym reported that the Grant Applications have been separated; one is for the Business Associations and one is the community application. On the Business

Associations application the deadline has been removed. There will no longer be a sub-committee for the Grant Funding process so any reference to a sub-committee was removed from both documents.

8.2 It was requested that the Chamber and the NLTRA logo be printed on the marketing materials created. The committee decided that it is too much to ask to put two logos on marketing. Staff created one logo that combines both the Chamber and the NLTRA that can be used instead of two different logos. Kym said that the request to have the NLTRA logo on marketing materials is to inform the public that TOT dollars are being spent on the event and the Chamber logo is a recognizable logo for the community. The committee agreed that the dual logo can be used. Cheri asked when the "N is for North" logo should be used. Andy replied that it should be used for out of area marketing. **The grant application will be changed to read that, "Use of the North Lake Tahoe Resort Association/Chamber of Commerce logo, indicating TOT sponsorship and/or support on printed promotional materials, including brochures, flyers, advertising and on signage as appropriate."**

8.3 There was discussion concerning that grant money can only be used for marketing. Staff needs to make event grantees aware of the ineligible investments when meeting with them. The committee made it clear that this is a marketing grant and can only be used for marketing an event.

9.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

9.1 **NTBA-** Passport to Dining will be held on October 7, 2010 and the invitations will go out next week.

9.2 **TMA-** Jan said that the airport shuttle ridership is up 20% up from last July.

9.3 **ICBA-** Shakespeare has been doing really well this summer.

9.4 **TCDA-**Music on the Beach has been going great. Pacific Fine Arts Festival is coming in August. The Solstice Festival was the biggest one so far.

9.5 **WEST SHORE-** The Music Festival is having a concert tonight at Granlibakken tickets are \$10.

9.6 **PR-** Pettit reported on Restaurant Week occurring from September 5-12, 2010. Her goal was 20 restaurants and she has 28 signed up. The website is Tahoerestaurant.com where you can see the participating restaurants and click on the menus they will be presenting.

10.0 COMMITTEE MEMBER COMMENTS

10.1 **Cheri recommended the Chamber take the task of asking the State Legislature to change the school schedules to start later in the summer to benefit tourism and the local economy.**

11.0 ADJOURNMENT

11.1 The Chamber Committee meeting adjourned at 10:55 am.

Submitted By:

Emily Sullivan, Program Assistant
North Lake Tahoe Resort Association



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**MARKETING COMMITTEE MEETING MINUTES
July 27, 2010 – 1 pm**

TAHOE CITY PUBLIC UTILITIES DISTRICT CONFERENCE ROOM

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Deb Dudley, Steven Holt, Les Pederson, Ron Parson, Bret Williams, Christine Horvath, Julie Maurer and Alex Mourelatos

RESORT ASSOCIATION STAFF: Andy Chapman, Jeremy Jacobson, Jason Neary Judy Laverty, Kym Fabel, Ron Treabess and Emily Sullivan

OTHERS IN ATTENDANCE: Shelley Fallon, Pettit Gilwee, Wendy Hummer, Lisa Smith, Alvina Patterson, Barb Cohen and Cathy Davis

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 1:05 pm by Chair Deb Dudley and a quorum was established.

2.0 PUBLIC FORUM

2.1 There was no Public Forum

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Parson/Holt) (7/0) to approve the Marketing Committee agenda as amended

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON June 29, 2010

4.1 M/S/C (Parson/Pederson) (7/0) to approve the Marketing Committee minutes from June 29, 2010 minutes as presented

5.0 PRESENTATION , DISCUSSION AND POSSIBLE DIRECTION ON SMALL LODGING MARKETING REQUEST

5.1 Alvina Paterson sent Andy two proposals for funding marketing efforts for small lodging properties. Andy asked Alvina if the lodging properties have met since the last meeting. Alvina said that they are very busy at this time of year so they have not had a chance to meet again. Alvina reviewed the proposals that she and Barb Cohen produced. Andy said he was concerned about the cost of the advertising quotes in their proposal. Barb is trying to find out the percentage of TOT tax that small properties of North Lake Tahoe contribute. A part of their plan is requesting funds to create a brochure focused on small lodging properties that would be distributed by Certified Folder. Alvina stated she only wants to market

small properties that have 50 rooms or less; she does not want to market vacation homes/properties. The committee was concerned that if funds were given to market their website "lodgingnorthtahoe.com," it would dilute the NLTRA's brand. Les would like to have the smaller properties marketed within the brand and on the gotahoenorth.com website instead of branching off with their own website. The Committee discussed adding a "Small Lodging" tab on the gotahoenorth.com website instead of funding another outside website. The committee said that they can come up with a strategy to market the small lodging properties within the NLTRA's marketing plan. Andy passed out a report that indicated there was a total of 227,000 click-throughs to lodging properties from gotahoenorth.com for FY 2009/10. The committee discussed using the requested funds to work with Smith & Jones to market a "Small Lodging Property" sub-brand on gotahoenorth.com that would represent them more efficiently. Barb stated that she would still like to have a brochure focused on small lodging and she wants the Committee to go to the Board and request that more money be designated towards marketing small lodging properties. The committee would like to have a detailed plan prior to presenting it to the NLTRA Board. They discussed having more definable sub-brands of lodging not just small lodging. The committee would like for all of the lodging properties to be equally represented. There was a conversation about forming a lodging committee. Alex said that the Board needs direction from the marketing committee to create a strategy to diversify the different types of lodging and market different segments appropriately. He believes that a lodging committee should be created. Julie believes that we could do a better job getting the right people into the right property type on our website to create a more satisfied customer.

- 5.2 M/S/C (Mourelatos/Parson) (9/0) The Committee to recommend to the Board the Creation of a Lodging Committee to evaluate a sub-brand lodging strategy for small, large, B&B and vacation rentals within this fiscal year with the recommendation that small lodging would be the first sub-brand marketed. Within 30 days staff would present a draft plan to the Marketing Committee to market the small properties.**

6.0 REVIEW AND DISCUSSION ON DRAFT FY 2010/11 MARKETING STRATEGY

- 6.1 Andy explained that staff has developed a DRAFT FY 2010/11 Annual Marketing Strategy by department. Andy then reviewed the plan that he said is an extension of the three year plan that the NLTRA is currently operating under. Andy said that he would like the committee to review the plan and then he will make any changes and bring the plan back next month for the committee's approval. Ron would like to see a change in the reports listing level of effort first and then results after (input=output). He also said that we should to stay focused on the future, driving "Heads on Beds" and if something didn't work in the past we should let it go. Les would like the reports to have more depth on the results. Deb said that she recently took a trip to Mammoth and she was trying to figure out why their marketing works so well. She said that their marketing is focused on activities and their transportation is integrated with tourism (free bus rides with your bike). All of the buses in Mammoth have bike racks and free service to get back to where they started. Brett thinks the gotahoenorth.com website needs to have better navigation concerning events. Alex would like the action steps to include emphasis on promoting events and activities.

Action: Andy will make any changes discussed on the Draft FY 2010/11 and bring the plan back next month for the Committee's approval

7.0 DISCUSSION AND POSSIBLE ACTION FY 2010/11 CONSUMER ADVERTISING ANNUAL PLANNING OUTLINE

7.1 Cathy reviewed the FY 2010/11 Consumer Advertising Annual Planning Outline. Cathy reviewed the goals of the plan. Alex asked about their plan/timeline to revamp the gotahoenorth.com website. Cathy explained that they are in the needs analysis stage at this time and they will present a site plan and maps of the revisions to the Marketing Committee next month. The plan is to revamp the site by this October prior to the ski season. Alex asked about the efficiency of the email blasts, are people clicking through to the email. Cathy said they are planning to clean up the database to ensure that there are qualified people receiving emails. Deb wanted to know if the e-blasts are activity specific and is it possible for people to sign up for specific blasts. Cathy replied that the blasts are the same for everyone at this time but they are working on a plan to send more activity specific emails in the future. Julie asked if they have a plan to delete people in the database that are disengaged and do not open the emails. Cathy said she would talk to Mike with Smith & Jones. Ron is concerned about how the marketing is measured due to the Board being focused on "Heads on Beds." Wendy presented the media strategies for July 2010 through June 2011. Brett would like to see the marketing plan with demographics listed (who we are marketing to). Wendy said that they don't market demographically they market to a broad target because they focus on the brand N is for North (escapist mindset). The committee had discussion on drive vs. destination. Brett asked if marketing should occur in the drive time during the off strike zones and occur in the destination during the strike zones. Ron would like to see a building block approach; he believes it is hard to evaluate the marketing plan because he doesn't know the building blocks behind the plan. He would like to lay out all the marketing opportunities such as events (i.e. Amgen) and specific times of year. Then the committee could choose a few to opportunities to focus marketing efforts on. Deb says the committee needs to evaluate the type of visitor they are trying to attract. There was discussion about picking 3-5 specific marketing campaigns and building a marketing plan around them. Wendy thought that was a good idea because then she can focus on the singular campaign and she can have the magazines build an editorial around the campaign. Brett said he would like to break down the plan into time periods and activities that are popular at that time of year and then specify the demographics of people who would want to participate in the activity. Andy stated that at the next meeting the committee could look at the California Travel and Tourism Commission media calendar spread as a template. He said that he can put together a plan for the next meeting

Action: Cathy and Wendy will present a website plan and maps of the revisions to the Marketing Committee next month

Action: Cathy said she would talk to Mike with Smith & Jones concerning the plan to delete people in the database that are disengaged and do not open the emails.

Action: The Committee will look at the California Travel and Tourism Commission media calendar spread as a template and Andy said that he will put together a plan for the next meeting

8.0 PROJECT UPDATES-Andy Chapman

- 8.1 The Amgen Tour bid was submitted along with South Lake Tahoe four days prior to AEG asking for the bids. A site visit with AEG will occur on August 17-18th.
- 8.2 The North Tahoe High Notes is in full swing. It has been a good campaign and we are continuing to update the website. There was a question about how the music series attendance has been. There has been positive feedback so far.
- 8.3 The Chamber Advisory Committee will be reviewing the Community Marketing Grant Application process tomorrow. There is \$35,000 designated for Community Marketing Grants which is an increase of \$5,000 over last year.

9.0 DEPARTMENTAL REPORTS- The following reports were posted on www.nltra.org

- 9.1 **ADVERTISING-** Cathy reported on the Marketing that is in place for July from the Marketing packet on print, internet, radio, direct response, gotahoenorth.com website and upcoming outdoor ads.
- 9.2 **CONFERENCE SALES-** Jason Neary's gave a report on Conference Sales. Ron said that a good resource for groups would be to look into Family Reunions as a group. He suggested that we contact the NLT Wedding Association to see if they would want to market family reunions.
- 9.3 **LEISURE SALES-** Jeremy Jacobson reviewed the Leisure Sales report.
- 9.4 **SPECIAL EVENTS-** Judy Laverty reported on the Special Events Department.
- 9.5 **PUBLIC RELATIONS-** Pettit Gilwee reviewed the NLTRA Public Relations Report.
- 9.6 **WEBSITE-** Shelley Fallon reviewed the Web Content report.

10.0 COMMITTEE MEMBER COMMENTS

- 10.1 None at this time

11.0 STANDING REPORTS

The following reports were posted on www.nltra.org:

- JUNE MTRiP REPORT
- JUNE SEARCH ENGINE OPTIMIZATION REPORT
- JUNE WEB/GEO TRACKING REPORT
- FY 2009/10 YEAR END CLICK THRU REPORT

12.0 ADJOURNMENT

- 12.1 The Marketing Committee meeting adjourned at 4:05 pm.

Submitted By:

Emily Sullivan, Program Assistant
North Lake Tahoe Resort Association

Monthly Report June 2010
CONFERENCE REVENUE STATISTICS
Year to Date Bookings/Monthly Production Detail/FY 09/10
Prepared By: Anna Atwood, Sales/Marketing Coordinator

| | | |
|--|--------------------|--------------------|
| Total Revenue Booked for FY 09/10 as of 6/30/10 | \$1,042,174 | * Estimated |
| Forecasted Commission for this Revenue: | \$52,687 | |
| Number of Room Nights: | 5385 | |
| Number of Delegates: | 2524 | |
| Annual Revenue Goal for FY 09/10: | \$1,500,000 | |
| Annual Commission Goal for FY 09/10: | \$85,000 | |
| Number of Tentative Bookings as of 6/30/10: | 48 | |

Monthly Detail/Activity for June:

| | |
|--|------------------------------|
| <u>Number of Groups Booked:</u> | 2 |
| Revenue Booked: | \$65,433 |
| Projected Commission: | \$6,543 |
| Room Nights: | 367 |
| Number of Delegates: | 104 |
| Booked Group Types: | 1 Corp. and 1 Society |
| Lost Business, # of Groups: | 3 |

Arrived in the month of June:

| | |
|------------------------|-----------------|
| Number of Groups: | 5 |
| Revenue Arrived: | \$67,239 |
| Projected Commission: | \$6,345 |
| Number of Room Nights: | 676 |
| Number of Delegates: | 365 |
| Arrived Group Type: | 5 Assoc. |

Monthly Detail/Activity for May:

| | |
|--|---|
| <u>Number of Groups Booked:</u> | 4 |
| Revenue Booked: | \$183,097 |
| Projected Commission: | \$18,309 |
| Room Nights: | 1262 |
| Number of Delegates: | 462 |
| Booked Group Types: | 1 Corp., 2 Assoc., and 1 Film crew |
| Lost Business, # of Groups: | 7 |

Arrived in the month of May:

| | |
|------------------------|---------------------------------|
| Number of Groups: | 3 |
| Revenue Arrived: | \$160,019 |
| Projected Commission: | \$1,227 |
| Number of Room Nights: | 859 |
| Number of Delegates: | 262 |
| Arrived Group Type: | 2 Assoc. and 1 Film crew |

Monthly Detail/Activity for April:

| | |
|--|-------------------------------|
| <u>Number of Groups Booked:</u> | 2 |
| Revenue Booked: | \$22,002 |
| Projected Commission: | \$1,169 |
| Room Nights: | 113 |
| Number of Delegates: | 63 |
| Booked Group Types: | 1 TA & 1 Film crew |
| Lost Business, # of Groups: | 8 |

Arrived in the month of April:

Number of Groups: 3
Revenue Arrived: \$83,099
Projected Commission: \$8,309
Number of Room Nights: 572
Number of Delegates: 239
Arrived Group Type: 1 Assn., 1 Govt. and 1 Film crew

Monthly Detail/Activity for March

Number of Groups Booked: 2
Revenue Booked: \$105,325
Projected Commission: \$10,532
Room Nights: 665
Number of Delegates: 205
Booked Group Types: 2 Corp.
Lost Business, # of Groups: 6

Arrived in the month of March:

Number of Groups: 2
Revenue Arrived: \$17,885
Projected Commission: \$645
Number of Room Nights: 79
Number of Delegates: 26
Arrived Group Type: 1 Corp. and 1 TA

Monthly Detail/Activity for February:

Number of Groups Booked: 0
Revenue Booked: \$0
Projected Commission: \$0
Room Nights: 0
Number of Delegates: 0
Booked Group Types: 0
Lost Business, # of Groups: 3

Arrived in the month of February:

Number of Groups: 1
Revenue Arrived: \$187,426
Projected Commission: \$9,371
Number of Room Nights: 360
Number of Delegates: 225
Arrived Group Type: 1 TA

Monthly Detail/Activity for January:

Number of Groups Booked: 2
Revenue Booked: \$27,523
Projected Commission: \$2,752
Room Nights: 198
Number of Delegates: 89
Booked Group Types: 2 Assoc.
Lost Business, # of Groups: 3

Arrived in the month of January:

Number of Groups: 0
Revenue Arrived: \$0
Projected Commission: \$0
Number of Room Nights: 0
Number of Delegates: 0
Arrived Group Type:

Monthly Detail/Activity for December:

Number of Groups Booked: 3
Revenue Booked: \$96,066
Projected Commission: \$8,961
Room Nights: 748
Number of Delegates: 380
Booked Group Types: 2 Assoc. and 1 TA
Lost Business, # of Groups: 2

Arrived in the month of December:

Number of Groups: 1
Revenue Arrived: \$2,550
Projected Commission: \$255
Number of Room Nights: 34
Number of Delegates: 18
Arrived Group Type: 1 Govt.

Monthly Detail/Activity for November:

Number of Groups Booked: 2
Revenue Booked: \$60,389
Projected Commission: \$6,038
Room Nights: 521
Number of Delegates: 360
Booked Group Types: 1 Corp. and 1 Smerf
Lost Business, # of Groups: 1

Arrived in the month of November:

Number of Groups: 1
Revenue Arrived: \$81,900
Projected Commission: \$0
Number of Room Nights: 910
Number of Delegates: 300
Arrived Group Type: 1 Assoc.

Monthly Detail/Activity for October:

Number of Groups Booked: 2
Revenue Booked: \$70,173
Projected Commission: \$7,017
Room Nights: 630
Number of Delegates: 1030
Booked Group Types: 1 Corp. and 1 Society
Lost Business, # of Groups: 5

Arrived in the month of October:

Number of Groups: 3
Revenue Arrived: \$74,371
Projected Commission: \$3,217
Number of Room Nights: 480
Number of Delegates: 199
Arrived Group Type: 1 Corp., 1 Assn. and 1 TA

Monthly Detail/Activity for September:

Number of Groups Booked: 0
Revenue Booked: \$0
Projected Commission: \$0
Room Nights: 0
Number of Delegates: 0
Booked Group Types: 0
Lost Business, # of Groups: 0

Arrived in the month of September:

Number of Groups: 3
Revenue Arrived: \$44,283
Projected Commission: \$661
Number of Room Nights: 511
Number of Delegates: 103
Arrived Group Type: 1 Corp., 1 Assn. and 1 TA

Monthly Detail/Activity for August:

Number of Groups Booked: 3
Revenue Booked: \$117,185
Projected Commission: \$11,230
Room Nights: 954
Number of Delegates: 183
Booked Group Types: 1 Corp., 1 Assoc. and 1 Govt.
Lost Business, # of Groups: 6

Arrived in the month of August:

Number of Groups: 5
Revenue Arrived: \$101,663
Projected Commission: \$9,237
Number of Room Nights: 534
Number of Delegates: 330
Arrived Group Type: 1 Corp., 1 Assoc., 1 Smerf and 1 Govt.

Monthly Detail/Activity for July:

Number of Groups Booked: 2
Revenue Booked: \$213,831
Projected Commission: \$21,373
Room Nights: 575
Number of Delegates: 1220
Booked Group Types: 1 Corp. and 1 Assoc.
Lost Business, # of Groups: 3

Arrived in the month of July:

Number of Groups: 7
Revenue Arrived: \$293,154
Projected Commission: \$18,331
Number of Room Nights: 1268
Number of Delegates: 724
Arrived Group Type: 5 Assoc., 1 Smerf and 1 TA

Future Year Bookings, booked in this fiscal year:

| | | |
|---------------------|--------------------|------------------|
| | | (Goal) |
| For 2010/11: | \$1,668,626 | \$750,000 |
| For 2011/12: | \$609,486 | \$250,000 |

NUMBER OF LEADS Generated as of 6/30/10: 102

Total Number of Leads Generated in Previous Years:

2008/2009: 151
2007/2008: 209
2006/2007: 205
2005/2006: 240
2004/2005: 211
2003/2004: 218
2002/2003: 247
2001/2002: 293
2000/2001: 343
1999/2000: 415
1998/1999: 456
1997/1998: 571
1996/1997: 484
1995/1996: 379
1994/1995: 450
1993/1994: 374

Monthly Report June 2010
CONFERENCE REVENUE STATISTICS
South Shore Properties

Year to Date Bookings/Monthly Production Detail/FY 09/10
Prepared By: Anna Atwood, Sales & Marketing Coordinator

| | |
|---|------------------|
| Total Revenue Booked for FY 09/10 as of 6/30/10: | \$426,655 |
| Forecasted Commission for this Revenue: | \$31,369 |
| Number of Room Nights: | 3991 |
| Number of Delegates: | 1586 |
| Annual Revenue Goal for FY 09/10: | \$450,000 |
| Annual Commission Goal for FY 09/10: | \$35,000 |
| Number of Tentative Bookings as of 6/30/10: | 53 |

Monthly Detail/Activity for June

| | |
|--|--------------|
| <u>Number of Groups Booked:</u> | 1 |
| Revenue Booked: | \$9,288 |
| Projected Commission: | \$0 |
| Room Nights: | 80 |
| Number of Delegates: | 40 |
| Booked Group Types: | 1 Non-Profit |
| Lost Business, # of Groups: | 3 |

Arrived in the month of June:

| | |
|------------------------|-----|
| Number of Groups: | 0 |
| Revenue Arrived: | \$0 |
| Projected Commission: | 0 |
| Number of Room Nights: | 0 |
| Number of Delegates: | 0 |
| Booked Group Type: | |

Monthly Detail/Activity for May:

| | |
|--|----------|
| <u>Number of Groups Booked:</u> | 0 |
| Revenue Booked: | \$0 |
| Projected Commission: | \$0 |
| Room Nights: | 0 |
| Number of Delegates: | 0 |
| Booked Group Types: | 0 |
| Lost Business, # of Groups: | 7 |

Arrived in the month of May:

| | |
|------------------------|----------|
| Number of Groups: | 1 |
| Revenue Arrived: | \$38,791 |
| Projected Commission: | \$5,818 |
| Number of Room Nights: | 494 |
| Number of Delegates: | 150 |
| Booked Group Type: | 1 Corp. |

Monthly Detail/Activity for April:

| | |
|--|-------------------|
| <u>Number of Groups Booked:</u> | 2 |
| Revenue Booked: | \$19,269 |
| Projected Commission: | \$2,890 |
| Room Nights: | 110 |
| Number of Delegates: | 157 |
| Booked Group Types: | 1 Assn. and 1 SMF |
| Lost Business, # of Groups: | 6 |

Arrived in the month of April:

| | |
|------------------------|----------|
| Number of Groups: | 2 |
| Revenue Arrived: | \$63,708 |
| Projected Commission: | \$2,306 |
| Number of Room Nights: | 548 |
| Number of Delegates: | 250 |
| Booked Group Type: | 2 Assn. |

Monthly Detail/Activity for March:

| | |
|--|----------|
| <u>Number of Groups Booked:</u> | 1 |
| Revenue Booked: | \$72,000 |
| Projected Commission: | \$10,800 |
| Room Nights: | 800 |
| Number of Delegates: | 350 |
| Booked Group Types: | 1 Smerf |
| Lost Business, # of Groups: | 6 |

Arrived in the month of March:

| | |
|------------------------|-----|
| Number of Groups: | 0 |
| Revenue Arrived: | \$0 |
| Projected Commission: | \$0 |
| Number of Room Nights: | 0 |
| Number of Delegates: | 0 |
| Booked Group Type: | 0 |

Monthly Detail/Activity for February:

| | |
|--|----------|
| <u>Number of Groups Booked:</u> | 0 |
| Revenue Booked: | \$0 |
| Projected Commission: | \$0 |
| Room Nights: | 0 |
| Number of Delegates: | 0 |
| Booked Group Types: | 0 |
| Lost Business, # of Groups: | 3 |

Arrived in the month of February:

| | |
|------------------------|-----|
| Number of Groups: | 0 |
| Revenue Arrived: | \$0 |
| Projected Commission: | \$0 |
| Number of Room Nights: | 0 |
| Number of Delegates: | 0 |
| Booked Group Type: | 0 |

Monthly Detail/Activity for January:

| | |
|--|----------|
| <u>Number of Groups Booked:</u> | 0 |
| Revenue Booked: | \$0 |
| Projected Commission: | \$0 |
| Room Nights: | 0 |
| Number of Delegates: | 0 |
| Booked Group Types: | 0 |
| Lost Business, # of Groups: | 3 |

Arrived in the month of January:

| | |
|------------------------|----------|
| Number of Groups: | 1 |
| Revenue Arrived: | \$4,865 |
| Projected Commission: | \$583 |
| Number of Room Nights: | 35 |
| Number of Delegates: | 17 |
| Booked Group Type: | 1 Assoc. |

Monthly Detail/Activity for December:

Number of Groups Booked: 1
Revenue Booked: \$13,410
Projected Commission: \$670
Room Nights: 100
Number of Delegates: 50
Booked Group Types: TA
Lost Business, # of Groups: 5

Arrived in the month of December:

Number of Groups: 0
Revenue Arrived: \$0
Projected Commission: \$0
Number of Room Nights: 0
Number of Delegates: 0
Booked Group Type:

Monthly Detail/Activity for November:

Number of Groups Booked: 0
Revenue Booked: \$0
Projected Commission: \$0
Room Nights: 0
Number of Delegates: 0
Booked Group Types: 0
Lost Business, # of Groups: 1

Arrived in the month of November:

Number of Groups: 2
Revenue Arrived: \$67,401
Projected Commission: \$0
Number of Room Nights: 715
Number of Delegates: 390
Booked Group Type: 2 Assoc.

Monthly Detail/Activity for October:

Number of Groups Booked: 1
Revenue Booked: \$10,800
Projected Commission: \$540
Room Nights: 50
Number of Delegates: 100
Booked Group Types: 1 TA
Lost Business, # of Groups: 3

Arrived in the month of October:

Number of Groups: 1
Revenue Arrived: \$2,430
Projected Commission: \$364
Number of Room Nights: 60
Number of Delegates: 70
Booked Group Type: 1 SMF

Monthly Detail/Activity for September:

Number of Groups Booked: 0
Revenue Booked: \$0
Projected Commission: \$0
Room Nights: 0
Number of Delegates: 0
Booked Group Types: 0
Lost Business, # of Groups: 0

Arrived in the month of September:

| | |
|------------------------|-----------------------------|
| Number of Groups: | 4 |
| Revenue Arrived: | \$186,678 |
| Projected Commission: | \$20,303 |
| Number of Room Nights: | 1750 |
| Number of Delegates: | 522 |
| Booked Group Type: | 1 Corp., 2 Assoc., and 1 TA |

Monthly Detail/Activity for August:

| | |
|--|----------|
| <u>Number of Groups Booked:</u> | 1 |
| Revenue Booked: | \$4,063 |
| Projected Commission: | \$609 |
| Room Nights: | 35 |
| Number of Delegates: | 17 |
| Booked Group Types: | 1 Assoc. |
| Lost Business, # of Groups: | 4 |

Arrived in the month of August:

| | |
|------------------------|----------|
| Number of Groups: | 1 |
| Revenue Arrived: | \$25,269 |
| Projected Commission: | \$1,263 |
| Number of Room Nights: | 171 |
| Number of Delegates: | 105 |
| Booked Group Type: | 1 TA |

Monthly Detail/Activity for July:

| | |
|--|----------|
| <u>Number of Groups Booked:</u> | 0 |
| Revenue Booked: | \$ 0 |
| Projected Commission: | \$ 0 |
| Room Nights: | 0 |
| Number of Delegates: | 0 |
| Booked Group Types: | 0 |
| Lost Business, # of Groups: | 3 |

Arrived in the month of July:

| | |
|------------------------|------------------|
| Number of Groups: | 2 |
| Revenue Arrived: | \$35,159 |
| Projected Commission: | \$375 |
| Number of Room Nights: | 226 |
| Number of Delegates: | 82 |
| Booked Group Type: | 1 TA and 1 Corp. |

Future Year Bookings, booked in this fiscal year:

| | | |
|--------------|------------|-----------|
| | | (Goal) |
| For 2010/11: | \$ 207,644 | \$100,000 |
| For 2011/12: | \$ 15,093 | \$ |

NUMBER OF LEADS Generated as of 6/30/10: 79

Total Number of Leads Generated in Previous Years:

2008/2009: 113
2007/2008: 203
2006/2007: 155
2005/2006: 213
2004/2005: 183
2003/2004: 194
2002/2003: 233
2001/2002: 257
2000/2001: 248
1999/2000: 323
1998/1999: 366

NLTRA MARKETING/ CONFERENCE ACTIVITY REPORT FOR JULY 2010

KEY MEETINGS/LUNCHEONS/RECEPTIONS ATTENDED BY STAFF

- Attended SJ Marketing Meeting: Andy, Judy
- Attended NLTRA Board Meeting: Andy, Jeremy, Judy
- Attended Chamber Advisory Committee Meeting: Judy, Andy
- Attended CTTC International Committee Meeting: Andy
- Attended NLTRA Marketing Committee Meeting: Andy, Jason, Judy, Jeremy
- Attended SSMC/SLT Meeting: Andy
- Attended Ski Lake Tahoe International Meeting: Andy, Jeremy
- Attended SLT Interactive/Website Meeting: Andy
- Attended CTTC Rural Tourism Meeting: Andy
- Attended Activity Tickets Meeting: Andy
- Attended LTBPP North Lake Tahoe public meeting: Andy
- Attended LTBPP Funding Meeting: Andy
- Attended RPI Planning Meeting: Andy
- Attended AFW Planning Meeting: Andy, Judy
- Attended BLC travel trade event: Jeremy
- Attended Fish Hatchery Grand Opening,: Judy
- Met with NLTE Program Manager: Jeremy
- Met with Ritz Carlton Sales and PR Managers: Jeremy
- Met with Sugar Bowl sales team: Jeremy
- Met with Ruth Schnabel on Snowfest funding request: : Andy, Judy
- Met with Ritz Carlton PR Director on AFW: Judy, Andy
- Met with Northstar on contract negotiations and ops: Andy, Judy
- Met with Loni Amato on AFW sponsorship sales: Judy

SPECIAL PROJECTS

- Proceeding on bid process for the 2011 Tour of California: Andy, Judy
- Site Tour at Northstar with NorCal Beverage AFW: Judy
- Participating in the LTBPP process: Andy
- Assembled entire Summer Music Calendar: Judy
- Finalized and executed High Notes Summerlong Music Promo: Andy, Judy
- Hosted site visit for California Refuse Recycling Council: Jason
- Hosted site visit for National Association of Workforce Agencies: Jason
- Hosted site inspection for EMC: Jason
- Coordinated Los Angeles Client event: Jason
- Hosted CTTC international offices: Jeremy
- Organized Australian sales mission: Jeremy

**North Lake Tahoe Resort Association
Financial Statements
For the Eleven Months Ending May 31, 2010**

**North Lake Tahoe Resort Association
Financial Analysis
For the Eleven Months Ending May 31, 2010**

Consolidated

Statement of Financial Position

At the end of May, Operating Cash is \$227,000, Marketing Cooperative Cash is \$86,000 and Infrastructure Cash is \$471,000. The Receivable from the County is \$646,000. This includes three payments for the 09/10 contract. The current year payment schedule starts in October 2009 and runs through August 2010.

Infrastructure funds that Placer County is holding for 2005-2010 are booked as a separate receivable (AR – Infrastructure County) in the amount of \$144,000 for 05/06, \$1,665,000 for 06/07, \$1,835,000 for 07/08, \$827,000 for 08/09 and \$524,000 (collected through the year) for 09/10 with the total receivable at \$4,995,000. The corresponding Unearned Revenue & Deferred Support in the amount of \$5,467,000 is the offsetting liability for the Infrastructure funds held by NLTRA and Placer County. Accounts Receivable is about the same as the previous month. Accounts Payable is down \$34,000 from a month ago. Advance Ticket Sales (STN) is down \$23,000 from a month ago as the season winds down. Other Liabilities and Unearned Revenue are down \$106,000 from a month ago and reflects the change in Marketing Cooperative cash and the corresponding liability. Change in Net Assets is (\$28,000) for the month of May and (\$112,000) year to date.

Statement of Cash Flows

Year to date, Cash and Cash Equivalents, including Infrastructure Investments is down \$270,000 from the same month a year ago. For the year, Tourism and Administration has used \$472,000, Infrastructure has provided \$230,000 and equipment purchase has used \$4,000 for a total decrease in cash of \$256,000 for the eleven months ending May 31, 2010.

North Lake Tahoe Resort Association
Financial Variance Report
For the Month Ended May 31, 2010

| | Dept | Support | Salaries & Benefits | Operating Expenses | Depreciation, Reserves, Non Cash | Change in Net Assets |
|---|------------|----------|---------------------|--------------------|----------------------------------|----------------------|
| Month-Budget | | 310,327 | 81,993 | 205,778 | 2,500 | 20,056 |
| Key Variances | | | | | | |
| Commissions-Group sales down | Conference | (6,048) | | | | (6,048) |
| Placer County Funding-Change to payment schedule | VST | (44,138) | | | | (44,138) |
| Chamber Special Events-Timing on the Membership Directory | Chamber | (23,538) | | | | (23,538) |
| Market Study Reports/Research-Not budgeted | Marketing | | | (10,500) | | (10,500) |
| Marketing Cooperative/Media-Carryover to the Co-op | Marketing | | | (69,000) | | (69,000) |
| Programs-Timing | Marketing | | | 12,500 | | 12,500 |
| Chamber Special Events-Revenues and expenses below budget-timing on Directory expense | Chamber | | | 19,145 | | 19,145 |
| Transportation Projects-Timing | VST | | | 65,578 | | 65,578 |
| Chamber Special Events-Revenues and expenses below budget | Chamber | | | 19,145 | | 19,145 |
| All Other Smaller Variances | Various | (1,805) | 370 | (9,097) | 933 | (9,599) |
| Variance Total | | (75,529) | 370 | 27,771 | 933 | (46,455) |
| Month-Actual | | 234,798 | 81,623 | 178,007 | 1,567 | (26,399) |

Positive variance is positive to the Budget.

North Lake Tahoe Resort Association
Financial Variance Report
For the Eleven Months Ended May 31, 2010

| | Dept | Support | Salaries & Benefits | Operating Expenses | Depreciation, Reserves, Non Cash | Change in Net Assets |
|---|----------------|-----------|---------------------|--------------------|----------------------------------|----------------------|
| YTD-Budget | | 3,273,297 | 1,032,017 | 2,163,020 | 27,500 | 50,760 |
| Key Variances | | | | | | |
| Commissions-Groups coming in less than projected | Conference | (38,476) | | | | (38,476) |
| Placer County Funding-Change to payment schedule | VST | 85,786 | | | | 85,786 |
| Chamber Member Dues-Write-off of non-paying members | Chamber | (7,504) | | | | (7,504) |
| Chamber Special Events-Revenues higher than budget | Chamber | (13,923) | | | | (13,923) |
| TOT funding-Revenue recognition to match spending Infrastructure projects | Infrastructure | 769,599 | | | | 769,599 |
| Salaries-Timing | G & A | | (5,805) | | | (5,805) |
| Special Events-Unspent new development funding | Marketing | | | 7,931 | | 7,931 |
| Marketing Cooperative/Media-Carryover to the Co-op | Marketing | | | (69,000) | | (69,000) |
| Community Marketing Programs-Timing | Marketing | | | (14,912) | | (14,912) |
| Programs-NT Events Center-Timing | Conference | | | (15,000) | | (15,000) |
| Transportation Projects-Timing | VST | | | (161,673) | | (161,673) |
| Chamber Special Events-Revenues and expenses below budget | Chamber | | | 21,284 | | 21,284 |
| Infrastructure Projects-Various, corresponds to TOT funding | Infrastructure | | | (769,599) | | (769,599) |
| All Other Smaller Variances | Various | 1,993 | 14,354 | 24,281 | 8,043 | 48,671 |
| Variance Total | | 797,475 | 8,549 | (976,688) | 8,043 | (162,621) |
| Month-Actual | | 4,070,772 | 1,023,468 | 3,139,708 | 19,457 | (111,861) |

Positive variance is positive to the Budget.

North Lake Tahoe Resort Association Statement of Financial Position

May 31, 2010
(unaudited)

| | Current Year | | Prior Year | | Month Change | | 12 Month Change | | 11 Month Change | |
|---|---------------------|---------------------|---------------------|---------------------|---------------------|-------------|--------------------|-------------|---------------------|-------------|
| | Current | Last Month | Same Mth | Year End | Amount | Pctg | Amount | Pctg | Amount | Pctg |
| | 31-May-10 | 30-Apr-10 | 31-May-09 | 30-Jun-09 | | | | | | |
| ASSETS | | | | | | | | | | |
| Cash and cash equivalents | | | | | | | | | | |
| Operating | \$ 227,262 | \$ 322,798 | \$ 556,405 | \$ 641,718 | \$ (95,536) | -30% | \$ (329,143) | -59% | \$ (414,456) | -65% |
| Marketing Cooperative | 85,583 | 181,638 | 39,785 | 171,612 | (96,055) | -53% | 45,798 | 115% | (86,029) | -50% |
| Infrastructure | 471,155 | 471,155 | 457,402 | 216,178 | 0 | 0% | 13,753 | 3% | 254,977 | 118% |
| Other Restricted | | | | | 0 | | | | | |
| Total Cash & cash equiv | <u>784,000</u> | <u>975,591</u> | <u>1,053,592</u> | <u>1,029,508</u> | <u>(191,591)</u> | <u>-20%</u> | <u>(269,592)</u> | <u>-26%</u> | <u>(245,508)</u> | <u>-24%</u> |
| Receivables | | | | | | | | | | |
| AR - Membership Services | 27,470 | 30,895 | 39,858 | 32,544 | (3,425) | -11% | (12,388) | -31% | (5,074) | -16% |
| AR - Group Commissions | 34,763 | 24,147 | 44,396 | 35,351 | 10,616 | 44% | (9,633) | -22% | (588) | -2% |
| AR - Other | 6,873 | 13,117 | 22,254 | 27,098 | (6,244) | -48% | (15,381) | -69% | (20,225) | -75% |
| AR - Co-op/STN/Shared | 28,579 | 27,978 | 27,192 | 29,163 | 601 | 2% | 1,387 | 5% | (584) | -2% |
| AR - Inntopia | 0 | 0 | 1,002 | 1,002 | 0 | - | (1,002) | -100% | (1,002) | -100% |
| AR - Allowance for Doubtful Accounts | (14,973) | (14,973) | (14,973) | (14,973) | 0 | 0% | - | 0% | - | 0% |
| AR - Infrastructure County | 4,995,448 | 4,995,448 | 5,531,694 | 5,531,694 | 0 | 0% | (536,246) | -67% | (536,246) | -10% |
| AR - County TOT Funding | 645,884 | 861,178 | 805,713 | 537,142 | (215,294) | -25% | (159,829) | -2% | 108,742 | 20% |
| Total Receivables | <u>5,724,044</u> | <u>5,937,790</u> | <u>6,457,136</u> | <u>6,179,021</u> | <u>(213,746)</u> | <u>-4%</u> | <u>(733,092)</u> | <u>-</u> | <u>(454,977)</u> | <u>-7%</u> |
| Long Term Assets | | | | | | | | | | |
| Prepaid expenses | 8,497 | 7,170 | 26,418 | 18,891 | 1,327 | 19% | (17,921) | -3074% | (10,394) | -55% |
| Inventory | 891 | 891 | 583 | 891 | 0 | 0% | 308 | 1% | - | 0% |
| Furniture, Fixtures & Other | 29,955 | 30,672 | 37,014 | 37,842 | (717) | -2% | (7,059) | -211% | (7,887) | -21% |
| Computer Software/Equipment | 7,612 | 8,062 | 3,343 | 8,622 | (450) | -6% | 4,269 | 36% | (1,010) | -12% |
| Leasehold Improvements | 7,242 | 7,642 | 12,009 | 11,642 | (400) | -5% | (4,767) | - | (4,400) | -38% |
| Total Long Term Assets | <u>54,197</u> | <u>54,437</u> | <u>79,367</u> | <u>77,888</u> | <u>(240)</u> | <u>0%</u> | <u>(25,170)</u> | <u>-</u> | <u>(23,691)</u> | <u>-30%</u> |
| TOTAL ASSETS | <u>\$ 6,562,241</u> | <u>\$ 6,967,818</u> | <u>\$ 7,590,095</u> | <u>\$ 7,286,417</u> | <u>\$ (405,577)</u> | <u>-6%</u> | <u>(1,027,854)</u> | <u>-</u> | <u>\$ (724,176)</u> | <u>-10%</u> |
| LIABILITIES & NET ASSETS | | | | | | | | | | |
| Liabilities | | | | | | | | | | |
| Accounts Payable | \$ 122,589 | \$ 156,100 | \$ 338,584 | \$ 520,180 | \$ (33,511) | -21% | (215,995) | -2923% | \$ (397,591) | -76% |
| Advance Ticket Sales | 856 | 23,708 | 7,389 | - | (22,852) | -96% | (6,533) | -4% | 856 | - |
| Other Liabilities and Unearned | 186,261 | 291,782 | 161,266 | 292,703 | (105,521) | -36% | 24,995 | 9% | (106,442) | -36% |
| Deferred Support | 215,290 | 430,584 | 268,571 | - | (215,294) | -50% | (53,281) | -1% | 215,290 | - |
| Deferred Infra | 5,466,694 | 5,466,694 | 5,939,096 | 5,791,122 | 0 | 0% | (472,402) | - | (324,428) | -6% |
| Reserves | - | - | - | - | 0 | - | - | 0% | - | - |
| Total Liabilities | <u>5,991,690</u> | <u>6,368,868</u> | <u>6,714,906</u> | <u>6,604,005</u> | <u>(377,178)</u> | <u>-6%</u> | <u>(723,216)</u> | <u>-</u> | <u>(612,315)</u> | <u>-9%</u> |
| Net Assets | | | | | | | | | | |
| Fund Balance Designated | 243,110 | 243,110 | 283,110 | 283,110 | 0 | 0% | (40,000) | -9% | (40,000) | -14% |
| Beginning Net Assets | 439,302 | 439,302 | 439,907 | 439,907 | 0 | 0% | (605) | 0% | (605) | 0% |
| Net Change in Net Assets | (111,861) | (83,462) | 152,171 | (40,605) | (28,399) | 34% | (264,032) | -30% | (71,256) | 175% |
| Total Net Assets | <u>570,551</u> | <u>598,950</u> | <u>875,188</u> | <u>682,412</u> | <u>(28,399)</u> | <u>-5%</u> | <u>(304,637)</u> | <u>-</u> | <u>(111,861)</u> | <u>-16%</u> |
| TOTAL LIABILITIES & NET ASSETS | <u>\$ 6,562,241</u> | <u>\$ 6,967,818</u> | <u>\$ 7,590,094</u> | <u>\$ 7,286,417</u> | <u>\$ (405,577)</u> | <u>-6%</u> | <u>(1,027,853)</u> | <u>-</u> | <u>\$ (724,176)</u> | <u>-10%</u> |

D-6

North Lake Tahoe Resort Association
Department Detail Activity Report
For the Eleven Months Ending May 31, 2010

| | Marketing | Conferences | Visitor Information | Marketing Subtotal | Visitor Support & Transportation | Chamber of Commerce | Management & General | Subtotal | Infrastructure | Total |
|--|--------------|-------------|---------------------|--------------------|----------------------------------|---------------------|----------------------|--------------|----------------|--------------|
| REVENUE AND OTHER SUPPORT | | | | | | | | | | |
| Member Dues | \$ 75,353 | \$ 7,863 | | \$ 7,863 | \$ | \$ 115,696 | | \$ 123,559 | | \$ 123,559 |
| Special Events & Functions | 33,118 | 76,144 | 1,185 | 75,353 | | 39,037 | | 114,390 | | 114,390 |
| Commissions & Booking Fees | | | 8,501 | 110,447 | | | | 110,447 | | 110,447 |
| Retail Sales & Other | | | | 8,501 | | | | 8,501 | | 8,501 |
| Interest & Investment Income | | | | | | \$ 1,740 | | 1,740 | \$ 2,999 | 4,738 |
| Placer County Funding | 1,316,315 | 284,174 | 141,163 | 1,741,652 | \$ 1,007,674 | | | 2,749,326 | \$ 959,811 | \$ 3,709,137 |
| Total Revenue and Other Support | \$ 1,424,786 | \$ 368,181 | \$ 150,849 | \$ 1,943,815 | \$ 1,007,674 | \$ 154,733 | \$ 1,740 | \$ 3,107,962 | \$ 962,810 | \$ 4,070,772 |
| EXPENSES | | | | | | | | | | |
| Salaries and benefits | \$ 262,825 | \$ 132,280 | \$ 93,852 | \$ 488,957 | \$ 50,999 | \$ 70,835 | \$ 319,402 | \$ 930,192 | \$ 93,276 | \$ 1,023,468 |
| Rent & Utilities | 22,597 | 11,511 | 4,965 | 39,073 | 8,102 | 8,135 | 22,596 | 77,906 | 8,102 | 86,008 |
| Telephone Services | 8,559 | 3,497 | 1,780 | 13,857 | 1,620 | 2,306 | 5,248 | 23,010 | 1,620 | 24,630 |
| Internet | 290 | | | 290 | | | | 290 | | 290 |
| Mail Expenses | 210 | 847 | 141 | 1,198 | 4 | 916 | 570 | 2,689 | 34 | 2,723 |
| Insurance & Bonding | 1,233 | 641 | 641 | 2,516 | 395 | 395 | 1,233 | 4,538 | 395 | 4,933 |
| Supplies | 3,063 | 1,603 | 1,287 | 5,953 | 984 | 1,207 | 2,388 | 10,531 | 984 | 11,515 |
| Equipment Sup. & Maint. | 2,243 | 941 | 2,890 | 6,074 | 715 | 711 | 4,316 | 11,817 | 715 | 12,532 |
| Taxes, Licenses & Fees | 311 | 162 | 172 | 645 | 100 | 130 | 1,600 | 2,475 | 100 | 2,574 |
| Equip. Rental / Leasing | 1,568 | 1,348 | 3,365 | 6,281 | 1,117 | 2,226 | 1,863 | 11,487 | 1,117 | 12,603 |
| Training & Seminars | 139 | 27 | 107 | 274 | 17 | 17 | 1,108 | 1,415 | 17 | 1,432 |
| Project Costs | | | | | 993,090 | | | 993,090 | 802,283 | 1,795,373 |
| Professional Fees Legal/Accounting | 19,069 | | | | | | 23,280 | 23,280 | | 23,280 |
| Special Events | 75,795 | | | 19,069 | | | | 19,069 | | 19,069 |
| Autumn Food & Wine Costs | | | | 75,795 | | | | 75,795 | | 75,795 |
| Membership Events/Newsletter | | | | | | 33,946 | | 33,946 | | 33,946 |
| Cost of Goods Sold | 651 | | 6,356 | 6,356 | | | | 6,356 | | 6,356 |
| Promotion | | | | 651 | | | | 651 | | 651 |
| Marketing Cooperative/Media | 641,000 | 182,963 | | 823,963 | | | | 823,963 | | 823,963 |
| Marketing Other | 34,060 | | | 34,060 | | | | 34,060 | | 34,060 |
| Programs | 109,537 | 15,000 | | 124,537 | | | | 124,537 | | 124,537 |
| Associate Relations | 1,804 | 922 | 922 | 3,647 | 418 | 520 | 1,804 | 6,389 | 418 | 6,807 |
| Board Functions | | | | | | | 7,228 | 7,228 | | 7,228 |
| Credit Card Fees | 6,764 | | 368 | 7,131 | | 702 | | 7,834 | | 7,834 |
| Automobile Expenses | 1,402 | 133 | 77 | 1,613 | 628 | 1,156 | 1,082 | 4,479 | 628 | 5,107 |
| Local Meals & Entertainment | 2,610 | 141 | 184 | 2,936 | 139 | 643 | 2,334 | 6,051 | 139 | 6,190 |
| Dues & Subscriptions | 1,469 | 1,335 | | 2,804 | 72 | 144 | 1,824 | 4,844 | 72 | 4,916 |
| Travel | 5,359 | | | 5,359 | | | | 5,359 | | 5,359 |
| Allocated | 211,200 | 61,600 | 23,903 | 296,703 | 23,056 | 24,541 | (378,521) | (34,221) | 34,221 | - |
| Total Functional Exp. Before Depreciation | \$ 1,413,755 | \$ 414,953 | \$ 141,010 | \$ 1,969,718 | \$ 1,081,454 | \$ 148,529 | \$ 19,356 | \$ 3,219,057 | \$ 944,120 | \$ 4,163,176 |
| Depreciation | \$ 4,576 | \$ 2,310 | \$ 2,310 | \$ 9,196 | \$ 1,155 | \$ 1,155 | \$ 4,576 | \$ 16,082 | \$ 1,155 | \$ 17,237 |
| Bad Debt | | 2,220 | | | | | | | | |
| Total Functional Expense and Depreciation | \$ 1,418,331 | \$ 419,483 | \$ 143,320 | \$ 1,981,134 | \$ 1,082,609 | \$ 149,684 | \$ 23,932 | \$ 3,237,359 | \$ 945,275 | \$ 4,182,634 |
| Change in Net Assets | \$ 6,455 | \$ (51,303) | \$ 7,529 | \$ (37,319) | \$ (74,936) | \$ 5,050 | \$ (22,192) | \$ (129,397) | \$ 17,536 | \$ (111,861) |

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Eleven Months Ending May 31, 2010

| CURRENT MONTH | | | | YEAR-TO-DATE | | | | | |
|---|--------|-------------|----------|--------------|----------|---------|----------|----------|-------|
| Actual | Budget | \$ Variance | Prior YR | % Chg | Actual | Budget | Variance | Prior YR | % Chg |
| DESCRIPTION | | | | | | | | | |
| Revenue and Other Support | | | | | | | | | |
| 642 | 700 | (58) | 803 | (8%) | 7,863 | 7,700 | 163 | 8,592 | 2% |
| 4,372 | 10,420 | (6,048) | 26,494 | (58%) | 76,144 | 114,620 | (38,476) | 160,208 | (34%) |
| 25,834 | 25,833 | 1 | 25,834 | 0% | 284,174 | 284,163 | 11 | 284,174 | 0% |
| 30,848 | 36,953 | (6,105) | 53,131 | (17%) | 368,181 | 406,483 | (38,302) | 452,974 | (9%) |
| Expenses | | | | | | | | | |
| 9,150 | 11,291 | (2,141) | 13,905 | (19%) | 132,280 | 134,077 | (1,796) | 144,607 | (1%) |
| 1,039 | 983 | 56 | 1,013 | 6% | 11,511 | 10,813 | 699 | 12,224 | 6% |
| 240 | 385 | (145) | 459 | (38%) | 3,497 | 4,235 | (738) | 4,293 | (17%) |
| 116 | 40 | 76 | 414 | 189% | 847 | 440 | 407 | 795 | 93% |
| 55 | 75 | (20) | 75 | (26%) | 641 | 825 | (184) | 840 | (22%) |
| 29 | 200 | (171) | 78 | (85%) | 1,603 | 2,200 | (597) | 2,091 | (27%) |
| 179 | 180 | (1) | 13 | (1%) | 941 | 1,980 | (1,039) | 1,789 | (52%) |
| 0 | 0 | 0 | 0 | 0% | 162 | 170 | (8) | 164 | (5%) |
| 93 | 90 | 3 | 87 | 3% | 1,348 | 1,310 | 38 | 1,284 | 3% |
| 0 | 0 | 0 | 0 | 0% | 27 | 0 | 27 | 0 | 0% |
| 16,633 | 16,633 | 0 | 18,833 | 0% | 182,963 | 182,963 | 0 | 207,163 | 0% |
| 0 | 0 | 0 | 0 | 0% | 15,000 | 0 | 15,000 | 0 | 0% |
| 31 | 15 | 16 | 0 | 104% | 922 | 760 | 162 | 421 | 21% |
| 0 | 30 | (30) | 0 | (100%) | 133 | 330 | (197) | 292 | (60%) |
| 79 | 10 | 69 | 0 | 692% | 141 | 110 | 31 | 64 | 28% |
| 265 | 0 | 265 | 0 | 0% | 1,335 | 985 | 350 | 985 | 36% |
| 5,600 | 5,600 | 0 | 6,340 | 0% | 61,600 | 61,600 | 0 | 69,740 | 0% |
| 33,509 | 35,532 | (2,024) | 41,216 | (6%) | 414,953 | 402,797 | 12,156 | 446,752 | 3% |
| Total Expense Before Depreciation/Re | | | | | | | | | |
| 210 | 325 | (115) | 325 | (35%) | 2,310 | 3,575 | (1,265) | 3,575 | (35%) |
| 0 | 0 | 0 | 0 | 0% | 2,220 | 0 | 2,220 | 0 | 0% |
| 33,719 | 35,857 | (2,139) | 41,541 | (6%) | 419,483 | 406,372 | 13,111 | 450,327 | 3% |
| (2,871) | 1,096 | (3,966) | 11,590 | (362%) | (51,303) | 111 | (51,414) | 2,647 | ***** |

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Transportation
For the Eleven Months Ending May 31, 2010

| DESCRIPTION | CURRENT MONTH | | | | YEAR - TO - DATE | | | | | |
|--------------------------------------|---------------|--------|-------------|----------|------------------|-----------|---------|----------|-----------|--------|
| | Actual | Budget | \$ Variance | Prior YR | % Chg. | Actual | Budget | Variance | Prior YR | % Chg. |
| Revenue and Other Support | | | | | | | | | | |
| Miscellaneous | 39,670 | 83,808 | (44,138) | 99,452 | 0% | 1,007,674 | 921,888 | 85,786 | 14,441 | 0% |
| Placer County Funding | | | | | (53%) | | | | 1,093,972 | 9% |
| Total Revenue and Other Support | 39,670 | 83,808 | (44,138) | 99,452 | (53%) | 1,007,674 | 921,888 | 85,786 | 1,108,413 | 9% |
| Expenses | | | | | | | | | | |
| Salaries and benefits | 4,253 | 4,263 | (10) | 4,240 | 0% | 50,999 | 51,109 | (110) | 48,957 | 0% |
| Rent & Utilities | 735 | 716 | 18 | 717 | 3% | 8,102 | 7,880 | 222 | 8,530 | 3% |
| Telephone Services | 120 | 155 | (35) | 198 | (22%) | 1,620 | 1,705 | (85) | 1,766 | (5%) |
| Mail Expenses | 0 | 0 | 0 | 0 | 0% | 4 | 0 | 4 | 0 | 0% |
| Insurance & Bonding | 34 | 46 | (12) | 46 | (26%) | 395 | 506 | (111) | 517 | (22%) |
| Supplies | 15 | 90 | (75) | 41 | (83%) | 984 | 915 | 69 | 878 | 8% |
| Equipment Sup. & Maint. | 48 | 90 | (42) | 8 | (46%) | 715 | 990 | (275) | 911 | (28%) |
| Taxes, Licenses & Fees | 0 | 0 | 0 | 0 | 0% | 100 | 115 | (15) | 101 | (13%) |
| Equip. Rental / Leasing | 84 | 80 | 4 | 78 | 4% | 1,117 | 1,080 | 37 | 1,062 | 3% |
| Training & Seminars | 0 | 0 | 0 | 0 | 0% | 17 | 0 | 17 | 0 | 0% |
| Project Costs | 10,005 | 75,583 | (65,578) | 171,742 | (87%) | 993,090 | 831,417 | 161,673 | 888,382 | 19% |
| Transit Administration and Marketing | 0 | 0 | 0 | 0 | 0% | 0 | 0 | 0 | 15,000 | 0% |
| Associate Relations | 19 | 16 | 3 | 0 | 18% | 418 | 347 | 71 | 259 | 21% |
| Automobile Expenses | 74 | 70 | 4 | 71 | 6% | 628 | 770 | (142) | 784 | (18%) |
| Local Meals & Entertainment | 75 | 12 | 63 | 0 | 529% | 139 | 132 | 7 | 109 | 5% |
| Dues & Subscriptions | 0 | 0 | 0 | 0 | 0% | 72 | 54 | 18 | 54 | 33% |
| Allocated | 2,096 | 2,096 | 0 | 2,433 | 0% | 23,056 | 23,056 | 0 | 26,763 | 0% |
| Total Expense Before Depreciation/Re | 17,559 | 83,218 | (65,659) | 179,573 | (79%) | 1,081,454 | 920,076 | 161,378 | 994,073 | 18% |
| Depreciation | 105 | 200 | (95) | 200 | (48%) | 1,155 | 2,200 | (1,045) | 2,200 | (48%) |
| Total Expense | 17,664 | 83,418 | (65,754) | 179,773 | (79%) | 1,082,609 | 922,276 | 160,333 | 996,273 | 17% |
| Changes in Unrestricted Net Assets | 22,006 | 390 | 21,616 | (80,321) | ***** | (74,936) | (388) | (74,548) | 112,140 | ***** |

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North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Eleven Months Ending May 31, 2010

| | CURRENT MONTH | | | | YEAR - TO - DATE | | | |
|---|---------------|--------|-------------|--------|------------------|---------|----------|---------|
| | Actual | Budget | \$ Variance | % Chg | Actual | Budget | Variance | % Chg |
| | 0 | 0 | 0 | 0% | 1,185 | 0 | 1,185 | 0% |
| | 375 | 920 | (545) | (59%) | 8,501 | 10,120 | (1,619) | (16%) |
| | 12,833 | 12,834 | (1) | 0% | 141,163 | 141,174 | (11) | 0% |
| | 13,208 | 13,754 | (546) | (4%) | 150,849 | 151,294 | (445) | 0% |
| Revenue and Other Support | | | | | | | | |
| Commissions & Booking Fees | 7,464 | 8,053 | (589) | (7%) | 93,852 | 98,714 | (4,862) | (5%) |
| Retail Sales & Other | 431 | 658 | (227) | (35%) | 4,965 | 7,238 | (2,273) | (31%) |
| Placer County Funding | 113 | 190 | (77) | (40%) | 1,780 | 2,090 | (310) | (15%) |
| | 17 | 10 | 7 | 75% | 141 | 110 | 31 | 28% |
| | 55 | 75 | (20) | (26%) | 641 | 825 | (184) | (22%) |
| | 303 | 110 | 193 | 176% | 1,287 | 1,210 | 77 | 6% |
| | 179 | 210 | (31) | (15%) | 2,890 | 2,310 | 580 | 25% |
| | 0 | 0 | 0 | 0% | 172 | 255 | (83) | (32%) |
| | 278 | 300 | (22) | (7%) | 3,365 | 3,300 | 65 | 2% |
| | 0 | 0 | 0 | 0% | 107 | 0 | 107 | 0% |
| | 0 | 667 | (667) | (100%) | 6,356 | 7,337 | (981) | (13%) |
| | 31 | 0 | 31 | 0% | 922 | 735 | 187 | 25% |
| | 30 | 30 | 0 | 0% | 368 | 330 | 38 | 11% |
| | 0 | 5 | (5) | (100%) | 77 | 55 | 22 | 40% |
| | 79 | 20 | 59 | 296% | 184 | 220 | (36) | (16%) |
| | 2,173 | 2,173 | 0 | 0% | 23,903 | 23,903 | 0 | 0% |
| | 11,153 | 12,501 | (1,348) | (11%) | 141,010 | 148,632 | (7,622) | (5%) |
| Total Expense Before Depreciation/Re | | | | | | | | |
| Depreciation | 210 | 325 | (115) | (35%) | 2,310 | 3,575 | (1,265) | (35%) |
| Total Expense | 11,363 | 12,826 | (1,463) | (11%) | 143,320 | 152,207 | (8,887) | (6%) |
| Changes in Unrestricted Net Assets | 1,845 | 928 | 917 | 99% | 7,529 | (913) | 8,441 | (92.5%) |

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Chamber of Commerce
For the Eleven Months Ending May 31, 2010

| | | CURRENT MONTH | | | YEAR - TO - DATE | | | | | |
|--------------------------------------|--------|---------------|----------|--------|------------------|---------|----------|----------|--------|--|
| Actual | Budget | \$ Variance | Prior YR | % Chg. | Actual | Budget | Variance | Prior YR | % Chg. | |
| DESCRIPTION | | | | | | | | | | |
| 10,205 | 11,200 | (995) | 11,613 | (9%) | 115,696 | 123,200 | (7,504) | 122,342 | (6%) | |
| 3,823 | 27,360 | (23,538) | 20,060 | (86%) | 39,037 | 52,960 | (13,923) | 46,597 | (26%) | |
| 14,027 | 38,560 | (24,533) | 31,673 | (64%) | 154,733 | 176,160 | (21,427) | 168,939 | (12%) | |
| Revenue and Other Support | | | | | | | | | | |
| 5,770 | 5,919 | (148) | 5,686 | (3%) | 70,835 | 73,441 | (2,607) | 78,281 | (4%) | |
| 737 | 716 | 20 | 719 | 3% | 8,135 | 7,880 | 254 | 8,583 | 3% | |
| 159 | 250 | (91) | 304 | (36%) | 2,306 | 2,750 | (444) | 2,839 | (16%) | |
| 199 | 60 | 139 | 749 | 232% | 916 | 660 | 256 | 1,191 | 39% | |
| 34 | 46 | (12) | 46 | (26%) | 395 | 506 | (111) | 517 | (22%) | |
| 17 | 150 | (133) | 45 | (89%) | 1,207 | 1,650 | (443) | 1,490 | (27%) | |
| 98 | 90 | 8 | 8 | 9% | 711 | 990 | (279) | 986 | (28%) | |
| 0 | 0 | 0 | 0 | 0% | 130 | 180 | (50) | 189 | (28%) | |
| 0 | 0 | 0 | 0 | 0% | 0 | 0 | 0 | 7 | 0% | |
| 186 | 175 | 11 | 173 | 6% | 2,226 | 2,125 | 101 | 2,113 | 5% | |
| 0 | 0 | 0 | 0 | 0% | 17 | 0 | 17 | 0 | 0% | |
| 775 | 19,920 | (19,145) | 3,770 | (96%) | 33,946 | 55,770 | (21,824) | 33,842 | (39%) | |
| 19 | 30 | (11) | 0 | (37%) | 520 | 605 | (85) | 259 | (14%) | |
| 135 | 60 | 75 | 149 | 125% | 702 | 660 | 42 | 711 | 6% | |
| 0 | 100 | (100) | 0 | (100%) | 1,156 | 1,100 | 56 | 992 | 5% | |
| 42 | 50 | (8) | 0 | (16%) | 643 | 550 | 93 | 516 | 17% | |
| 0 | 0 | 0 | 0 | 0% | 144 | 1,208 | (1,064) | 1,234 | (88%) | |
| 2,231 | 2,231 | 0 | 3,087 | 0% | 24,541 | 24,541 | 0 | 33,957 | 0% | |
| 10,402 | 29,797 | (19,395) | 14,736 | (65%) | 148,529 | 174,617 | (26,088) | 167,706 | (15%) | |
| Total Expense Before Depreciation/Re | | | | | | | | | | |
| 105 | 200 | (95) | 200 | (48%) | 1,155 | 2,200 | (1,045) | 2,200 | (48%) | |
| 10,507 | 29,997 | (19,490) | 14,936 | (65%) | 149,684 | 176,817 | (27,133) | 169,906 | (15%) | |
| 3,520 | 8,563 | (5,043) | 16,737 | (59%) | 5,050 | (657) | 5,706 | (968) | (863%) | |
| Changes in Unrestricted Net Assets | | | | | | | | | | |

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Management & Administration
For the Eleven Months Ending May 31, 2010

| | CURRENT MONTH | | | YEAR - TO - DATE | | | % Chg |
|--------------------------------------|---------------|----------|-------------|------------------|-----------|----------|-------|
| | Actual | Budget | \$ Variance | Actual | Budget | Variance | |
| | 0 | 0 | 0 | 0 | 0 | 0 | 0% |
| | 103 | 500 | (397) | 1,740 | 5,500 | (3,760) | (69%) |
| | 103 | 500 | (397) | 1,740 | 5,500 | (3,760) | (69%) |
| Revenue and Other Support | | | | | | | |
| Miscellaneous | | | | 0 | 0 | 0 | 0% |
| Interest & Investment Income | | | | 1,740 | 5,500 | (3,760) | (69%) |
| Total Revenue and Other Support | | | | 1,740 | 5,500 | (3,760) | (69%) |
| Expenses | | | | | | | |
| Salaries and benefits | 26,814 | 24,354 | 2,460 | 319,402 | 313,596 | 5,805 | 2% |
| Rent & Utilities | 2,051 | 1,960 | 91 | 22,596 | 21,559 | 1,037 | 5% |
| Telephone Services | 434 | 530 | (96) | 5,248 | 5,830 | (583) | (10%) |
| Mail Expenses | 31 | 40 | (9) | 570 | 440 | 130 | 30% |
| Insurance & Bonding | 106 | 180 | (74) | 1,233 | 1,980 | (747) | (38%) |
| Supplies | 38 | 230 | (192) | 2,388 | 2,530 | (142) | (6%) |
| Equipment Sup. & Maint. | 288 | 460 | (172) | 4,316 | 5,060 | (744) | (15%) |
| Taxes, Licenses & Fees | 0 | 0 | 0 | 1,600 | 2,355 | (755) | (32%) |
| Equip. Rental / Leasing | 111 | 105 | 6 | 1,863 | 1,775 | 88 | 5% |
| Training & Seminars | 0 | 0 | 0 | 1,108 | 800 | 308 | 38% |
| Professional Fees Legal/Accounting | 0 | 500 | (500) | 23,280 | 21,800 | 1,480 | 7% |
| Associate Relations | 59 | 5 | 54 | 1,804 | 1,490 | 314 | 21% |
| Board Functions | 32 | 400 | (368) | 7,228 | 4,400 | 2,828 | 64% |
| Automobile Expenses | 136 | 130 | 6 | 1,082 | 1,430 | (348) | (24%) |
| Local Meals & Entertainment | 302 | 150 | 152 | 2,334 | 1,650 | 684 | 41% |
| Dues & Subscriptions | 0 | 400 | (400) | 1,824 | 1,532 | 292 | 19% |
| Allocated | (34,411) | (34,411) | 0 | (378,521) | (378,521) | 0 | 0% |
| Total Expense Before Depreciation/Re | (4,009) | (4,967) | 958 | 19,356 | 9,707 | 9,649 | 99% |
| Depreciation | 416 | 625 | (209) | 4,576 | 6,875 | (2,299) | (33%) |
| Total Expense | (3,593) | (4,342) | 749 | 23,932 | 16,582 | 7,350 | 44% |
| Changes in Unrestricted Net Assets | 3,696 | 4,842 | (1,146) | (22,192) | (11,082) | (11,110) | 100% |

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North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Infrastructure
For the Eleven Months Ending May 31, 2010

| | CURRENT MONTH | | | YEAR - TO - DATE | | | % Chg. |
|--------------------------------------|---------------|--------|-------------|------------------|---------|----------|--------|
| | Actual | Budget | \$ Variance | Actual | Budget | Variance | |
| | | | | | | | |
| Revenue and Other Support | | | | | | | |
| Grants | 0 | 0 | 0 | 0 | 0 | 0 | 0% |
| Interest & Investment Income | (47) | 150 | (197) | 2,999 | 1,650 | 1,349 | 82% |
| Placer County Funding | 17,292 | 17,292 | 0 | 959,811 | 190,212 | 769,599 | 405% |
| Total Revenue and Other Support | 17,245 | 17,442 | (197) | 962,810 | 191,862 | 770,948 | 402% |
| Expenses | | | | | | | |
| Salaries and benefits | 7,427 | 7,099 | 329 | 93,276 | 94,427 | (1,151) | (1%) |
| Rent & Utilities | 735 | 716 | 18 | 8,102 | 7,880 | 222 | 3% |
| Telephone Services | 120 | 160 | (40) | 1,620 | 1,760 | (140) | (8%) |
| Mail Expenses | 2 | 10 | (8) | 34 | 110 | (76) | (69%) |
| Insurance & Bonding | 34 | 46 | (12) | 395 | 506 | (111) | (22%) |
| Supplies | 15 | 100 | (85) | 984 | 1,025 | (41) | (4%) |
| Equipment Sup. & Maint. | 48 | 90 | (42) | 715 | 990 | (275) | (28%) |
| Taxes, Licenses & Fees | 0 | 0 | 0 | 100 | 101 | (1) | (1%) |
| Equip. Rental / Leasing | 84 | 80 | 4 | 1,117 | 1,080 | 37 | 3% |
| Training & Seminars | 0 | 0 | 0 | 17 | 0 | 17 | 0% |
| Project Costs | 2,109 | 4,317 | (2,208) | 802,283 | 47,487 | 754,796 | ***** |
| Associate Relations | 19 | 5 | 14 | 418 | 430 | (12) | (3%) |
| Automobile Expenses | 74 | 70 | 4 | 628 | 770 | (142) | (18%) |
| Local Meals & Entertainment | 75 | 20 | 55 | 139 | 220 | (81) | (37%) |
| Dues & Subscriptions | 0 | 0 | 0 | 72 | 54 | 18 | 33% |
| Allocated | 3,111 | 3,111 | 0 | 34,221 | 34,221 | 0 | 0% |
| Total Expense Before Depreciation/Re | 13,854 | 15,824 | (1,970) | 944,120 | 191,061 | 753,059 | 394% |
| Depreciation | 105 | 200 | (95) | 1,155 | 2,200 | (1,045) | (48%) |
| Total Expense | 13,959 | 16,024 | (2,065) | 945,275 | 193,261 | 752,014 | 389% |
| Changes in Unrestricted Net Assets | 3,286 | 1,418 | 1,868 | 17,536 | (1,399) | 18,934 | ***** |

North Lake Tahoe Resort Association
Statement of Cash Flows
For the Eleven Months Ending May 31, 2010 and 2009

for internal use only, unaudited

| | May 31, 2010 | May 31, 2009 |
|--|--------------|--------------|
| CASH FLOWS FROM OPERATING ACTIVITIES | | |
| Tourism and Administration | | |
| Cash Received from Customers Operations | \$ 384,370 | \$ 561,912 |
| Cash Received from Interest Operations | 1,740 | 2,273 |
| Cash Received from Placer County TOT Operations | 2,855,874 | 2,786,685 |
| Cash Used for Operations | (3,714,060) | (3,319,470) |
| | (472,076) | 31,399 |
| Infrastructure | | |
| Cash Received from Grants and Reimbursements | | 27,250 |
| Cash Received from Interest Infrastructure | 2,999 | 7,554 |
| Cash Received from TOT Revenue Recognized Infrastructure | 1,171,629 | 896,372 |
| Cash Used for Infrastructure Overhead | (141,837) | (144,553) |
| Cash Used for Infrastructure Projects | (802,283) | (1,161,023) |
| | 230,509 | (374,400) |
| | - | - |
| Net Cash Provided (Used) by Operating Activities | (241,568) | (343,001) |
| CASH FLOWS FROM FINANCING ACTIVITIES | | |
| | - | - |
| Net Cash Provided (used) by Financing Activities | - | - |
| CASH FLOWS FROM INVESTING ACTIVITIES | | |
| Purchase of Equipment and Leasehold Improvements | (3,940) | (4,404) |
| Disposition of Assets | - | - |
| | - | - |
| Net Cash Provided (Used) by Investing | (3,940) | (4,404) |
| Net Increase (Decrease) in Cash and Cash Equivalents | (245,508) | (347,405) |
| Cash and Cash Equivalents, July 1, 2009, 2008 | 1,029,508 | 1,400,997 |
| Cash and Cash Equivalents, May 31, 2010, 2009 | \$ 784,000 | 1,053,592 |

May Accounts Receivable

| Customer Account | Customer/Business Name | Chamber/Conf | | Membership Functions | | Group Commissions | | STN Vouchers | | Misc. | |
|------------------|---------------------------|--------------|--------|----------------------|--------|-------------------|---------|--------------|---------|-------|---|
| | | age | amount | age | amount | age | amount | age | amount | age | amount |
| 750.00 | Alpine Meadows Ski Resort | | | | | | | | | | |
| 4904.28 | Mont Bleu | | 750.00 | 90 | | 90 | 4904.28 | | | | 2/16/10 (07985) Comm Awards dinner |
| 8814.60 | Mont Bleu | | | | | 90 | 8814.60 | | | | 10/31/07 - Sprouse Shrader; UNR |
| 379.50 | Mont Bleu | | | | | 90 | 379.50 | | | | 10/31/07 - Calif Assoc of ...; Calif Adv. |
| 677.01 | Mont Bleu | | | | | 90 | 677.01 | | | | 5/1/08 (06213) Commun. Integrator |
| 60.00 | Cal Neva | | | 30 | 60.00 | | | | | | 6/30/08 (06320) |
| 60.00 | Cal Neva | | | new | 60.00 | | | | | | 4/30/10 (08114) Email blast |
| 60.00 | Cal Neva | | | new | 60.00 | | | | | | 5/20/10 (08158) Email blast |
| 1136.52 | Cheap Tickets | | | | | | | 30 | 1136.52 | | 5/20/10 (08159) Email blast |
| 60.00 | Creative Concepts | | | 90 | 60.00 | | | | | | 4/30/10 (08144) STN vouchers |
| 60.00 | Creative Concepts | | | 60 | 60.00 | | | | | | 2/16/10 (07983) Email blast |
| 60.00 | Creative Concepts | | | 60 | 60.00 | | | | | | 3/31/10 (08075) Email blast |
| 60.00 | Creative Concepts | | | 60 | 60.00 | | | | | | 3/31/10 (08076) Email blast |
| 60.00 | Creative Concepts | | | 60 | 60.00 | | | | | | 3/31/10 (08077) Email blast |
| 60.00 | Creative Concepts | | | 30 | 60.00 | | | | | | 4/15/10 (08104) Email blast |
| 60.00 | Creative Concepts | | | 30 | 60.00 | | | | | | 4/30/10 (08116) Email blast |
| 60.00 | Creative Concepts | | | new | 60.00 | | | | | | 4/30/10 (08160) Email blast |
| 694.40 | Dertour | | | | | | | 60 | 694.40 | | 5/20/10 (08066) STN vouchers |
| 1190.40 | Dertour | | | | | | | new | 1190.40 | | 5/20/10 (08153) STN vouchers |
| 60.00 | EXL Media | | | 30 | 60.00 | | | | | | 4/30/10 (08117) Email blast |
| 60.00 | Evergreen Restaurant | | | 30 | 60.00 | | | | | | 4/15/10 (08105) Email blast |
| 60.00 | Girls on the Run | | | new | 60.00 | | | | | | 5/31/10 (08182) Email blast |
| 541.20 | GOGO | | | | | | | 90 | 541.20 | | 2/16/10 (07998) STN vouchers |
| 649.44 | GOGO | | | | | | | 60 | 649.44 | | 3/4/10 (08041) STN vouchers |
| 324.72 | GOGO | | | | | | | 60 | 324.72 | | 3/29/10 (08067) STN vouchers |
| 432.96 | GOGO | | | | | | | 30 | 432.96 | | 4/30/10 (08145) STN vouchers |
| 2306.52 | Harrah's | | | | | new | 2306.52 | | | | 5/26/10 (08163) Amer College Chiro |
| 1717.20 | Hyatt Regency | | | | | new | 1717.20 | | | | 5/20/10 (08150) Amer Soc Reprod |
| 297.60 | Knecht Reisen | | | | | | | new | 297.60 | | 5/20/10 STN Vouchers |
| 1623.60 | Liberty Travel | | | | | | | 60 | 1623.60 | | 3/29/10 (08068) STN vouchers |
| 60.00 | Tahoe TV | | | 30 | 60.00 | | | | | | 4/15/10 (08111) Email blast |
| 60.00 | Northstar | | | 60 | 60.00 | | | | | | 3/30/10 (08118) Email blast |
| 60.00 | Northstar | | | new | 60.00 | | | | | | 5/31/10 (08183) Email blast |
| 60.00 | Northstar | | | new | 60.00 | | | | | | 5/31/10 (08183) Email blast |
| 4362.89 | NLT Marketing Co-op | | | | | | | | | 90 | 4362.89 2/28/10 (07982) Feb cc expenses |
| 3628.72 | NLT Marketing Co-op | | | | | | | | | 60 | 3628.72 3/31/10 (08102) Mar cc expenses |
| 4418.97 | NLT Marketing Co-op | | | | | | | | | new | 4418.97 5/1/10 Apr cc expenses |
| 5325.40 | NLT Marketing Co-op | | | | | | | | | new | 5325.40 5/31/10 May cc expenses |
| 45.00 | North American Hosts | | | | | | | | | | 2/16/10 (07994) STN vouchers |
| 60.00 | NT Lions | | | new | 60.00 | | | | | 90 | 45.00 5/20/10 Email blast |

| | | | | | | | | | | | | | | | | | | |
|------------------|------------------------------|--|--|--|--|-----|------------------|--|--|--|--|--|--|--|--|--|-------|--|
| 98.30 | Olympic Heritage | | | | | | | | | | | | | | | | 98.30 | 2/24/10 (08010) Plastic bags for gifts |
| 324.72 | Orbitz | | | | | | | | | | | | | | | | | 4/30/10 (08146) STN vouchers |
| 162.36 | Orbitz | | | | | | | | | | | | | | | | | 5/20/10 STN vouchers |
| 892.80 | Osprey/Ski Independence | | | | | | | | | | | | | | | | | 3/29/10 (08071) STN vouchers |
| 162.36 | Reno Reservations | | | | | | | | | | | | | | | | | 2/24/10 (08015) STN vouchers |
| 60.00 | Resort at Squaw Creek | | | | | 60 | 60.00 | | | | | | | | | | | 3/31/10 (08082) Email blast |
| 60.00 | Resort at Squaw Creek | | | | | 60 | 60.00 | | | | | | | | | | | 3/31/10 (08083) Email blast |
| 60.00 | Resort at Squaw Creek | | | | | 30 | 60.00 | | | | | | | | | | | 4/30/10 Email blast |
| 152.60 | Resort at Squaw Creek | | | | | | | | | | | | | | | | | 5/20/10 (08151) Robert Dalrymple |
| 9371.34 | The Ritz-Carlton Highlands | | | | | 30 | 9371.34 | | | | | | | | | | | 4/23/10 (08113) Gilbreath Group |
| 60.00 | Rutley Family Chiropractic | | | | | 90 | 60.00 | | | | | | | | | | | 8/28/09 (07255) Email blast |
| 60.00 | Seventh Wave Productions | | | | | 30 | 60.00 | | | | | | | | | | | 4/30/10 (08120) Email blast |
| 60.00 | Sierra Nevada College | | | | | 90 | 60.00 | | | | | | | | | | | 2/16/10 (07987) Email blast |
| 974.16 | Ski.com | | | | | | | | | | | | | | | | | 5/20/10 STN vouchers |
| 60.00 | Squaw Valley Times | | | | | 90 | 60.00 | | | | | | | | | | | 9/30/09 (07313) Email blast |
| 60.00 | Tahoe Quarterly | | | | | 90 | 60.00 | | | | | | | | | | | 1/15/10 (07953) Email blast |
| 60.00 | Tahoe Quarterly | | | | | 30 | 60.00 | | | | | | | | | | | 4/30/10 (08122) Email blast |
| 60.00 | Tahoe Quarterly | | | | | new | 60.00 | | | | | | | | | | | 5/31/10 (08185) Email blast |
| 60.00 | Ta-Hoe Nalu | | | | | 60 | 60.00 | | | | | | | | | | | 3/17/10 (08057) Email blast |
| 60.00 | McBride's Nursery | | | | | new | 60.00 | | | | | | | | | | | 5/31/10 (08184) Email blast |
| 201.44 | Travelocity | | | | | | | | | | | | | | | | | 5/20/10 STN Vouchers |
| 60.00 | Truckee Home & Building Show | | | | | new | 60.00 | | | | | | | | | | | 5/31/10 (08186) Email blast |
| 6440.19 | Village at Squaw Valley | | | | | new | 6440.19 | | | | | | | | | | | 5/30/10 (08152) Gov Svcs ACEP |
| 100.00 | Village Toys | | | | | 30 | 100.00 | | | | | | | | | | | 4/15/10 (08112) Newsletter inserts |
| 1091.20 | Virgin Holidays | | | | | | | | | | | | | | | | | 4/30/10 (08149) STN vouchers |
| | Memberships | | | | | | | | | | | | | | | | | |
| 875.00 | January 2008 | | | | | 90 | 875.00 | | | | | | | | | | | |
| 225.00 | November 2009 | | | | | 90 | 225.00 | | | | | | | | | | | |
| 435.00 | December 2009 | | | | | 90 | 435.00 | | | | | | | | | | | |
| 14,960.00 | January 2010 | | | | | 90 | 14,960.00 | | | | | | | | | | | |
| 1,530.00 | February | | | | | 90 | 1,530.00 | | | | | | | | | | | |
| 980.00 | March | | | | | 60 | 980.00 | | | | | | | | | | | |
| 2,075.00 | April | | | | | 30 | 2,075.00 | | | | | | | | | | | |
| 3,680.00 | May | | | | | new | 3,680.00 | | | | | | | | | | | |
| 90,812.40 | | | | | | | | | | | | | | | | | | |
| | Paid as of 6/25/10 | | | | | | | | | | | | | | | | | |
| | | | | | | | 24,760.00 | | | | | | | | | | | 17,834.28 |
| | | | | | | | -662.50 | | | | | | | | | | | -8089.91 |
| | | | | | | | -8157.39 | | | | | | | | | | | 10,744.88 |
| | | | | | | | 2,710.00 | | | | | | | | | | | -7098.52 |
| | | | | | | | 2,047.50 | | | | | | | | | | | 3,646.36 |
| | | | | | | | 26,605.85 | | | | | | | | | | | 9,744.37 |

**North Lake Tahoe Resort Association
Statement of Activities
Infrastructure
For the Ten Months Ending May 31, 2010**

| Current Month | Project Costs: | Year to Date |
|----------------------|--|---------------------|
| Actual | | Actual |
| 2,108.95 | Research/Planning/Infrastructure | 29,395.80 |
| 0.00 | Pathways 2007-TRPA Regional Plan Update | 519.51 |
| 0.00 | Legislative Advocacy Exe Director Travel | 1,687.88 |
| 0.00 | Community Sustainability Initiative | 239.35 |
| 0.00 | Membership Infrastructure | 750.00 |
| 0.00 | Squaw Valley Wayfinding Signage | 362.90 |
| 0.00 | Enhanced Snowplowing | 100,000.00 |
| 0.00 | Tahoe City Transit Center | 64,349.33 |
| 0.00 | Squaw Valley Olympic Museum | 100,000.00 |
| 0.00 | Northstar Community Multi-Purpose Trail | 352,954.15 |
| 0.00 | Lakeside Bike Trail | 22,767.00 |
| 0.00 | Squaw Valley Bus Stops | 61,555.80 |
| 0.00 | Regional Wayfinding Signage | 39,129.21 |
| 0.00 | Traffic Calming | 25,842.70 |
| 0.00 | Signage Project-Mile Markers | 2,729.36 |
| 2,108.95 | Total Project Costs | 802,282.99 |

**North Lake Tahoe Resort Association
Statement of Activities
Transportation
For the Ten Months Ending May 31, 2010**

| Current Month | Project Costs: | Year to Date |
|----------------------|--|---------------------|
| Actual | | Actual |
| 540.00 | Research/Planning/Transportation | 31,103.64 |
| 0.00 | Membership Transportation | 3,250.00 |
| 0.00 | Legislative Advocacy Exe Director Travel | 1,687.87 |
| 0.00 | Winter Traffic Management | 21,250.00 |
| 0.00 | Summer Traffic Management | 14,564.62 |
| 0.00 | Year-round Hwy 89 Transit (Spr & Fall) | 125,000.00 |
| 0.00 | North Lake Tahoe Express | 97,999.77 |
| 0.00 | TART Year Round Baseline Service | 137,000.00 |
| 9,465.00 | Sugar Bowl Trolley | 18,930.00 |
| 0.00 | Hwy 267 Summer Bus Service | 58,000.00 |
| 0.00 | Hwy 267 Winter Service | 80,000.00 |
| 0.00 | Enhanced TART Winter Service | 45,000.00 |
| 0.00 | Winter Transit Program-Nighttime | 175,000.14 |
| 0.00 | Contract Transit - Enhanced Summer Transit Service | 184,303.95 |
| 10,005.00 | Total Project Costs | 993,089.99 |