



August 4, 2010

To: Board of Directors

From: Sally Lyon, Director of Finance

Re: Narrative changes to the Proposed FY 2010/11 NLTRA Budget

Background:

At the July 7, 2010 Board of Directors meeting, the Proposed FY 2010/11 NLTRA Budget was discussed. The Board asked for clarification of the proposed salary increase for employees. The increase is explained on page one of the narrative in the "Expenses" section under "Consolidated." Additionally, the Board asked for clarification regarding the difference between the cost of health insurance for 2009/10 and 2010/11. An explanation and chart are on the third page of the narrative.

Staff will continue to use this budget for direction, realizing that changes may occur as the Placer County/NLTRA FY 2010/11 Agreement and Budget is developed. At the time the Agreement and Budget is finalized, staff will adjust the internal 2010/11 NLTRA Budget and bring it back to the Finance Committee and Board for final approval.

**North Lake Tahoe Resort Association
Budget Proposal
For the Twelve Months Ending June 30, 2011**

North Lake Tahoe Resort Association
Assumptions for the Proposed 2010-2011 Budget Compared to Forecast
2009-2010

Consolidated

Revenues

- Placer County Payments: For the 2010-2011 year, funding from Placer County is based on the proposed **\$4,860,000** Budget, 60% of \$8,100,000. The total amount to NLTRA would be \$4,163,307 reduced by the Infrastructure funds held by Placer County of \$395,507 plus any Infrastructure projects previously approved with funds allocated and anticipated new projects in the upcoming fiscal year. These funds would come out of previous years' Infrastructure balances held by Placer County. The funding is split \$2,062,700 for Marketing, \$1,497,600 for Transportation Services and \$207,500 for Infrastructure administration and research and planning and an estimated \$2,569,000 of Infrastructure projects for a total of Placer County Payments of \$6,337,000. Marketing includes an additional \$50,000 advance against carryover from 09/10 and Transportation includes flex funding from Infrastructure of \$1,082,675.

Expenses

- Salary/Benefits: Decrease of 2% (\$20,000) overall. There are merit increases for each employee of up to 5% of their salary factored into the budget. The increase is not automatic; it is contingent upon a positive performance review. The aggregate amount of the potential merit increases for everyone is a maximum of \$40,000 (less than 1% of the total budget). An Executive Director's salary is factored in for the last 6 months of the year. A seasonal position for Visitor Information has been added back in for full staffing at Kings Beach. Health Insurance is increased by 7% [\$6,000] based on change in plan. Please see attached notes on Health Insurance.
- Program expenditures are reviewed in the departmental discussion below. All other expense variances are minimal.

Marketing

Revenues

- Placer County Payments: Increase of 2% [\$30,000] for additional marketing programs. See below under expenses for programs and amounts.

Expenses

- Marketing Research: Decrease of 100% (-\$21,000) no research planned for 10/11.
- Programs: Increase of 9% [\$12,000] for a total funding of \$152,000. This includes funding of \$100,000 for community marketing programs, and \$52,000 for Placer County Film.
- Special Events: Increase of 212% [\$89,000], \$131,000 for New Event Development and sponsorship of Amgen Tour of California.
- Miscellaneous Marketing Programs: Decrease of 47% (-\$43,000). The budget of \$48,000 includes \$15,000 for High Notes and \$23,000 for Fabulous Fall and \$10,000 contingency. In past years the contingency has funded sponsorships, new advertising programs, and workshops.

North Lake Tahoe Resort Association
Assumptions for the Proposed 2010-2011 Budget Compared to Forecast
2009-2010

Conference

Revenues

- Commissions: Increase of 57% [\$56,000] based on anticipated increase in advance bookings and total booked room revenue projections.

Visitor Support/Transportation

Revenues

- Placer County Funding: Increase of 40% [\$425,000] based on approved transportation project request. Most of the increased funding is going to TART baseline services.

Expenses

- Transportation Projects: Increase of 40% [\$389,000] based on approved transportation project request. Most of the increased expenditure is going to TART baseline services.

Infrastructure

Revenue

- Placer County Payments: No change from prior year, \$207,500 for base payment. The NLTRA budget contains revenue and expenditure for projects of \$2,569,000.

Expenses

- Projects Infrastructure: Increase of 246% [\$1,828,000] with estimated project expenditure of \$2,569,000. The recognized revenue matches the expense.

General and Administration

Expenses

- Professional Fees-Attorneys: Increase of 93% [\$3,000] to \$6,000 in anticipation of additional fees for employment contracts.
- Professional Fees-Accounting: Increase of 17% [\$3,000] to \$21,000 for agreed upon fees for audit and tax work.
- Board Functions: Increase of 376% [\$30,000] to \$38,000 for employment search.

North Lake Tahoe Resort Association
Assumptions for the Proposed 2010-2011 Budget Compared to Forecast
2009-2010

Health Insurance

If NLTRA were to renew its 09/10 medical insurance plan with Aetna, the premium would increase 44%. This huge increase was not acceptable so we reviewed 20 alternative plans and chose a different type of plan with Aetna. The old plan is Health Reimbursement Account (HRA) compatible; the new plan is Health Savings Account (HSA) compatible. Previously, we funded \$2,000 into each employee's HRA; now we will fund \$1,000 into a HSA for each employee. The funding to the HRA/HSA accounts is to help cover the deductibles of the plans. The employees of NLTRA contribute 10% of their premium for their coverage and 35% for their dependents coverage through a payroll deduction. The amount of their contribution will not change significantly with the change to the new plan. However, the more the employee uses the plan, the more the potential employee out-of-pocket expenses to go up.

Medical Insurance Comparison

Category	2009 - 10		2010 - 11	
	HDHP \$3000 80/50 (HRA)		HDHP \$2000 80/50 (HSA)	
Individual Deductible	\$3,000		\$2,000	
Max Out-of-Pocket Indiv.	\$1,500		\$1,500	
Office Co-pay	\$20		80% after deductible	
Hospital Inpatient	80% after deductible		80% after deductible	
Total Cost	\$4,828 / month	\$57,888 / year	\$6,167 / month	\$74,004 / year
Net NLTRA Cost	\$3,897 / month	\$46,764 / year	\$4,995 / month	\$59,940 / year

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Consolidated			Budget to Prior Year	
	FYE 6/30/2011	FYE 6/30/2010	Variance	Variance
	Budget	Forecast	\$	%
Unrestricted Support (Non TOT Revenue)				
Member Dues	135,240	135,130	110	0.08%
Special Events/Functions	140,867	139,973	894	0.64%
Retail Sales	9,840	10,930	(1,090)	-9.97%
Comm/Booking	185,782	131,809	53,973	40.95%
Interest	5,520	5,247	273	5.20%
Total Unrestricted Supp	477,249	423,089	54,160	12.80%
County Funding				
Placer County Payments	6,337,000	4,114,477	2,222,523	54.02%
Total County Funding	6,337,000	4,114,477	2,222,523	54.02%
Total Support	6,814,249	4,537,566	2,276,683	50.17%
Functional Expenses				
Salary	870,664	889,751	(19,087)	-2.15%
Commissions	16,039	17,000	(961)	-5.65%
PR Tax	71,556	73,408	(1,852)	-2.52%
Health Ins	94,224	88,151	6,073	6.89%
Workers Comp	4,562	4,614	(52)	-1.13%
401K	45,918	50,139	(4,221)	-8.42%
Subtotal Salary/Benefits	1,102,964	1,123,063	(20,099)	-1.79%
Rent/Util/R&M/Cleaning	95,160	94,154	1,006	1.07%
Telephone	25,380	27,190	(1,810)	-6.66%
Mail	4,080	2,838	1,242	43.76%
Insurance/Bonding	5,100	5,357	(257)	-4.80%
Supplies	13,560	13,496	64	0.47%
Depreciation	18,852	18,804	48	0.26%
Equip/Support/Maint	14,400	13,984	416	2.97%
Taxes/Licenses	3,055	2,488	567	22.79%
Equip/Rent/Leasing	13,652	13,579	73	0.54%
Training Seminars	3,100	2,376	724	30.47%
Professional Fees Attorneys	6,000	3,113	2,887	92.74%
Prof Fees Accountant	20,500	17,560	2,940	16.74%
Research Planning Trans	40,000	39,189	811	2.07%
Research Planning Infra	50,000	50,000	0	0.00%
Project Transportation	1,358,900	969,784	389,116	40.12%
Project Infrastructure	2,570,400	742,119	1,828,281	246.36%
Marketing Research	0	21,000	(21,000)	-100.00%
Programs	151,680	139,642	12,038	8.62%
AFW	75,000	75,795	(795)	-1.05%
Special Event	130,958	41,926	89,032	212.36%
Membership Events/Newsletter	49,960	50,156	(196)	-0.39%
Promo/Giveaways	2,000	651	1,349	207.22%
Public Relations/Website	4,835	4,800	35	0.73%
Misc Direct Programing	48,000	91,192	(43,192)	-47.36%
Marketing Cooperative/Media	905,712	961,595	(55,883)	-5.81%
Conference-PUD	15,000	15,000	0	0.00%
Cost of Goods	7,680	7,001	679	9.70%
Associate Relations	7,019	6,756	263	3.89%

Board Functions	38,400	8,062	30,338	376.31%
Credit Card Fees	7,942	8,022	(80)	-1.00%
Auto	5,880	5,121	759	14.82%
Local Meals/ Ent	5,910	6,198	(288)	-4.65%
Dues Publication	6,901	6,319	582	9.21%
Travel	6,270	5,662	608	10.74%
Allocated	0	0	0	-
Total Functional Expense	6,814,250	4,593,992	2,220,258	48.33%
Change in Net Assets	(1)	(56,426)	56,425	-100.00%

**North Lake Tahoe Resort Association
Department Detail Activity Report-BUDGET
For the Twelve Months Ending June 30, 2011**

	General & Administration	Marketing	Conference	Visitor Support & Transportation	Visitor Information	Chamber of Commerce	FY 10/11 SubTotal	Infrastructure	FY 10/11 Total BUDGET
Unrestricted Support (Non TOT Revenue)									
Member Dues	0	0	8,640	0	0	126,600	135,240	0	135,240
Special Events/Functions	0	75,000	0	0	0	65,867	140,867	0	140,867
Retail Sales	0	0	0	0	9,840	0	9,840	0	9,840
Comm/Booking	0	0	153,082	0	0	0	153,082	0	153,082
Interest	4,320	0	0	0	0	0	4,320	1,200	5,520
Misc	0	32,700	0	0	0	0	32,700	0	32,700
Total Unrestricted Supp	4,320	107,700	161,722	0	9,840	192,467	476,049	1,200	477,249
County Funding									
Placer County Payments	0	1,598,700	310,000	1,497,600	154,000	0	3,560,300	2,776,700	6,337,000
Total County Funding	0	1,598,700	310,000	1,497,600	154,000	0	3,560,300	2,776,700	6,337,000
Total Support	4,320	1,706,400	471,722	1,497,600	163,840	192,467	4,036,349	2,777,900	6,814,249
Functional Expenses									
Salary	263,600	244,500	101,180	56,000	79,394	69,990	814,664	56,000	870,664
Incentives	0	0	16,039	0	0	0	16,039	0	16,039
PR Tax	23,460	20,294	10,550	0	7,145	5,459	66,908	4,648	71,556
Health Ins	28,968	26,592	14,280	468	17,808	5,640	93,756	468	94,224
Workers Comp	1,272	1,214	588	360	408	360	4,202	360	4,562
401K	15,816	9,780	7,033	2,820	3,970	3,500	42,918	3,000	45,918
Subtotal Salary/Benefits	333,116	302,380	149,670	59,648	108,725	84,949	1,038,488	64,476	1,102,964
Rent/Util/R&M/Cleaning	25,200	24,600	12,600	8,880	6,000	8,880	86,160	9,000	95,160
Telephone	4,800	8,640	3,960	1,800	1,980	2,400	23,580	1,800	25,380
Internet	0	0	0	0	0	0	0	0	0
Mail	660	1,320	900	0	180	960	4,020	60	4,080
Insurance/Bonding	1,272	1,272	660	408	660	408	4,680	420	5,100
Supplies	2,760	3,600	1,920	1,200	1,320	1,440	12,240	1,320	13,560
Depreciation	5,040	4,992	2,520	1,260	2,520	1,260	17,592	1,260	18,852
Equip/Support/Maint	5,040	2,400	1,200	840	3,240	780	13,500	900	14,400
Taxes/Licenses	2,010	315	170	100	210	150	2,955	100	3,055
Equip/Rent/Leasing	1,960	1,692	1,460	1,220	3,720	2,400	12,452	1,200	13,652
Training Seminars	1,100	2,000	0	0	0	0	3,100	0	3,100
Professional Fees Attorneys	6,000	0	0	0	0	0	6,000	0	6,000
Prof Fees Accountant	20,500	0	0	0	0	0	20,500	0	20,500
Research Planning Trans	0	0	0	40,000	0	0	40,000	0	40,000
Research Planning Infra	0	0	0	0	0	0	0	50,000	50,000
Projects Transportation	0	0	0	1,358,900	0	0	1,358,900	0	1,358,900
Projects Infrastructure	0	0	0	0	0	0	0	2,570,400	2,570,400
Marketing Research	0	0	0	0	0	0	0	0	0
Community Marketing Programs	0	151,680	0	0	0	0	151,680	0	151,680
AFW	0	75,000	0	0	0	0	75,000	0	75,000
Special Event	0	130,958	0	0	0	0	130,958	0	130,958
Membership Events/Functions	0	0	0	0	0	49,960	49,960	0	49,960
Promo/Giveaways	0	2,000	0	0	0	0	2,000	0	2,000
Public Relations/Website	0	0	0	0	0	4,835	4,835	0	4,835
Miscellaneous Programs	0	48,000	0	0	0	0	48,000	0	48,000
Marketing Cooperative/Media	0	685,284	220,428	0	0	0	905,712	0	905,712
Conference-PUD	0	0	15,000	0	0	0	15,000	0	15,000
Cost of Goods	0	0	0	0	7,680	0	7,680	0	7,680
Associate Relations	1,858	1,813	939	472	925	519	6,526	493	7,019
Board Functions	38,400	0	0	0	0	0	38,400	0	38,400
Credit Card Fees	0	6,800	0	0	420	722	7,942	0	7,942
Auto	1,200	1,620	180	720	60	1,440	5,220	660	5,880
Local Meals/ Ent	2,400	2,599	60	84	112	600	5,855	55	5,910
Dues Publication	1,568	2,870	1,075	72	0	1,244	6,829	72	6,901
Travel	0	6,270	0	0	0	0	6,270	0	6,270
Allocated	(450,564)	238,296	58,980	21,996	26,088	29,520	(75,684)	75,684	0
Total Functional Expense	4,320	1,706,401	471,722	1,497,600	163,840	192,467	4,036,350	2,777,900	6,814,250
Change in Net Assets	(0)	(1)	0	0	(0)	0	(1)	0	(1)

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Marketing			Budget to Prior Year	
	FYE 6/30/2011	FYE 6/30/2010	Variance	Variance
	Budget	Forecast	\$	%
Unrestricted Support (Non TOT Revenue)				
Special Events/Functions	75,000	75,353	(353)	-0.47%
Commissions	32,700	33,051	(351)	-1.06%
Total Unrestricted Supp	107,700	108,404	(704)	-0.65%
County Funding				
Placer County Payments	1,598,700	1,628,980	(30,280)	-1.86%
Total County Funding	1,598,700	1,628,980	(30,280)	-1.86%
Total Support	1,706,400	1,737,384	(30,984)	-1.78%
Functional Expenses				
Salary	244,500	228,660	15,840	6.93%
PR Tax	20,294	19,998	296	1.48%
Health Ins	26,592	25,952	640	2.47%
Workers Comp	1,214	1,199	15	1.25%
401K	9,780	10,340	(560)	-5.42%
Subtotal Salary/Benefits	302,380	286,149	16,231	5.67%
Rent/Util/R&M/Cleaning	24,600	24,766	(166)	-0.67%
Telephone	8,640	8,488	152	1.79%
Mail	1,320	397	923	232.49%
Insurance/Bonding	1,272	1,339	(67)	-5.00%
Supplies	3,600	3,775	(175)	-4.64%
Depreciation	4,992	4,992	0	0.00%
Equip/Support/Maint	2,400	2,529	(129)	-5.10%
Taxes/Licenses	315	311	4	1.29%
Equip/Rent/Leasing	1,692	1,664	28	1.68%
Training Seminars	2,000	1,053	947	89.93%
Marketing Research	0	21,000	(21,000)	-100.00%
Programs	151,680	139,642	12,038	8.62%
AFW	75,000	75,795	(795)	-1.05%
Special Event	130,958	41,926	89,032	212.36%
Promo/Giveaways	2,000	651	1,349	207.22%
Misc Marketing Programs	48,000	91,192	(43,192)	-47.36%
Marketing Cooperative/Media	685,284	761,999	(76,715)	-10.07%
Associate Relations	1,813	1,775	38	2.14%
Credit Card Fees	6,800	6,803	(3)	-0.04%
Auto	1,620	1,605	15	0.93%
Local Meals/ Ent	2,599	2,476	123	4.97%
Dues Publication	2,870	2,469	401	16.24%
Travel	6,270	5,662	608	10.74%
Allocated	238,296	230,400	7,896	3.43%
Total Functional Expense	1,706,401	1,718,858	(12,458)	-0.72%
Change in Net Assets	-1	18,526	(18,527)	-100.00%

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Conference	Budget to Prior Year			
	FYE 6/30/2011	FYE 6/30/2010	Variance	Variance
	Budget	Forecast	\$	%
Unrestricted Support (Non TOT Revenue)				
Member Dues	8,640	8,505	135	1.59%
Comm/Booking	153,082	97,573	55,509	56.89%
Total Unrestricted Supp	161,722	106,078	55,644	52.46%
County Funding				
Placer County Payments	310,000	310,008	(8)	0.00%
Total County Funding	310,000	310,008	(8)	0.00%
Total Support	471,722	416,086	55,636	13.37%
Functional Expenses				
Salary	101,180	95,935	5,245	5.47%
Commissions	16,039	17,000	(961)	-5.65%
PR Tax	10,550	9,721	829	8.52%
Health Ins	14,280	14,446	(166)	-1.15%
Workers Comp	588	600	(12)	-2.00%
401K	7,033	7,308	(275)	-3.76%
Subtotal Salary/Benefits	149,670	145,010	4,660	3.21%
Rent/Util/R&M/Cleaning	12,600	12,564	36	0.29%
Telephone	3,960	4,100	(140)	-3.41%
Mail	900	801	99	12.36%
Insurance/Bonding	660	696	(36)	-5.17%
Supplies	1,920	2,105	(185)	-8.79%
Depreciation	2,520	2,520	0	0.00%
Equip/Support/Maint	1,200	1,167	33	2.83%
Taxes/Licenses	170	162	8	4.94%
Equip/Rent/Leasing	1,460	1,449	11	0.76%
Training Seminars	0	27	(27)	-100.00%
Marketing Cooperative/Media	220,428	199,596	20,832	10.44%
Conference-PUD	15,000	15,000	0	0.00%
Associate Relations	939	911	28	3.07%
Auto	180	57	123	215.79%
Local Meals/ Ent	60	62	(2)	-3.23%
Dues Publication	1,075	1,370	(295)	-21.53%
Allocated	58,980	67,200	(8,220)	-12.23%
Total Functional Expense	471,722	454,797	16,925	3.72%
Change in Net Assets	0	(38,711)	38,711	-100.00%

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Visitor Support & Transportation			Budget to Prior Year	
	FYE 6/30/2011	FYE 6/30/2010	Variance	Variance
	Budget	Forecast	\$	%
Unrestricted Support (Non TOT Revenue)				
Misc	0	0	0	-
Total Unrestricted Supp	0	0	0	-
County Funding				
Placer County Payments	1,497,600	1,072,344	425,256	39.66%
Total County Funding	1,497,600	1,072,344	425,256	39.66%
Total Support	1,497,600	1,072,344	425,256	39.66%
Functional Expenses				
Salary	56,000	54,000	2,000	3.70%
PR Tax	0	36	(36)	-100.00%
Health Ins	468	86	382	444.19%
Workers Comp	360	369	(9)	-2.44%
401K	2,820	2,902	(82)	-2.83%
Subtotal Salary/Benefits	59,648	57,393	2,255	3.93%
Rent/Util/R&M/Cleaning	8,880	8,874	6	0.07%
Telephone	1,800	1,850	(50)	-2.70%
Insurance/Bonding	408	429	(21)	-4.90%
Supplies	1,200	1,128	72	6.38%
Depreciation	1,260	1,260	0	0.00%
Equip/Support/Maint	840	909	(69)	-7.59%
Taxes/Licenses	100	100	0	0.00%
Equip/Rent/Leasing	1,220	1,208	12	0.99%
Training	0	17	(17)	-100.00%
Research Planning Trans	40,000	39,189	811	2.07%
Project Transportation	1,358,900	969,784	389,116	40.12%
Associate Relations	472	409	63	15.40%
Auto	720	662	58	8.76%
Local Meals/ Ent	84	139	(55)	-39.57%
Dues Publication	72	90	(18)	-20.00%
Allocated	21,996	25,152	(3,156)	-12.55%
Total Functional Expense	1,497,600	1,108,593	389,007	35.09%
Change in Net Assets	0	(36,249)	36,249	-100.00%

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Visitor Information	Budget to Prior Year			
	FYE 6/30/2011	FYE 6/30/2010	Variance	Variance
	Budget	Forecast	\$	%
Unrestricted Support (Non TOT Revenue)				
Retail Sales	9,840	10,930	(1,090)	-9.97%
Comm/Booking	0	1,185	(1,185)	-100.00%
Total Unrestricted Supp	9,840	12,115	(2,275)	-18.78%
County Funding				
Placer County Payments	154,000	153,996	4	0.00%
Total County Funding	154,000	153,996	4	0.00%
Total Support	163,840	166,111	(2,271)	-1.37%
Functional Expenses				
Salary	79,394	75,874	3,520	4.64%
PR Tax	7,145	6,335	810	12.79%
Health Ins	17,808	14,912	2,896	19.42%
Workers Comp	408	415	(7)	-1.69%
401K	3,970	4,710	(740)	-15.72%
Subtotal Salary/Benefits	108,725	102,246	6,479	6.34%
Rent/Util/R&M/Cleaning	6,000	5,409	591	10.93%
Telephone	1,980	2,082	(102)	-4.90%
Mail	180	128	52	40.63%
Insurance/Bonding	660	696	(36)	-5.17%
Supplies	1,320	1,007	313	31.08%
Depreciation	2,520	2,520	0	0.00%
Equip/Support/Maint	3,240	2,726	514	18.86%
Taxes/Licenses	210	172	38	22.09%
Equip/Rent/Leasing	3,720	3,659	61	1.67%
Training Seminars	0	107	(107)	-100.00%
Cost of Goods	7,680	7,001	679	9.70%
Associate Relations	925	911	14	1.54%
Credit Card Fees	420	448	(28)	-6.25%
Auto	60	77	(17)	-22.08%
Local Meals/ Ent	112	105	7	6.67%
Allocated	26,088	26,076	12	0.05%
Total Functional Expense	163,840	155,370	8,470	5.45%
Change in Net Assets	(0)	10,741	(10,741)	-100.00%

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Chamber of Commerce			Budget to Prior Year	
	FYE 6/30/2011	FYE 6/30/2010	Variance	Variance
	Budget	Forecast	\$	%
Unrestricted Support (Non TOT Revenue)				
Member Dues	126,600	126,625	(25)	-0.02%
Member Events/Functions	65,867	64,620	1,247	1.93%
Total Unrestricted Supp	192,467	191,245	1,222	0.64%
County Funding				
Placer County Payments	0	0	0	-
Total County Funding	0	0	0	-
Total Support	192,467	191,245	1,222	0.64%
Functional Expenses				
Salary	69,990	63,199	6,791	10.75%
PR Tax	5,459	4,757	702	14.76%
Health Ins	5,640	4,998	642	12.85%
Workers Comp	360	369	(9)	-2.44%
401K	3,500	3,528	(29)	-0.81%
Subtotal Salary/Benefits	84,949	76,851	8,098	10.54%
Rent/Util/R&M/Cleaning	8,880	8,901	(21)	-0.24%
Telephone	2,400	2,720	(320)	-11.76%
Mail	960	810	150	18.52%
Insurance/Bonding	408	429	(21)	-4.90%
Supplies	1,440	1,617	(177)	-10.95%
Depreciation	1,260	1,260	0	0.00%
Equip/Support/Maint	780	760	20	2.63%
Taxes/Licenses	150	130	20	15.38%
Equip/Rent/Leasing	2,400	2,404	(4)	-0.17%
Training Seminars	0	17	(17)	-100.00%
Membership Events/Newsletter	49,960	50,156	(196)	-0.39%
Public Relations/Website	4,835	4,800	35	0.73%
Associate Relations	519	531	(12)	-2.26%
Credit Card Fees	722	771	(49)	-6.36%
Auto	1,440	1,213	227	18.71%
Local Meals/ Ent	600	660	(60)	-9.09%
Dues Publication	1,244	780	464	59.49%
Allocated	29,520	26,772	2,748	10.26%
Total Functional Expense	192,467	181,582	10,885	5.99%
Change in Net Assets	0	9,663	(9,663)	-100.00%

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
General & Administration	Budget to Prior Year			
	FYE 6/30/2011	FYE 6/30/2010	Variance	Variance
	Budget	Forecast	\$	%
Unrestricted Support (Non TOT Revenue)				
Interest	4,320	2,533	1,787	70.55%
Misc	0	0	0	-
Total Unrestricted Supp	4,320	2,533	1,787	70.55%
County Funding				
Placer County Payments	0	0	0	-
Total County Funding	0	0	0	-
Total Support	4,320	2,533	1,787	70.55%
Functional Expenses				
Salary	263,600	279,694	(16,094)	-5.75%
PR Tax	23,460	24,862	(1,402)	-5.64%
Health Ins	28,968	26,603	2,365	8.89%
Workers Comp	1,272	1,293	(21)	-1.62%
401K	15,816	18,569	(2,753)	-14.83%
Subtotal Salary/Benefits	333,116	351,021	(17,905)	-5.10%
Rent/Util/R&M/Cleaning	25,200	24,766	434	1.75%
Telephone	4,800	6,070	(1,270)	-20.92%
Mail	660	643	17	2.64%
Insurance/Bonding	1,272	1,339	(67)	-5.00%
Supplies	2,760	2,740	20	0.73%
Depreciation	5,040	4,992	48	0.96%
Equip/Support/Maint	5,040	4,984	56	1.12%
Taxes/Licenses	2,010	1,513	497	32.85%
Equip/Rent/Leasing	1,960	1,987	(27)	-1.36%
Training Seminars	1,100	1,138	(38)	-3.34%
Professional Fees Attorneys	6,000	3,113	2,887	92.74%
Prof Fees Accountant	20,500	17,560	2,940	16.74%
Associate Relations	1,858	1,805	53	2.94%
Board Functions	38,400	8,062	30,338	376.31%
Auto	1,200	845	355	42.01%
Local Meals/ Ent	2,400	2,632	(232)	-8.81%
Dues Publication	1,568	1,520	48	3.16%
Allocated	(450,564)	(412,932)	(37,632)	9.11%
Total Functional Expense	4,320	23,798	(19,478)	-81.85%
Change in Net Assets	(0)	(21,265)	21,265	-100.00%

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Infrastructure	Budget to Prior Year			
	FYE 6/30/2011	FYE 6/30/2010	Variance	Variance
	Budget	Forecast	\$	%
Unrestricted Support (Non TOT Revenue)				
Interest	1,200	2,714	(1,514)	-55.78%
Misc	0	0	0	-
Total Unrestricted Supp	1,200	2,714	(1,514)	-55.78%
County Funding				
Placer County Payments	2,776,700	949,149	1,827,551	192.55%
Total County Funding	2,776,700	949,149	1,827,551	192.55%
Total Support	2,777,900	951,863	1,826,037	191.84%
Functional Expenses				
Salary	56,000	92,389	(36,389)	-39.39%
PR Tax	4,648	7,699	(3,051)	(0)
Health Ins	468	1,154	(686)	-59.45%
Workers Comp	360	369	(9)	-2.44%
401K	3,000	2,782	218	7.84%
Subtotal Salary/Benefits	64,476	104,393	(39,917)	-38.24%
Rent/Util/R&M/Cleaning	9,000	8,874	126	1.42%
Telephone	1,800	1,880	(80)	-4.26%
Mail	60	59	1	1.69%
Insurance/Bonding	420	429	(9)	-2.10%
Supplies	1,320	1,124	196	17.44%
Depreciation	1,260	1,260	0	0.00%
Equip/Support/Maint	900	909	(9)	-0.99%
Taxes/Licenses	100	100	0	0.00%
Equip/Rent/Leasing	1,200	1,208	(8)	-0.66%
Training Seminars	0	17	(17)	-100.00%
Research Planning Infra	50,000	50,000	0	0.00%
Project Infrastructure	2,570,400	742,119	1,828,281	246.36%
Associate Relations	493	414	79	19.08%
Auto	660	662	(2)	-0.30%
Local Meals/ Ent	55	124	(69)	-55.65%
Dues Publication	72	90	(18)	-20.00%
Allocated	75,684	37,332	38,352	102.73%
Total Functional Expense	2,777,900	950,994	1,826,906	192.10%
Change in Net Assets	0	869	(869)	-100.00%



August 4, 2010

To: Board of Directors

From: Ron Treabess, Interim Executive Director

Re: Update on Status of Placer County/NLTRA FY2010/11 Agreement

Background

Staff has very recently received a draft Agreement from the County CEO, and has had an initial meeting with Jennifer Merchant. At that meeting we went through the Agreement and budget point by point to develop a mutual understanding with both parties. Several proposed changes were mutually suggested and Jennifer is preparing a summary of those being considered. The staffs are working together to arrive at the most beneficial Agreement for the partnership. The bottom line is that even though some adjustments will be made, the funding amount of the initial County proposal is very similar to that first proposed by the NLTRA. Staff will keep the Executive Committee informed as to the progress being made in the Agreement discussions.



MEMORANDUM

DATE: Aug 4, 2010

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
And Planning

SUBJ: July 1-31, 2010
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. Integrated Work Plan (IWP) Update

The F.Y. 2010/11 Project Budget, which was developed as part of the IWP process, was recommended and approved by the Joint Committee and the Board at the April and May meetings. It has been used to help prepare the draft FY 2010/11 TOT budget and to determine the probable projects expenditures in the draft NLTRA budget. The Board has directed staff to have the Joint Committee review and make recommendations as to the method used to determine transportation funding and to approve infrastructure projects.

2. North Lake Tahoe Express (B-7)

NLTRA staff, in concert with Tahoe Transportation District and the TNT/TMA, is proposing to conduct a performance review of the North Lake Tahoe Express airport shuttle program. The purpose of this study will be to assess how well the NLTE is doing in meeting the goals of the program, review current contracting and management, and make recommendations as to the level of NLTRA support that should continue and strategies that can be implemented to improve the program. The intent is to be able to make adjustments, if necessary, during the current year, and do appropriate planning for future years service. The scope of work will be presented at the August 16th Joint Committee meeting.

3. Lakeside Multi-purpose Trail (A-2)

The planning for phases 5, 6, and 7, along the commercial lake frontage east to the Tahoe State Recreation Area campground and connection to the North Shore trail, is nearing completion. According to current schedules, the entire project is scheduled for completion in 2011-12, pending availability of previous funding commitments. The NLTRA and Placer County continue to be a major funding partner for this project having recently approved the Tahoe City Public Utility District request for \$1,075,000. In addition, the California Tahoe Conservancy has granted \$2.5 million for this project. TCPUD has also prepared the necessary planning documentation to allow application for additional construction funds through the federal American Reinvestment and Recovery Act funding program

in the amount of \$800,000 to \$1,000,000. At its most recent meeting, the TCPUD Board approved the bid from Aspen Construction to move ahead with the construction of Phase VII of the project starting September 30th with a completion date of June 30th, 2011. The accepted bid is for \$865,422, well under the budgeted \$1.18 million.

4. Visitor Bike Trail Map Signage (A-13)

The NLTRA Board of Directors and the Placer County Board of Supervisors approved, as of February 23, 2010, the TCPUD request of \$29,260 to assist with the design, production, construction, and installation of 24 wayfinding informational map signs to be strategically located along the District's 19 miles of multi-purpose trails. While adding to the overall consistent theme of the North Lake Tahoe Wayfinding Signage Program, this signage will provide accurate trail mapping including a "you are here" feature. Additionally, the signs will identify the location of public services such as restrooms, transit stops, recreation areas, and business districts, as well as defining trail etiquette for those using the trails. The TCPUD presented the draft design and site determination criteria at the April 26th meeting. The Committee requested that the TCPUD return when the final design can be presented. The TCPUD will present the final design at the August 16th Joint Committee meeting with the intent to begin production of the signs immediately thereafter to allow for some installation this fall. The required funding agreement has been signed by the TCPUD.

5. TART Bus Shelter Bear Boxes (A-25)

At the January 20th meeting, the NLTRA Board of Directors approved and recommended to the Placer County Board of Supervisors a request for up to \$20,000 to the TNT/TMA to provide bear proof garbage containers at existing bus shelters. The Board of Supervisors approval on February 23rd will allow this project to begin immediately. The bear proof containers have been ordered and four have been installed. The necessary funding agreement has been signed by the TNT/TMA enabling funds to be released upon request. Addition funds will be necessary to complete site plans being required by Caltrans which were not anticipated for the Caltrans permitting process. This request will be presented at the August 16th Joint Committee meeting.

6. Water Taxi Proposal

A proposal is being developed to initiate a water taxi service that would start on a small scale along the north and west shores of Lake Tahoe. The Tahoe Transportation District (TTD) is looking at this potential project as a possible component in the overall lake shuttle program that they have taking the lead to develop. The TNT/TMA, Placer County, and the NLTRA have been included in the planning discussions. TTD is preparing a scope of work to engage a consultant to prepare data on the proposal, including specific routes, possible docking sites, number of vessels, etc. This study will be initiated this fall. The majority of the work will be funded by TTD, with a request for a portion of the remaining needed funding from the NLTRA. The project will be presented at the August 16th Joint Committee meeting.

7. Northstar Community Multi-Purpose Trail (A-7)

This trail project, under the leadership of Northstar Community Services District, is nearing completion of the first 2 phases for which TOT funds were granted to

conduct planning and environmental work necessary in advance of detailed project design. NCS D is preparing the anticipated next request for funding to continue the work on this trail which will provide a key link in the Resort Triangle Trail connecting Lake Tahoe with the Martis Valley and Truckee. The request should be made at the August 16th Joint Committee meeting.

8. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, August 16, 2010. The agenda, at this time, includes the general transportation update, and presentations on items 2, 4, 6, and 7 of this report.

B. Other Meetings and Activities Attended

- Tuesday Morning Breakfast Club/Program Planning
- NLTRA Board of Directors Meeting
- TNT/TMA Board/NLTRA Representative
- Resort Triangle Transportation Planning Coalition/Area Transportation Discussion
- UC Davis Fish Hatchery Interpretive Center Grand Opening
- Lake Tahoe Basin Prosperity Plan Presentation/NLTRA Input
- NLTRA Executive Committee
- Sustainable Grant Workshop/Placer County/Calif. Tahoe Conserv.
- Placer County CEO/Area Managers
- Marketing Committee
- Chamber Committee
- Chamber/ Potlatch Mixer

Board/Staff Follow-up on Previous Action Items

Assigned	Date	Action	Status	Date Completed
Ron Treabess	5/5/2010	The Board directed staff to take Board concerns including the location for the Performing Arts Center, transportation funding, and the method used to approve infrastructure projects to the Joint Infrastructure/Transportation Committee for review, discussion and recommendation.	To be discussed at future Committee Meeting	Performing Arts discussed June 28th; others continued
Finance Committee and Ron/Sally	5/5/2010	Finance Committee and staff will develop a policy for Board approval as to the resolution of unused budgeted Transportation funds at the conclusion of each fiscal year.	Approved by Board	July 7, 2010
Andy	5/5/2010	Staff will present the Smith and Jones pay structure to the Board at a future meeting.	Presented to Board	July 7, 2010
Ron/Andy	6/1/2010	Secure Amgen Tour of California for spring 2011 and write letter to Caltrans encouraging them to improve/repair Highway 267 in anticipation of Amgen Tour.	On-going	
Ron	6/1/2010	To agendize discussion on the use of logos as it relates to TOT expenditures. Draft policy language on logo usage. Include in grant applications.	Recommended at July 28th Chamber Meeting	
Alex/Staff	6/1/2010	The Board Chair will work with staff to determine Chamber specific roles versus those of the NLTRA to further refine discussion as it relates to organizational concepts.	On-going	
Search Committee	6/1/2010	Develop different organizational concepts and continue CEO search.	On-going	
Ron	7/7/2010	Houston Group to submit Scope of Services.	To be reviewed at September Board Mtg	
Ron/Sally	7/7/2010	Finance Committee agendize streamlining financial reports.	August Finance Committee Meeting	
Andy	7/7/2010	Marketing Conference Equity Committee pursue issue of conference equity.	On-going	
Andy	7/7/2010	Marketing Committee work on quantifying Key Performance Objectives.	On-going	
Alex/Staff	7/7/2010	Develop a proposal for initiating survey/factfinding information for TOT renewal.	On-going	



August 4, 2010

To: Board of Directors

From: Kym Fabel, Chamber Manager

Re: Request for Board Endorsement of the Community Marketing Grant Program
Application Revisions Including Logo Use Policy Language

Background

Over the past three years, the Chamber Advisory Committee (CAC) has updated, revised and streamlined the Community Marketing Grant Program (CMGP) for ease of application and clarity. This year, there was a need for further clarity:

- 1) The Business Organization and the Community Grant Application has been one application separated by sections. This has been very confusing, particularly for potential community applicants and, somewhat for the business organizations (Northstar, Squaw, West Shore, Tahoe City, and North Tahoe).
- 2) There is the need to identify that Transient Occupancy Tax (TOT) is the source being used for the grant funds, as well as preserving the recognizable Chamber organization. The Grant program is VERY popular in the community. Last year, there was over \$120,000 in requests for only \$31,500 in available grant funds. As a result, most of the requests must be granted in \$500-\$2500 range, which still creates the opportunity for many events and programs to be initiated and seeded.

The Proposal

The following is a summary of the recommended changes to the CMGP application:

- 1) Separate the Business Organization Grant Application from the Community Marketing Grant Application so that the community has a clean application without sorting through the non-applicable Business Organization section. The two applications are completed by different entities, do not compete for the same funds, and are approved separately.

- 2) It is very important that the source of the TOT grant funds be visibly recognized. This can best be done through the approved grantee display of the NLTRA logo, while still displaying the Chamber logo, as appropriate, as it is widely recognized as the supportive North Lake Tahoe business organization. The applications have been revised to include the following language:

Grant Program Recipient Obligations:

Grantee will use the approved North Lake Tahoe Resort Association/ North Lake Tahoe Chamber of Commerce logo, indicating Transient Occupancy Tax sponsorship, and/or support, on printed promotional materials, including brochures and flyers, advertising, and on signage as appropriate.

It is difficult to require a grant applicant, who is receiving a relatively small amount of funding, to use two separate logos and use up the real estate on their collaterals. The following suggested logo is a combination of NLTRA and Chamber logos that will accommodate the need to use minimal space when necessary:



Recommendation of the Chamber Advisory Committee (CAC)

Although the CAC did not have a quorum, it was discussed and agreed that the proposed changes, including the logo policy language, be incorporated in the CMGP applications and be moved forward to the NLTRA Board.

Requested Action

Staff requests that after questions and discussion, the Board endorse the proposed revisions to the Community Marketing Grant Program applications, including the logo policy language.