



July 7, 2010

To: Board of Directors

From: Ron Treabess, Interim Executive Director

Re: 2009 Lake Tahoe Bicycle Achievement Award – Organization

As a result of the North Lake Tahoe Resort Association's continual efforts to improve bicycle opportunities, facilities, and education, including the recent national honorable mention award as a Bicycle Friendly community, the Board of Directors of the Lake Tahoe Bicycle Coalition has selected NLTRA to receive the 2009 Lake Tahoe Bicycle Achievement Award in the organization category. Ty Polastri, President of the Coalition, will be present at the Board meeting to present the award.



BOARD MEETING MINUTES
Tuesday, June 1, 2010 – 9:00 a.m.
Tahoe City Public Utility District

PRELIMINARY MINUTES

ATTENDANCE: Jennifer Merchant, Phil GilanFarr, Ron Parson, Alex Mourelatos, Allen Highfield, Ron McIntyre, Tom Murphy, Deb Dudley, Deanna Gescheider, and Roger Beck (9:45 a.m.)

STAFF IN ATTENDANCE: Andy Chapman, Kym Fabel, Sally Lyon, Jeremy Jacobson, Ron Treabess and Sarah Holster

OTHERS IN ATTENDANCE: Kimberly Frushon, Steve Kastan, Cheri Sprenger, Cathy Davis, Ray Lacey, Becky Moore, Julie Maurer, and Dave Wilderotter

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 9:06 a.m. by Board Chair Alex Mourelatos and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Jennifer Merchant reported that California Senator Rob Wright (Los Angeles) has proposed Senate Bill 625 that would eliminate TOT collections on internet Web sites. The Board asked staff to prepare a letter opposing the bill, if appropriate. Jennifer said she would e-mail the information related to the bill to the Board for review.

Action: *The Board asked staff to prepare a letter opposing Senate Bill 625, if appropriate.*

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 M/S/C (Parson/McIntyre) (9/0) to approve the agenda as presented.

4.0 CONSENT CALENDAR

- 4.1 M/S/C (Parson/Murphy) (9/0) to approve consent calendar with the removal of item C.7 for further discussion.
- 4.2 Ron Treabess led a review of the TOT Budget and Scope of Work to be submitted to Placer County (Item C.7). He said the budget is similar to last year and includes a \$50,000 loan to Marketing from Infrastructure to be reimbursed from carryover. The loan is needed for the purpose of subsidizing expenses related to the Amgen Tour of California, a potential new event for Lake Tahoe in spring 2011.

- 4.3 M/S/C (McIntyre/Murphy) (8/0/1 No-Merchant) to approve the TOT Budget and Scope of Work (Item C7) as presented with the \$50,000 loan to Marketing from Infrastructure.**

Adjourn as the Board of the North Lake Tahoe Resort Association and Convene as the Board of the North Lake Tahoe Chamber of Commerce - 9:19 a.m.

5.0 CHAMBER OF COMMERCE REPORTS

- 5.1 Kym Fabel reported that last month the Chamber co-hosted a mixer with the Wedding and Honeymoon Association (WHA) at Granlibakken. The mixer was well attended and generated new contacts for WHA. The Chamber also co-hosted the IVGID candidacy forum with the Bonanza newspaper at the Chateau in Incline. A follow-up forum will be held in June at Aspen Grove in Incline. Kym reported that graduation was held last month for the 2010 North Lake Tahoe - Truckee Leadership Program. Projects this year included *Shots at Sustainability, Community Garden, and Truckee Arts in Public Places*. In addition, a Web site was created for Kings Beach in anticipation of the Kings Beach Commercial Core Improvement Project construction titled *We're Open for Business*. Kym reported that the Location Based Maps will be reprinted with edits (Carnelian Bay). The Chamber Advisory Committee is exploring new places to distribute maps. The Annual Business Expo is scheduled to be held at the North Tahoe Events Center tomorrow, June 2nd beginning at 5:00 p.m. The next Chamber mixer is scheduled to be held at the Tahoe Yacht Club this Friday, June 4th.
- 5.2 Alex Mourelatos gave an update on the Lake Tahoe Basin Prosperity Plan (LTBPP). He noted the purpose of the LTBPP is to define a strategy to achieve improved economic sustainability and prosperity basin wide. Several working group sessions have been conducted to receive feedback from the community. The focus has been narrowed down to three economic clusters including Health/Wellness, Green Business/Environmental Innovation, and Visitor Services/Tourism. The intent is to identify key investments needed to drive prosperity within these clusters and provide input into TRPA's Regional Plan. The final report to TRPA is scheduled for August with implementation by September or October 2010. Ron McIntyre asked for clarification about environmental redevelopment. Ron Treabess explained it is a proactive approach to development with incentives for responsible design. Ron McIntyre said the plan should more strongly encourage redevelopment and access improvements; environmental regulations are already in place. Deb Dudley said it is important to get TRPA to recognize that redevelopment can be positive to the environment and economy. Jennifer clarified that the purpose of the LTBPP is not to focus on specific redevelopment projects, but to develop a business sector around the three clusters and to create a new niche for North Lake Tahoe. Additional working group sessions are scheduled for both the North Shore and South Shore this summer. Ron Parson suggested we adopt messages in the plan and market our environmental stewardship and current technological capabilities.
- 5.3 Ron Treabess gave a brief update on the Regional Plan Initiative (RPI) presentation. A presentation on the RPI was made two weeks ago to the Nevada Legislative Committee, an oversight committee to TRPA. A letter from the committee will be submitted to the TRPA to encourage support of the plan.

Adjourn as the Board of the North Lake Tahoe Chamber of Commerce and convene as the Board of the North Lake Tahoe Resort Association – 9:56 a.m.

6.0 MARKETING REPORT

- 6.1 Andy Chapman gave a report on the status of securing the start of the Amgen Tour of California scheduled for next spring (May 15th). He said Lake Tahoe has submitted a combined bid between North and South Lake Tahoe for stage 1 and 2 of the race. The Amgen Tour is a national race with a potential economic impact of \$400 million. Tour coordinators are planning to begin the race in South Lake Tahoe and end on the North Shore at a location to be determined. The stage 2 start would also begin on the North Shore. The North and South Shore Chambers of Commerce would be responsible for notifying local businesses and residents. Lake Tahoe representatives are working with race coordinators on logistics for the event such as parking, hotel accommodations, and road improvements. Andy noted that letters of interest from the local business community would help to secure the bid. Andy said he would like to make a presentation to the Placer County Board of Supervisors on the economic importance of the race to Lake Tahoe. A letter of interest has been submitted to Amgen. The RFP is due by June 15th. Roger Beck said this is a great opportunity and we should commit the resources necessary to secure the event. Allen Highfield agreed and said the timing of the announcement of the Lake Tahoe start would coincide with the Tour De France which would receive global recognition. Andy confirmed that the race date is typically in February but was moved to May to allow for a mountain start. The Board directed staff to move forward to secure the event. Alex Mourelatos suggested staff prepare a letter to Caltrans encouraging them to fix Highway 267 to allow the road to be included as a possible route for the race.

Action: The Board directed staff to move forward to secure the start of the Amgen Tour of California for spring 2011. The Board also asked staff to prepare a letter to Caltrans encouraging them to fix Highway 267 to allow the road to be included as a possible route for the race.

7.0 ACTIVITY REPORT

- 7.1 Ron Treabess reported that the Board of Supervisors approved the allocation of \$200,000 to complete the environmental documentation for the Dollar Hill/Tahoe Vista Class 1 Bike Trail. The California Tahoe Conservancy is now the lead agency and primary funding source for the project. A proposal is being developed to initiate a water taxi service along the North and West shores of Lake Tahoe. The Tahoe Transportation District is considering this proposal as a component in the overall lake shuttle program.

8.0 BOARD/STAFF FOLLOW-UP ON PREVIOUS ACTION ITEMS

- 8.1 Ron Treabess reported that staff has prepared a new report to be included in the Board packets going forward that details the status on previous Board and Staff action items. Ron led a review of the action items included in the report. The Finance Committee and staff will draft policy language for year end Transportation funds for Board review and approval at the next meeting scheduled for June 21st. He reported that Neil Cunningham with Tahoe Mountain Resort Foundation is scheduled to make a presentation at next month's Joint Infrastructure/Transportation Committee meeting as to the status of the proposed Performing Arts Center at Northstar. Roger Beck suggested that if nothing is "concrete" by the June 28th meeting, the NLTRA should advocate for a new site.

- 8.2 Alex Mourelatos asked staff to agendize a discussion on the use of logos as it relates to TOT expenditures. He asked staff to prepare policy language on logo usage.

Action: The Finance Committee and staff will draft policy language for year end Transportation funds for Board review and approval.

Action: To agendize a discussion on the use of logos as it relates to TOT expenditures.

9.0 BOARD WORKSHOP

- 9.1 Alex Mourelatos led Board discussion related to the search process to hire a new Chief Executive Officer for the organization. The NLTRA Board, with assistance from facilitator Ray Lacey, generated a preliminary profile for a future CEO. The skills important to the Board are broad, but NLTRA specific with emphasis on tourism promotion. Characteristics include a visionary leader and pathfinder with a focus on innovative growth in tourism. In addition, the Board is looking for a person who listens and communicates well, a relationship builder, someone who has a wide range of skills who can bring ideas to fruition. The leader must be persistent, organized and a finisher. The Board felt it was important that a CEO has management skills and can delegate work. Important elements of focus for the organization include increased visitation, economic sustainability throughout North Lake Tahoe, developing signature events, supporting business incentives for redevelopment, developing strategic funding sources, becoming a community voice, and establishing an integrated non auto transportation system.
- 9.2 The Board discussed the role of the Chamber and whether it should remain under the NLTRA umbrella. Deb Dudley said the organization has worked hard to integrate Chamber and Business Association activities with our greater marketing message. Cheri Sprenger feels the Chamber is lost under the NLTRA umbrella and would be stronger as a separate organization. Alex said he would work with the staff to determine Chamber specific roles versus those of the NLTRA to further refine discussion as it relates to organizational concepts.
- 9.3 Next steps in the process include establishing a Search Committee. The purpose of the committee would be to prepare organizational concepts for Board review, refine today's profile, define an approach and verify professional services needed in the search for a new CEO, execute outreach, perform a high level review of search consultants, screen candidates, and make recommendations to the Board. The process should take approximately four months. The Committee includes Board members Ron McIntyre, Roger Beck, Ron Parson, and Deanna Gescheider. It was suggested that community members be included on the committee. Allen Highfield asked the Committee to develop a package to include relocation information with a specific job description. The Board directed staff to develop a preliminary job description for review.

Action: The Board Chair will work with the staff to determine Chamber specific roles versus those of the NLTRA to further refine discussion as it relates to organizational concepts.

Action: Staff will work with the Search Committee on developing different organizational concepts and assist as needed with the ongoing CEO search. Staff will also draft a job description for Board review.

10.0 DIRECTORS' COMMENTS

10.1 There were no further comments.

11.0 MEETING REVIEW AND STAFF DIRECTION

11.1 The Board asked staff to prepare a letter opposing Senate Bill 625, if appropriate.

11.2 The Board directed staff to move forward to secure the start of the Amgen Tour of California for spring 2011. The Board also asked staff to prepare a letter to Caltrans encouraging them to improve/repair Highway 267 in anticipation of the Amgen Tour.

11.3 The Finance Committee and staff will draft policy language for year end Transportation funds for Board review and approval.

11.4 To agendize a discussion on the use of logos as it relates to TOT expenditures. The Board asked staff to draft policy language on NLTRA logo usage.

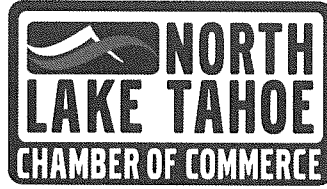
11.5 The Board Chair will work with staff to determine Chamber specific roles versus those of the NLTRA to further refine discussion as it relates to organizational concepts.

11.6 Staff will work with the Search Committee on developing different organizational concepts and assist as needed with the ongoing CEO search. Staff will also draft a job description for Board review.

12.0 ADJOURNMENT

12.1 The meeting adjourned at 2:42 p.m.

Submitted by,
Sarah Holster
Executive Assistant



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

June 30, 2010 at 9 am

Parasol Tahoe Community Foundation, D.W. Reynolds Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Jan Colyer, Sherina Krueel, Ron Yglesias, Cheri Sprenger, Joy Doyle, Heather Leonard, Kaliopé Kopley and Elizabeth Hill.

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

OTHERS IN ATTENDANCE: Ruth Schnabel and Pettit Gilwee

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9 am by Chair Cheri Sprenger. The committee was one board member short of a quorum.

2.0 PUBLIC FORUM

2.1 Andy reported that the 3rd quarter TOT dollars have increased by 30% over last years. Last year \$2.668 million was collected for the 3rd quarter and we are currently at \$3.508 million for the same period this year.

2.2 Jan said that the summer transit starts tomorrow and they have added a new night service between Northstar and Crystal Bay.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Kym would like Andy's presentations moved up to agenda item G. Joy noted that the approval date for the minutes is incorrect on the Agenda.

3.2 **Due to the lack of a quorum, the agenda was accepted by acclamation**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

4.1 **The approval of the minutes of the April 21, 2010 meeting were tabled until next month**

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

5.1 Kym Fabel reported on the Chamber Program and Project Updates. She said that June was a very busy month for the Chamber. The 24th Annual Chamber Business Expo was held on June 2nd and it was very successful there was an increase of 22% in attendance and 12% more booths this year. The Chamber held a Yacht Club Mixer on June 4, 2010.

Kym said that she attended the Pig Roast at CB's on June 5th and she was also a judge for the River Ranch" Dogz in Dudz." There was a joint mixer with the Truckee Chamber of Commerce at The Tahoe Donner Lodge on June 9th and another successful mixer at Coldwell Banker in Incline Village on June 10th with over 125 in attendance. The Chamber staff also had another joint mixer with the Truckee Chamber at the Porter Simon Law Firm in Truckee on June 18th. Kym reported that the Summer Recreation Lunch held at Sunnyside on June 9th was sold out. She informed the committee that Chamber of Commerce has Adopted A Highway and staff conducted a Highway clean-up day on June 16th. The Chamber is steadily increasing in memberships and at this point there are 640 members. Kym said that the Chamber will be at Parasol on July 14th for a ChamberED class called "Establishing a Business Value." There will be a mixer on July 8th at the Mark Twain's Cultural Center in Incline Village and another mixer for the Historic Fish Hatchery Grand Opening on July 10th. There was an order for 150,000 Resorts and Towns maps and they will arrive in two weeks. Kym thanked the committee for all of their input updating the map. The maps will be distributed by Certified Folder on the North and South shore and by individuals in the Truckee and Auburn Welcome Centers. Cheri asked why the partner logos are not included on the map. Andy replied that it is because the funds came from TOT dollars.

6.0 EXECUTIVE DIRECTOR'S REPORTS – RON TREABESS

- 6.1 Ron reported on the NLTRA Update. He stated that there are many projects going on at this time, staff has taken on extra tasks and it is working out well. Kym has stepped up to take more responsibility for the Chamber of Commerce. Andy is working with the Chamber on some different functions such as outreach and business development. Ron reported that the Chamber will be making bigger efforts in providing service to its members. The NLTRA Board Meeting is next week and the Resort Association Auditor will be at the meeting to make a presentation concerning the results of the audit. North Lake Tahoe will also be receiving a Bicycle Friendly Award at the meeting. Joy asked about the progress of replacing the Executive Director. Ron replied that the Board is debating about the search for a new director. Ron stated that staff suggests operating through the summer with current staffing. He said that if we go through summer as staffed and it works, we may not need to search for a new ED; if it doesn't work out then the search for a new ED will occur in this fall. Alex said that the NLTRA Board's first priority is to maintain the high standards of the Resort Association. He said we are headed in a good strategic direction and the staff has stepped up at all levels.

7.0 TOURISM DIRECTORS REPORT-ANDY CHAPMAN

- 7.1 Andy reported on the Lake Tahoe Basin Prosperity Plan. He said he stepped in as the representative for the Chamber and the NLTRA. He reported that there was a meeting on the 24th in South Shore. The four topics reviewed at the meeting were, enhancing the visitor experience, marketing the destination; promote environmental redevelopment and infrastructure and business attraction and development. The next step is on July 15, 2010 to present the draft initiatives at the North Tahoe Event Center. On August 16, 2010 there will be an Economic Forum, location is to be determined, and another meeting is tentatively set for August 25th or 26th where a presentation will be given to the TRPA. Alex reaffirmed the importance of the LTBP to the committee. Ron said one of the advantages is this plan can be implemented prior to the regional plan. The plan could be implemented as early as this fall. Ron said the Lake Tahoe Forum occurring in August is looking at using this plan as one of the key note subjects to be discussed. Cheri requested that the committee be at the presentation on July 15th. Andy said once they produce a flyer for the July 15th meeting he would like the business associations to distribute it out through their databases. Alex said that everyone needs to be at the meeting on July 15th this is a collaborative basin-wide plan that will have a significant impact on the region.

***Action-Chamber Committee members requested notification to attend the meeting on July 15, 2010 at the North Tahoe Event Center from Kym**
***Action-Community Member to forward LTBPB flyers (once created) through databases**

10.0 PRESENTATION AND UPDATE ON "HIGH NOTES"- ANDY CHAPMAN

10.1 Andy is here to present "High Notes," a North Tahoe Summerlong music series, designed to promote awareness of all of the free music and ticketed music during the summer. Andy showed the committee the current ad and website www.TahoeHighNotes.com. The media is focused more on drive than destination marketing. The media placements for print are in Reno News and Review, Sacramento news and Review, SF Weekly and Wave Magazine. The radio buys are with Reno Radio on station KTHX where they conduct weekly live interviews every Wednesday and there are also radio buys in the Bay Area. "High Notes" is being marketed on the Internet through Sacbee.com, LocalGetaways.com, Zvents.com, KFOG, Google/Yahoo and Sfstation.com. The total media budget for "High Notes" is \$42k. Alex would like to get a report at the end of the series to review clickthroughs to each of the music events.

11.0 REVIEW, DISCUSSION AND POSSIBLE RESOLUTION OF SUPPORT OF AMGEN TOUR- ANDY CHAPMAN

5.1 Andy gave a presentation on the Amgen Tour; it has become the largest bicycle race in the USA. It is an 8 stage race underwritten by the Cal Tourism Commission and AEG is the production company behind the race. The Amgen Tour is an international, world-class cycling road race that features athletes from more than 27 countries (17 eight member teams). The NLTRA and the LTVA have been working to secure the bid to host the overall start/finish and stage two start for 2011. If the bid is secured in Lake Tahoe the race would start on May 15, 2011 in South Lake Tahoe and the cyclists would do a loop and a half around the lake. The race ending location has been discussed and it could be in Squaw Valley USA or Northstar. The race offers: 42 hours of broadcast to 10.2 million total viewers in U.S., International broadcast to over 200 countries in 20 different languages, two million on-site spectators and over 1.5 million visitors to the official website, \$400 million in overall economic impact and 3.5 billion impressions worldwide. The CTTC is a major sponsor of the race. Andy stated the host city benefits would include revenue generation opportunities, race hospitality, publicity and marketing and inbound tourism and tourism development. The Local Organizing Committee (LOC) would consist of two co-chairs, one from the NLTRA and one from the LTVA. Staff working with the NLTRA and the LTVA is putting together a statement of interest that says we are interested in submitting an RFP, we have the facilities to do it and we want to do it. The time line is as follows, a letter of intent is to go out on June 10th, letters of support and the RFP submittal will go out on June 15th, the 2011 race stage will be announced in July and the 1st meeting of the regional LOC will commence in July.

5.2 The north shore partners at this time are the NLTRA, Northstar, The Ritz, The Resort at Squaw Creek, The Squaw Valley Lodge and The Village at Squaw there are 540 comp rooms from these partners at this time. Andy is looking for a letter of support from the Chamber. Cheri asked if Andy will need letters from the community partners. Andy said that he would like letters and he would like to be added to the community partners meeting agendas in the near future. Alex asked if there is a budget for this event, Andy replied that there is \$115k for event development, \$50k of that is a loan from infrastructure that will be paid back from carryover funds. Joy asked what the overall goal is. Andy said that it would offer national and international TV coverage. He would like for this to be more than a one year deal.

***Action-Andy would like a letter drafted from the NLT Chamber Supporting The Amgen Tour**

8.0 PRESENTATION OF ROI REPORT-2009 COMMUNITY MARKETING PROGRAM GRANT TO SNOWFEST-RUTH SCHNABEL

8.1 Ruth Schnabel reported on the ROI Report for SnowFest. She said they ran 430 spots on Charter Cable and Comcast Cable that pointed to a SnowFest video on demand infomercial; 428K people watched the infomercial. Ruth said that they produced 60,000 rack cards, 7,000 pocket calendars and 500 posters. The Weekly and The Sierra Sun/Tahoe World were both sponsors for SnowFest. The PR was conducted by the NLTRA and Pettit Gilwee. Ruth reported that there was an estimated attendance of 25,500 people. This year Birchhill Enterprises of Port Angeles, Washington conducted an Economic Impact Study on SnowFest and out of the 536 people surveyed 58% were local, 27% listed SnowFest as a important factor in their decision to visit North Lake Tahoe, 4.01 was the average number of days visitors stayed in the area, 25% of the people were first-time festival goers, 63% of participants said they would come back next year. The surveys results concluded that there was an estimated \$178,671 of local dollars that would have left North Lake Tahoe if SnowFest had not been held. The average spending per day per visitor was estimated at \$91.77 which equals an average on \$3,439,655 direct and indirect overall economic impact. Ruth said that obtaining sponsorship money is very difficult at this time and SnowFest gives a lot of money back to the community. Kali asked Ruth about the Grant breakdown. Ruth replied they received \$8k from NLTRA, \$5k from Placer County, \$500 from the Kiwanis Club and \$500 from Rotary. Kali asked if the parades grew in attendance this year. Ruth replied that the Tahoe City Parade was big this year and Cheri said the last two years Kings Beach parade numbers have been up. Kali stated that she feels the event is a "bit of a booze fest." Ruth said that SnowFest does not produce the events and she would like to have more child friendly events in SnowFest. Sherina said that their event "Human Bowling" is becoming more of a child friendly event. Ruth stated that that her goal is to have SnowFest be a line item on the budget so they don't have to request funds every year from this committee. Kali said that the money brought in for the businesses is not enough. She believes the event should be more successful after 30 years. Ruth described the history of SnowFest. She said SnowFest went belly up in 1999 where it lost a lot of support and she has been rebuilding SnowFest and getting sponsorships back since that time. Ruth said that SnowFest has the biggest economic impact out of any event in North Tahoe and she feels they should be funded more. Jan said this is a 10 day event and she feels that that Ruth should not have to come back to the committee every year for funding. Cheri agreed. Kali said that she thinks it should be on the agenda for next month.

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

9.1 Kym reported on the Grant Funding for the Community Grant Program for next year. She said it looks like there will be slightly more funds available this year for Grants. Kym said that as she was looking at the Grant Applications and wanted to make some revisions, she created two applications. She created one application for the Community Partners and one for the general event producers. Kym said she would also like to have a discussion about the usage of the Chamber and the NLTRA logos. Cheri stated that she would like this to be clarified to the committee via email and have this item moved to next meeting. She also said she would like to have Placer County's input on the logo inclusion and direction. Ron replied that the inclusion of the NLTRA logo must be used if the event is funded with TOT dollars and the Chamber logo can be used to make an event more valid. Alex stated that the goal is to acknowledge where TOT funds are being spent. Cheri said a year ago they agreed to use the Chamber logo. Ruth suggested that a logo be created with both the Chamber and the NLTRA as one

***Action-This item to be moved to the next meeting with logo discussion and clarification**

12.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

12.1 **NTBA**-Cheri has a request for Chamber assistance to add cross walk traffic calming devices in Kings Beach. Cheri has sweatshirts for sale.

TMA-Summer Transit starts tomorrow.

13.0 ADJOURNMENT

13.1 The meeting was adjourned at 11:12 a.m.

Submitted by,
Emily Sullivan
Program Assistant



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES

June 29, 2010 – 1 pm

TAHOE CITY PUBLIC UTILITIES DISTRICT CONFERENCE ROOM

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Bret Williams, Les Pederson, Steven Holt, Ron Parson (1:01), Deb Dudley (1:03), Julie Maurer (1:04), and Deanna Gescheider (1:15)

RESORT ASSOCIATION STAFF: Judy Laverty, Andy Chapman, Jeremy Jacobson, Kym Fabel, Jason Neary 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 Barb Cohen, the owner of the Shore House in Tahoe Vista and Alvina Patterson owner of the Holiday House spoke to the committee about obtaining marketing funds for the small lodging properties. Alvina reported that she created a new website, lodgingnorthtaho.com to help market the smaller lodging properties from Kings Beach to the West Shore of Lake Tahoe. She said marketing for small property lodging is a priority. The small properties around the lake believe that they are “underserved” and the current marketing is not working for them. She said they are in the process of putting together a plan to request marketing dollars from the NLTRA.

2.2 Alvina described the website she created. This is a free website and very user friendly. Some of the properties got together for a meeting last week and the following properties were represented: Ferrari Crown Family Resort, Tahoe Vistana Inn, The Shore House, Mourelatos, Stevenson’s Holiday Inn, Granlibakken, Sun and Sand Lodge, the Cottage Inn at Lake Tahoe and the Holiday House. Alvina requested that they be added to the next NLTRA Meeting agenda. Deb replied that a finalized request will need to be presented to the Marketing Committee prior to them going to the Board of Directors. If the Marketing Committee approves the request it will then go to the Board for approval. Alvina asked if their site would have to be linked to the gotahoenorth.com site. Deb replied that the committee would have to look at their plan to see what would work the best for everyone involved. Andy stated that the NLT Wedding and Honeymoon Association could be used as a guideline. He said the NLTWA has their own site and do their own marketing. Deb suggested that Alvina work with Andy prior to the next Marketing Committee

meeting scheduled for July 27, 2010. That will give them time to put together a finalized plan to be added to the next Marketing Committee Agenda and the Committee will have time to review it prior to the meeting. Bret asked Alvina what the prerequisites are to be listed on the site. She said that the prerequisites are smaller properties that are owner operated; hurting financially and the properties must be located within Placer County. Timeshares and vacation rentals are not listed on the site. Alvina stated that if their properties excel, then the NLTRA will benefit due to increased TOT dollars.

*NOTE: Add Alvina Patterson's request for NLTRA Marketing funds for small lodging property marketing to the next Marketing Committee Agenda.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Parson/Williams) (8/0) to approve the Marketing Committee agenda as amended

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON MAY 25, 2010

4.1 M/S/C (Parson/Gescheider) (8/0) to approve the Marketing Committee minutes from May 25, 2010 minutes as presented

5.0 REVIEW AND POSSIBLE ACTION TO RECOMMEND FOR BOARD APPROVAL THE FY 2010/11 NLTRA BUDGET

5.1 Andy reviewed the Assumptions for the proposed 2010/11 budget compared to the forecast 2009/10. He said the marketing budget is as follows: Placer County payments have increased by 2% for additional marketing programs, there is no marketing research scheduled for 2010/11, there is an increase of 5% to fund community marketing programs and Placer County Film, there is an increase of 224% for new event development due to sponsorship for the Amgen Tour and there is a decrease of 47% for miscellaneous marketing programs. Andy reported that the 3rd quarter TOT dollars have increased by 30% over last years. Last year \$2.668 million was collected for the 3rd quarter and we are currently at \$3.508 million. Andy then reviewed the FY 2010/11 TOT proposed budget. Deb asked if there were any questions. Les asked if there was a budget for the media plans in place. Andy said that next month the committee could review the co-op marketing plan and budget set for the summer. Ron would like to look at the individual line items in the budget; he requested that the committee to go over each line item to ensure that they are viable and they should have a planning discussion about the budget goals. Deanna asked if there were quantifiables or objectives for the budget. Andy replied that there is a three year plan and a six month plan in place. Deanna said the committee should look at long term goal and let staff come up with the line items. Deb says a portion of the budget plan comes from the community meetings, where the community decides what they would like marketed, such as "High Notes." Bret asked if it would be beneficial if the Marketing Committee took the outcomes of the Community Meetings and reviewed them. Ron would like the committee to take a leadership role. Julie said that funding the Placer County Film Office, PUD, and the Event Center may need to be revisited. The committee discussed giving funds to an organization and then losing marketing control. Deb and Andy explained that the NLT Wedding and Honeymoon Association is a good example of how staff manages the groups that are funded. The NLTRA gave funds to the NLTWA and they are now branded in conjunction with the NLTRA. Deb said that we give special events marketing dollars with strings attached; they get funds but with staff

guidance to ensure that the money is spent wisely and there are ROI reports after events to ensure that the funds were used properly.

5.2 M/S/C (Parson/Gescheider) (8/0) to recommend for Board approval the FY 2010/11 NLTRA Budget

Action: Marketing Committee to review the outcomes of the Community Meetings

6.0 REVIEW AND POSSIBLE ACTION TO RECOMMEND FOR BOARD APPROVAL THE FY 2010/11 NORTH TAHOE MARKETING COOPERATIVE BUDGET

6.1 Andy reviewed the NLT Marketing Co-op budget plan for FY 2010/10. Andy said there is a Marketing Cooperative meeting scheduled for tomorrow at 1 pm. Andy then reviewed the budget. He reported that the overall Co-op budget is revised by 5.6% which will go towards funding a Website Content Manager and Social Media. Ron said staff needs to go after more Co-op opportunities, possibly the smaller lodging properties. Les asked if salary was included in the budget. Andy replied that it is all marketing dollars there is no salary involved in the Co-op budget. Les stated that he would like to see another staff member in conference sales; even a part time person. Andy asked the committee if they had anything that they wanted discussed at the Marketing Co-op meeting. Jason asked if it would be possible for IVCBVA to fund a conference sales position out of their operational budget. Deb said she would discuss it at the meeting. Bret asked if it was possible to get a staff member (like a PR person) to reach out to small lodging properties to show them what the NLTRA can do for them, and to inform them of events. The committee discussed who would be in charge of trying to get the small lodging properties involved. Steven said maybe the Chamber could go out and do this. Andy replied that there is a possibility in the future that funds are set aside for NLTRA PR efforts. Deb asked if it would be a good idea for Alvina and the smaller properties to start a Lodging Subcommittee. Ron agrees it would be a good idea. Steven asked how we allocate dollars for the Marketing budget. Andy said we look at it twice a year, in the summer and the winter months.

7.0 PRESENTATION, REVIEW AND POSSIBLE ACTION TO RECOMMEND TO BOARD ON ADVERTISING AGENCY COMMISSION /FEE STRUCTURE

7.1 Andy said that as of May 5th the NLTRA Board of Directors approved a six month extension of the advertising agency contract through June 30, 2011. Some members on the Board requested more information on the commission/fee structure.

7.2 Wendy with EXL Media said they make 20% commission on cash media buys from the Co-op and 14% on total placed media including added media value. Cash media buys for 2009/10 totals \$574,126. Out of the 20% commission EXL makes 12% and Smith and Jones makes 8%. There is no charge on any media that was negotiated for free (they negotiated free promotions totaling \$224, 717) and most agencies charge for this service. Wendy said that they have maintained the strongest buying power for Tahoe/Reno so she is able to secure lower rates than most other agencies. Wendy reported that the commission gathered by EXL media covers all their time and expenses, they spend 1,200-1,500 hours per year on the North Lake Tahoe Marketing Co-op account.

7.3 Cathy with Smith and Jones said that they charge a monthly client service fee of \$2,100. This covers time associated with the budget management and actualization, reporting, general correspondence with client or for the client,

account planning and media coordination. This fee also covers special projects that may come up. The total client service fees for 2009/10 total \$26,030. Smith and Jones have donated 418 agency hours to the account. Cathy said that per the contract they could charge a 30% commission on printing across the board and they have only ever charged the NLTRA 20% commission.

- 7.4 M/S/C (Parson/Williams) (8/0) to reaffirm the Advertising Agency Commission/Fee Structure for Smith and Jones and EXL Media is acceptable by industry standard**

8.0 DISCUSSION AND POSSIBLE ACTION ON GTN WEBSITE RECIPROCAL LINKS

- 8.1 Andy said this item is in relation to an action item that came out of the NLTRA Board Meeting. It was discussed at the Board Meeting was that if GTN links out to different business should staff request to have a reciprocal link on their website to GTN; if they don't should we cut the link off our website. Ron said we need to go back to our mission statement. He said that having outbound links to restaurants and activities to visitors is a benefit. He thinks that if the NLTRA funds an event then we should request that they add the GTN link to their website. Steven said that if the NLTRA is funding anything it should be a prerequisite. He said that the Ritz has a policy in place that would not allow any links to be added to their site.

- 8.2 M/S/C (Parson/Maurer) (8/0) to recommend to the NLTRA Board that a reciprocal link is requested from anyone that is funded i.e. Co-op funding or Event Funding, but is not required from any lodging partners and staff will explore a possibility to create a ghost page of information on activities and restaurants that lodging partners can link to**

9.0 REVIEW OF WINTER PHOTO SHOOT

- 9.1 Cathy and Andy gave a brief presentation on the Winter Photo shoot. Andy reported that the winter photo shoot is more action oriented and focuses on real people participating in activities.

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

- 10.1 ADVERTISING-** Cathy reported on the Marketing that is in place for May and June from the Marketing packet on print, internet, radio, direct response, gotahoenorth.com website and upcoming outdoor ads. They have recently launched a survey on gotahoenorth.com to obtain feedback to assist with the revision of GoTahoeNorth.com.
- 10.2 CONFERENCE SALES-** Jason Neary's gave a report on Conference Sales. He passed out a Performance Measurement Document to the Committee for review. Les asked if Jason could add the site visits Jason conducts to the report. Jason said he could provide the site visits on his next report.
- 10.3 LEISURE SALES-** Jeremy Jacobson reviewed the Leisure Sales report.
- 10.4 SPECIAL EVENTS-** Judy Laverty reported on the Special Events Department.
- 10.5 PUBLIC RELATIONS-** Pettit Gilwee reviewed the NLTRA Public Relations Report.
- 10.6 WEBSITE-** Shelley Fallon reviewed the Web Content report.

11.0 COMMITTEE MEMBER COMMENTS

11.1 Deb noted that the suggestions at the Community Workshop worked and "High Notes" is a great example.

12.0 STANDING REPORTS

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

- MAY MTRiP REPORT
- MAYSEARCH ENGINE OPTIMIZATION REPORT
- MAY WEB/GEO TRACKING REPORT
- MAY CLICK THRU REPORT
- APRIL FINANCIALS REPORT

13.0 ADJOURNMENT

13.1 The Marketing Committee meeting adjourned at 3:22 pm.

Submitted By:

Emily Sullivan, Program Assistant
North Lake Tahoe Resort Association



**JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE
MEETING MINUTES**

Monday, June 28, 2010 – 1:30 p.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

ATTENDANCE: Guy Perman, Gary Davis, Roger Beck, Will Garner, Ron McIntyre, Wally Auerbach, Ken Foster, Debbie Casey, Kali Kopely, Tom Murphy, Pat Perkins, Curtis Aaron, Dave Paulson, Jennifer Merchant and Jan Colyer

STAFF IN ATTENDANCE: Ron Treabess, Andy Chapman and Kim Lambert

OTHERS IN ATTENDANCE: Brian Stewart, Neil Cunningham, Bill Clark, Linda Williams

1.0 CALL TO ORDER – ESTABLISH A QUORUM

- 1.1 The meeting was called to order at 1:39 p.m. by Chairman Ron McIntyre and a quorum was established.
- 1.2 Ron Treabess introduced Placer County appointees to the committee. New appointees are Curtis Aaron, John Pang and Pat Perkins. Reappointees are Keith Vogt and Guy Perman.

2.0 PUBLIC FORUM

- 2.1 Cindy Gustafson from the TCPUD informed the committee that the US Forest Service is planning to enforce parking in 64 acres on the Fourth of July weekend. She is going to attempt to get them to change their minds. She will update Ron Treabess by email.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 Ron Treabess wanted to add a status report on the Tahoe City Transit Center to today's agenda as item C-1.
- 3.2 **M/S/C (Merchant/Garner) (15/0) to amend and approve the agenda.**

4.0 APPROVAL OF JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE MEETING MINUTES

- 4.1 **M/S/C (Merchant/Colyer) (9/0, 6 abstentions) to approve the Joint Infrastructure/Transportation Committee meeting minutes of April 26, 2010 as presented.**

5.0 STATUS REPORT AND DISCUSSION: TAHOE CITY TRANSIT CENTER – DPW, TAHOE VISTA

5.1 Brian Stewart from the Department of Public Works reported that construction has begun. The project will not require any traffic control until after Labor Day. At this time, the anticipated completion date is January 2011.

6.0 STATUS REPORT AND DISCUSSION: PERFORMING ARTS CENTER – TAHOE MOUNTAIN RESORTS FOUNDATION

6.1 Neil Cunningham reported that TMRF is working with CML to get a written commitment to use the chosen site. TMRF does not want to go forward or ask for more funding until this is done.

6.2 Roger Beck suggested a drop-dead date of September 30, 2010. He recommended that if there is not a written commitment by then, other sites should be considered.

7.0 STATUS REPORT AND DISCUSSION: SQUAW VALLEY OLYMPIC MUSEUM – SQUAW VALLEY SKI MUSEUM FOUNDATION

7.1 Bill Clark reported that the site selection committee has recommended to their Board that undeveloped land on the regional park site south of Squaw Valley Road be used to locate the museum. The committee will meet with Placer County to discuss the feasibility of this. They hope to have approval from the county by the end of fall 2010 and will not request additional funding from the Joint Committee until there is an agreement for the site.

7.2 Two licensing agreements have been signed. The word "Olympic" may now be used. Also, the Olympic Heritage Celebration events in January were successful.

7.3 Ron Treabess suggested that visitor information be included in the museum if the recommended site is selected.

8.0 PRESENTATION AND DISCUSSION: AMGEN TOUR OF CALIFORNIA – NLTRA STAFF

8.1 Andy Chapman reported that several north and south Lake Tahoe organizations are working together on an RFP to hold the stage 1 start, stage 1 finish, and stage 2 start of the 2011 Amgen Tour of California bicycle race at North Lake Tahoe. A letter of interest has been submitted and the decision will be announced in late July 2010. Andy requested a letter of support from the committee.

8.2 M/S/C (Beck/Kopley) (14/0) to direct staff to draft a letter of support.

Action item: Staff will draft a letter of support for the committee chair's signature.

9.0 STATUS REPORT AND DISCUSSION: TART BUS STOP BEAR BOXES PROJECT – TMA AND TART

9.1 Will Garner updated the committee on the status of the bear box project. To date, only four bear boxes have been installed. CalTrans has caused the delay by requiring additional paperwork including schematic drawings for the remaining bear boxes. The county does not have a budget for these drawings. A local engineering firm may be able to do it cheaper.

Action item: Ron Treabess will figure out the amount needed to get the drawings done and report it to the committee at the next meeting.

10.0 STATUS REPORT AND DISCUSSION: UPDATE OF SUMMER TRANSPORTATION SERVICES - TART, TMA, AND NORTHSTAR

10.1 There are no concerns about summer services. Summer services will commence on July 1st as scheduled and run through Labor Day.

11.0 STATUS REPORT AND DISCUSSION: UPDATE OF NORTH LAKE TAHOE EXPRESS - TMA

11.1 Jan Colyer reported that the NLTE is doing well. At the next meeting, she will explain the \$30,000 that is in the equity account and clarify how the 2010/11 \$35,000 contribution from Washoe County will be used.

12.0 ACTIVITY REPORT

12.1 Ron Treabess noted that a ballot initiative concerning state raids of local government and transportation funds has qualified for the November 2010 ballot.

13.0 COMMITTEE MEMBERS' COMMENTS

13.1 Roger Beck suggested that speakers be given a specific amount of time for their presentations.

13.2 Jan Colyer noted that there is a CalTrans Hwy 28 alert.

13.3 Curtis Aaron mentioned that the manhole in front of the hardware store in Kings Beach is being worked on and one lane will be blocked until Thursday.

13.4 Tom Murphy welcomed the new members.

13.5 Debbie Casey said Wild Goose is now open to the public.

13.6 Ron Treabess stated that his daughter, Susan, was selected for the United States Equestrian Team.

14.0 ADJOURNMENT

14.1 The meeting adjourned at 3:40 p.m.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant



FINANCE COMMITTEE MINUTES
Monday, June 21, 2010 – 11:00 a.m.

NLTRA Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Ron Parson, Allen Highfield, Mike Salmon, Ron McIntyre, Kimberly Frushon (11:07)

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

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 11:03 a.m. by Ron McIntyre and a quorum was established.

2.0 PUBLIC FORUM

2.1 There were no public comments.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Parson/McIntyre) (4/0) to approve the agenda as presented.

4.0 APPROVAL OF MINUTES

4.1 M/S/C (Parson/McIntyre) (4/0) to approve the Finance Committee minutes of Monday, May 3, 2010.

5.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE APRIL 30, 2010 FINANCIAL STATEMENTS

5.1 Sally Lyon reviewed the Financial Analysis for the ten months ending April 30, 2010. The Statement of Financial Position showed that at the end of April, operating cash is \$323,000. Marketing Cooperative cash is \$182,000 and Infrastructure cash is \$471,000. The receivable from the County for Marketing, Transportation, and G & A is \$861,000. Infrastructure funds that Placer County is holding are booked as a separate receivable in the amount of \$4,995,000. Unearned revenue and deferred support related to Infrastructure is \$5.5 million. Change in net assets is (\$112,000) for the month of April and (\$83,000) year-to-date.

- 5.2 The Statement of Cash Flows shows that cash and cash equivalents, including Infrastructure Investments, is down \$280,000 from the same month a year ago with spending down of infrastructure funds as requested by the County. There is a decrease in cash of \$54,000 for the ten months ending April 30, 2010.
- 5.3 Discussion followed in regards to the April 30, 2010 Financial Statements. Ron McIntyre asked for clarification of the transportation variance. Sally explained that there was a lot of spending in April that will be offset by revenue in May and June.
- 5.4 **M/S/C (McIntyre/Salmon) (5/0) to recommend to the NLTRA Board of Directors the approval of the April 30, 2010 Financial Statements.**

6.0 REVIEW AND RECOMMENDATION OF PROPOSED FY – 2010/11 NLTRA BUDGET

- 6.1 Ron McIntyre is concerned that transportation has used infrastructure funds in the past. He thinks that this practice may affect future votes for infrastructure money.
- 6.2 Sally Lyon reviewed the proposed FY 2010/11 Budget.
- 6.2.1 TOT Budget – Sally stated that there is a \$41,000 decrease in this TOT budget from the TOT budget the Board reviewed earlier.
- 6.2.2 NLTRA Budget – Sally reviewed the NLTRA budget and it was discussed in comparison to the forecast looked at last month. Additional narrative regarding the health insurance plan and salary increase will be added. The TOT budget has been submitted to the county, but they have not yet responded.

Action item: Sally will do a spreadsheet that compares last year's health insurance plan to the proposed plan for 2011-12. It will be included in the Board packet.

Action item: Sally will describe in writing the composition of the 5% salary increase. It will be included in the Board packet.

Action item: Sally will email a budget reconciliation to Mike.

Action item: Ron Treabess will include a transportation project spreadsheet in the Board packet.

- 6.3 Discussion followed regarding 3rd quarter TOT. The county has not been forthcoming with the information.

Action item: Ron Treabess will call and ask Jennifer Merchant about 3rd quarter TOT.

- 6.4 **M/S/C (McIntyre/Salmon) (5/0) to recommend to the NLTRA Board of Directors the approval of the Proposed FY-2010/11 NLTRA Budget with discussed narrative changes and explanation.**

7.0 REVIEW AND RECOMMENDATION OF SUGGESTED LANGUAGE FOR NLTRA POLICY FOR RECONCILIATION OF YEAR END UNEXPENDED TRANSPORTATION PROJECT FUNDS

7.1 Staff recommends that the NLTRA give the county back unexpended transportation project funds at the end of the year for cleaner accounting. The percentage language was discussed and it was decided to omit the last sentence.

7.2 M/S/C (McIntyre/Highfield) (5/0) to approve the suggested language for NLTRA policy for reconciliation of year end unexpended transportation project funds with the last sentence removed.

8.0 REPORT ON FOLLOW-UP ITEMS FROM PREVIOUS MEETING

8.1 It was decided to move the Finance Committee meetings to the Tuesday before the Board meetings. The next Finance Committee meeting will be on Tuesday, August 3, 2010 at 9:00 a.m.

8.2 The budget will be on the consent calendar of the July 7, 2010 Board meeting.

9.0 COMMITTEE MEMBER COMMENTS

9.1 Ron Parson stated that the budget was well done.

11.0 ADJOURNMENT

12.1 The Finance Committee meeting adjourned at 12:12 p.m.

Submitted by:
Kim Lambert
Accounting and Human Resources Assistant

Monthly Report May 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 5/31/10	\$1,060,294	* Estimated
Forecasted Commission for this Revenue:	\$50,841	
Number of Room Nights:	5481	
Number of Delegates:	2541	
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 5/31/10:	43	

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:	\$191,365
Projected Commission:	\$703
Number of Room Nights:	1113
Number of Delegates:	329
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

<u>Number of Groups Booked:</u>	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:

<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:	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:

<u>Number of Groups Booked:</u>	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:

<u>Number of Groups Booked:</u>	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:

<u>Number of Groups Booked:</u>	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:	\$1,656,967	\$750,000
For 2011/12:	\$555,711	\$250,000

NUMBER OF LEADS Generated as of 5/31/10: 90

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 May 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 5/31/10:	\$417,056	* Estimated
Forecasted Commission for this Revenue:	\$29,929	
Number of Room Nights:	3891	
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 5/31/10:	46	

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:	\$417,056
Projected Commission:	\$4,378
Number of Room Nights:	394
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:

<u>Number of Groups Booked:</u>	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:

Number of Groups Booked: 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:

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 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:	\$ 198,356	\$100,000
For 2011/12:	\$ 15,093	\$

NUMBER OF LEADS Generated as of 5/31/10: 69

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 JUNE 2010

KEY MEETINGS/LUNCHEONS/RECEPTIONS ATTENDED BY STAFF

- Attended SJ Marketing Meeting: Andy
- Attended SJ Marketing Web Meeting: Judy, Andy, Shelley
- Attended NLTRA Board Meeting: Andy, Jeremy, Judy
- Attended Chamber Advisory Committee Meeting: Judy, Andy
- Attended Finance Committee Meeting: Andy
- Attended CTTC Advertising Committee Meeting: Andy
- Attended NLTRA Marketing Committee Meeting: Andy, Jason, Judy, Jeremy
- Attended NLT Marketing Coop Meeting: Andy, Jason, Judy
- Attended SMG Lake Tahoe Tourism Symposium: Andy, Jason, Judy, Jeremy
- Attended NTBA Small Lodging Meeting: Andy
- Met with new Director of Sales at Hampton Inn and Suites: Jeremy
- Met with new Sales Manager at CalNeva: Jeremy
- Attended last BLC planning meeting: Jeremy
- Attended RSCVA Directors of Sales Meeting: Jason
- Attended Chamber Business Expo: Judy, Jeremy
- Met with Smith & Jones regarding website upgrades and conference planner: Jason

SPECIAL PROJECTS

- Attended CALTIA California Conference on Tourism: Andy, Judy
- Proceeding on bid process for the 2011 Tour of California: Andy, Judy
- Participating in the LTBPP process: Andy
- Meet with High Sierra Visitor Council for Chair Transfer: Andy
- Hosted Lonely Planet – India: Jeremy
- Hosted Fit For Fun Magazine – top active lifestyle publication in Germany: Jeremy
- Hosted Look Magazine UK photo shoot: Jeremy
- Hosted CEO of Faszination – German wholesaler adding summer Tahoe product: Jeremy
- Attended Lake Tahoe Reunion Golf Classic: Jason
- Attended Affordable Meetings West show: Jason
- Met with Todd Jackson for Amgen: Judy, Andy
- Met with S & J on AFW: Judy, Andy
- Attended Sunset Celebration Weekend as a vendor: Judy
- Attended Concours d'Elegance and TCDA Wine Walk: Judy
- Attended Music in the Mountains: Grass Valley, Judy
- Met with Ritz Carlton – AFW: Judy, Andy
- Continued planning for AFW: Judy
- Continued oversight of Web content management: Judy, Andy
- Assembled entire Summer Music Calendar: Judy
- Finalized and executed High Notes Summerlong Music Promo: Andy, Judy

**North Lake Tahoe Resort Association
Financial Statements
For the Ten Months Ending April 30, 2010**

North Lake Tahoe Resort Association
Financial Analysis
For the Ten Months Ending April 30, 2010

Consolidated

Statement of Financial Position

At the end of April, Operating Cash is \$323,000, Marketing Cooperative Cash is \$182,000 and Infrastructure Cash is \$471,000. The Receivable from the County is \$861,000. This includes four 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 down \$16,000 from the previous month and includes good collections of Chamber memberships billed in January and STN ticket sales. Accounts Payable is down \$52,000 from a month ago. Advance Ticket Sales (STN) is down \$12,000 from a month ago as the season winds down. Other Liabilities and Unearned Revenue are down \$87,000 from a month ago and reflects the change in Marketing Cooperative cash and the corresponding liability. Change in Net Assets is (\$112,000) for the month of April and (\$83,000) year to date.

Statement of Cash Flows

Year to date, Cash and Cash Equivalents, including Infrastructure Investments is down \$280,000 from the same month a year ago. For the year, Tourism and Administration has used \$277,000, Infrastructure has provided \$227,000 and equipment purchase has used \$4,000 for a total decrease in cash of \$54,000 for the ten months ending April 30, 2010.

North Lake Tahoe Resort Association
 Financial Variance Report
 For the Month Ended April 30, 2010

	Dept	Support	Salaries & Benefits	Operating Expenses	Depreciation, Reserves, Non Cash	Change in Net Assets
Month-Budget		283,627	81,993	184,290	2,500	14,844
Key Variances						
Placer County Funding-Change to payment schedule	VST	265,862				265,862
TOT funding-Revenue recognition to match spending Infrastructure projects	Infrastructure	352,954				352,954
Salaries-Timing	G & A		(4,679)			(4,679)
Community Marketing Programs-Timing	Marketing			(3,500)		(3,500)
Programs-NT Events Center-Timing	Conference			(15,000)		(15,000)
Transportation Projects-Timing	VST			(364,222)		(364,222)
Professional Fees-Legal	G & A			(4,307)		(4,307)
Infrastructure Projects-Northstar Community Multipurpose Trail	Infrastructure			(352,954)		(352,954)
All Other Smaller Variances	Various	255	3,281	(3,120)	(1,287)	(871)
Variance Total		619,071	(1,398)	(743,103)	(1,287)	(126,717)
Month-Actual		902,698	83,391	927,393	3,787	(111,873)

Positive variance is positive to the Budget.

North Lake Tahoe Resort Association
 Financial Variance Report
 For the Ten Months Ended April 30, 2010

YTD-Budget	Dept	Support	Salaries & Benefits	Operating Expenses	Depreciation, Reserves, Non Cash	Change in Net Assets
		2,962,970	950,025	1,957,241	25,000	30,704
Key Variances						
Commissions-Groups coming in less than projected	Conference	(32,428)				(32,428)
Placer County Funding-Change to payment schedule	VST	129,924				129,924
Chamber Member Dues-Write-off of non-paying members	Chamber	(6,508)				(6,508)
Chamber Special Events-Revenues higher than budget	Chamber	9,615				9,615
TOT funding-Revenue recognition to match spending	Infrastructure projects	769,599				769,599
Special Events-Unspent new development funding	Marketing			7,061		7,061
Community Marketing Programs-Timing	Marketing			(13,987)		(13,987)
Programs-NT Events Center-Timing	Conference			(15,000)		(15,000)
Transportation Projects-Timing	VST			(227,252)		(227,252)
Infrastructure Projects-Variou, corresponds to TOT funding	Infrastructure			(769,599)		(769,599)
All Other Smaller Variances	Various	2,802	8,180	16,317	7,110	34,409
Variance Total		873,004	8,180	(1,002,460)	7,110	(114,166)
Month-Actual		3,835,974	941,845	2,959,701	17,890	(83,462)

Positive variance is positive to the Budget.

Statement of Financial Position

April 30, 2010

(unaudited)

	Current Year		Prior Year		Month Change		12 Month Change		10 Month Change	
	30-Apr-10	31-Mar-10	30-Apr-09	30-Jun-09	Amount	Pctg	Amount	Pctg	Amount	Pctg
	Current	Last Month	Same Mth	Year End						
ASSETS										
Cash and cash equivalents										
Operating	\$ 322,798	\$ 489,169	\$ 565,644	\$ 641,718	\$ (166,371)	-34%	\$ (242,846)	-43%	\$ (318,920)	-50%
Marketing Cooperative	181,638	258,758	131,876	171,612	(77,120)	-30%	49,762	38%	10,026	6%
Infrastructure	471,155	471,155	558,420	216,178	0	0%	(87,265)	-16%	254,977	118%
Other Restricted	0	0	0	0	0	-	0	-	0	-
Total Cash & cash equiv	975,591	1,219,082	1,255,940	1,029,508	(243,491)	-20%	(280,349)	-22%	(53,917)	-5%
Receivables										
AR - Membership Services	30,895	39,895	29,915	32,544	(9,000)	-23%	980	3%	(1,649)	-5%
AR - Group Commissions	24,147	15,359	48,851	35,351	8,788	57%	(24,704)	-51%	(11,204)	-32%
AR - Other	13,117	12,436	4,786	27,098	681	5%	8,331	174%	(13,981)	-52%
AR - Co-op/STN/Shared	27,978	44,477	32,281	29,163	(16,499)	-37%	(4,303)	-13%	(1,185)	-4%
AR - Intopia	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	5,427,706	5,531,694	5,531,694	(432,258)	-8%	(536,246)	-50%	(536,246)	-10%
AR - County TOT Funding	861,178	1,307,167	1,074,284	537,142	(445,989)	-34%	(213,106)	-3%	324,036	60%
Total Receivables	5,937,790	6,832,067	6,707,840	6,179,021	(894,277)	-13%	(770,050)	-	(241,231)	-4%
Long Term Assets										
Prepaid expenses	7,170	8,504	21,407	18,891	(1,334)	-16%	(14,237)	-2442%	(11,721)	-62%
Inventory	891	891	583	891	0	0%	308	1%	-	0%
Furniture, Fixtures & Other	30,672	31,399	37,784	37,842	(717)	-2%	(7,112)	-152%	(7,170)	-19%
Computer Software/Equipment	8,062	8,512	4,683	8,622	(450)	-5%	3,379	27%	(560)	-6%
Leasehold Improvements	7,642	8,042	12,399	11,642	(400)	-5%	(4,757)	-	(4,000)	-34%
Total Long Term Assets	54,437	57,338	76,856	77,888	(2,901)	-5%	(22,419)	-	(23,451)	-30%
TOTAL ASSETS	\$ 6,967,818	\$ 8,108,487	\$ 8,040,636	\$ 7,286,417	\$ (1,140,669)	-14%	(1,072,818)	-	\$ (318,599)	-4%
LIABILITIES & NET ASSETS										
Liabilities										
Accounts Payable	\$ 156,100	\$ 208,004	\$ 292,538	\$ 520,180	\$ (51,904)	-25%	(136,438)	-1698%	\$ (364,080)	-70%
Advance Ticket Sales	23,708	35,340	8,036	-	(11,632)	-33%	15,672	6%	23,708	-
Other Liabilities and Unearned	291,782	378,794	248,483	292,703	(87,012)	-23%	43,299	8%	(921)	0%
Deferred Support	430,584	876,574	537,142	-	(445,990)	-51%	(106,558)	-2%	430,584	-
Deferred Infra	5,466,694	5,898,952	6,040,117	5,791,122	(432,258)	-7%	(573,423)	-	(324,428)	-6%
Reserves	-	-	-	-	0	-	-	0%	-	-
Total Liabilities	6,368,868	7,397,664	7,126,316	6,604,005	(1,028,796)	-14%	(757,448)	-	(235,137)	-4%
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	(83,462)	28,411	191,303	(40,605)	(111,873)	-394%	(274,765)	-30%	(42,857)	106%
Total Net Assets	598,950	710,823	914,320	682,412	(111,873)	-16%	(315,370)	-	(83,462)	-12%
TOTAL LIABILITIES & NET ASSETS	\$ 6,967,818	\$ 8,108,487	\$ 8,040,636	\$ 7,286,417	\$ (1,140,669)	-14%	(1,072,818)	-	\$ (318,599)	-4%

G 8

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE			% Chg			
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual		Budget	Variance	Prior YR
REVENUE AND OTHER SUPPORT										
Marketing	119,901	119,310	591	111,634	0%	1,305,090	1,300,800	4,290	1,244,787	0%
Conferences	37,174	36,953	221	23,695	1%	337,333	369,530	(32,197)	399,843	(9%)
Visitor Support & Transportation	349,670	83,808	265,862	99,452	317%	988,004	838,080	129,924	1,008,961	16%
Visitor Information	13,200	13,754	(554)	15,084	(4%)	137,640	137,540	100	156,542	0%
Member Services	12,042	11,860	182	13,108	2%	140,706	137,600	3,106	137,266	2%
Management & General	104	500	(396)	0	(79%)	1,637	5,000	(3,363)	2,677	(67%)
Total Revenue and Other Supp	532,091	266,185	265,906	262,972	100%	2,890,410	2,788,550	101,860	2,950,075	4%
EXPENSES										
Marketing	112,950	112,244	706	110,331	1%	1,238,754	1,238,532	222	1,245,185	0%
Conferences	50,903	36,582	14,321	42,427	39%	385,765	370,515	15,250	408,786	4%
Visitor Support & Transportation	447,501	83,452	364,050	128,723	436%	1,064,946	838,858	226,087	816,500	27%
Visitor Information	12,906	12,826	80	13,520	1%	131,956	139,381	(7,424)	149,793	(5%)
Member Services	12,342	11,817	524	13,116	4%	139,176	146,820	(7,643)	154,970	(5%)
Management & General	7,296	(4,247)	11,543	(6,512)	(272%)	27,524	20,923	6,601	4,259	32%
Total Expenses	643,897	252,674	391,223	301,605	155%	2,988,121	2,755,029	233,093	2,779,494	8%
Net Change in Unrestricted Net Assets										
Marketing	6,952	7,066	(115)	1,303	(2%)	66,336	62,268	4,068	(398)	7%
Conferences	(13,729)	371	(14,099)	(18,732)	*****	(48,432)	(985)	(47,447)	(8,944)	*****
Visitor Support & Transportation	(97,831)	356	(98,188)	(29,271)	*****	(96,942)	(778)	(96,163)	192,461	*****
Visitor Information	294	928	(634)	1,564	(68%)	5,684	(1,841)	7,525	6,748	(409%)
Member Services	(300)	43	(343)	(9)	(802%)	1,530	(9,220)	10,750	(17,704)	(117%)
Management & General	(7,192)	4,747	(11,939)	6,512	(252%)	(25,888)	(15,923)	(9,964)	(1,582)	63%
Net Change in Assets Before In	(111,806)	13,511	(125,317)	(38,632)	*****	(97,712)	33,521	(131,233)	170,581	*****
Infrastructure	370,608	17,442	353,166	19,249	*****	945,565	174,420	771,145	1,213,950	442%
Infrastructure Support	370,675	16,109	354,565	11,642	*****	931,315	177,237	754,078	1,193,228	425%
Infrastructure Expense	(67)	1,333	(1,400)	7,607	(105%)	14,249	(2,817)	17,066	20,722	(606%)
Infrastructure Net Change in Assets	(111,873)	14,844	(126,717)	(31,025)	*****	(83,462)	30,704	(114,166)	191,303	*****

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North Lake Tahoe Resort Association
 Department Detail Activity Report
 For the Ten Months Ending April 30, 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	\$ 7,221	\$ 7,221	\$ 7,221	\$ 105,492	\$ 105,492	\$ 105,492	\$ 112,712	\$	\$ 112,712
Special Events & Functions	33,087	71,772	1,185	75,353	35,215	35,215	35,215	110,568		110,568
Commissions & Booking Fees			8,125	106,044				106,044		106,044
Retail Sales & Other				8,125				8,125		8,125
Interest & Investment Income							\$ 1,637	1,637	\$ 3,045	4,682
Placer County Funding	1,196,650	258,340	128,330	1,583,320	\$ 968,004			2,551,324	942,519	\$ 3,493,843
Total Revenue and Other Support	\$ 1,305,090	\$ 337,333	\$ 137,640	\$ 1,780,063	\$ 968,004	\$ 140,706	\$ 1,637	\$ 2,890,410	\$ 945,565	\$ 3,835,974
EXPENSES										
Salaries and benefits	\$ 242,081	\$ 123,130	\$ 86,388	\$ 451,599	\$ 46,746	\$ 65,064	\$ 292,588	\$ 855,997	\$ 85,849	\$ 941,845
Rent & Utilities	20,545	10,472	4,534	35,552	7,367	7,398	20,545	70,862	7,367	78,229
Telephone Services	7,212	3,257	1,667	12,136	1,499	2,147	4,813	20,596	1,499	22,096
Internet	290			290				290		290
Mail Expenses	110	732	123	965	4	717	539	2,226	32	2,258
Insurance & Bonding	1,127	586	586	2,299	361	361	1,127	4,147	361	4,508
Supplies	3,024	1,574	984	5,583	968	1,190	2,350	10,090	969	11,059
Equipment Sup. & Maint.	2,092	763	2,712	5,566	667	613	4,028	10,874	667	11,541
Taxes, Licenses & Fees	311	162	172	645	100	130	1,600	2,475	100	2,574
Equip. Rental / Leasing	1,475	1,255	3,086	5,817	1,033	2,040	1,752	10,642	1,033	11,675
Training & Seminars	53	27	107	187	17	17	1,108	1,328	17	1,345
Project Costs					983,085			983,085	800,174	1,783,259
Professional Fees Legal/Accounting							23,280	23,280		23,280
Special Events	18,439			18,439				18,439		18,439
Autumn Food & Wine Costs	75,795			75,795				75,795		75,795
Membership Events/Newsletter						33,171		33,171		33,171
Cost of Goods Sold										
Promotion	651			6,356				6,356		6,356
Marketing Cooperative/Media	520,000	166,330		686,330				686,330		686,330
Marketing Other	34,060			34,060				34,060		34,060
Programs	98,987	15,000		113,987				113,987		113,987
Associate Relations	1,745	891		3,527	399	501	1,745	6,172	399	6,571
Board Functions							7,196	7,196		7,196
Credit Card Fees	6,764			7,101		567		7,669		7,669
Automobile Expenses	1,340	133	77	1,551	554	1,156	946	4,206	554	4,760
Local Meals & Entertainment	2,162	62	105	2,329	64	600	2,032	5,025	64	5,088
Dues & Subscriptions	1,469	1,070		2,539	72	144	1,824	4,579	72	4,651
Travel	2,862			2,862				2,862		2,862
Allocated	192,000	56,000	21,730	269,730	20,960	22,310	(344,110)	(31,110)	31,110	-
Total Functional Exp. Before Depreciation	\$ 1,234,594	\$ 381,444	\$ 129,856	\$ 1,745,895	\$ 1,063,896	\$ 138,126	\$ 23,364	\$ 2,971,281	\$ 930,265	\$ 3,901,546
Depreciation	\$ 4,160	\$ 2,100	\$ 2,100	\$ 8,360	\$ 1,050	\$ 1,050	\$ 4,160	\$ 14,620	\$ 1,050	\$ 15,670
Bad Debt		2,220								
Total Functional Expense and Depreciation	\$ 1,238,754	\$ 385,765	\$ 131,956	\$ 1,756,475	\$ 1,064,946	\$ 139,176	\$ 27,524	\$ 2,988,121	\$ 931,315	\$ 3,919,437
Change in Net Assets	\$ 66,336	\$ (48,432)	\$ 5,684	\$ 23,588	\$ (96,942)	\$ 1,530	\$ (25,888)	\$ (97,712)	\$ 14,249	\$ (83,462)

North Lake Tahoe Resort Association
 Consolidation of Departments Excluding Infrastructure
 For the Ten Months Ending April 30, 2010

				YEAR - TO - DATE					
CURRENT MONTH		DESCRIPTION		YEAR - TO - DATE					
Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
11,008	11,900	(892)	12,409	(7%)	112,712	119,000	(6,288)	118,518	(5%)
1,675	660	1,015	1,502	154%	110,568	100,600	9,968	112,705	10%
0	0	0	0	0%	0	0	0	14,846	0%
10,935	10,420	515	(2,802)	5%	106,044	136,900	(30,856)	179,132	(23%)
367	920	(553)	584	(60%)	8,125	9,200	(1,075)	9,812	(12%)
104	500	(396)	0	(79%)	1,637	5,000	(3,363)	2,273	(67%)
508,002	241,785	266,217	251,279	110%	2,551,324	2,417,850	133,474	2,512,790	6%
532,091	266,185	265,906	262,972	100%	2,890,410	2,788,550	101,860	2,950,075	4%
Revenue and Other Support									
Member Dues									
76,432	74,894	1,538	81,482	2%	855,997	862,697	(6,700)	899,235	(1%)
7,182	7,017	165	6,902	2%	70,862	70,166	696	75,128	1%
1,902	2,280	(378)	1,917	(17%)	20,596	22,800	(2,204)	22,426	(10%)
290	120	170	1,765	142%	290	1,200	(910)	2,551	(76%)
255	275	(20)	58	(7%)	2,226	2,750	(524)	2,528	(19%)
391	566	(175)	528	(31%)	4,147	5,660	(1,513)	5,415	(27%)
1,123	1,140	(17)	1,032	(1%)	10,090	11,325	(1,235)	11,181	(11%)
1,159	1,420	(261)	632	(18%)	10,874	14,200	(3,326)	14,120	(23%)
87	0	87	0	0%	2,475	3,390	(915)	3,390	(27%)
0	0	0	0	0%	0	0	0	7	0%
1,384	1,328	56	1,363	4%	10,642	10,352	290	10,233	3%
0	0	0	0	0%	1,328	800	528	308	66%
439,805	75,583	364,222	120,670	482%	983,085	755,833	227,252	716,641	30%
4,807	500	4,307	0	861%	23,280	21,300	1,980	19,523	9%
0	0	0	0	0%	0	0	0	15,000	0%
111	2,500	(2,389)	0	(96%)	18,439	25,500	(7,061)	15,143	(28%)
0	0	0	0	0%	75,795	75,000	795	88,364	1%
2,575	1,720	855	2,408	50%	33,171	35,850	(2,679)	30,072	(7%)
855	667	188	612	28%	6,356	6,670	(314)	7,890	(5%)
0	0	0	0	0%	651	2,000	(1,349)	1,719	(67%)
0	0	0	0	0%	0	0	0	16,000	0%
68,633	68,633	0	79,333	0%	686,330	686,330	0	713,330	0%
4,762	2,500	2,262	1,975	90%	34,060	30,456	3,604	16,671	12%
26,500	8,000	18,500	0	231%	113,987	85,000	28,987	73,500	34%
0	5	(5)	0	(100%)	6,172	5,351	821	3,019	15%
3,185	400	2,785	32	696%	7,196	4,000	3,196	3,553	80%
147	90	57	115	63%	7,669	7,350	319	7,167	4%
847	385	462	258	120%	4,206	3,850	356	3,693	9%
4	462	(458)	451	(99%)	5,025	4,620	405	4,471	9%
690	1,000	(310)	1,000	(31%)	4,579	4,489	90	4,502	2%
200	2,000	(1,800)	0	(90%)	2,862	4,200	(1,338)	2,003	(32%)
(3,111)	(3,111)	0	(3,229)	0%	(31,110)	(31,110)	0	(32,290)	0%
640,215	250,374	389,841	299,305	158%	2,971,281	2,732,029	239,252	2,756,494	9%
Total Expense Before Depreciation/Re									
1,462	2,300	(838)	2,300	(36%)	14,620	23,000	(8,380)	23,000	(36%)
2,220	0	2,220	0	0%	2,220	0	2,220	0	0%
643,897	252,674	391,223	301,605	155%	2,988,121	2,755,029	233,093	2,779,494	8%
(111,806)	13,511	(125,317)	(38,632)	(928%)	(97,712)	33,521	(131,233)	170,581	(391%)
Changes in Unrestricted Net Assets									

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Ten Months Ending April 30, 2010

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE			% Chg.
	Actual	Budget	\$ Variance	Prior Yr	Budget	Variance	
Revenue and Other Support	0	0	0	0	0	0	0%
Special Events & Functions	236	0	236	141	75,000	353	86,168
Commissions & Booking Fees	119,665	119,310	355	111,493	32,700	387	43,689
Placer County Funding	119,901	119,310	591	111,634	1,193,100	3,550	1,114,930
Total Revenue and Other Support	20,426	21,014	(588)	22,067	245,640	(3,559)	254,110
Expenses	2,079	1,983	96	2,002	19,829	716	21,752
Salaries and benefits	870	770	100	566	7,700	(488)	7,307
Rent & Utilities	290	120	170	1,765	1,200	(910)	2,551
Telephone Services	13	125	(112)	58	1,250	(1,140)	1,235
Internet Access	106	144	(38)	144	1,440	(313)	1,472
Mail Expenses	300	360	(60)	500	3,600	(576)	3,582
Insurance & Bonding	163	390	(228)	230	3,900	(1,808)	3,898
Supplies	0	0	0	0	315	(4)	315
Equipment Sup. & Maint.	245	243	2	243	1,512	(37)	1,501
Taxes, Licenses & Fees	0	0	0	0	0	53	0
Equip. Rental / Leasing	0	0	0	0	0	0	0
Training & Seminars	111	2,500	(2,389)	0	25,500	(7,061)	15,143
Special Events	0	0	0	0	75,000	795	88,364
Autumn Food & Wine Costs	0	0	0	651	2,000	(1,349)	1,719
Promotional/ Giveaways	0	0	0	0	0	0	16,000
Market Study Reports/Research	52,000	52,000	0	60,500	520,000	0	525,000
Marketing Cooperative/Media	4,762	2,500	2,262	1,975	30,456	3,604	16,671
Marketing Other	11,500	8,000	3,500	0	85,000	13,987	73,500
Programs	0	0	0	0	1,480	265	851
Associate Relations	81	0	81	17	6,450	314	6,330
Credit Card Fees	185	50	135	0	500	840	447
Automobile Expenses	4	220	(216)	451	2,200	(38)	2,209
Local Meals & Entertainment	0	0	0	0	1,110	359	1,106
Dues & Subscriptions	200	2,000	(1,800)	0	4,200	(1,338)	2,003
Travel	19,200	19,200	0	19,187	192,000	0	191,870
Allocated	112,534	111,619	915	109,706	1,232,282	2,312	1,238,935
Total Expense Before Depreciation/Re	416	625	(209)	625	6,250	(2,090)	6,250
Depreciation	112,950	112,244	706	110,331	1,238,532	222	1,245,185
Total Expense	6,952	7,066	(115)	1,303	62,268	4,068	(398)
Changes in Unrestricted Net Assets							7%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Transportation
For the Ten Months Ending April 30, 2010

	CURRENT MONTH			YEAR-TO-DATE			% Chg.
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
	0	0	0	0	0	0	0%
	349,670	83,808	265,862	968,004	838,080	129,924	16%
	349,670	83,808	265,862	968,004	838,080	129,924	16%
Revenue and Other Support							
Miscellaneous							
Placer County Funding							
Total Revenue and Other Support							
Expenses							
Salaries and benefits	4,229	4,263	(34)	46,746	46,846	(100)	0%
Rent & Utilities	744	716	27	7,367	7,164	203	3%
Telephone Services	129	155	(26)	1,499	1,550	(51)	(3%)
Mail Expenses	0	0	0	4	0	4	0%
Insurance & Bonding	34	46	(12)	361	460	(99)	(22%)
Supplies	145	90	55	968	825	143	17%
Equipment Sup. & Maint.	28	90	(62)	667	900	(233)	(26%)
Taxes, Licenses & Fees	0	0	0	100	115	(15)	(13%)
Equip. Rental / Leasing	130	130	0	1,033	1,000	33	3%
Training & Seminars	0	0	0	17	0	17	0%
Project Costs	439,805	75,583	364,222	983,085	755,833	227,252	30%
Transit Administration and Marketing	0	0	0	0	0	0	0%
Associate Relations	0	0	0	399	331	68	21%
Automobile Expenses	57	70	(14)	554	700	(146)	(21%)
Local Meals & Entertainment	0	12	(12)	64	120	(57)	(47%)
Dues & Subscriptions	0	0	0	72	54	18	33%
Allocated	2,096	2,096	0	20,960	20,960	0	0%
Total Expense Before Depreciation/Re	447,396	83,252	364,145	1,063,896	836,858	227,037	27%
Depreciation	105	200	(95)	1,050	2,000	(950)	(48%)
Total Expense	447,501	83,452	364,050	1,064,946	838,858	226,087	27%
Changes in Unrestricted Net Assets	(97,831)	356	(98,188)	(96,942)	(778)	(96,163)	*****

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Ten Months Ending April 30, 2010

DESCRIPTION	CURRENT MONTH			YEAR-TO-DATE			% Chg.			
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual		Budget	Variance	Prior YR
Revenue and Other Support										
Commissions & Booking Fees	0	0	0	0	0%	1,185	0	1,185	1,730	0%
Retail Sales & Other	367	920	(553)	584	(60%)	8,125	9,200	(1,075)	9,812	(12%)
Placer County Funding	12,833	12,834	(1)	14,500	0%	128,330	128,340	(10)	145,000	0%
Total Revenue and Other Support	13,200	13,754	(554)	15,084	(4%)	137,640	137,540	100	156,542	0%
Expenses										
Salaries and benefits	7,943	8,053	(110)	8,535	(1%)	86,388	90,661	(4,273)	96,259	(5%)
Rent & Utilities	475	658	(183)	448	(28%)	4,534	6,580	(2,046)	4,734	(31%)
Telephone Services	125	190	(65)	164	(34%)	1,667	1,900	(233)	1,876	(12%)
Mail Expenses	28	10	18	0	179%	123	100	23	70	23%
Insurance & Bonding	55	75	(20)	75	(26%)	586	750	(164)	765	(22%)
Supplies	318	110	208	134	189%	984	1,100	(116)	1,060	(11%)
Equipment Sup. & Maint.	346	210	136	78	65%	2,712	2,100	612	1,951	29%
Taxes, Licenses & Fees	0	0	0	0	0%	172	255	(83)	252	(32%)
Equip. Rental / Leasing	348	300	48	341	16%	3,086	3,000	86	2,935	3%
Training & Seminars	0	0	0	0	0%	107	0	107	0	0%
Cost of Goods Sold	855	667	188	612	28%	6,356	6,670	(314)	7,890	(5%)
Associate Relations	30	30	0	0	0%	891	735	156	421	21%
Credit Card Fees	0	5	(5)	24	0%	338	300	38	275	13%
Automobile Expenses	0	20	(20)	0	(100%)	77	50	27	57	54%
Local Meals & Entertainment	2,173	2,173	0	2,784	(100%)	105	200	(95)	156	(48%)
Allocated	12,696	12,501	195	13,195	2%	21,730	21,730	0	27,840	0%
Total Expense Before Depreciation/Re						129,856	136,131	(6,274)	146,543	(5%)
Depreciation	210	325	(115)	325	(35%)	2,100	3,250	(1,150)	3,250	(35%)
Total Expense	12,906	12,826	80	13,520	1%	131,956	139,381	(7,424)	149,793	(5%)
Changes in Unrestricted Net Assets	294	928	(634)	1,564	(68%)	5,684	(1,841)	7,525	6,748	(409%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Chamber of Commerce
For the Ten Months Ending April 30, 2010

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE			% Chg			
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual		Budget	Variance	Prior YR
Revenue and Other Support										
Member Dues	10,367	11,200	(833)	11,606	(7%)	105,492	112,000	(6,508)	110,729	(6%)
Special Events & Functions	1,675	660	1,015	1,502	154%	35,215	25,600	9,615	26,537	38%
Total Revenue and Other Support	12,042	11,860	182	13,108	2%	140,706	137,600	3,106	137,266	2%
Expenses										
Salaries and benefits	5,733	5,919	(186)	5,863	(3%)	65,064	67,523	(2,458)	72,594	(4%)
Rent & Utilities	746	716	30	719	4%	7,398	7,164	234	7,864	3%
Telephone Services	177	250	(73)	221	(29%)	2,147	2,500	(353)	2,535	(14%)
Mail Expenses	57	60	(3)	0	(4%)	717	600	117	442	20%
Insurance & Bonding	34	46	(12)	46	(26%)	361	460	(99)	471	(22%)
Supplies	22	150	(128)	78	(85%)	1,190	1,500	(310)	1,445	(21%)
Equipment Sup. & Maint.	153	90	63	48	70%	613	900	(287)	978	(32%)
Taxes, Licenses & Fees	0	0	0	0	0%	130	180	(50)	189	(28%)
Miscellaneous Expense	0	0	0	0	0%	0	0	0	7	0%
Equip. Rental / Leasing	228	225	3	223	1%	2,040	1,950	90	1,940	5%
Training & Seminars	0	0	0	0	0%	17	0	17	0	0%
Membership Events/Newsletter	2,575	1,720	855	2,408	50%	33,171	35,850	(2,679)	30,072	(7%)
Associate Relations	0	0	0	0	0%	501	575	(74)	259	(13%)
Credit Card Fees	36	60	(24)	73	(40%)	567	600	(33)	562	(5%)
Automobile Expenses	243	100	143	149	143%	1,156	1,000	156	992	16%
Local Meals & Entertainment	0	50	(50)	0	(100%)	600	500	100	516	20%
Dues & Subscriptions	0	0	0	0	0%	144	1,208	(1,064)	1,234	(88%)
Alllocated	2,231	2,231	0	3,087	0%	22,310	22,310	0	30,870	0%
Total Expense Before Depreciation/Re	12,237	11,617	619	12,916	5%	138,126	144,820	(6,693)	152,970	(5%)
Depreciation	105	200	(95)	200	(48%)	1,050	2,000	(950)	2,000	(48%)
Total Expense	12,342	11,817	524	13,116	4%	139,176	146,820	(7,643)	154,970	(5%)
Changes in Unrestricted Net Assets	(300)	43	(343)	(9)	(802%)	1,530	(9,220)	10,750	(17,704)	(117%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Management & Administration
For the Ten Months Ending April 30, 2010

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Prior YR	Budget	Variance	
Revenue and Other Support	0	0	0	0	0	0	0%
Miscellaneous	104	500	(396)	0	5,000	(3,363)	(67%)
Interest & Investment Income	104	500	(396)	0	5,000	(3,363)	(67%)
Total Revenue and Other Support	208	1,000	(792)	0	10,000	(7,923)	(79%)
Expenses	29,034	24,354	4,679	26,263	289,242	3,346	1%
Salaries and benefits	2,079	1,960	119	2,002	19,599	946	5%
Rent & Utilities	333	530	(197)	475	5,300	(487)	(9%)
Telephone Services	47	40	7	0	400	139	35%
Mail Expenses	106	180	(74)	144	1,800	(673)	(37%)
Insurance & Bonding	300	230	70	147	2,300	50	2%
Supplies	424	460	(36)	150	4,600	(572)	(12%)
Equipment Sup. & Maint.	87	0	87	0	2,355	(755)	(32%)
Taxes, Licenses & Fees	263	260	3	260	1,670	82	5%
Equip. Rental / Leasing	0	0	0	0	800	308	38%
Training & Seminars	4,807	500	4,307	0	21,300	1,980	9%
Professional Fees Legal/Accounting	0	5	(5)	0	1,485	260	17%
Associate Relations	3,185	400	2,785	32	4,000	3,196	35%
Board Functions	286	130	156	109	1,300	(354)	(27%)
Automobile Expenses	0	150	(150)	0	1,500	532	35%
Local Meals & Entertainment	340	340	0	340	1,132	692	61%
Dues & Subscriptions	(34,411)	(34,411)	0	(37,060)	(344,110)	0	0%
Allocated	6,880	(4,872)	11,752	(7,137)	14,673	8,691	59%
Total Expense Before Depreciation/Re	416	625	(209)	625	6,250	(2,090)	(33%)
Depreciation	7,296	(4,247)	11,543	(6,512)	20,923	6,601	32%
Total Expense	(7,192)	4,747	(11,939)	6,512	(15,923)	(9,964)	63%
Changes in Unrestricted Net Assets							

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Infrastructure
For the Ten Months Ending April 30, 2010

	CURRENT MONTH			YEAR-TO-DATE			% Chg.
	Actual	Budget	\$ Variance	Prior YR	Actual	Budget	
	0	0	0	0	0	0	0%
	361	150	211	372	1,500	1,545	103%
	<u>370,246</u>	<u>17,292</u>	<u>352,954</u>	<u>18,877</u>	<u>172,920</u>	<u>769,599</u>	<u>445%</u>
	<u>370,608</u>	<u>17,442</u>	<u>353,166</u>	<u>19,249</u>	<u>174,420</u>	<u>771,145</u>	<u>442%</u>
Revenue and Other Support							
Grants	0	0	0	0	0	0	0%
Interest & Investment Income	361	150	211	372	1,500	1,545	103%
Placer County Funding	<u>370,246</u>	<u>17,292</u>	<u>352,954</u>	<u>18,877</u>	<u>172,920</u>	<u>769,599</u>	<u>445%</u>
Total Revenue and Other Support	<u>370,608</u>	<u>17,442</u>	<u>353,166</u>	<u>19,249</u>	<u>174,420</u>	<u>771,145</u>	<u>442%</u>
Expenses							
Salaries and benefits	6,959	7,099	(140)	7,065	87,328	(1,479)	(2%)
Rent & Utilities	744	716	27	717	7,164	203	3%
Telephone Services	129	160	(31)	157	1,600	(101)	(6%)
Mail Expenses	3	10	(7)	0	100	(68)	(68%)
Insurance & Bonding	34	46	(12)	46	460	(99)	(22%)
Supplies	145	100	45	59	925	44	5%
Equipment Sup. & Maint.	28	90	(62)	48	900	(233)	(26%)
Taxes, Licenses & Fees	0	0	0	0	101	(1)	(1%)
Equip. Rental / Leasing	130	130	0	128	1,000	33	3%
Training & Seminars	0	0	0	0	0	17	0%
Project Costs	359,230	4,317	354,913	(7)	43,170	757,004	*****
Associate Relations	0	40	(40)	0	425	(26)	(6%)
Automobile Expenses	57	70	(14)	0	700	(146)	(21%)
Local Meals & Entertainment	0	20	(20)	0	200	(137)	(68%)
Dues & Subscriptions	0	0	0	0	54	18	33%
Allocated	3,111	3,111	0	3,229	31,110	0	0%
Total Expense Before Depreciation/Re	<u>370,570</u>	<u>15,909</u>	<u>354,660</u>	<u>11,442</u>	<u>175,237</u>	<u>755,028</u>	<u>431%</u>
Depreciation	105	200	(95)	200	2,000	(950)	(48%)
Total Expense	<u>370,675</u>	<u>16,109</u>	<u>354,565</u>	<u>11,642</u>	<u>177,237</u>	<u>754,078</u>	<u>425%</u>
Changes in Unrestricted Net Assets	<u>(67)</u>	<u>1,333</u>	<u>(1,400)</u>	<u>7,607</u>	<u>(2,817)</u>	<u>17,066</u>	<u>(606%)</u>

North Lake Tahoe Resort Association
Statement of Cash Flows
For the Ten Months Ending April 30, 2010 and 2009

for internal use only, unaudited

	April 30, 2010	April 30, 2009
CASH FLOWS FROM OPERATING ACTIVITIES		
Tourism and Administration		
Cash Received from Customers Operations	\$ 366,470	\$ 520,286
Cash Received from Interest Operations	1,637	2,273
Cash Received from Placer County TOT Operations	2,657,872	2,535,406
Cash Used for Operations	(3,303,073)	(2,919,044)
	(277,094)	138,920
Infrastructure		
Cash Received from Grants and Reimbursements		27,250
Cash Received from Interest Infrastructure	3,045	5,325
Cash Received from TOT Revenue Recognized Infrastructure	1,154,337	879,080
Cash Used for Infrastructure Overhead	(130,091)	(133,051)
Cash Used for Infrastructure Projects	(800,174)	(1,058,177)
	227,117	(279,573)
	-	-
Net Cash Provided (Used) by Operating Activities	(49,977)	(140,653)
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	(53,917)	(145,057)
Cash and Cash Equivalents, July 1, 2009, 2008	1,029,508	1,400,997
Cash and Cash Equivalents, April 30, 2010, 2009	\$ 975,591	1,255,940



July 7, 2010

To: Board of Directors

From: Management Staff

Re: Proposed FY-2010/11 NLTRA Budget

Attached is the North Lake Tahoe Resort Association Budget Proposal for the Twelve Months Ending June 30, 2011. This is based on the FY-2010/11 Proposed TOT Budget approved by the Board of Directors at your May 5, 2010 Board meeting. It includes assumptions for the proposed FY-2010/11 Budget as compared to the forecast from FY-2009/10.

Recommendation of the Finance Committee

At their June 21st meeting, the Finance Committee voted unanimously to recommend that the Board of Directors approve the Proposed FY-2010/11 NLTRA Budget with discussed narrative changes and explanation. Their changes and comments, which staff has incorporated, include the incorporation of a spreadsheet that compares last year's health insurance plan to the proposed plan for 2010/11; the composition of the possible up to 5% salary increase; and the transportation project spreadsheet.

Request of the Board

That the Board of Directors approve the Proposed FY-2010/11 NLTRA Budget.

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

FY 2010-2011 TAHOE TOT PROPOSED BUDGET
ATTACHMENT C

MARKETING	PROPOSED BUDGET	VISITOR SUPPORT SERVICES	PROPOSED BUDGET	TAHOE CAPITAL IMPROVEMENTS	PROPOSED BUDGET	PROPOSED TOTALS
RESORT ASSOCIATION CONTRACT:						
Personnel/Overhead - Direct Costs	800,000	Personnel/Overhead - Direct Costs	98,700	Personnel/Overhead - Direct Costs	157,500	1,056,200
Direct Marketing/Programs	1,011,020	Research and Planning	35,000	Research & Planning	45,000	80,000
		Memberships	5,000	Memberships	5,000	1,011,020
		Transportation/Transit Enhancement/Programs	813,100			10,000
		Traffic Management Program	41,000			813,100
		TART Baseline	504,800			41,000
Placer Co Film	51,680					504,800
Community Marketing Fund	100,000					51,680
Amgen	100,000					100,000
SUBTOTAL - RESORT ASSOC CONTRACT	2,062,700	SUBTOTAL - RESORT ASSOC CONTRACT	1,497,600	Capital Improvements - Requires BOS Approval (County retains until BOS Approval)	395,507	395,507
				SUBTOTAL - RESORT ASSOC CONTRACT	603,007	4,163,307
% Share Misc. Administration	28,500	Sheriff Patrol	65,825	NTPUD- Beach Maint.	80,210	
SUBTOTAL - BASE COUNTY SERVICES	28,500	Animal Control	46,293	TCPUD- Beach Maint.	69,602	
		% Share Misc. Administration	7,456	Facilities Dept.- Beach/Park Maint.	51,848	
		SUBTOTAL - BASE COUNTY SERVICES	119,675	% Share Misc. Administration	31,858	
				SUBTOTAL - BASE COUNTY SERVICES	233,519	381,693
				Supplemental Dental Clinic	225,000	
				Supplemental Sheriff Dept.	100,000	
				SUBTOTAL - SUPP. COUNTY SERVICES	325,000	325,000
				TOTAL COUNTY SERVICES	558,519	706,693
				TOTAL FUNDING USES	1,161,526	4,870,000
				HOTEL/MOTEL TAX REVENUE:		
				2%	1,620,000	
				8%	664,200	
				SUBTOTAL - HOTEL/MOTEL TAX	2,284,200	4,860,000
				FLEX TO VSS ACCT (county-approved transit services)	(1,082,675)	0
				FLEX TO MARKETING ACCT (Amgen)	(50,000)	0
				TOTAL FUNDING SOURCES	1,151,525	4,860,000
				NET COUNTY COST		10,000
						15-Jun-10

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 salary merit increases of up to 5%, or \$40,000 (less than 1% of the total budget), factored into the budget for the year. 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 5% [\$7,000] for a total funding of \$147,000. This includes funding of \$95,000 for community marketing programs, and \$52,000 for Placer County Film.
- Special Events: Increase of 224% [\$94,000], \$136,000 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.

Conference
Revenues

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

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

Health Insurance

The renewal of NLTRA's medical insurance with Aetna came in with a 44% increase. We reviewed 20 alternative plans, 8 with Aetna, 5 with Blue Cross and 7 with Blue Shield. Since changing carriers incurs additional expense and the other carriers did not have something with enough savings to warrant a change of carrier, we narrowed it down to the choices offered by Aetna. We made the decision to switch from a Health Reimbursement Account (HRA) compatible \$3,000 deductible plan to a Health Savings Account (HSA) compatible \$2,000 deductible plan. With the current plan NLTRA funds up to \$2,000 into the HRA on behalf of the employee. With the new plan, NLTRA will fund \$1,000 in two installments into a HSA. The funding to the HRA/HSA accounts are to help cover the deductibles of the plans. The employees of NLTRA contribute 10% for their coverage and 35% for their dependents through a payroll deduction. The amount of their contribution will not change significantly with the change to the new plan. The more the employee uses the plan, the more the potential for the out of pocket expenses to go up.

Health Insurance Comparison

Category	2009 - 10 HDHP \$3000 80/50 (HRA)	2010 - 11 HDHP \$2000 80/50 (HSA)
Individual Deductible	\$3,000	\$2,000
Max Out-of-Pocket Individual	\$1,500	\$1,500
Office Co-pay	\$20	80% after deductible
Hospital Inpatient	80% after deductible	80% after deductible
Total Cost	\$4,828	\$6,167
NLTRA Cost	\$3,897	\$4,995

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	146,680	139,642	7,038	5.04%
AFW	75,000	75,795	(795)	-1.05%
Special Event	135,958	41,926	94,032	224.28%
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			Visitor Support	Visitor	Chamber of	FY 10/11		FY 10/11
	& Administration	Marketing	Conference	&Transportation	Information	Commerce	SubTotal	Infrastructure	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	146,680	0	0	0	0	146,680	0	146,680
AFW	0	75,000	0	0	0	0	75,000	0	75,000
Special Event	0	135,958	0	0	0	0	135,958	0	135,958
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	146,680	139,642	7,038	5.04%
AFW	75,000	75,795	(795)	-1.05%
Special Event	135,958	41,926	94,032	224.28%
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%

NLTRA

Transportation

	July	August	September	October	November	December	January	February	March	April	May	June
B-1 Winter Traffic Management							6,000	4,500	4,500	4,000	3,000	22,000
B-2 Summer Traffic Management	8,000											19,000
B-3 Summer Transit Service Daytime/Night			199,100	11,000								199,100
B-4 Enhanced Winter									45,000			45,000
B-5 Enhanced Winter Hwy 267					9,500				80,000			80,000
B-6 Enhanced Winter Donner Summit						9,500						19,000
B-7 Reno Tahoe Airport	22,000		21,000	17,000	13,000	21,000		21,000		12,000		115,000
B-8 Winter nighttime						6,000		71,000				185,000
B-9 Summer Nighttime Hwy 267			40,000									40,000
B-10 Year Round Hwy 89			70,000							60,000		130,000
B-11 TART Baseline	30,000		250,000	28,000	13,000	36,500	6,000	96,500	254,800	76,000	12,500	504,800
			580,100	28,000	13,000	36,500	6,000	96,500	480,300	76,000	12,500	1,317,900
												1,358,900
												1,358,900

Journal Transfer Payment

958,900

In payment schedule

400,000

Overhead

98,700

R & P

40,000

Total Payment

538,700

Total

1,497,600