
**North Lake Tahoe Resort Association
Financial Statements
For the Eleven Months Ending May 31, 2011**

North Lake Tahoe Resort Association
Financial Analysis
For the Eleven Months Ending May 31, 2011

Consolidated

Statement of Financial Position

- Operating Cash is \$737,000, Marketing Cooperative Cash is \$123,000 and Infrastructure Cash is \$446,000.
- The Receivable from the County is \$774,000. This includes three payments for the 10/11 contract. The current year payment schedule starts in October 2010 and runs through August 2011.
- Infrastructure funds that Placer County is holding for 2005-2010 are booked as a separate receivable (AR – Infrastructure County) in the amount of \$1,582,000 for 06/07, \$1,835,000 for 07/08, \$1,266,000 for 08/09, \$1,066,000 for 09/10 and \$667,000 for 10/11 (collected throughout the year) with the total receivable at \$6,416,000.
- Unearned Revenue & Deferred Support in the amount of \$6,863,000 is the offsetting liability for the Infrastructure funds held by NLTRA and Placer County.
- Accounts Receivable is up \$4,000 from the previous month with new billings for STN Tickets and reimbursement from the Co-op offset by good collections.
- Advance Ticket Sales (STN) has a \$4,000 balance. The season is winding down.
- Other Liabilities and Unearned Revenue are up \$57,000 from a month ago and corresponds to the change in Marketing Cooperative cash and the corresponding liability.
- Change in Net Assets is \$33,000 for the month of May and \$133,000 year to date.

Statement of Cash Flows

Year to date, Cash and Cash Equivalents, including Infrastructure Investments is up \$522,000 from the same month a year ago. For the year, Tourism and Administration has provided \$144,000, Infrastructure has provided \$14,000 and equipment purchase has used \$2,000 for a total increase in cash of \$156,000 for the eleven months ending May 31, 2011.

**North Lake Tahoe Resort Association
Financial Variance Report
For the Month Ended May 31, 2011**

	Dept	Support	Salaries & Benefits	Operating Expenses	Depreciation, Reserves, Non Cash	Change in Net Assets
Month-Budget		485,906	80,950	352,766	3,571	48,619
Key Variances						
Placer County Funding-Fund Balance Carryover	Marketing	199,755				199,755
Commissions-Down from budget	Conference	(3,038)				(3,038)
TOT funding-Infrastructure project revenue to match expenditures	Infrastructure	(186,309)				(186,309)
Salaries-Salary savings	G & A		9,391			9,391
Special Events-Timing of Aingen expenditures	Marketing			(26,781)		(26,781)
Marketing Other-Timing	Marketing			(11,287)		(11,287)
Community Marketing Programs-Timing	Marketing			(46,600)		(46,600)
Marketing Cooperative/Media-Adjusted amount to the Co-op from Fund Balance Carryover	Marketing			(90,000)		(90,000)
Transportation Projects-Timing	VST			(40,905)		(40,905)
Infrastructure Projects-Maintenance Tourism Facilities	Infrastructure			186,309		186,309
All Other Smaller Variances	Various	(86)	724	5,511	(12,496)	(6,347)
Variance Total		10,322	10,115	(23,753)	(12,496)	(15,812)
Month-Actual		496,228	70,835	376,519	16,067	32,807

Positive variance is positive to the Budget.

**North Lake Tahoe Resort Association
Financial Variance Report
For the Eleven Months Ended May 31, 2011**

YTD-Budget	Dept	Support	Salaries & Benefits	Operating Expenses	Depreciation, Reserves, Non Cash	Change in Net Assets
Key Variances						
Commissions-Ski Tahoe North Tickets slow start, and less sales	Marketing	(21,604)				(21,604)
Placer County Funding-Fund Balance Carryover	Marketing	199,755				
Commissions-Large group not commissionable	Conference	(19,365)				(19,365)
Placer County Funding-Journal Transfer	VST	440,459				440,459
Chamber Member Dues-Write-off of non-paying members	Chamber	(11,901)				(11,901)
Chamber Special Events-Chamber Events Revenue under budget	Chamber	(6,651)				(6,651)
TOT funding-Revenue recognition to match spending Infrastructure projects	Infrastructure	(1,519,256)				(1,519,256)
Salaries-Savings	Marketing		7,695			7,695
Salaries-Over budget	Conference		(6,695)			(6,695)
Salaries-Savings	G & A		43,251			43,251
Special Events-Timing of Amgen and reimbursement	Marketing			20,179		20,179
Marketing Cooperative/Media-Adjusted amount to the Co-op from Fund Balance Carryover	Marketing			(90,000)		(90,000)
Community Marketing Programs-Timing	Marketing			(62,950)		(62,950)
Transportation Projects-Journal Transfer	VST			(412,234)		(412,234)
Cost of Sales-Sales and cost of sales up from budget	VIC			(6,198)		(6,198)
Chamber Special Events-Expenses below budget	Chamber			7,812		7,812
Professional Fees-Savings on Tax Return preparation	G & A			6,535		6,535
Board Functions-Ex Director search over budget	G & A			(7,291)		(7,291)
Infrastructure Projects-Variou, corresponds to TOT funding	Infrastructure			1,519,256		1,519,256
All Other Smaller Variances	Various	7,874	242	40,774	(37,482)	11,408
Variance Total		(930,689)	44,493	1,015,883	(37,482)	92,205
Month-Actual		4,231,346	916,623	3,108,835	72,755	133,133

Positive variance is positive to the Budget.

North Lake Tahoe Resort Association
Statement of Financial Position
May 31, 2011
(unaudited)

	Current Year		Prior Year		Month Change		12 Month Change		11 Month Change	
	Current 31-May-11	Last Month 30-Apr-11	Same Mth 31-May-10	Year End 30-Jun-10	Amount	Pctg	Amount	Pctg	Amount	Pctg
ASSETS										
Cash and cash equivalents										
Operating	\$ 737,066	\$ 582,321	\$ 227,262	\$ 468,391	\$ 154,745	27%	\$ 509,804	224%	\$ 268,675	57%
Marketing Cooperative	123,166	43,370	85,583	232,998	79,796	184%	37,583	44%	(109,832)	-47%
Infrastructure	445,990	473,781	471,155	448,533	(27,791)	-6%	(25,165)	-5%	(2,543)	-1%
Other Restricted					0	-		-		-
Total Cash & cash equiv	<u>1,306,222</u>	<u>1,099,472</u>	<u>784,000</u>	<u>1,149,922</u>	<u>206,750</u>	<u>19%</u>	<u>522,222</u>	<u>67%</u>	<u>156,300</u>	<u>14%</u>
Receivables										
AR - Membership Services	26,948	30,453	27,470	24,678	(3,505)	-12%	(522)	-2%	2,270	9%
AR - Group Commissions	11,727	15,619	34,763	19,553	(3,892)	-25%	(23,036)	-66%	(7,826)	-40%
AR - Other	(5,870)	10,553	6,873	9,709	(16,423)	-156%	(12,743)	-185%	(15,579)	-160%
AR - Co-op/STN/Shared	57,644	29,696	28,579	37,741	27,948	94%	29,065	102%	19,903	53%
AR - Inttopia	0	0	0	0	0	-		-		-
AR - Allowance for Doubtful Accounts	0	0	(14,973)	0	0	-	14,973	0%		-
AR - Infrastructure County	6,415,907	5,700,868	4,995,448	5,440,204	715,039	13%	1,420,459	220%	975,703	18%
AR - County TOT Funding	774,031	873,165	645,884	430,587	(99,134)	-11%	128,147	2%	343,444	80%
Total Receivables	<u>7,280,387</u>	<u>6,660,354</u>	<u>5,724,044</u>	<u>5,962,472</u>	<u>620,033</u>	<u>9%</u>	<u>1,556,343</u>	<u>-</u>	<u>1,317,915</u>	<u>22%</u>
Long Term Assets										
Prepaid expenses	6,930	5,770	8,497	15,021	1,160	20%	(1,567)	-176%	(8,091)	-54%
Inventory	928	928	891	928	0	0%	37	0%	0	0%
Furniture, Fixtures & Other	21,653	22,370	29,955	29,313	(717)	-3%	(8,302)	-109%	(7,660)	-26%
Computer Software/Equipment	3,662	4,112	7,612	6,906	(450)	-11%	(3,950)	-55%	(3,244)	-47%
Leasehold Improvements	2,585	2,985	7,242	6,985	(400)	-13%	(4,657)	-	(4,400)	-63%
Total Long Term Assets	<u>35,758</u>	<u>36,165</u>	<u>54,197</u>	<u>59,153</u>	<u>(407)</u>	<u>-1%</u>	<u>(18,439)</u>	<u>-</u>	<u>(23,395)</u>	<u>-40%</u>
TOTAL ASSETS	<u>\$ 8,622,367</u>	<u>\$ 7,795,991</u>	<u>\$ 6,562,241</u>	<u>\$ 7,171,547</u>	<u>\$ 826,376</u>	<u>11%</u>	<u>2,060,126</u>	<u>-</u>	<u>\$ 1,450,820</u>	<u>20%</u>
LIABILITIES & NET ASSETS										
Liabilities										
Accounts Payable	\$ 439,446	\$ 280,723	\$ 122,589	\$ 277,169	\$ 158,723	57%	\$ 316,857	37016%	\$ 162,277	59%
Advance Ticket Sales	4,001	28,289	856	(1,272)	(24,288)	-86%	3,145	2%	5,273	-415%
Other Liabilities and Unearned	195,891	139,370	186,261	338,971	56,521	41%	9,630	4%	(143,080)	-42%
Deferred Support	263,771	362,905	215,290	-	(99,134)	-27%	48,481	1%	263,771	-
Deferred Infra	6,862,683	6,175,435	5,466,694	5,888,737	687,248	11%	1,395,989	-	973,946	17%
Total Liabilities	<u>7,765,792</u>	<u>6,986,722</u>	<u>5,991,690</u>	<u>6,503,605</u>	<u>779,070</u>	<u>11%</u>	<u>1,774,102</u>	<u>-</u>	<u>1,262,187</u>	<u>19%</u>
Net Assets										
Fund Balance Designated	298,610	284,110	243,110	243,110	14,500	5%	55,500	13%	55,500	23%
Beginning Net Assets	424,832	424,832	439,302	439,302	0	0%	(14,470)	13%	(14,470)	-3%
Net Change in Net Assets	133,133	100,327	(111,861)	(14,470)	32,806	33%	244,994	43%	147,603	-1020%
Total Net Assets	<u>856,575</u>	<u>809,269</u>	<u>570,551</u>	<u>667,942</u>	<u>47,306</u>	<u>6%</u>	<u>286,024</u>	<u>-</u>	<u>188,633</u>	<u>28%</u>
TOTAL LIABILITIES & NET ASSETS	<u>\$ 8,622,367</u>	<u>\$ 7,795,991</u>	<u>\$ 6,562,241</u>	<u>\$ 7,171,547</u>	<u>\$ 826,376</u>	<u>11%</u>	<u>2,060,126</u>	<u>-</u>	<u>\$ 1,450,820</u>	<u>20%</u>

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North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Consolidation of Departments
For the Eleven Months Ending May 31, 2011

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	10,024	10,720	(696)	10,846	(6%)	104,584	116,897	(12,313)	123,559	(11%)
Special Events & Functions	1,442	1,677	(235)	3,823	(14%)	110,599	112,447	(1,848)	114,390	(2%)
Miscellaneous	0	0	0	0	0%	4,449	4,079	370	0	9%
Commissions & Booking Fees	225	3,000	(2,775)	4,404	(92%)	132,813	173,782	(40,969)	110,447	(24%)
Retail Sales & Other	1,774	820	954	375	116%	21,547	17,028	4,519	8,501	27%
Interest & Investment Income	86	460	(374)	57	(81%)	3,066	4,479	(1,413)	4,738	(32%)
Placer County Funding	482,676	469,229	13,447	215,294	3%	3,854,288	4,733,323	(879,035)	3,709,137	(19%)
Total Revenue and Other Support	496,228	485,906	10,322	234,798	2%	4,231,346	5,162,035	(930,689)	4,070,772	(18%)
Expenses										
Salaries and benefits	70,835	80,950	(10,115)	81,623	(12%)	916,623	961,116	(44,493)	1,023,468	(5%)
Rent & Utilities	7,445	7,945	(500)	7,779	(6%)	85,110	87,506	(2,397)	86,008	(3%)
Telephone Services	1,604	2,115	(511)	2,534	(24%)	20,947	22,954	(2,007)	24,630	(9%)
Internet Access	0	0	0	0	0%	290	0	290	290	0%
Mail Expenses	744	340	404	466	119%	3,082	3,444	(362)	2,723	(10%)
Insurance & Bonding	374	425	(51)	425	(12%)	4,205	4,665	(460)	4,933	(10%)
Supplies	1,108	1,085	23	456	2%	9,980	11,110	(1,130)	11,515	(10%)
Equipment Sup. & Maint.	1,328	1,200	128	991	11%	9,596	13,625	(4,029)	12,532	(30%)
Taxes, Licenses & Fees	0	0	0	0	0%	1,015	1,125	(110)	2,574	(10%)
Equip. Rental / Leasing	0	1,160	(232)	928	(20%)	14,041	12,518	1,523	12,603	(12%)
Training & Seminars	0	1,000	(1,000)	87	(100%)	477	2,500	(2,023)	1,432	(81%)
Project Costs	87,554	231,742	(144,188)	12,114	(62%)	1,369,624	2,491,422	(1,121,798)	1,795,373	(45%)
Professional Fees Legal/Accounting	29,281	500	(500)	0	(100%)	18,886	25,420	(6,535)	23,280	(26%)
Special Events	0	2,500	(2,500)	630	*****	120,716	140,895	(20,179)	19,069	(14%)
Autumn Food & Wine Costs	(109)	2,145	(2,254)	775	(105%)	79,024	75,508	3,516	75,795	5%
Membership Events/Newsletters	0	640	(640)	0	(100%)	30,286	38,098	(7,812)	33,946	(21%)
Cost of Goods Sold	0	0	0	0	0%	16,257	10,059	6,198	6,356	62%
Promotional/ Giveaways	0	0	0	0	0%	0	2,000	(2,000)	651	(100%)
Market Study Reports/Research	0	0	0	10,550	0%	0	0	0	22,125	0%
Marketing Cooperative/Media	174,476	84,476	90,000	137,633	107%	1,001,236	911,236	90,000	823,963	10%
Marketing Other	11,287	0	11,287	0	0%	84,523	85,351	(828)	34,060	(1%)
Programs	56,600	10,000	46,600	0	466%	162,950	100,000	62,950	102,412	63%
Associate Relations	104	65	39	236	60%	3,800	6,897	(3,097)	6,807	(45%)
Board Functions	2,987	700	2,287	32	327%	55,258	47,967	7,291	7,228	15%
Credit Card Fees	124	95	29	165	30%	4,132	7,882	(3,750)	7,834	(48%)
Automobile Expenses	231	490	(259)	346	(53%)	4,478	4,852	(374)	5,107	(8%)
Local Meals & Entertainment	188	493	(305)	1,102	(62%)	3,693	4,746	(1,053)	6,190	(22%)
Dues & Subscriptions	265	2,150	(1,885)	265	(88%)	3,832	6,793	(2,961)	4,916	(44%)
Travel	0	1,500	(1,500)	2,494	(100%)	1,397	6,145	(4,748)	5,356	(77%)
Total Expense Before Depreciation/Re	447,354	433,716	13,639	281,630	3%	4,025,458	5,085,834	(1,060,377)	4,163,176	(21%)
Depreciation	1,567	1,571	(4)	1,567	0%	17,237	17,273	(36)	17,237	0%
Bad Debt	0	0	0	0	0%	0	0	0	2,220	0%
Reserves	14,500	2,000	12,500	0	625%	55,518	18,000	37,518	0	208%
Total Expense	463,421	437,287	26,135	283,197	6%	4,098,213	5,121,107	(1,022,895)	4,182,634	(20%)
Changes in Unrestricted Net Assets	32,806	48,619	(15,813)	(28,399)	(33%)	133,133	40,927	92,206	(111,861)	225%

North Lake Tahoe Resort Association
Statement of Activities
Summary
For the Eleven Months Ending May 31, 2011

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DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
REVENUE AND OTHER SUPPORT										
Marketing Conferences	349,731	149,713	200,018	119,697	134%	1,935,947	1,752,993	182,954	1,424,786	10%
Visitor Support & Transportation	26,474	29,553	(3,079)	30,848	(10%)	413,239	433,013	(19,774)	368,181	(5%)
Visitor Information	54,750	54,750	0	39,670	0%	1,042,709	602,250	440,459	1,007,674	73%
Member Services	13,608	12,653	955	13,208	8%	153,714	149,191	4,523	150,849	3%
Management & General	10,788	11,677	(889)	14,027	(8%)	127,578	146,130	(18,552)	154,733	(13%)
	150	360	(210)	103	(58%)	6,668	7,525	(856)	1,740	(11%)
Total Revenue and Other Supp	455,501	258,706	196,795	217,553	76%	3,679,855	3,091,102	588,753	3,107,962	19%
EXPENSES										
Marketing Conferences	310,132	128,597	181,535	179,577	141%	1,828,449	1,678,898	149,551	1,418,331	9%
Visitor Support & Transportation	36,181	36,138	43	33,719	0%	424,018	418,787	5,231	419,483	1%
Visitor Information	63,606	22,770	40,836	17,664	179%	1,045,888	635,455	410,433	1,082,609	65%
Member Services	11,303	12,104	(801)	11,363	(7%)	158,196	149,837	8,359	143,320	6%
Management & General	9,362	11,920	(2,558)	10,507	(21%)	144,697	158,011	(13,315)	149,684	(8%)
	(8,516)	(525)	(7,991)	(3,593)	*****	(40,128)	8,274	(48,402)	23,932	(585%)
Total Expenses	422,068	211,004	211,064	249,238	100%	3,561,119	3,049,262	511,857	3,237,359	17%
Net Change in Unrestricted Net Assets										
Marketing Conferences	39,599	21,116	18,483	(59,881)	88%	107,497	74,095	33,403	6,455	45%
Visitor Support & Transportation	(9,706)	(6,585)	(3,121)	(2,871)	47%	(10,779)	14,226	(25,004)	(51,303)	(176%)
Visitor Information	(8,856)	31,980	(40,836)	22,006	(128%)	(3,179)	(33,205)	30,026	(74,936)	(90%)
Member Services	2,305	550	1,756	1,845	319%	(4,482)	(646)	(3,836)	7,529	594%
Management & General	1,426	(243)	1,669	3,520	(687%)	(17,118)	(11,881)	(5,237)	5,050	44%
	8,666	885	7,781	3,696	879%	46,797	(749)	47,546	(22,192)	*****
Net Change in Assets Before In	33,433	47,702	(14,269)	(31,685)	(30%)	118,736	41,839	76,896	(129,397)	184%
Infrastructure Support	40,727	227,200	(186,473)	17,245	(82%)	551,491	2,070,933	(1,519,442)	962,810	(73%)
Infrastructure Expense	41,354	226,283	(184,929)	13,959	(82%)	537,093	2,071,845	(1,534,752)	945,275	(74%)
Infrastructure Net Change in Assets	(627)	917	(1,544)	3,286	(168%)	14,398	(912)	15,310	17,536	*****
Change in Net Assets	32,806	48,619	(15,813)	(28,399)	(33%)	133,133	40,927	92,206	(111,861)	225%

North Lake Tahoe Resort Association
Department Detail Activity Report
For the Eleven Months Ending May 31, 2011

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
REVENUE AND OTHER SUPPORT										
Member Dues	\$ 80,253	\$ 7,352		\$ 7,352		\$ 97,232		\$ 104,584		\$ 104,584
Special Events & Functions				80,253		30,346		110,599		110,599
Miscellaneous				132,813		4,449		137,262		137,262
Commissions & Booking fees	11,096	121,717		21,547			4,449	132,813		132,813
Retail Sales & Other			21,547					21,547		21,547
Interest & Investment Income							2,219	2,219	847	3,066
Placer County Funding	1,844,598	284,170	132,167	2,260,935	1,042,709			3,303,644	550,644	3,854,288
Total Revenue and Other Support	\$ 1,935,947	\$ 413,239	\$ 153,714	\$ 2,502,899	\$ 1,042,709	\$ 127,578	\$ 6,668	\$ 3,679,855	\$ 551,491	\$ 4,231,346
EXPENSES										
Salaries and benefits	\$ 271,963	\$ 139,280	\$ 106,309	\$ 517,551	\$ 54,668	\$ 74,702	\$ 207,463	\$ 854,384	\$ 62,239	\$ 916,623
Rent & Utilities	22,313	11,352	5,135	38,800	7,989	8,018	22,313	77,120	7,989	85,110
Telephone Services	7,876	2,833	1,265	11,974	1,761	1,788	3,663	19,186	1,761	20,947
Internet Access	290			290				290		290
Mail Expenses	987	420	107	1,514	0	833	726	3,073	10	3,082
Insurance & Bonding	1,051	547	547	2,144	336	336	1,051	3,868	336	4,205
Supplies	3,061	1,654	1,056	5,771	572	890	2,175	9,408	572	9,980
Equipment Sup. & Maint.	1,637	1,145	1,637	4,419	478	628	3,592	9,118	478	9,596
Taxes, Licenses & Fees	233	121	206	559	74	74	233	941	74	1,015
Equip. Rental/Leasing	1,896	1,503	3,655	7,054	1,231	2,415	2,112	12,811	1,231	14,041
Training & Seminars						169	308	477		477
Project Costs					944,274			944,274	425,350	1,369,624
Professional Fees Legal/Accounting							18,886	18,886		18,886
Special Events	120,716			120,716				120,716		120,716
Autumn Food & Wine Costs	79,024			79,024				79,024		79,024
Membership Events/Newsletter						30,286		30,286		30,286
Cost of Goods Sold				16,257				16,257		16,257
Marketing Cooperative/Media	791,977	209,259		1,001,236				1,001,236		1,001,236
Marketing Other	84,523			84,523				84,523		84,523
Programs	162,950			162,950				162,950		162,950
Associate Relations	950	494	494	1,938	304	304	950	3,496	304	3,800
Board Functions							55,258	55,258		55,258
Credit Card Fees	2,929		488	3,417				3,417		3,417
Automobile Expense	758	153	43	954	949	1,077	549	3,529	949	4,478
Local Meals & Entertainment	2,339	120	60	2,519	94	545	382	3,539	154	3,693
Dues & Subscriptions	1,542	1,380	2,922	5,844	54	108	694	6,290	54	6,344
Travel	1,397			1,397				1,397		1,397
Allocated	207,942	51,448	18,629	278,019	31,948	20,653	(365,057)	(34,437)	34,437	-
Total Functional Exp. Before Depreciation	\$ 1,768,355	\$ 421,708	\$ 155,886	\$ 2,345,949	\$ 1,044,733	\$ 143,542	\$ (44,704)	\$ 3,489,519	\$ 535,938	\$ 4,025,458
Depreciation	4,576	2,310	2,310	9,196	1,155	1,155	4,576	16,082	1,155	17,237
Reserves	55,518			55,518				55,518		55,518
Total Functional Expense and Depreciation	\$ 1,828,449	\$ 424,018	\$ 158,196	\$ 2,410,663	\$ 1,045,888	\$ 144,697	\$ (40,128)	\$ 3,561,119	\$ 537,093	\$ 4,098,213
Change in Net Assets	\$ 107,497	\$ (10,779)	\$ (4,482)	\$ 92,237	\$ (3,179)	\$ (17,118)	\$ 46,797	\$ 118,736	\$ 14,398	\$ 133,133

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Eleven Months Ending May 31, 2011

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
	0	0	0	0	0%	80,253	75,450	4,803	75,353	6%
	263	0	263	32	0%	11,096	32,700	(21,604)	33,118	(66%)
	349,468	149,713	199,755	119,665	133%	1,844,598	1,644,843	199,755	1,316,315	12%
	349,731	149,713	200,018	119,697	134%	1,935,947	1,752,993	182,954	1,424,786	10%
REVENUE AND OTHER SUPPORT										
Revenue and Other Support										
Special Events & Functions	20,799	21,709	(910)	20,744	(4%)	271,963	279,658	(7,695)	262,825	(3%)
Commissions & Booking Fees	1,957	2,050	(93)	2,051	(5%)	22,313	22,661	(348)	22,597	(2%)
Placer County Funding	474	720	(246)	1,347	(34%)	7,876	7,994	(118)	8,559	(1%)
	0	0	0	0	0%	290	0	290	290	0%
	161	110	51	100	46%	1,304	1,304	(317)	210	(24%)
	94	106	(12)	106	(12%)	1,051	1,164	(113)	1,233	(10%)
	107	300	(193)	38	(64%)	3,061	2,929	132	3,063	5%
	188	200	(13)	151	(6%)	1,637	2,163	(526)	2,243	(24%)
	0	0	0	0	0%	233	233	0	311	0%
	93	90	3	93	3%	1,896	1,611	285	1,568	18%
	29,281	1,000	(1,000)	87	(100%)	0	2,000	(2,000)	139	(100%)
	0	0	0	630	*****	120,716	140,895	(20,179)	19,069	(14%)
	0	0	0	0	0%	79,024	75,508	3,516	75,795	5%
	0	0	0	0	0%	0	2,000	(2,000)	651	(100%)
	155,307	65,307	90,000	10,550	0%	791,977	701,977	90,000	641,000	13%
	11,287	0	11,287	121,000	138%	84,523	85,351	(828)	34,060	(1%)
	56,600	10,000	46,600	0	466%	162,950	100,000	62,950	87,412	63%
	26	0	26	59	0%	950	1,776	(826)	1,804	(47%)
	6	0	6	0	0%	2,929	6,800	(3,871)	6,764	(57%)
	0	135	(135)	62	(100%)	788	1,360	(572)	1,402	(44%)
	0	216	(216)	449	(100%)	2,339	1,981	358	2,610	18%
	0	1,400	(1,400)	0	(100%)	1,542	2,870	(1,328)	1,469	(46%)
	0	1,500	(1,500)	2,494	(100%)	1,397	6,145	(4,748)	5,356	(77%)
	18,838	18,838	0	19,200	0%	207,942	207,942	0	211,200	0%
	295,216	126,181	169,035	179,161	134%	1,768,355	1,656,322	112,033	1,413,755	7%
EXPENSES										
Salaries and benefits	416	416	0	416	0%	4,576	4,576	0	4,576	0%
Rent & Utilities	14,500	2,000	12,500	0	625%	55,518	18,000	37,518	0	208%
Telephone Services	310,132	128,597	181,535	179,577	141%	1,828,449	1,678,898	149,551	1,418,331	9%
Internet Access	39,599	21,116	18,483	(59,881)	88%	107,497	74,095	33,403	6,455	45%
Mail Expenses										
Insurance & Bonding										
Supplies										
Equipment Sup. & Maint.										
Taxes, Licenses & Fees										
Equip. Rental / Leasing										
Training & Seminars										
Special Events										
Autumn Food & Wine Costs										
Promotional/ Giveaways										
Market Study Reports/Research										
Marketing Cooperative/Media										
Marketing Other										
Programs										
Associate Relations										
Credit Card Fees										
Automobile Expenses										
Local Meals & Entertainment										
Dues & Subscriptions										
Travel										
Allocated										
Total Expense Before Depreciation/Re										
Depreciation Reserves										
Total Expense										
Changes in Unrestricted Net Assets										

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Eleven Months Ending May 31, 2011

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	678	720	(42)	642	(6%)	7,352	7,764	(412)	7,863	(5%)
Commissions & Booking Fees	(38)	3,000	(3,038)	4,372	(101%)	121,717	141,082	(19,365)	76,144	(14%)
Placer County Funding	25,834	25,833	1	25,834	0%	284,170	284,167	3	284,174	0%
Total Revenue and Other Support	26,474	29,553	(3,079)	30,848	(10%)	413,239	433,013	(19,774)	368,181	(5%)
Expenses										
Salaries and benefits	10,408	10,048	360	9,150	4%	139,280	132,584	6,695	132,280	5%
Rent & Utilities	993	1,050	(57)	1,039	(5%)	11,352	11,607	(255)	11,511	(2%)
Telephone Services	272	330	(58)	240	(18%)	2,833	3,500	(667)	3,497	(19%)
Mail Expenses	170	75	95	116	47%	420	705	(285)	847	(40%)
Insurance & Bonding	49	55	(6)	55	(12%)	547	603	(56)	641	(9%)
Supplies	81	160	(79)	29	(49%)	1,654	1,614	40	1,603	2%
Equipment Sup. & Maint.	46	100	(55)	179	(55%)	1,145	1,487	(342)	941	(23%)
Taxes, Licenses & Fees	0	0	0	0	0%	121	121	0	162	0%
Equip. Rental / Leasing	93	90	3	93	3%	1,503	1,362	141	1,348	10%
Training & Seminars	0	0	0	0	0%	0	0	0	27	0%
Marketing Cooperative/Media	19,169	19,169	0	16,633	0%	209,259	209,259	0	182,963	0%
Programs	0	0	0	0	0%	0	0	0	15,000	0%
Associate Relations	14	9	5	31	51%	494	932	(438)	922	(47%)
Automobile Expenses	0	15	(15)	0	(100%)	153	135	18	133	14%
Local Meals & Entertainment	0	5	(5)	79	(100%)	120	45	75	141	167%
Dues & Subscriptions	285	350	(65)	265	(24%)	1,380	1,075	305	1,335	28%
Allocated	4,472	4,472	0	5,600	0%	51,448	51,448	0	61,600	0%
Total Expense Before Depreciation/Re	35,971	35,928	43	33,509	0%	421,708	416,477	5,231	414,953	1%
Depreciation	210	210	0	210	0%	2,310	2,310	0	2,310	0%
Bad Debt	0	0	0	0	0%	0	0	0	2,220	0%
Total Expense	36,181	36,138	43	33,719	0%	424,018	418,787	5,231	419,483	1%
Changes in Unrestricted Net Assets	(9,706)	(6,585)	(3,121)	(2,871)	47%	(10,779)	14,226	(25,004)	(51,303)	(176%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Transportation
For the Eleven Months Ending May 31, 2011

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Placer County Funding	54,750	54,750	0	39,670	0%	1,042,709	602,250	440,459	1,007,674	73%
Total Revenue and Other Support	54,750	54,750	0	39,670	0%	1,042,709	602,250	440,459	1,007,674	73%
Expenses										
Salaries and benefits	4,190	4,144	46	4,253	1%	54,668	56,119	(1,451)	50,999	(3%)
Rent & Utilities	701	755	(54)	735	(7%)	7,989	8,306	(317)	8,102	(4%)
Telephone Services	94	150	(56)	120	(37%)	1,761	1,658	103	1,620	6%
Mail Expenses	0	0	0	0	0%	0	0	0	4	0%
Insurance & Bonding	30	34	(4)	34	(12%)	336	374	(38)	395	(10%)
Supplies	43	75	(32)	15	(43%)	572	767	(195)	984	(25%)
Equipment Sup. & Maint.	28	70	(42)	48	(60%)	478	764	(286)	715	(37%)
Taxes, Licenses & Fees	0	0	0	0	0%	74	74	0	100	1%
Equip. Rental / Leasing	84	145	(61)	84	(42%)	1,231	1,133	98	1,117	9%
Training & Seminars	0	0	0	0	0%	0	0	0	17	0%
Project Costs	55,030	14,125	40,905	10,005	290%	944,274	532,040	412,234	993,090	77%
Associate Relations	8	16	(8)	19	(48%)	304	460	(156)	418	(34%)
Automobile Expenses	115	60	55	74	92%	949	540	409	628	76%
Local Meals & Entertainment	94	7	87	75	*****	94	63	31	139	49%
Dues & Subscriptions	0	0	0	0	0%	54	54	0	72	0%
Allocated	3,084	3,084	0	2,096	0%	31,948	31,948	0	23,056	0%
Total Expense Before Depreciation/Re	63,501	22,665	40,836	17,559	180%	1,044,733	634,300	410,433	1,081,454	65%
Depreciation	105	105	0	105	0%	1,155	1,155	0	1,155	0%
Total Expense	63,606	22,770	40,836	17,664	179%	1,045,888	635,455	410,433	1,082,609	65%
Changes in Unrestricted Net Assets	(8,856)	31,980	(40,836)	22,006	(128%)	(3,179)	(33,205)	30,026	(74,936)	(90%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Eleven Months Ending May 31, 2011

	CURRENT MONTH				YEAR - TO - DATE				% Chg
	Actual	Budget	\$ Variance	Prior YR	Actual	Budget	Variance	Prior YR	
	0	0	0	0	0	0	0	1,185	0%
Revenue and Other Support	1,774	820	954	375	21,547	17,028	4,519	8,501	27%
Commissions & Booking Fees	11,833	11,833	0	12,833	132,167	132,163	4	141,163	0%
Retail Sales & Other	13,608	12,653	955	13,208	153,714	149,191	4,523	150,849	3%
Placer County Funding									
Total Revenue and Other Support	7,808	8,102	(294)	7,464	106,309	101,538	4,771	93,852	5%
Expenses	432	500	(68)	431	5,135	5,382	(247)	4,965	(5%)
Salaries and benefits	123	165	(42)	113	1,265	1,733	(468)	1,780	(27%)
Rent & Utilities	31	15	16	17	107	158	(51)	141	(32%)
Telephone Services	49	55	(6)	55	547	603	(56)	641	(9%)
Mail Expenses	194	110	84	303	1,056	1,328	(272)	1,287	(20%)
Insurance & Bonding	537	270	267	179	1,637	2,967	(1,330)	2,890	(45%)
Supplies	0	0	0	0	206	206	0	172	0%
Equipment Sup. & Maint.	278	400	(122)	278	3,655	3,398	257	3,365	8%
Taxes, Licenses & Fees	0	0	0	0	0	0	0	107	0%
Equip. Rental / Leasing	0	0	0	0	0	0	0	0	0%
Training & Seminars	14	640	(640)	31	16,257	10,059	6,198	6,356	62%
Cost of Goods Sold	40	35	5	30	494	913	(419)	922	(46%)
Associate Relations	0	0	0	0	488	478	10	368	2%
Credit Card Fees	0	5	(5)	0	43	45	(2)	77	(4%)
Automobile Expenses	0	10	(10)	79	60	90	(30)	184	(33%)
Local Meals & Entertainment	1,587	1,587	0	2,173	18,629	18,629	0	23,903	0%
Allocated	11,093	11,894	(801)	11,153	155,886	147,527	8,359	141,010	6%
Total Expense Before Depreciation/Re	210	210	0	210	2,310	2,310	0	2,310	0%
Depreciation	11,303	12,104	(801)	11,363	158,196	149,837	8,359	143,320	6%
Total Expense	2,305	550	1,756	1,845	(4,482)	(646)	(3,836)	7,529	594%
Changes in Unrestricted Net Assets									

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Chamber of Commerce
For the Eleven Months Ending May 31, 2011

	CURRENT MONTH			YEAR - TO - DATE			% Chg.
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
	9,346	10,000	(654)	97,232	109,133	(11,901)	(11%)
	1,442	1,677	(235)	30,346	36,997	(6,651)	(18%)
	10,788	11,677	(889)	127,578	146,130	(18,552)	(13%)
	5,983	6,123	(140)	74,702	77,950	(3,248)	(4%)
	704	740	(36)	8,018	8,178	(160)	(2%)
	181	200	(19)	1,788	2,151	(363)	(17%)
	323	80	243	833	723	110	15%
	30	34	(4)	336	374	(38)	(10%)
	47	120	(73)	890	1,271	(381)	(30%)
	28	65	(37)	628	819	(191)	(23%)
	0	0	0	74	74	0	1%
	186	250	(64)	2,415	2,222	193	9%
	(109)	0	0	169	0	169	0%
	8	2,145	(2,137)	30,286	38,098	(7,812)	(21%)
	78	29	49	304	527	(223)	(42%)
	0	60	(60)	715	604	111	18%
	0	120	(120)	1,077	1,282	(205)	(16%)
	0	50	(50)	545	722	(177)	(25%)
	0	0	0	108	1,208	(1,100)	(91%)
	1,799	1,799	0	20,653	20,653	0	0%
	9,257	11,815	(2,558)	143,542	156,856	(13,315)	(8%)
	105	105	0	1,155	1,155	0	0%
	9,362	11,920	(2,558)	144,697	158,011	(13,315)	(8%)
	1,426	(243)	1,669	(17,118)	(11,881)	(5,237)	44%
Revenue and Other Support	10,205						
Member Dues	3,823						
Special Events & Functions	14,027						
Total Revenue and Other Support							
Expenses	5,770						
Salaries and benefits	737						
Rent & Utilities	199						
Telephone Services	34						
Mail Expenses	17						
Insurance & Bonding	98						
Supplies	0						
Equipment Sup. & Maint.	186						
Taxes, Licenses & Fees	0						
Equip. Rental / Leasing	0						
Training & Seminars	775						
Membership Events/Newsletter	19						
Associate Relations	135						
Credit Card Fees	0						
Automobile Expenses	42						
Local Meals & Entertainment	0						
Dues & Subscriptions	0						
Allocated	2,231						
Total Expense Before Depreciation/Re	10,402						
Depreciation	105						
Total Expense	10,507						
Changes in Unrestricted Net Assets	3,520						

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Management & Administration
For the Eleven Months Ending May 31, 2011

	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Prior YR	Variance	Prior YR	
	0	0	0	0	370	0	9%
	150	360	(210)	103	(1,227)	1,740	(36%)
	150	360	(210)	103	(856)	1,740	(11%)
Revenue and Other Support							
Miscellaneous	17,258	26,649	(9,391)	26,814	(43,251)	319,402	(17%)
Interest & Investment Income	1,957	2,100	(143)	2,051	(798)	22,596	(3%)
Total Revenue and Other Support	366	400	(34)	434	(697)	5,248	(14%)
Expenses	116	55	61	31	218	570	43%
Salaries and benefits	94	106	(12)	106	(113)	1,233	(10%)
Rent & Utilities	594	230	364	38	(124)	2,388	(5%)
Telephone Services	474	420	54	288	(1,024)	4,316	(22%)
Mail Expenses	0	0	0	233	(110)	1,600	(32%)
Insurance & Bonding	111	105	6	111	438	1,863	26%
Supplies	0	0	0	308	(192)	1,108	(38%)
Equipment Sup. & Maint.	0	0	0	18,886	(6,535)	23,280	(26%)
Taxes, Licenses & Fees	0	0	0	950	(866)	1,804	(48%)
Equip. Rental / Leasing	0	0	0	55,258	7,291	7,228	15%
Training & Seminars	0	500	(500)	549	(446)	1,082	(45%)
Professional Fees Legal/Accounting	26	5	21	382	(1,419)	2,334	(79%)
Associate Relations	2,987	700	2,287	694	(838)	1,824	(55%)
Board Functions	0	100	(100)	0	0	(378,521)	0%
Automobile Expenses	0	200	(200)	(365,057)	0	19,356	*****
Local Meals & Entertainment	0	400	(400)	(44,704)	(48,366)	4,576	(1%)
Dues & Subscriptions	(32,915)	(32,915)	0	4,576	(36)	4,576	(1%)
Allocated	(8,952)	(945)	(7,987)	(40,128)	(48,402)	23,932	(585%)
Total Expense Before Depreciation/Re	416	420	(4)	46,797	47,546	(22,192)	*****
Depreciation	(8,516)	(525)	(7,991)	8,274	(48,402)	23,932	(585%)
Total Expense	8,666	885	7,781	46,797	47,546	(22,192)	*****
Changes in Unrestricted Net Assets							

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Infrastructure
For the Eleven Months Ending May 31, 2011

	CURRENT MONTH				YEAR-TO-DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support						847	1,033	(186)	2,999	(18%)
Interest & Investment Income				(47)	(164%)	550,644	2,069,900	(1,519,256)	959,811	(73%)
Placer County Funding			(186,473)	17,292	(82%)	551,491	2,070,933	(1,519,442)	962,810	(73%)
Total Revenue and Other Support			(186,473)	17,245	(82%)					
Expenses										
Salaries and benefits	4,390	4,175	215	7,427	5%	62,239	62,553	(314)	93,276	(1%)
Rent & Utilities	701	750	(49)	735	(6%)	7,989	8,261	(272)	8,102	(3%)
Telephone Services	94	150	(56)	120	(37%)	1,761	1,658	103	1,620	6%
Mail Expenses	4	5	(1)	2	(23%)	10	46	(36)	34	(79%)
Insurance & Bonding	30	35	(5)	34	(14%)	336	383	(47)	395	(12%)
Supplies	43	90	(47)	15	(53%)	572	902	(330)	984	(37%)
Equipment Sup. & Maint.	28	75	(47)	48	(63%)	478	809	(331)	715	(41%)
Taxes, Licenses & Fees	0	0	0	0	0%	74	74	0	100	1%
Equip. Rental / Leasing	84	80	4	84	4%	1,231	1,118	113	1,117	10%
Training & Seminars	0	0	0	0	0%	0	0	0	17	0%
Project Costs	32,523	217,617	(185,094)	2,109	(85%)	425,350	1,959,382	(1,534,032)	802,283	(78%)
Associate Relations	8	6	2	19	39%	304	473	(169)	418	(36%)
Automobile Expenses	115	55	60	74	110%	949	495	454	628	92%
Local Meals & Entertainment	94	5	89	75	*****	154	45	109	139	242%
Dues & Subscriptions	0	0	0	0	0%	54	54	0	72	0%
Allocated	3,135	3,135	0	3,111	0%	34,437	34,437	0	34,221	0%
Total Expense Before Depreciation/Re	41,249	226,178	(184,929)	13,854	(82%)	535,938	2,070,690	(1,534,752)	944,120	(74%)
Depreciation	105	105	0	105	0%	1,155	1,155	0	1,155	0%
Total Expense	41,354	226,283	(184,929)	13,959	(82%)	537,093	2,071,845	(1,534,752)	945,275	(74%)
Changes in Unrestricted Net Assets	(627)	917	(1,544)	3,286	(168%)	14,398	(912)	15,310	17,536	*****

North Lake Tahoe Resort Association
Statement of Cash Flows
For the Eleven Months Ending May 31, 2011 and 2010

for internal use only, unaudited

	May 31, 2011	May 31, 2010
CASH FLOWS FROM OPERATING ACTIVITIES		
Tourism and Administration		
Cash Received from Customers Operations	\$ 375,224	\$ 384,370
Cash Received from Interest Operations	2,219	1,740
Cash Received from Placer County TOT Operations	3,223,971	2,855,874
Cash Used for Operations	(3,456,977)	(3,714,060)
	144,437	(472,077)
 Infrastructure		
Cash Received from Grants and Reimbursements		-
Cash Received from Interest Infrastructure	847	2,999
Cash Received from TOT Revenue Recognized Infrastructure	548,887	1,171,629
Cash Used for Infrastructure Overhead	(110,588)	(141,837)
Cash Used for Infrastructure Projects	(425,350)	(802,283)
	13,796	230,509
	-	-
Net Cash Provided (Used) by Operating Activities	158,233	(241,568)
CASH FLOWS FROM FINANCING ACTIVITIES		
	-	-
Net Cash Provided (used) by Financing Activities	-	-
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of Equipment and Leasehold Improvements	(1,933)	(3,940)
Disposition of Assets	-	-
	-	-
Net Cash Provided (Used) by Investing	(1,933)	(3,940)
Net Increase (Decrease) in Cash and Cash Equivalents	156,300	(245,508)
Cash and Cash Equivalents, July 1, 2010, 2009	1,149,922	1,029,508
Cash and Cash Equivalents, May 31, 2011, 2010	\$ 1,306,222	784,000



COMMITTEE: Marketing
MEETING DATE: June 28, 2011
BOARD MEMBERS PRESENT: Barb Cohen, Jennifer Merchant, Deanna Gescheider and Ron Parson

ACTION ITEMS TAKEN/REQUESTED:

Action: The Committee gave the following direction on the NLT Conference Sales Program:

- Market the vast amount of meeting space in NLT with a focused strategy, such as, "Tahoe is a great place to have meetings."
- Suggested sales efforts are driven at groups/associations focused on paddle-sports, Nordic skiing and biking. Look at proactive sales efforts through events by actively selling to groups/associations in conjunction with those events.
- Requested a presentation from Smith and Jones concerning the current Conference Sales marketing plan at the next Marketing and Board meetings.
- Requested the Conference Sales Advisory Committee provide a clear plan for the Marketing Committee to review.
- Would like cohesive strategy/goals concerning the new proposed sales person including a return on the investment of new staff.
- Requested that the Marketing Committee annually review the Conference Equity report and include it in the Marketing Packet.

Action: Becky asked if Jason could resend the survey to her.

Action: Review the 2011/12 Budget at next Marketing Committee Meeting

Action: The Committee gave the following direction on the NLT Co-op Budget:

- Decreasing the destination and increasing the drive percentages.
- Increasing funds focused on internet and social media.
- More detail in the budget (reasoning behind the changes) and strategic elements within the budget.
- More market research on media consumption.
- Questioned contribution to the NTPUD concerning the conference center and the return on the investment.

Action: Barb requested an action item sheet for each Committee. Sandy is implementing a Committee action sheet that will be included in the Board Packet each month.

Action: Staff to work on new format for meeting agenda.

Action: Brand review workshop at the next Committee Meeting.

Action: Review Fabulous Fall's direction with food, wine and spirits and create a plan for the future.

MOTIONS MADE/VOTE:

- 3.1 M/S/C (Cohen/Williams) (8/0) to approve the agenda exchanging the Conference Report with the MTRiP report.
- 4.1 M/S/C (Cohen/Pedersen) (8/0) to approve the Marketing Committee meeting minutes from May 24, 2011

BOARD APPROVAL/DIRECTION REQUESTED:

Recommendation: The Committee recommended for Board approval a review and discussion on a cohesive strategy concerning the new proposed sales person including a return on the investment of new staff.

Monthly Report May 2011

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 10/11

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 5/31/11:	\$1,643,995	\$1,028,948	60%
Forecasted Commission for this Revenue:	\$100,765	\$51,364	96%
Number of Room Nights:	9857	5227	89%
Number of Delegates:	4805	2474	94%
Annual Revenue Goal:	\$2,200,000	\$1,500,000	
Annual Commission Goal:	\$140,000	\$85,000	
Number of Tentative Bookings:	45	43	5%

Monthly Detail/Activity	<u>May-11</u>	<u>May-10</u>	
<u>Number of Groups Booked:</u>	1	4	
Revenue Booked:	\$18,808	\$183,097	-90%
Projected Commission:	\$0	\$18,309	-100%
Room Nights:	162	1262	-87%
Number of Delegates:	56	462	-88%
Booked Group Types:	1 TA	1 Corp., 2 Assoc., 1 Film	
Lost Business, # of Groups:	2	7	

<u>Arrived in the month</u>	<u>May-11</u>	<u>May-10</u>	
Number of Groups:	0	3	
Revenue Arrived:	\$0	\$160,019	
Projected Commission:	\$0	\$1,227	
Room Nights:	0	859	
Number of Delegates:	0	262	
Arrived Group Types:	0	2 Assoc., 1 Film	

Monthly Detail/Activity	<u>April-11</u>	<u>April-10</u>	
<u>Number of Groups Booked:</u>	4	2	
Revenue Booked:	\$95,192	\$22,002	333%
Projected Commission:	\$5,239	\$1,169	348%
Room Nights:	812	113	619%
Number of Delegates:	635	63	908%
Booked Group Types:	2 Assoc., 1 Film, 1 TA	1 TA, 1 Film Crew	
Lost Business, # of Groups:	4	8	

<u>Arrived in the month</u>	<u>April-11</u>	Est.	<u>April-10</u>	
Number of Groups:	2		3	
Revenue Arrived:	\$103,740		\$83,099	25%
Projected Commission:	\$10,374		\$8,309	25%
Room Nights:	1085		572	90%
Number of Delegates:	325		239	36%
Arrived Group Types:	1 Govt., 1 Film Crew		1 Assoc., 1 Govt and 1 Film	

Monthly Detail/Activity	<u>March-11</u>	<u>March-10</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$34,141	\$105,325	-68%
Projected Commission:	\$3,414	\$10,532	-68%
Room Nights:	340	665	-49%
Number of Delegates:	140	205	-32%
Booked Group Types:	1 Smerf	2 Corp.	
Lost Business, # of Groups:	6	6	

<u>Arrived in the month</u>	<u>March-11</u>	<u>March-10</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$91,524	\$17,885	412%
Projected Commission:	\$0	\$645	-100%
Room Nights:	488	79	518%
Number of Delegates:	150	26	477%
Arrived Group Types:	1 Corp.	1 Corp. 1 TA	

Monthly Detail/Activity	<u>February-11</u>	<u>February-10</u>	
<u>Number of Groups Booked:</u>	0	0	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:	0	0	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>February-11</u>	<u>February-10</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$49,579	\$187,426	-74%
Projected Commission:	\$4,384	\$9,371	-53%
Room Nights:	257	360	-29%
Number of Delegates:	115	225	-49%
Arrived Group Types:	1 Assoc.	1 TA	

Monthly Detail/Activity	<u>January-11</u>	<u>Januray 10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$2,902	\$27,523	-89%
Projected Commission:	\$145	\$2,752	-95%
Room Nights:	25	198	-87%
Number of Delegates:	10	89	-89%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>January-11</u>	<u>January-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$6,412	\$0	
Projected Commission:	\$0	\$0	
Number of Room Nights:	28	0	
Number of Delegates:	14	0	
Arrived Group Type:	1 Assoc.		

Monthly Detail/Activity	<u>December-10</u>	<u>December-09</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$36,491	\$96,066	-62%
Projected Commission:	\$3,649	\$8,961	-59%
Room Nights:	65	748	-91%
Number of Delegates:	194	380	-49%
Booked Group Types:	1 Corp.	2 Assoc., 1 TA	
Lost Business, # of Groups:	2	2	

<u>Arrived in the month</u>	<u>December-10</u>	<u>December-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$2,550	
Projected Commission:	\$0	\$255	
Number of Room Nights:	0	34	
Number of Delegates:	0	18	
Arrived Group Type:	0	1 Govt.	

Monthly Detail/Activity	<u>November-10</u>	<u>November-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$176,553	\$60,389	192%
Projected Commission:	\$9,922	\$6,038	64%
Room Nights:	1530	521	194%
Number of Delegates:	525	360	46%
Booked Group Types:	1 Govt., 1 Assn.	1 Corp., 1 Smf	
Lost Business, # of Groups:	1	1	

<u>Arrived in the month</u>	<u>November-10</u>	<u>November-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$40,363	
Projected Commission:	\$0	\$0	
Number of Room Nights:	0	414	
Number of Delegates:	0	150	
Arrived Group Type:	0	1 Assn.	

Monthly Detail/Activity	<u>October-10</u>	<u>October-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$293,259	\$70,173	318%
Projected Commission:	\$14,775	\$7,017	111%
Room Nights:	1525	630	142%
Number of Delegates:	247	1030	-76%
Booked Group Types:	1 Corp., 1 TA	1 Corp., 1 Society	
Lost Business, # of Groups:	1	5	

<u>Arrived in the month</u>	<u>October-10</u>	<u>October-09</u>	
Number of Groups:	9	3	
Revenue Arrived:	\$427,827	\$74,371	475%
Projected Commission:	\$12,597	\$3,217	292%
Number of Room Nights:	2991	480	523%
Number of Delegates:	1715	199	762%
Arrived Group Type:	1 Corp., 4 Assn., 1 Govt., 1 Smf, 1 Found	1 Corp., 1 Assn., 1 TA	

Monthly Detail/Activity	<u>September-10</u>	<u>September-09</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$26,865	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	150	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Corp.	0	
Lost Business, # of Groups:	5	0	
<u>Arrived in the month</u>	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	4	2	
Revenue Arrived:	\$145,651	\$42,522	243%
Projected Commission:	\$14,565	\$637	2186%
Number of Room Nights:	980	265	270%
Number of Delegates:	302	86	251%
Arrived Group Type:	4 Corp.	1 Assn. and 1 TA	

Monthly Detail/Activity	<u>August-10</u>	<u>August-09</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$52,758	\$117,185	-55%
Projected Commission:	\$5,275	\$11,230	-53%
Room Nights:	430	954	-55%
Number of Delegates:	575	183	214%
Booked Group Types:	1 Corp, 1 Assn 1 TA, 1 Foundation	1 Corp., 1 Assn. 1 Govt.	
Lost Business, # of Groups:	9	6	
<u>Arrived in the month</u>	<u>August-10</u>	<u>August-09</u>	
Number of Groups:	8	5	
Revenue Arrived:	\$219,566	\$101,663	116%
Projected Commission:	\$14,117	\$9,237	53%
Number of Room Nights:	1294	534	142%
Number of Delegates:	830	330	152%
Arrived Group Type:	1 Corp., 6 Assn. 1 Society	1 Corp., 1 Assn., 1 Smf 1 Govt., 1 TA	

Monthly Detail/Activity	<u>July-10</u>	<u>July-09</u>	
<u>Number of Groups Booked:</u>	5	2	
Revenue Booked:	\$47,336	\$213,831	-78%
Projected Commission:	\$4,733	\$21,373	-78%
Room Nights:	484	575	-16%
Number of Delegates:	373	1220	-69%
Booked Group Types:	1 Corp., 3 Assn. 1 Govt.	1 Corp. 1 Assn.	
Lost Business, # of Groups:	8	3	

<u>Arrived in the month</u>	<u>July-10</u>	<u>July-09</u>	
Number of Groups:	8	7	
Revenue Arrived:	\$579,888	\$293,154	98%
Projected Commission:	\$44,258	\$18,331	141%
Number of Room Nights:	2813	1268	122%
Number of Delegates:	1479	724	104%
Arrived Group Type:	1 Corp., 6 Assn. 1 Smf	5 Assn., 1 Smf, 1 TA	

Future Year Bookings, booked in this fiscal year:

For 2011/12:	\$833,909	(Goal) \$650,000
For 2012/13:	\$526,577	\$250,000

NUMBER OF LEADS Generated as of 5/31/11: 88

Total Number of Leads Generated in Previous Years:

2009/2010: 107
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

Monthly Report May 2011

CONFERENCE REVENUE STATISTICS

South Shore Properties

Year to Date Bookings/Monthly Production Detail FY 10/11

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 5/31/11:	\$218,894	\$426,655	-49%
Forecasted Commission for this Revenue:	\$23,170	\$31,369	-26%
Number of Room Nights:	2038	3991	-49%
Number of Delegates:	1310	1586	-17%
Annual Revenue Goal:	\$300,000	\$450,000	
Annual Commission Goal:	\$15,000	\$35,000	
Number of Tentative Bookings:	42	46	-9%

Monthly Detail/Activity	<u>May-11</u>	<u>May-10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$34,042	\$19,269	77%
Projected Commission:	\$5,106	\$2,890	77%
Room Nights:	425	110	286%
Number of Delegates:	80	157	-49%
Booked Group Types:	1 SMF	1 Assoc., 1 SMF	
Lost Business, # of Groups:	2	7	

<u>Arrived in the month</u>	<u>May-11</u>	Est.	<u>May-10</u>	
Number of Groups:	1		1	
Revenue Arrived:	\$12,295		\$38,791	-68%
Projected Commission:	\$0		\$5,818	-100%
Room Nights:	198		494	-60%
Number of Delegates:	79		150	-47%
Arrived Group Types:	1 Corp.		1 Corp.	

Monthly Detail/Activity	<u>April-11</u>	<u>April-10</u>	
<u>Number of Groups Booked:</u>	0	2	
Revenue Booked:	\$0	\$19,269	
Projected Commission:	\$0	\$2,890	
Room Nights:	0	110	
Number of Delegates:	0	157	
Booked Group Types:	0	1 Assoc., 1 SMF	
Lost Business, # of Groups:	5		

<u>Arrived in the month</u>	<u>April-11</u>	Est.	<u>April-10</u>	
Number of Groups:	2		0	
Revenue Arrived:	\$5,648		\$0	
Projected Commission:	\$179		\$0	
Room Nights:	57		0	
Number of Delegates:	100		0	
Arrived Group Types:	1 TA, 1 Corp.		0	

Monthly Detail/Activity	<u>March-11</u>	<u>March-10</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$72,000
Projected Commission:	\$0	\$10,800
Room Nights:	0	800
Number of Delegates:	0	350
Booked Group Types:	0	1 Smerf
Lost Business, # of Groups:	5	6

<u>Arrived in the month</u>	<u>March-11</u>	<u>March-10</u>
Number of Groups:	1	0
Revenue Arrived:	\$4,791	\$0
Projected Commission:	\$718	\$0
Room Nights:	39	0
Number of Delegates:	50	0
Arrived Group Types:	1 Corp. 1 Assn.	0

Monthly Detail/Activity	<u>February-11</u>	<u>February-10</u>
<u>Number of Groups Booked:</u>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	6	3

<u>Arrived in the month</u>	<u>February-11</u>	<u>February-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$20,013	\$187,426	-89%
Projected Commission:	\$3,002	\$9,371	-68%
Room Nights:	225	360	-38%
Number of Delegates:	150	225	-33%
Arrived Group Types:	1 Assoc.	1 TA	

Monthly Detail/Activity	<u>January-11</u>	<u>January 10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$2,902	\$27,523	-89%
Projected Commission:	\$145	\$2,752	-59%
Room Nights:	25	198	-91%
Number of Delegates:	10	89	-49%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>January-11</u>	<u>January-10</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Number of Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Type:		

Monthly Detail/Activity	<u>December-10</u>	<u>December-09</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$36,491	\$96,066	-62%
Projected Commission:	\$3,649	\$8,961	-59%
Room Nights:	65	748	-91%
Number of Delegates:	194	380	-49%
Booked Group Types:	1 Corp.	2 Assoc., 1 TA	
Lost Business, # of Groups:	2	2	

<u>Arrived in the month</u>	<u>December-10</u>	<u>December-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$2,550	
Projected Commission:	\$0	\$255	
Number of Room Nights:	0	34	
Number of Delegates:	0	18	
Arrived Group Type:	0	1 Govt.	

Monthly Detail/Activity	<u>November-10</u>	<u>November-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$176,553	\$60,389	192%
Projected Commission:	\$9,922	\$6,038	64%
Room Nights:	1530	521	194%
Number of Delegates:	525	360	46%
Booked Group Types:	1 Govt., 1 Assn.	1 Corp., 1 Smf	
Lost Business, # of Groups:	1	1	

<u>Arrived in the month</u>	<u>November-10</u>	<u>November-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$40,363	
Projected Commission:	\$0	\$0	
Number of Room Nights:	0	414	
Number of Delegates:	0	150	
Arrived Group Type:	0	1 Assn.	

Monthly Detail/Activity	<u>October-10</u>	<u>October-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$293,259	\$70,173	318%
Projected Commission:	\$14,775	\$7,017	111%
Room Nights:	1525	630	142%
Number of Delegates:	247	1030	-76%
Booked Group Types:	1 Corp., 1 TA	1 Corp., 1 Society	
Lost Business, # of Groups:	1	5	

<u>Arrived in the month</u>	<u>October-10</u>	<u>October-09</u>	
Number of Groups:	9	3	
Revenue Arrived:	\$427,827	\$74,371	475%
Projected Commission:	\$12,597	\$3,217	292%
Number of Room Nights:	2991	480	523%
Number of Delegates:	1715	199	762%
Arrived Group Type:	1 Corp., 4 Assn., 1 Govt., 1 Smf, 1 Found	1 Corp., 1 Assn., 1 TA	

Monthly Detail/Activity	<u>September-10</u>	<u>September-09</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$26,865	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	150	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Corp.	0	
Lost Business, # of Groups:	5	0	

<u>Arrived in the month</u>	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	4	2	
Revenue Arrived:	\$145,651	\$42,522	243%
Projected Commission:	\$14,565	\$637	2186%
Number of Room Nights:	980	265	270%
Number of Delegates:	302	86	251%
Arrived Group Type:	4 Corp.	1 Assn. and 1 TA	

Monthly Detail/Activity	<u>August-10</u>	<u>August-09</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$52,758	\$117,185	-55%
Projected Commission:	\$5,275	\$11,230	-53%
Room Nights:	430	954	-55%
Number of Delegates:	575	183	214%
Booked Group Types:	1 Corp. 1 Assn. 1 TA, 1 Foundation	1 Corp., 1 Assn. 1 Govt.	
Lost Business, # of Groups:	9	6	

<u>Arrived in the month</u>	<u>August-10</u>	<u>August-09</u>	
Number of Groups:	8	5	
Revenue Arrived:	\$219,566	\$101,663	116%
Projected Commission:	\$14,117	\$9,237	53%
Number of Room Nights:	1294	534	142%
Number of Delegates:	830	330	152%
Arrived Group Type:	1 Corp., 6 Assn. 1 Society	1 Corp., 1 Assn., 1 Smf 1 Govt., 1 TA	

Monthly Detail/Activity	<u>July-10</u>	<u>July-09</u>	
<u>Number of Groups Booked:</u>	5	2	
Revenue Booked:	\$47,336	\$213,831	-78%
Projected Commission:	\$4,733	\$21,373	-78%
Room Nights:	484	575	-16%
Number of Delegates:	373	1220	-69%
Booked Group Types:	1 Corp., 3 Assn. 1 Govt.	1 Corp. 1 Assn.	
Lost Business, # of Groups:	8	3	

<u>Arrived in the month</u>	<u>July-10</u>	<u>July-09</u>	
Number of Groups:	8	7	
Revenue Arrived:	\$579,888	\$293,154	98%
Projected Commission:	\$44,258	\$18,331	141%
Number of Room Nights:	2813	1268	122%
Number of Delegates:	1479	724	104%
Arrived Group Type:	1 Corp., 6 Assn. 1 Smf	5 Assn., 1 Smf, 1 TA	

Future Year Bookings, booked in this fiscal year:

For 2011/12:	\$49,135	(Goal) \$100,000
For 2012/13:		\$50,000

NUMBER OF LEADS Generated as of 5/31/11: 63

Total Number of Leads Generated in Previous Years:

2009/2010: 107
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

North Shore:						
April '11						
Groups Booked: 4						
Placer County:	1	Room Nights:	162	Delegates:	80	Revenue: \$39,220
Washoe County:	2	Room Nights:	615	Delegates:	530	Revenue: \$51,457
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue: \$4,515
Groups Arrived: 2						
Placer County:	1	Room Nights:	1050	Delegates:	300	Revenue: \$99,225
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue: \$4,515
May '11						
Groups Booked: 1						
Placer County:	1	Room Nights:	162	Delegates:	56	Revenue: \$18,808
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 0						
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
June '11						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Quarter total by county:						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:



MEMORANDUM

DATE: July 6, 2011

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
And Planning

SUBJ: June 1-30, 2011
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. **North Lake Tahoe Express (B-15)**

NLTRA staff, in concert with Tahoe Transportation District and the TNT/TMA, has conducted a performance review of the North Lake Tahoe Express airport shuttle program. The purpose of this study was to assess how well the NLTE is doing in meeting the goals of the program, and make recommendations as to the level of NLTRA support that should continue and strategies that can be implemented to improve the program. The draft of the performance review is now complete and is posted on www.nltra.org. TMA and staff have begun working on incorporating the appropriate recommendation. Staff is working with LSC, TMA, and TTD to develop a Request for Proposals for solicitation prior to the renewal of the next operator contract.

In addition, staff, under Board direction, is working with the Reno Tahoe Intl. Airport and the TMA to develop a highly visible North Lake Tahoe Welcoming Center and NLTE ticket counter. This proposal is being formulated and will be updated at the July 6th Board meeting.

The current Monthly Summary and the To Date Budget will be available at the July 6th Board meeting.

2. **Enhanced Summer Transit Service and Traffic Management (B-8, 9, 11)(B-3)**

The various transit services that are provided and/or increased during the summer season commenced on June 30th and will continue through September 6th. These include earlier, later, and more frequent runs on Highway 89 between Truckee and Tahoe City, and on Highway 28 across the North Shore. Another component is the summer nighttime service (Night Rider) providing 60 minute headways between Squaw Valley and Stateline, with routes that serve Northstar and for the first time in many years, the West Shore. All of these routes should show increased ridership compared to last summer. Funding is provided for traffic management in downtown Tahoe City each Thursday morning to assist the Farmer's Market traffic flow, and in downtown Kings Beach on busy Saturdays.

- 3. Year Round TART Baseline Service (B-20)**
Winter ridership on TART Baseline Transit Service is up 18% from last year. Approximately 47% of TART boardings come from ski area employees, which is up 26% from last year and accounts for about 2/3 of the overall winter ridership increase. Will Garner is requesting the same subsidy for 2011-12 as was needed in 2010-11. He said that until the State budget is determined, the required subsidy is unknown. The NLTRA Board has requested that the County consider shifting a portion of this funding to the 40% of the general TOT that the County utilizes, but only to the extent that there would be no service reductions.
- 4. Water Shuttle Pilot Program (A-3)**
A proposal is being developed to initiate a water shuttle service that would start on a small scale along the north and west shores of Lake Tahoe. The Tahoe Transportation District (TTD) is looking at this potential project as a possible component in the overall lake shuttle program that they have taking the lead to develop. The TNT/TMA, Placer County, and the NLTRA have been included in the planning discussions. TTD engaged LSC Transportation Consultants to prepare a study on the proposal, including specific routes, possible docking sites, number and types of vessels, etc. At its December meeting, the TTD Board voted to continue the project as a partnership with the other organizations including the NLTRA. The Joint Committee directed staff to continue staying involved with supporting this project and offering participation as appropriate. Staff is anticipating requesting an Infrastructure allocation to begin preparation this summer to allow commencement of the service in 2012.
- 5. Lakeside Multi Purpose Trail (A-11)**
Construction is starting again on the Phase VII and is due to be completed by the end of this year's construction season. The bid process is in progress for Phases V and VI which will be completed in the fall of 2012.
- 6. Homewood Class 1 Bicycle Trail (A-15)**
The TCPUD request for an Infrastructure allocation of up to \$144,500 to prepare the Environmental Documents and Compliance Tasks as required by Caltrans was approved by the Board of Supervisors in April. The total project will cost \$164,500. The previous document only addressed CEQA (California Environmental Quality Act) compliance, and now it has been determined that the NEPA (National Environmental Policy Act) process must also be completed. This section of trail is one of the highest priority trail projects in the Lake Tahoe Basin. A public workshop was held in June to provide an update on the development of alternatives. The completed Resort Triangle bike trail system is a very important component in the overall "Biking North Lake Tahoe" experience. The Funding Agreement between the TCPUD and the NLTRA has been completed.
- 7. Truckee River Corridor Access Plan/Squaw-Truckee Bike Trail (A-14)**
One of the important missing links in the overall Resort Triangle bike trail system is in the northernmost section of the Truckee River corridor stretching from the Placer/Nevada County line to Squaw Valley. The first steps in this coordination have been the funding and preparation of the draft Truckee River Corridor Access Plan, which identifies environmental and access related river corridor issues and projects. In order to implement the goals and objectives of the Truckee River Corridor Access Plan, Placer County Planning Division is requesting Infrastructure Funding of up to \$265,000 to prepare a programmatic Environmental Impact

Report (EIR) to allow the adoption of the Plan by Placer County. The total project cost is estimated at \$350,000 and will take approximately 20 months to complete. Completion of the EIR will allow Placer County to seek additional funding to move forward with the construction of a multi-purpose trail linking Squaw Valley to the Town of Truckee. The Board of Supervisors approved the funding request at its April 12th meeting in Northstar. The Funding Agreement between Placer County Planning and the NLTRA has been prepared and will be completed this month.

8. Amgen Tour of California- Local Facility Maintenance

In order to improve bicycle and pedestrian-based facilities in the North Tahoe area for the opening stages of the Amgen Tour of California bike race scheduled for May 16 and 17, 2011, the North Lake Tahoe Resort Association recommended that up to \$75,000 be allocated to minor maintenance work on Tahoe-area roads and trails. The improvements included snow and debris removal and patching to ensure the roads and bike trails are accessible to cycling enthusiasts and spectators. The maintenance occurred on portions of Northstar Drive, Squaw Valley Road, and bike trails owned and operated by the Tahoe City Public Utility District and Placer County in the Tahoe City to Squaw Valley area. Final invoices have been received from Northstar Community Services District and Tahoe City PUD for a total of \$27,791. We are awaiting the final invoice from Placer County, which had estimated \$34,000 in costs. The funds have been allocated from the NLTRA's FY 2010-2011 Infrastructure Budget, which allocated up to \$150,000 for one-time maintenance of tourism-serving facilities. While the Tour of California Tahoe stages had to be cancelled for safety reasons, there have been many positive comments on the early opening of the bike trails by visitors and residents.

9. Tahoe City/ West Commons Beach/Fire Station Redevelopment (A-19)

The NLTRA master plan has identified the need to relocate the existing visitor information center in Tahoe City to a more visible, larger facility, which would better serve visitor and community needs for welcoming to the lake, information and interpretive education. A potential location for this purpose is the existing fire station site which, when the fire station function is relocated, will need to be redeveloped and restored to be an integral part of the existing Commons beach and plazas. While various possible alternatives need to be analyzed, one alternative for this site may be as a location to include a multi-agency North Lake Tahoe Visitor Center, Lake Tahoe interpretation/performance theater, and other visitor-serving enhancements.

The Tahoe City Public Utility District requested an Infrastructure allocation of up to \$45,000 to prepare a conceptual analysis of alternatives for the westerly portion of Commons Beach. These alternatives will explore the possibility of a visitor center expansion and a small performing arts facility. The total alternative analysis will cost \$56,000. This request received final approval from the Board of Supervisors at its May 24th meeting.

A steering committee has been assembled and a consulting group selected to prepare the broad range of alternatives for public review later this fall. The Funding Agreement between the TCPUD and the NLTRA has been completed.

10. Regional Wayfinding Signage (A-1)

This project was updated and discussed at the May Joint Committee meeting and an Infrastructure funding request for up to \$19,665 to complete the Wayfinding Signage Standards Manual will be presented at the July 6th Board meeting.

11. East Tahoe City TART Bus Shelter Upgrade (A-25)

At the next Joint Committee meeting, a request for Infrastructure funding will be presented to rebuild and replace the existing bus shelter at the Lighthouse Center in Tahoe City. The new shelter will be an integral part of the Lakeside Multi-purpose Trail VII, which will be completed this fall,

12. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, July 25th, 2011.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- TOT Renewal District Managers
- TOT Renewal Steering Committee
- TOT Renewal Meeting with County CEO
- Tuesday Morning Breakfast Club
- US Forest Service New Supervisor Reception
- TNT/TMA Board
- Resort Triangle Transportation Planning Coalition
- Chamber of Commerce Cobblestone Mixer
- Placer County North Tahoe Bike Trail Consultant Interviews
- Tahoe Conservancy Water Trail Wayfinding Signage
- West Commons/Fire Station Steering Committee Meeting (2)
- Chamber Business Expo
- Placer County Economic Development Board
- Homewood Bike Trail Public Workshop
- 2-Day West Commons/Fire Station Consultant Planning Process
- NLTRA/County Budget Meeting
- Olympic Museum Update Meeting



COMMITTEE: Finance
MEETING DATE: May 31, 2011
BOARD MEMBERS PRESENT: Ron Parson, Ron McIntyre, Allen Highfield

ACTION ITEMS TAKEN:

Sally Lyon will send out a 10-year history of TOT collections to Mike Salmon.

Sally Lyon will email a G&A comparison from 2 years ago.

MOTIONS MADE/VOTE:

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

M/S/C (Frushon/Highfield) (5/0) to approve the Finance Committee minutes of Tuesday, May 3, 2011.

BOARD APPROVAL/DIRECTION REQUESTED:

M/S/C (McIntyre/Highfield) (5/0) to recommend to the Board of Directors the approval of the April 30, 2011 Financial Statements.

M/S/C (Salmon/Highfield) (5/0) to recommend to the Board of Directors the approval of the draft 2011/12 TOT Budget as shown in Attachment C.



COMMITTEE: Chamber Advisory
MEETING DATE: June 23, 2011
BOARD MEMBERS PRESENT: Alex Mourelatos

ACTION ITEMS TAKEN/REQUESTED:

Action: The Chamber of Commerce Advisory Committee gave recommendation to staff to present the Grant Application with the following recommendations to the NLTRA Board of Directors:

- Revise the application to include the statement, "Special consideration will be given for events that are focused on hiking, biking, paddle-sports and cross country skiing (events that are in-line with the NLTRA's marketing plan)."
- Revise the application to require all Community Marketing Grant applicants be a Chamber Member.
- Simplify the current ROI report to establish consistency and have staff assist with the ROI process.
- Change the dates on the self rating sheet to match the strike zone period defined by the NLTRA.

Action: The Committee requested that staff to explore additional funding avenues for Incline Chamber members.

MOTIONS MADE/VOTE:

- 3.1 Due to the lack of a quorum the Committee accepted the agenda by acclamation.
- 4.1 The minutes from May 25, 2011 were tabled until next month.

BOARD APPROVAL/DIRECTION REQUESTED:

Recommendation: The Committee recommends that staff move forward and add the Chamber of Commerce to the existing Business Association Marketing Grant Program. The program would be increased to \$60,000 and have six recipients including; WSA, TCDA, NTBA, SVBA, VNA and the NLT Chamber, if approved in County contract negotiations.

2010-11 Business Plan Progress Report

MAY 2011

Goal: Promote Business and Tourism with emphasis on promoting and supporting Chamber members

- May 10—Completed and delivered Volunteer bags with Chamber Member coupons
- May 18—Mixer at Pullen Realty, Truckee (joint mixer with TDCC)
- May 20—Mixer TERC, Incline Village

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community

- May 3 —Breakfast Club
- May 4—Co-sponsored Seminar: Tahoe Prosperity Center at Parasol

Goal: Create, promote and deliver improved value, marketing and delivery of Chamber Member services

- May 3—Chamber Education Seminar: Disabled Access Seminar

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community: Economic Development, Redevelopment, Diversification and Sustainability

- May 6—KTKE interview regarding AMGEN & ideas on what businesses can do to achieve success during this event.
- May 11—Leadership Program Graduation day

Percentage of Membership by Location

	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11
Incline/Crystal Bay	26%	25%	25%	25%	25%	25%	26%
Tahoe City	27%	26%	26%	26%	26%	27%	27%
Truckee	14%	15%	15%	15%	15%	14%	14%
KB/CB/ Tahoe Vista	12%	12%	12%	12%	12%	13%	13%
Reno/Sparks/Carson	6%	6%	6%	6%	6%	5%	5%
South Shore	5%	5%	5%	5%	5%	5%	5%
Squaw Valley	3%	3%	3%	3%	3%	3%	3%
Other	5%	6%	6%	6%	6%	6%	5%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	638	601	601	575	555	525	515



COMMITTEE: Lodging
MEETING DATE: June 2, 2011
BOARD MEMBERS PRESENT: Alex Mourelatos and Barb Cohen

ACTION ITEMS TAKEN/REQUESTED:

- Action:** Staff to create an ongoing action item spreadsheet to be included in the monthly Lodging Committee packets.
- Action:** The Committee would like to have an item on the agenda at the next Lodging Committee meeting to review the accomplishments and progress of the core Lodging Committee Directions.
- Action:** Staff to send separate educational e-blast specifically to the lodging community concerning the different types of transportation the TMA offers-**ACCOMPLISHED**
- Action:** Barb gave direction to staff to create a Chamber Education class to review transportation in North Lake Tahoe.
- Action:** Barb-Requested that Jeremy to do a review of POW WOW
- Action:** Barb-Requested a report on Kym's New Member Breakfasts
- Action:** Discussion of Lodging Meeting schedule for the rest of the year.

MOTIONS MADE/VOTE:

- 3.2** M/S/C (Mourelatos/Cohen) (6/0) to approve amendment to the agenda
- 3.3** M/S/C (Cohen/Williams) (6/0) to approve the Lodging Committee agenda with the above amendment
- 4.2** M/S/C (Cohen/Mourelatos) (6/0) to approve the Lodging Committee minutes from March 31, 2011.
- 5.2** M/S/C (Cohen/Williams) (6/0) to approve the election of Christy Beck as the new Lodging Committee Chair.

BOARD APPROVAL/DIRECTION REQUESTED:



June 24, 2011

RE: NLT Chamber Advisory Committee Vote Recommending the Inclusion of NLT Chamber in the Business Association Grant Funding.
FR: NLT Chamber Staff

On June 23, 2011, the North Lake Tahoe Chamber Advisory Community recommended, with a majority vote, that the NLTRA staff move forward with Placer County to include the North Lake Tahoe Chamber of Commerce in the Business Association Marketing Grant Program.

This program would now be based on \$60,000 and have six recipients – West Shore Association, Tahoe City Downtown Association, North Lake Tahoe Chamber, Squaw Valley Business Association, Village at Northstar Association, and North Tahoe Business Association.

All recipients must apply and adhere to the eligibility guidelines and resulting marketing success measurements that have been established and the Advisory Committee has been working with for several years.

Present at committee meeting when recommendation took place were:
Justin Broglio, Executive Director, Tahoe City Downtown Association
Cheri Sprenger, Executive Director, North Tahoe Business Association
Mike Young, Executive Director, Incline Community Business Association
Kay Williams, West Shore Association Representative
Sherina Kreul, Lay member, Bank of the West
Jan Colyer, Lay member, TNT-TMA
Michael Gelbman, Lay member, publisher, Sierra Sun & NLT Bonanza Newspapers
Alex Mourelatos, NLTRA Board Member



www.NorthLakeTahoeChamber.com

North Lake Tahoe's #1 Resource for Business & Community Information

Event Schedule

July

7 Mixer – Mark Twain Cultural Center 5-7pm
Incline Village

19 Mixer – Contractors Assoc of Truckee Tahoe 5-7pm
Truckee

August

4 Mixer – David Bradley Maintenance 5-7pm
Incline Village

9&16 ChamberED – QUICKBOOKS 9am-4pm
Incline Village

9 Mixer – Northstar 5-7pm
Joint Mixer with Truckee Chamber

10 ChamberED: Noon – 1:30pm 
Is Your Business Protected Against Identity Theft? Incline Village

18 ChamberED: Noon – 1:30pm 
Grow the Green (\$\$) by Going Green, Incline Village

24 ChamberED: Sexual 24 Harassment Awareness 9-11am
Cedar House Sport Hotel, Truckee

25 ChamberED: Noon – 1:30pm 
How to Start a Business, Incline Village

30 ChamberED: Noon – 2pm 
Internet Marketing (Beginner), Incline Village

31

ChamberED:

Noon – 1:30pm



Thinking of Selling Your Business? , Incline Village

August ChamberED Classes: Incline Village, September Classes: Tahoe City and
October Classes: Kings Beach

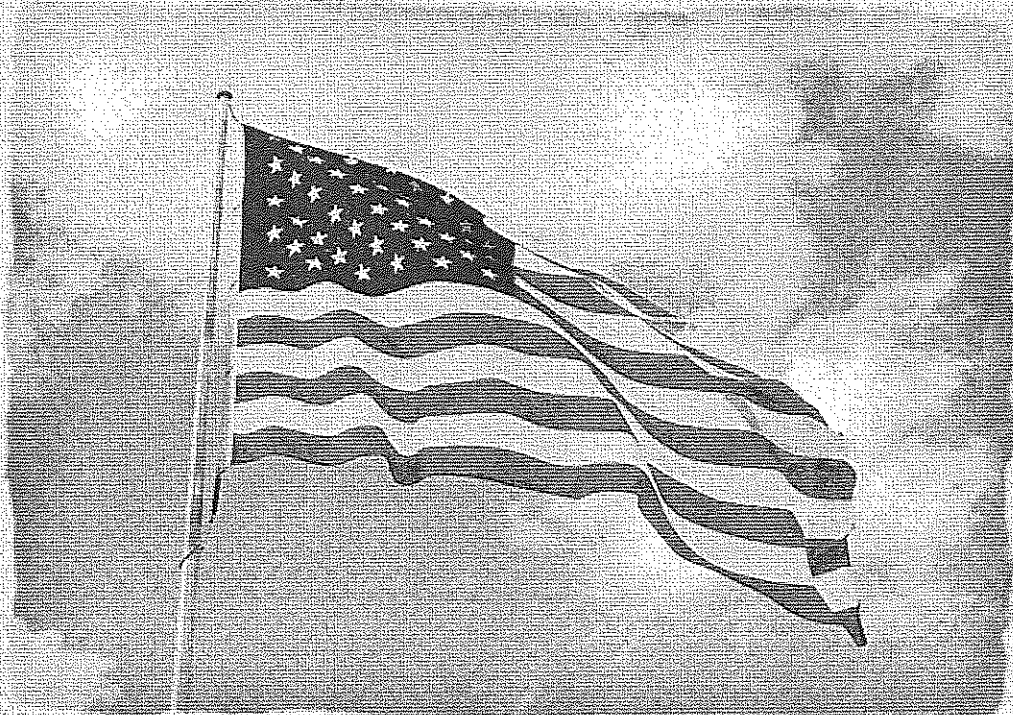
Chamber Mixer

Hot Dogs, Beer & Apple Pie

July 7, 2011

5 - 7 p.m.

**Celebrate Small Town America
Old Town Incline @ the Village Center**



**Free Hot Dogs, Apple Pie (& ice cream) and American Beer!!
Plus Old Fashioned Hand Poured Soap Making!!**

Hosted by:

**Dead Sea Warehouse
Mark Twain Cultural Center**

760 Mays Blvd. , Incline Village, NV

For more information, please call 775-831-2820