

North Lake Tahoe Resort Association

**Financial Statements
For the One Month Ending July 31, 2011**



November 1, 2011

To: Finance Committee

From: Kim Lambert

Re: Major Variances of July 31, 2011 Financial Statements

The following are the major budget to actual variances in July 2011:

- Conference Sales are down because billing is always one or two months behind – \$6,045 for July was billed in August.
- Salaries are up due to a bonus paid to the Interim Executive Director for 2010/11.
- Placer County Funding and Project Costs are down due to timing.
- Marketing Other is up because of expenditures for the High Notes campaign.

North Lake Tahoe Resort Association
Statement of Financial Position
For the Month Ending July 31, 2011

	Current Month	Last Month	Last Year
ASSETS			
Cash and cash equivalents	\$1,168,375.90	\$1,125,672.06	\$1,170,950.06
Receivables			
Accounts Receivable - Membership Services	75,229.58	105,966.93	61,498.39
Accounts Receivable - Other	<u>6,690,945.58</u>	<u>6,942,004.38</u>	<u>9,729,094.79</u>
Total Receivables	6,766,175.16	7,047,971.31	9,790,593.18
Prepaid expenses	15,237.09	11,344.70	15,965.56
Inventory	4,406.18	4,406.18	928.18
Furniture, Fixtures & Other	19,535.29	20,510.29	28,822.52
Computer Equipment/Software	5,442.98	3,917.61	8,162.02
Vehicles & Leasehold Improvements	<u>2,134.39</u>	<u>2,328.39</u>	<u>6,585.16</u>
TOTAL ASSETS	<u><u>7,981,306.99</u></u>	<u><u>8,216,150.54</u></u>	<u><u>11,022,006.68</u></u>
LIABILITIES & NET ASSETS			
Accounts Payable	440,967.83	353,711.22	320,273.04
Advance Ticket Sales	104,025.96	172,508.82	221,393.18
Other Liabilities	1,926.09		(644.94)
Unearned Revenue & Deferred Support	<u>6,732,696.49</u>	<u>6,992,511.15</u>	<u>9,744,190.89</u>
TOTAL LIABILITIES	<u><u>7,279,616.37</u></u>	<u><u>7,518,731.19</u></u>	<u><u>10,285,212.17</u></u>
NET ASSETS			
Beginning Net Assets	697,419.35	667,941.92	667,941.92
Net Change in Net Assets	<u>4,158.90</u>	<u>29,477.43</u>	<u>68,852.59</u>
TOTAL NET ASSETS	<u><u>701,578.25</u></u>	<u><u>697,419.35</u></u>	<u><u>736,794.51</u></u>
TOTAL LIABILITIES & NET ASSETS	<u><u>7,981,194.62</u></u>	<u><u>8,216,150.54</u></u>	<u><u>11,022,006.68</u></u>

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

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	9,740	10,492	(752)	10,487	(7%)	9,740	10,492	(752)	10,487	(7%)
Special Events & Functions	2,937	1,030	1,907	1,280	185%	2,937	1,030	1,907	1,280	185%
Miscellaneous	1	0	1	4,079	0%	1	0	1	4,079	0%
Commissions & Booking Fees	(929)	17,415	(18,344)	59,940	(105%)	(929)	17,415	(18,344)	59,940	(105%)
Retail Sales & Other	5,044	3,300	1,744	5,612	53%	5,044	3,300	1,744	5,612	53%
Interest & Investment Income	0	310	(310)	116	(100%)	0	310	(310)	116	(100%)
Placer County Funding	255,130	498,826	(243,696)	255,130	(49%)	255,130	498,826	(243,696)	255,130	(49%)
Total Revenue and Other Support	271,923	531,373	(259,450)	336,644	(49%)	271,923	531,373	(259,450)	336,644	(49%)
Expenses										
Salaries and benefits	126,054	109,607	16,447	119,042	15%	126,054	109,607	16,447	119,042	15%
Rent & Utilities	9,918	7,900	2,018	8,046	26%	9,918	7,900	2,018	8,046	26%
Telephone Services	2,125	1,835	290	2,008	16%	2,125	1,835	290	2,008	16%
Internet Access	0	30	(30)	0	(100%)	0	30	(30)	0	(100%)
Mail Expenses	433	221	212	366	96%	433	221	212	366	96%
Insurance & Bonding	374	384	(10)	419	(3%)	374	384	(10)	419	(3%)
Supplies	1,037	1,450	(413)	753	(28%)	1,037	1,450	(413)	753	(28%)
Equipment Sup. & Maint.	1,037	900	137	1,787	15%	1,037	900	137	1,787	15%
Taxes, Licenses & Fees	955	0	955	0	0%	955	0	955	0	0%
Miscellaneous Expense	0	0	0	0	0%	0	0	0	0	0%
Equip. Rental / Leasing	1,230	1,586	(356)	1,554	(22%)	1,230	1,586	(356)	1,554	(22%)
Training & Seminars	0	242	(242)	0	(100%)	0	242	(242)	0	(100%)
Project Costs	2,490	266,741	(264,251)	44,079	(99%)	2,490	266,741	(264,251)	44,079	(99%)
Professional Fees Legal/Accounting	0	200	(200)	420	(100%)	0	200	(200)	420	(100%)
Special Events	0	500	(500)	388	(100%)	0	500	(500)	388	(100%)
Autumn Food & Wine Costs	0	0	0	70	0%	0	0	0	70	0%
Membership Events/Newsletter	1,514	1,546	(32)	398	(2%)	1,514	1,546	(32)	398	(2%)
Cost of Goods Sold	287	2,000	(1,714)	627	(86%)	287	2,000	(1,714)	627	(86%)
Classified Ads	165	0	165	0	0%	165	0	165	0	0%
Marketing Cooperative/Media	82,000	82,000	0	75,476	0%	82,000	82,000	0	75,476	0%
Marketing Other	34,252	17,000	17,252	9,348	101%	34,252	17,000	17,252	9,348	101%
Associate Relations	62	105	(43)	103	(41%)	62	105	(43)	103	(41%)
Board Functions	646	650	(4)	407	(1%)	646	650	(4)	407	(1%)
Credit Card Fees	267	162	105	161	65%	267	162	105	161	65%
Automobile Expenses	386	410	(24)	0	(6%)	386	410	(24)	0	(6%)
Local Meals & Entertainment	40	310	(270)	37	(87%)	40	310	(270)	37	(87%)
Dues & Subscriptions	880	1,760	(880)	860	(50%)	880	1,760	(880)	860	(50%)
Travel	304	127	177	(125)	139%	304	127	177	(125)	139%
Allocated	0	133	(133)	0	(100%)	0	133	(133)	0	(100%)
Total Expense Before Depreciation/Re	266,458	497,799	(231,341)	266,225	(46%)	266,458	497,799	(231,341)	266,225	(46%)
Depreciation	1,306	1,090	216	1,567	20%	1,306	1,090	216	1,567	20%
Reserves	0	2,382	(2,382)	0	(100%)	0	2,382	(2,382)	0	(100%)
Total Expense	267,764	501,271	(233,507)	267,792	(47%)	267,764	501,271	(233,507)	267,792	(47%)
Changes in Unrestricted Net Assets	4,159	30,102	(25,943)	68,853	(86%)	4,159	30,102	(25,943)	68,853	(86%)

North Lake Tahoe Resort Association
 Statement of Activities
 Departmental Summary
 For the Month Ending July 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	149,713	140,779	8,934	149,163	6%	149,713	140,779	8,934	149,163	6%
Conferences	25,583	48,178	(22,595)	86,415	(47%)	25,583	48,178	(22,595)	86,415	(47%)
Visitor Support & Transportation	54,750	51,600	3,150	54,750	6%	54,750	51,600	3,150	54,750	6%
Visitor Information	16,878	25,133	(8,255)	18,445	(33%)	16,878	25,133	(8,255)	18,445	(33%)
Member Services	11,998	11,259	739	10,676	7%	11,998	11,259	739	10,676	7%
Management & General	1	210	(209)	4,182	(100%)	1	210	(209)	4,182	(100%)
Total Revenue and Other Supp	258,923	277,159	(18,236)	323,632	(7%)	258,923	277,159	(18,236)	323,632	(7%)
EXPENSES										
Marketing	154,200	129,715	24,485	121,827	19%	154,200	129,715	24,485	121,827	19%
Conferences	38,935	41,572	(2,638)	42,139	(6%)	38,935	41,572	(2,638)	42,139	(6%)
Visitor Support & Transportation	8,201	37,056	(28,855)	53,559	(78%)	8,201	37,056	(28,855)	53,559	(78%)
Visitor Information	15,443	17,816	(2,373)	20,152	(13%)	15,443	17,816	(2,373)	20,152	(13%)
Member Services	13,737	15,691	(1,954)	12,725	(12%)	13,737	15,691	(1,954)	12,725	(12%)
Management & General	2,458	3,382	(924)	2,425	(27%)	2,458	3,382	(924)	2,425	(27%)
Total Expenses	232,974	245,232	(12,258)	252,827	(5%)	232,974	245,232	(12,258)	252,827	(5%)
Net Change in Unrestricted Net Assets										
Marketing	(4,487)	11,064	(15,551)	27,336	(141%)	(4,487)	11,064	(15,551)	27,336	(141%)
Conferences	(13,351)	6,606	(19,957)	44,276	(302%)	(13,351)	6,606	(19,957)	44,276	(302%)
Visitor Support & Transportation	46,549	14,544	32,005	1,191	220%	46,549	14,544	32,005	1,191	220%
Visitor Information	1,434	7,317	(5,883)	(1,707)	(80%)	1,434	7,317	(5,883)	(1,707)	(80%)
Member Services	(1,738)	(4,432)	2,694	(2,050)	(61%)	(1,738)	(4,432)	2,694	(2,050)	(61%)
Management & General	(2,458)	(3,172)	714	1,757	(23%)	(2,458)	(3,172)	714	1,757	(23%)
Net Change in Assets Before In	25,949	31,927	(5,978)	70,804	(19%)	25,949	31,927	(5,978)	70,804	(19%)
Infrastructure										
Infrastructure Support	13,000	254,214	(241,214)	13,013	(95%)	13,000	254,214	(241,214)	13,013	(95%)
Infrastructure Expense	34,790	256,039	(221,249)	14,964	(86%)	34,790	256,039	(221,249)	14,964	(86%)
Infrastructure Net Change in Assets	(21,790)	(1,825)	(19,965)	(1,951)	*****	(21,790)	(1,825)	(19,965)	(1,951)	*****
Change in Net Assets	4,159	30,102	(25,943)	68,853	(86%)	4,159	30,102	(25,943)	68,853	(86%)

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North Lake Tahoe Resort Association
 Department Detail Activity Report
 For the Month Ending July 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		\$ 678		\$ 678		\$ 9,061		\$ 9,740		\$ 9,740
Special Events & Functions				-		2,937		2,937		2,937
Miscellaneous		(929)		(929)		1		(929)		1
Commissions & Booking Fees			5,044	5,044				5,044		5,044
Retail Sales & Other	149,713	25,834	11,833	187,380	54,750			242,130	13,000	255,130
Placer County Funding										
Total Revenue and Other Support	\$ 149,713	\$ 25,563	\$ 16,878	\$ 192,174	\$ 54,750	\$ 11,998	\$ 1	\$ 256,923	\$ 13,000	\$ 271,923
Expenses										
Salaries and benefits	\$ 29,316	\$ 15,051	\$ 10,900	\$ 55,267	\$ 4,114	\$ 8,220	\$ 30,554	\$ 98,155	\$ 27,899	\$ 126,054
Rent & Utilities	2,535	1,294	715	4,544	886	889	2,713	9,032	886	9,918
Telephone Services	640	299	135	1,074	182	189	490	1,944	182	2,125
Mail Expenses	305	99	10	414			19	433		433
Insurance & Bonding	94	49	49	191	30	30	94	344	30	374
Supplies	44	45	55	144	18	19	838	1,020	18	1,037
Equipment Sup. & Maint.	200	78	48	406	48	437	437	938	98	1,037
Taxes, Licenses & Fees	204	106	193	503	65	65	236	890	65	955
Miscellaneous Expense				-			0	0		0
Equip. Rental / Leasing	123	123	369	615	111	246	148	1,119	111	1,230
Project Costs				-	375			375	2,115	2,490
Membership Events/Newsletter				-		1,514		1,514		1,514
Cost of Goods Sold				287				287		287
Classified Ads				165				165		165
Marketing Cooperative/Media	66,000	16,000		82,000				82,000		82,000
Marketing Other	34,252			34,252				34,252		34,252
Associate Relations	16	8	8	32	5	5	16	57	5	62
Board Functions				-			646	646		646
Credit Card Fees				75				267		267
Automobile Expenses				-	193	193		193	193	386
Local Meals & Entertainment	40			40				40		40
Dues & Subscriptions	880			880				880		880
Travel				-				304		304
Allocated	19,200	5,600	2,173	26,973	2,096	2,231	(34,411)	(3,111)	3,111	0
Total Expense Before Depreciation/Reserves	\$ 153,847	\$ 38,752	\$ 15,260	\$ 207,859	\$ 8,123	\$ 13,659	\$ 2,705	\$ 231,746	\$ 34,712	\$ 266,458
Depreciation	\$ 353	\$ 183	\$ 163	\$ 719	\$ 78	\$ 78	\$ 353	\$ 1,228	\$ 78	\$ 1,306
Total Functional Expense and Depreciation	\$ 154,200	\$ 38,935	\$ 15,443	\$ 208,578	\$ 8,201	\$ 13,737	\$ 2,458	\$ 232,974	\$ 34,790	\$ 267,764
Changes in Net Assets	\$ (4,487)	\$ (13,351)	\$ 1,434	\$ (16,405)	\$ 46,549	\$ (1,738)	\$ (2,456)	\$ 25,949	\$ (21,790)	\$ 4,159

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

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support	0	0	0	450	0%	0	0	0	450	0%
Special Events & Functions	149,713	140,779	8,934	148,713	6%	149,713	140,779	8,934	148,713	6%
Placer County Funding	149,713	140,779	8,934	149,163	6%	149,713	140,779	8,934	149,163	6%
Total Revenue and Other Support	29,316	25,233	4,083	30,639	16%	29,316	25,233	4,083	30,639	16%
Expenses	2,535	2,050	485	2,120	24%	2,535	2,050	485	2,120	24%
Salaries and benefits	640	700	(60)	837	(9%)	640	700	(60)	837	(9%)
Rent & Utilities	0	30	(30)	0	(100%)	0	30	(30)	0	(100%)
Telephone Services	305	85	220	314	258%	305	85	220	314	258%
Internet Access	94	95	(1)	105	(2%)	94	95	(1)	105	(2%)
Mail Expenses	44	290	(246)	124	(85%)	44	290	(246)	124	(85%)
Insurance & Bonding	200	150	50	113	33%	200	150	50	113	33%
Supplies	204	0	204	0	0%	204	0	204	0	0%
Equipment Sup. & Maint.	123	260	(137)	249	(53%)	123	260	(137)	249	(53%)
Taxes, Licenses & Fees	0	500	(500)	388	(100%)	0	500	(500)	388	(100%)
Equip. Rental / Leasing	0	0	0	70	0%	0	0	0	70	0%
Special Events	66,000	66,000	0	57,107	0%	66,000	66,000	0	57,107	0%
Autumn Food & Wine Costs	34,252	17,000	17,252	9,348	101%	34,252	17,000	17,252	9,348	101%
Marketing Cooperative/Media	16	26	(10)	26	(40%)	16	26	(10)	26	(40%)
Marketing Other	0	65	(65)	0	(100%)	0	65	(65)	0	(100%)
Associate Relations	40	200	(160)	37	(80%)	40	200	(160)	37	(80%)
Automobile Expenses	880	1,660	(780)	860	(47%)	880	1,660	(780)	860	(47%)
Local Meals & Entertainment	0	0	0	(125)	0%	0	0	0	(125)	0%
Dues & Subscriptions	19,200	12,709	6,491	19,200	51%	19,200	12,709	6,491	19,200	51%
Travel	153,847	127,053	26,794	121,411	21%	153,847	127,053	26,794	121,411	21%
Allocated	353	280	73	416	26%	353	280	73	416	26%
Total Expense Before Depreciation/Re	0	2,382	(2,382)	0	(100%)	0	2,382	(2,382)	0	(100%)
Depreciation Reserves	154,200	129,715	24,485	121,827	19%	154,200	129,715	24,485	121,827	19%
Total Expense	(4,487)	11,064	(15,551)	27,336	(141%)	(4,487)	11,064	(15,551)	27,336	(141%)
Changes in Unrestricted Net Assets										

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

	CURRENT MONTH				YEAR - TO - DATE			
	Actual	Budget	\$ Variance	% Chg	Actual	Budget	Variance	% Chg
	678	678	0	0%	678	678	0	0%
	(929)	17,000	(17,929)	(105%)	(929)	17,000	(17,929)	(105%)
	25,834	30,500	(4,666)	(15%)	25,834	30,500	(4,666)	(15%)
	25,583	48,178	(22,595)	(47%)	25,583	48,178	(22,595)	(47%)
Revenue and Other Support								
Member Dues	15,051	16,684	(1,633)	(10%)	15,051	16,684	(1,633)	(10%)
Commissions & Booking Fees	1,294	1,050	244	23%	1,294	1,050	244	23%
Placer County Funding	299	250	49	19%	299	250	49	19%
Total Revenue and Other Support	99	40	59	147%	99	40	59	147%
	49	50	(1)	(3%)	49	50	(1)	(3%)
Expenses	45	150	(105)	(70%)	45	150	(105)	(70%)
Salaries and benefits	78	100	(22)	(22%)	78	100	(22)	(22%)
Rent & Utilities	106	0	106	0%	106	0	106	0%
Telephone Services	123	180	(57)	(32%)	123	180	(57)	(32%)
Mail Expenses	16,000	16,000	0	0%	16,000	16,000	0	0%
Insurance & Bonding	8	13	(5)	(38%)	8	13	(5)	(38%)
Supplies	0	15	(15)	(100%)	0	15	(15)	(100%)
Equipment Sup. & Maint.	5,600	6,890	(1,290)	(19%)	5,600	6,890	(1,290)	(19%)
Taxes, Licenses & Fees	38,752	41,422	(2,671)	(6%)	38,752	41,422	(2,671)	(6%)
Equip. Rental / Leasing	183	150	33	22%	183	150	33	22%
Marketing Cooperative/Media	38,935	41,572	(2,638)	(6%)	38,935	41,572	(2,638)	(6%)
Associate Relations	(13,351)	6,606	(19,957)	(302%)	(13,351)	6,606	(19,957)	(302%)
Automobile Expenses								
Allocated								
Total Expense Before Depreciation/Re								
Depreciation								
Total Expense								
Changes in Unrestricted Net Assets								

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

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support	5,044	3,300	1,744	5,612	53%	5,044	3,300	1,744	5,612	53%
Retail Sales & Other	11,833	21,833	(10,000)	12,833	(46%)	11,833	21,833	(10,000)	12,833	(46%)
Placer County Funding	16,878	25,133	(8,255)	18,445	(33%)	16,878	25,133	(8,255)	18,445	(33%)
Total Revenue and Other Support	10,900	8,296	2,604	15,317	31%	10,900	8,296	2,604	15,317	31%
Expenses	715	460	255	447	55%	715	460	255	447	55%
Salaries and benefits	135	100	35	126	35%	135	100	35	126	35%
Rent & Utilities	10	15	(5)	5	(30%)	10	15	(5)	5	(30%)
Telephone Services	49	49	0	54	(1%)	49	49	0	54	(1%)
Mail Expenses	55	610	(555)	258	(91%)	55	610	(555)	258	(91%)
Insurance & Bonding	128	150	(22)	459	(15%)	128	150	(22)	459	(15%)
Supplies	193	0	193	0	0%	193	0	193	0	0%
Equipment Sup. & Maint.	369	360	9	360	3%	369	360	9	360	3%
Taxes, Licenses & Fees	287	2,000	(1,714)	627	(86%)	287	2,000	(1,714)	627	(86%)
Equip. Rental / Leasing	165	0	165	0	0%	165	0	165	0	0%
Cost of Goods Sold	8	13	(5)	13	(38%)	8	13	(5)	13	(38%)
Classified Ads	75	104	(29)	104	(28%)	75	104	(29)	104	(28%)
Associate Relations	0	5	(5)	0	(100%)	0	5	(5)	0	(100%)
Credit Card Fees	0	5	(5)	0	(100%)	0	5	(5)	0	(100%)
Automobile Expenses	0	5	(5)	0	(100%)	0	5	(5)	0	(100%)
Local Meals & Entertainment	2,173	5,509	(3,336)	2,173	(61%)	2,173	5,509	(3,336)	2,173	(61%)
Allocated	15,260	17,676	(2,416)	19,942	(14%)	15,260	17,676	(2,416)	19,942	(14%)
Total Expense Before Depreciation/Re	183	140	43	210	31%	183	140	43	210	31%
Depreciation	15,443	17,816	(2,373)	20,152	(13%)	15,443	17,816	(2,373)	20,152	(13%)
Total Expense	1,434	7,317	(5,883)	(1,707)	(80%)	1,434	7,317	(5,883)	(1,707)	(80%)
Changes in Unrestricted Net Assets										

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

	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support	54,750	51,600	3,150	54,750	6%	54,750	51,600	3,150	54,750	6%
Placer County Funding	54,750	51,600	3,150	54,750	6%	54,750	51,600	3,150	54,750	6%
Total Revenue and Other Support										
Expenses										
Salaries and benefits	4,114	8,138	(4,024)	6,504	(49%)	4,114	8,138	(4,024)	6,504	(49%)
Rent & Utilities	886	750	136	759	18%	886	750	136	759	18%
Telephone Services	182	150	32	130	21%	182	150	32	130	21%
Insurance & Bonding	30	30	0	34	0%	30	30	0	34	0%
Supplies	18	50	(32)	50	(65%)	18	50	(32)	50	(65%)
Equipment Sup. & Maint.	48	50	(2)	36	(4%)	48	50	(2)	36	(4%)
Taxes, Licenses & Fees	65	0	65	0	0%	65	0	65	0	0%
Equip. Rental / Leasing	111	150	(39)	134	(26%)	111	150	(39)	134	(26%)
Project Costs	375	24,460	(24,085)	43,704	(98%)	375	24,460	(24,085)	43,704	(98%)
Associate Relations	5	10	(5)	8	(50%)	5	10	(5)	8	(50%)
Automobile Expenses	193	75	118	0	157%	193	75	118	0	157%
Allocated	2,096	3,113	(1,017)	2,096	(33%)	2,096	3,113	(1,017)	2,096	(33%)
Total Expense Before Depreciation/Re	8,123	36,976	(28,853)	53,454	(78%)	8,123	36,976	(28,853)	53,454	(78%)
Depreciation	78	80	(2)	105	(3%)	78	80	(2)	105	(3%)
Total Expense	8,201	37,056	(28,855)	53,559	(78%)	8,201	37,056	(28,855)	53,559	(78%)
Changes in Unrestricted Net Assets	46,549	14,544	32,005	1,191	220%	46,549	14,544	32,005	1,191	220%

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

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE		
	Actual	Budget	% Chg.	Actual	Budget	% Chg.
Revenue and Other Support	0	100	(100%)	0	100	(100%)
Interest & Investment Income	13,000	254,114	(95%)	13,000	254,114	(95%)
Placer County Funding	13,000	254,214	(95%)	13,000	254,214	(95%)
Total Revenue and Other Support	27,899	8,837	216%	27,899	8,837	216%
Expenses	886	750	18%	886	750	18%
Salaries and benefits	182	160	14%	182	160	14%
Rent & Utilities	0	1	(100%)	0	1	(100%)
Telephone Services	30	30	0%	30	30	0%
Mail Expenses	18	50	(65%)	18	50	(65%)
Insurance & Bonding	65	50	96%	65	50	96%
Supplies	111	0	0%	111	0	0%
Equipment Sup. & Maint.	2,115	150	(26%)	2,115	150	(26%)
Taxes, Licenses & Fees	5	70	(99%)	5	70	(99%)
Equip. Rental / Leasing	193	123	(50%)	193	123	(50%)
Project Costs	0	5	176%	0	5	176%
Associate Relations	3,111	3,565	(100%)	3,111	3,565	(100%)
Automobile Expenses	34,712	255,959	(13%)	34,712	255,959	(13%)
Local Meals & Entertainment	78	80	(86%)	78	80	(86%)
Allocated	34,790	256,039	(86%)	34,790	256,039	(86%)
Total Expense Before Depreciation/Re	(21,790)	(1,825)	*****	(21,790)	(1,825)	*****
Depreciation	105	105	(3%)	105	105	(3%)
Total Expense	14,964	14,964	(86%)	14,964	14,964	(86%)
Changes in Unrestricted Net Assets	(1,951)	(1,951)	*****	(1,951)	(1,951)	*****

North Lake Tahoe Resort Association
Statement of Activities
For the One Month Ending July 31, 2011

Current Month Actual	Infrastructure Project Costs	Year to Date Actual
2,114.99	Research/Planning/Infrastructure	2,114.99
2,114.99	Total Infrastructure Project Costs	2,114.99
Transportation Project Costs		
375.00	Research/Planning/Transportation	375.00
375.00	Total Transportation Project Costs	375.00
Total Project Costs		
		2,489.99

July Accounts Receivable

Customer Account	Chamber/Conf		Membership Functions		Group Commissions		STN Vouchers		Misc.	
	age	amount	age	amount	age	amount	age	amount	age	amount
75.00 Bank of the West			30	75.00						6/14/11 (08946) Email blast
174.66 Book It							30	174.66		6/16/11 (09056) STN vouchers
500.00 Boulder Bay			90	500.00						4/6/11 (08857) Suppl serv
500.00 Boulder Bay			60	500.00						5/13/11 Suppl serv
500.00 Boulder Bay			30	500.00						6/14/11 Suppl serv
500.00 Boulder Bay			new	500.00						7/20/11 Suppl serv
75.00 Cal Neva			new	75.00						7/31/11 (09164) Email blast
75.00 Charter Business			30	75.00						6/14/11 (08947) Email blast
75.00 Charter Business			30	75.00						6/27/11 (09047) Email blast
174.66 Cheap Tickets							30	174.66		6/16/11 (09057) STN vouchers
1,222.62 Cheap Tickets							30	1,222.62		6/30/11 STN vouchers
75.00 Creative Concepts			30	75.00						6/14/11 (08948) Email blast
75.00 Creative Concepts			30	75.00						6/27/11 (09048) Email blast
75.00 Creative Concepts			30	75.00						6/30/11 (09064) Email blast
75.00 Creative Concepts			new	75.00						7/5/11 (09070) Email blast
75.00 Creative Concepts			new	75.00						7/5/11 (09071) Email blast
60.00 Emico Media			30	60.00						6/14/11 (08949) Email blast
120.00 Emico Media			30	120.00						6/14/11 (08950) Email blast
75.00 Emico Media			30	75.00						6/27/11 (09050) Email blast
75.00 Emico Media			30	75.00						6/30/11 (09065) Email blast
349.32 Expedia							30	349.32		6/16/11 (09059) STN vouchers
174.66 GoGo							30	174.66		6/16/11 (09058) STN vouchers
60.00 Granitbakken			30	60.00						6/14/11 (08951) Email blast
451.50 Hampton Inn						30	451.50			6/1/11 (09061) Groups
976.06 Homewood Mt Resort							30	976.06		6/30/11 (09073) Lost STN vouchers
500.00 Homewood Village			60	500.00						5/13/11 Suppl serv
500.00 Homewood Village			30	500.00						6/14/11 Suppl serv
500.00 Homewood Village			new	500.00						7/20/11 Suppl serv
16,546.86 LTVA									30	16,546.86
465.76 Mark Travel							90	465.76		6/30/11 (09151) Amigen expenses
75.00 Northstar			new	75.00						4/25/11 (08879) STN vouchers
15,316.70 NLT Marketing Co-op									30	15,316.70
124.83 NLT Marketing Co-op									30	124.83
298.00 Squaw Valley Ski Museum			new	298.00						6/30/11 June cc exp & MTRiP
174.66 Orbitz							30	174.66		6/30/11 Reimbursement
										3/7/11 (08830) Merchandise
										6/16/11 (09060) STN vouchers

North Lake Tahoe Resort Association

**Financial Statements
For the Two Months Ending August 31, 2011**



November 1, 2011

To: Finance Committee

From: Kim Lambert

Re: Major Variances of August 31, 2011 Financial Statements

The following are the major budget to actual variances in August 2011:

- Commissions are up – Conference Sales arrived revenue exceeded forecasted revenue.
- Salaries are up due to accrued PTO payout to the previous Director of Finance and Human Resources and summer staffing of the Kings Beach Visitor Information Center.
- Placer County Funding and Project Costs are down due to timing.

The following are the major budget to actual variances Year-to-Date:

- Commissions are up – Conference Sales arrived revenue exceeded forecasted revenue.
- Salaries are up due to a bonus paid to the Interim Executive Director for 2010/11, the payout of accrued PTO to the previous Director of Finance and Human Resources, and summer staffing of the Kings Beach Visitor Information Center.
- Placer County Funding and Project Costs are down due to timing.
- Marketing Other is up because of expenditures for the High Notes campaign.

North Lake Tahoe Resort Association
Statement of Financial Position
For the Two Months Ending August 31, 2011

	<u>Current Month</u>	<u>Last Month</u>	<u>Last Year</u>
ASSETS			
Cash and cash equivalents	\$1,127,056.90	\$1,168,375.90	\$1,115,881.05
Receivables			
Accounts Receivable - Membership Services	89,271.01	75,229.58	111,022.93
Accounts Receivable - Other	<u>6,939,807.94</u>	<u>6,946,075.58</u>	<u>9,472,497.71</u>
Total Receivables	7,029,078.95	7,021,305.16	9,583,520.64
Prepaid expenses	28,381.64	15,237.09	15,876.43
Inventory	4,406.18	4,406.18	928.18
Furniture, Fixtures & Other	18,560.29	19,535.29	28,105.52
Computer Equipment/Software	5,305.98	5,442.98	7,712.02
Vehicles & Leasehold Improvements	<u>1,940.39</u>	<u>2,134.39</u>	<u>6,185.16</u>
TOTAL ASSETS	<u><u>8,214,730.33</u></u>	<u><u>8,236,436.99</u></u>	<u><u>10,758,209.00</u></u>
LIABILITIES & NET ASSETS			
Accounts Payable	576,965.22	440,967.83	249,593.98
Advance Ticket Sales	153,118.14	104,025.96	157,776.08
Other Liabilities	(158.05)	1,926.09	17,504.85
Unearned Revenue & Deferred Support	<u>6,734,041.66</u>	<u>6,987,826.49</u>	<u>9,491,759.80</u>
TOTAL LIABILITIES	<u><u>7,463,966.97</u></u>	<u><u>7,534,746.37</u></u>	<u><u>9,916,634.71</u></u>
NET ASSETS			
Beginning Net Assets	697,419.35	697,419.35	667,941.92
Net Change in Net Assets	<u>53,231.64</u>	<u>4,158.90</u>	<u>173,632.37</u>
TOTAL NET ASSETS	<u><u>750,650.99</u></u>	<u><u>701,578.25</u></u>	<u><u>841,574.29</u></u>
TOTAL LIABILITIES & NET ASSETS	<u><u>8,214,617.96</u></u>	<u><u>8,236,324.62</u></u>	<u><u>10,758,209.00</u></u>

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Consolidation of Departments
For the Two Months Ending August 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	8,207	10,492	(2,285)	9,929	(22%)	17,946	20,984	(3,038)	20,416	(14%)
Special Events & Functions	578	1,030	(452)	905	(44%)	3,515	2,050	1,465	2,185	71%
Miscellaneous	452	0	452	0	0%	453	0	453	4,079	0%
Commissions & Booking Fees	47,723	15,415	32,308	13,142	210%	46,795	32,830	13,965	73,082	43%
Retail Sales & Other	4,287	3,300	987	4,036	30%	9,331	6,800	2,731	9,648	41%
Interest & Investment Income	0	330	(330)	223	(100%)	0	640	(640)	339	(100%)
Placer County Funding	255,130	498,826	(243,696)	255,130	(49%)	510,260	997,652	(487,392)	510,260	(49%)
Total Revenue and Other Support	316,377	529,393	(213,016)	283,365	(40%)	588,300	1,060,766	(472,466)	620,010	(45%)
Expenses										
Salaries and benefits	107,303	86,326	20,977	61,055	24%	233,357	195,933	37,424	180,098	19%
Rent & Utilities	7,474	7,900	(426)	7,953	(5%)	17,392	15,800	1,592	15,999	10%
Telephone Services	2,268	1,835	433	1,911	24%	4,393	3,870	723	3,919	20%
Internet Access	0	30	(30)	145	(100%)	0	60	(60)	145	(100%)
Mail Expenses	80	221	(141)	18	(64%)	514	442	72	385	16%
Insurance & Bonding	382	384	(2)	419	130%	1,256	768	488	838	64%
Supplies	668	1,450	(782)	591	(54%)	1,705	2,900	(1,195)	1,344	(41%)
Equipment Sup. & Maint.	687	900	(213)	1,037	(24%)	1,724	1,800	(76)	2,824	(4%)
Taxes, Licenses & Fees	306	1,015	(709)	1,015	(70%)	1,261	1,015	246	1,015	24%
Miscellaneous Expense	0	0	0	0	0%	0	0	0	0	0%
Equip. Rental / Leasing	1,539	1,020	519	928	51%	2,769	2,606	163	2,482	6%
Training & Seminars	778	242	536	0	221%	778	484	294	0	61%
Project Costs	26,104	271,281	(245,178)	6,665	(90%)	28,593	538,022	(509,429)	50,744	(95%)
Professional Fees Legal/Accounting	2,762	200	2,562	0	*****	2,762	400	2,362	420	591%
Special Events	11,546	10,000	1,546	2,007	15%	11,546	10,500	1,046	2,395	10%
Autumn Food & Wine Costs	1,493	0	1,493	438	0%	1,493	0	1,493	508	0%
Membership Events/Newsletter	1,121	1,396	(275)	1,195	(20%)	2,636	2,942	(306)	1,593	(10%)
Cost of Goods Sold	233	2,000	(1,768)	3,672	(88%)	519	4,000	(3,481)	4,299	(87%)
Classified Ads	1,160	0	1,160	0	0%	1,325	0	1,325	0	0%
Marketing Cooperative/Media	82,000	82,000	0	75,476	0%	164,000	164,000	0	150,952	0%
Marketing Other	12,600	16,000	(3,400)	445	(21%)	46,852	33,000	13,852	9,793	42%
Programs	0	0	0	(24)	0%	0	0	0	(24)	0%
Associate Relations	0	0	0	0	0%	62	105	(43)	103	(41%)
Board Functions	371	650	(279)	11,292	(43%)	1,017	1,300	(283)	11,699	(22%)
Credit Card Fees	458	65	393	65	604%	725	227	498	227	219%
Automobile Expenses	561	410	151	442	37%	947	820	127	442	15%
Local Meals & Entertainment	150	310	(160)	272	(52%)	190	620	(430)	309	(69%)
Dues & Subscriptions	2,334	5,100	(2,766)	0	(54%)	3,214	6,860	(3,646)	860	(53%)
Travel	1,121	127	994	0	783%	1,425	254	1,171	(125)	461%
Allocated	0	133	(133)	0	(100%)	0	266	(266)	0	(100%)
Total Expense Before Depreciation/Re	265,998	490,995	(224,997)	177,018	(46%)	532,456	988,794	(456,338)	443,243	(46%)
Depreciation Reserves	1,306	1,090	216	1,567	20%	2,612	2,180	432	3,134	20%
Total Expense	267,304	494,467	(227,163)	178,585	(46%)	535,068	995,738	(460,670)	446,377	(46%)
Changes in Unrestricted Net Assets	49,073	34,926	14,147	104,780	41%	53,232	65,028	(11,796)	173,632	(18%)

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
REVENUE AND OTHER SUPPORT										
Marketing	149,713	140,779	8,934	148,713	6%	299,426	281,558	17,868	297,876	6%
Conferences	72,954	46,178	26,776	39,618	58%	98,537	94,356	4,181	126,033	4%
Visitor Support & Transportation	54,750	51,600	3,150	54,750	6%	109,500	103,200	6,300	109,500	6%
Visitor Information	16,120	25,133	(9,013)	16,870	(36%)	32,998	50,266	(17,268)	35,315	(34%)
Member Services	9,388	11,259	(1,871)	10,192	(17%)	21,386	22,518	(1,132)	20,868	(5%)
Management & General	452	210	242	103	115%	453	420	33	4,285	8%
Total Revenue and Other Supp	303,377	275,159	28,218	270,245	10%	562,300	552,318	9,982	593,877	2%
EXPENSES										
Marketing	139,147	141,622	(2,475)	105,268	(2%)	293,347	271,337	22,010	227,095	8%
Conferences	37,231	36,865	366	36,213	1%	76,166	78,437	(2,271)	78,353	(3%)
Visitor Support & Transportation	30,873	39,070	(8,197)	16,124	(21%)	39,073	76,126	(37,053)	69,682	(49%)
Visitor Information	15,652	17,904	(2,252)	17,210	(13%)	31,095	35,720	(4,625)	37,362	(13%)
Member Services	12,809	12,480	329	11,252	3%	26,546	28,171	(1,625)	23,977	(6%)
Management & General	12,465	(6,690)	19,155	(22,462)	(286%)	14,924	(3,308)	18,232	(20,038)	(551%)
Total Expenses	248,177	241,251	6,926	163,604	3%	481,151	486,483	(5,332)	416,432	(1%)
Net Change in Unrestricted Net Assets										
Marketing	10,566	(843)	11,409	43,445	*****	6,079	10,221	(4,142)	70,781	(41%)
Conferences	35,723	9,313	26,410	3,404	284%	22,371	15,919	6,452	47,680	41%
Visitor Support & Transportation	23,877	12,530	11,347	38,627	91%	70,427	27,074	43,353	39,818	160%
Visitor Information	468	7,229	(6,761)	(340)	(94%)	1,902	14,546	(12,644)	(2,047)	(87%)
Member Services	(3,421)	(1,221)	(2,200)	(1,059)	180%	(5,159)	(5,653)	494	(3,109)	(9%)
Management & General	(12,014)	6,900	(18,914)	22,566	(274%)	(14,471)	3,728	(18,199)	24,323	(488%)
Net Change in Assets Before In	55,200	33,908	21,292	106,641	63%	81,149	65,835	15,314	177,445	23%
Infrastructure	13,000	254,234	(241,234)	13,120	(95%)	26,000	508,448	(482,448)	26,133	(95%)
Infrastructure Support	19,127	253,216	(234,089)	14,981	(92%)	53,917	509,255	(455,338)	29,946	(89%)
Infrastructure Net Change in Assets	(6,127)	1,018	(7,145)	(1,861)	(702%)	(27,917)	(807)	(27,110)	(3,813)	*****
Change in Net Assets	49,073	34,926	14,147	104,780	41%	53,232	65,028	(11,796)	173,632	(18%)

North Lake Tahoe Resort Association
 Department Detail Activity Report
 For the Month Ending August 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		75		\$ 75		17,871		\$ 17,946		\$ 17,946
Special Events & Functions				-		3,515		3,515		3,515
Miscellaneous		46,795		46,795		453		453		453
Commissions & Booking Fees			9,331	9,331				9,331		9,331
Retail Sales & Other		51,667	23,667	374,760	109,500			484,260	26,000	510,260
Placer County Funding	299,426									
Total Revenue and Other Support	\$ 299,426	\$ 98,537	\$ 32,998	\$ 430,961	\$ 109,500	\$ 21,386	\$ 453	\$ 582,300	\$ 26,000	\$ 586,300
Expenses										
Salaries and benefits	51,461	28,143	22,129	\$ 101,734	8,025	15,120	69,234	\$ 194,112	39,245	\$ 233,357
Rent & Utilities	4,434	2,264	1,198	7,896	1,566	1,572	4,792	15,826	1,566	17,392
Telephone Services	1,301	602	272	2,175	420	400	979	3,973	420	4,393
Mail Expenses	305	179	10	494		19	19	514		514
Insurance & Bonding	299	151	151	602	99	98	359	1,158	98	1,256
Supplies	170	336	90	597	53	58	944	1,652	53	1,705
Equipment Sup. & Maint.	338	150	200	687	92	92	711	1,582	142	1,724
Taxes, Licenses & Fees	204	106	193	503	65	65	256	890	371	1,261
Miscellaneous Expense							0	0		0
Equip. Rental / Leasing	370	296	725	1,391	243	479	413	2,526	243	2,769
Training Seminars	400								378	378
Project Costs					23,866		2,762	23,866	4,727	28,593
Professional Fees Legal/Accounting										
Special Events	11,546									
Autumn Food & Wine Costs	1,493									
Membership Events/Newsletter						2,636		2,636		2,636
Cost of Goods Sold								519		519
Classified Ads			519	519				519		519
Marketing Cooperative/Media	132,000	32,000	720	164,000		605		1,325		1,325
Marketing Other	46,852			46,852				164,000		164,000
Associate Relations	16	8	8	32	5	5	16	46,852	5	46,852
Board Functions							1,017	58		63
Credit Card Fees			168	168				1,017		1,017
Automobile Expenses	190					558		725		725
Local Meals & Entertainment	1740	365		190	291	364		655	291	947
Dues & Subscriptions	1121			2,105		480	629	3,214		190
Travel				1,121			304	1,425		1,425
Allocated	38,400	11,200	4,346	53,946	4,192	4,462	(68,822)	(6,222)	6,222	0
Total Expense Before Depreciation/Reserves	\$ 292,640	\$ 75,800	\$ 30,729	\$ 385,730	\$ 38,917	\$ 26,390	\$ 14,218	\$ 462,493	\$ 53,761	\$ 516,254
Depreciation	706	366	366	1,438	156	156	706	2,456	156	2,612
Total Functional Expense and Depreciation	\$ 293,346	\$ 76,166	\$ 31,095	\$ 400,607	\$ 39,073	\$ 26,546	\$ 14,924	\$ 481,150	\$ 53,917	\$ 535,067
Changes in Net Assets	\$ 6,080	\$ 22,371	\$ 1,902	\$ 30,353	\$ 70,427	\$ (5,159)	\$ (14,471)	\$ 81,150	\$ (27,917)	\$ 53,232

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

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support	0	0	0	0	0%	0	0	0	450	0%
Special Events & Functions	149,713	140,779	8,934	148,713	6%	299,426	281,558	17,868	297,426	6%
Placer County Funding	149,713	140,779	8,934	148,713	6%	299,426	281,558	17,868	297,876	6%
Total Revenue and Other Support										
Expenses										
Salaries and benefits	22,145	25,233	(3,088)	21,836	(12%)	51,461	50,466	995	52,474	2%
Rent & Utilities	1,900	2,050	(150)	2,091	(7%)	4,434	4,100	334	4,211	8%
Telephone Services	662	700	(38)	677	(5%)	1,301	1,400	(99)	1,514	(7%)
Internet Access	0	30	(30)	145	(100%)	0	60	(60)	145	(100%)
Mail Expenses	0	85	(85)	0	(100%)	305	170	135	314	79%
Insurance & Bonding	205	95	110	105	116%	299	190	109	209	57%
Supplies	126	290	(164)	105	(56%)	170	580	(410)	229	(71%)
Equipment Sup. & Maint.	138	150	(13)	250	(8%)	338	300	38	363	13%
Taxes, Licenses & Fees	0	233	(233)	233	(100%)	204	233	(29)	233	(12%)
Equip. Rental / Leasing	247	120	127	93	106%	370	380	(10)	342	(3%)
Training & Seminars	400	0	400	0	0%	400	0	400	0	0%
Special Events	11,546	10,000	1,546	2,007	15%	11,546	10,500	1,046	2,395	10%
Autumn Food & Wine Costs	1,493	0	1,493	438	0%	1,493	0	1,493	508	0%
Marketing Cooperative/Media	66,000	66,000	0	57,107	0%	132,000	132,000	0	114,214	0%
Marketing Other	12,600	16,000	(3,400)	445	(21%)	46,852	33,000	13,852	9,793	42%
Programs	0	0	0	(24)	0%	0	0	0	(24)	0%
Associate Relations	0	0	0	0	0%	16	26	(10)	26	(40%)
Automobile Expenses	150	65	(85)	145	(100%)	0	130	(130)	145	(100%)
Local Meals & Entertainment	860	200	(660)	0	(25%)	1,740	400	(1,340)	37	(52%)
Dues & Subscriptions	1,121	5,000	(3,879)	0	(83%)	1,121	6,660	(5,539)	860	(74%)
Travel	19,200	12,709	6,491	19,200	51%	38,400	25,418	12,982	(125)	0%
Allocated									38,400	51%
Total Expense Before Depreciation/Re	138,794	138,960	(166)	104,852	0%	292,641	266,013	26,628	226,263	10%
Depreciation	353	280	73	416	26%	706	560	146	832	26%
Reserves	0	2,382	(2,382)	0	(100%)	0	4,764	(4,764)	0	(100%)
Total Expense	139,147	141,622	(2,475)	105,268	(2%)	293,347	271,337	22,010	227,095	8%
Changes in Unrestricted Net Assets	10,566	(843)	11,409	43,445	*****	6,079	10,221	(4,142)	70,781	(41%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Transportation
For the Two Months Ending August 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	51,600	3,150	54,750	6%	109,500	103,200	6,300	109,500	6%
Total Revenue and Other Support	54,750	51,600	3,150	54,750	6%	109,500	103,200	6,300	109,500	6%
Expenses										
Salaries and benefits	3,910	5,598	(1,688)	6,450	(30%)	8,025	13,736	(5,711)	12,954	(42%)
Rent & Utilities	680	750	(70)	752	(9%)	1,566	1,500	66	1,511	4%
Telephone Services	238	150	88	178	59%	420	300	120	308	40%
Insurance & Bonding	69	30	39	34	130%	99	60	39	67	65%
Supplies	35	50	(15)	42	(29%)	53	100	(47)	92	(47%)
Equipment Sup. & Maint.	44	50	(6)	98	(12%)	92	100	(8)	134	(8%)
Taxes, Licenses & Fees	0	74	(74)	74	(100%)	65	74	(9)	74	(12%)
Equip. Rental / Leasing	132	100	32	84	32%	243	250	(7)	217	(3%)
Project Costs	23,491	29,000	(5,509)	6,211	(19%)	23,866	53,460	(29,594)	49,915	(55%)
Associate Relations	0	0	0	0	0%	5	10	(5)	8	(50%)
Automobile Expenses	98	75	23	0	31%	281	150	141	0	94%
Allocated	2,096	3,113	(1,017)	2,096	(33%)	4,192	6,226	(2,034)	4,192	(33%)
Total Expense Before Depreciation/Re	30,795	38,990	(8,195)	16,019	(21%)	38,917	75,966	(37,049)	69,472	(49%)
Depreciation	78	80	(2)	105	(3%)	156	160	(4)	210	(3%)
Total Expense	30,873	39,070	(8,197)	16,124	(21%)	39,073	76,126	(37,053)	69,682	(49%)
Changes in Unrestricted Net Assets	23,877	12,530	11,347	38,627	91%	70,427	27,074	43,353	39,818	160%

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

	CURRENT MONTH				YEAR-TO-DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
	8,810	9,814	(1,004)	9,287	(10%)	17,871	19,628	(1,757)	19,133	(9%)
Revenue and Other Support	578	1,030	(452)	905	(44%)	3,515	2,060	1,455	1,735	71%
Member Dues	0	415	(415)	0	(100%)	0	830	(830)	0	(100%)
Special Events & Functions	9,388	11,259	(1,871)	10,192	(17%)	21,386	22,518	(1,132)	20,888	(5%)
Commissions & Booking Fees										
Total Revenue and Other Support										
Expenses	6,900	6,400	500	5,833	8%	15,120	15,829	(709)	14,306	(4%)
Salaries and benefits	683	740	(57)	756	(8%)	1,572	1,480	92	1,518	6%
Rent & Utilities	201	150	51	172	34%	400	300	100	352	33%
Telephone Services	0	20	(20)	0	(100%)	0	40	(40)	3	(100%)
Mail Expenses	68	30	38	34	127%	98	60	38	67	64%
Insurance & Bonding	44	80	(41)	137	(51%)	58	160	(102)	191	(64%)
Supplies	0	60	(60)	48	(27%)	92	120	(28)	234	(23%)
Equipment Sup. & Maint.	233	74	159	74	(100%)	65	74	(9)	74	(12%)
Taxes, Licenses & Fees	0	190	(190)	186	23%	479	426	53	421	13%
Equip. Rental / Leasing	1,121	1,396	(275)	1,195	(20%)	2,636	2,942	(306)	1,593	(100%)
Training & Seminars	0	42	(42)	0	(100%)	0	84	(84)	0	(100%)
Membership Events/Newsletter	0	0	0	0	0%	5	8	(3)	8	(38%)
Associate Relations	365	6	359	6	*****	558	64	494	64	771%
Credit Card Fees	364	120	244	202	204%	364	240	124	202	52%
Automobile Expenses	0	50	(50)	272	(100%)	0	100	(100)	272	(100%)
Local Meals & Entertainment	480	0	480	0	0%	480	0	480	0	0%
Dues & Subscriptions	0	42	(42)	0	(100%)	0	84	(84)	0	(100%)
Travel	2,231	3,000	(769)	2,231	(26%)	4,462	6,000	(1,538)	4,462	(26%)
Allocated	12,731	12,400	331	11,147	3%	26,390	28,011	(1,621)	23,767	(6%)
Total Expense Before Depreciation/Re										
Depreciation	78	80	(2)	105	(3%)	156	160	(4)	210	(3%)
Total Expense	12,809	12,480	329	11,252	3%	26,546	28,171	(1,625)	23,977	(6%)
Changes in Unrestricted Net Assets	(3,421)	(1,221)	(2,200)	(1,059)	180%	(5,159)	(5,653)	494	(3,109)	(9%)

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

DESCRIPTION	CURRENT MONTH				YEAR-TO-DATE			
	Actual	Budget	\$ Variance	% Chg	Actual	Budget	Variance	% Chg
Revenue and Other Support								
Miscellaneous	452	0	452	0%	453	0	453	0%
Interest & Investment Income	0	210	(210)	(100%)	0	420	(420)	(100%)
Total Revenue and Other Support	<u>452</u>	<u>210</u>	<u>242</u>	<u>115%</u>	<u>453</u>	<u>420</u>	<u>33</u>	<u>8%</u>
Expenses								
Salaries and benefits	38,679	22,835	15,844	69%	69,234	55,825	13,409	24%
Rent & Utilities	2,079	2,100	(22)	(1%)	4,792	4,200	592	14%
Telephone Services	489	325	164	50%	979	650	329	51%
Mail Expenses	0	60	(60)	(100%)	19	120	(101)	(84%)
Insurance & Bonding	266	100	166	166%	359	200	159	80%
Supplies	105	220	(115)	(52%)	944	440	504	115%
Equipment Supp. & Maint.	274	340	(66)	(19%)	711	680	31	5%
Taxes, Licenses & Fees	0	233	(233)	(100%)	256	233	23	10%
Miscellaneous Expense	0	0	0	0%	0	0	0	0%
Equip. Rental / Leasing	265	125	140	112%	413	375	38	10%
Training & Seminars	0	200	(200)	(100%)	0	400	(400)	(100%)
Professional Fees Legal/Accounting	2,762	200	2,562	*****	2,762	400	2,362	591%
Classified Ads	605	0	605	0%	605	0	605	0%
Associate Relations	0	0	0	0%	16	25	(9)	(38%)
Board Functions	371	650	(279)	(43%)	1,017	1,300	(283)	(22%)
Automobile Expenses	0	60	(60)	(100%)	0	120	(120)	(100%)
Local Meals & Entertainment	0	50	(50)	(100%)	0	100	(100)	(100%)
Dues & Subscriptions	629	100	529	529%	629	200	429	214%
Travel	0	85	(85)	(100%)	304	170	134	79%
Allocated	(34,411)	(34,653)	242	(1%)	(68,822)	(69,306)	484	(1%)
Total Expense Before Depreciation/Re	<u>12,112</u>	<u>(6,970)</u>	<u>19,082</u>	<u>(274%)</u>	<u>14,218</u>	<u>(3,868)</u>	<u>18,086</u>	<u>(468%)</u>
Depreciation	353	280	73	26%	706	560	146	26%
Total Expense	<u>12,465</u>	<u>(6,690)</u>	<u>19,155</u>	<u>(286%)</u>	<u>14,924</u>	<u>(3,308)</u>	<u>18,232</u>	<u>(551%)</u>
Changes in Unrestricted Net Assets	<u>(12,014)</u>	<u>6,900</u>	<u>(18,914)</u>	<u>(274%)</u>	<u>(14,471)</u>	<u>3,728</u>	<u>(18,199)</u>	<u>(488%)</u>

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

	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support	0	120	(120)	120	(100%)	0	220	(220)	133	(100%)
Interest & Investment Income	13,000	254,114	(241,114)	13,000	(95%)	26,000	508,228	(482,228)	26,000	(95%)
Placer County Funding	13,000	254,234	(241,234)	13,120	(95%)	26,000	508,448	(482,448)	26,133	(95%)
Total Revenue and Other Support	11,346	6,015	5,331	10,050	89%	39,245	14,852	24,393	20,273	164%
Expenses	680	750	(70)	752	(9%)	1,566	1,500	66	1,511	4%
Salaries and benefits	238	160	78	178	49%	420	320	100	308	31%
Rent & Utilities	0	1	(1)	0	(100%)	0	2	(2)	1	(100%)
Telephone Services	68	30	38	34	127%	98	60	38	67	64%
Mail Expenses	35	50	(15)	42	(29%)	53	100	(47)	92	(47%)
Insurance & Bonding	44	50	(6)	98	(12%)	142	100	42	134	42%
Supplies	306	74	232	74	313%	371	74	297	74	402%
Equipment Sup & Maint.	132	85	47	84	56%	243	235	8	217	3%
Taxes, Licenses & Fees	378	0	378	0	0%	378	0	378	0	0%
Equip. Rental / Leasing	2,612	242,281	(239,669)	454	(99%)	4,727	484,562	(479,835)	829	(99%)
Training & Seminars	0	0	0	0	0%	5	10	(5)	8	(50%)
Project Costs	98	70	28	0	40%	291	140	151	0	108%
Associate Relations	0	5	(5)	0	(100%)	0	10	(10)	0	(100%)
Automobile Expenses	3,111	3,565	(454)	3,111	(13%)	6,222	7,130	(908)	6,222	(13%)
Local Meals & Entertainment	19,049	253,136	(234,087)	14,876	(92%)	53,761	509,095	(455,334)	29,736	(89%)
Alllocated	78	80	(2)	105	(3%)	156	160	(4)	210	(3%)
Total Expense Before Depreciation/Re	19,127	253,216	(234,089)	14,981	(92%)	53,917	509,255	(455,338)	29,946	(89%)
Depreciation	(6,127)	1,018	(7,145)	(1,861)	(702%)	(27,917)	(807)	(27,110)	(3,813)	*****
Total Expense										
Changes in Unrestricted Net Assets										

**North Lake Tahoe Resort Association
Statement of Activities
For the Two Months Ending August 31, 2011**

Current Month Actual	Infrastructure Project Costs	Year to Date Actual
721.00	Research/Planning/Infrastructure	2,835.99
1,891.25	Reno Tahoe Airport Welcome Center	1,891.25
2,612.25	Total Infrastructure Project Costs	4,727.24
Transportation Project Costs		
1,487.00	Research/Planning/Transportation	1,862.00
6,444.25	Summer Traffic Management	6,444.25
1,000.00	Hwy 267 Summer Bus Service	1,000.00
14,620.00	Sumer West Shore Night Service	14,620.00
23,551.25	Total Transportation Project Costs	23,926.25
	Total Project Costs	28,653.49

August Accounts Receivable

Customer Account	Chamber/Conf		Membership Functions		Group Commissions		AFW		STN		Misc.
	Member Dues	age	amount	age	amount	age	amount	age	amount	age	
Total	Customer/Business Name	age	amount	age	amount	age	amount	age	amount	age	amount
75.00	Bank of the West	60	75.00								6/14/11 (08946) Email blast
500.00	Boulder Bay	90	500.00								4/6/11 (08857) Suppl serv
500.00	Boulder Bay	90	500.00								5/13/11 Suppl serv
500.00	Boulder Bay	60	500.00								6/14/11 Suppl serv
500.00	Boulder Bay	30	500.00								7/20/11 Suppl serv
500.00	Boulder Bay	new	500.00								8/15/11 Suppl serv
75.00	Cal Neva	30	75.00								7/31/11 (09164) Email blast
75.00	Charter Business	new	75.00								8/31/11 (09264) Email blast
1,222.62	Cheap Tickets					60	1,222.62				6/30/11 STN vouchers
75.00	Creative Concepts	60	75.00								6/14/11 (08948) Email blast
75.00	Creative Concepts	60	75.00								6/27/11 (09048) Email blast
75.00	Creative Concepts	60	75.00								6/30/11 (09064) Email blast
75.00	Creative Concepts	30	75.00								7/5/11 (09070) Email blast
75.00	Creative Concepts	30	75.00								7/5/11 (09071) Email blast
75.00	Creative Concepts	new	75.00								8/31/11 (09262) Email blast
75.00	Creative Concepts	new	75.00								8/31/11 (09263) Email blast
5,093.85	Embassy Suites			new	5093.85						8/31/11 (09283) Aug groups
75.00	Emico Media	new	75.00								8/31/11 (09265) Email blast
60.00	Granlibakken	60	60.00								6/14/11 (08951) Email blast
1,189.35	Harrah's			new	1189.35						8/31/11 (09277) July Groups
976.06	Homewood Mt Resort					60	976.06				6/30/11 (09073) Lost STN
500.00	Homewood Village	30	500.00								7/20/11 Suppl serv
500.00	Homewood Village	new	500.00								8/31/11 Suppl serv
5,048.00	Hyatt			new	6048.00						8/31/11 (09279) Aug groups
75.00	Tahoe TV	new	75.00								8/31/11 (09266) Email blast
124.83	NLT Marketing Co-op					60	124.83				6/30/11 June cc expenses
17,922.40	NLT Marketing Co-op					new	17,922.40				8/31/11 July & Aug cc exp
523.98	Orbitz					60	523.98				6/30/11 (09153) STN
542.25	PiumpJack			new	542.25						8/31/11 (09280) Aug groups
75.00	Radiant Blue Events	60	75.00								6/14/11 (08952) Email blast
75.00	Red White & Tahoe Blue	60	75.00								6/14/11 (08953) Email blast
75.00	Resort at Squaw Creek	30	75.00								7/15/11 (09161) Email blast
800.00	Resort at Squaw Creek			90	800.00						Dispute
27,693.60	Resort at Squaw Creek			new	27,693.60						8/31/11 (09281) Aug groups
178.95	The Ridge Tahoe			60	178.95						6/1/11 (09063) Groups
75.00	Ritz-Carlton	30	75.00								7/5/11 (09072) Email blast
195.00	Servpro	60	195.00								6/30/11 (09068) Bus expo
75.00	Smith & Jones	new	75.00								8/31/11 (09267) Email blast



November 2, 2011

To: Board of Directors

From: Sandy Evans Hall

Re: Approval for Lisa de Roulet to sign checks and receive a company credit card

Staff is requesting that the Board of Directors approve Lisa de Roulet, Director of Finance and Human Resources, as a signer on the NLTRA bank accounts and to receive a company credit card.



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Marketing
MEETING DATE: October 25, 2011
BOARD MEMBERS PRESENT: Ron Parson

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action: Jason will report the results back to the Committee at their next meeting concerning the formation of an Advisory Board for the Sales Sub-Committee meeting

Action: Staff to research the possibility forming a Wedding focus group or informal Committee

MOTIONS MADE/VOTE:

- 3.2. M/S/C (Dudley/Williams) (7/0) to approve the agenda with the corrections noted:
 - Andy stated the quorum piece on the agenda will be corrected on next month's agenda
- 4.1 M/S/C (Parson/Dudley (7/0) to approve the Marketing Committee meeting minutes from September 27, 2011
- 6.3 M/S/C (Parson/Pedersen) (7/0/1) to approve the 2011/12 Wedding Media Plan with direction
- 7.2 M/S/C (Parson/Williams) (7/0/1) to approve NLTCCCVBRA Marketing Revised Budget

BOARD APPROVAL/DIRECTION REQUESTED:

Monthly Report September 2011
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 9/30/11:	\$1,622,133	\$1,525,802	6%
Forecasted Commission for this Revenue:	\$134,583	\$119,538	13%
Number of Room Nights:	9368	9002	4%
Number of Delegates:	4549	4718	-4%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	39	42	-7%

<u>Monthly Detail/Activity</u>	<u>September-11</u>	<u>September-10</u>	
<u>Number of Groups Booked:</u>	5	1	
Revenue Booked:	\$581,803	\$26,865	2066%
Projected Commission:	\$32,350	\$0	
Room Nights:	2797	150	1765%
Number of Delegates:	1041	50	1982%
Booked Group Types:	2 Assoc., 1 Corp, 1 TA, 1 Govt.	1 Corp.	
Lost Business, # of Groups:	4	5	

<u>Arrived in the month</u>	<u>September-11 * Est.</u>	<u>September-10</u>	
Number of Groups:	5	4	
Revenue Arrived:	\$41,957	\$145,651	-71%
Projected Commission:	\$2,581	\$14,565	-82%
Room Nights:	357	980	-64%
Number of Delegates:	262	302	-13%
Arrived Group Types:	1 Corp, 3 Assoc. 1 Smerf	4 Corp.	

<u>Monthly Detail/Activity</u>	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$464,992	\$52,758	
Projected Commission:	\$46,076	\$5,275	1458%
Room Nights:	1758	430	679%
Number of Delegates:	823	575	494%
Booked Group Types:	3 Corp, 1 Smf., 1 Govt.	1 Corp, 1 Assoc. 1 TA, 1 Foundation	139%
Lost Business, # of Groups:	2	9	

<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	4	7	
Revenue Arrived:	\$371,268	\$219,566	69%
Projected Commission:	\$36,583	\$14,117	159%
Room Nights:	1759	1294	36%
Number of Delegates:	695	830	-16%
Arrived Group Types:	2 Corp, 1 Assoc. 1 Smf	1 Corp, 5 Assoc., 1 Society	

<u>Monthly Detail/Activity</u>	<u>July-11</u>	<u>July-10</u>	
<u>Number of Groups Booked:</u>	5	5	
Revenue Booked:	\$737,507	\$47,336	1458%
Projected Commission:	\$36,875	\$4,733	679%
Room Nights:	2873	484	494%
Number of Delegates:	890	373	139%
Booked Group Types:	1 Corp., 4 Assoc.	1 Corp., 3 Assoc	
Lost Business, # of Groups:	0	8	

<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>	
Number of Groups:	2	8	
Revenue Arrived:	\$61,096	\$579,888	-89%
Projected Commission:	\$4,855	\$44,258	-89%
Room Nights:	541	2813	-81%
Number of Delegates:	220	1479	-85%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp., 6 Assoc., 1 Smerf	

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$500,027	(Goal) \$750,000
For 2014/15:	\$1,286,368	\$500,000

NUMBER OF LEADS Generated as of 9/30/11: 25

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

Monthly Report September 2011
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 9/30/11:	\$151,400	\$201,472	-25%
Forecasted Commission for this Revenue:	\$8,298	\$22,995	-64%
Number of Room Nights:	1873	1836	2%
Number of Delegates:	1255	1133	11%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	25	46	-46%

<u>Monthly Detail/Activity</u>	<u>September-11</u>	<u>September-10</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$4,455	\$0	
Projected Commission:	\$668	\$0	
Room Nights:	50	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Smf	0	
Lost Business, # of Groups:	2	0	

<u>Arrived in the month</u>	<u>September-11 Est.</u>	<u>September-10</u>	
Number of Groups:	1	4	
Revenue Arrived:	\$4,455	\$67,983	-93%
Projected Commission:	\$668	\$6,042	-89%
Room Nights:	50	616	-92%
Number of Delegates:	50	291	-83%
Arrived Group Types:	1 Smf	2 Corp, 1 Assoc, 1 TA	

<u>Monthly Detail/Activity</u>	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	0	3	
Revenue Booked:	\$0	\$37,580	
Projected Commission:	\$0	\$3,724	
Room Nights:	0	484	
Number of Delegates:	0	296	
Booked Group Types:		1 Corp, 1 Assoc.	
Lost Business, # of Groups:	2	8	

<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$33,959	\$3,730	810%
Projected Commission:	\$5,093	\$0	
Room Nights:	372	10	3620%
Number of Delegates:	75	37	103%
Arrived Group Types:	1 Govt.	1 Smf.	

Monthly Detail/Activity	<u>July-11</u>	<u>July-10</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$5,148
Projected Commission:	\$0	\$558
Room Nights:	0	80
Number of Delegates:	0	30
Booked Group Types:		1 Corp, 1 TA
Lost Business, # of Groups:	0	8
<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>
Number of Groups:	0	4
Revenue Arrived:	\$0	\$98,226
Projected Commission:	\$0	\$12,964
Room Nights:	0	832
Number of Delegates:	0	495
Arrived Group Types:		1 Corp, 2 Smerf 1 Non-Profit

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$0	(Goal) \$100,000
For 2014/15:	\$0	\$50,000

NUMBER OF LEADS Generated as of 9/30/11: 16

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

North Shore:						
Jul-11						
Groups Booked:	5					
Placer County:	5	Room Nights:	2873	Delegates:	890	Revenue: \$737,507
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:	2					
Placer County:	2	Room Nights:	541	Delegates:	220	Revenue: \$61,096
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Aug-11						
Groups Booked:	5					
Placer County:	5	Room Nights:	1758	Delegates:	823	Revenue: \$464,992
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:	4					
Placer County:	3	Room Nights:	1450	Delegates:	570	Revenue: \$310,788
Washoe County:	1	Room Nights:	309	Delegates:	125	Revenue: \$60,480
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Sep-11						
Groups Booked:	5					
Placer County:	4	Room Nights:	2728	Delegates:	1014	Revenue: \$570,688
Washoe County:	1	Room Nights:	69	Delegates:	27	Revenue: \$11,115
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:	5					
Placer County:	3	Room Nights:	263	Delegates:	105	Revenue: \$27,265
Washoe County:	2	Room Nights:	94	Delegates:	157	Revenue: \$14,692
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Quarter total by county:						
Groups Booked:	15					
Placer County:	14	Room Nights:	7359	Delegates:	2727	Revenue: \$1,773,187
Washoe County:	1	Room Nights:	69	Delegates:	27	Revenue: \$11,115
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:	11					
Placer County:	8	Room Nights:	2254	Delegates:	895	Revenue: \$399,149
Washoe County:	3	Room Nights:	403	Delegates:	282	Revenue: \$75,172
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0



north lake tahoe

Chamber | CVB | Resort Association

DATE: November 2, 2011

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
and Planning

SUBJ: October 1-31, 2011
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express (B-15)

As recommended in the recent NLTE Performance Review, NLTRA staff, in concert with Tahoe Transportation District and the TNT/TMA, worked with LSC, to develop a Request for Proposals for solicitation of proposals. After the closing date, the review committee scored and discussed the proposals, recommending its choice to the TTD Board. The TTD Board agreed and a contract has been negotiated with Airport Mini-Bus to continue providing the service under new contract provisions. The TTD Board is expected to approve the contract at its November 11th meeting. The new service will be initiated for the start of the winter season.

2. North Lake Tahoe Welcome Center

Staff opened the Welcome Center at the Reno Tahoe International Airport with a temporary exhibit on September 2nd. If the proposed Scope of Service is approved at the November 2nd Board of Directors meeting, the consultant will commence planning and design enabling space renovations, exhibit fabrication and installation to be complete for the winter season. It does appear that the airport-wide remodel will have some fairly minor negative effect during the airport renovation. Staff is in communication with airport staff to insure coordination of the two projects.

3. West Commons Beach Conceptual Alternatives Analysis –TCPUD

A Steering Committee with representatives from a variety of agencies has been meeting to propose guiding principals and a range of alternative uses, based on those principals, to assist the community in considering options for the current Tahoe City fire station site. Using approved TOT funding, the Tahoe City Public Utility District (TCPUD) hired a team of consultants, including the consultant who prepared the original Commons Beach plan. The consultants prepared conceptual design options for the site based on the principals and range of alternative uses. A joint NLTRA and TCPUD

Board meeting was held on October 17th, to present the conceptual alternatives and receive initial public input to assist the Steering Committee, the Boards, and the community in deciding what direction to take in moving forward. Evaluation sheets were distributed and collected at the meeting. In addition, a video of the meeting is available on the TCPUD and NLTRA websites to solicit further response from people who did not attend the meeting. Staff made a subsequent presentation to the Placer County Board of Supervisors, informing them on the progress of the project. The Steering Committee is scheduled to meet November 17th to review community input and suggest next steps for the process. These steps will include development of preliminary construction, operating and maintenance costs for the range of alternatives, the need to expand or reduce the range based on input, who will take the lead in the process, and possible request for additional funding to continue the process.

4. Regional Wayfinding Signage - NLTRA

A meeting has been held with County staff, TRPA staff and NLTRA staff to determine how to move forward with this important project. The participants decided the best approach was for NLTRA staff and consultant to move forward with creating a final, functioning Wayfinding Signage Design Guidelines Manual as soon as is reasonably and efficiently possible. This will include consolidating existing materials, editing text for accuracy and redundancy, writing new copy as needed, editing and revising proposed signage drawings as needed, removing any reference to a new permitting process, and providing a clearly written outline of the existing permitting process that incorporates reference to current regulatory procedures that a future wayfinding signage applicant can follow. This is in accordance with the scope of service as approved by the NLTRA Board of Directors. The remaining wayfinding funds and Research and Planning funds will be used to complete the Manual. The time to complete these tasks is 12-14 weeks. At the time of completion, staff will move forward with specific design and construction documents necessary for permitting, fabrication, and installation of pilot/demonstration signs in spring, 2012.

The part of the Boards approval that is not being pursued at this time is the expensive submittal of Placer County's Environmental Questionnaire and Zoning Text Amendment, as well as an Amendment to TRPA's Regional Plan. The participants at the meeting from those agencies discussed the possibility that individual sign projects may qualify for permitting under existing regulations. They agreed to revisit the possibility with each agency before we move ahead with the time and expense of preparing those submittals. NLTRA staff will address those issues if and when it is determined what permitting actions will be required to move forward with individual signage projects.

5. Possible Public Purchase of the Tahoe City Golf Course

Tahoe City Public Utility District (TCPUD) has submitted an offer to purchase the Tahoe City Golf Course property which has been accepted by the seller, pending several due diligence reports and studies needing completion over the next six months. Discussions between the Tahoe City Public Utility District (TCPUD), Placer County, the Redevelopment Agency, the Tahoe

Conservancy, and the NLTRA have determined that efforts should be made to pursue this opportunity to keep this ownership local and a key part of the future of the North Lake Tahoe community through a public partnership. The funding for the due diligence is being provided by the aforementioned agencies and organizations to check the property, including soils testing, coverage, and land use, in order to determine possible future uses of the site. Many of these studies are now underway. The NLTRA will fund approximately \$21,600 for advanced infrastructure project studies, enabling an appropriate decision to be made as to appropriate involvement by the County and NLTRA in this partnership. The County has included additional Infrastructure Research and Planning funds in the FY-2011/12 budget for this purpose. Place County is contributing an additional \$20,000, the Conservancy \$10,000, and the TCPUD approximately \$25,000. Discussions between the agencies are beginning to determine the best possibilities for funding this purchase.

6. Regional Coordinated Skier Shuttle Program

Through the leadership of the newly organized Truckee Tomorrow Transportation Committee and Truckee North Tahoe-Transportation Management Association (TMA), there is a strong interest to develop a coordinated regional skier shuttle program with possible implementation at some trial level this winter. The more major program would not begin until the 2012/13 winter season. The TMA has solicited a proposal from LSC Transportation Consultants to develop a specific plan for service, rather than a conceptual study. Staff is recommending that the NLTRA fund \$3,320 (1/3) of the necessary \$9,960 to complete this plan for service. The remaining funds will be contributed by the 12 partners including the ski areas and the Town of Truckee. Staff will make the request at the time there are commitments from the partners for the remainder of the needed funding.

7. North and West Shore Water Shuttle

Utilizing the *Lake Tahoe Waterborne Shuttle Service Concept Design and Feasibility Study* (Feasibility Study) recommended actions and implementation plan, staff has been working with TTD, TNT/TMA and LSC to determine advanced planning needs for initiation of a North Lake Tahoe Water Shuttle for operation during summer of 2012. A request to use Research and Planning funds to do this advanced planning will be presented at the November Joint Committee meeting and the December Board meeting. The planning that is necessary is 3-fold: 1) landside facilities, use agreements, and permits; 2) RFP preparation for shuttle service provider; 3) ticketing, marketing, and monitoring programs. These will be three separate efforts that will each result in determination of direction, actions, and related funding needs to provide a successful shuttle service, Consultants are preparing proposals that will allow planning work to be completed by end of December or early January. Specific funding needs will have then been identified for items such as selected piers, usable landside facilities, necessary improvements to landside facilities, permitting requirements, access and use agreement requirements, and initial negotiations with landing site owners.

The RFP would be ready to release for soliciting proposals from shuttle service providers. And we will know what funding will be necessary to set up a defined ticketing system, to design a marketing program and materials, and formulate a data collection and analysis monitoring program.

With the completion of this planning information, TTD can make the final decision to implement the water shuttle program and determine the Water Shuttle Program manager in January. TTD would also submit any necessary Infrastructure funding request, and release the RFP for solicitation of shuttle service proposals in January. After the 30 day solicitation period, the proposals would be reviewed for recommendation to TTD for selection. TTD would then prepare to enter into a contract with the selected shuttle service provider.

Simultaneously, in February, the ticketing system/program will be designed, as will the marketing program and materials. Draft access and use agreements with landing site owners will be prepared in February, with finalization of the agreements occurring in March.

April will be when the schedule is finalized, the ticketing system is set up, and any necessary signage and landing site improvements installed. The marketing program will be initiated in April/May and all agreements will be in place. Operation of the service and the Water Shuttle Program manager's monitoring program will commence on Memorial weekend or in June, 2012. Monitoring will be continuous from June to October with recommendations for program changes as findings indicate.

8. Squaw Valley Winter Pedestrian Trail Maintenance

A funding request is anticipated to be received to partially fund a pilot program to provide an off road pedestrian trail to eliminate the need for visitors to walk on Squaw Valley Road with the multitude of auto traffic. At its October 25th meeting, the Squaw Valley Public Services District Board decided to become the applicant and project manager for this pilot program.

9. Auburn/Placer County California Welcome Center

Staff continues to provide assistance to Placer County Visitor Bureau to develop the new California Welcome Center which will contain North Lake Tahoe exhibitry and information. We visited the space with the BANG! Creative consultant to have him give us a proposal for an appropriate scale exhibit for installing a North Lake Tahoe exhibit in this Auburn facility.

10. North Lake Tahoe Bike Trail (Dollar Point to Tahoe Vista)

This bike trail project, partially funded with \$200,000 of Infrastructure TOT, is being managed by Placer County Department of Public Works (DPW). It is in the middle of environmental/preliminary engineering that should be complete by June 30, 2012 using \$435,000 of Tahoe Conservancy funding. The existing NLTRA \$200,000 allocated to the project is reserved for detailed design to occur in the latter half of 2012. DPW will pursue construction funding next year with hopes of breaking ground in 2013. However, the construction estimate could be as high as \$5,000,000, which could delay the

start, while funding is being secured. NLTRA staff will help seek other funding sources in addition to Infrastructure TOT.

The following is a brief summary on the status of this project taken from the most recent Placer County DPW trail report.

- Placer County retained Hauge Brueck Associates, LLC for a professional services agreement not-to-exceed contract price of \$343,880 for performing environmental analysis and preliminary engineering tasks associated with the planning efforts of the project.
- Preferred trail alignment has been established which begins at the end of the existing bike trail at Dollar Point and travels north to the end of Fulton Crescent Road.
- Various field studies to support environmental analysis have been completed.
- In order to have specific identity in relation to the area, the project name has changed to Dollar Creek Shared-Use Trail. This name change also better aligns with the 2010 Lake Tahoe Region Bicycle and Pedestrian Plan of TRPA that designates the route to be a shared-use trail or AASHTO Class 1 compliant.
- A Public Informational Open House meeting was held on October 18, 2011 to share information about the proposed project with the public and other interested stakeholders as well as received their feedback and written comments. Over 50 people attended.

11. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, November 28th, 2011, 1:30 p.m., at TCPUD.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Tuesday Morning Breakfast Club
- NLTE Proposal Opening Committee
- TNT/TMA Board
- Resort Triangle Transportation Planning Coalition
- TOT Steering Committee
- Census Statistics Workshop
- Tahoe City Golf Course Committee Meeting
- Regional Skier Shuttle Meeting
- NLTE Request for Proposals Pre-Meeting
- West Commons Steering Committee

- West Commons Joint NLTRA and TCPUD Board/Public Meeting
- Placer County Planning Commission/Homewood
- Airport Welcome Center Exhibit Planning
- Regional Wayfinding Signage Meeting
- Auburn Welcome Center Exhibit Planning
- Truckee Tomorrow Transportation Meeting
- PC Board of Supervisors Meetings and Reception
- PC Town Hall Community Plan Meeting
- NLTRA Annual Meeting/Luncheon
- Reno Tahoe Airport Refurbishment Meeting



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Membership Advisory
MEETING DATE: October 19, 2011
BOARD MEMBERS PRESENT: Phil GilanFarr and Kaliope Kopley

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

- 7.3 One sheet annual workshop calendar to distribute to members.

MOTIONS MADE/VOTE:

- 3.1 M/S/C (GilanFarr/Young) (8/0) to approve the Chamber of Commerce Advisory Committee agenda.
- 4.1 M/S/C (Williams/Kopley) (7/0/1) to approve the Chamber of Commerce Advisory Committee Meeting Minutes from August 17, 2011. Joy Doyle abstained.
- 9.3 M/S/C (Williams/Kopley) (7/0/1) to approve the Marketing Grant Fund for the Squaw Valley Business Association for 2010-11. Caroline Ross abstained.

BOARD APPROVAL/DIRECTION REQUESTED:



SQUAW VALLEY

BUSINESS ASSOCIATION

ROI for the Community Marketing Grant Program
2009-10

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

The Squaw Valley Business Association (SVBA) is made of 6 lodging properties (Red Wolf Lodge, Olympic Village Inn, PlumpJack Squaw Valley Inn, Squaw Valley Lodge, The Village at Squaw Valley USA and the Resort at Squaw Creek), Squaw Valley Ski Corporation and the Squaw Village Neighbourhood Company.

The purpose of the corporation is to:

- (a) Promote Squaw Valley as a year round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

Currently the SVBA maintains an annual operating budget of \$24,000. The funding is made up solely by contributions from the above properties to cover expenses associated with the signage and propane at the base of Route 89/Squaw Valley Rd and normal business expenses to operate a non-profit corporation.

In addition to this funding, the SVBA properties contribute individual monies to promote and host numerous events throughout the year. The businesses in Squaw Valley have successfully created a well rounded calendar of events that draws visitors nationally, regionally and locally.

The Squaw Valley Business Association was awarded \$10,000 for FY-09/10 from the Community Marketing Program for the following two programs:

- Squaw Valley New Year's Eve Fireworks Display: December 31, 2009
- Wanderlust Festival: July 29-31, 2010

We greatly thank you for your support!

Post Event Summary/Fireworks:

Goal: To keep day skiers in the Valley to dine/shop
To draw people from outside of the Valley to dine/shop
To enhance guest experience and encourage bookings over holiday period

Event Attendance = 5000 people at base area
Food & Beverage/Retail Revenue = 5 X that of a non-firework holiday
Valley Room Occupancy = 856 rooms x double occ= approx 2000 guests
Valley Room Revenue = 856 rooms x average \$300/night = \$256,800
2% TOT Revenue = \$5136

Funds Awarded = \$5000

Promotional Plan:

Print: The Weekly, Action, Sierra Sun, Bonanza, SV Times & Posters
Web: Squaw.com, thevillageatsquaw.com & e-mail blasts
Radio: KTKE
PR: Squaw/in house & Lyman PR

Expenditures:

GL Insurance, Fireworks Contract, In-kind labor/SVSC

Future:

It is not our intention to request a grant for this program moving forward.
NYE Fireworks will continue, however they will be funded internally by SVBA or via other resources.

Post Event Summary/ Wanderlust Festival:

Goal: To attract an educated, affluent and ecologically minded heads in beds
To retain and expand on event in Squaw Valley
To increase local business revenue

Event Attendance = 6000 people
Food & Beverage = in line w/revenue generated during Christmas
Retail Revenue = 2 X that of a normal peak/July day
Valley Room Occupancy = 856 rooms @ 75% of which were here for WF
Valley Room Revenue = 642 rooms x average \$200 x 2n= \$256,800
2% TOT Revenue = \$5136 (conservative)

Funds Awarded = \$5000

Expenditures:

Payment of \$5000 to Wanderlust Organization to supplement additional \$5000 sponsorship from SVNC for total of \$10,000 in support of 2010 event.

Promotional Plan:

Print: 25,000 flyers, 3000 posters/The Weekly, Moonshine Ink, Sierra Sun et al
Web: wanderlustfestival.com
Radio: CPR/Sacramento, KFOG, KTHX, KCRW & KTKE

PR: contracted in addition to Squaw/in house & Lyman PR

Expenditures:

See budget provided by Wanderlust Organization for 2011

Future:

It is not our intention to request a grant fund for this program moving forward. We do however hope that the NLTRA will consider the Wanderlust Festival for future sponsorship to ensure it stays for many years to come as a signature, Lake Tahoe, event.

Caroline Ross

Sincerely,
Squaw Valley Business Association
PO Box 2915 Olympic Valley, CA 96146



SQUAW VALLEY BUSINESS ASSOCIATION

Proposal for the Community Marketing Program
FY2010-11

Proposal for consideration by:
The North Lake Tahoe Resort Association's
Community Marketing Program

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

The Squaw Valley Business Association (SVBA) is made of 6 lodging properties (Red Wolf Lodge, Olympic Village Inn, PlumpJack Squaw Valley Inn, Squaw Valley Lodge, The Village at Squaw Valley USA and the Resort at Squaw Creek), Squaw Valley Ski Corporation and the Squaw Village Neighbourhood Company.

The purpose of the corporation is to:

- (a) Promote Squaw Valley as a year round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

Currently the SVBA maintains an annual operating budget of \$21,000. The funding is made up solely by contributions from the above properties to cover expenses associated with the signage and propane at the base of Route 89/Squaw Valley Rd and normal business expenses to operate a non-profit corporation.

In addition to this funding, the SVBA properties contribute individual monies to promote and host numerous events throughout the year. The businesses in Squaw Valley have successfully created a well rounded calendar of events that draws visitors nationally, regionally and locally.

Thanks to the support we received in 2006 from this program plus additional funding that we split internally, the SVBA produced and printed 100,000 copies of a Squaw Valley Map. The piece has proven to be valuable to us, our business partners and our guests. We would like to redesign and enhance this map to include shopping, dining and annual events not much unlike what our other Community Partners have produced and in keeping with the "Renaissance Transformation" currently underway in Squaw Valley.

The Squaw Valley Business Association respectfully requests \$10,000 from the Community Marketing program for funds slated for our use from FY2010-11 to assist us in the 1st step of a 2 step this project.

A. STEP ONE: RE-DESIGN OF MAP & ½ OF PRODUCTION

At this time we are working to select a design firm to work with however are waiting on finalization of new way finding/directional signage for the base area of Squaw Valley USA. We feel this will help guide us in the right direction as it is our desire to produce a piece that makes sense and has a cohesive look with the Resort's new design initiatives.

We apologize for the tardiness of our request we just wanted to be confident in our collaborative choice of project. Having an understanding now of what our budget will look like and confirming your support will only help make the process easier.

Subsequently, it is the intent of the Squaw Valley Business Association to submit an application for \$10,000 this FY 2011-12 to assist with continuation of this project.

B. STEP TWO: ½ OF PRODUCTION & DISTRIBUTION – coming soon!

In addition to having copies on hand at each of the properties for distribution in market and so that they can be mailed out to potential groups and guests, we plan to distribute throughout the region via Certified Public Folder Display and also plan to distribute out of market to various data bases and via sales team efforts.

Once produced our organization would also work to ensure that the collateral/map be downloadable off each of our proprietary websites

The success of the project will be measured by our guest and visitors pleasure when they are handed the piece, by increased visitation and consumer satisfaction because they will be able to easily find the places they want to go and by increased room nights which will be tracked via a unique #. Distribution numbers for the map will also speak for themselves.

On behalf of PlumpJack Squaw Valley Inn, Resort at Squaw Creek, Squaw Valley Ski Corporation, Olympic Village Inn, Red Wolf Lodge, The Village at Squaw Valley USA and Squaw Village Neighbourhood Company, we thank you for your consideration and continual support in our marketing efforts.

Sincerely,

Caroline Ross
Squaw Valley Business Association Representative
PO Box 2915 Olympic Valley, CA 96146

2010-11 Business Plan Progress Report

AUG/SEPT 2011

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

- Aug 4 — Mixer hosted by Bradley Maintenance, Incline Village
- Aug 9 — Mixer with TD Chamber hosted by Northstar
- Sep 8 — Mixer with TD Chamber hosted by Resort at Squaw

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

- Aug 2 — Breakfast Club
- Sep 6 — Breakfast Club

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

- Aug 15 — Ribbon Cutting at Eppic Studios
- Weekly interviews featuring members & events on KTHO radio

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

- Aug 9 — Chamber Ed — Costco Restaurant Gift Card Presentation
- Aug 24 — Chamber Ed — Sexual Harassment Awareness, Truckee
- Sep 6 & 13 — Chamber Ed — Quickbooks, Granlibakken

Percentage of Membership by Location

	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11
Incline/Crystal Bay	26%	25%	25%	25%	25%	25%	25%
Tahoe City	27%	26%	27%	27%	27%	27%	27%
Truckee	14%	15%	14%	14%	14%	14%	14%
KB/CB/Tahoe Vista	12%	12%	13%	13%	13%	13%	13%
Reno/Sparks/Carson	6%	6%	5%	5%	5%	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%	6%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	638	555	525	520	525	520	520



COMMITTEE: Finance

MEETING DATE: October 4, 2011

BOARD MEMBERS PRESENT: Ron Parson, Ron McIntyre, Allen Highfield, Jennifer Merchant

ACTION ITEMS TAKEN:

The 2011/12 revised budget will be imported into the accounting software.

MOTIONS MADE / VOTE:

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

M/S/C (Highfield/McIntyre) (4/0) to approve the Finance Committee minutes of Tuesday, September 6, 2011.

BOARD APPROVAL / DIRECTION REQUESTED:

M/S/C (Merchant/McIntyre) (4/0) to recommend that the Board of Directors approve the corrected year-end financial statements with a revised cover letter and more detailed net assets and reserves.

M/S/C (Parson/Merchant) (4/0) to recommend that the Board of Directors approve the July 2011 Financial Statements when the "budget" portion is corrected.



north lake tahoe

Chamber | CVB | Resort Association

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

Event Schedule

October

- | | | |
|----|--|----------------|
| 27 | Annual Membership Luncheon Sold Out
NT Event Center, Kings Beach | 11:30am-1:30pm |
| 27 | Mixer: Happy Halloween from Sierra Sun
Truckee Office, Truckee Donner & NLT Chamber Members | 5-7pm |

November

- | | | |
|----|---|-----------------|
| 17 | Winter Recreation Luncheon
Olympic Village Lodge, Squaw Valley | 11:30am -2:30pm |
|----|---|-----------------|

December

- | | | |
|---|--|-------|
| 2 | Mixer: Christmas Tree Village
Incline Village | 5-7pm |
| 9 | Mixer: Celebrate the Holidays
Sunnyside | 5-7pm |