

October 13, 2010

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Presentation and Possible Action to Approve an Infrastructure Allocation of up to \$44,000 to North Tahoe Public Utility District for Partial Funding of North Tahoe Regional Park Playground Renovation

Background

The North Tahoe Public Utility District (NTPUD) has been continuing the development and redevelopment of visitor serving recreational facilities including the North Tahoe Events Center, Kings Beach State Recreation Area, Tahoe Vista Recreation Area, Secline Beach, and the North Tahoe Regional Park. Through the District's efforts, these facilities have continued to attract visitors and enhanced their stay in North Lake Tahoe. Through the years TOT Infrastructure Funds have been used to augment other funding sources to support these endeavors. The NLTRA Integrated Work Plan currently proposes possible funding for an additional 5 projects within the NTPUD parklands, 3 of which are in the North Tahoe Regional Park. Their current funding application requests the replacement of unsafe playground equipment with new, state of the art playground equipment, that is safe and ADA compliant.

The Proposal

The attached Infrastructure Funding Application clearly defines the scope of the playground, the financial information, the project proforma, and the implementation schedule. The project will provide the largest, safest playground with a multitude of activities, between Commons Beach in Tahoe City and Preston Field in Incline Village. The North Tahoe Regional Park already attracts visiting families looking for trails, biking experiences, softball/baseball/soccer/disc golf tournaments and games. The park's playground will provide another outstanding amenity on the North Shore, attracting additional families to the local lodging properties and encouraging them to stay longer and return because of it being a complement to the many other reasons visitors and locals utilize the park.

The total project cost is estimated to be about \$142,550. The NTPUD has budgeted \$50,000 for the project, and with the Park and Recreation Committee's successful solicitation of additional funding from seven partners, the District's Board of Directors has authorized staff to proceed with the project while securing the remaining \$44,000 from the NLTRA or some other source. The project is scheduled for completion by October 31st of this year.

NLTRA Master Plan and Budget Consistency

The NTPUD playground replacement project is consistent with the *North Lake Tahoe Tourism and Community Investment Master Plan*. The application adequately describes how a project providing these amenities is definitely a Visitor and Community Facility and the Master Plan recommends funding support for Visitor and Community Facilities.

This project is included in the Integrated Work Plan and Long Range Funding Plan as D-16, North Tahoe Regional Park ADA Improvement. While no specific amount of funding had been identified, it was recognized that a possible request for funding was anticipated.

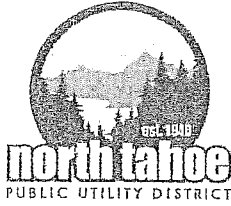
This up to \$44,000 request is consistent with the funding capabilities of the current and past years undesignated Infrastructure Funds and the 2010/11 Integrated Work Plan. It does not have a negative impact on other future anticipated Infrastructure project funding needs.

Recommendation of the Joint Committee

At the meeting on September 27th, the Joint Committee voted (8-0-1, Merchant) to recommend that the Board of Directors approve the NTPUD Infrastructure request of up to \$44,000 to partially fund the \$142,550 playground renovation at the North Lake Tahoe Regional Park. The Committee asked NTPUD representative Kathy Long, if a funding request had been made to Placer County for park dedication fees. Kathy's response was that Placer County Facilities questioned whether a nexus could be demonstrated between the source of those funds and the Regional Park. NTPUD will further pursue that possible funding source and if any funds are available, they will be used offset some of the TOT funds.

Requested Action

That following questions and discussion, the Board of Directors approve and recommend to the Placer County Board of Supervisors an allocation of up to \$44,000 to North Tahoe Public Utility District for Partial Funding of North Tahoe Regional Park Playground Renovation. It is further understood that if any other funding becomes available, it will be used to offset a portion of the approved TOT funds.



September 20, 2010

Ron Treabess
Director, Community Partnerships and Planning
North Lake Tahoe Resort Association

RE: Joint Infrastructure/Transportation Committee
Request for Funding Application

Dear Mr. Treabess and Infrastructure/Transportation Committee Members

On behalf of the North Tahoe Public Utility District and its constituents, District staff is submitting an attached Infrastructure Project Funding Application. The purpose is to complete the funding for a Playground Renovation Project in North Tahoe Regional Park. Much of the playground equipment was removed due to safety issues, the material under the play equipment was sand that is not acceptable for ADA compliance and old logs used as borders to contain the sand have rotted and are no longer adequate for that use. Two years ago the District Recreation and Park Commission made it a priority to raise funds for the renovation of this area and have done a remarkable job of obtaining grants and individual donations. The District has budgeted \$50,000 toward the project this fiscal year. After sending out eighteen requests for proposal and receiving seven responses, staff was authorized to proceed with one of the project proposals at the September 14th, 2010 Board of Directors' Meeting.

The total project cost, with a 10% contingency, is \$142,542.96. At this time District Recreation and Park reserves are at a minimum set by the board and staff is seeking the additional funding of \$44,000 from other sources. The project serves visitors and residents alike and will make for a much more enjoyable visit to North Tahoe Regional Park by all.

Thank you for your consideration of this request. If any other additional information is desired, please feel free to contact me at your convenience.

Sincerely,

Kathy Long
Parks and Facilities Manager
North Tahoe Public Utility District

**The North Lake Tahoe Resort Association
INFRASTRUCTURE PROJECT/PROGAM
FUNDING APPLICATION**

PROJECT INFORMATION

1. Project/program name

North Tahoe Regional Park Playground Renovation

2. Brief description of project/program

Replacement of playground equipment, area curbing and fall materials due to the removal of play equipment that was unsafe according to current Consumer Product Safety Code.

FINANCIAL INFORMATION

1. Total project cost: \$142,542.96

2. Total TOT funds requested: \$44,000

3. Other funding sources:

Tahoe Truckee Community Foundation, Tahoe City Rotary Club, Lahontan Community Foundation, Tahoe Mountain Resort Environmental Fund, Individual donations and fundraisers, North Tahoe Public Utility District Recreation Reserves

4. Will the project require future financial funding? NO

What is the source of the future financial support? North Tahoe Public Utility District Parks and Facilities Maintenance Budget

5. Provide project proforma and implementation schedule.

Proposals received :	August 31 st , 2010
Board of Directors Approval:	September 14, 2010
Contract Signed by District and Mailed:	September 17, 2010
Delivery of Playground Equipment	3-4 weeks from date of order
Site preparation, installation of curbing, Fall material, post inspection, clean-up	10-14 working days
Expected Project completion	October 31, 2010

6. How will project cost overruns or operating cost shortfalls be funded?

There is a 10% contingency built in to the project

QUALIFICATIONS OF PROJECT SPONSOR

1. Name/address North Tahoe Public Utility District
P.O. Box 139, Tahoe Vista, Ca 96148

2. Financial Capability
The North Tahoe Public Utility District was established in 1948 and provides sewer, water and recreation services to the residents of Kings Beach, Tahoe Vista, Carnelian Bay, Cedar Flat and Agate Bay. The District owns, manages and maintains the North Tahoe Regional Park in Tahoe Vista which provides recreation opportunities to residents and visitors. In addition, the District owns and/or maintains most of the public beaches in the District including Kings Beach State Recreation Area, Tahoe Vista Recreation Area, and Secline Beach to name just a few. The North Tahoe Event Center in downtown Kings Beach is also owned and managed by the District. The organization has a total annual operating budget of \$6.5 million. The annual operating budget for NTPUD Parks and Recreation programs and services, including the North Tahoe Event Center, beaches maintenance for District and others and North Tahoe Regional Park operation and maintenance, is \$1,860,170. Parks and Recreation revenue is primarily generated by a voter approved parcel tax dedicated to parks and recreation services (CFD 94-1). CFD 94-1 funding generates over \$500,000 annually for the operation and maintenance of the North Tahoe Regional Park and Tahoe Vista Recreation Area, supplemented by various user fees, concession operations, and special event fees.

3. Experience with projects of similar nature
Similar projects developed, completed and/or operated by the District include the North Tahoe Regional Park athletic fields, tennis courts, bike trail, soccer field, Tahoe Vista Recreation Area development as well as the Boys & Girls Club Community Activity Center in Kings Beach.

4. Objectives of project sponsor
The mission statement of the North Tahoe Public Utility District includes providing recreation and parks programming and facilities for the use and enjoyment of residents and visitors alike. The installation of a safe, aesthetically pleasing fun playground for the local community that will also serve as an enhancement of the experience of those visiting our community is the goal. The North Tahoe Regional Park is a true Regional Park and attracts families and visitors from throughout the area. The new playground will be unequalled between Commons Beach in Tahoe City and Preston Field in Incline Nevada in providing playground activities for ages from 2 years old to 12 years old.

ECONOMIC IMPACT OF PROJECT

1. Estimated number of users: North Tahoe Regional Park – 8,000 per year
2. Time of year:
The park and playground are open year round and the Playground is used whenever not covered by snow

Weekends: Open all weekends Sunrise to Sunset

Weekday: Open all weekdays Sunrise to Sunset

3. Number of visitors to be attracted as a result of project/program

Families will be more likely to stay in an area that provides amenities for their children near to lodging. The amenities provided in the 108 acres of North Tahoe Regional Park are diverse enough to suit both active and leisure recreation seekers. The playground will add to those choices and provide an additional amenity that will satisfy a range of ages and activities that is not being met at the present time. This enhancement of the Regional Park will also enhance the experience of visitors who may return or stay longer because of the better experience in the area.

% Local: 65% of total park visitors

% Out of area: 35% of total park visitors (Out of Tahoe Area)
(Define location of visitor)

4. Projected expenditures by out of area attendees (per capita):

Hotel: Unknown

Restaurant: Unknown

Other: _____

5. How will the project improve or enhance service to the visitor?

The playground will provide the largest, safest playground with a multitude of activities for children ages 2-12 between Tahoe City and Incline Village. It will provide one more amenity on the North Shore to attract families to the local lodging properties nearby as well as helping to provide reasons for local families to reside in the area. The North Tahoe Regional Park already attracts families from out of the area looking for trails, biking experiences, softball/baseball tournaments and games. The playground is another “quiver in the quill” so to speak, to offer when those visitors search our North Shore web sites or arrive looking for activities to fulfill their visitor experience.

COMMUNITY IMPACT

1. What geographic portion of North Lake Tahoe will benefit the greatest from this project?

Kings Beach and Tahoe Vista

2. What region-wide benefits will be created?

Providing a wider range of quality experiences in close proximity benefits the region by limiting car trips at high traffic times of the year (mostly Summer) thereby reducing carbon emitting sources.

The enhancement of the facilities in North Tahoe Regional Park provides for a better, more memorable experience of the entire region by those visitors who travel throughout the region that may induce visitors to return to the region.

3. What types of businesses will receive the greatest economic impact?

Restaurants, local lodging, retail sales of childrens' accessories

Are they supportive of this project?

Yes, many of the individual donations and donations for fundraisers were provided by local small businesses.

4. Will the project require the addition of governmental service? No

If yes, describe _____

How will these costs be funded? N/A

5. What is the importance of this project compared to other projects being considered within the community?

Every Community deserves a safe playground that will provide for outdoor developmental activities for children. In these days of increased obesity and childhood diabetes and heart disease, it is most important to provide outdoor play opportunities that introduce children to a social setting that is fun and healthy.

6. Document the community support for the project

The North Tahoe Public Utility District Recreation and Park Commission is made up of representatives of the community who have championed this project for two years. They have written grants, created fundraisers and asked for donations at various other events. Attached are testimonials from some local community members.

NORTH LAKE TAHOE TOURISM AND COMMUNITY INVESTMENT MASTER PLAN

Describe how the project meets the goals of the Tourism Master Plan

The Visitor and Community Investment Master Plan states that "Visitor and community facilities and services influence a visitor's choice of location to visit, activities in which to engage during that stay, and the quality and diversity of the overall travel experience. ..."such facilities typically include.....indoor and outdoor recreation facilities and amenities,....." The North Tahoe Regional Park provides many amenities that attract visiting families such as softball, soccer, tennis and disc golf tournaments. However, at this time the play experience of the younger family members who may not be participating in the specific sport is unmet. The playground will provide that unmet need thereby enhancing the family experience.

Later in the same document when describing Community Facilities and Services it reads "Community facilities and services help provide a feeling of cohesiveness and care for the health and sustainability of the community as a whole. There have been efforts to improve the type and quality of community facilities and services over recent years,...However North Lake Tahoe still falls short of providing an inclusive range of the type of facilities that visitors and residents would use and enjoy and that would further improve community health and sustainability."

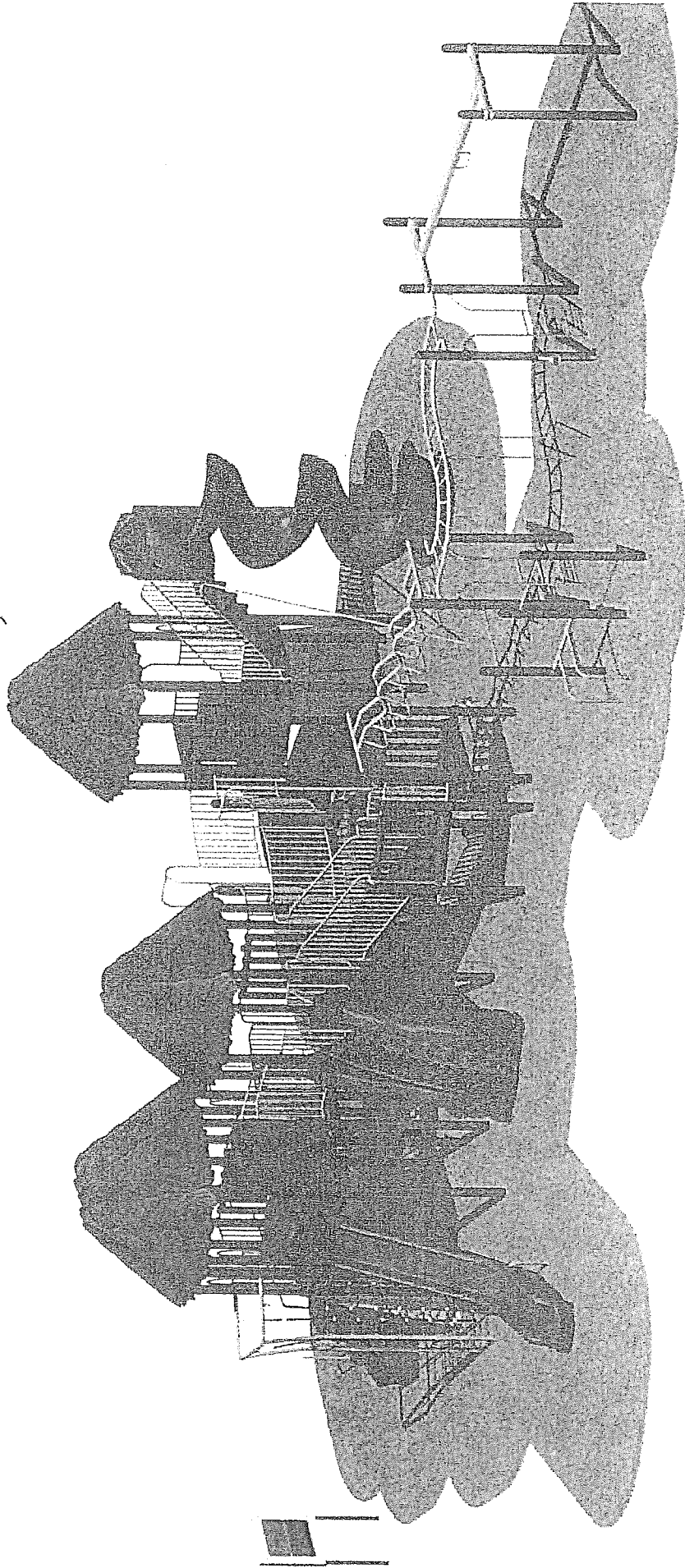
The renovation of the playground area that in the past was outdated and unsafe will meet the needs of the described lack of improvements.

OTHER

List other benefits or elements that should be considered by the Resort Association in evaluating this request:

Other benefits of the renovation and installation of new play equipment in North Tahoe Regional Park is that it improves the quality of life for the resident population that provides many of the services in the Lake Tahoe resort communities (also spelled out in the North Lake Tahoe Tourism and Community Investment Master Plan.) It has been observed that it has become increasingly difficult to attract and retain a stable and reliable work force to continue to achieve business objectives in the local communities. The provision of free and healthy family recreation opportunities within the proximity of their homes will help to attract and retain these families who provide those services. Again as it says in the document "The satisfaction of the workforce affects the availability of the labor pool and the level of service delivered to tourists and residents alike."

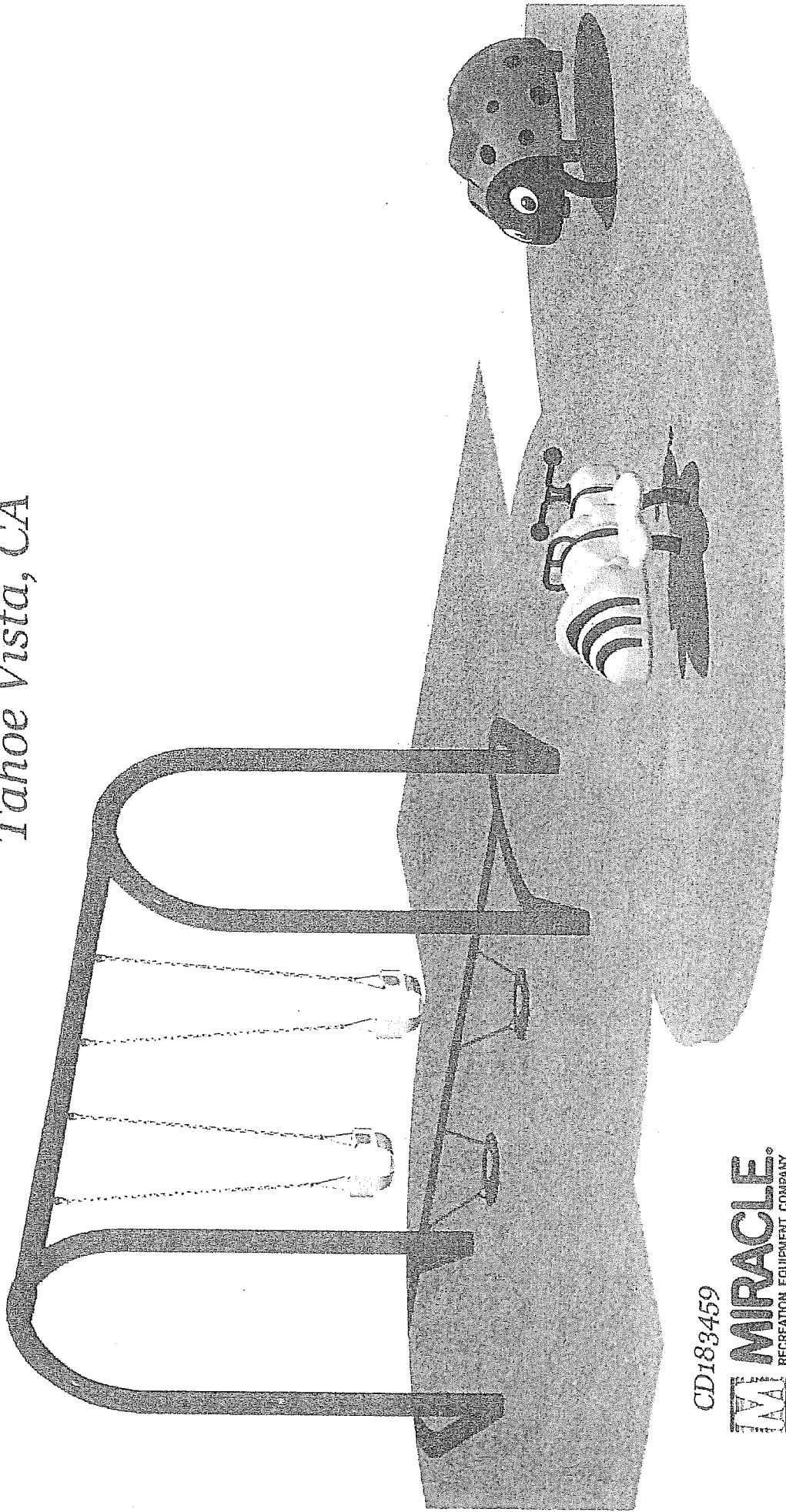
*North Tahoe Regional Park Option 2
Tahoe Vista, CA*



CD183456

MIRACLE
RECREATION EQUIPMENT COMPANY

*North Tahoe Regional Park Option 2
Tahoe Vista, CA*



CD183459

MIRACLE
RECREATION EQUIPMENT COMPANY

October 8, 2010

To: Board of Directors
Fr: Chamber Staff
Re: Discussion and Possible Action to Select members to the 2011 Election Committee.

Background

A letter formally announcing this year's election and the open seats has been e-mailed to our membership (see attached).

According to the Bylaws, the Elections Committee can have between three and seven members. Per the Bylaws (Article IV, Section 5), the Elections Committee shall consist of at least one member of the Board (not running for election) and at least one member (Chamber) not currently serving on the Board and at least one more committee member.

Committee duties as follows:

- * to help identify and recruit eligible candidates for the open Board Seats
- * to work with staff in the preparation of a slate of qualified candidates for the election.
- * To give notice of the election – DONE BY CHAMBER STAFF
- * To conduct the election – chamber staff
- * To appoint an impartial party as the Inspector of the Election to tally ballots and announce the results to the Board
To date, staff is in the process of securing the services of McClintock Accountancy to serve as the Inspector of Elections. The appointed "Inspector" receives the ballots, assists in the counting process and undertakes related actions to endure the integrity of the voting process.

It is anticipated that the Elections Committee will meet a minimum of three times:

- 1) to identify a list of potential Board candidates and discuss outreach
- 2) to approve the official slate of qualified Board candidates.
- 3) to participate in ballot counting on Nov. 30th at 5pm

Remaining Process Timeline:

Deadline for filing as a Candidate for Election to the Board	Nov 5
Ballots mailed to Eligible Voters	Nov 9
Deadline for Ballots to be received for Tabulation	Nov 30
Election Results Announced at the NLTRA December Board Meeting	Dec 1

Requested Action

That the Board take action to authorize the Chair to appoint no less than three and no more than seven members to the Election Committee to carry out the above duties.



October 4, 2010

Dear Valued Member:

Each November, members of the North Lake Tahoe Resort Association elect and/or reelect Board Members. The NLTRA Board of Directors is comprised of 12 members, eleven of which are voting members. Nine of these eleven represent a category of Chamber/NLTRA membership. Eligible candidates must be an owner or manager of an active, member in good standing or the designated representative of that member, of the membership category that he/she will represent. One member business may not hold more than one Board seat at a time, regardless of the number of membership categories for which that member may qualify.

Open Seats/Qualifications

Board seats open in the 2010 election are as shown below:

Note: For election purposes, consistent with the NLTRA's adopted bylaws, a qualified Board candidate must be from a business which has a primary office or location within the Placer County portion of the North Lake Tahoe membership area. The business must also have a Placer County Business License.

Small Lodging

Any single lodging property with less than 100 rooms in the Placer County portion of the North Tahoe membership area (full three year term).

Recreation

Any businesses selling recreational services in the Placer County portion of the North Tahoe membership area excluding Ski Areas with no other form of recreational activities. (full three year term)

General

Any Full Member who does not qualify for one of the other designated membership categories (ie large lodging, small lodging, Property Management/Real Estate, Recreation, Restaurant, Retail, Ski Resort) in the Placer County portion of the North Tahoe membership area (full three year term).

Interested candidates should complete the enclosed application and return to:

North Lake Tahoe Resort Association
Attention: Membership Services
PO Box 5459
Tahoe City, CA 96145
Fax: 530.581.6904

Filing Deadline	Friday, November 5, 5:00 p.m.	Chamber of Commerce/Visitor Information Center 380 North Lake Blvd./Tahoe City
General Election	Tuesday, November 9	Ballots Mailed - Each member in good standing is entitled to one vote
Ballots Deadline	Tuesday, November 30, 5:00 p.m.	Ballots must be mailed or delivered to the CPA office of: McClintock Accountancy Corporation PO Box 6719 305 West Lake Blvd. Tahoe City, CA 96145
Results Announced	Wednesday, December 1, 8:30 a.m.	NLTRA Board Meeting, Tahoe City Public Utility District Board Room, Tahoe City

Please direct questions to Kym Fabel at 530.581.8764 or Kym@PureTahoeNorth.com

Sincerely,



Andy Chapman
Director of Tourism, NLTRA
Advisor, North Lake Tahoe Chamber of Commerce



Kym Fabel
Manager, North Lake Tahoe Chamber of Commerce

Have you renewed your membership? You can online at
www.NorthLakeTahoeChamber.com



**Board of Directors
Candidacy Application Form**

Name _____ Phone# _____

Business Name _____ Phone# _____

Mailing Address _____

City _____ State _____ Zip Code _____

Business Address _____

City _____ State _____ Zip Code _____

Business Physical Address _____

City _____ State _____ Zip Code _____

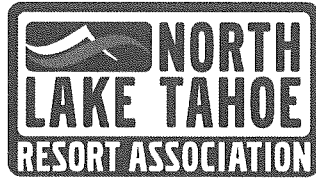
Board Seat: () Small Lodging () Recreation () General

Please provide below (or attach, no more than 1 page double spaced) a brief description of your business and election platform: _____

All applicants must be members in good standing.

The information stated above is true to the best of my knowledge and may be verified. I am stating my willingness to serve as a Director for the North Lake Tahoe Resort Association.

Signature _____ Date _____



October 13, 2010

To: Board of Directors

From: Sally Lyon, CFO

Re: June 30, 2010 Financial Statements

Background

Attached are the unaudited June 30, 2010 Financial Statements. On September 28, 2010, the Finance Committee reviewed and recommend to the Board of Directors approval of the Financial Statements pending determination of the amount of Infrastructure funds held by Placer County. Jennifer Merchant expressed concern about the accuracy of the figure and will find out what the amount should be.

Requested Action

Staff recommends approval of the unaudited June 30, 2010 Financial Statements.

**North Lake Tahoe Resort Association
Financial Statements
For the Twelve Months Ending June 30, 2010**

North Lake Tahoe Resort Association
Financial Analysis
For the Twelve Months Ending June 30, 2010

Consolidated

Statement of Financial Position

- Operating Cash is \$515,000, Marketing Cooperative Cash is \$233,000 and Infrastructure Cash is \$449,000.
- The Receivable from the County is \$431,000. This includes two payments for the 09/10 contract. The current year payment schedule starts in October 2009 and runs through August 2010.
- Infrastructure funds that Placer County is holding for 2005-2010 are booked as a separate receivable (AR – Infrastructure County) in the amount of \$323,000 for 05/06, \$1,665,000 for 06/07, \$1,835,000 for 07/08, \$827,000 for 08/09 and \$790,000 (collected through the year) for 09/10 with the total receivable at \$5,440,000.
- Unearned Revenue & Deferred Support in the amount of \$5,888,000 is the offsetting liability for the Infrastructure funds held by NLTRA and Placer County.
- Accounts Receivable is down \$6,000 from a month ago with good collections on group sales.
- Advance Ticket Sales (STN) is down \$2,000 from a month ago as the season winds down.
- Other Liabilities and Unearned Revenue are up \$155,000 from a month ago and reflects the change in Marketing Cooperative cash and the corresponding liability.
- Change in Net Assets is \$97,000 for the month of June and (\$14,000) year to date.

Statement of Cash Flows

Year to date, Cash and Cash Equivalents, including Infrastructure Investments is down \$120,000 from the same month a year ago. For the year, Tourism and Administration has used \$75,000, Infrastructure has provided \$199,000 and equipment purchase has used \$4,000 for a total decrease in cash of \$120,000 for the twelve months ending June 30, 2010.

North Lake Tahoe Resort Association
 Financial Variance Report
 For the Twelve Months Ended June 30, 2010

YTD-Budget	Dept	Support	Salaries & Benefits	Operating Expenses	Depreciation, Reserves, Non Cash	Change in Net Assets
		3,719,328	1,102,770	2,586,559	30,000	(1)
Key Variances						
Placer County Funding-Actual Budget-receipt of fund balance carryover \$200,000, budget was revised by \$150,000	Marketing	60,391				
Commissions-Groups coming in less than projected	Conference	(51,906)				(51,906)
Placer County Funding-Additional funding for TART services	VST	71,648				71,648
Chamber Member Dues-Write-off of non-paying members	Chamber	(8,487)				(8,487)
Chamber Special Events-Revenues lower than budget	Chamber	(9,266)				(9,266)
TOT funding-Revenue recognition to match spending Infrastructure projects	Infrastructure	795,594				795,594
Salaries-Severance	G & A		(32,744)			(32,744)
Marketing Cooperative/Media-Carryover to the Co-op	Marketing			12,000		12,000
Marketing Other-North Lake Tahoe Maps-Carryover funds for map printing	Marketing			(29,709)		(29,709)
Transportation Projects-Additional spending on TART services	VST			(86,715)		(86,715)
Chamber Special Events-Revenues and expenses below budget	Chamber			20,640		20,640
Infrastructure Projects-Variou, corresponds to TOT funding	Infrastructure			(795,594)		(795,594)
All Other Smaller Variances	Various	(2,262)	7,541	25,689	8,712	39,680
Variance Total		855,712	(25,203)	(853,689)	8,712	(14,468)
Month-Actual		4,575,040	1,127,973	3,440,248	21,288	(14,469)

Positive variance is positive to the Budget.

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

	Dept	Support	Salaries & Benefits	Operating Expenses	Depreciation, Reserves, Non Cash	Change in Net Assets
Month-Budget		446,031	70,752	423,540	2,500	(50,761)
Key Variances						
Placer County Funding-Actual Budget-receipt of fund balance carryover	Marketing	56,486				56,486
Commissions-Group sales down	Conference	(13,430)				(13,430)
Placer County Funding-Change to payment schedule	VST	(14,138)				(14,138)
Chamber Special Events-Timing on the Membership Directory	Chamber	4,657				4,657
Investment Income- Year end interest accrual and allocation	Infrastructure	(3,149)				(3,149)
TOT funding-Revenue recognition to match spending Infrastructure projects	Infrastructure	25,995				25,995
Salaries-Severance pay	G & A		(26,938)			(26,938)
Salaries-Severance pay	Infrastructure		(3,111)			(3,111)
Special Events-Carryover funds for High Notes Campaign	Marketing			(3,225)		(3,225)
Marketing Cooperative/Media-Carryover funds to the Co-op	Marketing			81,000		81,000
Marketing Other-North Lake Tahoe Maps-Carryover funds for map printing	Marketing			(28,605)		(28,605)
Programs-Timing	Marketing			12,500		12,500
Programs-NT Events Center-Timing	Conference			15,000		15,000
Transportation Projects-Timing	VST			74,958		74,958
Chamber Special Events-Revenues and expenses below budget	Chamber			4,657		4,657
Infrastructure Projects-Bear Boxes and Bus Stops	Infrastructure			(25,995)		(25,995)
All Other Smaller Variances	Various	1,815	(3,704)	(7,290)	669	(8,510)
Variance Total		58,236	(33,753)	123,000	669	148,152
Month-Actual		504,267	104,505	300,540	1,831	97,391

Positive variance is positive to the Budget.

North Lake Tahoe Resort Association
Statement of Financial Position
June 30, 2010
(unaudited)

	Current Year		Prior Year		Month Change		12 Month Change		12 Month Change	
	Current	Last Month	Same Mth	Year End	Amount	Pctg	Amount	Pctg	Amount	Pctg
	30-Jun-10	31-May-10	30-Jun-09	30-Jun-09						
ASSETS										
Cash and cash equivalents										
Operating	\$ 468,391	\$ 227,262	\$ 641,718	\$ 641,718	\$ 241,129	106%	\$ (173,327)	-27%	\$ (173,327)	-27%
Marketing Cooperative	232,998	85,583	171,612	171,612	147,415	172%	61,386	36%	61,386	36%
Infrastructure	448,533	471,155	216,178	216,178	(22,622)	-5%	232,355	107%	232,355	107%
Other Restricted			0			-		-		-
Total Cash & cash equiv	1,149,922	784,000	1,029,508	1,029,508	365,922	47%	120,414	12%	120,414	12%
Receivables										
AR - Membership Services	24,678	27,470	32,544	32,544	(2,792)	-10%	(7,866)	-24%	(7,866)	-24%
AR - Group Commissions	19,553	34,763	35,351	35,351	(15,210)	-44%	(15,798)	-45%	(15,798)	-45%
AR - Other	9,709	6,873	27,098	27,098	2,836	41%	(17,389)	-64%	(17,389)	-64%
AR - Co-op/STN/Shared	37,741	28,579	29,163	29,163	9,162	32%	8,578	29%	8,578	29%
AR - Innitopia	0	0	1,002	1,002	0	-	(1,002)	-100%	(1,002)	-100%
AR - Allowance for Doubtful Accounts	0	(14,973)	(14,973)	(14,973)	14,973	100%	14,973	0%	14,973	100%
AR - Infrastructure County	5,440,204	4,995,448	5,531,694	5,531,694	444,756	9%	(91,490)	-17%	(91,490)	-2%
AR - County TOT Funding	430,587	645,884	537,142	537,142	(215,297)	-33%	(106,555)	-2%	(106,555)	-20%
Total Receivables	5,962,472	5,724,044	6,179,021	6,179,021	238,428	4%	(216,549)	-	(216,549)	-4%
Long Term Assets										
Prepaid expenses	15,021	8,497	18,891	18,891	6,524	77%	(3,870)	-434%	(3,870)	-20%
Inventory	928	891	891	891	37	4%	37	0%	37	4%
Furniture, Fixtures & Other	29,313	29,955	37,842	37,842	(642)	-2%	(8,529)	-99%	(8,529)	-23%
Computer Software/Equipment	6,906	7,612	8,622	8,622	(706)	-9%	(1,716)	-15%	(1,716)	-20%
Leasehold Improvements	6,985	7,242	11,642	11,642	(257)	-4%	(4,657)	-	(4,657)	-40%
Total Long Term Assets	59,153	54,197	77,888	77,888	4,956	9%	(18,735)	-	(18,735)	-24%
TOTAL ASSETS	\$ 7,171,547	\$ 6,562,241	\$ 7,286,417	\$ 7,286,417	\$ 609,306	9%	(114,870)	-	\$ (114,870)	-2%
LIABILITIES & NET ASSETS										
Liabilities										
Accounts Payable	\$ 277,169	\$ 122,589	\$ 520,180	\$ 520,180	\$ 154,580	126%	(243,011)	-	\$ (243,011)	-47%
Advance Ticket Sales	(1,272)	856			(2,128)	-249%	(1,272)	0%	(1,272)	-
Other Liabilities and Unearned	338,971	186,261	292,703	292,703	152,710	82%	46,268	-	46,268	16%
Deferred Support		215,290			(215,290)	-100%		0%		-
Deferred Infra	5,888,737	5,466,694	5,791,122	5,791,122	422,043	8%	97,615	-	97,615	2%
Total Liabilities	6,503,605	5,991,690	6,604,005	6,604,005	511,915	9%	(100,400)	-	(100,400)	-2%
Net Assets										
Fund Balance Designated	243,110	243,110	243,110	283,110	0	0%		0%	(40,000)	-14%
Beginning Net Assets	439,302	439,302	479,907	439,907	0	0%	(40,605)	100%	(605)	0%
Net Change in Net Assets	(14,470)	(111,861)	(40,605)	(40,605)	97,391	-87%	26,135	4%	26,135	-64%
Total Net Assets	667,942	570,551	682,412	682,412	97,391	17%	(14,470)	-	(14,470)	-2%
TOTAL LIABILITIES & NET ASSETS	\$ 7,171,547	\$ 6,562,241	\$ 7,286,417	\$ 7,286,417	\$ 609,306	9%	(114,870)	-	\$ (114,870)	-2%

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North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Consolidation of Departments
For the Twelve Months Ending June 30, 2010

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	10,859	11,900	(1,041)	12,325	(9%)	134,418	142,800	(8,382)	143,259	(6%)
Special Events & Functions	7,717	3,060	4,657	5,023	152%	122,107	131,020	(8,913)	137,789	(7%)
Grants	0	0	0	0	0%	0	0	0	27,250	0%
Miscellaneous	185	0	185	0	0%	185	0	185	14,846	0%
Commissions & Booking Fees	7,751	20,420	(12,669)	11,597	(62%)	118,198	167,740	(49,542)	217,256	(30%)
Retail Sales & Other	603	920	(317)	1,789	(34%)	9,104	11,040	(1,936)	12,091	(18%)
Interest & Investment Income	(264)	650	(914)	(3,732)	(141%)	4,474	7,800	(3,326)	6,095	(43%)
Placer County Funding	477,416	409,081	68,335	420,473	17%	4,186,554	3,258,928	927,626	4,484,230	28%
Total Revenue and Other Support	504,267	446,031	58,236	447,476	13%	4,575,040	3,719,328	855,712	5,042,816	23%
Expenses										
Salaries and benefits	104,505	70,752	33,753	91,874	48%	1,127,973	1,102,770	25,204	1,162,909	2%
Rent & Utilities	7,598	7,733	(135)	7,702	(2%)	93,607	92,796	811	98,244	1%
Telephone Services	1,665	2,440	(775)	2,931	(32%)	26,294	29,280	(2,986)	29,731	(10%)
Internet Access	145	120	25	0	21%	435	1,440	(1,005)	2,696	(70%)
Mail Expenses	469	285	184	1,896	65%	3,133	3,420	(287)	6,848	(7%)
Insurance & Bonding	425	612	(187)	632	(31%)	5,358	7,344	(1,986)	7,093	(27%)
Supplies	802	1,240	(438)	539	(35%)	12,318	14,730	(2,412)	12,968	(16%)
Equipment Sup & Maint.	1,432	1,510	(78)	1,329	(5%)	13,964	18,120	(4,156)	16,452	(23%)
Taxes, Licenses & Fees	0	0	0	0	0%	2,574	0	2,574	3,491	(26%)
Miscellaneous Expense	0	0	0	0	0%	0	0	0	7	0%
Equip. Rental / Leasing	928	920	8	866	1%	13,551	13,192	339	12,949	3%
Training & Seminars	1,500	300	1,200	0	400%	2,932	2,100	832	815	40%
Project Costs	34,507	79,896	(45,389)	358,479	(57%)	1,829,880	958,800	871,080	2,407,884	91%
Professional Fees Legal/Accounting	0	500	(500)	60	(100%)	23,280	22,300	980	20,603	4%
Transit Administration and Marketing	0	0	0	0	0%	0	0	0	15,000	0%
Special Events	23,825	20,600	3,225	751	16%	42,894	47,600	(4,706)	15,893	(10%)
Autumn Food & Wine Costs	0	0	0	0	0%	75,795	75,000	795	88,364	1%
Membership Events/Newsletter	4,704	3,520	1,184	10,653	34%	38,650	59,290	(20,640)	44,495	(35%)
Cost of Goods Sold	(997)	667	(1,664)	325	(250%)	5,358	8,004	(2,646)	8,296	(33%)
Promotional/ Giveaways	0	0	0	0	0%	651	2,000	(1,349)	1,719	(67%)
Market Study Reports/Research	0	0	0	0	0%	22,125	25,000	(2,875)	0	(12%)
Marketing Cooperative/Media	137,633	218,633	(81,000)	79,333	(37%)	961,596	973,596	(12,000)	871,996	(1%)
Marketing Other	31,105	2,500	28,605	8,300	*****	65,165	35,456	29,709	29,812	84%
Programs	51,680	79,180	(27,500)	75,400	(35%)	154,092	151,680	2,412	148,900	2%
Associate Relations	0	90	(90)	84	(100%)	6,807	5,937	870	3,362	15%
Board Functions	647	1,663	(1,016)	2,191	(61%)	7,875	6,063	1,812	5,930	30%
Credit Card Fees	158	97	61	146	63%	7,992	7,537	455	7,493	6%
Automobile Expenses	1,218	463	765	1,113	169%	6,324	5,458	866	6,056	16%
Local Meals & Entertainment	160	472	(312)	558	(66%)	6,350	5,774	576	5,724	10%
Dues & Subscriptions	72	108	(36)	(756)	(33%)	4,988	6,451	(1,463)	5,555	(23%)
Travel	863	0	863	1,116	0%	6,219	4,700	1,519	3,906	32%
Total Expense Before Depreciation/Re	405,045	494,292	(89,247)	645,522	(18%)	4,568,221	3,689,329	878,893	5,045,191	24%
Depreciation	1,831	2,500	(669)	(5,270)	(27%)	19,068	30,000	(10,932)	22,230	(36%)
Bad Debt	0	0	0	0	0%	2,220	0	2,220	0	0%
Total Expense	406,876	496,792	(89,916)	640,252	(18%)	4,589,510	3,719,329	870,181	5,067,421	23%
Changes in Unrestricted Net Assets	97,391	(50,761)	148,152	(192,776)	(292%)	(14,470)	(1)	(14,470)	(24,605)	*****

North Lake Tahoe Resort Association
Statement of Activities
Departmental Summary
For the Twelve Months Ending June 30, 2010

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	CURRENT MONTH			YEAR-TO-DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
REVENUE AND OTHER SUPPORT										
Marketing	325,807	269,310	56,497	112,484	21%	1,750,593	1,689,420	61,173	1,468,796	4%
Conferences	33,643	46,957	(13,314)	37,339	(28%)	401,824	453,440	(51,616)	490,313	(11%)
Visitor Support & Transportation	69,670	83,808	(14,138)	99,452	(17%)	1,077,344	1,005,696	71,648	1,207,865	7%
Visitor Information	14,190	13,754	436	16,944	3%	165,039	165,048	(9)	188,476	0%
Member Services	17,934	14,260	3,674	15,795	26%	172,667	190,420	(17,753)	184,733	(9%)
Management & General	2,735	500	2,235	3,823	447%	4,474	6,000	(1,526)	6,500	(25%)
Total Revenue and Other Supp	463,979	428,589	35,390	285,836	8%	3,571,941	3,510,024	61,917	3,546,684	2%
EXPENSES										
Marketing	276,067	334,397	(58,330)	168,349	(17%)	1,694,398	1,689,420	4,979	1,527,047	0%
Conferences	33,682	47,068	(13,387)	54,849	(28%)	453,165	453,440	(275)	505,176	0%
Visitor Support & Transportation	9,857	83,420	(73,562)	173,927	(88%)	1,092,467	1,005,696	86,771	1,170,200	9%
Visitor Information	10,011	12,842	(2,831)	20,759	(22%)	153,331	165,049	(11,718)	182,577	(7%)
Member Services	14,758	13,603	1,155	22,280	8%	164,442	190,420	(25,978)	192,186	(14%)
Management & General	13,896	(10,581)	24,477	(2,500)	(231%)	37,828	6,000	31,828	(4,129)	530%
Total Expenses	358,272	480,749	(122,477)	437,664	(25%)	3,595,631	3,510,025	85,606	3,573,056	2%
Net Change in Unrestricted Net Assets										
Marketing	49,740	(65,087)	114,827	(55,865)	(176%)	56,195	0	56,194	(58,251)	*****
Conferences	(39)	(111)	73	(17,509)	(65%)	(51,341)	0	(51,341)	(14,863)	*****
Visitor Support & Transportation	59,813	388	59,424	(74,475)	*****	(15,123)	0	(15,123)	37,665	*****
Visitor Information	4,179	912	3,267	(3,815)	358%	11,708	(1)	11,709	5,900	*****
Member Services	3,176	657	2,519	(6,485)	384%	8,225	0	8,225	(7,453)	*****
Management & General	(11,161)	11,081	(22,243)	6,323	(201%)	(33,353)	0	(33,353)	10,629	*****
Net Change in Assets Before In	105,708	(52,160)	157,867	(151,828)	*****	(23,689)	(1)	(23,689)	(26,373)	*****
Infrastructure	40,288	17,442	22,846	161,639	131%	1,003,098	209,304	793,794	1,496,132	379%
Infrastructure Support	48,604	16,043	32,561	202,588	203%	993,879	209,304	784,575	1,510,365	375%
Infrastructure Expense	(8,316)	1,399	(9,715)	(40,949)	(694%)	9,219	0	9,219	(14,233)	*****
Change in Net Assets	97,391	(50,761)	148,152	(192,776)	*****	(14,470)	(1)	(14,470)	(40,605)	*****

North Lake Tahoe Resort Association
 Department Detail Activity Report
 For the Twelve Months Ending June 30, 2010

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
REVENUE AND OTHER SUPPORT										
Member Dues	\$ 75,353	\$ 8,504		\$ 8,504		\$ 125,913		\$ 134,418		\$ 134,418
Special Events & Functions		185		75,353		46,754		122,107		122,107
Miscellaneous	33,129	83,134	1,935	118,198				118,198		118,198
Commissions & Booking Fees			9,104	9,104				9,104		9,104
Retail Sales & Other								4,474		4,474
Interest & Investment Income										
Placer County Funding	1,642,111	310,000	154,000	2,106,111				3,183,455	1,003,098	4,186,554
Total Revenue and Other Support	\$ 1,750,593	\$ 401,824	\$ 165,039	\$ 2,317,456	\$ 1,077,344	\$ 172,667	\$ 4,474	\$ 3,571,941	\$ 1,003,098	\$ 4,575,040
EXPENSES										
Salaries and benefits	\$ 285,196	\$ 141,720	\$ 101,241	\$ 528,157	\$ 56,704	\$ 76,402	\$ 363,226	\$ 1,024,488	\$ 103,485	\$ 1,127,973
Rent & Utilities	24,598	12,523	5,397	42,518	8,819	8,853	24,598	84,788	8,819	93,607
Telephone Services	9,173	3,760	1,905	14,838	1,748	2,481	5,479	24,546	1,748	26,294
Internet	435			435				435		435
Mail Expenses	481	946	188	1,615	6	927	611	3,158	34	3,193
Insurance & Bonding	1,339	697	697	2,733	429	429	1,339	4,929	429	5,358
Supplies	3,274	1,713	1,409	6,396	1,042	1,305	2,533	11,276	1,042	12,318
Equipment Sup. & Maint.	2,454	1,025	2,974	6,453	767	1,213	4,764	13,197	767	13,964
Taxes, Licenses & Fees	311	162	172	645	100	130	1,600	2,475	100	2,574
Equip. Rental / Leasing	1,661	1,441	3,643	6,745	1,200	2,411	1,975	12,331	1,200	13,531
Training & Seminars	1,639	27	107	1,774	17	17	1,108	2,915	17	2,932
Project Costs					993,715			993,715	836,165	1,829,880
Professional Fees Legal/Accounting							23,280	23,280		23,280
Special Events	42,894			42,894				42,894		42,894
Autumn Food & Wine Costs	75,795			75,795				75,795		75,795
Membership Events/Newsletter						38,650		38,650		38,650
Cost of Goods Sold								5,358		5,358
Promotion	651			651				651		651
Marketing Study Reports/Research	22,125			22,125				22,125		22,125
Marketing Cooperative/Media	762,000	199,596		961,596				961,596		961,596
Marketing Other	65,165			65,165				65,165		65,165
Programs	139,092	15,000		154,092				154,092		154,092
Associate Relations	1,804	922		3,647	418	520	1,804	6,389	418	6,807
Board Functions							7,875	7,875		7,875
Credit Card Fees	6,764		397	7,161		830		7,992		7,992
Automobile Expenses	1,659	183	107	1,949	812	1,399	1,353	5,512	812	6,324
Local Meals & Entertainment	2,742	141	184	3,068	167	643	2,334	6,211	139	6,350
Dues & Subscriptions	1,469	1,335		2,804	90	180	1,824	4,898	90	4,988
Travel	6,219			6,219				6,219		6,219
Allocated	230,400	67,200	26,076	323,676	25,152	26,772	(412,932)	(37,332)	37,332	-
Total Functional Exp. Before Depreciation	\$ 1,689,340	\$ 448,392	\$ 150,778	\$ 2,288,510	\$ 1,091,185	\$ 163,160	\$ 32,770	\$ 3,575,624	\$ 992,597	\$ 4,568,221
Depreciation	\$ 5,058	\$ 2,553	\$ 2,553	\$ 10,164	\$ 1,282	\$ 1,282	\$ 5,058	\$ 17,786	\$ 1,282	\$ 19,068
Bad Debt		2,220								
Total Functional Expense and Depreciation	\$ 1,694,398	\$ 453,165	\$ 153,331	\$ 2,300,894	\$ 1,092,467	\$ 164,442	\$ 37,828	\$ 3,595,631	\$ 993,879	\$ 4,589,510
Change in Net Assets	\$ 56,195	\$ (51,341)	\$ 11,708	\$ 16,561	\$ (15,123)	\$ 8,225	\$ (33,353)	\$ (23,689)	\$ 9,219	\$ (14,470)

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

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	10,859	11,900	(1,041)	12,325	(9%)	134,418	142,800	(8,382)	143,259	(6%)
Special Events & Functions	7,717	3,060	4,657	5,023	152%	122,107	131,020	(8,913)	137,789	(7%)
Miscellaneous	185	0	185	0	0%	185	0	185	14,846	0%
Commissions & Booking Fees	7,751	20,420	(12,669)	11,597	(62%)	118,198	167,740	(49,542)	217,256	(30%)
Retail Sales & Other	603	920	(317)	1,789	(34%)	9,104	11,040	(1,936)	12,091	(18%)
Interest & Investment Income	2,735	500	2,235	3,823	447%	4,474	6,000	(1,526)	6,095	(25%)
Placer County Funding	434,129	391,789	42,340	251,273	11%	3,183,455	3,051,424	132,031	3,015,348	4%
Total Revenue and Other Support	463,979	428,589	35,390	285,836	8%	3,571,941	3,510,024	61,917	3,546,684	2%
Expenses										
Salaries and benefits	94,296	63,654	30,642	85,063	48%	1,024,488	1,001,244	23,244	1,062,181	2%
Rent & Utilities	6,882	7,017	(135)	6,975	(2%)	84,788	84,199	588	88,987	1%
Telephone Services	1,536	2,280	(744)	2,729	(33%)	24,546	27,360	(2,814)	27,764	(10%)
Internet Access	145	120	25	0	21%	435	1,440	(1,005)	2,696	(70%)
Mail Expenses	469	275	194	1,818	71%	3,158	3,300	(142)	6,679	(4%)
Insurance & Bonding	391	566	(175)	581	(31%)	4,929	6,792	(1,863)	6,525	(27%)
Supplies	744	1,140	(396)	511	(35%)	11,276	13,605	(2,329)	12,061	(17%)
Equipment Sup. & Maint.	1,381	1,420	(39)	1,223	(3%)	13,197	17,040	(3,843)	15,435	(23%)
Taxes, Licenses & Fees	0	0	0	0	0%	2,475	3,390	(915)	3,390	(27%)
Miscellaneous Expense	0	0	0	0	0%	0	0	0	7	0%
Equip. Rental / Leasing	845	840	5	788	1%	12,331	12,032	299	11,809	2%
Training & Seminars	1,500	300	1,200	0	400%	2,915	2,100	815	815	39%
Project Costs	625	75,583	(74,958)	166,842	(99%)	993,715	907,000	86,715	1,055,224	10%
Professional Fees Legal/Accounting	0	500	(500)	60	(100%)	23,280	22,300	980	20,603	4%
Transit Administration and Marketing	0	0	0	0	0%	0	0	0	15,000	0%
Special Events	23,825	20,600	3,225	751	16%	42,894	47,600	(4,706)	15,893	(10%)
Autumn Food & Wine Costs	0	0	0	0	0%	75,795	75,000	795	88,364	1%
Membership Events/Newsletter	4,704	3,520	1,184	10,653	34%	38,650	59,290	(20,640)	44,495	(35%)
Cost of Goods Sold	(997)	667	(1,664)	325	(250%)	5,358	8,004	(2,646)	8,296	(33%)
Promotional/ Giveaways	0	0	0	0	0%	651	2,000	(1,349)	1,719	(67%)
Market Study Reports/Research	0	0	0	0	0%	22,125	25,000	(2,875)	0	(12%)
Marketing Cooperative/Media	137,633	218,633	(81,000)	79,333	(37%)	961,596	973,596	(12,000)	871,996	(1%)
Marketing Other	31,105	2,500	28,605	8,300	*****	65,165	35,456	29,709	29,812	84%
Programs	51,680	79,180	(27,500)	75,400	(35%)	154,092	151,680	2,412	148,900	2%
Associate Relations	0	80	(80)	84	(100%)	6,389	5,497	892	3,103	16%
Board Functions	647	1,663	(1,016)	2,191	(61%)	7,875	6,063	1,812	5,930	30%
Credit Card Fees	158	97	61	146	63%	7,992	7,537	455	7,493	6%
Automobile Expenses	1,034	383	651	1,070	170%	5,512	4,618	894	5,179	19%
Local Meals & Entertainment	160	452	(292)	549	(65%)	6,211	5,534	677	5,601	12%
Dues & Subscriptions	54	90	(36)	(756)	(40%)	4,898	6,379	(1,481)	5,501	(23%)
Travel	863	0	863	1,116	0%	6,219	4,700	1,519	3,906	32%
Allocated	(3,111)	(3,111)	0	(3,229)	0%	(37,332)	(37,332)	0	(38,748)	0%
Total Expense Before Depreciation/Re	356,568	478,449	(121,881)	442,524	(25%)	3,575,624	3,482,425	93,200	3,536,616	3%
Depreciation	1,704	2,300	(596)	(4,860)	(26%)	17,786	27,600	(9,814)	20,440	(36%)
Bad Debt	0	0	0	0	0%	2,220	0	2,220	0	0%
Total Expense	358,272	480,749	(122,477)	437,664	(25%)	3,595,631	3,510,025	85,606	3,557,056	2%
Changes in Unrestricted Net Assets	105,708	(52,160)	157,867	(151,828)	(30.9%)	(23,689)	(1)	(23,689)	(10,373)	*****

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

	CURRENT MONTH				YEAR - TO - DATE			
	Actual	Budget	\$ Variance	% Chg.	Actual	Budget	Variance	% Chg.
	0	0	0	0%	75,353	75,000	353	0%
	11	0	11	0%	33,129	32,700	429	1%
	325,796	269,310	56,486	21%	1,642,111	1,581,720	60,391	4%
	325,807	269,310	56,497	21%	1,750,593	1,688,420	61,173	4%
Revenue and Other Support								
Special Events & Functions	22,371	21,014	1,357	6%	285,196	287,668	(2,471)	(1)%
Commissions & Booking Fees	2,001	1,983	18	1%	24,598	23,795	803	3%
Placer County Funding	614	770	(156)	(20)%	9,173	9,240	(67)	(1)%
Total Revenue and Other Support	145	120	25	21%	435	1,440	(1,005)	(70)%
	270	125	145	116%	481	1,500	(1,019)	(68)%
	106	144	(38)	(26)%	1,339	1,728	(389)	(22)%
	211	360	(149)	(41)%	3,274	4,320	(1,046)	(24)%
	211	390	(179)	(46)%	2,454	4,680	(2,226)	(48)%
	93	0	93	0%	311	315	(4)	(1)%
	1,500	0	1,500	0%	1,661	1,692	(31)	(2)%
	23,825	20,600	3,225	16%	42,894	47,600	(4,706)	(10)%
	0	0	0	0%	75,795	75,000	795	1%
	0	0	0	0%	651	2,000	(1,349)	(67)%
	0	0	0	0%	22,125	25,000	(2,875)	(12)%
	121,000	202,000	(81,000)	(40)%	762,000	774,000	(12,000)	(2)%
	31,105	2,500	28,605	*****	65,165	35,456	29,709	84%
	51,680	64,180	(12,500)	(19)%	139,092	136,680	2,412	2%
	0	30	(30)	(100)%	1,804	1,510	294	19%
	0	0	0	0%	6,764	6,450	314	5%
	257	50	207	414%	1,659	600	1,059	177%
	132	216	(84)	(39)%	2,742	2,636	106	4%
	0	0	0	0%	1,469	2,510	(1,041)	(41)%
	863	0	863	0%	6,219	4,700	1,519	32%
	19,200	19,200	0	0%	230,400	230,400	0	0%
	275,585	333,772	(58,187)	(17)%	1,689,340	1,681,920	7,421	0%
Total Expense Before Depreciation/Re								
Depreciation	482	625	(143)	(23)%	5,058	7,500	(2,442)	(33)%
Total Expense	276,067	334,397	(58,330)	(17)%	1,694,398	1,689,420	4,979	0%
Changes in Unrestricted Net Assets	49,740	(65,087)	114,827	(176)%	56,195	0	56,194	*****

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Twelve Months Ending June 30, 2010

	CURRENT MONTH			DESCRIPTION	YEAR - TO - DATE			Prior YR	% Chg
	Actual	Budget	\$ Variance		Actual	Budget	Variance		
642	700	(58)	803	(8%)	8,504	8,400	104	9,396	1%
185	0	185	0	0%	185	0	185	0	0%
6,990	20,420	(13,430)	10,702	(66%)	83,134	135,040	(51,906)	170,909	(38%)
25,826	25,837	(11)	25,834	0%	310,000	310,000	0	310,008	0%
<u>33,643</u>	<u>46,957</u>	<u>(13,314)</u>	<u>37,339</u>	<u>(28%)</u>	<u>401,824</u>	<u>453,440</u>	<u>(51,616)</u>	<u>490,313</u>	<u>(11%)</u>
Revenue and Other Support									
9,439	7,519	1,920	12,859	26%	141,720	141,596	124	157,467	0%
1,012	983	29	1,031	3%	12,523	11,796	728	13,255	6%
263	385	(122)	434	(32%)	3,760	4,620	(860)	4,727	(19%)
99	40	59	239	148%	946	480	466	1,034	97%
55	75	(20)	82	(26%)	697	900	(203)	922	(23%)
110	200	(90)	55	(45%)	1,713	2,400	(687)	2,146	(29%)
84	180	(96)	173	(53%)	1,025	2,160	(1,135)	1,962	(53%)
0	0	0	0	0%	162	170	(8)	164	(5%)
93	90	3	87	3%	1,441	1,400	41	1,371	3%
0	0	0	0	0%	27	0	27	0	0%
16,633	16,633	0	18,833	0%	199,596	199,596	0	225,996	0%
0	15,000	(15,000)	15,000	(100%)	15,000	15,000	0	15,000	0%
0	0	0	0	0%	922	760	162	421	21%
50	28	22	41	79%	183	358	(175)	333	(49%)
0	10	(10)	0	(100%)	141	120	21	64	18%
0	0	0	350	0%	1,335	985	350	1,335	36%
5,600	5,600	0	6,340	0%	67,200	67,200	0	76,080	0%
<u>33,439</u>	<u>46,743</u>	<u>(13,305)</u>	<u>55,523</u>	<u>(28%)</u>	<u>448,392</u>	<u>449,540</u>	<u>(1,149)</u>	<u>502,275</u>	<u>0%</u>
Total Expense Before Depreciation/Re									
243	325	(82)	(674)	(25%)	2,553	3,900	(1,347)	2,901	(35%)
0	0	0	0	0%	2,220	0	2,220	0	0%
<u>33,682</u>	<u>47,068</u>	<u>(13,387)</u>	<u>54,849</u>	<u>(28%)</u>	<u>453,165</u>	<u>453,440</u>	<u>(275)</u>	<u>505,176</u>	<u>0%</u>
<u>(39)</u>	<u>(111)</u>	<u>73</u>	<u>(17,509)</u>	<u>(65%)</u>	<u>(51,341)</u>	<u>0</u>	<u>(51,341)</u>	<u>(14,863)</u>	<u>*****</u>

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

	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Prior YR	Budget	Variance	
	0	0	0	0	0	0	0%
	69,670	83,808	(14,138)	99,452	1,005,696	71,648	7%
	69,670	83,808	(14,138)	99,452	1,005,696	71,648	7%
Revenue and Other Support							
Miscellaneous	0	0	0	0	0	0	0%
Placer County Funding	5,705	4,263	1,442	3,818	55,372	1,332	2%
	717	716	0	727	8,597	222	3%
	129	155	(26)	202	1,860	(112)	(6%)
	2	0	2	0	0	6	0%
	34	46	(12)	51	552	(123)	(22%)
	58	90	(32)	29	1,005	37	4%
	52	90	(38)	106	1,080	(313)	(29%)
	0	0	0	0	115	(15)	(13%)
	84	80	4	78	1,160	40	3%
	0	0	0	0	0	17	0%
	625	75,583	(74,958)	166,842	907,000	86,715	10%
	0	0	0	0	0	0	0%
	0	0	0	0	347	71	25%
	28	70	(42)	43	840	(28)	(3%)
	18	12	6	9	144	23	16%
	2,096	2,096	0	2,433	25,152	18	54
	9,730	83,220	(73,489)	174,337	1,003,296	87,889	9%
Expenses							
Salaries and benefits	127	200	(73)	(410)	2,400	(1,118)	(47%)
Rent & Utilities	9,857	83,420	(73,562)	173,927	1,005,696	86,771	9%
Telephone Services	59,813	388	59,424	(74,475)	0	(15,123)	*****
Mail Expenses							
Insurance & Bonding							
Supplies							
Equipment Sup. & Maint.							
Taxes, Licenses & Fees							
Equip. Rental / Leasing							
Training & Seminars							
Project Costs							
Transit Administration and Marketing							
Associate Relations							
Automobile Expenses							
Local Meals & Entertainment							
Dues & Subscriptions							
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
Chamber of Commerce
For the Twelve Months Ending June 30, 2010

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
	10,217	11,200	(983)	11,521	(9%)	125,913	134,400	(8,487)	133,863	(6%)
	7,717	3,060	4,657	4,273	152%	46,754	56,020	(9,266)	50,870	(17%)
	17,934	14,260	3,674	15,795	26%	172,667	190,420	(17,753)	184,733	(9%)
Revenue and Other Support										
Member Dues	5,567	5,919	(352)	6,867	(6%)	76,402	79,360	(2,959)	85,147	(4%)
Special Events & Functions	718	716	2	729	0%	8,653	8,597	256	9,312	3%
Total Revenue and Other Support	174	250	(76)	285	(30%)	2,481	3,000	(519)	3,125	(17%)
Expenses	10	60	(50)	278	(83%)	927	720	207	1,469	29%
Salaries and benefits	34	46	(12)	51	(26%)	429	552	(123)	567	(22%)
Rent & Utilities	98	150	(52)	113	(35%)	1,305	1,800	(495)	1,604	(28%)
Telephone Services	502	90	412	106	457%	1,213	1,080	133	1,092	12%
Mail Expenses	0	0	0	0	0%	130	180	(50)	189	(28%)
Insurance & Bonding	0	0	0	0	0%	0	0	0	7	0%
Supplies	0	0	0	0	0%	0	0	0	0	0%
Equipment Sup. & Maint.	186	175	11	173	6%	2,411	2,300	111	2,286	5%
Taxes, Licenses & Fees	0	0	0	0	0%	17	0	17	0	0%
Miscellaneous Expense	0	0	0	0	0%	38,650	59,290	(20,640)	44,495	(35%)
Equip. Rental / Leasing	4,704	3,520	1,184	10,653	34%	520	605	(85)	259	(14%)
Training & Seminars	0	0	0	0	0%	830	720	110	804	15%
Membership Events/Newsletter	128	60	68	92	113%	1,399	1,200	199	1,458	17%
Associate Relations	243	100	143	465	143%	643	600	43	551	7%
Credit Card Fees	0	50	(50)	35	(100%)	180	1,244	(1,064)	988	(86%)
Automobile Expenses	0	0	0	(246)	0%	26,772	26,772	0	37,044	0%
Local Meals & Entertainment	36	36	0	3,087	0%	163,160	188,020	(24,860)	190,396	(13%)
Dues & Subscriptions	2,231	2,231	0	3,087	0%	1,282	2,400	(1,118)	1,790	(47%)
Allocated	14,631	13,403	1,228	22,690	9%	164,442	190,420	(25,978)	192,186	(14%)
Total Expense Before Depreciation/Re						8,225	0	8,225	(7,453)	*****
Depreciation	127	200	(73)	(410)	(36%)					
Total Expense	14,758	13,603	1,155	22,280	8%					
Changes in Unrestricted Net Assets	3,176	657	2,519	(6,485)	384%					

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

	CURRENT MONTH			YEAR-TO-DATE			% Chg
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
	0	0	0	0	0	0	0%
	2,735	500	2,235	4,474	6,000	(1,526)	(25%)
	2,735	500	2,235	4,474	6,000	(1,526)	(25%)
Revenue and Other Support							
Miscellaneous							
Interest & Investment Income							
Total Revenue and Other Support							
Expenses							
Salaries and benefits	43,824	16,886	26,938	363,226	330,482	32,744	10%
Rent & Utilities	2,001	1,960	41	24,598	23,519	1,079	5%
Telephone Services	231	530	(299)	5,479	6,360	(881)	(14%)
Mail Expenses	40	40	0	611	480	131	27%
Insurance & Bonding	106	180	(74)	1,339	2,160	(821)	(38%)
Supplies	145	230	(85)	2,533	2,760	(227)	(8%)
Equipment Sup. & Maint.	448	460	(12)	4,764	5,520	(756)	(14%)
Taxes, Licenses & Fees	0	0	0	1,600	2,355	(755)	(32%)
Equip. Rental / Leasing	111	105	6	1,975	1,880	95	5%
Training & Seminars	0	300	(300)	1,108	1,100	8	1%
Professional Fees Legal/Accounting	0	500	(500)	23,280	22,300	980	4%
Associate Relations	0	35	(35)	1,804	1,525	279	18%
Board Functions	647	1,663	(1,016)	7,875	6,063	1,812	30%
Automobile Expenses	271	130	141	1,353	1,560	(207)	(13%)
Local Meals & Entertainment	0	150	(150)	2,334	1,800	534	30%
Dues & Subscriptions	0	36	(36)	1,824	1,568	256	16%
Allocated	(34,411)	(34,411)	0	(412,932)	(412,932)	0	0%
Total Expense Before Depreciation/Re	13,414	(11,205)	24,620	32,770	(1,500)	34,270	*****
Depreciation	482	625	(143)	5,058	7,500	(2,442)	(33%)
Total Expense	13,896	(10,581)	24,477	37,828	6,000	31,828	530%
Changes in Unrestricted Net Assets	(11,161)	11,081	(22,243)	(33,353)	0	(33,353)	*****

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

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE			% Chg			
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual		Budget	Variance	Prior YR
Revenue and Other Support										
Grants	0	0	0	0	0%	0	0	0	27,250	0%
Interest & Investment Income	(2,999)	150	(3,149)	(7,554)	*****	1,800	1,800	(1,800)	0	(100%)
Placer County Funding	43,287	17,292	25,995	169,194	150%	207,504	207,504	795,594	1,468,882	383%
Total Revenue and Other Support	40,288	17,442	22,846	161,639	131%	209,304	209,304	793,794	1,496,132	379%
Expenses										
Salaries and benefits	10,209	7,099	3,111	6,811	44%	101,525	101,525	1,960	100,728	2%
Rent & Utilities	717	716	0	727	0%	8,597	8,597	222	9,257	3%
Telephone Services	129	160	(31)	202	(20%)	1,920	1,920	(172)	1,967	(9%)
Mail Expenses	0	10	(10)	78	(96%)	34	120	(86)	170	(71%)
Insurance & Bonding	34	46	(12)	51	(26%)	429	552	(123)	567	(22%)
Supplies	58	100	(42)	29	(42%)	1,042	1,125	(83)	907	(7%)
Equipment Sup. & Maint.	52	90	(38)	106	(43%)	767	1,080	(313)	1,017	(29%)
Taxes, Licenses & Fees	0	0	0	0	0%	100	101	(1)	101	(1%)
Equip. Rental / Leasing	84	80	4	78	4%	1,200	1,160	40	1,140	3%
Training & Seminars	0	0	0	0	0%	17	0	17	0	0%
Project Costs	33,882	4,313	29,569	191,637	686%	836,165	51,800	784,365	1,352,660	*****
Associate Relations	0	10	(10)	0	(100%)	418	440	(22)	259	(5%)
Automobile Expenses	184	70	114	43	163%	812	840	(28)	877	(3%)
Local Meals & Entertainment	0	20	(20)	9	(100%)	139	240	(101)	123	(42%)
Dues & Subscriptions	18	18	0	0	0%	90	72	18	54	25%
Allocated	3,111	3,111	0	3,229	0%	37,332	37,332	0	38,748	0%
Total Expense Before Depreciation/Re	48,477	15,843	32,634	202,998	206%	992,597	206,904	785,693	1,508,575	380%
Depreciation	127	200	(73)	(410)	(36%)	1,282	2,400	(1,118)	1,790	(47%)
Total Expense	48,604	16,043	32,561	202,588	203%	993,879	209,304	784,575	1,510,365	375%
Changes in Unrestricted Net Assets	(8,316)	1,399	(9,715)	(40,949)	(69.4%)	9,219	0	9,219	(14,233)	*****

North Lake Tahoe Resort Association
Statement of Cash Flows
For the Twelve Months Ending June 30, 2010 and 2009
for internal use only, unaudited

	June 30, 2010	June 30, 2009
CASH FLOWS FROM OPERATING ACTIVITIES		
Tourism and Administration		
Cash Received from Customers Operations	\$ 402,516	\$ 602,190
Cash Received from Interest Operations	4,474	6,095
Cash Received from Placer County TOT Operations	3,290,010	3,037,964
Cash Used for Operations	(3,772,026)	(3,418,830)
	(75,026)	197,667
Infrastructure		
Cash Received from Grants and Reimbursements		27,250
Cash Received from Interest Infrastructure	-	-
Cash Received from TOT Revenue Recognized Infrastructure	1,192,203	917,592
Cash Used for Infrastructure Overhead	(156,432)	(155,915)
Cash Used for Infrastructure Projects	(836,165)	(1,352,660)
	199,606	(563,733)
	-	-
Net Cash Provided (Used) by Operating Activities	124,580	(366,066)
CASH FLOWS FROM FINANCING ACTIVITIES		
	-	-
Net Cash Provided (used) by Financing Activities	-	-
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of Equipment and Leasehold Improvements	(4,166)	(5,423)
Disposition of Assets	-	-
	-	-
Net Cash Provided (Used) by Investing	(4,166)	(5,423)
Net Increase (Decrease) in Cash and Cash Equivalents	120,414	(371,489)
Cash and Cash Equivalents, July 1, 2009, 2008	1,029,508	1,400,997
Cash and Cash Equivalents, June 30, 2010, 2009	\$ 1,149,922	1,029,508

June Accounts Receivable

Customer Account	ID	Customer/Business Name	Chamber/Conf		Membership Functions		Group Commissions		AFW		STN Vouchers		Misc.	
			age	amount	age	amount	age	amount	age	amt	age	amount	age	amount
Total														
750.00	ALP02	Alpine Meadows Ski Resort			90	750.00								2/16/10 (07985) Comm Awards
677.01	CAE01	Mont Bleu					90	677.01						6/30/08 (06320)
60.00	CAL01	Cal Neva			new	60.00								6/22/10 (08202) Email blast
13,000.00	COU01	County of Placer										new	13000	6/29/10 Balance 09/10
60.00	CRE03	Creative Concepts			60	60.00								4/15/10 (08104) Email blast
60.00	CRE03	Creative Concepts			60	60.00								4/30/10 (08116) Email blast
60.00	CRE03	Creative Concepts			30	60.00								5/20/10 (08160) Email blast
60.00	CRE03	Creative Concepts			new	60.00								6/22/10 (08203) Email blast
60.00	CRE03	Creative Concepts			new	60.00								6/22/10 (08204) Email blast
60.00	CRE03	Creative Concepts			new	60.00								6/30/10 (08231) Email blast
60.00	CRE03	Creative Concepts			new	60.00								6/30/10 (08232) Email blast
100.00	DEA02	Dead Sea Warehouse			new	100.00								6/30/10 (08233) Newsletter inserts
694.40	DER01	Dertour									90	694.4		3/29/10 (08066) STN vouchers
1,190.40	DER01	Dertour									30	1190.4		5/20/10 (08153) STN vouchers
60.00	DRE02	Dress the Party			new	60.00								6/22/10 (08205) Email blast
122.50	ECO01	Eco Print			new	122.50								6/4/10 (08187) Email blast
60.00	EXL01	EXL Media			new	60.00								6/4/10 (08188) Email blast
60.00	EVE02	Evergreen Restaurant			60	60.00								4/15/10 (08105) Email blast
60.00	GIR01	Girls on the Run			30	60.00								5/31/10 (08182) Email blast
2,306.52	HAR02	Harrah's					30	2306.52						5/26/10 (08163) Amer Coll Chiro
5,818.65	HAR02	Harrah's					new	5818.65						6/30/10 (08240) Ivy Hill Assoc
60.00	HD901	HD96			new	60.00								6/30/10 (08234) Email blast
258.29	HIG01	High Sierra Visitors									new	258.29		6/30/10 (08243) Meeting reimb.
90.00	HIG01	High Sierra Visitors									new	90		6/30/10 (08254) Sunset insurance
44.77	HIG01	High Sierra Visitors									new	44.77		6/30/10 (08253) Copies
297.60	KNE	Knecht Reisen									30	297.6		5/20/10 STN Vouchers
50.00	MOO03	Moonshine Ink			new	50.00								6/22/10 (08206) Summer rec lunch
50.00	MOU05	Mourelatos Lakeshore			new	50.00								6/22/10 (08207) Summer rec lunch
60.00	NEW01	Tahoe TV			60	60.00								4/15/10 (08111) Email blast
62.50	NOR04	North Tahoe Bus Assoc			new	62.50								6/4/10 (08189) Bus expo booth
60.00	NOR08	Northstar			90	60.00								3/30/10 (08118) Email blast
60.00	NOR08	Northstar			new	60.00								6/22/10 (08208) Email blast
60.00	NOR08	Northstar			new	60.00								6/22/10 (08209) Email blast
4,418.97	NOR30	NLT Marketing Co-op									30	4418.97		5/1/10 April cc
5,325.40	NOR30	NLT Marketing Co-op									30	5325.4		5/31/10 May cc
1,244.26	NOR30	NLT Marketing Co-op									new	1244.26		5/31/10 May cc
60.00	NOR47	NT Lions												5/20/10 Email blast
10,000.00	NOR48	Nor Cal Beverage			30	60.00					new	10000		6/21/10 Sponsorship

270.60	ORB01	Orbitz											new	270.60		6/22/10 (08218) STN vouchers
432.96	ORB01	Orbitz											new	432.96		STN vouchers
1,059.10	PLU02	PlumpJack								1059.1						6/30/10 (08241) Artifax
162.36	REN02	Reno Reservations											90	162.36		2/24/10 (08015) STN vouchers
60.00	RES01	Resort at Squaw Creek			90	60.00										3/31/10 (08082) Email blast
60.00	RES01	Resort at Squaw Creek			90	60.00										3/31/10 (08083) Email blast
60.00	RES01	Resort at Squaw Creek			60	60.00										4/30/10 Email blast
152.60	RES01	Resort at Squaw Creek								30	152.60					5/20/10 (08151) Robert Dalrymple
168.20	RES01	Resort at Squaw Creek								new	168.20					6/30/10 (08242) American Rental
9,371.34	RIT02	The Ritz-Carlton Highlands								60	9371.34					4/23/10 (08113) Gilbreath Group
60.00	RUT01	Rutley Family Chiropractic				60.00										8/28/09 (07255) Email blast
25.00	SIE10	Sierra State Parks			new	25.00										6/22/10 (08210) Summer rec lunch
60.00	SIE40	Sierra Nevada College			90	60.00										2/16/10 (07987) Email blast
60.00	SNO02	SnowBomb			new	60.00										6/22/10 (08211) Email blast
60.00	SQU05	Squaw Valley Times			90	60.00										9/30/09 (07313) Email blast
25.00	SUG01	Sugar Bowl			new	25.00										6/22/10 (08212) Summer rec lunch
195.00	SUN04	Sunny Day Guides			new	195.00										6/22/10 (08213) Business expo
50.00	SWI03	Switchback PR			new	50.00										6/22/10 (08214) Summer rec lunch
60.00	TAH116	Tahoe Quarterly			90	60.00										1/15/10 (07953) Email blast
60.00	TAH116	Tahoe Quarterly			60	60.00										4/30/10 (08122) Email blast
60.00	TAH116	Tahoe Quarterly			30	60.00										5/31/10 (08185) Email blast
25.00	TAH119	TCDA			new	25.00										6/22/10 (08215) Summer rec lunch
25.00	TAH119	TCDA			new	25.00										6/22/10 (08216) Summer rec lunch
60.00	TAH140	Ta-Hoe Nalu			90	60.00										3/17/10 (08057) Email blast
122.50	TCN01	Tahoe Comedy North			new	122.50										6/4/10 (08193) Business expo
100.00	TCN01	Tahoe Comedy North			new	100.00										6/30/10 (08235) Newsletter inserts
30.00	TCN01	Tahoe Comedy North			new	30.00										6/30/10 (08236) Email blast
125.00	TOC01	TOCCATA			new	125.00										6/4/10 (08196) Business expo
311.08	TRA05	Travelocity											new	311.08		6/22/10 (08219) STN vouchers
60.00	TRU07	Truckee Home & Building Show			30	60.00										5/31/10 (08186) Email blast
60.00	UCD01	UC Davis - TERC			new	60.00										6/22/10 (08217) Email blast
100.00	VIL10	Village Toys			60	100.00										4/15/10 (08112) Newsletter inserts
		Membership														
225.00		November 2009			90	225.00										
12,180.00		January 2010				12180.00										
1,530.00		February				1530.00										
980.00		March				980.00										
1,750.00		April				1750.00										
1,625.00		May				1625.00										
2,570.00		June				2570.00										
81,972.01						20,860.00										
						3,817.50										
						19,553.42										
						10,000.00										
						3,359.40										
																24,381.69

North Lake Tahoe Resort Association
Key Performance Indicators
June 2010

	<i>For the Month</i>				
	Actual	Budget	Last Year	Actual % Var to	
				Budget	Last Yr
Statistics					
Web Site Traffic-Unique Visitor	76,947		69,254	na	11.1%
Web Site Traffic-Lodging Referrals	21,489		20,488	na	4.9%
% Lodging Referral/Unique Visitor	27.9%		29.6%	na	-5.6%
# STN tickets sold	-		-	na	na
# Conference Groups Booked	3	6	5	-50.0%	-40.0%
# Conference Group Rm Nights Booked	447	650	634	-31.2%	-29.5%
# Press Releases Issued	11		13	na	-15.4%
# Leisure Sales Site Inspections	17		-	na	na
VIC walk-ins	1,772		2,140	na	-17.2%
VIC Phone Calls	383		517	na	-25.9%
Membership, # New Members	8		5	na	60.0%
Financials (\$ in Thousands)					
Total Payroll, incld Benefits	\$ 104	\$ 71	\$ 92	-46.5%	-13.0%
Total Payroll, excluding Infra, incld Benefits	\$ 94	\$ 64	\$ 85	-46.9%	-10.6%
Total Revenue, excluding Infra	\$ 464	\$ 429	\$ 286	8.2%	62.2%
Website Revenue earned	\$ -	\$ -	\$ -	na	na
Conference Revenue earned, non-TOT	\$ 8	\$ 21	\$ 12	-61.9%	-33.3%
Conference Sales Booked	\$ 74	\$ 125	\$ 49	-40.8%	51.0%
Conference Payroll, incld Benefits	\$ 9	\$ 8	\$ 13	12.5%	30.8%
Infrastructure Project Funds spent	\$ 34	\$ 4	\$ 192	-750.0%	82.3%
PC TOT Funding Support, all	\$ 477	\$ 409	\$ 420	16.6%	13.6%
PC TOT Funding Support, excluding Infra	\$ 434	\$ 392	\$ 251	10.7%	72.9%
Modified Functional Expenses (A)	\$ 257	\$ 335	\$ 188	23.3%	-36.7%
NetChg in Assets, before Infrastructure	\$ 97	\$ (51)	\$ (193)	290.2%	150.3%
Financial Ratios					
Conference Payroll % Sales	12.2%	6.4%	26.5%	90.0%	-54.2%
Conference Payroll \$ per RB	\$ 20.13	\$ 12.31	\$ 20.50	63.6%	-1.8%
Conference Sales \$ per RB	\$ 165.55	\$ 192.31	\$ 77.29	-13.9%	114.2%

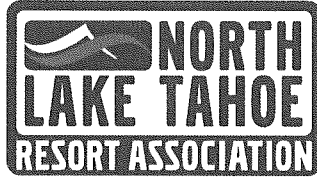
(A) Modified Functional Expenses = Functional Expenses, excluding Infrastructure/Transportation projects, all Payroll/Benefits, all Rent/Utilities, all Reserves, all Allocated, & all Depreciation

North Lake Tahoe Resort Association
Statement of Activities
Infrastructure
For the Twelve Months Ending June 30, 2010

Current Month	Project Costs:	Year to Date
Actual		Actual
7,977.86	Research/Planning/Infrastructure	37,373.66
0.00	Pathways 2007-TRPA Regional Plan Update	519.51
0.00	Legislative Advocacy Exe Director Travel	1,687.88
0.00	Community Sustainability Initiative	239.35
0.00	Membership Infrastructure	750.00
0.00	Squaw Valley Wayfinding Signage	362.90
0.00	Enhanced Snowplowing	100,000.00
0.00	Tahoe City Transit Center	64,349.33
0.00	Squaw Valley Olympic Museum	100,000.00
0.00	Northstar Community Multi-Purpose Trail	352,954.15
0.00	Lakeside Bike Trail	22,767.00
6,363.75	Squaw Valley Bus Stops	67,919.55
0.00	Regional Wayfinding Signage	39,129.21
0.00	Traffic Calming	25,842.70
19,540.00	Bear Box Project	19,540.00
0.00	Signage Project-Mile Markers	2,729.36
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33,881.61	Total Project Costs	836,164.60
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North Lake Tahoe Resort Association
Statement of Activities
Transportation
For the Twelve Months Ending June 30, 2010

Current Month	Project Costs:	Year to Date
Actual		Actual
625.00	Research/Planning/Transportation	31,728.64
0.00	Membership Transportation	3,250.00
0.00	Legislative Advocacy Exe Director Travel	1,687.87
0.00	Winter Traffic Management	21,250.00
0.00	Summer Traffic Management	14,564.62
0.00	Year-round Hwy 89 Transit (Spr & Fall)	125,000.00
0.00	North Lake Tahoe Express	97,999.77
0.00	TART Year Round Baseline Service	137,000.00
0.00	Sugar Bowl Trolley	18,930.00
0.00	Hwy 267 Summer Bus Service	58,000.00
0.00	Hwy 267 Winter Service	80,000.00
0.00	Enhanced TART Winter Service	45,000.00
0.00	Winter Transit Program-Nighttime	175,000.14
0.00	Contract Transit - Enhanced Summer Transit Service	184,303.95
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625.00	Total Project Costs	993,714.99
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October 13, 2010

To: Board of Directors

From: Sally Lyon, CFO

Re: North Lake Tahoe Resort Association Budget for Fiscal Year 2010-2011

Background

In June staff prepared a budget based on \$8,100,000 of TOT collections. The Board of Directors recommended using this budget as an interim operating budget until an agreement was reached with Placer County. Attached are a revised 2010-2011 NLTRA budget proposal and a fiscal analysis of the differences between that original \$8.1M budget and the TOT Budget recently approved by the Board of Supervisors. Minimal changes were made to overhead from the original budget proposal. Below are some of the significant programmatic changes.

- \$475,607 has been added (from carryover, adjustments to county services, interest, and other sources).
- \$40,000 has been added to the marketing budget for the purpose of funding the Placer County Welcome Center (Auburn) to better promote the North Lake Tahoe area.
- \$464,000 of TART baseline services has been moved to the County Services section of Visitor Support Services.
- The snow removal budget item has been moved from Infrastructure to Visitor Support Services.
- \$40,000 is allocated for Community Survey/Education for 2010 TOT Renewal.

Recommendation of Finance Committee

After review and discussion at its September 28, 2010 meeting, the Finance Committee recommended (McIntyre/Merchant) (5/0) to have staff revise the 2010-11 NLTRA Budget to reconcile with the approved 2010-11 TOT Budget and bring the revised 2010-11 NLTRA Budget to the October 13, 2010 Board of Directors meeting for approval.

Requested Action

Staff recommends approval of the 2010-2011 NLTRA Budget.

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

Consolidated

Revenues

- Placer County Payments: For the 2010-2011 year, funding from Placer County is based on the proposed **\$4,860,000** Budget, 60% of \$8,100,000. In addition there is \$475,607 of 2009-2010 Fund Balance. The total amount to NLTRA would be \$4,177,215 reduced by the Transit Programs-TART of \$449,000 and Infrastructure funds held by Placer County of \$666,551 plus any Infrastructure projects previously approved with funds allocated and anticipated new projects in the upcoming fiscal year. These funds would come out of previous years' Infrastructure balances held by Placer County. The funding is split \$2,248,564 for Marketing, \$657,000 for Transportation Services and \$156,000 for Infrastructure administration and research and planning and an estimated \$2,141,000 of Infrastructure projects for a total of Placer County Payments of \$5,202,556. Marketing includes an additional \$40,000 flex funding from Infrastructure and \$199,795 of 2009-2010 Fund Balance. Transportation includes flex funding from Infrastructure of \$1,088,151 and \$52,317 of 2009-2010 Fund Balance.

Expenses

- Salary/Benefits: Decrease of 6% (\$61,000) overall. The revised budget has adjustments in administration salaries and burden based on current staffing levels.
- Operation Expenses have minor adjustments based on 2 months of actual expenses.
- Program expenditures are reviewed in the departmental discussion below. All other expense variances are minimal.

Marketing

Revenues

- Placer County Payments: Increase of 12%, \$196,000 for additional marketing programs. See below under expenses for programs and amounts.

Expenses

- Programs: Increase of 30%, \$45,000 for a total funding of \$197,000. This includes funding of \$100,000 for community marketing programs, \$52,000 for Placer County Film and \$40,000 for the Auburn Welcome Center.
- Special Events: Increase of 19%, \$89,000, for a total funding of \$155,000. This includes \$125,000 for New Event Development and sponsorship of Amgen Tour of California.
- Miscellaneous Marketing Programs: Increase of 79%, \$43,000 for a total funding of \$86,000. This includes \$50,000 to be determined, \$10,000 for High Notes and \$23,000 for Fabulous Fall.
- Marketing Cooperative/ Media: Increase of 12%, \$82,000 to the Marketing Cooperative.
- Reserve: Increase of \$20,000 to fund Marketing Reserve requirement.

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

Visitor Support/Transportation

Revenues

- Placer County Funding: Decrease of 56%, (\$841,000) based on approved transportation project request less funds held by Placer County for TART services. The TART services are not part of our monthly payment schedule and are recorded to revenue and expenses when they are incurred.

Expenses

- Transportation Projects: Decrease of 63%, (\$859,000) based on approved transportation project request.

Infrastructure

Revenue

- Placer County Payments: Decrease of 17%, (\$480,000), a combination of a decrease in funding of net overhead costs and Research and Planning. The NLTRA budget contains revenue and expenditure for projects of \$2,141,000.

Expenses

- Research and Planning: Decrease of 30%, (\$15,000).
- Projects Infrastructure: Decrease of 17%, (428,000) with estimated project expenditure of \$2,141,000. The recognized revenue matches the expense.

General and Administration

Expenses

- Board Functions: Increase of 27%, \$10,000 to \$49,000 for employment search.

**North Lake Tahoe Resort Association
TOT Budget
Changes from TOT Budget for NLTRA Budget**

Funding Changes

Carryover Added 2009-2010	475,607
Marketing	199,755
Transportation	52,317
Infrastructure	223,535
Flexible Funding	
Marketing (Welcome Center)	40,000
Transportation	5,476
Infrastructure	(45,476)

County Services

County Services	
Marketing	3,891
Transportation	(1,486)
Infrastructure	(15,507)
Transit Services Operated by TART	
Transportation	464,800

Resort Association Contract

Personnel/Overhead Cap Direct Costs	
Marketing	(289,000)
Transportation	(21,700)
Infrastructure	(74,500)
G/A Cap Indirect Costs	
Marketing	309,000
Transportation	35,000
Infrastructure	38,000
Net Overhead Costs	
Marketing	20,000
Transportation	13,300
Infrastructure	(36,500)

Research and Planning and Community Survey

Marketing	15,000
Transportation	5,000
Infrastructure	(15,000)

Transportation Projects

	(409,800)
B-10 Year Round Hwy 89	(5,000)
Transit Services Operated by TART (funding reduction)	(40,000)
Transit Services Operated by TART (to County Service from Projects)	(464,800)
Placer DPW Snow Removal	100,000

Marketing Programs

	185,864
Welcome Center	40,000
Amgen Tour of California (approved by Marketing Comm)	15,000
North Lake Tahoe Marketing Co-op (approved by Marketing Comm)	90,000
Miscellaneous Promotional Opportunities	20,000
Reserves	20,000

E-4/4

FY 2010-2011 TAHOE TOT PROPOSED BUDGET
ATTACHMENT C

MARKETING	PROPOSED BUDGET	VISITOR SUPPORT SERVICES	PROPOSED BUDGET	TAHOE CAPITAL IMPROVEMENTS	PROPOSED BUDGET	PROPOSED TOTALS
RESORT ASSOCIATION CONTRACT:						
Personnel/Overhead Cap - Direct Costs	511,000	Personnel/Overhead Cap - Direct Costs	77,000	Personnel/Overhead Cap - Direct Costs	83,000	671,000
G+A Cap - Indirect Costs	309,000	G+A Cap - Indirect Costs	35,000	G+A Cap - Indirect Costs	38,000	382,000
Direct Marketing/Programs	1,216,964	Research and Planning	40,000	Research & Planning	35,000	75,000
Contract Services Welcome Center	40,000	Memberships	5,000	(Detail in Attachment A-2)		1,216,964
Community Survey/Education	15,000					45,000
Placer County Film	56,600	Transit Programs- TART- Peak Season	449,100	Capital Improvements - Requires BOS Approval	666,551	1,172,251
Community Marketing Fund	50,000	Transit Programs- non County	359,000	(County retains until BOS Approval)		409,000
Special Events Marketing Fund	50,000	Traffic Management Program	41,000			91,000
		Placer DPW - Snow Removal	100,000			100,000
SUBTOTAL - RESORT ASSOC CONTRACT	2,248,564	SUBTOTAL - RESORT ASSOC CONTRACT	1,106,100	SUBTOTAL - RESORT ASSOC CONTRACT	822,551	4,177,215
COUNTY SERVICES:						
		Sheriff Patrol	50,685	NTPUD- Beach Maint.	77,798	
		Animal Control	45,000	TCPUd- Beach Maint.	67,505	
		% Share Misc. Administration	8,483	Facilities Dept.- Beach/Park Maint.	50,484	
		SUBTOTAL - BASE COUNTY SERVICES	104,168	% Share Misc. Administration	36,246	
				SUBTOTAL - BASE COUNTY SERVICES	232,033	368,592
		Transit Services Operated by TART	464,800	Supplemental- Tahoe Clinics	230,000	
		SUBTOTAL - SUPP. COUNTY SERVICES	464,800	Supplemental- Public Safety	95,000	
				SUBTOTAL - SUPP. COUNTY SERVICES	325,000	789,800
		TOTAL COUNTY SERVICES	568,968	TOTAL COUNTY SERVICES	557,033	1,158,992
		TOTAL FUNDING USES	1,675,068	TOTAL FUNDING USES	1,379,584	5,335,607
		HOTEL/MOTEL TAX REVENUE:		HOTEL/MOTEL TAX REVENUE:		
		SUBTOTAL - HOTEL/MOTEL TAX	534,600	SUBTOTAL - HOTEL/MOTEL TAX	2,284,200	4,860,800
		FY 2009-2010 Fund Balance	52,317	FY 2009-2010 Fund Balance	223,535	475,607
		Flex funding from Infrastructure (county-approved transit services- Att. A-4)	1,088,151	FLEX TO VSS ACCT (county-approved transit services- Att. A-4)	(1,088,151)	40,000
		TOTAL FUNDING SOURCES	1,675,068	FLEX TO MARKETING ACCT (community marketing)	(40,000)	(40,000)
		TOTAL FUNDING SOURCES	1,675,068	TOTAL FUNDING SOURCES	1,379,584	5,335,607
		NET COUNTY COST		NET COUNTY COST		0
						27-Sep-10

FY 2010-2011 TAHOE TOT PROPOSED BUDGET ATTACHMENT C

TOT Budget used for NLTKA Budget

MARKETING	PROPOSED BUDGET	VISITOR SUPPORT SERVICES	PROPOSED BUDGET	TAHOE CAPITAL IMPROVEMENTS	PROPOSED BUDGET	PROPOSED TOTALS
RESORT ASSOCIATION CONTRACT:						
Personnel/Overhead - Direct Costs	800,000	Personnel/Overhead - Direct Costs Research and Planning	98,700 35,000	Personnel/Overhead - Direct Costs Research & Planning	157,500 45,000	1,086,200 80,000
Direct Marketing/Programs	1,011,020	Memberships	5,000	Memberships	5,000	1,011,020
Placer Co Film	51,660	Transportation/Transit Enhancement/Programs	813,100			813,100
Community Marketing Fund	100,000	Traffic Management Program	41,000			41,000
Amgen	100,000	TART Baseline	504,800			504,800
SUBTOTAL - RESORT ASSOC CONTRACT	2,062,700	SUBTOTAL - RESORT ASSOC CONTRACT	1,497,600	Capital Improvements - Requires BOS Approval (County retains until BOS Approval)	395,507	100,000
	50%		36%	SUBTOTAL - RESORT ASSOC CONTRACT	603,007	395,507
% Share Misc. Administration	28,500	Sheriff Patrol	65,925	NTPUD - Beach Maint.	80,210	
SUBTOTAL - BASE COUNTY SERVICES	28,500	Animal Control	46,293	TCPUD - Beach Maint.	69,602	
		% Share Misc. Administration	7,456	Facilities Dept. - Beach/Park Maint.	51,848	
		SUBTOTAL - BASE COUNTY SERVICES	119,674	% Share Misc. Administration	31,858	
				SUBTOTAL - BASE COUNTY SERVICES	233,519	381,693
TOTAL FUNDING USES	2,091,200	SUBTOTAL - SUPP. COUNTY SERVICES	0	Supplemental Dental Clinic	225,000	
	43%	TOTAL COUNTY SERVICES	119,675	Supplemental Sheriff Dept.	100,000	
		TOTAL FUNDING USES	1,617,275	SUBTOTAL - SUPP. COUNTY SERVICES	325,000	325,000
				TOTAL COUNTY SERVICES	558,519	706,693
				TOTAL FUNDING USES	1,161,626	4,870,000
HOTEL/MOTEL TAX REVENUE:						
SUBTOTAL - HOTEL/MOTEL TAX	2,041,200	SUBTOTAL - HOTEL/MOTEL TAX	534,600	HOTEL/MOTEL TAX REVENUE:		
	42%	Flex funding from Infrastructure (county-approved transit services)	1,082,675	2%	1,620,000	
		TOTAL FUNDING SOURCES	1,617,275	8%	664,200	
				SUBTOTAL - HOTEL/MOTEL TAX	2,284,200	4,860,000
				FLEX TO VSS ACCT (county-approved transit services)	(1,082,675)	0
				FLEX TO MARKETING ACCT (Amgen)	(50,000)	0
				TOTAL FUNDING SOURCES	1,151,525	4,860,000
				NET COUNTY COST	10,000	10,000
						15-Jun-10

E-4/6

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

	General			Visitor Support	Visitor	Chamber of	FY 10/11		FY 10/11
	& Administration	Marketing	Conference	&Transportation	Information	Commerce	SubTotal	Infrastructure	Total BUDGET
Unrestricted Support (Non TOT Revenue)									
Member Dues	0	0	8,484	0	0	119,133	127,617	0	127,617
Special Events/Functions	0	75,450	0	0	0	65,842	141,292	0	141,292
Retail Sales	0	0	0	0	17,848	0	17,848	0	17,848
Comm/Booking	0	0	151,082	0	0	0	151,082	0	151,082
Interest	3,806	0	0	0	0	0	3,806	1,133	4,939
Misc	0	32,700	0	0	0	0	32,700	0	32,700
Total Unrestricted Supp	3,806	108,150	159,566	0	17,848	184,975	474,345	1,133	475,478
County Funding									
Placer County Payments	0	1,794,556	310,004	657,000	143,996	0	2,905,556	2,297,000	5,202,556
Total County Funding	0	1,794,556	310,004	657,000	143,996	0	2,905,556	2,297,000	5,202,556
Total Support	3,806	1,902,706	469,570	657,000	161,844	184,975	3,379,901	2,298,133	5,678,034
Functional Expenses									
Salary	215,191	241,364	100,352	56,134	79,354	69,990	762,385	60,334	822,719
Incentives	0	0	10,662	0	0	0	10,662	0	10,662
PR Tax	20,855	20,153	9,666	0	6,814	5,242	62,729	1,743	64,472
Health Ins	28,611	28,853	14,981	469	19,286	6,047	98,247	988	99,235
Workers Comp	1,272	1,210	588	360	408	360	4,198	360	4,558
401K	11,434	9,801	6,384	3,300	3,778	3,334	38,031	3,300	41,331
Subtotal Salary/Benefits	277,363	301,381	142,633	60,263	109,639	84,973	976,252	66,725	1,042,977
Rent/Util/R&M/Cleaning	25,211	24,711	12,657	9,061	5,882	8,918	86,440	9,011	95,451
Telephone	4,660	8,714	3,830	1,808	1,898	2,351	23,261	1,808	25,069
Internet	0	0	0	0	0	0	0	0	0
Mail	563	1,414	780	0	173	803	3,733	51	3,784
Insurance/Bonding	1,270	1,270	658	408	658	408	4,672	418	5,090
Supplies	2,529	3,229	1,774	842	1,438	1,391	11,203	992	12,195
Depreciation	5,032	4,992	2,520	1,260	2,520	1,260	17,584	1,260	18,844
Equip/Support/Maint	5,036	2,363	1,587	834	3,237	884	13,941	884	14,825
Taxes/Licenses	343	233	121	74	206	74	1,051	74	1,125
Equip/Rent/Leasing	1,954	1,701	1,452	1,213	3,698	2,397	12,415	1,198	13,613
Training Seminars	800	2,000	0	0	0	0	2,800	0	2,800
Professional Fees Attorneys	5,420	0	0	0	0	0	5,420	0	5,420
Prof Fees Accountant	20,500	0	0	0	0	0	20,500	0	20,500
Research Planning Trans	0	0	0	45,000	0	0	45,000	0	45,000
Research Planning Infra	0	0	0	0	0	0	0	35,000	35,000
Projects Transportation	0	0	0	500,000	0	0	500,000	0	500,000
Projects Infrastructure	0	0	0	0	0	0	0	2,142,000	2,142,000
Marketing Research	0	0	0	0	0	0	0	0	0
Community Marketing Programs	0	196,600	0	0	0	0	196,600	0	196,600
AFW	0	75,508	0	0	0	0	75,508	0	75,508
Special Event	0	155,201	0	0	0	0	155,201	0	155,201
Membership Events/Functions	0	0	0	0	0	50,663	50,663	0	50,663
Promo/Giveaways	0	2,000	0	0	0	0	2,000	0	2,000
Public Relations/Website	0	0	0	0	0	4,690	4,690	0	4,690
Miscellaneous Programs	0	86,003	0	0	0	0	86,003	0	86,003
Marketing Cooperative/Media	0	767,284	228,428	0	0	0	995,712	0	995,712
Conference-PUD	0	0	15,000	0	0	0	15,000	0	15,000
Cost of Goods	0	0	0	0	10,699	0	10,699	0	10,699
Associate Relations	1,846	1,808	935	463	928	527	6,507	473	6,980
Board Functions	48,667	0	0	0	0	0	48,667	0	48,667
Credit Card Fees	0	6,800	0	0	513	666	7,979	0	7,979
Auto	1,095	1,495	150	600	50	1,402	4,792	550	5,342
Local Meals/ Ent	2,000	2,204	50	70	92	772	5,188	45	5,233
Dues Publication	1,568	2,870	1,075	72	0	1,244	6,829	72	6,901
Travel	0	6,145	0	0	0	0	6,145	0	6,145
Allocated	(397,972)	226,780	55,920	35,032	20,216	22,452	(37,572)	37,572	0
Total Functional Expense	7,885	1,902,706	469,570	657,000	161,847	185,875	3,384,883	2,298,133	5,683,016
Change in Net Assets	(4,079)	(0)	0	0	(3)	(900)	(4,982)	0	(4,982)

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North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Consolidated			Revised Budget to Original Budget	
	FYE 6/30/2011	FYE 6/30/2011	Variance	Variance
	Revised Budget	Original Budget	\$	%
Unrestricted Support (Non TOT Revenue)				
Member Dues	127,617	135,240	(7,623)	-5.64%
Special Events/Functions	141,292	140,867	425	0.30%
Retail Sales	17,848	9,840	8,008	81.38%
Comm/Booking	183,782	185,782	(2,000)	-1.08%
Interest	4,939	5,520	(581)	-10.53%
Grants	4,079	0	4,079	-
Total Unrestricted Supp	479,557	477,249	2,308	0.48%
County Funding				
Placer County Payments	5,202,556	6,337,000	(1,134,444)	-17.90%
Total County Funding	5,202,556	6,337,000	(1,134,444)	-17.90%
Total Support	5,682,113	6,814,249	(1,132,136)	-16.61%
Functional Expenses				
Salary	821,819	870,664	(48,845)	-5.61%
Commissions	10,662	16,039	(5,377)	-33.53%
PR Tax	64,472	71,556	(7,084)	-9.90%
Health Ins	99,235	94,224	5,011	5.32%
Workers Comp	4,558	4,562	(4)	-0.09%
401K	41,331	45,918	(4,587)	-9.99%
Subtotal Salary/Benefits	1,042,077	1,102,964	(60,887)	-5.52%
Rent/Util/R&M/Cleaning	95,451	95,160	291	0.31%
Telephone	25,069	25,380	(311)	-1.23%
Mail	3,784	4,080	(296)	-7.25%
Insurance/Bonding	5,090	5,100	(10)	-0.20%
Supplies	12,195	13,560	(1,365)	-10.07%
Depreciation	18,844	18,852	(8)	-0.04%
Equip/Support/Maint	14,825	14,400	425	2.95%
Taxes/Licenses	1,125	3,055	(1,930)	-63.18%
Equip/Rent/Leasing	13,613	13,652	(39)	-0.29%
Training Seminars	2,800	3,100	(300)	-9.68%
Professional Fees Attorneys	5,420	6,000	(580)	-9.67%
Prof Fees Accountant	20,500	20,500	0	0.00%
Research Planning Trans	45,000	40,000	5,000	12.50%
Research Planning Infra	35,000	50,000	(15,000)	-30.00%
Project Transportation	500,000	1,358,900	(858,900)	-63.21%
Project Infrastructure	2,142,000	2,570,400	(428,400)	-16.67%
Marketing Research	0	0	0	-
Programs	196,600	151,680	44,920	29.61%
AFW	75,508	75,000	508	0.68%
Special Event	155,201	130,958	24,243	18.51%
Membership Events/Newsletter	50,663	49,960	703	1.41%
Promo/Giveaways	2,000	2,000	0	0.00%
Public Relations/Website	4,690	4,835	(145)	-3.00%
Misc Direct Programing	86,003	48,000	38,003	79.17%
Marketing Cooperative/Media	995,712	905,712	90,000	9.94%

Conference-PUD	15,000	15,000	0	0.00%
Cost of Goods	10,699	7,680	3,019	39.31%
Associate Relations	6,980	7,019	(39)	-0.56%
Board Functions	48,667	38,400	10,267	26.74%
Credit Card Fees	7,979	7,942	37	0.47%
Auto	5,342	5,880	(538)	-9.15%
Local Meals/ Ent	5,233	5,910	(677)	-11.46%
Dues Publication	6,901	6,901	0	0.00%
Travel	6,145	6,270	(125)	-1.99%
Reserve	20,000	0	20,000	-
Total Functional Expense	5,682,116	6,814,250	(1,132,134)	-16.61%
Change in Net Assets	(3)	(1)	(2)	393.33%

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Marketing				
			Revised Budget to Original Budget	
	FYE 6/30/2011	FYE 6/30/2011	Variance	Variance
	Revised Budget	Original Budget	\$	%
Unrestricted Support (Non TOT Revenue)				
Special Events/Functions	75,450	75,000	450	0.60%
Commissions	32,700	32,700	0	0.00%
Total Unrestricted Supp	108,150	107,700	450	0.42%
County Funding				
Placer County Payments	1,794,556	1,598,700	195,856	12.25%
Total County Funding	1,794,556	1,598,700	195,856	12.25%
Total Support	1,902,706	1,706,400	196,306	11.50%
Functional Expenses				
Salary	241,364	244,500	(3,136)	-1.28%
PR Tax	20,153	20,294	(140)	-0.69%
Health Ins	28,853	26,592	2,261	8.50%
Workers Comp	1,210	1,214	(4)	-0.33%
401K	9,801	9,780	21	0.22%
Subtotal Salary/Benefits	301,381	302,380	(998)	-0.33%
Rent/Util/R&M/Cleaning	24,711	24,600	111	0.45%
Telephone	8,714	8,640	74	0.86%
Mail	1,414	1,320	94	7.12%
Insurance/Bonding	1,270	1,272	(2)	-0.16%
Supplies	3,229	3,600	(371)	-10.31%
Depreciation	4,992	4,992	0	0.00%
Equip/Support/Maint	2,363	2,400	(37)	-1.54%
Taxes/Licenses	233	315	(82)	-26.03%
Equip/Rent/Leasing	1,701	1,692	9	0.53%
Training Seminars	2,000	2,000	0	0.00%
Marketing Research	0	0	0	-
Programs	196,600	151,680	44,920	29.61%
AFW	75,508	75,000	508	0.68%
Special Event	155,201	130,958	24,243	18.51%
Promo/Giveaways	2,000	2,000	0	0.00%
Misc Marketing Programs	86,003	48,000	38,003	79.17%
Marketing Cooperative/Media	767,284	685,284	82,000	11.97%
Associate Relations	1,808	1,813	(5)	-0.28%
Credit Card Fees	6,800	6,800	0	0.00%
Auto	1,495	1,620	(125)	-7.72%
Local Meals/ Ent	2,204	2,599	(395)	-15.20%
Dues Publication	2,870	2,870	0	0.00%
Travel	6,145	6,270	(125)	-1.99%
Reserve	20,000	0	20,000	-
Allocated	226,780	238,296	(11,516)	-4.83%
Total Functional Expense	1,902,706	1,706,401	196,306	11.50%
Change in Net Assets	0	-1	0	-80.40%

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Conference				
			Revised Budget to Original Budget	
	FYE 6/30/2011	FYE 6/30/2011	Variance	Variance
	Revised Budget	Original Budget	\$	%
Unrestricted Support (Non TOT Revenue)				
Member Dues	8,484	8,640	(156)	-1.81%
Comm/Booking	151,082	153,082	(2,000)	-1.31%
Total Unrestricted Supp	159,566	161,722	(2,156)	-1.33%
County Funding				
Placer County Payments	310,004	310,000	4	0.00%
Total County Funding	310,004	310,000	4	0.00%
Total Support	469,570	471,722	(2,152)	-0.46%
Functional Expenses				
Salary	100,352	101,180	(828)	-0.82%
Commissions	10,662	16,039	(5,377)	-33.53%
PR Tax	9,666	10,550	(884)	-8.37%
Health Ins	14,981	14,280	701	4.91%
Workers Comp	588	588	0	0.00%
401K	6,384	7,033	(649)	-9.23%
Subtotal Salary/Benefits	142,633	149,670	(7,037)	-4.70%
Rent/Util/R&M/Cleaning	12,657	12,600	57	0.45%
Telephone	3,830	3,960	(130)	-3.28%
Mail	780	900	(120)	-13.33%
Insurance/Bonding	658	660	(2)	-0.30%
Supplies	1,774	1,920	(146)	-7.60%
Depreciation	2,520	2,520	0	0.00%
Equip/Support/Maint	1,587	1,200	387	32.25%
Taxes/Licenses	121	170	(49)	-28.82%
Equip/Rent/Leasing	1,452	1,460	(8)	-0.55%
Training Seminars	0	0	0	-
Marketing Cooperative/Media	228,428	220,428	8,000	3.63%
Conference-PUD	15,000	15,000	0	0.00%
Associate Relations	935	939	(4)	-0.43%
Auto	150	180	(30)	-16.67%
Local Meals/ Ent	50	60	(10)	-16.67%
Dues Publication	1,075	1,075	0	0.00%
Allocated	55,920	58,980	(3,060)	-5.19%
Total Functional Expense	469,570	471,722	(2,152)	-0.46%
Change in Net Assets	0	0	(0)	-53.33%

North Lake Tahoe Resort Association					
Budget Proposal for the 12 Months Ending June 30, 2011					
Visitor Support & Transportation					
			Revised Budget to Original Budget		
	FYE 6/30/2011	FYE 6/30/2011	Variance	Variance	
	Revised Budget	Original Budget			
			\$	%	
Unrestricted Support (Non TOT Revenue)					
Misc	0	0	0	-	
Total Unrestricted Supp	0	0	0	-	
County Funding					
Placer County Payments	657,000	1,497,600	(840,600)	-56.13%	
Total County Funding	657,000	1,497,600	(840,600)	-56.13%	
Total Support	657,000	1,497,600	(840,600)	-56.13%	
Functional Expenses					
Salary	56,134	56,000	134	0.24%	
PR Tax	0	0	0	-	
Health Ins	469	468	1	0.21%	
Workers Comp	360	360	0	0.00%	
401K	3,300	2,820	480	17.02%	
Subtotal Salary/Benefits	60,263	59,648	615	1.03%	
Rent/Util/R&M/Cleaning	9,061	8,880	181	2.04%	
Telephone	1,808	1,800	8	0.44%	
Insurance/Bonding	408	408	0	0.00%	
Supplies	842	1,200	(358)	-29.83%	
Depreciation	1,260	1,260	0	0.00%	
Equip/Support/Maint	834	840	(6)	-0.71%	
Taxes/Licenses	74	100	(26)	-26.00%	
Equip/Rent/Leasing	1,213	1,220	(7)	-0.57%	
Training	0	0	0	-	
Research Planning Trans	45,000	40,000	5,000	12.50%	
Project Transportation	500,000	1,358,900	(858,900)	-63.21%	
Associate Relations	463	472	(9)	-1.91%	
Auto	600	720	(120)	-16.67%	
Local Meals/ Ent	70	84	(14)	-16.67%	
Dues Publication	72	72	0	0.00%	
Allocated	35,032	21,996	13,036	59.27%	
Total Functional Expense	657,000	1,497,600	(840,600)	-56.13%	
Change in Net Assets	0	0	0	-	

North Lake Tahoe Resort Association					
Budget Proposal for the 12 Months Ending June 30, 2011					
Visitor Information					
				Revised Budget to Original Budget	
	FYE 6/30/2011	FYE 6/30/2011	Variance	Variance	
	Revised Budget	Original Budget	\$	%	
Unrestricted Support (Non TOT Revenue)					
Retail Sales	17,848	9,840	8,008	81.38%	
Comm/Booking	0	0	0	-	
Total Unrestricted Supp	17,848	9,840	8,008	81.38%	
County Funding					
Placer County Payments	143,996	154,000	(10,004)	-6.50%	
Total County Funding	143,996	154,000	(10,004)	-6.50%	
Total Support	161,844	163,840	(1,996)	-1.22%	
Functional Expenses					
Salary	79,354	79,394	(40)	-0.05%	
PR Tax	6,814	7,145	(332)	-4.65%	
Health Ins	19,286	17,808	1,478	8.30%	
Workers Comp	408	408	0	0.00%	
401K	3,778	3,970	(192)	-4.83%	
Subtotal Salary/Benefits	109,639	108,725	914	0.84%	
Rent/Util/R&M/Cleaning	5,882	6,000	(118)	-1.97%	
Telephone	1,898	1,980	(82)	-4.14%	
Mail	173	180	(7)	-3.89%	
Insurance/Bonding	658	660	(2)	-0.30%	
Supplies	1,438	1,320	118	8.94%	
Depreciation	2,520	2,520	0	0.00%	
Equip/Support/Maint	3,237	3,240	(3)	-0.09%	
Taxes/Licenses	206	210	(4)	-1.90%	
Equip/Rent/Leasing	3,698	3,720	(22)	-0.59%	
Training Seminars	0	0	0	-	
Cost of Goods	10,699	7,680	3,019	39.31%	
Associate Relations	928	925	3	0.32%	
Credit Card Fees	513	420	93	22.14%	
Auto	50	60	(10)	-16.67%	
Local Meals/ Ent	92	112	(20)	-17.86%	
Allocated	20,216	26,088	(5,872)	-22.51%	
Total Functional Expense	161,847	163,840	(1,993)	-1.22%	
Change in Net Assets	(3)	(0)	(3)	2012.50%	

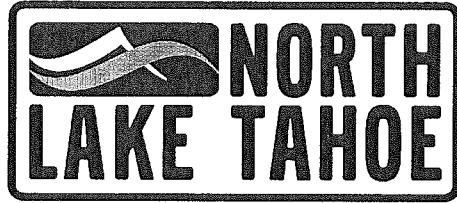
North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Chamber of Commerce				
			Revised Budget to Original Budget	
	FYE 6/30/2011	FYE 6/30/2011	Variance	Variance
	Revised Budget	Original Budget	\$	%
Unrestricted Support (Non TOT Revenue)				
Member Dues	119,133	126,600	(7,467)	-5.90%
Member Events/Functions	65,842	65,867	(25)	-0.04%
Total Unrestricted Supp	184,975	192,467	(7,492)	-3.89%
County Funding				
Placer County Payments	0	0	0	-
Total County Funding	0	0	0	-
Total Support	184,975	192,467	(7,492)	-3.89%
Functional Expenses				
Salary	69,990	69,990	0	0.00%
PR Tax	5,242	5,459	(217)	-3.98%
Health Ins	6,047	5,640	407	7.22%
Workers Comp	360	360	0	0.00%
401K	3,334	3,500	(165)	-4.72%
Subtotal Salary/Benefits	84,973	84,949	24	0.03%
Rent/Util/R&M/Cleaning	8,918	8,880	38	0.43%
Telephone	2,351	2,400	(49)	-2.04%
Mail	803	960	(157)	-16.35%
Insurance/Bonding	408	408	0	0.00%
Supplies	1,391	1,440	(49)	-3.40%
Depreciation	1,260	1,260	0	0.00%
Equip/Support/Maint	884	780	104	13.33%
Taxes/Licenses	74	150	(76)	-50.67%
Equip/Rent/Leasing	2,397	2,400	(3)	-0.13%
Training Seminars	0	0	0	-
Membership Events/Newsletter	50,663	49,960	703	1.41%
Public Relations/Website	4,690	4,835	(145)	-3.00%
Associate Relations	527	519	8	1.54%
Credit Card Fees	666	722	(56)	-7.76%
Auto	1,402	1,440	(38)	-2.64%
Local Meals/ Ent	772	600	172	28.67%
Dues Publication	1,244	1,244	0	0.00%
Allocated	22,452	29,520	(7,068)	-23.94%
Total Functional Expense	185,875	192,467	(6,592)	-3.42%
Change in Net Assets	(900)	0	(900)	-321600.00%

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North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
General & Administration				
			Revised Budget to Original Budget	
	FYE 6/30/2011	FYE 6/30/2011	Variance	Variance
	Revised Budget	Original Budget	\$	%
Unrestricted Support (Non TOT Revenue)				
Interest	3,806	4,320	(514)	-11.90%
Misc	4,079	0	4,079	-
Total Unrestricted Supp	7,885	4,320	3,565	82.52%
County Funding				
Placer County Payments	0	0	0	-
Total County Funding	0	0	0	-
Total Support	7,885	4,320	3,565	82.52%
Functional Expenses				
Salary	215,191	263,600	(48,409)	-18.36%
PR Tax	20,855	23,460	(2,606)	-11.11%
Health Ins	28,611	28,968	(357)	-1.23%
Workers Comp	1,272	1,272	-	0.00%
401K	11,434	15,816	(4,382)	-27.71%
Subtotal Salary/Benefits	277,363	333,116	(55,754)	-16.74%
Rent/Util/R&M/Cleaning	25,211	25,200	11	0.04%
Telephone	4,660	4,800	(140)	-2.92%
Mail	563	660	(97)	-14.70%
Insurance/Bonding	1,270	1,272	(2)	-0.16%
Supplies	2,529	2,760	(231)	-8.37%
Depreciation	5,032	5,040	(8)	-0.16%
Equip/Support/Maint	5,036	5,040	(4)	-0.08%
Taxes/Licenses	343	2,010	(1,667)	-82.94%
Equip/Rent/Leasing	1,954	1,960	(6)	-0.31%
Training Seminars	800	1,100	(300)	-27.27%
Professional Fees Attorneys	5,420	6,000	(580)	-9.67%
Prof Fees Accountant	20,500	20,500	0	0.00%
Associate Relations	1,846	1,858	(12)	-0.65%
Board Functions	48,667	38,400	10,267	26.74%
Auto	1,095	1,200	(105)	-8.75%
Local Meals/ Ent	2,000	2,400	(400)	-16.67%
Dues Publication	1,568	1,568	0	0.00%
Allocated	(397,972)	(450,564)	52,592	-11.67%
Total Functional Expense	7,885	4,320	3,564	82.49%
Change in Net Assets	1	(0)	1	-225.00%

North Lake Tahoe Resort Association					
Budget Proposal for the 12 Months Ending June 30, 2011					
Infrastructure					
			Revised Budget to Original Budget		
	FYE 6/30/2011	FYE 6/30/2011	Variance	Variance	
	Revised Budget	Original Budget	\$	%	
Unrestricted Support (Non TOT Revenue)					
Interest	1,133	1,200	(67)	-5.58%	
Misc	0	0	0	-	
Total Unrestricted Supp	1,133	1,200	(67)	-5.58%	
County Funding					
Placer County Payments	2,297,000	2,776,700	(479,700)	-17.28%	
Total County Funding	2,297,000	2,776,700	(479,700)	-17.28%	
Total Support	2,298,133	2,777,900	(479,767)	-17.27%	
Functional Expenses					
Salary	60,334	56,000	4,334	7.74%	
PR Tax	1,743	4,648	(2,905)	(1)	
Health Ins	988	468	520	111.11%	
Workers Comp	360	360	0	0.00%	
401K	3,300	3,000	300	10.00%	
Subtotal Salary/Benefits	66,725	64,476	2,249	3.49%	
Rent/Util/R&M/Cleaning	9,011	9,000	11	0.12%	
Telephone	1,808	1,800	8	0.44%	
Mail	51	60	(9)	-15.00%	
Insurance/Bonding	418	420	(2)	-0.48%	
Supplies	992	1,320	(328)	-24.85%	
Depreciation	1,260	1,260	0	0.00%	
Equip/Support/Maint	884	900	(16)	-1.78%	
Taxes/Licenses	74	100	(26)	-26.00%	
Equip/Rent/Leasing	1,198	1,200	(2)	-0.17%	
Training Seminars	0	0	0	-	
Research Planning Infra	35,000	50,000	(15,000)	-30.00%	
Project Infrastructure	2,142,000	2,570,400	(428,400)	-16.67%	
Associate Relations	473	493	(20)	-4.06%	
Auto	550	660	(110)	-16.67%	
Local Meals/ Ent	45	55	(10)	-18.18%	
Dues Publication	72	72	0	0.00%	
Allocated	37,572	75,684	(38,112)	-50.36%	
Total Functional Expense	2,298,133	2,777,900	(479,767)	-17.27%	
Change in Net Assets	0	0	0	-	

E-4/16



North Lake Tahoe Resort Association
October 7, 2010

BACKGROUND

At its last August board meeting, the NLTRA Board of Directors directed staff to begin development of a Lodging Sub Committee. It was directed that this committee be made up of properties from all segments of the lodging community. It was further suggested by the Board that this committee be a sub committee of and work through the established NLTRA Marketing Committee. With that in mind staff recommends the following committee make-up.

- Large Lodging Board Member
- Small Lodging Board Member
- Large Lodging Representative
- Small Lodging Representative – Lakeshore
- Small Lodging Representative – Non-Lakeshore
- Vacation Home Rental Representative
- Vacation Home Rental Representative
- Bed & Breakfast Representative
- Staff Participant – Tourism Director
- Staff Participant – Conference Sales Director

The various duties of this committee may include:

1. Consolidation of lodging community needs
2. Development of specific action plans targeted at the various lodging segments
3. Focus initial efforts on a small lodging action plan
4. Review of marketing efforts and related input to the NLTRA Marketing Committee and Board of Directors.

SITUATION

Staff will present the proposed committee representation and pending discussion and direction that the board approves the Lodging Sub-Committee and direct staff to distribute a request for participation and to the return that list to the board at its next regularly scheduled meeting for committee appointment.