



December 4, 2013

To: Board of Directors

Fr: Ginger Karl, Membership Sales and Services Manager

Re: West Shore Association Community Marketing Grant Program/Application

BACKGROUND

Each year the Community Marketing Grant Program allocates \$10,000.00 in funds to each local Business Association. The Business Association Chamber Collaborative Committee oversees these funds, reviews the Business Association's presentation and approves the requests.

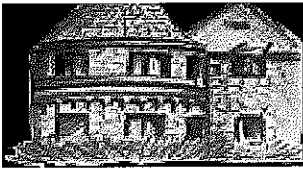
By granting these Marketing Fund requests to the local Business Associations, the North Lake Tahoe Chamber/CVB/Resort Association aligns with its strategic goals of building trust, confidence and leadership with key partners through accountability, transparency, and frequent and consistent communication.

REQUESTED ACTION

On November 7, 2013 the West Shore Association submitted their application for the Marketing Grant to the BACC. On November 13, 2013, the West Shore Association attended the BACC committee meeting and gave a presentation. The BACC unanimously approved the request.

STAFF RECOMMENDATION

The staff recommends approving the motion.



Lake Tahoe's
WEST SHORE ASSOCIATION

Ginger Karl
North Lake Tahoe Chamber/CVB/Resort Association
PO Box 884
Tahoe City, CA 96145
Ginger@GoTahoeNorth.com

November 7, 2014

Good Afternoon Ginger,

Thank you for taking the time to send the 2013-14 Community Marketing Grant Program information and application. The West Shore Association (WSA) appreciates the past years of support from NLTRA and an opportunity to continue into 2014 with NLTRA and having our local TOT funds return home.

Attached is the Application's Section A, Items 1-17.

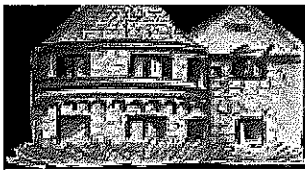
Our WSA Board of Directors looks forward to attending the November 13th Presentations. Thanking NLTRA staff, the BACC committee and NLTRA Board of Directors directly for their commitment to our West Shore promotions is on our Agenda. The opportunity to apply for continued West Shore support for WSA's 2013/2014 Annual Signature Events is greatly appreciated.

Regards,

cistevens

Constance Stevens, MBA
WSA Secretary/Treasurer
PO Box 844
Homewood CA 96141
wildlifeshelter@yahoo.com
530 546-1211 / 530 525-9453

SECTION A:



Lake Tahoe's
WEST SHORE ASSOCIATION

Community Funding Application:

The following information must be provided to complete the application process. To ensure your application qualifies for the review process, please carefully profile your proposal against the eligibility criteria as listed in the **Community Marketing Program Grant Funding Criteria**, as well as the Special Event Criteria listed below.

Date Submitted: **November 7, 2013**

1. Event Date: September 1, 2013; Jan 11-20, 2014; May 22-26, 2014; June 15, 2014

Event Name: West Shore Association Annual Signature Events:

Music in the Park
Olympic Heritage Celebration
Opening Day at the Lake
Mike Brown Memorial Splash-In

2. Grant Amount Requested: \$10,000

3. Name of Applicant Organization: West Shore Association

4. Contact Name: Constance Stevens, WSA Secretary/Treasurer

Mailing Address: PO Box 844 City/State: Homewood CA Zip: 96141

Telephone: 530 546-1211 Email: wildlifeshelter@yahoo.com

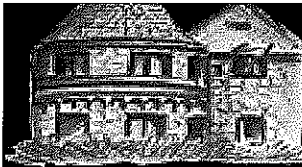
Website: tahoewestshoreassoc.com

5. When was organization founded? 1981 Is organization non-profit? Yes

6. Purpose/Mission of organization:

The mission of the West Shore Association, a 501(c) 6 non-profit business organization, is to promote the commercial and community interests of all members of the Association and the business interests of the West Shore communities of Lake Tahoe, California. These interests shall include, but not be limited to:

- **Encouragement of Tourism and Tourist Activities**
- **Coordination of Community Project Involvement**
- **Support of Special Community or Member Events**
- **Active involvement as determined by Association vote in West Shore, Tahoe Basin, Regional and other important Issues affecting our membership and the West Shore in general.**



Lake Tahoe's WEST SHORE ASSOCIATION

8. What are your organization's annual net revenues (less expenses)?

FY2012/2013 WSA Net Revenues \$2,313.33

9. Narrative description and use of the funding:

WSA Signature Events

WSA has participated in the production of three signature annual events over the last several years. This year we are adding a fourth: Father's Day Splash-In. This event has proven increasingly popular over the last several years during the Opening Day Event.

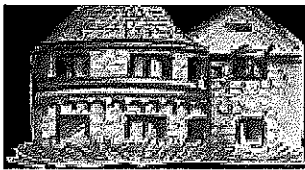
All WSA events showcase the history and the beauty of the West Shore. They generate local and business revenues in Eastern Placer County with a focus on Tahoe's West Shore. Each event also provides opportunities for West Shore public relations and local and regional media exposure with tourist ability to drive to the event with overnight availability during shoulder seasons.

Music in the Park is in its fourth year of providing a twenty pieces free Big Band concert at Sugar Pine Point State Park carrying on a tradition of picnics in front of the historic Ehrman Mansion with Music by the lake in September. **Music in the Park** promises to remain increasingly popular for visitors and residents. **Grant request \$1000**

OHC -2014 will be an Olympic Year - and OHC promises to make it an even bigger event - 1960 Olympians are returning & Squaw Valley will be a larger participant. The **Olympic Heritage Celebration is from January 11-20**. WSA support honors the Olympic Heritage of the **1960 Winter Olympics' Nordic events held at Sugar Pine Point State Park**. The celebration invites 2014 visitors to enjoy the spirit of the Olympics and to sample the trails that have been restored in Sugar Pine Point State Park. . **Grant Request \$1000**

Opening Day at the Lake announces that West Shore Businesses are open and ready for summer. Deck opening parties at Sunnyside, West Shore Café, and Chambers' Landing Bar & Grill are great fun and the perfect start of another beautiful season on the Lake. North Shore Lake-Front Restaurants joined in the celebration last year and are also encouraged to continue this year with West Shore businesses and collaboration with parties of celebration. Businesses are encouraged to provide special drinks and food offerings for Memorial Day Weekend. **Grant Request \$6500**

Mike Brown Annual Splash-In, a Lake Tahoe Seaplane Pilots, West Coast Seaplane Pilots Association and EAA 1073 seaplane gathering has been moved from Memorial Day in May to Father's Day, June 15, 2014 to make it possible for more Seaplanes and visitors to participate in the Splash-In at Obexer's Marina for the weekend rather than a quick turn-around for most, due to weather disturbances. Flight crews will set up information displays at each plane this year. **Grant Request \$1500**



Lake Tahoe's WEST SHORE ASSOCIATION

10. How is your funding request consistent with your organization's mission or purpose?

The mission of the West Shore Association, a 501(c) 6 non-profit business organization, is to promote the commercial and community interests of all members of the Association and the business interests of the West Shore communities of Lake Tahoe, California. These interests shall include, but not be limited to:

- Encouragement of Tourism and Tourist Activities:
 - **Each of WSA's Annual Signature Events encourages and supports tourism, West Shore Businesses and Communities with economic improvements and fun, educational activities for all ages**
- Coordination of Community Project Involvement
 - **Each of these events are coordinated as Community Projects either completely or in-part (OHC & MBM Splash-In) by WSA with the explicit intent of West Shore Community participation**
- Support of Special Community or Member Events
 - **Both the OHC and MBM Splash-In Events are Special WSA Member Events**
OHC: WSA Member Dave Antonucci
MBM Splash-In: WSA Member Rockwood Lodge
- Active involvement as determined by Association vote in West Shore, Tahoe Basin, Regional and other important Issues affecting our membership and the West Shore in general.
 - **The proposed Events do not relate to this portion of the WSA Mission**

11. How does your program enhance visitation to the area or improve the visitor experience?

WSA Signature Events enhance visitation to the area by providing additional 'things to do and places to go' for area tourists. They also encourage increased low-season visitation. The experiences are memorable and attendance has increased over the past years.

12. Submit (attach) complete proposed budget of the program: See Attachment



Lake Tahoe's
WEST SHORE ASSOCIATION

13. If not provided in your submitted budget, please provide (attach) complete marketing and promotional plan. **EXAMPLE: Type of event spending**
Newspaper/Magazine \$Internet/Website \$Radio \$TV Rack Cards
Brochure Direct Mail Printed Program Other: See Attached 2012/2013 P&L

14. Grant Amount Requested: \$ 10,000

15. Percentage of total budget requested 65 %

16. Sources of other funding to support your budget, including proposed sponsors:

- Individual and Corporate Donations**
- Tahoe City Public Utility District**
- Truckee Tahoe Airport District**

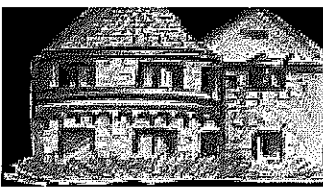
17. Description of how the success of your program will be measured:

The success of each WSA program will be monitored and measured by

- Comparative Attendance Estimates**
- Local Business Contributions**
- Individual Donations**
- Return Attendance**
- Visitor Comments & Smiles**
- Financial Results**

Signature: cistevens, WSA

Print Name and Title: Constance Stevens, WSA Secretary/Treasurer



Lake Tahoe's WEST SHORE ASSOCIATION

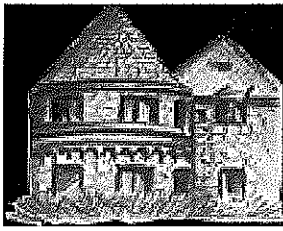
Total NLTRA Grant Request: 10,000

WSA 2013/2014 Event Budget with Actual Comparisons: Jul 1, 2013-Jun 30, 2014

Relative Accounts	'12/'13 Actual	Sep 1, 2013 Music in the Park	'12/'13 Actual	Jan 2014 OlympicHeritage	'12/'13 Actual	May 2014 OpeningDay	June 2014 Splash-In	TOTALS
Income								
NLTRA Grant	\$1,500	\$1,000	\$3,000	\$1,000	\$4,500	\$6,500	\$1,500	\$10,000
TCPUD Donor		\$1,000			\$1,000	\$1,000	\$1,500	\$ 3,500
Donations	\$ 727	\$1,454		\$ 430				\$1,884
TOTAL INCOME	\$2,227	\$3,454	\$3,000	\$1,430	\$5,500	\$7,500	\$3,000	\$15,384
Expenses								
Advertising	\$ 806	\$ 640	\$ 183	\$ 150	\$2,522	\$2,700	\$1,500	\$4,990
Awards/Grants			\$ 500	\$ 1,000	0	0	0	\$1,000
Contract Svcs			\$ 663		\$ 183	\$ 500		\$ 500
Fees	\$ 25	\$ 25	0	0	0	0	0	\$ 25
Insurance	0	\$ 300	\$ 428	\$ 430	\$ 699	0	\$ 700	\$1,430
Mlg,Prntg,Copy		\$ 50	\$ 256	\$ 150	\$2,749	\$4,300	\$ 800	\$5,300
Related Expenses*	\$1,149				\$1,535			
TOTAL EXPENSES	\$1,980	\$1,015 +	\$2,030	\$1,730	\$7,688	\$7,500	\$3,000	\$13,245
NET INCOME	\$ 247	\$2,439+/-	\$ 970	-\$300	-\$2,188	0	0	\$2,139

+ All billing has yet to be submitted for Music in the Park

* Ineligible Expenses for NLTRA Community Marketing Grant



Lake Tahoe's
WEST SHORE ASSOCIATION

Ginger Karl
North Lake Tahoe Chamber/CVB/Resort Association
PO Box 884
Tahoe City, CA 96145
Ginger@GoTahoeNorth.com

November 23, 2013

Greetings Ginger,

The West Shore Association (WSA) appreciates the Business Association Community Collaborative's (BACC) efforts and continued services to local businesses and the West Shore.

Thank you for the opportunity to present to the BACC the WSA's plan for our 2013-2014 West Shore Signature Events. We are looking forward to managing the \$10,000 Marketing Grant Program funds awarded to the West Shore Association on Wednesday, November 13, 2013. We assure you that your accountability expectations will be met with a financial report at the beginning of our next fiscal year, 2014/2015.

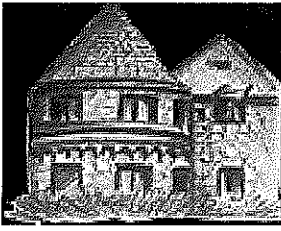
Our invoice is attached.

Warm regards and Happy Holidays,

cistevens

Constance Stevens, MBA
WSA Secretary/Treasurer
PO Box 844
Homewood CA 96141
wildlifeshelter@yahoo.com
530 546-1211 / 530 525-9453

Invoice



Lake Tahoe's
WEST SHORE ASSOCIATION

Ginger Karl
North Lake Tahoe Chamber/CVB/Resort Association
PO Box 884
Tahoe City, CA 96145
Ginger@GoTahoeNorth.com

NLTRA Grant Marketing Grant Program Funds Award	\$10,000
Total Amount Due	\$10,000

Please, make check out to:

West Shore Association

Please, mail check to:

West Shore Association

PO Box 844
Homewood CA 96141



north lake tahoe

Chamber | CVB | Resort Association

THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday November 6, 2013 – 8:30 am – 11 am
Tahoe City Public Utility District
Preliminary Minutes

ATTENDANCE: Phil GilanFarr, Eric Brandt, Wally Auerbach, Alex Mourelatos, Valli Murnane, Kali Kopley, Jennifer Merchant, Brendan Madigan, and Kristi Boosman (TRPA Representative)

NOT PRESENT: Bill Rock, Joseph Mattioli, Ron Parson

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Andy Chapman, Marc Sabella, Judy Laverty, Ginger Karl, Emily Detwiler, and Jessica Walker

OTHERS IN ATTENDANCE: Pam Porkony, Ruth Schnabel, Johnny B, David Tirman, Keith Vogt, Steve Hoch, Tom Acord, Kellie Cutler, Susan Horst, Roger Remford, Carolyn Magin, Randy Hill

A. CALL TO ORDER – ESTABLISH QUORUM

The meeting was called to order at 8:33 am by Chair Phil GilanFarr, and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL -

1. Agenda Additions and/or Deletions
2. Approval of Agenda

M/S/C (Auerbach/Madigan) (8-0-0) to approve the agenda, with items taken out of order if necessary.

C. PUBLIC FORUM

There was no public forum.

D. REPORTS & ACTION ITEMS

Marketing

3. Desimetrics Report – Andy Chapman (10 minutes)
 1. As of the end of September, occupancy is up 10%, ADR 18%, and RevPar 30%. Seeing compression into October as a result of September.
 2. Historical 6 months, RevPar up almost 6%
 3. Looking into the winter and pre-bookings, the numbers are up.
4. Southern California Media Plan Presentation – Andy Chapman (10 minutes)
 1. Andy updated the group on School of Thought's plan to expand marketing into Southern CA with \$250,000 of the Fund Balance if approved.
 2. Some creative ideas are focused on Mammoth and Big Bear skiers.
 3. Lots of social media, media mix mostly digital but subject to change.
 4. There was a question about metrics of where southern CA skiers are going. Number one is CO, Tahoe is 2 and Utah is 3.

5. SnowFest! Execution Plan - MOTION Judy Laverty (15 Minutes)
 1. Judy Laverty: at the last BOD meeting a revised white paper was submitted with the changes. The Board approved and that was sent over to SnowFest! to come up with a plan of execution.
 2. Pam Porkony, SnowFest!, reported that the initial discussions began with the Resort Association back in May and they have worked hard to come up with a plan. They have been speaking with the ski resorts to plan events at the resorts midweek.
 3. Meetings going on with ski resorts about a fundraising event. Homewood may sell a discounted ticket that SnowFest! can sell for profit. Northstar may do a retro skate night. Squaw, VIP viewing area for opening ceremony. Hotel partners are working with Greg Howey on a RFP, and commissionable room nights.
 4. There was discussion between Board and SnowFest! Staff. The Board supports SnowFest!, but questions the funding sources. Would really like to see SnowFest! become more self-sufficient in the future.
 5. It was suggested that SnowFest! start a "Save SnowFest!" campaign that would undoubtedly be successful, as the community is such a huge supporter of SnowFest!
 6. SnowFest! staff explained that it is difficult to fulfill all requests of Board, with additional tasks and less funding.
 7. The Board would like SnowFest! to be more involved with Marketing and BACC committees.

M/S/C (Brandt/Merchant) (8-0-0) to retain last years funding of \$10,000 along with the In-Kind marketing. Also to come up with a great Save SnowFest! campaign.

Infrastructure/Transportation

6. Transit Vision Update – Sandy Evans Hall
 1. The Summit is happening tomorrow at the Truckee/Tahoe Airport. Lots of information on the Vision will be presented and discussed.
7. North Tahoe Public Art Funding – **MOTION** Ron Treabess
 1. Ron gave the summary about the request. The North Tahoe Business Association is requesting funding for the implementation of an ongoing Public Art Program

M/S/C (Auerbach/Mourelatos) (7-0-1 Abstention, Merchant) to approve up to \$25,000 to the North Tahoe Business Association to provide start-up funds for Phase 1 of the North Lake Tahoe Public Art Program.

8. Performing Arts Center Planning and Design – **MOTION** Ron Treabess/Keith Vogt
 1. Ron Treabess, gave a summary of the funding request which is for Phase 1 of a continuing program to complete a performing arts facility. This initial funding will be for the project planning and feasibility study. There are two things that this motion is contingent upon, which are a written agreement with Northstar on the land use and the foundation receiving 501(c)3 status from the IRS.
 2. Keith Vogt discussed the request in a bit more detail about the plans for the center. It would have visual along with performing arts area. The project would have an economic impact of \$1.8 million into the region, as well as a huge educational aspect. They have received letters of support from both Dr. Leri and Dr. Bateman.
 3. The Board had a lengthy discussion about this project and the request for funding.
 4. There was a lot of concern about the scale of the project. Keith Vogt understands the concern and that the local community alone cannot fund this. They will be reaching out to deep pockets outside of the area. In the supporting documents there was information to support this. This is a big number, and this is not going to be funded locally. But without this initial support, it will be difficult to get outside donors.
 5. Keith discussed the local community vs the larger community. He explained that marketing will be reaching out to bring people to Tahoe. There is a much broader vision of what this will do for the community. He asked the Board to think bigger, think "on top of the mountain". This could be a huge asset for Tahoe, a premium facility for not only the community but for a much broader reach.

6. The group was reminded that there was an unanimous recommendation (GilanFarr left before the vote) for this funding at the infrastructure meeting. This is the first step in this project. This next step of an analysis is the necessary next step. For a 20 million project this seems like a reasonable investment to begin the feasibility study. Also that the location is actually quite centrally located.
7. The Board members who are not in favor of this project and the funding had the following concerns;
 - Too large for our community and feels like more justification for the size is needed.
 - Would like to see more public input.
 - Concern that it should be in a more central location
 - Would like to see the full presentation from Keith Vogt.
8. The Board was presented with two options; approve no funds now and have Mr. Vogt come back next month with the full presentation or fund part of the feasibility study now and allow The Performing Arts Center to come back again to request the rest of the money along with a more thorough presentation.
9. Mr. Vogt explained to the Board that the timeline that has been established was designed that way for a reason, he would be more than willing to come back and give the full presentation.
10. Roger Remford made a statement; this project works with the Resort Associations goals to drive visitation. Also, our partner at Vail is huge, and they have also done their own feasibility studies.
11. Susan Horst also gave a statement; She moved here because of her children and has elected to stay and is deeply involved with the arts. She sings with a couple community choruses. There is no good place in the region that allows that, this would give those choruses a home.

Failed Motion -

M/S/C (Brandt/Auerbach) (3-4-1) to approve up to \$153,000 for the Tahoe Regional Arts Foundation to prepare Stage One of this project planning for a performing arts center.

Revised Motion -

M/S/C (Mourelatos/Murnane) (5-1-2 Merchant, Kopley) Motion to fund \$83,900 of the application as presented to reflect the first three steps, and allow to come back in the future to request the rest of the funds.

Organization

9. Fund Balance Proposal – **MOTION** Sandy Evans Hall
 1. Information is in packet and would like to open up for questions. All committees have reviewed and are in support.
 2. Jennifer passed out a letter on the counties view and support.
 3. Jennifer discussed the unallocated \$50,000 and that it would be held in the county treasury. There was a discussion about the \$50,000 and where it should be put. It can be set aside to be allocated in the future.
 4. Peter Kraatz, Placer County DPW, gave a statement on the infrastructure funds. Very quickly, projects are coming forward. From a public works side, there are two high priority projects, Fanny Bridge Realignment and Dollar Creek Trail.
 5. Board and Staff encourage Peter to be as realistic as possible about when the TOT money will be needed.

M/S/C (Kopley/Brandt) (7-0-1 Merchant) to approve the NLTRA recommendation for the \$1,450,372 fund balance allocation, holding the additional \$50,000 in county treasury until an approved scope of work from the Business Association and Chamber Collaborative identifies use of the funds.

10. Board Election Candidates – Sandy Evans Hall
 1. Sandy sent out an email last night, and there are notes in the packet. There was only one candidate per position and after discussion with the attorney; we will not need to go through with a formal vote. All members will be elected by acclamation.

11. Board Officer Nominations – Sandy Evans Hall
 1. Sandy asked the group to let her know if they are interested in, or can recommend a good candidate, for the Board Officer positions. They are also working on a succession plan.

Membership

12. Membership Manager Report
 1. Sandy introduced the new Membership Manager, Ginger Karl.
 2. Ginger discussed the upcoming events
 - i. Corks and Connections Networking Event
 - ii. Chamber Mixer at Northstar
 - iii. Hospitality Holidays
 - iv. Two mixers in December, Incline Christmas Tree Village and Sunnyside Toys for Tots
 - v. She is still looking for January Mixer
 - vi. Coffee and Chocolate Networking Event
 - vii. Bridal Fair set for Feb 1.

E. DIRECTORS' COMMENTS

13. Preliminary Financial Reports for informational purposes
 1. The September Financials have not been approved by the finance committee yet, they are in your packet for informational Purposes.

F. CONSENT CALENDAR – MOTIONS (5 min)

14. Board Meeting Minutes – October 2, 2013
15. Joint Infrastructure/Transportation Committee – October 28, 2013
16. Marketing Committee – October 29, 2013
17. Business Association and Chamber Collaborative – No Meeting in October
18. Lodging Committee – October 3, 2013
19. Conference Sales Directors Committee – No meeting in October
20. Finance Committee – October 24, 2013
21. Executive Committee Report – October 29, 2013
22. Financial Reports
 1. Dashboard and project reports
 2. Approval of Credit Card for Ginger Karl, Membership Manager

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board Member

23. Conference Sales Reports
24. Infrastructure/Transportation Activity Report – September

M/S/C (Auerbach/Kopley) (8-0-0) to approve the consent calendar as presented.

G. MEETING REVIEW AND STAFF DIRECTION

- Look to work with Performing Arts Center about coming back for full presentation
- Increase amount and find funding for SnowFest! in Marketing budget
- Send Memo out to members about election results

H. CLOSED SESSION (If necessary)

- The Board went into closed session to discuss Executive Review

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

Submitted by
Jessica Walker
Executive Assistant
NLT Chamber/CVB/Resort Association



north lake tahoe

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Staff Action Items

Board Meeting 11-6-2013

Ron – Work with Performing Arts Center to come back to the board with full presentation **DONE**

Sandy/Andy – Increase funding to Snowfest! to \$10,000 and identify where that funding will come from. **DONE** – Additional \$5,000 will come out of proposed fund balance destination marketing in LA.

Sandy – Send Memo out to membership regarding election results, cancelling formal election and election audit. **DONE** – Memo sent Friday, November 8

Left from Board Meeting 9-23-2013

Ron – work with Will Garner to develop more skier friendly buses with ski racks in the rear or inside

Left from Board Meeting 8-7-2013

Andy – Develop Destination Visitor Growth Strategy – product delivery, activity, amenities **IN PROGRESS WITH TASK FORCE**

Andy – Develop Video Strategy with Marketing Committee and Coop

Sandy – Work with Membership Manager to develop a Member Survey to assess business needs and Chamber program requests

Left from Board Meeting 1-9-13

Sandy – Talk with Peter Kraatz at Placer County DPW about changing days off for TART drivers in order to provide service on Christmas Day **EMAIL SENT**

Left from Board Meeting 12-5-12

Sandy/Jessica – Create communication plan feedback survey for key partners **JUNE**

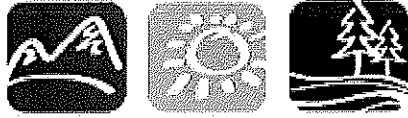
Left from Board Meeting 3-7-12

Lodging Committee/Andy – Develop strategy for leisure travel promotion for small lodging, means of representing data from small lake lodging, strategies for retaining and raising ADR

Andy – Develop 3 year measureable goals for coop

Left from Board Meeting 8-3-11

Ron – Before consideration of any future bus shelters, board needs to approve a Master Bus Shelter Plan – **Have talked to Peter Kratz about the shelter master plan and it is in progress**



north lake tahoe

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COMMITTEE: Capital Investment/Transportation

MEETING DATE: November 25, 2013

BOARD MEMBERS PRESENT: Wally Auerbach, Jennifer Merchant, Phil GilanFarr – via phone

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

MOTIONS MADE/VOTE:

M/S/C (Pang/Paulson) (10-0-0) to approve the Joint Infrastructure/Transportation Committee Agenda for November 25, 2013

M/S/C (GilanFarr/Perman) (10-0-0) to approve the Joint Infrastructure/Transportation Committee Minutes of October 28, 2013

M/S/C (Bergman/Merchant) (10-0-0) to recommend Board approval of infrastructure funding up to \$140,000 to support the Tahoe Transportation District continue providing the North lake Tahoe Water Shuttle Program in 2014, continue

Water Shuttle recommendations include:

1. Determine expectations necessary to be met to continue beyond 2014
2. Committee review 2014 user surveys before conducting
3. Explore "next bus" type system for water shuttle
4. Try to determine acceptable passenger fare thresholds
5. Update data from other areas shuttle systems
6. Investigate possible air quality mitigation funding for pilot transit

M/S/C (Pang/Paulson) (10-0-0) to approve the recommendation to the NLTRA Board of Directors to approve the infrastructure funding of up to \$100,000 toward the development and implementation of a Regional Transit System brand.

- The committee also recommended that in developing the brand and branding program, it should be clarified what will be included in the initial implementation and what will be further incorporated as the Implementation of the single transportation branding program continues

M/S/C (Perman/Pang) (8-1-1 abstention, GilanFarr) to approve the recommendation to the NLTRA Board: 1) approves Placer County Department of Public Works(DPW) request for TOT Infrastructure matching funds of \$285,000 for Dollar Creek Shared Use Trail in FY 2013/14 and 2014/15; and 2) commit to providing \$1,490,000 matching funds for the Fanny Bridge project through four equal annual payments of \$372,500 commencing in FY 2015/16

- The discussion recommended that the FY 2014/15 annual update process of the Capital Investment/Transportation Work Plan (formerly the Integrated Work Plan) include a joint workshop with the Committee and Board to review funding availability, project selection, strategy, and priority setting.



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Marketing
MEETING DATE: November 29, 2013
BOARD MEMBERS PRESENT: Eric Brandt

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

MOTIONS MADE/VOTE:

- 3.1 M/S/C (Maurer/Brandt) (8/0) to approve the agenda as presented.
- 4.1 M/S/C (Sprague/Maas) (8/0) to approve the Marketing Committee minutes from October 29, 2013 with the correction of Chuck Maas last name.

BOARD APPROVAL/DIRECTION REQUESTED:



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Business Association and Chamber Collaborative

MEETING DATE: November 13, 2013

BOARD MEMBERS PRESENT: Eric Brandt, Kali Kopley

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

MOTIONS MADE/VOTE:

M/S/C (Williams/Hoch) (6-0-2 abstention Kopley, Brandt) to approve the Joint Infrastructure/Transportation Committee Agenda for November 25, 2013

M/S/C (Kopley/Doyle) (8-0-0) to approve the marketing grant of \$10,000 to West Shore Association



COMMITTEE: Lodging
MEETING DATE: Nov 12, 2013
BOARD MEMBERS PRESENT: Alex Mourelatos

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action to staff/committee members: Prepare for April's committee task. (GoTahoeNorth website and Cool Deals) Emily will send out a reminder.

Action to Emily: Research the plausibility of creating a survey that can be completed by lodging guest on how their experience was with GoTahoeNorth website. Distribute these to lodging properties.

Action to Emily: Add "Groups" as a Committee Task Idea. Subcategories under Groups would include: Weddings, Family Reunions and Corporate groups and meetings.

MOTIONS MADE/VOTE:

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

4.1 M/S/C (Williams/Mourelatos) (4/0) to approve the Lodging Meeting minutes from October 3, 2013.



COMMITTEE: Finance

MEETING DATE: Thursday, November 21, 2013

BOARD MEMBERS PRESENT: Bill Rock and Jennifer Merchant. Phil GilanFarr participated by telephone.

ACTION ITEMS TAKEN:

Staff is working with outside auditors and Placer County to determine how to record Capital Projects on the financial statements.

MOTIONS MADE / VOTE:

M/S/C (Salmon/Frushon) (3/0) to approve the agenda as presented.

M/S/C (Frushon/Salmon) (3/0) to approve the Finance Committee minutes of October 24, 2013.

BOARD APPROVAL / DIRECTION REQUESTED:

M/S/C (Frushon/Salmon) (4/0/1 abstention - Merchant) to recommend the Board of Directors approve the September 2013 Financial Statements.

M/S/C (Merchant/Salmon) (5/0) to recommend the Board of Directors approve the October 2013 Financial Statements.



north lake tahoe

Chamber | CVB | Resort Association

NLTRA Executive Committee

Tuesday, November 19, 2013

8:30 a.m.

NLTRA Offices

Report

A. Open Session

1. Items for Board Meeting Agenda – December 4
Discussed all items on draft board agenda, added adoption of BACC structure, directed Ron Treabess to work with the Performing Arts Center for a presentation that provided the board with background on the project to date
2. Update on Board/County CEO Discussion at Retreat – No Report
Sandy will follow up with Jennifer Merchant and David Boesch to set up next meeting to discuss the annual calendar of procedural dates
3. TOT Fund Balance proposal
Sandy shared that the proposal will go before the BOS in December with the \$50,000 for product development remaining in the County Trust until a scope of work from the BACC is submitted and approved
4. Business Association and Chamber Collaborative
An agreed upon structure description was provided which will be voted on by the board at the next meeting. Recruitment of additional committee members has begun.
5. Transit Summit – November 7 – Next Steps
A list of next steps that were voiced at the Summit was provided and will be shared with the Board of Directors. Additional volunteer have been added to the coalition from the Summit and will be invited to the next meeting.
6. Financial Audit – accounting of County funds for Infrastructure – Ironman accrued expenses
Sandy shared the procedural changes that will be in place once the infrastructure account has been completely drawn down. A discussion of how the NLTRA should treat the Infrastructure funds still remains in question but considering the county

contract and the desire to have NLTRA contract with vendors, it may lead to continuing to track the revenues and expenses through our books.

7. Board Development Retreat – Feb. 5, 2014
Sandy is talking to Bill Geist, author of the book provided to all board members, about coming to lead a board workshop for a half day.
8. Tahoe Prosperity Center – Economic Indicators, TAU allocation, Broadband/Cellular Coverage
Sandy informed the Exec. Committee of the activities that the TPC is engaged in and suggested a presentation in January or early in the year
9. Orthopedic Advisory Council - TFH
Sandy informed the Exec. Committee of the activities of the OAC that are aligned with our Human Powered Sports initiative to develop an integrated approach to the broad range of Orthopedic and Sports Performance services.
10. Executive Review
Phil is in the process of completing the review of the Executive Director.

North Lake Tahoe Resort Association
Infrastructure Reimbursement Procedures with Placer County
For the year ended June 30, 2014

1. NLTRA will set up contract or arrangement with vendor to provide infrastructure services or goods.
2. NLTRA will send a list of vendors to be used to the Placer County accounting office to verify if the vendors are in the Placer County accounting systems. Placer County will send back confirmation of vendors in the County system to NLTRA.
3. If vendors are not in the system, NLTRA will send a W-9 form and a 590 form to the vendor for completion and authorization. Once the forms are returned to NLTRA, the original forms will be mailed to the Placer County accounting office. A copy will be kept in the NLTRA vendor files and an electronic copy will be sent to the Placer County accounting office via electronic mail.
4. Invoices received by the NLTRA will be approved by the Director of Community Partnerships and Planning and will be forwarded to Placer County Accounting for County approval and processing.
5. If invoices are approved, the Placer County accounting office will process the invoice for payment. If they are not approved, Placer County will contact the Director of Community Partnerships and Planning at the NLTRA to resolve any problems with the vendor or in other areas to get the payment processed.
6. A schedule of payments to each infrastructure project will be produced by the Placer County accounting department and a copy of the schedule will be sent to the NLTRA for verification and confirmation.

NLT Chamber/CVB/ Resort Association

Financial Statements

For the Three Months Ending September 30, 2013



November 21, 2013

To: Finance Committee
From: Kim Lambert
Re: Major Variances of the September and October 2013 Financial Statements

The following items have changed for the month of September since the September preliminary financial statements were reviewed.

- \$78,000 of IronMan room revenue was moved from Conference Commissions to Special Events – Ironman.
- \$50,000 of room rebate expense was moved to Special Events.
- Additional IronMan expenses known at this time have been added to Special Events.

As of October 31st, 33% of the budget calendar should be completed. The following are the major budget to actual variances **YEAR-TO-DATE**:

- Membership Dues, New Member Fees, and Membership Activities revenue is under budget; however, this deficit is partially offset by a decrease in Membership Salaries and Membership Activities expenses. A new Membership Manager started on October 7th.
- Merchandise Sales revenue and Cost of Goods Sold are over budget due to strong sales in the North Lake Tahoe Visitors Information Center.
- Salaries & Wages expense is under budget; 2013/14 Incentives have not yet been accrued. They will be recorded in November.
- Equipment Support & Maintenance is currently over budget due to new software upgrades that were completed in October.
- Professional Fees expense is over budget due timing of billing for the annual audit.
- Special Events expense is over budget, some IronMan expenditures are coming in higher than anticipated.
- Marketing Cooperative/Media expense is over budget due to timing. Less expense will be recorded in November and December in order to bring the expense in line with budget.
- IronMan room rebates of \$63,000 were originally budgeted to Miscellaneous Programs in the Conference department, but the expense is now recorded in the Marketing department.
- Variances in Infrastructure and Transportation Project Costs and Research and Planning are due to timing of projects.

North Lake Tahoe Resort Association

BALANCE SHEET

At September 30, 2013

	September 30 2013	September 30 2012	June 30 2013
Assets			
Current Assets			
Petty Cash	500	500	500
Cash - Operations Acct #6712	645,874	362,711	549,620
Cash - Payroll Account #7421	5,052	16,731	13,480
Marketing Cooperative Cash	41,876	130,275	41,876
Cash - Infrastructure #8163	41,862	303,499	303,769
UBS Cash	8,868	8,572	8,856
Infrastructure Money Market	869	244,756	44,879
Cash in Drawer	500	680	300
Accounts Receivable	83,308	71,752	59,476
A/R - Sales Estimates	93,463	6,244	9,429
A/R - TOT Funding	1,651,478	2,449,115	408,188
Undeposited Funds	398	(138)	352
WebLink Accounts Receivable	9,585	0	21,325
Inventories	13,344	13,832	17,542
AR TOT Transportation NLTRA	1,012,480	677,556	112,926
AR TOT Transp County Held	108,781	469,000	108,781
AR TOT Infrastructure County	2,782,406	5,689,244	1,764,405
AR TOT Infrastructure NLTRA Held	293,540	198,040	33,007
AR TOT Infra Maintenance County	150,000	-	-
Total Current Assets	6,944,184	10,642,369	3,498,709
Property and Equipment			
Furniture & Fixtures	68,768	64,991	67,102
Accum. Depr. - Furniture & Fixtures	(62,754)	(55,468)	(61,802)
Computer Equipment	41,344	41,344	41,344
Accum. Depr. - Computer Equipment	(39,940)	(38,572)	(39,940)
Computer Software	30,050	30,050	30,050
Accum. Amort. - Software	(24,492)	(21,004)	(23,620)
Leasehold Improvements	24,284	24,284	24,284
Accum. Amort - Leasehold Improvements	(23,517)	(23,318)	(23,467)
Total Property and Equipment	13,743	22,307	13,951
Other Assets			
Prepaid Expenses	18,178	43,014	45,132
Prepaid Insurance	12,380	12,025	4,797
Total Other Assets	30,558	55,039	49,928
Total Assets	6,988,485	10,719,715	3,562,588
Liabilities and Net Assets			
Current Liabilities			
Accounts Payable	660,667	163,748	148,642
Salaries / Wages Payable	34,874	77,843	35,874
Empl. Federal Tax Payable	1,544	1,496	1,544
FUTA Taxes Payable	0	48	0
401(k) Plan	(3,167)	16,224	655
Estimated PTO	62,415	60,883	62,415
Sales and Use Tax Payable	2,209	2,635	1,302
Ski Tahoe North Lift Tickets	0	2,857	0
Marketing Cooperative Liabilities	41,876	130,275	41,876
Infra-Company Borrowings	(1,997)	(80)	(139)
AFW Suspense Account	6,050	(4,491)	0
Payroll Liabilities	3,295	2,665	3,732
Deferred Rev - Membership Dues	60,632	54,125	81,113
Deferred Revenue - Other	19,120	13,880	19,441
Deferred Support	1,717,664	1,836,656	0
Deferred Transportation Support	853,369	977,167	108,781
Deferred Infrastructure Support	3,220,839	6,279,687	2,045,319
Deferred Support- Infra Maint. Reserve	292,096	150,000	142,096
Total Liabilities	6,771,485	9,765,618	2,692,650
Net Assets			
Unrestricted Net Assets	478,284	442,564	442,564
Designated Marketing Reserve	293,110	293,110	293,110
Designated Infra Maint Reserve	98,544	98,544	98,544
Net Income/(Loss)	(652,938)	119,879	35,720
Total Net Assets	217,000	954,097	869,938
Total Liabilities and Net Assets	6,988,485	10,719,715	3,562,588

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended September 30, 2013 (Revised to Final November 14, 2013)
Consolidated Departments

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year To Date Actual	Total 2013 2014 Budget	Percent of YTD Budget Consumed
Revenue								
\$ 268,863	\$ 268,863	Placer County TOT Funding	\$ 806,589	\$ 806,589	\$ -	\$ 925,673	\$ 3,226,360	25%
-	84,840	Cap Imp Funding - Placer Held	-	254,520	(254,520)	-	1,018,080	0%
9,268	9,686	Membership	27,943	30,858	(2,915)	28,411	128,232	22%
100	400	New Member Fees	200	1,200	(1,000)	-	4,800	4%
900	900	Membership Activities	1,800	6,200	(4,400)	1,131	53,750	3%
675	769	Tuesday Morning Breakfast Club	2,590	2,307	283	3,237	9,228	28%
-	-	Sponsorships	-	-	-	-	2,500	0%
104,936	-	Special Events - Marketing - Ironman	104,936	-	104,936	-	-	100%
583	500	Non-Retail VIC Sales	2,822	1,500	1,322	425	7,000	40%
23,683	17,000	Commissions	52,085	47,000	5,085	31,818	190,360	27%
11,553	12,000	Merchandise Sales	43,430	36,100	7,330	36,750	87,900	49%
420,561	394,958	Total Revenue	1,042,395	1,186,274	(143,879)	1,027,445	4,728,210	22%
5,824	6,625	Cost of Goods Sold/Discounts	22,417	19,133	(3,284)	14,031	46,587	48%
5,824	6,625	Total Cost of Goods Sold	22,417	19,133	(3,284)	14,031	46,587	48%
414,737	388,333	Gross Margin	1,019,978	1,167,141	(147,163)	1,013,414	4,681,623	22%
Operating Expenses								
91,528	99,762	Salaries & Wages	285,192	304,278	19,086	302,588	1,307,366	22%
14,872	16,265	Rent	45,844	46,575	731	45,935	186,345	25%
2,681	3,105	Telephone	8,349	9,317	968	10,674	37,274	22%
186	320	Mail - USPS	892	960	68	641	3,854	23%
1,209	1,258	Insurance/Bonding	3,756	3,766	10	3,109	15,065	25%
1,275	3,650	Supplies	3,295	5,404	2,109	7,053	14,528	23%
-	102	Visitor Communications - Other	65	102	37	98	408	16%
410	1,198	Depreciation	1,874	3,602	1,728	3,579	14,421	13%
1,481	970	Equipment Support & Maintenance	3,030	2,910	(120)	4,914	11,635	26%
77	354	Taxes, Licenses & Fees	1,210	998	(212)	1,541	4,052	30%
-	29	Miscellaneous Expense	-	87	87	349	350	0%
2,009	1,794	Equipment Rental/Leasing	5,679	5,376	(303)	6,118	21,494	26%
-	386	Training Seminars	-	386	386	180	1,005	0%
-	500	Public Outreach	1,000	1,000	0	-	3,776	26%
-	150	Professional Fees	300	300	0	3,562	19,250	2%
-	1,000	Research & Planning Membership	3,000	3,000	0	3,000	5,000	60%
5,142	6,870	Research & Planning	23,219	20,530	(2,689)	31,718	82,000	28%
111,052	46,250	Transportation Projects	199,582	87,250	(112,332)	106,037	322,000	62%
-	140,000	Infrastructure Projects	419,164	420,000	836	96,998	1,018,080	41%
-	-	Marketing Programs	-	-	0	-	100,000	0%
377,093	235,000	Special Events	381,737	245,000	(136,737)	6,402	305,000	125%
416	440	Membership Activities	1,314	3,905	2,591	1,147	30,482	4%
-	737	Tuesday Morning Breakfast Club	1,329	2,211	882	1,686	8,844	15%
90,000	90,000	Marketing Cooperative/Media	270,000	270,000	0	242,286	795,000	34%
-	1,574	Media/Collateral/Production	-	1,574	1,574	-	1,574	0%
4,238	7,500	Miscellaneous Programs	4,279	7,500	3,221	4,312	100,469	4%
-	-	Conference - PUD	-	-	0	-	8,000	0%
69	35	Employee Relations	207	483	276	25	2,165	10%
231	384	Board Functions	801	1,152	351	1,387	4,605	17%
575	468	Credit Card Fees	1,769	1,404	(365)	1,359	5,346	33%
911	733	Automobile Expenses	1,970	2,292	322	1,489	9,301	21%
845	231	Meals/Meetings	1,345	882	(463)	1,029	3,545	38%
-	996	Dues & Subscriptions	1,580	2,678	1,098	2,779	5,518	29%
-	453	Travel	1,158	1,734	576	1,709	6,934	17%
706,300	662,514	Total Operating Expenses	1,672,940	1,456,656	(216,284)	893,704	4,454,686	38%
(291,563)	(274,181)	Operating Income (Loss)	(652,962)	(289,515)	(363,447)	119,710	226,937	
4	-	Investment Income/Interest	23	-	23	169	(2)	
(291,559)	(274,181)	Net Income (Loss)	(652,939)	(289,515)	(363,424)	119,879	226,939	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended September 30, 2013 (Revised to Final November 14, 2013)
All Departments Ex Infrastructure/Transportation

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year To Date Actual	Total 2013 2014 Budget	Percent of YTD Budget Consumed
Revenue								
\$ 190,851	\$ 190,851	Placer County TOT Funding	\$ 572,553	\$ 572,553	\$ -	\$ 612,459	\$ 2,290,217	25%
9,268	9,686	Membership	27,943	30,858	(2,915)	28,411	123,432	23%
100	400	New Member Fees	200	1,200	(1,000)	-	4,800	4%
900	900	Membership Activities	1,800	6,200	(4,400)	1,131	53,750	3%
675	769	Tuesday Morning Breakfast Club	2,590	2,307	283	3,237	9,228	28%
-	-	Sponsorships	-	-	-	-	2,500	0%
104,936	-	Special Events - Marketing - Ironman	104,936	-	104,936	-	-	100%
584	500	Non-Retail VIC Sales	2,822	1,500	1,322	425	7,000	40%
23,682	17,000	Commissions	52,085	47,000	5,085	31,818	190,360	27%
11,553	12,000	Merchandise Sales	43,430	36,100	7,330	36,750	87,900	49%
342,549	232,106	Total Revenue	808,359	697,718	110,641	714,231	2,769,187	29%
5,824	6,625	Cost of Goods Sold/Discounts	22,417	19,133	(3,284)	14,031	46,587	48%
5,824	6,625	Total Cost of Goods Sold	22,417	19,133	(3,284)	14,031	46,587	48%
336,725	225,481	Gross Margin	785,942	678,585	107,357	700,200	2,722,600	29%
80,146	87,434	Salaries & Wages	251,102	267,294	16,192	266,311	1,133,278	22%
13,668	14,346	Rent	42,165	40,830	(1,335)	42,458	163,394	26%
2,281	2,688	Telephone	6,899	8,064	1,165	8,923	32,256	21%
186	320	Mail - USPS	889	960	71	632	3,830	23%
1,137	1,142	Insurance/Bonding	3,531	3,426	(105)	2,831	13,713	28%
1,216	3,515	Supplies	3,052	4,999	1,947	6,720	12,917	24%
-	102	Visitor Communications - Other	65	102	37	98	408	16%
345	1,012	Depreciation	1,574	3,036	1,462	3,007	12,149	13%
1,440	871	Equipment Support & Maintenance	2,730	2,613	(117)	4,336	10,447	26%
77	354	Taxes, Licenses & Fees	1,030	882	(148)	1,426	3,525	29%
-	29	Miscellaneous Expense	-	87	87	349	350	0%
1,808	1,500	Equipment Rental/Leasing	4,999	4,500	(499)	5,034	18,001	28%
-	386	Training Seminars	-	386	386	180	1,005	0%
-	150	Professional Fees	300	300	0	3,562	19,250	2%
-	-	Marketing Programs	-	-	0	-	100,000	0%
377,092	235,000	Special Events	381,737	245,000	(136,737)	6,402	305,000	125%
416	440	Membership Activities	1,314	3,905	2,591	1,147	30,482	4%
-	737	Tuesday Morning Breakfast Club	1,329	2,211	882	1,686	8,844	15%
90,000	90,000	Marketing Cooperative/Media	270,000	270,000	0	242,286	795,000	34%
-	1,574	Media/Collateral/Production	-	1,574	1,574	-	1,574	0%
4,236	7,500	Miscellaneous Programs	4,278	7,500	3,222	4,312	100,469	4%
-	-	Conference - PUD	-	-	0	-	8,000	0%
69	35	Employee Relations	207	433	226	25	1,963	11%
231	384	Board Functions	801	1,152	351	1,387	4,605	17%
575	468	Credit Card Fees	1,769	1,404	(365)	1,359	5,346	33%
731	424	Automobile Expenses	1,395	1,365	(30)	1,163	5,601	25%
811	231	Meals/Meetings	1,311	801	(510)	1,008	3,220	41%
-	996	Dues & Subscriptions	1,535	2,643	1,108	2,779	5,378	29%
-	453	Travel	1,158	1,734	576	1,709	6,934	17%
676,465	452,091	Total Operating Expenses	985,170	877,201	(107,969)	611,130	2,806,939	35%
(239,740)	(226,610)	Operating Income (Loss)	(199,228)	(198,616)	(612)	89,070	(84,339)	
4	-	Investment Income/Interest	23	-	23	169	-	
(7,207)	(7,206)	Allocated Expenses	(21,621)	(21,618)	(3)	(18,986)	(86,478)	
(232,529)	(219,404)	Net Income (Loss)	(177,584)	(176,998)	(586)	108,225	2,139	

	Marketing	Conference	Visitor Information	Subtotal	Membership	Administration	Subtotal Ex Infr/Trans	Infrastructure	Transportation	TOTAL
Revenue										
Placer County TOT Funding	\$ 418,928	\$ 74,953	\$ 79,374	\$ 572,553	\$ -	\$ -	\$ 572,553	\$ 52,506	\$ 181,530	\$ 806,589
Cap Imp Funding - Placer Held	-	2,027	-	2,027	25,916	-	27,943	-	-	27,943
Membership	-	-	-	-	200	-	200	-	-	200
New Member Fees	-	-	-	-	1,800	-	1,800	-	-	1,800
Membership Activities	-	-	-	-	2,590	-	2,590	-	-	2,590
Tuesday Morning Breakfast Club	-	-	-	-	-	-	-	-	-	-
Special Events - Marketing - Ironman	104,936	-	-	104,936	-	-	104,936	-	-	104,936
Non-Retail VIC Sales	-	-	2,822	2,822	-	-	2,822	-	-	2,822
Commissions	-	52,085	-	52,085	-	-	52,085	-	-	52,085
Merchandise Sales	-	-	43,431	43,431	-	-	43,431	-	-	43,431
Total Revenue	523,262	128,965	125,627	777,854	30,506	-	808,360	52,506	181,530	1,042,396
Cost of Goods Sold										
Total Cost of Goods Sold/Discounts	-	-	22,417	22,417	-	-	22,417	-	-	22,417
Gross Profit	523,262	128,965	103,210	755,437	30,506	-	785,943	52,506	181,530	1,019,979
Operating Expenses										
Salaries & Wages	63,708	51,528	58,419	171,555	16,130	63,317	251,102	18,405	15,686	285,193
Rent	5,161	2,563	28,850	34,594	1,840	5,732	42,166	1,840	1,840	45,846
Telephone	2,394	690	1,025	4,109	817	1,974	6,900	725	725	8,350
Mail - USPS	35	405	335	775	38	76	889	2	2	893
Insurance/Bonding	714	714	939	2,367	338	826	3,531	113	113	3,757
Supplies	413	222	1,404	2,039	112	901	3,052	131	111	3,294
Depreciation	488	244	243	955	150	468	1,573	150	150	1,873
Equipment Support & Maintenance	613	843	312	1,768	100	863	2,781	150	150	3,031
Taxes, Licenses & Fees	281	148	204	631	90	308	1,029	90	90	1,209
Equipment Rental/Leasing	772	882	1,254	2,908	165	1,926	4,999	340	340	5,679
Professional Fees	-	-	-	-	-	300	300	-	-	300
Public Outreach	-	-	-	-	-	-	-	1,000	-	1,000
Research & Planning	-	-	-	-	-	-	-	-	3,000	3,000
Research & Planning	-	-	-	-	-	-	-	10,718	-	10,718
Transportation Projects	-	-	-	-	-	-	-	-	23,219	23,219
Infrastructure Projects	-	-	-	-	-	-	-	-	199,582	199,582
Special Events	381,737	-	-	381,737	-	-	381,737	419,163	-	800,900
Membership Activities	-	-	-	-	1,314	-	1,314	-	-	1,314
Tuesday Morning Breakfast Club	-	-	-	-	1,329	-	1,329	-	-	1,329
Marketing Cooperative/Media	240,000	30,000	-	270,000	-	-	270,000	-	-	270,000
Employee Relations	-	-	30	30	-	177	207	-	-	207
Board Functions	-	-	-	-	-	801	801	-	-	801
Credit Card Fees	-	-	1,184	1,184	584	-	1,768	-	-	1,768
Automobile Expenses	726	281	370	1,377	17	-	1,394	287	287	1,968
Meals/Meetings	1,090	-	216	1,246	-	66	1,312	34	-	1,346
Dues & Subscriptions	985	-	-	985	555	45	1,535	22	22	1,579
Travel	-	-	-	-	-	1,158	1,158	-	-	1,158
Miscellaneous	3,301	-	65	3,366	545	435	4,346	-	-	4,346
Total Operating Expenses	702,288	88,538	90,850	881,676	24,124	79,373	985,173	453,170	234,599	1,672,942
Operating Income (Loss)	(179,026)	40,427	12,360	(126,239)	6,382	(79,373)	(195,230)	(400,664)	(53,069)	(652,963)
Other Income										
Revenues- Interest & Investment	-	-	-	-	-	24	24	-	-	24
Other Expenses Allocated	47,334	11,238	10,470	69,042	8,967	(99,530)	(21,521)	12,654	8,967	-
Net Income (Loss)	(225,350)	29,189	1,890	(195,281)	(2,585)	20,281	(177,535)	(413,318)	(62,036)	(652,939)

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended September 30, 2013 (Revised to Final November 14, 2013)
Marketing

<u>Current Month Actual</u>	<u>Current Month Budget</u>		<u>Year to Date Actual</u>	<u>Year to Date Budget</u>	<u>Variance</u>	<u>Prior Year To Date Actual</u>	<u>Total 2013 2014 Budget</u>	<u>Percent of YTD Budget Consumed</u>
Revenue								
\$ 139,442	\$ 139,442	Placer County TOT Funding	\$ 418,326	\$ 418,326	\$ -	\$ 446,091	\$ 1,673,310	25%
104,936	-	Special Events - Ironman	104,936	-	104,936	-	-	100%
<u>244,378</u>	<u>139,442</u>	Total Revenue	<u>523,262</u>	<u>418,326</u>	<u>104,936</u>	<u>446,091</u>	<u>1,673,310</u>	<u>31%</u>
Operating Expenses								
20,557	22,141	Salaries & Wages	63,708	66,423	2,715	67,549	307,095	21%
1,685	1,813	Rent	5,161	5,439	278	4,868	21,760	24%
804	884	Telephone	2,394	2,652	258	3,183	10,606	23%
-	96	Mail - USPS	35	288	253	128	1,150	3%
230	241	Insurance/Bonding	714	723	9	642	2,891	25%
105	276	Supplies	413	828	415	1,341	3,307	12%
103	301	Depreciation	468	903	435	895	3,617	13%
162	200	Equipment Support & Maintenance	613	600	(13)	1,454	2,401	26%
-	59	Taxes, Licenses & Fees	281	177	(104)	380	709	40%
228	220	Equipment Rental/Leasing	772	660	(112)	702	2,638	29%
-	100	Training Seminars	-	100	100	-	425	0%
-	-	Marketing Programs	-	-	0	-	100,000	0%
377,093	235,000	Special Events	381,737	245,000	(136,737)	6,402	305,000	125%
80,000	80,000	Marketing Cooperative/Media	240,000	240,000	0	208,788	675,000	36%
3,258	3,500	Miscellaneous Programs	3,301	3,500	199	3,901	36,500	9%
-	103	Employee Relations	-	103	103	-	103	0%
-	16	Credit Card Fees	-	48	48	-	201	0%
342	183	Automobile Expenses	726	549	(177)	493	2,192	33%
690	130	Meals/Meetings	1,030	390	(640)	523	1,564	66%
-	1,000	Dues & Subscriptions	935	1,000	65	37	1,387	67%
-	240	Travel	-	734	734	1,709	5,434	0%
<u>485,257</u>	<u>346,503</u>	Total Operating Expenses	<u>702,288</u>	<u>570,117</u>	<u>(132,171)</u>	<u>302,995</u>	<u>1,483,980</u>	<u>47%</u>
(240,879)	(207,061)	Operating Income (Loss)	<u>(179,026)</u>	<u>(151,791)</u>	<u>(27,235)</u>	<u>143,096</u>	<u>189,330</u>	
15,778	15,778	Allocated Expenses	47,334	47,334	0	33,535	189,330	
<u>(256,657)</u>	<u>(222,839)</u>	Net Income (Loss)	<u>(226,360)</u>	<u>(199,125)</u>	<u>(27,235)</u>	<u>109,561</u>	<u>-</u>	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
 Statement of Activities and Changes in Net Assets
 For the Month Ended September 30, 2013 (Revised to Final November 14, 2013)
 Conference

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year To Date Actual	Total 2013 2014 Budget	Percent of YTD Budget Consumed
Revenue								
\$ 24,951	\$ 24,951	Placer County TOT Funding	\$ 74,853	\$ 74,853	\$ -	\$ 88,050	\$ 299,406	25%
657	600	Membership	2,027	1,800	227	2,199	7,200	28%
23,683	17,000	Commissions	52,085	47,000	5,085	31,818	190,360	27%
<u>49,291</u>	<u>42,551</u>	Total Revenue	<u>128,965</u>	<u>123,653</u>	<u>5,312</u>	<u>122,067</u>	<u>496,966</u>	<u>26%</u>
Operating Expenses								
18,617	17,903	Salaries & Wages	51,528	53,709	2,181	48,489	233,044	22%
842	922	Rent	2,583	2,766	183	2,499	11,052	23%
210	281	Telephone	690	843	153	972	3,366	20%
60	66	Mail - USPS	405	198	(207)	172	781	52%
230	223	Insurance/Bonding	714	669	(45)	535	2,680	27%
89	77	Supplies	222	231	9	237	921	24%
54	157	Depreciation	244	471	227	465	1,883	13%
613	138	Equipment Support & Maintenance	843	414	(429)	570	1,653	51%
-	15	Taxes, Licenses & Fees	146	45	(101)	94	177	82%
364	188	Equipment Rental/Leasing	882	564	(318)	628	2,255	39%
10,000	10,000	Marketing Cooperative/Media	30,000	30,000	0	33,498	120,000	25%
-	4,000	Miscellaneous Programs	-	4,000	4,000	411	63,000	0%
-	-	Conference - PUD	-	-	0	-	8,000	0%
-	35	Employee Relations	-	105	105	-	425	0%
281	91	Automobile Expenses	281	273	(8)	-	1,097	26%
-	18	Meals/Meetings	-	54	54	73	215	0%
-	1,069	Dues & Subscriptions	-	1,069	1,069	815	1,470	0%
-	-	Bad Debt	-	-	0	-	-	0%
<u>31,360</u>	<u>35,183</u>	Total Operating Expenses	<u>88,538</u>	<u>95,411</u>	<u>6,873</u>	<u>89,458</u>	<u>452,019</u>	<u>20%</u>
17,931	7,368	Operating Income (Loss)	40,427	28,242	12,185	32,609	44,947	
3,746	3,746	Allocated Expenses	11,238	11,238	0	20,497	44,947	
<u>14,185</u>	<u>3,622</u>	Net Income (Loss)	<u>29,189</u>	<u>17,004</u>	<u>12,185</u>	<u>12,112</u>	<u>-</u>	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended September 30, 2013 (Revised to Final November 14, 2013)
Transportation

<u>Current Month Actual</u>	<u>Current Month Budget</u>		<u>Year to Date Actual</u>	<u>Year to Date Budget</u>	<u>Variance</u>	<u>Prior Year To Date Actual</u>	<u>Total 2013 2014 Budget</u>	<u>Percent of YTD Budget Consumed</u>
		Revenue						
\$ 60,510	\$ 60,510	Placer County TOT Funding	\$ 181,530	\$ 181,530	\$ -	\$ 169,389	\$ 726,118	25%
60,510	60,510	Total Revenue	181,530	181,530	-	169,389	726,118	25%
		Operating Expenses						
5,236	6,164	Salaries & Wages	15,686	18,492	2,806	16,850	87,044	18%
602	1,266	Rent	1,840	3,798	1,958	1,738	15,189	12%
200	222	Telephone	725	666	(59)	843	2,667	27%
-	8	Mail - USPS	2	8	6	4	8	25%
36	56	Insurance/Bonding	113	168	55	139	676	17%
30	53	Supplies	111	159	48	147	633	18%
33	95	Depreciation	150	285	135	286	1,136	13%
20	49	Equipment Support & Maintenance	150	147	(3)	289	584	26%
-	60	Taxes, Licenses & Fees	90	60	(30)	58	60	150%
101	145	Equipment Rental/Leasing	340	435	95	542	1,738	20%
-	-	Public Outreach	-	-	0	-	950	0%
-	1,000	Research & Plan Membership Dues	3,000	3,000	0	3,000	5,000	60%
2,381	2,500	Research & Planning	12,501	7,500	(5,001)	3,248	30,000	42%
111,052	46,250	Transportation Projects	199,582	87,250	(112,332)	106,037	322,000	62%
-	-	Employee Relations	-	-	0	-	102	0%
90	192	Automobile Expenses	287	576	289	163	2,300	12%
-	-	Meals/Meetings	22	-	(22)	10	125	18%
-	40	Dues & Subscriptions	-	40	40	-	40	0%
119,781	58,100	Total Operating Expenses	234,599	122,584	(112,015)	133,364	470,252	50%
(59,271)	2,410	Operating Income (Loss)	(53,069)	58,946	(112,015)	36,035	255,866	
2,989	2,989	Allocated Expenses	8,967	8,967	0	8,462	35,866	
(62,260)	(579)	Net Income (Loss)	(62,036)	49,979	(112,015)	27,573	220,000	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended September 30, 2013 (Revised to Final November 14, 2013)
Visitor Information

<u>Current Month Actual</u>	<u>Current Month Budget</u>		<u>Year to Date Actual</u>	<u>Year to Date Budget</u>	<u>Variance</u>	<u>Prior Year To Date Actual</u>	<u>Total 2013 2014 Budget</u>	<u>Percent of YTD Budget Consumed</u>
		Revenue						
\$ 26,458	\$ 26,458	Placer County TOT Funding	\$ 79,374	\$ 79,374	\$ -	\$ 78,317	\$ 317,501	25%
583	500	Non-Retail VIC Sales	2,822	1,500	1,322	425	7,000	40%
11,553	12,000	Merchandise Sales	43,431	36,100	7,331	36,750	87,900	49%
<u>38,594</u>	<u>38,958</u>	Total Revenue	<u>125,627</u>	<u>116,974</u>	<u>8,653</u>	<u>115,492</u>	<u>412,401</u>	<u>30%</u>
5,824	6,625	Cost of Goods Sold	22,416	19,133	(3,283)	14,031	46,587	48%
<u>5,824</u>	<u>6,625</u>	Total Cost of Goods Sold	<u>22,416</u>	<u>19,133</u>	<u>(3,283)</u>	<u>14,031</u>	<u>46,587</u>	<u>48%</u>
<u>32,770</u>	<u>32,333</u>	Gross Margin	<u>103,211</u>	<u>97,841</u>	<u>5,370</u>	<u>101,461</u>	<u>365,814</u>	<u>28%</u>
		Operating Expenses						
19,343	18,120	Salaries & Wages	56,419	54,360	(2,059)	59,396	192,532	29%
8,663	8,150	Rent	26,850	24,438	(2,412)	27,918	97,828	27%
302	460	Telephone	1,025	1,380	355	1,486	5,523	19%
103	37	Mail - USPS	335	111	(224)	131	449	75%
302	288	Insurance/Bonding	939	864	(75)	671	3,462	27%
399	925	Supplies	1,404	2,773	1,369	3,505	4,027	35%
-	102	Visitor Communications Other	65	102	37	97	408	16%
53	156	Depreciation	244	468	224	465	1,883	13%
133	175	Equipment Support & Maintenance	312	525	213	920	2,100	15%
58	90	Taxes, Licenses & Fees	204	270	66	588	1,110	18%
395	425	Equipment Rental/Leasing	1,254	1,518	264	1,722	6,068	21%
-	-	Professional Fees	-	-	0	2,762	900	0%
-	1,574	Media/Collateral/Production	-	1,574	1,574	-	1,574	0%
-	-	Miscellaneous Programs	-	-	0	-	969	0%
30	275	Employee Relations	30	275	245	25	275	11%
408	237	Credit Card Fees	1,184	711	(473)	839	2,579	46%
90	150	Automobile Expenses	370	450	80	670	1,800	21%
55	55	Meals/Meetings	216	165	(51)	192	442	49%
<u>30,334</u>	<u>31,219</u>	Total Operating Expenses	<u>90,851</u>	<u>89,984</u>	<u>(867)</u>	<u>101,387</u>	<u>323,929</u>	<u>28%</u>
<u>2,436</u>	<u>1,114</u>	Operating Income (Loss)	<u>12,360</u>	<u>7,857</u>	<u>4,503</u>	<u>74</u>	<u>41,885</u>	
3,490	3,495	Allocated Expenses	10,470	10,485	15	11,888	41,885	
<u>(1,054)</u>	<u>(2,381)</u>	Net Income (Loss)	<u>1,890</u>	<u>(2,628)</u>	<u>4,488</u>	<u>(11,814)</u>	<u>-</u>	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended September 30, 2013 (Revised to Final November 14, 2013)
Infrastructure

<u>Current Month Actual</u>	<u>Current Month Budget</u>		<u>Year to Date Actual</u>	<u>Year to Date Budget</u>	<u>Variance</u>	<u>Prior Year To Date Actual</u>	<u>Total 2013 2014 Budget</u>	<u>Percent of YTD Budget Consumed</u>
Revenue								
\$ 17,502	\$ 17,502	Placer County TOT Funding	\$ 52,506	\$ 52,506	\$ -	\$ 143,825	\$ 210,025	25%
-	84,840	Cap Imp Funding - Placer Held	-	254,520	(254,520)	-	1,018,080	0%
<u>17,502</u>	<u>102,342</u>	Total Revenue	<u>52,506</u>	<u>307,026</u>	<u>(254,520)</u>	<u>143,825</u>	<u>1,228,105</u>	<u>4%</u>
Operating Expenses								
6,145	6,164	Salaries & Wages	18,405	18,492	87	19,427	87,044	21%
602	653	Rent	1,840	1,959	119	1,739	7,762	24%
200	195	Telephone	725	585	(140)	908	2,351	31%
-	2	Mail - USPS	2	2	0	5	16	13%
36	60	Insurance/Bonding	113	180	67	139	676	17%
30	82	Supplies	131	246	115	185	978	13%
33	91	Depreciation	150	273	123	286	1,136	13%
20	50	Equipment Support & Maintenance	150	150	0	289	604	25%
-	38	Taxes, Licenses & Fees	90	114	24	58	467	19%
101	149	Equipment Rental/Leasing	340	447	107	542	1,755	19%
-	333	Public Outreach	1,000	1,000	0	-	2,828	35%
2,761	4,370	Research & Planning	10,718	13,030	2,312	28,470	52,000	21%
-	140,000	Infrastructure Projects	419,163	420,000	837	96,998	1,018,080	41%
-	-	Employee Relations	-	-	0	-	100	0%
90	117	Automobile Expenses	287	351	64	163	1,400	21%
34	13	Meals/Meetings	34	39	5	11	200	17%
-	8	Dues & Subscriptions	22	24	2	-	100	22%
<u>10,052</u>	<u>152,325</u>	Total Operating Expenses	<u>453,170</u>	<u>456,892</u>	<u>3,722</u>	<u>149,220</u>	<u>1,177,495</u>	<u>38%</u>
7,450	(49,983)	Operating Income (Loss)	(400,664)	(149,866)	(250,798)	(5,395)	50,610	
4,218	4,218	Allocated Expenses	12,654	12,654	0	10,523	50,610	
<u>3,232</u>	<u>(54,201)</u>	Net Income (Loss)	<u>(413,318)</u>	<u>(162,520)</u>	<u>(250,798)</u>	<u>(15,918)</u>	<u>-</u>	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended September 30, 2013 (Revised to Final November 14, 2013)
Membership

<u>Current Month Actual</u>	<u>Current Month Budget</u>		<u>Year to Date Actual</u>	<u>Year to Date Budget</u>	<u>Variance</u>	<u>Prior Year To Date Actual</u>	<u>Total 2013 2014 Budget</u>	<u>Percent of YTD Budget Consumed</u>
		Revenue						
\$ 8,611	\$ 9,686	Membership	\$ 25,916	\$ 29,058	\$ (3,142)	\$ 26,212	\$ 116,232	22%
100	400	New Member Fees	200	1,200	(1,000)	-	4,800	4%
900	900	Membership Activities	1,800	6,200	(4,400)	1,131	53,750	3%
675	769	Tuesday Morning Breakfast Club	2,590	2,307	283	3,237	9,228	28%
-	-	Sponsorships	-	-	-	-	2,500	0%
<u>10,286</u>	<u>11,755</u>	Total Revenue	<u>30,506</u>	<u>38,765</u>	<u>(8,259)</u>	<u>30,580</u>	<u>186,510</u>	<u>16%</u>
		Operating Expenses						
1,652	6,295	Salaries & Wages	16,130	18,885	2,755	16,032	83,411	19%
602	684	Rent	1,840	2,052	212	1,738	8,207	22%
303	310	Telephone	817	930	113	1,039	3,720	22%
7	66	Mail - USPS	38	198	160	57	792	5%
109	116	Insurance/Bonding	338	348	10	274	1,392	24%
30	114	Supplies	112	342	230	1,039	1,362	8%
33	96	Depreciation	150	288	138	286	1,149	13%
20	47	Equipment Support & Maintenance	100	141	41	289	565	18%
-	60	Taxes, Licenses & Fees	90	180	90	58	720	13%
16	331	Equipment Rental/Leasing	165	993	828	1,144	3,976	4%
-	180	Training Seminars	-	180	180	180	180	0%
960	440	Membership Activities	1,858	3,905	2,047	1,147	30,482	6%
-	737	Tuesday Morning Breakfast Club	1,329	2,211	882	1,686	8,844	15%
-	-	Employee Relations	-	-	0	-	25	0%
167	214	Credit Card Fees	585	642	57	520	2,566	23%
17	-	Automobile Expenses	17	-	(17)	-	141	12%
-	31	Meals/Meetings	-	93	93	28	372	0%
-	-	Dues & Subscriptions	555	500	(55)	480	601	92%
-	-	Bad Debt	-	-	0	-	-	0%
<u>3,916</u>	<u>9,721</u>	Total Operating Expenses	<u>24,124</u>	<u>31,888</u>	<u>7,764</u>	<u>25,997</u>	<u>148,505</u>	<u>16%</u>
6,370	2,034	Operating Income (Loss)	6,382	6,877	(495)	4,583	38,005	
2,989	2,989	Allocated Expenses	8,967	8,967	0	8,737	35,866	
<u>3,381</u>	<u>(955)</u>	Net Income (Loss)	<u>(2,585)</u>	<u>(2,090)</u>	<u>(495)</u>	<u>(4,154)</u>	<u>2,139</u>	

North Lake Tahoe Resort Association
 BUDGET TO ACTUAL
 Statement of Activities and Changes in Net Assets
 For the Month Ended September 30, 2013 (Revised to Final November 14, 2013)
 Administration

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year To Date Actual	Total 2013 2014 Budget	Percent of YTD Budget Consumed
Operating Expenses								
19,977	22,975	Salaries & Wages	63,317	68,925	5,608	74,846	317,196	20%
1,876	2,045	Rent	5,732	6,135	403	5,435	24,547	23%
662	753	Telephone	1,974	2,259	285	2,244	9,041	22%
16	55	Mail - USPS	76	165	89	144	658	12%
266	274	Insurance/Bonding	826	822	(4)	709	3,288	25%
593	275	Supplies	901	825	(76)	597	3,300	27%
103	290	Depreciation	468	870	402	895	3,617	13%
512	311	Equipment Support & Maintenance	863	933	70	1,104	3,728	23%
19	67	Taxes, Licenses & Fees	308	201	(107)	306	809	38%
434	29	Miscellaneous Expense	434	87	(347)	349	350	124%
805	255	Equipment Rental/Leasing	1,926	765	(1,161)	839	3,064	63%
-	106	Training Seminars	-	106	106	-	400	0%
-	100	Professional Fees	300	300	0	800	18,350	2%
39	65	Employee Relations	177	195	18	-	1,135	16%
231	384	Board Functions	801	1,152	351	1,387	4,605	17%
-	-	Automobile Expenses	-	-	0	-	371	0%
66	52	Meals/Meetings	66	156	90	191	627	11%
-	15	Dues & Subscriptions	45	45	0	1,447	1,920	2%
-	-	Travel	1,158	1,000	(158)	-	1,500	77%
25,599	28,051	Total Operating Expenses	79,372	84,941	5,569	91,293	398,506	20%
(25,599)	(28,051)	Operating Income (Loss)	(79,372)	(84,941)	5,569	(91,293)	(398,506)	
4	-	Investment Income/Interest	23	-	23	169	-	
(33,210)	(33,209)	Allocated Expenses	(99,630)	(99,627)	(3)	(93,644)	(398,506)	
7,615	5,158	Net Income (Loss)	20,281	14,686	5,595	2,520	-	

NLT Chamber/CVB/ Resort Association
Financial Statements
For the Four Months Ending October 31, 2013

North Lake Tahoe Resort Association
BALANCE SHEET
At October 31, 2013

	October 31 2013	October 31 2012	June 30 2013
Assets			
Current Assets			
Petty Cash	500	500	500
Cash - Operations Acct #6712	417,944	179,837	549,620
Cash - Payroll Account #7421	6,492	43,534	13,480
Marketing Cooperative Cash	41,876	98,869	41,876
Cash - Infrastructure #8163	31,302	55,926	303,769
UBS Cash	8,872	8,577	8,856
Infrastructure Money Market	852	244,806	44,879
Cash in Drawer	617	1,049	300
Accounts Receivable	118,018	78,537	59,476
A/R - Sales Estimates	54,185	1,847	9,429
A/R - TOT Funding	1,382,615	2,449,115	408,188
Undeposited Funds	333	28	352
WebLink Accounts Receivable	10,835	6,750	21,325
Inventories	13,238	15,035	17,542
AR TOT Transportation NLTRA	1,012,479	677,555	112,926
AR TOT Transp County Held	108,781	469,000	108,781
AR TOT Infrastructure County	2,782,406	5,689,244	1,764,405
AR TOT Infrastructure NLTRA Held	293,540	198,040	33,007
AR TOT Infra Maintenance County	150,000	-	-
Total Current Assets	6,434,885	10,218,250	3,498,709
Property and Equipment			
Furniture & Fixtures	68,768	64,991	67,102
Accum. Depr. - Furniture & Fixtures	(62,902)	(58,162)	(61,802)
Computer Equipment	41,344	41,344	41,344
Accum. Depr. - Computer Equipment	(39,940)	(38,788)	(39,940)
Computer Software	31,249	30,050	30,050
Accum. Amort. - Software	(24,782)	(21,295)	(23,620)
Leasehold Improvements	24,284	24,284	24,284
Accum. Amort - Leasehold Improvements	(23,534)	(23,334)	(23,467)
Total Property and Equipment	14,487	21,090	13,951
Other Assets			
Prepaid Expenses	18,281	42,701	45,132
Prepaid Insurance	11,171	10,896	4,797
Total Other Assets	29,452	53,597	49,928
Total Assets	6,478,823	10,292,937	3,562,588
Liabilities and Net Assets			
Current Liabilities			
Accounts Payable	426,221	487,535	148,642
Salaries / Wages Payable	1,762	49,694	35,874
Empl. Federal Tax Payable	1,544	1,496	1,544
FUTA Taxes Payable	(11)	48	0
401(k) Plan	(3,167)	11,976	655
Estimated PTO	62,415	60,883	62,415
Sales and Use Tax Payable	2,826	3,181	1,302
Ski Tahoe North Lift Tickets	0	2,857	0
Marketing Cooperative Liabilities	41,876	98,869	41,876
Infra-Company Borrowings	(71)	(103)	(139)
AFW Suspense Account	0	(15,733)	0
Payroll Liabilities	(9,031)	1,904	3,732
Deferred Rev - Membership Dues	53,253	45,370	81,113
Deferred Revenue - Other	18,882	13,456	19,441
Deferred Support	1,526,813	1,632,504	0
Deferred Transportation Support	592,859	920,704	108,781
Deferred Infrastructure Support	3,203,336	5,879,536	2,045,319
Deferred Support- Infra Maint. Reserve	292,096	150,000	142,096
Total Liabilities	6,211,602	9,344,177	2,692,650
Net Assets			
Unrestricted Net Assets	478,284	442,564	442,564
Designated Marketing Reserve	293,110	293,110	293,110
Designated Infra Maint Reserve	98,544	98,544	98,544
Net Income/(Loss)	(602,717)	114,542	35,720
Total Net Assets	267,221	948,760	869,938
Total Liabilities and Net Assets	6,478,823	10,292,937	3,562,588

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended October 31, 2013
Consolidated Departments

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year To Date Actual	Total 2013 2014 Budget	Percent of YTD Budget Consumed
Revenue								
\$ 268,863	\$ 268,863	Placer County TOT Funding	\$ 1,075,452	\$ 1,075,452	\$ -	\$ 1,586,441	\$ 3,226,360	33%
-	84,840	Cap Imp Funding - Placer Held	-	339,360	(339,360)	-	1,018,080	0%
9,064	10,286	Membership	37,007	41,144	(4,137)	37,712	128,232	29%
-	400	New Member Fees	200	1,600	(1,400)	-	4,800	4%
3,527	5,400	Membership Activities	5,327	11,600	(6,273)	10,828	53,750	10%
1,035	769	Tuesday Morning Breakfast Club	3,625	3,076	549	3,660	9,228	39%
-	500	Sponsorships	-	500	(500)	-	2,500	0%
-	-	Special Events - Marketing - Ironman	104,936	-	104,936	-	-	100%
238	500	Non-Retail VIC Sales	3,060	2,000	1,060	475	7,000	44%
13,809	15,000	Commissions	65,894	62,000	3,894	41,178	190,360	35%
8,502	7,500	Merchandise Sales	51,932	43,600	8,332	44,275	87,900	59%
<u>305,038</u>	<u>394,058</u>	Total Revenue	<u>1,347,433</u>	<u>1,580,332</u>	<u>(232,899)</u>	<u>1,724,569</u>	<u>4,728,210</u>	<u>28%</u>
5,580	3,975	Cost of Goods Sold/Discounts	27,997	23,108	(4,889)	17,710	46,587	60%
<u>5,580</u>	<u>3,975</u>	Total Cost of Goods Sold	<u>27,997</u>	<u>23,108</u>	<u>(4,889)</u>	<u>17,710</u>	<u>46,587</u>	<u>60%</u>
<u>299,457</u>	<u>390,083</u>	Gross Margin	<u>1,319,436</u>	<u>1,557,224</u>	<u>(237,788)</u>	<u>1,706,859</u>	<u>4,681,623</u>	<u>28%</u>
Operating Expenses								
94,326	171,211	Salaries & Wages	379,518	475,489	95,971	407,844	1,307,366	29%
15,043	17,055	Rent	60,887	63,630	2,743	63,122	186,345	33%
2,590	3,105	Telephone	10,939	12,420	1,481	13,936	37,274	29%
266	320	Mail - USPS	1,158	1,280	122	1,115	3,854	30%
1,209	1,255	Insurance/Bonding	4,966	5,020	54	4,237	15,065	33%
928	877	Supplies	4,223	6,281	2,058	8,256	14,528	29%
65	-	Visitor Communications - Other	130	102	(28)	98	408	32%
455	1,201	Depreciation	2,329	4,804	2,475	4,796	14,421	16%
2,963	970	Equipment Support & Maintenance	5,993	3,880	(2,113)	5,464	11,635	52%
113	333	Taxes, Licenses & Fees	1,322	1,332	10	1,565	4,052	33%
-	29	Miscellaneous Expense	-	116	116	371	350	0%
1,373	1,792	Equipment Rental/Leasing	7,052	7,168	116	7,986	21,494	33%
180	-	Training Seminars	180	386	206	180	1,005	18%
-	-	Public Outreach	1,000	1,000	0	-	3,776	26%
9,800	-	Professional Fees	10,100	300	(9,800)	14,748	19,250	52%
-	-	Research & Planning Membership	3,000	3,000	0	3,000	5,000	60%
13,329	6,840	Research & Planning	36,548	27,360	(9,188)	38,704	82,000	45%
5,577	46,250	Transportation Projects	205,159	133,500	(71,659)	163,193	322,000	64%
5,030	-	Infrastructure Projects	424,194	420,000	(4,194)	480,647	1,018,080	42%
-	-	Marketing Programs	-	-	0	-	100,000	0%
309	-	Special Events	382,046	245,000	(137,046)	22,989	305,000	125%
2,843	2,440	Membership Activities	4,157	6,345	2,188	4,277	30,482	14%
584	737	Tuesday Morning Breakfast Club	1,913	2,948	1,035	2,769	8,844	22%
90,000	57,500	Marketing Cooperative/Media	360,000	312,500	(47,500)	323,048	795,000	45%
-	-	Media/Collateral/Production	-	1,574	1,574	-	1,574	0%
-	63,000	Miscellaneous Programs	4,279	70,500	66,221	7,692	100,469	4%
-	-	Conference - PUD	-	-	0	-	8,000	0%
41	35	Employee Relations	247	518	271	340	2,165	11%
399	384	Board Functions	1,200	1,536	336	1,526	4,605	26%
549	468	Credit Card Fees	2,318	1,872	(446)	1,976	5,346	43%
487	733	Automobile Expenses	2,456	3,025	569	2,288	9,301	26%
473	231	Meals/Meetings	1,818	1,113	(705)	1,726	3,545	51%
309	152	Dues & Subscriptions	1,889	2,830	941	2,923	5,518	34%
1	453	Travel	1,159	2,187	1,028	1,726	6,934	17%
<u>249,242</u>	<u>377,371</u>	Total Operating Expenses	<u>1,922,180</u>	<u>1,819,016</u>	<u>(103,164)</u>	<u>1,592,542</u>	<u>4,454,686</u>	<u>43%</u>
50,215	12,712	Operating Income (Loss)	<u>(602,744)</u>	<u>(261,792)</u>	<u>(340,952)</u>	<u>114,317</u>	<u>226,937</u>	
4	-	Investment Income/Interest	27	-	27	226	(2)	
<u>50,219</u>	<u>12,712</u>	Net Income (Loss)	<u>(602,717)</u>	<u>(261,792)</u>	<u>(340,925)</u>	<u>114,543</u>	<u>226,939</u>	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended October 31, 2013
All Departments Ex Infrastructure/Transportation

<u>Current Month Actual</u>	<u>Current Month Budget</u>		<u>Year to Date Actual</u>	<u>Year to Date Budget</u>	<u>Variance</u>	<u>Prior Year To Date Actual</u>	<u>Total 2013 2014 Budget</u>	<u>Percent of YTD Budget Consumed</u>
Revenue								
\$ 190,851	\$ 190,851	Placer County TOT Funding	\$ 763,404	\$ 763,404	\$ -	\$ 816,612	\$ 2,290,217	33%
9,064	10,286	Membership	37,007	41,144	(4,137)	37,712	123,432	30%
-	400	New Member Fees	200	1,600	(1,400)	-	4,800	4%
3,527	5,400	Membership Activities	5,327	11,600	(6,273)	10,828	53,750	10%
1,035	769	Tuesday Morning Breakfast Club	3,625	3,076	549	3,660	9,228	39%
-	500	Sponsorships	-	500	(500)	-	2,500	0%
-	-	Special Events - Marketing - Ironman	104,936	-	104,936	-	-	100%
238	500	Non-Retail VIC Sales	3,060	2,000	1,060	475	7,000	44%
13,809	15,000	Commissions	65,894	62,000	3,894	41,178	190,360	35%
8,502	7,500	Merchandise Sales	51,932	43,600	8,332	44,276	87,900	59%
227,025	231,206	Total Revenue	1,035,384	928,924	106,460	954,741	2,769,187	37%
5,580	3,975	Cost of Goods Sold/Discounts	27,997	23,108	(4,889)	17,710	46,587	60%
6,580	3,975	Total Cost of Goods Sold	27,997	23,108	(4,889)	17,710	46,587	60%
221,445	227,231	Gross Margin	1,007,387	905,816	101,571	937,031	2,722,600	37%
82,225	144,513	Salaries & Wages	333,326	411,807	78,481	358,769	1,133,278	29%
13,837	15,142	Rent	56,002	55,972	(30)	58,217	163,394	34%
2,190	2,688	Telephone	9,089	10,752	1,663	11,759	32,256	28%
263	320	Mail - USPS	1,152	1,280	128	1,104	3,830	30%
1,137	1,142	Insurance/Bonding	4,668	4,568	(100)	3,891	13,713	34%
831	742	Supplies	3,883	5,741	1,858	7,805	12,917	30%
65	-	Visitor Communications - Other	130	102	(28)	98	408	32%
382	1,012	Depreciation	1,956	4,048	2,092	4,029	12,149	16%
2,507	871	Equipment Support & Maintenance	5,237	3,484	(1,753)	4,886	10,447	50%
113	294	Taxes, Licenses & Fees	1,142	1,176	34	1,450	3,525	32%
-	29	Miscellaneous Expense	-	116	116	371	350	0%
1,126	1,500	Equipment Rental/Leasing	6,125	6,000	(125)	6,578	18,001	34%
180	-	Training Seminars	180	386	206	180	1,005	18%
9,800	-	Professional Fees	10,100	300	(9,800)	14,747	19,250	52%
-	-	Marketing Programs	-	-	0	-	100,000	0%
309	-	Special Events	382,046	245,000	(137,046)	22,989	305,000	125%
2,843	2,440	Membership Activities	4,156	6,345	2,189	4,277	30,482	14%
584	737	Tuesday Morning Breakfast Club	1,913	2,948	1,036	2,769	8,844	22%
90,000	57,500	Marketing Cooperative/Media	360,000	312,500	(47,500)	323,048	795,000	45%
-	-	Media/Collateral/Production	-	1,574	1,574	-	1,574	0%
-	63,000	Miscellaneous Programs	3,300	70,500	67,200	7,692	100,469	3%
-	-	Conference - PUD	-	-	0	-	8,000	0%
41	35	Employee Relations	247	468	221	340	1,963	13%
399	384	Board Functions	1,200	1,536	336	1,526	4,605	26%
549	468	Credit Card Fees	2,318	1,872	(446)	1,975	5,346	43%
487	424	Automobile Expenses	1,881	1,789	(92)	1,556	5,601	34%
449	231	Meals/Meetings	1,761	1,032	(729)	1,644	3,220	55%
264	152	Dues & Subscriptions	1,799	2,795	996	2,887	5,378	33%
-	-	Position Advertising	979	-	(979)	-	-	100%
1	453	Travel	1,159	2,187	1,028	1,726	6,934	17%
210,580	294,077	Total Operating Expenses	1,195,750	1,156,278	(39,472)	846,313	2,806,939	43%
10,866	(66,846)	Operating Income (Loss)	(188,363)	(250,462)	62,099	90,718	(84,339)	
4	-	Investment Income/Interest	27	-	27	226	-	
(7,207)	(7,206)	Allocated Expenses	(28,828)	(28,824)	(4)	(25,314)	(86,478)	
18,077	(59,840)	Net Income (Loss)	(169,507)	(221,638)	62,131	116,258	2,139	

	Marketing	Conference	Visitor Information	Subtotal	Membership	Administration	Subtotal Ex Infr/Trans	Infrastructure	Transportation	TOTAL
Revenue										
Placer County TOT Funding	\$ 557,768	\$ 98,804	\$ 105,832	\$ 763,404	\$ -	\$ -	\$ 763,404	\$ 70,008	\$ 242,040	\$ 1,075,492
Cap Imp Funding - Placer Field	-	-	-	-	-	-	-	-	-	-
Membership	-	2,667	-	2,667	34,340	-	37,007	-	-	37,007
New Member Fees	-	-	-	-	200	-	200	-	-	200
Membership Activities	-	-	-	-	5,327	-	5,327	-	-	5,327
Tuesday Morning Breakfast Club	-	-	-	-	3,825	-	3,825	-	-	3,825
Special Events - Marketing - Ironman	104,936	-	-	104,936	-	-	104,936	-	-	104,936
Non-Retail VIC Sales	-	-	3,060	3,060	-	-	3,060	-	-	3,060
Commissions	-	65,894	-	65,894	-	-	65,894	-	-	65,894
Merchandise Sales	-	-	51,932	51,932	-	-	51,932	-	-	51,932
Total Revenue	662,704	168,365	160,824	991,893	43,492	-	1,035,385	70,008	242,040	1,347,433
Cost of Goods Sold										
Total Cost of Goods Sold/Discounts	-	-	27,997	27,997	-	-	27,997	-	-	27,997
Gross Profit	662,704	168,365	132,827	963,896	43,492	-	1,007,388	70,008	242,040	1,319,436
Operating Expenses										
Salaries & Wages	86,678	70,585	70,426	227,669	18,892	86,765	333,326	25,002	21,190	379,518
Rent	6,849	3,427	35,635	45,911	2,443	7,749	56,003	2,443	2,443	60,889
Telephone	3,200	899	1,292	5,391	973	2,725	9,089	925	925	10,939
Mail - USPS	45	494	425	964	50	136	1,150	2	4	1,156
Insurance/Bonding	943	943	1,241	3,127	447	1,092	4,666	149	149	4,964
Supplies	593	302	1,598	2,481	262	1,140	3,863	180	4,223	4,964
Depreciation	593	302	303	1,188	186	582	1,956	186	186	2,328
Equipment Support & Maintenance	1,325	1,213	683	3,221	328	1,688	5,237	378	378	5,993
Taxes, Licenses & Fees	281	146	204	631	90	421	1,142	90	90	1,322
Equipment Rental/Leasing	909	1,020	1,666	3,595	440	2,091	6,126	463	463	7,052
Professional Fees	-	-	-	-	100	10,000	10,100	-	-	10,100
Public Outreach	-	-	-	-	-	-	-	1,000	-	1,000
Research & Planning	-	-	-	-	-	-	-	-	3,000	3,000
Research & Planning	-	-	-	-	-	-	-	18,145	18,403	36,548
Transportation Projects	-	-	-	-	-	-	-	-	205,159	205,159
Infrastructure Projects	-	-	-	-	-	-	-	424,194	-	424,194
Special Events	382,046	-	-	382,046	-	-	382,046	-	-	382,046
Membership Activities	-	-	-	-	4,157	-	4,157	-	-	4,157
Tuesday Morning Breakfast Club	-	-	-	-	1,913	-	1,913	-	-	1,913
Marketing Cooperative/Media	320,000	40,000	-	360,000	-	-	360,000	-	-	360,000
Employee Relations	-	-	30	30	-	217	247	-	-	247
Board Functions	-	-	-	-	-	1,200	1,200	-	-	1,200
Credit Card Fees	-	-	1,559	1,559	759	-	2,318	-	-	2,318
Automobile Expenses	971	357	452	1,780	101	-	1,881	287	288	2,456
Meals/Meetings	1,207	48	320	1,575	24	162	1,761	46	12	1,819
Dues & Subscriptions	935	-	-	935	774	-	1,799	45	45	1,889
Travel	-	-	-	-	-	1,158	1,158	-	-	1,158
Miscellaneous	3,301	-	130	3,431	725	436	4,592	-	-	4,592
Total Operating Expenses	809,865	119,717	115,852	1,045,434	32,664	117,652	1,165,750	473,535	252,895	1,922,180
Operating Income (Loss)	(147,161)	48,648	16,975	(81,538)	10,828	(117,652)	(188,362)	(403,527)	(10,855)	(602,744)
Other Income										
Revenues-Interest & Investment	-	-	-	-	-	27	27	-	-	27
Other Expenses										
Allocated	63,112	14,984	13,960	92,056	11,956	(132,840)	(28,828)	16,872	11,956	-
Net Income (Loss)	(210,273)	33,664	3,015	(173,594)	(1,128)	15,215	(159,507)	(420,399)	(22,811)	(602,717)

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended October 31, 2013
Marketing

<u>Current Month Actual</u>	<u>Current Month Budget</u>		<u>Year to Date Actual</u>	<u>Year to Date Budget</u>	<u>Variance</u>	<u>Prior Year To Date Actual</u>	<u>Total 2013 2014 Budget</u>	<u>Percent of YTD Budget Consumed</u>
Revenue								
\$ 139,442	\$ 139,442	Placer County TOT Funding	\$ 557,768	\$ 557,768	\$ -	\$ 594,788	\$ 1,673,310	33%
-	-	Special Events - Ironman	104,936	-	104,936	-	-	100%
<u>139,442</u>	<u>139,442</u>	Total Revenue	<u>662,704</u>	<u>557,768</u>	<u>104,936</u>	<u>594,788</u>	<u>1,673,310</u>	<u>40%</u>
Operating Expenses								
22,970	45,244	Salaries & Wages	86,678	111,665	24,987	91,597	307,095	28%
1,688	1,813	Rent	6,849	7,252	403	6,868	21,760	31%
806	884	Telephone	3,200	3,536	336	4,155	10,606	30%
10	96	Mail - USPS	45	384	339	268	1,150	4%
230	241	Insurance/Bonding	943	964	21	856	2,891	33%
180	276	Supplies	593	1,104	511	1,532	3,307	18%
114	301	Depreciation	582	1,204	622	1,199	3,617	16%
713	200	Equipment Support & Maintenance	1,325	800	(525)	1,454	2,401	55%
-	59	Taxes, Licenses & Fees	281	236	(45)	380	709	40%
137	220	Equipment Rental/Leasing	909	880	(29)	982	2,638	34%
-	-	Training Seminars	-	106	106	-	425	0%
-	-	Marketing Programs	-	-	0	-	100,000	0%
309	-	Special Events	382,046	245,000	(137,046)	22,989	305,000	125%
80,000	47,500	Marketing Cooperative/Media	320,000	272,500	(47,500)	278,384	675,000	47%
-	-	Miscellaneous Programs	3,300	7,500	4,200	7,159	36,500	9%
-	-	Employee Relations	-	103	103	-	103	0%
-	16	Credit Card Fees	-	64	64	-	201	0%
245	183	Automobile Expenses	971	732	(239)	584	2,192	44%
177	130	Meals/Meetings	1,207	520	(687)	800	1,564	77%
-	116	Dues & Subscriptions	935	1,000	65	73	1,387	67%
-	-	Miscellaneous Expenses	-	-	0	55	-	0%
-	453	Travel	-	1,812	1,812	1,726	5,434	0%
<u>107,578</u>	<u>97,732</u>	Total Operating Expenses	<u>809,865</u>	<u>657,362</u>	<u>(152,503)</u>	<u>421,061</u>	<u>1,483,980</u>	<u>55%</u>
31,864	41,710	Operating Income (Loss)	(147,161)	(99,594)	(47,567)	173,727	189,330	
15,778	15,778	Allocated Expenses	63,112	63,112	0	44,714	189,330	
<u>16,086</u>	<u>25,932</u>	Net Income (Loss)	<u>(210,273)</u>	<u>(162,706)</u>	<u>(47,567)</u>	<u>129,013</u>	<u>-</u>	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended October 31, 2013
Conference

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year To Date Actual	Total 2013 2014 Budget	Percent of YTD Budget Consumed
Revenue								
\$ 24,951	\$ 24,951	Placer County TOT Funding	\$ 99,804	\$ 99,804	\$ -	\$ 117,401	\$ 299,406	33%
640	600	Membership	2,667	2,400	267	2,891	7,200	37%
13,809	15,000	Commissions	65,894	62,000	3,894	41,178	190,360	35%
<u>39,400</u>	<u>40,551</u>	Total Revenue	<u>168,365</u>	<u>164,204</u>	<u>4,161</u>	<u>161,470</u>	<u>496,966</u>	<u>34%</u>
Operating Expenses								
19,037	21,068	Salaries & Wages	70,565	79,777	9,212	71,135	233,044	30%
844	922	Rent	3,427	3,688	261	3,500	11,052	31%
209	281	Telephone	899	1,124	225	1,187	3,366	27%
90	66	Mail - USPS	495	264	(231)	313	781	63%
230	223	Insurance/Bonding	943	892	(51)	750	2,680	35%
79	77	Supplies	302	308	7	332	921	33%
59	157	Depreciation	303	628	325	624	1,883	16%
370	138	Equipment Support & Maintenance	1,213	552	(661)	570	1,653	73%
-	15	Taxes, Licenses & Fees	146	60	(86)	94	177	83%
137	188	Equipment Rental/Leasing	1,020	752	(268)	833	2,255	45%
10,000	10,000	Marketing Cooperative/Media	40,000	40,000	0	44,664	120,000	33%
-	63,000	Miscellaneous Programs	-	63,000	63,000	499	63,000	0%
-	-	Conference - PUD	-	-	0	-	8,000	0%
-	35	Employee Relations	-	140	140	-	425	0%
76	91	Automobile Expenses	357	364	7	258	1,097	33%
48	18	Meals/Meetings	48	72	24	117	215	22%
-	-	Dues & Subscriptions	-	365	365	815	1,470	0%
-	-	Bad Debt	-	-	0	-	-	0%
<u>31,179</u>	<u>96,279</u>	Total Operating Expenses	<u>119,717</u>	<u>191,986</u>	<u>72,269</u>	<u>125,691</u>	<u>452,019</u>	<u>26%</u>
8,221	(55,728)	Operating Income (Loss)	48,648	(27,782)	76,430	35,779	44,947	
3,746	3,746	Allocated Expenses	14,984	14,984	0	27,329	44,947	
<u>4,475</u>	<u>(59,474)</u>	Net Income (Loss)	<u>33,664</u>	<u>(42,766)</u>	<u>76,430</u>	<u>8,450</u>	<u>-</u>	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended October 31, 2013
Transportation

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year To Date Actual	Total 2013 2014 Budget	Percent of YTD Budget Consumed
Revenue								
\$ 60,510	\$ 60,510	Placer County TOT Funding	\$ 242,040	\$ 242,040	\$ -	\$ 225,852	\$ 726,118	33%
60,510	60,510	Total Revenue	242,040	242,040	-	225,852	726,118	33%
Operating Expenses								
5,504	13,349	Salaries & Wages	21,190	31,841	10,651	22,797	87,044	24%
603	1,266	Rent	2,443	5,064	2,621	2,453	15,189	16%
200	222	Telephone	925	888	(37)	1,056	2,667	35%
2	-	Mail - USPS	4	8	4	5	8	52%
36	56	Insurance/Bonding	149	224	75	173	676	22%
49	53	Supplies	160	212	52	207	633	25%
36	95	Depreciation	186	380	194	384	1,136	16%
228	49	Equipment Support & Maintenance	378	196	(182)	289	584	65%
-	-	Taxes, Licenses & Fees	90	60	(30)	58	60	150%
124	145	Equipment Rental/Leasing	463	580	117	704	1,738	27%
-	-	Public Outreach	-	-	0	-	950	0%
-	-	Research & Plan Membership Dues	3,000	3,000	0	3,000	5,000	60%
5,902	2,500	Research & Planning	18,403	10,000	(8,403)	9,163	30,000	61%
5,577	46,250	Transportation Projects	205,159	133,500	(71,659)	163,193	322,000	64%
-	25	Employee Relations	-	25	25	-	102	0%
-	192	Automobile Expenses	288	768	480	366	2,300	13%
12	31	Meals/Meetings	12	31	19	13	125	10%
23	-	Dues & Subscriptions	45	40	(5)	18	40	0%
18,295	64,233	Total Operating Expenses	252,895	186,817	(66,078)	203,879	470,252	54%
42,215	(3,723)	Operating Income (Loss)	(10,855)	55,223	(66,078)	21,973	255,866	
2,989	2,989	Allocated Expenses	11,956	11,956	0	11,283	35,866	
39,226	(6,712)	Net Income (Loss)	(22,811)	43,267	(66,078)	10,690	220,000	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended October 31, 2013
Visitor Information

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year To Date Actual	Total 2013 2014 Budget	Percent of YTD Budget Consumed
Revenue								
\$ 26,458	\$ 26,458	Placer County TOT Funding	\$ 105,832	\$ 105,832	\$ -	\$ 104,424	\$ 317,501	33%
238	500	Non-Retail VIC Sales	3,060	2,000	1,060	475	7,000	44%
8,502	7,500	Merchandise Sales	51,932	43,600	8,332	44,276	87,900	59%
<u>35,197</u>	<u>34,458</u>	Total Revenue	<u>160,824</u>	<u>151,432</u>	<u>9,392</u>	<u>149,175</u>	<u>412,401</u>	<u>39%</u>
5,580	3,975	Cost of Goods Sold	27,996	23,108	(4,888)	17,710	46,587	60%
<u>5,580</u>	<u>3,975</u>	Total Cost of Goods Sold	<u>27,996</u>	<u>23,108</u>	<u>(4,888)</u>	<u>17,710</u>	<u>46,587</u>	<u>60%</u>
<u>29,617</u>	<u>30,483</u>	Gross Margin	<u>132,827</u>	<u>128,324</u>	<u>4,503</u>	<u>131,465</u>	<u>365,814</u>	<u>36%</u>
Operating Expenses								
14,008	24,915	Salaries & Wages	70,426	79,275	8,849	72,769	192,532	37%
8,685	9,678	Rent	35,535	34,116	(1,419)	37,945	97,828	36%
268	460	Telephone	1,292	1,840	548	2,064	5,523	23%
91	37	Mail - USPS	425	148	(277)	191	449	95%
302	288	Insurance/Bonding	1,241	1,152	(89)	953	3,462	36%
182	-	Supplies	1,586	2,773	1,187	3,971	4,027	39%
65	-	Visitor Communications Other	130	102	(28)	97	408	32%
59	157	Depreciation	303	628	325	624	1,883	16%
371	175	Equipment Support & Maintenance	683	700	17	1,120	2,100	33%
-	93	Taxes, Licenses & Fees	204	372	168	588	1,110	18%
412	506	Equipment Rental/Leasing	1,666	2,024	358	2,177	6,068	27%
-	-	Professional Fees	-	-	0	3,188	900	0%
-	-	Media/Collateral/Production	-	1,574	1,574	-	1,574	0%
-	-	Miscellaneous Programs	-	-	0	-	969	0%
-	-	Employee Relations	30	275	245	75	275	11%
374	238	Credit Card Fees	1,559	952	(607)	1,244	2,579	60%
83	150	Automobile Expenses	452	600	148	711	1,800	25%
104	-	Meals/Meetings	320	165	(155)	338	442	72%
<u>25,004</u>	<u>36,697</u>	Total Operating Expenses	<u>116,853</u>	<u>126,696</u>	<u>10,843</u>	<u>128,055</u>	<u>323,929</u>	<u>36%</u>
4,613	(6,214)	Operating Income (Loss)	<u>16,975</u>	<u>1,628</u>	<u>15,347</u>	<u>3,410</u>	<u>41,885</u>	
3,490	3,490	Allocated Expenses	13,960	13,960	0	15,851	41,885	
<u>1,123</u>	<u>(9,704)</u>	Net Income (Loss)	<u>3,016</u>	<u>(12,332)</u>	<u>15,347</u>	<u>(12,441)</u>	<u>-</u>	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended October 31, 2013
Infrastructure

<u>Current Month Actual</u>	<u>Current Month Budget</u>		<u>Year to Date Actual</u>	<u>Year to Date Budget</u>	<u>Variance</u>	<u>Prior Year To Date Actual</u>	<u>Total 2013 2014 Budget</u>	<u>Percent of YTD Budget Consumed</u>
		Revenue						
\$ 17,502	\$ 17,502	Placer County TOT Funding	\$ 70,008	\$ 70,008	\$ -	\$ 543,976	\$ 210,025	33%
-	84,840	Cap Imp Funding - Placer Held	-	339,360	(339,360)	-	1,018,080	0%
<u>17,502</u>	<u>102,342</u>	Total Revenue	<u>70,008</u>	<u>409,368</u>	<u>(339,360)</u>	<u>543,976</u>	<u>1,228,105</u>	<u>6%</u>
		Operating Expenses						
6,597	13,349	Salaries & Wages	25,002	31,841	6,839	26,279	87,044	29%
603	648	Rent	2,443	2,592	149	2,453	7,762	31%
200	196	Telephone	925	784	(141)	1,121	2,351	39%
-	-	Mail - USPS	2	2	0	5	16	12%
36	57	Insurance/Bonding	149	228	79	173	676	22%
49	82	Supplies	180	328	148	244	978	18%
36	94	Depreciation	186	376	190	384	1,136	16%
228	50	Equipment Support & Maintenance	378	200	(178)	289	604	63%
-	39	Taxes, Licenses & Fees	90	156	66	58	467	19%
124	147	Equipment Rental/Leasing	463	588	125	704	1,755	26%
-	-	Public Outreach	1,000	1,000	0	-	2,826	35%
7,427	4,370	Research & Planning	18,145	17,360	(785)	29,541	52,000	35%
5,030	-	Infrastructure Projects	424,194	-	(424,194)	480,647	1,018,080	42%
-	-	Employee Relations	-	25	25	-	100	0%
-	117	Automobile Expenses	288	468	180	366	1,400	21%
12	11	Meals/Meetings	46	50	4	69	200	23%
23	1	Dues & Subscriptions	45	25	(20)	18	100	45%
<u>20,364</u>	<u>19,161</u>	Total Operating Expenses	<u>473,535</u>	<u>56,023</u>	<u>(417,512)</u>	<u>542,351</u>	<u>1,177,495</u>	<u>40%</u>
<u>(2,862)</u>	<u>83,181</u>	Operating Income (Loss)	<u>(403,527)</u>	<u>353,345</u>	<u>(756,872)</u>	<u>1,625</u>	<u>50,610</u>	
4,218	4,218	Allocated Expenses	16,872	12,654	4,218	14,031	50,610	
<u>(7,080)</u>	<u>78,963</u>	Net Income (Loss)	<u>(420,399)</u>	<u>340,691</u>	<u>(761,090)</u>	<u>(12,406)</u>	<u>-</u>	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended October 31, 2013
Membership

<u>Current Month Actual</u>	<u>Current Month Budget</u>		<u>Year to Date Actual</u>	<u>Year to Date Budget</u>	<u>Variance</u>	<u>Prior Year To Date Actual</u>	<u>Total 2013 2014 Budget</u>	<u>Percent of YTD Budget Consumed</u>
Revenue								
\$ 8,424	\$ 9,686	Membership	\$ 34,340	\$ 38,744	\$ (4,404)	\$ 34,820	\$ 116,232	30%
-	400	New Member Fees	200	1,600	(1,400)	-	4,800	4%
3,527	5,400	Membership Activities	5,327	11,600	(6,273)	10,828	53,750	10%
1,035	769	Tuesday Morning Breakfast Club	3,625	3,076	549	3,660	9,228	39%
-	500	Sponsorships	-	500	(500)	-	2,500	0%
<u>12,986</u>	<u>16,755</u>	Total Revenue	<u>43,492</u>	<u>55,520</u>	<u>(12,028)</u>	<u>49,308</u>	<u>186,510</u>	<u>23%</u>
Operating Expenses								
2,762	8,388	Salaries & Wages	18,892	27,273	8,381	22,645	83,411	23%
603	684	Rent	2,443	2,736	293	2,453	8,207	30%
156	310	Telephone	973	1,240	267	1,467	3,720	26%
12	66	Mail - USPS	50	264	214	91	792	6%
109	116	Insurance/Bonding	447	464	17	375	1,392	32%
151	114	Supplies	262	456	194	1,098	1,362	19%
36	96	Depreciation	186	384	198	384	1,149	16%
228	47	Equipment Support & Maintenance	328	188	(140)	289	565	58%
100	-	Professional Fees	100	-	(100)	-	-	100%
-	60	Taxes, Licenses & Fees	90	240	150	58	720	13%
275	331	Equipment Rental/Leasing	440	1,324	884	1,443	3,976	11%
180	-	Training Seminars	180	180	0	180	180	100%
2,843	2,440	Membership Activities	4,157	6,345	2,188	4,277	30,482	14%
584	737	Tuesday Morning Breakfast Club	1,913	2,948	1,035	2,769	8,844	22%
-	-	Employee Relations	-	-	0	25	25	0%
175	214	Credit Card Fees	759	856	97	732	2,566	30%
84	-	Automobile Expenses	101	-	(101)	-	141	72%
24	31	Meals/Meetings	24	124	100	62	372	6%
219	16	Dues & Subscriptions	774	516	(258)	516	601	129%
-	-	Position Advertising	545	-	(545)	-	-	100%
-	-	Bad Debt	-	-	0	-	-	0%
<u>8,540</u>	<u>13,650</u>	Total Operating Expenses	<u>32,664</u>	<u>45,538</u>	<u>12,874</u>	<u>38,864</u>	<u>148,505</u>	<u>22%</u>
4,446	3,105	Operating Income (Loss)	10,828	9,982	846	10,444	38,005	
2,989	2,989	Allocated Expenses	11,956	11,956	0	11,649	35,866	
<u>1,457</u>	<u>116</u>	Net Income (Loss)	<u>(1,128)</u>	<u>(1,974)</u>	<u>846</u>	<u>(1,205)</u>	<u>2,139</u>	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the Month Ended October 31, 2013
Administration

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year To Date Actual	Total 2013 2014 Budget	Percent of YTD Budget Consumed
Operating Expenses								
23,449	22,975	Salaries & Wages	86,765	68,925	(17,840)	100,623	317,196	27%
2,017	2,045	Rent	7,749	6,135	(1,614)	7,452	24,547	32%
751	753	Telephone	2,725	2,259	(466)	2,886	9,041	30%
60	55	Mail - USPS	136	165	29	241	658	21%
266	274	Insurance/Bonding	1,092	822	(270)	958	3,288	33%
239	275	Supplies	1,140	825	(315)	871	3,300	35%
114	290	Depreciation	582	870	288	1,199	3,617	16%
826	311	Equipment Support & Maintenance	1,688	933	(755)	1,454	3,728	45%
113	67	Taxes, Licenses & Fees	421	201	(220)	330	809	52%
-	29	Miscellaneous Expense	-	87	87	350	350	0%
165	255	Equipment Rental/Leasing	2,091	765	(1,326)	1,144	3,064	68%
-	106	Training Seminars	-	106	106	-	400	0%
9,700	100	Professional Fees	10,000	300	(9,700)	11,560	18,350	54%
41	65	Employee Relations	217	195	(22)	240	1,135	19%
399	384	Board Functions	1,200	1,152	(48)	1,526	4,605	26%
-	-	Automobile Expenses	-	-	0	2	371	0%
96	52	Meals/Meetings	162	156	(6)	325	627	26%
45	15	Dues & Subscriptions	90	45	(45)	1,483	1,920	5%
-	-	Position Advertising	434	-	(434)	-	-	100%
-	-	Travel	1,158	1,000	(158)	-	1,500	77%
38,278	28,051	Total Operating Expenses	117,650	84,941	(32,709)	132,644	398,606	30%
(38,278)	(28,051)	Operating Income (Loss)	(117,650)	(84,941)	(32,709)	(132,644)	(398,606)	
4	-	Investment Income/Interest	27	-	27	226	-	
(33,210)	(33,209)	Allocated Expenses	(132,840)	(99,627)	(33,213)	(124,858)	(398,506)	
(5,064)	5,158	Net Income (Loss)	15,217	14,686	531	(7,560)	-	

KEY METRICS FOR OCTOBER 31, 2013

Total TOT Collections by Quarter 2008 - 2014 (through October 31, 2013)					
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
2008-09	\$ 3,266,869	\$ 1,478,424	\$ 2,743,430	\$ 1,163,143	\$ 8,651,866
2009-10	\$ 2,815,626	\$ 1,633,431	\$ 3,605,526	\$ 1,190,129	\$ 9,244,712
2010-11	\$ 3,242,663	\$ 2,107,554	\$ 3,775,501	\$ 1,360,504	\$ 10,486,222
2011-12	\$ 3,681,475	\$ 1,793,696	\$ 3,158,760	\$ 1,553,956	\$ 10,187,887
2012-13	\$ 3,879,585	\$ 2,103,076	\$ 4,260,099	\$ 1,438,935	\$ 11,681,695
2013-14	\$ 3,788,393	\$ -	\$ -	\$ -	\$ 3,788,393
Total	\$ 20,674,611	\$ 9,116,181	\$ 17,543,316	\$ 6,706,667	\$ 45,388,909

VISITOR INFORMATION STATISTICS FOR FISCAL YEAR 2013 - 2014			
Referrals (July - October)	2011/2012	2012/2013	2013/2014
Tahoe City:			
Walk In	7,298	21,956	24,750
Phone	1,257	1,391	1,392
Kings Beach (Walk In Only)	2,848	2,884	4,870
Reno (Walk In - No Aug #s)	715	1,013	2,032
			YOY % Change
			12.73%
			0.07%
			68.86%
			100.59%

Infrastructure Fund Balances Held	
By Placer County as of 6/30/13	
Contracts In:	
FY 2010-11	\$ -
FY 2011-12	\$ 135,445
FY 2012-13	\$ 1,503,690
FY 2013-14	\$ 1,168,080
Total Fund Balances	\$ 2,807,215

Chamber Of Commerce Total Membership	
December 2012	451
June 2013	465
October 2013	484

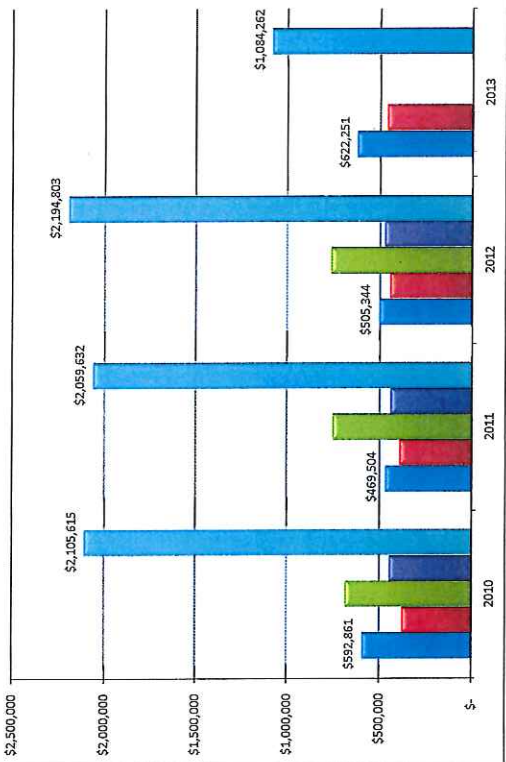
MTRIP Reservations Activity				
	FY 12/13	FY 13/14	Change	
Occupancy during October	33.2%	34.4%	3.6%	
ADR October (Average Daily Rate)	\$ 149	\$ 175	17.4%	
Occupancy Forecast November	17.5%	18.3%	4.6%	
ADR November (Average Daily Rate)	\$ 145	\$ 153	5.5%	
Occupancy (prev 6 mo)	47.3%	50.4%	6.6%	
ADR (prev 6 mo)	\$ 196	\$ 217	10.7%	
Occupancy (next 6 mo)	13.8%	17.9%	29.7%	
ADR (next 6 mo)	\$ 251	\$ 274	9.2%	
Incremental Pacing for September	5.2%	6.1%	17.3%	

Unemployment			
	August 2012	December 2012	August 2013
California	10.5%	9.7%	8.8%
Placer County	9.4%	8.6%	7.4%
Dollar Point	10.9%	9.9%	8.6%
Kings Beach	9.4%	8.6%	7.4%
Sunnyside/Tahoe City	10.9%	10.0%	8.6%
Tahoe Vista	15.5%	14.3%	12.4%

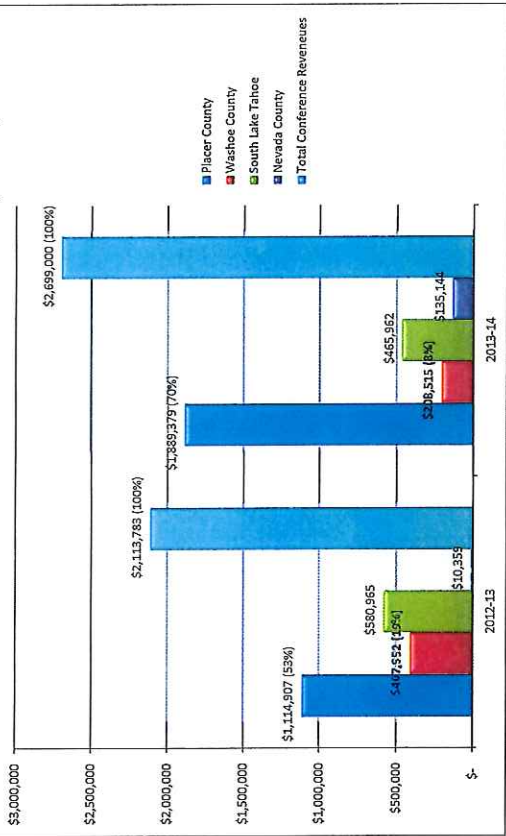
Conference Revenue Statistics Fiscal July 1, 2013 to June 30, 2014			
	2012-13	2013-14	YOY % Change
FORWARD LOOKING (2013/14)			
Total Revenue Booked through October	\$ 2,113,783	\$ 2,699,000	28%
Forecasted Commission for this Revenue	67,339	165,750	146%
Number of Room Nights	9,374	16,910	80%
Number of Tentative Bookings	61	96	57%
CURRENT			
Annual Revenue Goal	\$ 1,750,000	\$ 2,750,000	57%
Annual Commission Goal	\$ 75,000	\$ 150,000	100%
Conference Revenue And Percentage by County:			
Placer (53% of revs in '13, 70% in '14)	\$ 1,114,907	\$ 1,889,379	69%
Washoe ('13; 19%; '14; 8%)	\$ 407,552	\$ 208,515	-49%
South Lake ('13; 27%; '14; 17%)	\$ 580,965	\$ 465,962	-20%
Nevada ('13; 1%; '14; 5%)	\$ 10,359	\$ 135,144	1205%
Total Conference Revenue	\$ 2,113,783	\$ 2,699,000	28%

Calendar Year Sales Tax Revenue - Lake Tahoe (Calendar Year Basis)				
Quarter	2010	2011	2012	2013
First (JFM)	\$ 592,861	\$ 469,504	\$ 505,344	\$ 622,251
Second (AMJ)	\$ 376,497	\$ 391,536	\$ 445,469	\$ 462,011
Third (JAS)	\$ 687,963	\$ 757,531	\$ 767,333	\$ -
Fourth (OND)	\$ 448,294	\$ 441,061	\$ 476,957	\$ -
Total	\$ 2,105,615	\$ 2,059,632	\$ 2,194,803	\$ 1,084,262
				YOY % Change
				23.1%
				3.3%
				0.0%
				0.0%

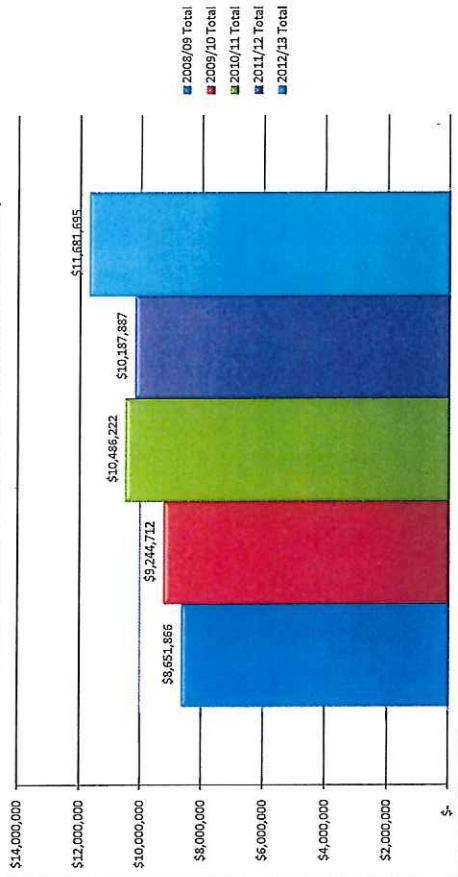
Annual Sales Tax Revenue - Lake Tahoe (Calendar Year Basis)



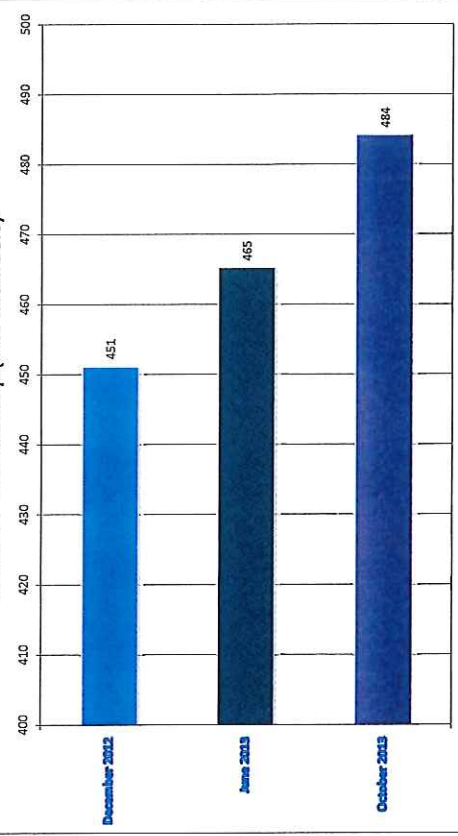
Conference Revenue Statistics & Revenue Share by County

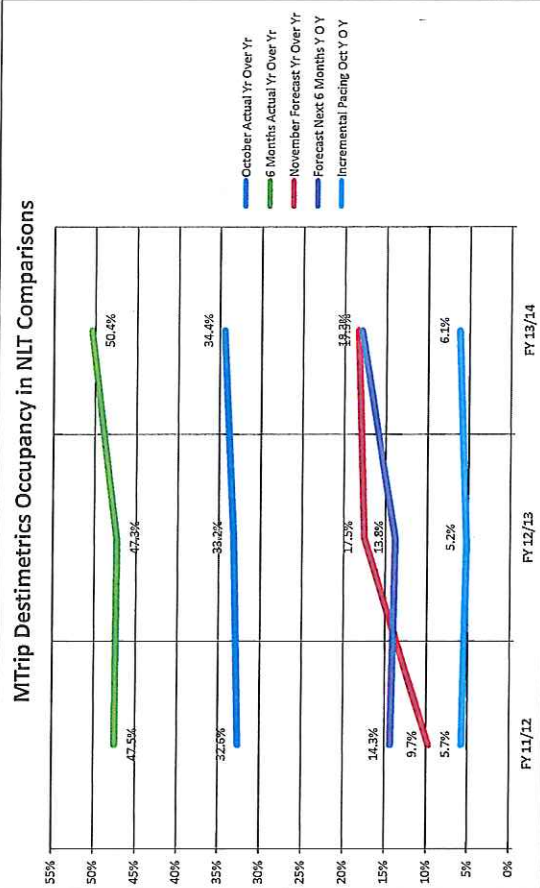
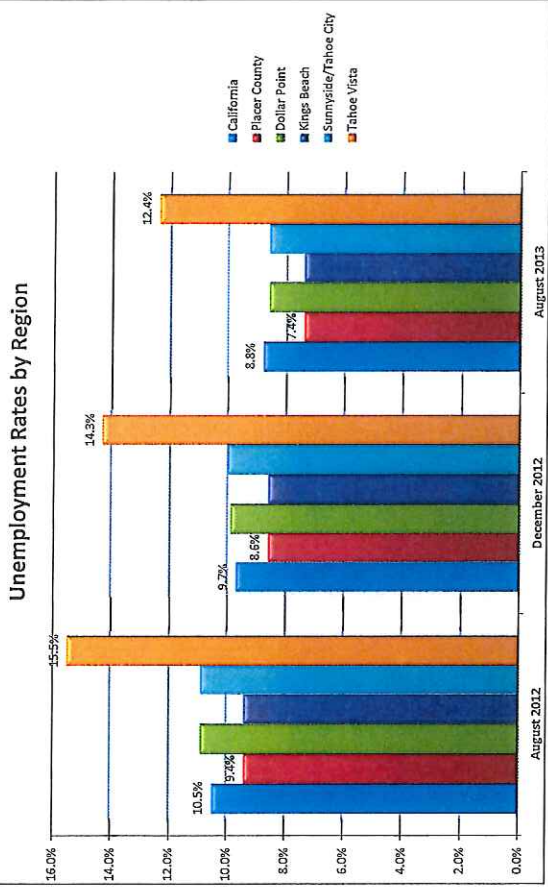
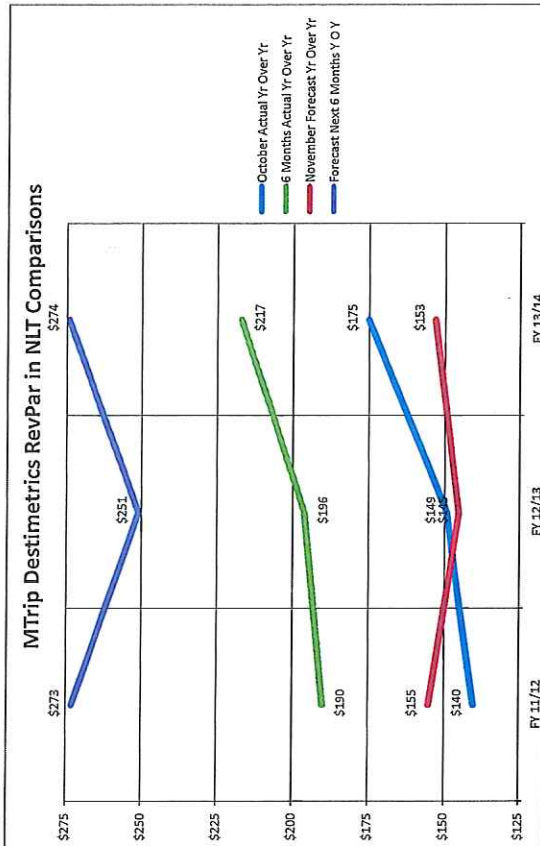
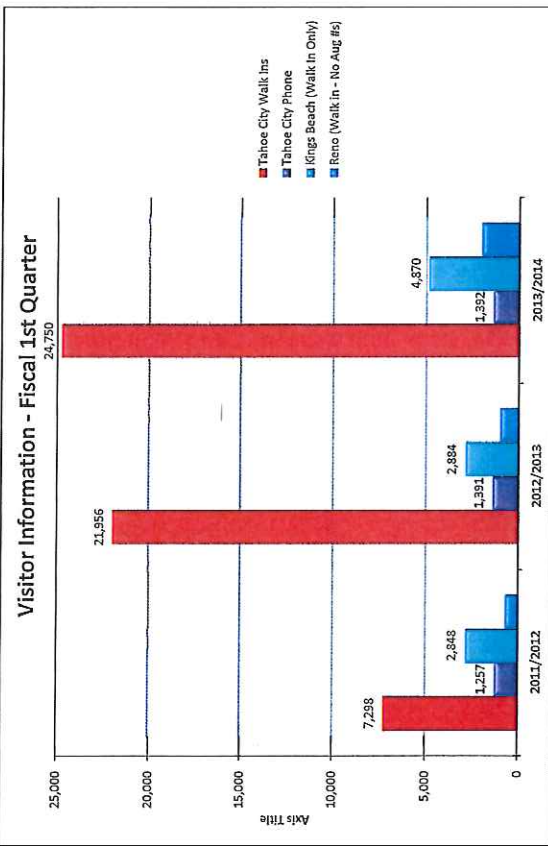


5-Year Annual TOT Collections (Fiscal Year Basis)



Chamber Membership (# of Members)





Monthly Report October 2013
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 13/14

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 10/31/13:	\$2,233,038	\$1,169,337	91%
Forecasted Commission for this Revenue:	\$162,592	\$53,979	201%
Number of Room Nights:	12161	7009	74%
Number of Delegates:	6966	3157	121%
Annual Revenue Goal:	\$2,750,000	\$1,750,000	
Annual Commission Goal:	\$150,000	\$75,000	
Number of Tentative Bookings:	96	69	39%

<u>Monthly Detail/Activity</u>	<u>October-13</u>	<u>October-13</u>	
<u>Number of Groups Booked:</u>	7	2	
Revenue Booked:	\$163,439	\$59,386	175%
Projected Commission:	\$12,807	\$3,055	319%
Room Nights:	1080	585	85%
Number of Delegates:	473	225	110%
	5 Corp, 1 Smf,		
Booked Group Types:	1 Corp.	1 Corp, 1 Smf	
Lost Business, # of Groups:	2	2	

<u>Arrived in the month</u>	<u>October-13</u>	* Est.	<u>October-12</u>	
Number of Groups:	6		6	
Revenue Arrived:	\$203,883		\$165,774	23%
Projected Commission:	\$6,939		\$5,482	27%
Room Nights:	1459		1185	23%
Number of Delegates:	1155		735	57%
Arrived Group Types:	2 Assoc, 2 Smf		2 Assoc., 2 Smf,	
	1 Non-Profit, 1 Corp		2 Film crew	

<u>Monthly Detail/Activity</u>	<u>September-13</u>	<u>September-12</u>	
<u>Number of Groups Booked:</u>	6	8	
Revenue Booked:	\$59,226	\$145,737	-59%
Projected Commission:	\$5,421	\$8,299	-35%
Room Nights:	347	910	-62%
Number of Delegates:	265	368	-28%
	1 Corp., 2	1 Corp, 5	
	Assoc. and 3	Assoc. 2 Film	
Booked Group Types:	Smerf	Crew	
Lost Business, # of Groups:	9	2	

<u>Arrived in the month</u>	<u>September-13</u>	* Est.	<u>September-12</u>	
Number of Groups:	16		8	
Revenue Arrived:	\$1,027,170		\$124,013	728%
Projected Commission:	\$99,568		\$13,900	616%
Room Nights:	5861		689	751%

Number of Delegates:	3068	347	784%
Arrived Group Types:	4 Corp, 2 Assoc., 1 Govt. 1 Film Crew, 8 Smerf	4 Corp., 2 Assoc 2 Smerf	

Monthly Detail/Activity

	<u>August-13</u>	<u>August-12</u>	
<u>Number of Groups Booked:</u>	5	1	
Revenue Booked:	\$106,808	\$2,902	3580%
Projected Commission:	\$6,248	\$0	
Room Nights:	767	25	2968%
Number of Delegates:	359	25	1336%
	2 Seminar, 2 Film Crew and		
Booked Group Types:	1 Smf	1 Film Crw	
Lost Business, # of Groups:	4	3	

	<u>August-13</u>	* Est.	<u>August-12</u>	
<u>Arrived in the month</u>				
Number of Groups:	15		6	
Revenue Arrived:	\$551,281		\$372,770	48%
Projected Commission:	\$31,874		\$23,733	34%
Room Nights:	2455		2033	21%
Number of Delegates:	1099		656	68%
Arrived Group Types:	6 Corp, 7 Assoc, 1 Smf 1 Film crew		2 Corp, 2 Assoc. 1 Smf 1 Film crew	

Monthly Detail/Activity

	<u>July-13</u>	<u>July-12</u>	
<u>Number of Groups Booked:</u>	6	9	
Revenue Booked:	\$45,413	\$168,743	-73%
Projected Commission:	\$2,247	\$6,118	-63%
Room Nights:	369	953	-61%
Number of Delegates:	328	379	-13%
Booked Group Types:	4 Assoc., 6	5 Corp, 1	
Lost Business, # of Groups:	4	4	

	<u>July-13</u>	<u>July-12</u>	
<u>Arrived in the month</u>			
Number of Groups:	10	2	
Revenue Arrived:	\$177,016	\$82,912	113%
Projected Commission:	\$5,685	\$0	
Room Nights:	1256	426	195%
Number of Delegates:	1086	192	466%
Arrived Group Types:	3 Assoc, 5 Smf, 1 Corp, 1 Govt.	1 Corp, 1 Assoc.	

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2014/15:	\$1,486,282	\$2,000,000
For 2015/16:	\$3,714,507	\$4,000,000

NUMBER OF LEADS Generated as o 10/31/13: 62

Total Number of Leads Generated in Previous Years:

2012/2013: 171
2011/2012: 119

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

Monthly Report October 2013
CONFERENCE REVENUE STATISTICS
South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 13/14
 Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 10/31/13:	\$465,962	\$240,557	94%
Forecasted Commission for this Revenue:	\$3,158	\$14,836	-79%
Number of Room Nights:	4749	2437	95%
Number of Delegates:	1410	1850	-24%
Annual Commission Projection:	\$10,000	\$16,000	

<u>Monthly Detail/Activity</u>	<u>October-13</u>	<u>October-12</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$9,841	\$18,731	-47%
Projected Commission:	\$1,476	\$426	246%
Room Nights:	105	167	-37%
Number of Delegates:	35	113	-69%
Booked Group Types:	1 Corp.	1 Corp., 1 Tour	

<u>Arrived in the month</u>	<u>October-13</u>	<u>October-12</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$8,573	
Projected Commission:	\$0	\$0	
Room Nights:	0	66	
Number of Delegates:	0	180	
Arrived Group Types:		1 Smerf	

<u>Monthly Detail/Activity</u>	<u>September-13</u>	<u>September-12</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$36,000	\$21,917	64%
Projected Commission:	\$1,800	\$1,113	62%
Room Nights:	490	206	138%
Number of Delegates:	220	302	-27%
Booked Group Types:	1 CA Assoc.	1 Assoc. 1 Smerf	

<u>Arrived in the month</u>	<u>September-13</u> *Est.	<u>September-12</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$6,845	\$10,648	-36%
Projected Commission:	\$1,026	\$1,597	
Room Nights:	45	104	
Number of Delegates:	85	75	
Arrived Group Types:	1 Ca Assoc.	1 Assoc. and 1 Smf	

<u>Monthly Detail/Activity</u>	<u>August-13</u>	<u>August-12</u>	
<u>Number of Groups Booked:</u>	0	0	
Revenue Booked:	\$0	\$0	

Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	1 Corp, 1 CA Assoc. 1 Smerf	1 Assoc.

<u>Arrived in the month</u>	<u>August-13</u>	<u>August-12</u>
Number of Groups:	1	1
Revenue Arrived:	\$8,792	\$31,325
Projected Commission:	\$1,318	\$4,698
Room Nights:	48	175
Number of Delegates:	40	90
Arrived Group Types:	1 Assoc.	1 Corp.

Monthly Detail/Activity	<u>July-13</u>	<u>July-12</u>	
<u>Number of Groups Booked:</u>	3	1	
Revenue Booked:	\$490,297	\$5,004	9698%
Projected Commission:	\$24,010	\$500	4702%
Room Nights:	1525	40	3713%
Number of Delegates:	3666	40	9065%
Booked Group Types:	1 Corp, 1 CA Assoc. 1 Smerf	1 Assoc.	

<u>Arrived in the month</u>	<u>July-13</u>	<u>July-12</u>
Number of Groups:	4	1
Revenue Arrived:	\$49,294	\$10,103
Projected Commission:	\$813	\$1,515
Room Nights:	311	60
Number of Delegates:	185	40
Arrived Group Types:	1 Corp. 1 Assoc. 3 Smf	1 Smerf

NUMBER OF LEADS Generated as of 10/31/13: 62

Total Number of Leads Generated in Previous Years:

2012/13:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205



north lake tahoe

Chamber | CVB | Resort Association

December 3, 2013

Subject: Monthly Activity Report—November, 2013

From: Ron Treabess, Director of Community Partnerships and Planning

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Resort Triangle Transportation Vision Coalition

- The second annual North Lake Tahoe Transportation Summit was held on November 7th, at the Truckee Tahoe Airport.
- About 75 participants listened to and discussed suggested Transit Vision developed over the past year as a result of direction from the first Summit held in October, 2012.
- The Summit Coalition Partners will now move forward pursuing short term solutions including outreach, service enhancements, plan funding evaluation, and economic analysis of the plan, as well as further evaluation of more costly long term solutions.
- The Resort Triangle Transportation Vision Coalition, with new members from the Summit, will reconvene at its usual time following the January 8th TNTTMA meeting.

2. North Lake Tahoe Express

- Ridership for the first 4 months of 2013/14 is down 8% compared to the same period in 2012/13.
- Passenger revenues for the first 4 months are up 6% over the same period in 2012/13.
- All of the funding partners have agreed to continue their same level of support for the NLTE
- A new schedule will begin on December 15th reducing inefficient runs to reduce expenditures. A full report will be presented at the Committee meeting,

3. Regional Coordinated Skier Shuttle Program

- The stakeholders agreed to a 2-bus shuttle service that would be provided by TART serving the North Shore/Incline to Squaw Valley and the West Shore. Proposed funding partners will be Homewood, Squaw Valley, and NLTRA.

- Total funding that will be needed for the program is \$101,181 minus \$7,473 of credited 2012/13 unexpended funds for a net revenue need of \$93,708.
- The NLTRA share (Placer TOT) will be 27.4% or \$25,676.
- A TART voucher program will also be available to enhance the Express Ski Shuttle by providing all day, every day lodging guest service to ski areas on the regular route TART buses.
- The voucher system will be subsidized by TOT at a cost not to exceed \$40,000.
- The NLTRA Board approved the recommended funding on the September 23rd Special Board Meeting and the Placer County Board of Supervisors gave final approval at its October 22nd meeting..

4. North Lake Tahoe Water Shuttle

- Service commenced on June 27th and ended on September 22nd.
- Overall ridership is up 57% for the season, but still below target level to achieve 20% load factor to operate within original funding request.
- Later service allowing for dinner use is very popular.
- The total cost per passenger-trip was \$73 and the subsidy was \$63 per passenger-trip.
- An end-of-season evaluation report has been completed and will be reviewed at the November 25th Committee meeting.
- A funding request for 2014 will be presented at that same meeting.

5. SR28/Fanny Bridge Community Revitalization Project

- A Federal Lands Access Program funding request has been approved by the FHA in the amount of \$25,508,000 for projects located on the north and west shores of Lake Tahoe.
- These funds will be used to extend the West Shore bike trail down to Meeks Bay, construction of the SR89/Fanny Bridge Community Revitalization Project, once alternative selection is agreed upon, and to construct the Dollar Creek bike trail from the top of Dollar Hill east through Cedar Flat.
- The Tahoe Transportation District is the lead agency for the Meeks Bay and Fanny Bridge projects, while Placer County Department of Public Works is preparing the Dollar Creek Trail project.
- The goal of the Access Program is to improve transportation facilities that provide access to, are adjacent to, or are located within Federal lands.
- The Access Program supplements State and local resources for public roads, transit systems, and other transportation facilities, with an emphasis on high-use recreation sites and economic generators.
- A request from Placer County for TOT matching funds for the federal funding will be presented at the meeting.

6. Performing Arts Center

- At its October 28th meeting the Capital Investment/Transportation Committee unanimously recommended funding of up to \$153,000 for the first stage project planning for the Center.

- At its November 6th meeting, the NLTRA Board voted 4-3 to reject the Committee recommendation.
- The Board did approve (5-1-2) a motion to fund \$83,900 of the application and allow the Tahoe Regional Arts Foundation to return to request the rest of the funds after the first steps of stage one can substantiate the probable success of the Center.

7. Regional Wayfinding Signage Phase One Installation

- Staff is meeting with Caltrans and DPW to develop a Scope of work, initiate a RFP process, and receive Caltrans review to enable Encroachment Permit application. DPW has suggestions for minor designs changes to make the signs compatible with new Caltrans regulation

8. Lighthouse TART Bus Shelter

- At its July 23rd meeting, the Board of Supervisors approved a contract with Orlando Enterprises to construct this bus shelter.
- Construction is now underway.
- The new shelter will be completed by December 1st.

9. Squaw Valley Entrance Bus Shelter

- Existing funding of \$46,968 remains from previous NLTRA and BOS approval to construct Squaw Valley bus shelter
- The Joint Committee reconfirmed that this funding should be used for this new shelter
- DPW has prepared site design and project schedule with estimate of an additional \$34,000 necessary funding.
- The additional funding will be provided by Squaw Valley (\$17,000) with matching funding (\$17,000) to be provided through DPW traffic impact fees.
- The Board of Supervisors has authorized DPW to move ahead and the bus shelter is now under construction.

10. Homewood Bike Trail and Dollar Creek Bike Trail

- The California Tahoe Conservancy has approved \$1 million dollars in grants to these two projects.
- \$500,000 will go to TCPUD toward the construction of the Homewood Trail
- \$500,000 will go to Placer County to enable the purchase of a parcel in Cedar Flat to allow the terminus of the Dollar Creek Trail to connect with neighborhood streets and continuation of the bike route.

11. Tahoe City Transit Center and Squaw Valley Winter Trail Snow Removal

- Funds remaining after the completion of these two projects have been reclassified as undesignated Infrastructure funds being held by Placer County.
- These funds in the amount of \$455,800 will be available for future capital investment projects.

12. Next Joint Infrastructure/Transportation Committee Meeting

- The next meeting of the Joint Committee will be **Monday, January 27, 2014, starting at 1:30 p.m.**, at TCPUD.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Tuesday Morning Breakfast Club
- TNTTMA Special Board Meeting
- NLTRA Finance Committee
- Tahoe Transportation District Board Meeting
- TTUSD Facilities Master Plan Workshop
- Placer County/Olympic Museum Site Meeting
- Placer County Transportation Planning Agency Board Meeting
- NLTRA Finance Committee
- Placer County/Tahoe City Community Plan Team Workshop
- Transportation Summit
- Placer County Transportation Policies Workshop
- Capital Investment/Transportation Committee