



north lake tahoe

Chamber | CVB | Resort Association

THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday May 1, 2013 – 8:30 am – 11 am

Tahoe City Public Utility District

Preliminary Minutes

ATTENDANCE: Phil GilanFarr, Alex Mourelatos, Kali Kopley, Eric Brandt, Ron Parson, Eric Sather, Wally Auerbach, Jennifer Merchant, and Kristi Boosman (TRPA Representative)

NOT PRESENT: Bill Rock, Eric Brandt, Valli Murnane, Kali Kopley

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Andy Chapman, Deanna Frumenti, and Jessica Walker, Kim Lambert

OTHERS IN ATTENDANCE: Jan Coyer, Jaime Wright, Steve Hoch, Steve Bulena, Phoebe Bell, Theresa May Dugan, Gordon Shaw, Roger Kahn

A. CALL TO ORDER - ESTABLISH QUORUM

Chair Phil GilanFarr called the meeting to order at 8:34am and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL - MOTION

1. Agenda Additions and/or Deletions
 - Integrated Work plan added as 12a
 - Move Steve Bulena to the beginning of the agenda
2. Approval of Agenda

M/S/C (Parson/Merchant) (8-0-0) to approve the agenda with the modifications listed above.

C. PUBLIC FORUM

3. Phoebe Bell and Theresa May Dugan from the Tahoe Truckee Community Foundation came to mention the Community House Project. They did just submit an application for infrastructure funding and are looking forward to working through the process. It is a very exciting community project.

D. REPORTS & ACTION ITEMS

Special Presentation

4. Steve Buelna, the new Placer County Ombudsman came to introduce himself. About a year ago the County did some outreach to the community about what the needs were. Customer Service and more timely permitting process for land development were among the top. As a result of this they created the Ombudsman position.
 - The Board members are all very excited about this position and feel it is the right direction for the to be going in.

Board Organization

5. **Appointment of Board Member Andy Wirth's replacement effective May 2 through December 31, 2013 – Sandy Evans Hall**
 - With the resignation of Andy Wirth it is necessary to appoint a new Board member.
 - Joseph Mattioli and Brendan Madigan are the two highly qualified candidates. The Board then voted for the position.

- Brendan Madigan won the vote, and will be the new Board member

6. Scope of Work Proposal – Sandy Evans Hall MOTION

- Every year, as required by the County we submit a scope of work by April 30. Sandy recapped the main items that have changes. Those include Visitor Information and Transportation and Infrastructure. Also some administration, such as economic development.
- Jennifer mentioned that the County is going to try to get this back by end of May so that it can be brought back for the June 5th meeting.

M/S/C (Parson/Kopley) (7-0-1 abstention Merchant) to approve the scope of work for Fiscal Year 2013/14 without attachment C.

7. Budget and Recommendation for TOT Allocation Proposal – Sandy Evans Hall/Phil GilanFarr MOTION

- The Board of Directors has recommended the TOT Allocation Proposal that they believe is the best interest of North Lake Tahoe.
- The Board discussed number seven in the scope of work and feel that it is important to strengthen the wording that at least a minimum of the 60% if TOT collected in E. Placer County be reinvested in the North Tahoe Region.
- Ron Parson thinks this should reflect the dual role of the NLTRA. The first part being to recommending to the Board of Supervisors on how to spend the ~60% of TOT dollars. Second half is running a budget to run this organization.

M/S/C (Parson/Brandt) (7-0-1 abstention Merchant) to approve with slight modifications per discussion with Wally and Alex to make the wording in paragraph 7 stronger.

7.1 Budget Discussion – Sandy Evans Hall.

- Sandy explained the draft budget and recommendation. Three budget scenarios were established. A balanced priority based budget is the one recommended by the Finance and Executive Committees. This keeps the three silos, Marketing, Infrastructure, and Transportation, functioning and able to honor the commitments they have. The other change was moving County Transit Services of \$494,100 to a place where the Resort Association has more control of it. The budget stayed on the traditional breakdown of 42% to Marketing, 11% to Transportation and 47% to Infrastructure.
- There was a discussion about traffic management services and weather Placer County or the Resort Association should be in charge of executing these contracts. It was also clarified that the number in the budget included winter and summer traffic management.
- Jennifer mentioned that the overhead for personnel is growing ~100k and the County will be looking into. Also County refocusing their services in Tahoe region.
- Alex Mourelatos asked that Jennifer pass on to the Board three Initiatives County is focusing on. There is a big discrepancy between what the NLTRA and the County have put forward.
- Jennifer explained how the marketing budget has really changed. A big thing is the County taking their TOT of the top and then dividing the remaining funds equally.
- Wally Auerbach is concerned about the direction the County is going. As a result he will not be supporting the budget as presented.
- Ron Parson spoke in support of the process this year. Three proposals were put in front of the Finance committee. He explained the process again and really feels that is has been going well.

M/S/C (Parson/Mourelatos) (6-1-1 abstention Merchant) to approve the draft budget.

8. Proposed Changes to TOT Ordinance Update – Ron Parson

- At last months meeting there was a presentation about proposed change to TOT. Ron felt that the changes should go in front of the constituents prior to the change being brought

forward to the BOS. He was able to get the changes tabled from the consent calendar and the County is now getting feedback from the constituents.

- Sandy is working with Jerry Gamez, and there will be two meetings hosted on May 15 and 16 for public feedback.

9. Proposed policy for Merit and Performance Pay – Lisa deRoulet

- Lisa discussed the proposed policy change. The CEO is currently using a goal setting and quarterly review program with all staff members as well as annual review forms completed by employee and supervisor.
- Through consultant Laura Moriarty the Executive Committee has asked for the proposed changes to the policies regarding incentive and merit pay for CEO and other staff.
- Lisa will also be conducting a survey for a min, mid and max pay for all salaried and hourly positions.
- Alex said that this is a great framework that allows us the Board to discuss how staff has supported the executive directors goals.
- Jennifer questioned the wording that the CEO must approve new positions. Sandy said that will be changed to say includes Board approval.

ACTION – Table item until June 5th when the items of question can be clarified and corrected

Marketing

10. MTRiP – 5 year comparison update – Andy Chapman

- Andy presented the most recent summer report. It has the summer totals of May through September and is up about 70% compared to where we were last year as of 3/31. ADR and RevPar are both up significantly.
- Andy then discussed the 5-year comparison. The trend lines show that we are doing well. Summer is looking very good.
- Marketing will be emphasizing that “summer is coming early”
- Ron Parsons’s concern is fire. He would like Marketing to consider a contingency marketing plan for if wildfires become a problem this summer.
- Kristi Boosman mentioned that Wildfire awareness week is May 28- June 2. The Resort Association can help with communications.

ACTION - Staff will come up with a contingency marketing plan for fire season and become involved in Fire Awareness Week, May 25th through June 7th.

Transportation/Infrastructure

11. Resort Triangle Transportation Vision Coalition Cost Scenarios Presentation – Gordon Shaw/ Ron Treabess

- Gordon Shaw is here to give a Cost Scenario Presentation. He is presenting a high, medium, and low scenario. The ideal situation is that you can be anywhere in the region and have a bus come by every 20-30 minutes to bring you any where else in the region.
- This would require a new organization. That would also require some costs.
- Low Scenario (\$7,814,000)
 - Daytime service year round on SR 267
 - Consistent local service provided in Truckee year round.
 - Existing Dial a Ride would remain due to ADA requirements.
 - Capital
 - Ongoing provisions of 17 CNG busses and 5 vans
 - Fareboxes
- Medium Scenario (\$12,814,000)
 - Brings many headways up to every 30 minutes.
 - Also includes increasing NLTE
 - Capital
 - More busses and vans
 - Stateline transit center.

- Expand Cabin Creek facility
- High Scenario (\$18,487,000)
 - Ideal situation for the rider. Busses every 20 minutes
 - NLTE on the hour.
 - Every 30 minutes to Donner Summit
 - Capitol
 - More busses
 - In addition to middle scenario, a Kings Beach transit hub.
- The next step will be to create a priority list.
- Ron Treabess thediscussed some of the next steps.

12. Free Skier Shuttle Report Final Report– Gordon Shaw/Ron Treabess (15 minutes)

- Ron summarized the Free Skier Shuttle.
- Gordon discussed the Final Report. The service consisted of 5 busses. Gordon recapped exactly what the services were.
- Total Ridership was 3,206, with Incline to Squaw being the most popular route.
- Surprises included having 2/3 of ridership in the afternoon. This accounts to 46% of riders being employees.
- Presented a chart with daily ridership by route.
- Gordon recapped the results of the on bus survey.
- The busses overall ran on time.
- Riders thought this was a beneficial service and would like to see it again.
- The service came in below budget by about \$20,000.
- Gordon showed a performance measurement chart
 - Passengers per Vehicle Service Hour (VSH) was 4.3
 - Operating/Capital cost per Passenger Trip \$69.96
 - Est. Operating cost per Passenger-trip - \$43.86
- Summary
 - After first few weeks the program operated well.
 - Ridership was substantially lower than expected. Some of the reasons are:
 - New service
 - Late date of final agreement led to poor marketing
 - Service was not allowed to use the Northstar Village transit center.
 - Potential ridership is limited because there are not clear benefits to the visitor with a car. ie: no parking costs, same traffic as you would encounter in your car.
 - Bulk of ridership benefited Squaw and Alpine. Also benefitted Homewood and Northstar.
 - Cost-effectiveness could be improved if we didn't have to pay for capital ie: purchase fleet.
 - While numerical performance was low there are many intangibles that should be considered
 - Allows us to market as a single ski destination
 - Encourages a shift from "drive-up" market to a "fly-in" market
 - Improves marketability of properties not at the base of ski resorts
 - Eco benefits.
- Future Changes
 - Expand marketing.
 - Minor Schedule and route modifications
 - Consider additional days during spring break and ending service earlier
 - Provide service to Northstar transit center
 - Include Northstar in the program
 - Work to minimize employee ridership
 - Have the plan finalized by Oct. 1
- The Board members feel that this is an important service to have in North Lake Tahoe but we must make some changes to make is a more cost effective product in the future.

13. Water Shuttle Marketing Plan – TMA/Ron Treabess (15 minutes)

- Everything is in place for this summers Water Shuttle Operations. The shuttle will begin on June 27th. Ron summarized some of the changes for the upcoming season.
 - Operating hours will be starting later and ending later to better service the dinner crowd.
 - Walk up passengers will be accommodated and boat operators will be able to take credit cards.
- Jan gave an update on the marketing plan for the Water Shuttle.
 - Print and online advertising
 - Rack cards, master summer schedule, print publications, advertising, Online banner ads, Website, northlaketahoewatershuttle.com
 - Lodging and Local Partners
 - SVCR is including in summer packages, there are kiosks at the VIC
 - Advertising Partners, ie local businesses. On-board books with information.
 - TV/Radio
 - Tahoe TV, Lake Tahoe TV, and Radio and News Interviews.
 - Signage
 - Visible signage at all docks, picture of boats on all dock signs, additional marking added to vessel, and road signage where available
 - Public Outreach
 - Local events/Tradeshows, door-to-door distribution of printed materials, Email blasts, and summer information sharing meetings/events
 - Press Releases/Social Media
 - Facebook, Yelp, and Press Releases
 - One rate of \$10 from any dock to another.
- The Board members are excited to see this begin its second years. They do feel it is very important that the TNT/TMA works closely with lodging properties and the local front line staff to market this program.

14. Wayfinding Signage Funding Requests – Ron Treabess MOTION

- At the April Joint infrastructure Committee meeting it was recommended to approve this funding request for two way finding signage projects.
 - Snow Creek Signage
 - Tahoe X-Country Multi-use Trail Signage

M/S/C (Parson/Sather) (8-0-0) to approve Wayfinding signage Funding Request for Snow Creek Signage and Tahoe X-Country Multi-use Signage.

14.a Integrated Work Plan – Ron Treabess

- This has anticipated projects, but things will change as it is a work in project.
- There was a lengthy discussion by the Board about whether anticipated projects should be included on this plan. There are some future projects that we are aware of that are not included on the plan.
- Projects that have not officially applied for Infrastructure funds are not part of the plan.
- This is a fluid document that is constantly changing.
- Alex would like more clarity about budget vs high priority vs anticipated

ACTION – Modify to include wish list of future projects and bring back to the Board next month.

Membership (10 minutes)

15. Membership Sales, Activities and Events – Deanna Frumentti

- There were 19 new members, 10 write offs, and 24 renewing members in April
- April focus was the Visitor Information Guide and Wedding Guide

- Deanna gave a Bridal Faire recap. It took place on April 13th at Squaw. There were 45 brides in attendance and 140 attendees. The information was collected and shared with the vendors who participated.

E. DIRECTORS' COMMENTS

- Kristi Boosman announced to the group that there are two new TRPA Board members, William Yates and Elizabeth Carmel.
- Phil GilanFarr Reminded the group of the upcoming Boys and Girls Club fundraiser at CB's Pizza on June 1st.

F. CONSENT CALENDAR – MOTIONS

All items (**in bold**) listed under the consent calendar-motions are considered to be routine and/or have been or will be reviewed by committee, and will be approved by one motion. There will be no separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar-motions.

16. Board Meeting Minutes – April 3, 2013

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

17. Joint Infrastructure/Transportation Committee – April 22, 2013

18. Marketing Committee – April 23, 2013

19. Business Association and Chamber Collaborative – No Meeting in April

20. Lodging Committee – No Meeting in April

21. Conference Sales Directors Committee – No Meeting in April

22. Finance Committee – April 25, 2013

23. Executive Committee Report – April 22, 2013

24. Financial Reports for March, 2013

- **Financial Analysis – Project Updates**

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

25. Conference Sales Reports

26. Infrastructure/Transportation Activity Report – April

M/S/C (Parson/Sather) (8-0-0) to approve the consent calendar as presented

G. MEETING REVIEW AND STAFF DIRECTION

- Strengthening item number 7 on the recommendation for TOT allocation.
- Tabling the performance and merit pay agenda item until June 5th
- Staff will come up with a contingency marketing plan for fire season and become involved in Fire Awareness Week, May 25th through June 7th.
- To work with School of Thought on come creative messaging for the Water Shuttle.
- Staff will come up with an infrastructure wish-list to be vetted through the Infrastructure Committee and revising the work plan to bring back for adoption with at the June 5th Board Meeting.

H. CLOSED SESSION (If necessary)

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

The meeting adjourned at 12:19 am.

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



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Staff Action Items

Board Meeting 5-1-13

Sandy – Strengthen language on item 7 in the Board Recommendation for TOT Allocation. **DONE**

Lisa – Revise the policy for Merit and Performance Pay to provide for board approval of new staff and clarify the management structure. Bring back to the Board for approval on June 5. **DONE**

Andy, Emily, Marketing Team – Develop contingency plan for fire, work with TRPA and local fire chiefs to get the message out to visitors the do's and don'ts to prevent fires this summer.

Andy, Ron, TMA – Work on creative for marketing the Water Shuttle this summer – need a motivating tag line to pop. Perhaps School of Thought can provide some copy to work with?

Ron – Revise Integrated Work Plan Draft to include updates to current projects as well as any other anticipated projects not currently on the list. Bring back to Board on June 5. **DONE**

Left from Board Meeting 4-3-13

Judy – Before the next round of grant funding, review the current partial funding strategy and discuss with the allocations committee

Sandy – Draft letter to CalTrans in regards to Hwy 89 project timing for 2014-2016.

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**

Deanna – For future Winter Expo event, consider later timing (week of Dec. 15), promote heavily to front line employees, clarify purpose and measurement of success, focus on winter activities, ski areas, etc. as booths – less non-winter oriented businesses
NOVEMBER

Left from Board Meeting 11-7-12

Deanna, Ron, Sandy – Keep transportation focus on agenda with the Business Association and Chamber Collaborative **ONGOING**

Left from Board Meeting 10-3-12

Ron – Develop a cost analysis of adding a stop at Tahoe Cross Country area for the Free Skier Shuttle in year 2, and report back to the board in May 2013 on the program success

Left from Board Meeting 4-4-12

Ron – Obtain from the county a breakdown of 2011 facility maintenance expenses

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**



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COMMITTEE: Joint Infrastructure/Transportation Committee

MEETING DATE: May 20, 2013

BOARD MEMBERS PRESENT: Phil GilanFarr, Alex Mourelatos, Wally Auerbach, Jennifer Merchant

ACTION ITEMS TAKEN:

MOTIONS MADE/VOTE:

M/S/C (Bergman/Davis) (9-0-0) to approve the Joint Infrastructure/Transportation Committee Agenda for May 20, 2013

M/S/C (Merchant/Pang) (9-0-0) to approve the Joint Infrastructure/Transportation Committee Minutes of April 22, 2013

M/S/C (GilanFarr/Kyler) (9-0-1 Auerbach) that the Joint Committee recommends that the NLTRA Board approve TOT infrastructure funding of up to \$400,000 to the Tahoe Truckee Community Foundation toward the construction of the Community House project. As part of the motion, the Committee has determined that:

- The application for Community House TOT funding is within approved criteria for TOT infrastructure funding allocation.
- The requested funding aligned to appropriate land purchase, permitting, paving and parking spaces, exterior facade construction, and off-site work extending the improvements of the KBCCIP.
- The TTCF will continue to pursue other funding sources, including in adjacent jurisdictions, and will provide a financial fund-raising report for Committee review.
- The TOT funding will be made available to TTCF in three annual payments. The first payment of up to \$200,000 in FY 2014-15 and the remaining payments of up to \$100,000 in the two subsequent years.
- The TTCF will earmark the eight Tourist Accommodation Unit property entitlements to create a seed for a commodity bank to be set aside for use in incentivizing future redevelopment in North Lake Tahoe. The management of this program is still to be determined.

M/S/C (GilanFarr/Pang) (10-0-0) to recommend to the Board of Directors to restructure the joint committee into a newly named Capital Investment/Transportation Committee.

BOARD APPROVAL/DIRECTION REQUESTED:

Staff is requesting the Board approve the TTCF funding request, or any portion thereof, as proposed in the Joint Committee motion, and to recommend final approval by the Placer County Board of Supervisors. Staff also recommends that the Board consider inclusion of the aforementioned public access deed restriction and 20-year operational/maintenance guarantee.

Staff is requesting the NLTRA Board of Directors approve the new Committee structure and recommend same to the County Executive Office. It is understood that the new Committee structure appointments will commence January, 2014 and the NLTRA by-laws will be amended to reflect the Committee membership change.



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COMMITTEE: Marketing
MEETING DATE: May 28, 2013
BOARD MEMBERS PRESENT: Eric Brandt

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

MOTIONS MADE/VOTE:

- 3.2 M/S/C (Brandt/Pedersen) (9/0) to approve the agenda with the above amendments.
- 4.1 M/S/C (Moore/Maurer) (9/0) to approve the Marketing Committee minutes from April 23, 2013 with a revised vote count for item 5.3.

BOARD APPROVAL/DIRECTION REQUESTED:

- 5.2 M/S/C (Brandt/Williams) (7/0/2 – Pedersen and Maurer abstained) to have Les Pedersen and Julie Maurer continue their term on the Marketing Committee.



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COMMITTEE: Business Association and Chamber Collaborative

MEETING DATE: May 8, 2013

BOARD MEMBERS PRESENT: Eric Brandt

ACTION ITEMS TAKEN:

MOTIONS MADE/VOTE:

M/S/C (Brandt/Hoch) (4-0-0) to approve the Membership Advisory Committee minutes of March 13, 2012.

BOARD APPROVAL/DIRECTION REQUESTED:



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COMMITTEE: Lodging
MEETING DATE: May 30, 2013
BOARD MEMBERS PRESENT: Alex Mourelatos

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action to staff: Add "Getting Away Together" as an agenda item for the next Lodging Committee meeting.

Action to staff: Add Wedding as an agenda item for the next Lodging Committee meeting.

MOTIONS MADE/VOTE:



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COMMITTEE: Group Sales Subcommittee

MEETING DATE: May 16, 2013

BOARD MEMBERS PRESENT: None

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action to staff (Jason): Coordinate a meeting with partners to discuss September FAM in the next couple of week.

Action to Jason: Announce the first High Sierra Hospitality Mixer to the Conference Sales Committee members.

MOTIONS MADE/VOTE:



COMMITTEE: Finance

MEETING DATE: May 30, 2013

BOARD MEMBERS PRESENT: Phil GilanFarr and Jennifer Merchant. Ron Parson participated by telephone.

ACTION ITEMS TAKEN:

Placer County will de Roulet will eliminate the bottom row of boxes on the TOT Budget spreadsheet.

Lisa de Roulet will continue to refine G&A graphs.

Lisa de Roulet will use Placer County's recommended 83%/17% (Marketing/Transportation) to allocate RTIA rent.

The committee will have further discussion on the Salary Ranges next month.

MOTIONS MADE / VOTE:

M/S/C (Frushon/Merchant) (4/0) to approve the agenda as presented.

M/S/C (Merchant/Parson) (4/0) to approve the Finance Committee minutes of March 28, 2013 with the words "and for the program to be successful" struck from section 9.3.

M/S/C (Parson/Merchant) (4/0) to approve the Finance Committee minutes of April 25, 2013.

BOARD APPROVAL / DIRECTION REQUESTED:

M/S/C (Parson/Frushon) (4/0) to recommend the Board of Directors approve the April 2013 Financial Statements.



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NLTRA Executive Committee

Tuesday, May 28, 2013

8:30 a.m.

NLTRA Offices

Report

Present: Alex Mourelatos, Ron Parson, Wally Auerbach, Phil GilanFarr, Valli Murnane, Kali Kopley, Lisa DeRoulet, Ron Treabess, Sandy Evans Hall

A. Open Session

1. Items for Board Meeting Agenda – June 5

Group discussed board agenda for June 5, with primary concern revolving around the timing and presentation of the Community House Funding Request. Ron T. was given direction to work the group to shorten the presentation to specifics applicable to TOT funding and to limit the public comment.

2. Contract with Placer County Update

Staff discussed the changes and issues with the contract budget and a brief synopsis of the meeting with the county was provided by Ron P. and Alex. Scope of Work and Agreement language has been received and Sandy will forward to the group with comments later Tuesday. Overall there are not any major changes to what we requested and we should be able to approve on June 5. There may be a need in the future to meet with CEO and BOS to discuss and clarify NLTRA role.

3. Lake Tahoe Sports Organizing Committee – X-Games Bid /Wasserman Media Group

Staff let the E. Board know that the ski areas have concluded that under the current participation and payment configuration, the X-Games would not work for this area. ESPN has asked to keep the door open to future discussion so no publicity has been done at this time.

4. Truckee Tomorrow progress with cooperative marketing participation

A second meeting was held with the Truckee Tomorrow committee and more details of participation were discussed. The committee will be taking the information back to the larger group for discussion and decision.

5. Legislative Issues – Legislative Briefing May 21 Report

Sandy attended a Legislative Briefing on May 21 hosted by CalChamber. She then met with staff of Sen. Darrell Steinberg and Assembly Member Perez, as well as our representative Brian Dahle. Key items for discussion were funding mechanisms for business redevelopment, infrastructure improvements and transportation.

6. Resort Triangle Vision Coalition – potential service and funding scenarios

Sandy shared the progress to date with the Vision Coalition. A realistic service scenario has been identified and the gap in funding is being narrowed to what might realistically be raised with sales tax and TOT plus recreation contributions and Truckee contributions. The Transit Summit II is currently scheduled for August 29.

7. Kings Beach and Tahoe City redevelopment efforts (May 29 and June 3)

A group of business people in Kings Beach met on May 29 to discuss vision process being coordinated by Placer County and conducted by Design Workshop. Sandy then attended the initial discussion of agencies on May 30 to relay ideas. On June 3 Roger Kahn is hosting a group of Tahoe City business and community people at his house to meet with David Boesch about helping with the Economic Development and redevelopment of properties in Tahoe City.

8. June Planning Retreat for Board – June 26

- a. Goals direction
- b. Cost/Benefit Chamber Analysis
- c. 2013/14 NLTRA Budget
- d. Marketing Plan
- e. Funding Opportunities
- f. Host meeting in Tahoe City to allow for Brendan, Ron P., and Jennifer to attend as they can

9. Board Meeting July 3

As long as we can approve the NLTRA organization budget on June 26, the Exec. Committee agreed to cancel the July board meeting.

NLT Chamber/CVB/ Resort Association

Financial Statements

For the Ten Months Ending April 30, 2013



May 30, 2013

To: Finance Committee

From: Kim Lambert

Re: Major Variances of the April 2013 Financial Statements

The following are the major budget to actual variances **YEAR-TO-DATE**:

- Membership dues are down due to write-offs of non-renewing members; however, actual revenue is ahead of last year at this time.
- Membership Activities revenue is down as is corresponding expense.
- Marketing Commissions are down due to slow sales of the Ski Tahoe North interchangeable lift ticket.
- Miscellaneous revenue and membership commissions are under budget; anticipated sales opportunities have not yet materialized.
- Conference salaries are over budget as not enough money was budgeted for sales commissions.
- Rent, Insurance/Bonding, Supplies and Equipment Rental/Leasing expense are over budget in some departments due to the expansion of operations.
- Programs expense is under budget as NLTRA has not yet received invoices from Community Marketing Grant recipients. All money budgeted will be spent.
- Special Events expense is over budget currently; however, only 70% of budget has been consumed.
- Market Study Reports is down in comparison to budget due to timing. The budgeted money will be spent.
- Credit Card Fees are up due to increased consumer purchases at the new Visitor Information Center.
- Variances in Infrastructure and Transportation Project Costs are due to timing of projects.

20-2

North Lake Tahoe Resort Association

BALANCE SHEET

Apr 30, 2013

Assets	April 30, 2013	April 30, 2012	June 30, 2012
Current Assets			
Petty Cash	500	500	500
Cash - Operations Acct #6712	976,943	906,736	698,840
Cash - Payroll Account #7421	14,084	16,289	16,479
Marketing Cooperative Cash	56,917	229,003	217,829
Cash - Infrastructure #8163	(41,712)	49,075	40,939
UBS Cash	8,606	9,062	8,557
Operations Money Market BW	44,869	244,510	244,608
Cash in Drawer	222	-	355
Accounts Receivable	28,428	88,280	121,951
A/R - Sales Estimates	4,456	9,078	4,064
A/R - TOT Funding	1,188,106	1,191,151	443,558
Undeposited Funds	397	-	28
WebLink Accounts Receivable	27,380	-	0
Inventory Asset	19,852	4,594	13,108
AR TOT Transportation	191,093	240,041	103,200
AR TOT Infrastructure	3,425,793	7,541,659	4,982,993
Total Current Assets	5,945,934	10,529,979	6,877,008
Property and Equipment			
Furniture & Fixtures	64,991	64,991	64,991
Accum. Depr. - Furn & Fix	(60,322)	(51,996)	(53,388)
Computer Equipment	41,344	60,000	41,344
Accum. Depr. - Computer Equip	(39,739)	(56,202)	(37,923)
Computer Software	30,050	54,619	20,187
Accum. Amort. - Software	(23,039)	(54,620)	(20,188)
Leasehold Improvements	24,284	23,284	23,284
Accum. Amort - Leasehold Impr	(23,434)	(22,895)	(23,284)
Total Property and Equipment	14,135	17,181	15,024
Other Assets			
Prepaid Expenses	105,890	170,925	49,888
Prepaid Insurance	7,336	2,197	4,709
Total Other Assets	113,225	173,122	54,597
Total Assets	6,073,295	10,720,282	6,946,629
Liabilities and Net Assets			
	2013	2012	2012
Current Liabilities			
Accounts Payable	94,543	90,235	869,182
Salaries / Wages Payable	35,874	49,056	59,843
Empl. Federal Tax Payable	1,496	934	1,496
State Taxes Payable	-	(1,026)	0
FUTA Taxes Payable	48	(402)	48
FSA Payable	-	90	0
401 (k) Plan	9,860	10,654	16,136
Estimated PTO Liability	56,143	60,477	60,883
Sales and Use Tax Payable	1,181	1,356	2,425
Skl Tahoe North lift tickets	(2,822)	11,867	2,857
Marketing Cooperative Liabil	56,917	229,003	217,829
Intra-Company Borrowings	(667)	(22)	(962)
AFW Suspense Account	(90)	-	(4,590)
Payroll Liabilities	8,193	28,535	4,350
Reserves	-	35,820	0
Deferred Rev - Membership Dues	88,436	89,456	71,321
Def Revenue - Other	10,360	-	13,456
Unbilled Purchases	658	-	0
Deferred Support	242,554	1,062,758	0
Deferred Support-Transportation	191,096	33,641	0
Deferred Support - Infra	3,823,044	7,804,261	4,648,436
Deferred Sup- Infra Maint. Res	142,096	-	150,000
Total Current Liabilities	4,758,920	9,506,694	6,112,711
Long-Term Liabilities			
Total Liabilities	4,758,920	9,506,694	6,112,711
Net Assets			
Fund Balance - General	-	4,592,495	0
Fund Balance Restricted	-	243,110	0
Temp. Restricted Net Assets 5	-	(4,217,078)	0
Temp. Restricted Net Assets 4	-	49,415	0
Unrestricted Net Assets	442,264	29,477	305,763
Designated Marketing Reserve	293,110	-	293,110
Designated Infra Maint Reserve	98,544	-	98,544
Net Income	480,457	516,168	136,500
Total Net Assets	1,314,375	1,213,588	833,918
Total Liabilities and Net Assets	6,073,295	10,720,282	6,946,629

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes in Net Assets
For the 10 months ended Apr 30, 2013
Consolidated Departments

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year To Date Actual	Total 2012 2013 Budget	Percent of YTD Budget Consumed (83%)
Revenue								
316,202	316,202	Placer County TOT Funding	4,199,980	3,162,021	1,037,959	3,429,157	5,158,272	81%
9,782	10,365	Membership	95,230	103,554	(8,324)	88,805	124,265	77%
371	1,457	Revenues-Membership Activities	37,004	50,919	(13,915)	56,490	53,833	69%
1,270	744	Revenue-Tue AM Breakfast Club	8,539	7,439	1,100	9,728	8,927	96%
-	-	Special Events Autumn Food&Wine	-	-	0	78,947	-	-
-	-	Revenues - Retail - Nontaxable	-	-	0	352	-	-
45	-	Non-retail VIC income	2,020	-	2,020	-	-	-
6,596	7,917	Commissions	56,174	67,574	(11,400)	134,496	107,000	52%
4,659	3,000	Merchandise Sales	70,657	66,000	4,657	17,400	79,000	89%
-	3,675	Miscellaneous	75	27,642	(27,567)	(3)	35,000	0%
338,925	343,350	Total Revenue	4,469,679	3,485,149	984,530	3,815,372	5,566,297	80%
Operating Expenses								
88,490	99,497	Salaries & Wages	991,601	1,026,708	35,107	1,015,217	1,238,204	80%
13,794	14,841	Rent	156,796	148,408	(8,388)	104,976	178,091	88%
2,905	1,847	Telephone	31,054	20,014	(11,040)	22,921	23,309	133%
356	281	Mail - USPS	3,161	2,808	(353)	2,772	3,370	94%
1,244	790	Insurance/Bonding	11,585	7,904	(3,681)	8,081	9,485	122%
612	1,159	Supplies	12,403	11,594	(809)	14,206	13,918	89%
-	-	Visitor Communications - Other	383	-	(383)	125	-	-
870	1,147	Depreciation	11,751	11,470	(281)	11,238	13,762	85%
1,111	928	Equipment Support & Maintenance	9,271	9,283	12	11,244	11,140	83%
340	100	Taxes, Licenses & Fees	2,346	2,859	513	2,277	3,334	70%
-	-	Miscellaneous Expense	371	513	142	-	684	54%
1,294	1,403	Equipment Rental/Leasing	17,564	14,027	(3,537)	13,642	16,828	104%
-	542	Training Seminars	2,091	1,617	(474)	2,190	3,100	67%
-	150	Public Outreach	-	2,876	2,876	-	3,735	0%
-	4,500	Professional Fees	24,758	25,725	967	29,370	26,975	92%
-	-	Research & Planning Membership	3,000	5,000	2,000	3,000	5,000	60%
2,798	4,333	Research & Planning	63,016	65,830	2,814	56,707	82,000	77%
15,505	18,333	Transportation Projects	437,718	868,333	430,615	229,442	977,000	45%
39,344	-	Infrastructure Projects	1,091,154	-	(1,091,154)	318,013	1,363,831	80%
30,554	-	Marketing Programs	49,075	140,000	90,925	28,910	196,600	25%
-	-	Autumn Food & Wine	-	-	0	78,947	-	-
5,469	4,000	Special Events	133,296	47,500	(85,796)	126,583	190,153	70%
550	2,170	Membership Activities	24,145	40,861	16,716	35,726	45,580	53%
894	500	Tuesday Morning Breakfast Club	7,316	5,000	(2,316)	7,733	6,000	122%
-	-	Classified Ads	477	-	(477)	3,480	-	-
198	-	Promotions/Giveaways	925	-	(925)	-	-	-
13,400	-	Market Study Reports/Research	13,433	5,000	(8,433)	74,327	18,000	75%
80,762	80,548	Marketing Cooperative/Media	807,620	805,476	(2,144)	892,000	966,566	84%
-	-	Media/Collateral/Production	-	-	0	122,038	-	-
-	42	Miscellaneous Programs	21,797	40,973	19,176	-	88,731	25%
-	-	Conference - PUD	-	-	0	-	10,000	0%
3,252	2,000	Cost of Goods Sold	32,602	27,000	(5,602)	11,139	33,000	99%
10	215	Associate Relations	1,554	2,571	1,017	2,723	3,075	51%
248	417	Board Functions	3,372	4,167	795	6,798	5,000	67%
700	242	Credit Card Fees	5,086	2,792	(2,294)	2,897	3,400	150%
912	922	Automobile Expenses	6,817	9,215	2,398	8,377	11,058	62%
272	158	Meals/Meetings	4,003	1,718	(2,285)	2,084	2,160	185%
735	750	Dues & Subscriptions	5,439	4,632	(807)	10,271	5,172	105%
98	631	Travel	2,269	6,311	4,042	5,764	8,238	28%
-	-	Bad Debt	300	-	(300)	-	-	-
306,717	242,246	Total Operating Expenses	3,989,549	3,368,185	(621,364)	3,265,218	5,566,499	72%
12	183	Revenues- Interest & Investment	326	1,833	(1,507)	1,831	2,200	15%
-	-	Marketing Reserves	-	-	0	35,820	-	-
32,220	101,287	Net Income (Loss)	480,456	118,797	361,659	516,165	1,998	-

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
Statement of Activities and Changes In Net Assets
For the 10 months ended Feb 28, 2013
All Departments excl Infra and Trans

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year To Date Actual	11, 30, 42, 60, 70 Total 2012 2013 Budget	Percent of YTD Budget Consumed (83%)
Revenue								
204,153	204,153	Placer County TOT Funding	2,041,531	2,041,531	0	2,305,907	2,449,835	83%
9,576	10,355	Membership	95,230	103,554	(8,324)	88,805	124,265	77%
180	30,000	Revenues-Membership Activities	37,004	50,919	(13,915)	56,490	53,833	69%
725	744	Revenue-Tue AM Breakfast Club	8,539	7,439	1,100	9,728	8,927	96%
-	-	Special Events Autumn Food&Wine	-	-	0	78,947	-	-
-	-	Revenues - Retail - Nontaxable	-	-	0	352	-	-
50	-	Non-retail VIC income	2,020	-	2,020	-	-	-
1,680	5,167	Commissions	56,174	67,574	(11,400)	134,496	107,000	52%
4,683	5,000	Merchandise Sales	70,657	66,000	4,657	17,400	79,000	89%
-	2,536	Miscellaneous	75	27,642	(27,567)	(3)	35,000	0%
221,047	257,955	Total Revenue	2,311,230	2,364,659	(53,429)	2,692,122	2,857,860	81%
Operating Expenses								
89,457	93,686	Salaries & Wages	868,666	890,275	21,609	892,947	1,073,944	81%
15,178	13,627	Rent	140,421	136,273	(4,148)	90,815	163,529	86%
2,015	1,380	Telephone	26,464	16,780	(9,684)	19,024	19,541	135%
541	280	Mail - USPS	3,140	2,796	(344)	2,759	3,355	94%
1,169	657	Insurance/Bonding	10,799	6,571	(4,228)	6,744	7,885	137%
581	968	Supplies	11,601	9,677	(1,924)	12,654	11,618	100%
35	-	Visitor Communications - Other	383	-	(383)	125	-	-
1,022	963	Depreciation	9,871	9,630	(241)	9,485	11,554	85%
882	813	Equipment Support & Maintenance	8,284	8,125	(159)	10,083	9,750	85%
173	-	Taxes, Licenses & Fees	2,230	1,759	(471)	1,188	2,134	104%
-	-	Miscellaneous Expense	371	-	(371)	-	-	-
1,819	1,166	Equipment Rental/Leasing	14,448	11,660	(2,788)	11,231	13,988	103%
629	-	Training Seminars	2,091	1,200	(891)	1,813	2,600	80%
-	-	Public Outreach	-	1,247	1,247	-	1,662	0%
2,800	250	Professional Fees	24,758	25,725	967	29,370	29,975	92%
(3,318)	-	Marketing Programs	49,075	140,000	90,925	28,910	196,600	25%
-	-	Autumn Food & Wine	-	-	0	78,947	-	-
33,064	5,000	Special Events	133,296	47,500	(85,796)	126,583	190,153	70%
291	19,310	Membership Activities	23,960	40,861	16,901	35,726	45,580	53%
1,767	500	Tuesday Morning Breakfast Club	7,316	5,000	(2,316)	7,733	6,000	122%
477	-	Classified Ads	477	-	(477)	2,920	-	-
-	-	Promotions/Giveaways	925	-	(925)	-	-	-
-	-	Market Study Reports/Research	13,433	5,000	(8,433)	74,327	18,000	75%
80,762	80,548	Marketing Cooperative/Media	807,620	805,476	(2,144)	892,000	966,566	84%
-	-	Media/Collateral/Production	-	-	0	122,038	-	-
222	42	Miscellaneous Programs	21,797	40,973	19,176	-	88,731	25%
-	-	Conference - PUD	-	-	0	-	19,000	0%
2,604	2,500	Cost of Goods Sold	32,602	27,000	(5,602)	11,139	33,000	99%
150	202	Associate Relations	1,529	2,371	842	2,525	2,825	54%
404	417	Board Functions	3,372	4,167	795	6,798	5,000	67%
363	242	Credit Card Fees	5,086	2,792	(2,294)	2,897	3,400	150%
200	405	Automobile Expenses	5,074	4,048	(1,026)	5,409	4,858	104%
198	158	Meals/Meetings	3,681	1,643	(2,038)	2,025	1,960	188%
22	395	Dues & Subscriptions	5,318	4,485	(833)	10,163	5,000	106%
1,361	631	Travel	2,269	6,311	4,042	5,764	8,238	28%
-	-	Bad Debt	300	-	(300)	-	-	-
234,868	224,140	Total Operating Expenses	2,240,657	2,259,345	18,688	2,504,142	2,934,446	76%
12	150	Revenues- Interest & Investment	326	1,500	(1,174)	1,492	1,800	18%
-	-	Marketing Reserves	-	-	0	35,820	-	-
-6,329	-6,399	Allocated	-63,286	-63,987	(701)	-64,425	-76,785	0%
(7,480)	40,364	Net Income (Loss)	134,185	170,801	(36,616)	218,077	1,999	-

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North Lake Tahoe Resort Association
Departmental Summary
For the 10 Months Ending Apr 30, 2013

	Marketing	Conference	Visitor Information	Marketing Subtotal	Transportation	Membership	Administration	Subtotal	Infrastructure	TOTAL
Revenue										
Placer County TOT Funding	1,486,970	293,502	261,059	2,041,531	955,460	0	0	955,460	1,202,989	4,199,980
Membership	-	6,573	-	6,573	-	88,656	-	88,656	-	95,230
Revenues-Membership Activities	-	-	-	-	-	37,004	-	37,004	-	37,004
Revenue-Tue AM Breakfast Club	-	-	-	-	-	8,539	-	8,539	-	8,539
Non-retail VIC income	-	-	2,020	2,020	-	-	-	-	-	2,020
Commissions	669	55,505	-	56,174	-	-	-	-	-	56,174
Merchandise Sales	-	-	70,657	70,657	-	-	-	-	-	70,657
Miscellaneous	-	-	-	-	-	-	75	75	-	75
Total Revenue	1,487,639	355,580	333,736	2,176,955	955,460	134,199	75	1,089,734	1,202,989	4,489,679
Operating Expenses										
Salaries & Wages	226,313	176,772	165,051	568,136	56,755	60,809	239,721	357,285	66,179	991,601
Rent	17,423	8,790	88,475	114,688	6,199	6,199	19,535	31,932	10,176	156,796
Telephone	9,226	2,529	4,591	16,346	2,262	3,161	6,957	12,361	2,327	31,054
Mail - USPS	829	831	449	2,109	11	499	533	1,042	10	3,161
Insurance/Bonding	2,252	2,146	2,790	7,188	394	1,037	2,574	4,005	393	11,585
Supplies	2,223	782	4,694	7,679	375	1,289	2,633	4,296	428	12,403
Visitor Communications - Other	75	-	308	383	-	-	-	-	-	383
Depreciation	2,938	1,528	1,528	5,993	940	940	2,938	4,818	940	11,751
Equipment Support & Maintenance	2,241	1,305	1,451	4,998	493	493	2,793	3,780	493	9,271
Taxes, Licenses & Fees	380	94	588	1,062	58	58	1,111	1,226	58	2,346
Miscellaneous Expense	22	-	-	22	-	-	349	349	-	371
Equipment Rental/Leasing	2,054	1,814	4,921	8,788	1,558	3,267	2,392	7,218	1,558	17,564
Training Seminars	1,137	-	-	1,137	-	180	774	954	-	2,091
Professional Fees	-	-	3,188	3,188	-	160	21,410	21,570	-	24,750
Research & Planning Membership	-	-	-	-	3,000	-	-	3,000	-	3,000
Research & Planning	-	-	-	-	26,606	-	-	26,606	36,410	63,016
Transportation Projects	-	-	-	-	437,718	-	-	437,718	65,900	503,618
Infrastructure Projects	-	-	-	-	-	-	-	-	1,025,254	1,025,254
Marketing Programs	49,075	-	-	49,075	-	-	-	-	-	49,075
Special Events	133,296	-	-	133,296	-	-	-	-	-	133,296
Membership Activities	93	93	93	278	93	23,589	93	23,775	93	24,145
Tuesday Morning Breakfast Club	-	-	-	-	-	7,316	-	7,316	-	7,316
Classified Ads	-	-	-	-	-	477	-	477	-	477
Promotions/Giveaways	223	702	-	925	-	-	-	-	-	925
Market Study Reports/Research	13,433	-	-	13,433	-	-	-	-	-	13,433
Marketing Cooperative/Media	695,960	111,660	-	807,620	-	-	-	-	-	807,620
Miscellaneous Programs	21,575	-	-	21,575	-	222	-	222	-	21,797
Cost of Goods Sold	-	-	32,602	32,602	-	-	-	-	-	32,602
Associate Relations	38	350	425	813	-	25	690	715	26	1,554
Board Functions	-	-	-	-	-	-	3,372	3,372	-	3,372
Credit Card Fees	475	-	2,562	3,037	-	2,049	-	2,049	-	5,086
Automobile Expenses	1,812	1,166	1,700	4,678	869	141	256	1,265	874	6,817
Meals/Meetings	2,180	117	472	2,769	48	272	640	958	276	4,003
Dues & Subscriptions	1,252	1,470	-	2,722	61	601	1,995	2,656	61	5,439
Travel	2,205	-	65	2,269	-	-	-	-	-	2,269
Bad Debt	300	-	-	300	-	-	-	-	-	300
Total Operating Expenses	1,189,030	312,129	315,953	1,817,109	537,438	112,784	310,766	960,985	1,211,456	3,989,549
Operating Income (Loss)	298,609	43,451	17,783	359,846	418,022	21,415	(310,691)	128,749	(8,467)	480,130
Revenues- Interest & Investment	-	-	-	-	-	-	326	326	-	326
Allocated	111,785	68,325	39,627	219,736	28,208	29,123	(312,146)	(254,815)	35,078	-
Net Income (Loss)	186,824	(24,874)	(21,844)	140,110	389,814	(7,708)	1,781	383,890	(43,545)	480,456

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North Lake Tahoe Resort Association

BUDGET TO ACTUAL

For the 10 Months Ended Apr 30, 2013

Marketing

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year to Date Actual	Total 2012 2013 Budget	Percent of YTD Budget Consumed (83%)
Revenue								
148,697	148,697	Placer County TOT Funding	1,486,970	1,486,970	0	1,761,699	1,784,362	83%
-	-	Special Events Autumn Food&Wine	-	-	0	78,947	-	-
-	-	Commissions	669	7,000	(6,331)	2,717	7,000	10%
148,697	148,697	Total Revenue	1,487,639	1,493,970	(6,331)	1,843,363	1,791,362	83%
Operating Expenses								
20,594	23,011	Salaries & Wages	226,313	235,058	8,745	257,402	282,026	80%
1,451	1,631	Rent	17,423	16,314	(1,109)	19,804	19,577	89%
848	300	Telephone	9,226	3,888	(5,338)	7,261	4,488	206%
60	85	Mail - USPS	829	850	21	768	1,020	81%
236	200	Insurance/Bonding	2,252	2,000	(252)	2,005	2,400	94%
155	383	Supplies	2,223	3,830	1,607	3,857	4,601	48%
-	-	Visitor Communications - Other	75	-	(75)	-	-	-
217	286	Depreciation	2,938	2,860	(78)	2,862	3,430	86%
240	150	Equipment Support & Maintenance	2,241	1,500	(741)	3,687	1,800	125%
-	-	Taxes, Licenses & Fees	380	233	(147)	204	233	163%
-	-	Miscellaneous Expense	22	-	(22)	-	-	-
150	167	Equipment Rental/Leasing	2,054	1,670	(384)	1,736	2,000	103%
-	-	Training Seminars	1,137	-	(1,137)	1,069	-	-
30,554	-	Marketing Programs	49,075	140,000	90,925	28,910	196,600	25%
-	-	Autumn Food & Wine	-	-	-	78,947	-	-
5,469	4,000	Special Events	133,296	47,500	(85,796)	126,583	190,153	70%
-	-	Membership Activities	93	-	(93)	-	-	-
-	-	Classified Ads	-	-	-	200	-	-
123	-	Promotions/Giveaways	223	-	(223)	-	-	-
13,400	-	Market Study Reports/Research	13,433	5,000	(8,433)	74,327	18,000	75%
69,596	69,104	Marketing Cooperative/Media	695,960	691,040	(4,920)	760,500	829,243	84%
-	-	Media/Collateral/Production	-	-	-	100,018	-	-
-	-	Miscellaneous Programs	21,575	40,000	18,425	-	87,675	25%
10	-	Associate Relations	38	350	312	408	400	10%
69	-	Credit Card Fees	475	375	(100)	387	500	95%
247	150	Automobile Expenses	1,812	1,500	(312)	1,568	1,800	101%
177	100	Meals/Meetings	2,180	1,000	(1,180)	1,489	1,200	182%
45	750	Dues & Subscriptions	1,252	1,500	248	6,848	1,500	83%
98	631	Travel	2,205	6,311	4,106	4,662	7,574	29%
-	-	Bad Debt	300	-	(300)	-	-	-
143,739	100,948	Total Operating Expenses	1,189,030	1,202,779	13,749	1,485,502	1,656,220	72%
-	-	Marketing Reserves	-	-	-	35,820	-	-
11,179	11,262	Allocated	111,785	112,618	833	124,240	135,142	83%
(6,221)	36,487	Net Income (Loss)	186,824	178,573	8,251	197,801	-	-

North Lake Tahoe Resort Association

BUDGET TO ACTUAL

For the 10 Months Ended Apr 30, 2013

Conference

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year to Date Actual	Total 2012 2013 Budget	Percent of YTD Budget Consumed (83%)
Revenue								
29,350	29,350	Placer County TOT Funding	293,502	293,502	0	276,333	352,202	83%
570	541	Membership	6,573	5,414	1,159	4,995	6,497	101%
6,596	7,500	Commlssions	55,505	56,407	-902	131,779	95,000	58%
36,516	37,391	Total Revenue	355,580	355,323	257	413,107	453,699	78%
Operating Expenses								
15,406	16,118	Salaries & Wages	176,772	165,393	(11,379)	151,177	198,340	89%
725	835	Rent	8,790	8,345	(445)	10,107	10,014	88%
226	246	Telephone	2,529	2,915	386	3,117	3,408	74%
184	65	Mail - USPS	831	650	(181)	742	780	107%
236	100	Insurance/Bonding	2,146	1,000	(1,146)	1,004	1,200	179%
73	149	Supplies	762	1,485	723	1,511	1,782	43%
113	150	Depreciation	1,528	1,500	(28)	1,444	1,800	85%
175	108	Equipment Support & Maintenan	1,305	1,083	(222)	1,103	1,300	100%
-	-	Taxes, Licenses & Fees	94	130	36	106	130	72%
133	142	Equipment Rental/Leasing	1,814	1,417	(397)	1,435	1,700	107%
-	-	Membership Activities	93	-	(93)	-	-	-
-	-	Classified Ads	-	-	-	50	-	-
75	-	Promotions/Giveaways	702	-	(702)	-	-	-
11,166	11,444	Marketing Cooperative/Media	111,660	114,436	2,776	131,500	137,323	81%
-	-	Conference - PUD	-	-	-	-	10,000	0%
-	42	Associate Relations	350	417	67	441	500	70%
240	80	Automobile Expenses	1,166	798	(368)	765	958	122%
-	-	Meals/Meetings	117	-	(117)	23	-	-
295	-	Dues & Subscriptions	1,470	1,235	(235)	1,695	1,500	98%
-	-	Travel	-	-	-	-	-	-
-	-	Bad Debt	-	-	-	-	-	-
29,047	29,479	Total Operating Expenses	312,129	300,804	(11,325)	306,220	370,735	84%
6,832	6,914	Allocated	68,325	69,138	813	71,610	82,965	82%
637	998	Net Income (Loss)	(24,874)	(14,619)	(10,255)	35,277	(1)	

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
For the 10 Months Ended Apr 30, 2013
Transportation

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year to Date Actual	Total 2012 2013 Budget	Percent of YTD Budget Consumed (83%)
		Revenue						
\$ 95,546	95,546	Placer County TOT Funding	955,460	955,460	0	516,000	1,146,566	83%
95,546	95,546	Total Revenue	955,460	955,460	0	516,000	1,146,566	83%
		Operating Expenses						
5,262	6,633	Salaries & Wages	56,755	66,653	9,898	58,963	80,239	71%
518	586	Rent	6,199	5,862	(337)	7,081	7,034	88%
192	171	Telephone	2,262	1,987	(275)	1,948	2,328	97%
-	-	Mail - USPS	11	-	(11)	4	-	-
37	67	Insurance/Bonding	394	667	273	672	800	49%
45	67	Supplies	375	667	292	669	800	47%
70	92	Depreciatton	940	920	(20)	881	1,104	85%
77	56	Equipment Support & Maintenance	493	558	65	556	670	74%
-	-	Taxes, Licenses & Fees	58	100	42	65	100	58%
115	117	Equipment Rental/Leasing	1,558	1,167	(391)	1,205	1,400	111%
-	-	Public Outreach	-	1,329	1,329	-	1,773	0%
-	-	Research & Planning Membership	3,000	5,000	2,000	3,000	5,000	60%
1,235	-	Research & Planning	26,606	22,500	(4,106)	24,998	30,000	89%
15,505	18,333	Transportation Projects	437,718	868,333	430,615	229,442	977,000	45%
-	-	Membership Activities	93	-	(93)	-	-	-
-	-	Classified Ads	-	-	-	280	-	-
-	13	Associate Relations	-	125	125	99	150	0%
135	350	Automobile Expenses	869	3,500	2,631	1,475	4,200	21%
-	-	Meals/Meetings	46	-	(46)	41	100	46%
23	-	Dues & Subscriptions	61	72	11	54	72	85%
23,214	26,485	Total Operating Expenses	537,438	979,440	442,002	331,433	1,112,770	48%
2,821	2,816	Allocated	28,208	28,164	(44)	30,200	33,796	83%
69,511	66,245	Net Income (Loss)	389,814	(52,144)	441,958	154,367	-	-

North Lake Tahoe Resort Association
BUDGET TO ACTUAL
for the 10 months ended Apr 30, 2013
Visitor Information

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year To Date Actual	Total 2012 2013 Budget	Percent of YTD Budget Consumed (83%)
Revenue								
26,106	26,106	Placer County TOT Funding	261,059	261,059	0	267,875	313,271	83%
0	0	Revenues - Retail - Nontaxable	0	0	0	352	0	-
45	0	Non-retail VIC income	2,020	0	2,020	0	0	-
4,659	3,000	Merchandise Sales	70,657	66,000	4,657	17,400	79,000	89%
0	3,675	Miscellaneous	0	27,642	(27,642)	70	35,000	0%
30,810	32,781	Total Revenue	333,736	354,701	(20,965)	285,697	427,271	78%
Operating Expenses								
13,054	15,925	Salaries & Wages	165,051	174,519	9,468	143,667	215,026	77%
6,445	8,941	Rent	88,475	89,410	935	32,202	107,294	82%
521	155	Telephone	4,591	2,017	(2,574)	1,453	2,328	197%
55	15	Mail - USPS	449	150	(299)	107	180	249%
311	83	Insurance/Bonding	2,790	833	(1,957)	1,005	1,000	279%
105	83	Supplies	4,694	833	(3,861)	2,961	1,000	469%
0	0	Visitor Communications - Other	308	0	(308)	125	0	-
113	149	Depreciation	1,528	1,490	(38)	1,444	1,788	85%
125	150	Equipment Support & Maintenan	1,451	1,500	49	1,203	1,800	81%
0	0	Taxes, Licenses & Fees	588	206	(382)	193	206	285%
365	333	Equipment Rental/Leasing	4,921	3,333	(1,588)	3,668	4,000	123%
0	500	Training Seminars	0	1,000	1,000	0	1,000	0%
0	500	Professional Fees	3,188	4,475	1,287	0	4,975	64%
0	0	Membership Activities	93	0	(93)	18	0	-
0	0	Classified Ads	0	0	0	720	0	-
0	0	Media/Collateral/Production	0	0	0	22,021	0	-
0	42	Miscellaneous Programs	0	417	417	0	500	0%
3,252	2,000	Cost of Goods Sold	32,602	27,000	(5,602)	11,139	33,000	99%
0	29	Associate Relations	425	292	(133)	389	350	121%
140	58	Credit Card Fees	2,562	583	(1,979)	642	700	366%
155	25	Automobile Expenses	1,700	250	(1,450)	1,657	300	567%
35	0	Meals/Meetings	472	60	(412)	110	60	787%
0	0	Travel	65	0	(65)	0	0	-
24,676	28,988	Total Operating Expenses	315,953	308,368	(7,585)	224,724	375,507	84%
3,963	3,814	Allocated	39,627	38,137	(1,490)	54,126	45,764	0%
2,171	-21	Net Income (Loss)	(21,844)	8,196	(30,040)	6,847	6,000	

North Lake Tahoe Resort Association

BUDGET TO ACTUAL

For the 10 Months Ended Apr 30, 2013

Infrastructure

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year to Date Actual	Total 2012 2013 Budget	Percent of YTD Budget Consumed (83%)
		Revenue						
16,503	16,503	Placer County TOT Funding	1,202,989	165,030	1,037,959	607,250	1,561,871	77%
16,503	16,503	Total Revenue	1,202,989	165,030	1,037,959	607,250	1,561,871	77%
		Operating Expenses						
6,163	6,928	Salaries & Wages	66,179	69,781	3,602	63,307	84,021	79%
2,507	627	Rent	10,176	6,273	(3,903)	7,081	7,528	135%
192	96	Telephone	2,327	1,247	(1,080)	1,948	1,440	162%
-	1	Mail - USPS	10	13	3	10	15	67%
37	67	Insurance/Bonding	393	667	274	665	800	49%
45	125	Supplies	428	1,250	822	883	1,500	29%
70	92	Depreciation	940	920	(20)	872	1,104	85%
77	60	Equipment Support & Maintenance	493	600	107	606	720	68%
-	100	Taxes, Licenses & Fees	58	1,000	942	1,023	1,100	5%
-	-	Miscellaneous Expense	-	513	513	-	684	0%
115	120	Equipment Rental/Leasing	1,558	1,200	(358)	1,205	1,440	108%
-	42	Training Seminars	-	417	417	378	500	0%
-	150	Public Outreach	-	300	300	-	300	0%
1,563	4,333	Research & Planning	36,410	43,330	6,920	31,709	52,000	70%
39,344	-	Infrastructure Projects	1,091,154	-	(1,091,154)	318,013	1,363,831	80%
-	-	Membership Activities	93	-	(93)	-	-	-
-	-	Classified Ads	-	-	0	280	-	-
-	-	Associate Relations	26	75	49	99	100	26%
135	167	Automobile Expenses	874	1,667	793	1,493	2,000	44%
-	-	Meals/Meetings	276	75	(201)	17	100	276%
23	-	Dues & Subscriptions	61	75	14	54	100	61%
50,271	12,908	Total Operating Expenses	1,211,456	129,403	(1,082,053)	429,643	1,519,283	80%
-	33	Revenues- Interest & Investment	-	333	333	339	400	
3,508	3,582	Allocated	35,078	35,823	745	34,225	42,988	82%
(37,276)	46	Net Income (Loss)	(43,545)	137	(43,682)	143,721	-	

20-11

North Lake Tahoe Resort Association

BUDGET TO ACTUAL

For the 10 Months Ended Apr 30, 2013

Membership

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year to Date Actual	Total 2012 2013 Budget	Percent of YTD Budget Consumed (83%)
Revenue								
9,213	9,814	Membership	88,656	98,140	(9,484)	83,810	117,768	75%
371	1,457	Revenues-Membership Activities	37,004	50,919	(13,915)	56,490	53,833	69%
1,270	744	Revenue-Tue AM Breakfast Club	8,539	7,439	1,100	9,728	8,927	96%
-	417	Commissions	-	4,167	(4,167)	-	5,000	0%
10,854	12,432	Total Revenue	134,199	160,665	(26,466)	150,028	185,528	
Operating Expenses								
5,601	6,342	Salaries & Wages	60,809	65,294	4,485	68,858	78,352	78%
518	589	Rent	6,199	5,890	(309)	7,110	7,068	88%
293	196	Telephone	3,161	2,247	(914)	2,338	2,640	120%
30	50	Mail - USPS	499	500	1	506	600	83%
112	65	Insurance/Bonding	1,037	654	(383)	665	785	132%
45	83	Supplies	1,289	833	(456)	1,122	1,000	129%
70	92	Depreciation	940	920	(20)	872	1,104	85%
77	79	Equipment Support & Maintenance	493	792	299	806	950	52%
-	-	Taxes, Licenses & Fees	58	65	7	65	65	89%
243	242	Equipment Rental/Leasing	3,267	2,417	(850)	2,433	2,900	113%
-	-	Training Seminars	180	200	20	-	1,000	18%
-	-	Professional Fees	160	-	(160)	-	-	-
550	2,170	Membership Activities	23,589	40,861	17,272	35,709	45,580	52%
894	500	Tuesday Morning Breakfast Club	7,316	5,000	(2,316)	7,733	6,000	122%
-	-	Classified Ads	477	-	(477)	755	-	-
-	-	Miscellaneous Programs	222	556	334	-	556	40%
-	31	Associate Relations	25	313	288	324	375	7%
491	183	Credit Card Fees	2,049	1,833	(216)	1,868	2,200	93%
-	125	Automobile Expenses	141	1,250	1,109	1,212	1,500	9%
60	25	Meals/Meetings	272	250	(22)	96	300	91%
45	-	Dues & Subscriptions	601	750	149	838	1,000	60%
-	-	Travel	-	-	-	-	664	0%
-	-	Bad Debt	-	-	-	-	-	-
9,029	10,772	Total Operating Expenses	112,784	130,625	17,841	133,310	154,639	73%
2,912	2,907	Allocated	29,123	29,075	(48)	32,130	34,889	83%
(1,087)	(1,247)	Net Income (Loss)	(7,708)	965	(8,673)	(15,412)	(4,000)	193%

20-12

North Lake Tahoe Resort Association

BUDGET TO ACTUAL

For the 10 Months Ended Apr 30, 2013

Administration

Current Month Actual	Current Month Budget		Year to Date Actual	Year to Date Budget	Variance	Prior Year to Date Actual	Total 2012 2013 Budget	Percent of YTD Budget Consumed (83%)
-	-	Revenue						
-	-	Miscellaneous	75	-	75	(73)	-	
-	-	Total Revenue	75	-	75	(73)	-	-
		Operating Expenses						
22,410	24,540	Salaries & Wages	239,721	250,011	10,290	271,843	300,200	80%
1,629	1,631	Rent	19,535	16,314	(3,221)	21,591	19,577	100%
633	482	Telephone	6,957	5,712	(1,245)	4,856	6,676	104%
26	65	Mail - USPS	533	646	113	636	775	69%
274	208	Insurance/Bonding	2,574	2,083	(491)	2,065	2,500	103%
145	270	Supplies	2,633	2,696	63	3,203	3,235	81%
217	286	Depreciation	2,938	2,860	(78)	2,862	3,432	86%
340	325	Equipment Support & Maintenance	2,793	3,250	457	3,284	3,900	72%
340	-	Taxes, Licenses & Fees	1,111	1,125	14	620	1,500	74%
-	-	Miscellaneous Expense	349	-	(349)	-	-	-
173	282	Equipment Rental/Leasing	2,392	2,823	431	1,959	3,388	71%
-	-	Training Seminars	774	-	(774)	744	600	129%
-	-	Public Outreach	-	1,247	1,247	-	1,662	0%
-	4,000	Professional Fees	21,410	21,250	(160)	29,370	22,000	97%
-	-	Membership Activities	93	-	(93)	-	-	-
-	-	Classified Ads	-	-	-	1,195	-	-
-	100	Associate Relations	690	1,000	310	962	1,200	58%
248	417	Board Functions	3,372	4,167	795	6,798	5,000	67%
-	25	Automobile Expenses	256	250	(6)	207	300	85%
-	33	Meals/Meetings	640	333	(307)	307	400	160%
305	-	Dues & Subscriptions	1,995	1,000	(995)	782	1,000	200%
-	-	Travel	-	-	-	1,103	-	-
26,740	32,664	Total Operating Expenses	310,766	316,767	6,001	354,387	377,345	82%
(31,215)	(31,295)	Allocated	(312,146)	(312,954)	(808)	(346,530)	(375,545)	83%
4,487	(1,219)	Net Income (Loss)	1,781	(2,313)	4,094	(6,438)	-	-

20-13

KEY METRICS APRIL 30, 2013

Total TOT Collections by Quarter 2008 - 2013					
	Q1 (JAS)	Q2 (OND)	Q3 (JFM)	Q4 (AMJ)	Total
2008-09	3,148,504	1,390,740	2,668,493	1,066,840	8,274,577
2009-10	2,703,071	1,556,649	3,537,143	1,101,823	8,898,686
2010-11	3,145,193	2,027,191	3,694,469	1,270,140	10,136,993
2011-12	3,575,545	1,706,628	3,078,629	1,459,354	9,820,156
2012-13	3,762,759	2,001,766	3,033,996		8,798,521

MTRIP Reservations Activity	FY 12/13	FY 11/12	Variance
Occupancy during April	25.0%	41.9%	-40.2%
ADR April (Average Daily Rate)	\$ 169	\$ 172	-1.7%
Occupancy forecast May	20.3%	22.5%	-9.8%
ADR April	\$ 153	\$ 155	-0.7%
Occupancy (prev 6 mo)	42.7%	39.8%	7.3%
ADR (prev 6 mo)	\$ 248	\$ 228	8.9%
Occupancy (next 6 mo)	27.6%	18.6%	48.7%
ADR (next 6 mo)	\$ 213	\$ 201	6.2%
Incremental Pacing for April	4.6%	5.7%	-19.7%

Conference Revenue Statistics Fiscal 2012 2013 (Jul- Mar)				
	2012-13	2011-12	YOY % Change	
FORWARD LOOKING				
Total Revenue Booked as of 3/31/13	\$ 2,032,945	\$ 2,030,957	0%	
Forecasted Commission for this Revenue	75,859	141,657	-46%	
Number of Room Nights	14,112	11,532	22%	
Number of Tentative Bookings	97	48	102%	
CURRENT				
Annual Revenue Goal	\$ 1,750,000	\$ 1,700,000	3%	
Annual Commission Goal	\$ 75,000	\$ 125,000	-40%	
Conference Revenue And Percentage by County:				
Washoe	\$ 180,887	13%	\$ 154,668 9%	17%
Placer	\$ 714,805	51%	\$ 1,396,486 84%	-49%
South Lake	\$ 488,705	35%	\$ 80,605 5%	506%
Nevada	\$ 16,119	1%	\$ 28,164 2%	-43%
Total Conference Revenue	\$ 1,400,516		\$ 1,659,923	-16%

VISITOR INFORMATION STATISTICS FOR 2012 2013 (Jul-Apr)			
Tahoe City:	2012/2013	2011/2012	YOY % Change
April Referrals	252		
Walk In	33189	10876	205%
Phone	2781	2675	4%
Kings Beach (Walk In Only)	3014	2995	1%
Reno (Walk in Only)	3136	3120	1%
Unemployment	Mar-13	Mar-12	Dec-12
Dollar Point	9.3%	11.6%	9.9%
Kings Beach	7.9%	10.0%	8.6%
Sunnyside/Tahoe City	9.2%	11.6%	10.0%
Tahoe Vista	13.3%	16.5%	14.3%
California	9.4%	11.1%	9.7%
Placer County	8.0%	10.0%	8.6%

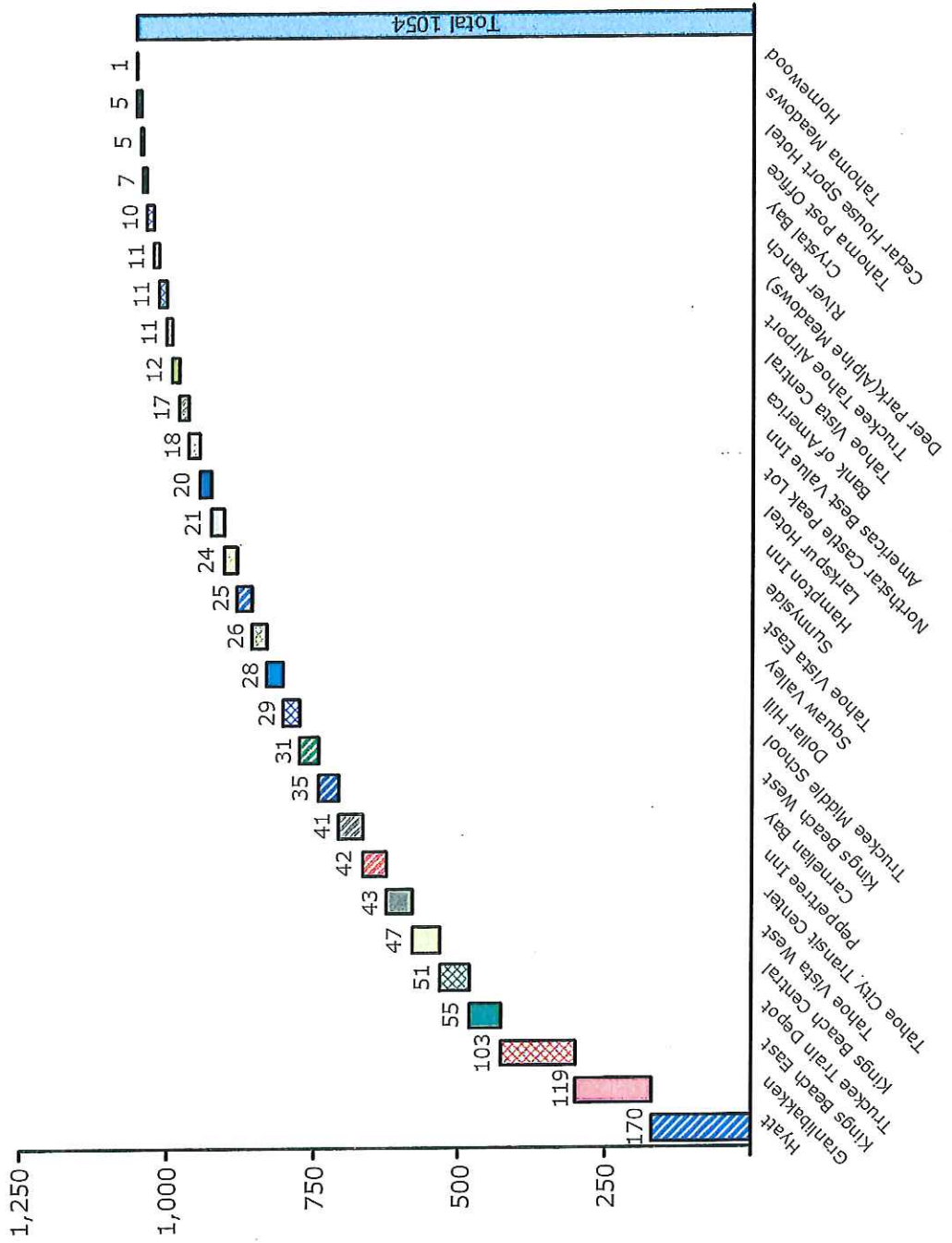
Infrastructure Fund Balances Held by Placer County as of 4/30/13	
Contract 12477 2007-08	\$ -
Contract 12659 2008-09	\$ -
Contract 12818 2009-10	\$ -
Contract 12945 2010-11	\$ 401,199
Contract 13054 2011-12	\$ 1,249,520
Contract 13235 2012-13	\$ 1,357,037
Total Fund Balances	\$ 3,007,756
Chamber Of Commerce Total Membership	
April 2012	468
April 2013	505

Calendar Year Sales Tax Revenue - Tahoe							
Quarter	2007	2008	2009	2010	2011	2012	YOY % Change
First (JFM)	\$ 575,721	\$ 643,647	\$ 521,787	\$ 592,861	\$ 469,504	\$ 505,344	8%
Second (AMJ)	\$ 528,029	\$ 486,809	\$ 400,212	\$ 376,497	\$ 391,536	\$ 476,098	22%
Third (JAS)	\$ 792,879	\$ 791,449	\$ 612,761	\$ 687,963	\$ 757,531	\$ -	-
Fourth (OND)	\$ 514,299	\$ 431,607	\$ 428,368	\$ 448,294	\$ 441,061	\$ -	-
Total	\$ 2,410,928	\$ 2,353,512	\$ 1,963,128	\$ 2,105,615	\$ 2,059,632	\$ 981,442	

NORTH TAHOE/TRUCKEE FREE SKI SHUTTLE
 2012-2013 SEASON - 42 DAY SEASON
 SKIER SHUTTLE COUNTS BY LOCATION

Riders Per Boarding Location - Morning

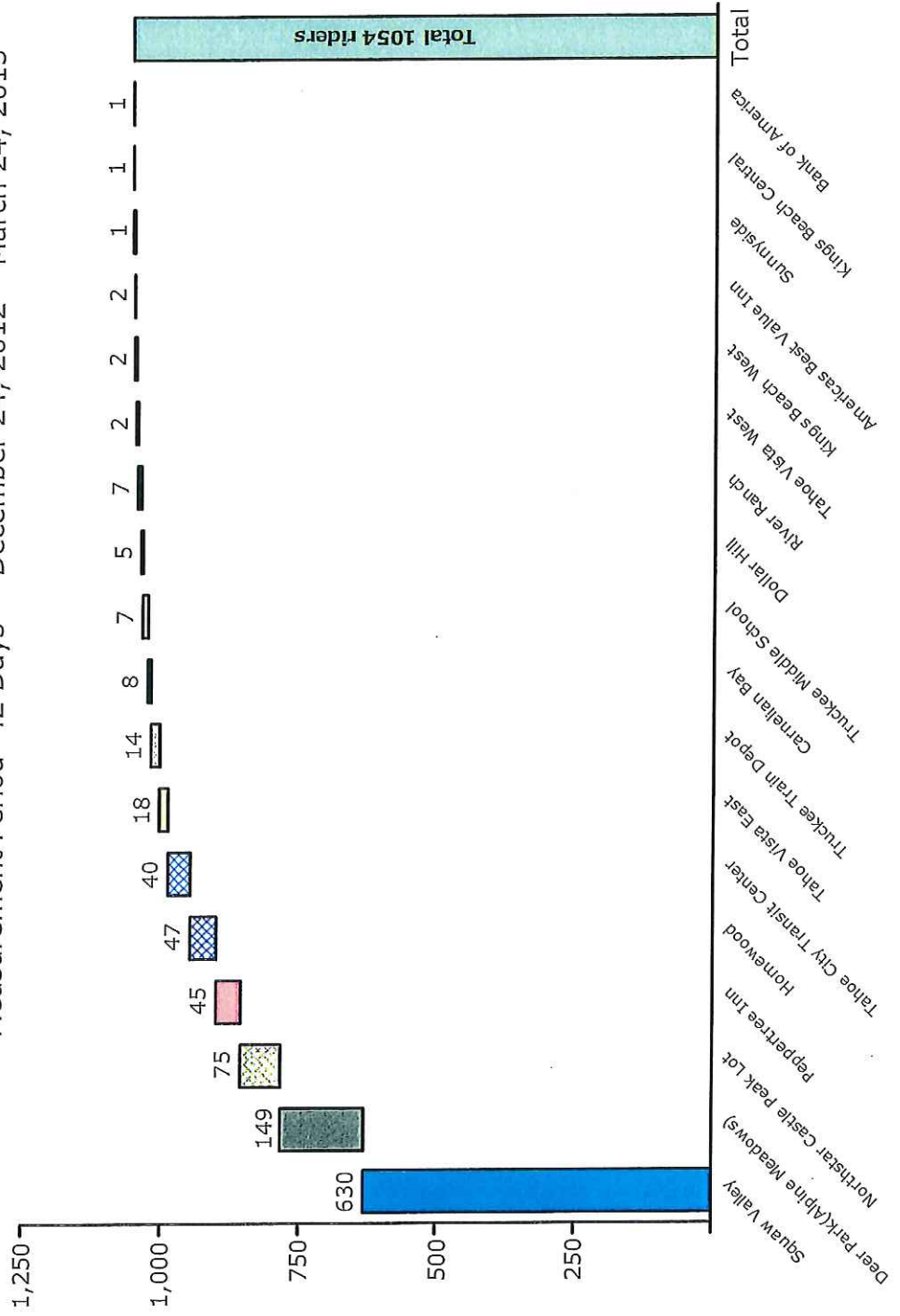
Measurement Period 42 Days - December 24, 2012 - March 24, 2013



NORTH TAHOE/TRUCKEE FREE SKI SHUTTLE
 2012-2013 SEASON - 42 DAY SEASON
 SKIER SHUTTLE COUNTS BY LOCATION

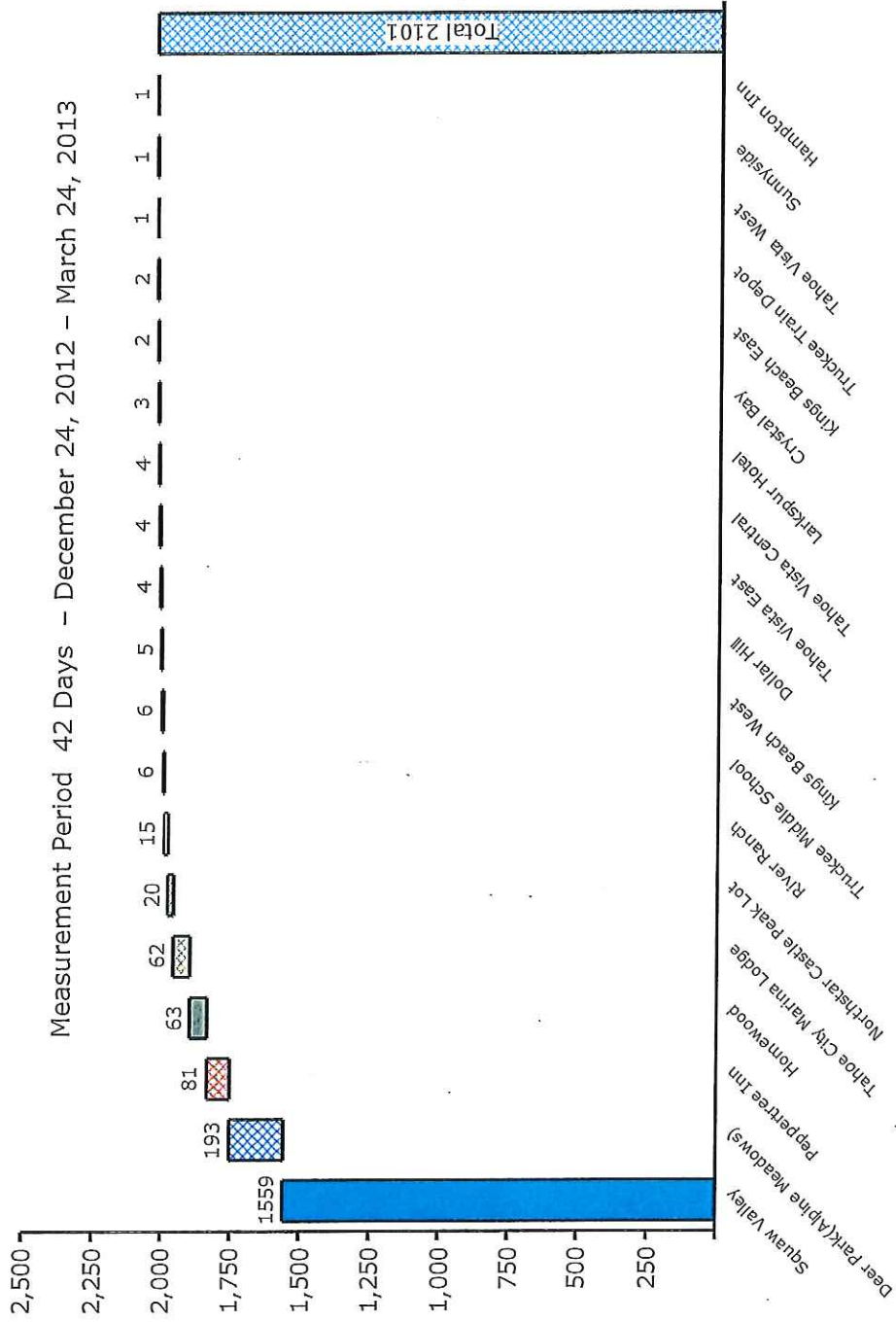
Riders Per Alighting Location - Morning

Measurement Period 42 Days - December 24, 2012 - March 24, 2013



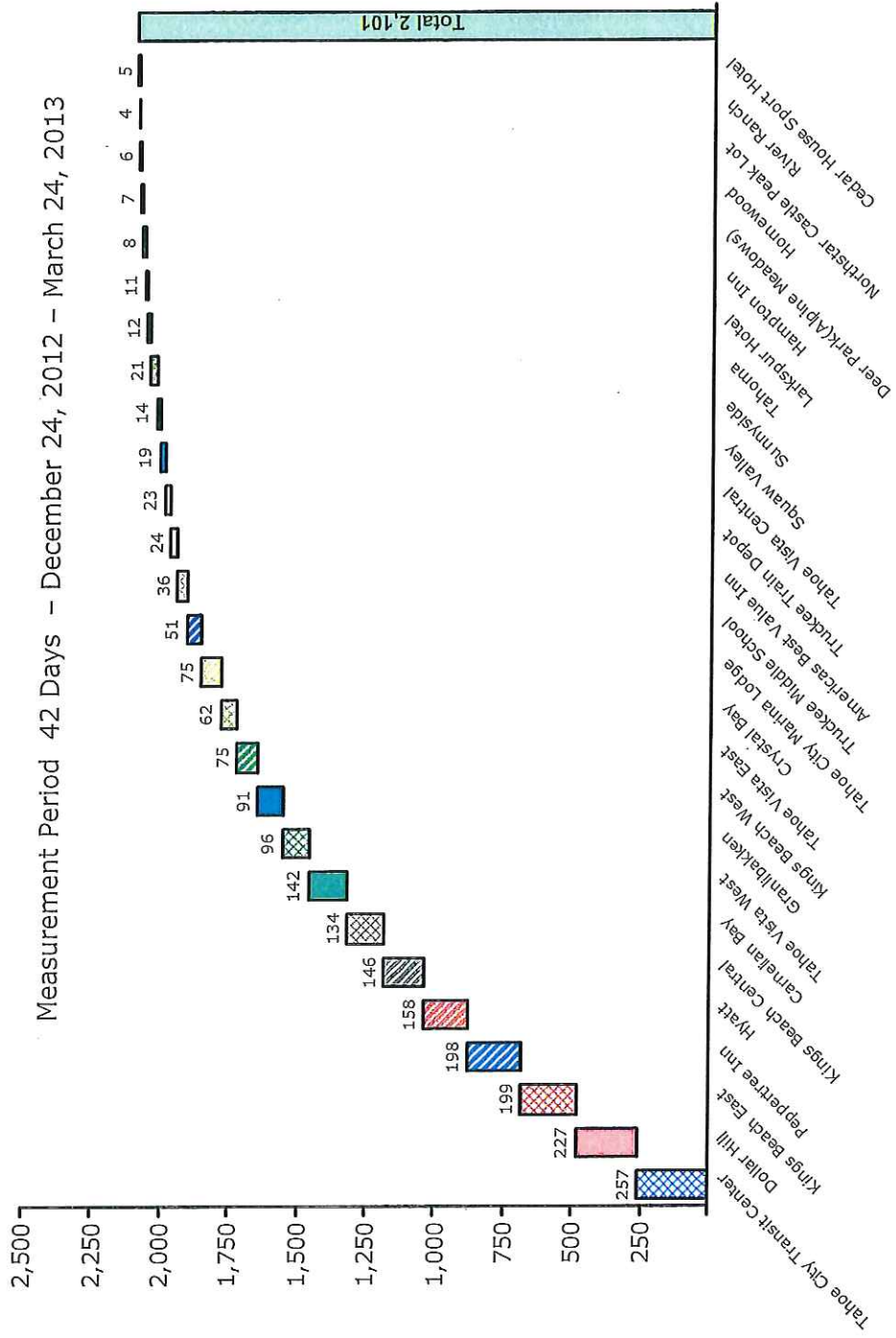
NORTH TAHOE/TRUCKEE FREE SKI SHUTTLE
 2012-2013 SEASON - 46 DAY SEASON
 SKIER SHUTTLE COUNTS BY LOCATION

Riders Per Boarding Location - Afternoons



NORTH TAHOE/TRUCKEE FREE SKI SHUTTLE
 2012-2013 SEASON - 46 DAY SEASON
 SKIER SHUTTLE COUNTS BY LOCATION

Riders Per Alighting Location - Afternoons



NORTH LAKE TAHOE WATER SHUTTLE
Year Two and Year Three Scenario

The Water Shuttle needs to achieve an average of 20% load factor in Year Two and 30% in Year Three to Operate within the Original Funding Request

Water Shuttle Year Two Funding Position	
Original Funding Request	\$ 380,000
Year One Operating Expense	\$ 178,400
Remaining Funding for Two Years	\$ 201,600

2013 Water Shuttle Financial Model	Load Factor @ 100%	Load Factor @ 90%	Load Factor @ 80%	Load Factor @ 70%	Load Factor @ 60%	Load Factor @ 50%	Load Factor @ 40%	Load Factor @ 30%	Load Factor @ 20%	Load Factor @ 10%	2012 Actual Load Factor
2013 Revenue Assumptions:											
Day Season, 12-hour Operating Day, 12 Passengers per 30 min, \$7.75 fare per Passenger											
Total Revenue at Varying Load Factors	\$ 335,079	\$ 301,571	\$ 268,063	\$ 234,555	\$ 201,047	\$ 167,540	\$ 134,032	\$ 100,524	\$ 67,016	\$ 33,508	\$ 11,049
Expenses:											
Operating Costs (One Boat)	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000
Administrative Expenses	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000
Total Expenses	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000
Unrecovered Expense Dollars	\$ 152,079	\$ 118,571	\$ 85,063	\$ 51,555	\$ 18,047	\$ (15,461)	\$ (48,968)	\$ (82,476)	\$ (115,984)	\$ (149,492)	\$ (178,440)
Per Passenger Subsidy	\$ 3.52	\$ 3.05	\$ 2.46	\$ 1.70	\$ 0.70	\$ (0.72)	\$ (2.83)	\$ (6.36)	\$ (13.41)	\$ (34.58)	\$ (145.90)
Target Passenger Statistics:											
Passengers per Season \$7.75 ticket	43,236	38,912	34,589	30,265	25,942	21,618	17,294	12,971	8,647	4,324	1,223
Passengers per Day	383	344	306	268	230	191	153	115	77	38	21
Passengers per Trip - 33 per day	12	10	9	8	7	6	5	3	2	1	0.8

Monthly Report April 2013

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 12/13

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 4/30/13:	\$1,475,449	\$2,064,763	-29%
Forecasted Commission for this Revenue:	\$60,107	\$138,703	-57%
Number of Room Nights:	8533	10903	-22%
Number of Delegates:	3771	4750	-21%
Annual Revenue Goal:	\$1,750,000	\$1,700,000	
Annual Commission Goal:	\$75,000	\$125,000	
Number of Tentative Bookings:	80	48	67%

<u>Monthly Detail/Activity</u>	<u>April-13</u>		<u>April-12</u>	
<u>Number of Groups Booked:</u>	5		2	
Revenue Booked:	\$87,106		\$50,148	74%
Projected Commission:	\$2,165		\$4,216	-49%
Room Nights:	449		260	73%
Number of Delegates:	324		145	123%
Booked Group Types:	5 Smf, 1 Assoc.		2 Assoc.	
Lost Business, # of Groups:	2		2	

<u>Arrived in the month</u>	<u>April-13</u>	* Est.	<u>April-12</u>	
Number of Groups:	4		2	
Revenue Arrived:	\$44,559		\$87,343	-49%
Projected Commission:	\$4,456		\$7,802	-43%
Room Nights:	355		546	-35%
Number of Delegates:	364		525	-31%
Arrived Group Types:	3 Assoc. 1 Smf		1 Assoc. 1 Govt.	

<u>Monthly Detail/Activity</u>	<u>March-13</u>		<u>March-12</u>	
<u>Number of Groups Booked:</u>	9		4	
Revenue Booked:	\$2,064,398		\$61,339	3266%
Projected Commission:	\$190,327		\$6,643	2765%
Room Nights:	11235		495	2170%
Number of Delegates:	5136		390	1217%

Booked Group Types:	5 Smf, 1 Assoc. 3 Corp.		2 Assoc. 2 Smf	
Lost Business, # of Groups:	8		5	

<u>Arrived in the month</u>	<u>March-13</u>	* Est.	<u>March-12</u>	
Number of Groups:	2		0	
Revenue Arrived:	\$26,698		\$0	
Projected Commission:	\$2,958		\$0	
Room Nights:	145		0	
Number of Delegates:	70		0	
Arrived Group Types:	1 Corp., 1 Univ.			

Monthly Detail/Activity	<u>February-13</u>	<u>February-12</u>	
<u>Number of Groups Booked:</u>	11	3	
Revenue Booked:	\$226,355	\$109,989	106%
Projected Commission:	\$4,642	\$8,640	-46%
Room Nights:	1750	731	139%
Number of Delegates:	872	375	133%
Booked Group Types:	1 Corp, 5 Assoc, 3 Film	1 Corp, 1 Smf, 1 Seminar	
Lost Business, # of Groups:	1 Tour Operator 4	5	

<u>Arrived in the month</u>	<u>February-13</u>	<u>February-12</u>	
Number of Groups:	5	3	
Revenue Arrived:	\$85,979	\$153,869	-44%
Projected Commission:	\$1,076	\$7,917	-86%
Room Nights:	299	650	-54%
Number of Delegates:	150	210	-29%
Arrived Group Types:	2 Corp, 1 CA Assoc. 1 Smf, 1 Tour Operator	2 Assoc., 1 TA	

Monthly Detail/Activity	<u>January-13</u>	<u>January-12</u>	
<u>Number of Groups Booked:</u>	7	1	
Revenue Booked:	\$203,022	\$8,019	2432%
Projected Commission:	\$13,107	\$802	1534%
Room Nights:	1210	90	1244%
Number of Delegates:	469	50	838%
Booked Group Types:	1 Corp. 2 Smf 1 Govt. 2 Univ. 1 Sem.	1 Assoc.	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>January-13</u>	<u>January-12</u>	
Number of Groups:	1	6	
Revenue Arrived:	\$33,919	\$706,729	-95%
Projected Commission:	\$1,696	\$39,489	
Room Nights:	136	2844	-95%
Number of Delegates:	55	975	-94%
Arrived Group Types:	1 Assoc.	5 Corp., 1 Assoc.	

Monthly Detail/Activity	<u>December-12</u>	<u>December-11</u>	
<u>Number of Groups Booked:</u>	0	1	
Revenue Booked:	\$0	\$4,500	
Projected Commission:	\$0	\$450	
Room Nights:	0	50	
Number of Delegates:	0	34	
Booked Group Types:		1 Smf.	
Lost Business, # of Groups:	6	6	

<u>Arrived in the month</u>	<u>December-12</u>	<u>December-11</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$5,103	\$4,176	22%
Projected Commission:	\$510	\$0	
Room Nights:	27	48	-44%
Number of Delegates:	13	18	-28%
Arrived Group Types:	1 Corp.	1 Govt.	

<u>Monthly Detail/Activity</u>	<u>November-12</u>	<u>November-11</u>	
<u>Number of Groups Booked:</u>	7	3	133%
Revenue Booked:	\$211,573	\$54,885	285%
Projected Commission:	\$9,494	\$0	
Room Nights:	1119	380	194%
Number of Delegates:	591	210	181%
	2 Govt. 1 SMF,		
	2 Assoc., 1	1 Assn., 1 Film	
Booked Group Types:	Corp, 1 DMC	Crew, 1 society	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>November-12</u>	<u>November-11</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$14,643	\$13,352	10%
Projected Commission:	\$732	\$0	
Room Nights:	145	105	38%
Number of Delegates:	62	60	3%
Arrived Group Types:	1 Assoc.	1 Film Crew	

<u>Monthly Detail/Activity</u>	<u>October-12</u>	<u>October-11</u>	
<u>Number of Groups Booked:</u>	2	1	100%
Revenue Booked:	\$59,386	\$7,546	687%
Projected Commission:	\$3,055	\$377	710%
Room Nights:	585	30	1850%
Number of Delegates:	225	65	246%
Booked Group Types:	1 Corp. 1 Smf	1 TA	
Lost Business, # of Groups:	2	0	

<u>Arrived in the month</u>	<u>October-12</u>	<u>October-11</u>	
Number of Groups:	6	4	
Revenue Arrived:	\$165,774	\$371,268	-55%
Projected Commission:	\$5,482	\$36,583	-85%
Room Nights:	1185	541	119%
Number of Delegates:	735	220	234%
Arrived Group Types:	2 Assoc. 2 Smerf, 2 Film	1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>September-12</u>	<u>September-11</u>	
<u>Number of Groups Booked:</u>	8	5	60%
Revenue Booked:	\$145,737	\$464,992	-69%
Projected Commission:	\$8,299	\$46,076	
Room Nights:	910	1758	-48%
Number of Delegates:	368	823	-55%
Booked Group Types:	1 Corp, 5 Assoc., 2 Film	3 Corp, 1 Smf, 1	
Lost Business, # of Groups:	2	0	

<u>Arrived in the month</u>	<u>September-12</u>	<u>September-11</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$124,013	\$371,268	-67%
Projected Commission:	\$13,900	\$36,583	-62%
Room Nights:	689	541	27%
Number of Delegates:	347	220	58%
Arrived Group Types:	4 Corp., 2 Assoc., Smf	1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>August-12</u>	<u>August-11</u>	
<u>Number of Groups Booked:</u>	1	5	-80%
Revenue Booked:	\$2,902	\$464,992	-99%
Projected Commission:	\$0	\$46,076	
Room Nights:	25	1758	-99%
Number of Delegates:	25	823	-97%
Booked Group Types:	1 Film Crew	3 Corp, 1 Smf, :	
Lost Business, # of Groups:	3	0	

<u>Arrived in the month</u>	<u>August-12</u>	<u>August-11</u>	
Number of Groups:	6	4	
Revenue Arrived:	\$372,770	\$371,268	0%
Projected Commission:	\$23,733	\$36,583	-35%
Room Nights:	2033	541	276%
Number of Delegates:	656	220	198%
Arrived Group Types:	2 Corp, 2 Assoc., 1Smf 1 Film Crew	1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>July-12</u>	<u>July-11</u>	
<u>Number of Groups Booked:</u>	9	5	80%
Revenue Booked:	\$168,743	\$737,507	-77%
Projected Commission:	\$6,118	\$36,875	-83%
Room Nights:	953	2873	-67%
Number of Delegates:	379	890	-57%
Booked Group Types:	5 Corp, 1 Assoc. 3 Smerf	1 Corp, 4 Assoc	
Lost Business, # of Groups:	4	0	

<u>Arrived in the month</u>	<u>July-12</u>	<u>July-11</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$82,912	\$61,096	36%
Projected Commission:	\$0	\$4,855	
Room Nights:	426	541	-21%
Number of Delegates:	192	220	-13%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp., 1 Assoc.	

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2013/14:	\$1,835,708	\$1,200,000
For 2014/15:	\$4,927,090	\$800,000

NUMBER OF LEADS Generated as of 4/30/13: 140

Total Number of Leads Generated in Previous Years:

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

Monthly Report April 2013

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 12/13

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 4/30/13:	\$565,488	\$85,060	565%
Forecasted Commission for this Revenue:	\$15,925	\$9,997	59%
Number of Room Nights:	5671	848	569%
Number of Delegates:	2192	506	333%
Annual Commission Projection:	\$16,000	\$15,000	

<u>Monthly Detail/Activity</u>	<u>April-13</u>	<u>April-12</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$28,620	\$45,432	-37%
Projected Commission:	\$0	\$2,271	-100%
Room Nights:	200	370	-46%
Number of Delegates:	95	250	-62%
Booked Group Types:	1 Corp.	1 Assoc.	

<u>Arrived in the month</u>	<u>April-13</u>	<u>April-12</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:			

<u>Monthly Detail/Activity</u>	<u>March-13</u>	<u>March-12</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$7,258	\$0	
Projected Commission:	\$1,088	\$0	
Room Nights:	84	0	
Number of Delegates:	45	0	
Booked Group Types:	1 Tour Operator		

<u>Arrived in the month</u>	<u>March-13</u>	<u>*Est.</u>	<u>March-12</u>	
Number of Groups:	1		0	
Revenue Arrived:	\$11,137		\$0	
Projected Commission:	\$1,114		\$0	
Room Nights:	125		0	
Number of Delegates:	52		0	
Arrived Group Types:	1 Assoc.			

Monthly Detail/Activity	<u>February-13</u>	<u>February-12</u>	
<u>Number of Groups Booked:</u>	0	2	
Revenue Booked:	\$0	\$166,374	
Projected Commission:	\$0	\$0	
Room Nights:	0	2340	
Number of Delegates:	0	1800	
Booked Group Types:		2 Assoc.	
<u>Arrived in the month</u>	<u>February-13</u>	<u>February-12</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$15,717	\$14,265	10%
Projected Commission:	\$0	\$1,510	-100%
Room Nights:	102	85	20%
Number of Delegates:	70	150	-53%
Arrived Group Types:	1 TA	2 Corp	

Monthly Detail/Activity	<u>January-13</u>	<u>January-12</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$20,943	\$9,997	109%
Projected Commission:	\$644	\$0	
Room Nights:	130	92	41%
Number of Delegates:	85	70	21%
Booked Group Types:	1 Assoc. 1 Smf	1 Corp. 1 Smf	
<u>Arrived in the month</u>	<u>January-13</u>	<u>January-12</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:			

Monthly Detail/Activity	<u>December-12</u>	<u>December-11</u>	
<u>Number of Groups Booked:</u>	0	1	
Revenue Booked:	\$0	\$9,423	
Projected Commission:	\$0	\$1,413	
Room Nights:	0	30	
Number of Delegates:	0	120	
Booked Group Types:		1 Corp.	
<u>Arrived in the month</u>	<u>December-12</u>	<u>December-11</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$401,031	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	4345	0	
Number of Delegates:	1200	0	
Arrived Group Types:	1 Assoc.		

Monthly Detail/Activity	<u>August-12</u>	<u>August-11</u>
<u>Number of Groups Booked:</u>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:		0
<u>Arrived in the month</u>	<u>August-12</u>	<u>August-11</u>
Number of Groups:	1	1
Revenue Arrived:	\$31,325	\$33,959
Projected Commission:	\$4,698	\$5,093
Room Nights:	175	372
Number of Delegates:	90	75
Arrived Group Types:	1 Corp.	1 Govt.

Monthly Detail/Activity	<u>July-12</u>	<u>July-11</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$5,004	\$0
Projected Commission:	\$500	\$0
Room Nights:	40	0
Number of Delegates:	40	0
Booked Group Types:	1 Assoc.	0
Lost Business, # of Groups:	0	2
<u>Arrived in the month</u>	<u>July-12</u>	<u>July-11</u>
Number of Groups:	1	0
Revenue Arrived:	\$10,103	\$0
Projected Commission:	\$1,515	\$0
Room Nights:	60	0
Number of Delegates:	40	0
Arrived Group Types:	1 Smerf	0

NUMBER OF LEADS Generated as of 4/30/13: 140

Total Number of Leads Generated in Previous Years:

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

NORTH SHORE 4 QUARTER - FY.2012/13						
Apr-13						
Groups Booked: 5						
Placer County:	3	Room Nights:	240	Delegates:	124	Revenue: \$41,607
Washoe County:	2	Room Nights:	209	Delegates:	200	Revenue: \$45,499
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 4						
Placer County:	2	Room Nights:	262	Delegates:	275	Revenue: \$30,843
Washoe County:	2	Room Nights:	102	Delegates:	80	Revenue: \$13,716
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
May-13						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Jun-13						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Quarter totals by county:						
Groups Booked: 5						
Placer County:	3	Room Nights:	240	Delegates:	124	Revenue: \$41,607
Washoe County:	2	Room Nights:	209	Delegates:	200	Revenue: \$45,499
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
TOTAL:	5		449	Delegates:	324	\$87,106
Groups Arrived: 4						
Placer County:	2	Room Nights:	262	Delegates:	275	Revenue: \$30,843
Washoe County:	2	Room Nights:	102	Delegates:	80	Revenue: \$13,716
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
TOTAL:	4		364		355	\$44,559



north lake tahoe

Chamber | CVB | Resort Association

DATE: June 5, 2013
TO: Joint Committee
FROM: Ron Treabess, Director of Community Partnerships and Planning
SUBJECT: Monthly Activity Report—May, 2013

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Resort Triangle Transportation Vision Coalition

- The monthly meeting of the Resort Triangle Transportation Vision Coalition (organizations that committed at Summit) met May 2nd and Carl Hasty, District Manager of Tahoe Transportation District, presented the on-going Trans Sierra Transportation Planning effort. This included explaining the benefits in term of identifying more regional and possibly federal funding opportunities for transportation projects in Nevada, Placer, El Dorado, and Amador counties.
- The Cost Scenario Committee met on May 13th to discuss a possibly hybrid transit alternative blending the previous high, medium, and low scenarios.
- The Coalition Funding and Governance Committee met on May 20th to further discuss various revenue generating options in regards to costs to initiate the hybrid scenario.
- The Committees will report back to the full Coalition at its June 6th meeting.

2. North Lake Tahoe Express

- With the addition of positive ridership and revenues during the second quarter, the year-to-date figures show ridership down 9% and revenues up 2% for the same 10 month period in FY 2011/12. (Monthly report attached)
- Necessary operator net subsidy for year-to-date is now \$136,258.

3. Regional Coordinated Skier Shuttle Program

- There was a meeting with stakeholders and funding partners on May 29th to discuss the just concluded Skier Shuttle Program and possible future continuation.
- The direction provided was to LSC to prepare a scenario describing the suggested program, methodology and cost for a second pilot year by mid-June for partners to commit or not to 2013-14 skier shuttle.

4. North Lake Tahoe Water Shuttle

- The TRPA permit extension has been received for signature from TRPA, which is awaiting receipt of US Coast Guard vessel approval dock usage permission slip from Captain Jons.
- Reservation system is in place
- Collateral/ Marketing materials are being distributed
- Other recommended changes for improved operation have been incorporated into this coming summer's program which will commence on June 27th and run until September 22nd.

5. Summer Night Rider Shuttle Service

- Summer Night Rider program will begin June 27th and is providing extended hours from 11:00 pm until 2:00 am, as was provided during winter.
- A contract extension is being finalized between Airport Mini bus and the Tahoe Transportation District. The TMA will manage the service.

7. North Lake Tahoe Tourism Development Master Plan Revision

- Two resource studies will require review and revisions to provide necessary data for the process of updating the 1995 and 2004 Master Plans into a 2013 North Lake Tahoe Tourism Development Master Plan.
- With the renewal of the TOT measure, this Master Plan, with updates through annual work plans, will provide NLTRA direction for the next 10 years
- One resource study report to be revised is *The Economic Significance of Travel to the North Lake Tahoe Area 2003-2008p*. The approved cost for consultant preparation is \$24,500. The consultant is Dean Runyan Associates.
- The second resource study report will allow updating of the situational analysis section in the Master Plan. It involves reviewing recent (2008, 2011) visitor tracking and survey results for summary and adequacy, preparing current other destination competitive analyses, and a strategic discussion of North Lake Tahoe's destination competitiveness, including as related to funding. The approved cost for consultant preparation is up to \$5200. The consultant is Strategic Marketing Group.
- Both studies will be completed by September, 2013
- NLTRA funding not to exceed \$29,700 has been approved by the Placer County Board of Supervisors. Funding will be appropriately split between marketing, infrastructure, and research and planning.

8. Truckee-Tahoe Airport District Master Plan

- TTDA is kicking-off the update of its Master Plan
- Community members to represent and provide input from organizations have been selected to be on the Master Plan Outreach Committee
- Joint Committee member Dave Paulson has volunteered to represent the NLTRA in this planning effort.

- The seven community workshops were held from April 13 to April 25, all in different locations.

9. Regional Transportation Funding Strategy Steering Committee

- The Placer County Transportation Planning Agency this County-wide Committee is tasked to look the world of transportation priorities facing the County and funding available.
- The goal is to advise the Agency on a funding strategy to address the transportation needs for Placer, now and in the future.
- It includes 51 members representing a wide variety of geographically-balanced business, community, government, environmental, recreational and other interests.
- North Lake Tahoe has 4 members representing the NLTRA, TNTTMA, North Lake Tahoe Transportation Authority, and a ski area representative.
- The PCTPA is also a representative on the Resort Triangle Transportation Vision Coalition
- The Steering Committee last met on April 1st.

10. Kings Beach Commercial Core Improvement Project

- Project update was presented February 19th.
- Project has been divided into phases to allow improvements to begin using current available funding which is \$24,000,000.
- Placer County has used \$1.4 million of TOT this year. The 5-year cash flow indicates another \$1M in each 2012/13, 2013/14 and in 2014/15.
- "Core of the Core" will be the initial phase with construction to start in late August.
- Improvements will include:
 - Streetscape improvements from Secline to Minnow parking lot
 - Five of seven storm drain systems/crossings
 - Three satellite parking lots
 - 103 on-street parking spaces
 - 13 traffic calming devices
 - Class 2 bike lane and roadway striping for full length of project

11. Tahoe City Golf Course Community Planning Process

- Two public open house sessions were held March 26th and 27th by the four partner agencies to inform the public of the process and reasons for each partner's involvement
- Comments were solicited and recorded from the attendees
- Summary was shared with the public at the Oversight Committee meeting on April 29th.

12. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be **Monday, June 24, 2013, starting at 1:30 p.m.**, at TCPUD.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Tuesday Morning Breakfast Club
- TNT/TMA Board Meeting
- Governing and Funding Transportation Sub-Committee Meeting
- Transportation Visioning Coalition Committee Meeting
- Tahoe Transportation District Board Meeting
- Placer County Transportation Planning Agency Board Meeting
- TCGC Oversight Committee
- Lake Tahoe Partnership Meeting
- NLTRA Finance Committee
- Squaw Valley Olympic Museum Board
- NLTRA Executive Committee
- Night Rider Contract Meeting
- Coordinated Skier Shuttle Funding Partners Meeting
- Kings Beach Visioning Workshop

Green
Red
Blue

Truckee - Northstar
Squaw Valley - Tahoe City - Sunnyside
Incline Village - Kings Beach - Tahoe Vista

2006-07 2007-08 2008-09 2009-10 2010-11 2011-12 2012-13

Green
Red
Blue

Monthly Passenger Revenues

Month	FY 2006-07			FY 2007-08			FY 2008-09			FY 2009-10			FY 2010-11			FY 2011-12			FY 2012-13		
	Total	Green	Red	Total	Green	Red	Total	Green	Red	Total	Green	Red	Total	Green	Red	Total	Green	Red	Total		
July	\$0	\$32,220	\$0	\$43,438	\$42,008	\$55,784	\$38,421	\$19,765	\$54,933	0	1187	1618	1473	1682	2548	196	1224	625	2006		
Aug	\$0	\$28,427	\$0	\$41,564	\$40,810	\$48,243	\$29,463	\$27,640	\$63,376	0	1001	1538	1350	1526	2021	184	904	847	1935		
Sep	\$0	\$28,383	\$0	\$29,982	\$34,440	\$38,714	\$17,178	\$20,089	\$40,287	0	1009	1108	1137	1317	1380	92	823	824	1239		
Oct	\$0	\$26,803	\$0	\$31,756	\$25,515	\$51,259	\$14,415	\$16,263	\$35,103	0	884	1196	853	1591	970	69	463	575	1107		
Nov	\$7,086	\$20,294	\$17,836	\$15,706	\$23,341	\$24,195	\$12,291	\$15,153	\$31,477	245	640	623	546	782	731	115	504	477	1097		
Dec	\$45,288	\$57,943	\$65,123	\$51,200	\$51,200	\$77,382	\$37,374	\$26,467	\$79,654	1748	2446	2527	1924	2659	1967	453	1195	801	2449		
Jan	\$40,191	\$65,893	\$76,355	\$72,647	\$83,094	\$93,094	\$50,879	\$20,341	\$88,388	1687	2685	1955	2461	2158	2817	415	1245	701	2768		
Feb	\$40,191	\$65,893	\$76,355	\$72,647	\$83,094	\$93,094	\$50,879	\$20,341	\$88,388	1537	2508	2668	2699	2766	2446	587	1567	614	2768		
Mar	\$54,375	\$59,871	\$81,088	\$75,514	\$86,608	\$93,813	\$93,813	\$21,995	\$85,630	1919	2384	2953	3059	2291	3152	498	1456	632	2566		
Apr	\$26,628	\$20,539	\$23,882	\$23,230	\$27,459	\$32,281	\$13,010	\$9,281	\$25,441	1646	756	840	1361	1037	2026	111	402	261	774		
May	\$16,625	\$17,175	\$18,016	\$23,158	\$25,852	\$25,852	\$0	\$0	\$0	602	632	695	730	534	796	0	0	0	0		
June	\$25,016	\$28,212	\$33,214	\$40,196	\$43,293	\$43,293	\$0	\$0	\$0	1112	1064	1152	954	1403	1255	0	0	0	0		
Total	\$258,211	\$451,147	\$515,159	\$523,311	\$621,198	\$621,198	\$579,254	\$86,951	\$202,787	\$391,256	10748	17194	18547	19780	22109	2681	9483	6158	18322		
Change over Previous Year to Date																					
																			-9%		

Monthly Passengers

Month	2006-07			2007-08			2008-09			2009-10			2010-11			2011-12			2012-13		
	Total	Green	Red	Total	Green	Red	Total	Green	Red	Total	Green	Red	Total	Green	Red	Total	Green	Red	Total		
July	\$0	\$32,220	\$0	\$43,438	\$42,008	\$55,784	\$38,421	\$19,765	\$54,933	0	1187	1618	1473	1682	2548	196	1224	625	2006		
Aug	\$0	\$28,427	\$0	\$41,564	\$40,810	\$48,243	\$29,463	\$27,640	\$63,376	0	1001	1538	1350	1526	2021	184	904	847	1935		
Sep	\$0	\$28,383	\$0	\$29,982	\$34,440	\$38,714	\$17,178	\$20,089	\$40,287	0	1009	1108	1137	1317	1380	92	823	824	1239		
Oct	\$0	\$26,803	\$0	\$31,756	\$25,515	\$51,259	\$14,415	\$16,263	\$35,103	0	884	1196	853	1591	970	69	463	575	1107		
Nov	\$7,086	\$20,294	\$17,836	\$15,706	\$23,341	\$24,195	\$12,291	\$15,153	\$31,477	245	640	623	546	782	731	115	504	477	1097		
Dec	\$45,288	\$57,943	\$65,123	\$51,200	\$51,200	\$77,382	\$37,374	\$26,467	\$79,654	1748	2446	2527	1924	2659	1967	453	1195	801	2449		
Jan	\$40,191	\$65,893	\$76,355	\$72,647	\$83,094	\$93,094	\$50,879	\$20,341	\$88,388	1687	2685	1955	2461	2158	2817	415	1245	701	2768		
Feb	\$40,191	\$65,893	\$76,355	\$72,647	\$83,094	\$93,094	\$50,879	\$20,341	\$88,388	1537	2508	2668	2699	2766	2446	587	1567	614	2768		
Mar	\$54,375	\$59,871	\$81,088	\$75,514	\$86,608	\$93,813	\$93,813	\$21,995	\$85,630	1919	2384	2953	3059	2291	3152	498	1456	632	2566		
Apr	\$26,628	\$20,539	\$23,882	\$23,230	\$27,459	\$32,281	\$13,010	\$9,281	\$25,441	1646	756	840	1361	1037	2026	111	402	261	774		
May	\$16,625	\$17,175	\$18,016	\$23,158	\$25,852	\$25,852	\$0	\$0	\$0	602	632	695	730	534	796	0	0	0	0		
June	\$25,016	\$28,212	\$33,214	\$40,196	\$43,293	\$43,293	\$0	\$0	\$0	1112	1064	1152	954	1403	1255	0	0	0	0		
Total	\$258,211	\$451,147	\$515,159	\$523,311	\$621,198	\$621,198	\$579,254	\$86,951	\$202,787	\$391,256	10748	17194	18547	19780	22109	2681	9483	6158	18322		
Change over Previous Year to Date																					
																			-9%		

Budget Funding Target & Actual

Month	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
July	\$0	\$10,352	\$22,200	\$15,363	\$22,200	\$0	\$0
Aug	\$0	\$13,426	\$10,372	\$5,475	\$830	\$0	\$69,880
Sept	\$0	\$18,287	\$31,278	\$13,196	\$1,962	\$0	\$50,440
Oct	\$0	\$16,380	\$14,155	\$21,225	\$22,857	\$0	\$50,570
Nov	\$6,790	\$16,316	\$22,419	\$13,273	\$17,326	\$0	\$45,370
Dec	\$15,548	\$2,750	\$0	\$0	\$0	\$0	\$69,420
Jan	\$21,289	\$1,284	\$1,916	\$0	\$0	\$0	\$73,450
Feb	\$17,896	\$3,946	\$0	\$0	\$0	\$0	\$83,720
Mar	\$15,629	\$12,315	\$0	\$0	\$0	\$0	\$80,860
Apr	\$26,279	\$24,964	\$21,890	\$8,570	16116	0	\$43,290
May	\$18,738	\$7,918	\$15,463	\$9,417	8313	0	0
June	\$10,012	\$15,379	\$5,778	\$1,260	550	0	0
Total	\$121,945	\$145,327	\$138,654	\$94,646	\$67,974	\$0	\$636,610
YTD							\$0

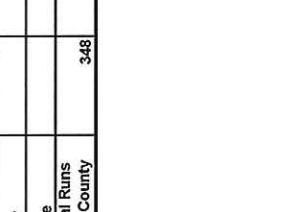
Change over Previous Year to Date

Monthly Runs 2012/2013

Month	Operations			Total Monthly Runs
	Nevada	Placer	Washoe	
July	47	327	136	508
August	42	288	144	474
September	26	224	145	495
October	30	192	173	495
November	30	170	158	458
December	37	307	132	576
January	29	372	123	524
February	23	415	101	539
March	41	437	96	574
April	43	173	97	313
May				0
June				0
Total Runs Per County	348	2905	1305	5391

Current Year Expenditures

Category	July 2012-June 2013
Bank Fees	\$18,828
IT/Website/Res Program	\$400
TMA Administration	\$39,167
Marketing	\$32,579
Operations	\$636,610
Total	\$727,584



July 1, 2012 - June 30, 2013	Marketing	IT	Bank Fees	Program Management	Operations	Total Monthly Program Cost	Farebox	Subsidy Required	Placer County Subsidy	Washoe County Subsidy	Nevada County Subsidy
July	4804	33	1889	3917	69680	80324	64933	(15391)	(9548)	(4066)	(1776)
August	3077	33	1967	3917	69810	78804	63376	(15428)	(9055)	(4528)	(1845)
September	4819	33	1471	3917	50440	60680	40287	(20393)	(11408)	(7213)	(1772)
October	3715	33	1077	3917	50570	59313	36103	(23210)	(11308)	(9829)	(2073)
November	2391	33	1062	3917	45370	52772	31477	(21295)	(10149)	(9125)	(2021)
December	2254	33	2430	3917	69420	78053	79684	1631	997	442	191
January	4065	33	2490	3917	73450	83955	75940	(8015)	(5390)	(1903)	(722)
February	2919	33	2602	3917	83720	93191	88388	(4803)	(3448)	(958)	(397)
March	889	33	2340	3917	80860	88039	85630	(2409)	(1730)	(435)	(243)
April	3646	33	1500	3917	43290	52386	25441	(26945)	(14793)	(8237)	(3915)
May						0	0	0	0	0	0
June						0	0	0	0	0	0
Total	32579	333	18828	39167	636610	727517	591259	(136258)	(75832)	(45853)	(14573)

*Estimated bank fees for April, Actuals to be provided 10th of month

Monthly Runs 2012/2013							Operations		
Month	Placer	Washoe	Nevada	Split County	Total Monthly Runs	Placer County Ops	Washoe County Ops	Nevada County Ops	Total
July	327	136	47	88	598	62.04%	26.42%	11.54%	100.00%
August	288	144	42	113	587	58.69%	29.35%	11.96%	100.00%
September	224	145	26	51	446	55.94%	35.37%	8.69%	100.00%
October	192	173	30	33	428	48.72%	42.35%	8.93%	100.00%
November	170	158	30	26	384	47.66%	42.85%	9.49%	100.00%
December	307	132	37	142	618	61.17%	27.10%	11.73%	100.00%
January	372	123	29	114	638	67.25%	23.74%	9.01%	100.00%
February	415	101	23	129	668	71.79%	19.95%	8.26%	100.00%
March	437	96	41	113	687	71.83%	18.07%	10.10%	100.00%
April	173	97	43	24	337	54.90%	30.57%	14.53%	100.00%
May					0				0.00%
June					0				0.00%
Total Runs	2905	1305	348	833	5391				
Per County									

