

KEY METRICS FOR MARCH 31, 2014

Total TOT Collections by Quarter 2008 - 2014 (through March 31, 2014)					
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
2008-09	\$ 3,266,869	\$ 1,478,424	\$ 2,743,430	\$ 1,163,143	\$ 8,651,866
2009-10	\$ 2,815,626	\$ 1,633,431	\$ 3,605,526	\$ 1,190,129	\$ 9,244,712
2010-11	\$ 3,242,663	\$ 2,107,554	\$ 3,775,501	\$ 1,360,504	\$ 10,486,222
2011-12	\$ 3,682,067	\$ 1,794,516	\$ 3,159,502	\$ 1,553,956	\$ 10,190,041
2012-13	\$ 3,882,491	\$ 2,103,378	\$ 4,261,127	\$ 1,439,615	\$ 11,686,611
2013-14	\$ 4,519,032	\$ 2,138,414	\$ 1,314,580	\$ -	\$ 7,972,026
Total	\$ 21,408,748	\$ 11,255,717	\$ 18,859,666	\$ 6,707,347	\$ 49,579,612

VISITOR INFORMATION STATISTICS FOR FISCAL YEAR 2013 - 2014				
Referrals (July - March)	2011/2012	2012/2013	2013/2014	YOY % Change
Tahoe City:				
Walk In	10,141	30,785	36,289	17.88%
Phone	2,420	2,585	2,345	-9.28%
Kings Beach (Walk In Only)	2,995	3,014	5,278	75.12%
Reno (Walk in - Thru Dec)	1,660	1,793	3,834	113.83%

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

Chamber Of Commerce Total Membership	
December 2012	451
June 2013	465
March 2014	456

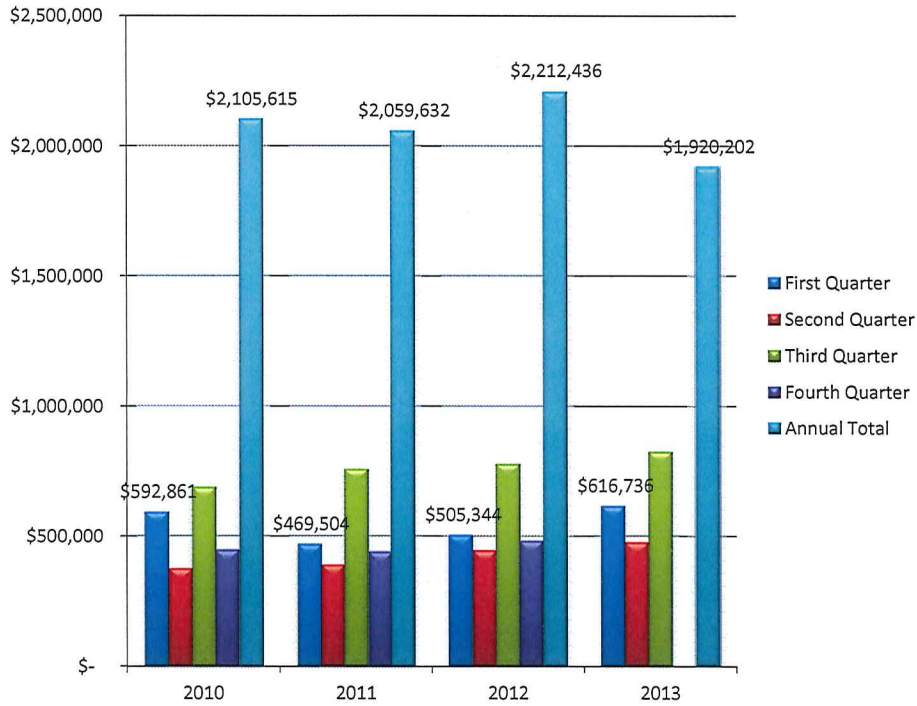
Calendar Year Sales Tax Revenue - Lake Tahoe (Calendar Year Basis)					
Quarter	2010	2011	2012	2013	YOY % Change
First (JFM)	\$ 592,861	\$ 469,504	\$ 505,344	\$ 616,736	22.0%
Second (AMJ)	\$ 376,497	\$ 391,536	\$ 446,802	\$ 477,603	6.9%
Third (JAS)	\$ 687,963	\$ 757,531	\$ 777,413	\$ 825,863	6.2%
Fourth (OND)	\$ 448,294	\$ 441,061	\$ 482,877		
Total	\$ 2,105,615	\$ 2,059,632	\$ 2,212,436	\$ 1,920,202	

MTRiP Reservations Activity	FY 12/13	FY 13/14	Change
Occupancy during March	53.2%	42.9%	-19.4%
ADR March (Average Daily Rate)	\$ 236	\$ 243	3.0%
Occupancy Forecast April	18.9%	26.3%	39.2%
ADR April (Average Daily Rate)	\$ 184	\$ 173	-6.0%
Occupancy (prior 6 months)	44.0%	41.0%	-6.8%
ADR (prior 6 months)	\$ 243	\$ 259	6.6%
Occupancy (next 6 months)	24.9%	26.2%	5.2%
ADR (next 6 months)	\$ 217	\$ 224	3.2%
Incremental Pacing for March	6.2%	5.3%	-14.5%

Unemployment	March 2013	June 2013	March 2014
California	9.4%	8.9%	8.4%
Placer County	8.0%	7.5%	7.1%
Dollar Point	9.3%	8.7%	8.2%
Kings Beach	8.0%	7.5%	7.1%
Sunnyside/Tahoe City	9.3%	8.7%	8.2%
Tahoe Vista	13.3%	12.5%	11.9%

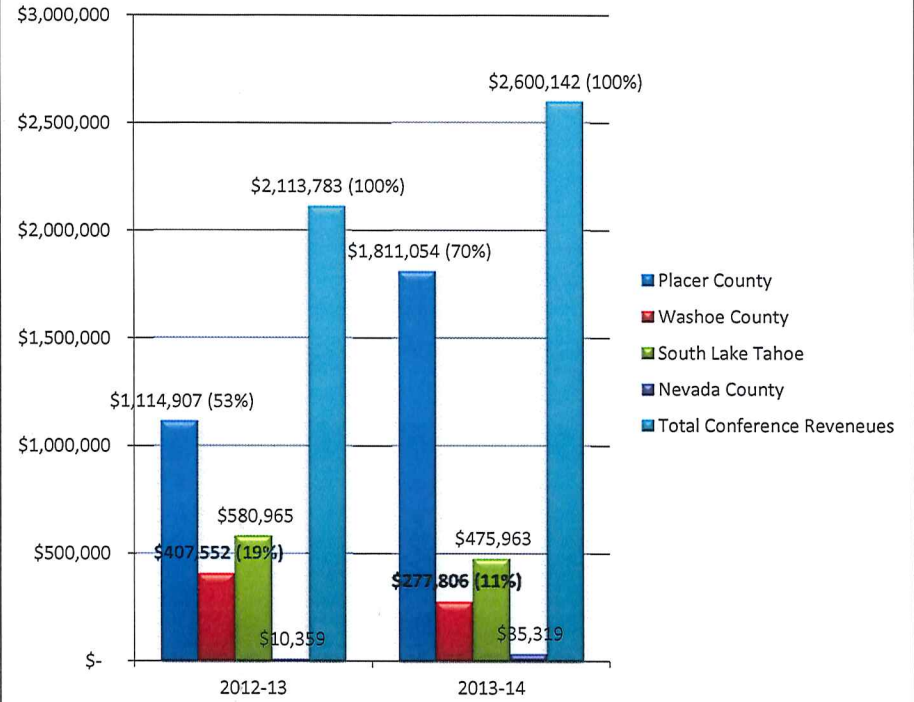
Conference Revenue Statistics Fiscal July 1, 2013 to June 30, 2014			
FORWARD LOOKING (2013/14)	2012-13	2013-14	YOY % Change
	Actuals	Forecasted	
Total Revenue Booked through February	\$ 2,113,783	\$ 2,600,142	23%
Forecasted Commission for this Revenue	67,339	157,300	134%
Number of Room Nights	9,374	11,325	21%
Number of Tentative Bookings	61	101	66%
CURRENT			
Annual Revenue Goal	\$ 1,750,000	\$ 2,750,000	57%
Annual Commission Goal	\$ 75,000	\$ 150,000	100%
Conference Revenue And Percentage by County:			
Placer (53% of revs in '13, 70% in '14)	\$ 1,114,907	\$ 1,811,054	62%
Washoe ('13; 19%, '14; 11%)	\$ 407,552	\$ 277,806	-32%
South Lake ('13; 27%, '14; 18%)	\$ 580,965	\$ 475,963	-18%
Nevada ('13; 1%, '14; 1%)	\$ 10,359	\$ 35,319	241%
Total Conference Revenue	\$ 2,113,783	\$ 2,600,142	23%

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



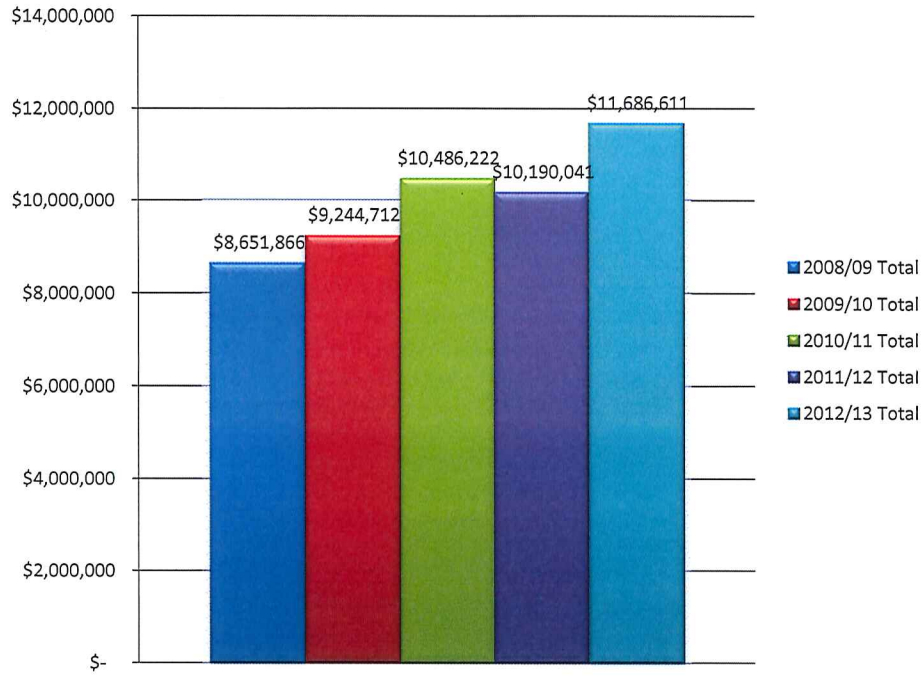
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Conference Revenue Statistics & Revenue Share by County



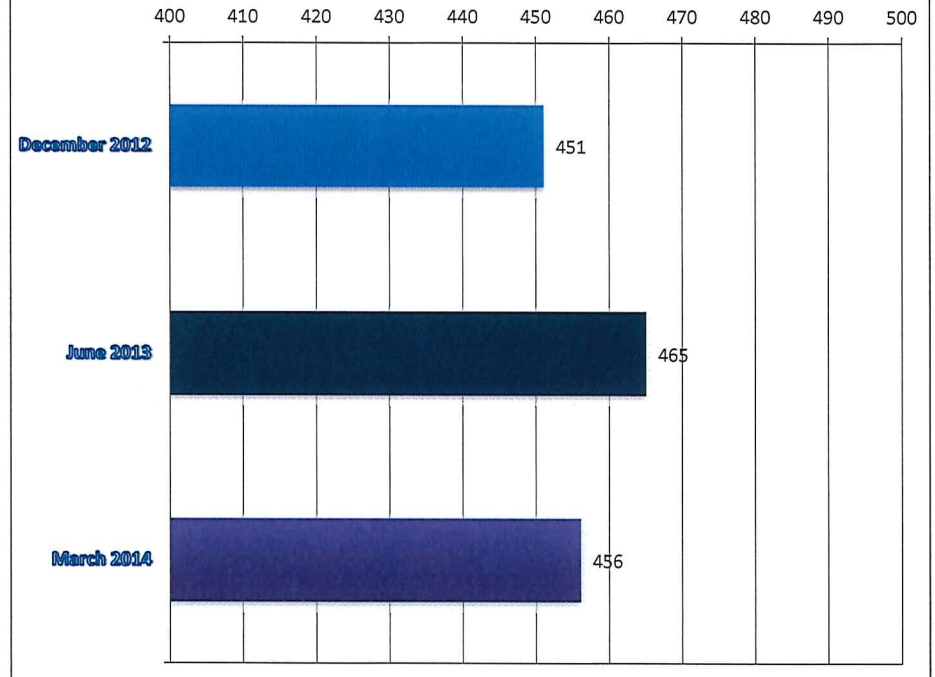
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5-Year Annual TOT Collections (Fiscal Year Basis)



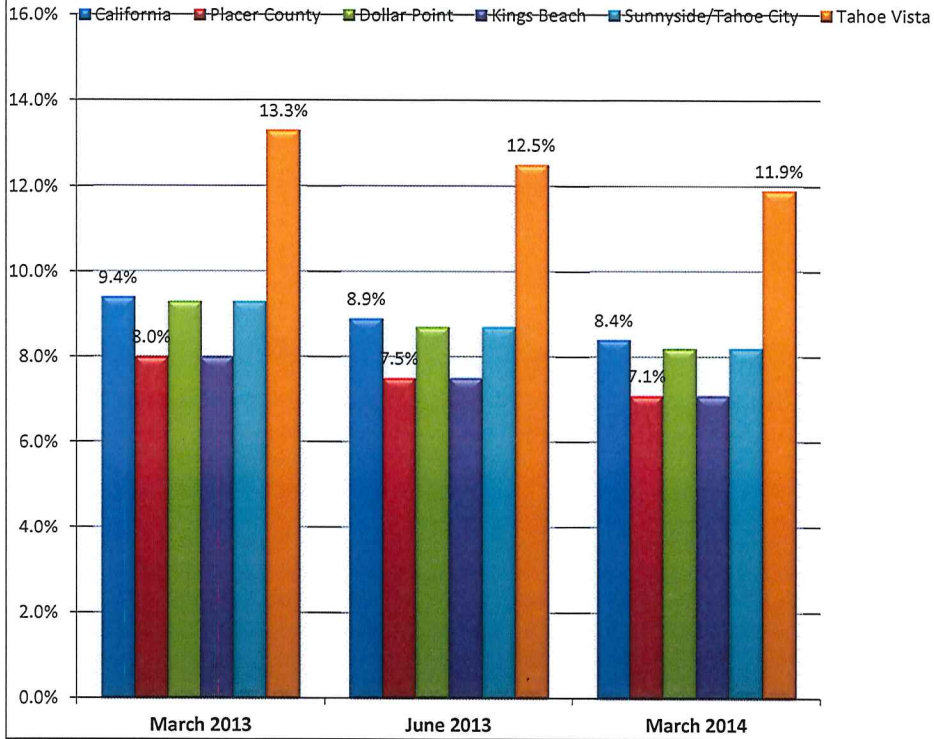
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Chamber Membership (# of Members)



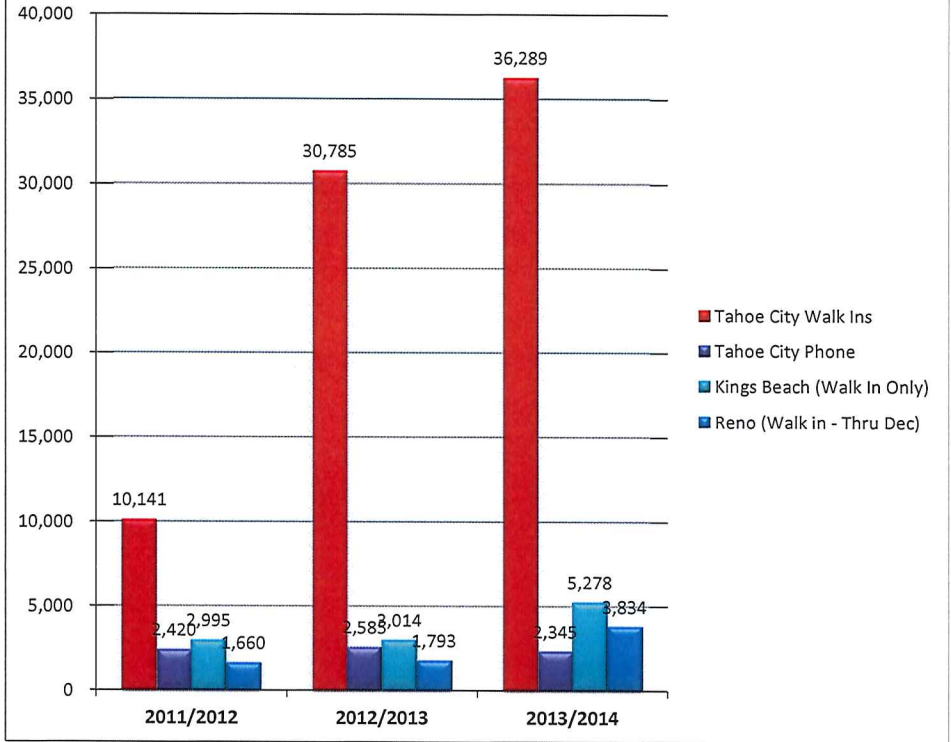
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Unemployment Rates by Region



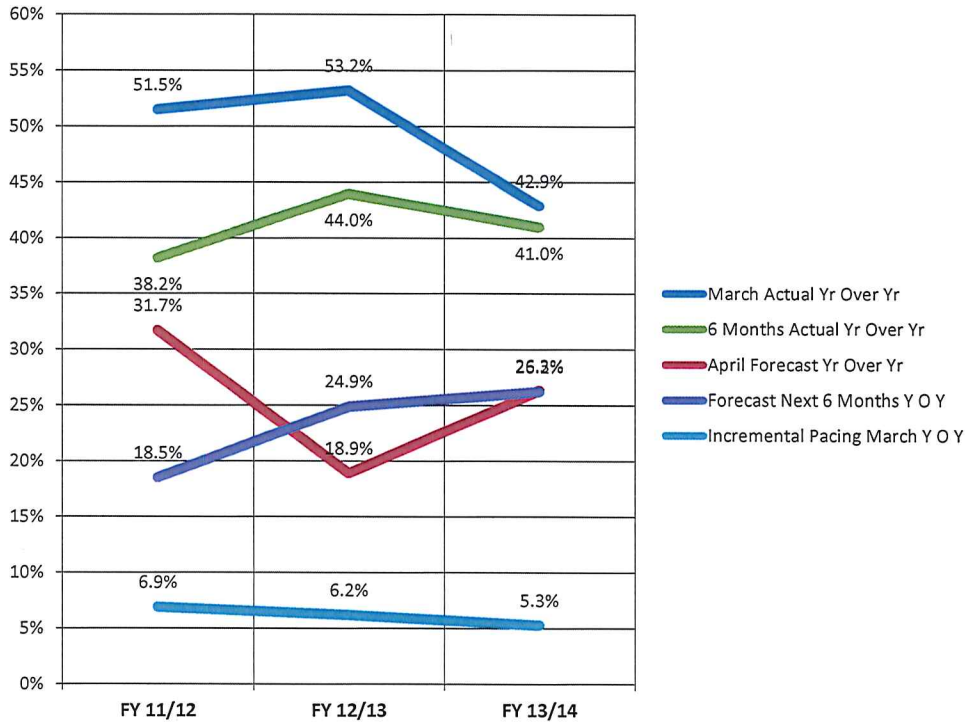
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Visitor Information - Fiscal YTD through March

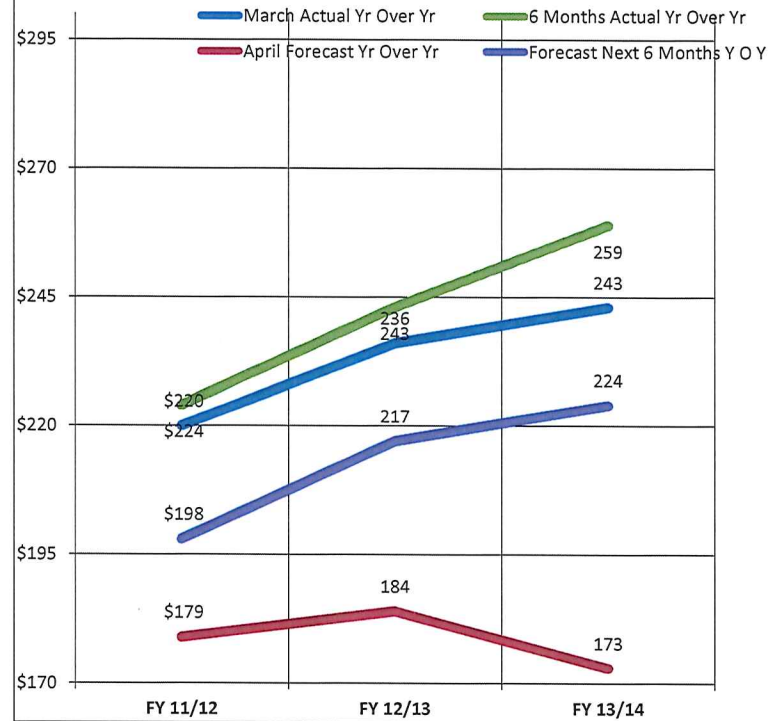


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MTRIP Destimetrics Occupancy in NLT Comparisons



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