

NLT Chamber/CVB/ Resort Association

Financial Statements

For the Seven Months Ending January 31, 2012



March 21, 2012

To: Finance Committee

From: Kim Lambert

Re: Major Variances of January 31, 2012 Financial Statements

The following are the major budget to actual variances for the **month of January 2012:**

- Marketing Commissions and Booking Fees revenue is down due to slow sales of the Ski Tahoe North Interchangeable Lift Ticket.
- Consolidated/Conference Commissions and Booking Fees revenue is up; more groups arrived than were budgeted.
- Special Events expense is up due to the Winter Games Coalition contribution.
- Marketing Other expense up is due to timing of map printing and work on the RTIA (expense is under Y-T-D).
- Associate Relations expense is up due to timing of the annual employee dinner (expense is under Y-T-D).

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

- Member Dues revenue is down due to write-offs of non-paying members.
- Special Events & Functions revenue is up due to TMBC billing and reimbursement from AFW for Chamber employees' labor spent working on the festival.
- Consolidated/Conference Commissions and Booking Fees revenue is up; more groups have arrived than budgeted.
- Both Visitor Information revenue and expense variances are due to timing.
- Miscellaneous expense is down because invoices have not been received for the RTIA Welcome Center.
- Special Events expense is up due to the Winter Games Coalition contribution.
- Promotional/Giveaways, Marketing Other, Programs and Miscellaneous expense is down due to timing.

North Lake Tahoe Resort Association
Statement of Financial Position
For the Seven Months Ending January 31, 2012

	<u>Current Month</u>	<u>Last Month</u>	<u>Last Year</u>
ASSETS			
Cash and cash equivalents	\$1,698,809.87	\$1,466,900.54	\$983,078.68
Receivables			
Accounts Receivable - Membership Services	118,849.74	53,519.97	163,901.53
Accounts Receivable - Other	<u>11,137,103.79</u>	<u>11,818,752.94</u>	<u>7,995,310.00</u>
Total Receivables	11,255,953.53	11,872,272.91	8,159,211.53
Prepaid expenses	169,949.02	49,703.75	7,721.25
Inventory	4,406.18	4,406.18	928.18
Furniture, Fixtures & Other	15,081.54	15,777.29	24,520.52
Computer Equipment/Software	4,363.53	4,552.02	5,462.02
Vehicles & Leasehold Improvements	<u>970.43</u>	<u>1,164.42</u>	<u>4,185.16</u>
TOTAL ASSETS	<u><u>13,149,534.10</u></u>	<u><u>13,414,777.11</u></u>	<u><u>9,185,107.34</u></u>
LIABILITIES & NET ASSETS			
Accounts Payable	587,938.75	629,880.61	498,887.37
STN/Marketing Cooperative Liability	252,711.75	213,994.82	73,480.71
Other Liabilities	(158.77)	(5,231.14)	(443.42)
Unearned Revenue & Deferred Support Reserves	<u>10,922,901.15</u>	<u>11,577,547.59</u>	<u>7,691,810.73</u>
	<u>22,674.00</u>		<u>10,000.00</u>
TOTAL LIABILITIES	<u><u>11,786,066.88</u></u>	<u><u>12,416,191.88</u></u>	<u><u>8,273,735.39</u></u>
NET ASSETS			
Beginning Net Assets	697,419.35	697,419.35	667,941.92
Net Change in Net Assets	<u>666,047.87</u>	<u>301,165.88</u>	<u>243,430.03</u>
TOTAL NET ASSETS	<u><u>1,363,467.22</u></u>	<u><u>998,585.23</u></u>	<u><u>911,371.95</u></u>
TOTAL LIABILITIES & NET ASSETS	<u><u>13,149,534.10</u></u>	<u><u>13,414,777.11</u></u>	<u><u>9,185,107.34</u></u>

North Lake Tahoe Resort Association
 Statement of Activities
 Departmental Summary
 For the Seven Months Ending January 31, 2012

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DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
REVENUE AND OTHER SUPPORT										
Marketing	202,152	204,877	(2,725)	152,783	(1%)	1,219,232	1,219,012	220	1,132,185	0%
Conferences	68,663	30,428	38,235	26,211	126%	318,072	265,996	52,076	288,515	20%
Visitor Support & Transportation	51,600	51,600	0	54,750	0%	361,200	361,200	0	573,709	0%
Visitor Information	22,623	23,333	(710)	12,757	(3%)	227,962	235,181	(7,219)	101,566	(3%)
Member Services	9,903	11,259	(1,356)	10,653	(12%)	89,265	83,913	5,352	69,857	6%
Management & General	172	210	(38)	1,080	(18%)	1,042	1,470	(428)	6,079	(29%)
Total Revenue and Other Supp	355,113	321,707	33,406	258,235	10%	2,216,773	2,166,772	50,001	2,171,911	2%
EXPENSES										
Marketing	207,325	167,329	39,996	148,030	24%	1,046,487	1,166,724	(120,237)	1,022,701	(10%)
Conferences	38,152	35,480	2,672	37,205	8%	262,532	268,877	(6,345)	276,490	(2%)
Visitor Support & Transportation	58,441	79,046	(20,605)	116,778	(26%)	279,151	329,617	(50,466)	478,021	(15%)
Visitor Information	34,535	27,445	7,090	13,052	26%	179,332	189,860	(10,528)	108,539	(6%)
Member Services	12,267	12,766	(499)	9,407	(4%)	94,566	101,876	(7,310)	83,380	(7%)
Management & General	(6,493)	(2,006)	(4,487)	(10,405)	224%	10,095	11,550	(1,455)	(27,358)	(13%)
Total Expenses	344,227	320,060	24,167	314,068	8%	1,872,162	2,068,504	(196,342)	1,941,774	(9%)
Net Change in Unrestricted Net Assets										
Marketing	(5,173)	37,548	(42,721)	4,752	(114%)	172,745	52,288	120,457	109,484	230%
Conferences	30,511	(5,052)	35,563	(10,994)	(704%)	55,540	(2,881)	58,421	12,025	*****
Visitor Support & Transportation	(6,841)	(27,446)	20,605	(62,028)	(75%)	82,049	31,583	50,466	95,687	160%
Visitor Information	(11,912)	(4,112)	(7,800)	(295)	190%	48,630	45,321	3,309	(6,973)	7%
Member Services	(2,363)	(1,507)	(856)	1,246	57%	(5,301)	(17,963)	12,662	(13,523)	(70%)
Management & General	6,664	2,216	4,448	11,485	201%	(9,053)	(10,080)	1,027	33,437	(10%)
Net Change in Assets Before In	10,886	1,647	9,239	(55,833)	561%	344,610	98,268	246,342	230,137	251%
Infrastructure	428,040	254,214	173,826	14,031	68%	662,319	1,779,518	(1,117,199)	459,609	(63%)
Infrastructure Support	74,044	253,207	(179,163)	10,248	(71%)	340,881	1,784,744	(1,443,863)	446,317	(81%)
Infrastructure Net Change in Assets	353,996	1,007	352,989	3,782	*****	321,437	(5,226)	326,663	13,293	*****
Change in Net Assets	364,882	2,654	362,228	(52,051)	*****	666,048	93,042	573,006	243,430	616%

NLT Chamber/CVB/Resort Association
 Department Detail Activity Report
 For the Seven Months Ending January 31, 2012

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
Revenue and Other Support										
Member Dues	\$ 78,947	\$ 3,148		\$ 3,148		\$ 58,167		\$ 61,315		\$ 61,315
Special Events & Functions				\$ 78,947		\$ 31,098		\$ 110,045		\$ 110,045
Miscellaneous				70				70		70
Interest & Investment Income							\$ 1,042	\$ 1,042	\$ 339	\$ 1,381
Commissions & Booking Fees	\$ 2,473	\$ 115,674		\$ 118,147				\$ 118,147		\$ 118,147
Retail Sales & Other			\$ 15,611	\$ 15,611				\$ 15,611		\$ 15,611
Placer County Funding	\$ 1,137,812	\$ 199,250	\$ 212,281	\$ 1,549,343	\$ 361,200			\$ 1,910,543	\$ 661,979	\$ 2,572,522
Total Revenue and Other Support	\$ 1,219,232	\$ 318,072	\$ 227,962	\$ 1,765,266	\$ 361,200	\$ 89,265	\$ 1,042	\$ 2,216,773	\$ 662,318	\$ 2,879,091
Expenses										
Salaries and benefits	\$ 179,519	\$ 98,703	\$ 85,114	\$ 363,336	\$ 43,673	\$ 46,504	\$ 189,477	\$ 641,990	\$ 45,024	\$ 687,014
Rent & Utilities	\$ 14,168	\$ 7,225	\$ 20,449	\$ 41,842	\$ 5,057	\$ 5,077	\$ 15,419	\$ 67,395	\$ 5,056	\$ 72,451
Telephone Services	\$ 5,368	\$ 2,164	\$ 1,023	\$ 8,555	\$ 1,327	\$ 3,253	\$ 3,253	\$ 14,518	\$ 1,327	\$ 15,845
Mail Expenses	\$ 695	\$ 502	\$ 79	\$ 1,276		\$ 260	\$ 554	\$ 2,090	\$ 5	\$ 2,095
Insurance & Bonding	\$ 1,365	\$ 685	\$ 685	\$ 2,735	\$ 457	\$ 452	\$ 1,425	\$ 5,069	\$ 452	\$ 5,521
Supplies	\$ 2,610	\$ 1,211	\$ 5,593	\$ 9,414	\$ 503	\$ 726	\$ 2,571	\$ 9,393	\$ 503	\$ 9,896
Equipment Supp. & Maint.	\$ 3,049	\$ 928	\$ 1,028	\$ 5,005	\$ 448	\$ 548	\$ 2,947	\$ 8,948	\$ 486	\$ 9,434
Taxes, Licenses & Fees	\$ 204	\$ 106	\$ 193	\$ 503	\$ 65	\$ 65	\$ 494	\$ 1,127	\$ 800	\$ 1,927
Miscellaneous Expense	\$ 1,239	\$ 1,012	\$ 2,560	\$ 4,811		\$ 1,698	\$ 1,393	\$ 8,750	\$ 847	\$ 9,597
Equip. Rental / Leasing	\$ 1,069		\$ 1,069	\$ 2,138				\$ 1,069	\$ 379	\$ 1,448
Training Seminars					\$ 203,584			\$ 203,584	\$ 259,916	\$ 463,500
Project Costs							\$ 25,870	\$ 25,870		\$ 25,870
Professional Fees Legal/Accounting	\$ 45,011			\$ 45,011				\$ 45,011		\$ 45,011
Special Events	\$ 75,827			\$ 75,827				\$ 75,827		\$ 75,827
Autumn Food & Wine Costs										
Membership Events/Newsletter										
Cost of Goods Sold						\$ 12,294		\$ 12,294		\$ 12,294
Classified Ads	\$ 494,250	\$ 50	\$ 720	\$ 495,020	\$ 169	\$ 169	\$ 1,084	\$ 496,199	\$ 169	\$ 496,368
Marketing	\$ 90,562	\$ 36	\$ 16,401	\$ 106,963				\$ 106,963		\$ 106,963
Marketing Cooperative/Media	\$ 7,050	\$ 358	\$ 162	\$ 7,560				\$ 7,560		\$ 7,560
Marketing Other	\$ 281			\$ 281				\$ 281		\$ 281
Programs					\$ 82	\$ 307	\$ 925	\$ 2,115	\$ 82	\$ 2,197
Associate Relations							\$ 5,094	\$ 5,094		\$ 5,094
Board Functions	\$ 233		\$ 502	\$ 735				\$ 735		\$ 735
Credit Card Fees	\$ 1,005	\$ 71	\$ 940	\$ 2,016	\$ 1,022	\$ 933		\$ 3,967	\$ 1,023	\$ 4,990
Automobile Expenses	\$ 1,081	\$ 23	\$ 63	\$ 1,167	\$ 12	\$ 873	\$ 56	\$ 3,907	\$ 17	\$ 4,024
Local Meals & Entertainment	\$ 6,812	\$ 890		\$ 7,702	\$ 36	\$ 552	\$ 701	\$ 8,991	\$ 36	\$ 9,027
Dues & Subscriptions	\$ 3,028			\$ 3,028			\$ 304	\$ 3,332		\$ 3,636
Travel	\$ 87,334	\$ 49,779	\$ 38,012	\$ 175,125	\$ 21,260	\$ 22,046	\$ (242,572)	\$ (24,141)	\$ 24,141	\$ -
Allocated										
Total Expense Before Depreciation/Reserves	\$ 1,021,760	\$ 261,493	\$ 178,267	\$ 1,461,520	\$ 278,543	\$ 93,963	\$ 8,041	\$ 1,842,067	\$ 340,273	\$ 2,182,340
Reserves	\$ 22,674			\$ 22,674				\$ 22,674		\$ 22,674
Depreciation	\$ 2,054	\$ 1,040	\$ 1,040	\$ 4,134	\$ 609	\$ 603	\$ 2,054	\$ 7,400	\$ 603	\$ 8,003
Total Functional Expense and Depreciation	\$ 1,046,488	\$ 262,533	\$ 179,307	\$ 1,488,328	\$ 279,152	\$ 94,566	\$ 10,095	\$ 1,872,141	\$ 340,876	\$ 2,213,017
Changes in Net Assets	\$ 172,744	\$ 55,539	\$ 48,655	\$ 276,938	\$ 82,048	\$ (5,301)	\$ (9,053)	\$ 344,632	\$ 321,442	\$ 666,074

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Seven Months Ending January 31, 2012

	CURRENT MONTH				YEAR-TO-DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Special Events & Functions	0	0	0	0	0%	78,947	75,000	3,947	80,253	5%
Commissions & Booking Fees	275	3,000	(2,725)	3,070	(91%)	2,473	6,200	(3,727)	5,941	(60%)
Placer County Funding	201,877	201,877	0	149,713	0%	1,137,812	1,137,812	0	1,045,991	0%
Total Revenue and Other Support	202,152	204,877	(2,725)	152,783	(1%)	1,219,232	1,219,012	220	1,132,185	0%
Expenses										
Salaries and benefits	20,855	23,183	(2,328)	21,156	(10%)	179,519	185,481	(5,962)	186,801	(3%)
Rent & Utilities	1,949	2,050	(101)	2,006	(5%)	14,168	14,350	(182)	14,422	(1%)
Telephone Services	858	700	158	982	23%	5,368	4,900	468	4,388	10%
Internet Access	0	30	(30)	0	(100%)	0	210	(210)	290	(100%)
Mail Expenses	28	85	(57)	126	(67%)	695	595	100	594	17%
Insurance & Bonding	213	95	118	94	124%	1,365	665	700	677	105%
Supplies	586	290	296	340	102%	2,610	2,030	580	2,276	29%
Equipment Sup. & Maint.	203	150	53	388	35%	3,049	1,050	1,999	1,013	190%
Taxes, Licenses & Fees	0	0	0	0	0%	204	233	(29)	233	(2%)
Equip. Rental / Leasing	294	260	34	263	13%	1,239	1,260	(21)	1,263	(2%)
Training & Seminars	199	0	199	0	0%	1,069	2,000	(931)	0	(47%)
Special Events	25,900	20,500	5,400	(8,111)	26%	45,011	39,500	5,511	28,851	14%
Autumn Food & Wine Costs	0	0	0	0	0%	75,827	75,000	827	79,024	1%
Promotional/ Giveaways	0	0	0	0	0%	0	7,500	(7,500)	0	(100%)
Marketing Cooperative/Media	88,750	88,750	0	65,307	0%	494,250	494,250	0	440,749	0%
Marketing Other	24,353	0	24,353	3,194	0%	90,562	131,550	(40,988)	57,514	(31%)
Programs	7,050	12,500	(5,450)	40,000	(44%)	7,050	37,500	(30,450)	53,526	(81%)
Associate Relations	245	0	245	0	0%	281	902	(621)	904	(69%)
Credit Card Fees	0	1,100	(1,100)	1,032	(100%)	233	2,100	(1,867)	1,823	(89%)
Automobile Expenses	193	65	128	0	197%	1,005	455	550	694	121%
Local Meals & Entertainment	101	200	(99)	0	(49%)	1,081	1,400	(319)	1,402	(23%)
Dues & Subscriptions	0	0	0	0	0%	6,812	6,696	116	896	2%
Travel	303	0	303	0	0%	3,028	3,500	(472)	(121)	(13%)
Allocated	12,302	12,709	(407)	18,838	(3%)	87,334	88,963	(1,629)	132,590	(2%)
Total Expense Before Depreciation/Re	184,381	162,667	21,714	145,614	13%	1,021,759	1,102,090	(80,331)	1,009,789	(7%)
Depreciation	270	280	(10)	416	(4%)	2,054	1,960	94	2,912	5%
Reserves	22,674	4,382	18,292	2,000	417%	22,674	22,674	0	10,000	0%
Total Expense	207,325	167,329	39,996	148,030	24%	1,046,487	1,126,724	(80,237)	1,022,701	(7%)
Changes in Unrestricted Net Assets	(5,173)	37,548	(42,721)	4,752	(114%)	172,745	92,288	80,457	109,484	87%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Seven Months Ending January 31, 2012

	CURRENT MONTH				YEAR - TO - DATE			
	Actual	Budget	\$ Variance	% Chg.	Actual	Budget	Variance	% Chg.
Revenue and Other Support								
Member Dues	534	678	(144)	(21%)	3,148	4,746	(1,598)	(34%)
Commissions & Booking Fees	42,379	4,000	38,379	959%	115,674	62,000	53,674	87%
Placer County Funding	25,750	25,750	0	0%	199,250	199,250	0	0%
Total Revenue and Other Support	68,663	30,428	38,235	126%	318,072	265,996	52,076	20%
Expenses								
Salaries and benefits	17,221	15,355	1,866	12%	98,703	108,008	(9,305)	(9%)
Rent & Utilities	1,000	1,050	(50)	(5%)	7,225	7,350	(125)	(2%)
Telephone Services	341	250	91	36%	2,164	1,750	414	24%
Mail Expenses	40	40	0	0%	502	280	222	79%
Insurance & Bonding	107	50	57	113%	685	350	335	96%
Supplies	318	150	168	112%	1,211	1,050	161	15%
Equipment Sup. & Maint.	105	100	5	5%	928	700	228	33%
Taxes, Licenses & Fees	0	0	0	0%	106	121	(15)	(12%)
Equip. Rental / Leasing	219	180	39	22%	1,012	940	72	8%
Classified Ads	0	0	0	0%	50	0	50	0%
Marketing Cooperative/Media	11,250	11,250	0	0%	97,750	97,750	0	0%
Trade Shows Tour/Travel	0	0	0	0%	36	0	36	0%
Associate Relations	139	0	139	0%	358	473	(115)	(24%)
Automobile Expenses	0	15	(15)	(100%)	71	105	(34)	(32%)
Local Meals & Entertainment	0	0	0	0%	23	0	23	0%
Dues & Subscriptions	0	0	0	0%	890	720	170	24%
Allocated	7,277	6,890	387	6%	49,779	48,230	1,549	3%
Total Expense Before Depreciation/Re	38,017	35,330	2,687	8%	261,492	267,827	(6,335)	(2%)
Depreciation	135	150	(15)	(10%)	1,040	1,050	(10)	(1%)
Total Expense	38,152	35,480	2,672	8%	262,532	268,877	(6,345)	(2%)
Changes in Unrestricted Net Assets	30,511	(5,052)	35,563	(70.4%)	55,540	(2,881)	58,421	*****

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Transportation
For the Seven Months Ending January 31, 2012

	CURRENT MONTH				YEAR-TO-DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Placer County Funding	51,600	51,600	0	54,750	0%	361,200	361,200	0	573,709	0%
Total Revenue and Other Support	51,600	51,600	0	54,750	0%	361,200	361,200	0	573,709	0%
Expenses										
Salaries and benefits	4,908	5,598	(690)	4,190	(12%)	43,673	50,266	(6,593)	38,019	(13%)
Rent & Utilities	700	750	(50)	719	(7%)	5,057	5,250	(193)	5,160	(4%)
Telephone Services	200	150	50	367	33%	1,327	1,050	277	1,231	26%
Mail Expenses	0	0	0	0	0%	0	0	0	0	0%
Insurance & Bonding	72	30	42	30	139%	457	210	247	217	118%
Supplies	167	50	117	55	235%	503	350	153	320	44%
Equipment Sup. & Maint.	65	50	15	124	30%	448	350	98	310	28%
Taxes, Licenses & Fees	0	0	0	0	0%	65	74	(9)	74	(12%)
Equip. Rental / Leasing	174	150	24	146	16%	848	850	(2)	802	0%
Project Costs	48,771	69,000	(20,229)	107,958	(29%)	203,584	248,000	(44,416)	410,800	(18%)
Classified Ads	0	0	0	0	0%	169	0	169	0	0%
Associate Relations	70	0	70	0	0%	82	305	(223)	289	(73%)
Automobile Expenses	243	75	168	0	224%	1,022	525	497	416	95%
Local Meals & Entertainment	0	0	0	0	0%	12	0	12	0	0%
Dues & Subscriptions	0	0	0	0	0%	36	36	0	36	0%
Allocated	2,980	3,413	(433)	3,084	(4%)	21,260	21,791	(531)	19,612	(2%)
Total Expense Before Depreciation/Re	58,351	78,966	(20,615)	116,673	(26%)	278,542	329,057	(50,515)	477,286	(15%)
Depreciation	91	80	11	105	13%	609	560	49	735	9%
Total Expense	58,441	79,046	(20,605)	116,778	(26%)	279,151	329,617	(50,466)	478,021	(15%)
Changes in Unrestricted Net Assets	(6,841)	(27,446)	20,605	(62,028)	(75%)	82,049	31,583	50,466	95,687	160%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Seven Months Ending January 31, 2012

	CURRENT MONTH				YEAR - TO - DATE			
	Actual	Budget	\$ Variance	% Chg	Actual	Budget	Variance	% Chg
Revenue and Other Support								
Miscellaneous	40	0	40	0%	70	7,500	(7,430)	0 (99%)
Retail Sales & Other	750	1,500	(750)	(50%)	15,611	15,400	211	16,733 1%
Placer County Funding	21,833	21,833	0	0%	212,281	212,281	0	84,833 0%
Total Revenue and Other Support	22,623	23,333	(710)	(3%)	227,962	235,181	(7,219)	101,566 (3%)
Expenses								
Salaries and benefits	13,597	15,967	(2,370)	(15%)	85,114	81,352	3,762	73,335 5%
Rent & Utilities	3,856	3,860	(4)	0%	20,449	20,220	229	3,359 1%
Telephone Services	153	100	53	53%	1,023	700	323	878 46%
Mail Expenses	1	15	(14)	(91%)	79	105	(26)	70 (25%)
Insurance & Bonding	107	49	58	118%	685	343	342	352 100%
Supplies	460	610	(150)	(25%)	1,772	4,270	(2,498)	547 (59%)
Equipment Sup. & Maint.	105	150	(45)	(30%)	1,028	1,050	(22)	873 (2%)
Taxes, Licenses & Fees	0	0	0	0%	193	206	(13)	206 (7%)
Miscellaneous Expense	0	0	0	0%	0	30,000	(30,000)	0 (100%)
Equip. Rental / Leasing	496	360	136	38%	2,560	2,280	280	2,358 12%
Cost of Goods Sold	0	640	(640)	(100%)	8,564	8,820	(256)	11,938 (3%)
Classified Ads	0	0	0	0%	720	0	720	0 0%
Marketing Other	9,521	0	9,521	0%	16,401	0	16,401	0 0%
Associate Relations	143	0	143	0%	162	563	(401)	470 (71%)
Credit Card Fees	89	35	54	155%	502	338	164	359 48%
Automobile Expenses	489	5	484	*****	944	35	909	43 *****
Local Meals & Entertainment	12	5	7	133%	63	35	28	0 79%
Allocated	5,371	5,509	(138)	(3%)	38,012	38,563	(551)	12,281 (1%)
Total Expense Before Depreciation/Re	34,400	27,305	7,095	26%	178,267	188,880	(10,613)	107,069 (6%)
Depreciation	135	140	(5)	(4%)	1,040	980	60	1,470 6%
Total Expense	34,535	27,445	7,090	26%	179,307	189,860	(10,553)	108,539 (6%)
Changes in Unrestricted Net Assets	(11,912)	(4,112)	(7,800)	190%	48,655	45,321	3,334	(6,973) 7%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Chamber of Commerce
For the Seven Months Ending January 31, 2012

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	9,017	9,814	(797)	9,588	(8%)	58,167	68,698	(10,531)	59,888	(15%)
Special Events & Functions	886	1,030	(144)	1,065	(14%)	31,098	12,310	18,788	9,969	153%
Commissions & Booking Fees	0	415	(415)	0	(100%)	0	2,905	(2,905)	0	(100%)
Total Revenue and Other Support	9,903	11,259	(1,356)	10,653	(12%)	89,265	83,913	5,352	69,857	6%
Expenses										
Salaries and benefits	6,030	6,385	(355)	6,190	(6%)	46,504	54,539	(8,035)	50,248	(15%)
Rent & Utilities	704	740	(36)	722	(5%)	5,077	5,180	(103)	5,180	(2%)
Telephone Services	227	150	77	283	51%	1,383	1,050	333	1,240	32%
Mail Expenses	124	20	104	33	521%	260	240	20	183	8%
Insurance & Bonding	71	30	41	30	136%	452	210	242	217	115%
Supplies	184	80	104	76	130%	726	560	166	662	30%
Equipment Sup. & Maint.	65	60	5	124	8%	548	420	128	410	30%
Taxes, Licenses & Fees	0	0	0	0	0%	65	74	(9)	74	(12%)
Equip. Rental / Leasing	327	236	91	264	38%	1,698	1,528	170	1,557	11%
Training & Seminars	0	42	(42)	0	(100%)	0	294	(294)	169	(100%)
Membership Events/Newsletter	591	1,396	(806)	(242)	(58%)	12,294	14,002	(1,708)	7,517	(12%)
Classified Ads	0	0	0	0	0%	169	0	169	0	0%
Associate Relations	95	275	(180)	0	(65%)	307	289	8	289	3%
Credit Card Fees	195	60	135	23	226%	933	364	569	306	156%
Automobile Expenses	149	120	29	0	25%	873	840	33	584	4%
Local Meals & Entertainment	53	50	3	0	7%	76	350	(274)	482	(78%)
Dues & Subscriptions	0	0	0	0	0%	552	72	480	72	667%
Travel	0	42	(42)	0	(100%)	0	294	(294)	0	(100%)
Allocated	3,361	3,000	361	1,799	12%	22,046	21,000	1,046	13,457	5%
Total Expense Before Depreciation/Re	12,177	12,686	(509)	9,302	(4%)	93,962	101,316	(7,354)	82,645	(7%)
Depreciation	89	80	9	105	12%	603	560	43	735	8%
Total Expense	12,267	12,766	(499)	9,407	(4%)	94,566	101,876	(7,310)	83,380	(7%)
Changes in Unrestricted Net Assets	(2,363)	(1,507)	(856)	1,246	57%	(5,301)	(17,963)	12,662	(13,523)	(70%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Management & Administration
For the Seven Months Ending January 31, 2012

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support	0	0	0	0	0%	0	0	0	4,449	0%
Miscellaneous	172	210	(38)	1,080	(18%)	1,042	1,470	(428)	1,630	(29%)
Interest & Investment Income	172	210	(38)	1,080	(18%)	1,042	1,470	(428)	6,079	(29%)
Total Revenue and Other Support	23,466	27,627	(4,161)	17,888	(15%)	188,477	197,498	(9,021)	135,325	(5%)
Expenses	2,128	2,100	28	2,006	1%	15,419	14,700	719	14,422	5%
Salaries and benefits	484	325	159	629	49%	3,253	2,275	978	2,449	43%
Rent & Utilities	36	60	(24)	16	(40%)	554	420	134	521	32%
Telephone Services	213	100	113	94	113%	1,425	700	725	677	104%
Mail Expenses	430	220	210	136	96%	2,571	1,540	1,031	800	67%
Insurance & Bonding	203	340	(137)	524	(40%)	2,947	2,380	567	2,220	24%
Supplies	53	0	53	0	0%	494	233	261	233	112%
Equipment Sup. & Maint.	0	0	0	0	0%	0	0	0	0	0%
Taxes, Licenses & Fees	321	250	71	285	28%	1,393	1,400	(7)	1,400	0%
Miscellaneous Expense	0	200	(200)	0	(100%)	0	1,400	(1,400)	308	(100%)
Equip. Rental / Leasing	0	200	(200)	0	(100%)	25,870	21,900	3,970	17,226	18%
Training & Seminars	0	0	0	0	0%	1,084	0	1,084	0	0%
Professional Fees Legal/Accounting	450	0	450	0	0%	925	1,100	(175)	904	(16%)
Classified Ads	107	60	40	371	(83%)	5,094	4,550	544	25,912	12%
Associate Relations	0	60	(60)	0	(100%)	56	420	(365)	338	(87%)
Board Functions	0	50	(50)	0	(100%)	46	350	(304)	247	(87%)
Automobile Expenses	0	100	(100)	145	(100%)	701	700	1	145	0%
Local Meals & Entertainment	0	85	(85)	0	(100%)	304	595	(291)	0	(49%)
Dues & Subscriptions	(34,653)	(34,653)	0	(32,915)	0%	(242,571)	(242,571)	0	(233,397)	0%
Travel	(6,762)	(2,286)	(4,476)	(10,821)	196%	8,041	9,590	(1,549)	(30,270)	(16%)
Allocated	270	280	(10)	416	(4%)	2,054	1,960	94	2,912	5%
Total Expense Before Depreciation/Re	(6,493)	(2,006)	(4,487)	(10,405)	224%	10,095	11,550	(1,455)	(27,358)	(13%)
Depreciation	6,664	2,216	4,448	11,485	201%	(9,053)	(10,080)	1,027	33,437	(10%)
Total Expense										
Changes in Unrestricted Net Assets										

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Infrastructure
For the Seven Months Ending January 31, 2012

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Interest & Investment Income	0	100	(100)	531	(100%)	339	720	(381)	644	(53%)
Placer County Funding	428,040	254,114	173,926	13,500	68%	661,979	1,778,798	(1,116,819)	458,965	(63%)
Total Revenue and Other Support	428,040	254,214	173,826	14,031	68%	662,319	1,779,518	(1,117,199)	459,609	(63%)
Expenses										
Salaries and benefits	5,836	6,015	(179)	4,680	(3%)	45,024	54,235	(9,211)	44,500	(17%)
Rent & Utilities	700	750	(50)	719	(7%)	5,057	5,250	(193)	5,160	(4%)
Telephone Services	200	160	40	367	25%	1,327	1,120	207	1,231	18%
Mail Expenses	0	1	(1)	3	(56%)	5	7	(2)	5	(22%)
Insurance & Bonding	71	30	41	30	136%	452	210	242	217	115%
Supplies	167	50	117	55	235%	503	350	153	320	44%
Equipment Sup. & Maint.	65	50	15	124	30%	498	350	148	310	42%
Taxes, Licenses & Fees	72	0	72	0	0%	800	74	726	74	981%
Equip. Rental / Leasing	174	150	24	146	16%	847	810	37	802	5%
Training & Seminars	0	0	0	0	0%	378	0	378	0	0%
Project Costs	62,986	242,281	(179,295)	885	(74%)	259,917	1,695,967	(1,436,050)	370,324	(85%)
Classified Ads	0	0	0	0	0%	169	0	169	0	0%
Associate Relations	70	0	70	0	0%	82	295	(213)	289	(72%)
Automobile Expenses	247	70	177	0	252%	1,025	490	535	416	109%
Local Meals & Entertainment	6	5	1	0	10%	17	35	(18)	0	(51%)
Dues & Subscriptions	0	0	0	0	0%	36	36	0	36	0%
Allocated	3,361	3,565	(204)	3,135	(6%)	24,141	24,955	(814)	21,897	(3%)
Total Expense Before Depreciation/Re	73,955	253,127	(179,172)	10,143	(71%)	340,278	1,784,184	(1,443,906)	445,582	(81%)
Depreciation	89	80	9	105	12%	603	560	43	735	8%
Total Expense	74,044	253,207	(179,163)	10,248	(71%)	340,881	1,784,744	(1,443,863)	446,317	(81%)
Changes In Unrestricted Net Assets	353,996	1,007	352,989	3,782	*****	321,437	(5,226)	326,663	13,293	*****

NLT Chamber/CVB/ Resort Association

Financial Statements

For the Eight Months Ending February 29, 2012



March 21, 2012

To: Finance Committee

From: Kim Lambert

Re: Major Variances of February 29, 2012 Financial Statements

The following are the major budget to actual variances for the **month of February 2012**:

- Commissions and Booking Fees revenue is down due to slow sales of the Ski Tahoe North Interchangeable Lift Ticket and actual conference billing coming in below the estimated amount (Y-T-D conference is above budget).
- The Autumn Food and Wine expense is due to transferring the "profit" to the Community Fund of North Lake Tahoe.
- Professional Fees are up because of tax return preparation (previously done in-house).
- Programs is under budget due to timing of the distribution of Community Marketing Grants.

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

- Member Dues revenue is down due to write-offs of non-paying members.
- Special Events & Functions revenue is up due to TMBC billing and reimbursement from AFW for Chamber employees' labor spent working on the festival.
- Consolidated/Conference Commissions and Booking Fees revenue is up; more groups have arrived than budgeted.
- Consolidated/Visitor Information revenue and Miscellaneous expense variances are due to timing.
- Professional Fees are up because of tax return preparation (previously done in-house) and monthly accounting assistance at the beginning of the fiscal year.
- Promotional/Giveaways, Marketing Other, and Programs expenses are down due to timing.

North Lake Tahoe Resort Association
Statement of Financial Position
For the Eight Months Ending February 29, 2012

	<u>Current Month</u>	<u>Last Month</u>	<u>Last Year</u>
ASSETS			
Cash and cash equivalents	\$1,741,868.04	\$1,698,809.87	\$1,185,684.29
Receivables			
Accounts Receivable - Membership Services	119,368.24	118,849.74	121,644.75
Accounts Receivable - Other	<u>10,823,441.87</u>	<u>11,137,103.79</u>	<u>7,744,477.46</u>
Total Receivables	10,942,810.11	11,255,953.53	7,866,122.21
Prepaid expenses	175,604.67	169,949.02	8,045.20
Inventory	4,406.18	4,406.18	928.18
Furniture, Fixtures & Other	14,385.79	15,081.54	23,803.52
Computer Equipment/Software	4,175.04	4,363.53	5,012.02
Vehicles & Leasehold Improvements	<u>776.44</u>	<u>970.43</u>	<u>3,785.16</u>
TOTAL ASSETS	<u><u>12,884,026.27</u></u>	<u><u>13,149,534.10</u></u>	<u><u>9,093,380.58</u></u>
LIABILITIES & NET ASSETS			
Accounts Payable	633,517.58	587,938.75	539,051.60
STN/Marketing Cooperative Liability	223,474.37	252,711.75	202,950.92
Other Liabilities	(304.11)	(158.77)	6,803.65
Unearned Revenue & Deferred Support	10,639,086.91	10,922,901.15	7,423,358.13
Reserves	<u>27,056.00</u>	<u>22,674.00</u>	<u>12,000.00</u>
TOTAL LIABILITIES	<u><u>11,522,830.75</u></u>	<u><u>11,786,066.88</u></u>	<u><u>8,184,164.30</u></u>
NET ASSETS			
Beginning Net Assets	697,419.35	697,419.35	667,941.92
Net Change in Net Assets	<u>663,776.17</u>	<u>666,047.87</u>	<u>241,274.36</u>
TOTAL NET ASSETS	<u><u>1,361,195.52</u></u>	<u><u>1,363,467.22</u></u>	<u><u>909,216.28</u></u>
TOTAL LIABILITIES & NET ASSETS	<u><u>12,884,026.27</u></u>	<u><u>13,149,534.10</u></u>	<u><u>9,093,380.58</u></u>

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Consolidation of Departments
For the Eight Months Ending February 29, 2012

	CURRENT MONTH				YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Description	Actual	Budget	Variance	Prior YR	% Chg.
	9,245	10,492	(1,247)	10,107	(12%)	Revenue and Other Support	70,560	83,936	(13,376)	74,578	(16%)
	18,013	21,030	(3,017)	28,908	(14%)	Member Dues	128,058	108,340	19,718	119,129	18%
	(3,450)	19,115	(22,565)	7,931	(118%)	Special Events & Functions	70	7,500	(7,430)	4,449	(99%)
	837	1,500	(664)	980	(44%)	Miscellaneous	114,697	90,220	24,477	116,968	27%
	165	310	(145)	328	(47%)	Commissions & Booking Fees	16,448	16,900	(452)	17,713	(3%)
	273,379	555,174	(281,795)	285,130	(51%)	Retail Sales & Other	1,546	2,500	(954)	2,603	(39%)
	298,189	607,621	(309,432)	303,383	(51%)	Interest & Investment Income	2,845,901	4,244,515	(1,398,614)	2,599,464	(33%)
	94,830	101,752	(6,922)	80,417	(7%)	Placer County Funding	3,177,280	4,553,911	(1,376,631)	2,934,903	(30%)
	10,863	11,300	(437)	7,507	(4%)	Total Revenue and Other Support					
	2,090	1,835	255	1,882	14%	Expenses	781,844	833,131	(51,287)	703,084	(6%)
	(8)	351	(359)	529	(102%)	Salaries and benefits	83,315	83,600	(285)	62,554	0%
	853	384	469	374	122%	Rent & Utilities	17,934	14,680	3,254	15,283	22%
	695	1,450	(755)	761	(52%)	Telephone Services	0	240	(240)	290	(100%)
	400	900	(500)	636	(56%)	Internet Access	2,087	1,998	89	2,123	4%
	72	0	72	0	0%	Mail Expenses	6,375	3,072	3,303	3,082	108%
	919	10,000	(10,000)	1,278	(10%)	Insurance & Bonding	10,591	11,600	(1,009)	6,929	(9%)
	20,170	242	(242)	0	(100%)	Supplies	9,844	7,200	2,644	6,644	37%
	3,060	200	2,860	(469)	(93%)	Equipment Sup. & Maint.	1,999	1,015	984	1,015	97%
	1,439	0	1,439	0	0%	Taxes, Licenses & Fees	0	40,000	(40,000)	0	(100%)
	3,120	0	3,120	0	0%	Miscellaneous Expense	10,517	10,088	429	10,445	4%
	13,877	20,396	(6,519)	19,187	(32%)	Equip. Rental / Leasing	1,447	3,936	(2,490)	477	(63%)
	0	640	(640)	0	(100%)	Training & Seminars	483,670	2,233,248	(1,749,578)	780,655	(78%)
	0	0	0	0	0%	Project Costs	28,930	22,100	6,830	17,226	31%
	100,000	100,000	0	84,476	0%	Professional Fees Legal/Accounting	46,450	39,500	6,950	84,999	18%
	2,667	0	2,667	0	0%	Special Events	79,000	75,000	3,947	79,024	5%
	0	0	0	0	0%	Autumn Food & Wine Costs	26,171	34,398	(8,227)	26,705	(24%)
	0	0	0	0	0%	Membership Events/Newsletter	8,564	9,460	(896)	11,938	(9%)
	0	0	0	0	0%	Cost of Goods Sold	2,361	0	2,361	0	0%
	0	0	0	0	0%	Classified Ads	0	7,500	(7,500)	0	(100%)
	0	0	0	0	0%	Promotional/ Giveaways	692,000	692,000	0	657,808	0%
	0	0	0	0	0%	Marketing Cooperative/Media	109,629	131,550	(21,921)	57,514	(17%)
	0	0	0	0	0%	Marketing Other	7,050	50,000	(42,950)	92,986	(86%)
	0	0	0	0	0%	Programs	36	0	36	0	0%
	0	0	0	0	0%	Trade Shows Tour/Travel	2,207	3,937	(1,730)	3,614	(44%)
	0	0	0	0	0%	Associate Relations	5,132	5,200	(68)	32,823	(1%)
	38	650	(612)	6,911	(94%)	Board Functions	2,007	3,697	(1,690)	3,239	(46%)
	340	895	(555)	1,079	(62%)	Credit Card Fees	6,389	3,280	3,109	3,239	95%
	1,394	410	984	643	240%	Automobile Expenses	1,652	2,480	(828)	2,705	(33%)
	334	310	24	575	8%	Local Meals & Entertainment	9,422	9,875	(453)	2,365	(5%)
	395	1,615	(1,220)	460	(76%)	Dues & Subscriptions	4,173	4,716	(543)	(3)	(12%)
	841	327	514	118	157%	Travel	0	1,064	(1,064)	0	(100%)
	0	133	(133)	0	(100%)	Allocated	2,440,740	4,339,565	(1,898,825)	2,669,093	(44%)
	258,398	556,621	(298,223)	301,972	(54%)	Total Expense Before Depreciation/Re	9,081	8,720	361	12,536	4%
	1,078	1,090	(12)	1,567	(1%)	Depreciation	27,056	27,056	0	12,000	0%
	4,382	4,382	0	2,000	0%	Reserves	2,476,877	4,375,341	(1,898,464)	2,693,629	(43%)
	263,858	562,093	(298,235)	305,539	(53%)	Total Expense	7,00,403	178,570	521,833	241,274	292%
	34,330	45,528	(11,198)	(2,156)	(25%)	Changes in Unrestricted Net Assets					

North Lake Tahoe Resort Association
Statement of Activities
Departmental Summary
For the Eight Months Ending February 29, 2012

Date 03/19/12 09:06 AM

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	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
REVENUE AND OTHER SUPPORT										
Marketing	168,327	205,577	(37,250)	153,346	(18%)	1,387,559	1,424,589	(37,030)	1,285,531	(3%)
Conferences	22,816	41,428	(18,612)	30,864	(45%)	340,888	307,424	33,464	319,380	11%
Visitor Support & Transportation	51,600	51,600	0	54,750	0%	412,800	412,800	0	628,459	0%
Visitor Information	22,670	23,333	(664)	12,813	(3%)	250,632	258,514	(7,882)	114,379	(3%)
Member Services	26,681	31,259	(4,578)	38,281	(15%)	115,946	115,172	774	108,138	1%
Management & General	165	210	(45)	139	(21%)	1,207	1,680	(473)	6,218	(28%)
Total Revenue and Other Supp	292,259	353,407	(61,148)	290,194	(17%)	2,509,032	2,520,179	(11,147)	2,462,105	0%
EXPENSES										
Marketing	176,398	174,604	1,794	210,989	1%	1,222,885	1,341,328	(118,443)	1,233,690	(9%)
Conferences	37,079	37,304	(225)	37,204	(1%)	299,611	306,181	(6,570)	313,694	(2%)
Visitor Support & Transportation	14,853	56,996	(42,143)	7,544	(74%)	294,004	386,613	(92,609)	485,565	(24%)
Visitor Information	25,575	37,935	(12,360)	12,401	(33%)	204,907	227,795	(22,888)	120,940	(10%)
Member Services	25,514	32,243	(6,729)	29,510	(21%)	120,079	134,119	(14,040)	112,890	(10%)
Management & General	(4,093)	(2,131)	(1,962)	(1,559)	92%	6,002	9,419	(3,417)	(28,918)	(36%)
Total Expenses	275,326	336,951	(61,625)	296,088	(18%)	2,147,488	2,405,455	(257,967)	2,237,862	(11%)
Net Change in Unrestricted Net Assets										
Marketing	(8,071)	30,973	(39,044)	(57,642)	(126%)	164,674	83,261	81,413	51,841	98%
Conferences	(14,263)	4,124	(18,387)	(6,339)	(446%)	41,277	1,243	40,034	5,686	*****
Visitor Support & Transportation	36,747	(5,396)	42,143	47,206	(781%)	118,796	26,187	92,609	142,893	354%
Visitor Information	(2,905)	(14,602)	11,697	413	(80%)	45,725	30,719	15,006	(6,560)	49%
Member Services	1,167	(984)	2,151	8,771	(219%)	(4,134)	(18,947)	14,814	(4,753)	(78%)
Management & General	4,258	2,341	1,917	1,699	82%	(4,795)	(7,739)	2,944	35,136	(38%)
Net Change in Assets Before In	16,933	16,456	477	(5,894)	3%	361,544	114,724	246,820	224,244	215%
Infrastructure										
Infrastructure Support	5,930	254,214	(248,284)	13,189	(98%)	668,249	2,033,732	(1,365,483)	472,798	(67%)
Infrastructure Expense	25,135	253,142	(228,007)	9,451	(90%)	366,016	2,037,886	(1,671,870)	455,167	(82%)
Infrastructure Net Change in Assets	(19,205)	1,072	(20,277)	3,738	*****	302,233	(4,154)	306,387	17,031	*****
Change in Net Assets	(2,272)	17,528	(19,800)	(2,156)	*****	663,776	110,570	553,206	241,274	500%

NLT Chamber/CVB/Resort Association
 Department Detail Activity Report
 For the Seven Months Ending January 31, 2012

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
Revenue and Other Support										
Member Dues	\$ 78,947	\$ 3,725	\$ 70	\$ 3,725	\$ -	\$ 66,835	\$ -	\$ 70,560	\$ -	\$ 70,560
Special Events & Functions				78,947		49,111		128,058		128,058
Miscellaneous				70				70		70
Interest & Investment Income							1,207	1,207	339	1,546
Commissions & Booking Fees	\$ 2,534	\$ 112,163	\$ 16,448	\$ 114,897	\$ -	\$ -	\$ -	\$ 114,897	\$ -	\$ 114,897
Retail Sales & Other	\$ 1,306,078	\$ 225,000	\$ 234,114	\$ 16,448	\$ 412,800	\$ -	\$ -	\$ 16,448	\$ 667,909	\$ 16,448
Placer County Funding	\$ 1,387,559	\$ 340,888	\$ 250,632	\$ 1,765,192	\$ -	\$ -	\$ -	\$ 2,177,992	\$ -	\$ 2,177,992
Total Revenue and Other Support	\$ 1,387,559	\$ 340,888	\$ 250,632	\$ 1,879,079	\$ 412,800	\$ 115,946	\$ 1,207	\$ 2,509,032	\$ 668,248	\$ 3,177,280
Expenses										
Salaries and benefits	\$ 201,909	\$ 114,538	\$ 100,418	\$ 416,865	\$ 48,727	\$ 53,033	\$ 212,635	\$ 731,260	\$ 50,583	\$ 781,843
Rent & Utilities	\$ 16,082	\$ 8,198	\$ 24,289	\$ 48,549	\$ 5,744	\$ 5,766	\$ 17,512	\$ 77,571	\$ 5,744	\$ 83,315
Telephone Services	\$ 5,944	\$ 2,481	\$ 1,166	\$ 9,591	\$ 1,567	\$ 1,593	\$ 3,616	\$ 16,367	\$ 1,567	\$ 17,934
Mail Expenses	\$ 687	\$ 502	\$ 79	\$ 1,268	\$ -	\$ 260	\$ 554	\$ 2,082	\$ -	\$ 2,082
Insurance & Bonding	\$ 1,579	\$ 791	\$ 791	\$ 3,161	\$ 529	\$ 523	\$ 1,639	\$ 5,852	\$ 523	\$ 6,375
Supplies	\$ 2,750	\$ 1,315	\$ 1,875	\$ 5,940	\$ 2,731	\$ 787	\$ 10,024	\$ 566	\$ 566	\$ 10,590
Equipment Sup. & Maint.	\$ 3,149	\$ 860	\$ 1,080	\$ 5,209	\$ 480	\$ 580	\$ 3,047	\$ 9,316	\$ 530	\$ 9,846
Taxes, Licenses & Fees	\$ 204	\$ 106	\$ 193	\$ 503	\$ 65	\$ 65	\$ 504	\$ 1,137	\$ 862	\$ 1,999
Miscellaneous Expense	\$ 1,331	\$ 1,104	\$ 2,836	\$ 5,271	\$ 930	\$ 1,882	\$ 1,504	\$ 9,587	\$ 930	\$ 10,517
Equip. Rental / Leasing	\$ 1,069			\$ 1,069	\$ -	\$ -	\$ -	\$ 1,069	\$ 378	\$ 1,447
Training Seminars					\$ 209,001	\$ -	\$ -	\$ 209,001	\$ -	\$ 209,001
Project Costs										
Professional Fees Legal/Accounting	\$ 46,450			\$ 46,450	\$ -	\$ -	\$ 28,930	\$ 28,930	\$ -	\$ 28,930
Special Events	\$ 78,947			\$ 78,947	\$ -	\$ -	\$ -	\$ 78,947	\$ -	\$ 78,947
Autumn Food & Wine Costs										
Membership Events/Newsletter										
Cost of Goods Sold										
Classified Ads		\$ 50	\$ 720	\$ 770	\$ 169	\$ 169	\$ 1,084	\$ 2,192	\$ 169	\$ 2,361
Marketing Cooperative/Media	\$ 583,000	\$ 109,000	\$ 16,401	\$ 692,000	\$ -	\$ -	\$ -	\$ 692,000	\$ -	\$ 692,000
Marketing Other	\$ 89,229	\$ 36	\$ -	\$ 89,265	\$ 82	\$ -	\$ -	\$ 89,347	\$ -	\$ 89,347
Programs	\$ 7,050	\$ 358	\$ 182	\$ 7,086	\$ -	\$ -	\$ -	\$ 7,086	\$ -	\$ 7,086
Associate Relations	\$ 306	\$ -	\$ -	\$ 306	\$ -	\$ -	\$ -	\$ 306	\$ -	\$ 306
Board Functions	\$ 233	\$ -	\$ 532	\$ 765	\$ -	\$ 307	\$ 910	\$ 2,125	\$ 82	\$ 2,207
Credit Card Fees	\$ 1,318	\$ 612	\$ 1,112	\$ 3,042	\$ 1,157	\$ 973	\$ 56	\$ 5,228	\$ 1,160	\$ 6,388
Automobile Expenses	\$ 1,415	\$ 23	\$ 63	\$ 1,501	\$ 12	\$ 76	\$ 46	\$ 1,635	\$ 17	\$ 1,652
Local Meals & Entertainment	\$ 6,812	\$ 1,285	\$ -	\$ 8,097	\$ 36	\$ 552	\$ 701	\$ 9,386	\$ 36	\$ 9,422
Dues & Subscriptions	\$ 3,869	\$ -	\$ -	\$ 3,869	\$ -	\$ -	\$ 304	\$ 4,173	\$ -	\$ 4,173
Travel	\$ 99,636	\$ 57,056	\$ 43,383	\$ 200,075	\$ 24,240	\$ 25,407	\$ (277,224)	\$ (27,502)	\$ 27,502	\$ -
Allocated										
Total Expense Before Depreciation/Reserves	\$ 1,156,969	\$ 298,435	\$ 203,644	\$ 1,659,048	\$ 293,305	\$ 119,386	\$ 3,681	\$ 2,075,420	\$ 365,322	\$ 2,440,742
Reserves	\$ 27,056			\$ 27,056				\$ 27,056		\$ 27,056
Depreciation	\$ 2,323	\$ 1,175	\$ 1,175	\$ 4,673	\$ 699	\$ 693	\$ 2,323	\$ 8,368	\$ 693	\$ 9,061
Total Functional Expense and Depreciation	\$ 1,186,348	\$ 299,610	\$ 204,819	\$ 1,690,777	\$ 294,004	\$ 120,079	\$ 6,004	\$ 2,110,864	\$ 366,015	\$ 2,476,879
Changes in Net Assets	\$ 201,211	\$ 41,278	\$ 45,813	\$ 288,302	\$ 118,796	\$ (4,133)	\$ (4,797)	\$ 398,168	\$ 302,233	\$ 700,401

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Eight Months Ending February 29, 2012

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support	0	0	0	0	0%	78,947	75,000	3,947	80,253	5%
Special Events & Functions	61	3,700	(3,639)	3,633	(98%)	2,534	9,900	(7,366)	9,574	(74%)
Commissions & Booking Fees	168,266	201,877	(33,611)	149,713	(17%)	1,306,078	1,339,689	(33,611)	1,195,704	(3%)
Placer County Funding	168,327	205,577	(37,250)	153,346	(18%)	1,387,559	1,424,589	(37,030)	1,285,531	(3%)
Expenses										
Salaries and benefits	22,390	23,183	(793)	23,422	(3%)	201,909	208,664	(6,755)	210,223	(3%)
Rent & Utilities	1,914	2,050	(136)	1,965	(7%)	16,082	16,400	(318)	16,388	(2%)
Telephone Services	576	700	(124)	1,077	(18%)	5,944	5,600	344	5,445	6%
Internet Access	0	30	(30)	0	(100%)	0	240	(240)	290	(100%)
Mail Expenses	(8)	85	(93)	232	(109%)	687	7	7	826	1%
Insurance & Bonding	213	95	118	94	124%	1,579	760	819	771	108%
Supplies	141	290	(149)	247	(51%)	2,750	2,320	430	2,524	19%
Equipment Sup. & Maint.	100	150	(50)	125	(33%)	3,149	1,200	1,949	1,137	162%
Taxes, Licenses & Fees	0	0	0	0	0%	204	233	(29)	233	(12%)
Equip. Rental / Leasing	92	120	(28)	180	(23%)	1,331	1,380	(49)	1,443	(4%)
Training & Seminars	0	0	0	0	0%	1,069	2,000	(931)	0	(47%)
Special Events	1,439	0	1,439	56,148	0%	46,450	39,500	6,950	84,999	18%
Autumn Food & Wine Costs	3,120	0	3,120	0	0%	78,947	75,000	3,947	79,024	5%
Promotional/ Giveaways	0	0	0	0	0%	0	7,500	(7,500)	0	(100%)
Marketing Cooperative/Media	88,750	88,750	0	65,307	0%	583,000	583,000	0	506,056	0%
Marketing Other	2,667	0	2,667	38,460	0%	93,229	131,550	(38,322)	57,514	(29%)
Programs	0	12,500	(12,500)	0	(100%)	7,050	50,000	(42,950)	92,986	(86%)
Associate Relations	25	0	25	0	0%	306	902	(596)	904	(66%)
Credit Card Fees	0	800	(800)	770	(100%)	233	2,900	(2,667)	2,593	(92%)
Automobile Expenses	313	65	248	0	382%	1,318	520	798	694	153%
Local Meals & Entertainment	334	200	134	575	67%	1,415	1,600	(185)	1,977	(12%)
Dues & Subscriptions	0	15	(15)	15	(100%)	6,812	6,711	101	911	2%
Travel	841	200	641	118	321%	3,869	3,700	169	3,869	5%
Allocated	12,302	12,709	(407)	18,838	(3%)	99,636	101,672	(2,036)	151,428	(2%)
Total Expense Before Depreciation/Re	135,210	141,942	(6,732)	208,573	(5%)	1,156,969	1,244,032	(87,063)	1,218,362	(7%)
Depreciation Reserves	270	280	(10)	416	(4%)	2,323	2,240	83	3,328	4%
Total Expense	4,382	4,382	0	2,000	0%	27,056	27,056	0	12,000	0%
Changes in Unrestricted Net Assets	139,861	146,604	(6,743)	210,989	(5%)	1,186,348	1,273,328	(86,980)	1,233,690	(7%)
	28,466	58,973	(30,507)	(57,642)	(52%)	201,211	151,261	49,950	51,841	33%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Eight Months Ending February 29, 2012

	CURRENT MONTH				YEAR-TO-DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
Revenue and Other Support										
Member Dues	577	678	(101)	733	(15%)	3,725	5,424	(1,699)	5,317	(31%)
Commissions & Booking Fees	(3,511)	15,000	(18,511)	4,297	(123%)	112,163	77,000	35,163	107,394	46%
Placer County Funding	25,750	25,750	0	25,834	0%	225,000	225,000	0	206,669	0%
Total Revenue and Other Support	22,816	41,428	(18,612)	30,864	(45%)	340,888	307,424	33,464	319,380	11%
Expenses										
Salaries and benefits	15,836	16,859	(1,023)	11,345	(6%)	114,538	124,867	(10,329)	105,784	(8%)
Rent & Utilities	973	1,050	(77)	999	(7%)	8,198	8,400	(202)	8,343	(2%)
Telephone Services	317	250	67	141	27%	2,481	2,000	481	2,146	24%
Mail Expenses	0	40	(40)	90	(100%)	502	320	182	310	57%
Insurance & Bonding	107	50	57	49	113%	791	400	391	401	98%
Equipment Sup. & Maint.	105	150	(45)	130	(30%)	1,315	1,200	115	1,373	10%
Taxes, Licenses & Fees	52	100	(48)	65	(48%)	980	800	180	937	22%
Equip. Rental / Leasing	0	0	0	0	0%	106	121	(15)	121	(12%)
Classified Ads	0	0	0	0	0%	1,104	1,040	64	1,124	6%
Marketing Cooperative/Media	11,250	11,250	0	19,169	0%	50	0	50	0	0%
Trade Shows Tour/Travel	0	0	0	0	0%	109,000	109,000	0	151,752	0%
Associate Relations	0	0	0	0	0%	36	0	36	0	0%
Automobile Expenses	541	15	526	0	*****	358	473	(115)	470	(24%)
Local Meals & Entertainment	0	0	0	0	0%	612	120	492	106	410%
Dues & Subscriptions	395	400	(5)	395	(1%)	23	0	23	0	0%
Allocated	7,277	6,890	387	4,472	6%	1,285	1,120	165	1,115	15%
Total Expense Before Depreciation/Re	36,944	37,154	(210)	36,994	(1%)	298,437	304,981	(6,544)	312,014	(2%)
Depreciation	135	150	(15)	210	(10%)	1,175	1,200	(25)	1,680	(2%)
Total Expense	37,079	37,304	(225)	37,204	(1%)	299,611	306,181	(6,570)	313,694	(2%)
Changes in Unrestricted Net Assets	(14,263)	4,124	(18,387)	(6,339)	(446%)	41,277	1,243	40,034	5,686	*****

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Transportation
For the Eight Months Ending February 29, 2012

	CURRENT MONTH				YEAR-TO-DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
Revenue and Other Support	51,600	51,600	0	54,750	0%	412,800	412,800	0	628,459	0%
Placer County Funding	51,600	51,600	0	54,750	0%	412,800	412,800	0	628,459	0%
Total Revenue and Other Support	51,600	51,600	0	54,750	0%	412,800	412,800	0	628,459	0%
Expenses										
Salaries and benefits	5,054	5,598	(544)	4,208	(10%)	48,727	55,864	(7,137)	42,228	(13%)
Rent & Utilities	686	750	(64)	705	(8%)	5,744	6,000	(256)	5,865	(4%)
Telephone Services	240	150	90	130	60%	1,567	1,200	367	1,361	31%
Mail Expenses	0	0	0	0	0%	0	0	0	0	0%
Insurance & Bonding	72	30	42	30	139%	529	240	289	247	120%
Supplies	63	50	13	68	26%	566	400	166	388	42%
Equipment Sup. & Maint.	32	50	(18)	40	(36%)	480	400	80	350	20%
Taxes, Licenses & Fees	0	0	0	0	0%	65	74	(9)	74	(12%)
Equip. Rental / Leasing	83	100	(17)	112	(17%)	930	950	(20)	913	(2%)
Project Costs	5,418	47,000	(41,582)	(1,062)	(88%)	209,001	295,000	(85,999)	409,738	(29%)
Classified Ads	0	0	0	0	0%	169	0	169	0	0%
Associate Relations	0	0	0	0	0%	82	305	(223)	289	(73%)
Automobile Expenses	136	75	61	124	81%	1,157	600	557	539	93%
Local Meals & Entertainment	0	0	0	0	0%	12	0	12	0	0%
Dues & Subscriptions	0	0	0	0	0%	36	36	0	36	0%
Allocated	2,980	3,113	(133)	3,084	(4%)	24,240	24,904	(664)	22,696	(3%)
Total Expense Before Depreciation/Re	14,763	56,916	(42,153)	7,439	(74%)	293,305	385,973	(92,668)	484,725	(24%)
Depreciation	91	80	11	105	13%	699	640	59	840	9%
Total Expense	14,853	56,996	(42,143)	7,544	(74%)	294,004	386,613	(92,609)	485,565	(24%)
Changes in Unrestricted Net Assets	36,747	(5,396)	42,143	47,206	(781%)	118,796	26,187	92,609	142,893	354%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Eight Months Ending February 29, 2012

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
Revenue and Other Support							
Miscellaneous	0	0	0	70	7,500	(7,430)	0 (99%)
Retail Sales & Other	837	1,500	(664)	16,448	16,900	(452)	17,713 (3%)
Placer County Funding	21,833	21,833	0	234,114	234,114	0	96,667 0%
Total Revenue and Other Support	22,670	23,333	(664)	250,632	258,514	(7,882)	114,379 (3%)
Expenses							
Salaries and benefits	15,304	16,517	(1,213)	100,418	97,869	2,549	82,934 3%
Rent & Utilities	3,820	3,860	(40)	24,269	24,080	189	3,820 1%
Telephone Services	143	100	43	1,166	800	366	948 46%
Mail Expenses	0	15	(15)	79	120	(41)	76 (34%)
Insurance & Bonding	107	49	58	791	392	399	401 102%
Supplies	104	610	(506)	1,875	4,880	(3,005)	547 (62%)
Equipment Sup. & Maint.	52	150	(98)	1,080	1,200	(120)	937 (10%)
Taxes, Licenses & Fees	0	0	0	193	206	(13)	206 (7%)
Miscellaneous Expense	0	10,000	(10,000)	0	40,000	(40,000)	0 (100%)
Equip. Rental / Leasing	276	300	(24)	2,836	2,580	256	2,682 10%
Cost of Goods Sold	0	640	(640)	8,564	9,460	(896)	11,938 (9%)
Classified Ads	0	0	0	720	0	720	0 0%
Marketing Other	0	0	0	16,401	0	16,401	0 0%
Associate Relations	0	0	0	162	563	(401)	470 (71%)
Credit Card Fees	30	35	(5)	532	373	159	389 (43%)
Automobile Expenses	168	5	163	1,112	40	1,072	43 *****
Local Meals & Entertainment	0	5	(5)	63	40	23	0 57%
Allocated	5,371	5,509	(138)	43,383	44,072	(689)	13,868 (2%)
Total Expense Before Depreciation/Re	25,375	37,795	(12,420)	203,642	226,675	(23,033)	119,260 (10%)
Depreciation	135	140	(5)	1,175	1,120	55	1,680 5%
Total Expense	25,510	37,935	(12,425)	204,817	227,795	(22,978)	120,940 (10%)
Changes in Unrestricted Net Assets	(2,840)	(14,802)	11,762	45,815	30,719	15,096	(6,560) 49%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Chamber of Commerce
For the Eight Months Ending February 29, 2012

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	8,668	9,814	(1,146)	9,373	(12%)	66,835	78,512	(11,677)	69,261	(15%)
Special Events & Functions	18,013	21,030	(3,017)	28,908	(14%)	49,111	33,340	15,771	38,877	47%
Commissions & Booking Fees	0	415	(415)	0	(100%)	0	3,320	(3,320)	0	(100%)
Total Revenue and Other Support	26,681	31,259	(4,578)	38,281	(15%)	115,946	115,172	774	108,138	1%
Expenses										
Salaries and benefits	6,529	5,953	576	6,621	10%	53,033	60,492	(7,459)	56,869	(12%)
Rent & Utilities	689	740	(51)	707	(7%)	5,766	5,920	(154)	5,887	(3%)
Telephone Services	211	150	61	93	40%	1,593	1,200	393	1,333	33%
Mail Expenses	0	150	(150)	142	(100%)	260	390	(130)	325	(33%)
Insurance & Bonding	71	30	41	30	136%	523	240	283	247	118%
Supplies	61	80	(19)	75	(24%)	787	640	147	737	23%
Equipment Sup. & Maint.	32	60	(28)	40	(47%)	580	480	100	450	21%
Taxes, Licenses & Fees	0	0	0	0	0%	65	74	(9)	74	(12%)
Equip. Rental / Leasing	184	190	(6)	214	(3%)	1,882	1,718	164	1,770	10%
Training & Seminars	0	42	(42)	0	(100%)	0	336	(336)	169	(100%)
Membership Events/Newsletter	13,877	20,396	(6,519)	19,187	(32%)	26,171	34,398	(8,227)	26,705	(24%)
Classified Ads	0	0	0	0	0%	169	0	169	0	0%
Associate Relations	0	0	0	0	0%	307	299	8	289	3%
Credit Card Fees	310	60	250	279	416%	1,242	424	818	585	193%
Automobile Expenses	100	120	(20)	218	(16%)	973	960	13	801	1%
Local Meals & Entertainment	0	50	(50)	0	(100%)	76	400	(324)	482	(81%)
Dues & Subscriptions	0	1,100	(1,100)	0	(100%)	552	1,172	(620)	72	(53%)
Travel	0	42	(42)	0	(100%)	0	336	(336)	0	(100%)
Allocated	3,361	3,000	361	1,799	12%	25,407	24,000	1,407	15,256	6%
Total Expense Before Depreciation/Re	25,424	32,163	(6,739)	29,405	(21%)	119,386	133,479	(14,093)	112,050	(11%)
Depreciation	89	80	9	105	12%	693	640	53	840	8%
Total Expense	25,514	32,243	(6,729)	29,510	(21%)	120,079	134,119	(14,040)	112,890	(10%)
Changes in Unrestricted Net Assets	1,167	(984)	2,151	8,771	(219%)	(4,134)	(18,947)	14,814	(4,753)	(78%)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Management & Administration
For the Eight Months Ending February 29, 2012

	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Prior YR	Budget	Variance	
Revenue and Other Support	0	0	0	0	0	0	0%
Miscellaneous	165	210	(45)	139	1,680	(473)	(28%)
Interest & Investment Income	165	210	(45)	139	1,680	(473)	(28%)
Total Revenue and Other Support	330	420	(90)	278	3,360	(2,082)	(62%)
Expenses							
Salaries and benefits	24,158	27,627	(3,469)	20,813	225,125	(12,490)	(5%)
Rent & Utilities	2,093	2,100	(7)	1,965	16,800	712	4%
Telephone Services	363	325	38	240	2,600	1,016	39%
Mail Expenses	0	60	(60)	58	480	74	15%
Insurance & Bonding	213	100	113	94	800	839	105%
Supplies	159	220	(61)	171	1,760	971	55%
Equipment Sup. & Maint.	100	340	(240)	262	2,720	327	12%
Taxes, Licenses & Fees	10	0	10	0	233	271	116%
Miscellaneous Expense	0	0	0	0	0	0	0%
Equip. Rental / Leasing	110	125	(15)	199	1,525	(21)	(1%)
Training & Seminars	0	200	(200)	0	1,600	(1,600)	(100%)
Professional Fees Legal/Accounting	3,060	200	2,860	0	22,100	6,830	31%
Classified Ads	(15)	0	15	0	1,084	1,084	0%
Associate Relations	38	650	(612)	6,911	1,100	(190)	(17%)
Board Functions	0	60	(60)	179	5,200	32,823	(1%)
Automobile Expenses	0	50	(50)	0	480	(425)	(88%)
Local Meals & Entertainment	0	100	(100)	50	400	(354)	(89%)
Dues & Subscriptions	0	85	(85)	0	800	(99)	(12%)
Travel	(34,653)	(34,653)	0	(32,915)	(277,224)	(376)	(55%)
Allocated	(4,363)	(2,411)	(1,952)	(1,975)	7,179	(3,501)	(49%)
Total Expense Before Depreciation/Re	270	280	(10)	416	2,240	83	4%
Depreciation	(4,093)	(2,131)	(1,962)	(1,559)	9,419	(3,417)	(36%)
Total Expense	4,258	2,341	1,917	1,699	(7,179)	2,944	(39%)
Changes in Unrestricted Net Assets							

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Infrastructure
For the Eight Months Ending February 29, 2012

	CURRENT MONTH				YEAR-TO-DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chng	Actual	Budget	Variance	Prior YR	% Chng
Revenue and Other Support	0	100	(100)	189	(100%)	339	820	(481)	833	(59%)
Interest & Investment Income	5,930	254,114	(248,184)	13,000	(98%)	667,909	2,032,912	(1,365,003)	471,965	(67%)
Placer County Funding	5,930	254,214	(248,284)	13,189	(99%)	668,249	2,033,732	(1,365,483)	472,798	(67%)
Total Revenue and Other Support										
Expenses	5,559	6,015	(456)	4,408	(8%)	50,583	60,250	(9,667)	48,909	(16%)
Salaries and benefits	686	750	(64)	705	(8%)	5,744	6,000	(256)	5,865	(4%)
Rent & Utilities	240	160	80	130	50%	1,567	1,280	287	1,361	22%
Telephone Services	0	1	(1)	1	(100%)	5	8	(3)	6	(32%)
Mail Expenses	71	30	41	30	136%	523	240	283	247	118%
Insurance & Bonding	63	50	13	68	26%	566	400	166	389	42%
Supplies	32	50	(18)	40	(36%)	530	400	130	350	32%
Equipment Sup.& Maint.	62	0	62	0	0%	862	74	788	74	*****
Taxes, Licenses & Fees	83	85	(2)	112	(3%)	930	895	35	913	4%
Equip. Rental / Leasing	0	0	0	0	0%	378	0	378	0	0%
Training & Seminars	14,752	242,281	(227,529)	593	(94%)	274,669	1,938,248	(1,663,579)	370,917	(86%)
Project Costs	0	0	0	0	0%	169	0	169	0	0%
Classified Ads	0	0	0	0	0%	82	295	(213)	289	(72%)
Associate Relations	136	70	66	124	94%	1,161	560	601	539	107%
Automobile Expenses	0	5	(5)	0	(100%)	17	40	(23)	0	(59%)
Local Meals & Entertainment	0	0	0	0	0%	36	36	0	36	0%
Dues & Subscriptions	0	0	0	0	0%	27,502	28,520	(1,018)	25,032	(4%)
Allocated	3,361	3,565	(204)	3,135	(6%)	27,502	28,520	(1,018)	25,032	(4%)
Total Expense Before Depreciation/Re	25,045	253,062	(228,017)	9,346	(90%)	365,323	2,037,246	(1,671,923)	454,927	(82%)
Depreciation	89	80	9	105	12%	693	640	53	840	8%
Total Expense	25,135	253,142	(228,007)	9,451	(90%)	366,016	2,037,886	(1,671,870)	455,767	(82%)
Changes in Unrestricted Net Assets	(19,205)	1,072	(20,277)	3,738	*****	302,233	(4,154)	306,387	17,031	*****



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: JOINT INFRASTRUCTURE TRANSPORTATION COMMITTEE
MEETING DATE: MONDAY MARCH 26, 2012
BOARD MEMBERS PRESENT: WALLY AUERBACH, PHIL GILANFARR

MOTIONS MADE/VOTE:

M/S/C (GilanFarr/Pang) (13-0-0) to approve the Joint Infrastructure/Transportation Committee Meeting minutes of February 27, 2012.

M/S/C (GilanFarr/Pang) (13-0-0) to approve the draft of the Integrated Work Plan and Draft 2012-13 Budget Expenditure Recommendation as amended to allow reallocation of funding within the transportation projects to increase item T-17 TART Baseline Service, as may be needed.

M/S/C (GilanFarr/Davis) (11-0-2 Abstention from Wally Auerbach and Pat Perkins) to recommend an additional allocation of up to \$2.5 million in funds to the Kings Beach Commercial Core Improvement Project. These funds will be used to the extent possible for parts of the project appropriate to TOT Infrastructure funding. The committee also requests that the Department of Public Works use this flexible TOT funding after utilizing less flexible funds.

M/S/C (Davis/Pang) (13-0-0) to recommend allocation of \$380,000 in funding for the North Lake Tahoe Water Shuttle Pilot Project.

M/S/C (Davis/Perman) (12-0-1 Abstention by Phil GilanFarr) to recommend allocation of up to \$112,000 of funds to provide visitor information at the North Lake Tahoe Visitor's Center, Truckee and Auburn Welcome Centers.

BOARD APPROVAL/DIRECTION REQUESTED:

M/S/C (GilanFarr/Pang) (13-0-0) to approve the draft of the Integrated Work Plan and Draft 2012-13 Budget Expenditure Recommendation as amended to allow reallocation of funding within the transportation projects to increase item T-19 TART Baseline Service, as may be needed.

M/S/C (GilanFarr/Davis) (11-0-2 Abstention from Wally Auerbach and Pat Perkins) to recommend an additional allocation of up to \$2.5 million in funds to the Kings Beach Commercial Core Improvement Project. These funds will be used to the extent possible for parts of the project appropriate to TOT Infrastructure funding. The committee also requests that the Department of Public Works use this flexible TOT funding after utilizing less flexible funds.

M/S/C (Davis/Pang) (13-0-0) to recommend allocation of \$380,000 in funding for the North Lake Tahoe Water Shuttle Pilot Project.

M/S/C (Davis/Perman) (12-0-1 Abstention by Phil GilanFarr) to recommend allocation of up to \$112,000 of funds to provide visitor information at the North Lake Tahoe Visitor's Center, Truckee and Auburn Welcome Centers.



north lake tahoe

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COMMITTEE: Marketing
MEETING DATE: March 27, 2012
BOARD MEMBERS PRESENT: Eric Brandt

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action to staff: Andy and Emily – Research Patton Landing (Waterman's) location to too see if they are part of Certified Distribution location.

MOTIONS MADE/VOTE:

- 3.1 M/S/C (Williams/Brandt) (6/0) to approve the agenda.
- 4.1 M/S/C (Williams/Ratchford) (6/0) to approve the Marketing Committee meeting minutes from February 28, 2012.

BOARD APPROVAL/DIRECTION REQUESTED:



north lake tahoe

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**COMMITTEE: MEMBERSHIP ADVISORY COMMITTEE MEETING
MEETING DATE: WENSDAY MARCH 14, 2012
BOARD MEMBERS PRESENT: Kali Kopley**

ACTION ITEMS TAKEN:

ACTION: Kym will look into putting the ADA seminar on YouTube.

ACTION: Sandy will coordinate the messaging and encourage participation of retail sales events.

ACTION: Emily will collect reoccurring event information for the creation of a long-range 3-year community calendar.

ACTION: Kym will send the committee members an electronic version of the community calendar.

ACTION: Judy Laverty-Capach will get together with the heads of the business associations about Fabulous Fall Festival events.

ACTION: Judy Laverty-Capach will send the committee the list of signature events.

MOTIONS MADE/VOTE:

M/S/C (Doyle/Young) (7-0-0) to approve the Membership Advisory Committee minutes of February 8, 2012.

BOARD APPROVAL/DIRECTION REQUESTED:



north lake tahoe

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COMMITTEE: Lodging
MEETING DATE: March 8, 2012
BOARD MEMBERS PRESENT: Alex Mourelatos

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Attached : Lodging Committee Goals for 2012

MOTIONS MADE/VOTE:

- 3.2 M/S/C (Beck/Milani) (5/0) to approve the Lodging Committee Agenda with the above amendment.
- 4.1 M/S/C (Beck/Milani) (5/0) to approve the Lodging Meeting Minutes from June 2, 2011, August 4, 2011 and November 3, 2011.
- 5.2 M/S/C (Brandstatter/Milani) (5/0) to elect Christy Beck as Lodging Committee Chair for 2012.

Lodging Committee Goals for 2012

Goal	Time Frame	Staff
Better organize Cool Deals by date? Allow consumer to submit vacation dates and search. Look at other segments	April Lodging Meeting – view and discuss June Implementation	Andy Coop Committee
Research legislation on tax collection by OTAs	April contact CHLA, Cal Chamber, TIA Report in May	Sandy Doug Houston/lobbyist
Improve Public Transportation from lodging to commercial to recreation	April I/T meeting to look at transit agencies May – Transportation Summit June – begin to cost out vision and develop strategy for funding	Ron Sandy
Create a personalize-able email for lodging to be able to send to guests with upcoming events, activities, etc.	April – develop template – approve by committee May - Implement	Emily Andy
Make suggestions to lodging operators when emailing that they can link or share information with guests	March	Emily
Educate all lodging front desk staff about using event and other components of GTN website	Spring Training	Emily
Develop a Quarterly Lodging Report newsletter	April – Q1 July – Q2 Oct – Q3 Jan – Q4	Emily
Wedding Promotion – get subcommittee together, create marketing strategy and offerings	April – meeting May – Report to committee	Andy
Get Wedding License availability on weekends	April – investigate what it would take to be a satellite licensee June – Execute if possible	Emily Kym
Promote Water Shuttle to all lodging	April – begin promotion as part of spring training	Emily
Review marketing strategies prior to execution for lodging committee input	April – report at meeting	Andy
Clarify parameters of occupancy reporting in Lodging Barometer	April/May – report to Lodging Committee	Sandy Anna
Review MTrIP reports with committee, add participation where possible	Each month go over reports	Andy



COMMITTEE: Finance

MEETING DATE: March 21, 2012

BOARD MEMBERS PRESENT: Allen Highfield, Bill Rock, Jennifer Merchant by telephone

ACTION ITEMS TAKEN:

The Finance Committee will meet the week of April 23rd to review the Proposed 2012/13 TOT Budget. Lisa de Roulet will send a draft of the key performance indicators to the committee.

MOTIONS MADE / VOTE:

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

M/S/C (Frushon/Salmon) (3/0) to approve the Finance Committee minutes of February 15, 2012.

BOARD APPROVAL / DIRECTION REQUESTED:

M/S/C (Salmon/Highfield) (5/0) to recommend that the Board of Directors approve the January 2012 and February 2012 Financial Statements.

Monthly Report February 2012
CONFERENCE REVENUE STATISTICS

North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 2/29/12:	\$1,855,402	\$1,639,480	13%
Forecasted Commission for this Revenue:	\$129,701	\$100,314	29%
Number of Room Nights:	10210	9822	4%
Number of Delegates:	4584	4780	-4%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	39	43	-9%

<u>Monthly Detail/Activity</u>	<u>February-12</u>	<u>February-11</u>	
<u>Number of Groups Booked:</u>	3	0	
Revenue Booked:	\$109,989	\$0	
Projected Commission:	\$8,640	\$0	
Room Nights:	731	0	
Number of Delegates:	375	0	
Booked Group Types:	1 Corp, 1 Smf, 1 Seminar	0	
Lost Business, # of Groups:	5	6	

<u>Arrived in the month</u>	<u>February-12</u>	<u>Est.</u>	<u>February-11</u>	
Number of Groups:	3		2	
Revenue Arrived:	\$115,121		\$49,579	132%
Projected Commission:	\$5,754		\$4,385	31%
Room Nights:	492		257	91%
Number of Delegates:	185		115	61%
Arrived Group Types:	2 Assn., 1 TA		1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>January-12</u>	<u>January-11</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$8,019	\$2,902	176%
Projected Commission:	\$802	\$145	453%
Room Nights:	90	25	260%
Number of Delegates:	50	10	400%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	3	6	

<u>Arrived in the month</u>	<u>January-12</u>	<u>January-11</u>	
Number of Groups:	6	1	
Revenue Arrived:	\$706,729	\$6,412	10922%
Projected Commission:	\$39,489	\$0	
Room Nights:	2844	28	10057%
Number of Delegates:	975	14	6864%
Arrived Group Types:	4 Corp. and 1 Assoc.	1 TA	

Monthly Detail/Activity	<u>December-11</u>	<u>December-10</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$4,500	\$36,491	-88%
Projected Commission:	\$450	\$3,649	-88%
Room Nights:	50	65	-23%
Number of Delegates:	34	194	-82%
Booked Group Types:	1 Smerf	1 Corp.	
Lost Business, # of Groups:	6	2	

<u>Arrived in the month</u>	<u>December-11</u>	<u>December-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$4,176	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	48	0	
Number of Delegates:	18	0	
Arrived Group Types:	1 Govt.		

Monthly Detail/Activity	<u>November-11</u>	<u>November-10</u>	
<u>Number of Groups Booked:</u>	3	2	
Revenue Booked:	\$54,885	\$176,553	-69%
Projected Commission:	\$0	\$9,922	-100%
Room Nights:	380	1530	-75%
Number of Delegates:	210	525	-60%
Booked Group Types:	1 Assn., 1 Film Crew 1 Society	1 Govt. and 1 A	
Lost Business, # of Groups:	3	1	

<u>Arrived in the month</u>	<u>November-11</u>	<u>November-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$13,352	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	120	0	
Number of Delegates:	60	0	
Arrived Group Types:	1 Film Crew		

Monthly Detail/Activity	<u>October-11</u>	<u>October-10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$7,546	\$293,259	-97%
Projected Commission:	\$377	\$14,775	-97%
Room Nights:	30	1525	-98%
Number of Delegates:	65	247	-74%
Booked Group Types:	1 TA	1 Corp., 1 TA	
Lost Business, # of Groups:	0	1	

<u>Arrived in the month</u>	<u>October-11</u>	<u>October-10</u>	
Number of Groups:	3	9	
Revenue Arrived:	\$151,694	\$427,827	-65%
Projected Commission:	\$15,169	\$12,594	20%
Room Nights:	1549	2991	-48%
Number of Delegates:	725	1715	-58%
Arrived Group Types:	1 Assn., 1 Smf, 1 Govt.	2 Corp., 4 Assoc. 1 Govt, 1 Smf, 1 Foundation	

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

<u>Arrived in the month</u>	<u>September-11</u>	<u>September-10</u>	
Number of Groups:	5	4	
Revenue Arrived:	\$51,977	\$145,651	-64%
Projected Commission:	\$2,785	\$14,565	-81%
Room Nights:	399	980	-59%
Number of Delegates:	262	302	-13%
Arrived Group Types:	1 Corp, 3 Assoc. 1 Smerf	4 Corp.	

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

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

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

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

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2012/13:	\$719,382	\$750,000
For 2014/15:	\$1,348,108	\$500,000

NUMBER OF LEADS Generated as of 2/29/12: 64

Total Number of Leads Generated in Previous Years:

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

Monthly Report February 2012
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 2/29/12:	\$79,845	\$473,721	-83%
Forecasted Commission for this Revenue:	\$9,668	\$33,267	-71%
Number of Room Nights:	772	4217	-82%
Number of Delegates:	475	1656	-71%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	30	37	-19%

<u>Monthly Detail/Activity</u>	<u>February-12</u>	<u>February-11</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$166,374	\$12,295	1253%
Projected Commission:	\$0	\$0	
Room Nights:	2340	198	1082%
Number of Delegates:	1800	79	2178%
Booked Group Types:	2 Assoc.	1 Corp.	
Lost Business, # of Groups:	1	3	

<u>Arrived in the month</u>	<u>February-12</u>	<u>February-11</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$13,689	\$20,013	-32%
Projected Commission:	\$1,413	\$3,002	-53%
Room Nights:	90	225	-60%
Number of Delegates:	150	150	0%
Arrived Group Types:	2 Corp.	1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>January-12</u>	<u>January-11</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$9,997	\$16,137	-38%
Projected Commission:	\$0	\$1,752	
Room Nights:	92	250	-63%
Number of Delegates:	70	190	-63%
Booked Group Types:	1 Corp., 1 SMF	1 Assoc., 1 TA	
Lost Business, # of Groups:	0	3	

<u>Arrived in the month</u>	<u>January-12</u>	<u>January-11</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-11</u>	<u>December-10</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$9,423	\$0
Projected Commission:	\$1,413	\$0
Room Nights:	30	0
Number of Delegates:	120	0
Booked Group Types:	1 Corp.	0
Lost Business, # of Groups:	4	0

<u>Arrived in the month</u>	<u>December-11</u>	<u>December-10</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:	0	0

Monthly Detail/Activity	<u>November-11</u>	<u>November-10</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	0
Lost Business, # of Groups:	1	0

<u>Arrived in the month</u>	<u>November-11</u>	<u>November-10</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$927
Projected Commission:	\$0	\$0
Room Nights:	0	13
Number of Delegates:	0	8
Arrived Group Types:		1 TA

Monthly Detail/Activity	<u>October-11</u>	<u>October-10</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	0
Lost Business, # of Groups:	1	0

<u>Arrived in the month</u>	<u>October-11</u>	<u>October-10</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$15,354	\$5,280	191%
Projected Commission:	\$767	\$264	191%
Room Nights:	132	48	175%
Number of Delegates:	90	100	-10%
Arrived Group Types:	2 Assn.	1 Assn.	

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

<u>Arrived in the month</u>	<u>September-11</u>	<u>September-10</u>	
Number of Groups:	1	4	
Revenue Arrived:	\$4,459	\$67,983	-93%
Projected Commission:	\$668	\$6,042	-89%
Room Nights:	47	616	-92%
Number of Delegates:	50	291	-83%
Arrived Group Types:	1 Smf	2 Corp, 1 Assoc, 1 TA	

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

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

Monthly Detail/Activity	<u>July-11</u>	<u>July-10</u>	
<u>Number of Groups Booked:</u>	0	2	
Revenue Booked:	\$0	\$5,148	
Projected Commission:	\$0	\$558	
Room Nights:	0	80	
Number of Delegates:	0	30	
Booked Group Types:		1 Corp, 1 TA	
Lost Business, # of Groups:	0	8	

<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>	
Number of Groups:	0	4	
Revenue Arrived:	\$0	\$98,226	
Projected Commission:	\$0	\$12,964	
Room Nights:	0	832	
Number of Delegates:	0	495	
Arrived Group Types:		1 Corp, 2 Smerf 1 Non-Profit	

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2012/13:	\$88,918	\$100,000
For 2014/15:	\$257,562	\$50,000

NUMBER OF LEADS Generated as of 2/29/12: 45

Total Number of Leads Generated in Previous Years:

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

NORTH SHORE 3 QUARTER - FY.2011/12						
Jan-12						
Groups Booked: 1						
Placer County:	1	Room Nights:	90	Delegates:	50	Revenue: \$8,019
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 6						
Placer County:	6	Room Nights:	2844	Delegates:	975	Revenue: \$706,729
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Feb-12						
Groups Booked: 3						
Placer County:	1	Room Nights:	90	Delegates:	50	Revenue: \$8,829
Washoe County:	2	Room Nights:	641	Delegates:	325	Revenue: \$101,160
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 3						
Placer County:	2	Room Nights:	427	Delegates:	155	Revenue: \$107,575
Washoe County:	1	Room Nights:	65	Delegates:	30	Revenue: \$7,546
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
						Bold=Estimated \$
Mar-12						
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: 4						
Placer County:	2	Room Nights:	180	Delegates:	100	Revenue: \$16,848
Washoe County:	2	Room Nights:	641	Delegates:	325	Revenue: \$101,160
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
TOTAL:	4		821	Delegates:	425	\$118,008
Groups Arrived: 9						
Placer County:	8	Room Nights:	3271	Delegates:	1130	Revenue: \$814,304
Washoe County:	1	Room Nights:	65	Delegates:	30	Revenue: \$7,546
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
TOTAL:	9		3336		1160	\$821,850



north lake tahoe

Chamber | CVB | Resort Association

DATE: April 3, 2012
TO: Board of Directors
FROM: Ron Treabess
Director of Community Partnerships
and Planning
SUBJ: March 1-31, 2012
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express

The TTD Board will be rebidding the contract this spring. The new service will be initiated as soon as possible and will continue operating on the new schedule until final approval can be made. Ticket sales and information are being provided by the operated within the North Lake Tahoe Welcome Center at the airport. To date no subsidy has been requested during this fiscal year. Even with the slow start to the winter season, ridership is down 1% for the first 8 months of 2011-1012, and passenger revenues are up 2% for the same period. See attached NLTE Monthly Summary.

2. Regional Wayfinding Signage - NLTRA

NLTRA staff and consultant are moving forward with creating a final, functioning Wayfinding Signage Design Guidelines Manual. At this time, staff has reviewed the final draft and the consultant is making minor improvements. Next step is to get concurrence from partnering agencies. The time to complete these tasks is 4-6 weeks. At the time of completion, staff will move forward will specific design and construction documents necessary for permitting, fabrication, and installation of pilot/demonstration signs in spring, 2012. Concurrently, staff will prepare a RFP to solicit proposals for preparation of an area-wide signage site plan identifying specific signs, locations, wording, costs, and permit requirements for installation.

Pilot signs, following the Design Guidelines Manual, have been installed along North Shore bike trails, on Fairway Drive just off of Hwy. 89, and will soon be placed near the Tahoe City Transit Center.

3.. Public Purchase of the Tahoe City Golf Course

After much hard work, and give and take between the Tahoe City Public Utility District (TCPUD), Placer County, the Truckee Tahoe Airport District, the NLTRA, and the Bechdolt family, agreement has been reached to keep

this golf course public ownership local and a key part of the future of the North Lake Tahoe community through a public partnership. The respective Boards have completed funding approvals and agreements, including the Board of Supervisors, which granted funding approval on February 28th. Once the purchase is finalized, the TCPUD will commence operation procedures for this summer season, and the partners will establish a public visioning process to initiate the long-range planning for the property

4. Regional Coordinated Skier Shuttle Program

Through the leadership of the newly organized Truckee Tomorrow Transportation Committee and Truckee North Tahoe-Transportation Management Association (TMA), there is a strong interest to develop a coordinated regional skier shuttle program, with actual service beginning in the 2012/13 winter season. The TMA has approved a proposal from LSC Transportation Consultants to develop a specific plan for service, rather than a conceptual study. The NLTRA Board approved that the NLTRA fund \$3,000 of the necessary \$9,960 to complete this plan for service. The remaining funds will be contributed by the 12 partners including the ski areas and the Town of Truckee.

5. North and West Shore Water Shuttle

Utilizing the *Lake Tahoe Waterborne Shuttle Service Concept Design and Feasibility Study* (Feasibility Study) recommended actions and implementation plan, staff has been working with TTD, TNT/TMA and consultants for initiation of a North Lake Tahoe Water Shuttle for operation during summer of 2012. The TTD has approved the release of the Request for Proposals for solicitation of shuttle service proposals. With the completion of this RFP process, TTD can make the final decision to implement the water shuttle program and determine the Water Shuttle Program manager. After the 30 day solicitation period, the proposals will be reviewed for recommendation to TTD for selection. TTD would then prepare to enter into a contract with the selected shuttle service provider. Staff has submitted a request for infrastructure funds which was recommended by the Joint Committee in March.

The intent is for the operation of the service and the Water Shuttle Program manager's monitoring program to commence on in June, 2012. Monitoring will be continuous from June to October with recommendations for program changes as findings indicate.

6. Squaw Valley Winter Pedestrian Trail Maintenance

The Squaw Valley Public Service District has initiated the pilot snow removal program to provide an off road pedestrian trail to eliminate the need for visitors to walk on Squaw Valley Road with the multitude of auto traffic. To this time, the trail has been kept clear of snow and is receiving a tremendous amount use.

7. Auburn/Placer County California Welcome Center

Staff continues to provide assistance to Placer County Visitor Bureau to develop the new California Welcome Center which will contain North Lake

Tahoe exhibitry and information. Staff visited the space and will request proposals for an appropriate North Lake Tahoe exhibit in this Auburn facility. The preparation of the space has been slowed with some structural and funding concerns. The funding request has been submitted and recommended by the Joint Committee.

9. Truckee California Welcome Center

Staff is working with the Truckee Donner Chamber of Commerce to possibly install an "Explore North Lake Tahoe" information exhibit in the California Welcome Center that they operate in the Truckee railroad station. A proposal has been received from the consulting firm describing three alternatives with approximate costs. A request for funding will be made at the March Joint Committee meeting.

10. Kings Beach Commercial Core Improvement Project

The Kings Beach Commercial Core Improvement Project (KBCCIP), recently has had a name revision to Lake Tahoe Regional Multimodal Pedestrian and Safety Improvement Project has been of a high priority for many years now, The NLTRA, which has previously allocated \$4,350,000, to this \$48,600,000 project, is being requested by the Board of Supervisors to provide additional funding to help with the potential funding shortfall that DPW may experience as the County prepares to start construction in May of 2013. The amount being requested is \$2.5 million.

11. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, April 23, 2012, 1:30 p.m., at TCPUD.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Farmers Market Workshop
- Tuesday Morning Breakfast Club
- Lake Tahoe Partnership Legislative
- Tahoe Transportation District Board Workshop
- Water Shuttle RFP Meeting
- Tahoe Transportation District Board Meeting
- TNT/TMA Board
- Farmers Market Workshop
- Truckee Tahoe Airport Ribbon Cutting
- NLTRA Finance Committee
- Lake Tahoe Legislative Strategy Session
- Board of Supervisors Meeting/Golf Course Funding Request
- Squaw Valley Olympic Museum Board

- Economic Development Summit
- TOT Committee
- Water Shuttle RFP Pre-Proposal
- Area Managers Meeting

NLTE Monthly Summary -- February 2012

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

Green
 Red
 Blue

Month	FY 2006-07				FY 2007-08				FY 2008-09				FY 2009-10				FY 2010-11				FY 2011-12					
	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	
July	\$0	\$32,220	\$43,438	\$42,006	\$53,794	\$4,635	\$49,564	\$26,396	\$80,595	0	1187	1618	1473	1682	145	1588	815	2548	0	1001	1538	1350	1526	195	1011	2021
Aug	\$0	\$28,427	\$41,564	\$40,810	\$48,243	\$6,378	\$25,244	\$32,383	\$64,004	0	1089	1108	1137	1317	141	385	854	1380	0	884	1196	853	1391	80	335	970
Sep	\$0	\$26,383	\$29,982	\$34,440	\$38,714	\$4,443	\$11,715	\$23,928	\$40,086	0	884	1196	853	1391	80	335	970	1380	0	245	640	623	546	782	234	417
Oct	\$0	\$26,803	\$31,756	\$25,515	\$51,259	\$2,665	\$10,625	\$16,083	\$29,373	245	640	623	546	782	80	234	417	731	1749	2446	2527	1924	2895	420	762	785
Nov	\$7,066	\$20,294	\$17,836	\$15,706	\$24,195	\$2,305	\$6,666	\$13,371	\$22,341	1667	2685	1955	2461	2156	437	1585	795	1987	1667	2685	1955	2461	2156	437	1585	795
Dec	\$43,288	\$57,943	\$68,123	\$51,200	\$71,382	\$11,704	\$21,739	\$22,409	\$55,852	1537	2506	2668	2699	2766	397	1115	929	2441	1537	2506	2668	2699	2766	397	1115	929
Jan	\$41,022	\$65,700	\$50,905	\$64,889	\$70,322	\$12,725	\$42,954	\$23,325	\$78,603	1645	756	840	1361	1037	0	0	0	0	1645	756	840	1361	1037	0	0	0
Feb	\$40,191	\$65,593	\$71,355	\$72,647	\$83,094	\$12,193	\$32,190	\$25,805	\$70,188	602	632	605	730	534	0	0	0	0	602	632	605	730	534	0	0	0
Mar	\$54,375	\$59,871	\$81,088	\$75,514	\$86,008					1112	1064	1152	954	1403	0	0	0	0	1112	1064	1152	954	1403	0	0	0
Apr	\$26,628	\$20,536	\$23,882	\$37,230	\$27,459					10748	17194	18783	18547	19780					10748	17194	18783	18547	19780			
May	\$16,625	\$17,175	\$18,016	\$23,159	\$17,866																					
June	\$29,016	\$28,212	\$33,214	\$40,198	\$41,562																					
Total	\$258,211	\$451,147	\$515,159	\$523,311	\$621,198	\$447,603	\$200,296	\$183,698	\$441,040																	
Year to Date																										
Change over Previous Year to Date																										

Month	2006-07				2007-08				2008-09				2009-10				2010-11				2011-12					
	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	Green	Red	Blue	Total	
July	0	1187	1618	1473	1682	145	1588	815	2548	0	1001	1538	1350	1526	195	1011	2021	0	1001	1538	1350	1526	195	1011	2021	
Aug	0	1089	1108	1137	1317	141	385	854	1380	0	884	1196	853	1391	80	335	970	1380	0	884	1196	853	1391	80	335	970
Sep	0	884	1196	853	1391	80	335	970	1380	0	245	640	623	546	782	234	417	731	1749	2446	2527	1924	2895	420	762	785
Oct	0	884	1196	853	1391	80	335	970	1380	1667	2685	1955	2461	2156	437	1585	795	1987	1667	2685	1955	2461	2156	437	1585	795
Nov	0	2191	2384	2953	3059	2281	0	0	0	1537	2506	2668	2699	2766	397	1115	929	2441	1537	2506	2668	2699	2766	397	1115	929
Dec	0	1645	756	840	1361	1037	0	0	0	1645	756	840	1361	1037	0	0	0	0	1645	756	840	1361	1037	0	0	0
Jan	0	602	632	605	730	534	0	0	0	602	632	605	730	534	0	0	0	0	602	632	605	730	534	0	0	0
Feb	0	1112	1064	1152	954	1403	0	0	0	1112	1064	1152	954	1403	0	0	0	0	1112	1064	1152	954	1403	0	0	0
Total	10748	17194	18783	18547	19780	14515	1895	6161	14875																	
Year to Date																										
Change over Previous Year to Date																										

Month	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
July	\$0	\$10,352	\$15,363	\$22,200	\$0	\$0
Aug	\$0	\$13,426	\$10,372	\$5,475	\$830	\$0
Sept	\$0	\$18,287	\$31,278	\$13,196	\$1,982	\$0
Oct	\$0	\$18,580	\$14,155	\$21,225	\$22,857	\$0
Nov	\$6,790	\$16,316	\$22,419	\$13,273	\$17,326	\$0
Dec	\$15,548	\$2,750	\$0	\$0	\$0	\$0
Jan	\$21,289	\$1,294	\$1,916	\$0	\$0	\$0
Feb	\$17,896	\$3,946	\$0	\$0	\$0	\$0
Mar	\$15,629	\$12,315	\$0	\$0	\$0	\$0
Apr	\$26,379	\$24,964	\$21,890	\$6,570	16116	
May	\$18,738	\$7,918	\$15,483	\$9,417	8313	
June	\$10,012	\$15,379	\$5,778	\$1,290	500.5	
Total	\$121,945	\$145,327	\$138,654	\$94,646	\$42,995	\$0
YTD						
Change over Previous Year to Date						-100%

Month	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
July	\$0	\$10,352	\$15,363	\$22,200	\$0	\$0
Aug	\$0	\$13,426	\$10,372	\$5,475	\$830	\$0
Sept	\$0	\$18,287	\$31,278	\$13,196	\$1,982	\$0
Oct	\$0	\$18,580	\$14,155	\$21,225	\$22,857	\$0
Nov	\$6,790	\$16,316	\$22,419	\$13,273	\$17,326	\$0
Dec	\$15,548	\$2,750	\$0	\$0	\$0	\$0
Jan	\$21,289	\$1,294	\$1,916	\$0	\$0	\$0
Feb	\$17,896	\$3,946	\$0	\$0	\$0	\$0
Mar	\$15,629	\$12,315	\$0	\$0	\$0	\$0
Apr	\$26,379	\$24,964	\$21,890	\$6,570	16116	
May	\$18,738	\$7,918	\$15,483	\$9,417	8313	
June	\$10,012	\$15,379	\$5,778	\$1,290	500.5	
Total	\$121,945	\$145,327	\$138,654	\$94,646	\$42,995	\$0
YTD						
Change over Previous Year to Date						-100%

Current Year Expenditures
 Subsidy to Airport Mini Bus: July 2011-June 2012
 IT for Activity Tickets: \$5,000 July 2011-June 2012
 TMA Administration: \$15,000 July 2011-June 2012
 Marketing: \$28,769 July 2011-June 2012
 \$48,769

Target Funding \$146,000
 Partners: Hyatt, Biltmore,
 CBIV-CVB, Placer-NLTRA TOT,
 Truckee-Tahoe Airport,
 Cedar House Sport Hotel
 RCVD \$32,350

Management Activities in Month

1. Work with wholesalers for 11/12 season - receive all bookings and send confirmations for shuttle throughout season
2. NLTE master billed group - Colliers International @ Hyatt Lake Tahoe. Help with manifest, bookings and all changes.
3. Mountain Travel Symposium - start working with Jeremy on needs for VIP's needs - more details to come
4. NLTE Group Business - work with groups around the triangle - set up discount codes for attendees
5. NLTE Reporting - Updates done to route analysis reporting for this fiscal year & will update monthly
6. NLTE desk at Welcome Center - weekly check-in at counter. Discussion of cross-training with NLTRA staff with Emily
7. NLTE master billed accounts - work on getting accounts paid & updates on payments to Jeanne.
8. NLTE Reservation system re-write - continue working on new reservation system and testing of new system. Work with Airport staff to test and provide feedback.

Paid to Airport MiniBus for Operations

Month	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
July	\$0	\$10,352	\$15,363	\$22,200	\$0	\$0
Aug	\$0	\$13,426	\$10,372	\$5,475	\$830	\$0
Sept	\$0	\$18,287	\$31,278	\$13,196	\$1,982	\$0
Oct	\$0	\$18,580	\$14,155	\$21,225	\$22,857	\$0
Nov	\$6,790	\$16,316	\$22,419	\$13,273	\$17,326	\$0
Dec	\$15,548	\$2,750	\$0	\$0	\$0	\$0
Jan	\$21,289	\$1,294	\$1,916	\$0	\$0	\$0
Feb	\$17,896	\$3,946	\$0	\$0	\$0	\$0
Mar	\$15,629	\$12,315	\$0	\$0	\$0	\$0
Apr	\$26,379	\$24,964	\$21,890	\$6,570	16116	
May	\$18,738	\$7,918	\$15,483	\$9,417	8313	
June	\$10,012	\$15,379	\$5,778	\$1,290	500.5	
Total	\$121,945	\$145,327	\$138,654	\$94,646	\$42,995	\$0
YTD						
Change over Previous Year to Date						-100%

2011-12 Business Plan Progress Report

DEC 2011

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

- Weekly Newsletter — Biz Bytes Distribution to members
- Weekly Radio Show promoting timely events and business members
- Dec 2—Mixer at Christmas Tree Village
- Dec 9—Mixer at Sunnyside

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

- Dec 6 —Breakfast Club

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

- Administration of the Tahoe Fund “Plate for Powder” program
- Called to review all data for every chamber member
- Completed SHRA partnership education calendar

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

- Administration of the Tahoe Fund “Plate for Powder” program
- NLTRA Board of Directors Election

Percentage of Membership by Location

	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11	Nov '11	Dec '11
Incline/Crystal Bay	25%	25%	25%	25%	25%	25%	24%
Tahoe City	27%	27%	27%	27%	27%	27%	28%
Truckee	14%	14%	14%	14%	14%	14%	16%
KB/CB/ Tahoe Vista	13%	13%	13%	13%	13%	13%	13%
Reno/Sparks/Carson	5%	5%	5%	5%	5%	5%	5%
South Shore	5%	5%	5%	5%	5%	5%	4%
Squaw Valley	3%	3%	3%	3%	3%	3%	4%
Other	6%	6%	6%	6%	6%	6%	4%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	638	601	601	575	555	500	444



north lake tahoe

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

Event and Education Schedule

April

- 10** ChamberEducation Seminar: Business Series
Marketing Research 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center& Plumas Bank
- 19** Mixer hosted by Gatekeepers Museum
5 – 7pm
- 24** ChamberEducation Seminar: Business Series
Financial Projections 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center& Plumas Bank
- 30** ChamberEducation Seminar: Disabled Access
6-8pm, TDPUD Board Room

May

- 3** Mixer hosted by US Bank, Tahoe City
5 – 7pm
- 8** ChamberEducation Seminar: Business Series
Business Plan Components 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center& Plumas Bank
- 23** ChamberEducation Seminar: Service IS Sales
Workshop on phone etiquette, upselling, extending stays, customer service



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NORTHEASTERN CALIFORNIA
SBDC
SMALL BUSINESS DEVELOPMENT CENTER
GREATER SACRAMENTO/SIERRA



PLUMAS BANK FDIC
"Local people serving local needs"

NORTH TAHOE BUSINESS SERIES WORKSHOPS

Presenting four Business Plan workshops to assist existing and emerging business owners

These business workshops are concise, current, 3-hour interactive sessions.

Brief overview of each workshop

March 20, 2012, 9:00 am-12:00 pm
"Business Plan Guidelines"

- Why write a Business Plan
- Business Plan Usage
- Format, layouts and styles

April 10, 2012, 9:00 am-12:00 pm
"Marketing Research"

- Overview of "4-P's of Marketing"
- Demographic & Psychographic Data
- Industry Trends

April 24, 2012, 9:00 am-12:00 pm
"Financial Projections"

- Determine your start-up or expansion costs
- Building your financial projects
- Cash flow analysis

May 8, 2012, 9:00 am-12:00 pm
"Business Plan Components"

- How is the Business Plan coming together?
- Discuss legal structure
- Discuss business operations and Management

LOCATION:

Tahoe City Public Utility District Board Room
221 Fairway Drive ,Tahoe City, CA 96145

REGISTRATION

FEES:

North Lake Tahoe Chamber of Commerce Members: No Charge
Business Association Members: \$25 per class
General Public: \$50 per class

Part of the fee includes a Business Plan template and spreadsheet. Participants qualify for one on one consulting with a Northeastern CA Small Business Development Center consultant.

You're invited!



Dat So La Lee's Going Away Party And NLT Chamber Mixer

The Dat So La Lee basket collection moves to the Autry Museum in Los Angeles in April 2012. Part(y)ing is such sweet sorrow . . . Please join us April 19th—7 years to the day after these remarkable baskets first came to the Gatekeeper's Museum—for a last look at Dat So La Lee's amazing artistry, including two impossibly tiny baskets viewed through a magnifying glass!



Thursday, April 19th

5-7 PM at the Gatekeeper's Museum



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For more information contact Gatekeeper's Museum: 530.583.1762 / info@northtaohomuseums.org

—or—

North Lake Tahoe Chamber of Commerce 530.583.1.6900 / kym@puretahoenorth.com

Senator Ted Gaines & Supervisor Jennifer Montgomery
along with the Truckee-Donner and North Lake Tahoe
Chambers of Commerce invite you to join them for an...

ADA Compliance Workshop

The purpose of this workshop is to educate businesses
about state and federal ADA laws and present guidelines
to avoid lawsuits for non-compliance.

WHEN: Monday, April 30, 2012
6:00 – 8:00 p.m.

WHERE: Truckee Donner Public Utility District
(Board Chambers)
11570 Donner Pass Road
Truckee, CA 96161

Panelists:
David Peters
CEO and General Counsel,
Lawyers Against Lawsuit Abuse, APC

Julie Griffiths
California Citizens Against Lawsuit Abuse

For more information, call (916) 783-8232

