

KEY METRICS FOR August 31, 2017 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2017 (as reported thru June 2017)					
	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2010-11	\$ 3,242,663	\$ 2,107,554	\$ 3,776,990	\$ 1,361,343	\$ 10,488,550
2011-12	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2012-13	\$ 3,882,952	\$ 2,106,483	\$ 4,263,868	\$ 1,447,976	\$ 11,701,279
2013-14	\$ 4,525,882	\$ 2,145,655	\$ 3,569,347	\$ 1,751,001	\$ 11,991,885
2014-15	\$ 4,693,908	\$ 2,527,485	\$ 3,513,547	\$ 1,868,362	\$ 12,603,302
2015-16	\$ 4,872,022	\$ 3,875,134	\$ 5,421,915	\$ 2,345,879	\$ 16,514,950
2016-17	\$ 5,500,363	\$ 3,338,071	\$ 5,937,420	\$ 941,109	\$ 15,716,963

Visitor Information Comparative Statistics For Fiscal YTD 2014 - 2017 (thru Aug'17)					
Referrals -	2014/2015	2015/2016	2016/2017	2017/2018	YOY % Change
Tahoe City:					
Walk In/Events	16,155	14,347	16,569	14,896	-10.10%
Phone/Email	714	711	839	809	-3.58%
Kings Beach (Walk In Only)	2,739	3,457	2,863	6,904	141.15%
Totals	19,608	18,515	20,271	22,609	11.53%

Sales Tax Revenue by Calendar Year Quarter - North Lake Tahoe (as of Aug 2017, 6 mth lag)					
Quarter	2013	2014	2015	2016	YOY % Change
First (Jan - Mar)	\$ 724,645	\$ 589,226	\$ 573,778	\$ 699,157	21.85%
Second (Apr - May)	\$ 488,100	\$ 521,965	\$ 495,699	\$ 558,566	12.68%
Third (Jun - Aug)	\$ 861,729	\$ 885,368	\$ 875,768	\$ 905,415	3.39%
Fourth (Sep - Dec)	\$ 538,613	\$ 557,614	\$ 596,985	\$ 624,683	4.64%
Total	\$ 2,613,087	\$ 2,554,173	\$ 2,542,230	\$ 2,787,821	9.66%

Unemployment Rates				
	June 2014	July 2015	Aug 2016	Aug 2017
California (pop. 38,332,521)	7.1%	6.7%	5.5%	5.1%
Placer County (367,309)	6.0%	5.2%	4.7%	4.5%
Dollar Point (1,215)	7.1%	6.1%	1.1%	2.0%
Kings Beach (3,893)	6.0%	6.8%	6.1%	7.3%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	5.7%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	5.2%

Destimetrics Reservations Activity	FYTD 16/17	FYTD 17/18	Change
Occupancy	64.4%	62.0%	-3.6%
ADR (Average Daily Rate)	\$ 331	\$ 353	6.6%
RevPAR (Rev per Available Room)	\$ 213	\$ 219	2.8%
Occupancy 1 Mth Forecast	50.4%	45.0%	-10.6%
ADR 1 Mth Forecast	\$ 250	\$ 264	5.6%
RevPAR 1 Mth Forecast	\$ 126	\$ 119	-5.6%
Occupancy (prior 6 months)	52.5%	54.9%	4.7%
ADR (prior 6 months)	\$ 293	\$ 305	3.9%
RevPAR (prior 6 months)	\$ 154	\$ 167	8.8%
Occupancy (next 6 months)	20.2%	18.2%	-9.8%
ADR (next 6 months)	\$ 254	\$ 281	10.4%
RevPAR (next 6 months)	\$ 51	\$ 51	-0.4%

Infrastructure Fund Balances Held by Placer County as of 6/30/17 (Reported Quarterly)	Total Chamber Membership
	June 2014 457
FY 2015-16 Contract \$ 4,260,134	June 2015 474
FY 2016-17 Contract 2,526,980	June 2016 508
Total Fund Balances \$ 6,787,115	June 2017 424
	August 2017 419

Conference Revenue Statistics Comparison FYTD 16/17 vs. FYTD 17/18 at 08/31/2017			
	2016-17	2017-18	YOY % Change
FORWARD LOOKING	Actuals	Forecasted	
Total Revenue Booked	\$ 249,373	\$ 188,819	-24.28%
Commission for this Revenue	8,788	4,746	-45.99%
Number of Room Nights	2,022	1,211	-40.11%
Number of Bookings	50	33	-34.00%
CURRENT			
NLT - Annual Revenue Goal	\$ 3,000,000	\$ 2,500,000	-16.67%
Annual Commission Goal	\$ 135,000	\$ 70,000	-48.15%

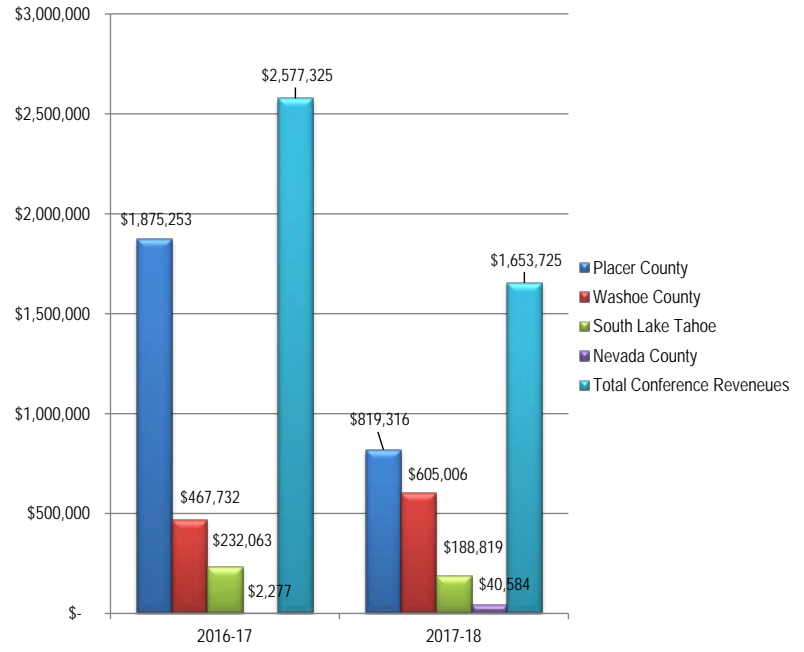
Conference Revenue And Percentage by County:				
	16-17	17-18		
Placer	73%	50%	\$ 1,875,253	\$ 819,316 -56.31%
Washoe	18%	37%	\$ 467,732	\$ 605,006 29.35%
South Lake	9%	11%	\$ 232,063	\$ 188,819 -18.63%
Nevada	0%	2%	\$ 2,277	\$ 40,584 1682.35%
Total Conference Revenue	100%	100%	\$ 2,577,325	\$ 1,653,725 -35.84%

Annual Sales Tax Revenue - Lake Tahoe (Now on Fiscal Year Basis)



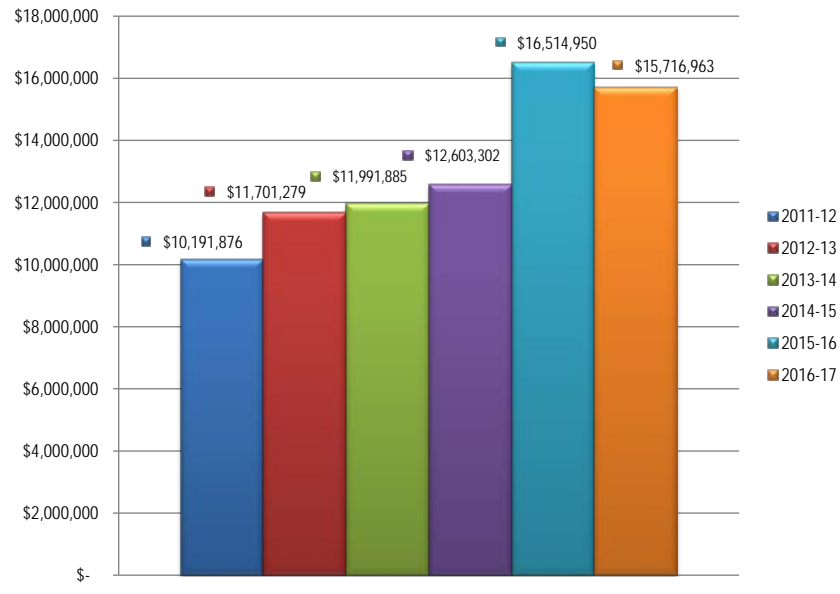
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Total	\$ 2,613,087	\$ 2,554,173	\$ 2,542,230	\$ 2,787,821	9.66%

Conference Revenue Statistics & Revenue Share by County

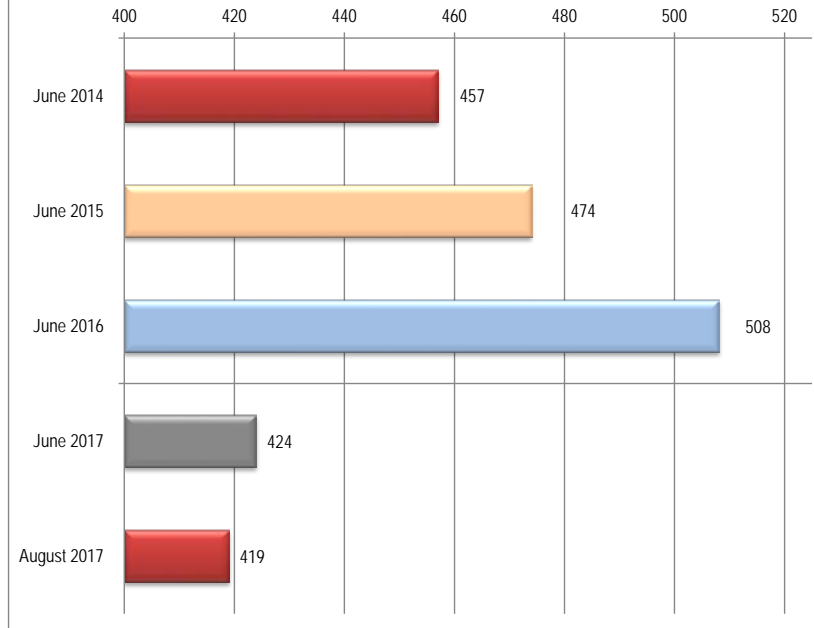


Conference Revenue Statistics Comparison FYTD 16/17 vs. FYTD 17/18 at 08/31/2017			
	2016-17	2017-18	YOY % Change
FORWARD LOOKING (2015/16)			
	Actuals	Forecasted	
Total Revenue Booked	\$ 249,373	\$ 188,819	-24.28%
Forecasted Commission for this Revenue	8,788	4,746	-45.99%
Number of Room Nights	2,022	1,211	-40.11%
Number of Tentative Bookings	50	33	-34.00%
CURRENT			
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Nevada	\$ 2,277	\$ 40,584	1682.35%
Total Conference Revenue	\$ 2,577,325	\$ 1,653,725	-35.84%

5-Year Annual TOT Collections (Fiscal Year Basis)



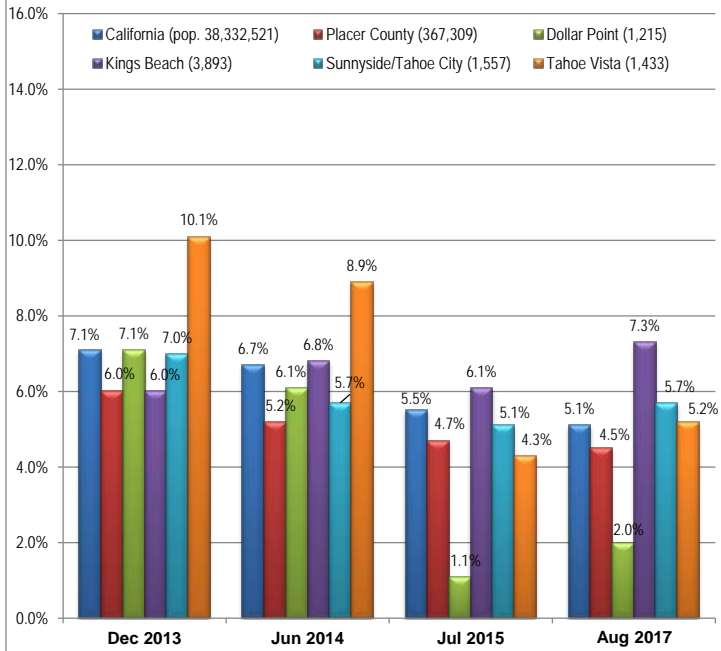
Chamber Membership (# of Members)



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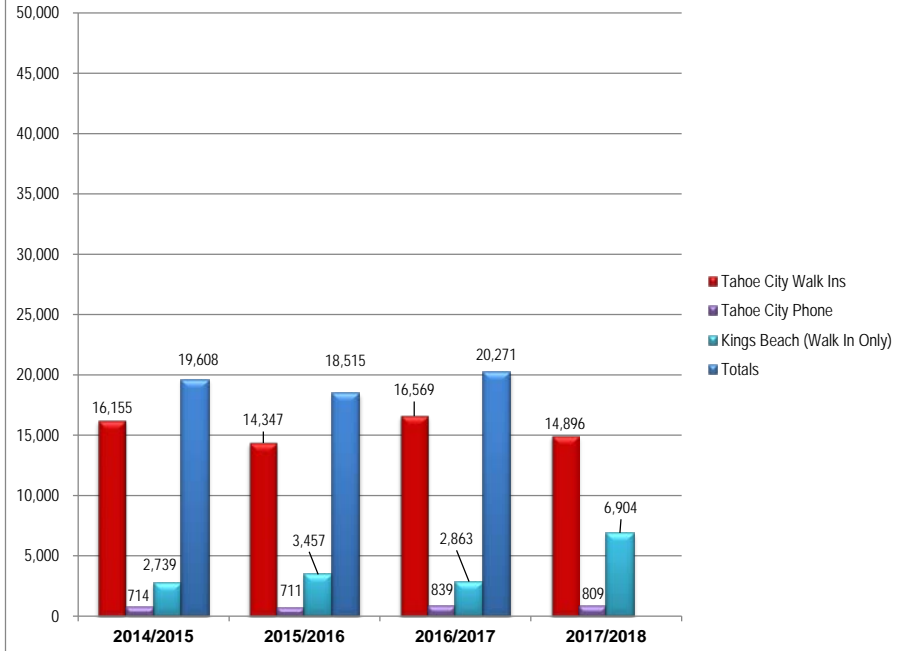
Chamber Of Commerce Total Membership	
June 2014	457
June 2015	474
June 2016	508
June 2017	424
August 2017	419

Unemployment Rates by Region



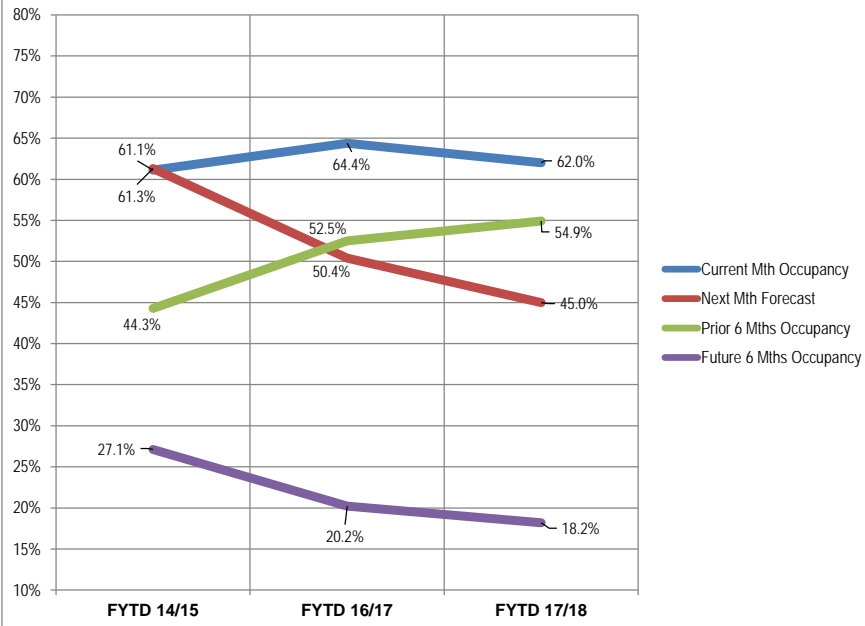
Unemployment Rates	Dec 2013	Jun 2014	Jul 2015	Aug 2017
California	7.1%	6.7%	5.5%	5.1%
Placer County	6.0%	5.2%	4.7%	4.5%
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Kings Beach	6.0%	6.8%	6.1%	7.3%
Sunnyside/Tahoe City	7.0%	5.7%	5.1%	5.7%
Tahoe Vista	10.1%	8.9%	4.3%	5.2%

Visitor Information - FYTD YOY



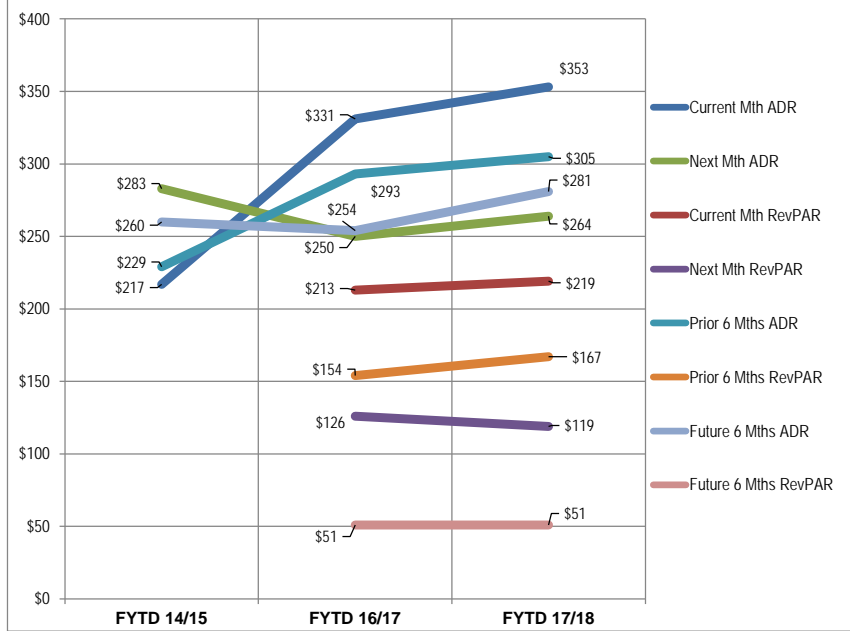
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Totals	19,608	18,515	20,271	22,609	11.53%

Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 16/17	FYTD 17/18	Y-O-Y Change
Occupancy	61.1%	64.4%	62.0%	-3.6%
Occupancy 1 Mth Forecast	61.3%	50.4%	45.0%	-10.6%
Occupancy (prior 6 months)	44.3%	52.5%	54.9%	4.7%
Occupancy (next 6 months)	27.1%	20.2%	18.2%	-9.8%

Destimetrics RevPAR in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 16/17	FYTD 17/18	Y-O-Y Change
ADR (Average Daily Rate)	\$217	\$331	\$353	6.6%
RevPAR (Rev per Available Room)	\$213	\$213	\$219	2.8%
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