



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS Wednesday August 1, 2012 – 8:30 am – 11 a.m. Tahoe City Public Utilities District

NLTRA Mission

“To promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

Meeting Ground Rules

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. CALL TO ORDER - ESTABLISH QUORUM – Chair
- B. AGENDA AMENDMENTS AND APPROVAL - MOTION
 - 1. Agenda Additions and/or Deletions
 - 2. Approval of Agenda

C. PUBLIC FORUM

Any person wishing to address the Board of Directors on items of interest to the Resort Association not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Board on items addressed under Public Forum.

D. REPORTS & ACTION ITEMS

Marketing

- 3. MTRiP Update – Andy Chapman (10 minutes)
- 4. Wedding Marketing Strategy – Andy Chapman (10 minutes)
- 5. Olympic Bid Update – Andy Wirth (10 minutes)

Visitor Information

- 6. Resolution Plan for Tahoe City Visitor Center Issues - Emily Detwiler (10 minutes)

Membership

- 7. Membership Plan update – Deanna Frumentti (5 minutes)
- 8. Membership Activities and Events – Deanna Frumentti (5 minutes)

2012

Board Members

Wally Auerbach
Auerbach Engineering

Eric Brandt
Tahoe TV

Phil GilanFarr
(Vice-Chair)
CB's Pizza & Grill

Allen Highfield
(Treasurer)
The Ritz-Carlton

Kali Kopley
(Secretary)
Uncorked/Petra/Soupa

Alex Mourelatos
Mourelatos Lakeshore Resort

Valli Murnane
Tahoe XCountry

Ron Parson (Chair)
Granlibakken

Bill Rock
Northstar

Andy Wirth
Squaw Valley/Alpine Meadows

Ron McIntyre
RMC Consulting
(Ex-Officio)

Jennifer Merchant
Placer County

Julie Regan
TRPA
(Ex-officio)

Transportation/Infrastructure

9. North Lake Tahoe Water Shuttle Update: Marketing and Monitoring Plans – Jan Colyer (*5 minutes*)
10. Project updates – Way Finding Signage Plan, Bicycle Friendly Application, Coordinated Skier Shuttle Analysis – Ron Treabess (*10 minutes*)
11. TRPA Regional Plan update – Sandy Evans Hall (*10 minutes*)

County Contract

12. County Contract update – Sandy Evans Hall (*15 minutes*)
13. Staff development policy – Sandy Evans Hall **MOTION** (*10 minutes*)

Strategic Goals/Master Plan

14. Revised Strategic Goals from Board Retreat – Sandy Evans Hall (*15 minutes*)
15. Tourism Development Master Plan Review proposed timeline and process – Sandy Evans Hall (*15 minutes*)

E. DIRECTORS' COMMENTS

F. CONSENT CALENDAR – MOTIONS (*5 min*)

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

16. Board Meeting Minutes – July 11, 2012

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

17. Joint Infrastructure/Transportation Committee – July 23, 2012
18. Marketing Committee – July 24, 2012
19. Membership Advisory Committee – No meeting in July
20. Lodging Committee – July 12, 2012
21. Conference Sales Directors Committee – July 26, 2012
22. Finance Committee – Meeting Scheduled for July 31, 2012
23. Approve Emily Detwiler for a company MasterCard Account

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

24. Conference Sales Reports
25. Infrastructure/Transportation Activity Report – June

G. MEETING REVIEW AND STAFF DIRECTION

H. CLOSED SESSION (If necessary)

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, July 27, 2012



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Jun 30, 2012

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Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,725 Units (MTRIP Census¹)

		2012	2011	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (June) changed by (9.3%)	Occupancy (June) :	44.6%	40.8%	9.3%
North Lake Tahoe Average Daily Rate for last month (June) changed by (7.0%)	ADR (June) :	\$189	\$176	7.0%
North Lake Tahoe RevPAR for last month (June) changed by (17.0%)	RevPAR (June) :	\$84	\$72	17.0%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (July) changed by (-14.0%)	Occupancy (July)	50.5%	58.7%	-14.0%
North Lake Tahoe Average Daily Rate for next month (July) changed by (4.6%)	ADR (July) :	\$236	\$225	4.6%
North Lake Tahoe RevPAR for next month (July) changed by (-10.0%)	RevPAR (July) :	\$119	\$132	-10.0%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (-3.2%)	Occupancy	41.7%	43.1%	-3.2%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-3.6%)	ADR	\$207	\$215	-3.6%
North Lake Tahoe RevPAR for the prior 6 months changed by (-6.7%)	RevPAR	\$86	\$93	-6.7%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (9.5%)	Occupancy	24.0%	21.9%	9.5%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-1.3%)	ADR	\$216	\$219	-1.3%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (8.0%)	RevPAR	\$52	\$48	8.0%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jun. 30, 2012 vs. Previous Year				
Rooms Booked during last month (June, 2012) compared to Rooms Booked during the same period last year (June, 2011) for all arrival dates has changed by (-14.7%)	Booking Pace (June)	5.6%	6.6%	-14.7%

¹ **MTRIP Census:** Total number of rooms reported by participating MTRIP properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.
² **Destination Census:** The total number of rooms available for rental within the community as established by the Transient Inventory Study of July 2009 and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy.
 The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result.
 Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst MTRIP's other participants.
 As is the case in all MTRIP data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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RESERVATIONS ACTIVITY REPORT

SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2012 YTD (as of Jun 30, 2012) vs. 2011 YTD (as of Jun 30, 2011) vs. 2011 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

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■ Historic Actual (2011 season) ■ Data as of June 30, 2012 (2012 season)
■ Data as of June 30, 2011 (2011 season) — Percent Change

Chart 1a - Occupancy Rate

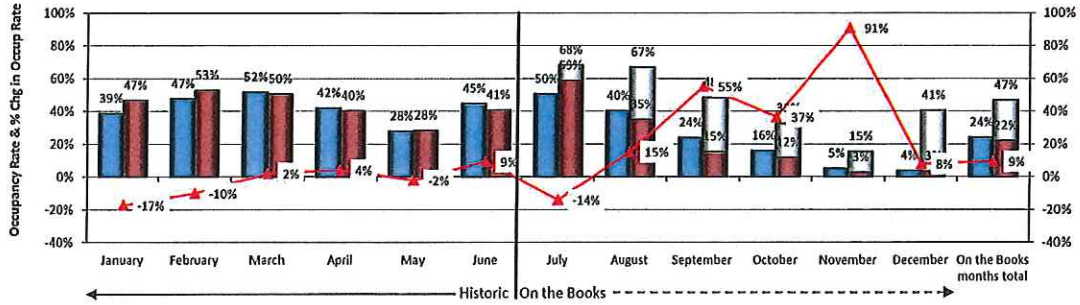


Chart 1b - Average Daily Rate

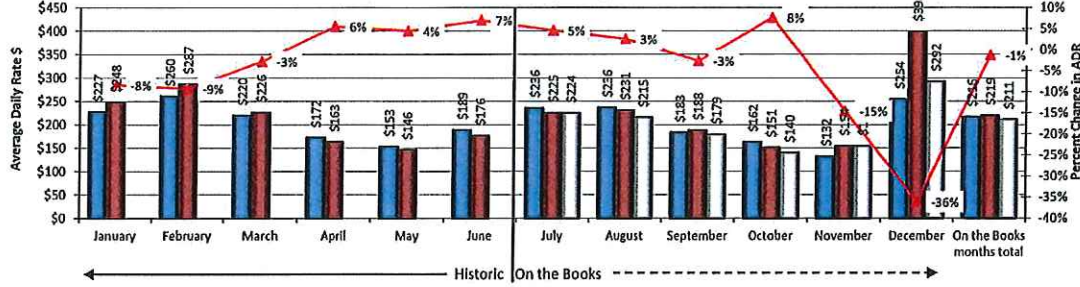


Chart 1c - Revenue Per Available Room

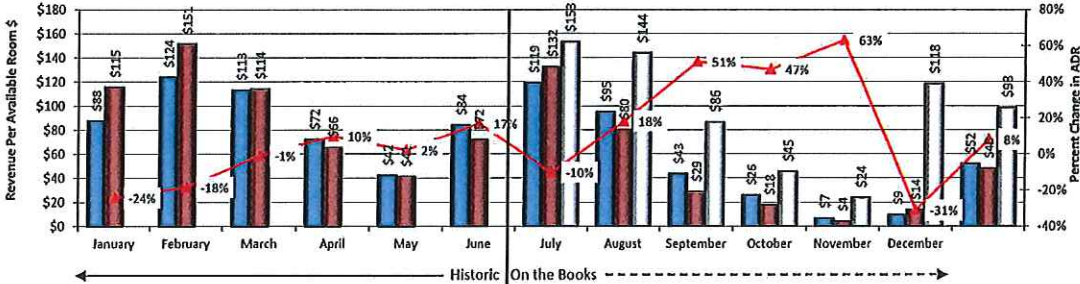
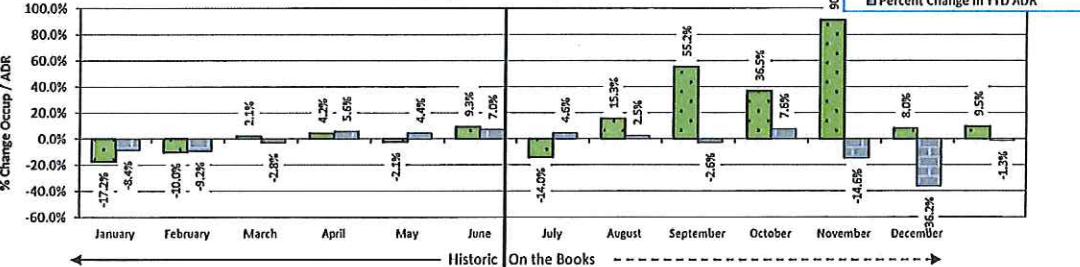


Chart 1d - % Change in YTD Occupancy and ADR: 2012 vs 2011





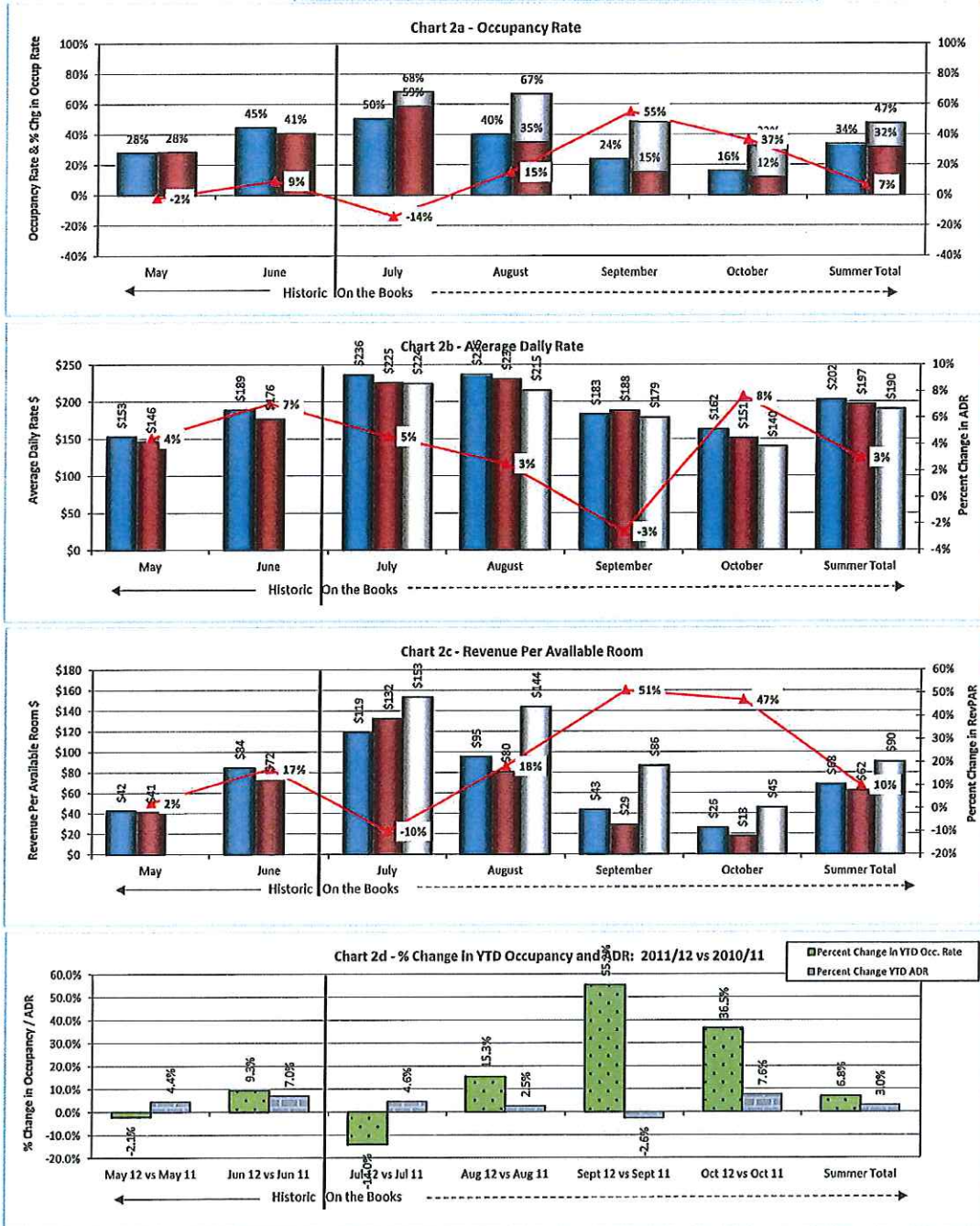
RESERVATIONS ACTIVITY REPORT
SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2012 YTD (as of Jun 30, 2012) vs. 2011 YTD (as of Jun 30, 2011) vs. 2011 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

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Historic Actual (2011 season)
 Data as of June 30, 2012 (2012 season)
 Data as of June 30, 2011 (2011 season)
—▲— Percent Change





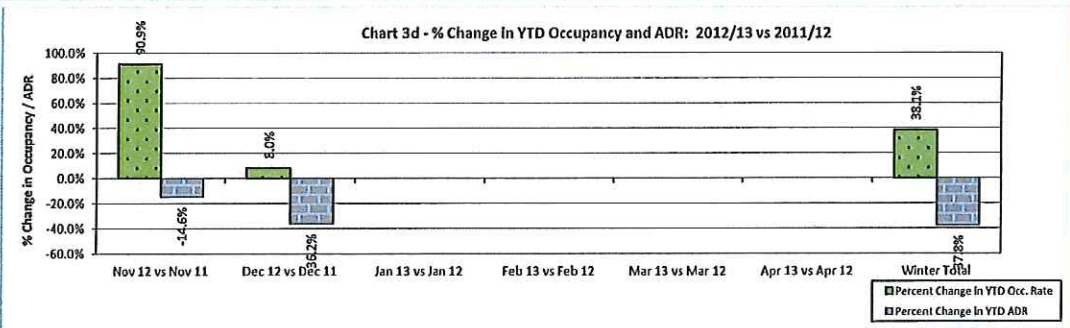
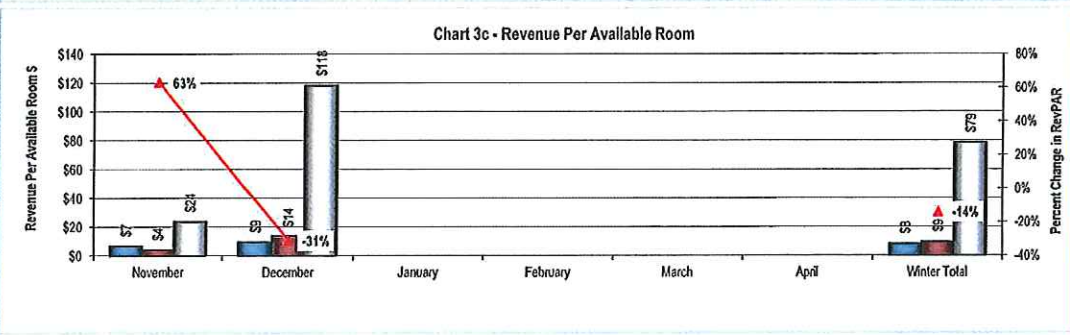
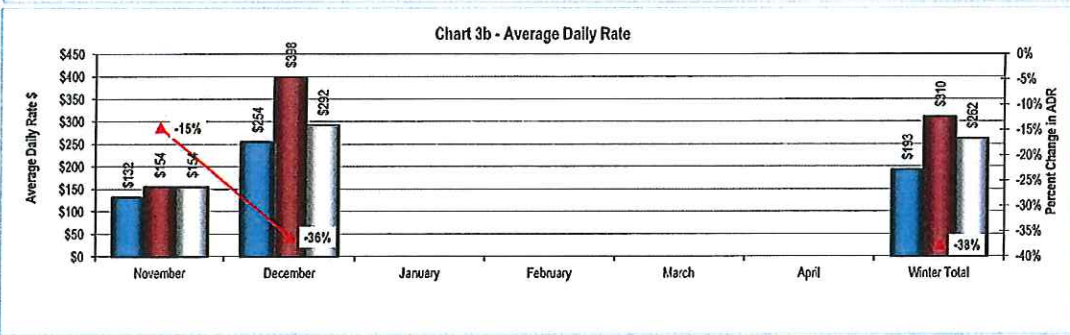
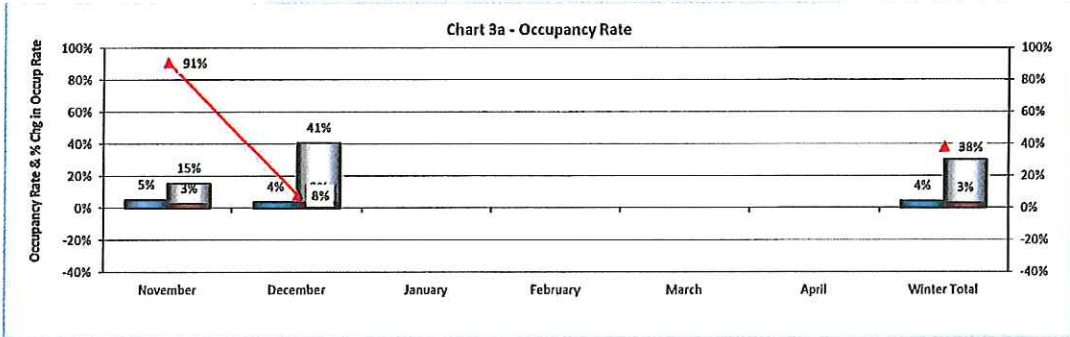
RESERVATIONS ACTIVITY REPORT
SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2012/13 YTD (as of Jun 30, 2012) vs. 2011/12 YTD (as of Jun 30, 2011) vs. 2011/12 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

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Historic Actual (2011/12 season)
 Data as of June 30, 2012 (2012/13 season)
 Data as of June 30, 2011 (2011/12 season)
 Percent Change



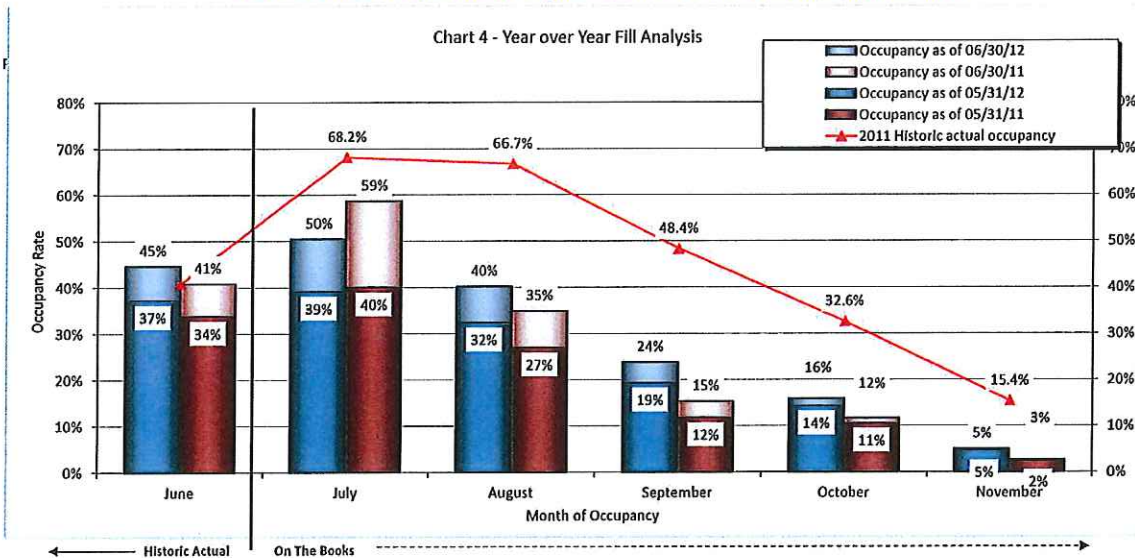


RESERVATIONS ACTIVITY REPORT
SECTION 4 - FILL ANALYSIS

2012 Occupancy Pace as of Jun 30, 2012 and May 31, 2012 versus same period 2011

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

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Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF JUN 30			OCCUPANCY AS OF MAY 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2011 Historic actual occupancy
	Occupancy as of 06/30/12	Occupancy as of 06/30/11	Absolute Change	Occupancy as of 05/31/12	Occupancy as of 05/31/11	Absolute Change	Incremental occupancy booked during Jun. 2012	Incremental occupancy booked during Jun. 2011	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
June	44.6%	40.8%	3.8%	37.3%	33.8%	3.5%	7.3%	7.0%	0.3%	4.1%	40.8%
July	50.5%	58.7%	-8.2%	39.1%	40.0%	-0.9%	11.3%	18.6%	-7.3%	-39.1%	68.2%
August	40.2%	34.8%	5.3%	32.4%	27.0%	5.4%	7.8%	7.9%	-0.1%	-1.2%	66.7%
September	23.7%	15.3%	8.4%	19.3%	11.8%	7.6%	4.4%	3.5%	0.9%	25.3%	48.4%
October	15.9%	11.6%	4.3%	14.3%	10.5%	3.8%	1.6%	1.1%	0.5%	43.1%	32.6%
November	5.0%	2.6%	2.4%	4.8%	2.4%	2.4%	0.2%	0.2%	0.0%	-6.8%	15.4%
Total	31.0%	28.4%	2.7%	25.4%	21.7%	3.6%	5.6%	6.6%	-1.0%	-14.7%	45.8%

**Based on providing complete pacing data within a given month of occupancy only. Results may differ from those presented elsewhere in report if property set differs."

**Results for "percent change in incremental fill" indicate how room nights booked during the month just ended compare to room nights booked during the same month in the prior year, for occupancy in the month just ended and for the upcoming five months (as well as the six-month period in total). These results provide an indication of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago -- i.e. a measure of the strength of booking activity occurring during month just ended.



RESERVATIONS ACTIVITY REPORT
SECTION 5A - SUPPORTING DATA TABLES
 Bookings as of Jun 30, 2012

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

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OCCUPANCY RATE		OCCUPANCY RATE: YTD 2012 VS. YTD 2011			Historic Actual Occup. Rate (2011 season)	# of Properties In Sample
		Occup. Rate as of: June 30, 2012 (2012 season)	Occup. Rate as of: June 30, 2011 (2011 season)	Percent Change In YTD Occ. Rate		
Month of Occupancy (2012 & 2011)						
January		38.6%	46.6%	-17.2%		11
February		47.5%	52.8%	-10.0%		11
March		51.5%	50.5%	2.1%		11
April		41.9%	40.2%	4.2%		11
May		27.7%	28.3%	-2.1%		11
June	Historic Actual	44.6%	40.8%	9.3%		11
July	On the Books	50.5%	58.7%	-14.0%	68.2%	11
August		40.2%	34.8%	15.3%	66.7%	11
September		23.7%	15.3%	55.2%	48.4%	11
October		15.9%	11.6%	36.5%	32.6%	11
November		5.0%	2.6%	90.9%	15.4%	10
December		3.7%	3.4%	8.0%	40.5%	11
Grand total		32.8%	32.6%	0.6%	44.9%	11
Historic months total		41.7%	43.1%	-3.2%	43.1%	11
On the Books months total		24.0%	21.9%	9.5%	46.7%	11

AVERAGE DAILY RATE		ADR: YTD 2012 VS. YTD 2011			Historic Actual ADR (2011 season)	# of Properties In Sample
		ADR as of: June 30, 2012 (2012 season)	ADR as of: June 30, 2011 (2011 season)	Percent Change In YTD ADR		
Month of Occupancy (2012 & 2011)						
January		\$227	\$248	-8.4%		11
February		\$260	\$287	-9.2%		11
March		\$220	\$226	-2.8%		11
April		\$172	\$163	5.6%		11
May		\$153	\$146	4.4%		11
June	Historic Actual	\$189	\$176	7.0%		11
July	On the Books	\$236	\$225	4.6%	\$224	11
August		\$236	\$231	2.5%	\$215	11
September		\$183	\$188	-2.6%	\$179	11
October		\$162	\$151	7.6%	\$140	11
November		\$132	\$154	-14.6%	\$154	10
December		\$254	\$398	-36.2%	\$292	11
Grand total		\$211	\$216	-2.7%	\$213	11
Historic months total		\$207	\$215	-3.6%	\$215	11
On the Books months total		\$216	\$219	-1.3%	\$211	11

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2012 VS. YTD 2011			Historic Actual RevPAR (2011 season)	# of Properties In Sample
		RevPAR as of: June 30, 2012 (2012 season)	RevPAR as of: June 30, 2011 (2011 season)	Percent Change In YTD RevPAR		
Month of Occupancy (2012 & 2011)						
January		\$88	\$115	-24.1%		11
February		\$124	\$151	-18.3%		11
March		\$113	\$114	-0.8%		11
April		\$72	\$66	10.0%		11
May		\$42	\$41	2.3%		11
June	Historic Actual	\$84	\$72	17.0%		11
July	On the Books	\$119	\$132	-10.0%	\$153	11
August		\$95	\$80	18.2%	\$144	11
September		\$43	\$29	51.1%	\$86	11
October		\$26	\$18	47.0%	\$45	11
November		\$7	\$4	63.1%	\$24	10
December		\$9	\$14	-31.0%	\$118	11
Grand total		\$69	\$70	-2.1%	\$95	11
Historic months total		\$86	\$93	-6.7%	\$93	11
On the Books months total		\$52	\$48	8.0%	\$98	11



RESERVATIONS ACTIVITY REPORT
SECTION 5B - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of Jun 30, 2012

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2011 VS. YTD 2010</u>			Historic Actual Occup. Rate (2011 Season)
	Occup. Rate as of: June 30, 2012 (2012 Season)	Occup. Rate as of: June 30, 2011 (2011 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2012 & 2011)				
May	27.7%	28.3%	-2.1%	
June	Historic	44.6%	40.8%	9.3%
July	On the Books	50.5%	58.7%	-14.0%
August		40.2%	34.8%	15.3%
September		23.7%	15.3%	55.2%
October		15.9%	11.6%	36.5%
Summer Total		33.7%	31.6%	6.8%
				47.5%

AVERAGE DAILY RATE	<u>ADR: YTD 2011 VS. YTD 2010</u>			Historic Actual ADR (2011 Season)
	ADR as of: June 30, 2012 (2012 Season)	ADR as of: June 30, 2011 (2011 Season)	Percent Change YTD ADR	
Month of Occupancy (2012 & 2011)				
May	\$153	\$146	4.4%	
June	Historic	\$189	\$176	7.0%
July	On the Books	\$236	\$225	4.6%
August		\$236	\$231	2.5%
September		\$183	\$188	-2.6%
October		\$162	\$151	7.6%
Summer Total		\$202	\$197	3.0%
				\$224
				\$215
				\$179
				\$140
				\$190

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2011 VS. YTD 2010</u>			Historic Actual RevPAR (2011 Season)
	RevPAR as of: June 30, 2012 (2012 Season)	RevPAR as of: June 30, 2011 (2011 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2012 & 2011)				
May	\$42	\$41	2.3%	
June	Historic	\$84	\$72	17.0%
July	On the Books	\$119	\$132	-10.0%
August		\$95	\$80	18.2%
September		\$43	\$29	51.1%
October		\$26	\$18	47.0%
Summer Total		\$68	\$62	10.0%
				\$153
				\$144
				\$86
				\$45
				\$90



RESERVATIONS ACTIVITY REPORT
SECTION 5C - SUPPORTING WINTER DATA TABLES
Winter Bookings as of Jun 30, 2012

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

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OCCUPANCY RATE		<u>OCCUPANCY RATE: YTD 2012/13 VS. YTD 2011/12</u>			Historic Actual Occup. Rate (2011/12 season)
		Occup. Rate as of: June 30, 2012 (2012/13 season)	Occup. Rate as of: June 30, 2011 (2011/12 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2012/13 & 2011/12)					
November	On the Books	5.0%	2.6%	90.9%	15.4%
December		3.7%	3.4%	8.0%	40.5%
January					
February					
March					
April					
Winter Total		4.2%	3.1%	38.1%	30.0%

AVERAGE DAILY RATE		<u>ADR: YTD 2012/13 VS. YTD 2011/12</u>			Historic Actual ADR (2011/12 season)
		ADR as of: June 30, 2012 (2012/13 season)	ADR as of: June 30, 2011 (2011/12 season)	Percent Change in YTD ADR	
Month of Occupancy (2012/13 & 2011/12)					
November	On the Books	\$132	\$154	-14.6%	\$154
December		\$254	\$398	-36.2%	\$292
January					
February					
March					
April					
Winter Total		\$193	\$310	-37.8%	\$262

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2012/13 VS. YTD 2011/12</u>			Historic Actual RevPAR (2011/12 season)
		RevPAR as of: June 30, 2012 (2012/13 season)	RevPAR as of: June 30, 2011 (2011/12 season)	Percent Change in YTD ADR	
Month of Occupancy (2012/13 & 2011/12)					
November	On the Books	\$7	\$4	63.1%	\$24
December		\$9	\$14	-31.0%	\$118
January					
February					
March					
April					
Winter Total		\$8	\$9	-14.0%	\$79



MULTI-DESTINATION COMPARATIVE REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of June 30, 2012

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Executive Summary

Overview Based on data from 16 reporting MTRIP Destinations (see Destination Listing at bottom of page 6)

	High	Low	Average	North Lake Tahoe
a. Last Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy				
Historic Actual Occupancy for Last Month	62.1%	28.1%	35.4%	44.6%
% Change in Historic Actual Occupancy for Last Month	48.9%	4.8%	17.9%	9.3%

b. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR				
Historic Actual Average Daily Rate for Last Month	\$290	\$121	\$165	\$189
% Change in Historic Actual Average Daily Rate for Last Month	15.2%	3.0%	3.4%	7.0%

c. Next Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy				
Occupancy On-The-Books for Next Month	67.2%	29.8%	42.0%	50.5%
% Change in Occupancy On-The-Books for Next Month	60.9%	6.8%	9.5%	-14.0%

d. Next Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR				
Average Daily Rate On-The-Books for Next Month	\$328	\$136	\$188	\$236
% Change in Average Daily Rate On-The-Books for Next Month	19.4%	2.5%	3.8%	4.6%

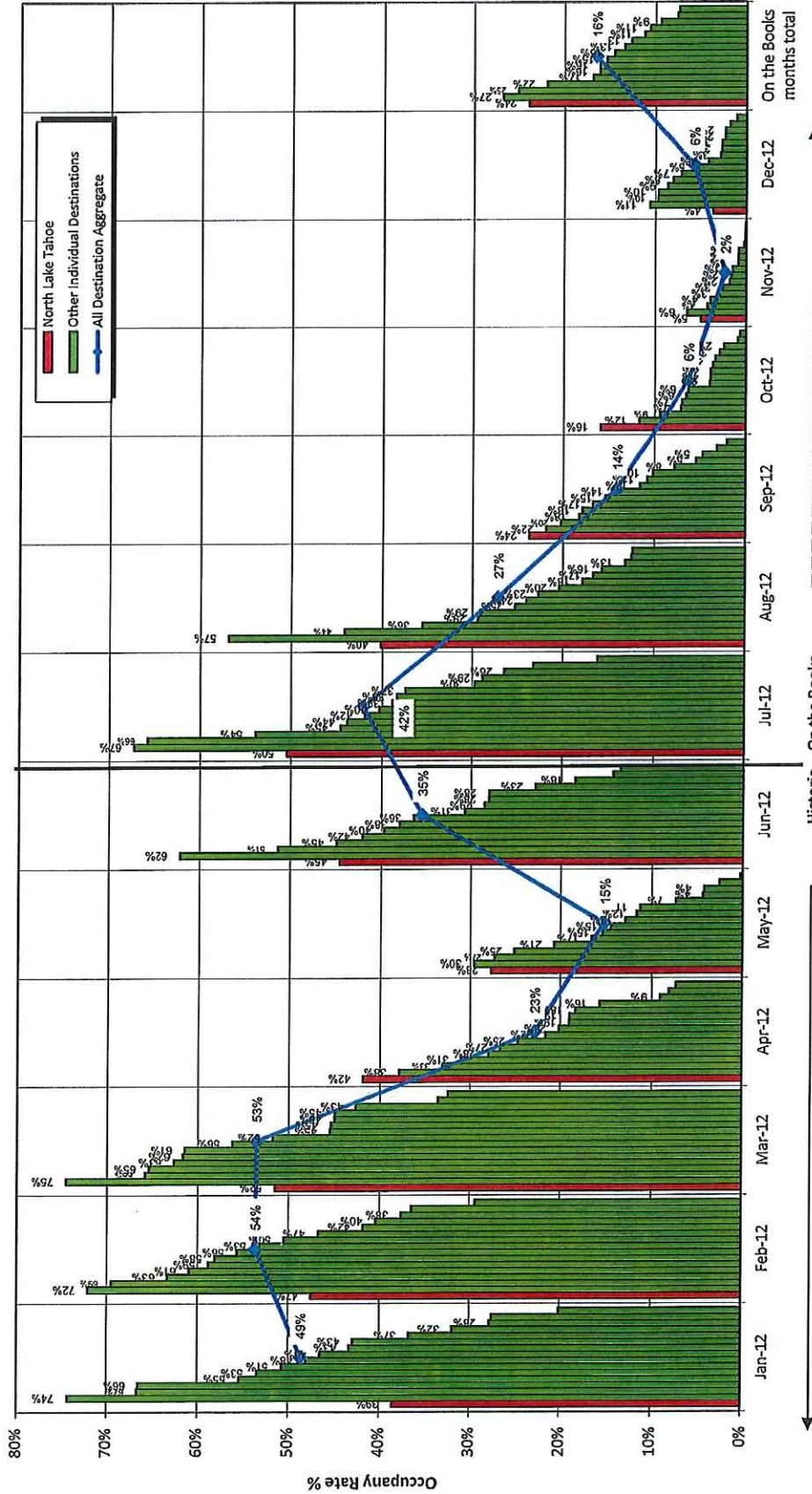
DESCRIPTION: The Multi-Destination Comparative Report compares occupancy and average daily rate (ADR) between the Base Destination and all other MTRIP reporting destinations. ; In all cases, the Base Destination is represented on the far left of the tables and the far left of the charts. The Base Destination is differentiated on charts with a Red data series bar. All other Destinations are represented with a Green data series bar.

All data is sorted in descending order from highest to lowest and left to right, with the all destination average on the far right of the tables. All destination average is differentiated on charts by a blue line data set.

Individual destination data may be obtained through the Multi-Destination Comparative Enhanced report, available by contacting MTRIP at the address below

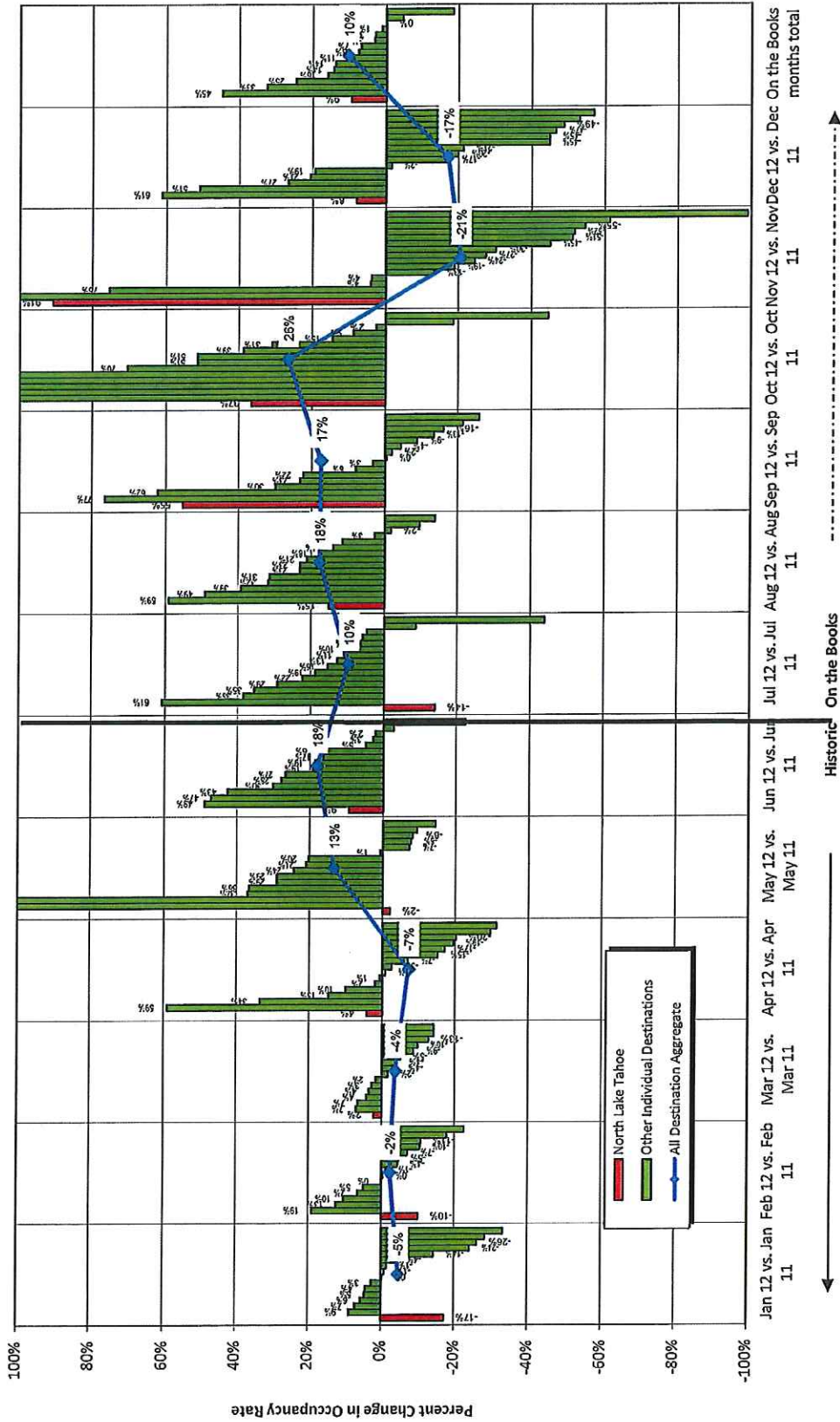
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Occupancy Rate 2011/2012 Season as of Jun 30, 2012
 Historic and Forecast Data
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate

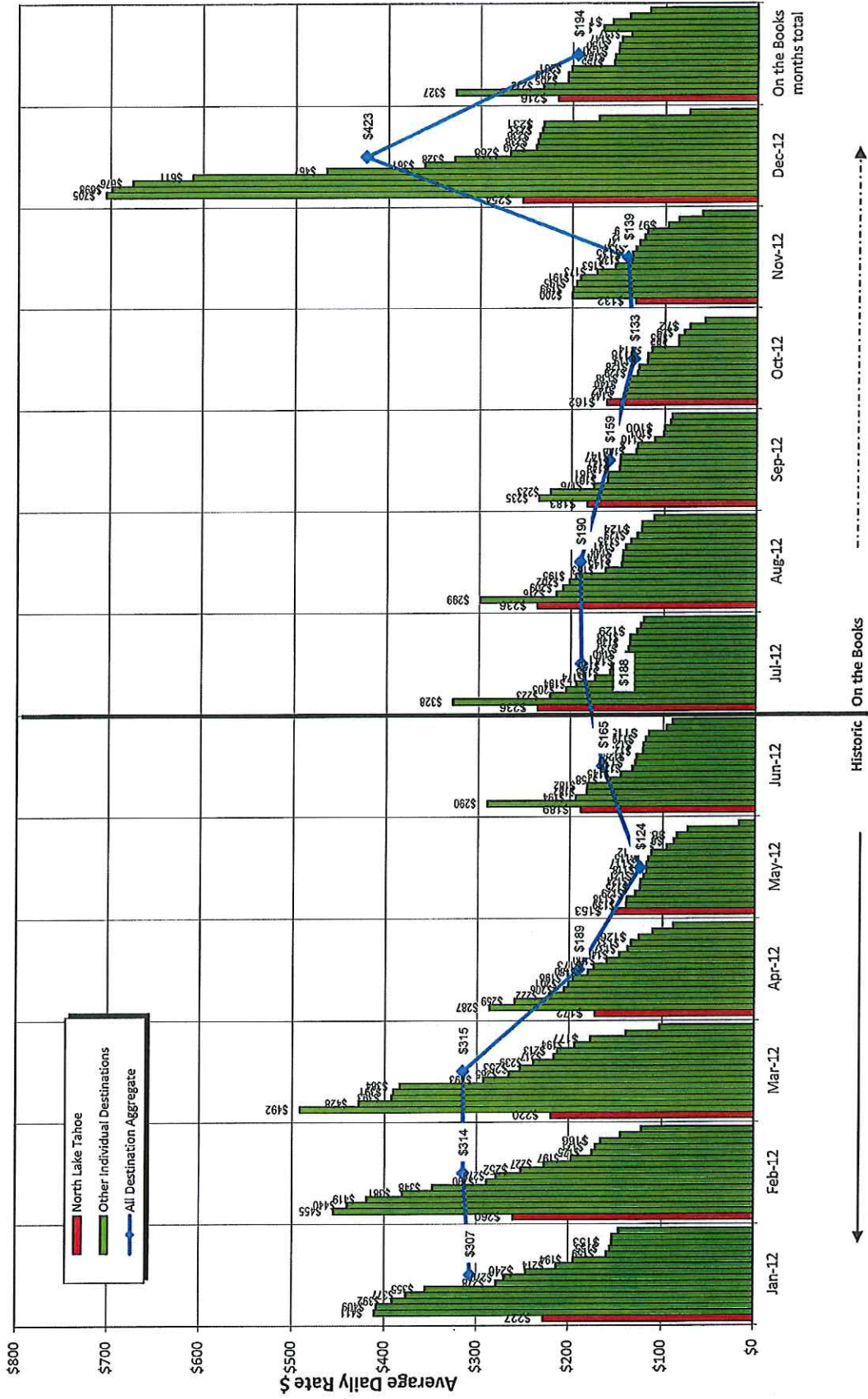


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Percent Change in Occupancy Rate: 2011/2012 vs 2010/2011 as of June 30, 2012
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average

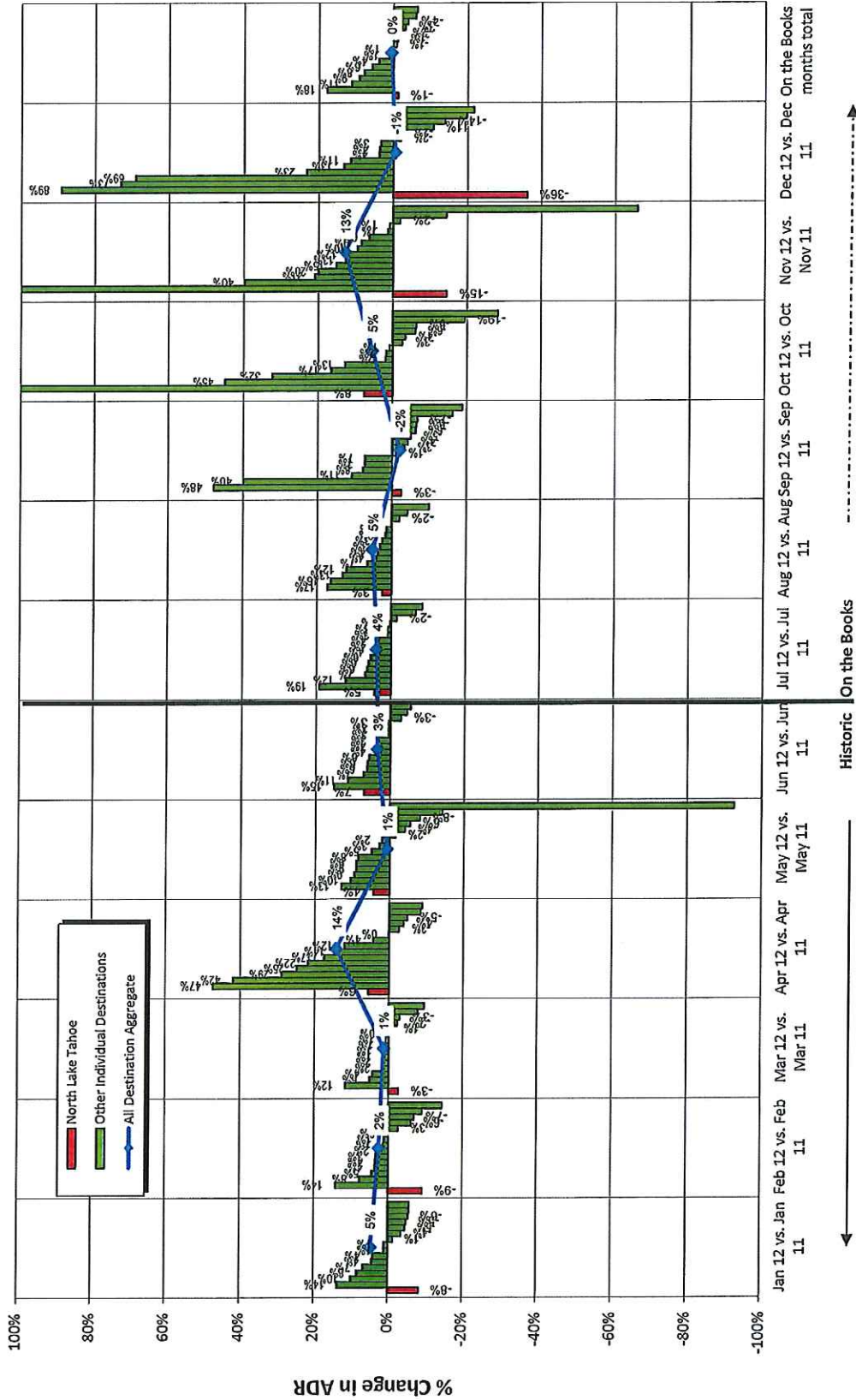


Average Daily Rate 2011/2012 Season as of Jun 30, 2012
Historic and Forecast Data
North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



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Percent Change in Average Daily Rate: 2011/2012 vs 2010/2011 as of June 30, 2012
North Lake Tahoe vs all Individual Mtn Destinations & All Destination Average



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North Lake Tahoe Lodging Occupancy Report
Multi-Destination Comparative Report
As of June 30, 2012



Occupancy Rate as of June 30, 2012

Month of Occupancy	North Lake Tahoe												All Destination Aggregate	
	Next highest occupancy	Highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy		Lowest Occupancy
Jan-12	39%	74%	67%	55%	53%	51%	48%	46%	43%	37%	32%	28%	20%	49%
Feb-12	47%	72%	69%	61%	59%	56%	53%	50%	47%	42%	40%	36%	29%	54%
Mar-12	52%	75%	66%	63%	62%	61%	58%	53%	45%	45%	45%	34%	32%	53%
Apr-12	42%	38%	33%	28%	27%	25%	22%	20%	19%	18%	16%	9%	7%	55%
May-12	28%	30%	27%	21%	17%	15%	13%	13%	12%	7%	4%	3%	0%	15%
Jun-12	45%	62%	51%	42%	40%	38%	36%	31%	29%	28%	23%	18%	14%	35%
Jul-12	50%	67%	66%	45%	44%	42%	40%	39%	38%	37%	29%	26%	16%	42%
Aug-12	40%	57%	44%	29%	29%	25%	24%	23%	20%	17%	16%	13%	12%	27%
Sep-12	24%	22%	20%	18%	17%	15%	14%	12%	11%	8%	5%	3%	2%	14%
Oct-12	16%	12%	9%	7%	6%	6%	4%	4%	4%	3%	3%	2%	1%	1%
Nov-12	5%	6%	4%	3%	3%	2%	2%	1%	1%	1%	0%	0%	0%	2%
Dec-12	4%	11%	10%	9%	8%	7%	5%	4%	3%	3%	2%	2%	2%	6%
Grand total	33%	40%	37%	30%	29%	27%	25%	24%	23%	21%	21%	19%	18%	23%
Historic months total	42%	55%	52%	43%	41%	35%	35%	34%	33%	32%	31%	28%	28%	39%
On the Books months total	24%	27%	25%	17%	16%	16%	15%	15%	13%	11%	11%	8%	7%	16%

% Change in Occupancy Rate as of June 30, 2012

Oct. Months Compared	North Lake Tahoe												All Destination Aggregate	
	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing		Weakest pacing
Jan 12 vs. Jan 11	-17%	9%	7%	5%	4%	3%	0%	-1%	-1%	-14%	-24%	-26%	-28%	-5%
Feb 12 vs. Feb 11	-10%	19%	13%	7%	5%	0%	0%	0%	-4%	-7%	-10%	-11%	-18%	-2%
Mar 12 vs. Mar 11	2%	7%	7%	4%	3%	2%	-2%	-4%	-5%	-9%	-10%	-14%	-14%	-4%
Apr 12 vs. Apr 11	4%	59%	34%	15%	10%	1%	-1%	-3%	-7%	-17%	-19%	-20%	-30%	-7%
May 12 vs. May 11	-2%	4039%	1268%	37%	29%	29%	24%	21%	20%	1%	-8%	-8%	-9%	13%
Jun 12 vs. Jun 11	9%	49%	47%	30%	28%	27%	19%	19%	17%	5%	3%	3%	-3%	18%
Jul 12 vs. Jul 11	-14%	61%	38%	29%	22%	19%	16%	13%	10%	7%	6%	5%	-9%	10%
Aug 12 vs. Aug 11	15%	59%	49%	39%	31%	23%	23%	21%	18%	11%	3%	-9%	-10%	18%
Sep 12 vs. Sep 11	55%	77%	62%	23%	22%	8%	3%	0%	-4%	-9%	-13%	-16%	-21%	17%
Oct 12 vs. Oct 11	37%	398%	250%	152%	107%	70%	51%	51%	39%	15%	9%	2%	-19%	26%
Nov 12 vs. Nov 11	91%	384%	75%	4%	-13%	-19%	-24%	-27%	-30%	-45%	-52%	-55%	-61%	-21%
Dec 12 vs. Dec 11	8%	61%	51%	21%	19%	-2%	-17%	-45%	-49%	-45%	-47%	-49%	-53%	-17%
Grand total	1%	25%	9%	5%	4%	3%	3%	2%	1%	3%	0%	0%	-11%	3%
Historic months total	-3%	17%	11%	6%	5%	4%	2%	1%	3%	3%	-7%	-8%	-15%	0%
On the Books months total	9%	45%	33%	16%	14%	14%	11%	8%	7%	3%	1%	0%	-5%	10%

North Lake Tahoe Lodging ADR Report
Multi-Destination Comparative Report
As of June 30, 2012



Average Daily Rate as of June 30, 2012

Month of ADR	North Lake Tahoe		Next highest		Next highest		Next highest		Next highest		Next highest		Next highest		Next highest		Next highest		All Destination Aggregate		
	ADR	Next highest	ADR	Next highest	ADR	Next highest	ADR	Next highest	ADR	Next highest	ADR	Next highest	ADR	Next highest	ADR	Next highest	ADR	Next highest	Lowest ADR	Next highest	
Jan-12	\$227	\$411	\$409	\$392	\$377	\$555	\$270	\$246	\$214	\$194	\$159	\$155	\$153	\$153	\$146	\$146	\$146	\$146	\$146	\$146	\$307
Feb-12	\$260	\$455	\$440	\$419	\$381	\$348	\$278	\$252	\$227	\$197	\$175	\$171	\$166	\$166	\$144	\$144	\$144	\$144	\$144	\$144	\$314
Mar-12	\$220	\$492	\$428	\$393	\$391	\$384	\$265	\$253	\$239	\$227	\$213	\$213	\$177	\$177	\$103	\$103	\$103	\$103	\$103	\$103	\$189
Apr-12	\$172	\$287	\$259	\$222	\$206	\$201	\$180	\$173	\$160	\$146	\$137	\$133	\$126	\$126	\$88	\$88	\$88	\$88	\$88	\$88	\$189
May-12	\$153	\$139	\$138	\$129	\$125	\$124	\$121	\$117	\$115	\$112	\$96	\$85	\$85	\$85	\$73	\$73	\$73	\$73	\$73	\$73	\$124
Jun-12	\$189	\$182	\$194	\$182	\$182	\$158	\$133	\$130	\$129	\$121	\$119	\$115	\$115	\$97	\$90	\$90	\$90	\$90	\$90	\$90	\$165
Jul-12	\$236	\$328	\$223	\$205	\$194	\$174	\$158	\$141	\$140	\$137	\$136	\$136	\$129	\$125	\$121	\$121	\$121	\$121	\$121	\$121	\$188
Aug-12	\$236	\$299	\$216	\$209	\$202	\$195	\$165	\$144	\$144	\$141	\$141	\$141	\$141	\$124	\$111	\$111	\$111	\$111	\$111	\$111	\$190
Sep-12	\$183	\$235	\$223	\$176	\$161	\$161	\$148	\$147	\$130	\$129	\$110	\$101	\$100	\$93	\$91	\$91	\$91	\$91	\$91	\$91	\$133
Oct-12	\$162	\$144	\$142	\$140	\$138	\$129	\$128	\$119	\$118	\$114	\$85	\$79	\$72	\$56	\$50	\$50	\$50	\$50	\$50	\$50	\$133
Nov-12	\$132	\$200	\$159	\$159	\$153	\$153	\$136	\$131	\$131	\$127	\$122	\$119	\$97	\$85	\$59	\$59	\$59	\$59	\$59	\$59	\$139
Dec-12	\$254	\$705	\$698	\$676	\$611	\$467	\$328	\$268	\$239	\$231	\$235	\$233	\$231	\$172	\$74	\$74	\$74	\$74	\$74	\$74	\$423
Grand total	\$211	\$345	\$336	\$313	\$278	\$266	\$221	\$195	\$188	\$180	\$175	\$167	\$156	\$143	\$116	\$116	\$116	\$116	\$116	\$116	\$245
Historic months total	\$207	\$379	\$360	\$353	\$320	\$316	\$254	\$228	\$213	\$211	\$191	\$182	\$152	\$143	\$114	\$114	\$114	\$114	\$114	\$114	\$266
On the Books months total	\$216	\$927	\$732	\$732	\$205	\$201	\$154	\$150	\$150	\$147	\$137	\$136	\$136	\$136	\$120	\$120	\$120	\$120	\$120	\$120	\$194

% Change in Average Daily Rate as of June 30, 2012: 2011/12 vs 2010/11

Month of ADR	North Lake Tahoe		Next highest		Next highest		Next highest		Next highest		Next highest		Next highest		Next highest		Next highest		Next highest		All Destination Aggregate	
	ADR	Next highest	ADR	Next highest	ADR	Next highest	ADR	Next highest	ADR	Next highest	ADR	Next highest	ADR	Next highest	ADR	Next highest	ADR	Next highest	Lowest ADR	Next highest	Weakest ADR	Next highest
Jan 12 vs. Jan 11	-8%	14%	10%	8%	7%	4%	1%	1%	-1%	-4%	-5%	-5%	-6%	-6%	-6%	-6%	-6%	-6%	-6%	-6%	-6%	5%
Feb 12 vs. Feb 11	-9%	14%	8%	5%	4%	4%	2%	1%	1%	0%	-3%	-6%	-7%	-7%	-9%	-9%	-9%	-9%	-9%	-9%	-9%	2%
Mar 12 vs. Mar 11	-3%	12%	5%	4%	2%	2%	1%	1%	1%	0%	-1%	-2%	-3%	-3%	-8%	-8%	-8%	-8%	-8%	-8%	-8%	1%
Apr 12 vs. Apr 11	6%	47%	42%	29%	25%	22%	14%	12%	4%	0%	-3%	-4%	-5%	-5%	-9%	-9%	-9%	-9%	-9%	-9%	-9%	14%
May 12 vs. May 11	4%	13%	10%	9%	9%	9%	5%	3%	2%	-2%	-4%	-6%	-8%	-8%	-14%	-14%	-14%	-14%	-14%	-14%	-14%	1%
Jun 12 vs. Jun 11	7%	15%	11%	7%	6%	6%	4%	4%	3%	3%	3%	3%	3%	3%	-5%	-5%	-5%	-5%	-5%	-5%	-5%	3%
Jul 12 vs. Jul 11	5%	19%	17%	7%	6%	6%	4%	4%	4%	3%	3%	3%	3%	3%	-7%	-7%	-7%	-7%	-7%	-7%	-7%	4%
Aug 12 vs. Aug 11	3%	17%	16%	13%	12%	7%	4%	4%	3%	3%	1%	0%	-2%	-2%	-4%	-4%	-4%	-4%	-4%	-4%	-4%	5%
Sep 12 vs. Sep 11	-3%	48%	40%	11%	8%	7%	-1%	-3%	-4%	-5%	-6%	-6%	-7%	-7%	-10%	-10%	-10%	-10%	-10%	-10%	-10%	2%
Oct 12 vs. Oct 11	8%	168%	45%	32%	17%	15%	2%	1%	-3%	-4%	-6%	-6%	-7%	-7%	-19%	-19%	-19%	-19%	-19%	-19%	-19%	5%
Nov 12 vs. Nov 11	-15%	159%	40%	21%	20%	15%	13%	10%	9%	6%	1%	1%	-2%	-2%	-4%	-4%	-4%	-4%	-4%	-4%	-4%	5%
Dec 12 vs. Dec 11	-36%	89%	75%	69%	23%	13%	4%	4%	3%	-2%	-11%	-11%	-14%	-14%	-20%	-20%	-20%	-20%	-20%	-20%	-20%	13%
Grand total	-3%	6%	4%	4%	3%	3%	2%	2%	2%	1%	-2%	-2%	-2%	-2%	-8%	-8%	-8%	-8%	-8%	-8%	-8%	1%
Historic months total	-4%	7%	6%	6%	5%	4%	2%	2%	2%	0%	-1%	-2%	-2%	-2%	-8%	-8%	-8%	-8%	-8%	-8%	-8%	2%
On the Books months total	-1%	18%	11%	9%	8%	6%	1%	1%	-1%	-1%	-2%	-3%	-4%	-4%	-6%	-6%	-6%	-6%	-6%	-6%	-6%	0%

NOTES FOR ALL TABLES & CHARTS
Resort names are hidden to preserve confidentiality.
Each time period has a unique sorting (e.g. the best-performing resort in November is not necessarily the best-performing resort in March).

RESORTS INCLUDED IN COMPARISONS:

- Aspen
- Beaver Creek
- Breckenridge
- Central Summit County, CO
- Copper Mountain
- Keystone
- Mammoth Lakes
- Mount Bachelor
- North Lake Tahoe
- Park City
- South Lake Tahoe
- Snowmass
- Telluride
- Vail
- Winter Park



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August 1, 2012

Subject: Tahoe City Visitor Information Center Resolution Plan

From: Emily Detwiler, Visitor Information Services Manager

Decision Considerations: At the last NLTRA Board meeting the Board directed staff to do the following:

- Ensure that the Tahoe City Visitor Information Center is not in competition with local businesses and to implement procedures to ensure that it's not. Also ensure that VIC computers are not used in a competitive way.

Staff Actions: Staff conducted a second meeting with concerned retailers/service providers in the community on Tuesday, July 24th to discuss the actions and procedures that were put in place since the first meeting to alleviate competition with local businesses.

- **Computer Kiosk screen keyboards were disabled and the keyboard hardware and mice were removed. Currently visitors can only go to GoTahoeNorth.com, Nextbus.com and the TMA/TNT's websites and can ONLY click through to businesses linked on those sites.**
- **A number of products were sold at wholesale costs to a neighboring local business that sold the same/or similar products.**
- **A number of items were pulled from the floor and will not be sold to visitors.**
- **Staff will always question sales reps to ensure that products are not sold anywhere else in Tahoe City and if so, will not carry the product.**
- **Staff has been diligently looking for local products and working with local artisans to carry their products in the Visitor Center with the above in mind.**
- **Staff has been looking for new ways for the VIC to become sustainable by marketing local businesses through: sponsorship opportunities such as kiosk rentals, business of the month and free ticket sales for Chamber Members having events.**
- Create a Visitor Information Center Oversight Task Force that includes concerned business owners as well as supportive Board and staff members.
 - **Staff created an application for the Tahoe City Visitor Information Center Task Force to be sent out to already-noted interested parties and the Chamber email list. Interested party applications will be reviewed and members will be selected by the Executive Committee.**

The task force will consist of the following: 1-lodging member, 1-activity business member, 1-restaurant member, 1-service industry member and 4-retail members. This Task force will review current operations of the Visitor Center and look for ways to improve it in the future. (Application in packet)

- Staff to engage with community and business owners to address complaints immediately.
 - Staff created a Visitor Information One-Sheet and reached out to the community face to face to discuss the Visitor Information Center opportunities. Staff went out to the following areas of Tahoe City: The Cobblestone Mall, The Cobblestone Grove, The Boatworks Mall, The Lighthouse Shopping Center and many businesses on the main street. Staff will continue to reach out to the Tahoe City business members and the surrounding business members to discuss the Visitor Center business opportunities. This information was also delivered through Biz Bytes. (One sheet in packet)



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Task Force Application Tahoe City Visitor Information Center

The Tahoe City Visitor Information Center Task Force will be made up of people from the following types of businesses:

- 1-Lodging
- 1-Activity business
- 1-Restaurant
- 1-Service Industry
- 4-Retail

An effort will also be made to have representation from geographic areas within the North Lake Tahoe Region. If you are interested in being a part of the Task Force please fill out the application and submit it to Emily@puretahoenorth.com. The North Lake Tahoe/Chamber/CVB Executive Board will review the applications and appoint the Task Force.

Company Name: _____

Type of Business: _____

Contact Name: _____ **Title:** _____

Phone: _____ **Email:** _____

Address: _____
PO Box or Street City State Zip

Length of Residency or involvement in the community: _____

Reason for wanting to participate on the task force:



Visitor Information Center Opportunities

The spacious, inviting, state of the art Visitor Information Center in Tahoe City is quickly becoming a cornerstone in Tahoe City's vibrant downtown. It is also the front porch of the community and often the first stop for 200,000 visitors who are searching for lodging, restaurants, relocation information, shopping, attractions, activities, directions, and ideas for a unique Tahoe experience. Showcase your business and help welcome guests to the region by taking advantage of the many opportunities that help visitors craft a very memorable and personal vacation.

FREE to All Members

As a member of the Chamber of Commerce, you have access to some free advantages. Get free exposure to your business by displaying your collateral at the Tahoe City Visitor Information Center. In peak seasons we get hundreds of visitors asking for information a day- membership guarantees priority referrals and collateral placement!

Conference Room Rental

Our conference room is ideal for meetings where you invite up to 15 people. Your rental includes free Wi-Fi access and a White wall, not just a white board – but a whole wall to write on!

Kiosks:

This rolling 3 –sided display has 1 side available for rent. You are welcome to change your display daily and encouraged to have staff available to promote your message. You can move your kiosk outside during operational hours.

Window Display

This is a street front opportunity for displaying several pictures/flyers of your business. It's ideal for seasonal activities, points of interest and where you can rent equipment. You are welcome to update your display throughout your rental time.

Suggestions: use QR codes etc

"Coffee at the Chamber" Presenting Sponsor

- The Center will sell your coffee in 1 lb bags in a special section
- You are the supplier of coffee service for our conference room meetings and visitors.
- Includes sponsorship signage wherever coffee is served in the center.

Concierge Corner

Highlight your business through the Concierge service that will offer tickets, tours, activities, dining, reservations and lodging suggestions to visitors .

Relocation Package

We live, work and play here – and many others want to do the same! The center sends packets filled with helpful information to our potential neighbors and business owners. Let them know who you are and what services you provide BEFORE they move here.

Business of the Week and Month

Your brochure will be prominently displayed at our attractive counter and sign in area.

Monthly rates

Unique Display Corner

Build your own display to show off your product in an eye-catching, possibly interactive display. You have a floor area of 4x6' to bring in your unique displays (large artwork, podiums, rugs etc)

Event Sponsors

Our center is a gathering place for locals and visitors alike due to, in part, our special events that we plan to hold on a regular basis. Below are a few of the events that we are considering. Logo placement and “sponsored by” on all promotion pieces including flyers, banners and easels. Please check with our staff for additional opportunities:

- Wine tastings
- Book signings
- Interpretive talks
- Artist receptions
- Business meet and greets

For more information on these opportunities, or for a free consultation on how the Visitor Information Center can help your business please contact:

Deanna Frument, Membership Manager

530-581-8764

Deanna@puretahoenorth.com



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August 1, 2012

Subject: Membership Update

From: Deanna Frumenti, Membership Manager

Decisions and Considerations:

- No decision is being requested from the Board
- Staff will provide an oral status report at the meeting

2012 July Membership Update:

For the month of July we had 9 new members:

Truckee Tahoe Pet Lodge
Tahoe Pilates Co.
Market 28
Enviro-Rents
Service Master Clean
Williard's
RMC
As You Wish Catering
Uprising Paragliding

3 write-offs:

Reno-Tahoe Limousine

Eco-Print & Imaging
Simonian Flooring

Reason:

Did not pay last years fees, will rejoin again in the fall after peak season is over
Out of Business
Does not feel that the Chamber has been a value in the past
Will consider rejoining in the fall

10 renewing members:

Ann Poole Weddings
The Weekly
Crest Café
Cal Neva
Holiday House/Windsurf Tahoe
Shooting Star Bed and Breakfast
Adam and Hayes Law
Tahoe Music Institute
The Strategic Marketing Group
Village Toys

WebLink

The Business Directory for GoTahoeNorth.com has been launched. Two weeks before the Business Directory launched we implemented an email and social media campaign to drive our members to go online and view it. There is a promotion for the first five members who call and inquire about enhancing their business listing to receive a free online coupon. This is done in an effort to upsell membership tiers and to create coupons for members to view.

Mixer Schedule

For 2013 we will be holding only 1 mixer a month (excluding July which will have no mixers scheduled) and 1 alternative networking event. A networking event is a small private gathering held by a business at any point during the day for a target group. These events can be anything from speed networking, wine gatherings, business and bagel chats, lunch and learns, etc. This will be an RSVP event and host up to 20 people.

Education Schedule

In an effort to provide more value to our members, the classes for the 2012-2013 year will provide locally held training opportunities. We are currently looking at adding more certification classes and provide member locations for online test taking. In an effort to keep the business owner aware of changes in laws and regulations, an annual legislative breakfast is being considered. This breakfast will be a forum for members to learn and ask questions about the changes that may affect their business.



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

Event and Education Schedule

August

3 Mixer-The Potlach 5-7
Incline Village

8 Ribbon Cutting- North Lake Tahoe Shuttle TBA

September

13 Mixer-North Lake Tahoe Bonanza 5-7
Incline Village

18 ChamberEd Class: Networking 4-5

18 Mixer-Resort at Squaw Creek 5-7
Holiday Mixer

20 Mixer- Incline Village Community Hospital 5-7
Renovations' Celebration



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August 1, 2012

Subject: North Lake Tahoe Water Shuttle Update: Marketing and Monitoring Plans

From: Ron Treabess, Director of Community Partnerships and Planning, Joint Committee, TNT/TMA

Water Shuttle Pilot Program Update:

- No Board action is necessary at this time
- Agreements signed by Tahoe Transportation District , 4 dock owners, and vessel operator
- Web site activated: North Lake Water Shuttle.com
- Information rack cards with schedules and contacts printed
- Reservation system in place
- TRPA permit in place
- Engineer dock report completed
- Vessel to be in the lake by week's end
- Final US Coast Guard inspection and noise measurement underway
- Scheduled service to begin August 3
- Service will run daily through September 30

Decision Considerations:

- Continue all aspects of marketing plan elements as shown in attached progress report
- Conduct monitoring and evaluation of 2012 operating season as shown in attached proposal
- Collect data needed to make improvements in pilot program operation in future years
- Necessary funding for marketing and monitoring is including in approved budget

Tourism Master Plan/Strategic Goals:

By 2016, transportation systems within the North Lake Tahoe area will effectively link visitor destinations, recreation and lodging products with increased ridership on service and recreational routes of 20% (3% per year).

By 2016, the organization will have provided advocacy for all project and program development that aligned with our mission.

Committee Action:

- Reviewed and approved the attached 3 task 2012 water shuttle monitoring plan
- Present findings, analysis, and recommendations to Joint Committee in October/November 2012

North Lake Tahoe Water Shuttle Marketing & Implementation Plan

Progress Report

TMA Update July 27, 2012

Marketing

Name of program	North Lake Tahoe Water Shuttle
Logo / Branding	Done
Design rack card	Done
Production/printing	Done
Combined TMA Collateral	Done
Scheds/Posters/Bus Shelters/Conc onciere/Bu	In process
Social Media	On-going FB
Press releases	Started
Area Meetings	Attending
Combine laketahoetransit.com	In process
NO Car one day Contest	Planning
QR code	Done
On board ads	Tart/APM
Certified Folder	In Progress
Distribution - door to door	3-Aug
Biz Expos	Earth Day Truckee Thursdays
Email blasts	Later Aug
Boat Wraps	In process
Directional signs	Done
Publications	Visitor Guides
KTHO Radio	Chamber/TMA
Newsprint	In process
Shirts	Booked
Tahoe TV	Done
Kick-off	IN hotel rooms
	8-Aug
	Photographer

Tahoe TV
 Invites/Press
 Coffee/Juice/Muffins
 Block time for boat

Reservations Program

Bank Account	Done
Auth.net	Done
Daily Reconciling	In process
Paperless ticketing	Done
Confirmations to pax email	Done
Survey sent to pax after trip (3 days)	Done
Reports	In process
Ipad kiosks	All docks excluding Tahoe Vista Recreation Area

Customer Service

Expectations and standards will be covered with all Agents	In process
Phones will be answered by Visitor Center Agent at the Reno-Tahoe Airport	5 days
TMA Staff will take over phones and voicemail on Agent's line when not working	2 days + off hours for V-Mail
Visitor Center Staff & TMA Staff training	In process
Agents to take trip on the boat	In process
TMA Staff cell numbers for emergencies	Done
Fineline Industries emergency numbers	
Tally of phone calls	
Incident Report	TBDone



**TRANSPORTATION PLANNING AND
TRAFFIC ENGINEERING CONSULTANTS**

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July 10, 2012

Ron Treabess, Director of Community Partnerships and Planning
North Lake Tahoe Resort Association
PO Box 5459
Tahoe City, CA 96145

RE: North Tahoe Water Shuttle Monitoring 2012

Dear Mr. Treabess:

Per your request, LSC Transportation Consultants, Inc. is pleased to present our proposal to monitor and evaluate the NLTRA's North Tahoe Water Shuttle for the 2012 operating season. As a demonstration project, a key element in the overall program will be collecting the data needed to make improvements in the operation of the service for future years. We propose to conduct this work in the following tasks.

Task 1: Onboard Passenger Surveys

LSC staff will ride all runs of two days of the service, in mid-August. Using the attached form, we will interview passengers (no more than one passenger in each travel group), obtaining information on passenger demographics, perception of the service, and overall trip patterns. The survey results will be input into a spreadsheet program and analyzed.

Task 2: Review Service Data

Over the course of the operating season, LSC will obtain completed Captain's Logs that have been filled out by Fineline staff, recording the ridership by stop, type of rider, and schedule adherence. We will enter this into spreadsheets on a weekly basis, and use it to keep a running total of ridership and on-time performance.

After the end of the service season, LSC will collect the following additional information:

- Access the reservation system and use it to identify information such as the residence location, fare revenues, how far in advance reservations were made,
- Interview the property managers at each of the pier locations to gain their opinion about how well the stop operated, how the service impacted other operations, any issues with parking or passenger waiting areas, and their recommendations for future improvements.

- Interview the contractor staff to gain their opinion about the strengths and weaknesses of the 2012 operating plan, and their recommendations for future improvements.
- Interview others involved in the program (TMA staff, NLTRA staff, TTD staff) to gain their opinion of strengths and weaknesses of the operating plan and recommendations for future improvements.
- Obtain all invoices associated with the Water Shuttle.

Task 3: Prepare Report

LSC will prepare a concise report presenting the information collected. We will conduct a performance analysis that identifies measures such as passengers per vessel-hour, cost per passenger-trip and subsidy per passenger-trip. This report will also present our findings regarding the 2012 service, and recommendations for operations in 2013.

Schedule

We can provide a study report by the end of October, 2012, assuming that all costs for the service are available at the end of September.

Cost Estimate

As indicated in the attached table, we estimate that this analysis will require \$4,980 in professional fees and other expenses to successfully complete. This cost estimate is based upon LSC's 2012 billing rates. We propose to conduct this study upon a "time and material" basis, with a contract maximum of \$4,980 that will not be exceeded without your prior approval.



We would be happy to discuss any changes to the scope or contractual arrangements that you feel would be appropriate. Thank you for the opportunity to make this proposal. We look forward to your reply.

Respectfully Submitted,

LSC Transportation Consultants, Inc.

Accepted By _____

by 
Gordon Shaw, AICP, PE, Principal

Date _____

Encl: TABLE A: Cost Analysis

TABLE A: Cost Estimate

North Tahoe Water Shuttle Monitoring 2012

	Total Hourly Rate (Including Salary, Overhead, and Profit)	Principal	Engineer	Survey Staff	Support Staff	Total Staff Hours	Total Cost
Task 1	Onboard Survey	2	6	24	6	38	\$1,800
Task 2	Review Service Data	2	8	0	0	10	\$1,000
Task 3	Report Preparation	8	8	0	2	18	\$2,160
TOTAL		12	22	24	8	66	\$4,960
							ADDITIONAL EXPENSES
							Printing/Copy Costs \$20
							TOTAL PROJECT COSTS \$4,980

North Tahoe Water Shuttle Onboard Passenger Survey

Date: _____ Time: _____ Surveyor: _____

Hello, my name is _____ and I'm conducting a survey of passengers on the water shuttle. Would you have a few minutes to answer some questions? (If no, thank them and move on)

1. Are you a visitor to Lake Tahoe, or a resident?
 - Day Visitor Visitor Staying Overnight in Tahoe
 - Seasonal Resident Full Time Resident

2. How many people are in your travel party on the boat today?
 - 1 2 3 4 5 6 7 8 _____

3. How many of the people in your travel party are 16 years old or younger?
 - 1 2 3 4 5 6 7 8 _____

4. How many of the people in your travel party are 65 years old or older?
 - 1 2 3 4 5 6 7 8 _____

5. Does anyone in your travel party have a disability that makes it difficult to get around?
 - No Yes If yes, how many? _____ If yes, does anyone in your travel party use a wheelchair? No Yes If yes, how many? _____

6. What pier are you traveling from today?
 - Homewood Tahoe City Carnelian Bay Tahoe Vista

7. What pier are you traveling from to? (If they say the same stop, ask about the specific one-way trip they are currently on, not their overall round trip)
 - Homewood Tahoe City Carnelian Bay Tahoe Vista

8. How did you get to the water shuttle today?
 - By car (parked at stop) By car (dropped off) TART Bus
 - Other bus Walked Bike Other

9. (If parked at stop) Where did you park? (Use last line for "other")

Homewood	Tahoe City	Carnelian Bay	Tahoe Vista
<input type="checkbox"/> West Shore Café	<input type="checkbox"/> Marina/Boatworks	<input type="checkbox"/> Garwoods	<input type="checkbox"/> Boat Ramp/Beach
<input type="checkbox"/> Ski Area	<input type="checkbox"/> Jackpine Lot	<input type="checkbox"/> On Highway	<input type="checkbox"/> On Highway
<input type="checkbox"/> On Highway	<input type="checkbox"/> On Highway	<input type="checkbox"/> Across Highway	<input type="checkbox"/> On National Avenue
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Are you making a round-trip today on the water shuttle? Yes No

11. If no, how are you getting back to where you started your trip?

Bus Bike Walking/Biking Getting picked up/dropped off Other _____

12. What will you be doing as part of your trip today? (Mark all mentioned)

Shopping Visiting Museum Going to Beach or Other recreational destination

Dining Just riding the shuttle Other _____

13. How did you learn about the Water Shuttle?

Internet Print Advertisement Friend/Family Saw the boat/stop

Other _____

14. On a scale of 1 to 5, with 1 being poor and 5 being excellent, please rate the service on the following factors

Attractiveness of the boat	1	2	3	4	5
Ease of getting on/off the boat	1	2	3	4	5
Schedule	1	2	3	4	5
Fare Level	1	2	3	4	5
Reservation process	1	2	3	4	5
Overall	1	2	3	4	5

15. If you were not riding the Water Shuttle today, what do you think you would have been doing instead?

Driving to the same destination Driving to a different destination

Biking or walking Staying home

Other _____

16. Do you have any suggestions to improve the Water Shuttle?

17. Should the Water Shuttle be operated in future years? Yes No Maybe



north lake tahoe

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August 1, 2012

Subject: Wayfinding Signage Update for Area-Wide Site Plan

From: Ron Treabess, Director of Community Partnerships and Planning, Joint Committee

Wayfinding Signage Program Update:

- Community Wayfinding Signage Design Standards Manual is complete pending final review.
- Meeting with partnering agencies/organizations to obtain concurrence.
- Continue to provide Design Standards Manual to parties interested in developing signage.
- Upon concurrence by partners, prepare RFP to solicit specific design and construction documents necessary for permitting, fabrication, installation, and related costs of seven pilot/demonstration signs as previously proposed.
- Infrastructure/Transportation Committee provided direction to prepare an area-wide wayfinding signage site plan.

Decision Considerations:

- A RFP will be prepared to solicit proposals for preparation of an area-wide wayfinding signage site plan.
- The plan will identify up to 50 specific signs, locations, wording, style, and costs for design and installation throughout the Placer County portion of North Lake Tahoe.
- The plan will identify property ownership and permit requirements.
- The plan will identify existing signage to be consolidated or removed and a result of new signage
- Infrastructure funding request necessary to prepare the plan will be determined as part of RFP process
- The RFP will be brought to the Joint Committee for review prior to release

Tourism Master Plan/Strategic Goals:

By 2014, there will be 30 wayfinding signs in place within the North Lake Tahoe region, and 50 by 2016.

By 2016, the organization will have provided advocacy for all project and program development that aligned with our mission.

Staff Recommendation:

- No Board action is necessary at this time



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August 1, 2012

Subject: Bicycle Friendly Community Application 2012

From: Ron Treabess, Director of Community Partnerships and Planning, Joint Committee

Decision Considerations:

- The need to receive higher Bicycle Friendly Community certification from the League of American Bicyclist
- Certification allows for national and international recognition as an outstanding destination for bicycle enthusiasts to visit, and the ability for signage designation
- Can reapply every two years
- Previous application to the League of American Bicyclist in 2010, prepared by consultant LSC, provided the granting of honorable mention to North Lake Tahoe/Truckee
- As part of presentation, the League provided critique of measures needing improvement in our area
- LSC proposal will ensure:
 1. The need to work with the League staff to review suggested measures that will raise our status to the higher level
 2. The need to develop list of short term and long term action items for implementation that will help obtain the higher Bicycle Friendly Community certification
 3. The need to coordinate and complete short term action items implementation
 4. The need to resubmit the new application before the February 2013 deadline
- Consultant LSC has all previous data, files, and working relationship with League
- Funding of up to \$4940 is available in 2012/13 Research and Planning budget

Tourism Master Plan/Strategic Goals:

By 2016, there will be a completed trail system linking all areas within the North Lake Tahoe region resort triangle and West Shore to Incline Village.

By 2016, the North Lake Tahoe Region will dominate the California market as a destination for alpine and Nordic skiing, biking, and paddle boarding/kayaking and in the top 5 for nationwide winter alpine destination choice according to visitor surveys and NSAA statistics.

By 2016, there will be additional lift of 200,000 seats into Reno Tahoe International Airport and/or Sacramento Airport servicing Northeast and Southeast consumers as well as other markets.

Committee Action:

- Joint Committee reviewed and approved the LSC proposal to prepare and resubmit the Bicycle Friendly Community 2012 Application



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August 1, 2012

Subject: Coordinated Skier Shuttle Alternatives Analysis

From: Ron Treabess, Director of Community Partnerships and Planning, TNT/TMA

Coordinated Skier Shuttle Update:

- No Board action is necessary at this time
- LSC has prepared draft plan for Truckee North Tahoe Transportation Management Association
- Plan has been funded by 9 partners, including ski areas, Town of Truckee, and NLTRA
- Plan will be presented this month to the funding partners and others
- Plan introduction defines purpose of document attached

Decision Considerations:

- Document has laid out the general scope of the skier shuttle program with range of options
- Key questions are included that stakeholders must answer to move forward with implementation (Attached)

Tourism Master Plan/Strategic Goals:

By 2016, transportation systems within the North Lake Tahoe area will effectively link visitor destinations, recreation and lodging products with increased ridership on service and recreational routes of 20% (3% per year).

By 2016, the organization will have provided advocacy for all project and program development that aligned with our mission.

North Tahoe/Truckee Coordinated Skier Shuttle Alternatives Analysis



Prepared for the

Truckee / North Tahoe TMA

Prepared by



LSC Transportation Consultants, Inc.

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STUDY BACKGROUND

The North Tahoe / Truckee / Donner Summit region comprises one of North America's largest concentrations of downhill ski areas, serving approximately 2,000,000 skier-days per year. The downhill ski areas provide an attractive mix of ski/boarding experiences, from family-friendly to extreme, but are up to 32 miles of travel distance apart. Other similar mountain resort regions have found that a skier shuttle program connecting the various base and lodging areas helps to market the ski region as a whole to destination skiers, while also solving traffic congestion and parking problems. Good examples, and their ski areas, include:

- The Aspen/Snowmass area (Aspen Mountain / Snowmass / Aspen Highlands)
- Summit County, Colorado (Breckenridge / Copper Mountain / Keystone)
- Park City/Summit County, Utah (Park City Mountain Resort / Deer Valley / The Canyons)

Through previous planning efforts and discussions at various forums, such as the North Lake Tahoe Resort Association and Truckee Tomorrow, a consensus has been growing that North Tahoe/Truckee's attractiveness as a destination resort area could be enhanced by the provision of a region-wide skier shuttle program. This program would expand upon the initial segments currently operated by various ski areas to provide visitors with the ability to reach all of North Tahoe's ski areas from locations along the state highway system, avoiding the need to drive in often inclement weather or congested traffic conditions.

The intent of this current effort is to define service routes and schedules, institutional arrangements, and financial arrangements to implement a coordinated skier shuttle program for the 2012/13 season. Rather than a conceptual study, this process is intended to result in a specific plan for service, including the following:

- Route and stop locations
- Schedule and hours of operation
- Season of operation
- Coordination with existing TART transit services
- Monitoring and reporting plan

This program will focus on longer trips (between communities), rather than internal shuttles from intercept parking facilities. Participants in this effort consist of the following:

- TNT/TMA
- North Lake Tahoe Resort Association
- Squaw Valley / Alpine Meadows
- Northstar California
- Homewood Ski Area

- IVGID/Diamond Peak
- Sugar Bowl Ski Area
- Boreal Ski Area
- Town of Truckee

This document is intended to provide a reasonable starting point for designing an initial-year skier shuttle program. It is envisioned that this service would be operated at no fare to the passenger, consistent with current skier shuttles through the ski resorts. One of the goals of this program is to provide visitors and residents with the opportunity to wake up anywhere in the region and access any of the ski areas by transit.

This document first provides a review of existing skier shuttle services in the region. Next, alternative service plans (routes and schedules) are discussed. Institutional, financial and marketing options are presented. Finally, a series of key questions are listed to guide decision-making on final routes, schedules, operating/institutional strategies and funding plans.

Section V Key Questions

This document has laid out the general scope of a Skier Shuttle program serving the North Tahoe / Truckee Region, and a reasonable range of options. Based on this review, the following are key questions that will need to be answered to move the implementation process forward:

- Is it necessary to connect all areas, or are there some trip pairs with so low a potential ridership that they are not effective to serve?
- Which service alternative is preferable? Are there modifications needed? Considering the substantial annual costs of these alternatives, should one with a higher service quality (such as additional daily runs) be considered?
- What days of service should be operated?
- Do all parties agree that an outside transit service contractor is the best way to operate the service?
- What is the appropriate allocation of funding responsibilities between the North Lake Tahoe Resort Association, Washoe County sources (including IVGID), the Town of Truckee, Nevada County, and the individual ski resorts?
- What is the appropriate role of Placer County Public Works in a Skier Shuttle program?
- What resorts are willing to commit resources to the program?
- What is a mutually acceptable mechanism for allocating resort funding responsibilities?
- Does the TNT/TMA have the existing staff resources to administer this program, or would additional staff be necessary?