



**north lake tahoe**

Chamber | CVB | Resort Association

## **NLTRA Board of Directors**

### **Agenda**

**Wednesday, June 7, 2017 at 8:00 a.m.**

**TCPUD Boardroom**

#### **Reports/Back up Documents-Meeting Packet **Part Two****

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

- 1. Destimetrics Report (Page 1)**
- 2. Membership Accounts Receivable Report (Page 2)**
- 3. Membership Upcoming Events/Programs (Page 3)**
- 4. Conference Revenue Statistics Report (Page 5)**
- 5. Executive Committee Report – May, 2017 (Page 14)**
- 6. Capital Investment/Transportation Activity Report (Page 15)**
- 7. Dashboard – April, 2017 (Page 19)**
- 8. Report from Houston Magnani – Sacramento lobbyist (Page 30)**
- 9. May progress report on Key Performance Indicators**

## Executive Summary

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1202 Units ('DestiMetrics Census\*\*') and 37.23% of 3229 total units in the North Lake Tahoe destination ('Destination Census\*\*')

Last Month Performance: Current YTD vs. Previous YTD		2016/17	2015/16	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Apr) changed by (48.6%)	Occupancy (Apr) :	47.6%	32.0%	48.6%
North Lake Tahoe ADR for last month (Apr) changed by (5.1%)	ADR (Apr) :	\$ 211	\$ 201	5.1%
North Lake Tahoe RevPAR for last month (Apr) changed by (56.2%)	RevPAR (Apr) :	\$ 100	\$ 64	56.2%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (May) changed by (20.4%)	Occupancy (May) :	29.3%	24.3%	20.4%
North Lake Tahoe ADR for next month (May) changed by (-3.1%)	ADR (May) :	\$ 202	\$ 209	-3.1%
North Lake Tahoe RevPAR for next month (May) changed by (16.7%)	RevPAR (May) :	\$ 59	\$ 51	16.7%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (4.5%)	Occupancy	47.5%	45.5%	4.5%
North Lake Tahoe ADR for the past 6 months changed by (2.5%)	ADR	\$ 305	\$ 297	2.5%
North Lake Tahoe RevPAR for the past 6 months changed by (7.2%)	RevPAR	\$ 145	\$ 135	7.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-4.9%)	Occupancy	29.8%	31.3%	-4.9%
North Lake Tahoe ADR for the future 6 months changed by (8.3%)	ADR	\$ 334	\$ 308	8.3%
North Lake Tahoe RevPAR for the future 6 months changed by (3.0%)	RevPAR	\$ 100	\$ 97	3.0%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Apr 30, 2017 vs. Previous Year				
Rooms Booked during last month (Apr, 17) compared to Rooms Booked during the same period last year (Apr, 16) for all arrival dates has changed by (-4.1%)	Booking Pace (Apr)	6.5%	6.8%	-4.1%

\* DestiMetrics Census: Total number of rooms reported by participating DestiMetrics properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. \*\* Destination Census: The total number of rooms available for rental within the community as established by the 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 DestiMetrics's other participants. As is the case in all DestiMetrics data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

# Account Receivable Summary

Invoices With Apply Dates Through April 30, 2017

Aged as of Sunday, April 30, 2017

<u>Revenue Item</u> (Double click to drill down)	<u>Not Yet Due</u>	<u>Current</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>91 - 120</u>	<u>121+</u>	<u>Total</u>
Activities	0.00	3,880.00	0.00	0.00	0.00	85.00	3,965.00
Dues	145.00	7,325.00	2,480.00	1,300.00	8,015.00	1,830.00	21,095.00
New Member Fees	0.00	0.00	75.00	0.00	0.00	0.00	75.00
Sponsorships	0.00	2,950.00	0.00	0.00	0.00	0.00	2,950.00
TMBC	0.00	0.00	0.00	15.00	0.00	0.00	15.00
<b>Total Open Invoices</b>	145.00	14,155.00	2,555.00	1,315.00	8,015.00	1,915.00	28,100.00

Unapplied Payments With Payment  
Dates Prior to and Including  
04/30/2017

5.00

Pre-Payments: Payments Made Prior to 04/30/2017 on Invoices With Apply Dates After 04/30/2017

Total Pre-Payments

Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments)

28,095.00  
WTB-1201

2-2



# **SQUAW VALLEY**

## **SUMMER CHAMBER MIXER**

**KICK-OFF SUMMER WITH BLUESDAYS!**  
**FEATURING THE BLUES MONSTERS**  
**FROM 6:00 TO 8:30 PM**

**IN THE VILLAGE AT SQUAW VALLEY EVENTS PLAZA**  
**TUESDAY, JUNE 13 FROM 5:00 TO 7:00 PM**  
**JOINT CHAMBER MIXER FOR NORTH LAKE TAHOE,**  
**TRUCKEE & INCLINE VILLAGE**

**APPETIZERS, DRINKS & MUSIC FOR CHAMBER MEMBERS**  
**PLUS A SPECIAL FAREWELL TO**  
**SANDY EVANS HALL**



# SUMMER RECREATION

Wednesday  
**JUNE 14**

11:30am–3:00pm

Join us as we connect Summer  
Recreation Businesses & Activities  
to the Concierge & Front Staff in the  
North Lake Tahoe Region!

LUNCHEON

**LUNCH**    **\$20**    Member  
                 **\$30**    Non-Member

**\$15** Recreation Business to provide  
a 2-Minute Stump Speech

**\$5** Promotional Bag Insert

**Sunnyside Deck**

1850 Westlake Blvd, Tahoe City

[Click to Purchase Tickets](#)

Contact Natalie Parrish:

**530-581-8764**

**Natalie@gotahonorth.com**



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**Sunnyside**  
RESTAURANT & LODGE

Sponsored  
by:



**Tahoe City PUD**  
Parks & Recreation





## Monthly Report April 2017

### CONFERENCE REVENUE STATISTICS

#### North Shore Properties

#### Year to Date Bookings/Monthly Production Detail FY 16/17

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 16/17</u>	<u>FY 15/16</u>	<u>Variance</u>
Total Revenue Booked as of 4/30/17:	\$3,131,476	\$3,313,868	-6%
Forecasted Commission for this Revenue:	\$109,040	\$173,492	-37%
Number of Room Nights:	16946	16761	1%
Number of Delegates:	17353	17790	-2%
Annual Revenue Goal:	\$3,000,000	\$2,800,000	7%
Annual Commission Goal:	\$173,000	\$165,000	5%
Number of Tentative Bookings:		120	

Monthly Detail/Activity	<u>April-17</u>	<u>April-16</u>	
<u>Number of Groups Booked:</u>	<b>5</b>	<b>4</b>	
Revenue Booked:	\$139,231	\$69,219	101%
Projected Commission:	\$4,751	\$1,841	158%
Room Nights:	692	457	51%
Number of Delegates:	3290	153	2050%
	3 Corp, 1 CA	3 Corp, 1	
Booked Group Types:	Assoc, 1 Smf.	Assoc.	
Lost Business, # of Groups:	3	6	

<u>Arrived in the month</u>	<u>April-17</u>	<b>* Est.</b>	<u>April-16</u>	
Number of Groups:	<b>3</b>		<b>1</b>	
Revenue Arrived:	\$133,231		\$111,777	19%
Projected Commission:	\$4,356		\$11,177	
Room Nights:	902		643	40%
Number of Delegates:	405		250	62%
	2 Corp, 1 CA			
Arrived Group Types:	Assoc.		1 Assoc.	

Monthly Detail/Activity	<u>March-17</u>	<u>March-16</u>	
<u>Number of Groups Booked:</u>	<b>3</b>	<b>6</b>	
Revenue Booked:	\$20,234	\$524,422	-96%
Projected Commission:	\$450	\$20,556	-98%
Room Nights:	136	3703	-96%
Number of Delegates:	64	6045	-99%
	1 Assoc., 1		
	Corp, 1 Non-	2 Assoc., 2	
Booked Group Types:	Profit	Smf, 2 Corp.	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>March-17</u>	<u>March-16</u>	
Number of Groups:	<b>2</b>	<b>4</b>	
Revenue Arrived:	\$26,871	\$312,405	-91%
Projected Commission:	\$0	\$12,594	

Room Nights:	93	1504	-94%
Number of Delegates:	3040	670	354%
Arrived Group Types:	1 Smf, 1 Assoc.	3 Assoc., 1 Corp.	

Monthly Detail/Activity	<u>February-17</u>	<u>February-16</u>	
<u>Number of Groups Booked:</u>	0	7	
Revenue Booked:	\$0	\$351,190	-100%
Projected Commission:	\$0	\$7,690	-100%
Room Nights:	0	2118	-100%
Number of Delegates:	0	653	-100%
		4 Corp., 1 Assoc, 1 Incentive, 1 Film Crew	
Booked Group Types:			
Lost Business, # of Groups:	14	6	

<u>Arrived in the month</u>	<u>February-17</u>	<u>February-16</u>	
Number of Groups:	1	7	
Revenue Arrived:	\$181,977	\$234,457	
Projected Commission:	\$0	\$11,306	
Room Nights:	857	709	
Number of Delegates:	250	302	
		4 Corp, 1 Assoc, 1 TA, 1 Film Crew	
Arrived Group Types:	1 Assoc.		

Monthly Detail/Activity	<u>January-17</u>	<u>January-16</u>	
<u>Number of Groups Booked:</u>	2	7	
Revenue Booked:	\$178,405	\$204,738	-13%
Projected Commission:	\$0	\$9,150	-100%
Room Nights:	845	1332	-37%
Number of Delegates:	1600	512	213%
	1 Corp, 1 Non-Profit	4 Corp, 2 Assoc., 1 Smf	
Booked Group Types:			
Lost Business, # of Groups:	8	2	

<u>Arrived in the month</u>	<u>January-17</u>	<u>January-16</u>	
Number of Groups:	1	3	
Revenue Arrived:	\$129,046	\$173,010	
Projected Commission:	\$0	\$1,155	
Room Nights:	421	723	
Number of Delegates:	240	212	
		2 Assoc, 1 Film Crew	
Arrived Group Types:	1 Corp.		

Monthly Detail/Activity	<u>December-16</u>	<u>December-15</u>	
<u>Number of Groups Booked:</u>	4	4	
Revenue Booked:	\$142,936	\$60,419	137%
Projected Commission:	\$6,683	\$2,655	152%

Room Nights:	837	393	113%
Number of Delegates:	358	128	180%
	2 Corp., 2		
Booked Group Types:	Assoc.	3 Corp, 1 Govt.	
Lost Business, # of Groups:	0	5	

<b><u>Arrived in the month</u></b>	<b><u>December-16</u></b>	<b><u>December-15</u></b>	
Number of Groups:	2	1	
Revenue Arrived:	\$137,651	\$11,026	1148%
Projected Commission:	\$5,818	\$0	
Room Nights:	1456	74	1868%
Number of Delegates:	360	35	929%
	1 Corp, 1		
Arrived Group Types:	Assoc.	1 Corp.	

<b>Monthly Detail/Activity</b>	<b><u>November-16</u></b>	<b><u>November-15</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>2</b>	
Revenue Booked:	\$2,862	\$20,326	-86%
Projected Commission:	\$0	\$656	-100%
Room Nights:	14	113	-88%
Number of Delegates:	14	204	-93%
Booked Group Types:	1 Corp.	1 Corp, 1 Smf	
Lost Business, # of Groups:	6	5	

<b><u>Arrived in the month</u></b>	<b><u>November-16</u></b>	<b><u>November-15</u></b>	
Number of Groups:	5	0	
Revenue Arrived:	\$130,205	\$0	
Projected Commission:	\$6,139	\$0	
Room Nights:	920	0	
Number of Delegates:	1264	0	
	3 Corp, 1 Smf,		
Arrived Group Types:	1 Assoc.		

<b>Monthly Detail/Activity</b>	<b><u>October-16</u></b>	<b><u>October-15</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>6</b>	<b>5</b>	
Revenue Booked:	\$557,045	\$216,914	157%
Projected Commission:	\$7,726	\$16,653	-54%
Room Nights:	2716	503	440%
Number of Delegates:	11999	245	4798%
	3 Corp, 1 Smf,		
	1 Non-Profit, 1		
Booked Group Types:	Incentive	3 Corp, 2 Assn.	
Lost Business, # of Groups:	3	2	

<b><u>Arrived in the month</u></b>	<b><u>October-16</u></b>	<b><u>October-15</u></b>	
Number of Groups:	5	4	
Revenue Arrived:	\$187,132	\$378,115	-51%
Projected Commission:	\$7,478	\$37,381	-80%
Room Nights:	978	2214	-56%
Number of Delegates:	10220	10792	-5%
Arrived Group Types:	3 Corp, 1	3 Corp, 1 Smf	



<b>Monthly Detail/Activity</b>	<b><u>September-16</u></b>	<b><u>September-15</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>3</b>	<b>2</b>	
Revenue Booked:	\$113,630	\$18,378	518%
Projected Commission:	\$2,245	\$693	224%
Room Nights:	962	150	541%
Number of Delegates:	987	70	1310%
	1 Corp, 1		
Booked Group Types:	Assoc, 1 Smf	1 Smf, 1 Assn	
Lost Business, # of Groups:	3	8	

<b><u>Arrived in the month</u></b>	<b><u>September-16</u></b>	<b><u>September-15</u></b>	
Number of Groups:	<b>10</b>	<b>9</b>	
Revenue Arrived:	\$788,598	\$593,894	33%
Projected Commission:	\$6,209	\$20,604	-70%
Room Nights:	4148	3170	31%
Number of Delegates:	1757	986	78%
Arrived Group Types:	4 Corp, 3 Assn,	2 Corp, 5	

<b>Monthly Detail/Activity</b>	<b><u>August-16</u></b>	<b><u>August-15</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>4</b>	<b>3</b>	
Revenue Booked:	\$112,497	\$40,570	177%
Projected Commission:	\$892	\$3,884	-77%
Room Nights:	715	264	171%
Number of Delegates:	275	224	23%
	2 Assn., 1 Corp,		
Booked Group Types:	1 Govt.	2 Corp., 1 Smf	
Lost Business, # of Groups:	0	7	

<b><u>Arrived in the month</u></b>	<b><u>August-16</u></b>	<b><u>August-15</u></b>	
Number of Groups:	<b>6</b>	<b>7</b>	
Revenue Arrived:	\$223,487	\$273,081	-18%
Projected Commission:	\$16,620	\$21,858	-24%
Room Nights:	1052	1723	-39%
Number of Delegates:	257	521	-51%
	4 Corp, 1		
	Assoc, 1 Film	3 Corp., 2	
Arrived Group Types:	Crew	Assn., 2 Govt.	

<b>Monthly Detail/Activity</b>	<b><u>July-16</u></b>	<b><u>July-15</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>4</b>	
Revenue Booked:	\$84,736	\$119,459	-29%
Projected Commission:	\$0	\$3,023	-100%
Room Nights:	655	850	-23%
Number of Delegates:	425	10390	-96%
		1 Ca Assoc., 1	
		Corp, 1 Smf, 1	
Booked Group Types:	1 Corp, 1 Govt.	Assoc.	
Lost Business, # of Groups:	3	4	

<b><u>Arrived in the month</u></b>	<b><u>July-16</u></b>	<b><u>July-15</u></b>	
Number of Groups:	<b>5</b>	<b>7</b>	

Revenue Arrived:	\$712,929	\$569,373	25%
Projected Commission:	\$39,282	\$18,614	111%
Room Nights:	3175	2686	18%
Number of Delegates:	1551	1790	-13%
	2 Assoc., 1		
	Corp, 1 Govt, 1	4 Corp, 1 Assn.,	
Arrived Group Types:	Seminar	1 Smf, 1 Govt.	

<b>For 2017/18:</b>	<b>\$746,542</b>	<b>\$500,000</b>
<b>For 2018/19:</b>	<b>\$555,554</b>	<b>\$250,000</b>

<b>NUMBER OF LEADS Generated as of 4/30/17:</b>	<b>214</b>
YTD 4/31/16:	163
YTD 4/31/15:	120

**Total Number of Leads Generated in Previous Years:**

2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205



## Monthly Report April 2017

### CONFERENCE REVENUE STATISTICS

#### South Lake Tahoe

#### Year to Date Bookings/Monthly Production Detail FY 16/17

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>16/17</u>	<u>15/16</u>	<u>Variance</u>
Total Revenue Booked as of 4/30/17:	\$406,856	\$208,893	95%
Forecasted Commission for this Revenue:	\$12,270	\$18,588	-34%
Number of Room Nights:	3218	1597	102%
Number of Delegates:	1111	797	39%
Annual Commission Projection:	\$15,000	\$10,000	50%

Monthly Detail/Activity	<u>April-17</u>	<u>April-16</u>
<u>Number of Groups Booked:</u>	<b>1</b>	<b>0</b>
Revenue Booked:	\$3,105	\$0
Projected Commission:	\$155	\$0
Room Nights:	21	0
Number of Delegates:	40	0
Booked Group Types:	1 Corp.	

<u>Arrived in the month</u>	<u>April-17</u>	<u>April-16</u>
Number of Groups:	2	0
Revenue Arrived:	\$4,304	\$0
Projected Commission:	\$215	\$0
Room Nights:	46	0
Number of Delegates:	90	0
Booked Group Types:	2 Corp.	

Monthly Detail/Activity	<u>March-17</u>	<u>March-16</u>	
<u>Number of Groups Booked:</u>	<b>3</b>	<b>2</b>	
Revenue Booked:	\$15,968	\$24,467	-35%
Projected Commission:	\$2,201	\$741	197%
Room Nights:	145	124	17%
Number of Delegates:	65	60	8%
Booked Group Types:	3 Corp.	2 Corp.	

<u>Arrived in the month</u>	<u>March-17</u>	<u>March-16</u>
Number of Groups:	4	0
Revenue Arrived:	\$162,262	\$0
Projected Commission:	\$2,751	\$0
Room Nights:	890	0
Number of Delegates:	225	0
Booked Group Types:	4 Corp.	

Monthly Detail/Activity	<u>February-17</u>	<u>February-16</u>
<u>Number of Groups Booked:</u>	<b>1</b>	<b>0</b>
Revenue Booked:	\$12,000	\$0
Projected Commission:	\$648	\$0

Room Nights:	40	0
Number of Delegates:	20	0
Booked Group Types:	Corp.	

<b><u>Arrived in the month</u></b>	<b><u>February-17</u></b>	<b><u>February-16</u></b>
Number of Groups:	3	1
Revenue Arrived:	\$37,687	\$97,336
Projected Commission:	\$1,040	\$14,600
Room Nights:	324	585
Number of Delegates:	178	170

<b>Monthly Detail/Activity</b>	<b><u>January-17</u></b>	<b><u>January-16</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>4</b>	<b>0</b>
Revenue Booked:	\$107,412	\$0
Projected Commission:	\$5,370	\$0
Room Nights:	606	0
Number of Delegates:	228	0
Booked Group Types:	3 Corp., 1 Assoc.	

<b><u>Arrived in the month</u></b>	<b><u>January-17</u></b>	<b><u>January-16</u></b>
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:		

<b>Monthly Detail/Activity</b>	<b><u>December-16</u></b>	<b><u>December-15</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>1</b>	
Revenue Booked:	\$177,828	\$25,280	603%
Projected Commission:	\$0	\$0	
Room Nights:	866	241	259%
Number of Delegates:	240	150	60%
Booked Group Types:	1 Corp and 1 Assoc.	1 Assoc.	

<b><u>Arrived in the month</u></b>	<b><u>December-16</u></b>	<b><u>December-15</u></b>
Number of Groups:	0	2
Revenue Arrived:	\$0	\$33,553
Projected Commission:	\$0	\$563
Room Nights:	0	347
Number of Delegates:	0	132
Arrived Group Types:		1 Corp, 1 Smf

<b>Monthly Detail/Activity</b>	<b><u>November-16</u></b>	<b><u>November-15</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>1</b>	
Revenue Booked:	\$2,228	\$25,280	-91%
Projected Commission:	\$334	\$0	
Room Nights:	12	241	-95%
Number of Delegates:	6	150	-96%
Booked Group Types:	1 Corp.	1 Assoc.	

<b><u>Arrived in the month</u></b>	<b><u>November-16</u></b>	<b><u>November-15</u></b>
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Number of Groups:	2	2	
Revenue Arrived:	\$5,447	\$33,553	-84%
Projected Commission:	\$334	\$563	-41%
Room Nights:	33	347	-90%
Number of Delegates:	28	132	-79%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp, 1 Smf	

<b>Monthly Detail/Activity</b>	<b><u>October-16</u></b>	<b><u>October-15</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>1</b>	
Revenue Booked:	\$5,547	\$3,592	54%
Projected Commission:	\$277	\$537	-48%
Room Nights:	45	20	125%
Number of Delegates:	45	20	125%
Booked Group Types:	1 Assoc.	1 Corp.	

<b><u>Arrived in the month</u></b>	<b><u>October-16</u></b>	<b><u>October-15</u></b>	
Number of Groups:	1	3	
Revenue Arrived:	\$10,842	\$44,564	-76%
Projected Commission:	\$0	\$2,099	
Room Nights:	50	187	-73%
Number of Delegates:	25	134	-81%
Arrived Group Types:	1 Assoc. - CA	1 Corp, 1 Assoc., 1 Smf	

<b>Monthly Detail/Activity</b>	<b><u>September-16</u></b>	<b><u>September-15</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>3</b>	
Revenue Booked:	\$45,255	\$11,830	283%
Projected Commission:	\$0	\$0	
Room Nights:	420	101	316%
Number of Delegates:	160	96	67%
Booked Group Types:	1 Corp.	1 Assn., 2 Smf	

<b><u>Arrived in the month</u></b>	<b><u>September-16</u></b>	<b><u>September-15</u></b>	
Number of Groups:	2	2	
Revenue Arrived:	\$47,420	\$33,553	41%
Projected Commission:	\$2,263	\$563	302%
Room Nights:	416	347	20%
Number of Delegates:	160	132	21%
Arrived Group Types:	1 Corp, 1 Smf	1 Corp, 1 Smf	

<b>Monthly Detail/Activity</b>	<b><u>August-16</u></b>	<b><u>August-15</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>1</b>	
Revenue Booked:	\$7,209	\$139,320	-95%
Projected Commission:	\$1,081	\$6,966	-84%
Room Nights:	70	1220	-94%
Number of Delegates:	35	300	-88%
Booked Group Types:	1 Corp.	1 Assn.	

<b><u>Arrived in the month</u></b>	<b><u>August-16</u></b>	<b><u>August-15</u></b>	
Number of Groups:	2	0	
Revenue Arrived:	\$146,529	\$0	
Projected Commission:	\$8,047	\$0	
Room Nights:	1290	0	

Number of Delegates:	335	0
Arrived Group Types:	1 Corp., 1 Assn.	

<b>Monthly Detail/Activity</b>	<b><u>July-16</u></b>	<b><u>July-15</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>2</b>	
Revenue Booked:	\$26,320	\$7,662	244%
Projected Commission:	\$3,948	\$1,149	244%
Room Nights:	244	66	270%
Number of Delegates:	529	68	678%
Booked Group Types:	2 Corp.	2 Smf	
 <b><u>Arrived in the month</u></b>	 <b><u>July-16</u></b>	 <b><u>July-15</u></b>	
Number of Groups:	1	3	
Revenue Arrived:	\$19,384	\$30,232	-36%
Projected Commission:	\$0	\$1,749	
Room Nights:	48	211	-77%
Number of Delegates:	30	150	-80%
Arrived Group Types:	1 Corp.	1 Assoc., 2 Smf	

**NUMBER OF LEADS Generated as of 4/30/17: 214**

**Total Number of Leads Generated in Previous Years:**

2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209





**north lake tahoe**

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## **NLTRA Executive Committee**

Friday, June 2, 2017

9:30 a.m. Conference Call

Phone – 712-770-4010 Access Code 775665#

### **Report**

1. June 7 Board Agenda

**Sandy reviewed the draft board agenda for June 7. Some questions that arose were as to the subject matter of the Strategic Discussion and whether there would be anything for the board to approve as far as contract with Placer County. The Strategic Discussion was determined to be a report about the Host Compliance process with Placer County and TOT collections. It is hoped that either Jerry Gamez or Erin Casey would be able to present. It was also suggested that an update be provided on funding alternatives and future action steps being considered for the Transit Vision or TART Systems Plan. Ron Treabess would present.**

**It was determined that there would be a 30 minute closed session beginning at 8:00 a.m. to update the board on the county discussions and the CEO search.**

2. County Discussions

**Adam shared with Christy and Executive Committee the meetings with the County staff and the Board of Supervisors that have occurred over the last two weeks.**

3. CEO Search

**Adam shared the progress that had taken place with the search committee and that they were in the final phase of negotiating the contract with a candidate.**



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**June 7, 2017**

**Subject: Monthly Activity Report—May, 2017**

**From: Ron Treabess, Director of Community Partnerships and Planning**

**A. Capital Investment/Transportation Work Plan Projects—Update**

- Attached is the monthly *Projects Currently Underway Contract & Funding Status* report as of May 30, 2017.
- Two TOT grant contracts between Placer County and the grant recipients have been prepared and approved by the Board of Supervisors. Others should be approved by the end of May.
- Staff has met with Northstar and Squaw Valley to discuss transportation funding options. Both have expressed an additional level of funding participation.
- The Committee recommended (12-0-0) the Maritime Museum TOT request for \$60,700 to help initiate Phase 1 of the Tahoe Maritime Center Campus project. The Board approved the request at its April 4<sup>th</sup> meeting. The Board of Supervisors should consider this during June.
- The Board approved funding for the Dean Runyan report at its April 4<sup>th</sup> meeting. The Contract has been signed and work is progressing.
- Caltrans has issued a permit to install 8 wayfinding signs in its right-a-way. Two on Hwy 89 near Squaw Valley, three on Hwy 267 near Northstar, and three on Hwy 28 in Lake Forest.
- The signs are being fabricated and materials have been purchased for installation by Placer County
- An exchange of letters has occurred between Placer County, the USFS, and Squaw Valley Olympic Ski Museum. Further discussions are underway between the USFS and County Counsel.
- The Fanny Bridge/Hwy SR 89 project construction is underway and some road delays will occur starting the first week in June.

- The North Tahoe Transportation Vision Coalition is moving forward with next steps toward possible funding options to continue transit improvements as proposed in the Transit Vision Plan and the

**B. Other Meetings and Activities Attended**

- TNT/TMA Board Meeting
- Resort Triangle Transportation Vision Coalition Meeting
- Tuesday Morning Breakfast Club
- Tahoe City Golf Course Oversight Committee Meeting
- Squaw Valley Ski Museum Foundation Board Meeting
- Tahoe Transportation District Board Meeting
- Capital Investment/Transportation Committee meeting
- Transportation funding meeting with Squaw Valley.
- Attended Town Hall meeting with Placer/NLTRA
- North Lake Tahoe Express advisory committee.
- Placer County Transportation Planning Agency Board
- Initial Community AD Hoc meeting for Old Firehouse Properties Project
- Chamber Boatworks Mixer

**Capital Investment Projects Currently Underway Contract Status**  
**As of May 30, 2017**

Grantee	Placer BOS Approved Projects	Project Code	Contract Completion	Remaining Funds	Possible 16/17 inv	Contract Status
		NLTINF-				
PCDPWF	Wayfinding Signage Installation	O30000	9/30/2016	\$48,593	\$48,593	needs extension & review
NTPUD	N.T. Reg Park Trails & Signage (Planning)	O32000	9/30/2017	\$135,000	\$135,000	on schedule
UC	Tahoe City Field Station Signage	O34000	6/30/2017	\$3,134	\$3,134	on schedule
PCDPWF	Dollar Creek Shared-use Construction	B-2	10/30/2016	\$265,000		included in 021000?
PCDPWF	North Tahoe Shared-Use Trail (Planning)	O35000	11/30/2017	\$204,093	\$81,255	on schedule
NCSD	Northstar/Martis Valley Bike Trail (P&C)	O36000	11/30/2018	\$624,867	\$169,630	extension or rolled
PCDPWF	Truckee River Corridor Env. Doc (Plan)	O38000	10/31/2017	\$433,685	\$87,000	on schedule
TCPUD	Homewood Trail Construction	O10000	10/15/2016	\$0	\$0	completed
NTPUD	Tahoe Vista Recreation Area	O11000	6/30/2017	\$19,477	19,477	on schedule
TCPUD	Truckee River Trail Restoration(P&C)	O12000	10/31/2018	\$1,464,021	\$36,000	on schedule
PCDPWF	Squaw Valley Bike Trail Rehab(P&C)	O13000	6/30/2017	\$340,351	\$197,351	on schedule
DSLGL	Donner Sum Gateway Sign/Kiosk	O14000	6/30/2018	\$57,000	\$4,000	on schedule
TPA	Tahoe Public Art Program	O16000	10/30/2018	\$209,152	\$75,000	extension or rolled
UC	Lake Tahoe Water Interactive Displays	O17000	6/30/2017	\$5,441	\$5,441	on schedule
PCDPWF	Speedboat Beach Access MP	O18000	6/30/2016	\$0	\$0	completed
TCPUD	Tahoe City Ice Rink	O19000	12/31/2016	\$0	\$0	completed
PCDPWF	Fanny Bridge Hwy SR 89 Match	O21000	9/30/2018	\$148,225	10,000	on schedule
CTC	King's Beach Pier Concept Plan	O22000	6/30/2017	\$25,000	\$25,000	on schedule
PCDPWF	King's Beach Boardwalk & Gateway Plan					needs extension
		O23000	6/30/2016	\$39,037	\$12,000	
PCDPWF	Tahoe City Parking Project Plan	O24000	6/30/2016	\$85,000	\$60,000	needs extension
PCDPWF	Tahoe City Mobility Improvement Plan					needs extension
		O25000	6/30/2016	\$13,901	\$13,901	
PCDPWF	Tahoe City Mobility Improvements Env. Doc	O26000	9/30/2017	\$300,000	\$150,000	on schedule
PCDPWF	Regional Transit System Brand	O27000	9/30/2016	\$47,784	\$47,484	needs extension
TCCSEA	Historic Schilling Ski Lodge Planning	O39000	9/30/2018	\$125,550		on schedule



**Capital Investment Projects Currently Underway Contract Status  
As of May 30, 2017**

TAMBA	NLT Mountain Bike Trail Wayfinding Signs	O40000	10/31/2018	\$14,092		on schedule
TNTTMA	Bike & Transit User Website Update	O41000	6/30/2018	\$30,000		on schedule
Northstar	Northstar Directional Wayfinding Sign	O42000	9/30/2018	\$20,000		on schedule
Northstar	Northstar Programmable Message Boards	O43000	9/30/2018	\$51,500		on schedule
PCDPWF	Memorial Overland Emigrant Trail	O44000	10/31/2019	\$250,000		on schedule
PCDPWF	Kings Beach Roundabout at Hwy 267	O45000	10/31/2018	\$100,000		on schedule
PCDPWF	Northstar TART Passenger Shelter	O46000	10/31/2018	\$60,000		on schedule
PCDPWF	Speedboat Beach Improvement Plan	O47000	10/31/2019	\$275,000		on schedule
PCDPWF	TART Bus Shelter Kings Beach	O28000	10/31/2016	\$65,000	\$65,000	needs extension
SVSMF	SV Olympic Ski Museum Planning	O48000	12/31/2018	\$125,000		on schedule
PCDPWF	Signage-Mile Markers (Maint)	<b>O29000</b>	On going	\$12,245		on going as needed
PCDPWF	Tahoe Pedestrian Safety (Maint)	<b>O29000</b>	On going	\$1,554	\$1,554	on going as needed
TCPUD	Tahoe City Winter Trail Snow(Maint)	O29000	6/30/2017	\$43,706	\$43,706	on schedule
SVPSD	Squaw Valley Winter Trail Snow Removal (Maint.)	<b>O29000</b>	6/30/2017	\$36,043	\$36,043	on schedule
TCDA	TC Gateway Holiday Lighting (Maint)	O29000	1/31/2017	\$0	\$0	completed
TCPUD	Truckee Midway Bridge Trail (Maint)	O29000	6/30/2017	<u>\$15,000</u>	<u>\$15,000</u>	on schedule
<b>Approved Projects Totals:</b>				\$5,693,451	\$1,341,569	

Maint. Funds Avail. \$120,889

1. All Projects being done by Placer County DPWF or other County Departments will have contracts prepared and managed by the County
2. All contract amendments/extensions for County projects will be prepared and managed by the County.
3. All current projects being done by others that will be completed beyond F/Y 16-17 will have contract amendments/extensions prepared and managed by the County.
4. All current projects being done by others that will be completed during FY 16-17 will have contracts/amendments/extensions prepared and managed by the NLTRA.
5. All maintenance projects to be completed in the same year as approved will have contracts prepared and maintained by NLTRA
6. All future projects to be done by County or others will be recommended by NLTRA and approved by BOS and have contracts prepared and managed by the County.
7. All project invoices and fund requests will be submitted to NLTRA for payment recommendation and forward for direct payment or journal transfer.

# KEY METRICS FOR April 30, 2017 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2016 (as reported thru Mar 2017)					
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	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	\$ 2,106,218	\$ 4,263,868	\$ 1,447,976	\$ 11,701,014
2013-14	\$ 4,525,634	\$ 2,145,657	\$ 3,569,348	\$ 1,751,002	\$ 11,991,641
2014-15	\$ 4,693,925	\$ 2,527,484	\$ 3,513,426	\$ 1,868,198	\$ 12,603,033
2015-16	\$ 4,871,545	\$ 3,874,302	\$ 5,419,057	\$ 2,344,932	\$ 16,509,836
2016-17	\$ 5,492,789	\$ 3,311,059	\$ 1,293,989		\$ 10,097,837

Visitor Information Comparative Statistics For Fiscal YTD 2013 - 2017 (thru Apr '17)					
Referrals -	2013/2014	2014/2015	2015/2016	2016/2017	YOY % Change
Tahoe City:					
Walk In/Events	39,291	36,365	36,624	37,213	1.61%
Phone/Email	2,513	2,144	2,366	3,089	30.56%
Kings Beach (Walk In Only)	9,685	6,211	8,239	3,455	-58.07%
Totals	51,489	44,720	47,229	43,757	-7.35%

Sales Tax Revenue by Fiscal Year Quarter - North Lake Tahoe (as of Nov 2016, 6 mth lag)					
Quarter	2012/13	2013/14	2014/15	2015/16	YOY % Change
First	\$ 724,645	\$ 860,783	\$ 885,368	\$ 875,768	-1.08%
Second	\$ 529,470	\$ 481,165	\$ 557,614	\$ 596,985	7.06%
Third	\$ 724,645	\$ 589,226	\$ 573,778	\$ 699,157	21.85%
Fourth	\$ 488,100	\$ 521,965	\$ 495,699	\$ 558,566	12.68%
Total	\$ 2,466,860	\$ 2,453,139	\$ 2,512,459	\$ 2,730,476	

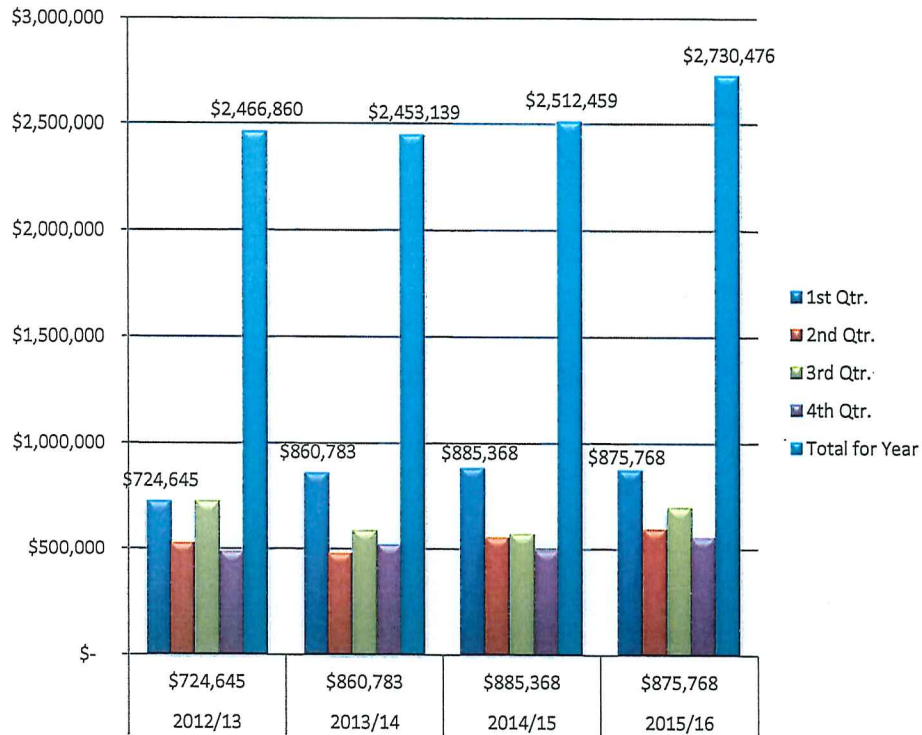
Unemployment Rates	June 2014	July 2015	Aug 2016	EDD Apr 2017
California (pop. 38,332,521)	7.1%	6.7%	5.5%	4.8%
Placer County (367,309)	6.0%	5.2%	4.7%	3.7%
Dollar Point (1,215)	7.1%	6.1%	1.1%	1.8%
Kings Beach (3,893)	6.0%	6.8%	6.1%	6.1%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.8%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	4.3%

Destimetrics Reservations Activity	FYTD 15/16	FYTD 16/17	Change
Occupancy	32.0%	47.6%	-2.3%
ADR (Average Daily Rate)	\$ 201	\$ 211	1.2%
RevPAR (Rev per Available Room)	\$ 64	\$ 100	-1.1%
Occupancy 1 Mth Forecast	24.3%	29.3%	55.1%
ADR 1 Mth Forecast	\$ 209	\$ 202	8.4%
RevPAR 1 Mth Forecast	\$ 51	\$ 59	68.2%
Occupancy (prior 6 months)	45.5%	47.5%	-2.3%
ADR (prior 6 months)	\$ 297	\$ 305	5.6%
RevPAR (prior 6 months)	\$ 135	\$ 145	3.2%
Occupancy (next 6 months)	31.3%	29.8%	6.1%
ADR (next 6 months)	\$ 308	\$ 334	6.9%
RevPAR (next 6 months)	\$ 97	\$ 100	13.4%

Infrastructure Fund Balances Held by Placer County as of 3/31/17 (Reported Quarterly)	Total Chamber Membership
	June 2013 465
FY 2015-16 Contract \$ 4,260,134	June 2014 457
FY 2016-17 Contract 3,590,801	June 2015 474
Total Fund Balances \$ 7,850,935	June 2016 508
	Apr 2017 428

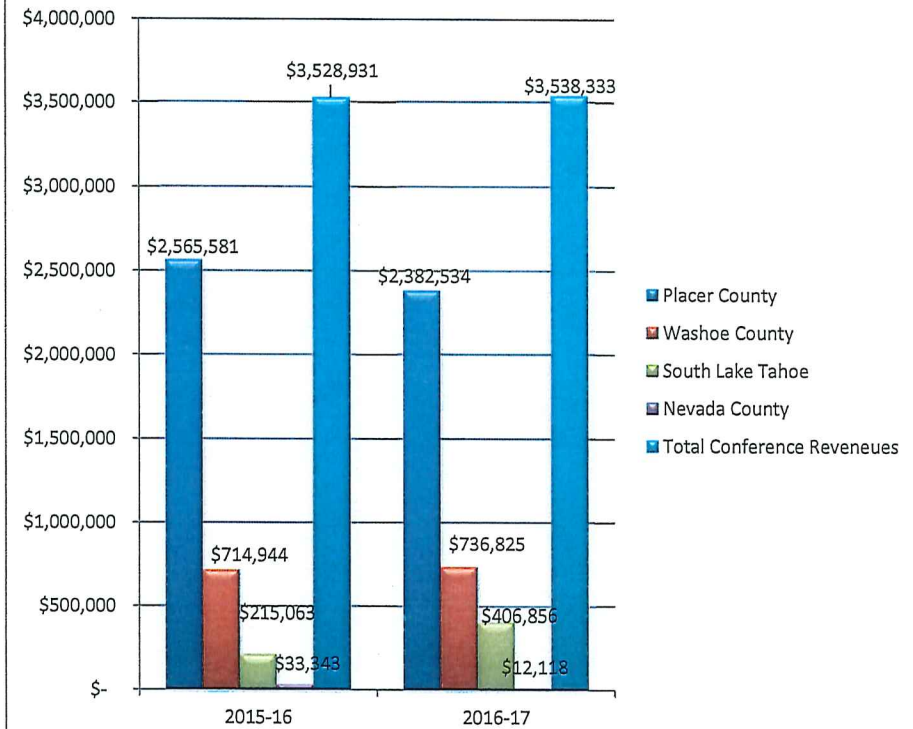
Conference Revenue Statistics Comparison FYTD 15/16 vs. FYTD 16/17 at 04/30/2017			
	2015-16	2016-17	YOY % Change
<b>FORWARD LOOKING (2015/16)</b>	Actuals	Forecasted	
Total Revenue Booked	\$ 3,528,931	\$ 3,538,333	0.27%
Forecasted Commission for this Revenue	191,428	119,493	-37.58%
Number of Room Nights	18,396	20,164	9.61%
Number of Tentative Bookings	71	68	-4.23%
<b>CURRENT</b>			
NLT - Annual Revenue Goal	\$ 2,800,000	\$ 2,800,000	0.00%
Annual Commission Goal	\$ 175,000	\$ 135,000	-22.86%
Conference Revenue And Percentage by County:			
	15-16	16-17	
Placer	73%	67%	\$ 2,565,581 \$ 2,382,534 -7.13%
Washoe	20%	21%	\$ 714,944 \$ 736,825 3.06%
South Lake	6%	11%	\$ 215,063 \$ 406,856 89.18%
Nevada	1%	0%	\$ 33,343 \$ 12,118 -63.66%
Total Conference Revenue	100%	100%	\$ 3,528,931 \$ 3,538,333 0.27%

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



Sales Tax Revenue by Fiscal Year Quarter - North Lake Tahoe (as of Nov 2016, 6 mth lag)					
Quarter	2012/13	2013/14	2014/15	2015/16	YOY % Change
First	\$ 724,645	\$ 860,783	\$ 885,368	\$ 875,768	-1.08%
Second	\$ 529,470	\$ 481,165	\$ 557,614	\$ 596,985	7.06%
Third	\$ 724,645	\$ 589,226	\$ 573,778	\$ 699,157	21.85%
Fourth	\$ 488,100	\$ 521,965	\$ 495,699	\$ 558,566	12.68%
Total	\$ 2,466,860	\$ 2,453,139	\$ 2,512,459	\$ 2,730,476	

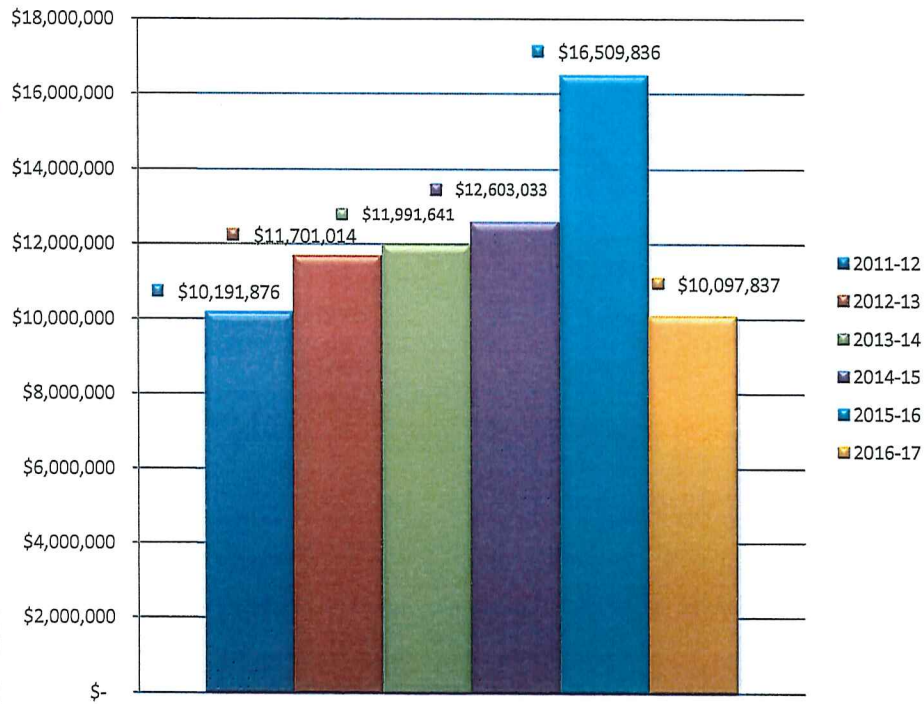
## Conference Revenue Statistics & Revenue Share by County



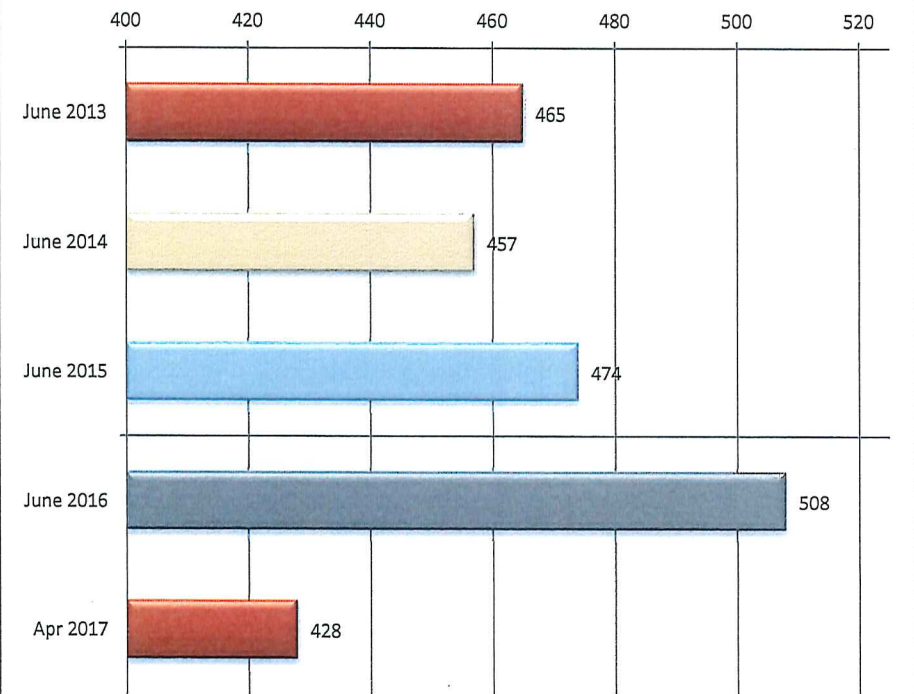
Conference Revenue Statistics Comparison FYTD 15/16 vs. FYTD 16/17 at 04/30/2017			
	2015-16	2016-17	YOY % Change
	Actuals	Forecasted	
<b>FORWARD LOOKING (2015/16)</b>			
Total Revenue Booked	\$ 3,528,931	\$ 3,538,333	0.27%
Forecasted Commission for this Revenue	191,428	119,493	-37.58%
Number of Room Nights	18,396	20,164	9.61%
Number of Tentative Bookings	71	68	-4.23%
<b>CURRENT</b>			
NLT - Annual Revenue Goal	\$ 2,800,000	\$ 2,800,000	0.00%
Annual Commission Goal	\$ 175,000	\$ 135,000	-22.86%
Conference Revenue And Percentage by County:			
Placer	\$ 2,565,581	\$ 2,382,534	-7.13%
Washoe	\$ 714,944	\$ 736,825	3.06%
South Lake	\$ 215,063	\$ 406,856	89.18%
Nevada	\$ 33,343	\$ 12,118	-63.66%
Total Conference Revenue	\$ 3,528,931	\$ 3,538,333	0.27%



### 5-Year Annual TOT Collections (Fiscal Year Basis)



### Chamber Membership (# of Members)



#### Total District 5 TOT Collections by Quarter 2010 - 2016 (as reported thru Mar 2017)

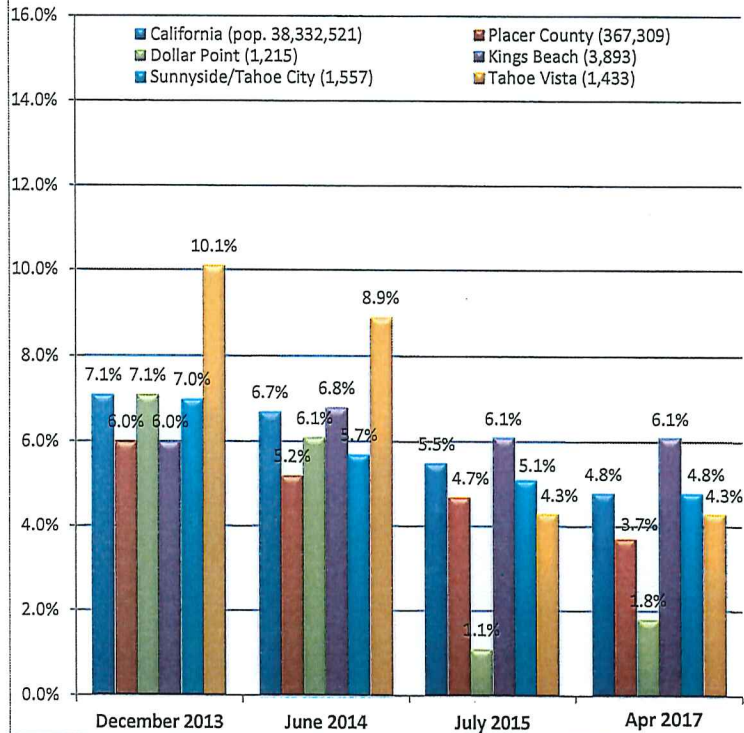
	Quarter 1		Quarter 2		Quarter 3		Quarter 4		Total
2011-12	\$	3,683,345	\$	1,794,633	\$	3,159,674	\$	1,554,224	\$ 10,191,876
2012-13	\$	3,882,952	\$	2,106,218	\$	4,263,868	\$	1,447,976	\$ 11,701,014
2013-14	\$	4,525,634	\$	2,145,657	\$	3,569,348	\$	1,751,002	\$ 11,991,641
2014-15	\$	4,693,925	\$	2,527,484	\$	3,513,426	\$	1,868,198	\$ 12,603,033
2015-16	\$	4,871,545	\$	3,874,302	\$	5,419,057	\$	2,344,932	\$ 16,509,836
2016-17	\$	5,492,789	\$	3,311,059	\$	1,293,989	\$	-	\$ 10,097,837

#### Chamber Of Commerce Total Membership

June 2013	465
June 2014	457
June 2015	474
June 2016	508
Apr 2017	428

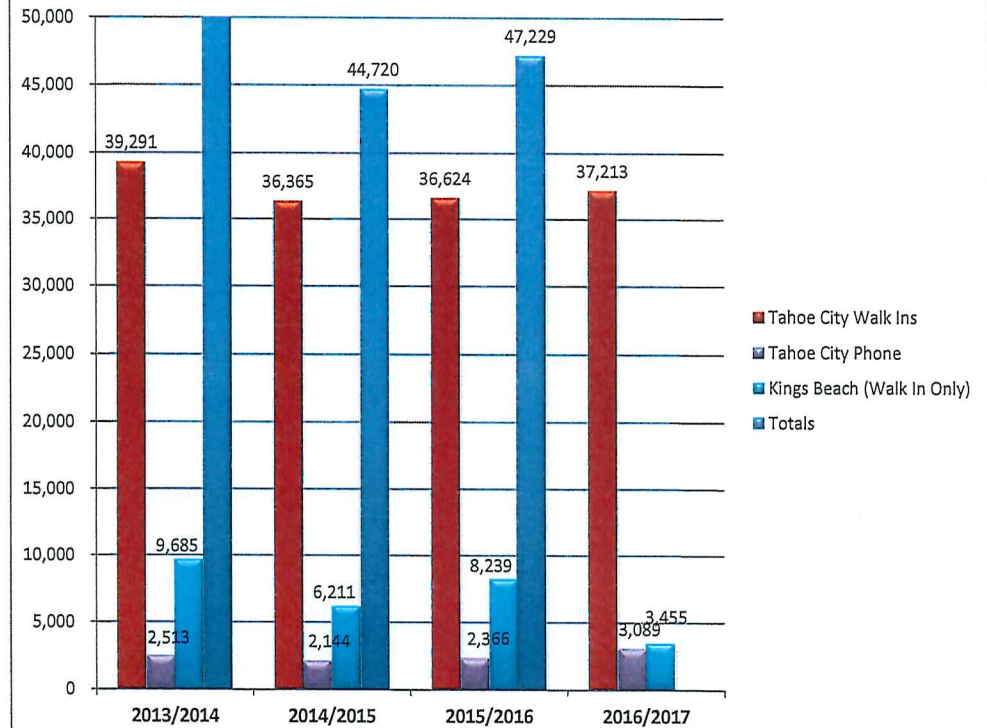


## Unemployment Rates by Region



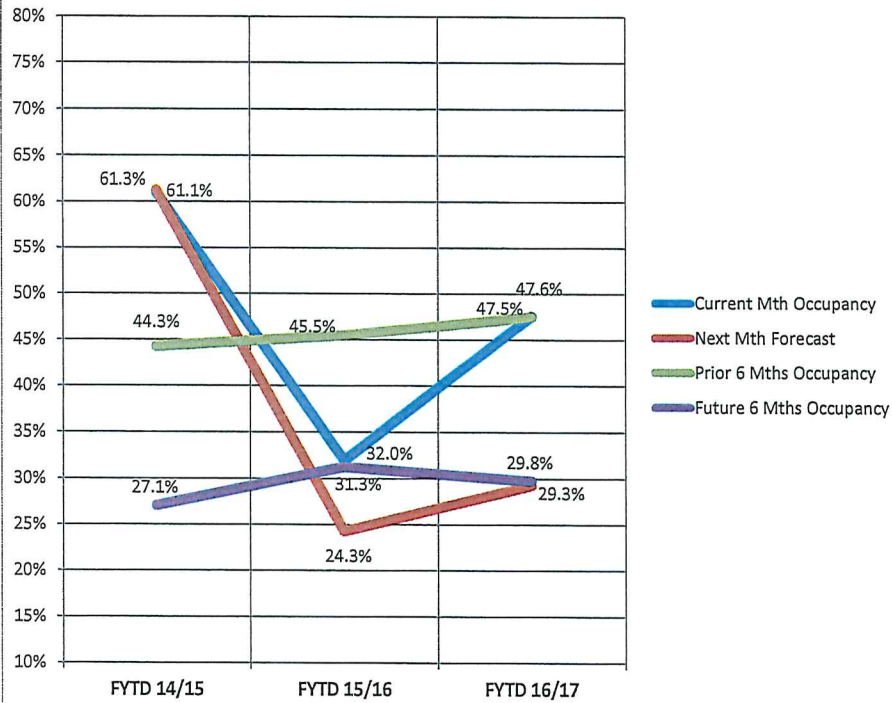
Unemployment Rates	December 2013	June 2014	July 2015	Apr 2017
California	7.1%	6.7%	5.5%	4.8%
Placer County	6.0%	5.2%	4.7%	3.7%
Dollar Point	7.1%	6.1%	1.1%	1.8%
Kings Beach	6.0%	6.8%	6.1%	6.1%
Sunnyside/Tahoe City	7.0%	5.7%	5.1%	4.8%
Tahoe Vista	10.1%	8.9%	4.3%	4.3%

## Visitor Information - FYTD YOY



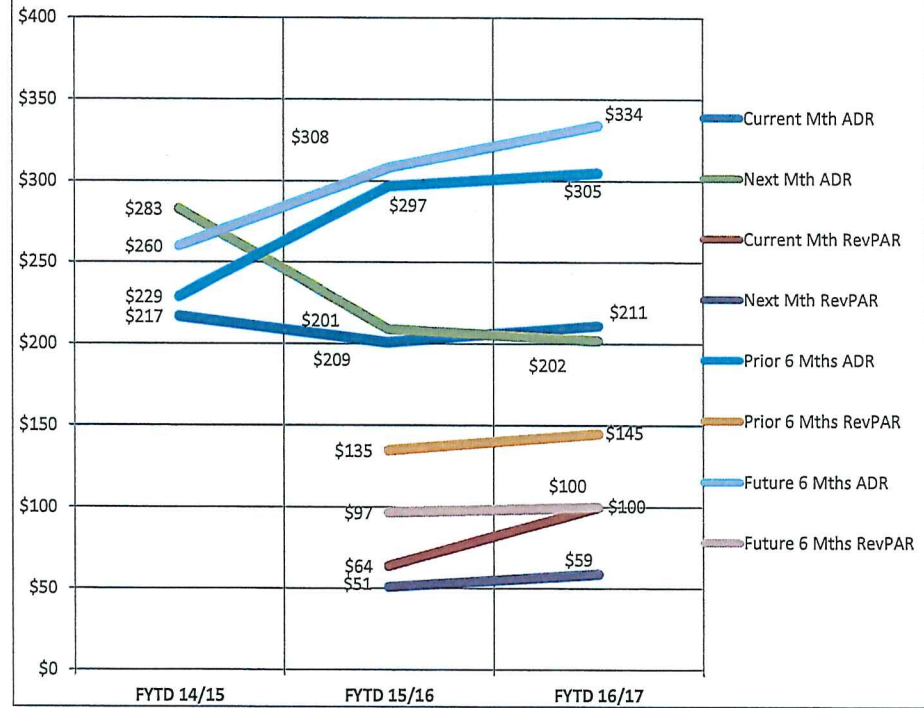
Visitor Information Comparative Statistics For Fiscal YTD 2013 - 2017 (thru Apr '17)					
Referrals -	2013/2014	2014/2015	2015/2016	2016/2017	YOY % Change
Tahoe City:	Annual Totals	Annual Totals	Annual Totals	Annual Totals	
Walk In	39,291	36,365	36,624	37,213	1.61%
Phone	2,513	2,144	2,366	3,089	30.56%
Kings Beach (Walk In Only, Jun-Sep)	9,685	6,211	8,239	3,455	-58.07%
Totals	51,489	44,720	47,229	43,757	-7.35%

### Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 15/16	FYTD 16/17	Y-O-Y Change
Occupancy	61.1%	32.0%	47.6%	-2.3%
Occupancy 1 Mth Forecast	61.3%	24.3%	29.3%	55.1%
Occupancy (prior 6 months)	44.3%	45.5%	47.5%	-2.3%
Occupancy (next 6 months)	27.1%	31.3%	29.8%	6.1%

### Destimetrics RevPAR in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 15/16	FYTD 16/17	Y-O-Y Change
ADR (Average Daily Rate)	\$217	\$201	\$211	1.2%
RevPAR (Rev per Available Room)	\$64	\$97	\$100	-1.1%
ADR 1 Mth Forecast	\$283	\$209	\$202	8.4%
RevPAR 1 Mth Forecast	\$51	\$59	\$100	68.2%
ADR (prior 6 months)	\$229	\$297	\$305	5.6%
RevPAR (prior 6 months)	\$135	\$135	\$145	3.2%
ADR (next 6 months)	\$260	\$308	\$334	6.9%
RevPAR (next 6 months)	\$97	\$100	\$100	13.4%



# NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

## Employee Expense Report

Month'Yr April, 2017  
Employee Sandy Evans Hall

DATE	DOC REF	VENDOR	REFERENCE	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE	
4/19/2017	A	Survey Monkey		monthly Subscription	\$26.00		8810-00-70	✓
4/24/2017	B	Constant Contact		monthly Subscription	120.00		8810-00-70	✓
4/21/2017	C	Wolfdales		Employee of the Month - Lauren Sully	50.00		8200-00-70	✓
APRIL	D	A Sante Fitness		Gym membership reimbursement		25.00	5070-00-70	✓
	E							
	F							
	G							
	H							
	I							
	J							
	K							
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	W							
	X							
	Y							
	Z							
<b>MILEAGE REIMBURSEMENT</b>								
	Attach 1		Mileage	See Attached Mileage Report		77.04	8700-00-70	
				Mileage Reimbursed Through Payroll		<77.04>		
TOTAL - CREDIT CARD EXPENSES					196.00			
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)					^	25.00		✓

Signed By: *Sandy Evans Hall*  
Date: 5-8-17

Approved By: \_\_\_\_\_  
Date: \_\_\_\_\_

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	
MAY 07 2017	MAY 09 2017	<i>ART</i>	MAY 15 2017		

## NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA) MILEAGE REIMBURSEMENT

EMPLOYEE NAME: Sandy  
REPORT MONTH: Apr-17

[illegible]





BANKCARD CENTER  
PO BOX 84043  
COLUMBUS GA 31908-4043

# MEMO STATEMENT

Account Number	XXXX-XXXX-0011-5901
Statement Date	APR 28, 2017
Total Activity	\$196.00

**\*\* MEMO STATEMENT ONLY \*\***  
**DO NOT REMIT PAYMENT**

SANDRA EVANS HALL  
N LAKE TAHOE RESORT  
PO BOX 1757  
TAHOE CITY CA 96145-1757

## ACCOUNT SUMMARY

SANDRAEVANS HALL XXXX-XXXX-0011-5901	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$196.00		\$0.00		\$0.00		\$196.00

## ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
04-19	04-18	75418237108038428964339	SMK*SURVEYMONKEY.COM 971-2445555 CA Tran: 28640921 Tax ID: 371581003 Mer Zip: 94301 Dest Zip: 96145 Product Code: CODE Desc: Subscription Renewal Qty: 1 Unit: Sub Unit Cost: 2600 Disc: N Ext Item Amt: 26.00	26.00
04-21	04-20	05314617111500199739521	WOLFDALES CUISINE UNI TAHOE CITY CA Tax ID: 680013011 Mer Zip: 96145	50.00
04-24	04-22	75418237112038566500444	CTC*CONSTANTCONTACT.C 855-2295506 MA Tran: 1108743637509 Tax ID: 043285398 Mer Zip: 02451 Product Code: ctct Desc: Constant Contact Qty: 1 Unit: EAC Unit Cost: 12000 Disc: N Ext Item Amt: 120.00	120.00

For Customer Service, Call:  1-866-432-8161	Account Number	Account Summary	
	XXXX-XXXX-0011-5901	Purchases & Other Charges	\$196.00
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	APR 28, 2017	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$50,000	Payments	\$0.00
Disputed Amount		Total Activity	\$196.00
\$0.00			



## Invoice #28640921

Apr 18, 2017

Paid on Apr 18, 2017 6:16:00 PM (UTC)

Description	Billing Period	Price	Months	Amount
Select Monthly Plan	Apr 18, 2017 - May 17, 2017	\$26	1	\$26
				Total: \$26

## BILLING DETAILS

Sandra Evans Hall

PO Box 5459

Tahoe City

California

96145

United States

5305466900

Username: gotahoe

## NOTES

Subscription Renewal Charge

## HOW TO MAKE A PAYMENT:

Payment made on  
Apr 18, 2017 6:16:00 PM (UTC).

Payment Method: MASTERCARD  
Card Number(last 4 digits): 5901

SurveyMonkey  
3050 South Delaware Street, San Mateo CA 94403, USA  
Our Tax ID (EIN): 37-1581003 Contact: [billing@surveymonkey.com](mailto:billing@surveymonkey.com)

A

27

[Print](#)**Billing Activity - Payments**

*N Lake Tahoe Resort*  
*Attn: Sandy Evans Hall*  
*PO Box 5459*  
*Tahoe City CA 96145*  
*US*  
*P: 5305818727*

*Today's Date: 05/01/2017*  
*User Name: nltra1*

**Payments from 04/01/2017 to 05/01/2017**

<b>Date</b>	<b>Description</b>	<b>Charge Amount</b>	<b>Credit Amount</b>
04/22/2017	Payment - Credit Card - 5901		\$120.00 USD

**Billing questions?** [Contact Support](#)

Constant Contact - 1601 Trapelo Road - Waltham, MA 02451 US

(B)

*Gift Certificate -*  
*Employee of the Month*  
 WOLFDALE'S  
 CUISINE UNIQUE

4/20/17  
 Check 40002  
 Type Sale  
 Terminal 4  
 Hostess/Host JEANNE

Swiped  
 Acct EVANS HALL/SANDRA  
 Card Typ XXXXXXXXXXXXX5901  
 Auth Mastercard  
 Trans ID 034692  
 25

Sale 50.00

Tip \$.....

Total \$ 50.00

I AGREE TO PAY TOTAL AMOUNT  
 ACCORDING TO CARD ISSUER AGMT  
 (MERCHANT AGMT IF CREDIT VCHR)

Customer Copy

C

ASANTE LAKESIDE FITNESS  
 P.O. BOX 1532  
 TAHOE CITY, CA 96145  
 530-583-4286

D

2/24/2017 77220  
 06:18:40 110

\*\* SALE \*\*

1 102  
 3 MONTH-SINGLE 177.00 177.00

Sub Total 177.00  
 Sales Tax 0.00  
 Total Due 177.00

Cr. Card 177.00  
 Change Due 0.00

*mdh*

X

I agree to pay the above total amount  
 according to the cardholder agreement

THANK YOU!

Print Rcpt No Rcpt Cont.

D



## North Lake Tahoe Resort Association (NLTRA): Activities Report

### Houston Magnani & Associates (HMA)

#### Tourism and Visitor Serving Infrastructure

HMA continues to serve as principal advocate on AB 907 (Garcia), a bill to establish the Office of Outdoor Recreation and Public Lands Enhancement. As mentioned in previous reports, this bill is patterned after similar legislation adopted in the neighboring states of UT, WA, and CO and is designed to place California on competitive footing to compete for outdoor recreation and visitor dollars and bolster its already robust \$90 billion outdoor economy. The office will serve many functions but primarily will serve as promoter of the outdoors in all settings. The office will also work with industry, visitor serving entities, and outdoor service providers in order to attract and retain businesses in an effort to maximize economic, recreational, and health related benefits in the state. Doug Houston has formed the California Outdoor Recreation Partners (CORP) which is comprised of industry, local government, and trade association representatives and serves as its Executive Director. NLTRA has signed onto a letter in support of this effort. UPDATE: AB 907 was held in Assembly Appropriations due to cost. The committee tagged the bill at \$750,000 to establish this new office. Essentially, AB 907 is placed in a holding pattern until early next year. HMA will be taking this opportunity to better formalize CORP and launch this coalition of industry and public entities in earnest during the next several months. HMA has reached out to NLTRA to determine if the association wants to become a founding member and part of its steering committee. The composition of this steering committee is yet to be determined but will represent a diverse and comprehensive mix of outdoor service providers.

#### Environment

HMA continues to serve as lead advocate on AB 18 (Garcia), a park and resources bond slated for the June 2018 ballot. Again, this bill contains the following programs and amounts that may be of benefit to the greater Lake Tahoe Region:

- CTC \$20 million
- Forest Health \$50 million
- Rural Parks Program \$40 million (specified language drafted for Tahoe benefit)
- Trails Program \$45 million
- Per Capita Program \$425 million (discretionary grants to local agencies for park improvements).

Recently, a companion measure in the Senate, SB 5 (KDL), advanced off the Senate Floor in a bipartisan manner. The content and composition of the bills are growing closer and the two houses are formally engaging in trying to reconcile the bills. In the backdrop, large NGO's including The Nature Conservancy are beginning to construct language for a resources bond initiative for November of 2018. Allegedly, this is being prepared as a backup in the event a legislative effort fails to pass muster with the Governor. HMA is engaged on all fronts to leverage maximum benefit for resource improvements for Tahoe. It should be noted that language contained in both bills under the rural program incorporate criteria specifically designed for Tahoe including "tourism impacted communities."

### Broadband

As continues to be reported, AB 1665 (Garcia) seeks to bolster collections for the California Advanced Services Fund (CASF) for the purpose of encouraging more robust investments in broadband services in unserved and underserved areas of the state . This proposal ostensibly piggybacks on a report issued by the PUC that identifies areas in the state without internet service. HMA has been invited to participate in a working group on the matter. Assembly member Dahle has jumped onto this bill as a co-author. This bill advanced out of its house of origin (Assembly) and now proceeds to the Senate for further deliberation. HMA will continue to closely monitor this activity on behalf of the Tahoe region to ensure funding eligibility if available.

### Transportation

As previously reported, HMA through its affiliation with California Active Transportation Leadership Coalition (CATL), worked in cooperation with a host of NGO's to attract and secure increased ATP funding. This year's budget and the May Revise contain an additional \$100 million toward ATP expenditures through the Greenhouse Gas Reduction Fund (GGRF). Additionally, pursuant to the SB 1 negotiated deal (Transportation Funding), another \$100 million will be available annually for these purposes. These funds can be directed toward non-motorized trail expansion and improvement projects within the Tahoe basin. In addition to the ATP funds, SB 1 will provide a boost in operational revenues for TART and transit services within the basin.

### Housing

HMA continues to monitor both SB 3 (Beall), a \$3 billion housing bond, and SB 2 (Atkins), a measure seeking to create a sustainable funding source for housing construction assistance through a \$75 real estate transaction fee. AB 71 seeks to generate new revenues for work-force

and low income housing construction but at the cost of eliminating the tax deduction afforded tax payers on second homes.