

BOARD OF DIRECTORS MEETING

Date: Wednesday, October 3, 2018

Time: 8:30 a.m. – 11 a.m.

Location: Northstar Community Services District
900 Northstar Dr., Truckee, CA 96161

NLTRA Mission: To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

Treasurer: Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

Aaron Rudnick, Sierra Tahoe Recreation | Andre Priemer, Resort at Squaw Creek | Bruce Seigel, Ritz-Carlton, Lake Tahoe
Chris Brown, Elevation Law Firm | Dan Tester, Granite Peak Management | Gary Davis, JK Architecture Engineering | Greg Dallas, Sugar Bowl Resort | Jim Phelan, Tahoe City Marina | Karen Plank, Placer County Appointee | Kevin Mitchell, Homewood Mountain Resort | Lynn Gibson, Keoki Gallery | Stephanie Hoffman, Granlibakken Tahoe | Tom Turner, Tahoe Restaurant Collection
Advisory Committee: Erin Casey, Placer County Executive Office, Tom Lotshaw, Tahoe Regional Planning Agency

AGENDA

TO CALL IN: 1-712-770-4010, enter code 775665#

Estimated Time

- | | |
|-----------|--|
| 8:30 a.m. | 1. Call to Order – Establish Quorum |
| 8:35 a.m. | 2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board 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. |
| 8:40 a.m. | 3. Agenda Amendments and Approval |
| 8:45 a.m. | 4. Consent Calendar-All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a 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. |
- A. NLTRA Board Meeting Minutes

 1. August 1, 2018 [Link to online preliminary document](#)
 2. September 12, 2018 [Link to online preliminary document](#)

B. No Barriers Summit 2019 Sponsorship Contract (\$8,000 cash)

C. The Abbi Agency Attachment B to Event Scope of Work – Cover No Barriers Summit (\$4,000)

D. Broken Arrow Skyrace 2019 Sponsorship Contract (\$30,000)

E. 2019 NTBA and TCDA Fireworks Sponsorships contracts (\$20,000)

F. Restructure of the Business Association & Chamber Collaborative (BACC) Committee

G. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

 - Business Association and Chamber Collaborative Committee Meeting September 13, 2018 [Link to online preliminary document](#)
 - Tourism Development Committee Meeting August 22, 2018 [Link to online document](#) (September will be posted online when available)

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Page 5
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Page 12
Page 15
Page 23
Page 26

- Finance Committee Meeting August, 2018 [Link to online document](#) (September will be posted online when available)

8:55 a.m.

5. Action Items

Page 28

A. MOTION: Board of Directors consideration of an endorsement on Measure AA, the renewal of the "Save our Schools" parcel tax

Page 33

B. MOTION: Board of Directors consideration of endorsements for California Propositions 1 & 2

Page 50

C. MOTION: Board of Directors consideration of endorsements or opposition for any other State-wide Propositions

Page 53

D. MOTION: Board of Directors Support for Out of Bounds IMAX Film-NLT Partnership

6. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)

- None at this time

9:25 a.m.

7. Informational Updates/Verbal Reports

A. Update from Placer County on TOT Enforcement and Proposed Ordinance Revision Workshop

B. Follow up discussion from Board Retreat

C. Staff Presentations on Events, Sales and Membership

10:15 a.m.

8. Reports/Back up-The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

Page 79

A. Destimetrics Report

Page 80

B. Conference Revenue Statistics Report

Page 83

C. Finance Committee Supplemental Report-August Financials

Page 121

D. Membership Accounts Receivable Report

10:20 a.m.

9. CEO and Staff Updates

10:25 a.m.

10. Directors Comments

10:30 a.m.

11. Meeting Review and Staff Direction

12. Closed Session (as may be necessary)

10:35 a.m.

13. Adjournment.

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, August 1, 2018

Time: 8:30 a.m. – 10:45 a.m.

Location: Sugar Bowl Ski Resort

Coldstream Room

629 Sugar Bowl Rd., Norden, CA

NLTRA Mission

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

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

Treasurer: Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

Aaron Rudnick, Sierra Tahoe Recreation | **Andre Priemer**, Resort at Squaw Creek | **Bruce Seigel**, Ritz-Carlton, Lake Tahoe
Chris Brown, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,
Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain
Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection
Advisory Committee: **Erin Casey**, Placer County Executive Office, **Tom Lotshaw**, Tahoe Regional Planning Agency

MINUTES

1. Call to Order – Establish Quorum 8:37 a.m.

Board Members in attendance:

Adam Wilson (arrived at 8:42 a.m.), Samir Tuma, Aaron Rudnick, Brice Seigel via telephone, Dan Tester, Gary Davis, Greg Dallas, Jim Phelan, Karen Plank, Kevin Mitchell, Lynn Gibson, Tom Turner (arrived at 8:54 a.m.) Advisory: Erin Casey

Staff in attendance: Cindy Gustafson, Liz Bowling, Amber Burke, Sarah Winters, Greg Howey, Daphne Lange, Jason Neary, Bonnie Bavetta, Anna Attwood, Dawn Teran

Others in attendance: JJ Jansen, Dave Wilderotter, Lindsay Romack, Placer County representatives Jerry Gamez, Ashley Harper, and Doug Jastrow

2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board 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.

- Dave Wilderotter – CAP Committee Member/Owner Tahoe Dave's – Re: Support for a permanent Kings Beach Visitor Center. Encourages a North Tahoe Resort Assn. plan. Cindy said that the CAP Committee approved funding for Donner Summit Group to add visitor center on the Summit. There is current Visitor Center staffing at the Kings Beach Recreation Area in the summer and a location would be needed for a permanent Kings Beach area Visitor Center.
- Cindy will send out a summary of the CAP committee information.
- JJ Jansen - Placer County Executive Office reported regarding economic development initiatives, community events, local marketing and community engagements. Placer County has partnered with Sierra Business Council on business development seminars. A more detailed overview will be provided at a future meeting.

3. Agenda Amendments and Approval

MOTION to approve the agenda M/S/C: Jim/Gary/10-0-0

4. Consent Calendar-All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will be a 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.

**Adam arrived at 8:42 am.*

MOTION to approve Consent Calendar items. M/S/C: Dan/Kevin/11-0-0

A. NLTRA Board Meeting Minutes

- July 11, 2018 [Link to online preliminary document](#)

B. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Business Association and Chamber Collaborative Committee Meeting July 12, 2018 [Link to online preliminary document](#)
- Tourism Development Committee Meeting June 26, 2018 [Link to online document](#) (July will be posted online when available)
- Finance Committee Meeting June, 2018 [Link to online document](#) (July will be posted online when available)

5. Action Items

A. MOTION: Placer County's Dollar Hill Nahas Property Acquisition for Achievable Local Housing:

Requesting Board of Directors consider making the following recommendations to the Board of Supervisors and the Capital Projects Advisory Committee, on the use of Transient Occupancy Fund balance for the acquisition of this property:

(1) The NLTRA Supports the use of TOT fund balances for this specific acquisition; and, (2) supports, and will participate in, the development of a comprehensive funding strategy to address workforce housing needs.

- Cindy reviewed history of land ownership. Workshop on this subject is at TCPUD 3-5 p.m. today.
- Erin spoke regarding total cost/purchase price. There is a Placer County housing trust fund. In addition, the Truckee Airport Board allocated ½ million dollars. Fund balance is unknown at this point and estimated between 1-2 mil. Exact number is not known yet. No plan for specific costs. RFP will be sent out soon. Details regarding employee housing/local housing numbers are not known at this point.
- Cindy will contact Jennifer about the specified Lake Tahoe Tourism budget/2% County disbursement. To clarify, it is not a NLTRA budget item. It is an item out of the County budget.

**Tom arrived at 8:54 am.*

- Samir – Asked Erin what other housing funding sources are being considered. Erin said source is from Trust Fund Bonds, increased TOT, among others. Erin said she could forward that information. He believes funding sources, other than TOT need to be looked at. Discussion about where funding will come from.
- Adam asked whether the approval would go through the CAP committee only. Erin said in the future the item would come to the NLTRA for a recommendation.
- Dave W. commented that advocacy and employee housing needs are a major issue moving forward.

MOTION to approve Consent Calendar items. M/S/C Dan/Gary/ 12-0-0

B. MOTION: Peter Greenberg Hidden Gem Opportunity

- Staff is requesting the Board to provide direction on this opportunity.
- Daphne described the opportunity. The filming of an 8 min segment will be in the fall/air in January. We will have control of locations and content, will show diversity of our region, (activity/experiential driven). Funding is through the Coop: \$50,000. All of the video would be for NLTRA use/at our disposal. 55+ target market. Great opportunity for TV exposure. North Lake Tahoe region would be focused. If coop funds are utilized, then there would be some filming on the Nevada side of the region. The NLTRA could fund it completely but that would use up all of the opportunistic funds available.

- Bruce added that in his opinion the investment is worth it.
- Kevin asked about time of year of filming. Can it be filmed in the winter? Cindy said non-peak times are targeted.
- NLTRA will be bringing item to the Coop on the 22nd.
- Segment will air in January across all PBS stations and will repeat as needed. Daphne can get a full station rundown with run times. Guarantee 3.2Mil impressions.
- Tom: Asked about possible opportunities to highlight other seasons. No guarantee but we use content wisely and push messages with other seasonal activities.
- On a different subject, Tom asked about Placer County Film Office filming and if we are typically notified when it occurs. Do we have access to the product? The content of Placer County Film Office is owned by the entities that request/produce the filming. Tom suggested obtaining content from those entities somehow.
- Samir asked if we proceed, will we get a license for the content and whether we can use excerpts from the content to repurpose. Daphne answered that the Hidden Gem entity would retain ownership and we would have the license to use it. Will find out if we can repurpose and use smaller excerpts.

Motion for Approval of the Peter Greenberg Hidden Gems opportunity contingent on Tourism Development Committee approval. In event that Coop does not approve it, then it would come back to be considered for the NLTRA opportunistic budget. M/S/C Dan/Jim/12-0-0

6. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)

- None at this time

7. Informational Updates/Verbal Reports

A. Update from Placer County on TOT Enforcement and Proposed Ordinance Revision Workshop

- Doug Jastrow and Ashley Harper presented, reviewed slide show
- **Add PC slide show to website** **completed by D. Teran 8.1.18*
- Samir would like to know if the trend is up or if we have leveled off since 2016/17 (Slide 6). Doug can provide the documentation/statistics.
- Bruce asked about other communities' benchmarks and if they are as successful at collecting/what are best practices. Town of Truckee is successful with TOT collection, as well other areas around the basin. Bruce suggested looking at other destination communities' successes. Samir added information about San Francisco structuring a different model of TOT collections.
- Regarding slide 7; this is referring to new revenue.
- Online registration process is being rolled out by Oct /3rd Quarter.

B. Report on Voter Survey for Sales and TOT Increases

- Cindy reported on results of voter survey. Over 70% believe in the necessity to raise more money for the needs we are facing and are in support of raising TOT. Resort Association support/appreciation is up.
- Erin pointed out that a comprehensive strategy based on the results will need to be comprised. She said that the next phase of TBID will be worked on together with the NLTRA.
- Tom suggested survey be geared towards visitors and what they think about increases. Cindy said the local voters would need to support the tax.
- Discussion about scope of Tourism Master Plan, how that interacts with the goals on the voter survey and how to disseminate what the survey results reported.
- Discussion about TBID funds collection.

C. Staff Presentations on Events, Sales and Membership

8. Reports/Back up-The following reports are provided on a monthly basis by staff and can be pulled for discussion any Board member.

- A. Destimetrics Report June 31, 2018
- B. Conference Revenue Statistics Report June, 2018
- C. Finance Committee Supplemental Reports, June, 2018
- D. Membership Accounts Receivable Report, June 31, 2018

9. CEO and Staff Updates

- Housing opportunity/advocacy
- Strategic planning session in Sept. Facilitator not committed. Look out for doodle poll.
- Cap committee update will be provided next business meeting.

10. Directors Comments

11. Meeting Review and Staff Direction

- Report on CAP committee.
- Permanent site for visitor center in Kings Beach.
- Peter Greenberg/partial footage/license agreement.

12. Adjourned at 11:27

This meeting is wheelchair accessible

Posted online at www.nltra.org

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Advisory Committee: **Erin Casey**, Placer County Executive Office, **Tom Lotshaw**, Tahoe Regional Planning Agency

MINUTES

Board Members in attendance:

Adam Wilson, Samir Tuma, Christy Beck, Brett Williams, Aaron Rudnick, Andre Priemer, Dan Tester, Gary Davis, Jim Phelan, Karen Plank, Kevin Mitchell, Lynn Gibson, Stephanie Hoffman, Tom Turner

Advisory: Tom Lotshaw, TRPA and Erin Casey, Placer County

Staff in attendance:

Cindy Gustafson, Liz Bowling, Daphne Lange, Amber Burke, Anna Atwood, Dawn Teran

Others in attendance:

Joy Doyle-NTBA, Betty Gorman, Carl Ribaud

1. Call to Order – Established Quorum at 1:33pm
2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board 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.
 - Gary Davis commented regarding the new CAP Committee Meeting and Process. He is in disagreement about how the County is handling the new process to approve funding for Capital Projects. Cindy commented that the County had reached out to inform the committee chairs regarding holding funding until the revised budget can be presented; these funds are still available for funding. Erin added that the project application in question is being set aside until backup information is received by the applicant. Communication between the two parties is encouraged by Cindy.
3. NLTRA background and current perspectives on Chambers and DMO's.

Guest speakers: Betty Gorman, from B Great Leadership (former CEO of South Tahoe Chamber)
Carl Ribaud, President, SMG Consulting
4. Meeting review and staff direction
 - Re: Competitive Destinations Direct Market Budgets (North Lake Tahoe Resort Association Overview Slide 10): Per Brett request, Cindy to provide Budget vs. Total Units statistics.
5. Adjourned at 3:59pm. At the conclusion of the Board meeting, the Board and facilitators participated in a workshop including: building board member commitments, team-building exercises, and leadership facilitation.



MEMORANDUM

Date: September 26, 2018

TO: NLTRA Board of Directors

FROM: Amber Burke, Marketing & Events Manager

RE: 2019 No Barriers Summer Sponsorship Contract

Action Requested:

Review and approval of an agreement with No Barriers USA to sponsor the 2019 No Barriers Summit taking place at The Resort at Squaw Creek, June 13 – 16, 2019. NLTRA would sponsor the event with an \$8,000 cash sponsorship, \$10,000 of in-kind support through digital, PR channels and regional advertising channels.

Background:

The No Barriers Summit is a 4-day event meant to inspire and connect with world renowned speakers, entertainers, performers and a showcase of cutting-edge innovations. In addition, participants can choose from more than 40 adaptive activities that help them break through barriers and connect with their community. The event is open to all ability levels and they partner with several local non-profits on the elective activities.

The NLTRA sponsored the 2017 No Barriers Summit which took place June 1 – 4, 2017 at The Resort at Squaw Creek. The group exceeded their original room block of 930 ending with 997 rooms through the Resort at Squaw Creek and Squaw Valley Lodge. The participants represented 38 states and 6 countries with the highest concentration coming from CA, CO, NY, IL, TX and FL.

The event's intention is to rotate the event annually between North Lake Tahoe and New York City.

The 2019 event currently has 992 rooms blocked from 6/12/19 – 6/17/19 at the Resort at Squaw Creek with a flat rate of \$226.37/night which will generate \$224,550 in lodging revenue.

The Tourism Development committee approved sponsoring the 2019 No Barriers Summit at the \$8,000 cash/\$10,000 in-kind level at the September meeting. (M/S/C: Brandt/Moore/7-0-0)

Fiscal Impact:

\$12,000

- \$8,000 – Cash Sponsorship
- \$4,000 – The Abbi Agency, Event Scope of Work (to assist with the in-kind obligation)

These funds are currently allocated for this event in the 18.19 Special Event Budget (Attachment A-2).

2019 No Barriers Summit

Contract Summary

Duration & Timing

- 1-Year Contract (2019)
- Event Dates: June 13 – 16, 2019
- Location: The Resort at Squaw Creek

Sponsorship

- \$8,000 cash sponsorship (50% due October, 50% due June)
- \$10,000 in-kind marketing and PR support

Key Sponsorship Terms

- NLTRA to receive
 - Name/logo included on select digital, print and grassroots media
 - Name/logo included on No Barriers Summit website home page and sponsor page listed as a host partner.
 - Name/logo included on appropriate general event signage used to promote the Event.
 - Sponsor created content included in a minimum of one (1) dedicated email blasts to the No Barriers USA database.
 - Sponsor mentioned and tagged in a minimum of two (2) social media posts.
 - Ten (10) full conference passes
 - Branding of the No Barriers Summit with NLT – on the website it shall read “Resort at Squaw Creek, North Lake Tahoe”.
- NLTRA to provide
 - \$8,000 cash sponsorship - 50% is due at the signing of agreement and 50% is due June 1, 2019.
 - \$10,000 of in-kind support through digital and PR channels including social messaging
 - Inclusion in two (2) consumer newsletters – March 2019 & May 2019
 - Inclusion in NLTRA blog highlighting the event and focusing on the full experience to introduce No Barriers to the NLT owned audiences
 - Dedicated E-blast to chamber members
 - Minimum of one (1) social post on NLT owned social media channels leading up to the event
 - One (1) pre-event Facebook Live or takeover on an NLT social media channel featuring a No Barriers speaker or other activation
 - One (1) influencer takeover of NLT social media channel with a highlighted speaker or event participant
 - Creation and distribution of press release
 - Pitch event to local and regional/drive market media
 - Publish event on 5-10 local/regional event listings
 - Assistance in arranging guest passes and accommodations for 3-4 interested media
 - Connect No Barriers with local non-profits and related organizations

2017 No Barriers Summit Event Recap

No Barriers Summit

June 1-4, 2017

Funded: \$8,000 Cash/\$10,000 In-Kind

Economic Impact Results

Attendance:	825 (registered attendees)
Out of Town Participants:	660 (estimate, based on 80% from out of town)
Average Night Stay:	3 (estimate, based on Summit dates)
Average Economic Impact:	\$291,456
ROI:	36:1

Lodging Impact Results:

Rooms Booked:	997 (Resort at Squaw Creek & Squaw Valley Lodge)
Average Daily Rate:	\$178.55
Lodging Revenue:	\$178,014.35
ROI:	22:1

Additional Results:

No Barriers was a successful event during its first time in North Lake Tahoe. They were extremely appreciative of our efforts and assistance through our social and signage contributions. The group exceeded their original room block of 930 ending with 997 rooms through the Resort at Squaw Creek and Squaw Valley Lodge.

The participants represented 38 states and 6 countries with the highest concentration coming from CA, CO, NY, IL, TX and FL. International countries included UK, Canada, Ecuador, Italy, and Costa Rica.

- | | | |
|-------------|------------|------------|
| • CA – 196p | • FL – 21p | • MI – 14p |
| • CO – 178p | • OR – 20p | • PA – 13p |
| • NY – 45p | • CT – 18p | • WA – 11p |
| • IL – 32p | • NC – 17p | • OH – 10p |
| • TX – 22p | • NV – 15p | • GA – 10p |

They have already booked the event back at the Resort at Squaw Creek for June 13 – 16, 2019. Their intention is to rotate between North Lake Tahoe and New York City.

2019 No Barriers Summit EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between No Barriers USA, and the North Lake Tahoe Resort Association, a California nonprofit corporation ("Sponsor") on October 4, 2018.

1. Event. No Barriers USA is the organizer, owner and operator of "2019 No Barriers Summit" which will take place on June 13 - June 16, 2019 at The Resort at Squaw Creek in Olympic Valley, Placer County, California at times determined by No Barriers USA during the term of this Agreement (the "Event"). Sponsor desires to obtain, and No Barriers USA desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. Obligations of No Barriers USA to Sponsor:

Sponsor will be incorporated into the Event marketing and receive the following benefits:

- a) Sponsor's name and logo shall be included on select digital, print and grassroots media.
- b) Sponsor's name and logo shall be included on the No Barriers Summit website home page and sponsor page listed as a host partner.
- c) Sponsor's name and logo shall be included on appropriate general event signage used to promote the Event.
- d) Sponsor created content will be included in a minimum of one (1) dedicated email blasts to the No Barriers USA database.
- e) Sponsor will be mentioned and tagged in a minimum of two (2) social media posts before and after the Event.
- f) Sponsor is granted ability to use the official No Barriers Summit trademarks and logos in promotions, marketing material, website and the like.
- g) Sponsor shall receive 10 free full conference passes (can be divided among staff and used for giveaways); this includes conference, most meals, exhibits, speakers, and transportation (does not include lodging and activities).
- h) Branding of the No Barriers Summit with NLT – on the website it shall read "Resort at Squaw Creek, North Lake Tahoe".

3. Obligations of Sponsor to No Barriers USA:

- a) Sponsor shall provide an \$8,000 cash sponsorship to the Event. 50% is due at the signing of this agreement and 50% is due June 1, 2019.
- b) Sponsor shall provide to the Event, \$10,000 of in-kind support through digital and PR channels including social messaging on Facebook, Twitter and Instagram, and inclusion in at least two (2) digital newsletters to Sponsors database of 33,000+ consumers, where appropriate. Sponsors public relations agency will also assist in writing a master press release (if requested) with distribution to a targeted list of journalists and media outlets. A more specific scope of work is outlined in Exhibit A.
- c) For any and all joint marketing efforts to promote attendance and volunteers for the conference, both organizations will work together on marketing and promotional materials and have joint approvals.
- d) List No Barriers Summit on the event pages on all NLTRA associated webpages

4. Use of Intellectual Property. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of No Barriers USA, including, without limitation, the Event Marks; the Event; and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorializations or other information concerning or in connection with the Event, belongs exclusively to No Barriers USA, (ii) Sponsor may use No Barriers USA Properties only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such No Barriers USA Properties shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to No Barriers USA Properties, (iv) all uses of No Barriers USA Properties by Sponsor, and all goodwill therefrom, inure to the benefit of No Barriers USA, (v) any permitted use of No Barriers USA T Properties may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by No Barriers USA, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

5. Relationship of the Parties. The relationship of Sponsor and No Barriers USA hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership or any relationship other than that of independent contractors. Sponsor and No Barriers USA acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

6. Attorney Fees. In any proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the non-prevailing party shall pay the reasonable expenses of the prevailing party, including reasonable attorney fees and costs, expert witness fees, fees of consultants and court costs incurred in connection therewith.

7. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

NORTH LAKE TAHOE RESORT ASSOCIATION, LLC

By: _____

Name: _____

Title: _____

Date: _____

NO BARRIERS USA

By: _____

Name: _____

Title: _____

Date: _____

EXHIBIT A

In-Kind Sponsorship Scope of Work

- Inclusion in two (2) consumer newsletters – March 2019 & May 2019
 - *Includes design, digital coding, research and content development, approvals, editing and management*
 - *Estimated reach per newsletter: 33,000+*
- Inclusion in NLTRA blog highlighting the event and focusing on the full experience to introduce No Barriers to the NLT owned audiences
 - *Includes research, content development, editing, posting, management and sharing*
 - *Estimated views per post: 575*
- Dedicated E-blast to chamber members
 - *Includes design and content development*
 - *Estimated reach: 2,500+*
- Minimum of one (1) social post on the following channels leading up to the event
 - Facebook post with \$15 boosting budget
 - *Estimated reach: 8,000 to 12,000*
 - Twitter post
 - *Estimated reach: 4,000 to 6,000*
 - Instagram post
 - *Estimated reach: 20,000*
- One (1) pre-event Facebook Live or takeover on a NLT social media channel featuring a No Barriers speaker or other activation
- One (1) influencer takeover of NLT social media channel with a highlighted speaker or event participant
- Creation and distribution of press release
- Pitch event to local and regional/direct market media
- Publish event on 5-10 local/regional event listings
- Assistance in arranging guest passes and accommodations for 3-4 interested media
- Connect No Barriers with local non-profits and related organizations

Printed Collateral Scope of Work

- Display banners in Tahoe City from 6/3/19 to 6/17/19
- Distribution of No Barriers rack cards in local and regional visitor centers (Tahoe City, Incline Village, Auburn)



MEMORANDUM

Date: September 26, 2018

TO: NLTRA Board of Directors

FROM: Amber Burke, Marketing & Events Manager

RE: The Abbi Agency Event Scope of Work Amendment – No Barriers Summit Support

Action Requested:

Review and approval of an amendment to the 18.19 Event Scope of Work Agreement with The Abbi Agency, to contract services to cover the 2019 No Barriers Summit. The cost would be \$4,000. This is contingent on the sponsorship contract with No Barriers being approved.

Background:

Assuming the 2019 No Barriers Summit sponsorship is approved, staff would like to contract The Abbi Agency to assist with marketing and PR services for this event. In the event sponsorship contract the NLTRA agrees to provide \$10,000 worth of in-kind marketing and PR services. The agency would be contracted to assist with this obligation.

The No Barriers Summit is a unique and interesting event and staff feels North Lake Tahoe would benefit from utilizing the events speakers, performers, and attendees throughout our social and PR channels. The Abbi Agency would help to maximize North Lake Tahoe's relationship with the No Barriers event producers, gather content and push it through appropriate channels.

The Tourism Development committee approved the scope of work amendment to hire The Abbi Agency to cover the 2019 No Barriers Summit. (M/S/C: Moore/Jackson/7-0-0)

Fiscal Impact:

\$4,000

These funds are currently allocated for this event in the 18.19 Special Event Budget (Attachment A-2).

Attachment B – Scope of Work
No Barriers Summit – June 2019

Note: The following attachment is a revised scope of work designating the specific scope for Event #4, No Barriers Summit.

Public Relations and Promotions for Marquee Events

North Lake Tahoe is home to a multitude of marquee events. Well-known festivals and competitions have selected the North Shore as their venue, attracting worldwide attention in niche markets that attract our key audience personas (the Wanderlust festival attracts our wellness segment; the Spartan Race appeals to our adventure market; the WinterWonderGrass festival appeals to the experiential family segment).

In turn, The Abbi Agency has dedicated resources to promote each of these events as part of the greater North Lake Tahoe brand story. The Abbi Agency will provide public relations, social media and content services for each event listed below, creating awareness and enthusiasm for each event in the public eye. As each event is different, the promotional objective and scope of services executed for each will vary, as defined below.

Frequency

The Abbi Agency will assist with promotion for five marquee events per Fiscal Year. This will include the following:

- Spartan World Championship (2018)
- Autumn Food & Wine Festival (2018)
- Wanderlust (2019)
- No Barriers Summit (2019)
- Event #5: TBD

For each event, The Abbi Agency will execute individual scopes, outlined below. In addition, The Abbi Agency will provide:

- 2-3 pre-event calls with the event team
- 1 recap of features and coverage, to be provided one month after the event.

Specific Event Tactics & Deliverables

4: No Barriers Summit (2019)

Goal & Strategy: Provide regional promotional support to get the word out about the No Barriers Summit, returning to North Lake Tahoe for the second time; tie No Barriers messages into culture pillar, highlighting North Lake Tahoe's ethos of inclusivity.

Tactics & Deliverables

Public Relations

- Develop 1 event press release, in partnership with No Barriers Summit
- Pitch the event to local and regional/direct market media

- Pull out compelling stories of speakers, attendees and Tahoe locals for regional pitches
- Publish event on 5-10 local/regional event listings
- Assistance in arranging guest passes and accommodations for 3-4 interested media
- 1 staff member for 1 day of on-site event support (*Event or NLTRA to provide ticket to event)

Content

- Include speaker, attendee and Tahoe local stories in blog post, tying No Barriers mission to the spirit of Lake Tahoe
- Publish event highlight blog post, focusing on full experience to introduce No Barriers to NLT owned audiences
- Feature event in 2 newsletters

Social Media

- 1 pre-event Facebook Live or takeover featuring No Barriers speaker or other activation
- Coordination of one influencer takeover with a highlighted speaker or event participant
- 2 pre-event social media features per channel, promoting the event and tagging/linking for more information (*could include blog content promotion)

Total Budget: \$4,000

- This budget is an additional \$4,000 to the original \$12,000 highlighted in Attachment A. A total amount of \$16,000 is included within this contract.

Payment Schedule

Invoices are sent on the 1st of each month. The Abbi Agency requests invoices are please paid with 7 days of their receipt. Invoices are officially due 30 days from their receipt.

All prices may vary +/- 10%. Any deviation from the original project Scope as described in the overview in the document may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in prices changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.

Potential Additional Costs

- Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.
- NLTRA will cover any hard costs requested by journalists



MEMORANDUM

Date: September 26, 2018

TO: NLTRA Board of Directors

FROM: Amber Burke

RE: 2019 Broken Arrow Skyrace Sponsorship Contract

Action Requested:

Review and possible approval of an agreement with Alpenglow Mountain Racing, LLC to sponsor the 2019 Broken Arrow Skyrace taking place at Squaw Valley, June 21 – 23, 2019 with a \$30,000 sponsorship.

Background:

The Broken Arrow Skyrace is owned and operated by local business owner Brendan Madigan, owner of Alpenglow Sports. The race will be in it's fourth year in 2019 and the NLTRA has been a sponsor since it's inception.

An increased sponsorship of \$30,000 has been requested due to some significant changes in 2019 which are targeted to draw a larger participant base, including international competitors and to gain more marketing and PR reach. The event is hoping to join the World Tour which has a \$9,000 licensing fee and additional operational costs associated.

The Tourism Development Committee approved sponsoring the event at the \$30,000 level at the September meeting. (M/S/C: Brandt/Jackson, 7-0-0). A number of committee members commented how impressed they were with the event growth over the past few years and supported the idea of being involved in the international series.

Fiscal Impact:

\$20,000 - \$30,000

Staff allocated \$20,000 in the 18.19 Special Event Budget (Attachment A). The event is requesting a sponsorship of \$30,000. The additional \$10,000 can come out of opportunistic funds (currently a \$33,000 line item in the Attachment A Budget).

Staff recommends sponsoring the event at the \$30,000 level to ensure the race becomes part of the World Tour.



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2019 Broken Arrow Skyrace Contract Summary

Duration & Timing

- 1-Year Contract
- Event Date: June 21 – 23, 2019
- Location: Squaw Valley

Cash Sponsorship

- Currently Allocated: \$20,000 (Payment – 100% March 2019)
- Requested: \$30,000
 - Includes subsidizing the licensing fee from ISF and T&E for five (5) ISF officials

Sponsorship History

- 2018: \$15,000
- 2017: \$20,000
 - Originally a \$10,000 sponsorship and an additional \$10,000 was added to assist with a large video project and additional advertising.
- 2016: \$10,000

Growth Prospects

- Added a 10k distance and a kid's race to appeal to a wider audience and make the event more approachable to diverse ability levels.
- Requesting funding to specifically help cover a license agreement with the Skyrunner World Tour through the International Skyrunning Federation (ISF). To be an official race in the 2019 World Tour, each stop has to pay a \$9,000 licensing fee. The World Tour is a points-driven series attracting athletes from across the world to travel to each stop for qualifications purposes.
 - The Rut, another US Skyrunner World Tour stop in Montana, saw their participation grow by 100% and included runners from 40 different countries after joining the tour.
- 2018 race saw a 43% increase over 2017 (772p to 1,106p)
- 2017 race saw a 110% increase over 2016 (368p to 772p)
- Goal for 2019 is 1,500 participants (35% growth)
- Continued relationship with Solomon who had their global social team covering the 2018 race.
- Skyrunning is a rapidly growing sport and according to ISF, below are current stats of the discipline:
 - 202 official races in 18 countries
 - 50,000+ athletes participate in the official races annually
 - 65 countries represented in competitions

Key Sponsorship Terms (based on \$30,000 funding)

- NLTRA to receive
 - Prominent logo inclusion on all branding and communications
 - Brand specific social post announcing NLTRA as a premier sponsor
 - Five (5) race entries (any distance)
 - 100+ mentions over all social media outlets to highlight sponsorship (FB, Twitter, Instagram) during 10 months leading to the event
 - FB: 3,108 Broken Arrow Skyrace followers/8,285 Alpenglows Sports followers

- Instagram: 3,636 Broken Arrow Skyrace followers/3,868 Alpenglow Sports followers
- Twitter: 257 Broken Arrow Skyrace followers/1,172 Alpenglow Sports followers
- 25+ Public address recognition at start/finish during pre-race meeting, race announcements, awards ceremony and after party
- Presence within Vendor Village during the 3-day event expo in The Village at Squaw Valley
- Inclusion of NLTRA logo in the Broken Arrow annual video
- Dedicated email to non-Western US states and international registrants with NLTRA desired messaging
- Logo/link on event website in a prominent location

2018 Event Recap

June 15 – 17, 2018

Funded: \$15,000

Attendance:	1,106 (participants), 1,500 – 2,000 additional attendees
Out of Town Participants:	940
Average Night Stay:	2.4
Average Economic Impact:	\$129,734
ROI:	9:1

Results:

The 2018 Broken Arrow Skyrace saw a 43% increase to participant number over 2017. New in 2018 was the 10k event and the kids race. Within the original distances (VK/26/52) they saw 32% growth in the VK category and 79% growth in the 26k category. The event had a 3-day vendor village, celebrity appearances and book signings, and the Trails in Motion Film Festival.

Stats:

- Over 1100 registered runners (1020 online, 100+ day-of)
- 64% male 36% female
- 104 10k runners
- 159 VK runners (32% growth)
- 450 26k runners (79% growth)
- 333 52k runners
- 60 youth runners
- 309 runners from 32 states (does not include CA, which was nearly 700)
- All 58 California counties represented
- 21 international runners from 12 countries
- Net promoter score of 88 (from post event survey)

2017 Event Recap

June 16 & 17, 2017

Funded: \$20,000

Attendance:	772 (participants), 1,500 – 2,000 additional attendees
Out of Town Participants:	730
Average Night Stay:	2.5
Average Economic Impact:	\$94,329
ROI:	5:1

Results:

The 2017 Broken Arrow Skyrace, part of the 2017 Altra US Skyrunning Series, saw triple digit growth in its second year with participation increasing from 368 to 772. The event collaborated with Salomon and Outside Magazine to generate international media coverage via the online magazine and Salomon's global social team being onsite during the event. UltraRunning Magazine also published a feature article on the event in their September 2017 issue.

The majority of race participants came from California (62%) although they represented 140+ individual cities. There was also representation from 30 states with Oregon (39p), Colorado (33p), Nevada (31p), Utah (19p) and Texas (19p) being the most common. There were also international participants primarily from Mexico (13p) and Canada (12p) however New Zealand, France, Italy, Peru, and Switzerland were also represented.

The event utilized a portion of the sponsorship funds to create a video with Louder Than 11, an adventure media house to tell the story of locals Adrian Ballinger and Emily Harrington as they participated in the race. The video premiered on Outside Magazine Online on August 10, 2017, a media outlet that has over 1.8 million followers between Facebook, Instagram and Twitter.



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2019 Broken Arrow Skyrace EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between Alpenglow Mountain Racing LLC, and the North Lake Tahoe Resort Association, LLC, a California nonprofit corporation ("Sponsor") on September 26, 2018.

1. Event. Alpenglow Mountain Racing LLC is the organizer, owner and operator of "2019 Broken Arrow Skyrace" which will take place on June 21 – 23, 2019 at Squaw Valley, Placer County, California (the "Event"). Sponsor desires to obtain, and Alpenglow Mountain Racing LLC desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. Obligations of Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:

- a) Prominent logo inclusion on all branding and communications
- b) Brand specific social post announcing NLTRA as a premier sponsor
- c) Five (5) race entries (any distance)
- d) 100+ mentions over all social media outlets to highlight sponsorship (FB, Twitter, Instagram) during the 10 months leading up to the event
- e) 25+ Public address recognition at start/finish during pre-race meeting, race announcements, awards ceremony and after party
- f) Dedicated email to non-Western US states and international registrants with NLTRA desired messaging
- g) Logo inclusion in the Broken Arrow annual video
- h) Presence within Vendor Village during the 3-day event expo in The Village at Squaw Valley
- i) Sponsor's name and logo shall be included on the 2019 Broken Arrow Skyrace website home page in a prominent location, listed as a partner, with a link to GTN.com
- j) Event will include North Lake Tahoe specific questions in a post-event survey. Questions will be agreed upon prior to survey being sent.
- k) List 2019 Broken Arrow Skyrace on the event calendar on the NLTRA website (www.GoTahoeNorth.com).
- l) Alpenglow Mountain Racing LLC will provide NLTRA an acceptable Certificate of Insurance naming Sponsor as an additional insured (\$1,000,000 per occurrence, \$2,000,000 general aggregate).

3. Obligations of Sponsor to Event:

- a) Sponsor shall provide a \$30,000 cash sponsorship to the Event.
- b) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.

4. Use of Intellectual Property. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Alpenglow Mountain Racing LLC, including, without limitation, the Event Marks; the Event; and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorializations or other information concerning or in connection with the Event, belongs exclusively to Alpenglow Mountain Racing LLC, (ii) Sponsor may use Alpenglow Mountain Racing LLC Properties only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use

such Alpenglow Mountain Racing LLC Properties shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Alpenglow Mountain Racing LLC Properties, (iv) all uses of Alpenglow Mountain Racing LLC Properties by Sponsor, and all goodwill therefrom, inure to the benefit of Alpenglow Mountain Racing LLC, (v) any permitted use of Alpenglow Mountain Racing LLC Properties may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as “An Official Sponsor”) as directed by Alpenglow Mountain Racing LLC, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

5. Relationship of the Parties. The relationship of Sponsor and Alpenglow Mountain Racing LLC hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership or any relationship other than that of independent contractors. Sponsor and Alpenglow Mountain Racing LLC acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

6. Attorney Fees. In any proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the non-prevailing party shall pay the reasonable expenses of the prevailing party, including reasonable attorney fees and costs, expert witness fees, fees of consultants and court costs incurred in connection therewith.

7. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

NORTH LAKE TAHOE RESORT ASSOCIATION, LLC

By: _____
Name: _____
Title: _____
Date: _____

ALPENGLLOW MOUNTAIN RACING, LLC

By: _____
Name: _____
Title: _____
Date: _____



DRAFT 2019 Broken Arrow Skyrace // NLTRA Proposal

Dates:	June 21-23, 2019
Distances:	Vertical K/10k/26k/52k
Projected Participants:	1500
Additional Attendees:	2000+
Total Potential Participants:	3500+
Proposed NLTRA Grant Amount:	\$30,000

Broken Arrow Skyrace Mission:

In three short years, the Broken Arrow Skyrace has become the premier experiential trail running event in the United States. The three-day, five-distance (52k/26k/10k/Vertical K/Kid's Race) event, held at Squaw Valley Alpine Meadows, has become the premier tour stop in the [US Skyrunner Series](#).

The Broken Arrow Skyrace is actively attempting to raise the bar on the trail running experience in North America. It is our goal to do this by executing a highly branded event with major cash winnings for elites (\$20,000 total), while welcoming the middle to back-of-the-pack runner in a fashion not seen elsewhere in the industry. With Squaw Valley and Lake Tahoe as our canvas, the Broken Arrow continues to promote North Lake Tahoe as the go-to location for high altitude training and events.

2018 Event Recap:

The 2018 Broken Arrow Skyrace, part of the [US Skyrunning Series](#), took place at Squaw Valley on June 15-17, 2018. Through collaborative partnership with Salomon and other key partners, the event saw double-digit growth (over 1100 participants) in only its third year. Perhaps most exciting was presence of Salomon's global social team who covered the race.

The 2018 Broken Arrow Skyrace saw over 1100 registered runners from a diverse and international background. The majority of participants hailed from all 58 California counties, while over 300 other runners joined from 32 states. Perhaps most exciting was 21 international runners from 12 different countries.

2019 Skyman World Tour Inclusion:

New for 2019 (pending funds from the NLTRA), is inclusion in the [Skyrunner World Tour](#). This global series will elevate Broken Arrow to the same level as the iconic European Skyraces. Due to the fact that the World Tour is a points-driven series, athletes from across

the world travel to each tour stop. This will have the major added benefit of bringing a global audience to Squaw Valley and North Lake Tahoe in June of 2019.

After being recruited to participate in the World Tour, The Rut, another US Skyrunner tour stop in Montana, saw their participation grow by over 100% and include runners from over 40 different countries. The Broken Arrow organizers believe this growth can be mirrored in North Lake Tahoe in 2019.

It is our intention to subsidize the cost of World Tour inclusion by an increase in NLTRA funds. This will include the licensing fee from the international Skyman federation, as well travel and lodging for five Skyman officials. If we are able to come to an agreement we will actively track room stays to the best of our ability.

We are also actively seeking digital and other forms of out of area advertising in order to increase room stays in North Lake Tahoe.

Broken Arrow Commitment:

- Prominent logo inclusion on all branding and communications
- Brand specific social post announcing NLTRA as a premier sponsor
- 5x race entry (any distance)
- use of all social media outlets to highlight sponsorship (Facebook, Twitter, Instagram; 100+ mentions over 10 months leading into the event)
- public address recognition at start/finish line during pre-race meeting, during race announcements, at awards ceremony and after party (25+ mentions)
- complimentary presence at vendor village during the three day expo
- any additional activation NLTRA may desire.



MEMORANDUM

Date: September 26, 2018

TO: NLTRA Board of Directors

FROM: Amber Burke, Events & Marketing Manager

RE: TCDA & NTBA 2019 Fireworks Sponsorships – Review of Cancellation Clause

Action Requested:

Review and approve continued sponsorship of the Tahoe City Downtown Association (TCDA) and North Tahoe Business Association (NTBA) Independence Day fireworks shows in 2019.

Background:

NLTRA is currently in a 2-year contract with both TCDA and NTBA to fund their respective independence week fireworks displays. Both contracts include the following termination verbiage:

Either party may terminate this Agreement for any reason upon 30 days written notice; provided, that this Agreement may not be terminated for convenience after October 1 of each year.

The current contract includes the fireworks displays for 2018 and 2019.

The Tourism Development committee approved continuing to move forward with both contracts for 2019.
(M/S/C: Moore/Jackson/7-0-0)

Fiscal Impact:

\$20,000

- \$10,000 – North Tahoe Business Association: 3rd of July Fireworks
- \$10,000 – Tahoe City Downtown Association: 4th of July Fireworks

These funds are currently allocated for these events in the 18.19 Special Event Budget (Attachment A-2).

Kings Beach & Tahoe City Independence Week Fireworks

Contract Summary

Duration & Timing

- 2-Year Contract (2018 & 2019)
 - Contract can be terminated for any reason upon 30 days' notice provided it not be terminated for convenience after October 1 of each year.
- Event Dates: Kings Beach – July 3, Tahoe City – July 4
- Location: Kings Beach State Recreation Area and Commons Beach (TC)

Cash Sponsorship

- \$10,000 to North Tahoe Business Association (Payment – 100% February)
- \$10,000 to Tahoe City Downtown Association (Payment – 100% February)

Key Sponsorship Terms

- NLTRA to receive
 - Logo/link on appropriate signage, website, digital, print and grassroots media when applicable
 - On-site activation during event – space is limited so working with producers to find creative alternatives to a 10x10 tent. Discussing sponsoring an activity throughout the day and/or sharing a tent with staff.
 - One (1) dedicated email to NTBA/TCDA databases highlighting regional offerings.
 - Inclusion in PA announcements during event.
 - NTBA will send a post event survey out to ticket purchasers.
 - Ten (10) Preferred Fireworks Seating Tickets and ten (10) Beach Party Drinks from NTBA.
- NLTRA to provide
 - Inclusion of fireworks information to consumer database with call to action to GTN.com in early June.
 - One (1) dedicated email to Chamber database in mid-May requesting event sponsors.
 - Two (2) dedicated emails to Chamber database in late May/June requesting volunteer support.
 - Three (3) social posts on NLT pages to drive lodging.
 - Two (2) social posts on Chamber pages to drive sponsorships and volunteers.
 - Independence Day Week landing page on GTN.com with information on fireworks shows.
 - Fireworks will be a rotating “Featured Event” on GTN.com starting Memorial Day Weekend.
 - NLTRA will be involved in meetings with regional ski resorts to explore potential partnerships and promotions.

Kings Beach Fireworks July 3, 2018 Recap

Submitted to NLTRA Tourism Development Committee
by North Tahoe Business Association (NTBA) September 17, 2018

Since 1979, the NTBA has planned and produced a fireworks display annually on the day after Independence Day in Kings Beach allowing North Lake Tahoe to provide back-to-back fireworks displays to the delight of visitors, and residents. The annual July 3rd fireworks provide a way to build awareness and drive visitation to Kings Beach, while providing an alternate fireworks display disseminating the number of people that attend the Tahoe City and other regional fireworks displays that take place on July 4.

In 2018, Independence Day fell on a Wednesday and July 3 fell on a Tuesday. When the holiday falls mid-week, typically overall North Lake Tahoe visitation is slightly less and more spread out between the weekend prior and after, and attendance to the events are a bit less than when Independence Day falls Friday through Monday. Through anecdotal feedback NTBA received by Kings Beach business owners, even though the holiday fell mid-week, they saw strong business volumes as compared to other years when the holiday fell mid-week. It should be noted that for many, the success of their overall summer season depends largely on the Kings Beach fireworks and the Independence Day holiday including the weekend prior and after.

Even though they sold out earlier in 2017, 350 Kings Beach Fireworks Beach Party tickets sold out a few days prior to the event. Beach Party attendees and visitors to Kings Beach enjoyed expanded live performances from the San Diego Marines Double Time Brass Band as well as their full concert band including the National Anthem right before the fireworks display. NTBA received rave reviews and saw lots of posts and comments about this on social media. Due to the transitions that Red, White and Tahoe Blue were undergoing, NTBA had to take a more active role in ensuring that the Marine Band performed in Kings Beach. NTBA is already working to secure them for 2019.

The 2018 fireworks display was 16.5 minutes. NTBA received many positive responses and feedback, including some that felt it was the best ever. Many liked the variety of the fireworks shells and loved the finale and many posted and comments on social media.

NTBA is responsible for funding of the annual Kings Beach fireworks display on July 3 through sponsorships, donations from homeowners, residents and visitors, grants from regional service clubs, and through proceeds of the Beach Party. NTBA's 2018 fundraising efforts were successful, proving that the business community, homeowners, residents and visitors value the Kings Beach July 3rd fireworks and want to see the event continue. This support, including NLTRA's sponsorship is vital because each year, the cost and resources required to produce the event increase significantly.



MEMORANDUM

Date: September 26, 2018

TO: NLTRA Board of Directors

FROM: Amber Burke, Events & Marketing Manager

RE: Restructure of the Business Association & Chamber Collaborative (BACC) Committee

Action Requested:

NLTRA Staff and BACC Committee members ask the Board of Directors to review and approve a restructure of the BACC to make the committee more efficient and to allow for more time to collaborate with the North Lake Tahoe Chamber of Commerce.

Background:

The BACC has shifted over the past few years to where their current focus is overseeing \$80,000 dedicated to in-market visitor marketing therefore leaving little time to focus on collaboration with the Chamber of Commerce outside of marketing.

NLTRA Staff and the BACC Committee are recommending a restructure to the following:

5 Meetings a Year – Tourism Development In-Market Collaborative

- Combination of the Tourism Development Committee and the BACC to discuss and oversee the \$80,000 dedicated to in-market visitor marketing.

5 Meetings a Year – Business Association & Chamber Collaborative

- Meet with the NLT Chamber of Commerce to discuss collaborative efforts between the Chamber of Commerce and the Business Associations.

The BACC approved the restructure proposal at their September meeting. (M/S/C: Lamb/Ross/6-0-0)

The Tourism Development Committee approved the restructure proposal at their September meeting. (M/S/C: Moore/Reitter/7-0-0) The committee commented that they saw this as more efficient and appreciated having the two groups work together to be more cohesive.

Fiscal Impact:

There is no additional fiscal impact. The \$80,000 in-market visitor marketing line item is currently in the budget and will continue to be earmarked for that purpose.

Business Association & Chamber Collaborative Committee

Mission

The Business Association and Chamber Collaborative (BACC) Committee is a partnership between the Business Associations of the region and the NLTRA/Chamber of Commerce. The committee advises on marketing campaigns targeted to in-market visitors and works in conjunction with the Chamber of Commerce to align efforts to enhance a vibrant business community.

Members – Tourism Development Collaboration

Tourism Development Committee

1. Brett Williams, Agate Bay Realty
2. Becky Moore, Squaw Valley Lodge
3. Christine Horvath, Squaw Valley/Alpine Meadows
4. Daniel Dorr, Northstar California Resort
5. Eric Brandt, Destination Media
6. Judith Kline, Tahoe Luxury Properties
7. Melissa Panico, Oliver Real Estate
8. Nicole Reitter, Tahoe Mountain Lodging
9. Terra Calejari, Resort at Squaw Creek
10. Todd Jackson, Big Blue Adventure
11. Erin Casey, Placer County Representative (non-voting)

BACC Committee

1. Tahoe City Downtown Association
2. North Tahoe Business Association
3. Squaw Valley Business Association
4. Northstar Village Retailers Association
5. West Shore Association
6. Donner Summit Business Group
7. Incline Community Business Association
8. Placer County Representative (non-voting)

Structure

- The BACC will be invited to attend, as voting members, the second half of five (5) Tourism Development meetings to discuss and advise on in-market visitor marketing initiatives. These meetings will convene as the Tourism Development Collaboration.
- BACC members will be able to send an alternate to meetings in their place to assume their vote.
- For another 5 months of the year, the BACC will meet as a Chamber advisory committee with additional community members.
- The current \$80,000 budget will be earmarked to only be used on in-market regional projects/special initiatives determined valuable by both the Tourism Development Committee and the members of the BACC.
- Both groups, the TD Committee and the BACC will need to have a quorum at the Tourism Development Collaboration meetings to vote on usage of funds.
- Projects will align with current NLTRA initiatives and the 2-year Tourism Development Strategic Plan but will be targeted to in-market visitors.
- The NLT Marketing Cooperative consumer campaign will incorporate regional music and shopping messaging into the out of market, consumer annual plan and will not require any of the \$80,000 funds. Any additional promotional initiatives would run through the newly formed committee.
- A diverse panel, incorporating members of the Tourism Development Committee, In-Marketing Visitor Initiative Committee, and other stakeholders, will recommend Partnership Funding allocations at the October meeting for all voting members to approve before being presented to the Board of Directors.

Meeting Schedule

- September 13, 2018 – Chamber Advisory Role
- October 30, 2018 – Tourism Development Meeting
- November 8, 2018 – Chamber Advisory Role
- January 29, 2019 – Tourism Development Meeting
- February 14, 2019 – Chamber Advisory Role
- March 26, 2019 – Tourism Development Meeting
- April 11, 2019 – Chamber Advisory Role
- May 28, 2019 – Tourism Development Meeting
- June 13, 2019 – Chamber Advisory Role
- August 27, 2019 – Tourism Development Meeting



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MEMORANDUM

Date: 9.26.18

TO: NLTRA Board of Directors

FROM: Cindy Gustafson, CEO

RE: Position for Measure AA on November Ballot

Action Requested

Board of Directors' consideration of an endorsement on Measure AA, the renewal of the "Save our Schools" parcel tax.

Background

First passed in 1989, TTUSD has continuously had a voter-approved supplemental parcel tax to supplement educational priorities. The tax is \$148 per parcel (\$12/month) generating \$5.6 million annually and funds a variety of programs and opportunities for local students including:

- Upgraded career technical and vocational education training
- Enhanced science labs and school libraries
- Provision of honors and advanced placement classes
- Technology equipment and curriculum
- Physical education
- Visual and Performing Arts
- Counseling and Nursing services
- Equipment and supplies
- Maintenance and safety

The revenues from this measure fund 55 full-time positions in TTUSD. There is also a local independent oversight committee and annual audits.

There is no known opposition to this measure.

Fiscal Impact:

There are no direct financial impacts to NLTRA/Chamber of Commerce.

Attachments:

Information from TTUSD and the Advocacy Committee

Measure AA
Save Our Schools Renewal Measure
Frequently Asked Questions

Q: What is Measure AA?

A: After months of gathering community feedback about their priorities for Tahoe Truckee schools, the Board of Education on June 20th unanimously placed Measure AA, the Save Our Schools Renewal Measure, on the November 2018 ballot to continue providing a well-rounded and high-quality education to all students.

Q: Why was Measure AA placed on the ballot?

A: Measure AA would continue existing, voter-approved funding first established in 1989 so students continue to receive the educational and support services they need to succeed.

Measure AA, if renewed, would continue to fund programs that are underfunded by the state to ensure students not only master the basics but are provided with a well-rounded, high-quality education that includes science, art, technology, physical education, honors and advanced placement classes, as well as job and college preparation.

Q: How will renewing Measure AA help student success?

A: If renewed, Measure AA will maintain career technical and vocational education and training programs so students continue to have access to hands-on, interactive learning tools that help them acquire the real-world skills students need to compete for good-paying jobs when they graduate.

Measure AA would continue funding to ensure science labs, school libraries and classroom instruction keeps pace, and that our schools teach students the skills they need to succeed and compete in the technologically advanced, highly competitive 21st century economy.

Q: What other priorities would a Measure AA renewal maintain?

A: Top priorities for our schools that we've heard from the community to date include:

- Maintaining funding for science labs, including equipment and supplies
- Continuing to offer extensive honors and advanced placement classes in such subjects as physics, chemistry and biology
- Upgrading vocational educational and career technology programs so students acquire important job skills
- Preparing students for college and university

Q: How is the Measure AA renewal measure fiscally accountable?

A: Measure AA continues to require strict accountability protections including an independent citizen oversight committee and annual audits to ensure no funds go to towards administrators' salaries and benefits. By law, all Measure AA funds must be used in the Tahoe Truckee Unified School District and no funds could be taken by the State.

Q: When is the election?

A: November 6, 2018. For more election information or to register to vote visit your County Elections website:

El Dorado County -- www.edcgov.us/Government/Elections

Nevada County – www.mynevadacounty.com/695/Registrar-of-Voters

Placer County -- www.placerelections.com

Q: Where can I get more information about Measure AA?

A: For more information about Measure AA, visit www.ttusd.org or contact Christa Barker Myers at christa.barkermyers@gmail.com.

VOTE YES ON AA

Funding provided by the state of California does not adequately cover essential education programs vital for all students to receive a well-rounded, high quality education. Classes in science, art, music, technology, physical education, along with school libraries, counseling and nursing services would not be an option if our district did not have the support of an additional parcel tax.

Since losing property tax funding from the state in 1989, local voter-approved funding has continued to be renewed so our children can receive the support and educational programming they need. This measure is up for renewal this November as "Measure AA". **We need your "YES" vote on this low-cost, critical measure.**

Yes on AA maintains science labs and instruction. Teachers are able to provide valuable hands-on experience learning science concepts.

Yes on AA provides students the opportunity to explore art and music curriculums. This would go away without Measure AA.

Yes on AA maintains career technical/vocational job training programs so that students continue to have hands-on, interactive learning tools to acquire real-world skills for good-paying jobs.

Yes on AA prepares students for college/university. It continues honors/advanced placement including classes in physics, chemistry and biology. Yes on AA continues voter-approved funding that ensures students continue to receive music, art technology, physical/science education, and college/job preparation.

Yes on AA provides employment for 55 staff members of TTUSD. These are community members who are specially trained to take our children to the next level.

Yes on AA requires all funds to be used in Tahoe Truckee public schools. No funds will be diverted outside the Tahoe Truckee Unified School District.

Yes on AA continues to require strict accountability protections including Independent Citizens Oversight and financial audits. No money from Measure AA can go to administrator salaries or benefits. All funds must be spent locally – and by law, no money goes to the State.

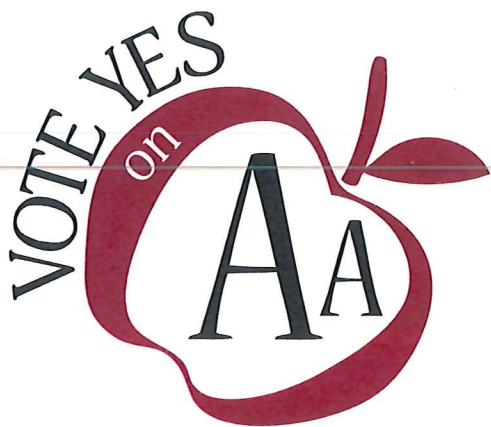
Yes on AA supplements our school district with \$5.6 million annually. Each parcel pays \$148/year. This is only \$12 per month to provide invaluable funding to our community.

Yes on AA builds a strong foundation within our community. Our children emerge from our school system with a well-rounded education, ready to integrate in to the local workforce or continue on to higher education in respectable schools. This is a benefit to our entire community, bringing respect and vitality to our wonderful home!

Seniors over age 65 are exempt from paying Measure AA. But we still need a YES vote on this Measure from everyone, even if you are exempt!

Our local schools must prepare students to compete in the technologically advanced, highly competitive 21st century economy! Measure AA will continue to fund science labs, school libraries and classroom instruction that keeps pace with educational supplies to equip our students with the skills they need to succeed.

That's why educators, parents, seniors, business owners, and community leaders are voting Yes on AA to maintain quality Tahoe Truckee schools for all students!



Vote **YES** on **Measure AA** Tuesday, November 6

Support Our Schools!

Measure AA renews existing, voter-approved funds first established in 1989 so our children receive the support and educational programming they need.

Measure AA will:

- 🎓 Maintain and ensure all Tahoe Truckee students continue to receive a well-rounded, high-quality education – including college and job preparation for the 21st century.
- 🎓 Continue to prepare students to compete in our technologically advanced, highly competitive economy and equip students with the skills they need to succeed.

Measure AA provides programs that are underfunded by the state to ensure students not only master the basics but are provided music, art, technology, physical and science education, and honors and Advanced Placement (AP) classes as well college and career preparation.

For more information, to add your name to our endorsements or to make a much needed contribution, please visit:

www.voteyesonmeasureaa.com





north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 9.26.18

TO: NLTRA Board of Directors

FROM: Cindy Gustafson, CEO

RE: Position on California Propositions 1 & 2

Action Requested

Board of Directors' consideration of endorsements for California Propositions 1 & 2.

Background

Members of the Mountain Housing Council are working to support these two State-wide measures to fund housing. While there is no guarantee, through local efforts at endorsements and fundraising, there is a better chance for our region to influence the guidelines for disbursement of funds.

The Cal Chamber has endorsed both of these propositions.

Fiscal Impact:

There are no direct financial impacts to NLTRA/Chamber of Commerce.

Attachments:

Information from Sierra Business Council, Cal Chamber and the Vote Yes on 1 & 2 Campaign.

California Propositions 1 and 2: Tahoe-Truckee Region Fact Sheet

On November 6, 2018, California voters will decide on two propositions that would provide over \$6 billion for local governments, residents, nonprofits, and developers to use for affordable housing and homeless prevention projects. This fact sheet explains how these measures would benefit the Tahoe-Truckee region.

Proposition 1: Veterans and Affordable Housing Act

Proposition 1 would authorize \$4 billion in general obligation bonds for grants, loans, and other programs to build affordable housing projects, help veterans purchase homes, and construct transit-oriented development.

Local governments, nonprofits, developers, and residents of the Tahoe-Truckee region are eligible for the following programs:

- \$1 billion in loans to veterans to purchase homes, farms, and mobile homes.
- \$1.5 billion in loans for construction, rehabilitation, and preservation of rental housing for persons with incomes of 60% or below the area median income (\$73,500 in Nevada County, \$80,100 in Placer and El Dorado Counties)
- \$150 million for loans and grants to local governments and developers for housing projects near transit locations.
- \$150 million for loans to low- and moderate-income homebuyers.
- \$300 million for forgivable loans and mortgage assistance, development of multiple home ownership units, and manufactured homes.

Please visit <https://www.vetsandaffordablehousingact.org/> for more information on Prop. 1. Text of the entire proposition can be [found here](#).

Proposition 2: No Place Like Home Act

Proposition 2 would repurpose \$2 billion in existing tax revenue generated from high-income earners to help provide permanent supportive housing for persons who are in need of mental health services and are experiencing homelessness, chronic homelessness, or who are at risk of chronic homelessness. Proposition 2 clarifies that funding from a tax authorized in 2016 on high-income earners can be spent on homelessness prevention projects.

Funding would be distributed by mental health departments at Nevada, Placer, and El Dorado counties. Each county would receive a minimum of \$500,000 and are eligible for additional funding through a competitive process.

Please visit <https://www.cayesonprop2.org/> for more information on Prop. 2.



Yes on Proposition 1

Vote Yes on Proposition 1: Funds Affordable Housing for Veterans, Families and Seniors.

If approved by voters, Proposition 1, the Veterans and Affordable Housing Bond Act of 2018, would authorize \$4 billion in general obligation bonds for housing-related programs, loans, grants, and projects and housing loans for veterans.

The CalChamber Board supports Proposition 1 because the housing supply and demand imbalance in California is having significant negative impacts on the state economy and businesses.



www.vetsandaffordablehousingact.org/

The housing shortage is estimated to cost California approximately \$140 billion a year—the equivalent of 6% of gross state product—and that does not include lost business opportunities or expansions forgone or relocations instituted by employers because they cannot recruit or keep workers in the state's high-cost housing environment.

Proposition 1 is projected to create more than 100,000 jobs associated with or indirectly related to the construction of new housing and inject billions of dollars back into the state's economy. As this is a state bond measure, the costs associated with Proposition 1 will be spread over the entire California tax paying population, thereby minimizing impacts on any one individual or business.



California Proposition 1, Housing Programs and Veterans' Loans Bond (2018)

California Proposition 1, the **Housing Programs and Veterans' Loans Bond**, is on the ballot in California as a legislatively referred bond act on November 6, 2018.

A **"yes"** vote supports this measure to authorize \$4 billion in general obligation bonds for housing-related programs, loans, grants, and projects and housing loans for veterans.

A **"no"** vote opposes this measure to authorize \$4 billion in general obligation bonds for housing-related programs, loans, grants, and projects and housing loans for veterans.

Overview

Measure design

Proposition 1 would authorize \$4 billion in general obligation bonds for housing-related programs, loans, grants, and projects and housing loans for veterans. The measure would distribute bond revenue as follows:^[1]

- \$1 billion for the CalVet Home Loan Program, which offers loans to veterans for the purchase of homes, farms, units in cooperative developments, and mobile homes;
- \$1.5 billion for the Multifamily Housing Program (MHP), which offers loans for the construction, rehabilitation, and preservation of rental housing for persons with incomes of 60 percent or below of the area median income;
- \$150 million for the Transit-Oriented Development Implementation Fund, which offers loans and grants to local governments and developers for housing projects near transit stations;
- \$300 million for the Regional Planning, Housing, and Infill Incentive Account, which offers grants for infill infrastructure that supports high-density affordable and mixed-income housing;
- \$150 million for the Home Purchase Assistance Program, which offers loans to low-income and moderate-income homebuyers;
- \$300 million for the Joe Serna, Jr. Farmworker Housing Grant Fund, which offers grants and loans for farmworker housing;
- \$300 million for the Local Housing Trust Matching Grant Program, which offers matching grants to local housing trust funds for "pilot programs to demonstrate innovative, cost-saving approaches to creating or preserving affordable housing;" and
- \$300 million for the Self-Help Housing Fund, which provides forgivable loans for mortgage assistance, the development of multiple home ownership units, and manufactured homes.

California Proposition 1



Election date

November 6, 2018

Topic

Bond issues and Housing

Status

On the ballot

Type

Bond issue

Origin

State Legislature

List of California measures ▼

Submit

Bonds on the ballot in California

In California, the state sells general obligation bonds to investors, who are in effect providing funds to the state that the state repays the investors with interest over a period of time. The state repays bondholders through revenue in the General Fund.^[2] The California Constitution requires that general obligation bond issues of \$300,000 or more be referred to voters for approval or rejection. Between 1993 and 2018, voters of California cast ballots on 39 bond issues, approving 31 of them.

Text of the measure

Ballot title

The official ballot title is as follows:^[3]

“ Authorizes Bonds to Fund Specified Housing Assistance Programs. Legislative Statute.^[4] ”

Ballot summary

The official ballot summary is as follows:^[3]

- “
- Authorizes \$4 billion of state general obligation bonds to fund existing housing programs.
 - Includes \$1.5 billion for Multifamily Housing Program for low-income residents, \$1 billion for loans to help veterans purchase farms and homes, \$450 million for infill and transit-oriented housing projects, \$300 million for farmworker housing program, and \$300 million for manufactured and mobile homes.
 - Provides housing assistance for buyers, infrastructure financing, and matching grants to expand affordable housing stock.
 - Appropriates General Fund revenues to pay off bonds for existing programs that have no revenues or insufficient revenues.^[4]
- ”

Fiscal impact statement

The fiscal impact statement is as follows:^[3]

“ Increased state costs to repay bonds averaging about \$170 million annually over the next 35 years. These bond funds would be used to provide affordable housing.^[4] ”

Full text

The full text of the measure is as follows:^[1]

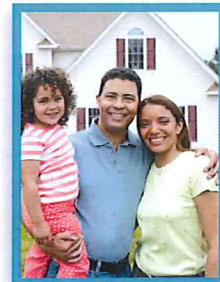


SUPPORT PROP 1 THE VETERANS AND AFFORDABLE HOUSING ACT

WHO WE ARE

We are a broad coalition of veterans' organizations, affordable housing advocates, business and labor leaders, cities, environmental groups and many more committed to helping Californians have safe, affordable homes with Prop 1 the \$4 billion **Veterans and Affordable Housing Act** that will go before voters in November 2018.

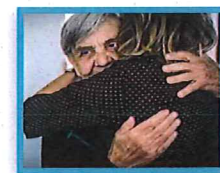
WHAT PROP 1 DOES FOR CALIFORNIA VETERANS, STRUGGLING FAMILIES AND PEOPLE WITH DISABILITIES



- 🏠 Dedicates funding to help military veterans have a safe place to call home.
- 🏠 Provides stable housing for struggling families, people experiencing homelessness and individuals with disabilities.
- 🏠 Builds affordable homes for hardworking people like grocery clerks, nurse aides and teaching assistants. This helps people live in the communities where they work and serve, while still having money for basics like groceries and child care.
- 🏠 Tackles top priorities for Californians – building homes, creating jobs and boosting the economy. It's expected to create 137,000 jobs and pump \$23.4 billion into California's economy.

WHY CALIFORNIANS NEED AFFORDABLE HOUSING

- 🏠 The housing crisis is crushing the 1 in 3 Californians who can't afford their rents or housing costs.
- 🏠 Many people are spending more than 30% of their incomes and some as much as 50% of their incomes on housing.
- 🏠 The gap is so wide between what Californians earn and the cost of rent that families are separated by excruciating commutes because they can't afford to live in the cities where they work.
- 🏠 The human devastation of the housing crisis and homelessness is taking hold in more Californians' lives. California has the largest population of unsheltered veterans in the nation. Families pushed to the brink live in their cars or double and even triple up in overcrowded housing as they try to maintain their jobs and ensure their children go to school.



HOW YOU CAN JOIN OUR COALITION & SUPPORT PROP 1

- 🏠 Help spread the word among family, friends, neighbors and colleagues that we all can do something about the housing crisis – **Vote YES on the Veterans and Affordable Housing Act this November.**

CONTACT

David Koenig (DavidJKoenig@gmail.com) for information on how you and your organization can formally endorse Prop 1, participate in outreach opportunities and contribute to the campaign to build affordable housing in California.

VETSANDAFFORDABLEHOUSINGACT.ORG

Paid for by Affordable Housing Now – Yes on Props 1&2 coalition: Housing California, California Housing Consortium, State Building and Construction Trades Council of California and Silicon Valley Leadership Group. Committee major funding from:

Chan Zuckerberg Advocacy

Members' Voice of the State Building and Construction Trades Council of California

California Works - Senator Toni Atkins Ballot Measure Committee

Funding details at <http://www.fppc.ca.gov/transparency/top-contributors/nov-18-gen.html>



BUILDING HOMES FOR OUR WORKFORCE, KEEPING CALIFORNIA COMPETITIVE

California must start building more affordable places for our workforce to call home if the state is to remain economically competitive. Passing the Prop 1 \$4 billion **Veterans and Affordable Housing Act** will help build affordable housing for veterans, working families, people with disabilities and Californians experiencing homelessness and develop the strong business environment we all need.

WHY CALIFORNIA'S BUSINESSES AND WORKFORCE NEED AFFORDABLE HOUSING

- The housing crisis is crushing California's workforce. People are spending more than 30% of their incomes and as much as 50% of their incomes on housing, no matter how many hours they work.
- California's business leaders say increasing the supply of affordable housing for workers across the state is imperative for our diverse business community — from small businesses in the Central Valley and the Inland Empire to leading tech companies in the Bay Area — to compete for and retain the talent that drives the state's economy.
- Nine of the nation's 10 least affordable major metropolitan areas (with populations of 500,000 or more) are in California — dampening businesses' competitive edge in these markets and creating a domino effect across the state.
- A January 2018 report from the Public Policy Institute of California notes that addressing the high cost of living is critical to the state maintaining long-term economic competitiveness and a skilled workforce.



WHAT PROP 1 DOES TO BUILD A STRONGER CALIFORNIA

- The Veterans and Affordable Housing Act will increase the supply of affordable housing, and it is expected to create 137,000 jobs and pump \$23.4 billion into California's economy.
- It improves our business and community environments by reducing homelessness among veterans, families with children, people with disabilities and other valued members of our communities.
- The act builds upon successful private-public partnerships to get homes quickly built and invest in the programs and projects local communities need, including: \$1.5 billion to the Multifamily Housing Program, \$150 million for the Transit-Oriented Development Program, and \$300 million for the Infill Infrastructure Grant Program.

CONTACT David Koenig at DavidJKoenig@gmail.com for more information.

VETSANDAFFORDABLEHOUSINGACT.ORG

Paid for by Affordable Housing Now – Yes on Props 1&2 coalition: Housing California, California Housing Consortium, State Building and Construction Trades Council of California and Silicon Valley Leadership Group. Committee major funding from:

Chan Zuckerberg Advocacy
Members' Voice of the State Building and Construction Trades Council of California
Essex Property Trust
Funding details at www.fppc.ca.gov.

Printed In-House. Labor Donated.

Executive Committee

California Housing Consortium
Housing California
Silicon Valley Leadership Group
State Building and Construction Trades
Council of California



Steering Committee

Senate President pro Tem Toni Atkins
Senator Jim Beall
Assemblymember David Chiu
Jennifer LeSar
League of California Cities
Dignity Health
California Association of Veterans Services Agencies
California State Commanders Veterans Council
Habitat for Humanity CA
Steinberg Institute

BROAD COALITION OF SUPPORT

Veterans

American GI Forum of California
American Legion, Department of California
AMVETS, Department of California
California Association of County Veterans Service Officers
California Veterans Assistance Foundation
Disabled American Veterans Department of California
Fleet Reserve Association, West Coast Region
Jewish War Veterans - California
Military Officers Association of America (MOAA),
California Council of Chapters
National Guard Association of California
National Veterans Foundation
New Directions for Veterans
Reserve Officers Association - Golden West Department
Scottish American Military Society Region 16
Silicon Valley Chapter of the MOAA
Swords to Plowshares
United Veterans Council of Santa Clara County
U.S. VETS
Veterans Democratic Club of Sacramento County
Veterans Housing Development Corp
Veterans of Foreign Wars (VFW) - Department of California
Veterans Resource Centers of America
Veterans Village of San Diego
Vietnam Veterans of America California State Council
Women Veterans Alliance

Chambers & Business Associations

American Council of Engineering Companies of California
Asian Business Association, San Diego
Bay Area Council
Building Industry Association of Tulare/Kings Counties
Cabrillo Economic Development Corporation
California Building Industry Association
California Community Economic Development Association
Cerritos Regional Chamber
Central City Association
Fontana Chamber of Commerce
Gateway Chambers Alliance
Greater Coachella Valley Chamber of Commerce
Los Angeles Area Chamber of Commerce
Los Angeles Business Council
Middle Class Taxpayers Association
Montebello Chamber of Commerce
Monterey Bay Economic Partnership (MBEP)

Chambers & Business Associations (cont.)

Morgan Hill Chamber of Commerce
Palo Alto Chamber of Commerce
San Diego Regional Chamber of Commerce
San Francisco Chamber of Commerce
San Gabriel Valley Economic Partnership
Santa Rosa Metro Chamber of Commerce
Sierra Business Council
The Chamber of the Sa
The Sacramento Urban League
Valley Industry & Commerce Association
Western Growers Association

Environment and Transportation

California Bicycle Coalition
California League of Conservation Voters (CLCV)
Climate Plan
Metropolitan Transportation Commission
Move LA
Planning and Conservation League
TransForm

Cities, Counties and Local Electeds

Speaker of the Assembly Anthony Rendon
State Senator Bill Dodd
State Senator (former) Bob Huff
State Senator Mike McGuire
State Senator Richard Roth
State Senator Scott Wilk
Assemblymember Joaquin Arambula
Assemblymember Marc Berman
Assemblymember Rob Bonta
Assemblymember Ian Calderon
Assemblymember Ken Cooley
Assemblymember Chris Holden
Assemblymember Reginald Jones-Sawyer
Assemblymember Ash Kalra
Assemblymember Kevin McCarty
Assemblymember Bill Quirk
Assemblymember Eloise Reyes
Assemblymember Miguel Santiago
Assemblymember Mark Stone
Assemblymember Phil Ting
Assemblymember Jim Wood

Cities, Counties and Local Electeds (cont.)

Southern California Association of Governments
City and County of San Francisco
County of Amador
County of Mono
County of Monterey
County of Napa
County of Santa Cruz
County of Tuolumne
City of Alameda
City of Arcata
City of Burlingame
City of Ceres
City of Cloverdale
City of Colton
City of Corcoran
City of Davis
City of El Cerrito
City of Farmersville
City of Fortuna
City of Goleta
City of Half Moon Bay
City of Hayward
City of Lakeport
City of Lakewood
City of Livermore
City of Livingston
City of Los Angeles
City of Mountain View
City of Napa
City of Norwalk
City of Redwood City
City of San Buenaventura
City of San Jose
City of San Mateo
City of Sausalito
City of South San Francisco
City of Thousand Oaks
City of Ukiah
City of Willits
Town of Mammoth Lakes
Town of Portola Valley
Gateway Cities Council of Governments
League of California Cities, Los Angeles County Division
League of California Cities, East Bay Division
Mayor Newell Arnerich, Town of Danville
Mayor Rusty Bailey, City of Riverside
Mayor Richard DeLaRosa, City of Colton
Mayor Kevin Doble, City of Ukiah
Mayor Carol Dutra-Vernaci, City of Union City
Mayor Mark Farrell (former), City of San Francisco
Mayor Eric Garcetti, City of Los Angeles
Mayor Joe Gunter, City of Salinas
Mayor Heidi Harmon, City of San Luis Obispo
Mayor Sam Hindi, City of Foster City
Mayor Kirsten Keith, City of Menlo Park
Mayor John Marchand, City of Livermore

Cities, Counties and Local Electeds (cont.)

Mayor Peggy McQuaid, City of Albany
Mayor Lily Mei, City of Fremont
Mayor Manuel Minjares, City of Fillmore
Mayor Joseph Palla, City of Cloverdale
Mayor Pro Tem Daniel Parra, City of Fowler
Mayor Deborah Penrose, City of Halfmoon Bay
Mayor Jennifer Perez, City of Norwalk
Mayor Jim Reed, City of Scotts Valley
Mayor Rob Rennie, City of Los Gatos
Mayor Libby Schaaf, City of Oakland
Mayor Lenny Siegel, City of Mountain View
Mayor Darrell Steinberg, City of Sacramento
Mayor Madge Strong, City of Willits
Mayor Mireya Turner, City of Lakeport
Mayor Chris Vierra, City of Ceres
President, Board of Supervisors Dave Pine, County of San Mateo
Supervisor Ryan Coonerty, County of Santa Cruz
Supervisor Dave Cortese, County of Santa Clara
Supervisor Joan Hartmann, County of Santa Barbara
Supervisor Don Nottoli, County of Sacramento
Supervisor Don Saylor, County of Yolo
Supervisor Phil Serna, County of Sacramento
Supervisor Das Williams, County of Santa Barbara
Councilmember Will Arnold, City of Davis
Councilmember Larry Carr, City of Sacramento
Councilmember Marilyn Ezzy Ashcraft, City of Alameda
Councilmember Lucas Frerichs, City of Davis
Councilmember Eric Guerra, City of Sacramento
Councilmember Steven Hansen, City of Sacramento
Councilmember Jose Huizar, City of Los Angeles
Councilmember Ken Lane, City of Ceres
Councilmember Gustav Larsson, City of Sunnyvale
Councilmember Cynthia Mathews, City of Santa Cruz
Councilmember Colin Parent, City of La Mesa
Councilmember Deborah Ruddock, City of Half Moon Bay
Councilmember Jay Schenirer, City of Sacramento
Councilmember Rene Spring, City of Morgan Hill
Councilmember Donald Terry, City of Rancho Cordova
Councilmember Cindy Silva, City of Walnut Creek
Sheriff Jim McDonnell, County of Los Angeles
Police Chief Robert Plummer, City of Napa
School Board Member Jody London, Oakland Unified School District
Trustee Alex Randolph, City College of San Francisco

Democratic Party Organizations

California Democratic Party
Alameda County Democratic Party
Bruin Democrats at UCLA
Democratic Party of Orange County
Democratic Party of Santa Barbara County
Democratic Party of the San Fernando Valley
Desert Stonewall Democrats
La Mesa Foothills Dem Club

Democratic Party Organizations (cont.)

Los Angeles County Democratic Party
Los Angeles County Young Democrats
North Valley Democratic Club
Peninsula Democratic Coalition
Progressive Democrats of the Santa Monica Mountains
Sacramento Democratic Party
San Fernando Valley Young Democrats
San Francisco Democratic Party
Santa Clara Democratic Party
Santa Monica Democratic Club
Silicon Valley Working Blue Democratic Club

Labor

State Building and Construction Trades Council of California
Service Employees International Union (SEIU) California
California Federation of Teachers (CFT)
California Labor Federation
United Farm Workers (UFW)
Boilermakers
California Construction Industry Labor Management Trust
California State Association of Electrical Workers
California State Pipe Trades Council
District Council of Iron Workers
IBEW Ninth District
International Union of Painters and Allied Trades (IUPAT),
District Council 36
Kern Inyo Mono Counties Building Trade Associations
Los Angeles/Orange Counties Building and Construction
Trades Council
Northeastern California Building & Construction
Trades Council
Sacramento-Sierra Building & Construction Trades Council
San Diego County Building & Construction Trade Council
San Francisco Building and Construction Trades Council
Santa Clara & San Benito Counties Building & Construction
Trades Council
SoCal Pipe Trades District Council 16
AFT 2121
Fremont Unified School District Teachers Association
Fresno Unified Teachers Association
IBEW Local 6
IBEW Local 11
IBEW Local 47
IBEW Local 234
IBEW Local 302
IBEW Local 332
IBEW Local 428
IBEW Local 441
IBEW Local 551
IBEW Local 569
IBEW Local 595
IBEW Local 617
IBEW Local 639
IBEW Local 684
IBEW Local 952

Labor (cont.)

Ironworkers Local 155
Ironworkers Local 229
IUPAT Local 52 - Painters
IUPAT Local 510 - Sign & Display
IUPAT Local 636 - Glaziers
IUPAT Local 831 - Tradeshow & Sign Crafts
IUPAT Local 1036 - Painters
IUPAT Local 1136 - Drywall Finishers
IUPAT Local 1247 - Floor Coverers
IUPAT Local 1399 - Glaziers & Floor Coverers & Painters
IUPAT Local 1991 - Civil Service, Paint Makers & Industrial
IUPAT Local 2345 - CalPro-IUSD & Nonprofit
Landscape & Irrigation Local 345
Plumbers Local 78
Plumbers Local 398
Plumbers Local 582
Plumbers & Pipefitters Local 114
Plumbers & Pipefitters Local 364
Plumbers & Steamfitters Local 230
Plumbers & Steamfitters Local 398
Plumbers & Steamfitters Local 403
Plumbers & Steamfitters Local 460
Plumbers & Steamfitters Local 484
Plumbers & Steamfitters Local 761
Plumbers, Steamfitters & HVAC/R Local 230
S.M.A.R.T Local 104
S.M.A.R.T Local 105
Sprinkler Fitters Local 709
Steam, Refrigeration, Air Conditioning, Pipefitters & Apprentices
Local 250
United Educators of San Francisco

Statewide Organizations, Local Businesses & Community Groups

California Alliance for Retired Americans (CARA)
California Association of Housing Authorities (CAHA)
California Coalition for Rural Housing
California Community Foundation
California Council of Community Behavioral Health Agencies
California Forward
California Partnership to End Domestic Violence
California State Association of Counties (CSAC)
California State Sheriffs' Association (CSSA)
Californians for Disability Rights, Inc. (CDR)
Congress of California Seniors
County Welfare Directors Association of California
Kaiser Permanente
LeadingAge California
League of Women Voters California
Lutheran Office of Public Policy - CA
Non-Profit Housing Association of Northern California
People Assisting The Homeless (PATH)
PICO-California
Providence St. Joseph Health
Sacramento Housing Alliance

Statewide Organizations, Local Businesses & Community Groups (cont.)

San Diego Housing Federation
SCANPH
Steinberg Institute
The California Council for Affordable Housing (CDAH)
United Ways of California
Western Center on Law & Poverty
Women's Council of Realtors
A Community of Friends
Abode Communities
Abode Services
ACT-LA (Alliance for Community Transit, Los Angeles)
Affirmed Housing
Affordable Housing Advocates
Affordable Housing Now (Santa Cruz County)
AIA Los Angeles
AIDS Project of the East Bay
Akrya
Alameda Council of Community Mental Health Agencies (ACCMHA)
Alameda County Housing Authority
American Family Housing (AFHUSA)
Association of Bay Area Governments (ABAG)
Bay Area Community Services
BBI Construction
Berkeley Food and Housing Project
Berkeley Student Cooperative
Bill Wilson Center
Bonnewit Development Services
Bowers Consulting
BRIDGE Housing
Brilliant Corners
Burbank Housing
Cafe Con Leche Intl Inc.
California Association of Local Housing Finance Agencies
California Housing Partnership
California Primary Care Association
California YIMBY
CASA of Tulare County
Center for Sustainable Neighborhoods
Central Sierra Continuum of Care
Charities Housing
Cherryland Community Association
Christian Church Homes
CING Systems
Circulate San Diego
City Heights Community Development Corporation
City of Refuge
CityTeam
Clifford Beers Housing
Coachella Valley Housing Coalition
Coalition for Economic Survival
Coalition for San Francisco Neighborhoods
Coalition of Homeless Services Providers
Coastal Housing Coalition
Community Corporation of Santa Monica

Statewide Organizations, Local Businesses & Community Groups (cont.)

Community Cycles of California
Community Economics
Community Housing Improvement Program (CHIP)
Community Housing Improvement Systems and Planning Association, Inc. (CHISPA)
Community Housing Opportunities Corporation
Community Housing Partnership
Community HousingWorks
Community Land Trust Association of West Marin
Corporation for Supportive Housing
Council of Community Housing Organizations
Creative Group International Inc.
Cypress Group
D10 Urbanists
Deaf Seniors of Riverside (DSR)
Destination: Home
Downtown Women's Center
EAH Housing
East Bay for Everyone
East Bay Housing Organization
East LA Community Corporation
Eden Housing
Ella Baker Center
Ensuring Opportunity Campaign to End Poverty in Contra Costa County
Enterprise Community Partners - Northern California
Enterprise Community Partners - Southern California
EveryOne Home
First Community Housing
Flexible PSH Solutions, Inc.
Friends Committee on Legislation of California
FSY Architects, Inc
Fund for Santa Barbara
Giuriato & Associates
Goldfarb Lipman Attorneys
Gonzalez Goodale Architects
Good Seed Community Development Corp.
Gratitude Alliance
Greenbelt Alliance
Habitat for Humanity East Bay/Silicon Valley
Habitat for Humanity Fresno Inc
Habitat for Humanity Inland Valley
Habitat for Humanity of Greater Los Angeles
Habitat for Humanity of Greater Sacramento
Habitat for Humanity Tulare/Kings Counties
Habitat for Humanity of Tuolumne County
Harbor Recuperative Care LLC
healthright360.org
Healthy Mendocino
Highridge Costa Companies
Highridge Costa Investors
Hollywood Community Housing Corporation
Homeward Bound of Marin
HOPE, Inc.
House Farm Workers!

Statewide Organizations, Local Businesses & Community Groups (cont.)

Housing Authority of the City of Madera CA
Housing Authority of the City of Santa Barbara
Housing Authority of the County of Santa Barbara
Housing Choices
Housing Leadership Council of San Mateo County
Housing on Merit
Housing Rights Committee of San Francisco
Housing Trust Silicon Valley
Inner City Law Center
Irvine For Everyone
JAG Interiors Inc
Jamboree Housing Corp.
Jewish Community Relations Council Silicon Valley
John Stewart Co.
Key Community Housing
Kingdom Development Inc.
Kings/Tulare Homeless Alliance
Koenig Consulting
Koreatown Immigrant Workers Alliance
La Verne Chamber of Commerce
Lanternman Housing Alliance
Laurin Associates
LifeSTEPS
Linc Housing
Little Tokyo Service Center
Local Initiatives Support Corporation (LISC)
Long Beach Residents Empowered
LTSC Community Development Corp.
LULAC-California
Magnolia Prime
Mammoth Lakes Housing Inc.
Many Mansions
Marin Environmental Housing Collaborative
Matt Huerta Consulting LLC
Meraki Pacific, LLC
Mercy Housing
Mexican American Legal Defense and Educational Fund
(MALDEF)
MidPen Housing Corporation
Mission Housing Development Corporation
Mogavero Architects
Montebello Housing Development Corporation
Monterey County Mayors' Association
Multi-faith ACTION Coalition
Mutual Housing California
Mutual Housing Marin
NAMI Solano County
Nancy Lewis Associates, Inc.
Napa Valley Community Housing
National Community Renaissance
NeighborWorks Orange County
NeighborWorks Sacramento
New Capital
North Bay Leadership Council
Northern California Community Loan Fund

Statewide Organizations, Local Businesses & Community Groups (cont.)

Northern Circle Indian Housing Authority
Northern Santa Barbara County United Way
Novin Development
Nuquest Ventures LLC
Oakland & The World
One Treasure Island
Orange County United Way
Oyster Point Development, LLC
Palm Springs Tenants Union
Palo Alto Housing
Paschal/Roth
PATH Ventures
People's Self-Help Housing
Peterson Affordable Housing
Plumas Crisis Intervention and Resource Center (PCIRC)
PolicyLink
R4 Capital
Rad Urban
RCC Charitable
RCD Housing
Rebuilding Together Sacramento
Redding/Shasta, Lassen, Plumas, Sierra, Siskiyou, Del Norte,
Modoc Counties Continuum of Care
Related California
Richmond Community Foundation
RISE
Rise Together
Rural Communities Housing Development Corporation
Rural Community Assistance Corporation
Sacramento Area Congregations Together (ACT)
Sacramento Loaves and Fishes
Sacramento Regional Coalition to End Homelessness
Sacramento Self-Help Housing
Sadlon & Associates, Inc
SAHA Homes
San Diego Community Housing Corporation (SDCHC)
San Diego Habitat for Humanity
San Diego Interfaith Housing Foundation
San Francisco Bay Area Renters Federation
San Francisco Community Land Trust
San Francisco Housing Development Corp.
San Francisco Human Services Network
San Francisco Information Clearinghouse
San Francisco Interfaith Council
San Luis Obispo County Housing Trust Fund
San Mateo County Economic Development Association
(SAMCEDA)
Santa Cruz County Business Council
Santa Cruz YIMBY
Sares-Regis Group
Scotsman Properties
Self-Help Enterprises
Shelter Partnership
Sierra HOPE
Silicon Valley @ Home

Statewide Organizations, Local Businesses & Community Groups (cont.)

Silicon Valley Community Foundation
SiliconSage Homes
Sisters of St. Joseph of Carondelet, Los Angeles Province
Skid Row Housing Trust
SPUR
St. Joseph Center
Stories from the Frontline
Strong Beauty Warrior
Sunnyvale Community Services
T.R.U.S.T. South LA
Temple Isaiah
Tenderloin Housing Clinic
Tenderloin Neighborhood Development Corporation
TerraCorp Financial, Inc.
The Greater Sacramento Urban League
The Ingram Politic
The John Stewart Company
The Kennedy Commission
The Magnolia @ 9th Senior Apartments
The Pacific Companies
The Ponyon Group
The Public Interest Law Project
The Reilly Group
The Social Justice Fund for Ventura County
Togawa Smith Martin
Townspeople
Unitarian Universalist Church of Berkeley
United Way of Greater Los Angeles
US Green Energy
USA Properties Fund
Venice Community Housing
Venture Gained Legal
Vesta Development
Visalia Emergency Aid Council
Wakeland Housing and Development Corp.
Women Organizing Resources, Knowledge and Services
(WORKS)
WSH Management, Inc.
Yes to Affordable Housing! (YAH!)
YIMBY Action

Paid for by Affordable Housing Now – Yes on Props 1&2 coalition: Housing California, California Housing Consortium, State Building and Construction Trades Council of California and Silicon Valley Leadership Group. Committee major funding from:

Chan Zuckerberg Advocacy
Members' Voice of the State Building and Construction Trades Council of California
Essex Property Trust
Funding details at www.fppc.ca.gov.



Yes on Proposition 2

Vote Yes on Proposition 2: Funds Stable Housing for Individuals with Mental Illness.

Proposition 2 is a revenue bond that spends only revenue generated from Proposition 63 (2004), which provides for a 1% tax on income above \$1 million (an estimated \$2.23 billion in the fiscal year 2018–2019). This measure would authorize the state to use the revenue generated from Proposition 63 (2004) on \$2 billion in revenue bonds to address the homelessness crisis in California for those suffering from mental health issues. There would be no additional taxes and no additional spending from the General Fund as a result of this bond.

The CalChamber Board voted to support Proposition 2 because the measure improves the economy by helping the homeless reintegrate and reduces public health care costs.

Proposition 2 builds housing and keeps mental health services in reach for people. More than 134,000 Californians are homeless. It is estimated that as many as a third of the people living in these unsafe conditions are living with an untreated mental illness.

If passed by voters, Proposition 2 will result in the construction of 20,000 permanent supportive housing units. This allows coordination of mental health and substance use services, medical care, case managers, education and job training to help people get the treatment and housing stability they need.



California Proposition 2, Use Millionaire's Tax Revenue for Homelessness Prevention Housing Bonds Measure (2018)

California Proposition 2, the Use Millionaire's Tax Revenue for Homelessness Prevention Housing Bonds Measure, is on the ballot in California as a legislatively referred state statute on November 6, 2018.^[1]

A **yes** vote supports authorizing the state to use revenue from Proposition 63 (2004)—a 1 percent tax on income above \$1 million for mental health services—on \$2 billion in revenue bonds for homelessness prevention housing for persons in need of mental health services.

A **no** vote opposes authorizing the state to use revenue from Proposition 63 (2004) on \$2 billion in revenue bonds for homelessness prevention housing for persons in need of mental health services.

California Proposition 2



Election date

November 6, 2018

Topic

Taxes and Housing

Status

On the ballot

Type

State statute

Origin

State legislature

List of California measures ▼

Submit

Overview

Why is Proposition 2 on the ballot?

The California State Legislature passed legislation to spend revenue from Proposition 63 on revenue bonds for homelessness prevention housing in 2016. The legislation, however, did not go into effect because of pending litigation over whether revenue from the millionaire's tax could be spent on homelessness prevention housing.^[2] Unlike general obligation bonds, revenue bonds do not require a public vote in California. Proposition 2 was referred to the ballot because the revenue for the bond would come from a tax that was created through a ballot initiative, Proposition 63. In California, changes to ballot initiatives require a vote of the public.

What other ballot propositions address housing in California?

Voters in California will decide four ballot propositions related to housing on November 6, 2018—the most ever to appear on a state's ballot in one year according to Ballotpedia's catalog of housing-related ballot measures. Besides Proposition 2, voters will decide the following three housing-related ballot propositions:

- Proposition 1 would authorize \$4 billion in bonds for affordable housing programs, loans, grants, as well as housing loans for veterans.
- Proposition 5 would remove restrictions on allowing seniors (ages 55+) and persons with serve disabilities to transfer their tax assessments, with a possible adjustment, from their prior home to their new home.
- Proposition 10 would allow local governments to adopt rent control.

Supporters of Propositions 1, 2, 5, and 10 all argue that their ballot measures would help address the housing situation, such as rent prices, real estate values, and available housing, in California.

Text of the measure

YES ON PROP 2

No Place Like Home

WHO WE ARE

We are a broad coalition of community and homeless advocates, doctors, mental health experts, public safety officers and many others who are committed to passing Prop 2, which authorizes \$2 billion in bonds from the Mental Health Services Act to build 20,000 permanent supportive housing units under the “No Place Like Home” Program for Californians living with a serious mental illness who are homeless or at great risk of becoming homeless.

WHY CALIFORNIANS NEED PROP 2

- More than 134,000 people are languishing on our streets, huddled on sidewalks, sleeping under freeways and along riverbanks. As many as a third of the people living in these unsafe conditions are living with an untreated mental illness.
- Decades of research shows providing people with a stable place to live along with mental health services promotes healthy, stable lives.
- Without the foundation of a stable home connected to mental healthcare, people suffering from serious mental illness are unable to make it to doctors’ appointments and specialized counseling services, often showing up in emergency rooms as a last resort.

HOW PROP 2 WILL HELP CALIFORNIANS

- Build 20,000 permanent supportive housing units for people living with a serious mental illness who are homeless or at great risk of becoming homeless.
- Provide intensive coordinated care through the housing program that includes mental health and addiction services, medical treatment, case managers, education and job training.
- Strengthen partnerships among doctors, law enforcement, mental health and homeless services providers to ensure care provided through the housing program is coordinated and tailored to individual needs.
- Together, we can help prevent more deaths on our streets and provide critical intervention by building supportive housing connected to mental health treatment and services.

PROP 1 AND PROP 2 WORKING TOGETHER

Prop 1 (Veterans and Affordable Housing Act) works together with Prop 2 to address the crushing housing crisis California is facing. Prop 1 invests \$4 billion to build affordable housing for veterans, working families, people with disabilities, Californians experiencing homelessness and others struggling to find a safe place to call home. Housing and mental health advocates worked together with the legislature to put Prop 1 on the ballot; now Prop 1 and 2 have come together to generate support and communicate with voters that BOTH measures are urgently needed.

CONTACT David Koenig at DavidJKoenig@gmail.com for more information.

VETSANDAFFORDABLEHOUSINGACT.ORG

Paid for by Affordable Housing Now – Yes on Props 1&2 coalition: Housing California, California Housing Consortium, State Building and Construction Trades Council of California and Silicon Valley Leadership Group. Committee major funding from:

Chan Zuckerberg Advocacy

Members’ Voice of the State Building and Construction Trades Council of California
Housing Trust Silicon Valley

Funding details at <http://www.fppc.ca.gov/transparency/top-contributors/nov-18-gen.html>

YES ON PROP 2

No Place Like Home

Key Questions and Answers

WHAT IS PROPOSITION 2?

Proposition 2 will provide permanent supportive housing linked to treatment and services to help people with serious mental illness who are experiencing homelessness or at risk of becoming homeless.

WHY DO WE NEED PROPOSITION 2?

We have a homelessness crisis in California that is straining our neighborhoods, businesses and public services. More than 134,000 Californians are living on the streets and as many as one-third of them are suffering from untreated mental illness.

WE ALSO KNOW THE SOLUTION: Research shows that providing permanent supportive housing, linked to intensive services, has proven successful at getting people who are homeless and have a serious mental illness off the streets and into effective care. A recent RAND analysis that tracked a permanent supportive housing program in Los Angeles County found the foundation of housing helped get more than 3,500 people off the streets since 2012 and reduced taxpayer costs by 20 percent.

WHO IS THE TARGET POPULATION TO BE SERVED?

Prop 2 will help adults with serious mental illness and children with severe emotional disorders and their families who are homeless or at risk of becoming homeless.

HOW DOES PROPOSITION 2 WORK?

Prop 2 builds permanent supportive housing linked to mental health treatment and services — at no new cost for taxpayers — under a \$2 billion bond. The bond will be financed using the Mental Health Services Act, also known as Proposition 63, the millionaire's tax passed by California voters in 2004 that now generates \$2.2 billion annually to improve mental health care across the state. Prop 2 will use just 6 percent of the annual revenue generated under the Act, with funding going to local

communities and all California counties to support planning and construction of permanent supportive housing. The housing must be linked to support services for residents that are on site or easily accessible.

WHO SUPPORTS PROPOSITION 2?

Prop 2 has broad support from medical professionals, mental health advocates, public safety officials, affordable housing advocates and more.

No Place Like Home was originally conceived by Sacramento Mayor Darrell Steinberg as a natural evolution of the Mental Health Services Act and a recognition of the need to scale up statewide a proven model of treatment for a singularly vulnerable population: adults and children living on the streets with a serious mental illness.

PROP 2 SUPPORTERS INCLUDE: National Alliance of Mental Illness California (NAMI CA); Mental Health America of California (MHAC); Mayor Darrell Steinberg; the Steinberg Institute; League of California Cities; California State Association of Counties; Dignity Health; Kaiser Permanente; California Association of Veteran Service Agencies; the League of Women Voters of California; National Association of Social Workers - California Chapter; Bay Area Council; California Chapter of American College of Emergency Physicians; California Police Chiefs Association; California Primary Care Association; California Professional Firefighters; California Democratic Party; City & County of Los Angeles; and St. Joseph Center.

WHAT CAN I DO TO HELP PASS PROPOSITION 2?

Tell your family, friends, neighbors and colleagues to vote YES on Prop 2 this November! Learn how we can all play an important role in helping end homelessness in California and alleviating the unnecessary suffering of people living on the streets with untreated mental illness. Share information from our website, endorse the measure and follow us on Facebook and Twitter.

CAYESONPROP2.ORG

Paid for by Affordable Housing Now – Yes on Props 1&2 coalition: Housing California, California Housing Consortium, State Building and Construction Trades Council of California and Silicon Valley Leadership Group. Committee major funding from:

Chan Zuckerberg Advocacy

Members' Voice of the State Building and Construction Trades Council of California

Essex Property Trust

Funding details at www.fppc.ca.gov.



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 9.26.18

TO: NLTRA Board of Directors

FROM: Cindy Gustafson, CEO

RE: Positions on Other State-wide Propositions

Action Requested

Board of Directors' consideration of endorsements or opposition for any other State-wide Propositions.

Background

Staff does not have the resources to provide independent evaluation of the entire November ballot, but the Cal Chamber has taken the attached positions.

Fiscal Impact:

There are no direct financial impacts to NLTRA/Chamber of Commerce.

Attachments:

CalChamber position statement.

From: CalChamber
Sent: Wednesday, September 26, 2018 12:17 PM
To: cindy@gotahoenorth.com
Subject: November Ballot Measure Information to Share

If you are unable to see the message below, [click here to view](#).



September 26, 2018

To: CalChamber Members

Subject: November Ballot Measure Information to Share

The November 6 general election is just six weeks away, and a number of the ballot measures will have a significant impact on jobs and the state of the economy. As your employees and colleagues review the ballot, they may find it helpful to learn about the business perspective on the November propositions. Below is a sample election message to pass along. Sharing this information is not the same as telling your employees and colleagues how to vote and the sample text below attempts to make that clear. You can include [this link](#) in your email for employees and colleagues who would like more information, or print out [this PDF](#) to distribute.

If you have concerns about communicating these positions to your employees, be assured that you are within your rights to do so—just remember: NO PAYCHECK STUFFERS, no coercion, no rewarding or punishing employees (or threatening to do so) for their political activities or beliefs. For more guidelines on political communications to employees, [see the brochure on our website](#). Note the distinction between *internal* communications (to employees, stockholders and their families) and communications to *external* audiences (such as nonstockholder retirees, outside vendors, customers, passerby).

Remember to Vote

As you consider your choices on the November ballot, we want to share with you the positions of the California Chamber of Commerce on the statewide ballot measures. Please don't interpret this email as a message telling you how to vote. We are providing this information because the CalChamber positions are based on the impact of the ballot measures on California's economy and jobs climate. For more information on the reasons for each position, please see the link at the bottom of the email.

Prop.	Position	What It Does
1	Support	Funds Affordable Housing for Veterans, Families and Seniors

2	Support	Funds Stable Housing for Individuals with Mental Illness
3	Support	Funds Clean, Reliable Water Supply
4	Support	Funds Critical Care at Children's Hospitals
5	Support	Removes Unfair Moving Penalty for Seniors, the Severely Disabled and Disaster Victims
Prop. Position What It Does		
6	Oppose	Makes Bridges and Roads Less Safe
8	Oppose	Jeopardizes Access to Kidney Dialysis
10	Oppose	Makes California's Housing Crisis Worse
More information available at www.calchamber.com/ballot		
You are receiving this email because you are a CalChamber member. To unsubscribe, please email us .		
1215 K Street, Suite 1400 Sacramento, CA 95814 916 444 6670 www.calchamber.com		



north lake tahoe

Chamber | CVB | Resort Association

Out of Bounds IMAX Film

Date: 9/20/18

TO: NLTRA Board of Directors

FROM: Daphne Lange, Tourism Director

RE: Out of Bounds IMAX Film-NLT Partnership

Action Requested:

Review of opportunity that will be contingent upon Marketing Coop approval. Staff is requesting board review of the opportunity and provide any thoughts regarding participation.

Background:

Out of Bounds is a global, cross-platform IMAX film project about Mountains and their overall importance to world health, using snowboarding and skiing as the giant screen appeal.

The film follows Olympic Gold Medalist Australian snowboarder Torah Bright as she leaves competition to explore the wild backcountry and joins up with Jeremy Jones to learn how crucial it is to protect the mountains and keep them as they are. North Lake Tahoe and Squaw/Alpine will be the only US location and where Jeremy meets up with Torah to discuss the next leg of her trip.

North Lake Tahoe was approached to participate in the film along with Squaw Valley/Alpine Meadows and Visit California. The film will be distributed in 200+ IMAX venues worldwide, with a 6mth lease guaranteeing over 500 showings.

Other distribution channels include:

Blu-ray (4K/UHD & HD):

9-12 months after film launch, Blu-rays will be available to purchase at retail – online (EST),
and in-store

Television (2D HD, 3D, and 4K “Ultra HD”): Film is licensed to television (broadcast, pay) channels globally (over 50 countries)

Online: Hulu, Netflix and others make the film available to be streamed or downloaded on demand (VOD)

Hotels, Cruise ships + Airlines: Video on Demand, both Free and Transactional

Out of Home: Through thousands of retail screens worldwide, viewers will be able to watch short clips from Out of Bounds

What we get:

- 8 minutes of the film will feature North Lake Tahoe and Squaw Alpine
- Seamless messaging about Squaw Alpine's 100% renewable energy initiative – will ask about including messaging around general efforts of environmental efforts surrounding the lake
- Shots of North Lake Tahoe with lake in background featured on screen
- Mention of North Lake Tahoe in film & credits
- 2 Squaw Alpine/Lake Tahoe-based vignettes discussing renewable energy plan and Jeremy Jones' home spot (shared with SQAM)
- Co-hosted launch event at Esquire IMAX Theater in Sacramento
- Royalty-free use of the film for NLTRA own events
- Film footage available to NLTRA for use in content-related initiatives
- Recognition of sustainability efforts at premieres and launch events

Attachments:

Out of Bounds Proposal/Information and Value Sheet

Fiscal Impact:

Marketing Coop - \$40,000 - \$20k 18/19 and \$20k 19/20

Visit California and Squaw are also contributing cash investment

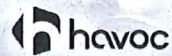
A GIANT SCREEN 3D EXPERIENCE

OUT OF BOUNDS

THEY CAME FOR ADVENTURE.....
BUT DISCOVERED SOMETHING MORE.....
THE TRANSFORMATIVE POWER OF MOUNTAINS.



WILD PACIFIC
MEDIA



OUT OF BOUNDS



THE PROJECT

UNPRECEDENTED REACH

NOT JUST AN IMAX FILM



IMAX FEATURE



GLOBAL TV/ONLINE STREAMING



DERIVATIVE CONTENT



DIGITAL MARKETING




PROMOTIONAL TIE-INS



PREMIERES & SPECIAL EVENTS

NEARLY ONE BILLION IMPRESSIONS WORLDWIDE

FILM SYNOPSIS

- 
- Out Of Bounds is a global, cross-platform IMAX film project about Mountains and their overall importance to world health, using snowboarding and skiing as the giant screen appeal.
 - The film follows Olympic Gold Medalist Snowboarder Torah Bright as she leaves competition to explore the wild backcountry of the American Cordillera.
 - Torah's journey from Antarctica to Alaska connects her with skiing's backcountry superstar Sammy Carlson and big mountain snowboarder and environmentalist Jeremy Jones, where Torah and the audience experience the awesome thrill of big mountain snowboarding. Together, with other athletes and scientists they meet on their journey, they learn how crucial it is to protect the mountains and keep them as they are.
 - The film's partnership with Jeremy Jones' rider-driven environmental organization Protect Our Winters "POW" gives the viewer a crash course in how we can help fight climate change and push to get our winters stronger and longer.

THE STARS

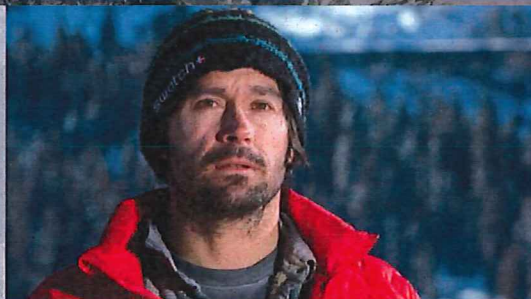


TORAH BRIGHT

- Australian Pro Snowboarder
- Most famous rider of our time
- Olympic Gold & Silver Medalist

JEREMY JONES

- Most legendary Big Mountain rider
- Founder of "Protect Our Winters"
- Climate change environmentalist
- Squaw Alpine local



OUT OF BOUNDS



THE CAUSE



Out of Bounds has a unique partnership with Jeremy's Protect Our Winters. POW will be overseeing the science in the film, making sure that all of the mountain-based environmental facts are delivered appropriately and authentically. They will also work in tandem to market the film to the core snow and environmental communities.

In addition, K2 will donate a % of theater ticket sales to Protect Our Winters!

OUT OF BOUNDS



UNPARALLELED BEAUTY & ACTION



OUT OF BOUNDS



**CAPTURED ON THE LARGEST
FILM FORMATS EVER**



We'll follow our adventurers as they explore the relationship between snowboarding/skiing and the forces of nature, including gravity and acceleration.

And discover how these athletes harness potential energy and kinetic energy to reach max speeds while shredding fresh powder.

OUT OF BOUNDS



Though beautiful, our mountains pose very real natural dangers. In their journey, our adventurers uncover the science behind avalanches and landslides, and how to predict them.



The health of the world's mountains is not set in stone. As the climate changes, mountains are changing, and their contributions to the health of the planet — and to human well-being — could shift in ways we cannot predict.

Follow our adventurers as they explore the effects of climate change as it relates to extreme snow sports and the future of humankind.



We'll examine the water cycle, and the crucial role played by precipitation and mountain runoff in preserving human life.

Uncover how mountains act as the world's water towers — and strongholds of biodiversity.

10

OUT OF BOUNDS



OUT OF BOUNDS

WHY IMAX?

WHY IMAX?

Most advanced film technology

- Only format spectacular enough to capture the vast landscape of Chugach Mountains
- IMAX 15/70mm – 10x the film size, 10x the quality of 35mm
- Or 6 to 8K digital with special lenses and rigs

Global distribution

- Some 400 venues worldwide play “giant screen” documentaries; 125 in the U.S.
- Film run averages 6-12 months in each theater over multi-year rollout (5 years-plus)
- A global stage for Squaw Alpine message

IMAX viewers – an educated, affluent audience

Museum venues lend themselves well to VIP & industry events, vehicle displays, etc.



OUT OF BOUNDS

FILM DISTRIBUTION

GLOBAL FILM DISTRIBUTION





- 15

OTHER DISTRIBUTION

- **Blu-ray (4K/UHD & HD):**
 - 9-12 months after film launch, Blu-rays will be available to purchase at retail – online (EST), and in-store
- **Television (2D HD, 3D, and 4K “Ultra HD”):**
 - Film is licensed to television (broadcast, pay) channels globally (over 50 countries)
- **Online:**
 - Hulu, Netflix and others make the film available to be streamed or downloaded on demand (VOD)
- **Hotels, Cruise ships + Airlines:**
 - Video On Demand, both Free and Transactional
- **Out Of Home:**
 - Through thousands of retail screens worldwide, viewers will be able to watch short clips from *Out of Bounds*

FILM VIEWERSHIP - WORLDWIDE

2019

2020

2021

2022

2023

2024

FILM TRAILER

15,000,000 VIEWERS



GIANT SCREEN THEATERS

2,000,000 VIEWERS

SPECIALTY THEATERS

500,000 VIEWERS

OUT OF HOME

30,000,000 VIEWERS

TV/ANCILLARY

(TV, streaming, VOD, EST, bluray, hotels, airlines, etc.)

25,000,000 VIEWERS

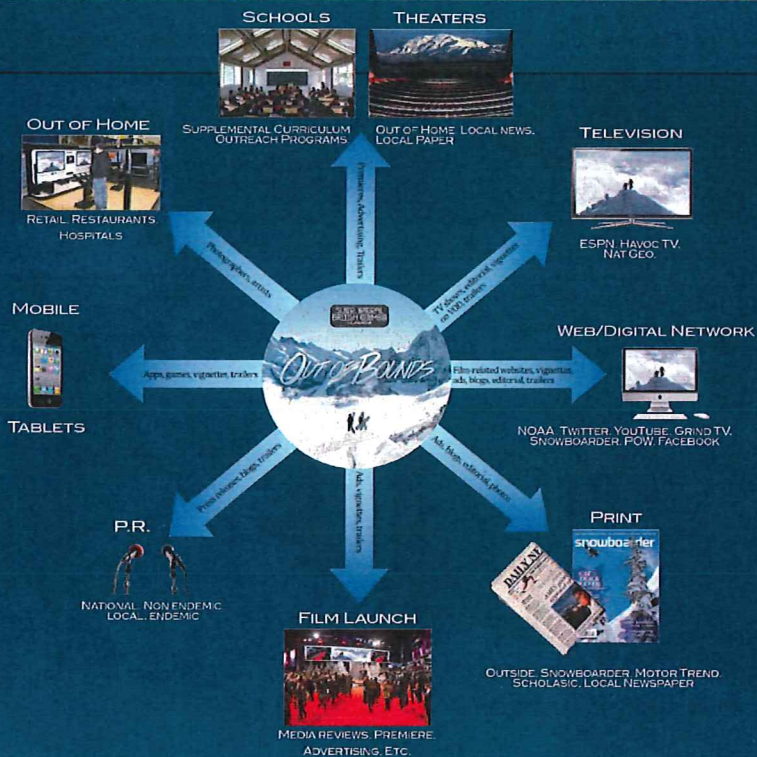
OVER **72,500,000** TOTAL VIEWERS
IN THE UNITED STATES ONLY, IN A 5-YEAR WINDOW

OUT OF BOUNDS



MARKETING

600 MILLION
TOTAL IMPRESSIONS*



*ESTIMATE BASED ON PAST PROJECTS

VIEWERSHIP + MARKETING

GLOBAL PROJECT REACH
(5 Year Window)

Platform	Global
Total Film Viewership	255,700,000+
Total Project Media Impressions	600,000,000+
Total Film and Media Impressions	855,700,000+

***Total estimated project value is
almost \$71mm globally**

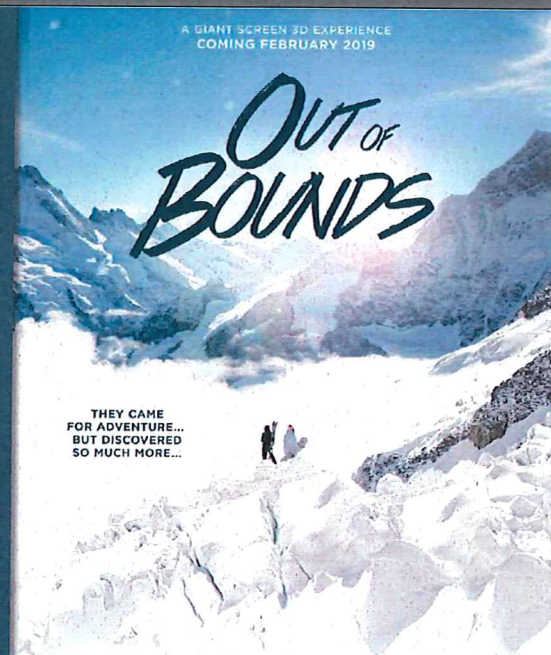
*Note: All project impressions and values based off of The Ultimate Wave Tahiti metrics vetted by Starcom Mediavest and Siltanen and Partners – All detailed metrics available upon request

PROJECT TIMELINE

May 2018 -	MOU
Nov. 2018 - April 2019 -	Principal filming (Squaw included)
March 2019 - December 2019 -	Pre-launch Marketing
April 2019 - August 2019 -	Secondary Filming and Post-Production
October 2019 -	Film Launch and Roll-Out

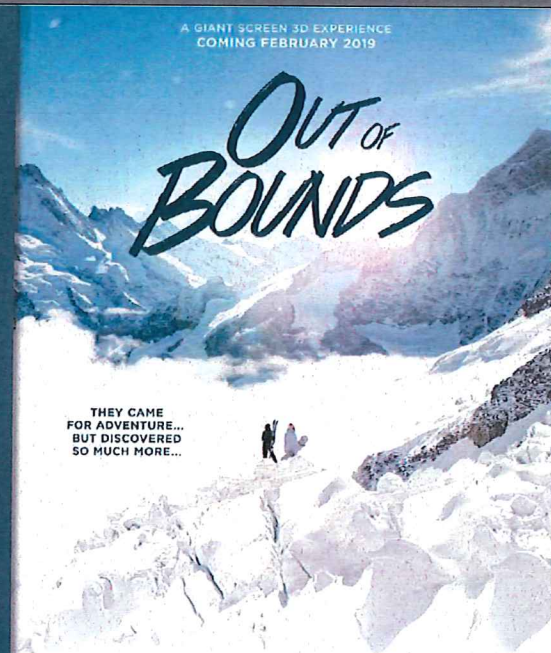
EXCLUSIVE US LOCATION

- Lake Tahoe becomes the one continental US location where Jeremy meets up with Torah Bright for the first time to discuss her future backcountry adventure
- 8 minutes of the film will feature North Lake Tahoe and Squaw Alpine
- Seamless messaging about Squaw Alpine's 100% renewable energy initiative
- Shots of North Lake Tahoe with lake in background featured on screen
- Mention of North Lake Tahoe in film & credits
- 2 Squaw Alpine/Lake Tahoe-based vignettes discussing renewable energy plan and Jeremy Jones' home spot (shared with SQAM)
- Co-hosted launch event at Esquire IMAX Theater in Sacramento
- Royalty-free use of the film for NLTRA own events
- Film footage available to NLTRA for use in content-related initiatives
- Recognition of sustainability efforts at premieres and launch events



COMMITMENT

- A cash commitment of \$285,000
- All on-site expenses covered: airfares, transportation, lodging, guides & on-mountain-support, etc.
- Shoot to take place Winter / Spring 2019
- Payment terms can be amortized over 2 years:
 - \$142,500 – November 2018
 - \$142,500 – November 2019



A GIANT SCREEN 3D EXPERIENCE

OUT OF BOUNDS

THEY CAME FOR ADVENTURE.....
BUT DISCOVERED SOMETHING MORE.....
THE TRANSFORMATIVE POWER OF MOUNTAINS.



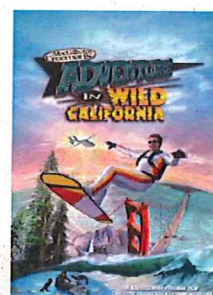
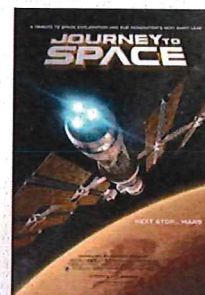
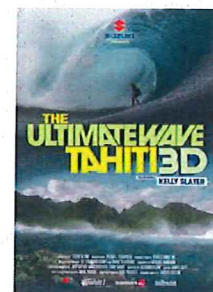
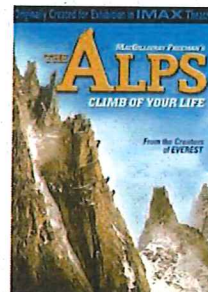
WILD PACIFIC
MEDIA



FILM TEAM

K2 COMMUNICATIONS STUDIO/PRODUCER

- Leading independent IMAX Studio; provides film financing, production, global distribution and marketing of Giant Screen Films. www.k2communications.com
- K2 has already raised \$3.5 million for the Out of Bounds film
- Deep experience seamlessly integrating Tourism into it projects including **Adventures in Wild California** and **The Ultimate Wave Tahiti** (case histories available upon request).



MARK KRENZIEN, LARGE FORMAT PRODUCER/DIRECTOR

- Award-winning IMAX Producer and Director
- 16 IMAX films to his credit, including *The Alps*, *Journey To The South Pacific*, *Humpback Whales* and *Arabia*
- Mark is also an avid Squaw Alpine Backcountry skier (every winter etc)

Dozens of Giant Screen Projects

24

Executive Summary

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1252 Units ('DestiMetrics Census**') and 38.79% of 3229 total units in the North Lake Tahoe destination ('Destination Census***')

Last Month Performance: Current YTD vs. Previous YTD		2018/19	2017/18	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Aug) changed by (4.0%)	Occupancy (Aug) :	63.6%	61.1%	4.0%
North Lake Tahoe ADR for last month (Aug) changed by (1.1%)	ADR (Aug) :	\$ 375	\$ 371	1.1%
North Lake Tahoe RevPAR for last month (Aug) changed by (5.2%)	RevPAR (Aug) :	\$ 239	\$ 227	5.2%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Sep) changed by (9.6%)	Occupancy (Sep) :	47.6%	43.4%	9.6%
North Lake Tahoe ADR for next month (Sep) changed by (2.6%)	ADR (Sep) :	\$ 291	\$ 284	2.6%
North Lake Tahoe RevPAR for next month (Sep) changed by (12.5%)	RevPAR (Sep) :	\$ 138	\$ 123	12.5%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (2.6%)	Occupancy	54.2%	52.8%	2.6%
North Lake Tahoe ADR for the past 6 months changed by (0.7%)	ADR	\$ 316	\$ 313	0.7%
North Lake Tahoe RevPAR for the past 6 months changed by (3.3%)	RevPAR	\$ 171	\$ 165	3.3%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (31.1%)	Occupancy	22.9%	17.5%	31.1%
North Lake Tahoe ADR for the future 6 months changed by (-8.8%)	ADR	\$ 268	\$ 294	-8.8%
North Lake Tahoe RevPAR for the future 6 months changed by (19.6%)	RevPAR	\$ 61	\$ 51	19.6%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Aug 31, 2018 vs. Previous Year				
Rooms Booked during last month (Aug,18) compared to Rooms Booked during the same period last year (Aug,17) for all arrival dates has changed by (60.3%)	Booking Pace (Aug)	8.2%	5.1%	60.3%

* Inntopia Census: Total number of rooms reported by participating Inntopia 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 Inntopia's other participants. As is the case in all Inntopia 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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Monthly Report August 2018

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 17/18

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 18/19</u>	<u>FY 17/18</u>	<u>Variance</u>
Total Revenue Booked as of 8/31/18:	\$1,792,501	\$1,424,008	26%
Forecasted Commission for this Revenue:	\$31,336	\$41,165	-24%
Number of Room Nights:	10538	7240	46%
Number of Delegates:	7963	2563	211%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$70,000	-29%

Monthly Detail/Activity	<u>August-18</u>	<u>August-17</u>	
<u>Number of Groups Booked:</u>	<u>4</u>	<u>2</u>	
Revenue Booked:	\$248,395	\$58,220	327%
Projected Commission:	\$66	\$2,560	-97%
Room Nights:	1147	409	180%
Number of Delegates:	307	165	86%
		1 Corp., 1	
Booked Group Types:	3 Corp., 1 SMF	Assoc.	
Lost Business, # of Groups:	14	6	
<u>Arrived in the month</u>	<u>August-18</u>	<u>August-17</u>	
Number of Groups:	<u>8</u>	<u>4</u>	
Revenue Arrived:	\$154,661	\$55,514	179%
Projected Commission:	\$66	\$1,101	-94%
Room Nights:	876	234	274%
Number of Delegates:	374	152	146%
		2 Corp, 1	
Arrived Group Types:	5 Corp, 1	Assoc., 1 Non-	
	Assoc., 2 SMF	Profit	

Monthly Detail/Activity	<u>July-18</u>	<u>July-17</u>	
<u>Number of Groups Booked:</u>	<u>6</u>	<u>7</u>	
Revenue Booked:	\$755,251	\$638,565	18%
Projected Commission:	\$6,861	\$20,074	-66%
Room Nights:	3526	3689	-4%
Number of Delegates:	1075	4680	-77%
	2 Corp, 3	4 Corp, 2	
Booked Group Types:	Assoc., 1 SMF	Assoc., 1 SMF	
Lost Business, # of Groups:	5	1	
<u>Arrived in the month</u>	<u>July-18</u>	<u>July-17</u>	
Number of Groups:	<u>8</u>	<u>5</u>	
Revenue Arrived:	\$497,793	\$319,142	56%
Projected Commission:	\$12,999	\$13,840	-6%
Room Nights:	3963	1368	190%

Number of Delegates:	4370	645	578%
Arrived Group Types:	5 Corp, 3 Assoc.	4 Corp, 1 Assoc.	

	<u>Current Numbers</u>	<u>Goals</u>
For 2019/20:	\$975,038	\$750,000
For 2020/21:	\$116,002	\$500,000

NUMBER OF LEADS Generated as of 8/31/18:	67
YTD 7/30/17:	42
YTD 7/30/16:	39

Total Number of Leads Generated in Previous Years:

2017/2018	302
2016/2017	244
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 August 2018

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 17/18

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>18/19</u>	<u>17/18</u>	<u>Variance</u>
Total Revenue Booked as of 8/31/18:	\$542,359	\$188,819	187%
Forecasted Commission for this Revenue:	\$22,857	\$4,746	382%
Number of Room Nights:	2520	1211	108%
Number of Delegates:	1488	305	388%
Annual Commission Projection:	\$25,000	\$10,000	150%

Monthly Detail/Activity	<u>August-18</u>	<u>August-17</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$12,005	\$50,490	-76%
Projected Commission:	\$0	\$0	
Room Nights:	78	488	-84%
Number of Delegates:	38	200	-81%
Booked Group Types:	1 Corp., 1 Govt.	1 Assoc.	

<u>Arrived in the month</u>	<u>August-18</u>	<u>* Est.</u>	<u>August-17</u>	
Number of Groups:	3		1	
Revenue Arrived:	\$71,314		\$32,350	120%
Projected Commission:	\$6,034		\$1,617	273%
Room Nights:	318		82	288%
Number of Delegates:	195		20	875%
Booked Group Types:	1 Corp, 1 Assoc, 1 Smf		1 Corp.	

Monthly Detail/Activity	<u>July-18</u>	<u>July-17</u>	
<u>Number of Groups Booked:</u>	3	0	
Revenue Booked:	\$226,602	\$0	
Projected Commission:	\$8,828	\$0	
Room Nights:	1038	0	
Number of Delegates:	500	0	
Booked Group Types:	2 Assoc., 1 Corp.		

<u>Arrived in the month</u>	<u>July-18</u>	<u>* Est.</u>	<u>July-17</u>	
Number of Groups:	3		0	
Revenue Arrived:	\$135,902		\$0	
Projected Commission:	\$0		\$0	
Room Nights:	738		0	
Number of Delegates:	510		0	
Booked Group Types:	2 Assoc., 1 Corp.			



north lake tahoe

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Finance Committee Staff Report

Date: 9/25/18

To: North Lake Tahoe Resort Association (NLTRA) Finance Committee

From: Bonnie Bavetta, CFO

RE: Report for August 31, 2018

Summary of preliminary NLTRA financial results for August 30, 2018:

- Cash balance on 8/30/18 of \$1,074,000 was 22% or \$193,000 greater than prior year at August 30 due largely to timing of the payment to NLT Marketing Coop (\$132,000) and the annual incentive payments processed in September (approx. \$50,000).
- Accounts receivable related to sales commissions totaled \$30,000, down 9% from prior year.
- The Accounts Receivable – TOT balance of \$285,000 reflected the County TOT funding invoice for the month of August which would be received in September.
- Membership dues and other membership related accounts receivable totaled \$17,000, an increase of \$11,000 over prior year. Prior year receivables reflected adjustments for uncollected and unearned balances.
- Retail inventory of \$26,000 was up 8% or \$2,000 from prior year.
- Accounts payable of \$156,000 and credit card balances of \$2,000 were \$81,000 higher than prior year due to the timing of the NLT Marketing Coop payment, offset partially by prompt payment of payables.
- Wages and related liabilities of \$137,000 were \$13,000 or 9% lower than prior year. Wages payable were \$25,000 lower than the same date last year as the accrual for June 2017 payroll paid in July was not reversed until the final payroll in June 2018. Incentives Payable were \$37,000 higher than prior year due to earlier payout in prior year. PTO liability was \$26,000 less than prior year due to the lower average tenure of staff.
- Accrued expenses of \$37,000 were up \$18,000 or 95% from prior year and reflected the FY17-18 accrual of commitments for BACC programs and Special Event funding.
- Deferred Revenue-Member Dues of \$56,000 was \$13,000 greater than prior year. Prior year was reduced for unpaid and unearned dues.
- Deferred Revenue-County of \$350,000 is the prepayment of TOT funds made to offset the new timing of monthly payments from the County.
- Due to/from the County of Placer balance of \$205,000 represented the preliminary calculation of TOT funds due back to the County from FY17/18 operations.

- YTD consolidated net income of \$61,000 at the month ending August 31 represented the result of TOT funding exceeding actual expenditures for the month, plus Membership's positive net results YTD of \$1,400.
- Membership cash position as of August 31, 2018:
 - Membership activities through August resulted in a net gain of \$1,400.
 - Deferred revenues of \$56,000 less receivables of \$15,000 generated an additional \$41,000 in cash year-to-date.
 - No other funds were required to support Membership activities.
- Commissions Revenue and Sales Commissions Paid in July:
 - The discrepancy in Commissions Revenue and Sales Commissions paid was discussed at the last Finance Committee meeting. Commissions Revenue was understated in July. The July revenue has been recognized in August. The Sales Commissions due to employees on the unreported revenue were reflected in the July statements. At month end August revenues and commissions paid YTD were properly recorded.



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FINANCE COMMITTEE MEETING - Minutes Draft

Thursday, August 30, 2018 at 2:00 P.m.

NLTRA Conference Room – Upstairs
100 N. Lake Blvd, Tahoe City, CA 96145

- A. Call to Order – Establish Quorum – 2:04 pm, quorum established (4)
- B. Roll Call:
 - Members in Attendance: Jim Phelan – Board Member (2:08pm)
 - Members via Phone: Christy Beck, Ramona Cruz, David Brown, Michael Salmon
 - Staff in Attendance: Cindy Gustafson, Bonnie Bavetta, DeWitt Van Siclen
- C. Public Forum – No public comment
- D. Agenda Amendments and Approval
 - No amendments to agenda
- E. Approval of Finance Committee Minutes:
 - **MOTION** to approve minutes of July 26, 2018 meeting amended to replace June 26 date with actual July 26 meeting date; Ramona Cruz – moved, David Brown – second, approved 4-0-0
- F. Items for Committee Review, Discussion and/or Recommendations
 - **Review Staff Report** – Revised preliminary financials for June 30 and preliminary financial reports for July 31, 2018 were reviewed and discussed. Mike Salmon noted sales commission revenues were low relative to commission expense for the month of July; staff will research and report findings next month.
 - **Review Staff Action Items** – No outstanding actions items.
- G. Approval of June and July 2018 Preliminary Financials
 - **MOTION** to approve June 30, 2018 and July 31, 2018 preliminary financials; Mike Salmon – moved, Ramona Cruz – second, approved 5-0-0
- H. Supplemental Information
 - Review of July 2018 Dashboard Report
- I. Approval of CEO Expenses for July 2018
 - **MOTION** to approve; Ramona Cruz – moved, Dave Brown - second, approved 5-0-0
- J. Update on 2018 Audit Process
 - Audit presentation will be scheduled for the November NLTRA Board meeting
 - Finance Committee will meet with auditors, McClintock Accountancy, prior to presentation to the Board
- K. Agenda Input for Next Finance Committee Meeting
 - Report on date audit is due per County contract
 - Board of Directors Strategic Planning meeting update and role of the Finance Committee discussion
- L. Next Meeting Date – September 25, 2018 4:00pm
- M. Committee Member Comments- No comments
- N. Adjourn – 2:45pm

North Lake Tahoe Resort Association
Balance Sheet
As of August 31, 2018

	Aug 31, 18	Aug 31, 17	\$ Change	% Change	Jun 30, 18
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	469	761	(292)	(38%)	289
1003-00 · Cash - Operations BOTW #6712	805,860	546,883	258,977	47%	619,232
1007-00 · Cash - Payroll BOTW #7421	8,693	59,180	(50,487)	(85%)	6,195
1008-00 · Marketing Reserve - Plumas	50,181	50,106	75	0%	50,168
1009-00 · Cash Flow Reserve - Plumas	100,483	100,283	200	0%	100,449
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	78,611	92,403	(13,792)	(15%)	88,355
10950 · Cash in Drawer	207	2,012	(1,805)	(90%)	597
Total Checking/Savings	1,074,086	881,210	192,876	22%	894,867
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	29,614	32,658	(3,044)	(9%)	24,331
1210-00 · A/R - Sales Estimates	0	2,304	(2,304)	(100%)	0
1290-00 · A/R - TOT	285,448	0	285,448	100%	0
Total Accounts Receivable	315,062	34,962	280,100	801%	24,331
Other Current Assets					
1200-99 · AR Other	(41)	1,614	(1,655)	(103%)	(41)
1201-00 · WebLink Accounts Receivable					
1201-01 · WebLink AR - Member Dues	15,305	0	15,305	100%	3,417
1201-00 · WebLink Accounts Receivable - Other	1,730	5,725	(3,995)	(70%)	2,870
Total 1201-00 · WebLink Accounts Receivable	17,035	5,725	11,310	198%	6,287
1201-02 · Allowance for Doubtful Accounts	(2,500)	(17)	(2,483)	(14,606%)	(2,500)
12100 · Inventory Asset	25,741	23,852	1,889	8%	28,203
1299 · Receivable from NLTC	0	6,321	(6,321)	(100%)	19,605
1490-00 · Security Deposits	1,250	50	1,200	2,400%	650
Total Other Current Assets	41,485	37,545	3,940	10%	52,204
Total Current Assets	1,430,633	953,717	476,916	50%	971,402
Fixed Assets					
1700-00 · Furniture & Fixtures	68,768	68,768	0	0%	68,768
1701-00 · Accum. Depr. - Furn & Fix	(68,768)	(68,768)	0	0%	(68,768)
1740-00 · Computer Equipment	8,436	8,436	0	0%	8,436
1741-00 · Accum. Depr. - Computer Equip	(8,435)	(7,830)	(605)	(8%)	(8,435)
1750-00 · Computer Software	21,520	21,520	0	0%	21,520
1751-00 · Accum. Amort. - Software	(18,778)	(16,990)	(1,788)	(11%)	(18,480)
1770-00 · Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%	(24,284)
Total Fixed Assets	2,743	5,136	(2,393)	(47%)	3,041
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	8,794	2,115	6,679	316%	9,151
1430-00 · Prepaid 1st Class Postage	1,000	1,000	0	0%	1,000
1400-00 · Prepaid Expenses - Other	15,089	16,799	(1,710)	(10%)	17,116
Total 1400-00 · Prepaid Expenses	24,883	19,914	4,969	25%	27,267
Total Other Assets	24,883	19,914	4,969	25%	27,267

North Lake Tahoe Resort Association
Balance Sheet
As of August 31, 2018

	Aug 31, 18	Aug 31, 17	\$ Change	% Change	Jun 30, 18
TOTAL ASSETS	1,458,259	978,767	479,492	49%	1,001,710
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	155,748	72,443	83,305	115%	31,145
Total Accounts Payable	155,748	72,443	83,305	115%	31,145
Credit Cards					
2080-00 · Bank of the West - Master Cards					
2080-15 MC_2339 Liz	272	0	272	100%	0
2080-02 · MC_6765_Jason	15	15	0	0%	15
2080-04 · MC_5968_Ronald	0	36	(36)	(100%)	126
2080-05 · MC_2107_Greg	0	73	(73)	(100%)	0
2080-06 · MC_5288_Emily	0	811	(811)	(100%)	0
2080-09 · MC_0319_Sarah	0	460	(460)	(100%)	0
2080-10 · MC_9495_AI	(75)	2,436	(2,511)	(103%)	180
2080-11 · MC_3978_Amber	(118)	25	(143)	(572%)	3,070
2080-12 · MC_3960_Natalie	0	279	(279)	(100%)	0
2080-13 · MC_6903_Cindy	1,361	0	1,361	100%	2,430
2080-14 · MC_6193_Daphne	141	0	141	100%	83
Total 2080-00 · Bank of the West - Master Cards	1,596	4,135	(2,539)	(61%)	5,904
Total Credit Cards	1,596	4,135	(2,539)	(61%)	5,904
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	13,570	38,973	(25,403)	(65%)	36,870
2101-00 · Incentive Payable	59,017	21,661	37,356	172%	48,866
2102-00 · Commissions Payable	6,811	10,279	(3,468)	(34%)	4,698
2120-00 · Empl. Federal Tax Payable	6,201	3,118	3,083	99%	3,072
2175-00 · 401 (k) Plan	2,292	1,559	733	47%	1,157
2180-00 · Estimated PTO Liability	49,004	74,725	(25,721)	(34%)	49,004
Total 21000 · Salaries/Wages/Payroll Liabilit	136,895	150,315	(13,420)	(9%)	143,667
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	205	0	205	100%	853
25500 · *Sales Tax Payable	2,209	1,773	436	25%	1,941
Total 2190-00 · Sales and Use Tax Payable	2,414	1,773	641	36%	2,794
2250-00 · Accrued Expenses	37,054	18,990	18,064	95%	49,521
2300-00 · Marketing Cooperative Liabili	10	0	10	100%	0
2400-60 · Deferred Revenue- Member Dues	56,389	43,773	12,616	29%	67,000
2500-00 · Deferred Revenue - TMBC	1,181	0	1,181	100%	56,979
2651-00 · Deferred Rev - Conference	7,792	9,167	(1,375)	(15%)	535
2700-00 · Deferred Rev. County	350,305	0	350,305	100%	0
2800-00 · Suspense	4,202	1,379	2,823	205%	502
2900-00 · Due To/From County of Placer	205,009	231,039	(26,030)	(11%)	205,009
Total Other Current Liabilities	801,251	456,436	344,815	76%	526,007
Total Current Liabilities	958,595	533,014	425,581	80%	563,056
Total Liabilities	958,595	533,014	425,581	80%	563,056
Equity					

North Lake Tahoe Resort Association

Balance Sheet

As of August 31, 2018

	Aug 31, 18	Aug 31, 17	\$ Change	% Change	Jun 30, 18
32000 • Unrestricted Net Assets	(3,031)	(8,754)	5,723	65%	(882)
3300-11 • Designated Marketing Reserve	291,620	256,830	34,790	14%	291,620
3301 • Cash Flow Reserve	100,048	100,082	(34)	(0%)	100,048
3302 • Marketing Cash Reserve	50,018	50,031	(13)	(0%)	50,018
Net Income	61,008	47,562	13,446	28%	(2,149)
Total Equity	499,663	445,751	53,912	12%	438,655
TOTAL LIABILITIES & EQUITY	1,458,258	978,765	479,493	49%	1,001,711

North Lake Tahoe Resort Association
A/R Aging Summary
As of August 31, 2018

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Allied PRA DSC Inc. (Dest Svcs Corp)	0.00	0.00	0.00	0.00	550.00	550.00
County of Placer	-29,997.00	30,000.00	285,445.00	0.00	0.00	285,448.00
Destination Tahoe Meetings & Events	0.00	0.00	550.00	0.00	0.00	550.00
Edgewood Tahoe	0.00	5,827.50	0.00	0.00	0.00	5,827.50
Event Specialists	0.00	0.00	550.00	0.00	0.00	550.00
Forest Suites Resort	0.00	0.00	550.00	0.00	0.00	550.00
Hampton Inn & Suites	0.00	0.00	0.00	2,978.10	0.00	2,978.10
Harrah's/Harveys Casino	0.00	0.00	550.00	2,358.20	0.00	2,908.20
Hotel Becket	0.00	0.00	550.00	0.00	0.00	550.00
Hotel Truckee - Tahoe	0.00	0.00	550.00	0.00	0.00	550.00
Lake Tahoe Resort Hotel	266.00	0.00	0.00	0.00	0.00	266.00
PlumpJack Squaw Valley Inn	0.00	0.00	676.00	0.00	0.00	676.00
Ritz-Carlton Lake Tahoe	0.00	0.00	0.00	8,047.70	0.00	8,047.70
Tahoe City Inn	0.00	0.00	0.00	0.00	0.01	0.01
Tahoe Mountain Resorts Lodging	0.00	0.00	550.00	0.00	0.00	550.00
The Village at Squaw Valley	4,326.54	583.90	0.00	0.00	0.00	4,910.44
Trails & Vistas	150.00	0.00	0.00	0.00	0.00	150.00
TOTAL	<u><u>-25,254.46</u></u>	<u><u>36,411.40</u></u>	<u><u>289,971.00</u></u>	<u><u>13,384.00</u></u>	<u><u>550.01</u></u>	<u><u>315,061.95</u></u>

North Lake Tahoe Resort Association
A/P Aging Summary
As of August 31, 2018

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Accountemps	0.00	0.00	0.00	0.00	-35.00	-35.00
ADP	448.75	0.00	0.00	0.00	0.00	448.75
Amber Burke	108.95	0.00	0.00	0.00	0.00	108.95
Anne-Karin Atwood*	26.16	0.00	0.00	0.00	0.00	26.16
Annie's Cleaning Service	550.00	0.00	0.00	0.00	0.00	550.00
Anthem Blue Cross	8,245.42	0.00	0.00	0.00	0.00	8,245.42
AT & T*	361.62	181.97	0.00	0.00	0.00	543.59
Aurora World, Inc.	0.00	0.00	0.00	0.00	-351.98	-351.98
Cindy Gustafson	242.42	0.00	144.97	0.00	0.00	387.39
CoPower	0.00	110.80	0.00	0.00	0.00	110.80
Daphne Lange	109.49	0.00	0.00	0.00	0.00	109.49
Dawn Teran	47.42	0.00	0.00	0.00	0.00	47.42
FedEx	0.00	24.71	0.00	0.00	0.00	24.71
FP Mailing Solutions	0.00	0.00	0.00	0.00	-0.18	-0.18
Independent Technologies	360.00	0.00	0.00	0.00	0.00	360.00
Jason Neary	25.00	0.00	0.00	0.00	0.00	25.00
Kym Fabel	58.60	0.00	0.00	0.00	0.00	58.60
Liberty Utilities*	0.00	798.49	0.00	0.00	0.00	798.49
Liz Bowling	60.19	0.00	0.00	0.00	0.00	60.19
McClintock Accountancy	400.00	0.00	0.00	0.00	0.00	400.00
Native to this Place	0.00	0.00	-374.50	0.00	0.00	-374.50
North Lake Tahoe Marketing Co-op	131,923.00	0.00	0.00	0.00	0.00	131,923.00
Office Boss	239.59	0.00	0.00	0.00	0.00	239.59
Placer County Sheriff's Office	0.00	120.00	0.00	0.00	0.00	120.00
Principal Financial Group	0.00	87.04	0.00	0.00	363.82	450.86
Ricoh USA	1,447.42	0.00	0.00	0.00	0.00	1,447.42
Southwest Gas Corporation*	11.00	0.00	0.00	0.00	0.00	11.00
Tahoe Basics	0.00	0.00	0.00	0.00	-198.00	-198.00
Tahoe House, Inc.*	0.00	35.49	0.00	0.00	0.00	35.49
Tahoe Quarterly*	0.00	0.00	168.00	0.00	0.00	168.00
Tahoe Tree Company	0.00	0.00	4.15	0.00	0.00	4.15
The Abbi Agency, Inc.	2,583.33	0.00	0.00	0.00	0.00	2,583.33
The Store...Copies and More	0.00	42.36	0.00	0.00	0.00	42.36
Vail Resorts	7,500.00	0.00	0.00	0.00	0.00	7,500.00
Wholesale Resort Accessories, Inc.	0.00	0.00	0.00	0.00	21.50	21.50
YIG Administration	0.00	-42.45	-33.96	-25.47	-42.53	-144.41
TOTAL	<u>154,748.36</u>	<u>1,358.41</u>	<u>-91.34</u>	<u>-25.47</u>	<u>-242.37</u>	<u>155,747.59</u>

North Lake Tahoe Resort Association
Profit & Loss
August 2018

	Aug 18	Aug 17	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	255,313	296,582	(41,269)	(14)%
4200-00 · Membership Dues	11,051	10,985	67	1%
4205-00 · Conference Dues	733	917	(183)	(20)%
4250-00 · Revenues-Membership Activities				
4250-02 · Chamber Events	38	0	38	100%
4251-00 · Tues AM Breakfast Club	496	373	123	33%
4250-00 · Revenues-Membership Activities - Other	600	680	(80)	(12)%
Total 4250-00 · Revenues-Membership Activities	1,134	1,053	81	8%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	6,094	0	6,094	100%
4600-00 · Commissions - Other	14,522	2,848	11,674	410%
Total 4600-00 · Commissions	20,615	2,848	17,767	624%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	375	1,141	(766)	(67)%
46000 · Merchandise Sales - Other	12,649	11,909	740	6%
Total 46000 · Merchandise Sales	13,024	13,050	(26)	(0)%
Total Income	301,871	325,435	(23,563)	(7)%
Gross Profit	301,871	325,435	(23,563)	(7)%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	4,234	749	3,485	465%
5020-00 · P/R - Tax Expense	7,317	6,856	461	7%
5030-00 · P/R - Health Insurance Expense	16,226	11,010	5,217	47%
5040-00 · P/R - Workmans Comp	1,352	1,160	192	17%
5060-00 · 401 (k)	3,232	2,815	418	15%
5070-00 · Other Benefits and Expenses	158	209	(51)	(25)%
5000-00 · Salaries & Wages - Other	92,971	80,575	12,396	15%
Total 5000-00 · Salaries & Wages	125,491	103,374	22,116	21%
5100-00 · Rent				
5110-00 · Utilities	820	909	(89)	(10)%
5140-00 · Repairs & Maintenance	(465)	0	(465)	(100)%
5150-00 · Office - Cleaning	1,100	1,230	(130)	(11)%
5100-00 · Rent - Other	12,780	12,433	347	3%
Total 5100-00 · Rent	14,235	14,572	(337)	(2)%
5310-00 · Telephone				
5320-00 · Telephone	3,714	2,477	1,237	50%
Total 5310-00 · Telephone	3,714	2,477	1,237	50%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	0	105	(105)	(100)%
5420-00 · Mail - USPS - Other	500	500	0	0%
Total 5420-00 · Mail - USPS	500	605	(105)	(17)%
5510-00 · Insurance/Bonding	264	264	0	0%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	640	98	542	554%
5520-00 · Supplies - Other	1,726	1,593	133	8%
Total 5520-00 · Supplies	2,366	1,691	675	40%
5610-00 · Depreciation	149	216	(67)	(31)%
5700-00 · Equipment Support & Maintenance	610	1,983	(1,373)	(69)%
5710-00 · Taxes, Licenses & Fees	1,372	822	549	67%
5740-00 · Equipment Rental/Leasing	2,608	1,342	1,266	94%

North Lake Tahoe Resort Association
Profit & Loss
August 2018

	Aug 18	Aug 17	\$ Change	% Change
5800-00 · Training Seminars	405	1,449	(1,044)	(72)%
5815 · Training Video Series	0	408	(408)	(100)%
5850-00 · Artist of Month - Commissions	319	706	(387)	(55)%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	0	180	(180)	(100)%
5920-00 · Professional Fees - Accountant	400	0	400	100%
5921-00 · Professional Fees - Other	0	6,313	(6,313)	(100)%
Total 5900-00 · Professional Fees	400	6,493	(6,093)	(94)%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	445	210	235	112%
6421-10 · WinterWonderGrass - Tahoe	47	0	47	100%
Total 6420-01 · Sponsorships	492	210	282	135%
6424-00 · Event Operation Expenses	218	0	218	100%
Total 6420-00 · Events	711	210	501	238%
6423-00 · Membership Activities				
6437-00 · Tuesday Morning Breakfast Club	405	594	(189)	(32)%
6441-00 · Membership - Miscellaneous Exp	10	0	10	100%
6442-00 · Public Relations/Website	594	277	317	115%
6444-00 · Trades	0	580	(580)	(100)%
Total 6423-00 · Membership Activities	1,009	1,451	(442)	(31)%
6490-00 · Classified Ads	0	50	(50)	(100)%
6730-00 · Marketing Cooperative/Media	131,923	139,000	(7,077)	(5)%
6742-00 · Non-NLT Co-Op Marketing Program	623	2,987	(2,365)	(79)%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	231	2	229	11,072%
59900 · POS Inventory Adjustments	(102)	9	(111)	(1,233)%
8100-00 · Cost of Goods Sold - Other	6,444	6,622	(178)	(3)%
Total 8100-00 · Cost of Goods Sold	6,574	6,633	(60)	(1)%
8200-00 · Associate Relations	0	64	(64)	(100)%
8300-00 · Board Functions	1,042	0	1,042	100%
8500-00 · Credit Card Fees	674	554	119	22%
8700-00 · Automobile Expenses	639	282	357	127%
8750-00 · Meals/Meetings	126	380	(254)	(67)%
8810-00 · Dues & Subscriptions	835	249	586	235%
8910-00 · Travel	0	375	(375)	(100)%
8920-00 · Bad Debt	0	476	(476)	(100)%
Total Expense	296,586	289,114	7,472	3%
Net Ordinary Income	5,285	36,321	(31,035)	(86)%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	23	0	23	100%
Total Other Income	23	0	23	100%
Net Other Income	23	0	23	100%
Net Income	5,309	36,321	(31,012)	(85)%

North Lake Tahoe Resort Association
Profit & Loss by Class
August 2018

	11 - Marketing	30 - Confere...	42 - VIC	51 - TMPI	60 - Member...	70 - Adminis...	TOTAL
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	189,784	29,162	35,652	715	0	0	255,313
4200-00 · Membership Dues	0	0	0	0	11,051	0	11,051
4205-00 · Conference Dues	0	733	0	0	0	0	733
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	0	0	0	38	0	38
4251-00 · Tues AM Breakfast Club	0	0	0	0	496	0	496
4250-00 · Revenues-Membership Activities - Other	0	0	0	0	600	0	600
Total 4250-00 · Revenues-Membership Activities	0	0	0	0	1,134	0	1,134
4600-00 · Commissions							
4601-00 · Commissions - South Shore	0	6,094	0	0	0	0	6,094
4600-00 · Commissions - Other	0	14,522	0	0	0	0	14,522
Total 4600-00 · Commissions	0	20,615	0	0	0	0	20,615
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	0	0	375	0	0	0	375
46000 · Merchandise Sales - Other	0	0	12,649	0	0	0	12,649
Total 46000 · Merchandise Sales	0	0	13,024	0	0	0	13,024
Total Income	189,784	50,511	48,676	715	12,186	0	301,871
Gross Profit	189,784	50,511	48,676	715	12,186	0	301,871
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	1,375	0	0	0	(1,375)	0	0
5010-00 · Sales Commissions	0	4,234	0	0	0	0	4,234
5020-00 · P/R - Tax Expense	1,805	1,258	1,775	(4)	495	1,988	7,317
5030-00 · P/R - Health Insurance Expense	7,741	1,465	3,555	6	2,127	1,333	16,226
5040-00 · P/R - Workmans Comp	257	85	450	26	96	438	1,352
5060-00 · 401 (k)	989	669	594	17	258	706	3,232
5070-00 · Other Benefits and Expenses	40	42	67	0	3	5	158
5000-00 · Salaries & Wages - Other	26,754	12,401	18,066	666	6,361	28,723	92,971
Total 5000-00 · Salaries & Wages	38,961	20,154	24,506	710	7,965	33,193	125,491
5100-00 · Rent							
5110-00 · Utilities	121	61	487	4	17	131	820
5140-00 · Repairs & Maintenance	0	0	(465)	0	0	0	(465)
5150-00 · Office - Cleaning	367	183	92	13	50	395	1,100
5100-00 · Rent - Other	2,133	1,025	6,663	72	365	2,523	12,780
Total 5100-00 · Rent	2,621	1,269	6,776	89	432	3,049	14,235
5310-00 · Telephone							
5320-00 · Telephone	750	289	1,082	61	254	1,277	3,714
Total 5310-00 · Telephone	750	289	1,082	61	254	1,277	3,714
5420-00 · Mail - USPS	95	31	166	9	36	162	500
5510-00 · Insurance/Bonding	50	17	88	5	19	86	264
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	293	30	121	12	184	0	640
5520-00 · Supplies - Other	55	28	1,326	2	29	287	1,726
Total 5520-00 · Supplies	349	58	1,447	14	212	287	2,366
5610-00 · Depreciation	0	0	118	0	0	31	149
5700-00 · Equipment Support & Maintenance	0	0	0	0	0	610	610
5710-00 · Taxes, Licenses & Fees	0	0	0	0	0	1,372	1,372
5740-00 · Equipment Rental/Leasing	639	281	563	77	383	664	2,608
5800-00 · Training Seminars	225	0	0	0	180	0	405
5850-00 · Artist of Month - Commissions	0	0	319	0	0	0	319
5900-00 · Professional Fees							
5920-00 · Professional Fees - Accountant	0	0	0	0	0	400	400
Total 5900-00 · Professional Fees	0	0	0	0	0	400	400
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	445	0	0	0	0	0	445
6421-10 · WinterWonderGrass - Tahoe	47	0	0	0	0	0	47
Total 6420-01 · Sponsorships	492	0	0	0	0	0	492
6424-00 · Event Operation Expenses	0	0	0	0	218	0	218
Total 6420-00 · Events	492	0	0	0	218	0	711
6423-00 · Membership Activities							
6437-00 · Tuesday Morning Breakfast Club	0	0	0	0	405	0	405
6441-00 · Membership - Miscellaneous Exp	0	0	0	0	10	0	10
6442-00 · Public Relations/Website	0	0	0	0	594	0	594
Total 6423-00 · Membership Activities	0	0	0	0	1,009	0	1,009
6730-00 · Marketing Cooperative/Media	111,384	20,539	0	0	0	0	131,923

**North Lake Tahoe Resort Association
Profit & Loss by Class**

August 2018

	11 - Marketing	30 - Confere...	42 - VIC	51 - TMPI	60 - Member...	70 - Adminis...	TOTAL
6742-00 - Non-NLT Co-Op Marketing Program	423	0	200	0	0	0	623
8100-00 - Cost of Goods Sold							
51100 - Freight and Shipping Costs	0	0	231	0	0	0	231
59900 - POS Inventory Adjustments	0	0	(102)	0	0	0	(102)
8100-00 - Cost of Goods Sold - Other	0	0	6,444	0	0	0	6,444
Total 8100-00 - Cost of Goods Sold	0	0	6,574	0	0	0	6,574
8300-00 - Board Functions	0	0	0	0	0	1,042	1,042
8500-00 - Credit Card Fees	0	0	449	0	225	0	674
8700-00 - Automobile Expenses	249	0	78	0	22	290	639
8750-00 - Meals/Meetings	14	0	5	0	63	44	126
8810-00 - Dues & Subscriptions	30	0	0	46	139	620	835
Total Expense	156,281	42,638	42,372	1,011	11,158	43,127	296,586
Net Ordinary Income	33,503	7,873	6,305	(296)	1,028	(43,127)	5,285
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	23	0	0	0	0	0	23
Total Other Income	23	0	0	0	0	0	23
Other Expense							
8990-00 - Allocated	31,008	4,270	5,822	86	1,941	(43,127)	0
Total Other Expense	31,008	4,270	5,822	86	1,941	(43,127)	0
Net Other Income	(30,985)	(4,270)	(5,822)	(86)	(1,941)	43,127	23
Net Income	2,518	3,603	482	(383)	(913)	0	5,309

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Aug 18	Budget	\$ Over Budget	Jul - Aug 18	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	255,313	255,897	(584)	790,758	811,467	(20,709)	3,793,727
4200-00 · Membership Dues	11,051	10,600	451	22,059	21,200	859	128,000
4205-00 · Conference Dues	733	825	(92)	1,558	1,650	(92)	9,900
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	0	0	19,000
4250-05 · Sponsorships	0	0	0	0	0	0	13,000
4250-01 · Community Awards - Other	0	0	0	0	0	0	18,000
Total 4250-01 · Community Awards	0	0	0	0	0	0	50,000
4250-02 · Chamber Events	38	208	(170)	38	420	(382)	2,500
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	0	0	8,000
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	350	(350)	0	700	(700)	3,050
4251-00 · Tues AM Breakfast Club - Other	496	580	(84)	571	1,160	(589)	6,960
Total 4251-00 · Tues AM Breakfast Club	496	930	(434)	571	1,860	(1,289)	10,010
4250-00 · Revenues-Membership Activities - Other	600	0	600	760	0	760	0
Total 4250-00 · Revenues-Membership Activities	1,134	1,138	(4)	1,369	2,280	(911)	70,510
4600-00 · Commissions							
4601-00 · Commissions - South Shore	6,094	1,667	4,427	6,094	3,330	2,764	20,000
4600-00 · Commissions - Other	14,522	2,500	12,022	17,327	5,000	12,327	30,000
Total 4600-00 · Commissions	20,615	4,167	16,448	23,421	8,330	15,091	50,000
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	375	1,000	(625)	800	4,500	(3,700)	9,500
46000 · Merchandise Sales - Other	12,649	12,000	649	29,827	25,000	4,827	95,000
Total 46000 · Merchandise Sales	13,024	13,000	24	30,627	29,500	1,127	104,500
Total Income	301,871	285,627	16,244	869,793	874,427	(4,635)	4,156,637
Gross Profit	301,871	285,627	16,244	869,793	874,427	(4,635)	4,156,637
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	4,234	633	3,601	8,843	1,270	7,573	7,600
5020-00 · P/R - Tax Expense	7,317	7,909	(592)	14,700	15,806	(1,106)	86,761
5030-00 · P/R - Health Insurance Expense	16,226	11,058	5,168	20,831	22,110	(1,279)	132,690
5040-00 · P/R - Workmans Comp	1,352	1,083	269	1,352	2,166	(815)	11,845
5060-00 · 401 (k)	3,232	3,737	(505)	5,982	7,461	(1,479)	43,048
5070-00 · Other Benefits and Expenses	158	586	(428)	674	1,169	(495)	7,029
5000-00 · Salaries & Wages - Other	92,971	92,732	239	182,295	185,253	(2,958)	1,068,067
Total 5000-00 · Salaries & Wages	125,491	117,738	7,753	234,677	235,235	(558)	1,357,040
5100-00 · Rent							
5110-00 · Utilities	820	881	(61)	1,841	1,761	80	12,191
5140-00 · Repairs & Maintenance	(465)	3,900	(4,365)	45	7,801	(7,756)	46,850
5150-00 · Office - Cleaning	1,100	1,123	(23)	1,100	1,921	(821)	10,444
5100-00 · Rent - Other	12,780	12,957	(177)	25,560	25,898	(338)	155,468
Total 5100-00 · Rent	14,235	18,861	(4,626)	28,546	37,381	(8,835)	224,953
5310-00 · Telephone							
5320-00 · Telephone	3,714	2,129	1,585	7,666	4,258	3,408	25,548
5350-00 · Internet	0			25			
5310-00 · Telephone - Other	0	461	(461)	0	925	(925)	5,535
Total 5310-00 · Telephone	3,714	2,590	1,124	7,691	5,183	2,508	31,083
5420-00 · Mail - USPS	500	476	24	521	802	(281)	5,203
5510-00 · Insurance/Bonding	264	485	(221)	529	1,173	(644)	6,138
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	640	125	515	900	250	650	7,600
5520-00 · Supplies - Other	1,726	1,648	78	2,869	3,993	(1,124)	21,493
Total 5520-00 · Supplies	2,366	1,773	593	3,769	4,243	(474)	29,093
5610-00 · Depreciation	149	177	(28)	298	359	(61)	2,129
5700-00 · Equipment Support & Maintenance	610	1,118	(508)	620	2,236	(1,616)	13,412
5710-00 · Taxes, Licenses & Fees	1,372	1,050	322	1,893	2,096	(203)	12,951
5740-00 · Equipment Rental/Leasing	2,608	1,493	1,115	2,778	2,946	(168)	17,726
5800-00 · Training Seminars	405	2,117	(1,712)	405	2,530	(2,125)	16,450
5850-00 · Artist of Month - Commissions	319	458	(139)	499	920	(421)	5,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	750	(750)	840	1,500	(660)	9,000
5920-00 · Professional Fees - Accountant	400	0	400	400	3,000	(2,600)	25,000
5921-00 · Professional Fees - Other	0	2,417	(2,417)	5,363	4,834	529	26,000
Total 5900-00 · Professional Fees	400	3,167	(2,767)	6,603	9,334	(2,732)	60,000
5941-00 · Research & Planning	0	0	0	0	0	0	5,000
6020-00 · Programs							
6016-00 · Special Event Partnership	0	0	0	0	0	0	50,000

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Aug 18	Budget	\$ Over Budget	Jul - Aug 18	YTD Budget	\$ Over Budget	Annual Bud...
6018-00 · Business Assoc. Grants	0	0	0	0	10,000	(10,000)	30,000
Total 6020-00 · Programs	0	0	0	0	10,000	(10,000)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	445	3,125	(2,680)	445	33,125	(32,680)	37,375
6421-01 · 4th of July Fireworks	0	0	0	0	0	0	20,300
6421-04 · Broken Arrow Skyrace	0	0	0	0	0	0	20,000
6421-05 · No Barriers	0	0	0	0	0	0	12,400
6421-06 · Spartan	0	0	0	250,000	250,000	0	254,500
6421-07 · Tahoe Lacrosse Tournament	0	0	0	0	0	0	5,000
6421-08 · Tough Mudder	0	0	0	0	0	0	35,550
6421-09 · Wanderlust	0	0	0	0	0	0	37,700
6421-10 · WinterWonderGrass - Tahoe	47	0	47	47	0	47	19,400
6421-16 · Mountain Travel Symposium	0			0			5,000
Total 6420-01 · Sponsorships	492	3,125	(2,633)	250,492	283,125	(32,633)	447,225
6421-00 · New Event Development	0	2,750	(2,750)	0	5,500	(5,500)	58,000
6424-00 · Event Operation Expenses	218	665	(447)	1,592	1,332	260	8,000
Total 6420-00 · Events	711	6,540	(5,829)	252,085	289,957	(37,872)	513,225
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	0	0	0	27,500
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	0	0	0	5,000
6437-00 · Tuesday Morning Breakfast Club	405	650	(245)	405	650	(245)	7,150
6441-00 · Membership - Miscellaneous Exp	10			10			
6442-00 · Public Relations/Website	594	344	250	1,174	2,188	(1,014)	5,628
Total 6423-00 · Membership Activities	1,009	994	15	1,589	2,838	(1,249)	45,278
6730-00 · Marketing Cooperative/Media	131,923	121,652	10,271	243,307	243,303	4	1,459,823
6742-00 · Non-NLT Co-Op Marketing Program	623	4,318	(3,695)	1,905	8,636	(6,731)	51,800
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	0	0	0	0	2,500	(2,500)	20,000
6743-03 · Touch Lake Tahoe	0	0	0	0	0	0	20,000
6743-04 · High Notes	0	0	0	0	0	0	20,000
6743-05 · Peak Your Adventure	0	0	0	0	0	0	20,000
Total 6743-00 · BACC Marketing Programs	0	0	0	0	2,500	(2,500)	80,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	231	0	231	443	0	443	0
52500 · Purchase Discounts	0	0	0	(15)	0	(15)	0
59900 · POS Inventory Adjustments	(102)	0	(102)	(150)	0	(150)	0
8100-00 · Cost of Goods Sold - Other	6,444	6,300	144	15,241	13,123	2,118	49,875
Total 8100-00 · Cost of Goods Sold	6,574	6,300	274	15,519	13,123	2,396	49,875
8200-00 · Associate Relations	0	616	(616)	627	1,240	(613)	7,400
8300-00 · Board Functions	1,042	150	892	1,137	300	837	4,500
8500-00 · Credit Card Fees	674	625	49	1,203	1,450	(247)	6,658
8600-00 · Additional Opportunities	0	3,133	(3,133)	0	6,262	(6,262)	37,600
8700-00 · Automobile Expenses	639	576	63	970	1,153	(183)	6,183
8750-00 · Meals/Meetings	126	637	(511)	203	1,270	(1,067)	7,640
8810-00 · Dues & Subscriptions	835	850	(15)	1,458	1,700	(242)	10,220
8910-00 · Travel	0	0	0	0	0	0	6,600
Total Expense	296,586	297,894	(1,308)	808,831	888,170	(79,339)	4,153,480
Net Ordinary Income	5,285	(12,267)	17,552	60,962	(13,743)	74,704	3,157
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	23			47			
Total Other Income	23			47			
Other Expense							
8990-00 · Allocated	0	(0)	0	0	(0)	0	0
Total Other Expense	0	(0)	0	0	(0)	0	0
Net Other Income	23	0	23	47	0	47	0
Net Income	5,309	(12,267)	17,575	61,008	(13,743)	74,751	3,157

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

11 - Marketing

	Aug 18	Budget	\$ Over Budget	Jul - Aug 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	189,784	197,059	(7,275)	661,174	685,200	(24,026)	2,983,906
Total Income	189,784	197,059	(7,275)	661,174	685,200	(24,026)	2,983,906
Gross Profit	189,784	197,059	(7,275)	661,174	685,200	(24,026)	2,983,906
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	1,375	1,375	0	2,750	2,750	0	16,500
5020-00 · P/R - Tax Expense	1,805	1,943	(138)	3,547	3,873	(326)	22,712
5030-00 · P/R - Health Insurance Expense	7,741	4,080	3,661	10,179	8,160	2,019	48,960
5040-00 · P/R - Workmans Comp	257	195	62	257	389	(132)	2,268
5060-00 · 401 (k)	989	1,111	(122)	1,918	2,211	(293)	12,978
5070-00 · Other Benefits and Expenses	40	167	(127)	81	338	(257)	2,008
5000-00 · Salaries & Wages - Other	26,754	27,764	(1,010)	52,948	55,319	(2,371)	324,453
Total 5000-00 · Salaries & Wages	38,961	36,635	2,326	71,679	73,040	(1,361)	429,879
5100-00 · Rent							
5110-00 · Utilities	121	135	(14)	277	270	7	1,620
5140-00 · Repairs & Maintenance	0	1,167	(1,167)	0	2,334	(2,334)	14,033
5150-00 · Office - Cleaning	367	375	(8)	367	550	(183)	2,700
5100-00 · Rent - Other	2,133	1,984	149	4,266	3,965	301	23,805
Total 5100-00 · Rent	2,621	3,661	(1,040)	4,910	7,119	(2,209)	42,158
5310-00 · Telephone							
5320-00 · Telephone	750	670	80	1,693	1,340	353	8,040
Total 5310-00 · Telephone	750	670	80	1,693	1,340	353	8,040
5420-00 · Mail - USPS	95	150	(55)	95	150	(55)	900
5510-00 · Insurance/Bonding	50	169	(119)	100	338	(238)	2,028
5520-00 · Supplies							
5525-00 · Supplies - Computer <\$1000	293	0	293	447	0	447	3,600
5520-00 · Supplies - Other	55	415	(360)	111	830	(719)	5,000
Total 5520-00 · Supplies	349	415	(66)	557	830	(273)	8,600
5610-00 · Depreciation	0	20	(20)	0	40	(40)	240
5700-00 · Equipment Support & Maintenance	0	292	(292)	0	584	(584)	3,500
5740-00 · Equipment Rental/Leasing	639	315	324	671	630	41	3,780
5800-00 · Training Seminars	225	0	225	225	0	225	4,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	250	(250)	1,500
5921-00 · Professional Fees - Other	0	417	(417)	0	834	(834)	5,000
Total 5900-00 · Professional Fees	0	542	(542)	0	1,084	(1,084)	6,500
5941-00 · Research & Planning	0	0	0	0	0	0	5,000
6020-00 · Programs							
6016-00 · Special Event Partnership	0	0	0	0	0	0	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	10,000	(10,000)	30,000
Total 6020-00 · Programs	0	0	0	0	10,000	(10,000)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	445	3,125	(2,680)	445	33,125	(32,680)	37,375
6421-01 · 4th of July Fireworks	0	0	0	0	0	0	20,300
6421-04 · Broken Arrow Skyrace	0	0	0	0	0	0	20,000
6421-05 · No Barriers	0	0	0	0	0	0	12,400
6421-06 · Spartan	0	0	0	250,000	250,000	0	254,500
6421-07 · Tahoe Lacrosse Tournament	0	0	0	0	0	0	5,000
6421-08 · Tough Mudder	0	0	0	0	0	0	35,550
6421-09 · Wanderlust	0	0	0	0	0	0	37,700
6421-10 · WinterWonderGrass - Tahoe	47	0	47	47	0	47	19,400
6421-16 · Mountain Travel Symposium	0			0			5,000
Total 6420-01 · Sponsorships	492	3,125	(2,633)	250,492	283,125	(32,633)	447,225
6421-00 · New Event Development	0	2,750	(2,750)	0	5,500	(5,500)	58,000
6424-00 · Event Operation Expenses	0	665	(665)	1,327	1,332	(5)	8,000
Total 6420-00 · Events	492	6,540	(6,048)	251,819	289,957	(38,138)	513,225
6730-00 · Marketing Cooperative/Media	111,384	111,384	0	222,768	222,764	4	1,336,604
6742-00 · Non-NLT Co-Op Marketing Program	423	834	(411)	1,505	1,668	(163)	10,000
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	0	0	0	0	2,500	(2,500)	20,000
6743-03 · Touch Lake Tahoe	0	0	0	0	0	0	20,000
6743-04 · High Notes	0	0	0	0	0	0	20,000
6743-05 · Peak Your Adventure	0	0	0	0	0	0	20,000
Total 6743-00 · BACC Marketing Programs	0	0	0	0	2,500	(2,500)	80,000
8200-00 · Associate Relations	0	134	(134)	0	268	(268)	1,600
8600-00 · Additional Opportunitites	0	2,666	(2,666)	0	5,332	(5,332)	32,000
8700-00 · Automobile Expenses	249	125	124	297	250	47	1,500

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

11 - Marketing

	Aug 18	Budget	\$ Over Budget	Jul - Aug 18	YTD Budget	\$ Over Budget	Annual Budget
8750-00 - Meals/Meetings	14	300	(287)	14	600	(587)	3,600
8810-00 - Dues & Subscriptions	30	290	(260)	408	580	(172)	3,500
8910-00 - Travel	0	0	0	0	0	0	5,500
Total Expense	156,281	165,142	(8,861)	556,742	619,074	(62,332)	2,582,654
Net Ordinary Income	33,503	31,917	1,585	104,432	66,126	38,305	401,252
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	23			30			
Total Other Income	23			30			
Other Expense							
8990-00 - Allocated	31,008	31,917	(909)	62,545	66,126	(3,582)	401,252
Total Other Expense	31,008	31,917	(909)	62,545	66,126	(3,582)	401,252
Net Other Income	(30,985)	(31,917)	933	(62,515)	(66,126)	3,611	(401,252)
Net Income	2,518	0	2,518	41,917	0	41,917	0

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

30 - Conference

	Aug 18	Budget	\$ Over Budget	Jul - Aug 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	29,162	29,152	10	58,603	58,593	10	352,299
4205-00 · Conference Dues	733	825	(92)	1,558	1,650	(92)	9,900
4600-00 · Commissions							
4601-00 · Commissions - South Shore	6,094	1,667	4,427	6,094	3,330	2,764	20,000
4600-00 · Commissions - Other	14,522	2,500	12,022	17,327	5,000	12,327	30,000
Total 4600-00 · Commissions	20,615	4,167	16,448	23,421	8,330	15,091	50,000
Total Income	50,511	34,144	16,367	83,582	68,573	15,009	412,199
Gross Profit	50,511	34,144	16,367	83,582	68,573	15,009	412,199
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	4,234	633	3,601	8,843	1,270	7,573	7,600
5020-00 · P/R - Tax Expense	1,258	1,165	93	2,307	2,327	(20)	13,977
5030-00 · P/R - Health Insurance Expense	1,465	1,633	(168)	2,594	3,260	(666)	19,590
5040-00 · P/R - Workmans Comp	85	172	(87)	85	345	(260)	2,065
5060-00 · 401 (k)	669	555	114	1,228	1,107	121	6,657
5070-00 · Other Benefits and Expenses	42	84	(42)	84	164	(80)	1,004
5000-00 · Salaries & Wages - Other	12,401	13,236	(835)	24,262	26,467	(2,205)	158,827
Total 5000-00 · Salaries & Wages	20,154	17,478	2,676	39,403	34,940	4,463	209,720
5100-00 · Rent							
5110-00 · Utilities	61	70	(9)	134	140	(6)	840
5140-00 · Repairs & Maintenance	0	43	(43)	0	87	(87)	517
5150-00 · Office - Cleaning	183	102	81	183	203	(20)	1,223
5100-00 · Rent - Other	1,025	953	72	2,050	1,903	147	11,433
Total 5100-00 · Rent	1,269	1,168	101	2,367	2,333	34	14,013
5310-00 · Telephone							
5320-00 · Telephone	289	206	83	582	412	170	2,472
Total 5310-00 · Telephone	289	206	83	582	412	170	2,472
5420-00 · Mail - USPS	31	42	(11)	31	80	(49)	500
5510-00 · Insurance/Bonding	17	115	(98)	33	227	(194)	1,377
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	30	0	30	61	0	61	0
5520-00 · Supplies - Other	28	52	(24)	55	98	(43)	618
Total 5520-00 · Supplies	58	52	6	116	98	18	618
5610-00 · Depreciation	0	8	(8)	0	14	(14)	94
5700-00 · Equipment Support & Maintenance	0	140	(140)	0	285	(285)	1,685
5710-00 · Taxes, Licenses & Fees	0	8	(8)	0	16	(16)	96
5740-00 · Equipment Rental/Leasing	281	155	126	292	306	(14)	1,856
6730-00 · Marketing Cooperative/Media	20,539	10,268	10,271	20,539	20,539	0	123,219
8200-00 · Associate Relations	0	25	(25)	0	50	(50)	300
8810-00 · Dues & Subscriptions	0	84	(84)	0	168	(168)	1,000
Total Expense	42,638	29,749	12,889	63,363	59,468	3,895	356,950
Net Ordinary Income	7,873	4,395	3,478	20,219	9,105	11,114	55,249
Other Income/Expense							
Other Expense							
8990-00 · Allocated	4,270	4,395	(125)	8,612	9,105	(493)	55,249
Total Other Expense	4,270	4,395	(125)	8,612	9,105	(493)	55,249
Net Other Income	(4,270)	(4,395)	125	(8,612)	(9,105)	493	(55,249)
Net Income	3,603	0	3,603	11,607	0	11,607	0

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

42 - Visitor Center

	Aug 18	Budget	\$ Over Budget	Jul - Aug 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	35,652	28,968	6,684	69,580	66,230	3,350	448,844
46000 · Merchandise Sales							
4502-00 · Non-Retail ViC Income	375	1,000	(625)	800	4,500	(3,700)	9,500
46000 · Merchandise Sales - Other	12,649	12,000	649	29,827	25,000	4,827	95,000
Total 46000 · Merchandise Sales	13,024	13,000	24	30,627	29,500	1,127	104,500
Total Income	48,676	41,968	6,708	100,207	95,730	4,478	553,344
Gross Profit	48,676	41,968	6,708	100,207	95,730	4,478	553,344
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,775	2,091	(316)	3,753	4,184	(431)	17,550
5030-00 · P/R - Health Insurance Expense	3,555	1,806	1,749	3,716	3,612	104	21,672
5040-00 · P/R - Workmans Comp	450	523	(73)	450	1,043	(593)	5,193
5060-00 · 401 (K)	594	697	(103)	1,180	1,394	(214)	6,924
5070-00 · Other Benefits and Expenses	67	102	(35)	84	205	(121)	1,225
5000-00 · Salaries & Wages - Other	18,066	17,425	641	35,824	34,853	971	173,103
Total 5000-00 · Salaries & Wages	24,506	22,644	1,862	45,006	45,291	(285)	225,667
5100-00 · Rent							
5110-00 · Utilities	487	500	(13)	1,057	1,000	57	7,650
5140-00 · Repairs & Maintenance	(465)	2,290	(2,755)	45	4,580	(4,535)	27,500
5150-00 · Office - Cleaning	92	237	(145)	92	477	(385)	2,847
5100-00 · Rent - Other	6,663	7,025	(363)	13,325	14,047	(722)	84,297
Total 5100-00 · Rent	6,776	10,052	(3,276)	14,519	20,104	(5,585)	122,294
5310-00 · Telephone							
5320-00 · Telephone	1,082	0	1,082	2,183	0	2,183	0
5310-00 · Telephone - Other	0	461	(461)	0	925	(925)	5,535
Total 5310-00 · Telephone	1,082	461	621	2,183	925	1,258	5,535
5420-00 · Mail - USPS	166	145	21	166	294	(128)	1,744
5510-00 · Insurance/Bonding	88	146	(58)	176	293	(117)	1,753
5520-00 · Supplies							
5525-00 · Supplies - Computer <\$1000	121	125	(4)	122	250	(128)	1,500
5520-00 · Supplies - Other	1,326	473	853	1,676	1,645	31	7,375
Total 5520-00 · Supplies	1,447	598	849	1,798	1,895	(97)	8,875
5610-00 · Depreciation	118	87	31	236	179	57	1,049
5700-00 · Equipment Support & Maintenance	0	300	(300)	0	600	(600)	3,600
5710-00 · Taxes, Licenses & Fees	0	0	0	0	0	0	155
5740-00 · Equipment Rental/Leasing	563	429	134	620	860	(240)	5,150
5800-00 · Training Seminars	0	0	0	0	0	0	5,000
5850-00 · Artist of Month - Commissions	319	458	(139)	499	920	(421)	5,500
6742-00 · Non-NLT Co-Op Marketing Program	200	3,484	(3,284)	400	6,968	(6,568)	41,800
8100-00 · Cost of Goods Sold							
81100 · Freight and Shipping Costs	231	0	231	443	0	443	0
82500 · Purchase Discounts	0	0	0	(15)	0	(15)	0
59000 · POS Inventory Adjustments	(102)	0	(102)	(150)	0	(150)	0
8100-00 · Cost of Goods Sold - Other	6,444	6,300	144	15,241	13,123	2,118	49,875
Total 8100-00 · Cost of Goods Sold	6,574	6,300	274	15,519	13,123	2,396	49,875
8200-00 · Associate Relations	0	58	(58)	0	120	(120)	700
8500-00 · Credit Card Fees	449	455	(6)	737	1,030	(293)	3,658
8700-00 · Automobile Expenses	78	125	(47)	96	250	(154)	750
8750-00 · Meals/Meetings	5	67	(62)	5	130	(125)	800
8810-00 · Dues & Subscriptions	0	166	(166)	0	332	(332)	2,000
8910-00 · Travel	0	0	0	0	0	0	1,100
Total Expense	42,372	45,975	(3,603)	81,960	93,314	(11,354)	487,005
Net Ordinary Income	6,305	(4,007)	10,312	18,247	2,416	15,831	66,339
Other Income/Expense							
Other Expense							
8990-00 · Allocated	5,822	5,993	(171)	11,743	12,416	(672)	75,339
Total Other Expense	5,822	5,993	(171)	11,743	12,416	(672)	75,339
Net Other Income	(5,822)	(5,993)	171	(11,743)	(12,416)	672	(75,339)
Net Income	482	(10,000)	10,482	6,504	(10,000)	16,504	(9,000)

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

51 - TMPI

	Aug 18	Budget	\$ Over Bu...	Jul - Aug 18	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	715	719	(4)	1,401	1,444	(43)	8,677
Total Income	715	719	(4)	1,401	1,444	(43)	8,677
Gross Profit	715	719	(4)	1,401	1,444	(43)	8,677
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	(4)	33	(37)	(98)	67	(164)	401
5030-00 · P/R - Health Insurance Expense	6	4	2	11	7	4	42
5040-00 · P/R - Workmans Comp	26	4	22	26	8	18	48
5060-00 · 401 (k)	17	23	(6)	38	45	(7)	272
5000-00 · Salaries & Wages - Other	666	567	100	1,390	1,133	257	6,798
Total 5000-00 · Salaries & Wages	710	630	80	1,367	1,260	107	7,561
5100-00 · Rent							
5110-00 · Utilities	4			12			
5150-00 · Office - Cleaning	13			13			
5100-00 · Rent - Other	72	0	72	144	0	144	0
Total 5100-00 · Rent	89	0	89	168	0	168	0
5310-00 · Telephone							
5320-00 · Telephone	61			123			
Total 5310-00 · Telephone	61	0	61	123	0	123	0
5420-00 · Mail - USPS	9	0	9	9	0	9	0
5510-00 · Insurance/Bonding	5	0	5	10	0	10	0
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	12			24			
5520-00 · Supplies - Other	2	0	2	4	0	4	0
Total 5520-00 · Supplies	14	0	14	28	0	28	0
5740-00 · Equipment Rental/Leasing	77	0	77	80	0	80	0
8810-00 · Dues & Subscriptions	46			46			
Total Expense	1,011	630	381	1,831	1,260	571	7,561
Net Ordinary Income	(296)	89	(385)	(430)	184	(614)	1,116
Other Income/Expense							
Other Expense							
8990-00 · Allocated	86	89	(3)	174	184	(10)	1,116
Total Other Expense	86	89	(3)	174	184	(10)	1,116
Net Other Income	(86)	(89)	3	(174)	(184)	10	(1,116)
Net Income	(383)	0	(383)	(604)	0	(604)	0

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

60 - Membership

	Aug 18	Budget	\$ Over Budget	Jul - Aug 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues	11,051	10,600	451	22,059	21,200	859	128,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	0	0	19,000
4250-05 · Sponsorships	0	0	0	0	0	0	13,000
4250-01 · Community Awards - Other	0	0	0	0	0	0	18,000
Total 4250-01 · Community Awards	0	0	0	0	0	0	50,000
4250-02 · Chamber Events	38	208	(170)	38	420	(382)	2,500
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	0	0	8,000
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	350	(350)	0	700	(700)	3,050
4251-00 · Tues AM Breakfast Club - Other	496	580	(84)	571	1,160	(589)	6,960
Total 4251-00 · Tues AM Breakfast Club	496	930	(434)	571	1,860	(1,289)	10,010
4250-00 · Revenues-Membership Activities - Other	600	0	600	760	0	760	0
Total 4250-00 · Revenues-Membership Activities	1,134	1,138	(4)	1,369	2,280	(911)	70,510
Total Income	12,186	11,738	448	23,428	23,480	(52)	198,510
Gross Profit	12,186	11,738	448	23,428	23,480	(52)	198,510
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	(1,375)	(1,375)	0	(2,750)	(2,750)	0	(16,500)
5020-00 · P/R - Tax Expense	495	547	(52)	807	1,096	(289)	6,566
5030-00 · P/R - Health Insurance Expense	2,127	888	1,239	2,384	1,776	608	10,656
5040-00 · P/R - Workmans Comp	96	7	89	96	17	79	87
5060-00 · 401 (k)	258	262	(4)	433	525	(92)	3,145
5070-00 · Other Benefits and Expenses	3	66	(63)	7	132	(125)	792
5000-00 · Salaries & Wages - Other	6,361	6,553	(192)	12,273	13,106	(833)	78,636
Total 5000-00 · Salaries & Wages	7,965	6,948	1,017	13,251	13,902	(651)	83,382
5100-00 · Rent							
5110-00 · Utilities	17	53	(36)	45	105	(60)	605
5140-00 · Repairs & Maintenance	0	25	(25)	0	50	(50)	300
5150-00 · Office - Cleaning	50	201	(151)	50	274	(224)	1,177
5100-00 · Rent - Other	365	819	(454)	730	1,636	(906)	9,826
Total 5100-00 · Rent	432	1,098	(666)	825	2,065	(1,240)	11,908
5310-00 · Telephone							
5320-00 · Telephone	254	253	1	512	506	6	3,036
Total 5310-00 · Telephone	254	253	1	512	506	6	3,036
5420-00 · Mail - USPS	36	50	(14)	36	100	(64)	1,000
5510-00 · Insurance/Bonding	19	55	(36)	38	110	(72)	775
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	184	0	184	247	0	247	500
5520-00 · Supplies - Other	29	83	(54)	36	170	(134)	1,000
Total 5520-00 · Supplies	212	83	129	283	170	113	1,500
5610-00 · Depreciation	0	8	(8)	0	16	(16)	96
5700-00 · Equipment Support & Maintenance	0	56	(56)	0	112	(112)	672
5710-00 · Taxes, Licenses & Fees	0	0	0	0	0	0	200
5740-00 · Equipment Rental/Leasing	383	265	118	395	490	(95)	2,990
5800-00 · Training Seminars	180	1,700	(1,520)	180	1,700	(1,520)	1,950
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	0	0	0	0	0	1,500
Total 5900-00 · Professional Fees	0	0	0	0	0	0	1,500
6420-00 · Events							
6424-00 · Event Operation Expenses	218			266			
Total 6420-00 · Events	218			266			
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	0	0	0	27,500
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	0	0	0	5,000
6437-00 · Tuesday Morning Breakfast Club	405	650	(245)	405	650	(245)	7,150
6441-00 · Membership - Miscellaneous Exp	10			10			
6442-00 · Public Relations/Website	594	344	250	1,174	2,188	(1,014)	5,628
Total 6423-00 · Membership Activities	1,009	994	15	1,589	2,838	(1,249)	45,278
8200-00 · Associate Relations	0	66	(66)	0	132	(132)	800
8500-00 · Credit Card Fees	225	170	55	466	420	46	3,000
8700-00 · Automobile Expenses	22	76	(54)	45	153	(108)	933
8750-00 · Meals/Meetings	63	150	(87)	63	300	(237)	1,800
8810-00 · Dues & Subscriptions	139	35	104	139	70	69	420
Total Expense	11,158	12,007	(849)	18,089	23,084	(4,995)	161,240

North Lake Tahoe Resort Association
Profit & Loss Budget Performance

60 - Membership

	Aug 18	Budget	\$ Over Budget	Jul - Aug 18	YTD Budget	\$ Over Budget	Annual Budget
Net Ordinary Income	1,028	(269)	1,297	5,339	396	4,943	37,270
Other Income/Expense							
Other Expense							
8990-00 - Allocated	1,941	1,998	(57)	3,914	4,139	(224)	25,113
Total Other Expense	1,941	1,998	(57)	3,914	4,139	(224)	25,113
Net Other Income	(1,941)	(1,998)	57	(3,914)	(4,139)	224	(25,113)
Net Income	(913)	(2,267)	1,354	1,425	(3,743)	5,168	12,157

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

70 - Administration

	Aug 18	Budget	\$ Over Budget	Jul - Aug 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,988	2,130	(142)	4,383	4,259	124	25,555
5030-00 · P/R - Health Insurance Expense	1,333	2,648	(1,314)	2,091	5,295	(3,204)	31,770
5040-00 · P/R - Workmans Comp	438	182	256	438	364	74	2,184
5060-00 · 401 (k)	706	1,089	(383)	1,186	2,179	(993)	13,072
5070-00 · Other Benefits and Expenses	5	167	(162)	419	330	89	2,000
5000-00 · Salaries & Wages - Other	28,723	27,188	1,535	55,597	54,375	1,222	326,250
Total 5000-00 · Salaries & Wages	33,193	33,403	(210)	64,114	66,802	(2,688)	400,831
5100-00 · Rent							
5110-00 · Utilities	131	123	8	317	246	71	1,476
5140-00 · Repairs & Maintenance	0	375	(375)	0	750	(750)	4,500
5150-00 · Office - Cleaning	395	208	187	395	417	(22)	2,497
5100-00 · Rent - Other	2,523	2,176	347	5,046	4,347	699	26,107
Total 5100-00 · Rent	3,049	2,882	167	5,757	5,760	(3)	34,580
5310-00 · Telephone							
5320-00 · Telephone	1,277	1,000	277	2,572	2,000	572	12,000
5350-00 · Internet	0			25			
Total 5310-00 · Telephone	1,277	1,000	277	2,597	2,000	597	12,000
5420-00 · Mail - USPS	162	89	73	183	178	5	1,059
5510-00 · Insurance/Bonding	86	0	86	172	205	(33)	205
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	0	0	0	0	0	2,000
5520-00 · Supplies - Other	287	625	(338)	987	1,250	(263)	7,500
Total 5520-00 · Supplies	287	625	(338)	987	1,250	(263)	9,500
5610-00 · Depreciation	31	54	(23)	62	110	(48)	650
5700-00 · Equipment Support & Maintenance	610	330	280	620	655	(35)	3,955
5710-00 · Taxes, Licenses & Fees	1,372	1,042	330	1,893	2,080	(187)	12,500
5740-00 · Equipment Rental/Leasing	664	329	335	720	660	60	3,950
5800-00 · Training Seminars	0	417	(417)	0	830	(830)	5,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	625	(625)	640	1,250	(410)	7,500
5920-00 · Professional Fees - Accountant	400	0	400	400	3,000	(2,600)	25,000
5921-00 · Professional Fees - Other	0	2,000	(2,000)	5,363	4,000	1,363	19,500
Total 5900-00 · Professional Fees	400	2,625	(2,225)	6,603	8,250	(1,648)	52,000
8200-00 · Associate Relations	0	333	(333)	627	670	(43)	4,000
8300-00 · Board Functions	1,042	150	892	1,137	300	837	4,500
8600-00 · Additional Opportunities	0	467	(467)	0	930	(930)	5,600
8700-00 · Automobile Expenses	290	250	40	532	500	32	3,000
8750-00 · Meals/Meetings	44	120	(76)	121	240	(119)	1,440
8810-00 · Dues & Subscriptions	620	275	345	865	550	315	3,300
Total Expense	43,127	44,391	(1,264)	86,988	91,970	(4,981)	558,070
Net Ordinary Income	(43,127)	(44,391)	1,264	(86,988)	(91,970)	4,981	(558,070)
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	0			17			
Total Other Income	0			17			
Other Expense							
8990-00 · Allocated	(43,127)	(44,391)	1,264	(86,988)	(91,970)	4,981	(558,070)
Total Other Expense	(43,127)	(44,391)	1,264	(86,988)	(91,970)	4,981	(558,070)
Net Other Income	43,127	44,391	(1,264)	87,006	91,970	(4,964)	558,070
Net Income	0	0	0	17	0	17	0

KEY METRICS FOR August 31, 2018 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2017 (as reported thru June 2018)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2010 - 2011	3,242,663	2,107,554	3,776,990	1,361,343	\$ 10,488,550
2011 - 2012	3,683,345	1,794,633	3,159,674	1,554,224	\$ 10,191,876
2012 - 2013	3,882,952	2,106,483	4,263,868	1,447,976	\$ 11,701,279
2013 - 2014	4,525,882	2,145,820	3,569,535	1,751,001	\$ 11,992,238
2014 - 2015	4,693,908	2,527,728	3,513,439	1,868,331	\$ 12,603,406
2015 - 2016	4,872,923	3,874,544	5,438,716	2,349,230	\$ 16,535,413
2016 - 2017	5,505,352	3,358,686	6,117,066	3,349,251	\$ 18,330,355
2017 - 2018	6,269,957	3,442,768	5,555,972	2,333,862	\$ 17,602,559

updated

Visitor Information Comparative Statistics For FYTD 2014 - 2018 (thru Aug 2018)					
Referrals -	2015-2016	2016-2017	2017-2018	2018-2019	YOY % Change
Tahoe City:					
Walk In	13,932	14,219	13,204	13,961	5.73%
Phone	675	719	683	792	15.96%
Email	38	105	115	109	-5.22%
Kings Beach (Walk In)	3,057	2,863	6,904	10,644	54.17%
NLT - Event Traffic	934	2,350	1,692	2,275	34.46%
Total	18,636	20,256	22,598	27,781	22.94%

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (as of Mar 2018, (Q3) 6 mth lag)					
Quarter	2014	2015	2016	2017	YOY % Change
First (Jan - Mar)	\$ 589,226	\$ 573,778	\$ 699,157	\$ 816,089	16.72%
Second (Apr - June)	\$ 521,965	\$ 495,699	\$ 559,589	\$ 728,774	30.23%
Third (Jul - Sept)	\$ 885,368	\$ 875,768	\$ 943,574	\$ 984,653	4.35%
Fourth (Oct - Dec)	\$ 557,614	\$ 596,985	\$ 629,807	\$ -	-100.00%
Total	\$ 2,554,173	\$ 2,542,230	\$ 2,832,127	\$ 2,529,516	-10.68%

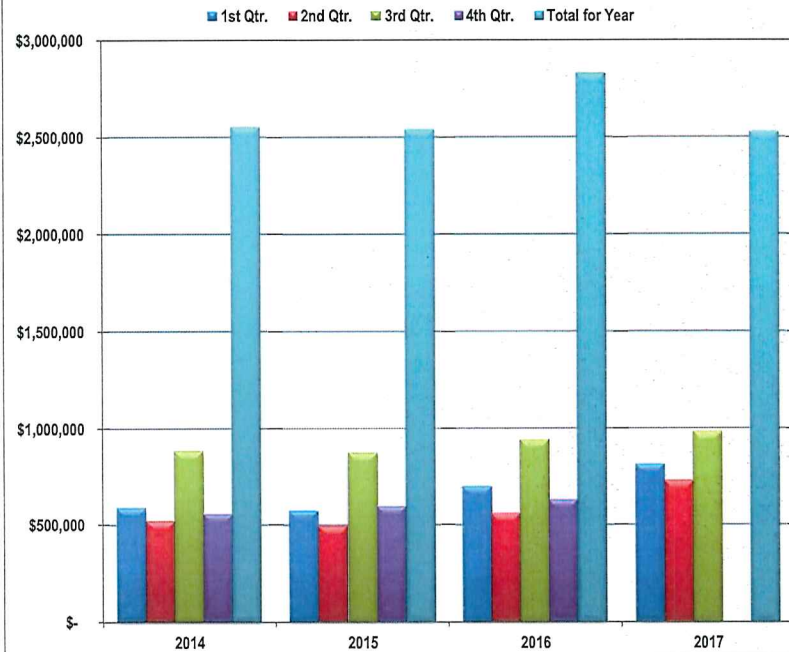
Unemployment Rates - EDD	June 2014	July 2015	Aug 2016	July 2018
California (pop. 38,332,521)	7.1%	6.7%	5.5%	4.2%
Placer County (367,309)	6.0%	5.2%	4.7%	3.3%
Dollar Point (1,215)	7.1%	6.1%	1.1%	1.2%
Kings Beach (3,893)	6.0%	6.8%	6.1%	3.2%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.8%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	3.5%

Destimetrics Reservations Activity	FYTD 17/18	FYTD 18/19	YOY % Change
Occupancy	61.1%	63.6%	4.0%
ADR (Average Daily Rate)	\$ 371	\$ 375	1.1%
RevPAR (Rev per Available Room)	\$ 227	\$ 239	5.2%
Occupancy 1 Mth Forecast	43.4%	47.6%	9.6%
ADR 1 Mth Forecast	\$ 284	\$ 291	2.6%
RevPAR 1 Mth Forecast	\$ 123	\$ 138	12.5%
Occupancy (prior 6 months)	52.8%	54.2%	2.6%
ADR (prior 6 months)	\$ 313	\$ 316	0.7%
RevPAR (prior 6 months)	\$ 165	\$ 171	3.3%
Occupancy (next 6 months)	17.5%	22.9%	31.1%
ADR (next 6 months)	\$ 294	\$ 268	-8.8%
RevPAR (next 6 months)	\$ 51	\$ 61	19.6%

Infrastructure Fund Balances Held by Placer County as of 6/30/17 (Reported Quarterly)	Total Chamber Membership
FY 2015-16 Contract	June 2014 457
FY 2016-17 Contract	June 2015 474
Total Fund Balances	June 2016 508
	June 2017 424
	Apr 2018 378

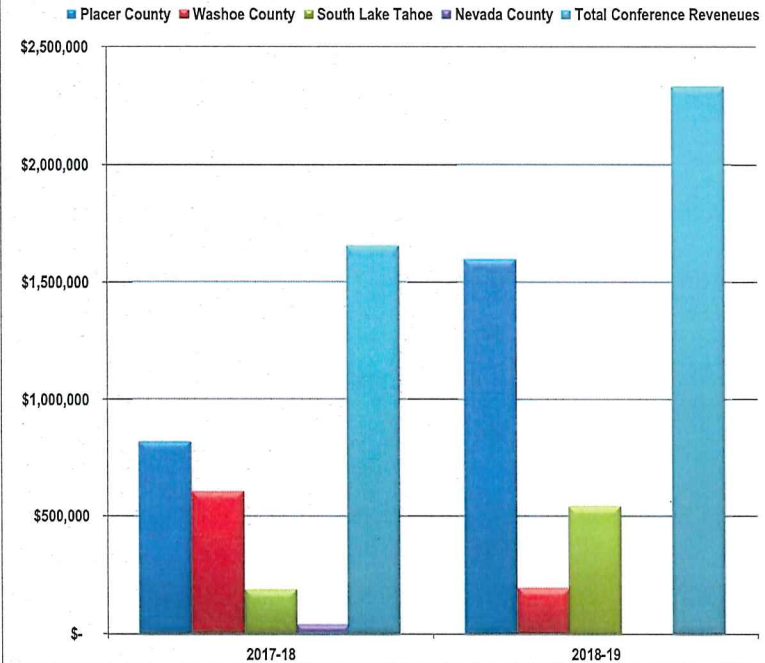
Conference Revenue Statistics Comparison FYTD 17/18 vs. FYTD 18/19 at 9/12/2018						
	2017-18		2017-18	2018-19	YOY %	
FORWARD LOOKING	Actuals	Forecasted	Forecasted		Change	
Total Revenue Booked	\$2,568,183	\$ 1,653,725	\$ 2,334,860		41.19%	
Commission for this Revenue	\$ 60,863	\$ 38,017	\$ 54,193		42.55%	
Number of Room Nights	12,875	8,830	13,058		47.88%	
Number of Bookings	76	33	49		48.48%	
Conference Revenue And Percentage by County:						
	17-18	18-19				
Placer	50%	68%	\$1,389,638	\$ 819,316	\$ 1,597,128	94.93%
Washoe	37%	8%	\$730,318	\$ 605,006	\$ 195,373	-67.71%
South Lake	11%	23%	\$397,939	\$ 188,819	\$ 542,359	187.24%
Nevada	2%	0%	\$50,288	\$ 40,584	\$ -	-100.00%
Total Conference Revenue	100%	100%	\$2,568,183	\$ 1,653,725	\$ 2,334,860	41.19%
CURRENT						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000		0.00%
Annual Commission Goal			\$ 70,000	\$ 50,000		-28.57%

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



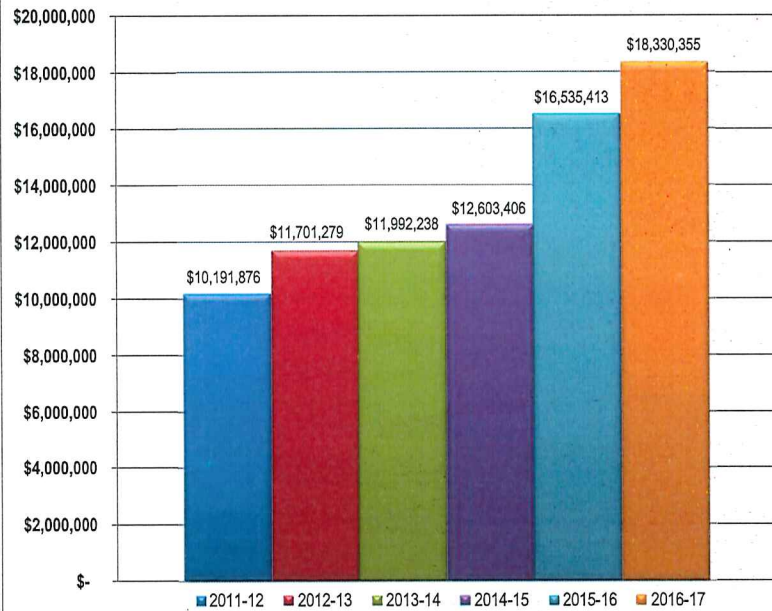
Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (as of Mar 2018, (Q3) 6 mth lag)					
Quarter	2014	2015	2016	2017	YOY % Change
First (Jan - Mar)	\$ 589,226	\$ 573,778	\$ 699,157	\$ 816,089	16.72%
Second (Apr - June)	\$ 521,965	\$ 495,699	\$ 559,589	\$ 728,774	30.23%
Third (Jul - Sept)	\$ 885,368	\$ 875,768	\$ 943,574	\$ 984,653	4.35%
Fourth (Oct - Dec)	\$ 557,614	\$ 596,985	\$ 629,807	\$ -	-100.00%
Total	\$ 2,554,173	\$ 2,542,230	\$ 2,832,127	\$ 2,529,516	-10.68%

Conference Revenue Statistics & Revenue Share by County



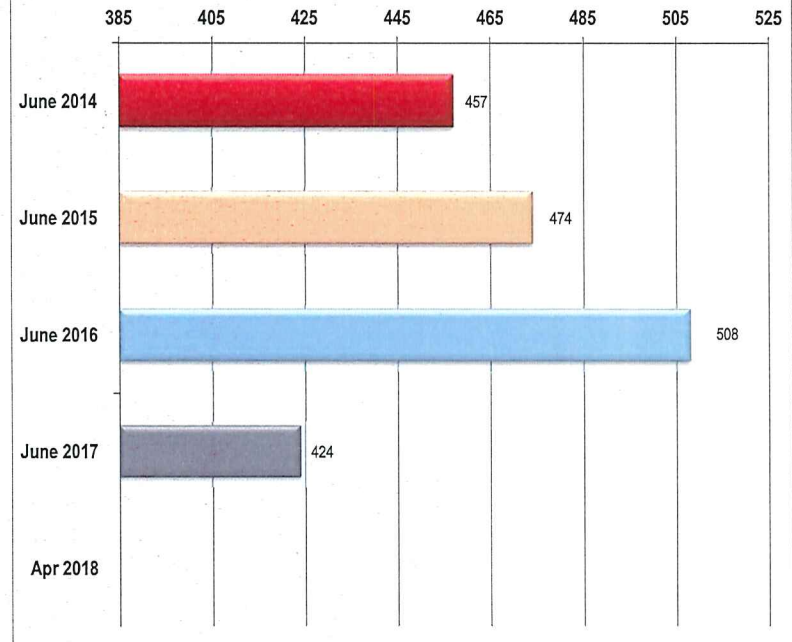
Conference Revenue Statistics Comparison FYTD 17/18 vs. FYTD 18/19 at 9/12/2018			
	2017-18	2018-19	YOY %
FORWARD LOOKING			
	Forecasted	Forecasted	Change
Total Revenue Booked	\$ 1,653,725	\$ 2,334,860	41.19%
Commission for this Revenue	38,017	54,193	42.55%
Number of Room Nights	8,830	13,058	47.88%
Number of Bookings	33	49	48.48%
CURRENT			
NLT - Annual Revenue Goal	\$ 2,500,000	\$ 2,500,000	0.00%
Annual Commission Goal	\$ 70,000	\$ 50,000	-28.57%
Conference Revenue And Percentage by County:			
Placer	\$ 819,316	\$ 1,597,128	94.93%
Washoe	\$ 605,006	\$ 195,373	-67.71%
South Lake	\$ 188,819	\$ 542,359	187.24%
Nevada	\$ 40,584	\$ -	-100.00%
Total Conference Revenue	\$ 1,653,725	\$ 2,334,860	41.19%

5-Year Annual TOT Collections (Fiscal Year Basis)



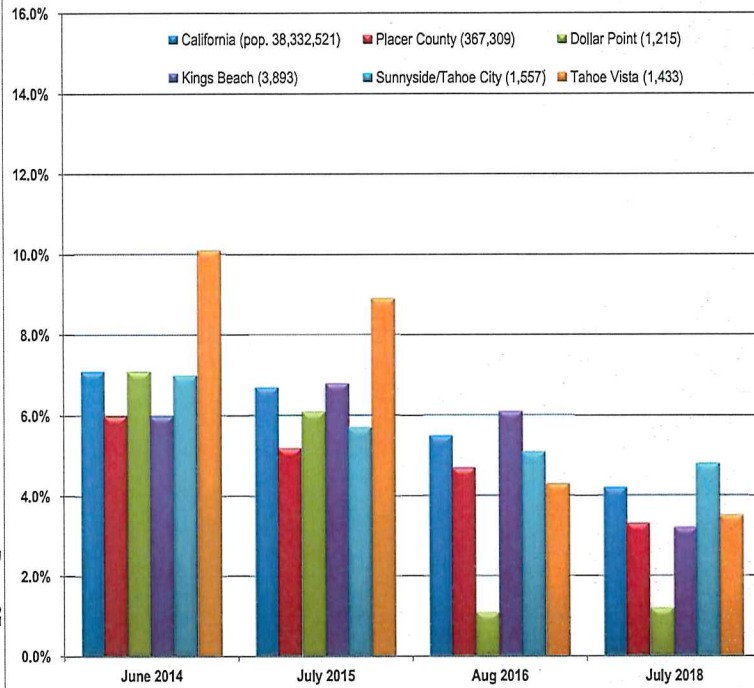
Total District 5 TOT Collections by Quarter 2010 - 2017 (as reported thru June 2018)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2011 - 2012	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2012 - 2013	\$ 3,882,952	\$ 2,106,483	\$ 4,263,868	\$ 1,447,976	\$ 11,701,279
2013 - 2014	\$ 4,525,882	\$ 2,145,820	\$ 3,569,535	\$ 1,751,001	\$ 11,992,238
2014 - 2015	\$ 4,693,908	\$ 2,527,728	\$ 3,513,439	\$ 1,868,331	\$ 12,603,406
2015 - 2016	\$ 4,872,923	\$ 3,874,544	\$ 5,438,716	\$ 2,349,230	\$ 16,535,413
2016 - 2017	\$ 5,505,352	\$ 3,358,686	\$ 6,117,066	\$ 3,349,251	\$ 18,330,355
2017 - 2018	\$ 6,269,957	\$ 3,442,768	\$ 5,555,972	\$ 2,333,862	\$ 17,602,559

Chamber Membership (# of Members)



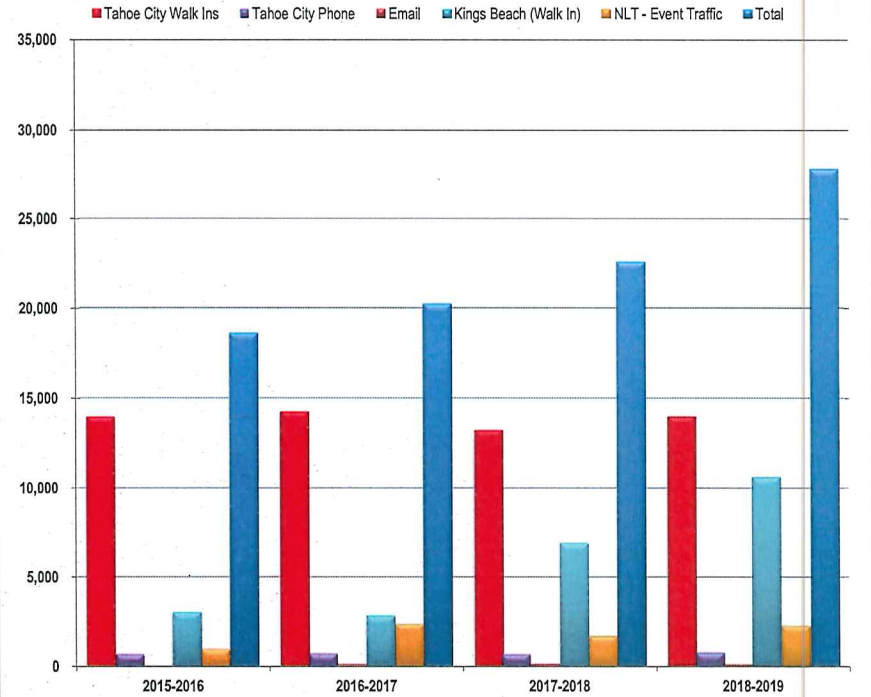
Chamber Of Commerce Total Membership	
June 2014	457
June 2015	474
June 2016	508
June 2017	424
Apr 2018	378

Unemployment Rates by Region



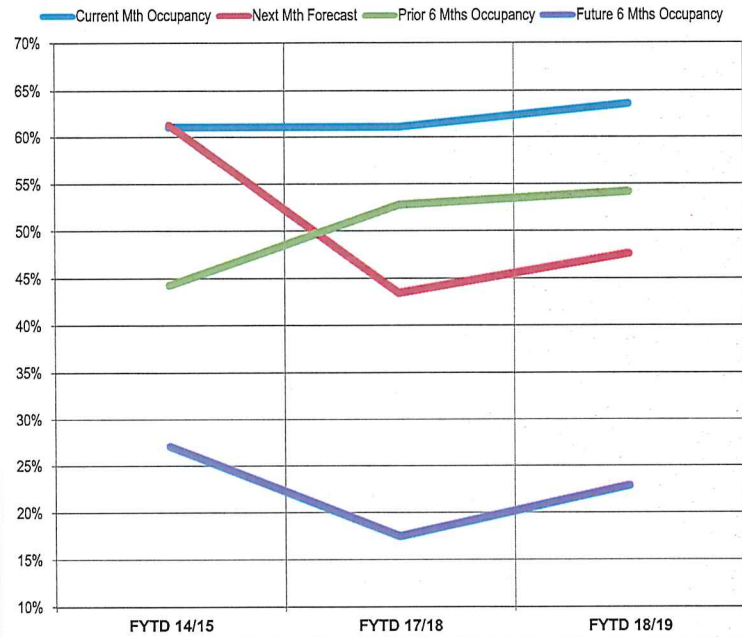
Unemployment Rates - EDD	June 2014	July 2015	Aug 2016	July 2018
California (pop. 38,332,521)	7.1%	6.7%	5.5%	4.2%
Placer County (367,309)	6.0%	5.2%	4.7%	3.3%
Dollar Point (1,215)	7.1%	6.1%	1.1%	1.2%
Kings Beach (3,893)	6.0%	6.8%	6.1%	3.2%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.8%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	3.5%

Visitor Information - FYTD YOY

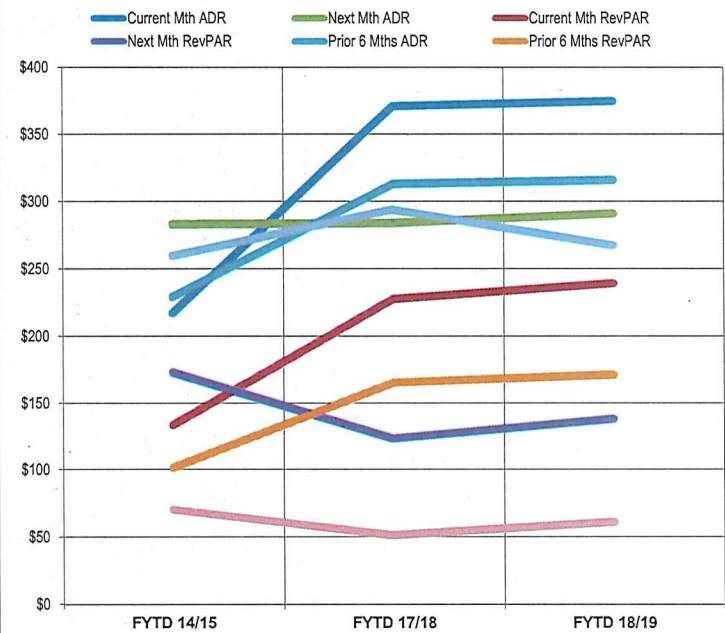


Visitor Information Comparative Statistics For FYTD 2014 - 2018 (thru Aug 2018)					
Referrals -	2015-2016	2016-2017	2017-2018	2018-2019	YOY % Change
Tahoe City:					
Walk In	13,932	14,219	13,204	13,961	5.73%
Phone	675	719	683	792	15.96%
Email	38	105	115	109	-5.22%
Kings Beach (Walk In)	3,057	2,863	6,904	10,644	54.17%
NLT - Event Traffic	934	2,350	1,692	2,275	34.46%
Total	18,636	20,256	22,598	27,781	22.94%

Destimetrics Occupancy in NLT Comparisons



Destimetrics RevPAR in NLT Comparisons



NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month/Yr Gustafson, Cindy
Employee Aug-18

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
08.03.2018	A	Google	3483737266	G Suite Basic monthly charge	105.00		8810-00/70
08.08.2018	B	Adobe Acrobat	931804149	Adobe Acrobat Pro subscription for Dawn Teran <i>Cindy Gustafson</i>	14.99		8810-00/70
08.21.2018	C	Western Nevada Development District	xx4889	conference admission	112.50		5800-00/11
08.23.2018	D	Intermedia.net	219118683	phone system Allocated Table C	1,128.34		5320-00/70
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		0.00	8700-00-70
				Mileage Reimbursed Through Payroll		242.42	
TOTAL - CREDIT CARD EXPENSES					1,360.83		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						242.42	

Signed By: *Cindy Gustafson*
Date: 9.9.18

Approved By: _____
Date: _____

ACCOUNTING

DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED
9/10/18 ms	9/10/18 ms	<i>BUB</i>	9/10/18	

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

EMPLOYEE NAME: Gustafson, Cindy
REPORT MONTH: Aug-18

REF	DATE	START	END	# MILES	ROUND TRIP		REASON FOR TRAVEL
					YES	NO	
	1-Aug	NLTRA Office	Sugar Bowl	44.80	x		NLTRA Board Meeting
	7-Aug	NLTRA Office	Sand Harbor	19.70		x	Federal summit
	7-Aug	Sand Harbor	Riva Grill	21.60		x	Senator Feinstein Luncheon
	7-Aug	Riva Grill	Tahoe City	41.30		x	Return trip
	14-Aug	NLTRA Office	Truckee Airport	38.00	x		Truckee Breakfast Club
	17-Aug	NLTRA Office	Squaw Valley	16.00	x		Meeting with Christy Beck on Conference sales
	21-Aug	NLTRA Office	Atlantis Hotel Casino	102.60	x		Nevada Economic Conference (award presentation)
	22-Aug	NLTRA Office	IVCBVB	32.00	x		Meeting with Canadian Office and Coop committee
	23-Aug	NLTRA office	North Tahoe Event Center	20.00	x		NTBA Board meeting
	24-Aug	NLTRA Office	Squaw Valley	16.00	x		Meeting with Caroline re: BACC changes
	27-Aug	nLTRA Office	Tahoe Vista	16.00	x		Meeting with Alex, Erin, Mike re: CAP committee
	30-Aug	NLTRA Office	IVCBVB	32.00	x		Meeting with TPC & EDawn
Page 30	30-Aug	nLTRA Office	Sugar Bowl	44.80	x		CAP committee
TOTAL MILES SUBMITTED:				444.80			
MILEAGE RATE PER MILE				\$ 0.545			
TOTAL MILEAGE REIMBURSEMENT DUE				\$ 242.42			



BANK OF THE WEST
BNP PARIBAS GROUP

MEMO STATEMENT

BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

Account Number	XXXX-XXXX-0108-6903
Statement Date	AUG 28, 2018
Total Activity	\$1,360.83

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

CINDY M GUSTAFSON
N LAKE TAHOE RESORT
PO BOX 5459
TAHOE CITY CA 96145

ACCOUNT SUMMARY

CINDY M GUSTAFSON XXXX-XXXX-0108-6903	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$1,360.83		\$0.00		\$0.00		\$1,360.83

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
08-03	08-03	55432868215200980514573	GOOGLE *GSUITE_gotahoe cc@google.comCA Tran: POJH8VH1 Tax ID: 770493581 Mer Ref: POJH8VH1 Mer Zip: 94043 Product Code: 099 Desc: GOOGLE * Qty: 100.00 Unit: Clk Unit Cost: 105.0000 Disc: N Ext Item Amt: 105.00	105.00
08-08	08-07	55310208219026652116161	ADOBE *ACROPRO SUBS 8008336687 CA Tax ID: 770019522 Mer Ref: 65211616 Mer Zip: 95110 Origin Zip: 95110 Dest Ctry: USA	14.99
08-21	08-20	55429508232894366147085	PAYPAL *WESTERNNEVA 4029357733 CA Tran: 36614708 Tax ID: 770510487 Mer Ref: 36614708 Mer Zip: 95131 Origin Zip: 95131 Dest Zip: 95131 Dest Ctry: USA	112.50
08-23	08-22	55480778235026414082491	INTERMEDIA.NET INC 6506414000 WA Tran: 3325298 Tax ID: 411816682 Mer Ref: 3325298 Mer Zip: 98007 Origin Zip: 98007 Dest Zip: 98145 Dest Ctry: USA Tax: 115.81 Product Code: DEFAULT Desc: INTERMEDIAHOSTED SERVICES Qty: 1 Unit: ITE Disc: N Ext Item Amt: 1012.53	1,128.34

A
B
C
D

For Customer Service, Call: 1-866-432-8161	Account Number	Account Summary	
	XXXX-XXXX-0108-6903	Purchases & Other Charges	\$1,360.83
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	AUG 28, 2018	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$50,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$1,360.83
	\$0.00		

IMPORTANT INFORMATION ABOUT THIS STATEMENT

Payments. You must pay at least the "Amount Due" by the "Payment Due Date." Charges, payments and credits received after the "Closing Date" will be included in your next statement. The letters "CR" following the "New Balance" amount indicate a credit balance - do not pay this amount. Payments must reach our BankCard Center during our regular business day in order to be credited on that date. Payments received after the cutoff times of 6:00 p.m. on a Friday (or Thursday if we are closed on Friday) or 4:00 p.m. on any other business day that we are open, or on a day we are not open, or at a branch open on Saturday, Sunday or bank holiday, are credited as of the following business day. Later cutoff times generally apply at branches with extended hours. Business days shall mean Monday through Friday, except for bank holidays. If you fail to properly make payments, crediting such payments may be delayed.

Order of Application. We will apply your payments first to any membership fee or other fees, next to any finance charge or late charge, next to any Cash Advances included in your "Previous Balance," then to Purchases in your "Previous Balances."

Unauthorized Use. In the event of possible loss, theft or unauthorized use, Company agrees to notify us immediately. Company may be liable for the unauthorized use of any Card issued under the Corporate Credit Card Agreement. If 10 or more cards are issued pursuant to the Corporate Credit Card Agreement, Company shall be strictly liable for any unauthorized use. If fewer than 10 Cards are issued pursuant to the Corporate Credit Card Agreement, Company will not be liable for unauthorized use of the Card which occurs after it notifies us orally at 1-866-432-8161, or in writing at BANKCARD CENTER, PO BOX 84043, COLUMBUS, GA 31908-4043 of loss, theft, or possible unauthorized use, and Company's liability for unauthorized use of the Card will not exceed \$50.00 per Card for use of a Card by anyone other than an Employee prior to notice to us. However, a Card in the possession and control of an Employee, even after his or her authority to use the Card has been revoked by Company, is not considered lost or stolen, and its use by such Employee is not unauthorized. Company must recover the Card from the Employee. Company agrees to assist us in determining the facts and circumstances relating to any unauthorized use of a Card.



Invoice

Invoice number: 3483737266

Google LLC

1600 Amphitheatre Pkwy

Mountain View, CA 94043

United States

Federal Tax ID: 77-0493581

Bill to

Cindy Gustafson

North Lake Tahoe Resort Association

100 N Lake Blvd

Tahoe City, CA 96145

United States

Details

Invoice number3483737266
Invoice dateJul 31, 2018
Billing ID6457-8471-7054
Domain namegotahoenorth.com

Google Cloud - GSuite

Total in USD

\$105.00

Summary for Jul 1, 2018 - Jul 31, 2018

Subtotal in USD

\$105.00

Tax (0%)

\$0.00

Total in USD

\$105.00

Subscription	Description	Interval	Quantity	Amount(\$)
G Suite Basic	Usage	Jul 1 - Jul 31	21	105.00
Subtotal in USD				\$105.00
Tax (0%)				\$0.00
Total in USD				\$105.00

INVOICE

Remit To:
Adobe Systems Incorporated
29322 Network Place
Chicago, IL 60673-1293

Wires To:
Bank: JPM Chase/ Acct#: 100081931
ABA: 021000021/ SWIFT: CHASUS33

Federal Tax ID 77-0019522

Reprint Page 1 of 1

Invoice Number: 931804149

Invoice Date: AUG-06-18

Payment Terms: Credit Card

Due Date: AUG-13-18

Purchase Order: ADB016450957

Contract No 00004490

Order Number: 5017797439

Order Date: NOV-06-17

Customer No.: 1452233

Bill to No. 546408886

Adobe Contact Information:
<https://helpx.adobe.com/contact.html>

Bill To:
cindy gustafson
100 N Lake Blvd
Tahoe City CA 96145

Line No	Material No / Description	UOM	Unit Price	Qty	Extended Price
000010	65232730 Acrobat Pro Subs CC ALL MLP DSP Ret Inv 01 mnth MUN 1 YR	EA	14.99	1	14.99
North America		Invoice Totals			
		S & H	Sales Tax	Currency	Qty Shipped Invoice Total
		0.00	0.00	USD	1 14.99

Comments:

Western Nevada Development District

You paid **\$112.50 USD**to Western Nevada Development District
[Details](#)

Get your PayPal receipts in Messenger

Paid with

MasterCard x-6903

\$112.50 USD

This transaction will appear on your statement as PAYPAL *WESTERNNEVA

Purchase details

Receipt number: 4340047569524889

We'll send confirmation to:

cindy@gotahoenorth.com

Merchant details

Western Nevada Development District

[Return to Merchant](#)[Policies](#) [Terms](#) [Privacy](#) [Feedback](#)[English](#) © 1999 - 2018

*Conference,
to accept award
from Mktng &
seminar participants*

5800-00/11



Transaction Details

Transaction Detail ID: 219118683
 Service Date*: 8/21/2018 12:00:00 AM
 Processed Date: 8/21/2018 6:12:00 AM
 Service Charges: \$1,007.72
 Tax Amount: \$120.62
 Total: \$1,128.34
 User Name: NLTRA
 Billing Cycle: 1 month(s)
 Comment: Voice services 07/21/18-08/21/18

*Service date is a date of creation a transaction in the system, it can be different from the "Date processed" in case if transaction was processed with time lag.

Transaction Breakdown

Module	Item	Price Type	Quantity	Unit Price	Amount	Prorated Fees	Discount	Item Type
Voice Services	Number Porting Fees	one-time	1	\$309.00	\$309.00	\$309.00	0 %	regular
Voice Services	Cloud PBX Resource Lines	recurring	1	\$12.99	\$12.99	\$12.99	0 %	regular
Voice Services	Unified Communications Users	recurring	1	\$413.82	\$413.82	\$413.82	0 %	regular
Voice Services	Local and Toll Free Numbers	recurring	1	\$160.08	\$160.08	\$160.08	0 %	regular
Voice Services	US Domestic Long Distance	one-time	1	\$0.18	\$0.18	\$0.18	0 %	regular
Voice Services	International Long Distance	one-time	1	\$0.06	\$0.06	\$0.06	0 %	regular
Voice Services	US48 Domestic Inbound Toll-Free	one-time	1	\$51.70	\$51.70	\$51.70	0 %	regular
Voice Services	AK/HI/PR/VI Inbound Toll-Free	one-time	1	\$2.70	\$2.70	\$2.70	0 %	regular
Voice Services	Regulatory Cost Recovery Surcharges	recurring	1	\$57.19	\$57.19	\$57.19	0 %	regular
						\$1,007.72		

Taxes, Fees & Surcharges

Level	Description	Amount	Taxable Amount	Rate	Tax Amount
Other	Government Telecommunications Service Fees	1	1	\$100.33	\$100.33
Federal	Federal	1	1	\$9.97	\$9.97
State	State	1	1	\$10.05	\$10.05
Local	Local	1	1	\$0.27	\$0.27
					\$120.62



Dawn Teran

From: Intermedia Billing Dept
Sent: Wednesday, August 22, 2018 6:27 AM
To: dawn@gotahoenorth.com
Subject: Intermedia Electronic Receipt for Transactions



INTERMEDIA The Business Cloud™

Your electronic receipt

Dear Dawn Teran,

We have just processed a charge for your hosted account(s) for the total amount of **\$1,128.34** on **8/22/2018 6:27:00 AM**.

Account	Amount
NLTRA	\$1,128.34

You'll see this transaction listed as INT*Intermedia on your credit card statement. Any additional features or services you added last month were prorated since the time they were added.

To access your invoice statements, log in to the [HostPilot Control Panel](#) and navigate to Account > Balance & Billing Documents > Billing Documents.

Intermedia Billing Department.
1.800.379.7729, option 4
Monday-Friday 9 a.m. - 8 p.m. EST
csr@intermedia.net

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North Lake Tahoe Resort Association
Allocated Expenses
FY 2017.18 - Five Month Contract [Feb - Jun 2018]

Taxes, Licenses & Fees	Table - C			1128.34
<i>Based on Final Budget Worksheet G & A%</i>	Marketing	11	19.002%	214.41
FAX Machine 530 581-1686 (5928 Allocate)	Conference	30	6.261%	70.65
Telephone: AT&T	Visitor Center	42	33.298%	375.72
	TMPI	51	1.890%	21.33
F&P Mail Solutions (Annual Mail permit wholly allocated to Membership 60)	Membership	60	7.111%	80.24
Spectrum	Administration	70	32.438%	366.01
			100.000%	1128.34

Accounts Receivable Summary

Invoices With Apply Dates Through August 31, 2018

Aged as of Friday, August 31, 2018

<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	400.00	0.00	1,225.19	0.00	0.00	1,625.19
Community Awards 2018- Employee Av		0.00	0.00	0.00	0.00	0.00	40.00	40.00
Dues		0.00	1,145.00	0.00	5,680.00	2,450.00	6,030.00	15,305.00
Email Blast		0.00	0.00	75.00	0.00	0.00	0.00	75.00
Sponsorships		0.00	0.00	0.00	250.00	0.00	0.00	250.00
TMBC - Ticket		0.00	15.00	0.00	0.00	0.00	0.00	15.00
Total Open Invoices		0.00	1,560.00	75.00	7,155.19	2,450.00	6,070.00	17,310.19

Unapplied Payments With Payment

Dates Prior to and Including

08/31/2018

Pre-Payments: Payments Made Prior to 08/31/2018 on Invoices With Apply Dates After 08/31/2018

Total Pre-Payments

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

17,310.19