



north lake tahoe

Chamber | CVS | Resort Association

NLTRA Board of Directors Meeting
Wednesday, February 1, 2017,

8:30 a.m.

Tahoe City Public Utility District

Packet Part 2 Reports/Back Up Documents

1. Destimetrics Report (Page 1)
2. Special Event Grant Process Proposed Changes (Page 2)
3. Membership Accounts Receivable Report (Page 3)
4. Membership Upcoming Events/Programs (Page 4)
5. Conference Revenue Statistics Report (Page 5)
6. Executive Committee Report – January, 2016 (Page 11)
7. Capital Investment/Transportation Activity Report (Page 13)
8. Dashboard-December (Page 16)

Executive Summary

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1221 Units ('DestiMetrics Census**') and 37.82% of 3229 total units in the North Lake Tahoe destination ('Destination Census**')

| Last Month Performance: Current YTD vs. Previous YTD | | 2016/17 | 2015/16 | Year over Year % Variance |
|--|--------------------|---------|---------|---------------------------|
| North Lake Tahoe Occupancy for last month (Dec) changed by (-9.7%) | Occupancy (Dec) : | 47.5% | 52.5% | -9.7% |
| North Lake Tahoe ADR for last month (Dec) changed by (12.5%) | ADR (Dec) : | \$ 423 | \$ 376 | 12.5% |
| North Lake Tahoe RevPAR for last month (Dec) changed by (1.6%) | RevPAR (Dec) : | \$ 201 | \$ 198 | 1.6% |
| Next Month Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for next month (Jan) changed by (-1.2%) | Occupancy (Jan) : | 38.3% | 38.7% | -1.2% |
| North Lake Tahoe ADR for next month (Jan) changed by (7.8%) | ADR (Jan) : | \$ 325 | \$ 302 | 7.8% |
| North Lake Tahoe RevPAR for next month (Jan) changed by (6.5%) | RevPAR (Jan) : | \$ 124 | \$ 117 | 6.5% |
| Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for the past 6 months changed by (1.2%) | Occupancy | 51.2% | 50.7% | 1.2% |
| North Lake Tahoe ADR for the past 6 months changed by (5.5%) | ADR | \$ 311 | \$ 295 | 5.5% |
| North Lake Tahoe RevPAR for the past 6 months changed by (6.7%) | RevPAR | \$ 159 | \$ 149 | 6.7% |
| Future 6 Month On The Books Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for the future 6 months changed by (-0.6%) | Occupancy | 21.0% | 21.2% | -0.6% |
| North Lake Tahoe ADR for the future 6 months changed by (9.9%) | ADR | \$ 298 | \$ 272 | 9.9% |
| North Lake Tahoe RevPAR for the future 6 months changed by (9.2%) | RevPAR | \$ 63 | \$ 58 | 9.2% |
| Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Dec 31, 2016 vs. Previous Year | | | | |
| Rooms Booked during last month (Dec,16) compared to Rooms Booked during the same period last year (Dec,15) for all arrival dates has changed by (-25.4%) | Booking Pace (Dec) | 6.7% | 9.0% | -25.4% |

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

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

Special Event Grant Funding Program Reimagine

Goal:

Reimagine and improve the Special Event Grant Funding program. Modernize the process and reevaluate purpose and criteria to best accomplish goal of driving TOT funding within the North Lake Tahoe region through local special events.

Purpose of Funding:

- Drive TOT funding
 - Extra consideration for “strike zones”
- Support local events – both fledgling and legacy
- Expand marketing arm of NLTRA

Proposed Changes:

- Change program to “local sponsorship program” versus “grant program”
- Eliminate “seed money” requirement
- Pay recipients 50% of funds at signing of contract and reimburse remaining 50% after receiving post-event report
- Include program information on NLTRA website year-round
- Reimagine application documentation (pre-application information, application, post event report)
- Accept applications online
- Require at least one local lodging partner
- Consideration of sponsorship program for local event organizers to attend industry conferences via funds

Timeline:

| | |
|--------------|---|
| February: | Meet with Special Event Grant Funding Task Force for feedback |
| March/April: | Revise/create all documents |
| May: | Present in the Scope of Work to Board of Directors |

Accounts Receivable Summary

Invoices With Apply Dates Through December 31, 2016

Aged as of Saturday, December 31, 2016

| <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 | 0.00 | 0.00 | 0.00 | 0.00 | 85.00 | 85.00 |
| Dues | 0.00 | 2,405.00 | 3,015.00 | 0.00 | 650.00 | 1,605.00 | 7,675.00 |
| Email Blast | 0.00 | 0.00 | 0.00 | 0.00 | 75.00 | 0.00 | 75.00 |
| Total Open Invoices | 0.00 | 2,405.00 | 3,015.00 | 0.00 | 725.00 | 1,690.00 | 7,835.00 |

Unapplied Payments With Payment Dates Prior to and Including 12/31/2016

5.00

Pre-Payments: Payments Made Prior to 12/31/2016 on Invoices With Apply Dates After 12/31/2016

| | |
|---------------------------|-----------|
| Dues | 14,705.00 |
| Total Pre-Payments | 14,705.00 |

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

-6,875.00

Chamber Membership Upcoming Programs and Events

Chamber Mixer- January 30th from 5-7 at the Tahoe City Winter Sports Park

Bridal Faire-coming up on February 26 at the Olympic Village Inn, Squaw Valley

Touch the Lake-coupon maps have been completed and delivered

Shop Local holiday campaign-statistics will be shared at the Board Meeting

Monthly Report December 2016
CONFERENCE REVENUE STATISTICS

North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

| | <u>FY 16/17</u> | <u>FY 15/16</u> | <u>Variance</u> |
|---|-----------------|-----------------|-----------------|
| Total Revenue Booked as of 12/31/16: | \$3,003,463 | \$2,775,944 | 8% |
| Forecasted Commission for this Revenue: | \$96,391 | \$146,825 | -34% |
| Number of Room Nights: | 16436 | 14575 | 13% |
| Number of Delegates: | 17989 | 16829 | 7% |
| Annual Revenue Goal: | \$3,000,000 | \$2,800,000 | 7% |
| Annual Commission Goal: | \$173,000 | \$165,000 | 5% |

| <u>Monthly Detail/Activity</u> | <u>December-16</u> | <u>December-15</u> | |
|---------------------------------|--------------------|--------------------|------|
| <u>Number of Groups Booked:</u> | 4 | 4 | |
| Revenue Booked: | \$142,936 | \$60,419 | 137% |
| Projected Commission: | \$6,683 | \$2,655 | 152% |
| Room Nights: | 837 | 393 | 113% |
| Number of Delegates: | 358 | 128 | 180% |
| | 2 Corp., 2 | | |
| Booked Group Types: | Assoc. | 3 Corp, 1 Govt. | |
| Lost Business, # of Groups: | 0 | 5 | |

| <u>Arrived in the month</u> | <u>December-16</u> | <u>*Est.</u> | <u>December-15</u> | |
|-----------------------------|--------------------|--------------|--------------------|--|
| Number of Groups: | 2 | | 1 | |
| Revenue Arrived: | \$137,651 | | \$11,026 | |
| Projected Commission: | \$5,818 | | \$0 | |
| Room Nights: | 562 | | 74 | |
| Number of Delegates: | 1125 | | 35 | |
| Arrived Group Types: | 3 Corp, 1 Smf | | 1 Corp. | |

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

| <u>Arrived in the month</u> | <u>November-16</u> | <u>*Est.</u> | <u>November-15</u> | |
|-----------------------------|--------------------|--------------|--------------------|--|
| Number of Groups: | 4 | | 0 | |
| Revenue Arrived: | \$72,400 | | \$0 | |
| Projected Commission: | \$1,393 | | \$0 | |
| Room Nights: | 562 | | 0 | |
| Number of Delegates: | 1125 | | 0 | |
| Arrived Group Types: | 3 Corp, 1 Smf | | | |

Arrived Group Types: 3 Corp, 1 Smf

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

| <u>Arrived in the month</u> | <u>October-16</u> | *Est. | <u>October-15</u> | |
|-----------------------------|-------------------|--------------|-------------------|------|
| Number of Groups: | 5 | | 4 | |
| Revenue Arrived: | \$116,685 | | \$378,115 | -69% |
| Projected Commission: | \$7,391 | | \$37,381 | -80% |
| Room Nights: | 1081 | | 2214 | -51% |
| Number of Delegates: | 20430 | | 10792 | 89% |
| | 1 Smf, 1 Assoc, | | | |
| Arrived Group Types: | 3 Corp. | | 3 Corp, 1 Smf | |

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

| <u>Arrived in the month</u> | <u>September-16</u> | <u>September-15</u> | |
|-----------------------------|---------------------|---------------------|------|
| Number of Groups: | 10 | 9 | |
| Revenue Arrived: | \$788,598 | \$593,894 | 33% |
| Projected Commission: | \$6,209 | \$20,604 | -70% |
| Room Nights: | 3920 | 3170 | 24% |
| Number of Delegates: | 1757 | 986 | 78% |
| | 4 Corp, 3 Assn, | 2 Corp, 5 | |
| Arrived Group Types: | 3 Smf | Assoc, 2 Smf | |

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

| <u>Arrived in the month</u> | <u>August-16</u> | <u>August-15</u> | |
|-----------------------------|------------------|------------------|------|
| Number of Groups: | 4 | 7 | |
| Revenue Arrived: | \$195,879 | \$273,081 | -28% |
| Projected Commission: | \$16,620 | \$21,858 | -24% |
| Room Nights: | 863 | 1723 | -50% |
| Number of Delegates: | 211 | 521 | -60% |
| | 3 Corp., 2 | 3 Corp., 2 | |
| Arrived Group Types: | Assoc. | Assn., 2 Govt. | |

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

| <u>Arrived in the month</u> | <u>July-16</u> | *Est. | <u>July-15</u> | |
|-----------------------------|----------------|-------|------------------|------|
| Number of Groups: | 6 | | 7 | |
| Revenue Arrived: | \$1,025,536 | | \$569,373 | 80% |
| Projected Commission: | \$55,670 | | \$18,614 | 199% |
| Room Nights: | 4926 | | 2686 | 83% |
| Number of Delegates: | 1551 | | 1790 | -13% |
| | 2 Corp., 2 | | | |
| | Assoc, 1 Govt. | | 4 Corp, 1 Assn., | |
| Arrived Group Types: | 1 Seminar | | 1 Smf, 1 Govt. | |
| | 2 Corp., 2 | | | |
| | Assoc, 1 Govt. | | 4 Corp, 1 Assn., | |
| Arrived Group Types: | 1 Seminar | | 1 Smf, 1 Govt. | |

| | | |
|--------------|-----------|-----------|
| For 2017/18: | \$422,075 | \$500,000 |
| For 2018/19: | \$309,811 | \$250,000 |

| | |
|---|-----|
| NUMBER OF LEADS Generated as of 12/31/16: | 127 |
| YTD 12/31/15: | 86 |
| YTD 12/30/14: | 75 |

Total Number of Leads Generated in Previous Years:

| | |
|------------|-----|
| 2015/16 | 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 |

Monthly Report December 2016
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

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

Prepared By: Anna Atwood, Marketing Executive Assistant

| | <u>16/17</u> | <u>15/16</u> | <u>Variance</u> |
|---|--------------|--------------|-----------------|
| Total Revenue Booked as of 12/31/16: | \$381,611 | \$111,557 | 242% |
| Forecasted Commission for this Revenue: | \$8,966 | \$3,900 | 130% |
| Number of Room Nights: | 3232 | 1012 | 219% |
| Number of Delegates: | 1388 | 627 | 121% |
| Annual Commission Projection: | \$15,000 | \$10,000 | 50% |

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

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

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

| <u>Arrived in the month</u> | <u>November-16</u> | <u>* Est.</u> | <u>November-15</u> | |
|-----------------------------|--------------------|---------------|--------------------|------|
| Number of Groups: | 2 | | 2 | |
| Revenue Arrived: | \$5,447 | | \$33,553 | -84% |
| Projected Commission: | \$817 | | \$563 | 45% |
| Room Nights: | 38 | | 347 | -89% |
| Number of Delegates: | 28 | | 132 | -79% |
| Arrived Group Types: | 1 Corp., 1 Assoc. | | 1 Corp, 1 Smf | |

| <u>Monthly Detail/Activity</u> | <u>October-16</u> | <u>October-15</u> | |
|---------------------------------|-------------------|-------------------|------|
| <u>Number of Groups Booked:</u> | 1 | 1 | |
| Revenue Booked: | \$5,547 | \$3,592 | 54% |
| Projected Commission: | \$277 | \$537 | -48% |

| | | | |
|----------------------|----------|---------|------|
| Room Nights: | 45 | 20 | 125% |
| Number of Delegates: | 45 | 20 | 125% |
| Booked Group Types: | 1 Assoc. | 1 Corp. | |

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

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

| | | | | |
|------------------------------------|----------------------------|---------------|----------------------------|------|
| <u>Arrived in the month</u> | <u>September-16</u> | * Est. | <u>September-15</u> | |
| Number of Groups: | 2 | | 2 | |
| Revenue Arrived: | \$8,640 | | \$33,553 | -74% |
| Projected Commission: | \$741 | | \$563 | 32% |
| Room Nights: | 90 | | 347 | -74% |
| Number of Delegates: | 60 | | 132 | -55% |
| Arrived Group Types: | 1 Corp, 1 Smf | | 1 Corp, 1 Smf | |

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

| | | | | |
|------------------------------------|-------------------------|--|-------------------------|--|
| <u>Arrived in the month</u> | <u>August-16</u> | | <u>August-15</u> | |
| Number of Groups: | 2 | | 0 | |
| Revenue Arrived: | \$146,529 | | \$0 | |
| Projected Commission: | \$8,047 | | \$0 | |
| Room Nights: | 1290 | | 0 | |
| Number of Delegates: | 335 | | 0 | |
| Arrived Group Types: | 1 Corp., 1 Assn. | | | |

| | | | | |
|--|-----------------------|--|-----------------------|------|
| Monthly Detail/Activity | <u>July-16</u> | | <u>July-15</u> | |
| <u>Number of Groups Booked:</u> | 2 | | 2 | |
| Revenue Booked: | \$26,320 | | \$7,662 | 244% |
| Projected Commission: | \$3,948 | | \$1,149 | 244% |
| Room Nights: | 244 | | 66 | 270% |
| Number of Delegates: | 529 | | 68 | 678% |
| Booked Group Types: | 2 Corp. | | 2 Smf | |

| <u>Arrived in the month</u> | <u>July-16</u> | <u>July-15</u> | |
|-----------------------------|----------------|-----------------|------|
| Number of Groups: | 1 | 3 | |
| Revenue Arrived: | \$19,526 | \$30,232 | -35% |
| Projected Commission: | \$0 | \$1,749 | |
| Room Nights: | 64 | 211 | -70% |
| Number of Delegates: | 30 | 150 | -80% |
| Arrived Group Types: | 1 Corp. | 1 Assoc., 2 Smf | |

NUMBER OF LEADS Generated as of 12/31/16: 127

Total Number of Leads Generated in Previous Years:

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



north lake tahoe

Chamber | CVB | Resort Association

NLTRA Executive Committee

Monday, January 23, 2017

3:30 p.m. NLTRA Offices Upstairs (or Visitor Center Downstairs)

Phone – 712-770-4010 Access Code 775665#

Report

A. Open Session

1. Items for Board Agenda – February 1
 - a. Delegation of duties
Sandy drafted a staff report which was reviewed and edited by the Executive Committee
2. Strategic Discussion ideas –
 - a. Strategy for increasing Destination Visitor segment of market
 - b. Funding alternatives – Trails Development and Maintenance, Destination Visitor Marketing, Transit Vision
 - c. Homewood Development Update
 - d. **Board Fiduciary Responsibility – Steve Gross**
 - e. Other?
The group asked Sandy to reach out to Steve Gross to see if he could provide a presentation as was scheduled late last year but was cancelled due to a death in his family. Also during the Strategic Discussion hour, we could have a board discussion around the CEO search process.
3. Organization Structure Next Steps
 - a. CI/T group completed
 - b. Marketing group – working on competitive analysis
 - c. Board Governance meeting with Chamber group Feb 7
 - d. Contract – Erin and Sandy will begin work in February
 - e. Chamber group met September 20, October 12, November 21, December 14, and will meet with Board Governance Feb 7. Currently planning to survey membership in January, Focus Groups in February.
4. Search Process – Search Committee
The Search Committee met on Monday, January 23 and reviewed the two proposals that were submitted by SearchWide and Executive Search Associates. The Search Committee felt that SearchWide had more connections in the CVB/Chamber world and if the price could be negotiated

down, they would be the better choice. Adam Wilson will be contacting SearchWide to see if a lower price could be negotiated.

The Search Committee also provided suggestions to improve the Job Description, which will be updated.

5. Tahoe City Office Lease expires in May
Sandy provided a heads up that the lease on the Visitor Center/Admin Offices in Tahoe City was expiring in May, 2017. She will follow up with Roger Kahn to understand the potential changes to the lease before he leaves on vacation for the month of February.
6. Financial situation and remedies
Al provided an explanation of the loss of data from the QuickBooks files that were accidentally deleted from our server by our IT consultant. No backups of those files were available as they had been on a different drive and so were not on the Cloud as our other files are. This will take approximately 1 month to reenter in order to produce financial statements for December.
7. Form 700
All Form 700 Conflict of Interest are to be completed by February 28, 2017, per our contract. There are two other deadlines that may be confusing. For new board members, they must complete their Form 700 by January 31. For annual renewal of all board members, the deadline stated is April 30, however our contract date of February 28 prevails.
8. Other Business



north lake tahoe

Chamber | CVB | Resort Association

February 1, 2017

Subject: Monthly Activity Report—January, 2017

From: Ron Treabess, Director of Community Partnerships and Planning

A. Capital Investment/Transportation Work Plan Projects—Update

- Attached is the monthly *Projects Currently Underway Contract & Funding Status* report as of January 31, 2017.
- Construction of the Homewood Bike Trail missing link has been completed.
- The TOT portion of Water Trail Wayfinding Signage has been completed.
- The purchase and installation of the Tahoe City Ice Rink is completed.
- The Tahoe Vista Recreation Area Wayfinding Signage has been completed.
- The 13 projects requesting \$1,918,264 TOT is being submitted to Placer CEO.
- The revised 1960 Olympic Ski Museum planning funding request has been recommended by the CI/T Committee is now being reconsidered for Board recommendation.
- Transit services funding for 2017/18 will be discussed at the February CI/T meeting.

B. Other Meetings and Activities Attended

- Olympic Ski Museum Foundation Meeting
- Lake Tahoe Water Trail Meeting
- Truckee Long-Range Transportation Planning Meeting
- Tahoe XCountry Shilling Lodge Public Outreach Meeting
- TRPA Governing Board Tahoe Area Plan Hearing

Capital Investment Projects Currently Underway Contract Status

As of January 31, 2017

| Grantee | Placer BOS Approved Projects | Project Code | Contract Completion | Remaining Funds | Possible 16/17 inv | Contract Status |
|---------|---|--------------|---------------------|-----------------|--------------------|----------------------------|
| | | NLTINF- | | | | |
| PCDPWF | Wayfinding Signage Installation | O30000 | 9/30/2016 | \$62,267 | \$62,267 | needs extension & review |
| SBC | Water Trail Wayfinding Signage | O31000 | 12/31/2016 | \$0 | \$0 | completed |
| NTPUD | N.T. Regional Park Trails and Signage | O32000 | 9/30/2017 | \$135,000 | \$135,000 | on schedule |
| UC | Tahoe City Field Station Signage | O34000 | 6/30/2017 | \$3,134 | \$3,134 | on schedule |
| PCDPWF | Dollar Creek Shared-use Construction | B-2 | 10/30/2016 | \$265,000 | | included in 021000? |
| PCDPWF | North Tahoe Shared-Use Trail (Planning) | O35000* | 11/30/2017 | \$217,938 | \$95,000 | on schedule |
| NCSD | Northstar/Martis Valley Bike Trail (P&C) | O36000 | 11/30/2016 | \$404,881 | \$193,000 | extension or rolled |
| PCDPWF | Truckee River Corridor Env. Doc (Plan) | O38000* | 10/31/2017 | \$453,594 | \$107,000 | on schedule |
| TCPUD | Homewood Trail Construction | O10000 | 10/15/2016 | \$600,000 | \$600,000 | on schedule |
| NTPUD | Tahoe Vista Recreation Area | O11000 | 6/30/2017 | \$19,477 | 19,477 | complete, awaiting invoice |
| TCPUD | Truckee River Trail Restoration(P&C) | O12000 | 10/31/2018 | \$905,888 | \$80,000 | on schedule |
| PCDPWF | Squaw Valley Bike Trail Rehab(P&C) | O13000* | 6/30/2017 | \$493,000 | \$350,000 | on schedule |
| DSL | Donner Sum Gateway Sign/Kiosk | O14000* | 6/30/2017 | \$4,000 | \$4,000 | on schedule |
| TPA | Tahoe Public Art Program | O16000 | 10/30/2016 | \$134,152 | \$75,000 | extension or rolled |
| UC | Lake Tahoe Water Interactive Displays | O17000 | 6/30/2017 | \$5,560 | \$5,560 | on schedule |
| PCDPWF | Speedboat Beach Access MP | O18000 | 6/30/2016 | \$50,000 | \$50,000 | needs extension |
| TCPUD | Tahoe City Ice Rink | O19000* | 12/31/2016 | \$300,000 | \$300,000 | on schedule |
| PCDPWF | Fanny Bridge Hwy SR 89 Match | O21000 | 9/30/2018 | \$1,490,000 | | on schedule |
| CTC | King's Beach Pier Concept Plan | O22000 | 6/30/2017 | \$25,000 | \$25,000 | on schedule |
| PCDPWF | King's Beach Boardwalk & Gateway Plan | O23000 | 6/30/2016 | \$47,189 | \$12,000 | needs extension |
| PCDPWF | Tahoe City Parking Project Plan | O24000 | 6/30/2016 | \$85,000 | \$60,000 | needs extension |
| PCDPWF | Tahoe City Mobility Improvement Plan | O25000 | 6/30/2016 | \$13,901 | \$13,901 | needs extension |
| PCDPWF | Tahoe City Mobility Improvements Env. Doc | O26000* | 9/30/2017 | \$300,000 | \$150,000 | on schedule |
| PCDPWF | Regional Transit System Brand | O27000 | 9/30/2016 | \$47,784 | \$47,484 | needs extension |
| PCDPWF | TART Bus Shelter | O28000* | 10/31/2016 | \$65,000 | \$65,000 | needs extension |

Capital Investment Projects Currently Underway Contract Status

As of January 31, 2017

| | | | | | | |
|--------|---|---------|-----------|----------|----------|---------------------|
| PCDPWF | Signage-Mile Markers (Maint) | O29000 | On going | \$12,245 | | on going as needing |
| PCDPWF | Tahoe Pedestrian Safety (Maint) | O29000 | On going | \$3,285 | \$3,285 | on going as needing |
| TCPUD | Tahoe City Winter Trail Snow(Maint) | O29000* | 6/30/2017 | \$55,000 | \$55,000 | on schedule |
| SVPSD | Squaw Valley Winter Trail Snow Removal (Maint.) | O29000* | 6/30/2017 | \$47,615 | \$47,615 | on schedule |
| TCDA | TC Gateway Holiday Lighting (Maint) | 29000 | 1/31/2017 | \$10,000 | \$10,000 | on schedule |
| TCPUD | Truckee Midway Bridge Trail (Maint) | 29000 | 6/30/2017 | \$15,000 | \$15,000 | on schedule |

Approved Projects Totals:

\$6,255,910 \$2,583,723

*Projects to be Started During 16-17

Maint. Funds Avail. \$161,024

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

KEY METRICS FOR December 31, 2016 FINANCIAL STATEMENTS

| Total District 5 TOT Collections by Quarter 2010 - 2016 (as reported thru Dec 2016) | | | | | |
|---|--------------|--------------|--------------|--------------|---------------|
| | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | Total |
| 2010-11 | \$ 3,242,663 | \$ 2,107,554 | \$ 3,776,990 | \$ 1,361,343 | \$ 10,488,550 |
| 2011-12 | \$ 3,683,345 | \$ 1,794,633 | \$ 3,159,674 | \$ 1,554,224 | \$ 10,191,876 |
| 2012-13 | \$ 3,882,952 | \$ 2,106,218 | \$ 4,263,868 | \$ 1,447,976 | \$ 11,701,014 |
| 2013-14 | \$ 4,525,634 | \$ 2,145,657 | \$ 3,569,348 | \$ 1,751,002 | \$ 11,991,641 |
| 2014-15 | \$ 4,693,925 | \$ 2,527,484 | \$ 3,513,426 | \$ 1,868,198 | \$ 12,603,033 |
| 2015-16 | \$ 4,871,562 | \$ 3,874,302 | \$ 5,414,064 | \$ 2,343,573 | \$ 16,503,501 |
| 2016-17 | \$ 5,469,057 | \$ 385,345 | | | \$ 5,854,402 |

| Visitor Information Comparative Statistics For Fiscal YTD 2013 - 2017 (thru Dec '16) | | | | | |
|--|-----------|-----------|-----------|-----------|--------------|
| Referrals - | 2013/2014 | 2014/2015 | 2015/2016 | 2016/2017 | YOY % Change |
| Tahoe City: | | | | | |
| Walk In/Events | 30,036 | 27,791 | 27,386 | 30,044 | 9.71% |
| Phone/Email | 1,463 | 1,150 | 1,261 | 2,079 | 64.87% |
| Kings Beach (Walk In Only) | 9,685 | 6,211 | 8,239 | 3,455 | -58.07% |
| Totals | 41,184 | 35,152 | 36,886 | 35,578 | -3.55% |

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

| Unemployment Rates | June 2014 | July 2015 | Aug 2016 | Dec 2016 |
|------------------------------|-----------|-----------|----------|----------|
| California (pop. 38,332,521) | 7.1% | 6.7% | 5.5% | 5.2% |
| Placer County (367,309) | 6.0% | 5.2% | 4.7% | 4.0% |
| Dollar Point (1,215) | 7.1% | 6.1% | 1.1% | 0.9% |
| Kings Beach (3,893) | 6.0% | 6.8% | 6.1% | 5.3% |
| Sunnyside/Tahoe City (1,557) | 7.0% | 5.7% | 5.1% | 4.4% |
| Tahoe Vista (1,433) | 10.1% | 8.9% | 4.3% | 3.7% |

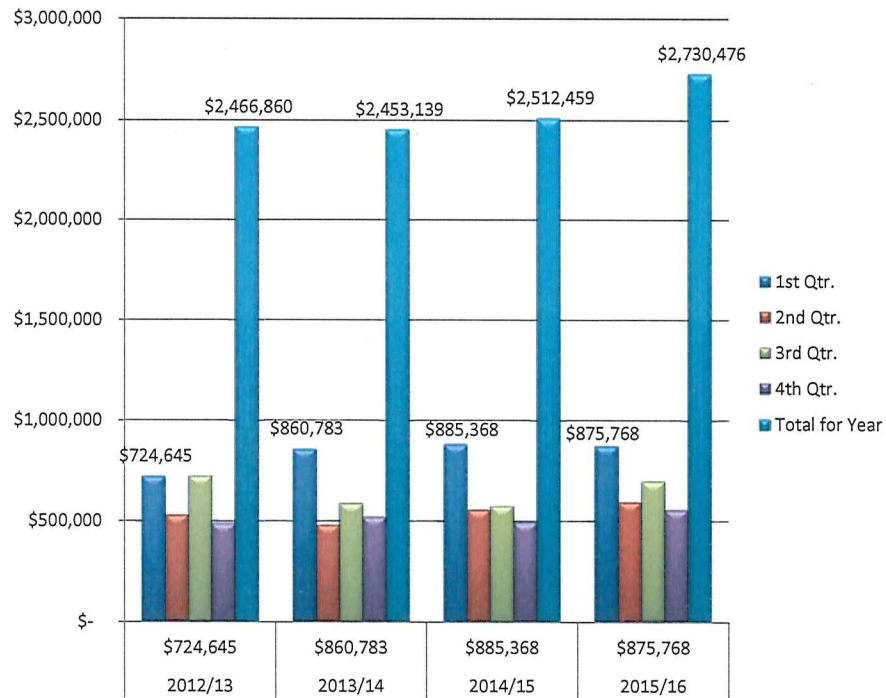
EDD

| Destimetrics Reservations Activity | FYTD 15/16 | FYTD 16/17 | Change |
|------------------------------------|------------|------------|--------|
| Occupancy | 52.5% | 47.5% | -9.7% |
| ADR (Average Daily Rate) | \$ 376 | \$ 423 | 12.5% |
| RevPAR (Rev per Available Room) | \$ 198 | \$ 201 | 1.6% |
| Occupancy 1 Mth Forecast | 38.7% | 38.3% | -1.2% |
| ADR 1 Mth Forecast | \$ 302 | \$ 325 | 7.8% |
| RevPAR 1 Mth Forecast | \$ 117 | \$ 124 | 6.5% |
| Occupancy (prior 6 months) | 50.7% | 51.2% | 1.2% |
| ADR (prior 6 months) | \$ 295 | \$ 311 | 5.5% |
| RevPAR (prior 6 months) | \$ 149 | \$ 159 | 6.7% |
| Occupancy (next 6 months) | 21.2% | 21.0% | -0.6% |
| ADR (next 6 months) | \$ 272 | \$ 298 | 9.9% |
| RevPAR (next 6 months) | \$ 58 | \$ 63 | 9.2% |

| Infrastructure Fund Balances Held by Placer County | Total Chamber Membership |
|--|--------------------------|
| as of 9/30/16 (Reported Quarterly) | |
| FY 2015-16 Contract | June 2013 465 |
| | June 2014 457 |
| FY 2016-17 Contract | June 2015 474 |
| Total Fund Balances | June 2016 508 |
| | Dec 2016 424 |

| Conference Revenue Statistics Comparison FYTD 15/16 vs. FYTD 16/17 at 12/31/2016 | | | |
|--|--------------|--------------|----------------------------------|
| | 2015-16 | 2016-17 | YOY % Change |
| FORWARD LOOKING (2015/16) | Actuals | Forecasted | |
| Total Revenue Booked | \$ 3,285,317 | \$ 3,385,074 | 3.04% |
| Forecasted Commission for this Revenue | 178,098 | 105,016 | -41.03% |
| Number of Room Nights | 17,259 | 19,668 | 13.96% |
| Number of Tentative Bookings | 60 | 56 | -6.67% |
| CURRENT | | | |
| NLT - Annual Revenue Goal | \$ 2,800,000 | \$ 2,800,000 | 0.00% |
| Annual Commission Goal | \$ 175,000 | \$ 135,000 | -22.86% |
| Conference Revenue And Percentage by County: | | | |
| | 15-16 | 16-17 | |
| Placer | 72% | 70% | \$ 2,369,784 \$ 2,354,342 -0.65% |
| Washoe | 20% | 19% | \$ 667,127 \$ 646,844 -3.04% |
| South Lake | 7% | 11% | \$ 215,063 \$ 381,611 77.44% |
| Nevada | 1% | 0% | \$ 33,343 \$ 2,277 -93.17% |
| Total Conference Revenue | 100% | 100% | \$ 3,285,317 \$ 3,385,074 3.04% |

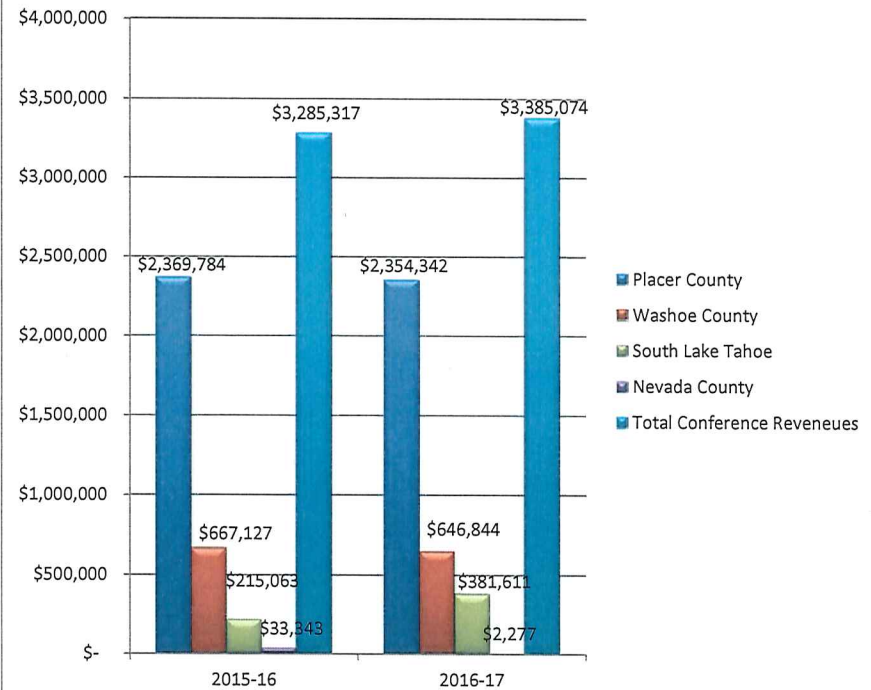
Annual Sales Tax Revenue - Lake Tahoe (Now on Fiscal Year Basis)



Sales Tax Revenue by Fiscal Year Quarter - North Lake Tahoe (as of Nov 2016, 6 mth lag)

| Quarter | 2012/13 | 2013/14 | 2014/15 | 2015/16 | YOY % Change |
|---------|--------------|--------------|--------------|--------------|--------------|
| First | \$ 724,645 | \$ 860,783 | \$ 885,368 | \$ 875,768 | -1.08% |
| Second | \$ 529,470 | \$ 481,165 | \$ 557,614 | \$ 596,985 | 7.06% |
| Third | \$ 724,645 | \$ 589,226 | \$ 573,778 | \$ 699,157 | 21.85% |
| Fourth | \$ 488,100 | \$ 521,965 | \$ 495,699 | \$ 558,566 | 12.68% |
| Total | \$ 2,466,860 | \$ 2,453,139 | \$ 2,512,459 | \$ 2,730,476 | |

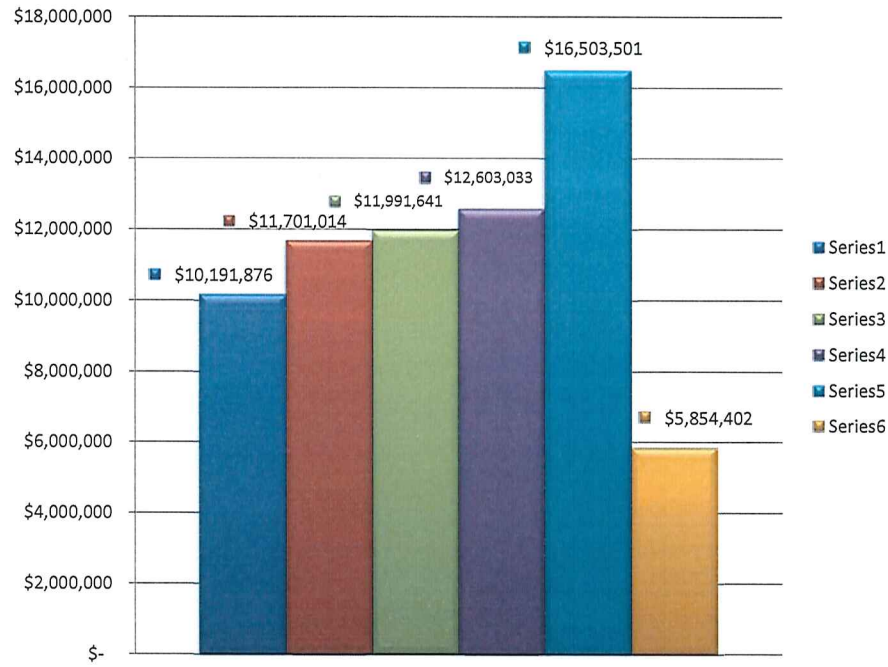
Conference Revenue Statistics & Revenue Share by County



Conference Revenue Statistics Comparison FYTD 15/16 vs. FYTD 16/17 at 12/31/2016

| | 2015-16 | 2016-17 | YOY % Change |
|---|--------------|--------------|--------------|
| FORWARD LOOKING (2015/16) | Actuals | Forecasted | |
| Total Revenue Booked | \$ 3,285,317 | \$ 3,385,074 | 3.04% |
| Forecasted Commission for this Revenue | 178,098 | 105,016 | -41.03% |
| Number of Room Nights | 17,259 | 19,668 | 13.96% |
| Number of Tentative Bookings | 60 | 56 | -6.67% |
| CURRENT | | | |
| NLT - Annual Revenue Goal | \$ 2,800,000 | \$ 2,800,000 | 0.00% |
| Annual Commission Goal | \$ 175,000 | \$ 135,000 | -22.86% |
| Conference Revenue And Percentage by County: | | | |
| Placer | \$ 2,369,784 | \$ 2,354,342 | -0.65% |
| Washoe | \$ 667,127 | \$ 646,844 | -3.04% |
| South Lake | \$ 215,063 | \$ 381,611 | 77.44% |
| Nevada | \$ 33,343 | \$ 2,277 | -93.17% |
| Total Conference Revenue | \$ 3,285,317 | \$ 3,385,074 | 3.04% |

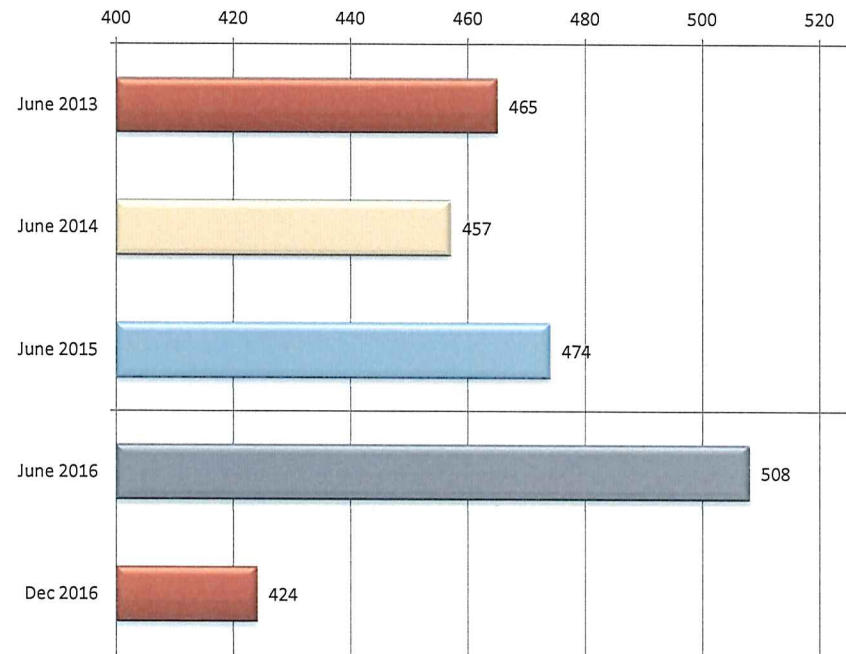
5-Year Annual TOT Collections (Fiscal Year Basis)



Total District 5 TOT Collections by Quarter 2010 - 2016 (as reported thru Dec 2016)

| | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | Total |
|---------|--------------|--------------|--------------|--------------|---------------|
| 2011-12 | \$ 3,683,345 | \$ 1,794,633 | \$ 3,159,674 | \$ 1,554,224 | \$ 10,191,876 |
| 2012-13 | \$ 3,882,952 | \$ 2,106,218 | \$ 4,263,868 | \$ 1,447,976 | \$ 11,701,014 |
| 2013-14 | \$ 4,525,634 | \$ 2,145,657 | \$ 3,569,348 | \$ 1,751,002 | \$ 11,991,641 |
| 2014-15 | \$ 4,693,925 | \$ 2,527,484 | \$ 3,513,426 | \$ 1,868,198 | \$ 12,603,033 |
| 2015-16 | \$ 4,871,562 | \$ 3,874,302 | \$ 5,414,064 | \$ 2,343,573 | \$ 16,503,501 |
| 2016-17 | \$ 5,469,057 | \$ 385,345 | \$ - | \$ - | \$ 5,854,402 |

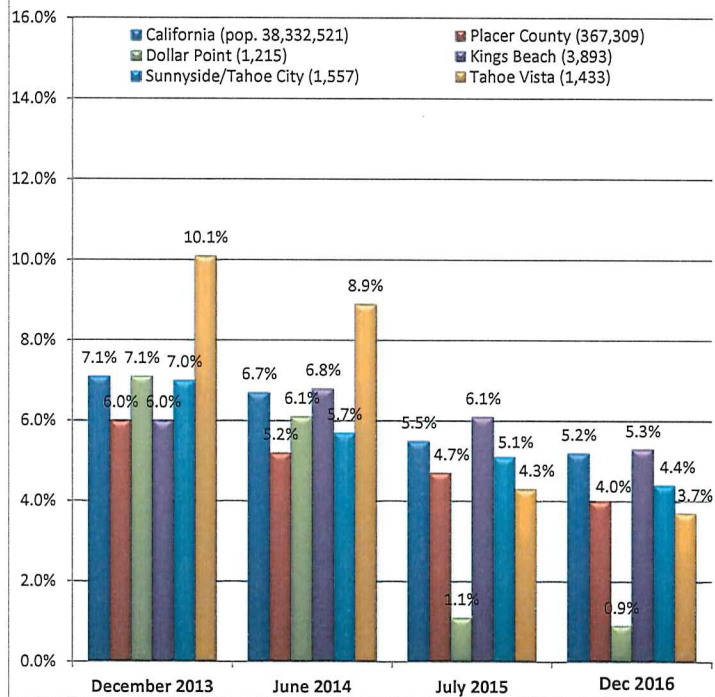
Chamber Membership (# of Members)



Chamber Of Commerce Total Membership

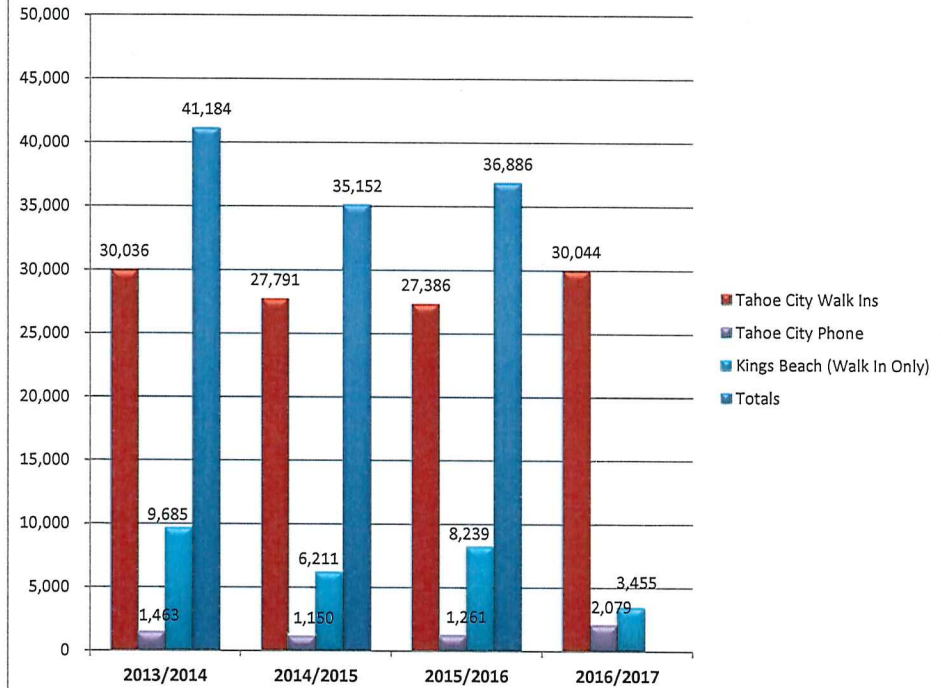
| | |
|-----------|-----|
| June 2013 | 465 |
| June 2014 | 457 |
| June 2015 | 474 |
| June 2016 | 508 |
| Dec 2016 | 424 |

Unemployment Rates by Region



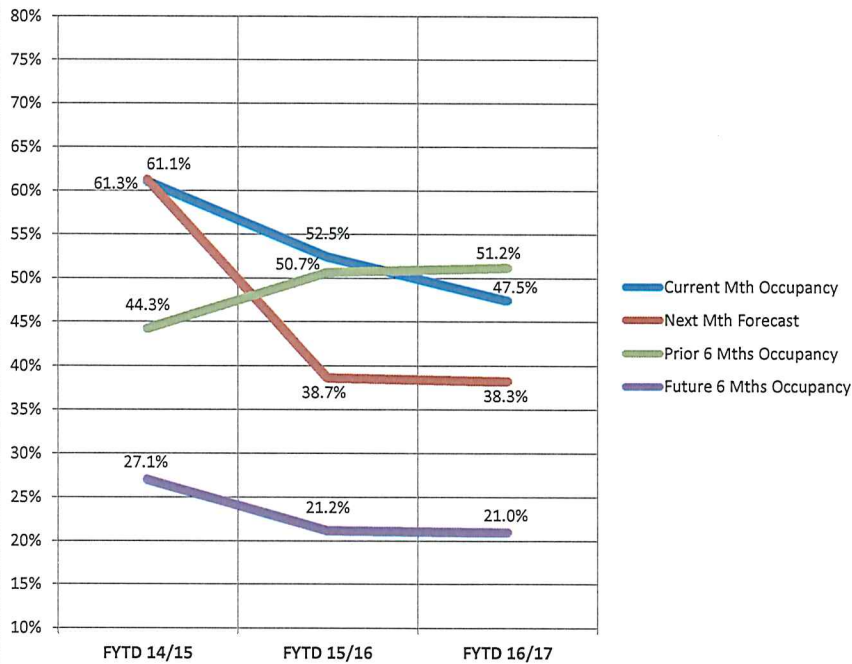
| Unemployment Rates | December 2013 | June 2014 | July 2015 | Dec 2016 |
|----------------------|---------------|-----------|-----------|----------|
| California | 7.1% | 6.7% | 5.5% | 5.2% |
| Placer County | 6.0% | 5.2% | 4.7% | 4.0% |
| Dollar Point | 7.1% | 6.1% | 1.1% | 0.9% |
| Kings Beach | 6.0% | 6.8% | 6.1% | 5.3% |
| Sunnyside/Tahoe City | 7.0% | 5.7% | 5.1% | 4.4% |
| Tahoe Vista | 10.1% | 8.9% | 4.3% | 3.7% |

Visitor Information - FYTD YOY



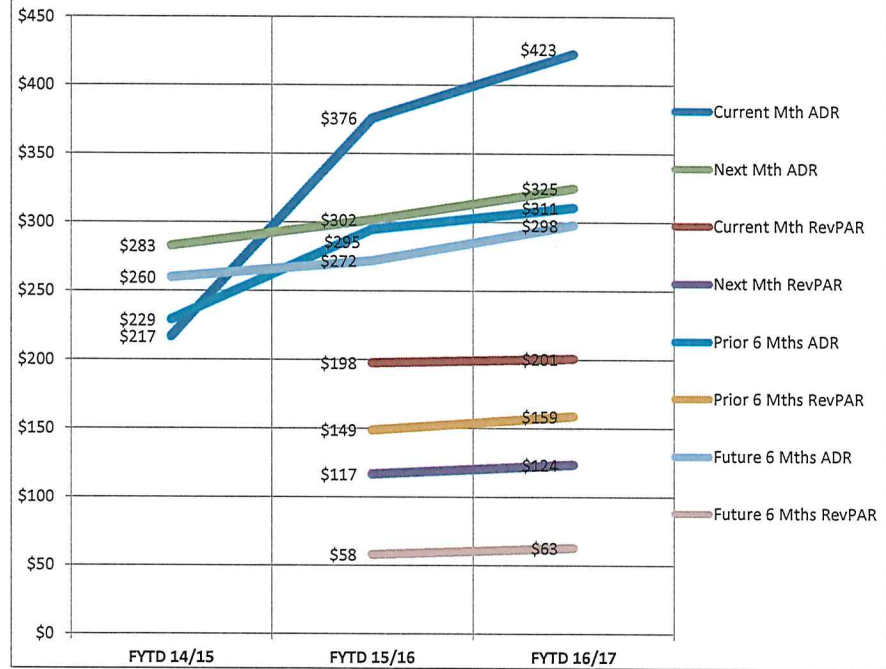
| Visitor Information Comparative Statistics For Fiscal YTD 2013 - 2017 (thru Dec '16) | | | | | |
|--|---------------|---------------|---------------|---------------|--------------|
| Referrals - | 2013/2014 | 2014/2015 | 2015/2016 | 2016/2017 | YOY % Change |
| Tahoe City: | Annual Totals | Annual Totals | Annual Totals | Annual Totals | |
| Walk In | 30,036 | 27,791 | 27,386 | 30,044 | 9.71% |
| Phone | 1,463 | 1,150 | 1,261 | 2,079 | 64.87% |
| Kings Beach (Walk In Only, Jun-Sep) | 9,685 | 6,211 | 8,239 | 3,455 | -58.07% |
| Totals | 41,184 | 35,152 | 36,886 | 35,578 | -3.55% |

Destimetrics Occupancy in NLT Comparisons



| Destimetrics Reservations Activity | FYTD 14/15 | FYTD 15/16 | FYTD 16/17 | Y-O-Y Change |
|------------------------------------|------------|------------|------------|--------------|
| Occupancy | 61.1% | 52.5% | 47.5% | -9.7% |
| Occupancy 1 Mth Forecast | 61.3% | 38.7% | 38.3% | -1.2% |
| Occupancy (prior 6 months) | 44.3% | 50.7% | 51.2% | 1.2% |
| Occupancy (next 6 months) | 27.1% | 21.2% | 21.0% | -0.6% |

Destimetrics RevPAR in NLT Comparisons



| Destimetrics Reservations Activity | FYTD 14/15 | FYTD 15/16 | FYTD 16/17 | Y-O-Y Change |
|------------------------------------|------------|------------|------------|--------------|
| ADR (Average Daily Rate) | \$217 | \$376 | \$423 | 12.5% |
| RevPAR (Rev per Available Room) | | \$198 | \$201 | 1.6% |
| ADR 1 Mth Forecast | \$283 | \$302 | \$325 | 7.8% |
| RevPAR 1 Mth Forecast | | \$117 | \$124 | 6.5% |
| ADR (prior 6 months) | \$229 | \$295 | \$311 | 5.5% |
| RevPAR (prior 6 months) | | \$149 | \$159 | 6.7% |
| ADR (next 6 months) | \$260 | \$272 | \$298 | 9.9% |
| RevPAR (next 6 months) | | \$58 | \$63 | 9.2% |