



north lake tahoe

Chamber | CVS | Resort Association

NLTRA Board of Directors Meeting
Wednesday, February 1st, 2017,
8:30 a.m.

Tahoe City Public Utility District

Packet Part 2
Reports/Back Up Documents

1. **Destimetrics Report - Page 1**
2. **Membership Accounts Receivable Report - Page 2**
3. **Membership Upcoming Events/Programs - Page 3**
4. **Conference Revenue Statistics Report - Page 8**
5. **Executive Committee Report – February, 2017 - Page 15**
6. **Capital Investment/Transportation Activity Report - Page 17**
7. **Dashboard - December 31, 2016 and January 31, 2017 - Page 21**

Executive Summary

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1211 Units ('DestiMetrics Census**') and 37.50% 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 (Jan) changed by (-0.9%)	Occupancy (Jan) :	51.8%	52.2%	-0.9%
North Lake Tahoe ADR for last month (Jan) changed by (4.1%)	ADR (Jan) :	\$ 316	\$ 303	4.1%
North Lake Tahoe RevPAR for last month (Jan) changed by (3.2%)	RevPAR (Jan) :	\$ 163	\$ 158	3.2%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Feb) changed by (8.6%)	Occupancy (Feb) :	53.0%	48.8%	8.6%
North Lake Tahoe ADR for next month (Feb) changed by (3.4%)	ADR (Feb) :	\$ 350	\$ 339	3.4%
North Lake Tahoe RevPAR for next month (Feb) changed by (12.3%)	RevPAR (Feb) :	\$ 186	\$ 165	12.3%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-0.4%)	Occupancy	47.7%	47.9%	-0.4%
North Lake Tahoe ADR for the past 6 months changed by (5.2%)	ADR	\$ 300	\$ 285	5.2%
North Lake Tahoe RevPAR for the past 6 months changed by (4.8%)	RevPAR	\$ 143	\$ 136	4.8%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (1.6%)	Occupancy	25.8%	25.3%	1.6%
North Lake Tahoe ADR for the future 6 months changed by (10.9%)	ADR	\$ 318	\$ 287	10.9%
North Lake Tahoe RevPAR for the future 6 months changed by (12.8%)	RevPAR	\$ 82	\$ 73	12.8%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jan 31, 2017 vs. Previous Year				
Rooms Booked during last month (Jan,17) compared to Rooms Booked during the same period last year (Jan,16) for all arrival dates has changed by (18.5%)	Booking Pace (Jan)	9.1%	7.6%	18.5%

* 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.

Accounts Receivable Summary

Invoices With Apply Dates Through January 31, 2017

Aged as of Tuesday, January 31, 2017

<u>Revenue Item</u> (Double click to drill down)	<u>Not Yet Due</u>	<u>Current</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>91 - 120</u>	<u>121+</u>	<u>Total</u>
Activities	0.00	0.00	0.00	0.00	0.00	85.00	85.00
Dues	0.00	32,355.00	0.00	2,005.00	2,225.00	895.00	37,480.00
Email Blast	0.00	150.00	0.00	0.00	0.00	0.00	150.00
Total Open Invoices	0.00	32,505.00	0.00	2,005.00	2,225.00	980.00	37,715.00

Unapplied Payments With Payment Dates Prior to and Including 01/31/2017	5.00
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Pre-Payments: Payments Made Prior to 01/31/2017 on Invoices With Apply Dates After 01/31/2017

Dues	380.00
Total Pre-Payments	380.00
Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments)	37,330.00



63rd ANNUAL COMMUNITY AWARD NOMINATIONS

The 63rd Annual Community Awards Dinner & Presentation

Thursday, April 6, 2017, The Resort at Squaw Creek at 5:30 pm

We are committed to celebrating exceptional Chamber Members who have been exemplary in their category in 2016.

One Chamber of Commerce individual or business will be selected in each of the following categories. Please provide as much information as possible for your nomination.

The first two questions are dedicated to YOUR Employee and/or Volunteer of the Year. This is an excellent opportunity for you to publicly recognize your Employee(s)/Volunteer(s) who have provided exemplary and extraordinary service to you and your organization. Deadline for submitting nominations is Friday, March 3rd.

EMPLOYEE AWARDS *Sponsorship Opportunity Available call (530)581-8764

This award is a way to recognize the extraordinary contribution that your Employee has made in 2016. When you submit their name you are COMMITTING to bringing them to the Awards Dinner and presenting them with their award. ALL CHAMBER BUSINESS MEMBERS ARE WELCOME TO NOMINATE!

If you nominate multiple individuals each name will appear on a separate plaque. There is a \$40 award fee for every submission.

(Please provide the name of the employee, the business or organization.)

***Sponsorship space available for Employee/Volunteer portion of the program. Call (530) 581-8764**

Employee Name and
Business or Organization
Name

Person Submitting
Nomination: First & Last
Name, Company Name, &
Work Phone Number

VOLUNTEERS AWARDS *Sponsored by UC Davis Tahoe Environmental Research Center

This award is a way to recognize the extraordinary contribution that your volunteer has made in 2015. When you submit their name you are COMMITTING to bringing them to the Awards Dinner and presenting them with their award. ALL CHAMBER ORGANIZATION/BUSINESS MEMBERS ARE WELCOME TO NOMINATE!

If you nominate multiple individuals each name will appear on a separate plaque. There is a \$40 award fee for every submission.

(Please provide the name of the volunteer and the business or organization name.)

Volunteer Name and Busine
ss or Organization Name

Person Submitting
Nomination: First & Last
Name, Company Name, &
Work Phone Number

BEST NEW! BUSINESS OF NORTH LAKE TAHOE *Sponsored by *Moonshine Ink*

This business has been operating in the region less than 3 years, has shown exemplary community outreach and support or fundraising efforts, or has filled a unique niche in our community.

(Business nominations must be given a reason for the nomination. Nominations without reason will not be considered. This information will be used at the Awards Ceremony when congratulating the business as the "Winner".)

Business Name

Reason for Nomination

NON-PROFIT ORGANIZATION OF THE YEAR *Sponsored by *Tahoe Dave's Ski's & Board's*

This local organization is nominated for its positive impact and support of the North Tahoe community during the 2015 year.

(Business nominations must be given a reason for the nomination. Nominations without reason will not be considered. This information will be used at the Awards Ceremony when congratulating the business as the "Winner".)

Non-Profit Organization
Name

Reason for Nomination

BUSINESS OF THE YEAR *Sponsored by *Getaway-Reno Tahoe*

This business has 1+ employees and is nominated for its positive impact on the North Tahoe Community during the 2015 year. The current business member has provided outstanding service to the community.

(Business nominations must be given a reason for the nomination. Nominations without reason will not be considered. This information will be used at the Awards Ceremony when congratulating the business as the "Winner".)

Business Name

Reason for Nomination

REGIONAL MARKETING AWARD *Sponsored by *101.5 FM Truckee Tahoe Radio*

This business has made an extraordinary impact in marketing of North Lake Tahoe as a region in 2015.

(Business nominations must be given a reason for the nomination. Nominations without reason will not be considered. This information will be used at the Awards Ceremony when congratulating the business as the "Winner".)

Business Name

Reason for Nomination

HOSPITALITY AWARD BUSINESS/ORGANIZATION *Sponsorship Available

This business is nominated for its commitment to the community and to the economy, portrays the warmth and charm of North Lake Tahoe through business operation, customer service and goals; this business has also demonstrated leadership in setting standards for public relations among tourists during the 2015 year.

(Business nominations must be given a reason for the nomination. Nominations without reason will not be considered. This information will be used at the Awards Ceremony when congratulating the business as the "Winner".)

Business Name

Reason for Nomination

2015 BEST PLACE TO WORK *Sponsored by *Auerbach Engineering*

This current chamber business member has made a positive impact on the North Lake Tahoe Community, their working environment/staff and customers in 2015.

Staff should nominate their own business for loving their work place!

(Business nominations must be given a reason for the nomination. Nominations without reason will not be considered. This information will be used at the Awards Ceremony when congratulating the business as the "Winner".)

Business Name

Reason for Nomination

CITIZEN OF THE YEAR *Sponsored by Cedar Glen Lodge & The Rustic Lounge

This local citizen is nominated for his/her service to the community, exemplification of the qualities necessary to assemble resources, and act as a catalyst for positive change during the 2015 year.

(Citizen of the Year nominations must be given a reason for the nomination. Nominations without reason will not be considered. This information will be used at the Awards Ceremony when congratulating the Citizen of the Year as the "Winner".)

Name of Citizen

Reason for Nomination

PUBLIC SERVANT OF THE YEAR *Sponsorship Available

This local citizen is nominated for his/her service to the community in the field of: education, special representative, fire, local government, etc. during the 2015 year.

(Business nominations must be given a reason for the nomination. Nominations without reason will not be considered. This information will be used at the Awards Ceremony when congratulating the business as the "Winner")

Public Servant Name

Reason for Nomination

Monthly Report January 2017

CONFERENCE REVENUE STATISTICS

North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 16/17</u>	<u>FY 15/16</u>	<u>Variance</u>
Total Revenue Booked as of 1/31/17:	\$3,003,463	\$2,811,153	7%
Forecasted Commission for this Revenue:	\$96,391	\$147,980	-35%
Number of Room Nights:	16566	14749	12%
Number of Delegates:	18058	16981	6%
Annual Revenue Goal:	\$3,000,000	\$2,800,000	7%
Annual Commission Goal:	\$173,000	\$165,000	5%
Number of Tentative Bookings:	170	116	

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

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

<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. December-15</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$137,651	\$11,026	1148%
Projected Commission:	\$5,818	\$0	
Room Nights:	562	74	659%

Number of Delegates:	1125	35	3114%
Arrived Group Types:	3 Corp, 1 Smf	1 Corp.	

Monthly Detail/Activity	<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>November-15</u>
Number of Groups:	5	0
Revenue Arrived:	\$130,205	\$0
Projected Commission:	\$6,139	\$0
Room Nights:	920	0
Number of Delegates:	1264	0
	3 Corp, 1 Smt,	
Arrived Group Types:	1 Assoc.	

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>	<u>October-15</u>	
Number of Groups:	5	4	
Revenue Arrived:	\$187,132	\$378,115	-51%
Projected Commission:	\$7,478	\$37,381	-80%
Room Nights:	978	2214	-56%
Number of Delegates:	10220	10792	-5%
	3 Corp, 1		
Arrived Group Types:	Assoc, 1 Smf	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:	4148	3170	31%
Number of Delegates:	1757	986	78%
	4 Corp, 3 Assn,	2 Corp, 5	
Arrived Group Types:	3 Smf	Assoc, 2 Smf	

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

<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%
Booked Group Types:	1 Corp, 1 Govt.	1 Ca Assoc., 1	
Lost Business, # of Groups:	3	4	

<u>Arrived in the month</u>	<u>July-16</u>	<u>July-15</u>	
Number of Groups:	5	7	
Revenue Arrived:	\$712,929	\$569,373	25%
Projected Commission:	\$39,282	\$18,614	111%
Room Nights:	3175	2686	18%
Number of Delegates:	1551	1790	-13%
	2 Assoc., 1		
	Corp, 1 Govt, 1	4 Corp, 1 Assn.,	
Arrived Group Types:	Seminar	1 Smf, 1 Govt.	

For 2017/18:	\$558,675	\$500,000
For 2018/19:	\$462,146	\$250,000

NUMBER OF LEADS Generated as of 1/31/17:	157
YTD 1/31/16:	108
YTD 1/31/15:	87

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
2006/2007:	205

Monthly Report January 2017

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>16/17</u>	<u>15/16</u>	<u>Variance</u>
Total Revenue Booked as of 1/31/17:	\$394,093	\$111,557	253%
Forecasted Commission for this Revenue:	\$9,590	\$3,900	146%
Number of Room Nights:	3336	1012	230%
Number of Delegates:	1456	627	132%
Annual Commission Projection:	\$15,000	\$10,000	50%

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

<u>Arrived in the month</u>	<u>January-17</u>	<u>January-16</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:		

Monthly Detail/Activity	<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

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

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

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:	\$19,384	\$30,232	-36%
Projected Commission:	\$0	\$1,749	
Room Nights:	48	211	-77%
Number of Delegates:	30	150	-80%
Arrived Group Types:	1 Corp.	1 Assoc., 2 Smf	

NUMBER OF LEADS Generated as of 1/31/17: 157

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, February 13, 2017

3:00 p.m. NLTRA Offices Upstairs

Phone – 712-770-4010 Access Code 775665#

Agenda

A. Open Session

1. Items for Board Agenda – due March 1
 - a. Legislative Platform
 - b. Affiliation forms
 - c. Form 700

Sandy shared a draft of the legislative platform that included comments from Chris Perry at Placer County CEO's office. She also shared that there were some items from the Placer County Legislative Platform that we might want to include in ours. She will finalize the changes and submit to the County CEO staff for approval before placing a red-line version in the Board packet for approval.

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. Marketing Competitive Analysis
 - e. Board Fiduciary Responsibility – Steve Gross
 - f. Membership Survey – Organization Structure
 - g. Other?

Sandy will contact Steve Gross to confirm that he will provide a presentation on board fiduciary responsibility. When she discussed this with Steve before, he thought the presentation and discussion would only be for 30 minutes. Sandy suggested that a presentation on the Membership Survey that had just be completed might be a good topic and the Executive Committee agreed. She will prepare that for final presentation with additional input from the subcommittee on Feb. 15.

3. Organization Structure Next Steps
 - a. CI/T group completed
 - b. Marketing group – working on competitive analysis
 - c. Board Governance met with Chamber group Feb 7, Survey completed Jan 31 – 110 responses, Chamber committee meeting on Feb 15 to determine focus groups
 - d. Contract – Erin and Sandy will begin work in March

4. Search Process – Needs Assessment schedule

Sandy shared that the schedule for appointments from Nicole Newman with SearchWide is almost complete. She will be in town for interviews on Thursday and Friday, Feb. 16-17.

5. Tahoe City Office Lease expires in May – Update

Sandy spoke to Roger Kahn about the new terms of the lease and he said that the increase would stay within the SF CPI range, as he has done each year. He didn't expect any major changes to our current list. There are a couple of items that we may clarify in the new lease regarding landlord/tenant responsibility for repairs.

6. Legislative Platform

The Legislative Platform was supposed to have been presented to the Board at the February Board Meeting. Sandy apologized for missing this deadline and presented the current draft for review and direction. (See #1 above)

7. Ex-Officio legislation

Samir had sent Sandy a copy of non-profit legislation in 2015 that eliminated Ex Officio positions on Boards, stating that all board members should be voting members. Sandy is waiting to hear back from Steve Gross, NLTRA Counsel at Porter Simon, to understand if we are in violation of this law, and how we might amend our Bylaws to come into conformance if necessaryl

8. Form 700/Affiliation Forms

These forms are due February 28!

9. Other Business



north lake tahoe

Chamber | CVB | Resort Association

March 1, 2017

Subject: Monthly Activity Report—February, 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 February 28, 2017.
- Purchase, Construction, installation, opening, and final invoice of the Tahoe City Ice Rink 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 14 projects requesting \$2,043,264 TOT was submitted to Placer CEO and approved by the Board of Supervisors on February 21st.
- Other actions by the BOS approved the Northstar Mountain Master Plan, Kings Beach Commercial Core parking and landscape improvement plans, purchase of dial-a-ride transit buses, and a contract award to Auerbach Engineering to provide engineering services for Martis Valley Trail Section 3B.
- Transit services funding for 2017/18 was to be discussed at the February CI/T meeting.

B. Other Meetings and Activities Attended

- TNT/TMA Board Meeting
- Resort Triangle Transportation Vision Coalition Meeting
- Truckee Long-Range Transportation Planning Meeting
- Kings Beach State Recreation Area Partners Meeting

- Tuesday Morning Breakfast Club
- Tahoe City Lodge Reception
- Placer County-wide Parks and Trails MP meeting
- North Tahoe Regional Advisory Committee meeting
- Placer County Board of Supervisors meeting
- Placer County Transportation Planning Agency Board meeting
- Meeting with NLTRA CEO Search Consultant

Capital Investment Projects Currently Underway Contract Status
As of February 28, 2017

Grantee	Placer BOS Approved Projects	Project Code	Contract Completion	Remaining Funds	Possible 16/17 inv	Contract Status
		NLTF-				
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. Reg Park Trails & Signage (Planning)	O32000	9/30/2017	\$135,000	\$135,000	on schedule
UC	Tahoe City Field Station Signage	O34000	6/30/2017	\$3,134	\$3,134	on schedule
PCDPWF	Dollar Creek Shared-use Construction	B-2	10/30/2016	\$265,000		included in 021000?
PCDPWF	North Tahoe Shared-Use Trail (Planning)	O35000*	11/30/2017	\$217,938	\$95,000	on schedule
NCSD	Northstar/Martis Valley Bike Trail (P&C)	O36000	11/30/2016	\$399,465	\$193,000	extension or rolled
PCDPWF	Truckee River Corridor Env. Doc (Plan)	O38000*	10/31/2017	\$448,057	\$101,000	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	on schedule
TCPUD	Truckee River Trail Restoration(P&C)	O12000	10/31/2018	\$876,256	\$60,000	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					needs extension
		O23000	6/30/2016	\$47,189	\$12,000	
PCDPWF	Tahoe City Parking Project Plan	O24000	6/30/2016	\$85,000	\$60,000	needs extension
PCDPWF	Tahoe City Mobility Improvement Plan					needs extension
		O25000	6/30/2016	\$13,901	\$13,901	
PCDPWF	Tahoe City Mobility Improvements Env. Doc					on schedule
		O26000*	9/30/2017	\$300,000	\$150,000	
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 February 28, 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	\$43,704	\$43,704	on schedule
SVPSPD	Squaw Valley Winter Trail Snow Removal (Maint.)	O29000*	6/30/2017	\$39,665	\$39,665	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:

\$6,196,079 \$2,538,477

*Projects to be Started During 16-17

Maint.	Funds Avail.	\$141,778
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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. unty.
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%

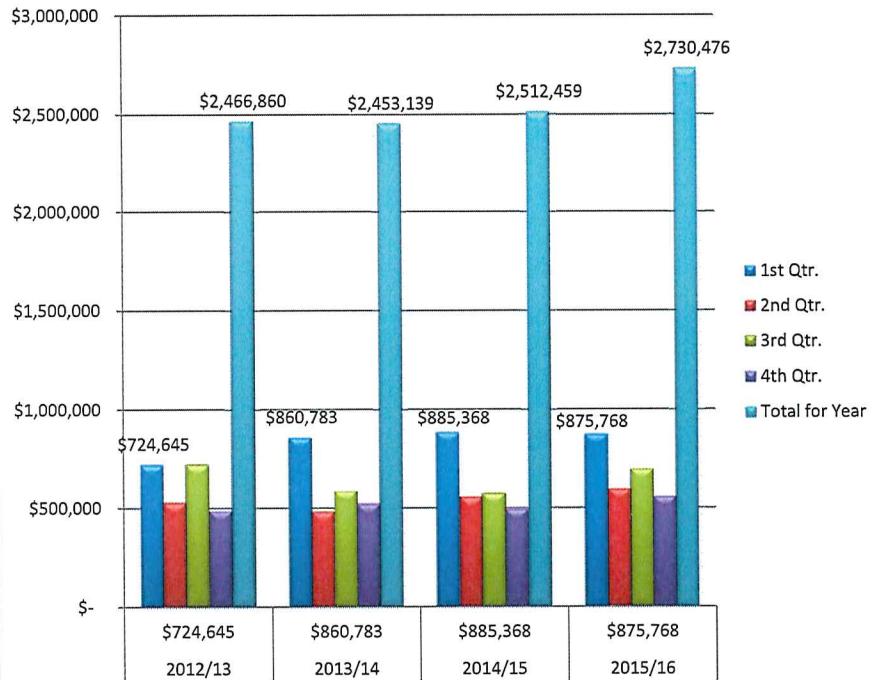
EDD

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)	June 2013 465
FY 2015-16 Contract \$ 4,260,134	June 2014 457
FY 2016-17 Contract 1,854,885	June 2015 474
Total Fund Balances \$ 6,115,020	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
	Actuals	Forecasted	
FORWARD LOOKING (2015/16)			
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%

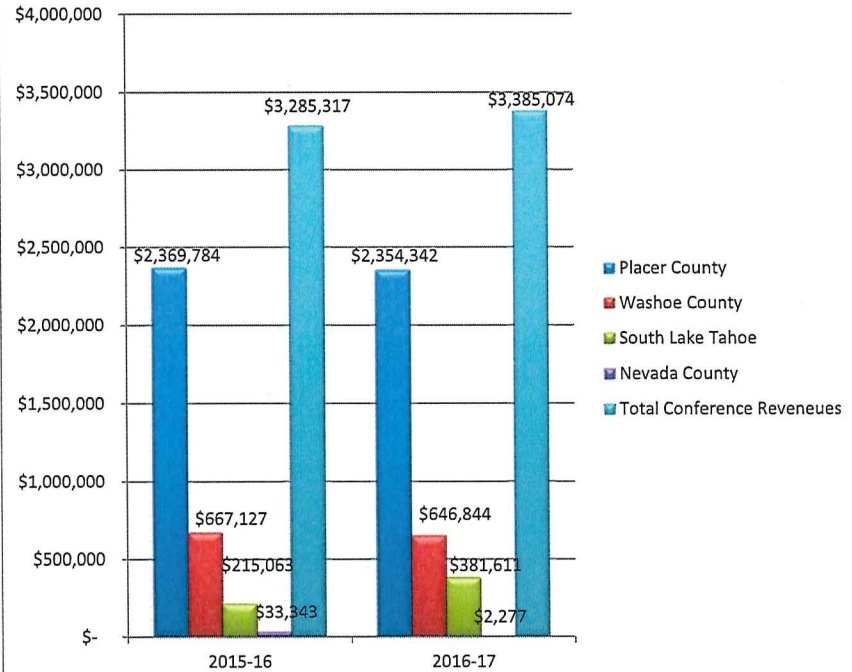
Annual Sales Tax Revenue - Lake Tahoe (Now on Fiscal Year Basis)



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	

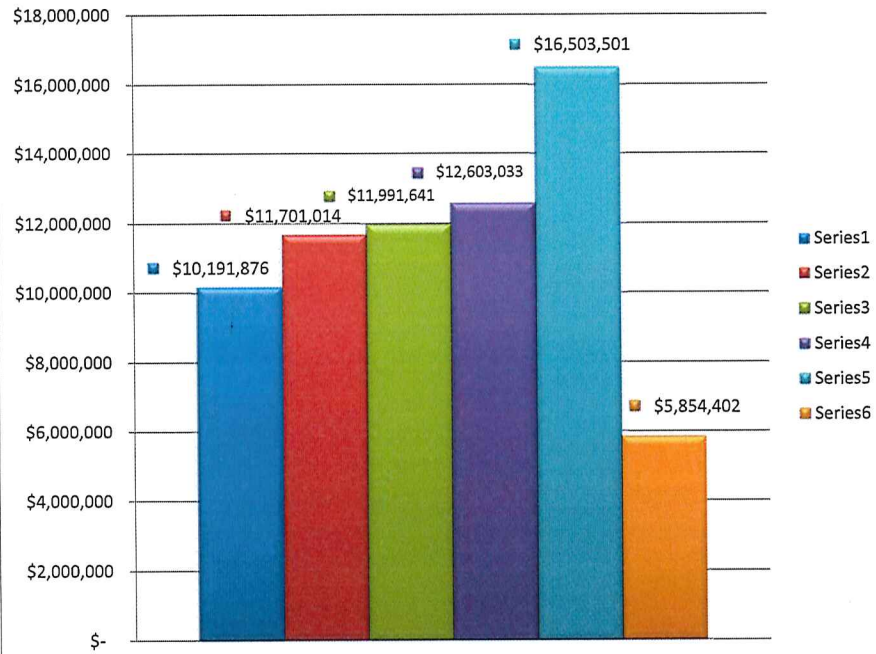
Conference Revenue Statistics & Revenue Share by County



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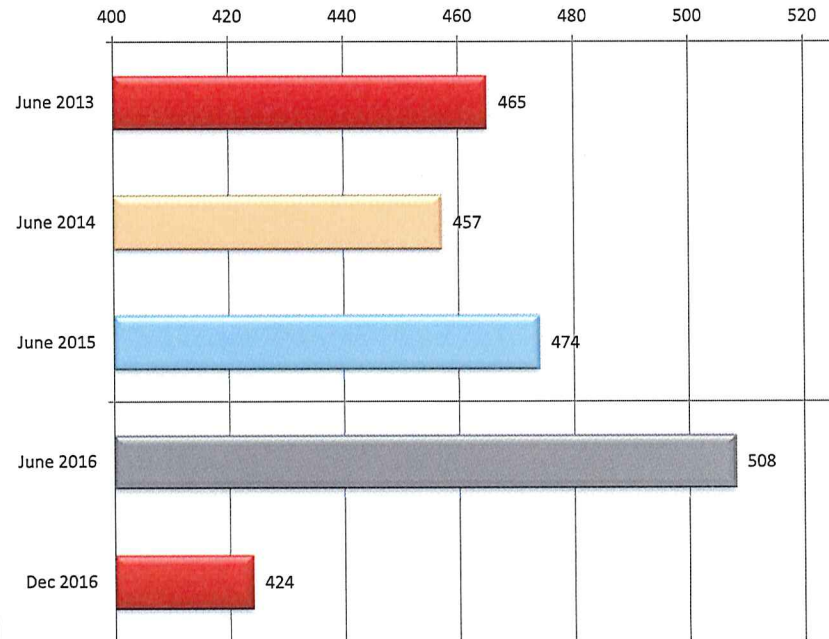
5-Year Annual TOT Collections (Fiscal Year Basis)



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

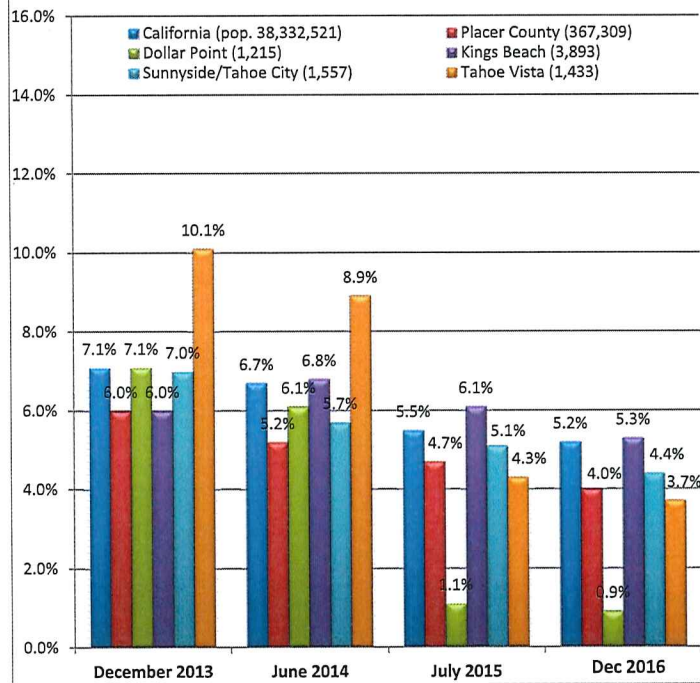
Chamber Membership (# of Members)



Chamber Of Commerce Total Membership

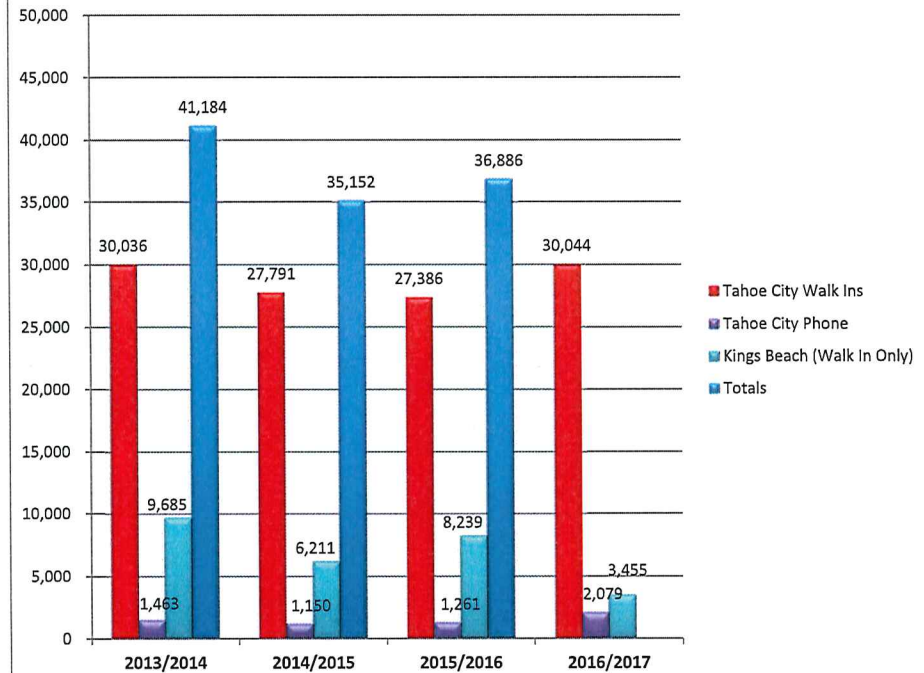
June 2013	465
June 2014	457
June 2015	474
June 2016	508
Dec 2016	424

Unemployment Rates by Region



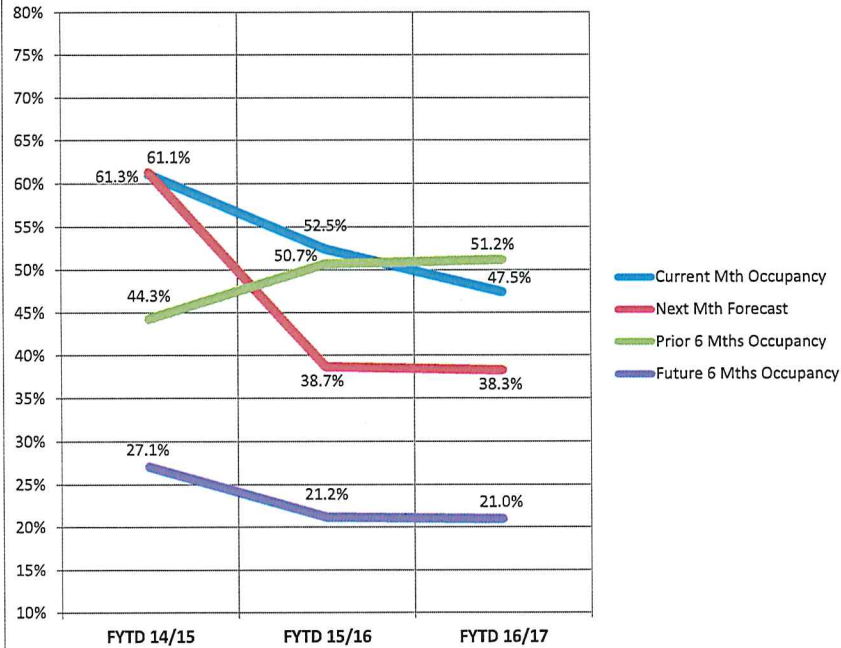
Unemployment Rates	December 2013	June 2014	July 2015	Dec 2016
California	7.1%	6.7%	5.5%	5.2%
Placer County	6.0%	5.2%	4.7%	4.0%
Dollar Point	7.1%	6.1%	1.1%	0.9%
Kings Beach	6.0%	6.8%	6.1%	5.3%
Sunnyside/Tahoe City	7.0%	5.7%	5.1%	4.4%
Tahoe Vista	10.1%	8.9%	4.3%	3.7%

Visitor Information - FYTD YOY



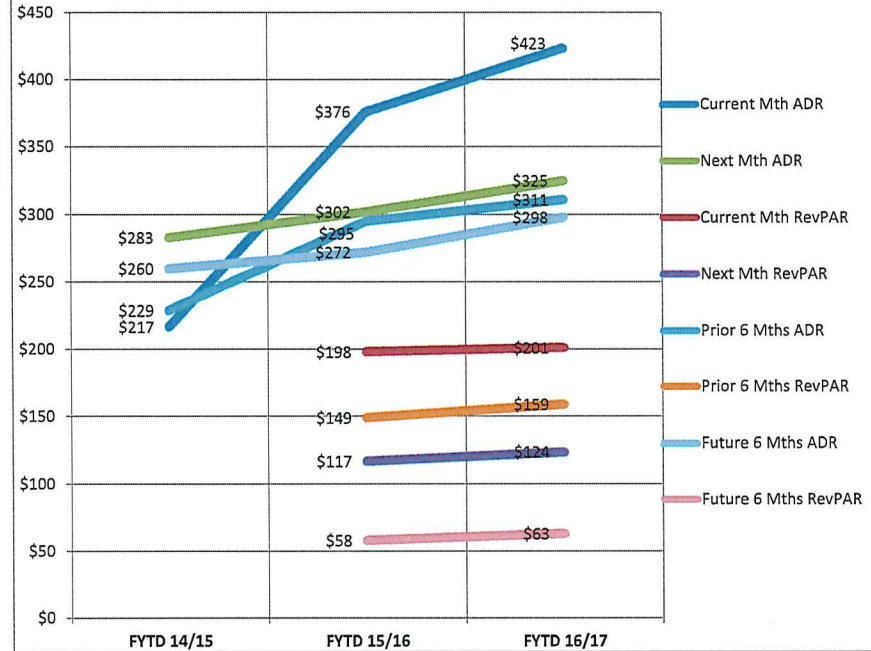
Visitor Information Comparative Statistics For Fiscal YTD 2013 - 2017 (thru Dec '16)					
Referrals -	2013/2014	2014/2015	2015/2016	2016/2017	YOY % Change
Tahoe City:	Annual Totals	Annual Totals	Annual Totals	Annual Totals	
Walk In	30,036	27,791	27,386	30,044	9.71%
Phone	1,463	1,150	1,261	2,079	64.87%
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	\$149	\$159	6.7%
ADR (next 6 months)	\$260	\$272	\$298	9.9%
RevPAR (next 6 months)		\$58	\$63	9.2%

KEY METRICS FOR January 31, 2017 FINANCIAL STATEMENTS

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2016-17	\$ 5,469,057	\$ 385,345			\$ 5,854,402

Visitor Information Comparative Statistics For Fiscal YTD 2013 - 2017 (thru Jan '17)					
Referrals -	2013/2014	2014/2015	2015/2016	2016/2017	YOY % Change
Tahoe City:					
Walk In/Events	32,445	29,820	27,386	30,724	12.19%
Phone/Email	1,678	1,330	1,461	2,259	54.62%
Kings Beach (Walk In Only)	9,685	6,211	8,239	3,455	-58.07%
Totals	43,808	37,361	37,086	36,438	-1.75%

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%
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Third	\$ 724,645	\$ 589,226	\$ 573,778	\$ 699,157	21.85%
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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%

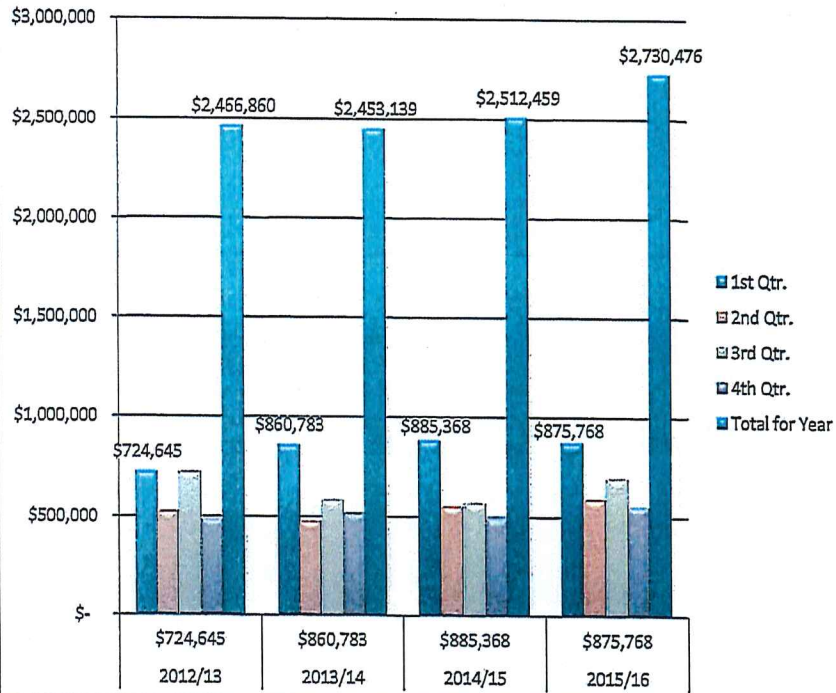
EDD

Destimetrics Reservations Activity	FYTD 15/16	FYTD 16/17	Change
Occupancy	52.2%	51.8%	-0.9%
ADR (Average Daily Rate)	\$ 303	\$ 316	4.1%
RevPAR (Rev per Available Room)	\$ 158	\$ 163	3.2%
Occupancy 1 Mth Forecast	48.8%	53.0%	8.6%
ADR 1 Mth Forecast	\$ 339	\$ 350	3.4%
RevPAR 1 Mth Forecast	\$ 165	\$ 186	12.3%
Occupancy (prior 6 months)	47.9%	47.7%	-0.4%
ADR (prior 6 months)	\$ 285	\$ 300	5.2%
RevPAR (prior 6 months)	\$ 136	\$ 143	4.8%
Occupancy (next 6 months)	25.3%	25.8%	1.6%
ADR (next 6 months)	\$ 287	\$ 318	10.9%
RevPAR (next 6 months)	\$ 73	\$ 82	12.8%

Infrastructure Fund Balances Held by Placer County as of 9/30/16 (Reported Quarterly)	Total Chamber Membership
FY 2015-16 Contract	June 2013 465
	June 2014 457
FY 2016-17 Contract	June 2015 474
Total Fund Balances	June 2016 508
	Jan 2017 424

Conference Revenue Statistics Comparison FYTD 15/16 vs. FYTD 16/17 at 01/31/2017			
	2015-16	2016-17	YOY % Change
FORWARD LOOKING (2015/16)	Actuals	Forecasted	
Total Revenue Booked	\$ 3,300,916	\$ 3,397,556	2.93%
Forecasted Commission for this Revenue	179,253	105,641	-41.07%
Number of Room Nights	17,320	19,902	14.91%
Number of Tentative Bookings	63	58	-7.94%
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%	69%	\$ 2,377,686 \$ 2,354,342 -0.98%
Washoe	20%	19%	\$ 667,127 \$ 646,844 -3.04%
South Lake	7%	12%	\$ 215,063 \$ 394,093 83.25%
Nevada	1%	0%	\$ 41,040 \$ 2,277 -94.45%
Total Conference Revenue	100%	100%	\$ 3,300,916 \$ 3,397,556 2.93%

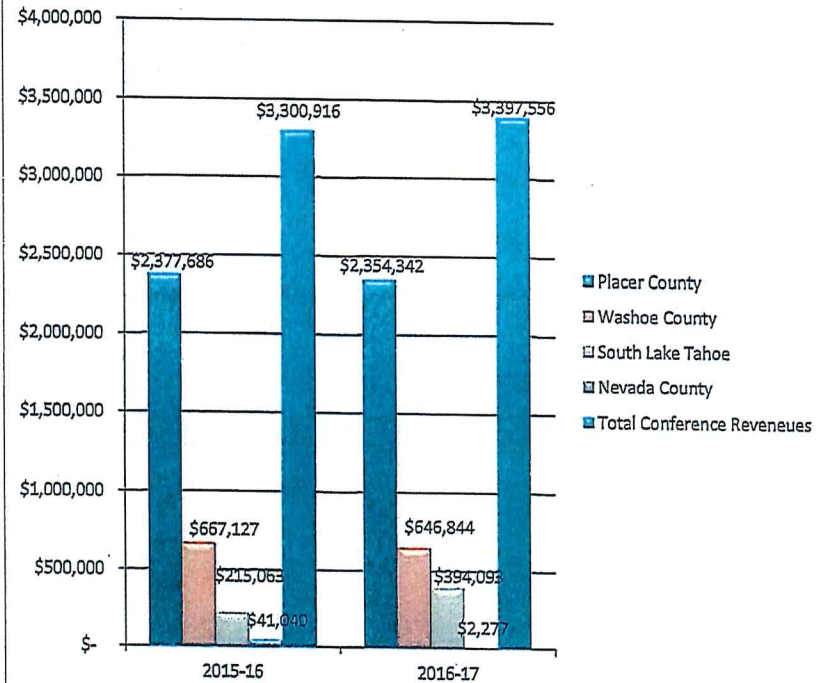
Annual Sales Tax Revenue - Lake Tahoe (Now on Fiscal Year Basis)



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

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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	

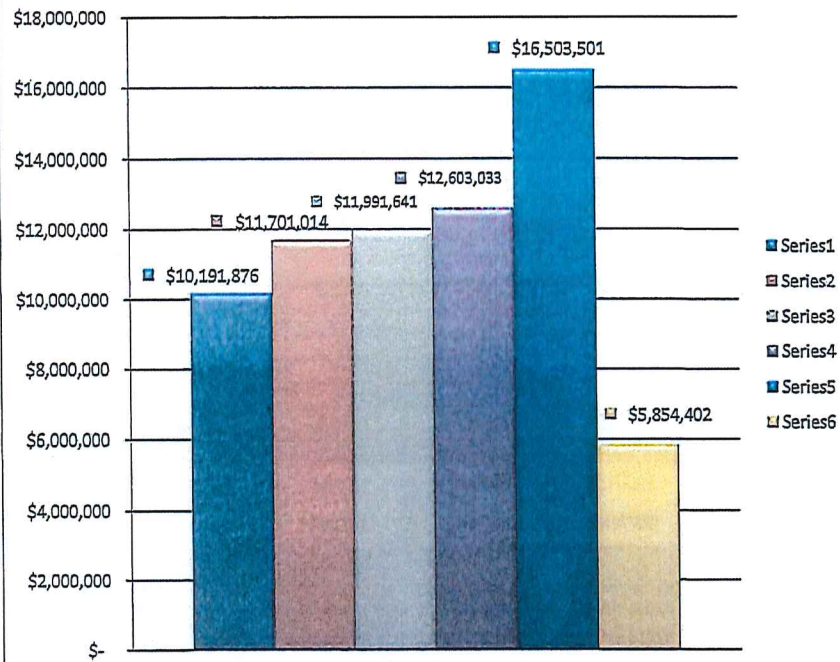
Conference Revenue Statistics & Revenue Share by County



Conference Revenue Statistics Comparison FYTD 15/16 vs. FYTD 16/17 at 01/31/2017

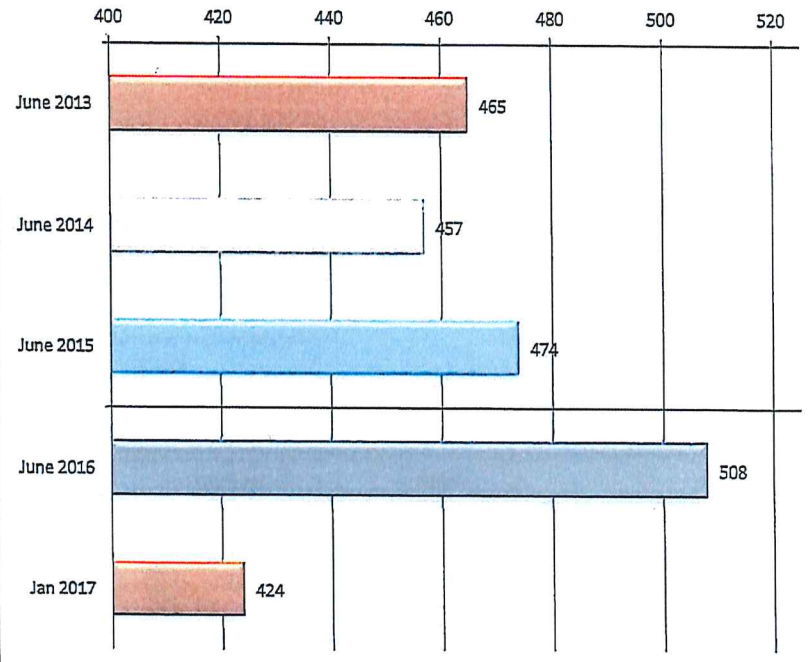
	2015-16	2016-17	YOY % Change
FORWARD LOOKING (2015/16)			
	Actuals	Forecasted	
Total Revenue Booked	\$ 3,300,916	\$ 3,397,556	2.93%
Forecasted Commission for this Revenue	179,253	105,641	-41.07%
Number of Room Nights	17,320	19,902	14.91%
Number of Tentative Bookings	63	58	-7.94%
CURRENT			
NLT - Annual 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	\$ 2,377,686	\$ 2,354,342	-0.98%
Washoe	\$ 667,127	\$ 646,844	-3.04%
South Lake	\$ 215,063	\$ 394,093	83.25%
Nevada	\$ 41,040	\$ 2,277	-94.45%
Total Conference Revenue	\$ 3,300,916	\$ 3,397,556	2.93%

5-Year Annual TOT Collections (Fiscal Year Basis)



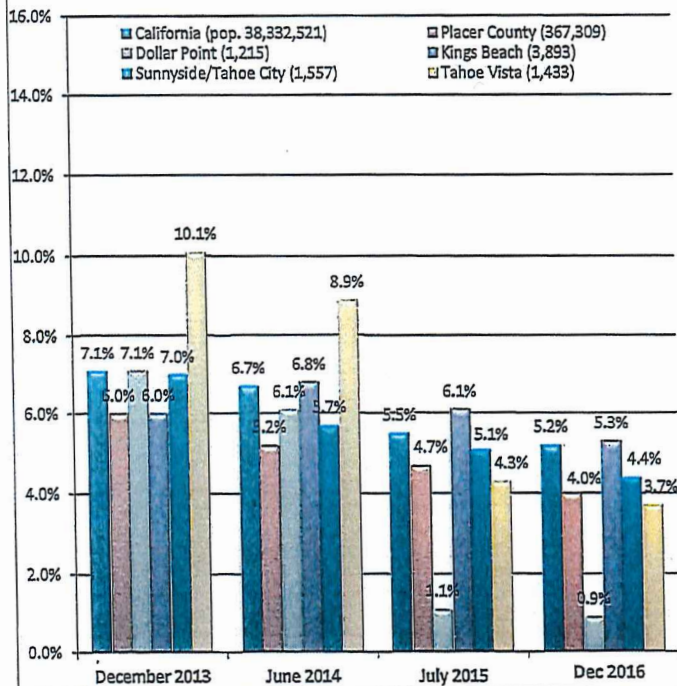
Total District 5 TOT Collections by Quarter 2010 - 2016 (as reported thru Dec 2016)					
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
2011-12	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2012-13	\$ 3,882,952	\$ 2,106,218	\$ 4,263,868	\$ 1,447,976	\$ 11,701,014
2013-14	\$ 4,525,634	\$ 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)



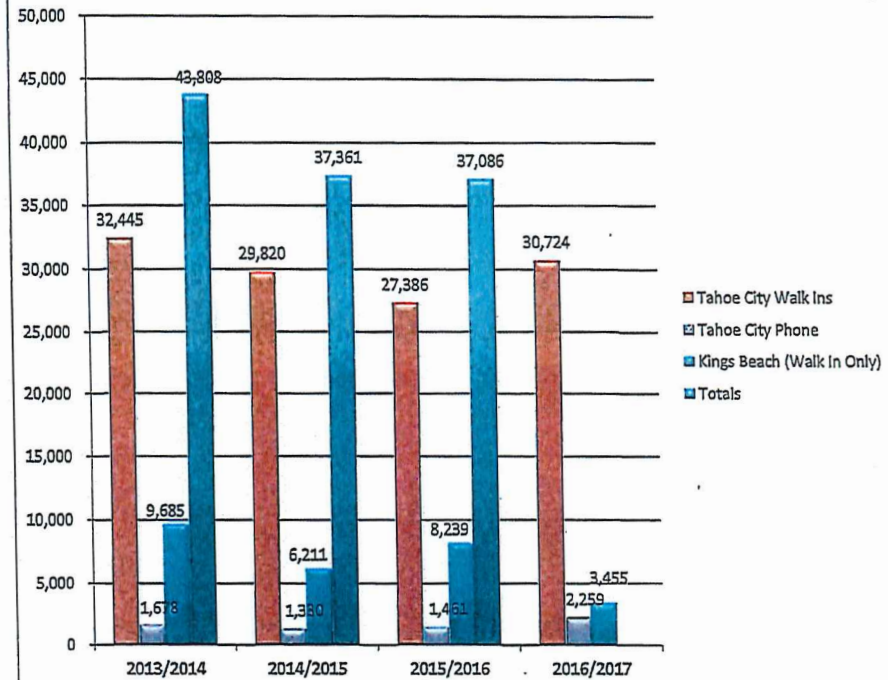
Chamber Of Commerce Total Membership	
June 2013	465
June 2014	457
June 2015	474
June 2016	508
Jan 2017	424

Unemployment Rates by Region



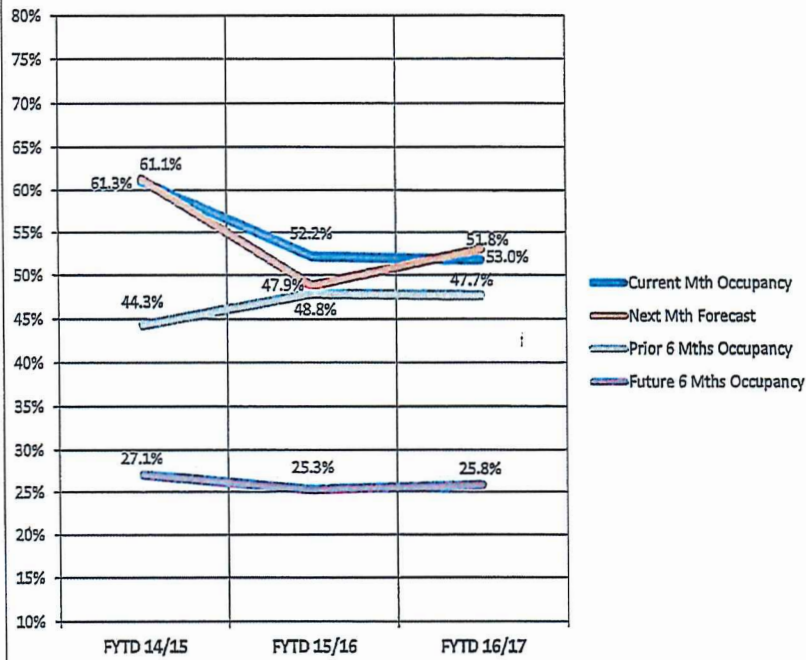
Unemployment Rates	December 2013	June 2014	July 2015	Dec 2016
California	7.1%	6.7%	5.5%	5.2%
Placer County	6.0%	5.2%	4.7%	4.0%
Dollar Point	7.1%	6.1%	1.1%	0.9%
Kings Beach	6.0%	6.8%	6.1%	5.3%
Sunnyside/Tahoe City	7.0%	5.7%	5.1%	4.4%
Tahoe Vista	10.1%	8.9%	4.3%	3.7%

Visitor Information - FYTD YOY

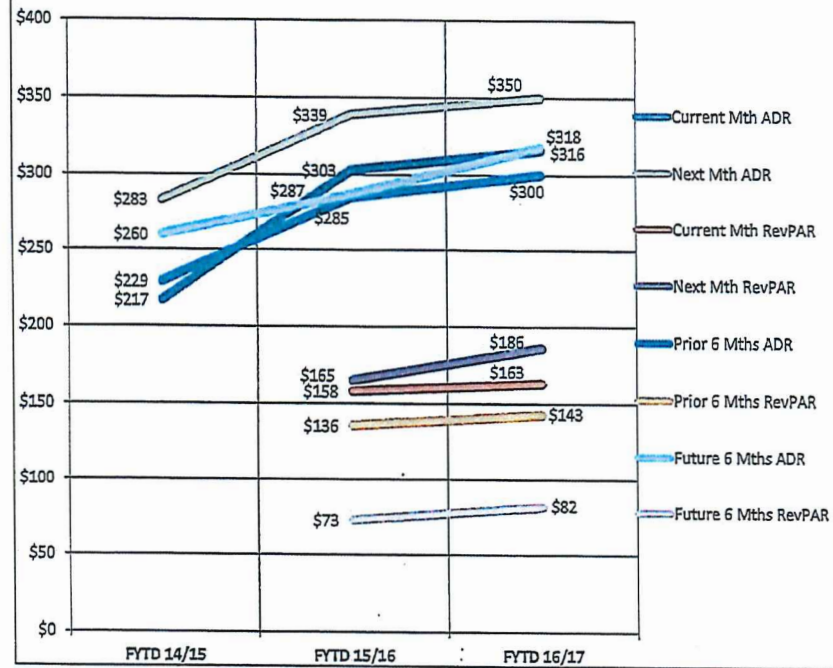


Visitor Information Comparative Statistics For Fiscal YTD 2013 - 2017 (thru Jan '17)					
Referrals -	2013/2014	2014/2015	2015/2016	2016/2017	YOY % Change
Tahoe City:	Annual Totals	Annual Totals	Annual Totals	Annual Totals	
Walk In	32,445	29,820	27,386	30,724	12.19%
Phone	1,678	1,380	1,461	2,259	54.62%
Kings Beach (Walk In Only, Jun-Sep)	9,685	6,211	8,239	3,455	-58.07%
Totals	43,808	37,361	37,086	36,438	-1.75%

Destimetrics Occupancy in NLT Comparisons



Destimetrics RevPAR in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 15/16	FYTD 16/17	Y-O-Y Change
Occupancy	61.1%	52.2%	51.8%	-0.9%
Occupancy 1 Mth Forecast	61.3%	48.8%	53.0%	8.6%
Occupancy (prior 6 months)	44.3%	47.9%	47.7%	-0.4%
Occupancy (next 6 months)	27.1%	25.3%	25.8%	1.6%

Destimetrics Reservations Activity	FYTD 14/15	FYTD 15/16	FYTD 16/17	Y-O-Y Change
ADR (Average Daily Rate)	\$217	\$303	\$316	4.1%
RevPAR (Rev per Available Room)	\$158	\$163	\$163	3.2%
ADR 1 Mth Forecast	\$283	\$339	\$350	3.4%
RevPAR 1 Mth Forecast	\$165	\$186	\$186	12.3%
ADR (prior 6 months)	\$229	\$285	\$300	5.2%
RevPAR (prior 6 months)	\$136	\$143	\$143	4.8%
ADR (next 6 months)	\$260	\$287	\$318	10.9%
RevPAR (next 6 months)	\$73	\$82	\$82	12.8%