

KEY METRICS FOR JULY 31, 2017 FINANCIAL STATEMENTS

	Total District 5 TOT Collections by Quarter 2010 - 2016 (as reported thru July 2016)				Total
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	
2009-10	\$ 2,815,626	\$ 1,633,431	\$ 3,605,526	\$ 1,190,129	\$ 9,244,712
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	\$ 2,103,118	\$ 4,263,868	\$ 1,444,425	\$ 11,694,363
2013-14	\$ 4,401,526	\$ 2,048,674	\$ 3,494,493	\$ 1,637,062	\$ 11,581,755
2014-15	\$ 4,560,082	\$ 2,414,779	\$ 3,428,463	\$ 1,741,213	\$ 12,144,537
2015-16	\$ 4,869,184	\$ 3,873,789	\$ 5,359,469	\$ 1,652,577	\$ 15,755,019

Visitor Information Comparative Statistics For Fiscal YTD 2013 - 2017 (thru July 17)					
Referrals -	2013/2014	2014/2015	2015/2016	2015/2016	YOY % Change
Tahoe City:					
Walk In/Events	7,143	7,688	7,373	8,830	19.76%
Phone/Email	465	415	393	494	25.70%
Kings Beach (Walk In Only)	1,197	2,127	1,146	1,976	72.43%
Totals	8,805	10,230	8,912	11,300	26.80%

Sales Tax Revenue by Fiscal Year Quarter - North Lake Tahoe (as of June 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		
Fourth	\$ 488,100	\$ 521,965	\$ 495,699		
Total	\$ 2,466,860	\$ 2,453,139	\$ 2,512,459	\$ 1,472,753	

Unemployment Rates					
	June 2014	July 2015	June 2016	July 2016	EDD
California (pop. 38,332,521)	7.1%	6.7%	5.4%	N/A	
Placer County (367,309)	6.0%	5.2%	4.8%		
Dollar Point (1,215)	7.1%	6.1%	1.1%		
Kings Beach (3,893)	6.0%	6.8%	6.3%		
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.3%		
Tahoe Vista (1,433)	10.1%	8.9%	4.4%		

Destimetrics: Reservations Activity	FYTD 15/16	FYTD 16/17	Change
Occupancy	70.6%	74.5%	5.5%
ADR (Average Daily Rate)	\$ 286	\$ 298	4.1%
RevPAR (Rev per Available Room)	\$ 202	\$ 222	9.8%
Occupancy 1 Mth Forecast	57.6%	57.4%	-0.3%
ADR 1 Mth Forecast	\$ 277	\$ 270	-2.5%
RevPAR 1 Mth Forecast	\$ 159	\$ 155	-2.8%
Occupancy (prior 6 months)	47.6%	54.6%	14.7%
ADR (prior 6 months)	\$ 233	\$ 256	10.0%
RevPAR (prior 6 months)	\$ 111	\$ 140	26.2%
Occupancy (next 6 months)	23.5%	26.8%	13.7%
ADR (next 6 months)	\$ 242	\$ 225	-7.0%
RevPAR (next 6 months)	\$ 57	\$ 60	5.7%

Infrastructure Fund Balances Held by Placer County as of 6/30/16 (Reported Quarterly)	Total Chamber Membership
FY 2013-14 Contract	June 2013 465
FY 2014-15 Contract	June 2014 457
FY 2015-16 Contract	June 2015 474
FY 2015-16 Contract	June 2016 508
Total Fund Balances	July 2017 492

Conference Revenue Statistics Comparison FYTD 15/16 vs. FYTD 16/17			
	2015-16	2016-17	YOY % Change
FORWARD LOOKING (2015/16)	Actuals	Forecasted	
Total Revenue Booked through April	\$ 3,103,285	\$ 856,827	-72.39%
Forecasted Commission for this Revenue	44,478	122,698	175.86%
Number of Room Nights	5,063	16,644	228.74%
Number of Tentative Bookings	61	46	-24.59%

NLT - Annual Revenue Goal					
Annual Commission Goal		\$ 2,800,000	\$ 2,800,000	0.00%	
Conference Revenue And Percentage by County:					
	15-16	16-17			
Placer	75%	77%	\$ 1,844,586	\$ 2,071,649	12.31%
Washoe	20%	15%	\$ 496,281	\$ 394,824	-20.44%
South Lake	3%	8%	\$ 80,695	\$ 224,739	178.50%
Nevada	2%	0%	\$ 39,240	\$ -	-100.00%
Total Conference Revenue	100%	100%	\$ 2,460,802	\$ 2,691,212	9.36%