

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	EDD 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%

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 as of 9/30/16 (Reported Quarterly)	Total Chamber Membership
	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

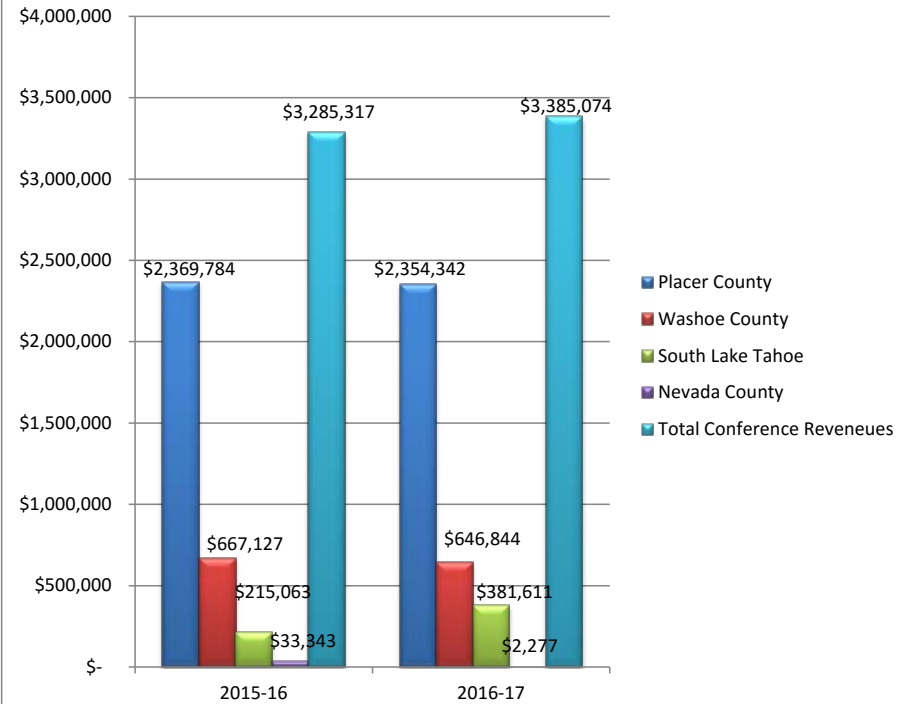
Conference Revenue Statistics Comparison FYTD 15/16 vs. FYTD 16/17 at 12/31/2016			
	2015-16	2016-17	YOY % Change
FORWARD LOOKING (2015/16)	Actuals	Forecasted	
Total Revenue Booked	\$ 3,285,317	\$ 3,385,074	3.04%
Forecasted Commission for this Revenue	178,098	105,016	-41.03%
Number of Room Nights	17,259	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)



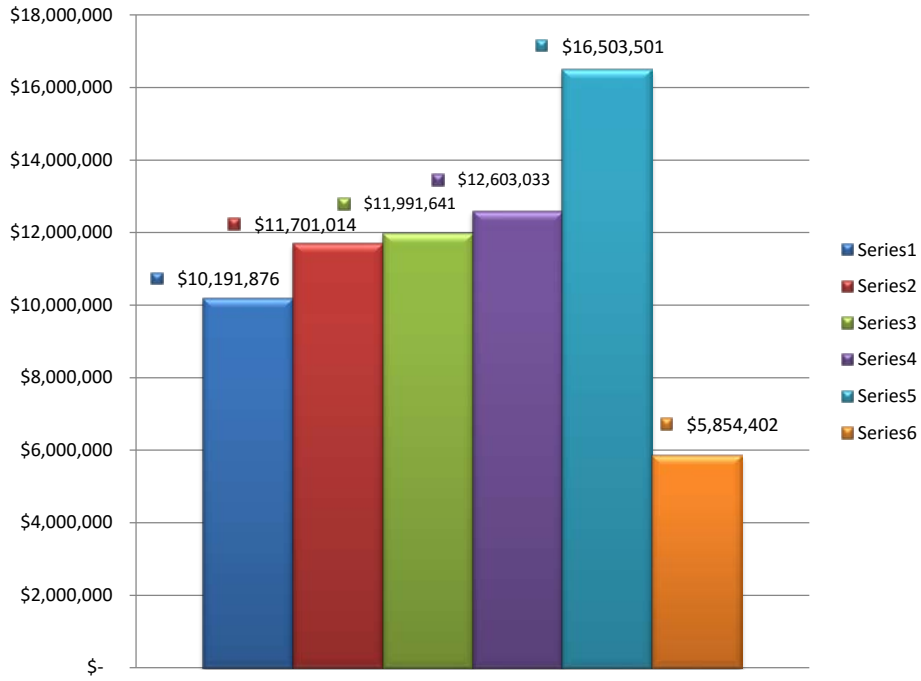
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Total	\$ 2,466,860	\$ 2,453,139	\$ 2,512,459	\$ 2,730,476	

Conference Revenue Statistics & Revenue Share by County

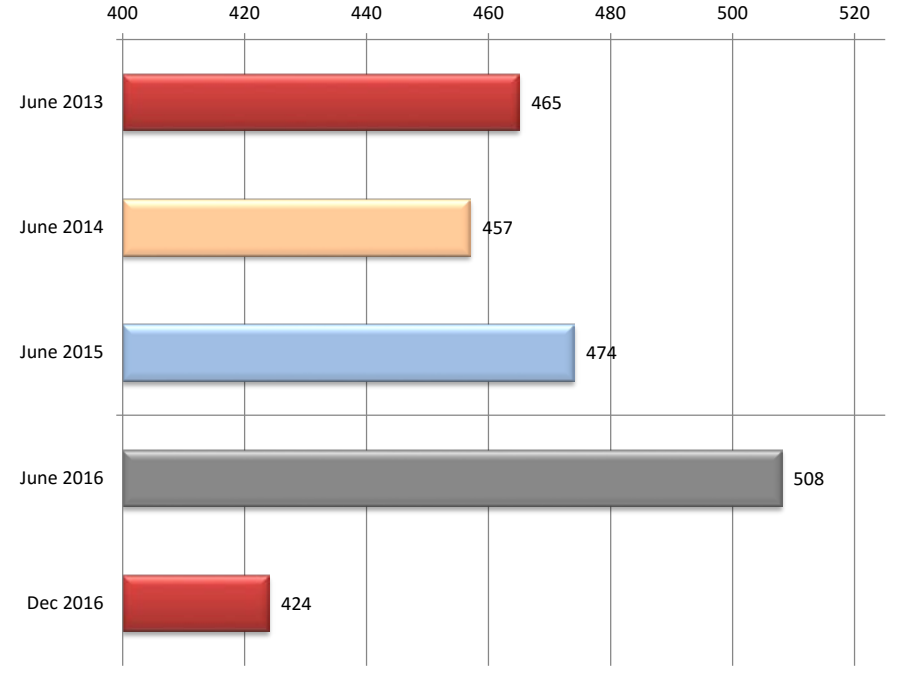


	2015-16	2016-17	YOY % Change
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5-Year Annual TOT Collections (Fiscal Year Basis)



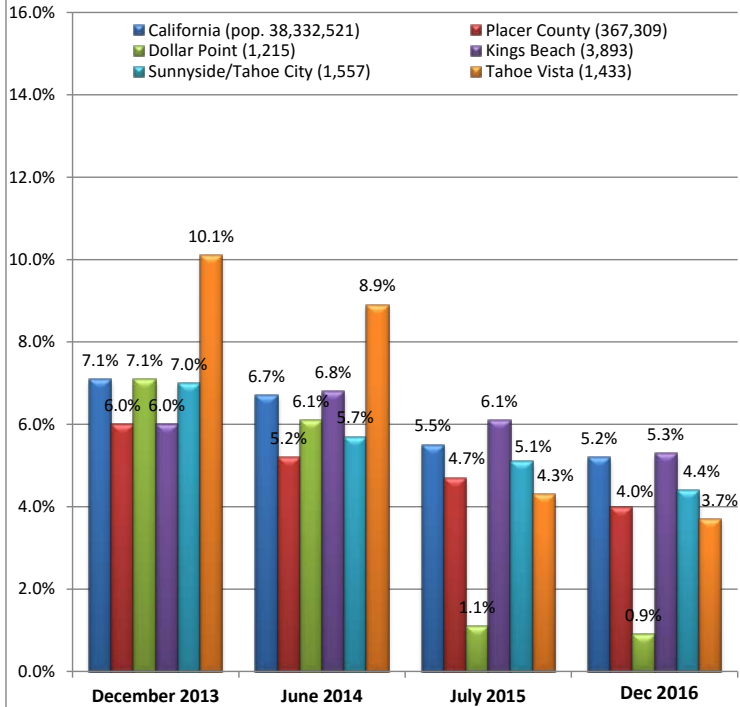
Chamber Membership (# of Members)



Total District 5 TOT Collections by Quarter 2010 - 2016 (as reported thru Dec 2016)					
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2016-17	\$ 5,469,057	\$ 385,345	\$ -	\$ -	\$ 5,854,402

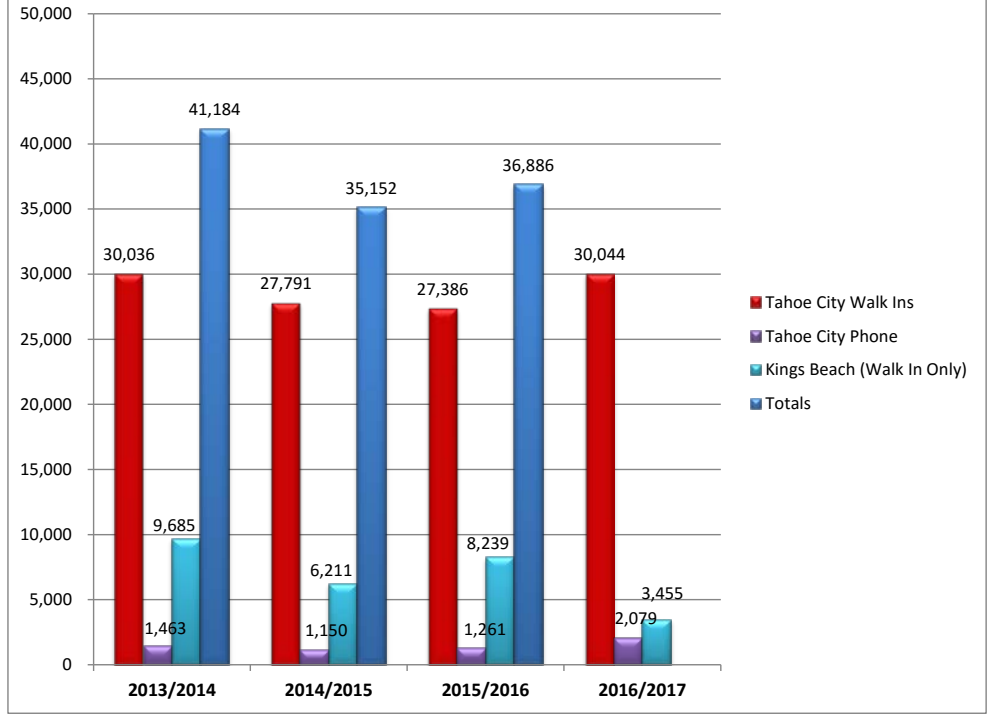
Chamber Of Commerce Total Membership	
June 2013	465
June 2014	457
June 2015	474
June 2016	508
Dec 2016	424

Unemployment Rates by Region



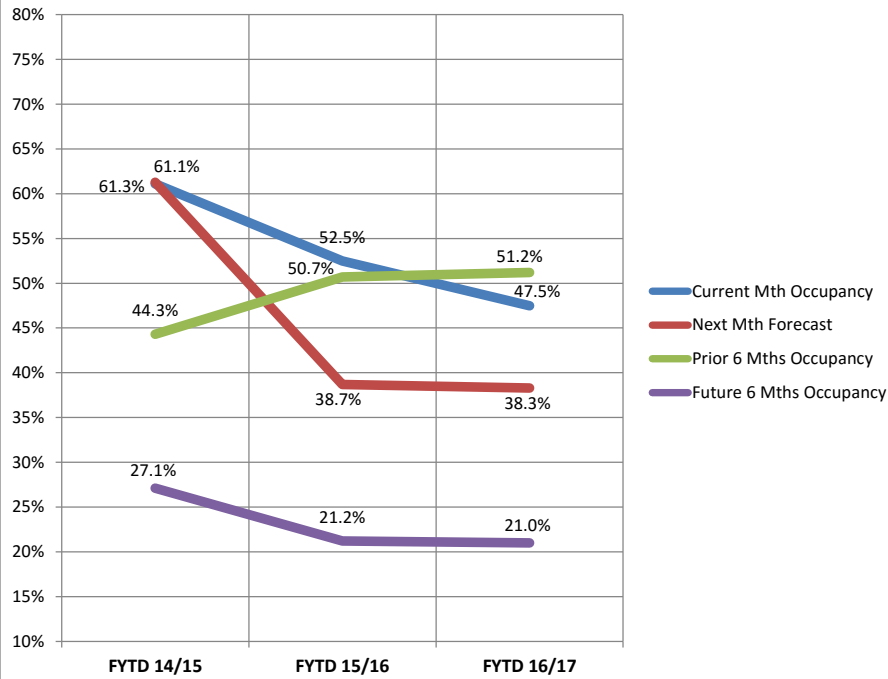
Unemployment Rates	December 2013	June 2014	July 2015	Dec 2016
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Placer County	6.0%	5.2%	4.7%	4.0%
Dollar Point	7.1%	6.1%	1.1%	0.9%
Kings Beach	6.0%	6.8%	6.1%	5.3%
Sunnyside/Tahoe City	7.0%	5.7%	5.1%	4.4%
Tahoe Vista	10.1%	8.9%	4.3%	3.7%

Visitor Information - FYTD YOY

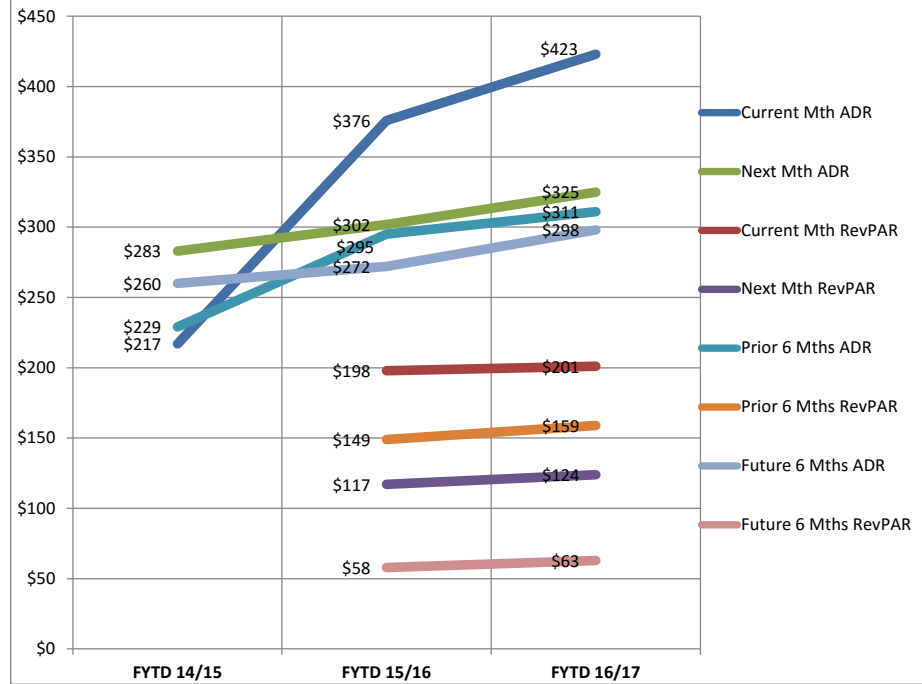


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Referrals -	2013/2014	2014/2015	2015/2016	2016/2017	YOY % Change
Tahoe City:	Annual Totals	Annual Totals	Annual Totals	Annual Totals	
Walk In	30,036	27,791	27,386	30,044	9.71%
Phone	1,463	1,150	1,261	2,079	64.87%
Kings Beach (Walk In Only, Jun-Sep)	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 RevPAR 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 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	\$198	\$201	1.6%
ADR 1 Mth Forecast	\$283	\$302	\$325	7.8%
RevPAR 1 Mth Forecast	\$117	\$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	\$58	\$63	9.2%