

KEY METRICS FOR SEPTEMBER 30, 2016 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2016 (as reported thru Sep 2016)	Quarter				Total
	1	2	3	4	
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	\$ 3,428,453	\$ 1,741,213	\$ 12,144,537
2015-16	\$ 4,871,553	\$ 3,874,276	\$ 5,413,262	\$ 2,339,536	\$ 16,498,627
2016-17	\$ 1,261,813				\$ 1,261,813

Visitor Information Comparative Statistics For Fiscal YTD 2013 - 2017 (thru Sep '16)					
Referrals - Tahoe City:	2013/2014	2014/2015	2015/2016	2016/2017	YOY % Change
Walk In/Events	20,227	20,705	21,446	22,337	4.15%
Phone/Email	881	714	713	824	15.57%
Kings Beach (Walk In Only)	9,685	6,211	8,239	3,455	-58.07%
Totals	30,793	27,630	30,398	26,616	-12.44%

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	Aug 2016	Sep 2016
California (pop. 38,332,521)	7.1%	6.7%	5.5%	5.5%
Placer County (367,309)	6.0%	5.2%	4.7%	4.5%
Dollar Point (1,215)	7.1%	6.1%	1.1%	1.1%
Kings Beach (3,893)	6.0%	6.8%	6.1%	5.8%
SunnySide/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.8%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	4.1%

Destimetrics Reservations Activity	FYTD 15/16	FYTD 16/17	Change
Occupancy	55.6%	60.4%	8.6%
ADR (Average Daily Rate)	\$ 218	\$ 227	4.4%
RevPAR (Rev per Available Room)	\$ 121	\$ 137	13.4%
Occupancy 1 Mth Forecast	\$ 33.6%	\$ 31.9%	-5.0%
ADR 1 Mth Forecast	\$ 176	\$ 198	12.6%
RevPAR 1 Mth Forecast	\$ 59	\$ 63	7.0%
Occupancy (prior 6 months)	53.1%	55.2%	4.0%
ADR (prior 6 months)	\$ 235	\$ 244	3.7%
RevPAR (prior 6 months)	\$ 125	\$ 135	7.9%
Occupancy (next 6 months)	13.6%	16.6%	21.9%
ADR (next 6 months)	\$ 232	\$ 251	8.2%
RevPAR (next 6 months)	\$ 32	\$ 42	31.8%

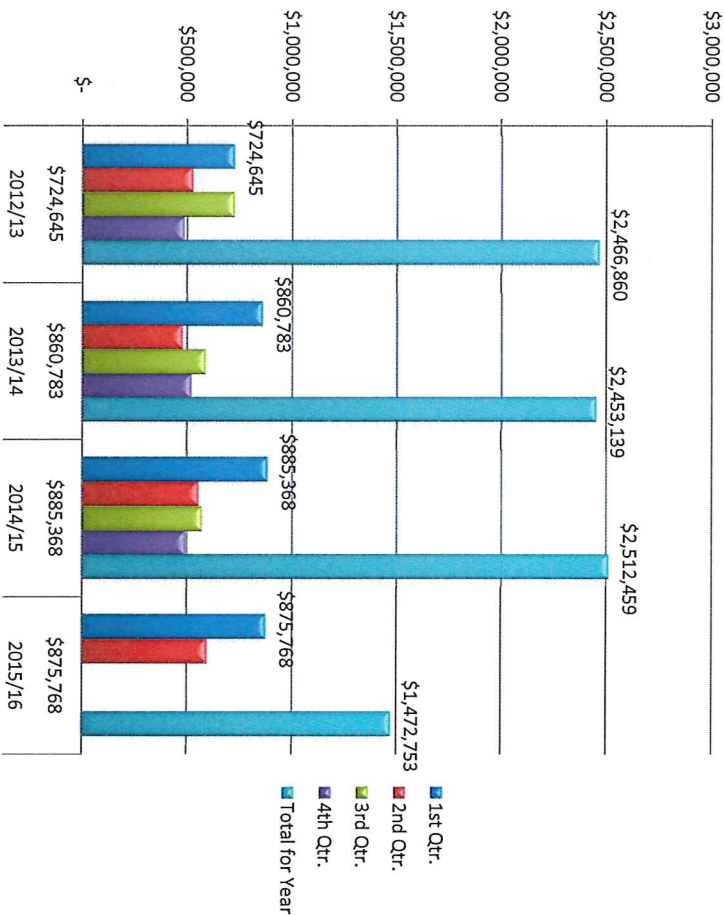
Infrastructure Fund Balances Held by Placer County as of 6/30/16 (Reported Quarterly)	Total Chamber Membership
FY 2014-15 Contract	June 2013 465
FY 2015-16 Contract	June 2014 457
FY 2016-17 Contract	June 2015 474
Total Fund Balances	June 2016 508
	Sep 2016 467

Conference Revenue Statistics Comparison FYTD 15/16 vs. FYTD 16/17				
	2015-16	2016-17	YOY % Change	
FORWARD LOOKING (2015/16)				
Total Revenue Booked	\$ 3,035,141	\$ 2,577,325	-15.08%	
Forecasted Commission for this Revenue	159,602	105,358	-33.99%	
Number of Room Nights	15,866	16,050	1.16%	
Number of Tentative Bookings	62	50	-19.35%	
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	75%	73%	\$ 2,261,757	\$ 1,875,253	-17.09%
Washoe	22%	18%	\$ 667,127	\$ 467,732	-29.89%
South Lake	3%	9%	\$ 83,940	\$ 232,063	176.46%
Nevada	1%	0%	\$ 22,317	\$ 2,277	-89.89%
Total Conference Revenue	100%	100%	\$ 3,035,141	\$ 2,577,325	-15.08%

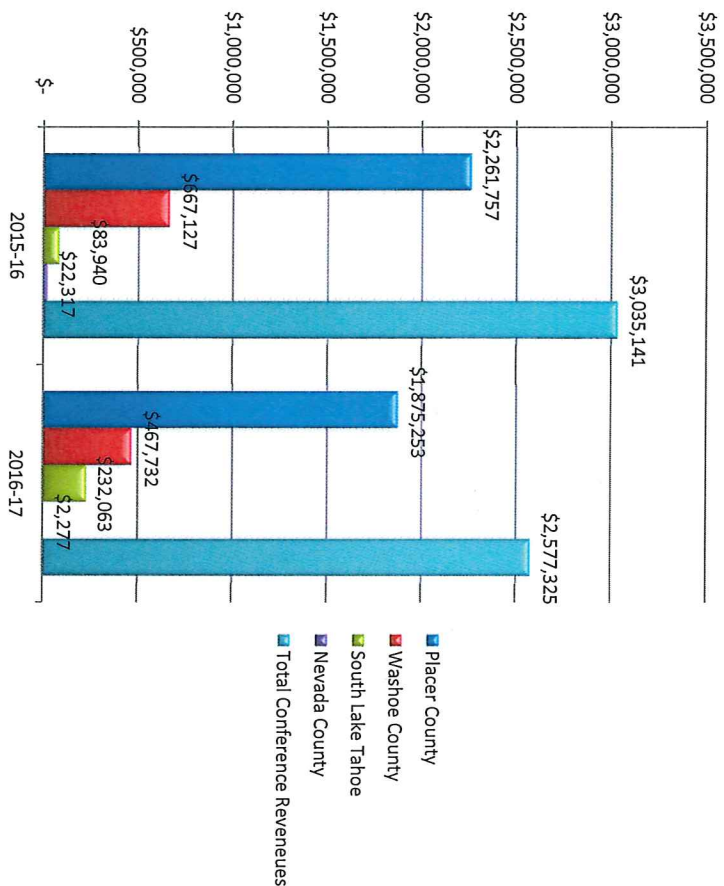
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Annual Sales Tax Revenue - Lake Tahoe (Now on Fiscal Year Basis)



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	-41.4%

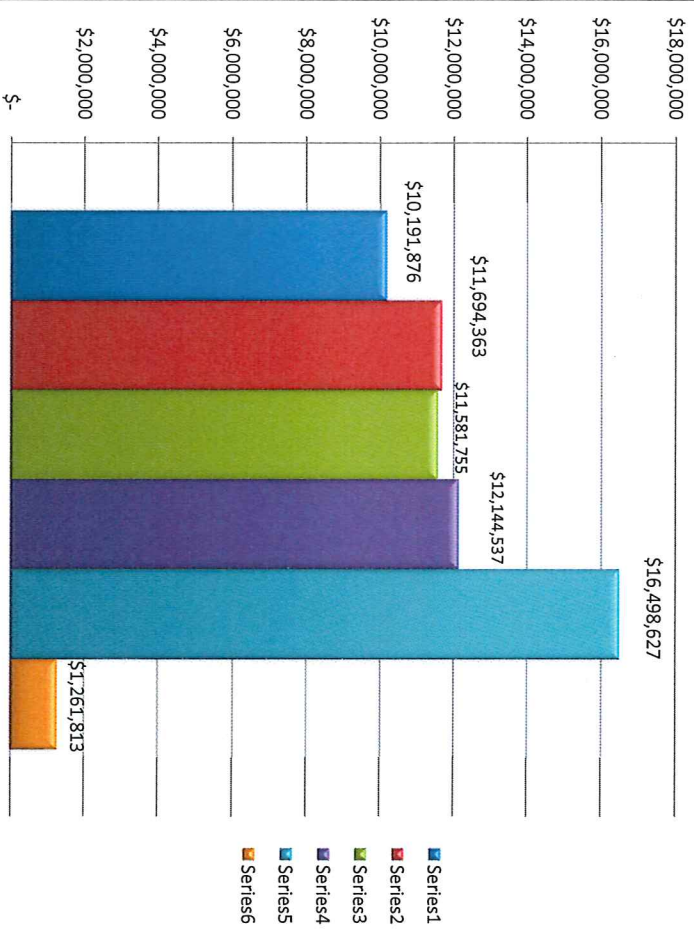
Conference Revenue Statistics & Revenue Share by County



	2015-16	2016-17	YOY % Change
FORWARD LOOKING (2015/16)			
Total Revenue Booked	\$ 3,035,141	\$ 2,577,325	-15.08%
Forecasted Commission for this Revenue	159,602	105,358	-33.99%
Number of Room Nights	15,866	16,050	1.16%
Number of Tentative Bookings	62	50	-19.35%

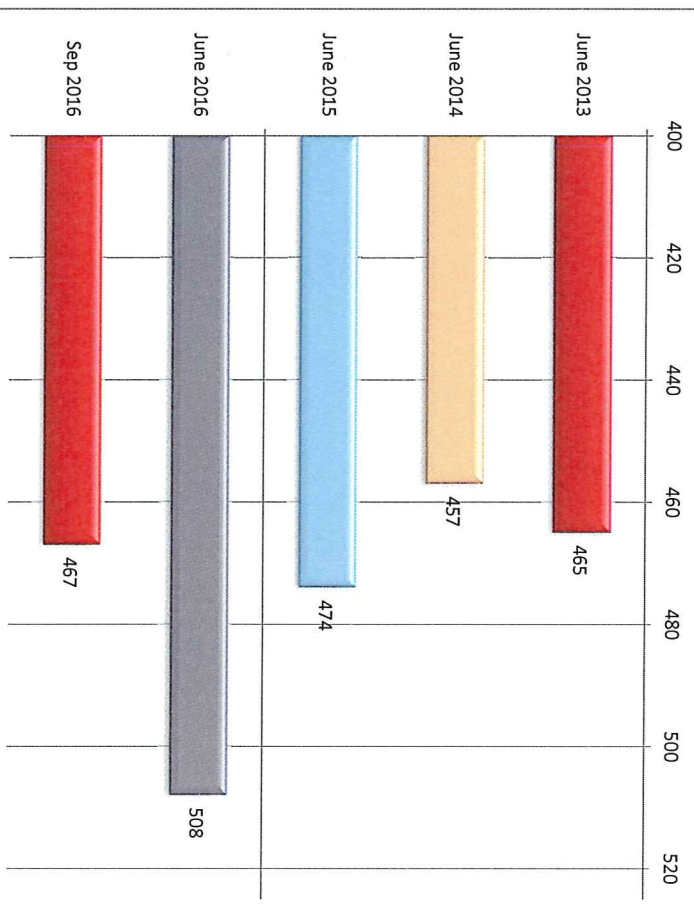
CURRENT			
NLT - Annual Revenue Goal	\$ 2,800,000	\$ 2,800,000	0.00%
Annual Commission Goal	\$ 175,000	\$ 135,000	-22.86%
Conference Revenue And Percentage by County:			
Placer	\$ 2,261,757	\$ 1,875,253	-17.09%
Washoe	\$ 667,127	\$ 467,732	-29.89%
South Lake	\$ 83,940	\$ 232,063	176.46%
Nevada	\$ 22,317	\$ 2,277	-89.80%
Total Conference Revenue	\$ 3,035,141	\$ 2,577,325	-15.08%

5-Year Annual TOT Collections (Fiscal Year Basis)



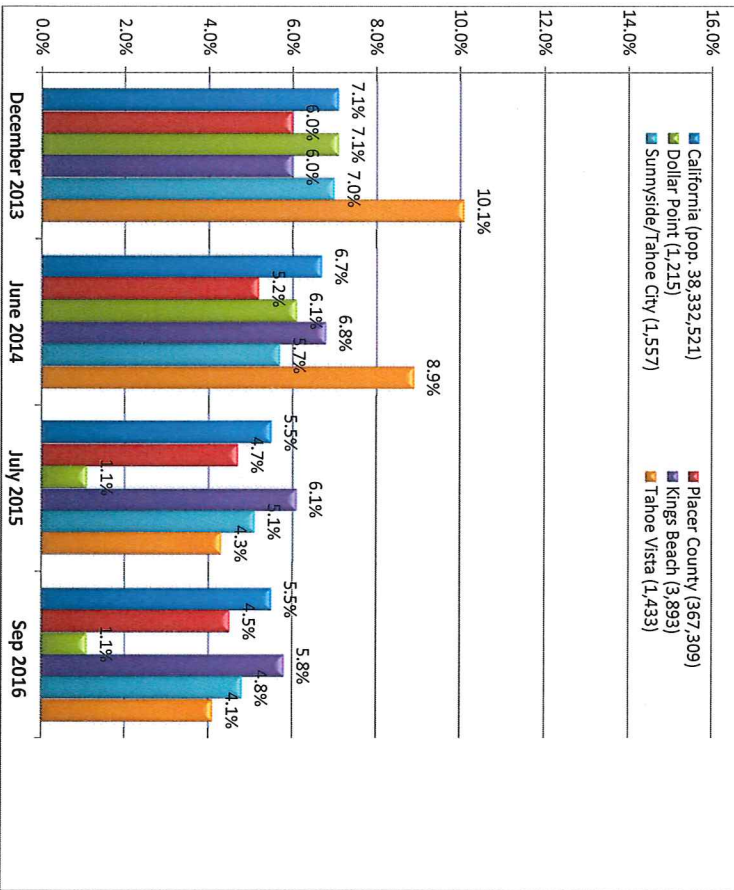
Year	Total District 5 TOT Collections by Quarter 2010 - 2016 (as reported thru Sep 2016)				Total
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	
2011-12	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2012-13	\$ 3,882,962	\$ 2,103,118	\$ 4,263,868	\$ 1,444,425	\$ 11,694,363
2013-14	\$ 4,401,526	\$ 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	\$ 4,871,553	\$ 3,874,276	\$ 5,413,262	\$ 2,339,536	\$ 16,498,627
2016-17	\$ 1,261,813	\$ -	\$ -	\$ -	\$ 1,261,813

Chamber Membership (# of Members)



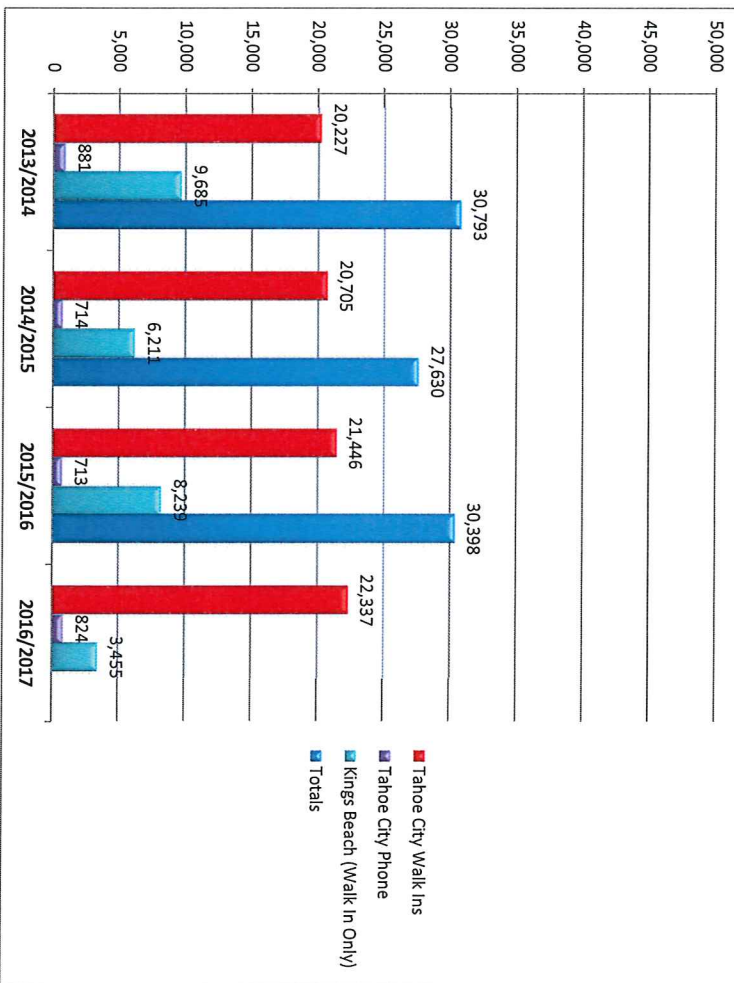
Month	Membership
June 2013	465
June 2014	457
June 2015	474
June 2016	508
Sep 2016	467

Unemployment Rates by Region



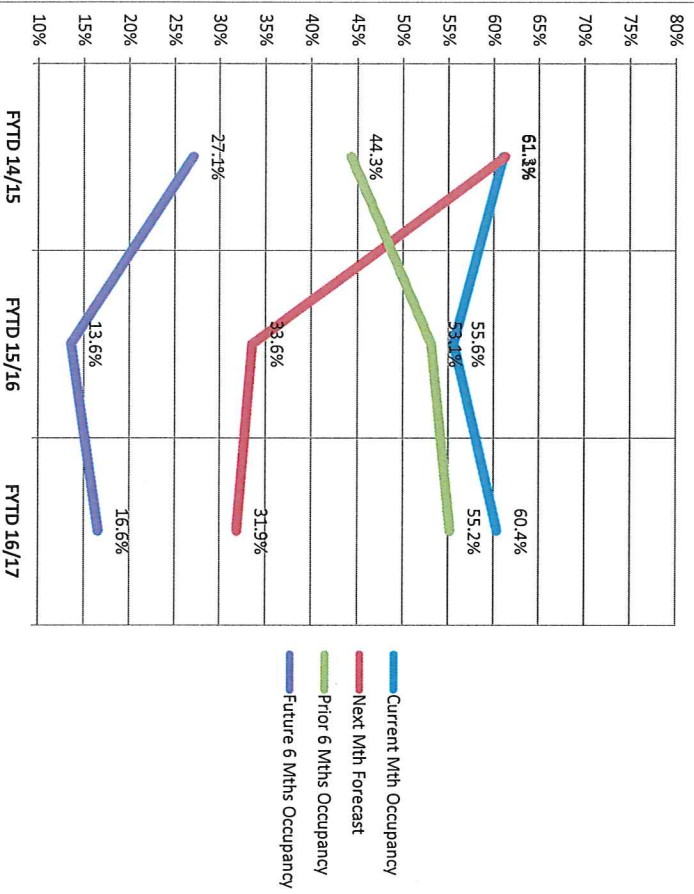
Region	December 2013	June 2014	July 2015	Sep 2016
California	7.1%	6.7%	5.5%	5.5%
Placer County	6.0%	5.2%	4.7%	4.5%
Dollar Point	7.1%	6.1%	1.1%	1.1%
Kings Beach	6.0%	6.8%	6.1%	5.8%
Sunnyside/Tahoe City	7.0%	5.7%	5.1%	4.8%
Tahoe Vista	10.1%	8.9%	4.3%	4.1%

Visitor Information - FYTD YOY



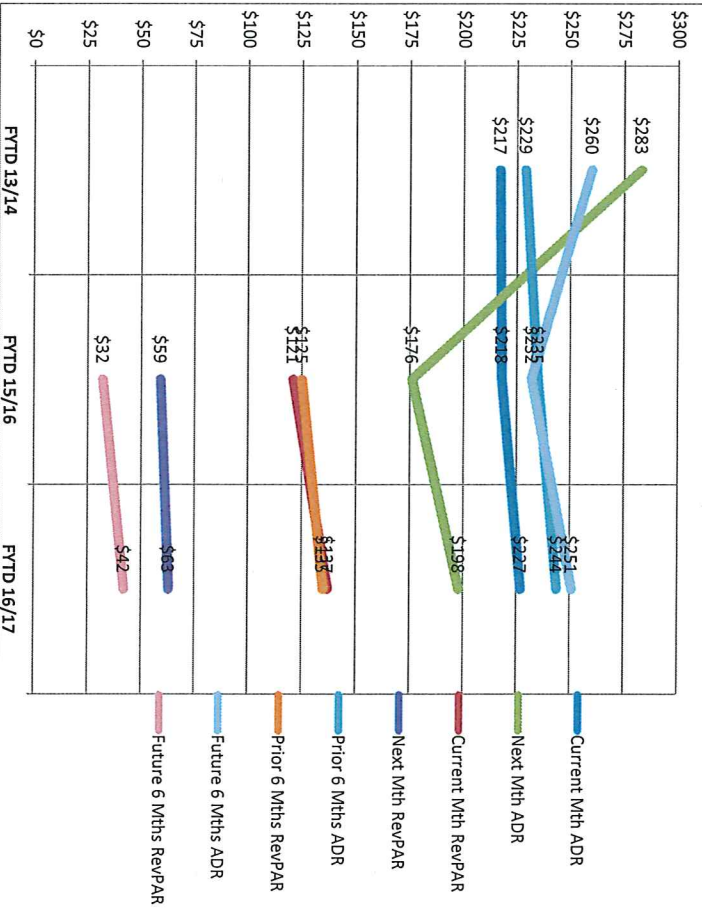
Referrals -		2013/2014				2014/2015				2015/2016				2016/2017				YOY % Change
Tahoe City:	Annual Totals	20,227	20,705	21,446	22,337	20,227	20,705	21,446	22,337	20,227	20,705	21,446	22,337	20,227	20,705	21,446	22,337	4.15%
Walk In	Annual Totals	881	714	713	824	881	714	713	824	881	714	713	824	881	714	713	824	15.57%
Phone	Annual Totals	9,685	6,211	8,239	3,455	9,685	6,211	8,239	3,455	9,685	6,211	8,239	3,455	9,685	6,211	8,239	3,455	-58.07%
Totals	Annual Totals	30,793	27,630	30,398	28,616	30,793	27,630	30,398	28,616	30,793	27,630	30,398	28,616	30,793	27,630	30,398	28,616	-12.44%

Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 15/16	FYTD 16/17	Y-O-Y Change
Occupancy	61.1%	55.6%	60.4%	8.6%
Occupancy 1 Mth Forecast	61.3%	33.6%	31.9%	-5.0%
Occupancy (prior 6 months)	44.3%	53.1%	55.2%	4.0%
Occupancy (next 6 months)	27.1%	13.6%	16.6%	21.9%

Destimetrics RevPAR in NLT Comparisons



Destimetrics Reservations Activity	FYTD 13/14	FYTD 15/16	FYTD 16/17	Y-O-Y Change
ADR (Average Daily Rate)	\$217	\$218	\$227	4.4%
RevPAR (Rev per Available Room)	\$283	\$121	\$137	13.4%
ADR 1 Mth Forecast	\$283	\$176	\$198	12.6%
RevPAR 1 Mth Forecast	\$229	\$59	\$63	7.0%
ADR (prior 6 months)	\$229	\$235	\$244	3.7%
RevPAR (prior 6 months)	\$260	\$125	\$135	7.9%
ADR (next 6 months)	\$260	\$232	\$251	8.2%
RevPAR (next 6 months)	\$260	\$32	\$42	31.8%