



Project Update

Project: Tahoe City Visitor Information Center
Responsible Staff: Lisa de Roulet, Emily Detweiler
Project Start Date: April 2012
Alignment with Strategic Goals:

Specific recommendations from the 1995 and 2004 Master Plan include the following direction, “To address future needs, the NLTRA should explore opportunities for a larger visitor information center in Tahoe City, a year-round facility in Kings Beach and additional strategic locations such as Squaw Valley.”

Further it states, “A visitor information center is typically located at a community gateway. Attractive and free of clutter, an ideal information center is highly visible, easily accessible, serves as a welcome center, provides orientation to the area, provides information on activities and attractions in the area and offers business referrals. Visitor centers also provide a good venue for regional, interpretive and educational exhibits, information and programs.”

2012-2016 Visitor Information Strategic Goals: Assess regional needs for Visitor Information distribution via virtual or physical locations and by 2016, will have implemented plans.

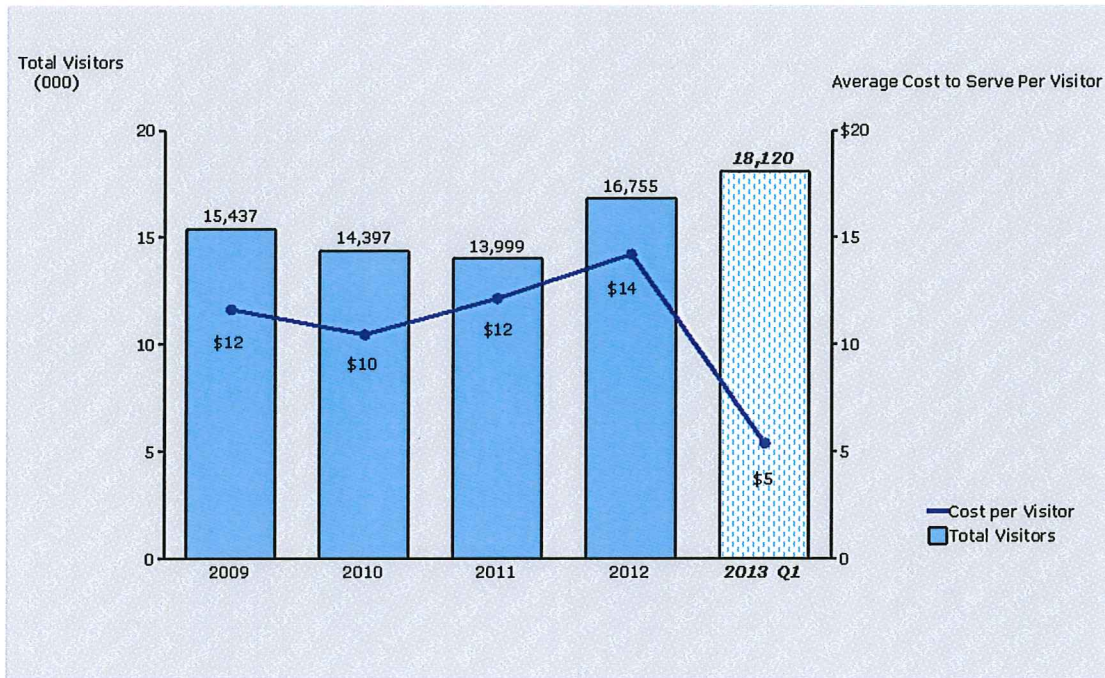
Staff was requested to determine whether the additional rent expense incurred from by visitor center relocation and expansion could be offset by increased revenue opportunities. The chart below was presented to the Board of Directors and has been updated to reflect five months of actual data plus an annualized forecast for the year.

| NLTRA PROPOSED REVENUE STREAM (presented 1/12) | | July - November 2012 Actuals | Annualized Forecast |
|---|------------------|---------------------------------|------------------------|
| Incremental Revenue Required to Cover Additional Rental Expense | \$ 44,416 | | |
| Revenue Opportunities | | | |
| Sponsorships (\$1,000/month) | \$ 12,000 | \$ 400 | \$ 4,300 |
| Kiosk Lease (\$500/month) | \$ 6,000 | \$ - | \$ 900 |
| Video Participation (\$300/mo) | \$ 4,000 | \$ - | |
| Coupon Participation (\$300/month) | \$ 4,000 | \$ - | |
| Concierge Commissions (\$200/month) | \$ 2,400 | \$ - | |
| Conference Space Rental (\$300/month) | \$ 3,600 | \$ - | \$ 800 |
| Gift Shop Proceeds (\$1833/month)* | \$ 21,996 | \$ 28,178 | \$ 46,000 |
| TOTAL FORECASTED REVENUE WITH NEW LOCATION | \$ 53,996 | \$ 28,578 | \$ 52,000 |
| Over/(Short) with current assumptions | \$ 9,580 | \$ (15,838) | \$ 7,584 |

Points of Consideration:

- Breakeven analysis was predicated on only whether incremental revenue would cover incremental rent
- Non-retail revenue opportunities have been slow to materialize
- Neither the 1995 nor the 2004 Master Plan, specified success metrics beyond non-financial elements such as: located at a community gateway, highly visible, easily accessible, and attractive, provides orientation and information to the area and offers business referrals.

Measurement of Success:





Topics of Discussion 2013

- January: Reforecast & Tax Return
- February: Request for Proposal for 2013/14 Audit
- March: Contract, Scope of Work/Budget 2013/14
- April: Health Insurance Review
- May: 9 Month Reforecast
- June: Organizational Budget Finalized
- July:
- August: Wage & Benefit Survey – Community
- September: Revised Budget/Cross Check with Co-op
- October: 2012/13 Audit
- November:
- December: