

NLT Chamber/CVB/ Resort Association

Financial Statements

For the Five Months Ending November 30, 2011



January 18, 2011

To: Finance Committee

From: Kim Lambert

Re: Major Variances of November 30, 2011 Financial Statements

The following are the major budget to actual variances for the month of **November 2011** and **Year-to-Date**:

- Chamber of Commerce Member Dues revenue is down due to write-offs of non-paying members.
- Commissions and Booking Fees are ahead of budget.
- Salaries and Benefits are down because some bonuses that were budgeted for in November were not paid.
- Miscellaneous expense is down because invoices have not been received for the RTIA Visitor Information Center.
- Reclassification of non-AFW radio advertising from event expense to media expense.
- Special Events, Promotional/Giveaways, Marketing Other, and Programs expense is down due to timing.
- Placer County Funding and Project Costs for Transportation and Infrastructure are down due to timing.

North Lake Tahoe Resort Association
Statement of Financial Position
For the Five Months Ending November 30, 2011

| | <u>Current Month</u> | <u>Last Month</u> | <u>Last Year</u> |
|--|-----------------------------|----------------------------|----------------------------|
| ASSETS | | | |
| Cash and cash equivalents | \$1,454,288.02 | \$1,363,585.37 | \$1,048,485.53 |
| Receivables | | | |
| Accounts Receivable - Membership Services | 62,897.75 | 117,530.88 | 77,209.50 |
| Accounts Receivable - Other | <u>12,108,526.34</u> | <u>6,951,202.34</u> | <u>8,739,106.36</u> |
| Total Receivables | 12,171,424.09 | 7,068,733.22 | 8,816,315.86 |
| Prepaid expenses | 49,030.54 | 42,731.21 | 8,049.41 |
| Inventory | 4,406.18 | 4,406.18 | 928.18 |
| Furniture, Fixtures & Other | 16,473.04 | 17,168.79 | 25,954.52 |
| Computer Equipment/Software | 4,740.51 | 4,929.00 | 6,362.02 |
| Vehicles & Leasehold Improvements | <u>1,358.41</u> | <u>1,552.40</u> | <u>4,985.16</u> |
| TOTAL ASSETS | <u><u>13,701,720.79</u></u> | <u><u>8,503,106.17</u></u> | <u><u>9,911,080.68</u></u> |
| LIABILITIES & NET ASSETS | | | |
| Accounts Payable | 456,583.03 | 509,092.94 | 161,059.45 |
| STN/Marketing Cooperative Liability | 229,737.30 | 167,699.85 | 76,231.74 |
| Other Liabilities | (203.82) | 51.85 | (148.35) |
| Unearned Revenue & Deferred Support Reserves | <u>11,855,630.80</u> | <u>6,700,788.51</u> | <u>8,682,867.42</u> |
| TOTAL LIABILITIES | <u><u>12,541,747.31</u></u> | <u><u>7,377,633.15</u></u> | <u><u>8,926,010.26</u></u> |
| NET ASSETS | | | |
| Beginning Net Assets | 697,419.35 | 697,419.35 | 667,941.92 |
| Net Change in Net Assets | <u>462,554.13</u> | <u>428,053.67</u> | <u>317,128.50</u> |
| TOTAL NET ASSETS | <u><u>1,159,973.48</u></u> | <u><u>1,125,473.02</u></u> | <u><u>985,070.42</u></u> |
| TOTAL LIABILITIES & NET ASSETS | <u><u>13,701,720.79</u></u> | <u><u>8,503,106.17</u></u> | <u><u>9,911,080.68</u></u> |

North Lake Tahoe Resort Association
 Consolidation of Departments Excluding Infrastructure
 For the Five Months Ending November 30, 2011

| DESCRIPTION | CURRENT MONTH | | | YEAR-TO-DATE | | | % Chg | | |
|--------------------------------------|---------------|----------|-------------|--------------|--------|-----------|-----------|-----------|----------|
| | Actual | Budget | \$ Variance | Prior YR | % Chg | Budget | | Variance | Prior YR |
| Revenue and Other Support | | | | | | | | | |
| Member Dues | 8,362 | 10,492 | (2,130) | 7,972 | (20%) | 52,460 | (9,146) | 46,152 | (17%) |
| Special Events & Functions | 3,220 | 4,030 | (810) | 2,857 | (20%) | 85,250 | 10,928 | 88,437 | 13% |
| Miscellaneous | 30 | 0 | 30 | 0 | 0% | 7,500 | (7,470) | 4,079 | (100%) |
| Commissions & Booking Fees | 6,999 | 615 | 6,384 | 15,191 | ***** | 60,275 | 15,131 | 127,074 | 25% |
| Retail Sales & Other | 679 | 1,000 | (321) | 465 | (32%) | 12,400 | 1,317 | 14,776 | 11% |
| Interest & Investment Income | 183 | 210 | (27) | 80 | (13%) | 1,050 | (348) | 467 | (33%) |
| Placer County Funding | 267,449 | 267,449 | 0 | 242,130 | 0% | 1,342,034 | 0 | 1,210,650 | 0% |
| Total Revenue and Other Support | 286,922 | 283,796 | 3,126 | 268,695 | 1% | 1,560,969 | 10,413 | 1,491,635 | 1% |
| Expenses | | | | | | | | | |
| Salaries and benefits | 84,288 | 129,332 | (45,044) | 105,752 | (35%) | 471,822 | (39,745) | 410,863 | (8%) |
| Rent & Utilities | 10,663 | 10,550 | 113 | 6,733 | 1% | 45,950 | 1,149 | 36,022 | 3% |
| Telephone Services | 1,828 | 1,675 | 153 | 1,610 | 9% | 8,375 | 1,705 | 8,413 | 20% |
| Internet Access | 0 | 30 | (30) | 0 | (100%) | 150 | (150) | 145 | (100%) |
| Mail Expenses | (8) | 320 | (328) | 566 | (103%) | 1,200 | 72 | 1,300 | 6% |
| Insurance & Bonding | 782 | 354 | 428 | 344 | 121% | 1,770 | 1,735 | 1,803 | 98% |
| Supplies | 725 | 1,400 | (675) | 452 | (48%) | 7,000 | (959) | 2,947 | (14%) |
| Equipment Sup. & Maint. | 939 | 850 | 89 | 459 | 10% | 4,250 | 6,688 | 3,806 | 63% |
| Taxes, Licenses & Fees | 0 | 0 | 0 | 0 | 0% | 941 | 134 | 941 | 14% |
| Miscellaneous Expense | 0 | 20,000 | (20,000) | 0 | (100%) | 20,000 | (20,000) | 0 | (100%) |
| Equip. Rental / Leasing | 837 | 935 | (98) | 1,239 | (11%) | 5,782 | 301 | 5,939 | 5% |
| Training & Seminars | 470 | 242 | 228 | 0 | 94% | 2,210 | (1,340) | 367 | (61%) |
| Project Costs | 23,031 | 14,540 | 8,491 | 375 | 58% | 154,000 | (35,700) | 84,312 | (23%) |
| Professional Fees Legal/Accounting | 0 | 2,200 | (2,200) | 0 | (100%) | 21,500 | 4,370 | 16,920 | 20% |
| Special Events | 6,077 | 500 | 5,577 | 970 | ***** | 11,500 | 11,665 | 13,000 | 101% |
| Autumn Food & Wine Costs | (10,102) | 0 | (10,102) | 1,223 | 0% | 75,000 | (8,588) | 79,152 | (11%) |
| Membership Events/Newsletter | 1,196 | 3,676 | (2,480) | 2,771 | (67%) | 11,210 | (1,813) | 6,937 | (16%) |
| Cost of Goods Sold | 1,760 | 640 | 1,120 | 93 | 175% | 7,540 | 791 | 10,233 | 10% |
| Classified Ads | 0 | 0 | 0 | 0 | 0% | 0 | 2,192 | 0 | 0% |
| Promotional/ Giveaways | 0 | 7,500 | (7,500) | 0 | (100%) | 7,500 | (7,500) | 0 | (100%) |
| Marketing Cooperative/Media | 82,000 | 82,000 | 0 | 84,476 | 0% | 410,000 | 0 | 404,380 | 0% |
| Marketing Other | 18,518 | 55,000 | (36,482) | 13,467 | (66%) | 106,550 | (41,066) | 54,320 | (39%) |
| Programs | 5,000 | 12,500 | (7,500) | 10,550 | (60%) | 12,500 | (12,500) | 10,526 | (100%) |
| Trade Shows Tour/Travel | 36 | 0 | 36 | 0 | 0% | 0 | 36 | 0 | 0% |
| Associate Relations | 439 | 28 | 411 | 0 | ***** | 365 | 207 | 168 | 57% |
| Board Functions | 365 | 650 | (285) | 1,715 | (44%) | 3,250 | 1,001 | 23,707 | 31% |
| Credit Card Fees | 126 | 195 | (69) | 238 | (36%) | 612 | 609 | 619 | 100% |
| Automobile Expenses | 819 | 340 | 479 | 250 | 141% | 1,700 | 921 | 1,836 | 54% |
| Local Meals & Entertainment | 215 | 305 | (90) | 566 | (29%) | 1,525 | (431) | 2,048 | (28%) |
| Dues & Subscriptions | 450 | 100 | 350 | 0 | 350% | 7,934 | (4,144) | 1,634 | (52%) |
| Travel | 328 | 127 | 201 | 5 | 159% | 3,135 | (154) | (121) | (5%) |
| Alllocated | (3,361) | (3,432) | 71 | (3,135) | (2%) | (17,160) | (258) | (15,627) | 2% |
| Total Expense Before Depreciation/Re | 227,421 | 342,557 | (115,136) | 230,717 | (34%) | 1,388,111 | (144,771) | 1,166,592 | (10%) |
| Depreciation Reserves | 989 | 1,010 | (21) | 1,462 | (2%) | 5,050 | 372 | 7,310 | 7% |
| Total Expense | 228,410 | 347,949 | (119,539) | 234,179 | (34%) | 1,407,071 | (158,309) | 1,179,902 | (11%) |
| Changes in Unrestricted Net Assets | 58,512 | (64,153) | 122,665 | 34,516 | (191%) | 153,898 | 168,722 | 311,733 | 110% |

North Lake Tahoe Resort Association
 Statement of Activities
 Departmental Summary
 For the Five Months Ending November 30, 2011

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Page 1

| DESCRIPTION | CURRENT MONTH | | | YEAR - TO - DATE | | | | | | |
|--|----------------|-----------------|------------------|------------------|--------------|------------------|------------------|------------------|------------------|--------------|
| | Actual | Budget | \$ Variance | Prior YR | % Chg | Actual | Budget | Variance | Prior YR | % Chg |
| REVENUE AND OTHER SUPPORT | | | | | | | | | | |
| Marketing | 168,247 | 168,466 | (219) | 149,738 | 0% | 848,411 | 842,869 | 5,542 | 826,903 | 1% |
| Conferences | 33,102 | 26,428 | 6,674 | 41,581 | 25% | 223,596 | 209,140 | 14,456 | 259,366 | 7% |
| Visitor Support & Transportation | 51,600 | 51,600 | 0 | 54,750 | 0% | 258,000 | 258,000 | 0 | 273,750 | 0% |
| Visitor Information | 22,542 | 22,833 | (291) | 12,298 | (1%) | 182,362 | 188,515 | (6,153) | 75,943 | (3%) |
| Member Services | 11,248 | 14,259 | (3,011) | 10,247 | (21%) | 58,312 | 61,395 | (3,083) | 51,128 | (5%) |
| Management & General | 183 | 210 | (27) | 80 | (13%) | 702 | 1,050 | (348) | 4,546 | (33%) |
| Total Revenue and Other Supp | 286,922 | 283,796 | 3,126 | 268,695 | 1% | 1,571,382 | 1,560,969 | 10,413 | 1,491,635 | 1% |
| EXPENSES | | | | | | | | | | |
| Marketing | 129,624 | 205,689 | (76,065) | 153,810 | (37%) | 703,652 | 835,520 | (131,868) | 724,396 | (16%) |
| Conferences | 36,268 | 36,735 | (467) | 41,802 | (1%) | 186,168 | 191,301 | (5,133) | 195,994 | (3%) |
| Visitor Support & Transportation | 32,282 | 30,546 | 1,736 | 10,978 | 6% | 172,453 | 212,742 | (40,289) | 132,069 | (19%) |
| Visitor Information | 26,894 | 48,676 | (21,782) | 13,972 | (45%) | 107,909 | 124,503 | (16,594) | 81,216 | (13%) |
| Member Services | 11,708 | 18,675 | (6,967) | 15,163 | (37%) | 66,421 | 73,656 | (7,235) | 61,184 | (10%) |
| Management & General | (8,365) | 7,628 | (15,993) | (1,546) | (210%) | 12,159 | 9,349 | 2,810 | (14,957) | 30% |
| Total Expenses | 228,410 | 347,949 | (119,539) | 234,179 | (34%) | 1,248,762 | 1,447,071 | (198,309) | 1,179,902 | (14%) |
| Net Change in Unrestricted Net Assets | | | | | | | | | | |
| Marketing | 38,623 | (37,223) | 75,846 | (4,071) | (204%) | 144,759 | 7,349 | 137,410 | 102,507 | ***** |
| Conferences | (3,166) | (10,307) | 7,141 | (221) | (69%) | 37,427 | 17,839 | 19,588 | 63,372 | 110% |
| Visitor Support & Transportation | 19,318 | 21,054 | (1,736) | 43,772 | (8%) | 85,547 | 45,258 | 40,289 | 141,681 | 89% |
| Visitor Information | (4,352) | (25,843) | 21,491 | (1,673) | (83%) | 74,452 | 64,012 | 10,440 | (5,273) | 16% |
| Member Services | (460) | (4,416) | 3,956 | (4,916) | (90%) | (8,109) | (12,261) | 4,152 | (10,056) | (34%) |
| Management & General | 8,548 | (7,418) | 15,966 | 1,626 | (215%) | (11,458) | (8,299) | (3,159) | 19,503 | 38% |
| Net Change in Assets Before In | 58,512 | (64,153) | 122,665 | 34,516 | ***** | 322,620 | 113,898 | 208,722 | 311,733 | 183% |
| Infrastructure | 5,930 | 254,214 | (248,284) | 13,804 | (98%) | 228,348 | 1,271,090 | (1,042,742) | 66,742 | (82%) |
| Infrastructure Support | 29,941 | 259,628 | (229,687) | 12,935 | (88%) | 88,414 | 1,275,270 | (1,186,856) | 61,346 | (93%) |
| Infrastructure Net Change In Assets | (24,011) | (5,414) | (18,597) | 869 | 344% | 139,934 | (4,180) | 144,114 | 5,395 | ***** |
| Change in Net Assets | 34,500 | (69,567) | 104,067 | 35,384 | ***** | 462,554 | 109,718 | 352,836 | 317,129 | 322% |

15-6

NLT Chamber/CVB/Resort Association
 Department Detail Activity Report
 For the Five Months Ending November 30, 2011

| | Marketing | Conferences | Visitor Information | Marketing Subtotal | Visitor Support & Transportation | Chamber of Commerce | Management & General | Subtotal | Infrastructure | Total |
|---|------------|-------------|---------------------|--------------------|----------------------------------|---------------------|----------------------|--------------|----------------|--------------|
| Revenue and Other Support | | | | | | | | | | |
| Member Dues | \$ 78,947 | \$ 2,233 | | \$ 2,233 | | \$ 41,081 | | \$ 43,314 | | \$ 43,314 |
| Special Events & Functions | | | \$ 30 | \$ 78,947 | | \$ 17,231 | | \$ 96,178 | | \$ 96,178 |
| Miscellaneous | | | | \$ 30 | | | | \$ 30 | | \$ 30 |
| Interest & Investment Income | | | | | | | \$ 702 | \$ 702 | \$ 339 | \$ 1,041 |
| Commissions & Booking Fees | \$ 1,795 | \$ 73,612 | | \$ 75,407 | | | | \$ 75,407 | | \$ 75,407 |
| Retail Sales & Other | \$ 767,669 | \$ 147,750 | \$ 13,717 | \$ 13,717 | | | | \$ 13,717 | | \$ 13,717 |
| Placer County Funding | | | \$ 168,615 | \$ 1,084,034 | \$ 258,000 | | | \$ 1,342,034 | \$ 222,079 | \$ 1,564,113 |
| Total Revenue and Other Support | \$ 848,411 | \$ 223,995 | \$ 182,362 | \$ 1,254,368 | \$ 258,000 | \$ 58,312 | \$ 702 | \$ 1,571,382 | \$ 222,418 | \$ 1,793,800 |
| Expenses | | | | | | | | | | |
| Salaries and benefits | \$ 121,487 | \$ 64,246 | \$ 51,853 | \$ 237,586 | \$ 31,451 | \$ 32,232 | \$ 130,808 | \$ 432,077 | \$ 26,576 | \$ 458,653 |
| Rent & Utilities | \$ 10,259 | \$ 5,228 | \$ 13,139 | \$ 28,626 | \$ 3,654 | \$ 3,667 | \$ 11,152 | \$ 47,089 | \$ 2,969 | \$ 50,068 |
| Telephone Services | \$ 3,811 | \$ 1,490 | \$ 719 | \$ 6,020 | \$ 934 | \$ 934 | \$ 2,192 | \$ 10,080 | \$ 744 | \$ 10,824 |
| Mail Expenses | \$ 634 | \$ 406 | \$ 51 | \$ 1,091 | | \$ 64 | \$ 118 | \$ 1,273 | \$ 3 | \$ 1,276 |
| Insurance & Bonding | \$ 939 | \$ 471 | \$ 1,881 | \$ 3,14 | \$ 314 | \$ 311 | \$ 999 | \$ 3,505 | \$ 240 | \$ 3,745 |
| Supplies | \$ 1,742 | \$ 680 | \$ 1,094 | \$ 3,516 | \$ 234 | \$ 414 | \$ 1,878 | \$ 6,042 | \$ 153 | \$ 6,195 |
| Equipment Sup. & Maint. | \$ 2,325 | \$ 581 | \$ 781 | \$ 3,687 | \$ 296 | \$ 346 | \$ 2,609 | \$ 6,938 | \$ 298 | \$ 7,236 |
| Taxes, Licenses & Fees | \$ 204 | \$ 106 | \$ 193 | \$ 503 | \$ 65 | \$ 65 | \$ 441 | \$ 1,074 | \$ 563 | \$ 1,637 |
| Miscellaneous Expense | | | | | | | | | | |
| Equip. Rental / Leasing | \$ 853 | \$ 701 | \$ 1,788 | \$ 3,342 | \$ 591 | \$ 1,188 | \$ 962 | \$ 6,083 | \$ 507 | \$ 6,590 |
| Training Seminars | \$ 870 | | | | | | | | \$ 378 | \$ 129,181 |
| Project Costs | | | | | \$ 118,300 | | | \$ 118,300 | | |
| Professional Fees Legal/Accounting | | | | | | | | | | |
| Special Events | \$ 23,165 | | | | | | | | | |
| Autumn Food & Wine Costs | \$ 66,412 | | | | | | | | | |
| Membership Events/Newsletter | | | | | | | | | | |
| Cost of Goods Sold | | | \$ 8,331 | \$ 8,331 | | \$ 9,397 | | \$ 9,397 | | \$ 9,397 |
| Classified Ads | \$ 334,750 | \$ 50 | \$ 720 | \$ 770 | \$ 169 | \$ 169 | | \$ 2,192 | \$ 168 | \$ 2,360 |
| Marketing Cooperative/Media | \$ 65,484 | \$ 75,250 | | \$ 410,000 | | | | \$ 410,000 | | \$ 410,000 |
| Marketing Other | | | | \$ 65,484 | | | | \$ 65,484 | | \$ 65,484 |
| Programs | | \$ 36 | | \$ 36 | | | | \$ 36 | | \$ 36 |
| Associate Relations | \$ 36 | \$ 19 | \$ 19 | \$ 74 | \$ 12 | \$ 12 | \$ 475 | \$ 573 | \$ 12 | \$ 585 |
| Board Functions | | | | | | | \$ 4,251 | \$ 4,251 | | \$ 4,251 |
| Credit Card Fees | \$ 233 | | \$ 327 | \$ 560 | | \$ 662 | | \$ 1,222 | | \$ 1,222 |
| Automobile Expenses | \$ 811 | \$ 71 | \$ 333 | \$ 1,215 | \$ 676 | \$ 673 | \$ 56 | \$ 2,620 | \$ 558 | \$ 3,178 |
| Local Meals & Entertainment | \$ 940 | \$ 23 | \$ 51 | \$ 1,014 | \$ 12 | \$ 23 | \$ 46 | \$ 1,095 | \$ 12 | \$ 1,107 |
| Dues & Subscriptions | \$ 1,776 | \$ 815 | | \$ 2,591 | \$ 18 | \$ 516 | \$ 665 | \$ 3,790 | \$ 18 | \$ 3,808 |
| Travel | \$ 2,677 | | | \$ 2,677 | | | \$ 304 | \$ 2,981 | | \$ 2,981 |
| Allocated | \$ 62,730 | \$ 35,224 | \$ 27,270 | \$ 125,224 | \$ 15,299 | \$ 15,323 | \$ (173,265) | \$ (17,419) | \$ 14,057 | \$ (3,362) |
| Total Expense Before Depreciation/Reserves | \$ 702,138 | \$ 185,397 | \$ 107,140 | \$ 904,228 | \$ 172,025 | \$ 65,996 | \$ 10,845 | \$ 1,127,024 | \$ 58,137 | \$ 1,185,161 |
| Depreciation | \$ 1,515 | \$ 770 | \$ 770 | \$ 3,055 | \$ 428 | \$ 424 | \$ 1,515 | \$ 5,422 | \$ 335 | \$ 5,757 |
| Total Functional Expense and Depreciation | \$ 703,653 | \$ 186,167 | \$ 107,910 | \$ 907,283 | \$ 172,453 | \$ 66,420 | \$ 12,160 | \$ 1,248,763 | \$ 58,472 | \$ 1,307,235 |
| Changes in Net Assets | \$ 144,768 | \$ 37,428 | \$ 74,452 | \$ 256,638 | \$ 85,847 | \$ (8,108) | \$ (11,458) | \$ 322,619 | \$ 163,946 | \$ 486,565 |

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Five Months Ending November 30, 2011

| DESCRIPTION | CURRENT MONTH | | | YEAR - TO - DATE | | | | | | |
|--------------------------------------|---------------|----------|-------------|------------------|---------|---------|---------|----------|----------|--------|
| | Actual | Budget | \$ Variance | Prior YR | % Chg | Actual | Budget | Variance | Prior YR | % Chg |
| Revenue and Other Support | | | | | | | | | | |
| Special Events & Functions | (50) | 0 | (50) | (60) | 0% | 78,947 | 75,000 | 3,947 | 80,253 | 5% |
| Commissions & Booking Fees | 31 | 200 | (169) | 85 | (85%) | 1,795 | 200 | 1,595 | 85 | 797% |
| Placer County Funding | 168,266 | 168,266 | 0 | 149,713 | 0% | 767,669 | 767,669 | 0 | 746,565 | 0% |
| Total Revenue and Other Support | 168,247 | 168,466 | (219) | 149,738 | 0% | 848,411 | 842,869 | 5,542 | 826,903 | 1% |
| Expenses | | | | | | | | | | |
| Salaries and benefits | 22,098 | 38,183 | (16,085) | 37,388 | (42%) | 121,487 | 139,115 | (17,629) | 134,595 | (13%) |
| Rent & Utilities | 1,912 | 2,050 | (138) | 1,957 | (7%) | 10,259 | 10,250 | 9 | 10,409 | 0% |
| Telephone Services | 581 | 700 | (119) | 476 | (17%) | 3,811 | 3,500 | 311 | 3,100 | 9% |
| Internet Access | 0 | 30 | (30) | 0 | (100%) | 0 | 150 | (150) | 145 | (100%) |
| Mail Expenses | (8) | 85 | (93) | 54 | (109%) | 634 | 425 | 209 | 464 | 49% |
| Insurance & Bonding | 213 | 95 | 118 | 94 | 124% | 939 | 475 | 464 | 490 | 98% |
| Supplies | 201 | 290 | (89) | 147 | (31%) | 1,742 | 1,450 | 292 | 729 | 20% |
| Equipment Sup. & Maint. | 250 | 150 | 100 | 88 | 67% | 2,325 | 750 | 1,575 | 500 | 210% |
| Taxes, Licenses & Fees | 0 | 0 | 0 | 0 | 0% | 204 | 233 | (29) | 233 | (12%) |
| Equip. Rental / Leasing | 92 | 120 | (28) | 200 | (23%) | 853 | 880 | (27) | 903 | (3%) |
| Training & Seminars | 470 | 0 | 470 | 0 | 0% | 870 | 1,000 | (130) | 0 | (13%) |
| Special Events | 6,077 | 500 | 5,577 | 970 | ***** | 23,165 | 11,500 | 11,665 | 13,000 | 101% |
| Autumn Food & Wine Costs | (10,102) | 0 | (10,102) | 1,223 | 0% | 66,412 | 75,000 | (8,588) | 79,152 | (11%) |
| Promotional/ Giveaways | 0 | 7,500 | (7,500) | 0 | (100%) | 0 | 7,500 | (7,500) | 0 | (100%) |
| Marketing Cooperative/Media | 70,750 | 70,750 | 0 | 65,307 | 0% | 334,750 | 334,750 | 0 | 310,135 | 0% |
| Marketing Other | 18,518 | 55,000 | (36,482) | 13,467 | (66%) | 65,484 | 106,550 | (41,066) | 54,320 | (39%) |
| Programs | 5,000 | 12,500 | (7,500) | 10,550 | (60%) | 0 | 12,500 | (12,500) | 10,526 | (100%) |
| Associate Relations | 0 | 0 | 0 | 0 | 0% | 36 | 52 | (16) | 46 | (30%) |
| Credit Card Fees | (120) | 100 | (220) | 76 | (220%) | 233 | 100 | 133 | 76 | 133% |
| Automobile Expenses | 576 | 65 | 511 | 56 | 787% | 811 | 325 | 486 | 516 | 150% |
| Local Meals & Entertainment | 215 | 200 | 15 | 500 | 8% | 940 | 1,000 | (60) | 1,325 | (6%) |
| Dues & Subscriptions | 0 | 0 | 0 | 0 | 0% | 1,776 | 6,660 | (4,884) | 860 | (73%) |
| Travel | 328 | 0 | 328 | 5 | 0% | 2,677 | 2,500 | 177 | (121) | 7% |
| Allocated | 12,302 | 12,709 | (407) | 18,838 | (3%) | 62,730 | 63,545 | (815) | 94,914 | (1%) |
| Total Expense Before Depreciation/Re | 129,354 | 201,027 | (71,673) | 151,394 | (36%) | 702,138 | 780,210 | (78,072) | 716,316 | (10%) |
| Depreciation | 270 | 280 | (10) | 416 | (4%) | 1,515 | 1,400 | 115 | 2,080 | 8% |
| Reserves | 0 | 4,382 | (4,382) | 2,000 | (100%) | 0 | 13,910 | (13,910) | 6,000 | (100%) |
| Total Expense | 129,624 | 205,689 | (76,065) | 153,810 | (37%) | 703,652 | 795,520 | (91,868) | 724,396 | (12%) |
| Changes in Unrestricted Net Assets | 38,623 | (37,223) | 75,846 | (4,071) | (20.4%) | 144,759 | 47,349 | 97,410 | 102,507 | 206% |

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Five Months Ending November 30, 2011

| | CURRENT MONTH | | | YEAR - TO - DATE | | | % Chg. | | | |
|--------------------------------------|---------------|----------|-------------|------------------|--------|---------|---------|---------|----------|----------|
| | Actual | Budget | \$ Variance | Prior YR | % Chg. | Actual | | Budget | Variance | Prior YR |
| | 384 | 678 | (294) | 642 | (43%) | 2,233 | 3,390 | (1,157) | 3,209 | (34%) |
| | 6,969 | 0 | 6,969 | 15,105 | 0% | 73,612 | 58,000 | 15,612 | 126,989 | 27% |
| | 25,750 | 25,750 | 0 | 25,834 | 0% | 147,750 | 147,750 | 0 | 129,168 | 0% |
| | 33,102 | 26,428 | 6,674 | 41,581 | 25% | 223,596 | 209,140 | 14,456 | 259,366 | 7% |
| Revenue and Other Support | | | | | | | | | | |
| Member Dues | 15,396 | 16,690 | (1,294) | 16,332 | (8%) | 64,246 | 71,052 | (6,806) | 66,226 | (10%) |
| Commissions & Booking Fees | 971 | 1,050 | (79) | 993 | (7%) | 5,228 | 5,250 | (22) | 5,306 | 0% |
| Placer County Funding | 323 | 250 | 73 | 272 | 29% | 1,490 | 1,250 | 240 | 1,313 | 19% |
| Total Revenue and Other Support | 0 | 40 | (40) | 39 | (100%) | 406 | 200 | 206 | 193 | 103% |
| | 107 | 50 | 57 | 49 | 113% | 471 | 250 | 221 | 255 | 89% |
| | 153 | 150 | 3 | 74 | 2% | 680 | 750 | (70) | 461 | (9%) |
| | 78 | 100 | (22) | 46 | (22%) | 581 | 500 | 81 | 658 | 16% |
| | 0 | 0 | 0 | 0 | 0% | 106 | 121 | (15) | 121 | (12%) |
| | 92 | 100 | (8) | 149 | (8%) | 701 | 660 | 41 | 701 | 6% |
| | 0 | 0 | 0 | 0 | 0% | 50 | 0 | 50 | 0 | 0% |
| | 11,250 | 11,250 | 0 | 19,169 | 0% | 75,250 | 75,250 | 0 | 94,245 | 0% |
| | 36 | 0 | 36 | 0 | 0% | 36 | 0 | 36 | 0 | 0% |
| | 0 | 0 | 0 | 0 | 0% | 19 | 23 | (4) | 24 | (18%) |
| | 0 | 15 | (15) | 0 | (100%) | 71 | 75 | (4) | 106 | (5%) |
| | 0 | 0 | 0 | 0 | 0% | 23 | 0 | 23 | 0 | 0% |
| | 450 | 0 | 450 | 0 | 0% | 815 | 720 | 95 | 720 | 13% |
| | 7,277 | 6,890 | 387 | 4,472 | 6% | 35,224 | 34,450 | 774 | 24,616 | 2% |
| | 36,133 | 36,585 | (452) | 41,592 | (1%) | 185,398 | 190,551 | (5,153) | 194,944 | (3%) |
| Expenses | | | | | | | | | | |
| Salaries and benefits | 135 | 150 | (15) | 210 | (10%) | 770 | 750 | 20 | 1,050 | 3% |
| Rent & Utilities | 36,268 | 36,735 | (467) | 41,802 | (1%) | 186,168 | 191,301 | (5,133) | 195,994 | (3%) |
| Telephone Services | (3,166) | (10,307) | 7,141 | (221) | (69%) | 37,427 | 17,839 | 19,588 | 63,372 | 110% |
| Mail Expenses | | | | | | | | | | |
| Insurance & Bonding | | | | | | | | | | |
| Supplies | | | | | | | | | | |
| Equipment Sup. & Maint. | | | | | | | | | | |
| Taxes, Licenses & Fees | | | | | | | | | | |
| Equip. Rental / Leasing | | | | | | | | | | |
| Classified Ads | | | | | | | | | | |
| Marketing Cooperative/Media | | | | | | | | | | |
| Trade Shows / Travel | | | | | | | | | | |
| Associate Relations | | | | | | | | | | |
| Automobile Expenses | | | | | | | | | | |
| Local Meals & Entertainment | | | | | | | | | | |
| Dues & Subscriptions | | | | | | | | | | |
| Allocated | | | | | | | | | | |
| Total Expense Before Depreciation/Re | | | | | | | | | | |
| Depreciation | | | | | | | | | | |
| Total Expense | | | | | | | | | | |
| Changes in Unrestricted Net Assets | | | | | | | | | | |

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Transportation
For the Five Months Ending November 30, 2011

| | CURRENT MONTH | | | YEAR-TO-DATE | | | | | | |
|--------------------------------------|---------------|--------|-------------|--------------|--------|---------|---------|----------|----------|-------|
| | Actual | Budget | \$ Variance | Prior YR | % Chg | Actual | Budget | Variance | Prior YR | % Chg |
| | 51,600 | 51,600 | 0 | 54,750 | 0% | 258,000 | 258,000 | 0 | 273,750 | 0% |
| | 51,600 | 51,600 | 0 | 54,750 | 0% | 258,000 | 258,000 | 0 | 273,750 | 0% |
| Revenue and Other Support | | | | | | | | | | |
| Placer County Funding | 4,905 | 11,598 | (6,693) | 6,241 | (58%) | 31,451 | 36,530 | (5,079) | 27,574 | (14%) |
| Total Revenue and Other Support | 685 | 750 | (65) | 701 | (9%) | 3,654 | 3,750 | (96) | 3,724 | (3%) |
| Expenses | 190 | 150 | 40 | 173 | 27% | 934 | 750 | 184 | 820 | 25% |
| Salaries and benefits | 0 | 0 | 0 | 0 | 0% | 0 | 0 | 0 | 0 | 0% |
| Rent & Utilities | 72 | 30 | 42 | 30 | 139% | 314 | 150 | 164 | 157 | 109% |
| Telephone Services | 81 | 50 | 31 | 39 | 61% | 234 | 250 | (16) | 242 | (6%) |
| Mail Expenses | 48 | 50 | (2) | 28 | (4%) | 296 | 250 | 46 | 178 | 18% |
| Insurance & Bonding | 0 | 0 | 0 | 0 | 0% | 65 | 74 | (9) | 74 | (12%) |
| Supplies | 83 | 100 | (17) | 118 | (17%) | 591 | 600 | (9) | 569 | (2%) |
| Equipment Sup. & Maint. | 23,031 | 14,540 | 8,491 | 375 | 58% | 118,300 | 154,000 | (35,700) | 84,312 | (23%) |
| Taxes, Licenses & Fees | 0 | 0 | 0 | 0 | 0% | 169 | 0 | 169 | 0 | 0% |
| Equip. Rental / Leasing | 0 | 0 | 0 | 0 | 0% | 12 | 30 | (18) | 15 | (61%) |
| Project Costs | 0 | 0 | 0 | 0 | (100%) | 676 | 375 | 301 | 416 | 80% |
| Classified Ads | 0 | 0 | 0 | 0 | 0% | 12 | 0 | 12 | 0 | 0% |
| Associate Relations | 117 | 75 | 42 | 84 | 56% | 18 | 18 | 0 | 18 | 0% |
| Automobile Expenses | 0 | 0 | 0 | 0 | 0% | 15,299 | 15,565 | (266) | 13,444 | (2%) |
| Local Meals & Entertainment | 0 | 0 | 0 | 0 | 0% | 15,299 | 15,565 | (266) | 13,444 | (2%) |
| Dues & Subscriptions | 2,980 | 3,113 | (133) | 3,084 | (4%) | 172,025 | 212,342 | (40,317) | 131,544 | (19%) |
| Allocated | 32,191 | 30,486 | 1,725 | 10,873 | 6% | 428 | 400 | 28 | 525 | 7% |
| Total Expense Before Depreciation/Re | 91 | 80 | 11 | 105 | 13% | 172,453 | 212,742 | (40,289) | 132,069 | (19%) |
| Depreciation | 32,282 | 30,546 | 1,736 | 10,978 | 6% | 85,547 | 45,258 | 40,289 | 141,681 | 89% |
| Total Expense | 19,318 | 21,054 | (1,736) | 43,772 | (8%) | | | | | |
| Changes in Unrestricted Net Assets | | | | | | | | | | |

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Five Months Ending November 30, 2011

| | CURRENT MONTH | | | YEAR-TO-DATE | | | | |
|---|----------------|-----------------|-----------------|----------------|----------------|-----------------|----------------|--------------|
| | Actual | Budget | \$ Variance | Prior YR | Budget | Variance | Prior YR | % Chg. |
| Revenue and Other Support | | | | | | | | |
| Miscellaneous | 30 | 0 | 30 | 0 | 7,500 | (7,470) | 0 | (100%) |
| Retail Sales & Other | 679 | 1,000 | (321) | 465 | 12,400 | 1,317 | 14,776 | 1% |
| Placer County Funding | 21,833 | 21,833 | 0 | 11,833 | 168,615 | 0 | 61,167 | 0% |
| Total Revenue and Other Support | 22,542 | 22,833 | (291) | 12,298 | 188,515 | (6,153) | 75,943 | (3%) |
| Expenses | | | | | | | | |
| Salaries and benefits | 14,540 | 17,248 | (2,708) | 11,053 | 49,418 | 2,435 | 54,136 | 5% |
| Rent & Utilities | 4,317 | 3,860 | 457 | 422 | 12,500 | 639 | 2,435 | 5% |
| Telephone Services | 147 | 100 | 47 | 127 | 500 | 219 | 619 | 44% |
| Mail Expenses | 0 | 15 | (15) | 7 | 75 | (24) | 61 | (32%) |
| Insurance & Bonding | 107 | 49 | 58 | 49 | 245 | 226 | 255 | 92% |
| Supplies | 0 | 610 | (610) | 0 | 3,050 | (1,956) | 448 | (64%) |
| Equipment Sup. & Maint. | 178 | 150 | 28 | 46 | 750 | 31 | 658 | 4% |
| Taxes, Licenses & Fees | 0 | 0 | 0 | 0 | 206 | (13) | 206 | (7%) |
| Miscellaneous Expense | 0 | 20,000 | (20,000) | 0 | 20,000 | (20,000) | 0 | (100%) |
| Equip. Rental / Leasing | 276 | 300 | (24) | 334 | 1,620 | 168 | 1,667 | 10% |
| Cost of Goods Sold | 1,760 | 640 | 1,120 | 93 | 7,540 | 791 | 10,233 | 10% |
| Classified Ads | 0 | 0 | 0 | 0 | 0 | 720 | 0 | 0% |
| Associate Relations | 0 | 10 | (10) | 0 | 36 | (17) | 24 | (48%) |
| Credit Card Fees | 63 | 35 | 28 | 44 | 268 | 59 | 274 | 22% |
| Automobile Expenses | 0 | 5 | (5) | 0 | 25 | 308 | 43 | ***** |
| Local Meals & Entertainment | 0 | 5 | (5) | 0 | 25 | 26 | 0 | 104% |
| Allocated | 5,371 | 5,509 | (138) | 1,587 | 27,545 | (275) | 9,107 | (1%) |
| Total Expense Before Depreciation/Re | 26,759 | 48,536 | (21,777) | 13,762 | 123,803 | (16,664) | 80,166 | (13%) |
| Depreciation | 135 | 140 | (5) | 210 | 700 | 70 | 1,050 | 10% |
| Total Expense | 26,894 | 48,676 | (21,782) | 13,972 | 124,503 | (16,594) | 81,216 | (13%) |
| Changes in Unrestricted Net Assets | (4,352) | (25,843) | 21,491 | (1,673) | 64,012 | 10,440 | (5,273) | 16% |

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Chamber of Commerce
For the Five Months Ending November 30, 2011

| | CURRENT MONTH | | | | YEAR - TO - DATE | | | | | |
|---|---------------|----------------|----------------|----------------|------------------|----------------|-----------------|----------------|-----------------|--------------|
| | Actual | Budget | \$ Variance | Prior YR | % Chg. | Actual | Budget | Variance | Prior YR | % Chg. |
| | | | | | | | | | | |
| DESCRIPTION | | | | | | | | | | |
| Revenue and Other Support | | | | | | | | | | |
| Member Dues | 7,978 | 9,814 | (1,836) | 7,330 | (19%) | 41,081 | 49,070 | (7,989) | 42,944 | (16%) |
| Special Events & Functions | 3,270 | 4,030 | (760) | 2,917 | (19%) | 17,231 | 10,250 | 6,981 | 8,184 | 68% |
| Commissions & Booking Fees | 0 | 415 | (415) | 0 | (100%) | 0 | 2,075 | (2,075) | 0 | (100%) |
| Total Revenue and Other Support | 11,248 | 14,259 | (3,011) | 10,247 | (21%) | 58,312 | 61,395 | (3,083) | 51,128 | (5%) |
| Expenses | | | | | | | | | | |
| Salaries and benefits | 5,410 | 10,227 | (4,817) | 8,977 | (47%) | 32,232 | 38,826 | (6,594) | 35,652 | (17%) |
| Rent & Utilities | 688 | 740 | (52) | 703 | (7%) | 3,667 | 3,700 | (33) | 3,739 | (1%) |
| Telephone Services | 215 | 150 | 65 | 180 | 43% | 934 | 750 | 184 | 870 | 25% |
| Mail Expenses | 0 | 120 | (120) | 114 | (100%) | 64 | 200 | (136) | 150 | (68%) |
| Insurance & Bonding | 71 | 30 | 41 | 30 | 136% | 311 | 150 | 161 | 157 | 107% |
| Supplies | 89 | 80 | 9 | 96 | 11% | 414 | 400 | 14 | 461 | 4% |
| Equipment Sup. & Maint. | 98 | 60 | 38 | 28 | 63% | 346 | 300 | 46 | 278 | 15% |
| Taxes, Licenses & Fees | 0 | 0 | 0 | 0 | 0% | 65 | 74 | (9) | 74 | (12%) |
| Equip. Rental / Leasing | 184 | 190 | (6) | 220 | (3%) | 1,188 | 1,072 | 116 | 1,100 | 11% |
| Training & Seminars | 0 | 42 | (42) | 0 | (100%) | 0 | 210 | (210) | 169 | (100%) |
| Membership Events/Newsletters | 1,196 | 3,676 | (2,480) | 2,771 | (67%) | 9,397 | 11,210 | (1,813) | 6,937 | (16%) |
| Classified Ads | 0 | 0 | 0 | 0 | 0% | 169 | 0 | 169 | 0 | 0% |
| Associate Relations | 0 | 8 | (8) | 0 | (100%) | 12 | 24 | (12) | 15 | (52%) |
| Credit Card Fees | 182 | 60 | 122 | 117 | 203% | 662 | 244 | 418 | 269 | 171% |
| Automobile Expenses | 126 | 120 | 6 | 0 | 5% | 673 | 600 | 73 | 417 | 12% |
| Local Meals & Entertainment | 0 | 50 | (50) | 22 | (100%) | 23 | 250 | (227) | 477 | (91%) |
| Dues & Subscriptions | 0 | 0 | 0 | 0 | 0% | 516 | 36 | 480 | 36 | ***** |
| Travel | 0 | 42 | (42) | 0 | (100%) | 0 | 210 | (210) | 0 | (100%) |
| Allocated | 3,361 | 3,000 | 361 | 1,799 | 12% | 15,323 | 15,000 | 323 | 9,859 | 2% |
| Total Expense Before Depreciation/Re | 11,618 | 18,595 | (6,977) | 15,058 | (38%) | 65,996 | 73,256 | (7,260) | 60,659 | (10%) |
| Depreciation | 89 | 80 | 9 | 105 | 12% | 424 | 400 | 24 | 525 | 6% |
| Total Expense | 11,708 | 18,675 | (6,967) | 15,163 | (37%) | 66,421 | 73,656 | (7,235) | 61,184 | (10%) |
| Changes in Unrestricted Net Assets | (460) | (4,416) | 3,956 | (4,916) | (90%) | (8,109) | (12,261) | 4,152 | (10,056) | (34%) |

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Management & Administration
For the Five Months Ending November 30, 2011

| | CURRENT MONTH | | | YEAR - TO - DATE | | | | | | |
|--------------------------------------|---------------|----------|-------------|------------------|--------|-----------|-----------|----------|-----------|--------|
| | Actual | Budget | \$ Variance | Prior YR | % Chg. | Actual | Budget | Variance | Prior YR | % Chg. |
| Revenue and Other Support | | | | | | | | | | |
| Miscellaneous | 0 | 0 | 0 | 0 | 0% | 0 | 0 | 0 | 4,079 | 0% |
| Interest & Investment Income | 183 | 210 | (27) | 80 | (13%) | 702 | 1,050 | (348) | 467 | (33%) |
| Total Revenue and Other Support | 183 | 210 | (27) | 80 | (13%) | 702 | 1,050 | (348) | 4,546 | (33%) |
| Expenses | | | | | | | | | | |
| Salaries and benefits | 21,940 | 35,386 | (13,446) | 25,761 | (38%) | 130,808 | 136,881 | (6,073) | 92,680 | (4%) |
| Rent & Utilities | 2,090 | 2,100 | (10) | 1,957 | 0% | 11,152 | 10,500 | 652 | 10,409 | 6% |
| Telephone Services | 372 | 325 | 47 | 382 | 14% | 2,192 | 1,625 | 567 | 1,691 | 35% |
| Mail Expenses | 0 | 60 | (60) | 351 | (100%) | 118 | 300 | (182) | 432 | (61%) |
| Insurance & Bonding | 213 | 100 | 113 | 94 | 113% | 999 | 500 | 499 | 490 | 100% |
| Supplies | 201 | 220 | (19) | 97 | (8%) | 1,878 | 1,100 | 778 | 606 | 71% |
| Equipment Sup. & Maint. | 287 | 340 | (53) | 224 | (16%) | 2,609 | 1,700 | 909 | 1,534 | 53% |
| Taxes, Licenses & Fees | 0 | 0 | 0 | 0 | 0% | 441 | 233 | 208 | 233 | 89% |
| Miscellaneous Expense | 0 | 0 | 0 | 0 | 0% | 0 | 0 | 0 | 0 | 0% |
| Equip. Rental / Leasing | 110 | 125 | (15) | 219 | (12%) | 962 | 950 | 12 | 999 | 1% |
| Training & Seminars | 0 | 200 | (200) | 0 | (100%) | 0 | 1,000 | (1,000) | 198 | (100%) |
| Professional Fees Legal/Accounting | 0 | 2,200 | (2,200) | 0 | (100%) | 25,870 | 21,500 | 4,370 | 16,920 | 20% |
| Classified Ads | 0 | 0 | 0 | 0 | 0% | 1,084 | 0 | 1,084 | 0 | 0% |
| Associate Relations | 439 | 0 | 439 | 0 | 0% | 475 | 200 | 275 | 46 | 138% |
| Board Functions | 365 | 650 | (285) | 1,715 | (44%) | 4,251 | 3,250 | 1,001 | 23,707 | 31% |
| Automobile Expenses | 0 | 60 | (60) | 111 | (100%) | 56 | 300 | (245) | 338 | (82%) |
| Local Meals & Entertainment | 0 | 50 | (50) | 44 | (100%) | 46 | 250 | (204) | 247 | (82%) |
| Dues & Subscriptions | 0 | 100 | (100) | 0 | (100%) | 665 | 500 | 165 | 0 | 33% |
| Travel | 0 | 85 | (85) | 0 | (100%) | 304 | 425 | (121) | 0 | (28%) |
| Allocated | (34,653) | (34,653) | 0 | (32,915) | 0% | (173,265) | (173,265) | 0 | (167,567) | 0% |
| Total Expense Before Depreciation/Re | (8,635) | 7,348 | (15,983) | (1,962) | (218%) | 10,645 | 7,949 | 2,696 | (17,037) | 34% |
| Depreciation | 270 | 280 | (10) | 416 | (4%) | 1,515 | 1,400 | 115 | 2,080 | 8% |
| Total Expense | (8,365) | 7,628 | (15,993) | (1,546) | (210%) | 12,159 | 9,349 | 2,810 | (14,957) | 30% |
| Changes in Unrestricted Net Assets | 8,548 | (7,418) | 15,966 | 1,626 | (215%) | (11,458) | (8,299) | (3,159) | 19,503 | 38% |

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Infrastructure
For the Five Months Ending November 30, 2011

| | | | | CURRENT MONTH | | | YEAR - TO - DATE | | |
|--------------------------------------|---------|-------------|----------|---------------|---------|-----------|------------------|----------|--------|
| Actual | Budget | \$ Variance | Prior YR | % Chg. | Actual | Budget | Variance | Prior YR | % Chg. |
| DESCRIPTION | | | | | | | | | |
| 0 | 100 | (100) | 18 | (100%) | 339 | 520 | (181) | 355 | (35%) |
| 5,930 | 254,114 | (248,184) | 13,786 | (98%) | 228,009 | 1,270,570 | (1,042,561) | 66,386 | (82%) |
| 5,930 | 254,214 | (248,284) | 13,804 | (98%) | 228,348 | 1,271,090 | (1,042,742) | 66,742 | (82%) |
| Revenue and Other Support | | | | | | | | | |
| Interest & Investment Income | | | | | | | | | |
| Placer County Funding | | | | | | | | | |
| Total Revenue and Other Support | | | | | | | | | |
| Expenses | | | | | | | | | |
| 4,882 | 12,501 | (7,619) | 5,941 | (61%) | 31,458 | 39,383 | (7,925) | 33,993 | (20%) |
| 685 | 750 | (65) | 701 | (9%) | 3,654 | 3,750 | (96) | 3,724 | (3%) |
| 190 | 160 | 30 | 173 | 19% | 934 | 800 | 134 | 820 | 17% |
| 0 | 1 | (1) | 1 | (100%) | 3 | 5 | (2) | 2 | (38%) |
| 71 | 30 | 41 | 30 | 136% | 311 | 150 | 161 | 157 | 107% |
| 81 | 50 | 31 | 39 | 61% | 234 | 250 | (16) | 242 | (6%) |
| 48 | 50 | (2) | 28 | (4%) | 346 | 250 | 96 | 178 | 38% |
| 108 | 0 | 108 | 0 | 0% | 671 | 74 | 597 | 74 | 807% |
| 83 | 85 | (2) | 118 | (3%) | 590 | 565 | 25 | 569 | 4% |
| 0 | 0 | 0 | 0 | 0% | 378 | 0 | 378 | 0 | 0% |
| 20,225 | 242,281 | (222,056) | 2,581 | (92%) | 31,107 | 1,211,405 | (1,180,298) | 4,986 | (97%) |
| 0 | 0 | 0 | 0 | 0% | 169 | 0 | 169 | 0 | 0% |
| 0 | 0 | 0 | 0 | 0% | 12 | 20 | (8) | 15 | (42%) |
| 117 | 70 | 47 | 84 | 67% | 676 | 350 | 326 | 416 | 93% |
| 0 | 5 | (5) | 0 | (100%) | 12 | 25 | (14) | 0 | (54%) |
| 0 | 0 | 0 | 0 | 0% | 18 | 18 | 0 | 18 | 0% |
| 3,361 | 3,565 | (204) | 3,135 | (6%) | 17,418 | 17,825 | (407) | 15,627 | (2%) |
| 29,852 | 259,548 | (229,696) | 12,830 | (89%) | 87,989 | 1,274,870 | (1,186,881) | 60,821 | (93%) |
| Total Expense Before Depreciation/Re | | | | | | | | | |
| 89 | 80 | 9 | 105 | 12% | 424 | 400 | 24 | 525 | 6% |
| 29,941 | 259,628 | (229,687) | 12,935 | (88%) | 88,414 | 1,275,270 | (1,186,856) | 61,346 | (93%) |
| (24,011) | (5,414) | (18,597) | 869 | 34.4% | 139,934 | (4,180) | 144,114 | 5,395 | ***** |



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Joint Infrastructure / Transportation Committee

MEETING DATE: January 23, 2012

BOARD MEMBERS PRESENT: Kali Kopley, Wally Auerbach, Phil GilanFarr

ACTION ITEMS TAKEN:

ACTION: Ron Treabess will make a presentation to TMA on the transportation piece of the work plan.

ACTION: Ron will make a poster board presentation workshop on what efforts the other transportation planning partners are undertaking currently and what their goals are to educate the committee on what is currently being done or planned.

ACTION: Staff will put together a workshop that invites the transportation partners for a summit to present everyone's ideas on what the vision should include.

ACTION: Staff to post links to community partner's long-range plans for the Joint Infrastructure Transportation Committee to review.

MOTIONS MADE/VOTE:

M/S/C (GilanFarr/Vogt) (10-0-0) to approve the Joint Infrastructure / Transportation Committee November 28, 2011 Minutes.

M/S/C (Kyler/Pang) (10-0-0) to approve the nomination of Wally Auerbach as Chair of the Joint Infrastructure / Transportation Committee.

M/S/C (Merchant/GilanFarr) (10-0-0) to approve the nomination of Gary Davis as vice chair for the Joint Infrastructure / Transportation Committee.

M/S/C (Merchant/Colyer) (10-0-0) to recommend the funding for the North Lake Tahoe Historical Society for the American Black Bear in the Tahoe Basin Interpretive Exhibit Project.

M/S/C (Vogt/Foster) (8-0-2 Abstention Merchant and Auerbach) to recommend the Infrastructure funding allocation of up to \$2 million dollars to the Tahoe City Public Utility District for the Community Purchase of the Tahoe City Golf Course with the understanding the Board may make some adjustments based on the MOU being prepared, the negotiations with the owner taking any particular direction, and anything that still needs to be done with a short fall.

BOARD APPROVAL/DIRECTION REQUESTED:

M/S/C (Merchant/Colyer) (10-0-0) to recommend the funding for the North Lake Tahoe Historical Society for the American Black Bear in the Tahoe Basin Interpretive Exhibit Project.

M/S/C (Vogt/Foster) (8-0-2 Abstention Merchant and Auerbach) to recommend the Infrastructure funding allocation of up to \$2 million dollars to the Tahoe City Public Utility District for the Community Purchase of the Tahoe City Golf Course with the understanding the Board may make some adjustments based on the MOU being prepared, the negotiations with the owner taking any particular direction, and anything that still needs to be done with a short fall.



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Marketing
MEETING DATE: January 24, 2012
BOARD MEMBERS PRESENT: Eric Brandt

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action: Staff to follow up with Smith & Jones and LTVA for analysis and recommendation concerning the Lake Tahoe television opportunity.

MOTIONS MADE/VOTE:

- 3.1 M/S/C (Williams /Maurer) (6/0) to approve the agenda.
- 4.1 M/S/C (Hickey/Pedersen) (6/0) to approve the Marketing Committee meeting minutes from November 28, 2011.
- 6.2 M/S/C (Maurer /Hickey) (6/0) to elect Les Pedersen as chair of the Marketing Committee for 2012.

BOARD APPROVAL/DIRECTION REQUESTED:

- 8.2 M/S/C (Maurer/Williams) (8/0) The Committee recommends for NLTRA Board approval: Sandy Evans Hall, Davy Ratchford, Les Pedersen and Alex Mourelatos be appointed to the Marketing Cooperative Committee.



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Membership Advisory Committee Minutes

MEETING DATE: January 11, 2012

BOARD MEMBERS PRESENT: Kali Kopley

ACTION ITEMS TAKEN:

ACTION: Kym will contact those mentioned in restaurant and retail to see if they would be interested in serving on the Committee.

ACTION: Sandy, Joy Doyle, and Caroline Ross will prepare an agenda for the March Association Partners meeting.

ACTION: The NLT Chamber/CVB/Resort Assn. will put out talking point to local businesses about snow message.

ACTION: Include biking in the Ski Report.

ACTION: Add lending information to the title of the Business Plan Guideline Class.

ACTION: Kym Fabel will provide a list of sponsorship opportunities to the committee members.

MOTIONS MADE/VOTE:

M/S/C (Kopley/Doyle) (6-0-0) to approve the Membership Advisory Committee minutes of November 16, 2011.

BOARD APPROVAL/DIRECTION REQUESTED:



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Finance
MEETING DATE: January 18, 2012
BOARD MEMBERS PRESENT: Allen Highfield, Ron Parson

ACTION ITEMS TAKEN:

Sandy Evans Hall, Lisa de Roulet, and Andy Chapman will work on determining meaningful key performance indicators.

The Conference Equity Analysis Package will be sent to Jennifer Montgomery and Holly Heinzen.

MOTIONS MADE / VOTE:

There was not a quorum.

BOARD APPROVAL / DIRECTION REQUESTED:

There was not a quorum; however, the Chair will recommend that the Board approve the November 2011 Financial Statements.

Monthly Report December 2011
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

| | <u>FY 11/12</u> | <u>FY 10/11</u> | <u>Variance</u> |
|---|-----------------|-----------------|-----------------|
| Total Revenue Booked as of 12/31/11: | \$1,746,200 | \$1,621,693 | 8% |
| Forecasted Commission for this Revenue: | \$137,663 | \$103,744 | 33% |
| Number of Room Nights: | 9708 | 9969 | -3% |
| Number of Delegates: | 4559 | 4760 | -4% |
| Annual Revenue Goal: | \$1,700,000 | \$2,200,000 | |
| Annual Commission Goal: | \$125,000 | \$140,000 | |
| Number of Tentative Bookings: | 32 | 36 | -11% |

| <u>Monthly Detail/Activity</u> | <u>December-11</u> | <u>December-10</u> | |
|--|--------------------|--------------------|------|
| <u>Number of Groups Booked:</u> | 1 | 1 | |
| Revenue Booked: | \$4,500 | \$36,491 | -88% |
| Projected Commission: | \$450 | \$3,649 | -88% |
| Room Nights: | 50 | 65 | -23% |
| Number of Delegates: | 34 | 194 | -82% |
| Booked Group Types: | 1 Smerf | 1 Corp. | |
| Lost Business, # of Groups: | 6 | 2 | |

| <u>Arrived in the month</u> | <u>December-11</u> | Est. | <u>December-10</u> |
|-----------------------------|--------------------|------|--------------------|
| Number of Groups: | 1 | | 0 |
| Revenue Arrived: | \$4,228 | | \$0 |
| Projected Commission: | \$0 | | \$0 |
| Room Nights: | 54 | | 0 |
| Number of Delegates: | 18 | | 0 |
| Arrived Group Types: | 1 Govt. | | |

| <u>Monthly Detail/Activity</u> | <u>November-11</u> | <u>November-10</u> | |
|--|-----------------------------------|--------------------|-------|
| <u>Number of Groups Booked:</u> | 3 | 2 | |
| Revenue Booked: | \$54,885 | \$176,553 | -69% |
| Projected Commission: | \$0 | \$9,922 | -100% |
| Room Nights: | 380 | 1530 | -75% |
| Number of Delegates: | 210 | 525 | -60% |
| Booked Group Types: | 1 Assn., 1 Film Crew 1 Society | 1 Govt. and 1 A | |
| Lost Business, # of Groups: | 3 | 1 | |

| <u>Arrived in the month</u> | <u>November-11</u> | Est. | <u>November-10</u> |
|-----------------------------|--------------------|------|--------------------|
| Number of Groups: | 1 | | 0 |
| Revenue Arrived: | \$10,710 | | \$0 |
| Projected Commission: | \$0 | | \$0 |
| Room Nights: | 120 | | 0 |
| Number of Delegates: | 60 | | 0 |
| Arrived Group Types: | 1 Film Crew | | |

| Monthly Detail/Activity | <u>October-11</u> | <u>October-10</u> | |
|--|--------------------------|--------------------------|------|
| <u>Number of Groups Booked:</u> | 1 | 2 | |
| Revenue Booked: | \$7,546 | \$293,259 | -97% |
| Projected Commission: | \$377 | \$14,775 | -97% |
| Room Nights: | 30 | 1525 | -98% |
| Number of Delegates: | 65 | 247 | -74% |
| Booked Group Types: | 1 TA | 1 Corp., 1 TA | |
| Lost Business, # of Groups: | 0 | 1 | |

| <u>Arrived in the month</u> | <u>October-11</u> | <u>October-10</u> | |
|------------------------------------|--------------------------|--|------|
| Number of Groups: | 3 | 9 | |
| Revenue Arrived: | \$151,694 | \$427,827 | -65% |
| Projected Commission: | \$15,169 | \$12,594 | 20% |
| Room Nights: | 1549 | 2991 | -48% |
| Number of Delegates: | 725 | 1715 | -58% |
| Arrived Group Types: | 1 Assn., 1 Smf, 1 Govt. | 2 Corp., 4 Assoc. 1 Govt, 1 Smf, 1 Foundation | |

| Monthly Detail/Activity | <u>September-11</u> | <u>September-10</u> | |
|--|------------------------------------|----------------------------|-------|
| <u>Number of Groups Booked:</u> | 5 | 1 | |
| Revenue Booked: | \$581,803 | \$26,865 | 2066% |
| Projected Commission: | \$32,350 | \$0 | |
| Room Nights: | 2797 | 150 | 1765% |
| Number of Delegates: | 1041 | 50 | 1982% |
| Booked Group Types: | 2 Assoc., 1 Corp, 1 TA, 1 Govt. | 1 Corp. | |
| Lost Business, # of Groups: | 4 | 5 | |

| <u>Arrived in the month</u> | <u>September-11</u> | <u>September-10</u> | |
|------------------------------------|-----------------------------|----------------------------|------|
| Number of Groups: | 5 | 4 | |
| Revenue Arrived: | \$51,977 | \$145,651 | -64% |
| Projected Commission: | \$2,785 | \$14,565 | -81% |
| Room Nights: | 399 | 980 | -59% |
| Number of Delegates: | 262 | 302 | -13% |
| Arrived Group Types: | 1 Corp, 3 Assoc. 1 Smerf | 4 Corp. | |

| Monthly Detail/Activity | <u>August-11</u> | <u>August-10</u> | |
|--|-------------------------|--|-------|
| <u>Number of Groups Booked:</u> | 5 | 4 | |
| Revenue Booked: | \$464,992 | \$52,758 | |
| Projected Commission: | \$46,076 | \$5,275 | 1458% |
| Room Nights: | 1758 | 430 | 679% |
| Number of Delegates: | 823 | 575 | 494% |
| Booked Group Types: | 3 Corp, 1 Smf., 1 Govt. | 1 Corp, 1 Assoc. 1 TA, 1 Foundation | 139% |
| Lost Business, # of Groups: | 2 | 9 | |

| <u>Arrived in the month</u> | <u>August-11</u> | <u>August-10</u> | |
|-----------------------------|---------------------------|-----------------------------|------|
| Number of Groups: | 4 | 7 | |
| Revenue Arrived: | \$371,268 | \$219,566 | 69% |
| Projected Commission: | \$36,583 | \$14,117 | 159% |
| Room Nights: | 1759 | 1294 | 36% |
| Number of Delegates: | 695 | 830 | -16% |
| Arrived Group Types: | 2 Corp, 1 Assoc. 1 Smf | 1 Corp, 5 Assoc., 1 Society | |

| <u>Monthly Detail/Activity</u> | <u>July-11</u> | <u>July-10</u> | |
|---------------------------------|-------------------|------------------|-------|
| <u>Number of Groups Booked:</u> | 5 | 5 | |
| Revenue Booked: | \$737,507 | \$47,336 | 1458% |
| Projected Commission: | \$36,875 | \$4,733 | 679% |
| Room Nights: | 2873 | 484 | 494% |
| Number of Delegates: | 890 | 373 | 139% |
| Booked Group Types: | 1 Corp., 4 Assoc. | 1 Corp., 3 Assoc | |
| Lost Business, # of Groups: | 0 | 8 | |

| <u>Arrived in the month</u> | <u>July-11</u> | <u>July-10</u> | |
|-----------------------------|-------------------|----------------------------|------|
| Number of Groups: | 2 | 8 | |
| Revenue Arrived: | \$61,096 | \$579,888 | -89% |
| Projected Commission: | \$4,855 | \$44,258 | -89% |
| Room Nights: | 541 | 2813 | -81% |
| Number of Delegates: | 220 | 1479 | -85% |
| Arrived Group Types: | 1 Corp., 1 Assoc. | 1 Corp., 6 Assoc., 1 Smerf | |

Future Year Bookings, booked in this fiscal year:

| | | |
|---------------------|--------------------|------------------|
| | | (Goal) |
| For 2012/13: | \$570,530 | \$750,000 |
| For 2014/15: | \$1,348,108 | \$500,000 |

NUMBER OF LEADS Generated as of 12/31/11: 43

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

Monthly Report December 2011

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

| | <u>FY 11/12</u> | <u>FY 10/11</u> | <u>Variance</u> |
|---|-----------------|-----------------|-----------------|
| Total Revenue Booked as of 12/31/11: | \$158,766 | \$200,977 | -21% |
| Forecasted Commission for this Revenue: | \$9,668 | \$22,995 | -58% |
| Number of Room Nights: | 1882 | 1829 | 3% |
| Number of Delegates: | 1345 | 1131 | 19% |
| Annual Revenue Goal: | \$200,000 | \$300,000 | |
| Annual Commission Goal: | \$15,000 | \$15,000 | |
| Number of Tentative Bookings: | 31 | 32 | -3% |

| <u>Monthly Detail/Activity</u> | <u>December-11</u> | <u>December-10</u> |
|--|--------------------|--------------------|
| <u>Number of Groups Booked:</u> | 1 | 0 |
| Revenue Booked: | \$9,423 | \$0 |
| Projected Commission: | \$1,413 | \$0 |
| Room Nights: | 30 | 0 |
| Number of Delegates: | 120 | 0 |
| Booked Group Types: | 1 Corp. | 0 |
| Lost Business, # of Groups: | 4 | 0 |

| <u>Arrived in the month</u> | <u>December-11</u> | Est. | <u>December-10</u> |
|-----------------------------|--------------------|------|--------------------|
| Number of Groups: | 1 | | 0 |
| Revenue Arrived: | \$83,187 | | \$0 |
| Projected Commission: | \$0 | | \$0 |
| Room Nights: | 1170 | | 0 |
| Number of Delegates: | 900 | | 0 |
| Arrived Group Types: | 1 Assoc, | | 0 |

| <u>Monthly Detail/Activity</u> | <u>November-11</u> | <u>November-10</u> |
|--|--------------------|--------------------|
| <u>Number of Groups Booked:</u> | 0 | 0 |
| Revenue Booked: | \$0 | \$0 |
| Projected Commission: | \$0 | \$0 |
| Room Nights: | 0 | 0 |
| Number of Delegates: | 0 | 0 |
| Booked Group Types: | 0 | 0 |
| Lost Business, # of Groups: | 1 | 0 |

| <u>Arrived in the month</u> | <u>November-11</u> | <u>November-10</u> |
|-----------------------------|--------------------|--------------------|
| Number of Groups: | 0 | 1 |
| Revenue Arrived: | \$0 | \$927 |
| Projected Commission: | \$0 | \$0 |
| Room Nights: | 0 | 13 |
| Number of Delegates: | 0 | 8 |
| Arrived Group Types: | | 1 TA |

| Monthly Detail/Activity | <u>October-11</u> | <u>October-10</u> | |
|--|--------------------------|--------------------------|--|
| <u>Number of Groups Booked:</u> | 0 | 0 | |
| Revenue Booked: | \$0 | \$0 | |
| Projected Commission: | \$0 | \$0 | |
| Room Nights: | 0 | 0 | |
| Number of Delegates: | 0 | 0 | |
| Booked Group Types: | 0 | 0 | |
| Lost Business, # of Groups: | 1 | 0 | |

| <u>Arrived in the month</u> | <u>October-11</u> | <u>October-10</u> | |
|------------------------------------|--------------------------|--------------------------|------|
| Number of Groups: | 2 | 1 | |
| Revenue Arrived: | \$15,354 | \$5,280 | 191% |
| Projected Commission: | \$767 | \$264 | 191% |
| Room Nights: | 132 | 48 | 175% |
| Number of Delegates: | 90 | 100 | -10% |
| Arrived Group Types: | 2 Assn. | 1 Assn. | |

| Monthly Detail/Activity | <u>September-11</u> | <u>September-10</u> | |
|--|----------------------------|----------------------------|--|
| <u>Number of Groups Booked:</u> | 1 | 0 | |
| Revenue Booked: | \$4,455 | \$0 | |
| Projected Commission: | \$668 | \$0 | |
| Room Nights: | 50 | 0 | |
| Number of Delegates: | 50 | 0 | |
| Booked Group Types: | 1 Smf | 0 | |
| Lost Business, # of Groups: | 2 | 0 | |

| <u>Arrived in the month</u> | <u>September-11</u> | <u>September-10</u> | |
|------------------------------------|----------------------------|----------------------------|------|
| Number of Groups: | 1 | 4 | |
| Revenue Arrived: | \$4,459 | \$67,983 | -93% |
| Projected Commission: | \$668 | \$6,042 | -89% |
| Room Nights: | 47 | 616 | -92% |
| Number of Delegates: | 50 | 291 | -83% |
| Arrived Group Types: | 1 Smf | 2 Corp,1 Assoc, 1 TA | |

| Monthly Detail/Activity | <u>August-11</u> | <u>August-10</u> | |
|--|-------------------------|-------------------------|--|
| <u>Number of Groups Booked:</u> | 0 | 3 | |
| Revenue Booked: | \$0 | \$37,580 | |
| Projected Commission: | \$0 | \$3,724 | |
| Room Nights: | 0 | 484 | |
| Number of Delegates: | 0 | 296 | |
| Booked Group Types: | | 1 Corp,1 Assoc. | |
| Lost Business, # of Groups: | 2 | 8 | |

| <u>Arrived in the month</u> | <u>August-11</u> | <u>August-10</u> | |
|------------------------------------|-------------------------|-------------------------|-------|
| Number of Groups: | 1 | 1 | |
| Revenue Arrived: | \$33,959 | \$3,730 | 810% |
| Projected Commission: | \$5,093 | \$0 | |
| Room Nights: | 372 | 10 | 3620% |
| Number of Delegates: | 75 | 37 | 103% |
| Arrived Group Types: | 1 Govt. | 1 Smf. | |

| Monthly Detail/Activity | <u>July-11</u> | <u>July-10</u> |
|--|-----------------------|-----------------------|
| <u>Number of Groups Booked:</u> | 0 | 2 |
| Revenue Booked: | \$0 | \$5,148 |
| Projected Commission: | \$0 | \$558 |
| Room Nights: | 0 | 80 |
| Number of Delegates: | 0 | 30 |
| Booked Group Types: | | 1 Corp, 1 TA |
| Lost Business, # of Groups: | 0 | 8 |

| <u>Arrived in the month</u> | <u>July-11</u> | <u>July-10</u> |
|------------------------------------|-----------------------|---------------------------------|
| Number of Groups: | 0 | 4 |
| Revenue Arrived: | \$0 | \$98,226 |
| Projected Commission: | \$0 | \$12,964 |
| Room Nights: | 0 | 832 |
| Number of Delegates: | 0 | 495 |
| Arrived Group Types: | | 1 Corp, 2 Smerf 1 Non-Profit |

Future Year Bookings, booked in this fiscal year:

| | | |
|---------------------|-----------------|------------------|
| | | (Goal) |
| For 2012/13: | \$0 | \$100,000 |
| For 2014/15: | \$91,188 | \$50,000 |

NUMBER OF LEADS Generated as of 12/31/11: 30

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

| | | | | | |
|---------------------------------|----------|--------------|-----|------------|-----|
| North Shore: | | | | | |
| Oct-11 | | | | | |
| Groups Booked: | 1 | | | | |
| Placer County: | 0 | Room Nights: | 0 | Delegates: | 0 |
| Washoe County: | 1 | Room Nights: | 65 | Delegates: | 30 |
| Nevada County: | 0 | Room Nights: | 0 | Delegates: | 0 |
| Groups Arrived: | 3 | | | | |
| Placer County: | 2 | Room Nights: | 927 | Delegates: | 325 |
| Washoe County: | 1 | Room Nights: | 622 | Delegates: | 400 |
| Nevada County: | 0 | Room Nights: | 0 | Delegates: | 0 |
| | | | | | |
| Nov-11 | | | | | |
| Groups Booked: | 3 | | | | |
| Placer County: | 2 | Room Nights: | 260 | Delegates: | 150 |
| Washoe County: | 0 | Room Nights: | 0 | Delegates: | 0 |
| Nevada County: | 1 | Room Nights: | 120 | Delegates: | 60 |
| Groups Arrived: | 1 | | | | |
| Placer County: | 0 | Room Nights: | 0 | Delegates: | 0 |
| Washoe County: | 0 | Room Nights: | 0 | Delegates: | 0 |
| Nevada County: | 1 | Room Nights: | 120 | Delegates: | 60 |
| | | | | | |
| Dec-11 | | | | | |
| Groups Booked: | 1 | | | | |
| Placer County: | 1 | Room Nights: | 50 | Delegates: | 34 |
| Washoe County: | 0 | Room Nights: | 0 | Delegates: | 0 |
| Nevada County: | 0 | Room Nights: | 0 | Delegates: | 0 |
| Groups Arrived: | 1 | | | | |
| Placer County: | 1 | Room Nights: | 54 | Delegates: | 18 |
| Washoe County: | 0 | Room Nights: | 0 | Delegates: | 0 |
| Nevada County: | 0 | Room Nights: | 0 | Delegates: | 0 |
| | | | | | |
| Quarter total by county: | | | | | |
| Groups Booked: | 5 | | | | |
| Placer County: | 3 | Room Nights: | 310 | Delegates: | 184 |
| Washoe County: | 1 | Room Nights: | 65 | Delegates: | 30 |
| Nevada County: | 1 | Room Nights: | 120 | Delegates: | 60 |
| Groups Arrived: | 5 | | | | |
| Placer County: | 3 | Room Nights: | 981 | Delegates: | 343 |
| Washoe County: | 1 | Room Nights: | 622 | Delegates: | 400 |
| Nevada County: | 1 | Room Nights: | 120 | Delegates: | 60 |



north lake tahoe

Chamber | CVB | Resort Association

DATE: February 1, 2012
TO: Board of Directors
FROM: Ron Treabess
Director of Community Partnerships
and Planning
SUBJ: January 1-31, 2012
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express

The TTD Board has its expected approval of the new NLTE contract on hold pending clarification of a technicality with the provider. This will require rebidding the contract this spring. The new service will be initiated as soon as possible and will continue operating on the new schedule until final approval can be made. Even with the slow start to the winter season, ridership is up 24 passengers for the first 5 months of 2011-1012, and passenger revenues are down \$1330 for the same period. The most recent NLTE report is attached.

2. North Lake Tahoe Welcome Center

Staff opened the Welcome Center at the Reno Tahoe International Airport with a temporary exhibit on September 2nd. Since that time, the space has been renovated, exhibits and counters installed, and is open for information and NLTE ticketing. It does appear that the airport-wide remodel will have some fairly minor negative effect for the airport renovation during April or May, which is the lighter travel season. Staff is in communication with NLTE staff to insure coordination of the two projects.

3. Regional Wayfinding Signage - NLTRA

NLTRA staff and consultant are moving forward with creating a final, functioning Wayfinding Signage Design Guidelines Manual. At this time, a final draft has been received from the consultant and is being reviewed. After staff review, concurrence will be requested from partnering agencies. The time to complete these tasks is 8-10 weeks. At the time of completion, staff will move forward will specific design and construction documents necessary for permitting, fabrication, and installation of pilot/demonstration signs in spring, 2012.

The participants from Placer County and TRPA, (permitting agencies) have discussed the possibility that individual sign projects may qualify for

permitting under existing regulations. They agreed to revisit the possibility with each agency before we move ahead with the time and expense of preparing submittals. NLTRA staff will address those issues if and when it is determined what permitting actions will be required to move forward with individual signage projects.

Pilot signs, following the Design Guidelines Manual, have been installed along North Shore bike trails, on Fairway Drive just off of Hwy. 89, and will soon be placed near the Tahoe City Transit Center.

4. Possible Public Purchase of the Tahoe City Golf Course

Tahoe City Public Utility District (TCPUD) has submitted an offer to purchase the Tahoe City Golf Course property which has been accepted by the seller, pending several due diligence reports and studies needing completion over the next six months. Discussions between the Tahoe City Public Utility District (TCPUD), Placer County, the Redevelopment Agency, the Tahoe Conservancy, and the NLTRA have determined that efforts should be made to pursue this opportunity to keep this ownership local and a key part of the future of the North Lake Tahoe community through a public partnership. Most of these reports have been completed indicating no insurmountable concerns. Discussions between the agencies and their respective Boards are on-going to determine the best possibilities for funding this purchase. A recommendation for TOT funding has been made by the Infrastructure/Transportation Committee which will come before the Board for consideration at the February meeting.

5. Regional Coordinated Skier Shuttle Program

Through the leadership of the newly organized Truckee Tomorrow Transportation Committee and Truckee North Tahoe-Transportation Management Association (TMA), there is a strong interest to develop a coordinated regional skier shuttle program, with actual service beginning in the 2012/13 winter season. The TMA has approved a proposal from LSC Transportation Consultants to develop a specific plan for service, rather than a conceptual study. Staff is recommending that the NLTRA fund \$3,000 of the necessary \$9,960 to complete this plan for service. The remaining funds will be contributed by the 12 partners including the ski areas and the Town of Truckee. The request to be a funding partner will be presented to the Board at the February meeting. While this program would not begin until 2012/13, the opportunity to gather important data this winter season through a Holiday weekend pilot park-and-ride skier shuttle service has been put together by the partners. The service will be provided over the Presidents Day weekend and the results used to help plan the overall coordinated skier shuttle program.

6. North and West Shore Water Shuttle

Utilizing the *Lake Tahoe Waterborne Shuttle Service Concept Design and Feasibility Study* (Feasibility Study) recommended actions and implementation plan, staff has been working with TTD, TNT/TMA and LSC to determine advanced planning needs for initiation of a North Lake Tahoe Water Shuttle for operation during summer of 2012. A request to use Research and Planning funds to do this advanced planning was approved by

the Board at its December meeting. The planning that is necessary is 3-fold: 1) landside facilities, use agreements, and permits; 2) RFP preparation for shuttle service provider; 3) ticketing, marketing, and monitoring programs. These will be three separate efforts that will each result in determination of direction, actions, and related funding needs to provide a successful shuttle service, Consultants have prepared proposals that will allow planning work to be completed by mid to later January. Specific funding needs will have then been identified for items such as selected piers, usable landside facilities, necessary improvements to landside facilities, permitting requirements, access and use agreement requirements, and initial negotiations with landing site owners. The RFP would be ready to release for soliciting proposals from shuttle service providers. And we will know what funding will be necessary to set up a defined ticketing system, to design a marketing program and materials, and formulate a data collection and analysis monitoring program.

With the completion of this planning information, TTD can make the final decision to implement the water shuttle program and determine the Water Shuttle Program manager in February. TTD will also submit any necessary Infrastructure funding request, and release the RFP for solicitation of shuttle service proposals in February. After the 30 day solicitation period, the proposals would be reviewed for recommendation to TTD for selection. TTD would then prepare to enter into a contract with the selected shuttle service provider. If TTD determines that it cannot implement this service in timely fashion, staff will recommend that the NLTRA/TMA do so.

The intent is for the operation of the service and the Water Shuttle Program manager's monitoring program to commence on Memorial weekend or in June, 2012. Monitoring will be continuous from June to October with recommendations for program changes as findings indicate.

7. Squaw Valley Winter Pedestrian Trail Maintenance

A funding request has been received from the Squaw Valley Public Service District to partially fund a pilot snow removal program to provide an off road pedestrian trail to eliminate the need for visitors to walk on Squaw Valley Road with the multitude of auto traffic. The request was recommended by the Joint Committee and the Board of Directors on December 7th. This project was approved by the Board of Supervisors on January 10th. The funding agreement between the SVPSD and the NLTRA has been completed and the trail clearing project is now underway.

8. Auburn/Placer County California Welcome Center

Staff continues to provide assistance to Placer County Visitor Bureau to develop the new California Welcome Center which will contain North Lake Tahoe exhibitory and information. Staff visited the space and will request proposals for an appropriate North Lake Tahoe exhibit in this Auburn facility. The preparation of the space has been slowed with some structural and funding concerns. The intent is to bring a funding request to the Joint Committee in a timely fashion so as to be ready for installation when the space is prepared.

9. North Lake Tahoe Bike Trail (Dollar Creek Shared-Use Trail)

This bike trail project, partially funded with \$200,000 of Infrastructure TOT, is being managed by Placer County Department of Public Works (DPW). It is in the middle of environmental/preliminary engineering that should be complete by June 30, 2012 using \$435,000 of Tahoe Conservancy funding. The existing NLTRA \$200,000 allocated to the project is reserved for detailed design to occur in the latter half of 2012. DPW will pursue construction funding next year with hopes of breaking ground in 2013. However, the construction estimate could be as high as \$5,000,000, which could delay the start, while funding is being secured. NLTRA staff will help seek other funding sources in addition to Infrastructure TOT. DPW has requested that staff hold off on preparing a letter of support to DWP to continue with this important project until they are applying for specific funding grants.

10. Truckee California Welcome Center

Staff is working with the Truckee Donner Chamber of Commerce to possibly install an "Explore North Lake Tahoe" information exhibit in the California Welcome Center that they operate in the Truckee railroad station. A proposal has been received from the consulting firm describing three alternatives with approximate costs. A request for funding will be made at the February Joint Committee meeting.

11. Northstar Entrance Road and Roundabout Improvement Project

This infrastructure request was recommended by the Joint Committee and the Board of Directors on December 7th. This project was approved by the Board of Supervisors on January 10th. The funding agreement between the NCS and the NLTRA has been completed and the project will be completed during the summer, 2012.

12. Northstar/Martis Valley Multi-Purpose Trail

The steering committee reviewed the two alternatives for the trail location from the Nevada County line through Martis Valley and into Northstar Village and mid-mountain. The EIS is being prepared with an anticipated review start date of mid-summer.

13. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, February 27, 2012, 1:30 p.m., at TCPUD.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Truckee Tomorrow Transportation Meeting
- Installation of RTIA Welcome Center Exhibits
- Tuesday Morning Breakfast Club
- Met with Consultant at Truckee Welcome Center
- Tahoe Transportation District Board
- Olympic Heritage Mixers
- Reno Welcome Center/Contractor Meeting

- TNT/TMA Board
- Resort Triangle Transportation Planning Coalition
- TRPA/APC Planning Meeting
- Lake Tahoe Legislative Strategy Session
- CEO/Golf Course Meeting in Auburn
- Board of Supervisors Meeting/Approval of TOT Ballot Language
- Placer County Transportation Planning Agency Board
- Supervisor Montgomery Meeting
- Northstar/Martis Trail Meeting

NLTE Monthly Summary -- December 2011

Truckee - Northstar
 Squaw Valley - Tahoe City - Sunnyside
 Incline Village - Kings Beach - Tahoe Vista

Green
 Red
 Blue

| Month | FY 2006-07 | | | FY 2007-08 | | | FY 2008-09 | | | FY 2009-10 | | | FY 2010-11 | | | FY 2011-12 | | |
|-----------------------------------|------------|-----------|-----------|------------|-----------|----------|------------|----------|-----------|------------|-------|-----|------------|-------|-----|------------|--|--|
| | Total | Green | Red | Total | Green | Red | Total | Green | Red | Total | Green | Red | Total | Green | Red | Total | | |
| July | \$0 | \$32,220 | \$43,438 | \$42,006 | \$53,794 | \$4,635 | \$26,966 | \$49,564 | \$26,966 | \$80,595 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | |
| Aug | \$0 | \$28,027 | \$41,564 | \$40,810 | \$48,243 | \$6,378 | \$25,244 | \$32,383 | \$64,004 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | |
| Sep | \$0 | \$26,383 | \$29,982 | \$34,440 | \$38,714 | \$4,443 | \$23,928 | \$11,715 | \$40,086 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | |
| Oct | \$0 | \$26,803 | \$31,756 | \$25,515 | \$51,259 | \$2,665 | \$16,083 | \$10,625 | \$29,373 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | |
| Nov | \$7,066 | \$20,294 | \$17,836 | \$15,706 | \$24,195 | \$2,305 | \$6,666 | \$13,371 | \$22,341 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | |
| Dec | \$43,288 | \$57,943 | \$68,123 | \$51,200 | \$77,382 | \$11,704 | \$21,739 | \$22,409 | \$55,652 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | |
| Jan | \$41,022 | \$65,700 | \$50,905 | \$64,889 | \$70,922 | | | | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | |
| Feb | \$40,191 | \$65,683 | \$75,355 | \$72,647 | \$83,094 | | | | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | |
| Mar | \$54,375 | \$59,871 | \$81,088 | \$75,514 | \$86,608 | | | | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | |
| Apr | \$26,628 | \$20,536 | \$23,882 | \$27,230 | \$27,459 | | | | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | |
| May | \$16,625 | \$17,175 | \$18,016 | \$23,158 | \$17,866 | | | | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | |
| June | \$29,016 | \$28,212 | \$33,214 | \$40,196 | \$41,662 | | | | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | |
| Total | \$256,211 | \$451,147 | \$516,159 | \$523,311 | \$621,198 | | | | \$134,568 | \$292,249 | | | | | | | | |
| Year to Date | | | | | | | | | \$32,129 | \$125,553 | | | | | | | | |
| Change over Previous Year to Date | | | | | | | | | | | | | | | | | | |

| Month | Total | Green | Red | Blue | Total |
|-----------------------------------|-------|-------|-------|-------|-------|
| July | 0 | 1187 | 1618 | 1473 | 1682 |
| Aug | 0 | 1001 | 1538 | 1350 | 1526 |
| Sep | 0 | 1009 | 1108 | 1137 | 1317 |
| Oct | 0 | 884 | 1196 | 853 | 1591 |
| Nov | 245 | 640 | 623 | 546 | 782 |
| Dec | 1749 | 2446 | 2527 | 1924 | 2695 |
| Jan | 1687 | 2685 | 1955 | 2461 | 2196 |
| Feb | 1537 | 2506 | 2688 | 2699 | 2766 |
| Mar | 2191 | 2384 | 2953 | 3059 | 2291 |
| Apr | 1648 | 756 | 840 | 1361 | 1037 |
| May | 602 | 632 | 605 | 730 | 534 |
| June | 1112 | 1064 | 1152 | 954 | 1403 |
| Total | 10748 | 17194 | 18783 | 18547 | 19780 |
| Year to Date | | | | | |
| Change over Previous Year to Date | | | | | |

| Month | 2006-07 | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|-----------------------------------|-----------|-----------|-----------|----------|----------|---------|
| July | \$0 | \$10,382 | \$15,363 | \$22,200 | \$0 | \$0 |
| Aug | \$0 | \$13,426 | \$10,372 | \$5,475 | \$530 | \$0 |
| Sept | \$0 | \$18,287 | \$31,278 | \$13,196 | \$1,982 | \$0 |
| Oct | \$0 | \$18,380 | \$14,155 | \$21,225 | \$22,857 | \$0 |
| Nov | \$6,790 | \$16,316 | \$22,419 | \$13,273 | \$17,328 | \$0 |
| Dec | \$15,548 | \$2,750 | \$0 | \$0 | \$0 | \$0 |
| Jan | \$21,289 | \$1,294 | \$1,916 | \$0 | \$0 | \$0 |
| Feb | \$17,896 | \$3,946 | \$0 | \$0 | \$0 | \$0 |
| Mar | \$15,629 | \$12,315 | \$0 | \$0 | \$0 | \$0 |
| Apr | \$26,379 | \$24,964 | \$21,890 | \$6,570 | 16116 | |
| May | \$18,738 | \$7,918 | \$15,483 | \$9,417 | 8313 | |
| June | \$10,012 | \$15,379 | \$5,778 | \$1,290 | 500.5 | |
| Total | \$121,945 | \$145,327 | \$138,654 | \$94,646 | \$67,925 | \$0 |
| YTD | | | | | | |
| Change over Previous Year to Date | | | | | | |

Current Year Expenditures
 Subsidy to Airport Mini Bus: July 2011-June 2012
 IT for Activity Tickets: \$5,000 July 2011-June 2012
 TMA Administration: \$15,000 July 2011-June 2012
 Marketing: \$17,688 July 2011-June 2012
 Marketing: \$37,688

Target Funding \$146,000
 Partners: Hyatt, Biltmore,
 CBIV-CVB, Placer-NLTRA TOT,
 Truckee-Tahoe Airport,
 Cedar House Sport Hotel
 RCVD \$32,350

Management Activities in Month

1. Work with wholesalers for 11/12 season - receive all bookings and send confirmations for shuttle throughout season
2. NLTE Winter Collateral - work on new schedule and flyer for front desk staff at Resorts
3. NLTE Website - work on updating website and changes to front page with Shelley Fallon
4. NLTE Group Business - work with groups around the triangle - set up discount codes for attendees
5. Continue working with David Denberg - Summit Series regarding January group of 600 people coming to SV
6. Distribution of NLTE collateral including schedule and rates for front desks around triangle for winter season
7. New Runs for Red Route added and released - info sent to properties on Red Route.
8. NLTE Reservation system re-write - continue working on new reservation system and testing of new system. Work with Airport staff to test and provide feedback.

| Month | 2006-07 | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|-----------------------------------|-----------|-----------|-----------|----------|----------|---------|
| July | \$0 | \$10,382 | \$15,363 | \$22,200 | \$0 | \$0 |
| Aug | \$0 | \$13,426 | \$10,372 | \$5,475 | \$530 | \$0 |
| Sept | \$0 | \$18,287 | \$31,278 | \$13,196 | \$1,982 | \$0 |
| Oct | \$0 | \$18,380 | \$14,155 | \$21,225 | \$22,857 | \$0 |
| Nov | \$6,790 | \$16,316 | \$22,419 | \$13,273 | \$17,328 | \$0 |
| Dec | \$15,548 | \$2,750 | \$0 | \$0 | \$0 | \$0 |
| Jan | \$21,289 | \$1,294 | \$1,916 | \$0 | \$0 | \$0 |
| Feb | \$17,896 | \$3,946 | \$0 | \$0 | \$0 | \$0 |
| Mar | \$15,629 | \$12,315 | \$0 | \$0 | \$0 | \$0 |
| Apr | \$26,379 | \$24,964 | \$21,890 | \$6,570 | 16116 | |
| May | \$18,738 | \$7,918 | \$15,483 | \$9,417 | 8313 | |
| June | \$10,012 | \$15,379 | \$5,778 | \$1,290 | 500.5 | |
| Total | \$121,945 | \$145,327 | \$138,654 | \$94,646 | \$67,925 | \$0 |
| YTD | | | | | | |
| Change over Previous Year to Date | | | | | | |

2011-12 Business Plan Progress Report

DEC 2011

Goal: Promote Business and Tourism with emphasis on promoting and supporting Chamber members

- Weekly Newsletter — Biz Bytes Distribution to members
- Weekly Radio Show promoting timely events and business members
- Dec 2—Mixer at Christmas Tree Village
- Dec 9—Mixer at Sunnyside

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community

- Dec 6 —Breakfast Club

Goal: Create, promote and deliver improved value, marketing and delivery of Chamber Member services

- Administration of the Tahoe Fund “Plate for Powder” program
- Called to review all data for every chamber member
- Completed SHRA partnership education calendar

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community: Economic Development, Redevelopment, Diversification and

- Administration of the Tahoe Fund “Plate for Powder” program
- NLTRA Board of Directors Election

Percentage of Membership by Location

| | Jun '11 | Jul '11 | Aug '11 | Sep '11 | Oct '11 | Nov '11 | Dec '11 |
|---------------------|---------|---------|---------|---------|---------|---------|---------|
| Incline/Crystal Bay | 25% | 25% | 25% | 25% | 25% | 25% | 24% |
| Tahoe City | 27% | 27% | 27% | 27% | 27% | 27% | 28% |
| Truckee | 14% | 14% | 14% | 14% | 14% | 14% | 16% |
| KB/CB/ Tahoe Vista | 13% | 13% | 13% | 13% | 13% | 13% | 13% |
| Reno/Sparks/Carson | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| South Shore | 5% | 5% | 5% | 5% | 5% | 5% | 4% |
| Squaw Valley | 3% | 3% | 3% | 3% | 3% | 3% | 4% |
| Other | 6% | 6% | 6% | 6% | 6% | 6% | 4% |
| Homewood/Tahoma | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Total Members | 638 | 601 | 601 | 575 | 555 | 500 | 444 |