

KEY METRICS FOR JANUARY 31, 2014

Total TOT Collections by Quarter 2008 - 2014 (through January 31, 2014)					
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
2008-09	\$ 3,266,869	\$ 1,478,424	\$ 2,743,430	\$ 1,163,143	\$ 8,651,866
2009-10	\$ 2,815,626	\$ 1,633,431	\$ 3,605,526	\$ 1,190,129	\$ 9,244,712
2010-11	\$ 3,242,663	\$ 2,107,554	\$ 3,775,501	\$ 1,360,504	\$ 10,486,222
2011-12	\$ 3,682,067	\$ 1,794,228	\$ 3,159,502	\$ 1,553,956	\$ 10,189,753
2012-13	\$ 3,881,370	\$ 2,103,378	\$ 4,261,128	\$ 1,439,436	\$ 11,685,312
2013-14	\$ 4,512,680	\$ 1,555,392	\$ 264,651	\$ -	\$ 6,332,723
Total	\$ 21,401,275	\$ 10,672,407	\$ 17,809,738	\$ 6,707,168	\$ 47,938,722

VISITOR INFORMATION STATISTICS FOR FISCAL YEAR 2013 - 2014				
Referrals (July - January)	2011/2012	2012/2013	2013/2014	YOY % Change
Tahoe City:				
Walk In	9,231	26,309	32,443	23.32%
Phone	1,973	2,179	1,999	-8.26%
Kings Beach (Walk In Only)	2,995	3,014	5,278	75.12%
Reno (Walk in - Thru Dec)	1,660	1,793	3,834	113.83%

Infrastructure Fund Balances Held by Placer County as of 6/30/13	
Contracts In:	
FY 2010-11	\$ -
FY 2011-12	\$ 135,445
FY 2012-13	\$ 1,503,690
FY 2013-14	\$ 1,168,080
Total Fund Balances	\$ 2,807,215

Chamber Of Commerce Total Membership	
December 2012	451
June 2013	465
January 2014	475

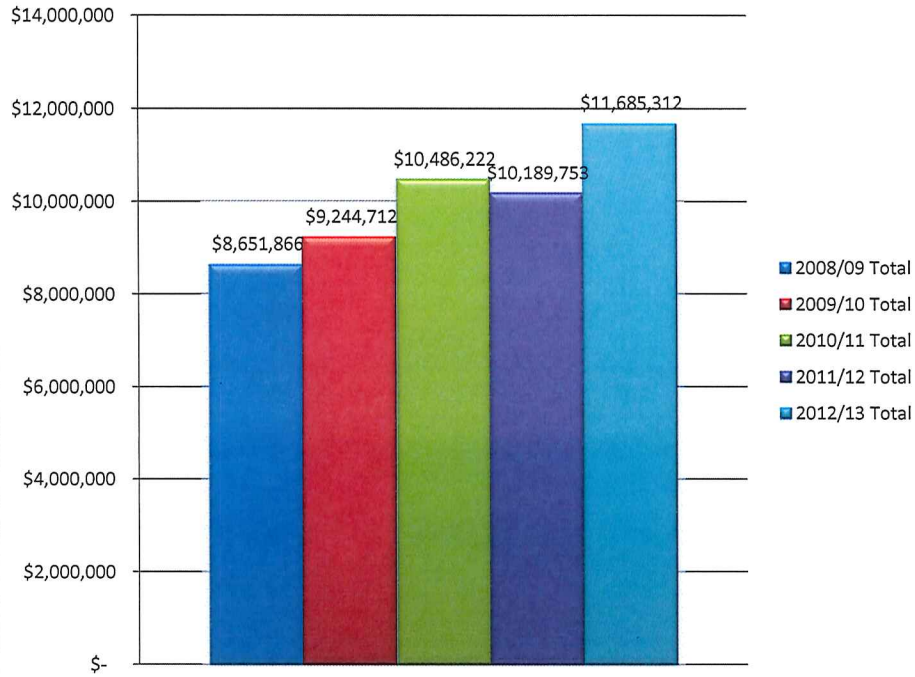
Calendar Year Sales Tax Revenue - Lake Tahoe (Calendar Year Basis)					
Quarter	2010	2011	2012	2013	YOY % Change
First (JFM)	\$ 592,861	\$ 469,504	\$ 505,344	\$ 616,736	22.0%
Second (AMJ)	\$ 376,497	\$ 391,536	\$ 446,802	\$ 477,603	6.1%
Third (JAS)	\$ 687,963	\$ 757,531	\$ 777,413	\$ 825,863	10.8%
Fourth (OND)	\$ 448,294	\$ 441,061	\$ 482,877		0.0%
Total	\$ 2,105,615	\$ 2,059,632	\$ 2,212,436	\$ 1,920,202	0.0%

MTRiP Reservations Activity	FY 12/13	FY 13/14	Change
Occupancy during January	51.5%	46.3%	-10.1%
ADR January (Average Daily Rate)	\$ 262	\$ 271	3.4%
Occupancy Forecast February	50.0%	36.6%	-26.8%
ADR February (Average Daily Rate)	\$ 280	\$ 292	4.3%
Occupancy (prior 6 months)	44.6%	45.9%	2.9%
ADR (prior 6 months)	\$ 221	\$ 245	10.9%
Occupancy (next 6 months)	24.2%	22.8%	-5.8%
ADR (next 6 months)	\$ 237	\$ 247	4.2%
Incremental Pacing for January	9.1%	3.7%	-59.3%

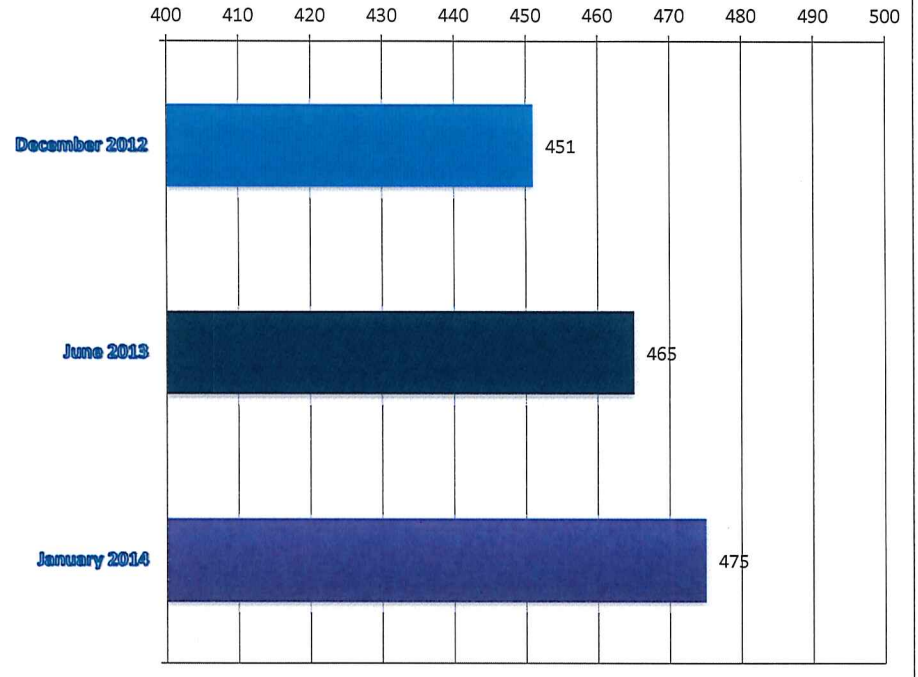
Unemployment	December 2012	June 2013	December 2013
California	9.7%	8.9%	7.9%
Placer County	8.6%	7.5%	6.5%
Dollar Point	9.9%	8.7%	7.6%
Kings Beach	8.6%	7.5%	6.5%
Sunnyside/Tahoe City	10.0%	8.7%	7.6%
Tahoe Vista	14.3%	12.5%	11.0%

Conference Revenue Statistics Fiscal July 1, 2013 to June 30, 2014			
FORWARD LOOKING (2013/14)	2012-13	2013-14	YOY % Change
	Actuals	Forecasted	
Total Revenue Booked through January	\$ 2,113,783	\$ 2,617,948	24%
Forecasted Commission for this Revenue	67,339	154,900	130%
Number of Room Nights	9,374	11,382	21%
Number of Tentative Bookings	61	96	57%
CURRENT			
Annual Revenue Goal	\$ 1,750,000	\$ 2,750,000	57%
Annual Commission Goal	\$ 75,000	\$ 150,000	100%
Conference Revenue And Percentage by County:			
Placer (53% of revs in '13, 72% in '14)	\$ 1,114,907	\$ 1,887,320	69%
Washoe ('13; 19%, '14; 9%)	\$ 407,552	\$ 227,073	-44%
South Lake ('13; 27%, '14; 18%)	\$ 580,965	\$ 475,963	-18%
Nevada ('13; 1%, '14; 1%)	\$ 10,359	\$ 27,592	166%
Total Conference Revenue	\$ 2,113,783	\$ 2,617,948	24%

5-Year Annual TOT Collections (Fiscal Year Basis)



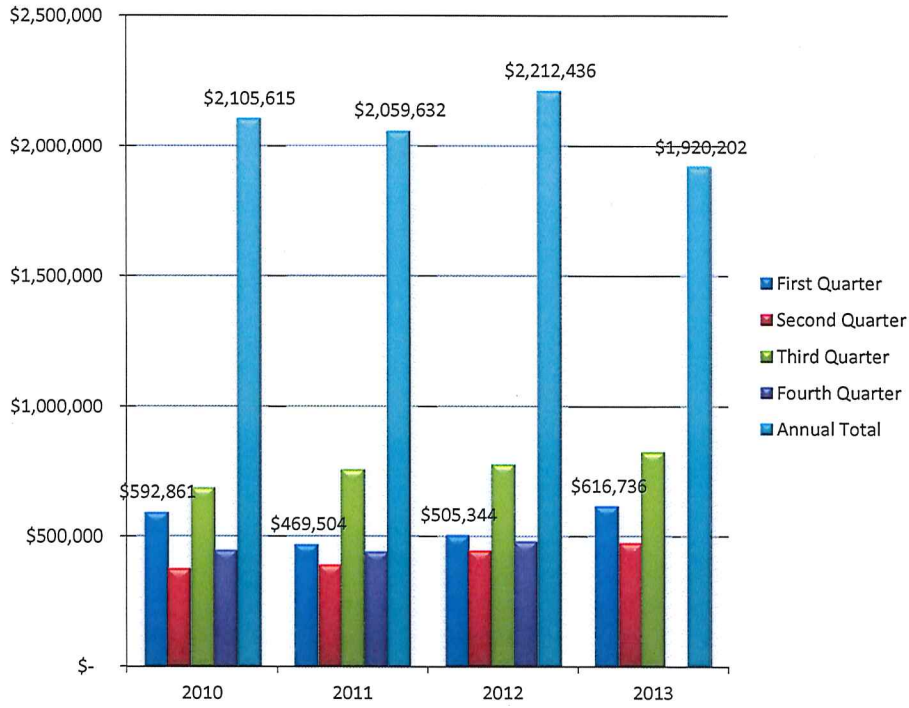
Chamber Membership (# of Members)



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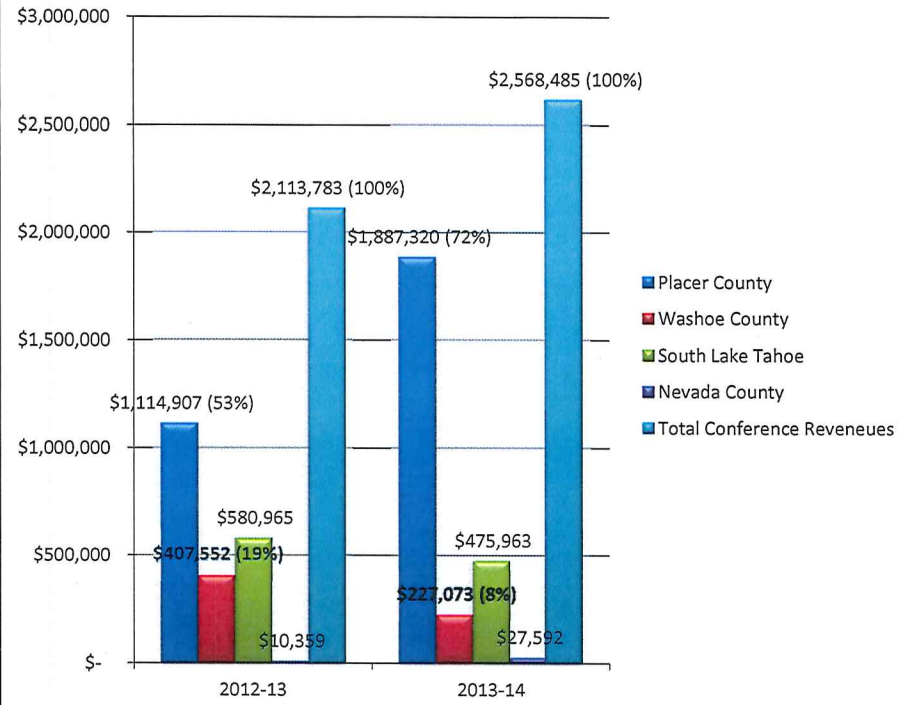
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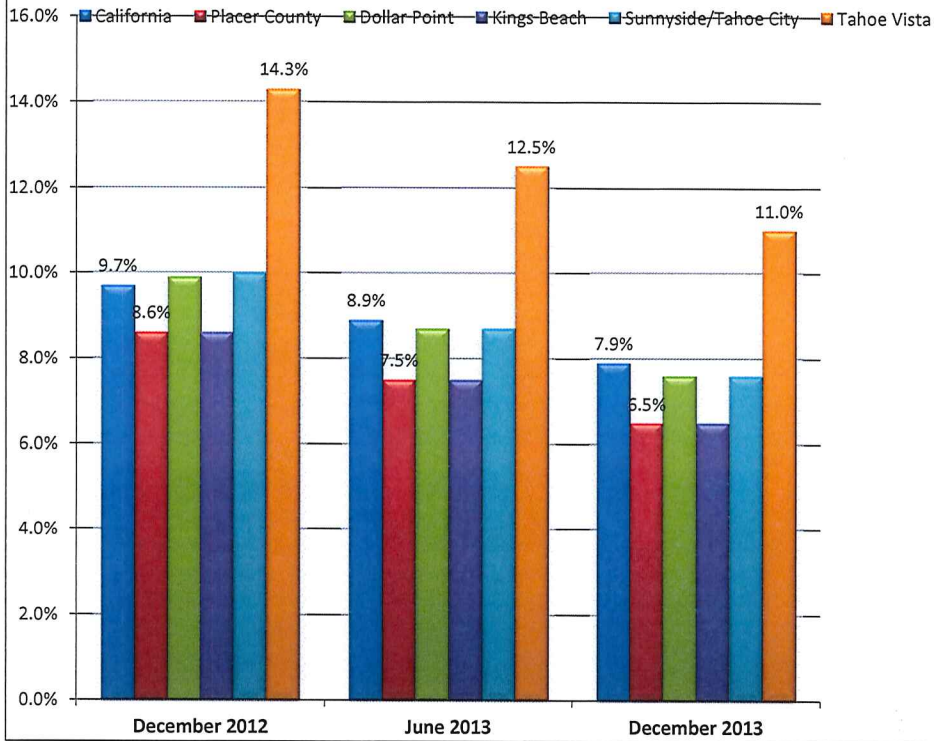
Conference Revenue Statistics & Revenue Share by County



Conference Revenue Statistics Fiscal July 1, 2013 to June 30, 2014

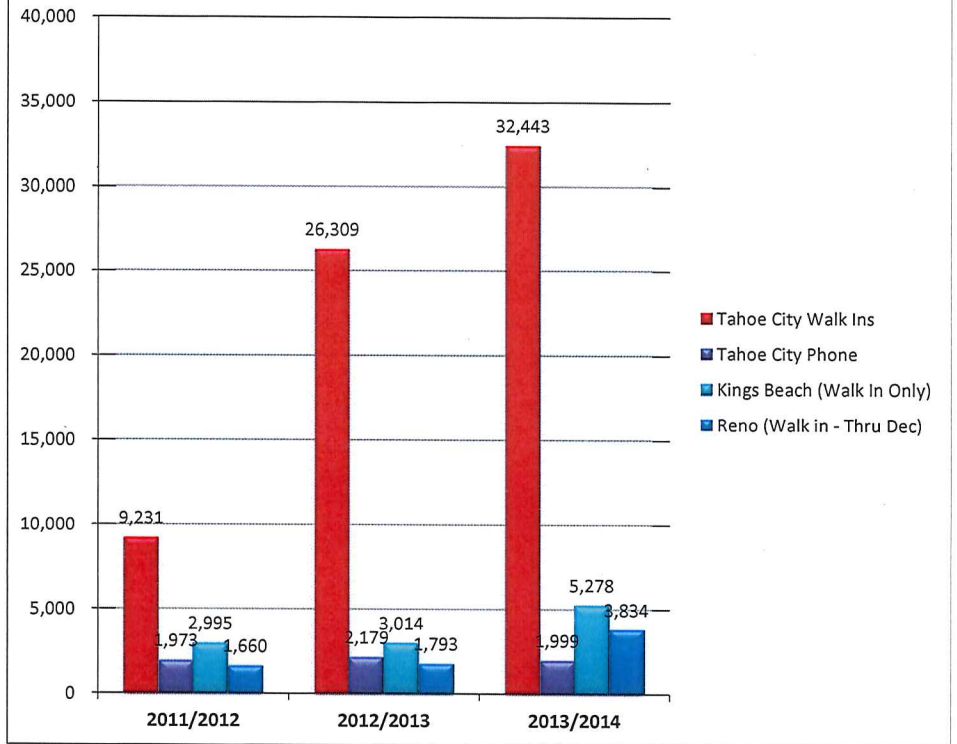
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Unemployment Rates by Region



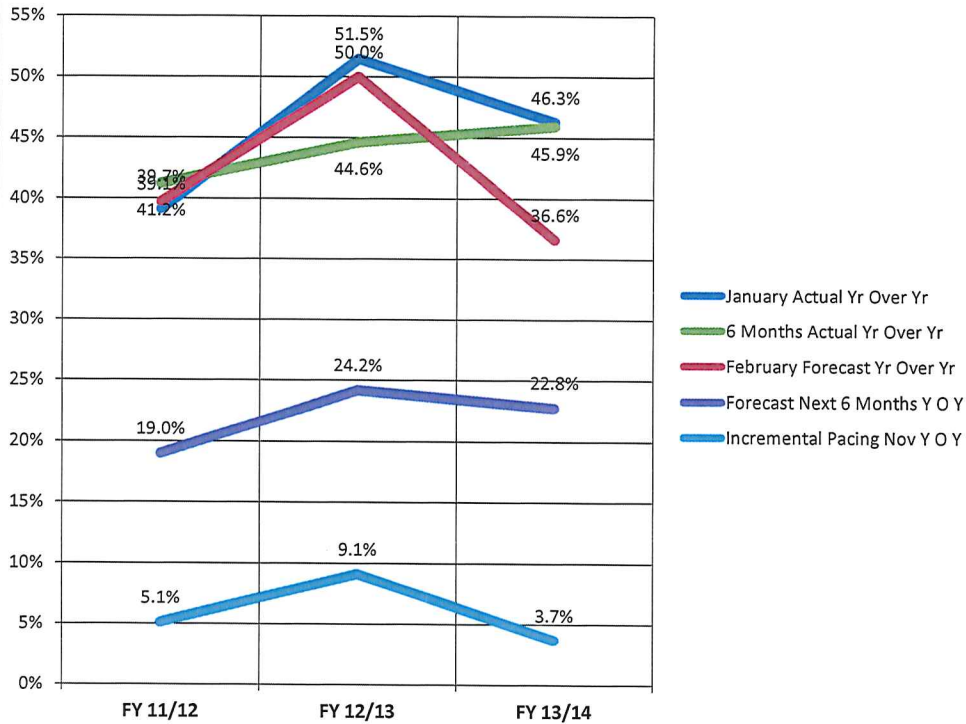
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Visitor Information - Fiscal YTD through January

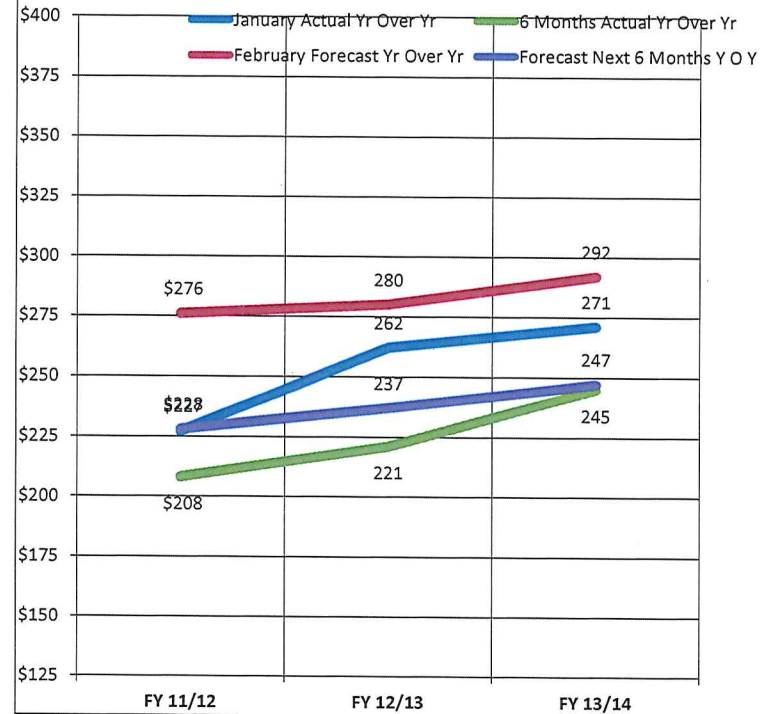


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MTRIP Destimetrics Occupancy in NLT Comparisons



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