

# West Region Mountain Market Briefing

Summary and Insights: January, 2016

Data as of December 31, 2015

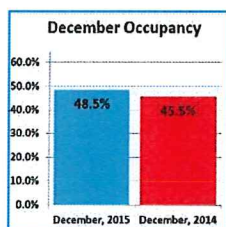


DestiMetrics LLC

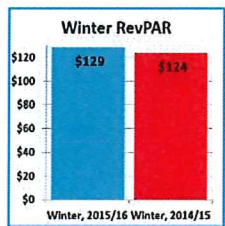
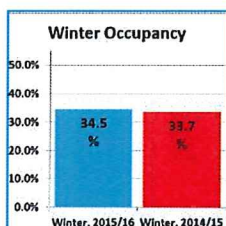
## Overall Business Up Slightly on Strong December Pace. (good snow offsets volatile economic trends, but results vary)

Winter Bookings held their own and ended slightly up in December, as strong early snow in the Rocky Mountains and Far West trumped the increasingly volatile economic news, and significantly increased December's booking pace, the result of which helped fill in some holiday season weak spots. However, February and March were not significantly impacted and continue to lag behind last year's pace. We're also careful to note that, while the aggregate booking patterns are up slightly, results are modest compared to the double digit increases of recent years, and some individual destinations are demonstrating booking patterns that are neither consistent with their peers or recent history, suggesting special attention be given to the data on a destination-by-destination and property-specific level.

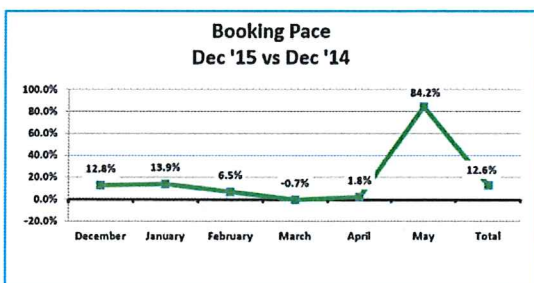
### Section 1: Lodging Performance – Winter 2015/16 (November '15 – April '16)



**December Historic Actual** occupancy as of Dec. 31 was up a strong 6.5 percent compared to December 2014, at 48.5 percent occupancy. Average Daily Rate (ADR) was up moderately, gaining 3.3 percent for the month compared to last year at \$448, resulting in a strong revenue gain of 10.0 percent, with RevPAR at \$217.

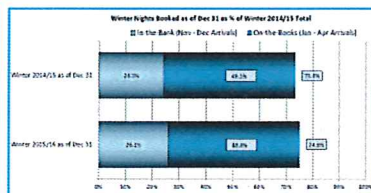
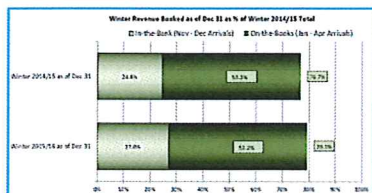


**Winter (Nov '15 – April '16) actual and on-the books aggregate** occupancy as of Dec. 31 is up moderately 2.5 percent compared to Winter 2014/15, at 34.5 percent occupancy. ADR is up 1.2 percent for the winter compared to last year at \$373. Revenue for the winter is up 3.7 percent with \$129 RevPAR.



**December Booking Pace.** Bookings made in December '15 for arrival in December '15 were up 12.8 percent compared to bookings made in December '14 for arrival in December '14. Overall bookings made in December 2015 for arrival December '15 through May '16 were up sharply 12.6 percent compared to bookings made in the same period last year. Bookings for arrivals in all months except March increased, with January and February reversing a recent 2-month trend of declines.

**Winter Season 2015/16 Year-Over-Year Room Nights and Revenue Booked as of Dec. 31.** Room nights "in-the-bank" (actual November – December arrivals) for winter 2015/16 currently represent 26.1 percent of the total actual room nights that were booked for the entire winter season last year. An additional 48.8 percent of last year's nights are already on-the-books for arrival in January through April. Overall, 74.9 percent of all nights booked for winter 2014/15 are now booked for the winter



of 2015/16. Room revenue in-the-bank represents 27.0 percent of the total actual revenue booked last year. An additional 52.2 percent of last year's total revenue is on-the-books for arrival in January through April. Overall, 79.2 percent of all revenue that was booked in winter 2014/15 has already been booked this year.



## Section 2: Econometrics

**Consumer Confidence Index** increased in December after two months of consecutive declines, adding 4.2 percent, or 3.9 points to finish December and the year at 96.5 points. This is the fifth increase in the CCI since January and results in a net increase in confidence of 3.9 percent over 2015. Consumers spent much of the year feeling confident about the present situation, but were less optimistic about the long-term prospects for job security and earnings. January, February, August and September saw the CCI reach above 100 points for the first time since late 2007 and it has remained above 91 points for the course of 2015.



**The Dow Jones Industrial Average (DJIA)** decreased moderately in December from November, declining by 1.66 percent, or 294.9 points to finish the month and the year at 17,425.03 points. This is the sixth decrease in the DJIA since January 2015 and results in a net decline of 2.2 percent or 398.02 points in 2015. The 2013-14 pace of financial markets slowed in the early part of the year, then became erratic as global economies struggled and terror attacks at home and abroad upset investors in the latter half of 2015. However, markets remain strong overall and are buoyed by strong domestic job creation and relatively stable consumerism.

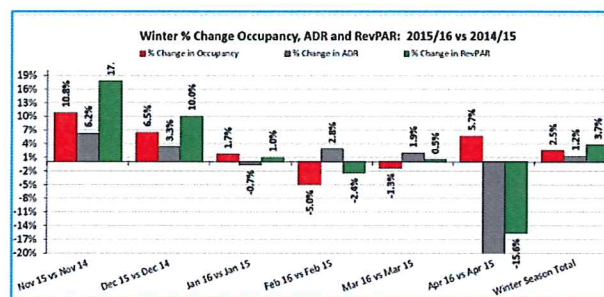


**The National Unemployment Rate** remained unchanged at 5.0 percent in December for the second consecutive month and employers added 292,000. During 2015 employers added a total of 2.65 million jobs, averaging 221,000 per month. Despite the positive job growth, wages remain stubbornly stagnant, and while concerns about this are allayed by very low inflation rates, wages will need to increase for consumers to return to full confidence and investment in discretionary spending.



**Section 3: Commentary and Conclusion:** December 2015 began with many destinations questioning how the month and season would pan out with moderate – but not strong – snowfall in many destinations and significant occupancy gaps in strategic dates around the holiday period as well as the peak months of January and February. Looking at the season as of Dec. 31, we see that snowfall in all regions, and perhaps most notably in the Far West, combined with low fuel prices, holiday cheer and some buoyancy to bring a reversal to some of the recent trends noted here trends, though not all destinations or questions are entirely satisfied at this point.

Based on Dec. 31 data, winter 2015/16 aggregate occupancy across all western DestiMetrics destinations is up a moderate 2.5 percent compared to the same time last year, while rate is up 1.2 percent, resulting in a revenue gain of 3.7 percent. This represents a gain in seasonal occupancy and revenue from 30 days ago, but at the expense of rate, which was up 2.3 at the beginning of the month. Though December finished up 6.5 percent percent in occupancy and 10.0 percent in revenue, occupancy rates for the long Christmas weekend failed to match last year despite the Friday holiday, three-day weekend and good conditions. Whether strong rates for the period can be cited is not clear, and some destinations were able to manage the long weekend successfully. Concerns earlier in the season about January and February are partially resolved as January occupancy rates, which were declining at this time last month are now up 1.7 percent versus last year, though at the expense of rate which is down 0.7 percent, and revenue is gaining slightly 1.0 percent. Meanwhile, February on-the-books occupancy has not yet turned fully around, though what was a -7.4 percent decline in occupancy at this time last month is now a -5.0 percent decline on-the-books. And perhaps most notable about this report is the disparity between destinations, with neighboring destinations performing quite differently from one another, prompting us to point you to your Multi-Destination Comparative reports to see how you're stacking up in what is clearly an erratic season. As always, we're here to help you navigate the data and invite you to log into the site, check your local metrics and then call your analyst with any questions.







# Multi-Destination Comparative Report

Executive Summary as of Dec 31, 2015

Overview Based on data from 18 reporting DestiMetrics Destinations

Executive Summary				
	High	Low	Average	North Lake Tahoe
Last Month Occupancy Industry Wide: High / Low and Average for Month vs North Lake Tahoe Occupancy				
Historic Actual Occupancy for Last Month	61.5%	31.1%	48.8%	54.5%
% Change in Historic Actual Occupancy for Last Month	23.3%	-7.6%	6.5%	12.4%
Last Month ADR: Industry Wide High / Low and Average for Month vs North Lake Tahoe ADR				
Historic Actual Average Daily Rate for Last Month	\$ 689	\$ 178	\$ 437	\$ 327
% Change in Historic Actual Average Daily Rate for Last Month	30.9%	-7.3%	3.4%	3.7%
Last Month RevPAR: Industry Wide High / Low and Average for Month vs North Lake Tahoe RevPAR				
Historic Actual RevPAR for Last Month	\$ 369	\$ 61	\$ 213	\$ 178
% Change in Historic Actual RevPAR for Last Month	27.3%	0.5%	10.2%	16.6%
Next Month Occupancy: Industry Wide High / Low and Average for Month vs North Lake Tahoe Occupancy				
Historic Actual Occupancy for Next Month	65.9%	24.2%	51.4%	42.8%
% Change in Historic Actual Occupancy for Next Month	34.1%	-10.8%	1.9%	-2.1%
Next Month ADR: Industry Wide High / Low and Average for Month vs North Lake Tahoe ADR				
Historic Actual Average Daily Rate for Next Month	\$ 528	\$ 159	\$ 371	\$ 265
% Change in Historic Actual Average Daily Rate for Next Month	21.1%	-15.7%	-0.8%	0.3%
Next Month RevPAR: Industry Wide High / Low and Average for Month vs North Lake Tahoe RevPAR				
Historic Actual RevPAR for Next Month	\$ 333	\$ 41	\$ 191	\$ 113
% Change in Historic Actual RevPAR for Next Month	25.2%	-19.3%	1.1%	-1.9%

DESCRIPTION: The Multi-Destination Comparative Report compares occupancy and average daily rate (ADR) between the Base Destination and all other DestiMetrics reporting destinations. The red/green data points in the summary above for the base destination indicate that the destination is being above or below the average. In all cases, the Base Destination is represented on the far left of the tables and the far right of the charts. The Base Destination is differentiated on charts with a Red data series bar. All other Destinations are represented with a Green data series bar. All data is sorted in descending order from highest to lowest and left to right, with the all destination average on the far right of the tables. All destination average is differentiated on charts by a blue line data set. Individual destination data may be obtained through the Multi-Destination Comparative Enhanced report, available by contacting DestiMetrics at the address below

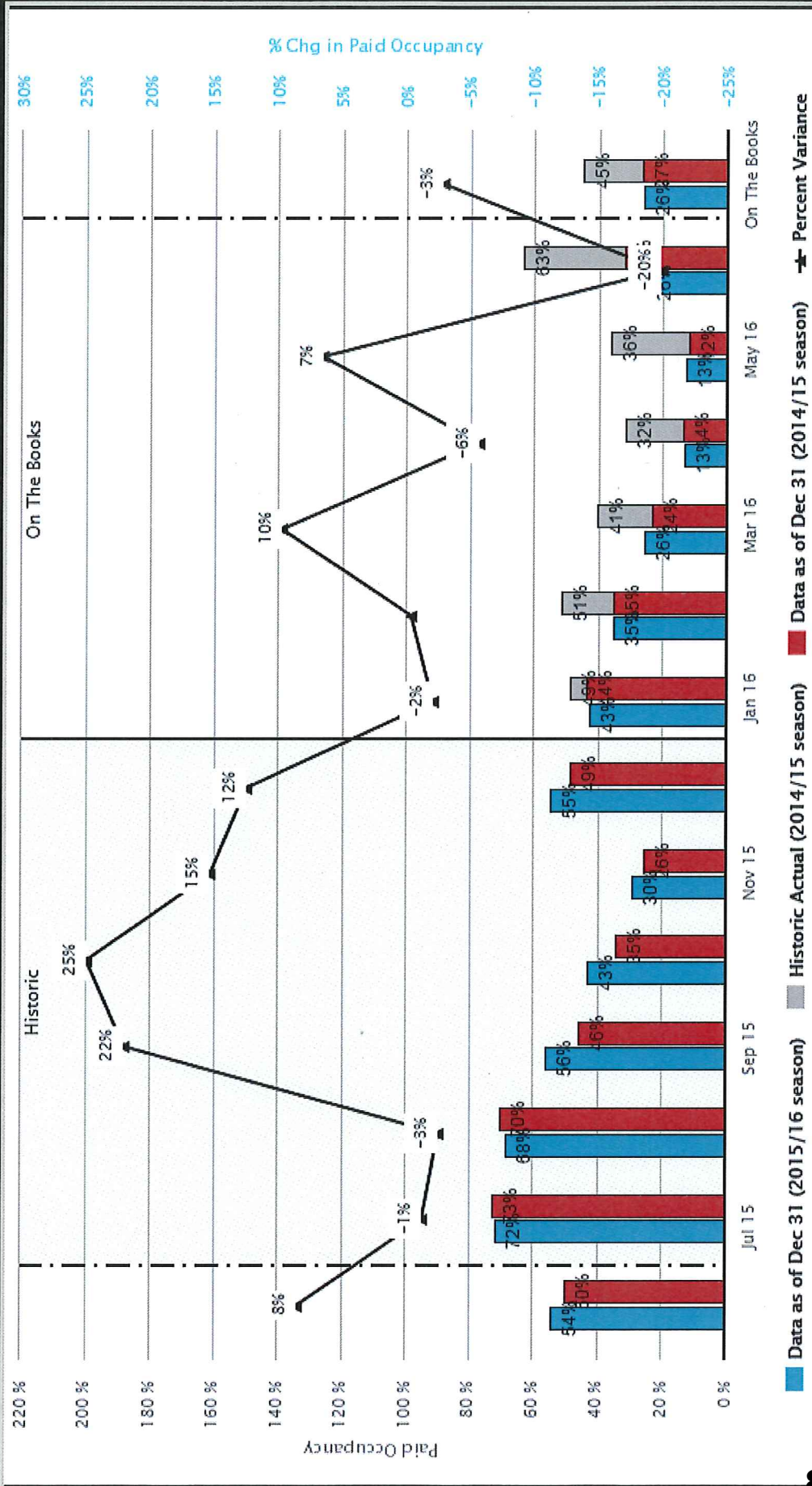


Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1533 Units ("DestiMetrics Census\*\*) and 47.49% of 3229 total units in the North Lake Tahoe destination ("Destination Census\*\*\*)

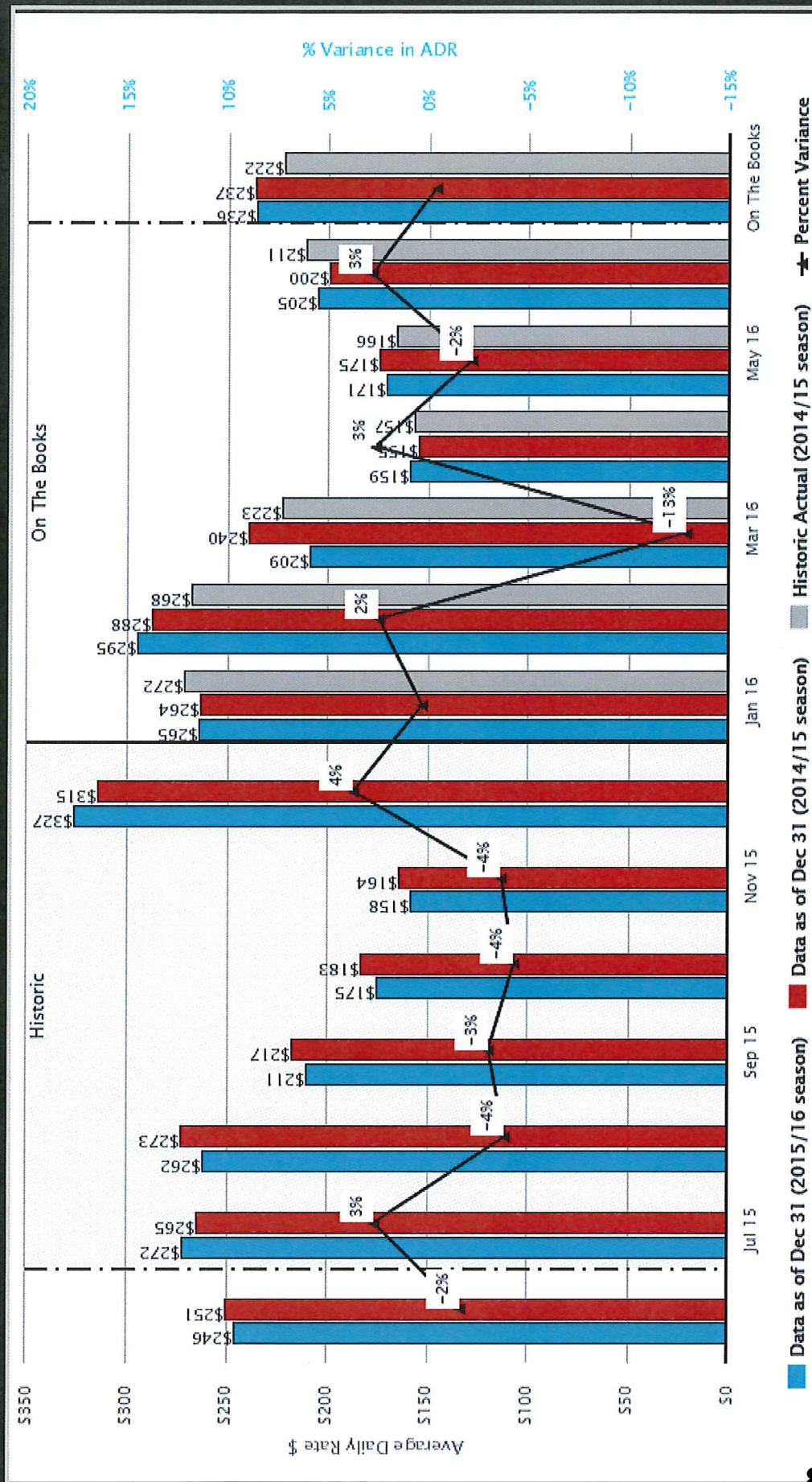
\*DestiMetrics Census: Total number of rooms reported by participating DestiMetrics properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. \*\* Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

**DESCRIPTION:** The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR), the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last season's ending occupancy, The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month reservation period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst DestiMetrics's other participants. As is the case in all DestiMetrics data, all information provided on individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

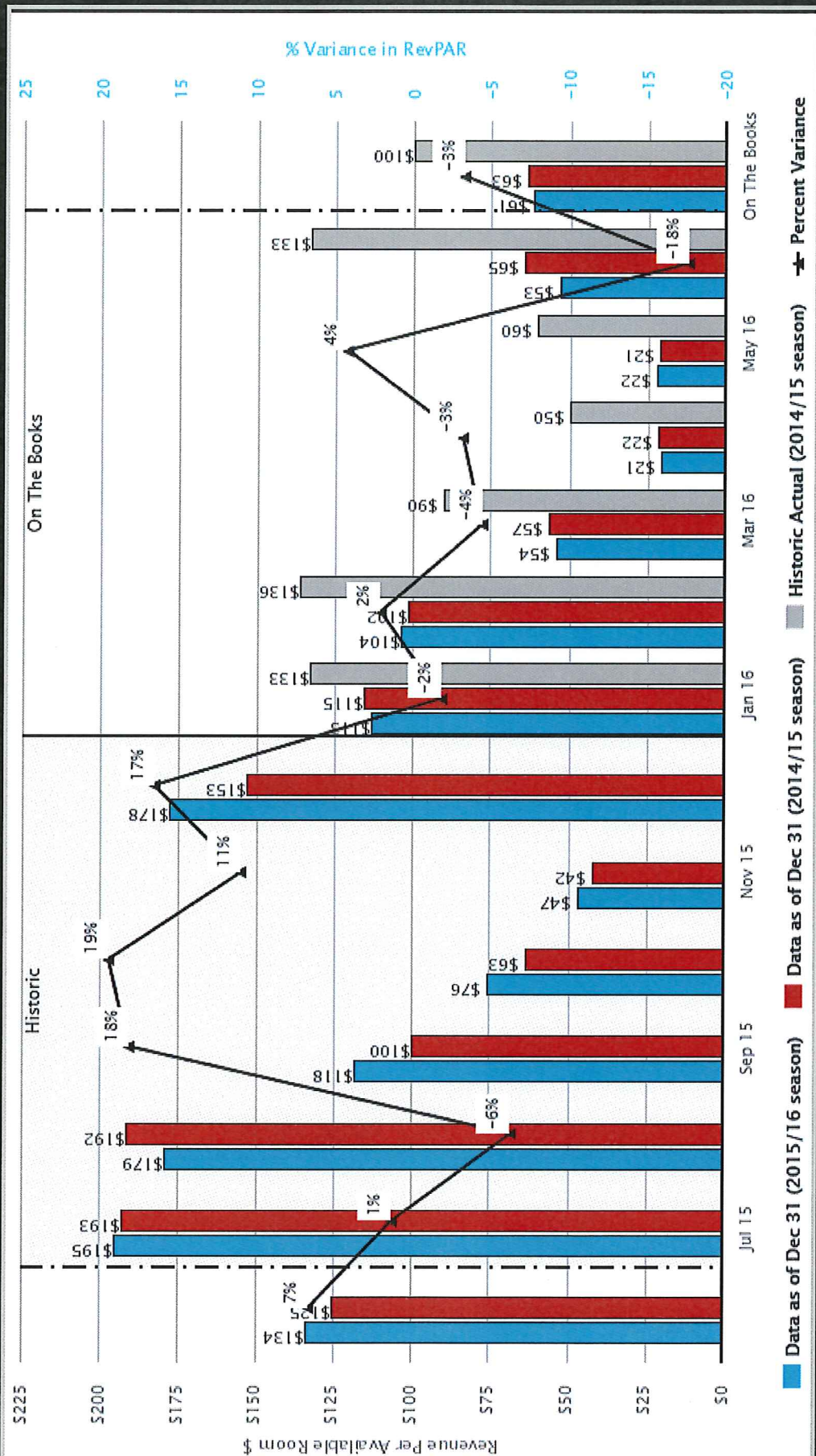














Winter Bookings: Occ Rate: YTD 2015/16 VS. YTD 2014/15					
Month of Occupancy	Occ Rate as of Dec 31, 2015	Occ Rate as of Dec 31, 2014	Occ Percent Variance in YTD Occ Rate	Historic Actual Occ Rate	# of Properties in sample
Nov 15	29.6%	25.7%	15.3%		11
Dec 15	54.5%	48.5%	12.4%		11
Jan 16	42.8%	43.7%	-2.1%	48.7%	11
Feb 16	35.2%	35.3%	-0.4%	50.8%	11
Mar 16	25.9%	23.6%	9.7%	40.5%	11
Apr 16	13.1%	13.9%	-5.7%	32.2%	11
Winter Total	33.6%	31.9%	5.5%	41.1%	11

Winter Bookings: Average Daily Rate: YTD 2015/16 VS. YTD 2014/15					
Month of Occupancy	ADR as of Dec 31, 2015	ADR as of Dec 31, 2014	Percent Variance in YTD ADR Rate	Historic Actual ADR	# of Properties in sample
Nov 15	\$ 158	\$ 164	-3.7%		11
Dec 15	\$ 327	\$ 315	3.7%		11
Jan 16	\$ 265	\$ 264	0.3%	\$ 272	11
Feb 16	\$ 295	\$ 288	2.4%	\$ 268	11
Mar 16	\$ 209	\$ 240	-12.9%	\$ 223	11
Apr 16	\$ 159	\$ 155	2.6%	\$ 157	11
Winter Total	\$ 258	\$ 258	0.1%	\$ 246	11

Winter Bookings: Revenue Per Available Room: YTD 2015/16 VS. YTD 2014/15					
Month of Occupancy	RevPAR as of Dec 31, 2015	RevPAR as of Dec 31, 2014	Percent Variance in YTD RevPAR	Historic Actual RevPAR	# of Properties in sample
Nov 15	\$ 47	\$ 42	11.0%		11
Dec 15	\$ 178	\$ 153	16.6%		11
Jan 16	\$ 113	\$ 115	-1.9%	\$ 133	11
Feb 16	\$ 104	\$ 102	2.0%	\$ 136	11
Mar 16	\$ 54	\$ 57	-4.5%	\$ 90	11
Apr 16	\$ 21	\$ 22	-3.2%	\$ 50	11
Winter Total	\$ 87	\$ 82	5.6%	\$ 101	11



# North Lake Tahoe Reservations Activity Report

Summer Bookings: Occ Rate: YTD 2015/16 VS. YTD 2014/15

Summer Bookings: Occ Rate: YTD 2015/16 VS. YTD 2014/15						
Month of Occupancy	Occ Rate as of Dec 31, 2015	Occ Rate as of Dec 31, 2014	Occupancy Percent Variance in YTD Occ Rate	Historic Actual Occ Rate	# of Properties in sample	
May 16	12.9%	12.1%	6.5%	36.3%	10	
Jun 16	25.9%	32.3%	-19.9%	63.2%	10	
Jul 16						
Aug 16						
Sep 16						
Oct 16						
Summer Total	19.3%	22.1%	-12.5%	49.6%	10	
Summer Bookings: Average Daily Rate: YTD 2015/16 VS. YTD 2014/15						
Month of Occupancy	ADR as of Dec 31, 2015	ADR as of Dec 31, 2014	Percent Variance in YTD ADR Rate	Historic Actual ADR	# of Properties in sample	
May 16	\$ 171	\$ 175	-2.2%	\$ 166	10	
Jun 16	\$ 205	\$ 200	2.8%	\$ 211	10	
Jul 16						
Aug 16						
Sep 16						
Oct 16						
Summer Total	\$ 194	\$ 193	0.5%	\$ 194	10	
Summer Bookings: Revenue Per Available Room: YTD 2015/16 VS. YTD 2014/15						
Month of Occupancy	RevPAR as of Dec 31, 2015	RevPAR as of Dec 31, 2014	Percent Variance in YTD RevPAR Rate	Historic Actual RevPAR	# of Properties in sample	
May 16	\$ 22	\$ 21	4.2%	\$ 60	10	
Jun 16	\$ 53	\$ 65	-17.6%	\$ 133	10	
Jul 16						
Aug 16						
Sep 16						
Oct 16						
Summer Total	\$ 37	\$ 43	-12.1%	\$ 96	10	





## **Marketing Staff Report**

**Date:** Feb. 3, 2016

**To:** Board of Directors

**From:** JT Thompson, Tourism Director

**RE:** Marketing Events Update

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### **Spartan Race: September 30 – October 2, 2016**

Race organizers are looking to make North Lake Tahoe and Squaw Valley a long term home for their Annual World Championship, held every fall. Staff continues to work closely with Spartan race organizers to confirm our sponsorship benefits that will provide the destination with a strong return on investment that we are looking for.

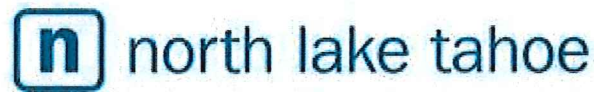
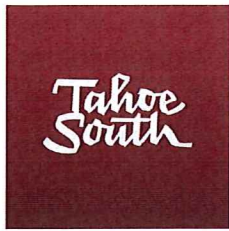
### **Amgen Tour of California Women's Race: May 19, 2016**

The NLTRA is again partnering with the IVCBVB and South Lake Tahoe as a sponsor to host a stage of the Tour of California as we continue to keep pushing Amgen to bring the Men's race back to North Lake Tahoe. Please find attached the press release announcing the final schedule for the men's and women's races for 2016.

### **F.I.S. World Cup Ski and Snowboard Cross, March 7-13, 2016**

This event was cancelled by F.I.S. and USSA due to costs. Press release (web version) attached.





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## 2016 AMGEN TOUR OF CALIFORNIA RETURNS TO LAKE TAHOE FOR MEN'S AND WOMEN'S STAGES, MAY 19

**Oct. 22, 2015** (*LAKE TAHOE, Calif./Nev.*) – **Amgen Tour of California**, presented by AEG, announced today that professional cycling will return to Lake Tahoe for the men's Stage 5 finish, as well as the women's Stage 1 start on Thursday, May 19, 2016. The men will start in Lodi, Calif. and finish at Heavenly Mountain Resort's California Base Lodge in South Lake Tahoe. The women will also start/finish at Heavenly Mountain Resort on May 19.

The competition moves to Folsom, Friday, May 20 with both the men and women's time trials. The men's eight stage course will lead World Champions, Olympic Medalists, top Tour de France competitors and other elite professional cyclists south to north for only the second time since the race began in 2006. The race spans nearly 800 miles between 12 host cities through California's breathtaking roads and scenery, May 15-22.

The Amgen Tour of California Women's Race, empowered with SRAM, competition covers approximately 200 miles, May 19-22. The race will be the [first U.S. event](#) on the first-ever UCI Women's World Tour (WWT).

"Hosting elite cyclists in both men's and women's competitions reinforces the region as a leading cycling destination for both extreme competitors and casual recreational enthusiasts," said Carol Chaplin, executive director of the Lake Tahoe Visitors Authority. "Tahoe South and our partners welcome back the competitors, sponsors, fans and media to our area for another season of biking, racing and cheering."

Tahoe South has been recognized by national media outlets including Good Morning America, Travelocity, Orbitz, USA Today, ESPN The Magazine, and others for its scenic splendor and reputation as a leader in outdoor recreation, entertainment and dining. The famed loop around Lake Tahoe is 72 miles along what has been described as "America's Most Beautiful Drive."

South Lake Tahoe is renowned for several summer biking events, trails and a new BMX bike park that opened summer 2015. The annual [America's Most Beautiful Bike Ride](#) circumnavigates the lake, Sunday, June 5, 2016. Another chance to circle Tahoe's 72-mile shoreline is during the annual [Tour de Tahoe Bike Big Blue Race](#), Sunday, Sept. 11, 2016.

### **Stage 1 – San Diego, May 15, 2016**

The Amgen Tour of California has entered North San Diego County twice before, but for the first time, the race will reach the heart of the city with Stage 1's start and finish on the water near Mission Bay and downtown San Diego.

### **Stage 2 – South Pasadena to Santa Clarita, May 16, 2016**

Stage 2 will begin in first-time Host City South Pasadena, with much of the race contested in the Angeles National



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Forest, ending with the stage conclusion in veteran Host City Santa Clarita. Of the 2016 lineup, Santa Clarita has the distinction of having hosted the most stages, 11.

### **Stage 3 – Thousand Oaks to Santa Barbara County, May 17, 2016**

As well as serving as a popular training ground for professional and weekend cyclists alike, Thousand Oaks is home to biotechnology company Amgen, the race's title sponsor since its inception. The day will conclude with a thrilling, first-time mountaintop finish at Gibraltar Road, which has been 11 years in the making – road conditions precluded the oft-requested finish until this year.

### **Stage 4 – Morro Bay to Monterey County, May 18, 2016**

Racing on Highway 1 south to north, this stage will highlight two first-time hosts this year, Morro Bay and Monterey County. The riveting and technical race day conclusion will be at a venue known for speed – the Laguna Seca Recreation Area, host to auto and motorcycle racing at the highest level.

### **Stage 5 – Lodi to South Lake Tahoe, May 19, 2016**

From here out, the four-day women's race will run in conjunction with the men's, including the same start and finish cities except for this day, when the women begin and end in South Lake Tahoe. Lodi welcomed the 2015 Amgen Tour of California and is back for a second round with a men's stage start this year. South Lake Tahoe hosted a successful two days of the Amgen Tour of California Women's Race last year, and this will be the first of the four-day women's race. Featuring a long day of climbing, the stage will reach the highest elevation ever mounted by the race: 8,600 feet.

### **Stage 6 – Folsom Individual Time Trial & Women's Team Time Trial, May 20, 2016**

The men's individual time trial returns to Folsom where Team Sky's Bradley Wiggins dominated en route to his 2014 overall Amgen Tour of California victory. The women will compete in a team time trial on the same course.

### **Stage 7 – Santa Rosa, May 21, 2016**

In 2006, the world took notice as record crowds flooded downtown to watch the race roar into Santa Rosa for a spectacular finish. This year's stage will incorporate a portion of the uber popular Levi's GranFondo, with the men and women competing on different courses.

### **Stage 8 – Sacramento, May 22, 2016**

As an 8-time host, Sacramento has seen some of the most exciting stages and race moments, and will up the ante for 2016 with the grand finale of both the men's and women's races for the first time.

Amgen has been the title sponsor of the race since its first year as a platform for *Breakaway from Cancer*<sup>®</sup>, its national initiative to increase awareness of important resources available to people affected by cancer – from prevention through survivorship. To learn more, visit [breakawayfromcancer.com](http://breakawayfromcancer.com).

To experience the race as a VIP from an all-inclusive hospitality tent or through exclusive once-in-a-lifetime opportunities, visit the Amgen Tour of California website at [amgentourofcalifornia.com/vipaccess](http://amgentourofcalifornia.com/vipaccess) or email [vipaccess@amgentourofcalifornia.com](mailto:vipaccess@amgentourofcalifornia.com).

Interested in sponsorship or expo opportunities? Please visit [amgentourofcalifornia.com/sponsorship](http://amgentourofcalifornia.com/sponsorship) for further details.

For real time updates on events, promotions, packages, conditions and events in Tahoe South, The Lake Tahoe

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Visitors Authority is on Facebook: [www.facebook.com/TahoeSouth](http://www.facebook.com/TahoeSouth), Twitter: <http://www.twitter.com/TahoeSouth>, YouTube: [www.youtube.com/LTVA](http://www.youtube.com/LTVA), Instagram: [www.instagram.com/tahoesouth](http://www.instagram.com/tahoesouth) and use #tahoesouth to share posts. For Tahoe South information: 1-800-288-2463 or <http://tahoesouth.com>.



**South Lake Tahoe Media Contact:**

Jennifer Boyd  
775-588-2412  
[jennifer@weidingerpr.com](mailto:jennifer@weidingerpr.com)

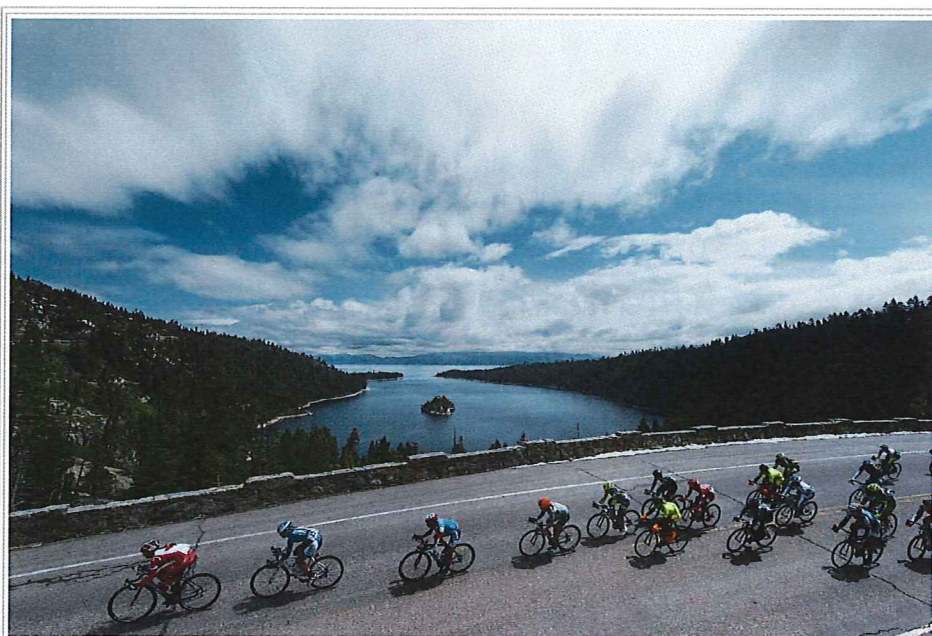
**North Lake Tahoe Media Contact:**

Connie Anderson  
775-323-2977  
[connie@theabbiagency.com](mailto:connie@theabbiagency.com)

**Amgen Media Contacts:**

Michael Roth, AEG  
213-742-7155  
[mroth@aegworldwide.com](mailto:mroth@aegworldwide.com)

Josh Levitt, Canvas Blue  
213-335-5671  
[JLevitt@canvasblue.com](mailto:JLevitt@canvasblue.com)



**Amgen Tour of California** announced the return of professional cycling to Lake Tahoe for the men's Stage 5 finish, as well as the women's Stage 1 start, Thursday, May 19, 2016. *Courtesy of Tahoe South – Emerald Bay*



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#### **About the Lake Tahoe Visitors Authority**

Set at 6,300 feet, South Lake Tahoe is the only destination in the country that combines two strikingly different worlds: spectacular natural beauty and desirable resort amenities. The combination of outdoor summer activities includes hiking, biking, kayaking, golfing, swimming, fishing and boating cruises along with 24-hour nightclubs, fine dining, gaming and entertainment. For information about lodging, recreation and family packages at Lake Tahoe South Shore, call the Lake Tahoe Visitors Authority, 1-800-AT-TAHOE (1-800-288-2463) or go to [www.TahoeSouth.com](http://www.TahoeSouth.com).

#### **About North Lake Tahoe**

Lake Tahoe is a crown jewel of the Sierra. Formed approximately two million years ago, it is the largest alpine lake in North America and the second deepest in the United States. North Lake Tahoe spans two states and boasts two dozen beaches, twelve ski resorts, hundreds of miles of biking trails, half a dozen communities, and a growing number of nationally recognized human-powered events, races and festivals. North Lake Tahoe is a 45-minute drive from the Reno Tahoe International Airport, two hours from Sacramento International Airport and just over three hours from San Francisco International Airport. Visitor information centers are located at 100 North Lake Boulevard in Tahoe City and 969 Tahoe Boulevard in Incline Village. For the latest deals, check out the [Cool Deals](#) tab on [www.gotahoenorth.com](http://www.gotahoenorth.com)

#### **About Heavenly**

High above the sapphire-blue waters of Lake Tahoe, Heavenly Mountain Resort is one of the most unique mountain resorts on the planet. Combining 1,800 acres of off-the-grid terrain and incredible views of Lake Tahoe with high-octane, non-stop nightlife, Heavenly offers a high-energy resort experience like no other. Visitors to Heavenly come prepared to go "all-in" because Heavenly is for those who are up for first chair and are still going strong after last call. Heavenly is a subsidiary of Vail Resorts, Inc., the leading mountain resort operator in the United States. Visit [www.skiheavenly.com](http://www.skiheavenly.com) or call 800-HEAVENLY to learn more.

#### **About the Amgen Tour of California**

The Amgen Tour of California is a Tour de France-style cycling road race created and presented by AEG that challenges the world's top professional cycling teams to compete along a demanding course that traverses hundreds of miles of California's iconic highways, byways and coastlines each spring. The teams chosen to participate have included Olympic medalists, Tour de France contenders and World Champions. Amgen Tour of California is listed on the international professional cycling calendar as "HC", meaning "beyond category", awarding important, world-ranking points to the top finishers. More information is available at [amgentourofcalifornia.com](http://amgentourofcalifornia.com).

#### **About Amgen**

Amgen is committed to unlocking the potential of biology for patients suffering from serious illnesses by discovering, developing, manufacturing and delivering innovative human therapeutics. This approach begins by using tools like advanced human genetics to unravel the complexities of disease and understand the fundamentals of human biology.

Amgen focuses on areas of high unmet medical need and leverages its biologics manufacturing expertise to strive for solutions that improve health outcomes and dramatically improve people's lives. A biotechnology pioneer since 1980, Amgen has grown to be one of the world's leading independent biotechnology companies, has reached millions of patients around the world and is developing a pipeline of medicines with breakaway potential.

#### **About AEG**

Founder and operators of the Amgen Tour of California, AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of The Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center, StubHub Center, Sprint Center, The O2, Mercedes-Benz Arena, Microsoft Theater, L.A. LIVE and PlayStation Theater; sports franchises including the LA Kings (NHL), two Major League Soccer franchises, two hockey franchises operated in Europe, management of privately held shares of the Los Angeles Lakers; AEG Live, the organization's live-entertainment division, is a collection of companies dedicated to all aspects of live contemporary music performance, touring and a variety of programming and multi-media production. For more information, visit AEG today at [www.aegworldwide.com](http://www.aegworldwide.com).





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<http://www.addthis.com/bookmark.php?v=250&pubid=ra-4e9ef33e15be8cc1>
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# Squaw Valley Cross Cup Canceled

by USSA

2016-01-13 10:51



- ▶ The Audi FIS Skicross and FIS Snowboardcross World Cup events, scheduled to take place in Squaw Valley, CA March 11-13, 2016, has been canceled. (Squaw Valley)

OLYMPIC VALLEY, CA (Jan. 13, 2016) – The U.S. Ski and Snowboard Association (USSA) announced today the cancellation of the Audi FIS Skicross and FIS Snowboardcross World Cup events, scheduled to take place in Squaw Valley, CA March 11-13, 2016.

While Squaw has received nearly 18 feet of snow this season, this year's event was taken off the schedule due to USSA's decision based on its overall cost of event production.

"The USSA appreciates Squaw Valley's enthusiasm for and commitment to hosting the cross World Cup events in the U.S.," said USSA Vice President, Events Calum Clark. "Making the decision to cancel this year's events was difficult, however the USSA must prioritize funding for our athletic programs. We look forward to working with Squaw Valley for events in the future."

The International Ski Federation (FIS) is currently working on finding a replacement location for these competitions and will send an official communication should an alternative be found.

## QUOTES

### Calum Clark, Vice President, Events, USSA

The USSA appreciates Squaw Valley's enthusiasm for and commitment to hosting the cross World Cup events in the U.S. The decision to cancel this year's events was difficult, however the USSA must prioritize funding for our athletic programs. We look forward to working with Squaw Valley for events in the future.

## Top Freeskiing News Stories

### Support the Sam Jackenthal Fund

<http://usfreeskiing.com/news/support-sam-jackenthal-fund>

### Day in the Life of Ryan Cochran-Siegle

<http://usfreeskiing.com/news/day-life-ryan-cochran-siegle>

### Six Freeskiers Nominated to Youth Olympic ...

<http://usfreeskiing.com/news/six-freeskiers-nominated-youth-olympic-games>

### 2016 U.S. Freeskiing Team Named

<http://usfreeskiing.com/news/olympic-champions-lead-39-athletes-named-2016-us-freeskiing-team-0>

### Halfpipe Qualis Send 4 to Winter Games NZ ...

<http://usfreeskiing.com/news/halfpipe-qualis-send-4-winter-games-nz-finals>

### 5 Questions with Coach Mike Jankowski

<http://usfreeskiing.com/news/5-questions-coach-mike-jankowski>

### Victory for Logan in Cardrona

<http://usfreeskiing.com/news/victory-logan-cardrona>

### Christensen Grabs 3rd at Winter Games NZ

<http://usfreeskiing.com/news/christensen-grabs-3rd-winter-games-nz>

### Polartec Big Air at Fenway Tickets on Sale...

<http://usfreeskiing.com/news/polartec-big-air-fenway-tickets-sale-thursday>

### Olympians Battle for Slopestyle Supremacy ...

<http://usfreeskiing.com/news/olympians-battle-slopestyle-supremacy-nz>

### Big Air at Fenway Tickets On Sale

<http://usfreeskiing.com/news/big-air-fenway-tickets-sale>

### Ski and Snowboard Big Air Coming to Fenway

<http://usfreeskiing.com/news/ski-and-snowboard-big-air-coming-fenway>

### Prymak 12th in Watles Skicross

<http://usfreeskiing.com/news/prymak-12th-watles-skicross>

### WATCH: Tom Wallisch's SLVSH Instabanger

<http://usfreeskiing.com/news/watch-tom-wallischs-slvsh-instabanger>

### U.S. Grand Prix Announces 20th Season

<http://usfreeskiing.com/news/us-grand-prix-announces-20th-season>



Date: February 3, 2016

To: Board of Directors

From: Ginger Karl, Chamber Membership Director

Re: Upcoming Chamber Events & Other News

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January-March-Chamber Membership Drive (30 New Members)

February 2<sup>nd</sup>-5<sup>th</sup>-Western Association of Chamber Executives (W.A.C.E.) 2016 Annual Conference

March 1<sup>st</sup>-Breakfast Club-Granlibakken Tahoe, Tahoe City-7:00am-8:30am, \$15

Feb. 24-Ambassadors Meeting-Jake's on the Lake-12:00PM-10+ Current "ACTIVE" Ambassadors

Feb. 28-North Lake Tahoe Bridal Faire-Squaw Valley-11am-3pm (Only Bridal Faire for 2016)

April 20, Wednesday-62<sup>nd</sup> Annual Community Awards Dinner-The Resort at Squaw Creek-Grand Sierra Ballroom-5:30pm

**\*NOTE CHANGE OF DATE FOR EVENT\***Theme: "Stars of North Lake Tahoe 2015"

-An entire marketing plan has been created around the Annual Awards Dinner that will offer social media contests on the **North Lake Tahoe Chamber Facebook** page and promote the event on a broader scale to the community. Tahoe Blue Vodka is the Title sponsor of the event and Emcee Dave Mulligan of MadMulligan Productions will provide a night of laughs and a well orchestrated event. We will be shaking things up this year with an evening of fun, music, laughs and a night that will end earlier than we have seen in years past. The Chamber is still accepting Silent Auction donations and would ask that all Board members please provide a donation for Chamber fundraising on the night of the event. Ticket prices this year include passed appetizers, photos of each attendee, salad, entrée, dessert, wine and music for the evening .

#### **Other News:**

MVP Business of the Month-Mr. D DJ Services

The Chamber website on GoTahoeNorth.com has been completed and built out. You can see the updates under GoTahoeNorth.com>Side Bar Hamburger Drop Down>About NLT>NLT Chamber of Commerce. Here you can find all the latest Chamber News, Purchase Tickets to Events, etc.

North Lake Tahoe Chamber has a new Instagram page that is performing well and the Facebook page is working hard to get to 4,000 followers. Posts are receiving between 500 and 1,600 views each. Please LIKE and follow and SHARE your favorite posts and look for your business to be featured on the Facebook page.

BACC and The Abbi Agency launched #TouchLakeTahoe 1<sup>st</sup> Scavenger Hunt in the community of Tahoe City on January 19<sup>th</sup>. The host business wasw Alpenglw Sports and the prize was a \$200 Gift Card from Alpenglw, \$100 Gift Card from Trunk Show and \$100 Gift Card from Jake's on the Lake. The winners were Emily Brewster & Matt Byers. There will be 6 more Scavenger Hunts conducted and the last one ending in the last week of March. These contests are conducted on the North Lake Tahoe Instagram & Twitter pages. An interactive map (Tahoe Local Secrets) for the campaign will live on the GoTahoeNorth.com website featuring scenic locations for visitors to visit as well as businesssses that offer oppurtunities to shop, dine or recreate at the lake and will provide the best positive customer service experience with the best views of the lake.





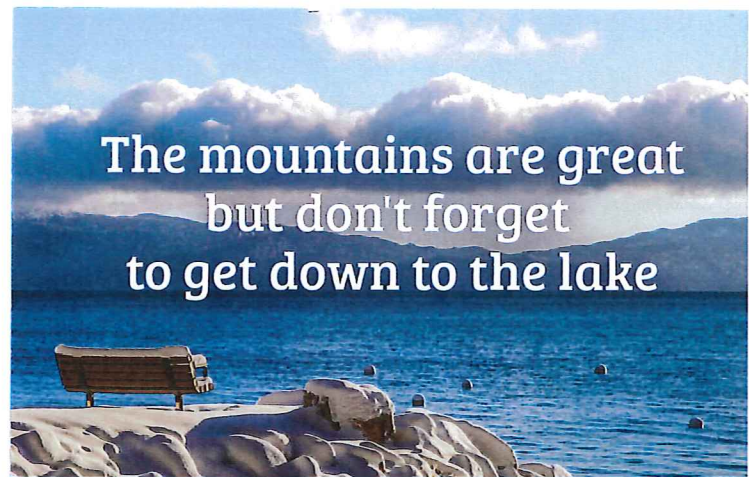
Your trip isn't complete until you  
#TouchLakeTahoe



Touch  
LAKE TAHOE

Visit

GoTahoeNorth.com/TouchTheLake  
for interactive map and trip ideas



The mountains are great  
but don't forget  
to get down to the lake

Stop by our lakeside communities this winter:

Incline Village

Crystal Bay

Kings Beach

Tahoe Vista

Carnelian Bay

Tahoe City

Homewood

Visit

GoTahoeNorth.com/TouchTheLake  
for interactive map and trip ideas



Touch  
LAKE TAHOE



north lake tahoe 95



## Monthly Report December 2015

### CONFERENCE REVENUE STATISTICS

#### North Shore Properties

#### Year to Date Bookings/Monthly Production Detail FY 15/16

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 15/16</u>	<u>FY 14/15</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/15:	\$2,744,660	\$2,053,796	34%
Forecasted Commission for this Revenue:	\$146,878	\$122,489	20%
Number of Room Nights:	14498	11223	29%
Number of Delegates:	17034	6841	149%
Annual Revenue Goal:	\$2,800,000	\$2,500,000	12%
Annual Commission Goal:	\$165,000	\$140,000	18%
Number of Tentative Bookings:	107	99	8%

<u>Monthly Detail/Activity</u>	<u>December-15</u>	<u>December-14</u>	
<u>Number of Groups Booked:</u>	<b>4</b>	<b>3</b>	
Revenue Booked:	\$60,419	\$96,912	-38%
Projected Commission:	\$2,655	\$4,564	-42%
Room Nights:	393	740	-47%
Number of Delegates:	128	540	-76%
Booked Group Types:	3 Corp, 1 Govt.	3 Smf	
Lost Business, # of Groups:	2	5	

<u>Arrived in the month</u>	<u>December-15</u>	* Est.	<u>December-14</u>
Number of Groups:	<b>1</b>		<b>0</b>
Revenue Arrived:	\$9,119		\$0
Projected Commission:	\$0		\$0
Room Nights:	68		0
Number of Delegates:	35		0
Arrived Group Types:	1 Corp.		0

<u>Monthly Detail/Activity</u>	<u>November-15</u>	<u>November-14</u>	
<u>Number of Groups Booked:</u>	<b>2</b>	<b>5</b>	
Revenue Booked:	\$20,326	\$225,094	-91%
Projected Commission:	\$656	\$9,249	-93%
Room Nights:	113	1360	-92%
Number of Delegates:	204	1533	-87%
		1 Film, 1 Corp,	
Booked Group Types:	1 Corp, 1 Smf	1 Smf, 2 Assn.	
Lost Business, # of Groups:	5	6	

<u>Arrived in the month</u>	<u>November-15</u>	<u>November-14</u>
Number of Groups:	<b>0</b>	<b>1</b>
Revenue Arrived:	\$0	\$12,375
Projected Commission:	\$0	\$1,856
Room Nights:	0	75
Number of Delegates:	0	18



Arrived Group Types:	0	1 Film crew
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**Monthly Detail/Activity**

	<u>October-15</u>	<u>October-14</u>	
<b><u>Number of Groups Booked:</u></b>	<b>5</b>	<b>4</b>	
Revenue Booked:	\$216,914	\$44,208	391%
Projected Commission:	\$16,653	\$895	1761%
Room Nights:	503	260	93%
Number of Delegates:	245	180	36%
Booked Group Types:	3 Corp., 2 Assn.	1 Corp, 3 Smf	
Lost Business, # of Groups:	2	6	

	<u>October-15</u>	<u>October-14</u>	
<b><u>Arrived in the month</u></b>	<b>4</b>	<b>4</b>	
Number of Groups:			
Revenue Arrived:	\$378,115	\$74,408	408%
Projected Commission:	\$37,596	\$1,160	3141%
Room Nights:	2214	510	334%
Number of Delegates:	10792	568	1800%
Arrived Group Types:	3 Corp, 1 Smf	2 Corp, 1 Assn. 1 Smf	

**Monthly Detail/Activity**

	<u>September-15</u>	<u>September-14</u>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>8</b>	
Revenue Booked:	\$18,378	\$367,511	-95%
Projected Commission:	\$693	\$28,336	-98%
Room Nights:	150	3417	-96%
Number of Delegates:	70	2115	-97%
Booked Group Types:	1 Smf, 1 Ca Assoc.	2 Corp, 6 Assoc.	
Lost Business, # of Groups:	8	5	

	<u>September-15</u>	<u>September-14</u>	
<b><u>Arrived in the month</u></b>	<b>9</b>	<b>9</b>	
Number of Groups:			
Revenue Arrived:	\$593,894	\$537,101	11%
Projected Commission:	\$20,604	\$7,879	162%
Room Nights:	3170	2782	14%
Number of Delegates:	986	1675	-41%
Arrived Group Types:	2 Corp, 2 Assoc, 3 Ca Assn., 2 Smf	4 Assoc., 1 Corp, 3 Smf and 1 Society	

**Monthly Detail/Activity**

	<u>August-15</u>	<u>August-14</u>	
<b><u>Number of Groups Booked:</u></b>	<b>3</b>	<b>7</b>	
Revenue Booked:	\$40,570	\$328,584	-88%
Projected Commission:	\$3,884	\$14,879	-74%
Room Nights:	264	1452	-82%
Number of Delegates:	224	723	-69%
Booked Group Types:	2 Corp. 1 Smf	4 Smf, 2 Corp., 1 Assn., 1 Govt	
Lost Business, # of Groups:	7	4	



<u>Arrived in the month</u>	<u>August-15</u>	<u>August-14</u>	
Number of Groups:	7	8	
Revenue Arrived:	\$273,081	\$44,210	518%
Projected Commission:	\$21,858	\$1,739	1157%
Room Nights:	1723	252	584%
Number of Delegates:	521	278	87%
		2 Corp, 1	
	3 Corp., 2	Assoc., 4 Smf,	
Arrived Group Types:	Assn., 2 Govt.	1 Govt.	

<u>Monthly Detail/Activity</u>	<u>July-15</u>	<u>July-14</u>	
<u>Number of Groups Booked:</u>	4	4	
Revenue Booked:	\$119,459	\$156,104	-23%
Projected Commission:	\$3,023	\$1,075	181%
Room Nights:	850	636	34%
Number of Delegates:	10390	390	2564%
	1 Ca Assoc, 1		
	Corp, 1 Smf, 1		
Booked Group Types:	Assoc.	2 Assoc, 2 Corp	
Lost Business, # of Groups:	4	1	

<u>Arrived in the month</u>	<u>July-15</u>	<u>July-14</u>	
Number of Groups:	7	12	
Revenue Arrived:	\$569,373	\$546,907	4%
Projected Commission:	\$18,614	\$23,673	-21%
Room Nights:	2686	2103	28%
Number of Delegates:	1790	898	99%
Arrived Group Types:	4 Corp., 1 Ca	6 Smf, 2 Corp,	

<b>For 2016/17:</b>	<b>\$1,597,762</b>	<b>\$2,000,000</b>
<b>For 2017/18:</b>	<b>\$246,983</b>	<b>\$750,000</b>

<b>NUMBER OF LEADS Generated as of 12/31/15:</b>	<b>86</b>
YTD 12/31/14:	75
YTD 12/31/13:	92

**Total Number of Leads Generated in Previous Years:**

2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205



## Monthly Report December 2015

### CONFERENCE REVENUE STATISTICS

#### South Lake Tahoe

#### Year to Date Bookings/Monthly Production Detail FY 15/16

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>15/16</u>	<u>14/15</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/15:	\$205,747	\$699,815	-71%
Forecasted Commission for this Revenue:	\$18,129	\$29,474	-38%
Number of Room Nights:	1636	4819	-66%
Number of Delegates:	797	2140	-63%
Annual Commission Projection:	\$10,000	\$30,000	-67%

Monthly Detail/Activity	<u>December-15</u>	<u>December-14</u>	
<u>Number of Groups Booked:</u>	<u>1</u>	<u>0</u>	
Revenue Booked:	\$95,215	\$0	#DIV/0!
Projected Commission:	\$14,282	\$0	
Room Nights:	626	0	#DIV/0!
Number of Delegates:	170	0	#DIV/0!
Booked Group Types:	1 Corp.		

<u>Arrived in the month</u>	<u>December-15</u>	<u>December-14</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$3,592	\$0	
Projected Commission:	\$537	\$0	
Room Nights:	20	0	
Number of Delegates:	20	0	
Arrived Group Types:	1 Corp.		

Monthly Detail/Activity	<u>November-15</u>	<u>November-14</u>	
<u>Number of Groups Booked:</u>	<u>1</u>	<u>1</u>	
Revenue Booked:	\$25,280	\$20,898	21%
Projected Commission:	\$0	\$0	
Room Nights:	241	180	34%
Number of Delegates:	150	60	150%
Booked Group Types:	1 Assn.	1 Corp.	

<u>Arrived in the month</u>	<u>November-15</u>	<u>November-14</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:			

Monthly Detail/Activity	<u>October-15</u>	<u>October-14</u>	
<u>Number of Groups Booked:</u>	<u>1</u>	<u>0</u>	
Revenue Booked:	\$3,592	\$0	



Projected Commission:	\$537	\$0
Room Nights:	20	0
Number of Delegates:	20	0
Booked Group Types:	1 Corp.	

<b><u>Arrived in the month</u></b>	<b><u>October-15</u></b>	<b><u>October-14</u></b>
Number of Groups:	3	0
Revenue Arrived:	\$44,564	\$0
Projected Commission:	\$2,099	\$0
Room Nights:	187	0
Number of Delegates:	134	0
Arrived Group Types:	1 Corp, 1 Assn., 1 Smf	

<b>Monthly Detail/Activity</b>	<b><u>September-15</u></b>	<b><u>September-14</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>3</b>	<b>1</b>	
Revenue Booked:	\$11,830	\$38,493	-69%
Projected Commission:	\$0	\$1,925	
Room Nights:	101	230	-56%
Number of Delegates:	96	200	-52%
Booked Group Types:	1 Ca Assn., 2 Smf	1 Smf.	

<b><u>Arrived in the month</u></b>	<b><u>September-15</u></b>	<b><u>September-14</u></b>	
Number of Groups:	2	4	
Revenue Arrived:	\$31,347	\$521,681	-94%
Projected Commission:	\$1,567	\$27,677	-94%
Room Nights:	270	3664	-93%
Number of Delegates:	120	1645	-93%
Arrived Group Types:	1 Corp., 1 Smf	2 Corp., 1 Assn., 1 Smf	

<b>Monthly Detail/Activity</b>	<b><u>August-15</u></b>	<b><u>August-14</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>2</b>	
Revenue Booked:	\$139,320	\$9,603	1351%
Projected Commission:	\$6,966	\$481	
Room Nights:	1220	80	1425%
Number of Delegates:	300	30	900%
Booked Group Types:	1 Assn.	2 Smf	

<b><u>Arrived in the month</u></b>	<b><u>August-15</u></b>	<b><u>August-14</u></b>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$32,748	-100%
Projected Commission:	\$0	\$4,912	-100%
Room Nights:	0	93	-100%
Number of Delegates:	0	30	-100%
Arrived Group Types:	0	1 Smf.	

<b>Monthly Detail/Activity</b>	<b><u>July-15</u></b>	<b><u>July-14</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>1</b>	
Revenue Booked:	\$7,662	\$10,800	-29%
Projected Commission:	\$1,149	\$0	
Room Nights:	66	55	20%

Number of Delegates:	68	40	70%
Booked Group Types:	2 Smf	1 Smf.	

<b><u>Arrived in the month</u></b>	<b><u>July-15</u></b>	<b><u>July-14</u></b>	
Number of Groups:	3	1	
Revenue Arrived:	\$30,232	\$32,748	-8%
Projected Commission:	\$1,749	\$4,912	-64%
Room Nights:	211	93	127%
Number of Delegates:	156	30	420%
Arrived Group Types:	1 Assoc., 2 Smf	1 Smf.	

**NUMBER OF LEADS Generated as of 12/31/15: 86**

**Total Number of Leads Generated in Previous Years:**

2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205





## north lake tahoe

Chamber | CVB | Resort Association

### NLTRA Executive Committee

Tuesday, January 19, 2016

7:30 a.m.

NLTRA Offices

### Report

#### A. Open Session

##### 1. Items for Board Agenda – February 3

###### a. Appointment of Structure Task Force

- i. Members: Adam, David, Brett, Cindy Gustafson, Randy Hill, Joy Doyle, Jim Phelan, Keith Vogt, Caroline Ross, Stacy Caldwell, Ambera Dodson, Andy Chapman, Mike Staudenmeyer, Alex Mourelatos. Possible

Facilitator: Lauren O'Brien

**Group suggested reaching out to Mike Salmon for financial expertise and to Mike Geary and Duane Whitelaw to represent their districts.**

###### b. Approval of contract amendment (fund balance)

**Sandy reported that staff is working with Jennifer to have final numbers, updated Scope of Work, Attachments A-3, A-1, A-2, C and a list of preferred amendments to the agreement. The goal is to have the amended agreement to the Board at the February 3 Board Meeting.**

###### c. Policy for use of \$100,000 cash reserve

**Sandy reported on the meeting with Jennifer and county accounting staff to look over the policy and there were some areas for further research. The County needed to look into a couple of issues and would get back to NLTRA with their findings before continuing to write the policy.**

##### 2. Strategic Discussion ideas

###### a. Strategy for increasing Destination Visitor segment of market

###### b. Andy Heath – E. Placer revenues and expenses

###### c. Funding alternatives – Trails Development and Maintenance, Destination Visitor Marketing, Transit Vision

###### d. Presentation requests: Squaw Valley (February), Martis West/Brockway Campgrounds (March), Orthopedic Advisory Committee (at our convenience)

###### e. Area Plan progress

**Andy Heath will be asked to present on the E. Placer County budget for revenues and expenditures. This topic was thought to be timely for the organization structure discussion.**

##### 3. Financial Situation – Al Priester – Update

**Al provided a detailed description of what is necessary in order to be able to produce departmental Year-to-date numbers. He felt that it would take 2.5 months to fully load the**



**budget into QuickBooks as well as clean up and reconcile the numbers for July – September. With additional assistance, he thought he could get it done much quicker. The suggestion was to identify a plan and take it to the Finance committee for approval.**

**4. RFP for creative design – JT**

**JT covered the upcoming RFP process for the marketing creative and media buying. This year, the tasks can be split up and proposals will be accepted for either or both. The RFP will be approved by Marketing Committee and the North Lake Tahoe Marketing Coop.**

**5. Tough Mudder sponsorship bid – JT**

**The Tough Mudder bid for \$50,000 will go before the Marketing Committee in January and will come back to the Board in February with substantial ROI information.**

**6. Contract Compliance – email dated 1/13 – Monthly Report, Meeting Jan 22**

**Sandy shared the letters from the County regarding the Marketing Performance Report and Monthly Finance Report.**

**7. Other Business**



## north lake tahoe

Chamber | CVB | Resort Association

February 3, 2016

**Subject: Monthly Activity Report—January, 2016**  
**From: Ron Treabess, Director of Community Partnerships and Planning**

### **A. Capital Investment/Transportation Work Plan Projects—Update**

#### **1. 2015 North Lake Tahoe Tourism Master Plan**

- The approved Tourism Master Plan has been distributed and is available on-line at [www.NLTRA.org/documents](http://www.NLTRA.org/documents).

#### **2. North Lake Tahoe Resort Triangle Transportation Vision Coalition**

- A draft report has been prepared and been approved by the Coalition outlining the North Lake Tahoe needs and uses for a potential transportation sales tax increase.
- This is now to be presented to CI/T and NLTRA Board for their recommendation.
- This will then be provided to Placer County and PCTPA for their review.
- Fourth annual Transportation Summit is being planned for late winter in conjunction with possible transportation sales tax campaign kick-off.

#### **3. North Lake Tahoe Express**

- A new Business and Operational Plan draft was completed by the NLTE steering committee to set goals and direction for the NLTE over the next 3-5 years.
- The NLTRA Board approved the Plan at its November 4<sup>th</sup> meeting.
- A competitive procurement process (RFQ) for operator selection was issued on December 23<sup>rd</sup>, based on new B & O Plan.
- There was a pre-proposal conference on January 21<sup>st</sup>, with a proposal submittal date of February 3<sup>rd</sup>.

#### **4. Tahoe Truckee Area Regional Transportation**

- The new branding for the regional transportation services has been started, with a new logo appearing on schedules and other information.
- It will be appearing on new buses and existing buses as painting can be accomplished.

#### **5. North Tahoe and Donner Summit Ski Shuttles**

- Both of these shuttles will run throughout the ski season on separate schedules as posted in the TART transportation brochure



#### **6. Winter Night Rider**

- Service is being provided by TART starting this winter season.
- There will be an increased cost of \$61,000 with expectation of improved service.

#### **6. Status of All On-Going Capital Investment Projects**

- Project list as of January 25<sup>th</sup> is attached. These status reports contain scheduled project completion dates.
- December and January project invoices received for payment include:
  - NCSD (3) for Northstar/Martis Valley Bike Trail
  - SVBA Gateway Holiday Lighting
  - TCDA Gateway Holiday Lighting
  - DPW Kings Beach Gateway Boardwalk planning project
  - SVPSD Winter Bike Trail Snow Clearing
  - TCPUD Homewood Bike Trail Design & Environ. Docs.
  - DPW Tahoe City Mobility Improvements planning project
  - DPW Tahoe Pedestrian Safety Program

#### **7. Wayfinding Signage**

- Caltrans has still not given full approval for design and location of 1<sup>st</sup> phase of right-of-way signage to be installed.
- The NTPUD has received Placer County go-ahead for the wayfinding signage at Tahoe Vista Recreation Area.
- Staff met with NTBA design committee and DPW to determine necessary wayfinding though the Kings Beach commercial corridor

#### **11. Annual “Call for Projects” Capital Investment TOT Funding Process**

- The CI/T Committee reviewed and made recommendations on 12 TOT Funding Applications at its November 16 meeting.
- Committee recommended funding for 9 of the 12 projects for a total of \$1,381,000.
- The NLTRA Board approved the Committee recommendation at its December 2<sup>nd</sup> meeting, and recommended formal grant approval from the Board of Supervisors.
- If possible, this item will be placed on the BOS February agenda for its consideration of approval.

#### **14. Next Capital Investment/Transportation Committee Meeting**

- The next Committee meeting is scheduled for Monday, **February 22, 2016, 1:30 p.m. until 4:00 p.m., at the Tahoe City PUD.**
- Everyone is welcome to attend these meetings and take part in project discussions.

#### **B. Other Meetings and Activities Attended**

- Tuesday Morning Breakfast Club
- NLTRA Board
- TMA Board/Resort Triangle Transportation Vision Coalition
- LAFCo Board Meeting

- NLTRA Executive Committee
- Tahoe Transportation District Board
- Placer County Finance Meeting
- Olympic Museum Board Meeting
- PCTPA Board Meeting
- Tahoe Maritime Museum Tour
- NTRAC Commission Meeting
- Transit Vision Funding Committee
- Kings Beach State Recreation Area Master Plan Workshop
- Kings Beach Pier TAC Meeting
- Placer County Facilities Director Retirement Reception
- Board of Supervisors Reception
- Tahoe City Downtown Association Annual Membership Meeting
- Board of Supervisors Quarterly Tahoe Meeting



**2015-2016 Project Funding Needs Status**  
**As of January 25, 2015**

<b>Approved Projects Expected Invoices</b>	<b>Project</b>	<b>Completion Date</b>	<b>15/16 inv</b>
Wayfinding Signage Installation	A-3	Summer 2016	\$85,158
North Tahoe Regional Park Trails and	A-8*	End of 2016	\$135,000
Tahoe City Field Station Wayfinding	A-10*	End of 2016	\$6,500
Dollar Creek Shared-use Construction	B-2	Fall 16-17	\$265,000
Northstar Community Multi-Purpose Trail	B-4*	phase 3 end of 2016	\$424,798
Truckee River Corridor Access Plan	B-5	DPW has no date	\$111,123
Homewood Trail Construction	B-7	Construct in 16-17	\$200,000
Tahoe Vista Recreation Area	B-8	end of 15	\$24,622
Truckee River Trail Restoration	B-15*	End of 2018 3yr	\$355,193
Squaw Valley Bike Trail Rehabilitation	B-18*	End of 17 2yr	\$246,500
North Tahoe Shared-Use Trail	B-3*	Planning start 15-16	\$98,768
The Stages for Performing Arts Center	D-3	Complete end of 15	\$2,293
Tahoe Public Art Program	D-4	End of 2016	\$134,152
Lake Tahoe Water Interactive Displays	D-5*	Construct in 15-16	\$65,000
Speedboat Beach Access Master Plan	E-4*	Complete fall 16	\$50,000
Community House	G-2	Awaiting TAU trans	\$400,000
Fanny Bridge Hwy SR 89 Match	G-4	End of 2018 3yr	\$496,667
North Tahoe Parking Analysis	G-8	Fall 2015	\$14,798
King's Beach Pier Concept Plan	G-9	E.A. spring 2016	\$25,000
King's Beach Boardwalk & Gateway Plan	G-13	Plan comp 2016	\$117,646
Tahoe City Parking Project Plan	G-16*	Plan comp 2016	\$85,000
Tahoe City Mobility Improvement Plan	G-15*	Plan comp 2016	\$79,866
Signage-Mile Markers	H-1	Summer 2016	\$1,500
Tahoe Pedestrian Safety Program	H-2	Maintain as necess	\$9,426
Regional Transit System Branding	J-2	summer 2016	\$88,500
Squaw Valley Winter Trail Snow Removal (Maint.)	H-5*	Spring 15-16	\$50,169
Gateway Holiday Lighting (Maint)	G-3*	Completed	\$0
North Tahoe Barge Repair (Maint)	H-7*	Spring 15-16	\$10,075
<b>Approved Projects Totals:</b>			<b>\$3,582,754</b>

\*Projects to be Started During 15-16

KEY METRICS FOR NOVEMBER 31, 2015 FINANCIAL STATEMENTS

Total TOT Collections by Quarter 2010 - 2016 (through November 30, 2015)					
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
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	\$ 3,776,990	\$ 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	\$ 4,525,634	\$ 2,145,657	\$ 3,566,603	\$ 1,745,102	\$ 11,982,996
2014-15	\$ 4,690,454	\$ 2,527,484	\$ 3,462,341	\$ 1,838,955	\$ 12,519,234
2015-16	\$ 4,654,641	\$ 1,200,650	\$ -	\$ -	\$ 4,775,291

Visitor Information Statistics For Fiscal YTD 2012 - 2016 as of November 30				
Referrals -	2012/2013	2013/2014	2014/2015	2015/2016
Tahoe City:				
Walk In	21,956	26,628	26,845	22,586
Phone	1,391	1,647	1,342	1,214
Kings Beach (Walk In Only)	3,014	5,278	3,472	4,782
Reno (Walk In) (Closed)	1,793	3,834	Closed	Closed
				N/A
				-15.87%
				-9.54%
				37.73%

Sales Tax Revenue by Fiscal Year Quarter - North Lake Tahoe					
Quarter	2011/12	2012/13	2013/14	2014/15	YOY % Change
First	\$ 757,531	\$ 777,413	\$ 860,783	\$ 873,874	1.5%
Second	\$ 441,061	\$ 529,470	\$ 481,165	\$ 535,449	11.3%
Third	\$ 505,344	\$ 724,645	\$ 589,226	\$ 571,671	-3.0%
Fourth	\$ 446,802	\$ 488,100	\$ 521,688	\$ -	
Total	\$ 2,150,738	\$ 2,519,628	\$ 2,452,862	\$ 1,980,994	-19.2%

Unemployment Rates				
	December 2013	June 2014	July 2015	October 2015
California (pop. 38,332,521)	7.9%	7.1%	6.7%	5.8%
Placer County (367,309)	6.5%	6.0%	5.2%	4.8%
Dollar Point (1,215)	7.6%	7.1%	6.1%	1.1%
Kings Beach (3,893)	6.5%	6.0%	6.8%	6.2%
Sunnyside/Tahoe City (1,557)	7.6%	7.0%	5.7%	5.2%
Tahoe Vista (1,433)	11.0%	10.1%	8.9%	4.4%

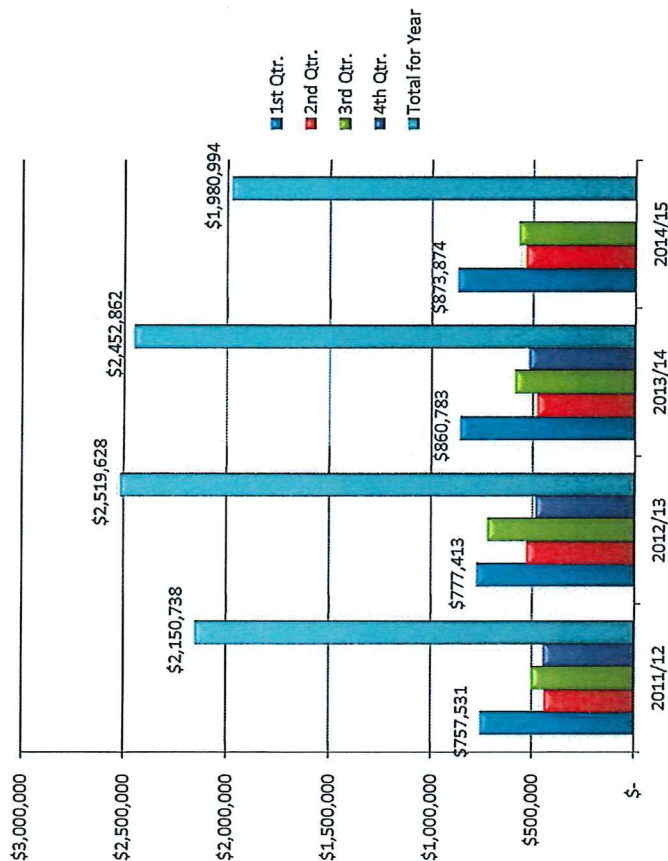
Destimetrics Reservations Activity				
	FY 14/15	FY 15/16	Change	
Occupancy during November	26.7%	30.8%	15.4%	
ADR November (Average Daily Rate)	\$ 164	\$ 157	-4.3%	
RevPAR Nov (Rev per Available Room)	\$ 44	\$ 48	9.1%	
Occupancy Forecast December	36.2%	40.6%	12.2%	
ADR December (Average Daily Rate)	\$ 313	\$ 312	-0.3%	
RevPAR Dec. (Rev per Available Room)	\$ 113	\$ 127	12.4%	
Occupancy (prior 6 months)	51.6%	56.1%	8.7%	
ADR (prior 6 months)	\$ 235	\$ 227	-3.4%	
RevPAR (prior 6 months)	\$ 121	\$ 127	5.0%	
Occupancy (next 6 months)	22.3%	23.5%	5.4%	
ADR (next 6 months)	\$ 254	\$ 246	-3.1%	
RevPAR (next 6 months)	\$ 57	\$ 58	1.8%	

Infrastructure Fund Balances Held by Placer County			
as of 9/30/15 (Reported Quarterly)	June 2012	June 2013	June 2014
FY 2013-14 Contract	\$ 326,923	\$ 1,642,074	\$ 457
FY 2014-15 Contract	\$ 1,642,074	\$ 2,327,310	\$ 474
FY 2015-16 Contract	\$ 2,327,310	\$ 4,296,307	\$ 483
Total Fund Balances	\$ 4,296,307	\$ 4,296,307	\$ 483

Conference Revenue Statistics Comparison Fiscal 2014/15 vs. Fiscal 2015/16				
	2014-15	2015-16	YOY % Change	
FORWARD LOOKING (2015/16)	Actuals	Forecasted		
Total Revenue Booked through October	\$ 2,920,398	\$ 2,808,838	-3.82%	
Forecasted Commission for this Revenue	155,074	146,600	-5.46%	
Number of Room Nights	16,377	15,439	-5.73%	
Number of Tentative Bookings	99	62	-37.37%	
CURRENT				
NLT - Annual Revenue Goal	\$ 2,500,000	\$ 2,800,000	12.00%	
Annual Commission Goal	\$ 170,000	\$ 175,000	2.94%	
Conference Revenue And Percentage by County:				
Placer (66% of revs in '15, 76% in '16)	\$ 1,935,953	\$ 2,015,438	4.11%	
Washoe ('15; 5%; '16; 19%)	\$ 139,002	\$ 656,199	372.08%	
South Lake ('15; 25%; '16; 3%)	\$ 737,080	\$ 114,885	-84.41%	
Nevada ('15; 4%; '16; 2%)	\$ 108,363	\$ 22,317	-79.41%	
Total Conference Revenue	\$ 2,920,398	\$ 2,808,838	-3.82%	

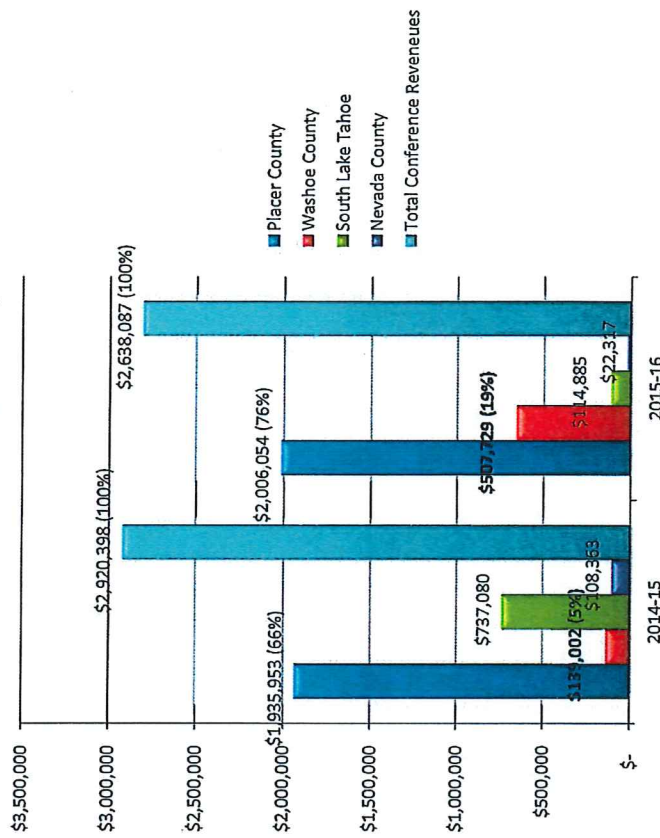


## Annual Sales Tax Revenue - Lake Tahoe (Now on Fiscal Year Basis)



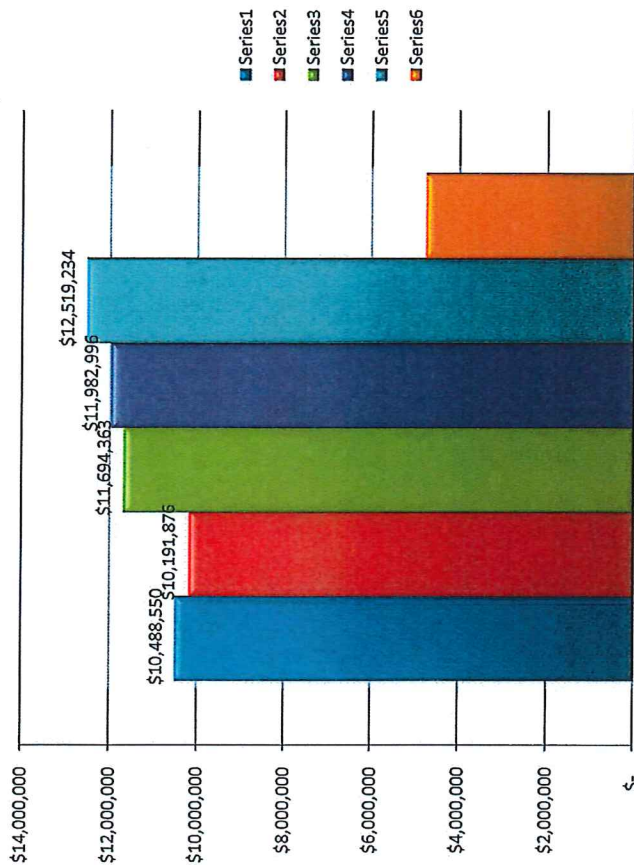
Sales Tax Revenue - Lake Tahoe (Fiscal Year Basis)					
Quarter	2011/12	2012/13	2013/14	2014/15	YOY % Change
First	\$ 757,531	\$ 777,413	\$ 860,783	\$ 873,874	1.5%
Second	\$ 441,061	\$ 529,470	\$ 481,165	\$ 535,449	11.3%
Third	\$ 505,344	\$ 724,645	\$ 589,226	\$ 571,671	-3.0%
Fourth	\$ 446,802	\$ 488,100	\$ 521,888	\$ -	-
Total	\$ 2,150,738	\$ 2,519,628	\$ 2,452,862	\$ 1,980,994	-19.2%

## Conference Revenue Statistics & Revenue Share by County

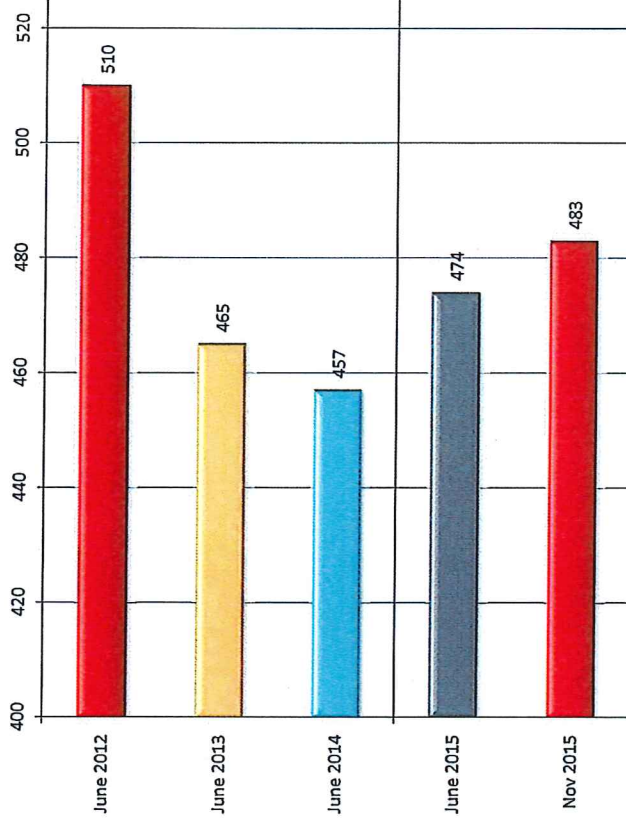


Conference Revenue Statistics Comparison Fiscal 2014/15 vs. Fiscal 2015/16				
	2014-15	2015-16	YOY % Change	
FORWARD LOOKING (2015/16)				
Total Revenue Booked through October	Actuals	Forecasted		
Forecasted Commission for this Revenue	\$ 2,920,398	\$ 2,808,838	-3.82%	
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Nevada ('15; 4%, '16; 2%)	\$ 108,363	\$ 22,317	-79.41%	
Total Conference Revenue	\$ 2,920,398	\$ 2,808,838	-3.82%	

5-Year Annual TOT Collections (Fiscal Year Basis)



Chamber Membership (# of Members)



Total TOT Collections by Quarter 2010 - 2016 (through November 30, 2015)

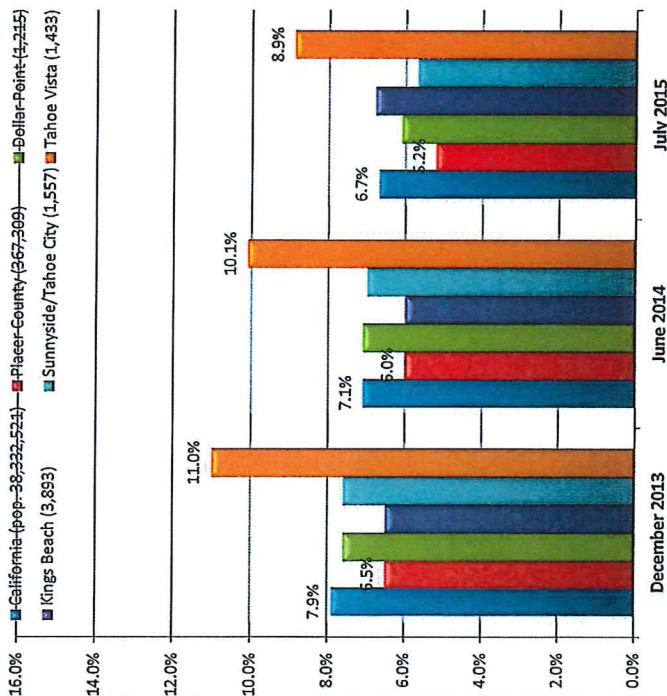
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
2010-11	\$ 3,242,663	\$ 2,107,554	\$ 3,776,990	\$ 1,361,343	\$ 10,488,550
2011-12	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
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2014-15	\$ 4,690,454	\$ 2,527,484	\$ 3,462,341	\$ 1,838,955	\$ 12,519,234
2015-16	\$ 4,654,641	\$ 120,650	\$ -	\$ -	\$ 4,775,291

Chamber Of Commerce Total Membership

June 2012	510
June 2014	457
June 2015	474
November 2015	483

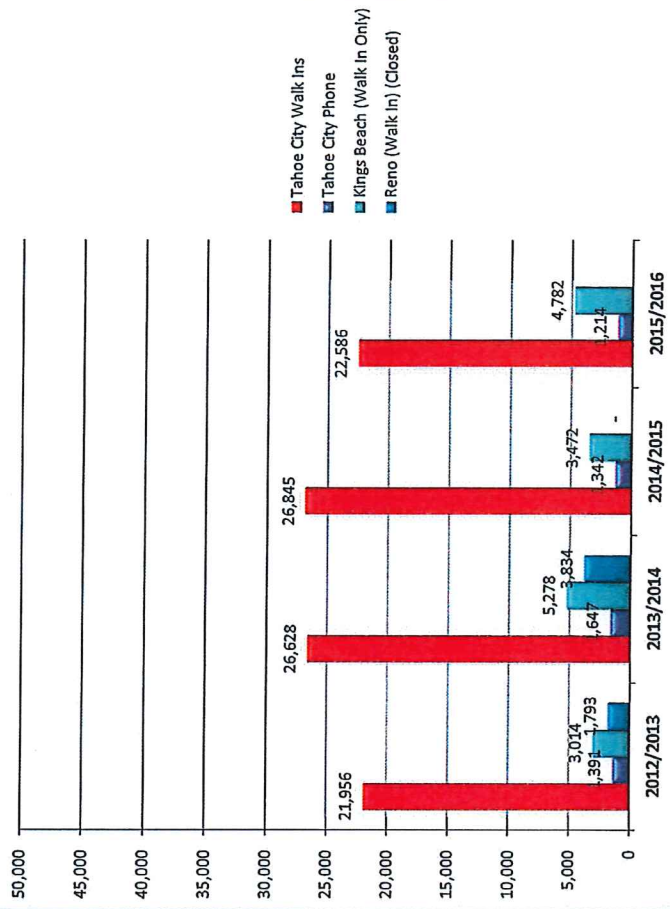


## Unemployment Rates by Region



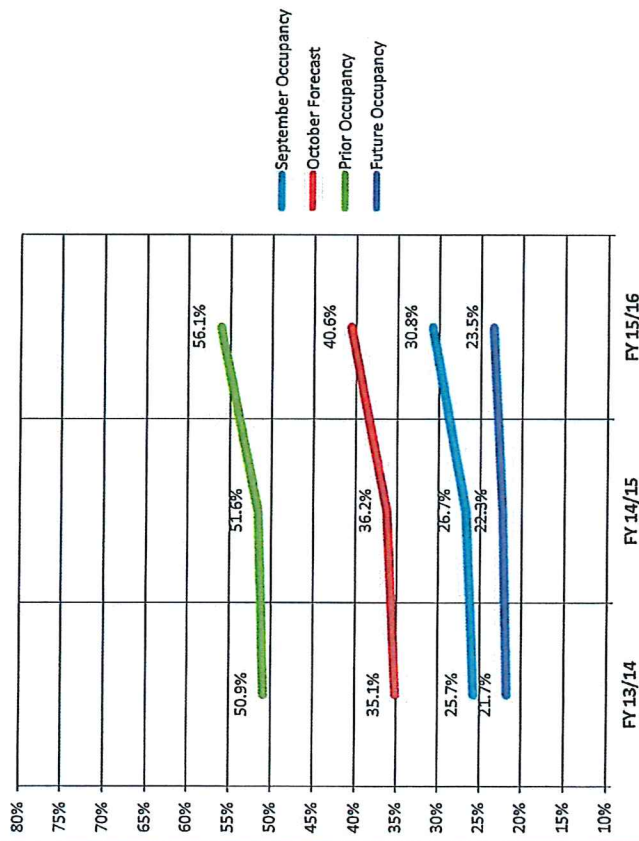
Unemployment Rates		December 2013	June 2014	July 2015
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Placer County		6.5%	6.0%	5.2%
Dollar Point		7.6%	7.1%	6.1%
Kings Beach		6.5%	6.0%	6.8%
Sunnyside/Tahoe City		7.6%	7.0%	5.7%
Tahoe Vista		11.0%	10.1%	8.9%

## Visitor Information - July - October YOY



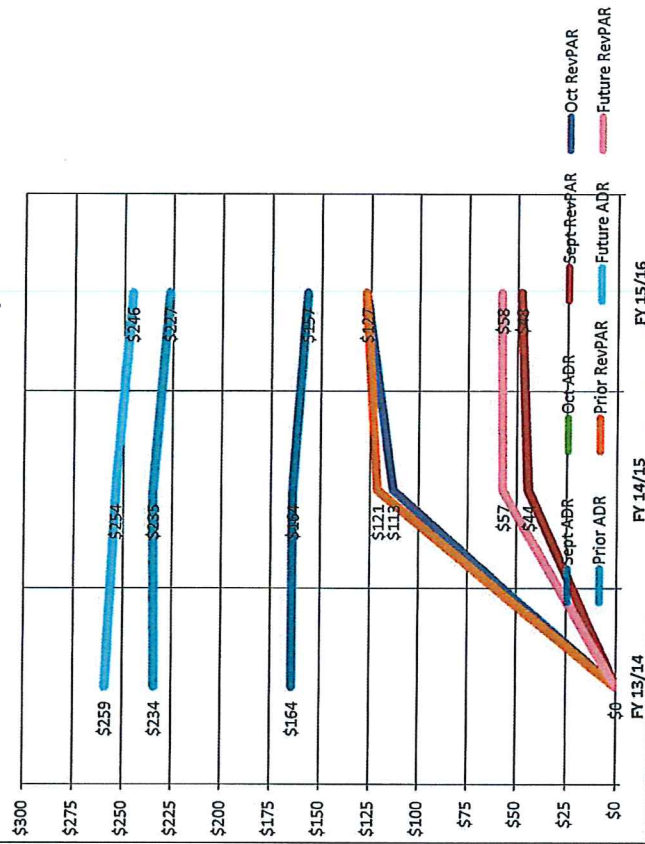
Visitor Information Statistics For Fiscal Years 2011 - 2015				
Referrals -	2012/2013	2013/2014	2014/2015	2015/2016
Tahoe City:	Annual Totals	Annual Totals	Annual Totals	Annual Totals
Walk In	21,956	26,628	26,845	22,586
Phone	1,391	1,647	1,342	1,214
Kings Beach (Walk In Only, Jun-Sep)	3,014	5,278	3,472	4,782
Reno (Walk In) (Closed)	1,793	3,834	Closed	Closed
				YOY % Change
				-15.87%
				-9.54%
				37.73%
				N/A

### Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FY 13/14	FY 14/15	FY 15/16	Y-O-Y Change
Occupancy during November	25.7%	26.7%	30.8%	15.4%
Occupancy Forecast December	35.1%	36.2%	40.6%	12.2%
Occupancy (prior 6 months)	50.9%	51.6%	56.1%	8.7%
Occupancy (next 6 months)	21.7%	22.3%	23.5%	5.4%

### Destimetrics RevPAR in NLT Comparisons



Destimetrics Reservations Activity	FY 13/14	FY 14/15	FY 15/16	Y-O-Y Change
ADR November (Average Daily Rate)	\$164	\$164	\$157	-4.3%
RevPAR Nov (Rev per Available Room)	\$0	\$44	\$48	9.1%
ADR December (Average Daily Rate)	\$314	\$313	\$312	-0.3%
RevPAR Dec. (Rev per Available Room)	\$0	\$113	\$127	12.4%
ADR (prior 6 months)	\$234	\$235	\$227	-3.4%
RevPAR (prior 6 months)	\$0	\$121	\$127	5.0%
ADR (next 6 months)	\$259	\$254	\$246	-3.1%
RevPAR (next 6 months)	\$0	\$57	\$58	1.8%