



LIST OF POTENTIAL AUDIT FIRMS TO CONSIDER FOR A REQUEST FOR
PROPOSAL FOR AUDIT AND TAX SERVICES
FOR THE YEARS ENDED 2013, 2014 AND 2015

CURRENT AUDITOR

Gilbert Associates - Sacramento

OUT OF AREA AUDIT FIRMS

Kohn Colodny - Reno

Grant Thornton- Reno

Barnard Vogler - Sacramento

CHAMBER MEMBERS

McClintock Accountancy (they highlight non profits as a core competency)

Ashley Quinn (they do not highlight non profits as a core competency)

Sonnenberg & Company (they highlight non profits as a core competency)

Sitkoff O'Neil (they highlight non profits as a core competency)

Straley & Purdue (they highlight non profits as a core competency)

Crandall & Company (they do not highlight non profits as a core competency)



Dear Sirs:

The North Lake Tahoe Resort Association is seeking a three-year proposal for audited financial statements and federal and state tax return preparation (990, 990T, 199 and 109). NLTRA operates on a fiscal year ending June 30. NLTRA utilizes Quickbooks accounting software. NLTRA would anticipate a start date in mid September and would like a completed audit report by the end of October (there is not an official deadline).

The North Lake Tahoe Resort Association is a 501(c)(4) non-profit corporation that promotes tourism and benefits business through efforts that enhance the economic, environmental, recreational and cultural climate of the area. NLTRA was incorporated under the laws of California in 1996, and observes all local, state, and federal laws that apply to non-profit corporations.

The Resort Association serves as an umbrella organization for the following services provided to our members and the community at large: Chamber of Commerce, Visitors & Convention Bureau, Marketing, Conference Sales, and Membership Services. The Association also serves as a partner with Placer County in the development and funding of infrastructure and transit projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region. To guide this work, NLTRA developed and adopted the North Lake Tahoe Tourist and Community Investment Master Plan, which has also been endorsed by Placer County. Three times local voters have passed a ballot measure authorizing County room tax dollars for infrastructure and related projects, consistent with the mission of the NLTRA. NLTRA contracts with Placer County annually.

The North Lake Tahoe Resort Association strives to provide the highest standards of member and customer service and hospitality. We are committed to incorporating public input and participation in our decision-making, including the goals of public outreach and education. We are committed to the goals of environmental and economic stewardship as appropriate to the North Lake Tahoe region. This includes working as partners with the Tahoe Regional Planning Agency, Placer County, the California Tahoe Conservancy, and other local, state, regional and federal agencies in support of the Lake Tahoe Environmental Improvement Program.

If interested in making a proposal, NLTRA will provide copies of our most recent audited financial statements and tax returns.

NLTRA would request a copy of your most recent Peer Review Report and letters of comment if any, direct experience relating to similar nonprofit entities, and references to help NLTRA determine abilities to perform audit services. NLTRA requests a reply by March 1, 2013.

Sincerely,

Lisa de Roulet

Chief Financial Officer

Cardholder Name: SANDRA EVANS HALL Statement Period: 11/29/12 to 12/28/12
 Account Number: 5472-1601-9517-4925 Statement Closing Date: 12/28/12

Transactions							CR=Credit
Tran Date	Post Date	Transaction Description		Reference Number		Amount	
Transaction Activity							
12-06	12-06	VZWRLSS*PRPAY AUTOPAY	888-294-6804	CA	596	\$35.00 ✓	
12-07	12-10	WOODLUCK LLC	305-6610241	FL	502	\$311.15 ✓	
12-21	12-24	PAYMENT - THANK YOU			000	\$598.58 -CR ✓	
12-27	12-28	CTC*CONSTANTCONTACT.CO	855-2295506	MA	834	\$70.00	

2012 Year-to-Date Totals	
Total fees charged in 2012	\$0.00
Total interest charged in 2012	\$0.00

Year-to-Date Totals include interest and/or fee adjustments.

Interest Charge Calculation

Your Annual Percentage Rate (APR) is the annual interest rate on your account.

Type of Balance	Annual Percentage Rate (APR)	Balance Subject to Interest Rate	Interest Charge
PURCHASES	14.99% (v)	\$0.00	\$0.00
CASH	22.99% (v)	\$0.00	\$0.00

(v) = Variable Rate

5320-00/70 35.00
 5 530-00/42 35.00
 6 432-00/100 35.00
 1 2100 311.15
 \$ 416.15

RE
 1/16/13

Kim Lambert

From: Sandy Evans Hall
Sent: Wednesday, December 05, 2012 8:15 AM
To: Kim Lambert
Subject: Fwd: Important Information Regarding Your Verizon Wireless Account

Sent from my iPhone

Begin forwarded message:

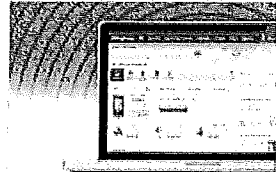
From: "AccountNotify@verizonwireless.com"
<AccountNotify@verizonwireless.com>
Date: December 5, 2012, 5:57:23 AM PST
To: sandy@puretahoenorth.com
Subject: Important Information Regarding Your Verizon Wireless Account



IMPORTANT ACCOUNT INFORMATION FROM VERIZON WIR

Thank you for choosing Verizon Wireless. Your payment is now complete and your session is now in progress.

PAYMENT DATE: 12/05/2012
PAYMENT METHOD: MC XXXX-XXXX-XXXX-4925
WIRELESS NUMBER: X3327
BILL TO: N LAKE TAHOE RESORT SANDRA EVA
PO BOX 5459
TAHOE CITY, CA 96145



**My Verizon is also avail
assist you with:**

- Viewing your usage
- Updating your plan
- Adding Account Members
- Paying your bill
- Finding accessories for your
- And much, much more...

3 GB Mobile Broadband for a month **Due Now** \$35.00 ✓

SUMMARY OF CHARGES:

Due now: detail of total charges billed to credit card

Subtotal \$35.00
Taxes \$0.00
Total charges billed to credit card: \$35.00

By activating service, you are also confirming your agreement to the Verizon Wireless Customer Agreement, including your Plan and applicable charges, as confirmed on the summary page.



Invoice

5331 SW 65 Avenue, Miami, FL 33155
 (305) 661-0241 FAX (305) 661-9574
 www.woodluckllc.com pencils@woodluckllc.com

Order Placed via	Order Date	Order No.
E-Mail-P.O.	12/2/2012	129-1193

Customer	Ship To
North Lake Tahoe Vicki Kahn-Visitor Center PO Box 1757 Tahoe City, CA 96145	North Lake Tahoe Resort Assoc. 100 North Lake Boulevard Tahoe City, CA 96145

PAID
12/02/2012
ASAP
Sandy's CC

Terms
Credit Card Payment

P.O. No.	Delivery Date	Ship Via
106	12/2/2012	UPS

Item	Description	Qty	Rate	Amount
5" Lead Pencil	Pack/10 #005 C	10	4.00	40.00
5" Color Pencil	Pack/10 #005 C	24	4.00	96.00
7" Color Pencil	Pack/10 #007 C	6	5.00	30.00
✓ Forest Life Bookmarks	Set 96 Pcs (16 designs six of each)	1	110.40	110.40
✓ Bookmark Display		1	10.50	10.50
S&H	Sub-Total Shipping & Handling	1	24.25	286.90 24.25

WOODLUCK LLC
 5331 SW 65 AVE
 MIAMI, FL 33155
 PHONE #(305) 661-0241
Phone/web
 ID: 70978161
 12/07/12
 Batch #: 039
 Cust #: 291193
MASTERCARD
 *****49261
 CVM2 Code: MATCH M
 Appr Code: 008851
 Amount: \$ 311.15
 Tax: \$ 0.00
 Total: \$ 311.15
 Ref #: 0001
 12:40:28
 ANS: ZIP MATCH Z
 Invoice #: 291193
 Customer Copy
 THANK YOU!
 HAVE A NICE DAY!

[Handwritten Signature]

Total	\$311.15
Payments/Credits	\$-311.15
Balance Due	\$0.00

SR

You can now order and view our entire catalog online!
www.woodluckllc.com

SHIPPED: 12/07/2012

North Lake Tahoe Marketing Cooperative
Statement of Activities
For the Five Months Ending November 30, 2012

Description	Current Month				Year to Date				Annual
	Actual	Budget	\$ Variance	% Change	Actual	Budget	\$ Variance	% Change	Budget
Revenues									
IVCBVB Funding	37,305	55,471	(18,166)	(33%)	186,525	277,355	(90,830)	(33%)	665,655
NLTRA Funding	161,524	69,333	92,191	133%	403,810	346,665	57,145	16%	832,000
Web Commissions	0	1,000	(1,000)	(100%)	0	5,000	(5,000)	(100%)	12,000
Total Revenues	198,829	125,804	73,025	0%	590,335	629,020	(38,685)	(116%)	1,509,655
Expenses									
Marketing									
Drive Market Print		23,733	(23,733)	(100%)		59,161	(59,161)	(100%)	126,786
Destination Print	0	21,530	(21,530)	(100%)	11,250	94,647	(83,397)	(88%)	199,605
Outdoor	9,850	9,277	573	6%	9,850	37,108	(27,258)	(73%)	74,216
Internet	14,476	8,888	5,588	63%	14,476	56,387	(41,911)	(74%)	105,739
Direct Response	10,000	2,000	8,000	400%	10,000	50,436	(40,436)	(80%)	91,936
Website Programs	8,865	5,500	3,365	61%	157,091	27,307	129,784	475%	65,807
Production/Client Services	24,685	9,100	15,585	171%	92,685	65,445	27,240	42%	121,145
Cooperative Programs	1,665	30,000	(28,335)	(94%)	137,611	143,000	(5,389)	(4%)	323,000
Total Marketing	69,541	110,028	(40,487)	407%	432,963	533,491	(100,528)	97%	1,108,234
Leisure Sales/Tour & Travel									
Trade Shows Miscellaneous	49	500	(451)	(90%)	1,615	5,000	(3,385)	(68%)	7,000
Domestic Trade Shows	3,845	0	3,845		8,258	2,150	6,108	284%	4,250
International Advertising	0	0	0		3,898	5,000	(1,102)	(22%)	10,000
International Trade Shows/Programs	0	7,000	(7,000)	(100%)	28,949	51,000	(22,051)	(43%)	89,500
Total Leisure Sales/Tour & Travel	3,894	7,500	(3,606)	(190%)	42,720	63,150	(20,430)	151%	110,750
Public Relations									
Agency Fees	3,816	3,866	(50)	(1%)	19,080	19,330	(250)	(1%)	46,400
PR Programs	868	950	(82)	(9%)	4,094	15,725	(11,631)	(74%)	42,800
Total Public Relations	4,684	4,816	(132)	(10%)	23,174	35,055	(11,881)	(75%)	89,200
Conference									
Regional Print	0	0	0		35,000	25,000	10,000	40%	50,000
Destination Print	4,404	0	4,404		26,739	8,231	18,508	225%	21,519
Sales Effort Advertising Support	3,934	0	3,934		5,606	10,667	(5,061)	(47%)	18,911
Database/Relationship Management	0	0	0		0	12,375	(12,375)	(100%)	40,206
Internet	0	625	(625)	(100%)	11,009	11,065	(56)	(1%)	15,534
Production/Client Services	633	2,150	(1,517)	(71%)	1,875	9,750	(7,875)	(81%)	20,800
Total Conference	8,971	2,775	6,196	(171%)	80,229	77,088	3,141	36%	166,970
Conference Trade Shows									
Trade Shows	4,165	0	4,165		19,724	6,260	13,464	215%	32,981
Total Conference Trade Shows	4,165	0	4,165		19,724	6,260	13,464	215%	32,981
Web Manager									
Web Manager/Social Media	4,964	0	4,964		27,304	0	27,304		0
Total Web Manager	4,964	0	4,964		27,304	0	27,304		0
Administration									
Supplies/Miscellaneous	21	0	21		7,101	380	6,721	1,769%	1,520
Total Administration	21	0	21		7,101	380	6,721	1,769%	1,520
Total Expenses	96,240	125,119	(28,879)	36%	633,215	715,424	(82,209)	2,193%	1,509,655
Net Income/Loss	102,589	685	101,904	(36%)	(42,880)	(86,404)	43,524	(2,309%)	

KEY METRICS DECEMBER 31, 2012

TOT Collections	2012/13	2011/12	2010/2011
Quarter 1	\$ 3,753,831	\$ 3,575,545	\$ 3,145,195
Quarter 2		\$ 1,706,628	\$ 2,027,191
Quarter 3		\$ 3,077,210	\$ 3,694,470
Quarter 4		\$ 1,458,348	\$ 1,270,140
Total	\$ 3,753,831	\$ 9,817,731	\$10,136,996

Lodging Reservations Activity	FY 12/13	FY 11/12	Variance
Occupancy during December	43.2%	40.5%	6.6%
ADR December (Average Daily Rate)	\$ 306	\$ 292	5.0%
Occupancy forecast January	37.6%	33.2%	13.3%
ADR January	\$ 269	\$ 248	8.9%
Occupancy (prev 6 mo)	46.8%	46.1%	1.5%
ADR (prev 6 mo)	\$ 215	\$ 209	2.9%
Occupancy (next 6 mo)	19.6%	18.1%	8.2%
ADR (next 6 mo)	\$ 248	\$ 241	2.8%
Incremental Pacing for December	7.1%	4.0%	75.9%

Conference Revenue Statistics December	FY 12/13	FY 11/12	Variance
Total Revenue Booked as of 12/31/12:	\$1,256,305	\$1,621,693	-23%
Forecasted Commission for this Revenue:	\$55,619	\$103,744	-46%
Number of Room Nights:	7392	9969	-26%
Number of Delegates:	3393	4760	-29%
Annual Revenue Goal:	\$1,750,000	\$1,700,000	
Annual Commission Goal:	\$75,000	\$125,000	
Number of Tentative Bookings:	85	36	136%

VISITOR INFORMATION STATISTICS FOR 2012 2013 (JUL-DEC)		
	2012	2011
Tahoe City		
Walk In	25017	8661
Phone	1939	1735
Kings Beach (Walk In Only)	3014	2995
Reno (Walk in Only)	2039	0

Chamber Of Commerce Total Membership	
April 2012	468
December 2012	450

Infrastructure Fund Balances Held by Placer County as of 12/31/12	
Contract 12477 2007-08	\$ -
Contract 12659 2008-09	\$ 682,527
Contract 12818 2009-10	\$ 789,928
Contract 12945 2010-11	\$ 1,390,235
Contract 13054 2011-12	\$ 1,249,520
Contract 13235 2012-13	\$ 1,357,037
Total Fund Balances	\$ 6,320,034

Unemployment	Nov-12	Nov-11	Oct-12
Dollar Point	10.2%	11.4%	10.3%
Kings Beach	8.7%	9.8%	8.9%
Sunnyside/Tahoe City	10.2%	11.4%	10.3%
Tahoe Vista	14.6%	16.8%	14.7%
California	9.6%	10.9%	9.8%
Placer County	8.8%	9.8%	8.9%

Sales Tax Revenue - Tahoe (Calendar Year Basis)						
Quarter	2007	2008	2009	2010	2011	2012
First	\$ 575,721	\$ 643,647	\$ 521,787	\$ 592,861	\$ 469,504	\$505,344
Second	\$ 528,029	\$ 486,809	\$ 400,212	\$ 376,497	\$ 391,536	\$476,098
Third	\$ 792,879	\$ 791,449	\$ 612,761	\$ 687,963	\$ 757,531	\$ -
Fourth	\$ 514,299	\$ 431,607	\$ 428,368	\$ 448,294	\$ 441,061	\$ -
Total	\$ 2,410,928	\$ 2,353,512	\$1,963,128	\$ 2,105,615	\$ 2,059,632	\$981,442

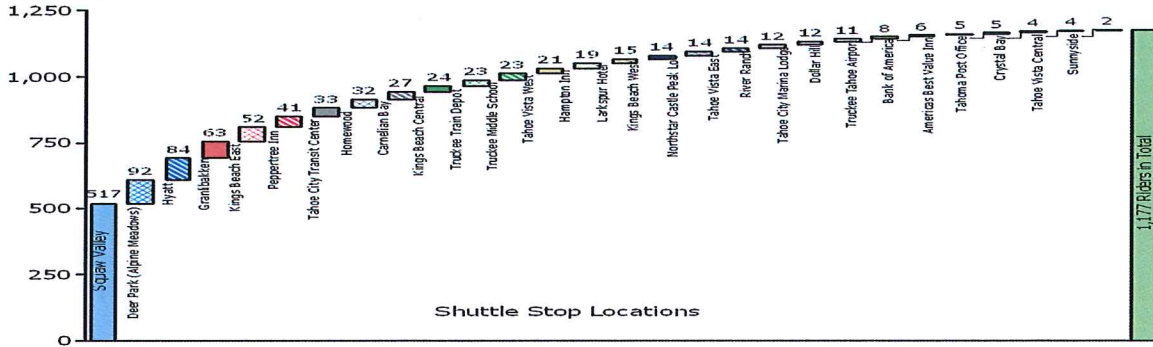
NORTH TAHOE/TRUCKEE FREE SKI SHUTTLE

2012-2013 SEASON - 46 DAY SEASON

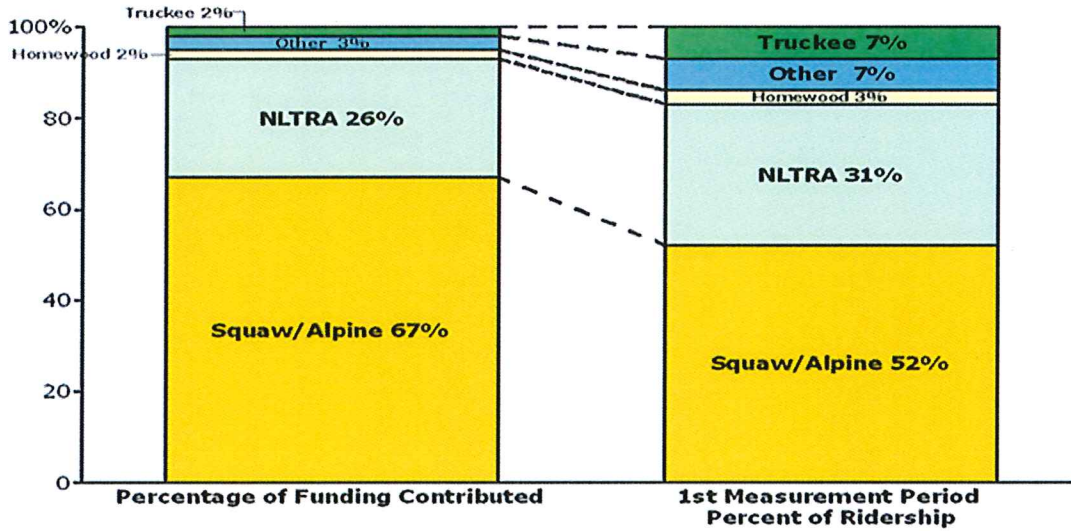
SKIER SHUTTLE COUNTS BY LOCATION

First Measurement Period - December 24, 2012 - January 6, 2013

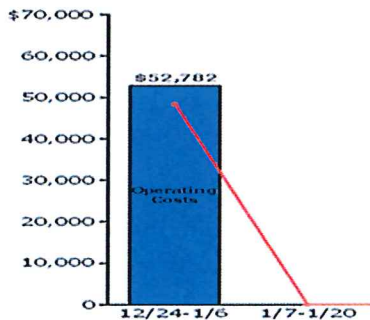
Riders Per Pick up Shuttle Stop (Morning/Afternoon)



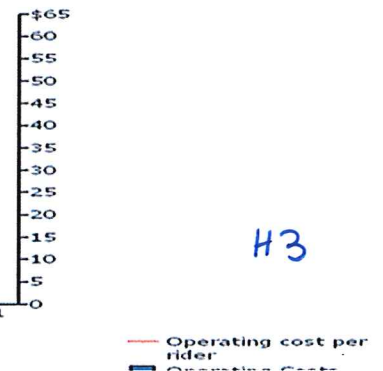
Percentage



Total Estimated Costs Per Operating Period



Average Cost Per Rider

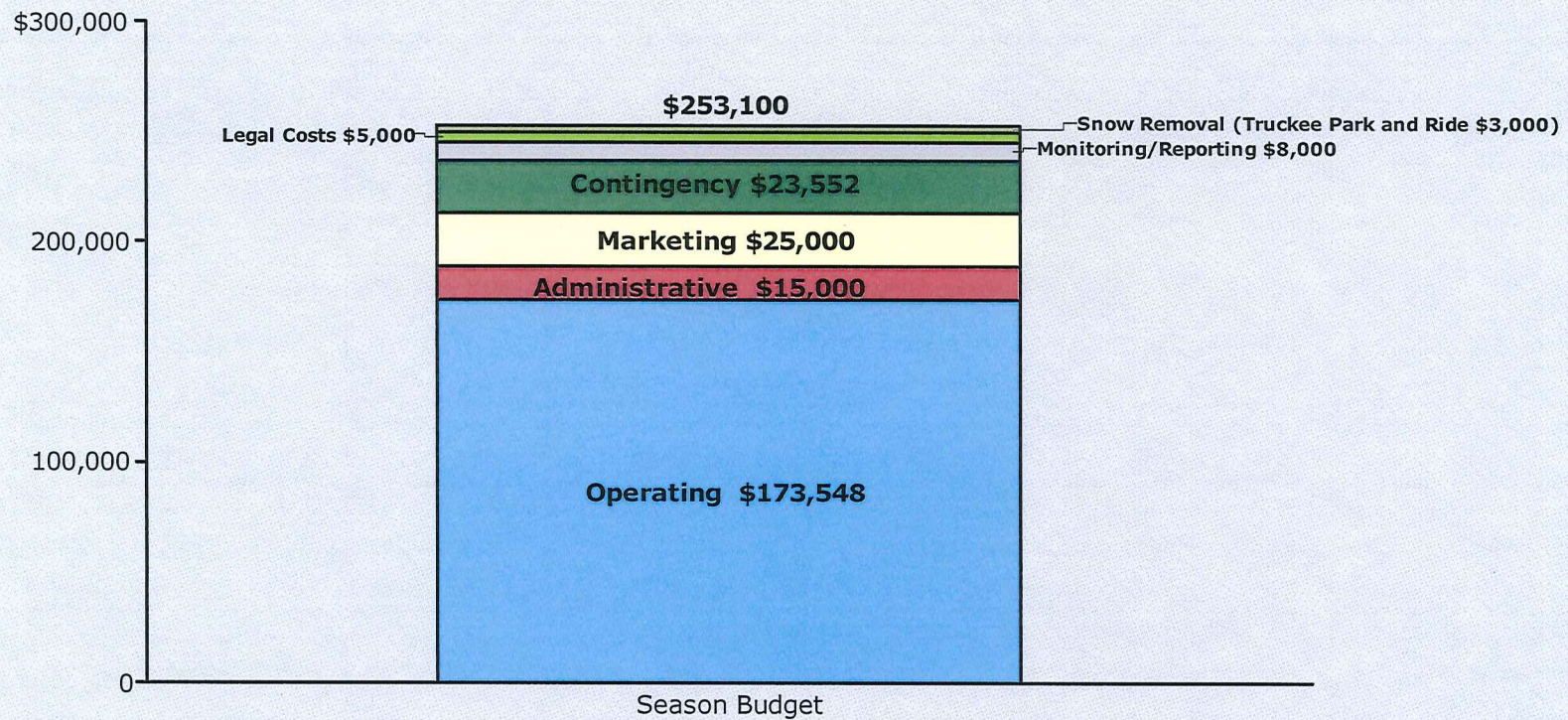


H3

NORTH TAHOE/TRUCKEE FREE SKI SHUTTLE

2012 - 2013 SEASON COSTS - 46 DAY SEASON
AVERAGE TOTAL BUDGETED COST PER DAY \$4,990*

Season Total Cost Breakdown



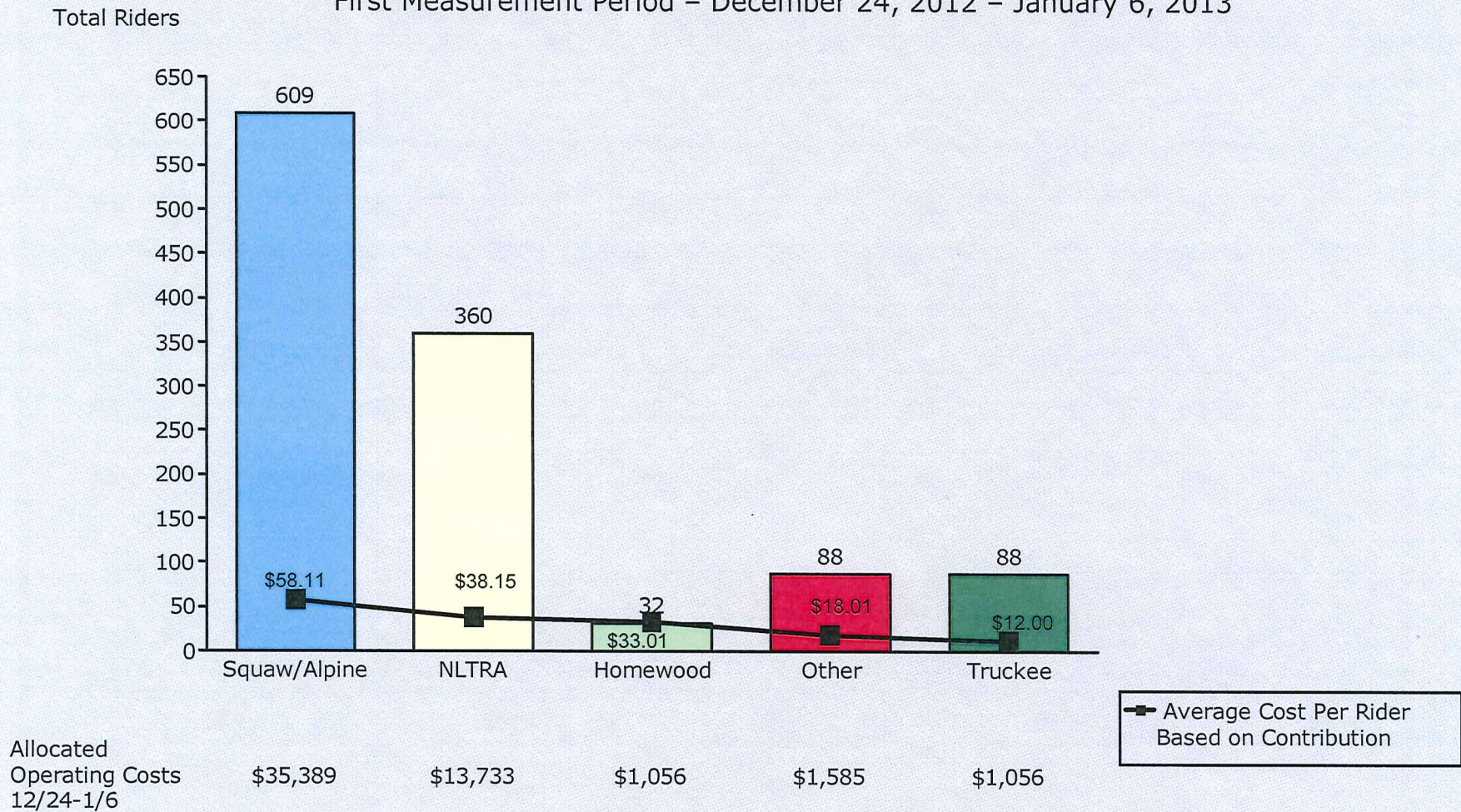
*excludes contingency

NORTH TAHOE/TRUCKEE FREE SKI SHUTTLE

2012 – 2013 SEASON COSTS – 46 DAY SEASON

AVERAGE OPERATIONAL COST PER RIDER BASED ON CONTRIBUTION

First Measurement Period – December 24, 2012 – January 6, 2013



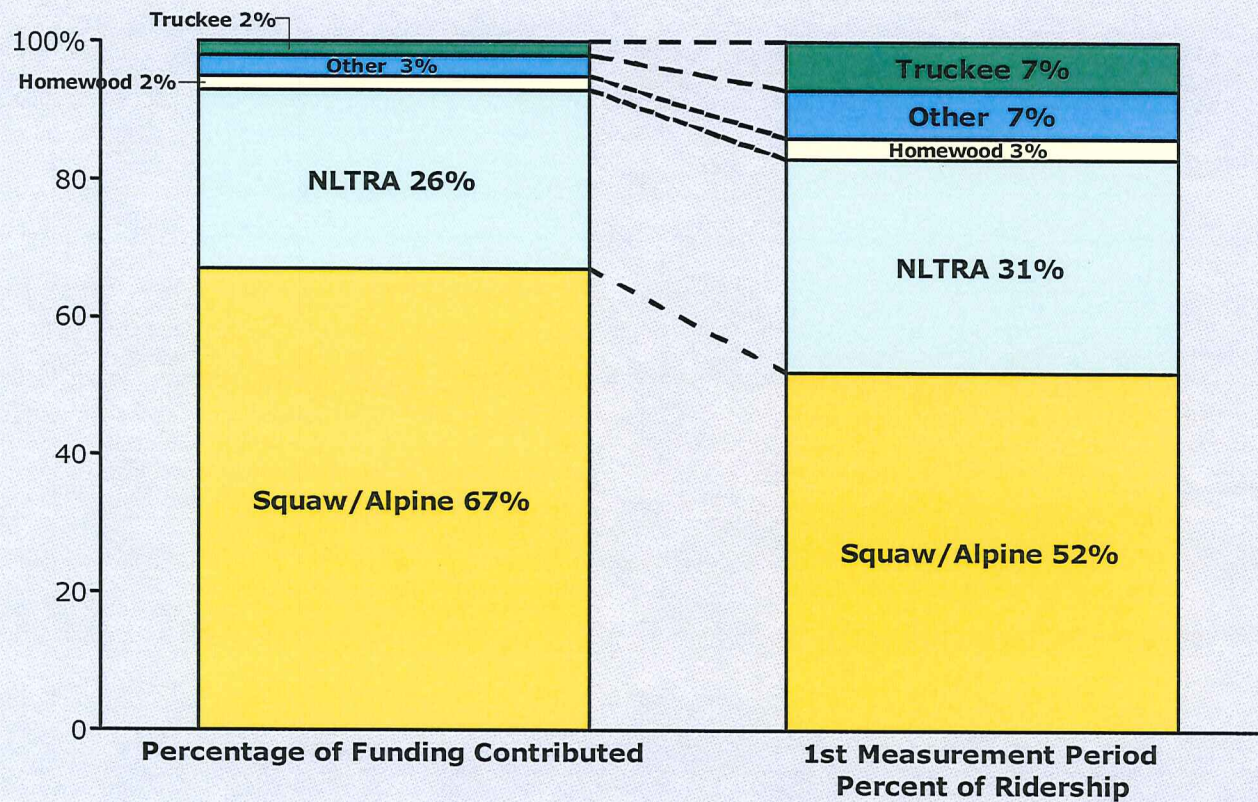
NORTH TAHOE/TRUCKEE FREE SKI SHUTTLE

2012 - 2013 SEASON - 46 DAY SEASON

PERCENTAGE OF FUNDING CONTRIBUTED VS PERCENTAGE OF RIDERSHIP

First Measurement Period - December 24, 2012 - January 6, 2013

Percentage



NORTH TAHOE/TRUCKEE FREE SKI SHUTTLE

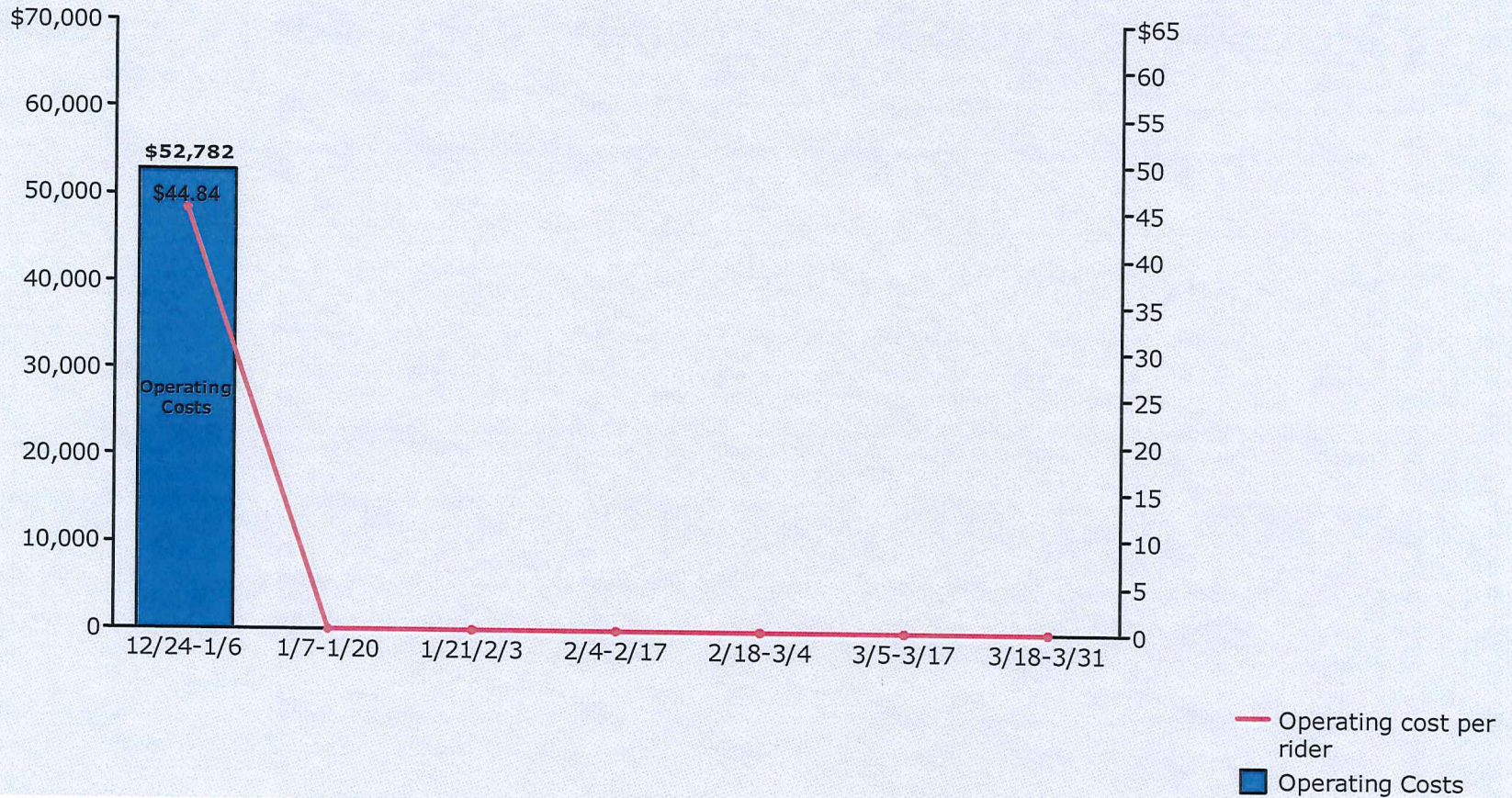
2012-2013 SEASON COSTS – 46 DAY SEASON

SKIER SHUTTLE PROGRAM OPERATIONAL COST PER RIDER

Operating Costs Billed at Budgeted Rate of \$3,773 per day

Total Estimated Costs Per Operating Period

Average Cost Per Rider



47

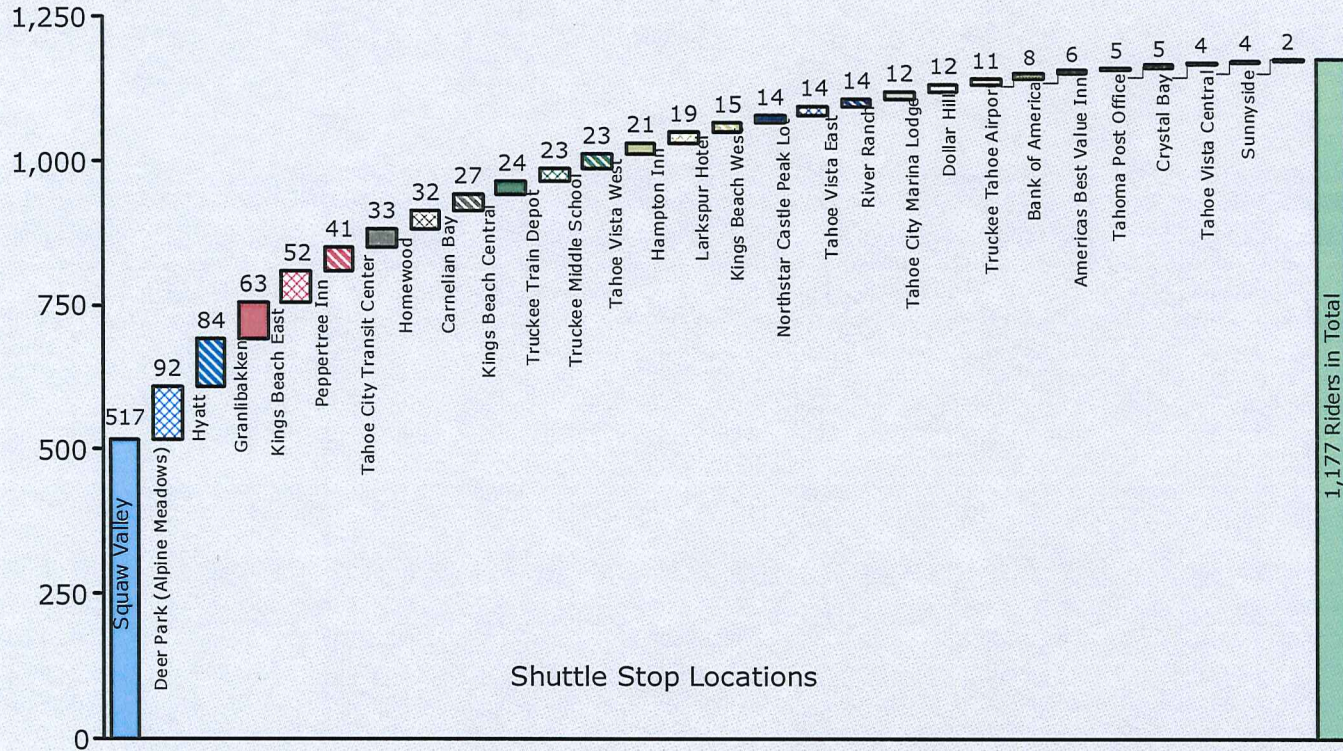
NORTH TAHOE/TRUCKEE FREE SKI SHUTTLE

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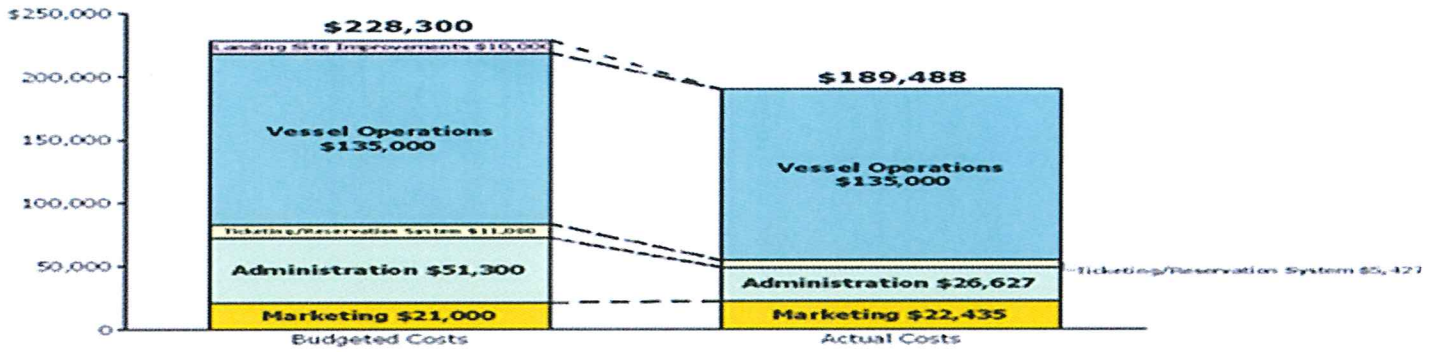
SKIER SHUTTLE COUNTS BY LOCATION

First Measurement Period – December 24, 2012 – January 6, 2013

Riders Per Pick up Shuttle Stop (Morning/Afternoon)

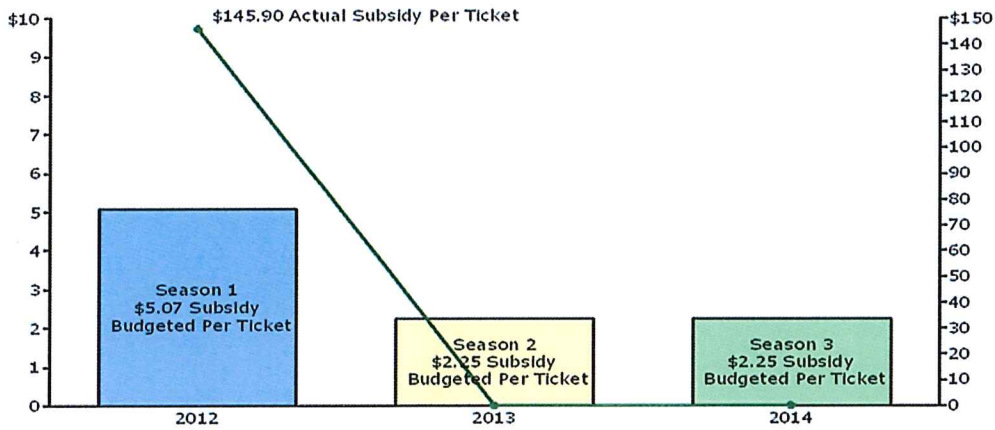


**NORTH LAKE TAHOE WATER SHUTTLE
COMPARISON OF BUDGETED VS ACTUAL DOLLARS
FIRST SEASON OF OPERATION - 59 DAYS
AUGUST 3 - SEPTEMBER 30, 2012**



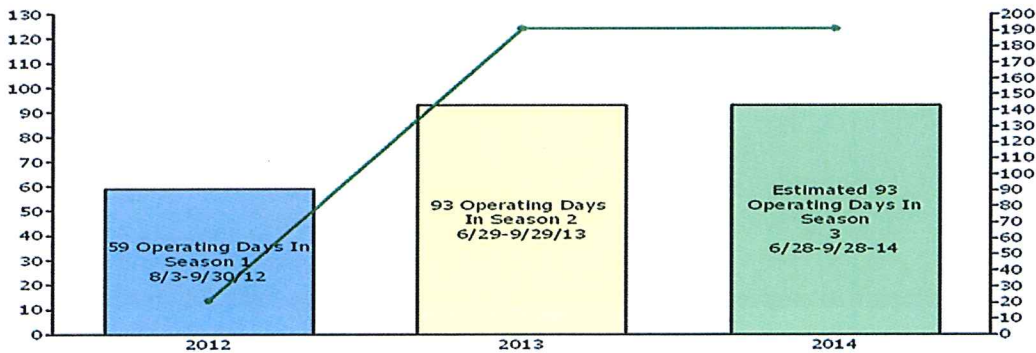
Budgeted Subsidy per Passenger

Average Passenger Subsidy Per Ticket

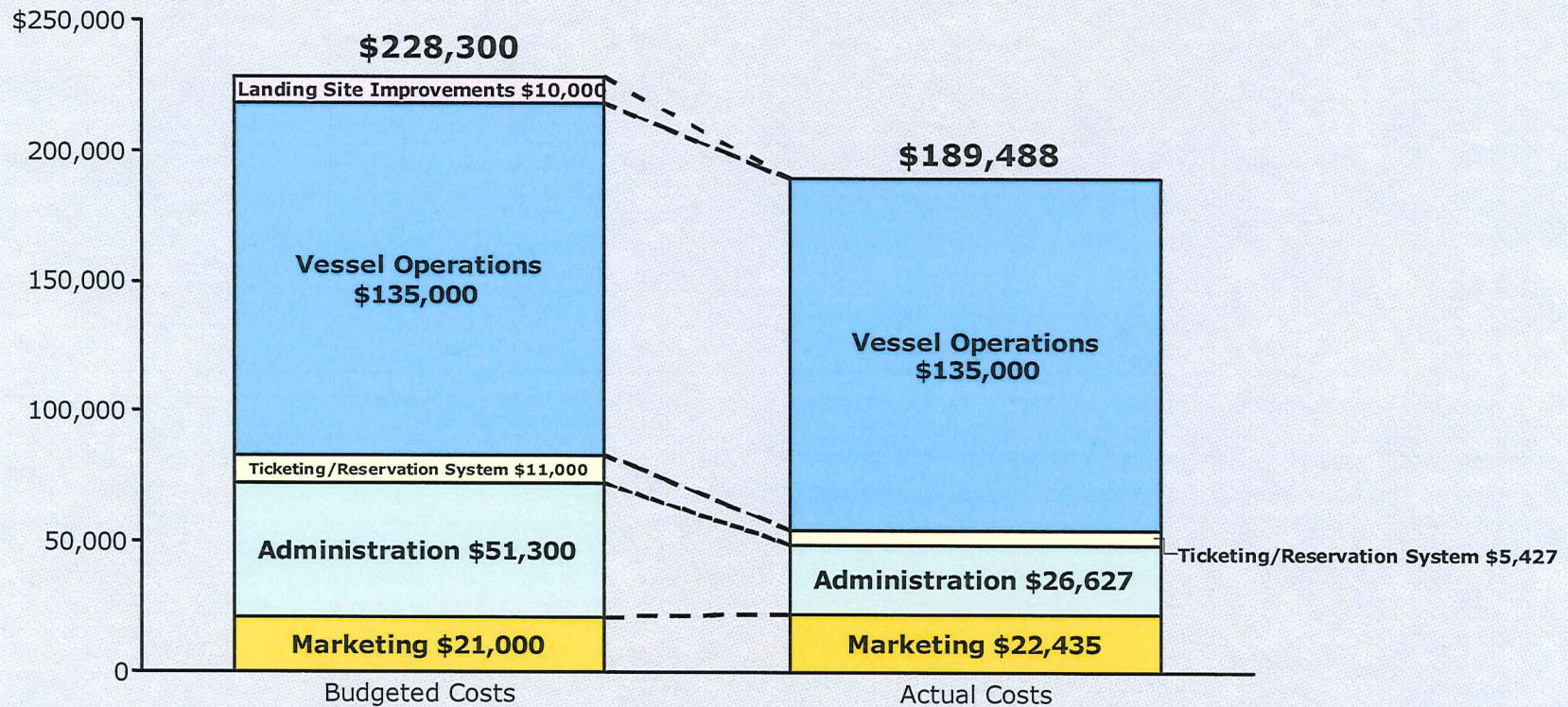


Operating Days Per Season

Average Passenger Volume Per Operating Day



NORTH LAKE TAHOE WATER SHUTTLE COMPARISON OF BUDGETED VS ACTUAL DOLLARS FIRST SEASON OF OPERATION – 59 DAYS AUGUST 3 – SEPTEMBER 30, 2012

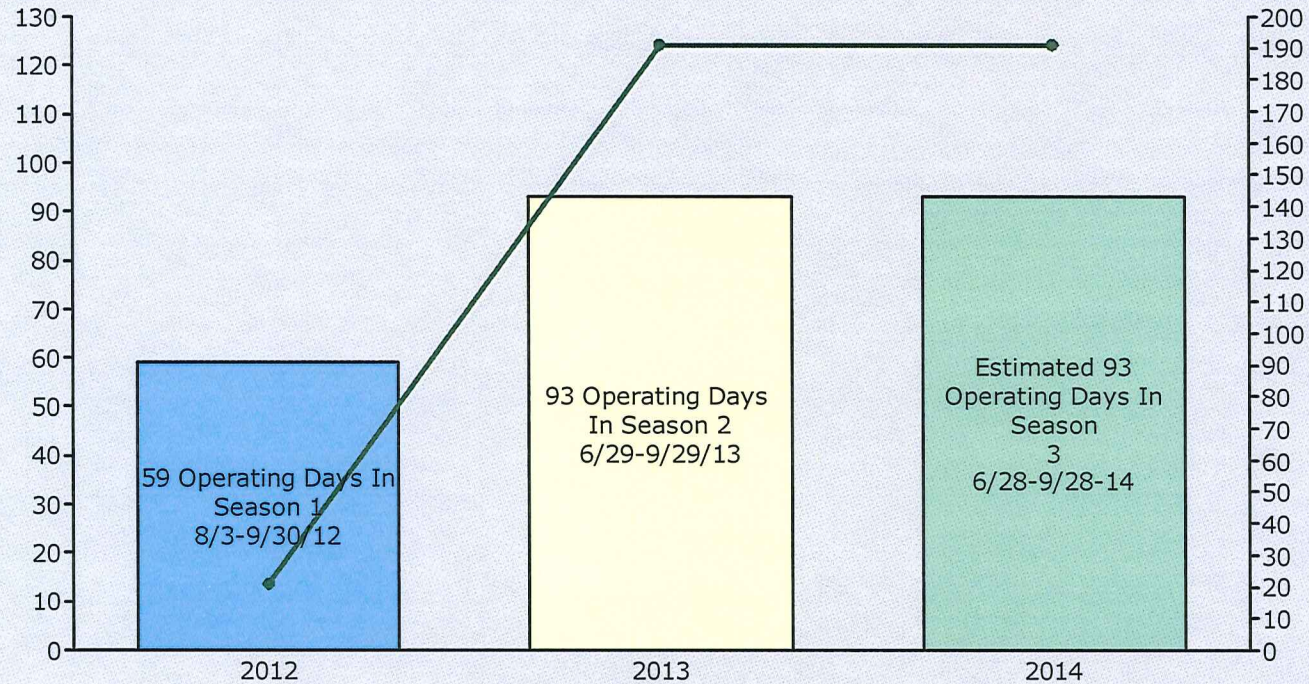


NORTH LAKE TAHOE WATER SHUTTLE

PASSENGER VOLUME PER OPERATING DAY

Operating Days Per Season

Average Passenger Volume Per Operating Day

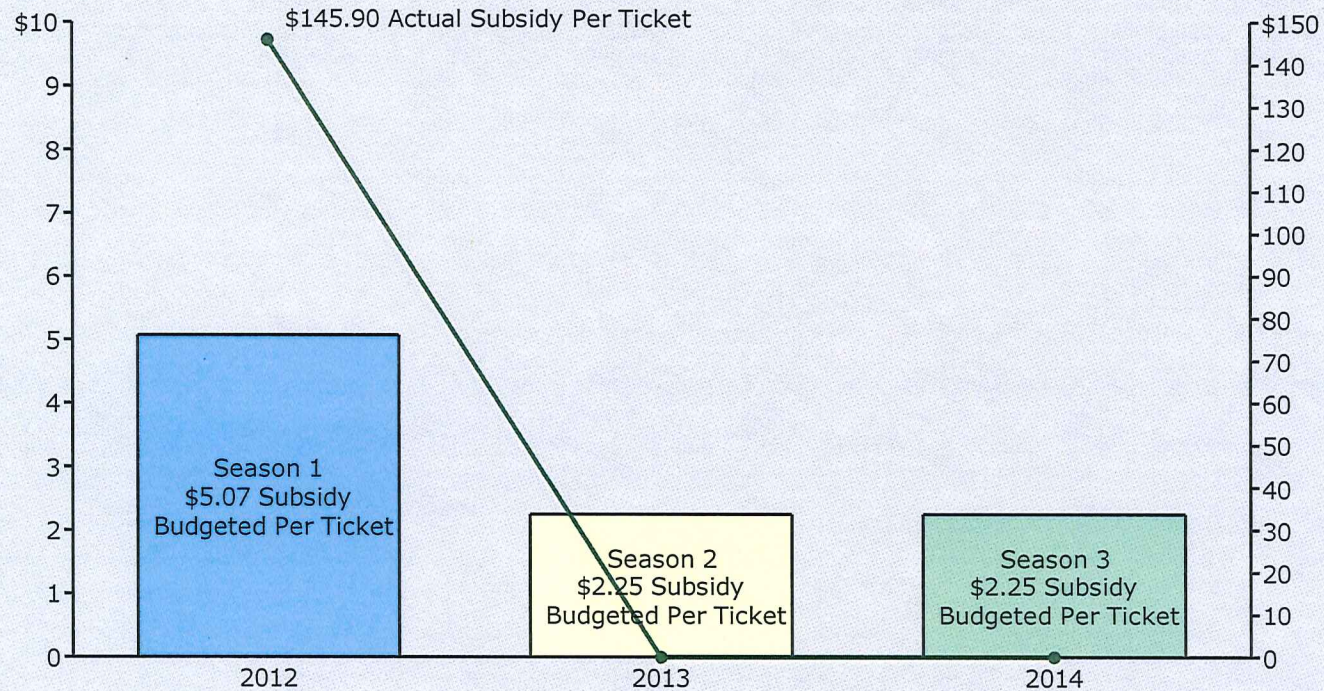


Budgeted Fare Revenue predicated on average daily passenger volume of 191 passengers at \$7.75 per fare

NORTH LAKE TAHOE WATER SHUTTLE BUDGETED VS ACTUAL PASSENGER SUBSIDY PER TICKET

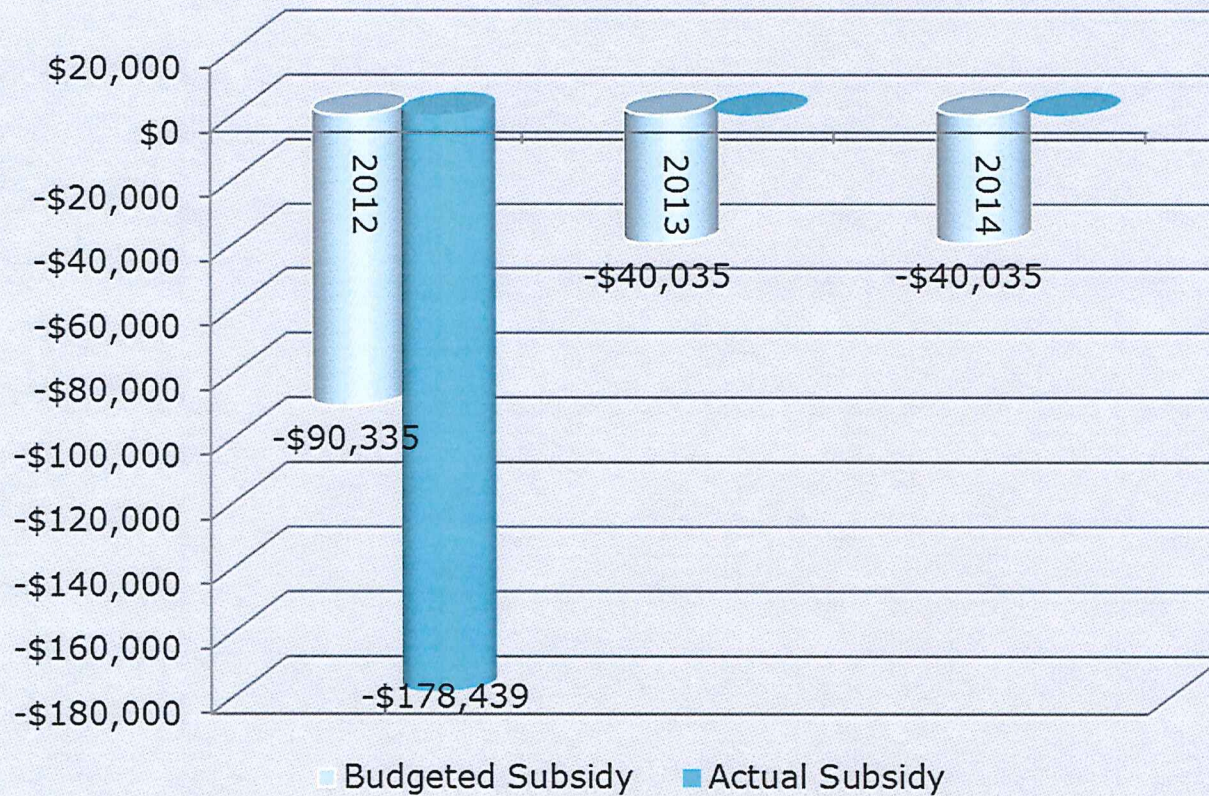
Budgeted Subsidy per Passenger

Average Passenger Subsidy Per Ticket



NORTH LAKE TAHOE WATER SHUTTLE BUDGETED VS ACTUAL

FIRST SEASON OF OPERATION – 59 DAYS
AUGUST 3 – SEPTEMBER 30, 2012



TOTAL CONFERENCE ROOM REVENUE 2003 - 2013

Room Revenue per NLTRA dollar expended is trending toward a 10-year high

Conference Sales in Millions

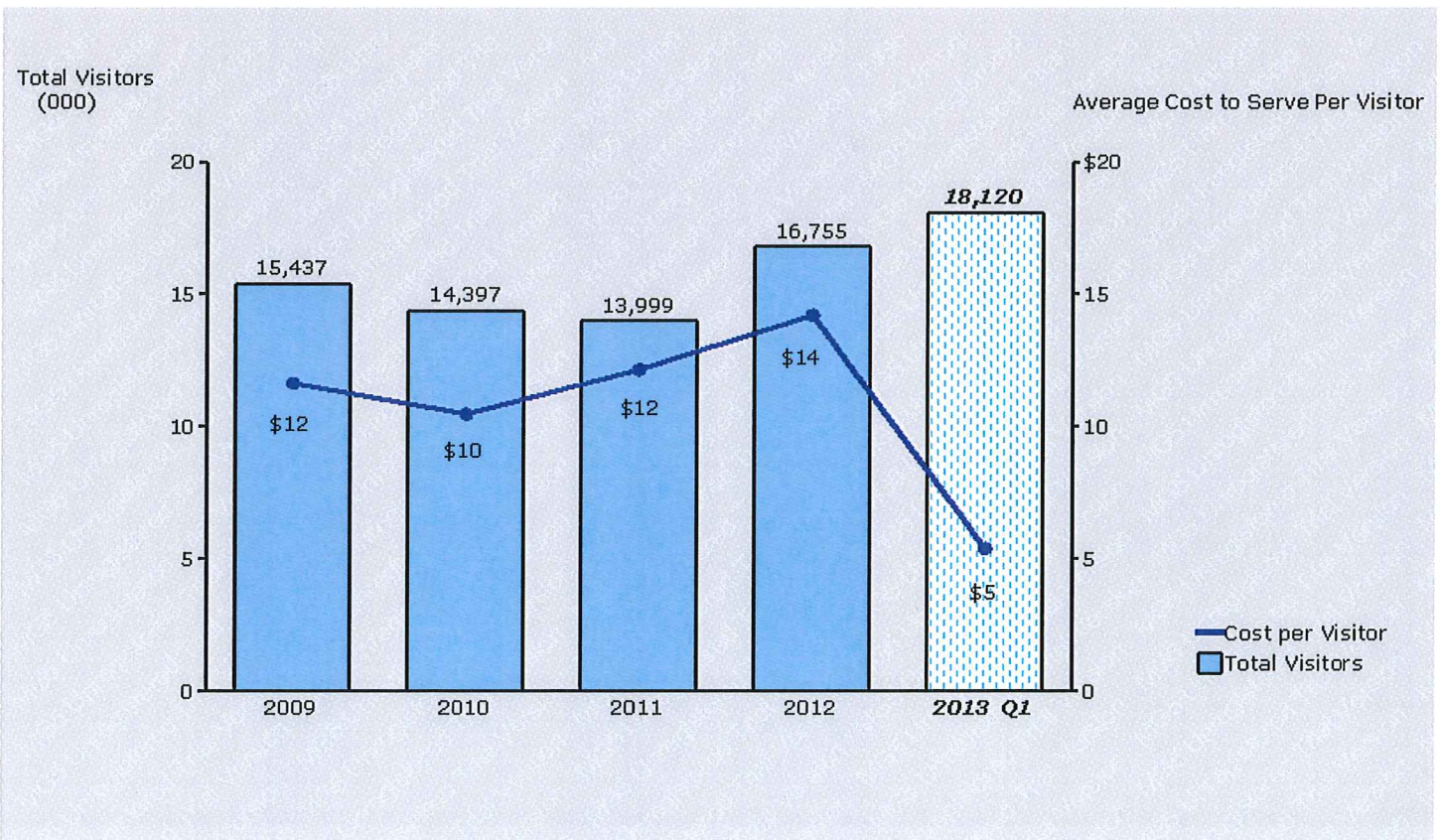
Revenue Per Expense
\$ Spent



*expenses based on 12/13 budget

**TAHOE CITY VISITOR INFORMATION CENTER FINANCIAL UPDATE TO
FINANCE COMMITTEE DECEMBER 20, 2012**

NLTRA PROPOSED REVENUE STREAM (presented 1/12)		July - November 2012 Actuals	Annualized Forecast
Incremental Revenue Required to Cover Additional Rental Expense	\$ 44,416		
Revenue Opportunities			
Sponsorships (\$1,000/month)	\$ 12,000	\$ 400	\$ 4,300
Kiosk Lease (\$500/month)	\$ 6,000	\$ -	\$ 900
Video Participation (\$300/mo)	\$ 4,000	\$ -	
Coupon Participation (\$300/month)	\$ 4,000	\$ -	
Concierge Commissions (\$200/month)	\$ 2,400	\$ -	
Conference Space Rental (\$300/month)	\$ 3,600	\$ -	\$ 800
Gift Shop Proceeds (\$1833/month)*	\$ 21,996	\$ 28,178	\$ 48,000
TOTAL FORECASTED REVENUE WITH NEW LOCATION	\$ 53,996	\$ 28,578	\$ 52,000
Over/(Short) with current assumptions	\$ 9,580	\$ (15,833)	\$ 7,584





Topics of Discussion 2013

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