



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS Wednesday June 6, 2012 – 8:30 am – 11 a.m. Tahoe City Public Utility District

NLTRA Mission

“To promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

Meeting Ground Rules

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM – Chair

B. AGENDA AMENDMENTS AND APPROVAL *MOTION*

1. Agenda Additions and/or Deletions
2. Approval of Agenda

C. PUBLIC FORUM

Any person wishing to address the Board of Directors on items of interest to the Resort Association not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Board on items addressed under Public Forum.

D. REPORTS & ACTION ITEMS

Marketing

3. MTRiP Forecast for Summer – Andy Chapman (*10 minutes*)
4. Ironman Event Contract for September 2013 **MOTION/DIRECTION** – Andy Chapman (*20 minutes*)

Membership

5. Membership Plan update – Deanna Frumentti (*5 minutes*)
6. Membership Activities and Events – Deanna Frumentti (*5 minutes*)

Transportation/Infrastructure

7. Night Rider Service extension update – Ron Treabess (*15 minutes*)
8. North Tahoe Water Shuttle project update – Ron Treabess/Wally Auerbach (*15 minutes*)

2012

Board Members

Wally Auerbach
Auerbach Engineering

Eric Brandt
Tahoe TV

Phil GilanFarr
(Vice-Chair)
CB's Pizza & Grill

Allen Highfield
(Treasurer)
The Ritz-Carlton

Kali Kopley
(Secretary)
Uncorked/Petra/Soupa

Alex Mourelatos
Mourelatos Lakeshore Resort

Valli Murnane
Tahoe XCountry

Ron Parson (Chair)
Granlibakken

Bill Rock
Northstar

Andy Wirth
Squaw Valley/Alpine Meadows

Ron McIntyre
RMC Consulting
(Ex-Officio)

Jennifer Merchant
Placer County

Julie Regan
TRPA
(Ex-officio)

9. TRPA Regional Plan update – TRPA Staff/NLT Regional Plan Advisory Task Force, request to fund \$10,000 towards coordinated business voice **MOTION** (45 minutes)
10. TOT Renewal Vote Results – Ron Treabess (5 minutes)
11. Tahoe City Visioning Process update – Sandy Evans Hall (10 minutes)

County Contract

12. County Contract negotiation update – Sandy Evans Hall

E. DIRECTORS' COMMENTS

F. CONSENT CALENDAR – MOTIONS (5 min)

All items listed under the consent calendar-motions are considered to be routine and/or have been or will be reviewed by committee, and will be approved by one motion. There will be no separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar-motions.

13. Board Meeting Minutes – May 2, 2012

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

14. Joint Infrastructure/Transportation Committee – No meeting in May
15. Marketing Committee – May 29, 2012
16. Membership Advisory Committee – May 9, 2012
17. Lodging Committee – No Meeting in May
18. Conference Sales Directors Committee – No meeting in May
19. Finance Committee – May 24, 2012
20. Approve Financials for March, 2012
21. Marketing Performance Semi-Annual Report

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any board member

22. Conference Sales Reports
23. Infrastructure/Transportation Activity Report – May

G. MEETING REVIEW AND STAFF DIRECTION

H. CLOSED SESSION (If necessary)

24. Executive Director Annual Review

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

This meeting site is wheelchair accessible.

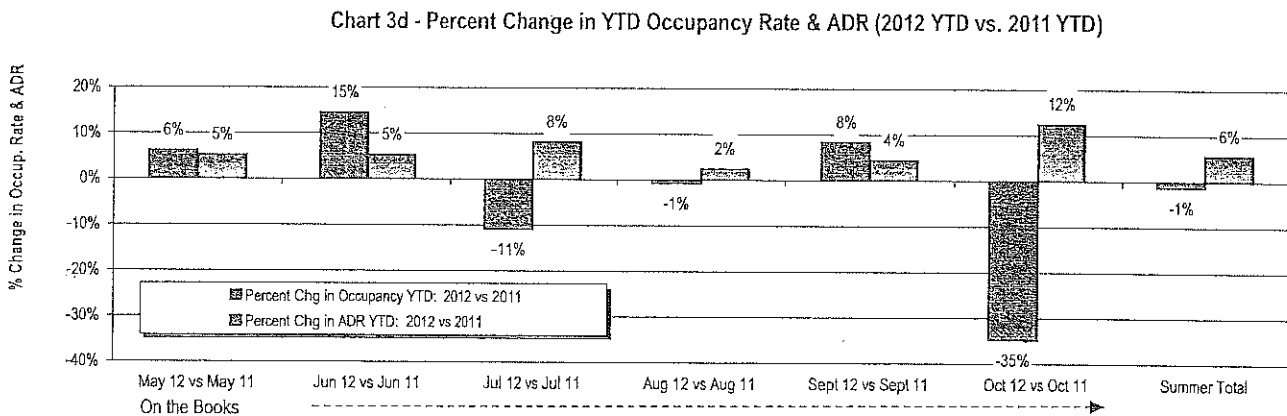
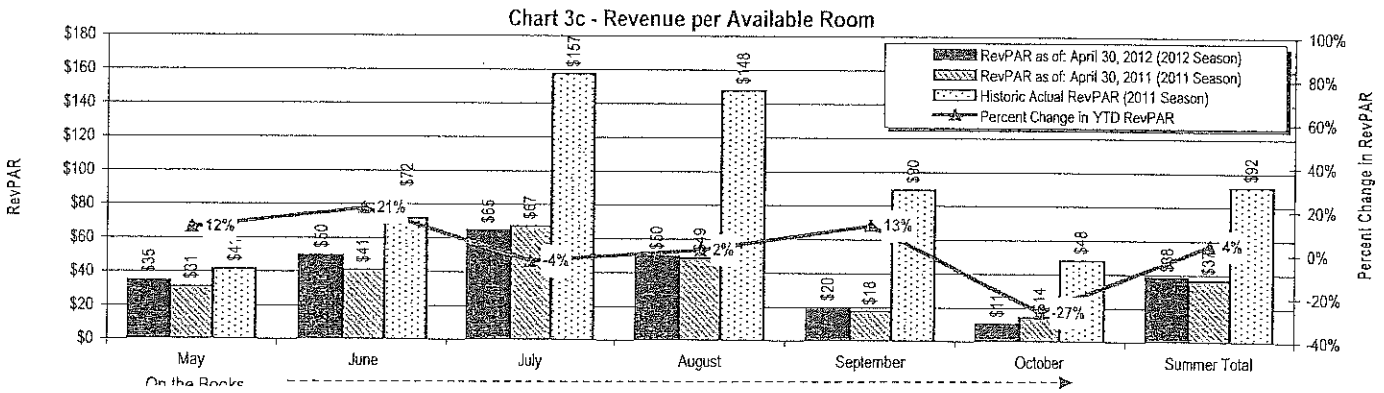
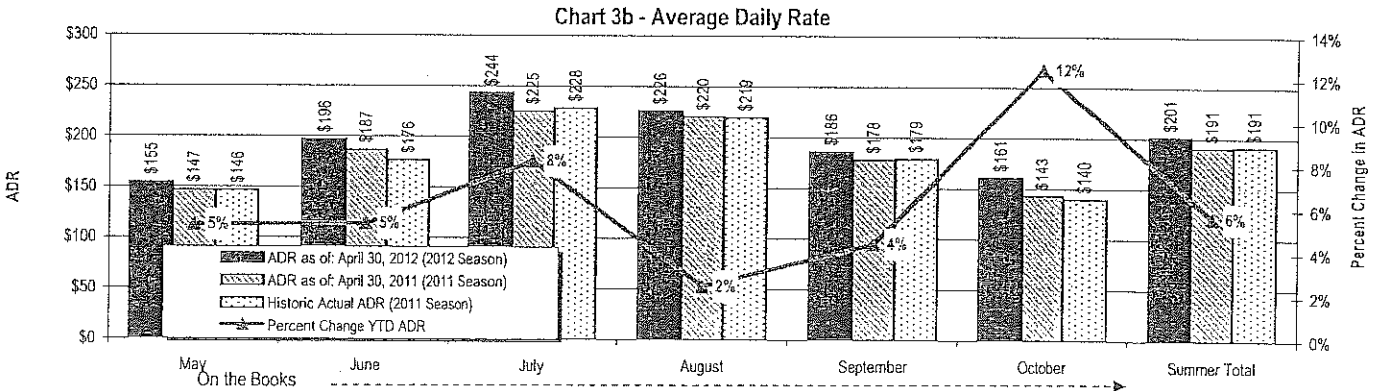
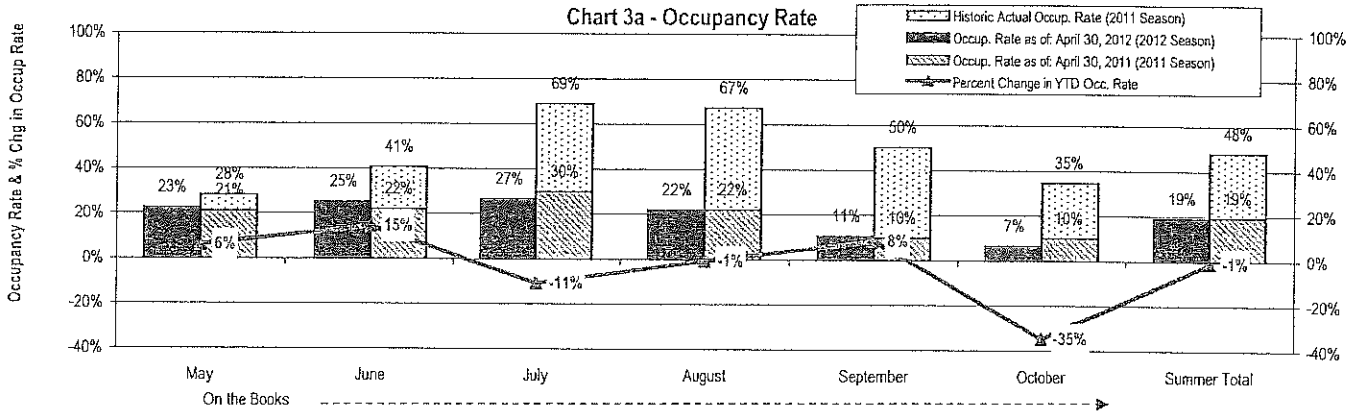
Posted and e-mailed, June 1, 2012

RESERVATIONS ACTIVITY REPORT

SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2012 YTD (as of Apr 30, 2012) vs. 2011 YTD (as of Apr 30, 2011) vs. 2011 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above



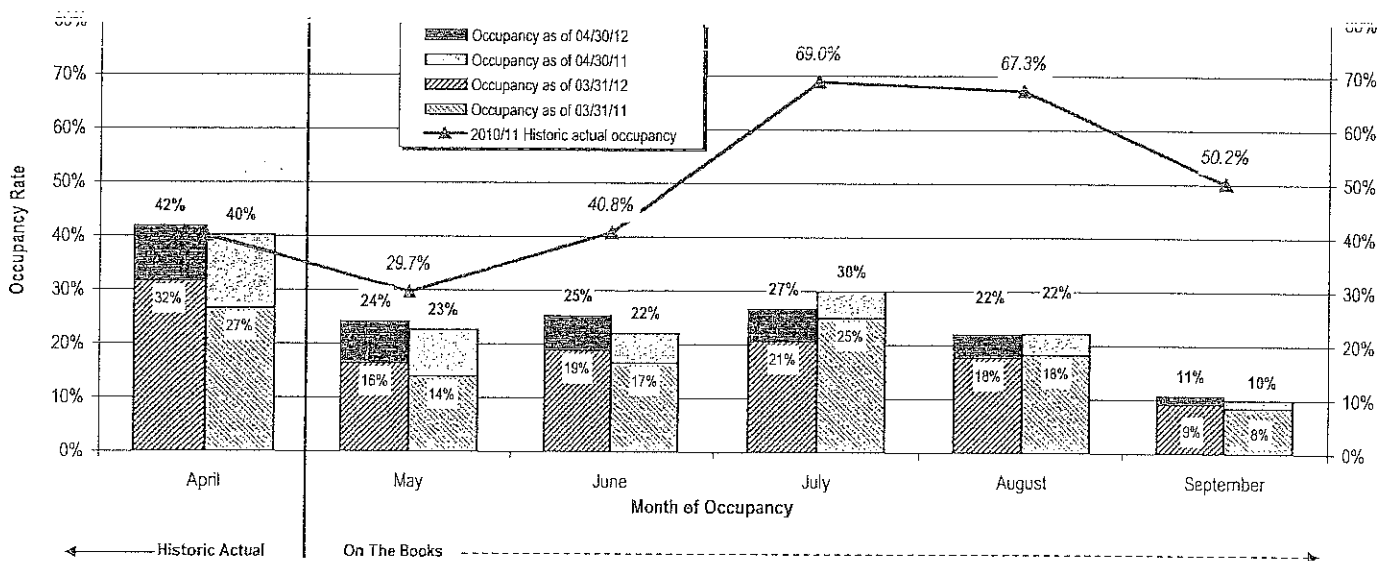
RESERVATIONS ACTIVITY REPORT

SECTION 4 - FILL ANALYSIS

2011/12 Occupancy Pace as of Apr 30, 2012 and Mar. 31, 2012 versus same period 2010/11

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

Chart 4 - Year over Year Fill Analysis



Supporting Table for Chart 4* & Change in Incremental Fill

Month of Occupancy	OCCUPANCY AS OF APR 30			OCCUPANCY AS OF MAR 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2010/11 Historic actual occupancy
	Occupancy	Occupancy	Absolute	Occupancy	Occupancy	Absolute	Incremental	Incremental	Absolute	Percent	
	as of 04/30/12	as of 04/30/11	Change	as of 03/31/12	as of 03/31/11	Change	occupancy booked during Apr. 2012	occupancy booked during Apr. 2011	Change in Incremental Fill	Change in Incremental Fill**	
April	41.9%	40.2%	1.7%	31.7%	26.6%	5.1%	10.2%	13.6%	-3.4%	-25.0%	40.2%
May	24.1%	22.6%	1.5%	16.5%	14.0%	2.5%	7.7%	8.7%	-1.0%	-11.7%	29.7%
June	25.3%	22.1%	3.2%	18.9%	16.5%	2.3%	6.4%	5.5%	0.9%	16.0%	40.8%
July	26.7%	29.9%	-3.3%	20.7%	25.0%	-4.3%	6.0%	5.0%	1.0%	20.5%	69.0%
August	22.0%	22.2%	-0.2%	17.7%	18.2%	-0.6%	4.3%	3.9%	0.4%	10.0%	67.3%
September	10.7%	9.9%	0.8%	9.2%	8.4%	0.8%	1.5%	1.5%	0.1%	5.1%	50.2%
Total	25.0%	24.6%	0.4%	19.1%	18.2%	0.8%	6.0%	6.4%	-0.4%	-6.7%	49.4%

*Based on providing complete pacing data within a given month of occupancy only. Results may differ from those presented elsewhere in report if property set differs.

**Results for "percent change in incremental fill" indicate how room nights booked during the month just ended compare to room nights booked during the same month in the prior year, for occupancy in the month just ended and for the upcoming five months (as well as the six-month period in total). These results provide an indication of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago — i.e. a measure of the strength of booking activity occurring during the month just ended.

RESERVATIONS ACTIVITY REPORT
SECTION 5C - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of Apr 30, 2012

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE	OCCUPANCY RATE: YTD 2011 VS. YTD 2010			Historic Actual Occup. Rate (2011 Season)
	Occup. Rate as of: April 30, 2012 (2012 Season)	Occup. Rate as of: April 30, 2011 (2011 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2012 & 2011)				
May	22.5%	21.2%	6.2%	28.3%
June	25.3%	22.1%	14.5%	40.8%
July	26.7%	29.9%	-10.9%	69.0%
August	22.0%	22.2%	-0.8%	67.3%
September	10.7%	9.9%	8.3%	50.2%
October	6.5%	10.0%	-34.8%	34.6%
Summer Total	19.1%	19.3%	-1.3%	48.0%

AVERAGE DAILY RATE	ADR: YTD 2011 VS. YTD 2010			Historic Actual ADR (2011 Season)
	ADR as of: April 30, 2012 (2012 Season)	ADR as of: April 30, 2011 (2011 Season)	Percent Change YTD ADR	
Month of Occupancy (2012 & 2011)				
May	\$155	\$147	5.3%	\$146
June	\$196	\$187	5.3%	\$176
July	\$244	\$225	8.2%	\$228
August	\$226	\$220	2.5%	\$219
September	\$186	\$178	4.4%	\$179
October	\$161	\$143	12.5%	\$140
Summer Total	\$201	\$191	5.6%	\$191

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2011 VS. YTD 2010			Historic Actual RevPAR (2011 Season)
	RevPAR as of: April 30, 2012 (2012 Season)	RevPAR as of: April 30, 2011 (2011 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2012 & 2011)				
May	\$35	\$31	11.8%	\$41
June	\$50	\$41	20.6%	\$72
July	\$65	\$67	-3.6%	\$157
August	\$50	\$49	1.7%	\$148
September	\$20	\$18	13.1%	\$90
October	\$11	\$14	-26.6%	\$48
Summer Total	\$38	\$37	4.3%	\$92



North Lake Tahoe Lodging Occupancy
Enhanced Destination Comparative Report as of 4/30/2012 11:59:00 PM
Confidential Not for Redistribution

Destinations Compared:

Incline Village	Central Summit	North Lake Tahoe	South Lake Tahoe	Porto City/Aches	Telluride
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Occupancy Rate as of 4/30/2012 11:59:00 PM:

Month of Occupancy	Incline Village	Central Summit	North Lake Tahoe	South Lake Tahoe	Porto City/Aches	Telluride	North Lake Tahoe	South Lake Tahoe	Porto City/Aches	Telluride	North Lake Tahoe	South Lake Tahoe	Porto City/Aches	Telluride	North Lake Tahoe	South Lake Tahoe	Porto City/Aches	Telluride	North Lake Tahoe	South Lake Tahoe	Porto City/Aches	Telluride	North Lake Tahoe	South Lake Tahoe	Porto City/Aches	Telluride	North Lake Tahoe	South Lake Tahoe	Porto City/Aches	Telluride	North Lake Tahoe	South Lake Tahoe	Porto City/Aches	Telluride						
NOV-11	1,572	40%	27%	22%	21%	19%	17%	16%	15%	15%	13%	8%	8%	5%	16%	16%	13%	8%	8%	5%	16%	16%	13%	8%	8%	5%	16%	16%	13%	8%	8%	5%	16%	16%	13%	8%	8%	5%		
DEC-11	2,102	59%	56%	54%	49%	46%	42%	41%	38%	37%	36%	34%	33%	28%	43%	36%	36%	34%	33%	28%	43%	36%	36%	34%	33%	28%	43%	36%	36%	34%	33%	28%	43%	36%	36%	34%	33%	28%	43%	
JAN-12	3,922	74%	67%	66%	55%	53%	51%	48%	46%	43%	43%	37%	28%	20%	49%	43%	37%	37%	28%	20%	49%	43%	37%	37%	28%	20%	49%	43%	37%	37%	28%	20%	49%	43%	37%	37%	28%	20%	49%	43%
FEB-12	4,772	72%	69%	63%	61%	59%	58%	56%	56%	50%	47%	42%	36%	29%	54%	47%	42%	42%	36%	29%	54%	47%	42%	42%	36%	29%	54%	47%	42%	42%	36%	29%	54%	47%	42%	42%	36%	29%	54%	47%
MAR-12	4,222	75%	66%	65%	63%	62%	61%	56%	52%	45%	45%	45%	45%	32%	54%	45%	45%	45%	45%	32%	54%	45%	45%	45%	45%	32%	54%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	
APR-12	3,072	31%	28%	27%	27%	25%	22%	20%	19%	19%	18%	15%	8%	7%	18%	15%	15%	15%	15%	8%	7%	18%	15%	15%	15%	8%	7%	18%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	
MAY-12	3,322	21%	13%	12%	10%	10%	10%	10%	8%	7%	5%	2%	2%	2%	10%	7%	2%	2%	2%	2%	10%	7%	2%	2%	2%	2%	10%	7%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
JUN-12	2,572	44%	40%	26%	26%	25%	22%	16%	15%	14%	14%	13%	7%	14%	13%	13%	12%	12%	7%	14%	13%	13%	12%	12%	7%	14%	13%	13%	12%	12%	12%	7%	14%	13%	13%	12%	12%	7%	14%	
JUL-12	2,722	48%	45%	34%	32%	29%	28%	23%	20%	19%	19%	18%	18%	12%	26%	19%	18%	18%	18%	12%	26%	19%	18%	18%	18%	12%	26%	19%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	
AUG-12	2,222	42%	35%	23%	23%	18%	16%	16%	16%	15%	14%	12%	11%	8%	6%	12%	12%	11%	11%	8%	6%	12%	12%	11%	11%	8%	6%	12%	12%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	
SEP-12	1,122	17%	17%	15%	13%	13%	11%	9%	9%	9%	7%	5%	4%	1%	10%	7%	5%	4%	4%	1%	10%	7%	5%	4%	4%	1%	10%	7%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	
OCT-12	722	11%	7%	5%	5%	5%	5%	4%	3%	2%	2%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Nov-12	2,972	40%	38%	32%	31%	29%	28%	28%	25%	24%	24%	23%	19%	19%	28%	24%	23%	23%	19%	19%	28%	24%	23%	23%	19%	19%	28%	24%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	
Dec-12	1,072	56%	53%	47%	46%	45%	44%	40%	34%	34%	32%	31%	30%	27%	41%	32%	32%	31%	30%	27%	41%	32%	32%	31%	30%	27%	41%	32%	32%	31%	30%	27%	41%	32%	32%	31%	30%	27%	41%	32%
Qtr to Date Total	1,972	29%	27%	19%	15%	14%	13%	13%	13%	11%	11%	9%	6%	6%	15%	11%	11%	11%	9%	6%	15%	11%	11%	9%	6%	6%	15%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	

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May 31, 2012

To: Board of Directors

From: Andy Chapman, Chief Marketing Officer
Sandy Evans Hall, Chief Executive Officer

Re: Discussion, Input and Action on Ironman Lake Tahoe 2013 – 2017 Event

BACKGROUND

As the Board is aware, staff has been working with World Triathlon Corporation, owners of the Ironman Triathlon series, in the development and execution of a full distance, West Coast event to begin in September 2013. Staff will review the process to date as well as elements related to the event contract. This overview will include a high-level expense estimate, estimated regional economic impact, and potential organizational income related to hosting this prestige, international event.

At its May meeting, staff presented the Marketing Committee with an overview of this event and the elements related to the execution of the contract. Staff received full support from the Marketing Committee to continue negotiations and to secure this event for the North Lake Tahoe region.

REQUESTED BOARD ACTION

Discussion, input and action to direct staff to finalize negotiations of the Ironman Lake Tahoe contract with World Triathlon Corporation and to direct staff or Board Representative to execute a final agreement per the established agreed upon timeline.



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe's #1 Resource for Business & Community Information

Event and Education Schedule

June

- | | | |
|----|---|--------|
| 7 | Summer Recreation Luncheon
West Shore Café | 11:30 |
| 12 | Grand Opening- Tahoe City Visitors Center
100 N. Lake Blvd, Tahoe City | 4-8 |
| 14 | Mixer – Porter Simon
210 Grove Street, Tahoe City | 5-7 |
| 15 | Mixer- Greek Glendi
Mourleatos Lakeshore Resort, Tahoe Vista | 6-8 |
| 21 | Business Expo
North Lake Tahoe Event Center | 5-7:30 |
| 26 | Chamber Education Seminar: "Learning to Network" | 9-12 |
| 26 | Mixer-Tuesdays Bluesdays Kickoff
Village at Squaw with Truckee Chamber | 5- 7 |



June 6, 2012

To: Board of Directors

Fr: Ron Treabess, Director of Community Partnerships and Planning

Re: Update: Night Rider Service Extension Summer 2012

Background

The Night Rider is a free to the public fixed route shuttle service that operates in winter and summer each night after TART ends service each day. This service is authorized by the Tahoe Transportation District (TTD), funded by TOT, and managed by the Truckee North Tahoe Transportation Management Association (TMA). In the winter, the service is operated by Airport Mini Bus (AMB). In the summer, the operators have been TART, Northstar, and AMB.

Because of some changing conditions that are limiting TART's participation, TMA has recommended an extension of the TTD contract with AMB to provide the entire summer Night Rider service for the summer of 2012. TTD is expected to approve this change at its Board meeting on June 8th. The advantages to completing this extension are the avoidance of any service delay, a lesser hourly rate, a later service each evening, and a unified appearance of all shuttles to the visitors and other riders.

Based on the anticipated success of this summer's program, it is the intent of the partners to develop a multiyear contract through a RFP process for night rider services starting in the winter of 2012/13.

There has been interest and a request from the Tahoe City Downtown Association and local businesses to run this service as late as 2:00 am. While the service will be extended later each night than in the past, this additional requested lengthening of service can be reviewed for possible inclusion in the RFP process based on this summer's ridership counts.

There is no action requested from the Board, unless the Board wishes to make a different recommendation. TTD information is attached.

MEMORANDUM

Date: June 8, 2012
To: Tahoe Transportation District (TTD) Board of Directors
From: TTD Staff
Subject: Airport Mini Bus Transit Services Agreement Amendment

Action Requested:

It is requested that the Chairman sign the attached resolution authorizing an amendment to the Airport Mini Bus agreement for Night Rider Service for Summer 2012 Night Service on North Shore.

Background:

The TTD entered into an agreement with Airport Mini Bus to operate a service known as the Night Rider on north shore. The service is managed by the Truckee/North Tahoe TMA and funded with Placer County TOT funds. The Night Rider is a free to the public fixed route shuttle service that operates after TART ends service each night. The service is planned to operate June 28 through September 3, 2012.

Discussion:

The current agreement is for winter 2011/12 Night Rider service. The recommended amendment extends the agreement into the summer of 2012 and is attached. It is the intent of staff to work with north shore partners to develop a multiyear contract and RFP for night rider services starting in the winter of 2012/13.

Attachments: Resolution,
Copy of Final Amendment

Before the Tahoe Transportation District

In the matter of: ADOPT A RESOLUTION
AUTHORIZING THE CHAIRMAN TO EXECUTE
AN AMENDMENT TO THE AGREEMENT WITH
AIRPORT MINI BUS TO EXTEND THE
AGREEMENT THROUGH SEPTEMBER 30,
2012 FOR THE OPERATION OF THE NIGHT
RIDER SERVICE IN THE NORTH SHORE AREA
OF LAKE TAHOE

Resol. No:.....

The following RESOLUTION was duly passed by the Tahoe Transportation District at a regular meeting held _____

by the following vote:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

Attest:

Chair, Tahoe Transportation District

BE IT HEREBY RESOLVED by the Tahoe Transportation District, that this Board authorizes the Director of the Chairman to execute an Amendment to the Agreement with Airport Mini Bus to extend the Agreement to September 30, 2012, for the operation of the Night Rider in the north shore area of Lake Tahoe.

Tahoe Transportation District Contract Amendment

Contract : Airport Mini Bus

Project Title: North Shore Peak Winter Season Transit Services aka The Night Rider

Description: Amendment of the service contract to extend service through September 30, 2012

This Contract Amendment is entered into by and between the Tahoe Transportation District, hereinafter referred to as "DISTRICT", and Airport Mini Bus, hereinafter referred to as "CONTRACTOR", this ____ day of _____, 2012, and affects **SECTION 1, "SERVICE"; SECTION 3, "COST OF PROVIDING SERVICE"; and SECTION 7, "TERM";** of the original contract dated October 27, 2011. The contract is hereby amended as follows:

1. SERVICE: Airport Mini Bus agrees to provide the service as specifically described in the attached service schedule; plus all Tahoe Area Regional Transit bus stops. It is understood that the schedule may be altered by the addition or deletion of stops or temporarily suspended in consideration of inclement weather and/or highway travel restrictions. Airport Mini Bus agrees to advise the TMA or the NLTRA if service is suspended due to inclement weather or mechanical failure. Airport Mini Bus agrees to consult with and obtain consent from the TNT/TMA prior to any permanent alteration of the schedule, including any alteration of stops along the way. Payment will not be rendered for service not rendered.

3. COST OF PROVIDING SERVICE: The maximum cost charged by CONTRACTOR for providing the service as described in this agreement is set forth below:

Bus #1: Squaw Valley- Hyatt, Incline	\$29,920
Bus #2: Squaw Valley- Hyatt, Incline	\$29,920
Bus #3: Tahoe City – Tahoma	\$29,920
Bus #4: Northstar – Crystal Bay	\$29,920

These costs cannot be changed during the term of this Agreement, except as may be agreed to, in writing, by the parties, in consultation with the TNT/TMA and NLTRA. The TMA will provide administration, marketing/public outreach and signage to be funded by the NLTRA directly to the TMA.

7. TERM: The term of this Agreement shall be consistent with the identified period of operations in the attached service schedule and is hereby modified through September 30, 2012.

Except as modified by this Amendment, all other sections of the contract, exhibits, and amendments remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Amendment, the day and year first written above

“DISTRICT”
TAHOE TRANSPORTATION DISTRICT

“CONTRACTOR”
Airport Mini Bus

By: _____
Andrew Strain, Chairman
Tahoe Transportation District

By: _____
Chip Bell, President

Date: _____

Date: _____

**Tahoe Transportation District – Airport Mini Bus Contract Amendment for Summer, 2012
Service Schedule – June 28, 2012 through September 3, 2012 ⁽¹⁾**

- Bus 1: Hourly Service between Squaw Valley and Hyatt, Incline Village beginning at 7:05 P.M. and ending at midnight.**
- Bus 2: Hourly Service between Squaw Valley and Hyatt, Incline Village beginning at 7:05 P.M. and ending at midnight.**
- Bus 3: Hourly Service between Tahoe City and Tahoma beginning at 6:30 P.M. and ending at 12:30 A.M.**
- Bus 4: Hourly Service between Northstar and Crystal Bay beginning at 6 P.M. and ending at midnight.**

(1) Schedule represents maximum schedule with 22 vehicle revenue service hours per night.



June 6, 2012

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: North Lake Tahoe Water Shuttle Pilot Project Update

Background

As reported to the Board at its May meeting, the planning for this proposed 3-year pilot water shuttle program continues to move forward to initiate west and north shore service starting this coming summer. While the starting date is now probable for mid-July, staff is optimistically confident that there should be no unanticipated hiccups. The Tahoe Transportation District (TTD) is the project manager and will contract for the services necessary for the shuttle to operate. The NLTRA and Truckee North Tahoe Transportation Management Association (TMA) continue to work very closely with TTD to ensure all the pieces are in place.

Project Updates

TTD Board Agenda

The TTD Board will be reviewing the status of the vessel operator contract, the dock licensee agreements, and the status of the TRPA permit at its meeting on June 8th. Depending on the day to day progress before the meeting, the Board may authorize approval of the vessel operator contract if all other aspects are moving smoothly. If it appears all agreements will be successful, NLTRA staff will recommend to TTD that authorization be approved allowing funding of the contract. This will, in turn, enable the vessel operator to complete vessel construction and be ready to commence service as all else is finalized.

Funding: As previously reported to the Board, the \$380,000 funding request, received final approval by the Placer County Board of Supervisors at its April 10th meeting. The approved funding amount should be adequate to operate the one-boat service based on the project estimate and the cost proposal submitted by the selected operator. As revenues are substantiated during the first year, it is anticipated that the allocation will support a future two-boat service. While it is also estimated that the service will be self-

sufficient after 3 years, the Supervisors did realize some level of subsidy may continue to be necessary.

Vessel operator selection: As you know, the TTD released a Request for Proposals (RFP) soliciting submittals to operate the water shuttle service for the pilot program. At its April 13th meeting, the TTD Board approved the recommendation of Fineline Industries, Inc. and authorized the negotiation of a contract for service. TTD legal counsel and Fineline have reached agreement on the contract and formal signing is now awaiting all project pieces being close enough completion to safely allow the signing of the contract.

Permitting: Based on continued dialogue with TRPA staff, a Public Service temporary application has been submitted to TRPA, and has been placed on the TRPA Hearings Officer agenda for June 7th. Pending any concerns, of which none are anticipated, the temporary permit will be issued allowing the pilot program to commence, with data that is collected during the permit period then available for receipt of a permanent permit.

Landside Facility Agreements: Now that the specifications of the vessel have been established through the selection process, discussions have continued with the various probable transit-stop dock facility owners/managers. The first year program will include 4 transit-stops. The TTD Board has also directed its legal counsel to assist in the preparation of these agreements and drafts have gone to dock owners with positive responses having been received by TTD. Revisions are now being incorporated.

Ticketing/Marketing: Both of these programs are moving ahead, as far as type of system that will be utilized for reservations/ticket purchasing, as well as methods to be used for information dissemination and advertising. Actual purchasing and locations for equipment must await finalization of landside agreements for specific transit-stops.

Some marketing/advertising has necessarily been submitted for quarterly and annual publication, but the full marketing blitz is awaiting confirmation of TRPA permit and operation contract. The marketing program will utilize the combined efforts of NLTRA Marketing, Visitor Services, and the TMA. Attached is the initial marketing and reservation plan outline and budget, now being further developed.

Water Shuttle
2012 Pilot Program

Marketing

Name of program			list started
Logo / Branding		1,500	
Design rack card		275	
Production/printing	12k	849	
Combined TMA Collateral		1,500	
Scheds/Posters/Bus Shelters/Concierge			
Social Media			Staff time
Combine laketahoetransit.com		350	
QR code		0	
On board ads		500	TART/Airport buses
Certified Folder	4 mos	865	
Distribution - door to door		500	
Biz Expos	Earth Day Truckee Thursdays	200	
Email blasts		200	
Boat Wraps		2000	
Directional signs		1500	
Publications		2500	
Newsprint		2500	
Misc		500	
Tahoe TV	IN hotel rooms	1,000	
	Est		\$16,739

Reservations Program

1 Smith & Jones NLTE model	\$4,000 set up We bill/credit cards-credit card fees	\$1,000 per year after	
2 Activity Tickets (IV-CVB)	10% of Sales Not set up fees for members of chamber Will collect fees / credit card fees included		\$2.00
3 Zimride	10% of Sales Will collect fees / credit card fees included	Minimal set up fee	\$2.00
4 Silver Voyaes Res program / call center	No set up - \$3-4 per pax normally w/call center checking on no call center & m/b calls to visitor centers for less amount		\$3.00
5 Zerve (Tahoe Sail)	No inventory capability at this time - not a fit at this time		
6 RTP (Tahoe Q)	Phone tag		

Discussion

- Target ticket sales
- Expansion plans
- on-line ticketing only
- walk up procedure / touch screens at visitor centers
- do we want to have a website developed or links on all of ours
- target kick-off date
- Mid-June to Mid-October
- Customer Service/Sales PHONE line
- Sales counter at Tahoe City Marina

Project Administration

\$5,000

- TMA for Marketing/Reservations
- Reporting / Monitoring
- Meetings/sharing
- Social Media



north lake tahoe

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Board Memo: from Sandy Evans Hall

Re: TRPA Regional Plan Update/Technical Advisory Task Force

In response to the TRPA Regional Plan Update process and comment period ending June 28, our organization is looking to participate in two ways.

1. We brought together a task force of people on Friday, May 25 who are very familiar with the current Regional Plan and are combing the chapters of the proposed Code of Ordinance that specifically relate to the ability to redevelop the commercial product in North Lake Tahoe. Members of the task force are: Jennifer Merchant, Gary Davis, Phil GilanFarr, Wyatt Ogilvy, Ron Parson, Alex Mourelatos, Jan Brisco, David Tirman, Wally Auerbach, and Ron McIntyre. We divided up the pertinent chapters 13, 30-36, and 50-55 and met again on Monday, June 4. Art Chapman from JMA and a bi-state Lt. Gov. Task Force on the RPU joined us to let us know of the work that they are doing to reach compromise on contentious issues. John Hitchcock from TRPA also joined us to answer technical questions that the group had.
2. Working with the South Lake Tahoe Chamber, we would like to contribute \$10,000 of a \$40,000 proposed contract with Seana Doherty and Tracy Owen-Chapman to coordinate a basin wide business voice on the Regional Plan. This group would ensure that there are people in attendance at governing board meetings to speak in behalf of the plan, would prepare speaking points, would create a website TahoeFuture.org, would enlist people to write letters to the editor, etc.

Our involvement in this is closely aligned with our Strategic Goals:

By 2016, the lodging and commercial environment on the North Lake Tahoe shore will be upgraded to include 3 new or re-developments consistent with our environmental stewardship goals, of which there will be a minimum of 100 quality lodging units.

By 2013, the organization will have taken the lead on components of Economic Prosperity Plan, Redevelopment Plan, and County Road Map that align with our mission of tourism development, and will be the B.O.S. authority through required organization endorsement or consultation.

Staff Recommendation: Approve \$10,000 in Research and Planning monies from the 2012/13 budget year to assist with lake wide effort to provide business support for the Regional Plan update.



Community Engagement and Communications Campaign
Supporting a Brighter Future for Lake Tahoe



TahoeChamber.org



north lake tahoe

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**2012 Community Engagement Campaign
Supporting Regional Planning Initiatives**

- Regional Plan Update
- Regional Transportation Plan

Prepared for the Tahoe Chamber and NLTRA by:

Seana Doherty
President
Freshtracks Communications
10418 Donner Pass Road, Suite C
Truckee, CA 96161
Phone: 530.386.2940
Email: Seana@freshtrackscommunications.com

BACKGROUND

After many years of planning, two regional and one South Lake Tahoe specific planning initiative is scheduled for final decision in 2012. The three plans up for decision in 2012 include:

- 1) TRPA Regional Plan Update (RPU)
- 2) TRPA Regional Transportation Plan: Mobility 2035 (RTP)
 - a) Highway 50 Revitalization Project

Combined, these plans create a promising blueprint for Lake Tahoe's sustainable future, guiding how communities evolve, how ecosystems function, whether the transportation network is effective, and whether the Basin is restored and economically and environmentally sustainable.

INVESTMENT: Tahoe Chamber and NLTRA

Committed to being part of the movement to transition Lake Tahoe to a brighter future, the Tahoe Chamber and NLTRA are investing in a community engagement campaign to garner public awareness, involvement and participation in critical land-use and transportation issues facing the region.

The goal of this Campaign is to inform, educate and engage the public about, specifically, the TRPA Regional Plan Update as well as the Regional Transportation Plan; what it is, why it is important, and how to get involved.

This eight-month community engagement and communication campaign (Campaign) is outlined in the following pages.

EXPECTED OUTCOMES OF COMMUNITY ENGAGEMENT CAMPAIGN

- Increased number of community member participating in key land use and transportation planning issues (RPU + RTP);
- Increased number of community members who have a better understanding of the Regional Plan Update, Regional Transportation Plan, various projects and how they pertain to their lives and their future;
- Increased number of community members who understand how various Plans fit together to create a roadmap for improving economic and environmental conditions in the Basin for everyone.

SCOPE OF WORK

Criteria for Success

- Transparency
- Regional and collaborative funding and support
- Steering Committee
- Quick approval process, ability be nimble

- Simple, effective communications tools
- A comprehensive, well managed database
- Coordination and alignment: Between various stakeholders, partners, Plan staff, etc.

APPROACH

The following flowchart outlines the approach the Campaign will take over the 8-month period, May-Dec, 2012:



TASKS AND DELIVERABLES (May-December, 2012)

Phase 1: Planning/Branding/Building Campaign (May)

Planning (on-going)

- Create a small Steering Committee to drive 8-month campaign (5-7 members).
- Work with key stakeholders to define messages, background information, issues, define Campaign
- Create database of names for outreach
- Identify key messages/issues/information per group/per Plan
- Coordinate with staff of Plans to inform message development work and establish on-going flow of information

Brand Development

- Create brand for 8 month Campaign that connects and inspires engagement by a broad range of people

Message Development

- Simple background info on RPU and RTD
- Succinct, compelling points about why it is important to get involved
- What the Vision is
- What the issues are
- Why/how they impact our lives
- Relay the interconnectedness between the plans

Communications Tools Development

- Website
 - Site to include
 - Concise, understandable info per RPU and RTP
 - Ability to sign-up for E-news
 - Way to send comments
 - Meeting times/locations
 - How to get involved/support
- Power Point Presentation
 - For use in outreach to identified groups
- Video Consulting
 - Video will be used for viral campaign efforts
 - Freshtracks role will be consulting on talking points, not production
- Media Kit
 - Interview training for Campaign Steering Committee
 - Fact Sheets (Per areas of interest: Economic, environmental, community)
- E-News
 - Create template to communicate with potential supporters, current supporters about key topics, meetings, etc.

Phase 2: Inform and Educate (June-December, 2012)

The following table outlines a draft of what the education phase of the Campaign could look like.

Month	E-News	Newspaper	Presentations	Social Media	Other
May	Create	Create	Create	Leverage partner FB	TREK PR Video development
June	2-3	1 Letter; 1 column	Team to present to large groups	Leverage partner FB	
July	2-3	2 Letters; 1	Presentations	Leverage	

9-6

		column		partner FB	
August	2-3	2 Letters; 1 column	Presentations	Leverage partner FB	Summit event
Sept	2-3	3 Letter to Editor; 1 column	Presentations	Leverage partner FB	
Oct	Weekly	3 Letters; 1 column		Leverage partner FB	
Nov	Weekly	4 Letters; 2 columns		Leverage partner FB	
Dec	Weekly	4 Letters; 2 columns		Leverage partner FB	

Phase 3: Engage (May-Dec)

The focus of Phase 3 is to move the public from being informed to being engaged. This engagement will happen immediately for some and for most, it will occur once they understand the facts about the Campaign and how it impacts their lives. Starting immediately with the meetings in May, the Freshtracks team will work to engage community members to participate at various meetings. Below is a list of the 32 known meetings planned over the next eight months that the Freshtracks team will work to mobilize speakers to participate in. We expect that public engagement will be low at the first meetings and build as we move toward the Nov/Dec decisional meetings.

Key to the success of this campaign is to move as many people from the uninformed/uninterested phase to a place of engagement by showing them how these various planning efforts impact their specific situation.

Plan Meetings	May	June	July	Aug	Sept	Oct	Nov	Dec
RPU	Public workshops: May 21, 22 GB: May 23, 24	GB: June 27,28	GB Workshop: Dates TBD	GB Workshop Dates TBD	GB Workshop Dates TBD	GB + APC	GB + APC	GB + APC
RTD	Public workshops: May 21, 22 GB: May 23, 24	GB: June 27,28	GB Workshop: Dates TBD	GB Workshop Dates TBD	GB Workshop Dates TBD	GB + APC	GB + APC	GB + APC
Hwy 50 Project	May 11, 15, 29	TBD	TBD	TBD	TBD	TBD	TBD	TBD

Summary of Deliverables: Phase 1-3

- 250-500 letters/comments submitted to TRPA by the Fall for both the RPU and RTP
- Public speakers at every public meeting May-Dec
 - At least 20 for key decisional meetings (Nov-Dec)
- Brand: Logo, tag line
- Website: updated weekly and/or as needed
- 20-25 E-News broadcasts
- Support 6-8 Tech Review Teams in their review of RPU/RTP
- 10-14 Letters to Editor and Columns
- Database: create, manage
- Media: training and support
- Power point presentation
 - Scheduling to be handled by Partner staff
- Crisis Communications
 - As needed, support strategy and communications issues as they arise

Budget	Budget
<p>Phase 1: Branding/Message Development/Planning (May)</p> <ul style="list-style-type: none"> -Planning, coordination, strategy (on-going) -Brand/message development -Outreach strategy development -Tech Team Support + Coordination -Database development -Communications Materials development (Website, PP, fact sheets, media packet, video consultation) -Media relations: support, training <p>On-going Engagement: for public meetings</p>	\$15,000
<p>Phase 2: Communicate and Inform (June-Dec, 2012)</p> <ul style="list-style-type: none"> -Planning, strategy, coordination (on-going) -E-News -Letters to Editor -Community presentations support -Web updates <p>On-going Engagement: for public meetings</p>	\$10,000
<p>Phase 3: Engage (On-going)</p> <ul style="list-style-type: none"> -Planning, strategy, coordination (on-going) -Track involvement -Support supporters with information, ideas on how to get involved, links to more info, meeting schedules -Outreach support for 30-40 public meetings, May-Dec 	\$15,000
Total	\$40,000

RATES

Hourly rates are as follows: Seana Doherty (Project Lead), \$125 per hour, Tracy Owen Chapman (Project Partner), \$115 per hour, Senior Associate, \$85 per hour, Associate \$75, Administrative Support, \$45 per hour.

Freshtracks will only bill for hours worked each month and will stay within the agreed upon budget unless prior approval is secured from B Gorman.

***Contingency budget:** As is often the case with controversial land-use planning projects in Lake Tahoe, we suggest including a contingency budget should issues, which require extra time, arise. To be safe, we suggest including a \$10,000 buffer in the above budget to use only if needed.

PAYMENT TERMS

Monthly invoices will be submitted, documenting hours worked and services rendered. A 15-day payment of invoices is expected. A fee of 6% will be charged on all late invoices.

Termination Notice

As an independent contractor, we reserve the right to cancel this contract at any time. In turn, we are requesting a 10-day notice of termination in the event that you are not satisfied with our services. Fresh Tracks will bill for outstanding services incurred before the date of termination.

Initiation of Contract

We are very pleased to work with you on this important project. To initiate the contract for the above scope of work, please sign the attached signature sheet.

Team

For the *Campaign*, the following team has been pulled together to leverage a Lake-wide approach to outreach and communications.

Seana Doherty, Freshtracks Communications, President, Project Lead

Freshtracks Communications is passionate about helping business and organizations that want to do good in this world to realize their goals. Whether it's bringing community ideas in to a new project or getting an important message out to the public, the Freshtracks team will work to ensure the experience is effective and authentic.

As founder and owner of Freshtracks Communications, Seana Doherty brings her 12 years of communications and community engagement experience to the helm. Seana has provided public engagement services to numerous projects around the Lake including: Boulder Bay, CA State Parks, Homewood, Edgewood Tahoe and TRPA. Seana is certified by the National Charrette Institute and has a Masters in Facilitation certificate from the Institute of Cultural Affairs.

Tracy Owen Chapman, Project Partner, TOC Business Marketing Solutions

Tracy brings strategic thinking, marketing, branding and media expertise to the Freshtracks team. Tracy is a creative problem-solver across diverse industries with a unique ability and perspective to complex situations. Her portfolio straddles the tourism, environmental redevelopment and small business worlds and she delivers a deep knowledge and technical expertise in strategic marketing, branding, product delivery and communications.

Steve Teshara, Sustainable Community Advocates, Campaign Strategy Team Member

Steve is a recognized expert on the history and planning processes of the Tahoe Regional Planning Agency. He also has a unique ability to summarize and explain complex issues in a way that makes sense and engages others. Steve has closely followed and participated in the development of the Regional Plan Update and its evolution at meetings of the TRPA Governing Board, Advisory Planning Commission, public workshops and hearings, Local Government Committee, and Regional Plan Update Committee. His familiarity with the subject matter and background as a working journalist makes Steve an ideal contributor of content and communications strategies for this project.

Heidi Hill Drum, Outreach Specialist

Based on the South Shore, Heidi has worked with national organizations as well as small, local non-profits. Her experience at these groups has helped her diversify the tools she uses to reach out to both large and small audiences. She has many years of experience doing facilitation, communications, media and public relations work on a variety of campaigns, with twelve of those years focused in the Sierra Nevada region and Lake Tahoe area. Heidi's background includes training staff, volunteers and community members on topics such as media relations, facilitating, organizing, and event planning.

AUTHORIZATION SIGNATURES

Seana Doherty
President
Freshtracks Communications

Date

B Gorman
CEO
Tahoe Chamber

Date

Sandy Evans Hall
CEO/Executive Director
North Lake Tahoe Resort Association

Date



June 6, 2012

To: Board of Directors

Fr: Sandy Evans Hall and Staff

Re: Status Report—TOT Renewal

Staff will provide a verbal report on Measure F election results at the Board meeting.



north lake tahoe

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Board Memo: from Sandy Evans Hall
Re: Tahoe City Visioning Process Update

May 23, a group of approximately 45 people met at Tahoe City PUD board room from 9 – 11 a.m. to discuss the future of the Tahoe City core commercial area. Introductory comments by Design Workshop laid the foundation of the various planning processes (TRPA RPU, Placer County Area Plans) and how they are interrelated. All of the ideas were captured on flip charts and will be sent to the attendees. Most stakeholder groups were represented. A list of members of stakeholder groups that had no representation was provided to Design Workshop for follow-up conversations. John Hitchcock from TRPA and Allen Breusch from Placer County were in attendance as well. There was a desire of some attendees that some representation from the large ski resorts would be beneficial.

The next meeting will be June 27 – 29 and will be a two and one half day workshop with charettes. Design Workshop will again facilitate and people can come and go as they need to. From this workshop, a first draft of a visual concept depicting a future Tahoe City commercial area will be provided to the steering committee for input. The final product should be available in August.

Our involvement in this effort is aligned with the following Strategic Goals:

By 2016, the lodging and commercial environment on the North Lake Tahoe shore will be upgraded to include 3 new or re-developments consistent with our environmental stewardship goals, of which there will be a minimum of 100 quality lodging units.



THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday May 2, 2012 – 8:30 am – 11 am

Tahoe City Public Utility District

Preliminary Minutes

ATTENDANCE: Ron McIntyre, Ron Parson, Phil GilanFarr, Kali Kopley, Wally Auerbach, Jennifer Merchant, Bill Rock, Eric Brandt, Alex Mourelatos, Valli Murnane, and Andy Wirth

NOT PRESENT: Julie Regan and Allen Highfield

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Andy Chapman, Deanna Frumenti, Lisa de Roulet, Emily Detwiler, Jessica Walker, and Jeremy Jacobson

OTHERS IN ATTENDANCE: Brandon Hill, Steve Hoch, Cindy Gustafson, and Roger Kahn

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:32 am by Chair Ron Parson and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions
2. Approval of Agenda

M/S/C (Wirth/Kopley) (9-0-0) to approve the agenda with an additional executive item to be added to closed session.

C. PUBLIC FORUM

Steve Hoch, Tahoe City Downtown Association, launched a restaurant council last week. An important topic discussed by the restaurant council was transportation for visitors. Steve has discussed the issues with the TNT/TMA and requests to be on the agenda for the next Joint Transportation/Infrastructure Committee meeting. Steve is requesting an extension of the Night Rider service for two hours from midnight to 2:00 am.

Emily Detwiler, Visitor Information Services Manager, gave the Board members cards promoting GoTahoeNorth.com to help visitors to find out more information on where to go and what to do when in North Lake Tahoe.

Andy Wirth gave an update on the 2022 Olympic bid. With the new bi-state efforts, there is now a list of representatives to create a committee for the 2022 Olympic bid.

D. REPORTS & ACTION ITEMS

Marketing:

1. Mountain Travel Symposium Recap

Andy Chapman, Chief Marketing Officer, thanked the Board for support for the Mountain Travel Symposium event and recognized the partner groups: Squaw Valley, The Village at

Squaw Valley, Resort at Squaw Creek, and the Squaw Valley Lodge. It was the smoothest event that they have ever had in the history of Mountain Travel Symposium. The event planners have already discussed coming back to North Lake Tahoe in 2017.

Jeremy Jacobson, Leisure Sales Manager, mentioned that the Mountain Travel Symposium's attendance was up 10% over last year and it represented the countries of Canada, United Kingdom, France, Switzerland, Brazil, New Zealand and Czechoslovakia. The area saw over \$10,000 in revenue from just the Symposium.

Membership:

4. Membership Retention and Sales Plan-

Deanna Frumentti, Membership Manager, outlined her plan to increase retention rates. Deanna has been conducting exit interviews with members who have left the chamber in the last year and finds that dissatisfaction stems from two sources: Members who do not understand how to use the chamber to drive more business, and members who feel ignored by the Chamber of Commerce. Deanna detailed the communication strategy with new soon to be tiered membership levels.

5. Membership Activities and Events

- May 17-Mixer hosted by The Store, Barifot Mountain Photography, Wanda's Flower Shop and North Shore Hawaiian Grill at The Store, Tahoe City, 5-7pm
- May 23-Chamber Education Seminar: Service IS Sales Workshop on phone etiquette, up-selling, extending stays, customer service
- May 24- Mixer hosted by Duncan Golf Management, Tahoe City Golf Course, 5-7pm

Transportation/Infrastructure:

6. North Tahoe Water Shuttle Project Update

Ron Treabess, Director of Community Partnerships and Planning, reported that the monies recommended to the Board of Supervisors for the Water Shuttle Project was approved on April 10th. At the April 13th meeting, the boat operator, Fine Line, was approved to manufacture and operate the boats. The Tahoe Transportation District's (TTD) legal counsel submitted a contract to Fine Line, but it can not be signed until the dock agreements are in place. The Public Service application was submitted to the TRPA, who will try to move it through the process in a timely fashion.

Wally Auerbach reiterated that the project has been moving forward at a good pace. He applauded Ron, staff, and the TTD for getting this far and hopes these moving parts will come together by June.

ACTION: The NLT Chamber/CVB/Resort Association will create a marketing plan for the Water Shuttle.

7. Tahoe City Visioning Process

Ron Treabess asked the Board to approve the requested amount of up to \$16,500 of Infrastructure Research and Planning Funds as a portion of up to \$41,500 for the Tahoe City Visioning Process. The plan is to create a vision of the changes brought by Tahoe City, the TRPA and the Regional Plan to create a unified vision for the future use and look of Tahoe City.

Roger Kahn, local business owner, spoke in favor of the Tahoe City visioning process. He feels that there needs to be a discussion about how we want Tahoe City to look, and how we want it to operate. There will be a workshop of two meetings over the next few months. In

June and late July the Visioning Committee will conduct community meetings to talk about what the plan is. After the community has participated, it will go to the county to be incorporated into the larger Tahoe City area plan governing board.

Wally Auerbach and Phil GilanFarr expressed concern about using Design Workshop because of some past experiences, and because they are not a local firm. There was also concern raised questioning the amount of Infrastructure Planning and Research funds left available after the allocation of funds. Ron Treabess explained that it would not deplete the funds and the funds would be replenished in two months at the beginning of the fiscal year.

M/S/C (Auerbach/Mourelatos) (9-0-0) to approve the request of up to \$16,500 of Infrastructure Research and Planning funds as a portion of up to \$41,500 for the Tahoe City Visioning Process to be managed by the Tahoe City Public Utility District.

8. TOT Renewal Update

Ron Treabess updated the Board on the Transient Occupancy Tax (TOT) renewal effort. Measure F is on the June ballot. A four-page flyer was mailed out to the homeowners in the eastern part of the county. There is a press release campaign going out to the media on the improvements made by the TOT dollars. The sample ballots went out in the mail yesterday with the legislative analysis by the county, and the letter of support.

9. Edgewood Presentation

Brandon Hill presented the redevelopment plan for the new Edgewood Tahoe Lodge. Brandon ran through a map of the planned improvements. The two core areas of Edgewood are golf and gaming. The Edgewood Tahoe Lodge has 150 hotel rooms, a first class spa, convention space, pools, and dining. This was all built to complement their existing clubhouse. Over a third of the gaming revenue has disappeared since 2007. The region is more focused on recreation; this lodge will be a catalyst for bringing people to Tahoe. Infrastructure is directly related to quality of life and business. Some of the renovation projects are the existing clubhouse (southroom) which will be doubled, an expanded beach opportunity, and more hotel rooms in the "Casita" building. This project will ensure that over 500,000 lbs of sediment will be stopped from entering the lake.

E. DIRECTOR'S COMMENTS

Valli Munane would like to see the written policy of using local vendors for Board projects.

F. CONSENT CALENDAR – MOTIONS

10. Board Meeting Minutes – April 4, 2012
11. Joint Infrastructure/Transportation Committee – April 23, 2012
12. Marketing Committee – No Meeting in April
13. Membership Advisory Committee – April 11, 2012
14. Lodging Committee – No Meeting in April
15. Finance Committee – No Meeting in April
16. Conference Sales Directors Committee – April 12, 2012
17. Infrastructure/Transportation Activity Report – February

M/S/C (Kopley/Wirth) (9-0-0) to approve the consent calendar as presented.

G. MEETING REVIEW AND STAFF DIRECTION

Sandy Evans Hall discussed the proposed changes to the wording of the procurement policy for the Board's policies and procedures. The wording of the procurement process was changed in regards to how money is received for programs and projects by the NLT

Chamber/CVB/Resort Assn. or a third party. The wording has now been changed to "A Grant from the NLT Chamber/CVB/Resort Assn. in any amount greater than \$25,000 shall use a competitive bidding or procurement process. "This process is intended to ensure that the work is awarded in an impartial manner to the most responsive and best qualified contractor making sure that the projects and programs are handled in the most cost effective way. This policy is not applicable to cooperative projects or projects not being funded by the NLT Chamber/CVB/Resort Assn. This is defined by the NLT Chamber/CVB/Resort Assn. granting 40% or greater share of service and support costs. This is also not applicable with other non-profit providers, and does not compete with other service providers." The NLT Chamber/CVB/Resort Assn. shall procure goods in a manner that ensures the best value for the organization considering costs, quality, and expertise of professional services. Giving opportunity whenever possible those to that are based within the local geographic region."

H. CLOSED SESSION

The Board convened to closed session fo rthe purpose of discussing personnel matters.

I. RECONVENE TO OPEN SESSION

A process for evaluating the preformance of the CEO was discussed.

ADJOURNMENT

The meeting adjourned at 10:38 am.

Submitted by
Deanna Frument, Membership Manager
NLT Chamber/CVB/Resort Association



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COMMITTEE: Marketing
MEETING DATE: May 29, 2012
BOARD MEMBERS PRESENT: Eric Brandt

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

MOTIONS MADE/VOTE:

- 3.1 M/S/C (Parson/Brandt) (8/0) to approve the agenda.

- 4.1 M/S/C (Parson/Maurer) (8/0) to approve the Marketing Committee meeting minutes from March 27, 2012.

BOARD APPROVAL/DIRECTION REQUESTED:



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COMMITTEE: Membership Advisory
MEETING DATE: May 9th, 2012
BOARD MEMBERS PRESENT: Kali Kopley

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTES

MOTIONS MADE/VOTE

M/S/C (Kopley/Williams) (9-0-0) to approve the agenda as presented.

M/S/C (Kopley/Gelbman) (9-0-0) to approve the Membership Advisory Committee minutes of April 11, 2012.

M/S/C (Kopley/Williams) (6-0-3 Abstention Caroline Ross, Joy Doyle, and Sherina Kreul) to award \$1,250 each to Squaw, TCDA, and NTBA from the remaining grant funds.

BOARD APPROVAL/DIRECTION REQUESTED

M/S/C (Kopely/Williams) (6-0-3 Abstention Caroline Ross, Joy Doyle, and Sherina Kreul) to award \$1,250 each to Squaw, TCDA, and NTBA from the remaining grant funds.



COMMITTEE: Finance
MEETING DATE: May 24, 2012
BOARD MEMBERS PRESENT: Allen Highfield, Bill Rock, Ron Parson

ACTION ITEMS TAKEN:

Craft and send a letter to Boulder Bay regarding their outstanding receivables.
Revise the Key Performance Indicators Dashboard for discussion at the next Finance Committee meeting.

MOTIONS MADE / VOTE:

M/S/C (Parson/Frushon) (3/0) to approve the agenda as presented.
M/S/C (Parson/Frushon) (3/0) to approve the Finance Committee minutes of March 21, 2012.

BOARD APPROVAL / DIRECTION REQUESTED:

M/S/C (Parson/Frushon) (3/0) to recommend that the Board of Directors approve the March 2012 Financial Statements.

NLT Chamber/CVB/ Resort Association
Financial Statements
For the Nine Months Ending March 31, 2012



April 27, 2012

To: Finance Committee

From: Kim Lambert

Re: Major Variances of March 31, 2012 Financial Statements

The following are the major budget to actual variances for the **month of March 2012**:

- Special Events and Functions revenue is up due to billing for Business Directory advertising and Tuesday Morning Breakfast Club dues.
- Commissions and Booking Fees revenue is down due to slow sales of the Ski Tahoe North Interchangeable Lift Ticket and actual conference billing coming in below the estimated amount (Y-T-D conference is above budget).
- Consolidated/Visitor Information Miscellaneous revenue variance is due to timing.
- Board Functions expense is up due to timing of paying for the TCPUD Board room rent.
- Programs expense is over budget due to timing of the distribution of Community Marketing Grants (under Y-T-D).
- Infrastructure and Transportation Project Costs expense is under budget due to timing of projects.

The following are the major budget to actual variances for **Year-to-Date**:

- Member Dues revenue is down due to write-offs of non-paying members.
- Special Events and Functions revenue is up due to billing for the Business Directory and Tuesday Morning Breakfast Club.
- Consolidated/Visitor Information Miscellaneous revenue and Miscellaneous expense variances are due to timing.
- Board Functions expense is up due to timing of paying for the TCPUD Board room rent.
- Infrastructure and Transportation Project Costs expense is under budget due to timing of projects.

North Lake Tahoe Resort Association
Statement of Financial Position
For the Nine Months Ending March 31, 2012

	<u>Current Month</u>	<u>Last Month</u>	<u>Last Year</u>
ASSETS			
Cash and cash equivalents	\$1,429,556.59	\$1,741,868.04	\$1,206,913.50
Receivables			
Accounts Receivable - Membership Services	101,654.74	119,368.24	113,246.10
Accounts Receivable - Other	<u>10,542,894.59</u>	<u>10,823,441.87</u>	<u>6,829,162.94</u>
Total Receivables	10,644,549.33	10,942,810.11	6,942,409.04
Prepaid expenses	177,865.32	175,604.67	6,907.70
Inventory	4,406.18	4,406.18	928.18
Furniture, Fixtures & Other	13,690.04	14,385.79	23,086.52
Computer Equipment/Software	3,986.55	4,175.04	4,562.02
Vehicles & Leasehold Improvements	<u>582.45</u>	<u>776.44</u>	<u>3,385.16</u>
TOTAL ASSETS	<u><u>12,274,636.46</u></u>	<u><u>12,884,026.27</u></u>	<u><u>8,188,192.12</u></u>
LIABILITIES & NET ASSETS			
Accounts Payable	463,130.25	633,267.58	290,959.90
STN/Marketing Cooperative Liability	147,459.20	223,474.37	132,925.85
Other Liabilities	(488.99)	(304.11)	(10,241.93)
Unearned Revenue & Deferred Support	10,359,120.54	10,639,086.91	6,898,110.95
Reserves	<u>31,438.00</u>	<u>27,056.00</u>	<u>26,500.00</u>
TOTAL LIABILITIES	<u><u>11,000,659.00</u></u>	<u><u>11,522,580.75</u></u>	<u><u>7,338,254.77</u></u>
NET ASSETS			
Beginning Net Assets	697,419.35	697,419.35	667,941.92
Net Change in Net Assets	<u>576,558.11</u>	<u>664,026.17</u>	<u>181,995.43</u>
TOTAL NET ASSETS	<u><u>1,273,977.46</u></u>	<u><u>1,361,445.52</u></u>	<u><u>849,937.35</u></u>
TOTAL LIABILITIES & NET ASSETS	<u><u>12,274,636.46</u></u>	<u><u>12,884,026.27</u></u>	<u><u>8,188,192.12</u></u>

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Consolidation of Departments
For the Nine Months Ending March 31, 2012

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE			% Chg		
	Actual	Budget	\$ Variance	Prior YR	% Chg	Budget		Variance	Prior YR
Revenue and Other Support									
Member Dues	9,257	10,492	(1,235)	10,044	(12%)	94,428	(14,611)	84,622	(15%)
Special Events & Functions	16,451	1,030	15,421	1,028	*****	109,370	35,139	120,157	32%
Miscellaneous	0	7,500	(7,500)	0	(100%)	15,000	(14,930)	4,449	(100%)
Commissions & Booking Fees	3,103	14,415	(11,312)	3,455	(78%)	104,635	13,164	120,423	13%
Retail Sales & Other	725	1,500	(775)	813	(52%)	18,400	(1,227)	18,526	(7%)
Interest & Investment Income	57	310	(253)	287	(82%)	2,810	(1,207)	2,889	(43%)
Placer County Funding	273,379	555,174	(281,795)	517,018	(51%)	4,799,689	(1,680,409)	3,116,482	(35%)
Total Revenue and Other Support	302,971	590,421	(287,450)	532,645	(49%)	5,144,332	(1,664,081)	3,467,548	(32%)
Expenses									
Salaries and benefits	101,006	101,570	(563)	72,258	(1%)	934,701	(51,851)	775,343	(6%)
Rent & Utilities	10,634	11,300	(666)	7,502	(6%)	94,900	(951)	70,056	(1%)
Telephone Services	2,476	1,835	641	2,081	35%	16,515	3,895	17,364	24%
Internet Access	0	30	(30)	0	(100%)	270	(270)	290	(100%)
Mail Expenses	562	351	211	185	60%	2,349	300	2,308	13%
Insurance & Bonding	853	384	469	374	122%	3,456	3,772	3,456	109%
Supplies	1,901	1,450	451	1,259	31%	12,492	(558)	8,188	(4%)
Equipment Sup. & Maint.	550	900	(350)	777	(39%)	8,100	2,294	7,421	28%
Taxes, Licenses & Fees	87	20	67	0	337%	1,035	1,052	1,015	102%
Miscellaneous Expense	0	0	0	0	0%	40,000	(40,000)	0	(100%)
Equip. Rental / Leasing	919	1,135	(216)	928	(19%)	11,223	213	11,373	2%
Training & Seminars	744	1,242	(498)	0	(40%)	5,178	(2,988)	477	(58%)
Project Costs	56,326	307,781	(251,455)	376,046	(82%)	539,747	(2,001,282)	1,156,701	(79%)
Professional Fees Legal/Accounting	0	200	(200)	1,660	(100%)	22,300	6,630	18,886	30%
Special Events	11,840	13,000	(1,160)	1,063	(9%)	52,500	5,789	86,063	11%
Autumn Food & Wine Costs	0	0	0	0	0%	78,947	3,947	79,024	5%
Membership Events/Newsletter	13,873	1,396	12,477	1,950	894%	35,794	4,250	28,655	12%
Cost of Goods Sold	2,575	640	1,935	3,722	302%	10,100	1,039	15,660	10%
Classified Ads	920	0	920	0	0%	3,280	0	0	0%
Promotional/ Giveaways	200	200	0	0	0%	7,500	(7,300)	0	(97%)
Marketing Cooperative/Media	100,000	100,000	0	84,476	0%	792,000	0	742,284	0%
Marketing Other	17,315	25,000	(7,685)	6,357	(31%)	126,944	(29,606)	63,871	(19%)
Programs	20,000	12,500	7,500	10,000	60%	62,500	(35,450)	102,986	(57%)
Trade Shows Tour/Travel	0	0	0	0	0%	36	36	0	0%
Associate Relations	200	104	96	0	92%	4,041	(1,634)	3,614	(40%)
Board Functions	1,910	650	1,260	2,151	194%	5,850	1,192	34,974	20%
Credit Card Fees	466	295	171	282	58%	3,992	(1,520)	3,849	(38%)
Automobile Expenses	927	410	517	434	126%	3,690	3,626	3,673	98%
Local Meals & Entertainment	130	310	(180)	650	(58%)	2,790	(1,008)	3,355	(36%)
Dues & Subscriptions	554	802	(248)	703	(31%)	10,677	(701)	3,068	(7%)
Travel	185	1,127	(942)	997	(84%)	5,843	(1,485)	994	(25%)
Allocated	0	133	(133)	0	(100%)	1,197	(1,197)	0	(100%)
Total Expense Before Depreciation/Re	347,154	584,565	(237,411)	575,857	(41%)	4,924,130	(2,136,486)	3,244,950	(43%)
Depreciation Reserves	1,078	1,090	(12)	1,567	(1%)	9,810	350	14,103	4%
Total Expense	4,382	4,382	0	14,500	0%	31,438	0	26,500	0%
Changes in Unrestricted Net Assets	352,614	590,037	(237,422)	591,924	(40%)	4,965,376	(2,136,136)	3,285,553	(43%)
	(49,643)	384	(50,027)	(59,279)	*****	178,954	472,056	181,995	264%

North Lake Tahoe Resort Association
 Consolidation of Departments Excluding Infrastructure
 For the Nine Months Ending March 31, 2012

	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Prior YR	Variance	Budget	
Revenue and Other Support							
Member Dues	9,257	10,492	(1,235)	10,044	(14,611)	94,428	84,622 (15%)
Special Events & Functions	16,451	1,030	15,421	1,028	35,139	109,370	120,157 32%
Miscellaneous	0	7,500	(7,500)	0	(14,930)	15,000	4,449 (100%)
Commissions & Booking Fees	3,103	14,415	(11,312)	3,455	13,164	104,635	120,423 13%
Retail Sales & Other	725	1,500	(775)	813	(1,227)	18,400	18,526 (7%)
Interest & Investment Income	57	210	(153)	150	(626)	1,890	1,919 (33%)
Placer County Funding	334,671	301,060	33,611	492,130	0	2,512,663	2,619,629 0%
Total Revenue and Other Support	364,263	336,207	28,056	507,620	16,909	2,856,386	2,969,725 1%
Expenses							
Salaries and benefits	94,971	95,555	(584)	67,865	(42,205)	868,436	722,041 (5%)
Rent & Utilities	9,970	10,550	(580)	6,796	(608)	88,150	63,486 (1%)
Telephone Services	2,287	1,675	612	1,904	3,579	15,075	15,826 24%
Internet Access	0	30	(30)	0	(270)	270	290 (100%)
Mail Expenses	558	350	208	185	299	2,340	2,302 13%
Insurance & Bonding	782	354	428	344	3,448	3,186	3,180 108%
Supplies	1,822	1,400	422	1,166	(754)	12,600	7,707 (6%)
Equipment Sup. & Maint.	530	850	(320)	726	2,194	7,650	7,019 28%
Taxes, Licenses & Fees	20	20	0	0	196	961	941 20%
Miscellaneous Expense	0	0	0	0	(40,000)	40,000	0 (100%)
Equip. Rental / Leasing	837	1,040	(203)	845	190	10,233	10,376 2%
Training & Seminars	744	1,242	(498)	0	(3,365)	5,178	477 (65%)
Project Costs	43,714	69,500	(21,786)	363,236	(108,034)	360,500	772,974 (30%)
Professional Fees Legal/Accounting	0	200	(200)	1,660	6,630	22,300	18,866 30%
Special Events	11,840	13,000	(1,160)	1,063	5,789	52,500	86,063 11%
Autumn Food & Wine Costs	0	0	0	0	3,947	75,000	3,947 5%
Membership Events/Newsletter	13,873	1,396	12,477	1,950	4,250	35,794	28,655 12%
Cost of Goods Sold	2,575	640	1,935	3,722	1,039	10,100	15,660 10%
Classified Ads	808	0	808	0	3,000	0	0 0%
Promotional/ Giveaways	200	200	0	200	(7,300)	7,500	0 (97%)
Marketing Cooperative/Media	100,000	100,000	0	84,476	0	792,000	742,284 0%
Marketing Other	17,315	25,000	(7,685)	6,357	(29,606)	156,550	63,871 (19%)
Programs	20,000	12,500	7,500	10,000	(35,450)	62,500	102,986 (57%)
Trade Shows Tour/Travel	0	0	0	0	36	0	0 0%
Associate Relations	200	94	106	0	(1,411)	3,736	3,325 (38%)
Board Functions	1,910	650	1,260	2,151	1,192	5,850	34,974 20%
Credit Card Fees	466	295	171	282	(1,520)	3,992	3,849 (38%)
Automobile Expenses	777	340	437	241	2,945	3,060	2,941 96%
Local Meals & Entertainment	130	305	(175)	590	(980)	2,745	3,295 (36%)
Dues & Subscriptions	536	784	(248)	685	(701)	10,623	3,014 (7%)
Travel	185	1,127	(942)	997	(1,485)	5,843	994 (25%)
Allocated	(3,361)	(3,432)	71	(3,135)	25	(30,863)	(28,167) 0%
Total Expense Before Depreciation/Re	323,689	331,465	(7,776)	554,107	(234,929)	2,633,764	2,768,272 (9%)
Depreciation Reserves	989	1,010	(21)	1,462	287	9,090	13,158 3%
Total Expense	4,382	4,382	0	14,500	0	31,438	26,500 0%
Changes in Unrestricted Net Assets	329,060	336,857	(7,797)	570,069	(234,641)	2,674,312	2,807,930 (9%)
	35,204	(650)	35,854	(62,449)	251,550	182,074	161,795 138%

North Lake Tahoe Resort Association
Statement of Activities
Departmental Summary
For the Nine Months Ending March 31, 2012

Date 04/27/12 12:36 PM

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Prior YR	Budget	Variance	
REVENUE AND OTHER SUPPORT							
Marketing	235,517	202,877	32,640	150,651	1,623,076	(4,390)	1,436,182
Conferences	29,286	39,428	(10,142)	29,029	370,174	23,322	348,409
Visitor Support & Transportation	51,600	51,600	0	304,750	464,400	0	933,209
Visitor Information	22,558	30,833	(8,275)	12,646	273,190	(16,157)	127,026
Member Services	25,245	11,259	13,986	10,393	141,191	14,760	118,531
Management & General	57	210	(153)	150	1,264	(626)	6,368
					1,890		
					(33%)		
Total Revenue and Other Supp	364,263	336,207	28,056	507,620	2,873,295	16,909	2,969,725
							1%
EXPENSES							
Marketing	215,817	186,445	29,372	142,754	1,438,702	(89,071)	1,376,443
Conferences	37,266	36,732	534	37,244	336,877	(6,036)	350,938
Visitor Support & Transportation	53,731	75,524	(21,793)	371,970	342,913	(114,652)	857,535
Visitor Information	33,842	27,950	5,892	14,830	238,748	(16,997)	135,770
Member Services	26,988	12,217	14,771	11,298	147,067	731	124,189
Management & General	(759)	(2,011)	1,252	(8,027)	5,242	(2,166)	(36,944)
					7,498		
					(29%)		
Total Expenses	366,885	336,857	30,028	570,069	2,514,122	(228,189)	2,807,930
							(8%)
Net Change in Unrestricted Net Assets							
Marketing	19,700	16,432	3,268	7,898	184,374	84,681	59,739
Conferences	(7,980)	2,696	(10,676)	(8,215)	33,297	29,358	(2,529)
Visitor Support & Transportation	(2,131)	(23,924)	21,793	(67,220)	116,915	114,652	75,674
Visitor Information	(11,284)	2,883	(14,167)	(2,183)	34,441	839	(8,744)
Member Services	(1,743)	(958)	(785)	(905)	(5,876)	14,029	(5,658)
Management & General	816	2,221	(1,405)	8,177	(3,979)	1,539	43,313
					(5,518)		
							(28%)
Net Change in Assets Before In	(2,621)	(650)	(1,971)	(62,449)	359,172	245,098	161,795
							215%
Infrastructure							
Infrastructure Support	(61,292)	254,214	(315,506)	25,025	606,957	(1,680,989)	497,823
Infrastructure Expense	23,555	253,180	(229,625)	21,855	389,571	(1,901,495)	477,622
							(73%)
Infrastructure Net Change in Assets	(84,847)	1,034	(85,881)	3,170	217,386	220,506	20,201

Change in Net Assets	(87,468)	384	(87,852)	(59,279)	576,558	465,604	181,995
							420%

NLT Chamber/CVB/Resort Association
 Department Detail Activity Report
 For the Nine Months Ending March 31, 2012

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
Revenue and Other Support										
Member Dues	\$ 78,793	\$ 4,342	\$ 70	\$ 4,342		\$ 75,475		\$ 79,817		\$ 79,817
Special Events & Functions				78,793		65,716		144,509		144,509
Miscellaneous				70				70		70
Interest & Investment Income							1,284	1,284	339	1,603
Commissions & Booking Fees	\$ 2,717	\$ 115,082	\$ 17,173	117,799				117,799		117,799
Retail Sales & Other	\$ 1,541,566	\$ 250,750	\$ 255,947	1,713	\$ 464,400			17,173		17,173
Placer County Funding				2,048,263				2,519,663	606,617	3,119,280
Total Revenue and Other Support	\$ 1,623,076	\$ 370,174	\$ 273,190	\$ 2,266,440	\$ 464,400	\$ 141,191	\$ 1,284	\$ 2,873,296	\$ 606,956	\$ 3,480,251
Expenses										
Salaries and benefits	\$ 224,865	\$ 130,799	\$ 116,729	\$ 472,413	\$ 54,284	\$ 59,818	\$ 239,717	\$ 826,232	\$ 56,619	\$ 882,851
Rent & Utilities	\$ 17,931	\$ 9,144	\$ 28,088	\$ 55,163	\$ 6,407	\$ 6,433	\$ 19,540	\$ 87,543	\$ 6,407	\$ 93,950
Telephone Services	\$ 6,593	\$ 2,795	\$ 1,308	\$ 10,696	\$ 1,756	\$ 1,802	\$ 4,400	\$ 18,654	\$ 1,756	\$ 20,410
Mail Expenses	\$ 746	\$ 641	\$ 107	\$ 1,494	\$ 4	\$ 505	\$ 636	\$ 2,640	\$ 10	\$ 2,650
Insurance & Bonding	\$ 1,792	\$ 898	\$ 898	\$ 3,588	\$ 601	\$ 594	\$ 1,852	\$ 6,635	\$ 594	\$ 7,229
Supplies	\$ 3,798	\$ 1,467	\$ 1,910	\$ 7,175	\$ 646	\$ 1,086	\$ 2,930	\$ 11,847	\$ 646	\$ 12,493
Equipment Sup. & Maint.	\$ 3,512	\$ 1,012	\$ 1,112	\$ 5,636	\$ 500	\$ 600	\$ 3,109	\$ 9,845	\$ 550	\$ 10,395
Taxes, Licenses & Fees	\$ 204	\$ 106	\$ 193	\$ 503	\$ 65	\$ 65	\$ 524	\$ 1,157	\$ 929	\$ 2,086
Miscellaneous Expense	\$ 1,423	\$ 1,196	\$ 3,112	\$ 5,731	\$ 1,013	\$ 2,066	\$ 1,614	\$ 10,424	\$ 1,013	\$ 11,437
Equip. Rental / Leasing	\$ 1,069	\$ -	\$ -	\$ 1,069	\$ 252,466	\$ -	\$ 744	\$ 1,813	\$ 378	\$ 2,191
Training Seminars	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 287,281	\$ 287,281
Project Costs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Professional Fees Legal/Accounting	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Special Events	\$ 56,289	\$ -	\$ -	\$ 56,289	\$ -	\$ -	\$ 28,930	\$ 85,219	\$ -	\$ 85,219
Autumn Food & Wine Costs	\$ 78,947	\$ -	\$ -	\$ 78,947	\$ -	\$ -	\$ -	\$ 78,947	\$ -	\$ 78,947
Membership Events/Newsletter	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Cost of Goods Sold	\$ -	\$ -	\$ 11,139	\$ 11,139	\$ -	\$ 40,044	\$ -	\$ 51,183	\$ -	\$ 51,183
Classified Ads	\$ 671,750	\$ 50	\$ 720	\$ 770	\$ 280	\$ 755	\$ 1,195	\$ 3,000	\$ 280	\$ 3,280
Marketing Cooperative/Media	\$ 106,244	\$ 120,250	\$ -	\$ 792,000	\$ -	\$ -	\$ -	\$ 792,000	\$ -	\$ 792,000
Marketing Other	\$ 27,050	\$ 36	\$ 20,901	\$ 127,145	\$ -	\$ -	\$ -	\$ 127,145	\$ -	\$ 127,145
Programs	\$ 306	\$ 358	\$ 362	\$ 27,086	\$ 82	\$ -	\$ -	\$ 27,086	\$ -	\$ 27,086
Associate Relations	\$ -	\$ -	\$ -	\$ -	\$ 82	\$ 307	\$ 910	\$ 2,325	\$ 82	\$ 2,407
Board Functions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Credit Card Fees	\$ 233	\$ -	\$ 575	\$ 808	\$ -	\$ 1,664	\$ 7,042	\$ 7,042	\$ -	\$ 7,042
Automobile Expenses	\$ 1,318	\$ 765	\$ 1,340	\$ 3,423	\$ 1,307	\$ 1,102	\$ 172	\$ 6,004	\$ 1,311	\$ 7,315
Local Meals & Entertainment	\$ 1,415	\$ 23	\$ 68	\$ 1,506	\$ 12	\$ 76	\$ 171	\$ 1,765	\$ 17	\$ 1,782
Dues & Subscriptions	\$ 6,848	\$ 1,695	\$ -	\$ 8,543	\$ 54	\$ 588	\$ 737	\$ 9,922	\$ 54	\$ 9,976
Travel	\$ 4,054	\$ -	\$ -	\$ 4,054	\$ -	\$ -	\$ 304	\$ 4,358	\$ -	\$ 4,358
Allocated	\$ 111,938	\$ 64,333	\$ 48,755	\$ 225,026	\$ 27,220	\$ 28,768	\$ (311,877)	\$ (30,863)	\$ 30,863	\$ -
Total Expense Before Depreciation/Reserves	\$ 1,330,345	\$ 335,568	\$ 237,317	\$ 1,903,230	\$ 346,697	\$ 146,284	\$ 2,650	\$ 2,398,861	\$ 388,790	\$ 2,787,651
Reserves	\$ 31,438	\$ -	\$ -	\$ 31,438	\$ -	\$ -	\$ -	\$ 31,438	\$ -	\$ 31,438
Depreciation	\$ 2,593	\$ 1,309	\$ 1,309	\$ 5,211	\$ 790	\$ 782	\$ 2,593	\$ 9,376	\$ 782	\$ 10,158
Total Functional Expense and Depreciation	\$ 1,364,376	\$ 336,877	\$ 238,626	\$ 1,939,879	\$ 347,487	\$ 147,066	\$ 5,243	\$ 2,439,675	\$ 389,572	\$ 2,829,247
Changes in Net Assets	\$ 258,700	\$ 33,297	\$ 34,564	\$ 326,561	\$ 116,913	\$ (5,875)	\$ (3,979)	\$ 433,620	\$ 217,384	\$ 651,004

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Nine Months Ending March 31, 2012

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	(155)	0	(155)	0	0%	78,793	75,000	3,793	80,253	5%
Commissions & Booking Fees	184	1,000	(816)	938	(82%)	2,717	10,900	(8,183)	10,513	(75%)
Placer County Funding	235,488	201,877	33,611	149,713	17%	1,541,566	1,541,566	0	1,345,417	0%
Total Revenue and Other Support	235,517	202,877	32,640	150,651	16%	1,623,076	1,627,466	(4,390)	1,436,182	0%
Expenses										
Salaries and benefits	22,976	23,183	(207)	20,746	(1%)	224,885	231,847	(6,962)	230,969	(3%)
Rent & Utilities	1,849	2,050	(201)	1,968	(10%)	17,931	18,450	(519)	18,355	(3%)
Telephone Services	649	700	(51)	761	(7%)	6,593	6,300	293	6,207	5%
Internet Access	0	30	(30)	0	(100%)	0	270	(270)	290	(100%)
Mail Expenses	59	85	(26)	0	(30%)	746	765	(19)	826	(3%)
Insurance & Bonding	213	95	118	94	124%	1,792	855	937	864	110%
Supplies	1,048	290	758	304	261%	3,798	2,610	1,188	2,828	46%
Equipment Sup. & Maint.	363	150	213	160	142%	3,512	1,350	2,162	1,297	160%
Taxes, Licenses & Fees	0	0	0	0	0%	204	233	(29)	233	(12%)
Equip. Rental / Leasing	92	120	(28)	93	(23%)	1,423	1,500	(77)	1,536	(5%)
Training & Seminars	0	1,000	(1,000)	0	(100%)	1,069	3,000	(1,931)	0	(64%)
Special Events	11,840	13,000	(1,160)	1,063	(9%)	58,289	52,500	5,789	86,063	11%
Autumn Food & Wine Costs	0	0	0	0	0%	78,947	75,000	3,947	79,024	5%
Promotional/ Giveaways	200	0	200	0	0%	200	7,500	(7,300)	0	(97%)
Marketing Cooperative/Media	88,750	88,750	0	65,307	0%	671,750	671,750	0	571,363	0%
Marketing Other	12,815	25,000	(12,185)	6,357	(49%)	106,044	156,550	(50,507)	63,871	(32%)
Programs	20,000	12,500	7,500	10,000	80%	27,050	62,500	(35,450)	102,886	(57%)
Associate Relations	0	26	(26)	0	(100%)	306	928	(622)	904	(67%)
Credit Card Fees	0	200	(200)	228	(100%)	233	3,100	(2,867)	2,821	(92%)
Automobile Expenses	0	65	(65)	0	(100%)	1,318	585	733	694	125%
Local Meals & Entertainment	0	200	(200)	290	(100%)	1,415	1,800	(385)	2,267	(21%)
Dues & Subscriptions	36	630	(594)	631	(94%)	6,848	7,341	(493)	1,542	(7%)
Travel	185	1,000	(815)	997	(82%)	4,054	4,700	(646)	994	(14%)
Allocated	12,302	12,709	(407)	18,838	(3%)	111,938	114,381	(2,443)	170,266	(2%)
Total Expense Before Depreciation/Re	173,376	181,783	(8,407)	127,838	(5%)	1,330,344	1,425,815	(95,471)	1,346,199	(7%)
Depreciation Reserves	270	280	(10)	416	(4%)	2,593	2,520	73	3,744	3%
Total Expense	4,382	4,382	0	14,500	0%	31,438	31,438	0	26,500	0%
Changes in Unrestricted Net Assets	178,027	186,445	(8,418)	142,754	(5%)	1,364,375	1,459,773	(95,398)	1,376,443	(7%)
	57,490	16,432	41,058	7,898	250%	258,701	167,693	91,008	59,739	54%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Nine Months Ending March 31, 2012

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
	617	678	(61)	678	(9%)	4,342	6,102	(1,760)	5,995	(29%)
	2,919	13,000	(10,081)	2,517	(78%)	115,082	90,000	25,082	109,911	28%
	25,750	25,750	0	25,834	0%	250,750	250,750	0	232,503	0%
	29,286	39,428	(10,142)	29,029	(26%)	370,174	346,852	23,322	348,409	7%
Revenue and Other Support										
Member Dues										
Commissions & Booking Fees										
Placer County Funding										
Total Revenue and Other Support										
Expenses										
Salaries and benefits	16,261	16,677	(416)	11,614	(2%)	130,799	141,544	(10,745)	117,399	(8%)
Rent & Utilities	945	1,050	(105)	1,001	(10%)	9,144	9,450	(306)	9,344	(3%)
Telephone Services	314	250	64	276	26%	2,795	2,250	545	2,422	24%
Mail Expenses	139	40	99	0	247%	641	360	281	310	78%
Insurance & Bonding	107	50	57	49	113%	898	450	448	449	100%
Supplies	151	150	1	109	1%	1,467	1,350	117	1,482	9%
Equipment Sup. & Maint.	33	100	(68)	83	(68%)	1,012	900	112	1,021	12%
Taxes, Licenses & Fees	0	0	0	0	0%	106	121	(15)	121	(12%)
Equip. Rental / Leasing	0	0	0	0	0%	1,196	1,140	56	1,217	5%
Classified Ads	92	100	(8)	93	(8%)	50	0	50	0	0%
Marketing Cooperative/Media	0	0	0	0	0%	120,250	120,250	0	170,921	0%
Trade Shows Tour/Travel	0	0	0	0	0%	36	0	36	0	0%
Associate Relations	0	10	(10)	0	(100%)	358	483	(125)	470	(26%)
Automobile Expenses	152	15	137	47	916%	765	135	630	153	466%
Local Meals & Entertainment	0	0	0	120	0%	23	0	23	120	0%
Dues & Subscriptions	410	0	410	0	0%	1,695	1,120	575	1,115	51%
Allocated	7,277	6,890	387	4,472	6%	64,333	62,010	2,323	42,504	4%
Total Expense Before Depreciation/Re	37,131	36,582	549	37,034	2%	335,567	341,563	(5,996)	349,048	(2%)
Depreciation										
Depreciation	135	150	(15)	210	(10%)	1,309	1,350	(41)	1,890	(3%)
Total Expense	37,266	36,732	534	37,244	1%	336,877	342,913	(6,036)	350,938	(2%)
Changes in Unrestricted Net Assets	(7,980)	2,696	(10,676)	(8,215)	(396%)	33,297	3,939	29,358	(2,529)	745%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Transportation
For the Nine Months Ending March 31, 2012

	CURRENT MONTH				YEAR - TO - DATE						
	Actual	Budget	\$ Variance	% Chg	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
	51,600	51,600	0	0%	304,750	0%	464,400	464,400	0	933,209	0%
	51,600	51,600	0	0%	304,750	0%	464,400	464,400	0	933,209	0%
Revenue and Other Support											
Placer County Funding											
Total Revenue and Other Support											
Expenses											
Salaries and benefits	5,557	5,598	(41)	(1%)	4,193	(1%)	54,284	61,462	(7,178)	46,421	(12%)
Rent & Utilities	664	750	(86)	(12%)	706	(12%)	6,407	6,750	(343)	6,571	(5%)
Telephone Services	189	150	39	26%	177	26%	1,756	1,350	406	1,538	30%
Mail Expenses	4	0	4	0%	0	0%	4	0	4	0	0%
Insurance & Bonding	72	30	42	139%	30	139%	601	270	331	277	122%
Supplies	80	50	30	59%	93	59%	646	450	196	481	43%
Equipment Sup. & Maint.	20	50	(30)	(60%)	51	(60%)	500	450	50	401	11%
Taxes, Licenses & Fees	0	0	0	0%	0	0%	65	74	(9)	74	(12%)
Equip. Rental / Leasing	83	100	(17)	(17%)	84	(17%)	1,013	1,050	(37)	997	(4%)
Project Costs	43,714	65,500	(21,786)	(33%)	363,236	(33%)	252,466	360,500	(108,034)	772,974	(30%)
Classified Ads	111	0	111	0%	0	0%	280	0	280	0	0%
Associate Relations	150	10	140	100%	193	100%	82	315	(233)	289	(74%)
Automobile Expenses	0	75	(75)	100%	0	100%	1,307	675	632	733	94%
Local Meals & Entertainment	0	0	0	0%	0	0%	12	0	12	0	0%
Dues & Subscriptions	18	18	0	0%	18	0%	54	54	0	54	0%
Allocated	2,980	3,113	(133)	(4%)	3,084	(4%)	27,220	28,017	(797)	25,780	(3%)
Total Expense Before Depreciation/Re	53,641	75,444	(21,803)	(29%)	371,865	(29%)	346,695	461,417	(114,722)	856,590	(25%)
Depreciation	91	80	11	13%	105	13%	790	720	70	945	10%
Total Expense	53,731	75,524	(21,793)	(29%)	371,970	(29%)	347,485	462,137	(114,652)	857,535	(25%)
Changes in Unrestricted Net Assets	(2,131)	(23,924)	21,793	(91%)	(67,220)	(91%)	116,915	2,263	114,652	75,674	*****

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Nine Months Ending March 31, 2012

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Miscellaneous	0	7,500	(7,500)	0	(100%)	70	15,000	(14,930)	0	(100%)
Retail Sales & Other	725	1,500	(775)	813	(52%)	17,173	18,400	(1,227)	18,526	(7%)
Placer County Funding	21,833	21,833	0	11,833	0%	255,947	255,947	0	108,500	0%
Total Revenue and Other Support	22,558	30,833	(8,275)	12,646	(27%)	273,190	289,347	(16,157)	127,026	(6%)
Expenses										
Salaries and benefits	16,310	16,517	(207)	7,925	(1%)	116,729	114,386	2,343	90,859	2%
Rent & Utilities	3,819	3,860	(41)	446	(1%)	28,088	27,940	148	4,266	1%
Telephone Services	142	100	42	129	42%	1,308	900	408	1,077	45%
Mail Expenses	28	15	13	0	86%	107	135	(28)	76	(21%)
Insurance & Bonding	107	49	58	48	118%	898	441	457	449	104%
Supplies	35	610	(575)	310	(94%)	1,910	5,490	(3,580)	858	(65%)
Equipment Sup. & Maint.	33	150	(118)	83	(78%)	1,112	1,350	(238)	1,021	(18%)
Taxes, Licenses & Fees	0	0	0	0	0%	193	206	(13)	206	(7%)
Miscellaneous Expense	0	0	0	0	0%	0	40,000	(40,000)	0	(100%)
Equip. Rental / Leasing	276	300	(24)	278	(8%)	3,112	2,880	232	2,960	8%
Cost of Goods Sold	2,575	640	1,935	3,722	302%	11,139	10,100	1,039	15,660	10%
Classified Ads	0	0	0	0	0%	720	0	720	0	0%
Marketing Other	4,500	0	4,500	0	0%	20,901	0	20,901	0	0%
Associate Relations	200	15	185	0	*****	362	578	(216)	470	(37%)
Credit Card Fees	44	35	9	30	25%	575	408	167	419	41%
Automobile Expenses	229	5	224	0	*****	1,340	45	1,295	43	*****
Local Meals & Entertainment	5	5	0	60	6%	68	45	23	60	51%
Allocated	5,371	5,509	(138)	1,587	(3%)	48,755	49,581	(826)	15,455	(2%)
Total Expense Before Depreciation/Re	33,672	27,910	5,862	14,620	21%	237,314	254,485	(17,171)	133,880	(7%)
Depreciation	135	140	(5)	210	(4%)	1,309	1,260	49	1,890	4%
Total Expense	33,807	27,950	5,857	14,830	21%	238,623	255,745	(17,122)	135,770	(7%)
Changes in Unrestricted Net Assets	(11,249)	2,883	(14,132)	(2,183)	(490%)	34,566	33,602	964	(8,744)	3%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Chamber of Commerce
For the Nine Months Ending March 31, 2012

CURRENT MONTH				YEAR - TO - DATE						
Actual	Budget	\$ Variance	Prior YR	% Chg	Description	Actual	Budget	Variance	Prior YR	% Chg
8,640	9,814	(1,174)	9,366	(12%)	Revenue and Other Support	75,475	88,326	(12,851)	78,627	(15%)
16,605	1,030	15,575	1,028	*****	Member Dues	65,716	34,370	31,346	39,904	91%
0	415	(415)	0	(100%)	Special Events & Functions	0	3,735	(3,735)	0	(100%)
25,245	11,259	13,986	10,393	124%	Commissions & Booking Fees	141,191	126,431	14,760	118,531	12%
6,785	5,953	832	5,987	14%	Total Revenue and Other Support	59,818	66,445	(6,627)	62,856	(10%)
667	740	(73)	708	(10%)	Expenses	6,433	6,660	(227)	6,595	(3%)
209	150	59	183	39%	Salaries and benefits	1,802	1,350	452	1,516	33%
246	150	96	185	64%	Rent & Utilities	506	540	(34)	510	(6%)
71	30	41	30	136%	Telephone Services	584	270	324	277	120%
310	80	230	54	287%	Mail Expenses	1,096	720	376	791	52%
20	60	(40)	51	(67%)	Insurance & Bonding	600	540	60	501	11%
0	0	0	0	0%	Equipment Sup. & Maint.	65	74	(9)	74	(12%)
184	220	(36)	186	(16%)	Taxes, Licenses & Fees	2,066	1,938	128	1,956	7%
0	42	(42)	0	(100%)	Equip. Rental / Leasing	0	378	(378)	169	(100%)
13,873	1,396	12,477	1,950	894%	Training & Seminars	40,044	35,794	4,250	28,655	12%
586	0	586	0	0%	Membership Events/Newsletter	755	0	755	0	0%
0	8	(8)	0	(100%)	Classified Ads	307	307	0	289	0%
422	60	362	24	603%	Associate Relations	1,664	484	1,180	609	244%
129	120	9	0	8%	Credit Card Fees	1,102	1,080	22	801	2%
0	50	(50)	0	(100%)	Automobile Expenses	76	450	(374)	482	(83%)
36	36	0	36	0%	Local Meals & Entertainment	588	1,208	(620)	108	(51%)
0	42	(42)	0	(100%)	Dues & Subscriptions	0	378	(378)	0	(100%)
3,361	3,000	361	1,799	12%	Travel	28,768	27,000	1,768	17,055	7%
26,898	12,137	14,762	11,193	122%	Allocated	146,285	145,616	669	123,244	0%
89	80	9	105	12%	Total Expense Before Depreciation/Re	782	720	62	945	9%
26,988	12,217	14,771	11,298	121%	Depreciation	147,067	146,336	731	124,189	0%
(1,743)	(958)	(785)	(905)	82%	Total Expense	(5,876)	(19,905)	14,029	(5,658)	(70%)
					Changes in Unrestricted Net Assets					

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Management & Administration
For the Nine Months Ending March 31, 2012

	CURRENT MONTH			YEAR-TO-DATE			% Chg
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
Revenue and Other Support							
Miscellaneous	0	0	0	0	0	0	0%
Interest & Investment Income	57	210	(153)	1,264	1,890	(626)	(33%)
Total Revenue and Other Support	57	210	(153)	1,264	1,890	(626)	(33%)
Expenses							
Salaries and benefits	27,082	27,627	(545)	239,717	252,752	(13,035)	(5%)
Rent & Utilities	2,027	2,100	(73)	19,540	18,900	640	3%
Telephone Services	784	325	459	4,400	2,925	1,475	50%
Mail Expenses	82	60	22	636	540	96	18%
Insurance & Bonding	213	100	113	1,852	900	952	106%
Supplies	199	220	(21)	2,930	1,980	950	48%
Equipment Sup. & Maint.	63	340	(278)	3,109	3,060	49	2%
Taxes, Licenses & Fees	20	20	0	524	253	271	107%
Miscellaneous Expense	0	0	0	0	0	0	0%
Equip. Rental / Leasing	110	200	(90)	1,614	1,725	(111)	(6%)
Training & Seminars	744	200	544	744	1,800	(1,056)	(59%)
Professional Fees Legal/Accounting	0	200	(200)	28,930	22,300	6,630	30%
Classified Ads	111	0	111	1,195	0	1,195	0%
Associate Relations	0	25	(25)	910	1,125	(215)	(19%)
Board Functions	1,910	650	1,260	7,042	5,850	1,192	20%
Automobile Expenses	117	60	57	172	540	(368)	(68%)
Local Meals & Entertainment	125	50	75	171	450	(279)	(62%)
Dues & Subscriptions	36	100	(64)	737	900	(163)	(18%)
Travel	0	85	(85)	304	765	(461)	(60%)
Allocated	(34,653)	(34,653)	0	(311,877)	(311,877)	0	0%
Total Expense Before Depreciation/Re	(1,029)	(2,291)	1,262	2,649	4,888	(2,239)	(46%)
Depreciation	270	280	(10)	2,593	2,520	73	3%
Total Expense	(759)	(2,011)	1,252	5,242	7,408	(2,166)	(29%)
Changes in Unrestricted Net Assets	816	2,221	(1,405)	(3,979)	(5,518)	1,539	(28%)

Monthly Report April 2012
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 4/30/12:	\$1,945,897	\$1,638,814	19%
Forecasted Commission for this Revenue:	\$132,109	\$100,247	32%
Number of Room Nights:	10684	9716	10%
Number of Delegates:	4754	4785	-1%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	48	48	0%

<u>Monthly Detail/Activity</u>	<u>April-12</u>		<u>April-11</u>	
<u>Number of Groups Booked:</u>	2		4	
Revenue Booked:	\$50,148		\$95,192	-47%
Projected Commission:	\$4,216		\$5,239	-20%
Room Nights:	260		812	-68%
Number of Delegates:	145		635	-77%
Booked Group Types:	2 Assoc.		2 Assoc., 1 Film	
Lost Business, # of Groups:	2		4	

<u>Arrived in the month</u>	<u>April-12</u>	<u>Est.</u>	<u>April-11</u>	
Number of Groups:	2		2	
Revenue Arrived:	\$85,435		\$98,559	-13%
Projected Commission:	\$8,543		\$9,855	-13%
Room Nights:	607		944	-36%
Number of Delegates:	539		305	77%
Arrived Group Types:	1 Assoc., 1 Govt.		1 Govt., 1 Film	

<u>Monthly Detail/Activity</u>	<u>March-12</u>		<u>March-11</u>	
<u>Number of Groups Booked:</u>	4		2	
Revenue Booked:	\$61,339		\$34,141	80%
Projected Commission:	\$6,643		\$3,414	95%
Room Nights:	495		340	46%
Number of Delegates:	390		140	179%
Booked Group Types:	2 Assn. 2 Smerf		1 Smerf., 1 Corp	
Lost Business, # of Groups:	5		6	

<u>Arrived in the month</u>	<u>March-12</u>		<u>March-11</u>	
Number of Groups:	0		1	
Revenue Arrived:	\$0		\$91,524	
Projected Commission:	\$0		\$0	
Room Nights:	0		488	
Number of Delegates:	0		150	
Arrived Group Types:			1 Corp.	

Monthly Detail/Activity	<u>February-12</u>	<u>February-11</u>	
<u>Number of Groups Booked:</u>	3	0	
Revenue Booked:	\$109,989	\$0	
Projected Commission:	\$8,640	\$0	
Room Nights:	731	0	
Number of Delegates:	375	0	
Booked Group Types:	1 Corp, 1 Smf, 1 Seminar	0	
Lost Business, # of Groups:	5	6	
<u>Arrived in the month</u>	<u>February-12</u>	<u>February-11</u>	
Number of Groups:	3	2	
Revenue Arrived:	\$153,869	\$49,579	210%
Projected Commission:	\$7,917	\$4,385	81%
Room Nights:	650	257	153%
Number of Delegates:	210	115	83%
Arrived Group Types:	2 Assn., 1 TA	1 Assoc.	

Monthly Detail/Activity	<u>January-12</u>	<u>January-11</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$8,019	\$2,902	176%
Projected Commission:	\$802	\$145	453%
Room Nights:	90	25	260%
Number of Delegates:	50	10	400%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	3	6	
<u>Arrived in the month</u>	<u>January-12</u>	<u>January-11</u>	
Number of Groups:	6	1	
Revenue Arrived:	\$706,729	\$6,412	10922%
Projected Commission:	\$39,489	\$0	
Room Nights:	2844	28	10057%
Number of Delegates:	975	14	6864%
Arrived Group Types:	4 Corp. and 1 Assoc.	1 TA	

Monthly Detail/Activity	<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>	<u>December-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$4,176	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	48	0	
Number of Delegates:	18	0	
Arrived Group Types:	1 Govt.		

Monthly Detail/Activity	<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>	<u>November-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$13,352	\$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.	

<u>Monthly Detail/Activity</u>	<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:

For 2012/13:	\$828,372	(Goal) \$750,000
For 2014/15:	\$1,348,108	\$500,000

NUMBER OF LEADS Generated as of 4/30/12: 97

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 April 2012
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 4/30/12:	\$85,059	\$215,150	-60%
Forecasted Commission for this Revenue:	\$9,997	\$23,170	-57%
Number of Room Nights:	848	1993	-57%
Number of Delegates:	506	1220	-59%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	41	42	-2%

<u>Monthly Detail/Activity</u>	<u>April-12</u>		<u>April-11</u>
<u>Number of Groups Booked:</u>	1		0
Revenue Booked:	\$45,432		\$0
Projected Commission:	\$2,271		\$0
Room Nights:	370		0
Number of Delegates:	250		0
Booked Group Types:	1 Assoc.		0
Lost Business, # of Groups:	0		1
<u>Arrived in the month</u>	<u>April-12</u>	Est.	<u>April-11</u>
Number of Groups:	1		1
Revenue Arrived:	\$4,455		\$1,193
Projected Commission:	\$0		\$179
Room Nights:	50		7
Number of Delegates:	90		10
Arrived Group Types:	1 Assoc.		1 Corp.

<u>Monthly Detail/Activity</u>	<u>March-12</u>		<u>March-11</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		1
<u>Arrived in the month</u>	<u>March-12</u>		<u>March-11</u>
Number of Groups:	0		1
Revenue Arrived:	\$0		\$4,791
Projected Commission:	\$0		\$718
Room Nights:	0		39
Number of Delegates:	0		50
Arrived Group Types:	0		1 Assoc.

Monthly Detail/Activity	<u>February-12</u>	<u>February-11</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$166,374	\$12,295	1253%
Projected Commission:	\$0	\$0	
Room Nights:	2340	198	1082%
Number of Delegates:	1800	79	2178%
Booked Group Types:	2 Assoc.	1 Corp.	
Lost Business, # of Groups:	1	3	

<u>Arrived in the month</u>	<u>February-12</u>	<u>February-11</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$14,265	\$20,013	-29%
Projected Commission:	\$1,510	\$3,002	-50%
Room Nights:	85	225	-62%
Number of Delegates:	150	150	0%
Arrived Group Types:	2 Corp.	1 Assoc.	

Monthly Detail/Activity	<u>January-12</u>	<u>January-11</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$9,997	\$16,137	-38%
Projected Commission:	\$0	\$1,752	
Room Nights:	92	250	-63%
Number of Delegates:	70	190	-63%
Booked Group Types:	1 Corp., 1 SMF	1 Assoc., 1 TA	
Lost Business, # of Groups:	0	3	

<u>Arrived in the month</u>	<u>January-12</u>	<u>January-11</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:		0	

Monthly Detail/Activity	<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>	<u>December-10</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:	0	0	

Monthly Detail/Activity	<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:	\$134,350	\$100,000
For 2014/15:	\$45,432	\$50,000

NUMBER OF LEADS Generated as of 4/30/12: 97

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 4 QUARTER - FY.2011/12						
Apr-12						
Groups Booked: 2						
Placer County:	1	Room Nights:	105	Delegates:	55	Revenue: \$15,970
Washoe County:	1	Room Nights:	155	Delegates:	90	Revenue: \$34,177
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 2						
Placer County:	2	Room Nights:	607	Delegates:	539	Revenue: \$85,435
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
May-12						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Apr-12						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Quarter totals by county:						
Groups Booked: #VALUE!						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
TOTAL:				Delegates: 0		\$0
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
TOTAL:				0		\$0



north lake tahoe

Chamber | CVB | Resort Association

DATE: June 6, 2012

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
and Planning

SUBJ: May 1-31, 2012
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express

The TTD has recommended a service provider as a result of the RFP of the RFP process this spring. The TTD Board will approve that recommendation at its June 8th meeting and the contract will be in effect as of July 1st. The new contract requires all passenger revenues to be collected by the TMA and applied toward the monthly contract payment due to the service provider. Any passenger revenues in excess of the monthly contract will be reconciled toward of TOT costs of the program. Ticket sales and information will continue to be provided by the operator within the North Lake Tahoe Welcome Center at the airport. To date no subsidy has been requested during this fiscal year. The annual ridership continues to be up for the first 9 months of 2011-1012, and passenger revenues have slightly increased for the same period.

2. Regional Wayfinding Signage - NLTRA

The consultant has submitted the final, functioning Wayfinding Signage Design Guidelines Manual. Staff is now scheduling meetings to get concurrence from partnering agencies. At the time of concurrence, staff will move forward will specific design and construction documents necessary for permitting, fabrication, and installation of pilot/demonstration signs. simultaneous, staff will prepare a RFP to solicit proposals for preparation of an area-wide signage site plan identifying specific signs, locations, wording, costs, and permit requirements for installation. Staff anticipates bringing this RFP forward with a funding request at the June Joint Committee meeting.

3. TRPA Regional Plan Technical Advisory Task Force

In response to the TRPA Regional Plan Update process and comment period, the NLTRA has 1) brought together a task force to review the proposed Code of Ordinance that specifically relate to the ability to redevelop the commercial product in North Lake Tahoe; and 2) work with the South Lake Tahoe

Chamber of Commerce to fund a proposed consultant contract to coordinate a basin-wide business voice on the Regional Plan. The NLTRA Board will be asked to approve a \$10,000 contribution to the \$40,000 proposed contract. This funds will come from the 2012/13 Infrastructure Research and Planning budget.

4. Tahoe City Visioning Process

At the May meeting, the NLTRA Board approved \$16,500 toward a \$41,500 consultant contract with Design Workshop to facilitate a Tahoe City Visioning Process as the first step in addressing the incorporation of the golf course property into the Tahoe City commercial core planning and to prepare for the broader Community Plan and Regional Plan efforts. The first meeting was May 25th to capture the full array of ideas for distribution and compilation by Design Workshop. The next session will be a 2 ½ day workshop in late June to develop a first draft of a visual concept that will receive further review throughout the summer.

4. 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 anticipated in the 2012/13 winter season. The TMA has received a first draft from LSC Transportation Consultants which develops a specific plan for service, rather than a conceptual study. Funding for the plan has been contributed by 12 partners including the ski areas, the Town of Truckee, and the NLTRA .

5. 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 consultants for initiation of a North Lake Tahoe Water Shuttle. The intent is for the operation of this 3-year pilot water shuttle service and the water shuttle manager's monitoring program to commence in June or July, 2012. Monitoring will be continuous from June to October with recommendations for program changes as findings indicate. To date the necessary funding for the 3-year pilot program has been approved by Placer County; the TTD, which is the project manager, has approved a vessel and operator to provide the service; contract for the vessel operator and landside facility agreements have been drafted; and TRPA permitting is underway, as are the ticketing/marketing programs.

6. 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 exhibitry and information. The funding for the North Lake Tahoe exhibit in this Auburn facility has been approved by the Placer County Board of Supervisors. The consultant is now preparing the exhibit design for review.

7. Truckee California Welcome Center

Staff has reached agreement with the Truckee Donner Chamber of Commerce to install an "Explore North Lake Tahoe" information exhibit in the California Welcome Center that they operate in the Truckee railroad station. Funding has been approved by the Placer County Board of Supervisors. The exhibit has been designed and is now under fabrication.

8. North Lake Tahoe Visitor Center Relocation

The Visitor Center is almost complete and is open to serve visitors. The new location is on the ground floor of the building now housing the NLTRA offices on the second floor. The Grand Opening is scheduled for June 12th.

9. Summer Night Rider Service Extension 2012

Because of some changing conditions that are limiting TART's participation, TMA has recommended an extension of the TTD contract with Airport Mini Bus to provide the entire summer Night Rider service for the summer of 2012. TTD is expected to approve this change at its Board meeting on June 8th. The advantages to completing this extension are the avoidance of any service delay, a lesser hourly rate, a later service each evening, and a unified appearance of all shuttles to the visitors and other riders.

Based on the anticipated success of this summer's program, it is the intent of the partners to develop a multiyear contract through a RFP process for night rider services starting in the winter of 2012/13.

10. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, June 25, 2012, 1:30 p.m., at TCPUD.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Chamber Mixer/U.S. Bank
- Tuesday Morning Breakfast Club
- Chamber Mixer/TC Golf Course Property
- Kiwanis/TOT Renewal
- North lake Tahoe Express RFP Selection Committee
- Tahoe Transportation District Board Meeting
- Tahoe League for Charity/TOT Renewal
- Placer County Transportation Planning Agency Board
- NTRAC/TOT Renewal
- Squaw Valley Olympic Museum Workshop
- 2022 Olympic Committee Transportation Strategy Session

- Board of Supervisors Meeting/Project Funding Request
- Martis Valley Bike Trail EIS Public Meeting
- AAUW/TOT Renewal