

## KEY METRICS MARCH 31, 2013

| TOT Collections   |              | 2012/13      |              | 2011/12  |              | 2010/2011  |              |
|---|--------------|--------------|--------------|--|--------------|------------|--------------|
| Quarter 1 (JAS)   |              | \$           | 3,762,762    | \$   | 3,575,545    | \$         | 3,145,195    |
| Quarter 2 (OND)   |              | \$           | 1,986,663    | \$   | 1,706,628    | \$         | 2,027,191    |
| Quarter 3 (JFM)   |              |              |              | \$   | 3,077,210    | \$         | 3,694,470    |
| Quarter 4 (AMJ)   |              |              |              | \$   | 1,458,348    | \$         | 1,270,140    |
| Total   |              | \$           | 5,749,425    | \$   | 9,817,731    | \$         | 10,136,996   |
| MTRiP Reservations Activity                               |              | FY 12/13     |              | FY 11/12   |              | Variance   |              |
| Occupancy during March                                    |              |              | 53.2%        |  | 51.5%        |            | 3.3%         |
| ADR March (Average Daily Rate)                            | \$           |              | 236          | \$   | 220          |            | 7.5%         |
| Occupancy forecast April                                  |              |              | 18.9%        |  | 31.7%        |            | -40.2%       |
| ADR April   | \$           |              | 184          | \$   | 178          |            | 2.9%         |
| Occupancy (prev 6 mo)                                     |              |              | 44.0%        |  | 38.2%        |            | 15.1%        |
| ADR (prev 6 mo)   | \$           |              | 243          | \$   | 224          |            | 8.2%         |
| Occupancy (next 6 mo)                                     |              |              | 26.0%        |  | 18.5%        |            | 40.2%        |
| ADR (next 6 mo)   | \$           |              | 213          | \$   | 198          |            | 7.6%         |
| Incremental Pacing for March                              |              |              | 7.3%         |  | 6.9%         |            | 5.7%         |
| Conference Revenue Statistics Fiscal 2012 2013 (Jul- Mar) |              |              |              |  |              |            |              |
|   |              |              | 2012-13      |  | 2011-12      |            | YOY % Change |
| FORWARD LOOKING   |              |              |              |  |              |            |              |
| Total Revenue Booked as of 3/31/13                        | \$           |              | 2,032,945    | \$   | 2,030,957    |            | 0%           |
| Forecasted Commission for this Revenue                    |              |              | 75,859       |  | 141,657      |            | -46%         |
| Number of Room Nights                                     |              |              | 14,112       |  | 11,532       |            | 22%          |
| Number of Tentative Bookings                              |              |              | 97           |  | 48           |            | 102%         |
| CURRENT   |              |              |              |  |              |            |              |
| Annual Revenue Goal                                       | \$           |              | 1,750,000    | \$   | 1,700,000    |            | 3%           |
| Annual Commission Goal                                    | \$           |              | 75,000       | \$   | 125,000      |            | -40%         |
| Conference Revenue And Percentage by County:              |              |              |              |  |              |            |              |
| Washoe  | \$           |              | 180,887      | 13%  | \$           | 154,668    | 9% 17%       |
| Placer  | \$           |              | 714,805      | 51%  | \$           | 1,396,486  | 84% -49%     |
| South Lake  | \$           |              | 488,705      | 35%  | \$           | 80,605     | 5% 506%      |
| Nevada  | \$           |              | 16,119       | 1%   | \$           | 28,164     | 2% -43%      |
| Total Conference Revenue                                  | \$           |              | 1,400,516    |  | \$           | 1,659,923  | -16%         |
| VISITOR INFORMATION STATISTICS FOR 2012 2013 (Jul-Mar)    |              |              |              | Infrastructure Fund Balances Held by Placer County as of 2/28/13   |              |            |              |
| Tahoe City:   | 2012/2013    | 2011/2012    | YOY % Change | <b>Contract 12477 2007-08</b> \$ -<br><b>Contract 12659 2008-09</b> \$ -<br><b>Contract 12818 2009-10</b> \$ -<br><b>Contract 12945 2010-11</b> \$ 401,199<br><b>Contract 13054 2011-12</b> \$ 1,249,520<br><b>Contract 13235 2012-13</b> \$ 1,357,037<br><b>Total Fund Balances</b> \$ 3,007,756<br><b>Chamber Of Commerce Total Membership</b><br>April 2012 468<br>March 2013 478 |              |            |              |
| March Referrals   | 415          |              |              |  |              |            |              |
| Walk In   | 30785        | 10141        | 204%         |  |              |            |              |
| Phone   | 2585         | 2420         | 7%           |  |              |            |              |
| Kings Beach (Walk In Only)                                | 3014         | 2995         | 1%           |  |              |            |              |
| Reno (Walk in Only)                                       | 3136         | 3120         | 1%           |  |              |            |              |
| Unemployment  | Mar-13       | Mar-12       | Dec-12       |  |              |            |              |
| Dollar Point  | 9.3%         | 11.6%        | 9.9%         |  |              |            |              |
| Kings Beach   | 7.9%         | 10.0%        | 8.6%         |  |              |            |              |
| Sunnyside/Tahoe City                                      | 9.2%         | 11.6%        | 10.0%        |  |              |            |              |
| Tahoe Vista   | 13.3%        | 16.5%        | 14.3%        |  |              |            |              |
| California  | 9.4%         | 11.1%        | 9.7%         |  |              |            |              |
| Placer County   | 8.0%         | 10.0%        | 8.6%         |  |              |            |              |
| Calendar Year Sales Tax Revenue - Tahoe                   |              |              |              |  |              |            |              |
| Quarter   | 2007         | 2008         | 2009         | 2010   | 2011         | 2012       | YOY % Change |
| First (JFM)   | \$ 575,721   | \$ 643,647   | \$ 521,787   | \$ 592,861   | \$ 469,504   | \$ 505,344 | 8%           |
| Second (AMJ)  | \$ 528,029   | \$ 486,809   | \$ 400,212   | \$ 376,497   | \$ 391,536   | \$ 476,098 | 22%          |
| Third (JAS)   | \$ 792,879   | \$ 791,449   | \$ 612,761   | \$ 687,963   | \$ 757,531   | \$ -       | -            |
| Fourth (OND)  | \$ 514,299   | \$ 431,607   | \$ 428,368   | \$ 448,294   | \$ 441,061   | \$ -       | -            |
| Total   | \$ 2,410,928 | \$ 2,353,512 | \$ 1,963,128 | \$ 2,105,615   | \$ 2,059,632 | \$ 981,442 |              |