

NLT Chamber/CVB/ Resort Association
Financial Statements
For the Six Months Ending December 31, 2011



February 15, 2012

To: Finance Committee

From: Kim Lambert

Re: Major Variances of December 31, 2011 Financial Statements

The following are the major budget to actual variances for the **month of December 2011**:

- Member Dues revenue is down due to write-offs of non-paying members.
- Special Events & Functions revenue is up due to TMBC billing and reimbursement from AFW for Chamber employees' labor spent working on the festival, and AFW expense reflects the same.
- Commissions and Booking Fees are under budget due to decreased sales of the Ski Tahoe North Interchangeable Lift Ticket (ahead of budget YTD).
- Miscellaneous expense is down because invoices have not been received for the RTIA Welcome Center.
- Special Events, Marketing Other, and Programs expense is down due to timing.
- Dues and Subscriptions expense is up for the month because \$5,000 for the Tahoe Prosperity Center was budgeted in August.
- Placer County Funding and Project Costs for Transportation and Infrastructure are down due to timing.

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 & Functions revenue is up due to TMBC billing and reimbursement from AFW for Chamber employees' labor spent working on the festival.
- Both Visitor Information revenue and expense variances are due to timing.
- Miscellaneous expense is down because invoices have not been received for the RTIA Welcome Center.
- Promotional/Giveaways, Marketing Other, and Miscellaneous expense is down due to timing.

North Lake Tahoe Resort Association
Statement of Financial Position
For the Six Months Ending December 31, 2011

	<u>Current Month</u>	<u>Last Month</u>	<u>Last Year</u>
ASSETS			
Cash and cash equivalents	\$1,466,900.54	\$1,454,340.56	\$854,817.03
Receivables			
Accounts Receivable - Membership Services	53,519.97	62,897.75	83,312.79
Accounts Receivable - Other	<u>11,818,752.94</u>	<u>12,108,526.34</u>	<u>8,255,124.59</u>
Total Receivables	11,872,272.91	12,171,424.09	8,338,437.38
Prepaid expenses	49,703.75	49,030.54	9,056.91
Inventory	4,406.18	4,406.18	928.18
Furniture, Fixtures & Other	15,777.29	16,473.04	25,237.52
Computer Equipment/Software	4,552.02	4,740.51	5,912.02
Vehicles & Leasehold Improvements	<u>1,164.42</u>	<u>1,358.41</u>	<u>4,585.16</u>
TOTAL ASSETS	<u><u>13,414,777.11</u></u>	<u><u>13,701,773.33</u></u>	<u><u>9,238,974.20</u></u>
LIABILITIES & NET ASSETS			
Accounts Payable	629,880.61	456,635.57	312,501.74
STN/Marketing Cooperative Liability	213,994.82	229,737.30	88,905.70
Other Liabilities	(5,231.14)	(203.82)	(303.07)
Unearned Revenue & Deferred Support Reserves	<u>11,577,547.59</u>	<u>11,855,630.80</u>	<u>7,866,447.29</u> 8,000.00
TOTAL LIABILITIES	<u><u>12,416,191.88</u></u>	<u><u>12,541,799.85</u></u>	<u><u>8,275,551.66</u></u>
NET ASSETS			
Beginning Net Assets	697,419.35	697,419.35	667,941.92
Net Change in Net Assets	<u>301,165.88</u>	<u>462,554.13</u>	<u>295,480.62</u>
TOTAL NET ASSETS	<u><u>998,585.23</u></u>	<u><u>1,159,973.48</u></u>	<u><u>963,422.54</u></u>
TOTAL LIABILITIES & NET ASSETS	<u><u>13,414,777.11</u></u>	<u><u>13,701,773.33</u></u>	<u><u>9,238,974.20</u></u>

North Lake Tahoe Resort Association
 Statement of Activities and Changes in Net Assets
 Consolidation of Departments
 For the Six Months Ending December 31, 2011

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	8,449	10,492	(2,043)	7,998	(19%)	51,764	62,952	(11,188)	54,150	(18%)
Special Events & Functions	12,981	1,030	11,951	720	*****	109,159	86,280	22,879	89,157	27%
Miscellaneous	0	0	0	370	0%	30	7,500	(7,470)	4,449	(100%)
Commissions & Booking Fees	86	3,415	(3,329)	(20,751)	(97%)	75,492	63,690	11,802	106,323	19%
Retail Sales & Other	1,145	1,500	(355)	1,033	(24%)	14,862	13,900	962	15,809	7%
Interest & Investment Income	168	310	(142)	(159)	(46%)	1,209	1,880	(671)	663	(36%)
Placer County Funding	273,379	521,563	(248,184)	811,668	(48%)	1,843,422	3,134,167	(1,290,745)	2,088,704	(41%)
Total Revenue and Other Support	296,208	538,310	(242,102)	800,878	(45%)	2,095,938	3,370,369	(1,274,431)	2,359,255	(38%)
Expenses										
Salaries and benefits	131,565	120,044	11,521	104,165	10%	595,100	631,249	(36,149)	549,021	(6%)
Rent & Utilities	10,663	11,300	(637)	7,658	(6%)	61,416	61,000	416	47,405	1%
Telephone Services	2,368	1,835	533	909	29%	13,382	11,010	2,372	10,143	22%
Internet Access	0	30	(30)	145	(100%)	0	180	(180)	290	(100%)
Mail Expenses	589	221	368	78	167%	1,865	1,426	439	1,379	31%
Insurance & Bonding	853	384	469	374	122%	4,668	2,304	2,364	2,334	103%
Supplies	1,308	1,450	(142)	2,214	(10%)	7,584	8,700	(1,116)	5,404	(13%)
Equipment Sup. & Maint.	1,349	900	449	337	50%	8,633	5,400	3,233	4,321	60%
Taxes, Licenses & Fees	57	0	57	0	0%	1,803	1,015	788	1,015	78%
Miscellaneous Expense	0	10,000	(10,000)	0	(100%)	0	30,000	(30,000)	0	(100%)
Equip. Rental / Leasing	919	1,135	(216)	963	(19%)	7,592	7,482	110	7,471	1%
Training & Seminars	0	1,242	(1,242)	110	(100%)	1,248	3,452	(2,205)	477	(64%)
Project Costs	202,337	267,281	(64,944)	582,983	(24%)	351,744	1,632,686	(1,280,942)	672,281	(78%)
Professional Fees Legal/Accounting	0	200	(200)	306	(100%)	25,870	21,700	4,170	17,226	19%
Special Events	(4,054)	7,500	(11,554)	23,963	(154%)	19,111	19,000	111	36,962	1%
Autumn Food & Wine Costs	9,415	0	9,415	(128)	0%	75,927	75,000	927	79,024	1%
Membership Events/Newsletter	2,307	1,396	911	822	65%	11,704	12,606	(902)	7,759	(7%)
Cost of Goods Sold	233	640	(407)	0	(64%)	8,564	8,180	384	10,233	5%
Classified Ads	0	0	0	0	0%	2,361	0	2,361	0	0%
Promotional Giveaways	0	0	0	0	0%	0	7,500	(7,500)	0	(100%)
Marketing Cooperative/Media	82,000	82,000	0	84,476	0%	492,000	492,000	0	488,856	0%
Marketing Other	7,605	25,000	(17,395)	0	(70%)	73,089	131,550	(58,461)	54,320	(44%)
Programs	0	12,500	(12,500)	3,000	(100%)	0	25,000	(25,000)	13,526	(100%)
Trade Shows Tour/Travel	0	0	0	0	0%	36	0	36	0	0%
Associate Relations	400	3,277	(2,877)	3,431	(88%)	984	3,662	(2,678)	3,614	(73%)
Board Functions	735	650	85	1,834	13%	4,986	3,900	1,086	25,541	28%
Credit Card Fees	161	995	(834)	784	(84%)	1,382	1,607	(225)	1,403	(14%)
Automobile Expenses	377	410	(33)	345	(8%)	3,673	2,460	1,213	2,596	49%
Local Meals & Entertainment	40	310	(270)	83	(87%)	1,146	1,860	(714)	2,131	(38%)
Dues & Subscriptions	5,219	208	5,011	108	*****	9,027	8,160	867	1,760	11%
Travel	47	1,127	(1,080)	0	(96%)	3,028	4,262	(1,234)	(121)	(29%)
Allocated	0	133	(133)	0	(100%)	0	798	(798)	0	(100%)
Total Expense Before Depreciation/Re	456,493	552,168	(95,675)	818,959	(17%)	1,787,823	3,215,149	(1,427,326)	2,046,372	(44%)
Depreciation Reserves	1,078	1,090	(12)	1,567	(1%)	6,925	6,540	385	9,402	6%
Total Expense	457,571	557,640	(100,069)	822,526	(18%)	1,794,747	3,239,981	(1,445,234)	2,063,774	(45%)
Changes in Unrestricted Net Assets	(161,362)	(19,330)	(142,033)	(21,648)	735%	301,191	130,388	170,803	295,481	131%

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North Lake Tahoe Resort Association
Statement of Activities
Departmental Summary

For the Six Months Ending December 31, 2011

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	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
REVENUE AND OTHER SUPPORT										
Marketing	168,669	171,266	(2,597)	152,499	(2%)	1,017,080	1,014,135	2,945	979,402	0%
Conferences	25,814	26,428	(614)	2,938	(2%)	249,409	235,568	13,841	262,304	6%
Visitor Support & Transportation	51,600	51,600	0	245,209	0%	309,600	309,600	0	518,959	0%
Visitor Information	22,978	23,333	(355)	12,866	(2%)	205,340	211,848	(6,508)	88,809	(3%)
Member Services	21,049	11,259	9,790	8,076	87%	79,361	72,654	6,707	59,204	9%
Management & General	168	210	(42)	453	(20%)	870	1,260	(390)	4,999	(31%)
Total Revenue and Other Supp	290,278	284,096	6,182	422,041	2%	1,861,660	1,845,065	16,595	1,913,676	1%
EXPENSES										
Marketing	135,510	163,875	(28,365)	150,274	(17%)	839,162	999,395	(160,233)	874,671	(16%)
Conferences	38,213	42,096	(3,883)	43,291	(9%)	224,381	239,397	(9,016)	239,285	(4%)
Visitor Support & Transportation	48,257	37,829	10,428	229,174	28%	220,709	250,571	(29,862)	361,244	(12%)
Visitor Information	36,888	37,912	(1,024)	14,271	(3%)	144,797	162,415	(17,618)	95,487	(11%)
Member Services	15,879	15,454	425	12,789	3%	82,299	89,110	(6,811)	73,973	(8%)
Management & General	4,428	4,207	221	(1,996)	5%	16,587	13,556	3,031	(16,954)	22%
Total Expenses	279,173	301,373	(22,200)	447,804	(7%)	1,527,936	1,748,444	(220,509)	1,627,706	(13%)
Net Change in Unrestricted Net Assets										
Marketing	33,159	7,391	25,768	2,225	349%	177,918	14,740	163,178	104,731	*****
Conferences	(12,399)	(15,668)	3,269	(40,353)	(21%)	25,029	2,171	22,858	23,019	*****
Visitor Support & Transportation	3,343	13,771	(10,428)	16,034	(76%)	88,891	59,029	29,862	157,715	51%
Visitor Information	(13,910)	(14,579)	669	(1,405)	(5%)	60,542	49,433	11,109	(6,678)	22%
Member Services	5,171	(4,195)	9,366	(4,713)	(223%)	(2,938)	(16,456)	13,518	(14,769)	(82%)
Management & General	(4,260)	(3,997)	(263)	2,449	7%	(15,717)	(12,296)	(3,421)	21,952	28%
Net Change in Assets Before In	11,105	(17,277)	28,382	(25,763)	*****	333,725	96,621	237,104	285,970	245%
Infrastructure										
Infrastructure Support	5,930	254,214	(248,284)	378,837	(98%)	234,278	1,525,304	(1,291,026)	445,579	(85%)
Infrastructure Expense	178,423	256,267	(77,844)	374,722	(30%)	266,837	1,531,537	(1,264,700)	436,068	(83%)
Infrastructure Net Change in Assets	(172,493)	(2,053)	(170,440)	4,115	*****	(32,559)	(6,233)	(26,326)	9,510	422%
Change in Net Assets	(161,388)	(19,330)	(142,058)	(21,648)	735%	301,166	90,388	210,778	295,481	233%

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NLT Chamber/CVB/Resort Association
 Department Detail Activity Report
 For the Six Months Ending December 30, 2011

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
Revenue and Other Support										
Member Dues	\$ 78,947	\$ 2,614		\$ 2,614		\$ 49,150		\$ 51,764		\$ 51,764
Special Events & Functions			\$ 30	\$ 78,947		\$ 30,211		\$ 109,158		\$ 109,158
Miscellaneous				\$ 30				\$ 30		\$ 30
Interest & Investment Income							\$ 870	\$ 870		\$ 1,209
Commissions & Booking Fees	\$ 2,197	\$ 73,295		\$ 75,492				\$ 75,492		\$ 75,492
Retail Sales & Other	\$ 935,936	\$ 173,500	\$ 14,862	\$ 14,862				\$ 14,862		\$ 14,862
Placer County Funding			\$ 190,448	\$ 1,289,884	\$ 309,600			\$ 1,609,484	\$ 233,939	\$ 1,843,423
Total Revenue and Other Support	\$ 1,017,080	\$ 249,409	\$ 205,340	\$ 1,471,829	\$ 309,600	\$ 79,361	\$ 870	\$ 1,861,560	\$ 234,278	\$ 2,095,938
Expenses										
Salaries and benefits	\$ 158,664	\$ 81,482	\$ 71,517	\$ 311,663	\$ 38,764	\$ 40,473	\$ 165,011	\$ 555,911	\$ 39,188	\$ 595,099
Rent & Utilities	\$ 12,219	\$ 6,225	\$ 16,593	\$ 35,037	\$ 4,357	\$ 4,373	\$ 13,292	\$ 57,059	\$ 4,357	\$ 61,416
Telephone Services	\$ 4,511	\$ 1,823	\$ 870	\$ 7,204	\$ 1,127	\$ 1,156	\$ 2,769	\$ 12,256	\$ 1,127	\$ 13,383
Mail Expenses	\$ 667	\$ 482	\$ 77	\$ 1,206		\$ 136	\$ 518	\$ 1,860	\$ 5	\$ 1,865
Insurance & Bonding	\$ 1,152	\$ 578	\$ 578	\$ 2,308	\$ 386	\$ 381	\$ 1,212	\$ 4,287	\$ 381	\$ 4,668
Supplies	\$ 2,024	\$ 893	\$ 1,312	\$ 4,229	\$ 336	\$ 542	\$ 2,141	\$ 7,248	\$ 336	\$ 7,584
Equipment Sup. & Maint.	\$ 2,846	\$ 822	\$ 922	\$ 4,590	\$ 383	\$ 483	\$ 2,744	\$ 8,200	\$ 433	\$ 8,633
Taxes, Licenses & Fees	\$ 204	\$ 166	\$ 193	\$ 503	\$ 65	\$ 65	\$ 441	\$ 1,074	\$ 728	\$ 1,802
Miscellaneous Expense										
Equip. Rental / Leasing	\$ 945	\$ 793	\$ 2,064	\$ 3,802	\$ 673	\$ 1,372	\$ 1,072	\$ 6,919	\$ 673	\$ 7,592
Training Seminars	\$ 870								\$ 378	\$ 378
Project Costs					\$ 154,813			\$ 154,813	\$ 196,931	\$ 351,744
Professional Fees Legal/Accounting										
Special Events	\$ 19,111									
Autumn Food & Wine Costs	\$ 75,827									
Membership Events/Newsletter										
Cost of Goods Sold		\$ 50	\$ 8,564	\$ 8,564		\$ 11,704		\$ 11,704		\$ 11,704
Classified Ads	\$ 405,500	\$ 86,500	\$ 720	\$ 492,000	\$ 169	\$ 169	\$ 1,084	\$ 492,000	\$ 168	\$ 492,000
Marketing Cooperative/Media	\$ 66,209	\$ 36	\$ 6,880	\$ 73,089				\$ 73,089		\$ 73,089
Marketing Other				\$ 36				\$ 36		\$ 36
Programs	\$ 36	\$ 219	\$ 19	\$ 274	\$ 12	\$ 212	\$ 475	\$ 973	\$ 12	\$ 985
Associate Relations										
Board Functions	\$ 233		\$ 412	\$ 645			\$ 4,986	\$ 4,986		\$ 4,986
Credit Card Fees	\$ 811	\$ 71	\$ 455	\$ 1,337	\$ 778	\$ 737	\$ 56	\$ 1,382	\$ 779	\$ 1,382
Automobile Expenses	\$ 980	\$ 23	\$ 51	\$ 1,054	\$ 12	\$ 23	\$ 46	\$ 1,135	\$ 12	\$ 1,147
Local Meals & Entertainment	\$ 6,812	\$ 890	\$ 2,724	\$ 7,702	\$ 36	\$ 552	\$ 701	\$ 8,991	\$ 36	\$ 9,027
Dues & Subscriptions	\$ 2,724		\$ 2,724	\$ 2,724			\$ 304	\$ 3,028		\$ 3,028
Travel					\$ 18,280	\$ 18,684	\$ (207,919)	\$ (20,780)	\$ 20,779	\$ (1)
Allocated	\$ 75,032	\$ 42,502	\$ 32,641	\$ 150,175				\$ (20,780)	\$ 20,779	\$ (1)
Total Expense Before Depreciation/Reserves	\$ 837,377	\$ 223,475	\$ 143,868	\$ 1,108,912	\$ 220,191	\$ 81,785	\$ 14,803	\$ 1,399,821	\$ 266,323	\$ 1,666,144
Depreciation	\$ 1,785	\$ 905	\$ 905	\$ 3,595	\$ 518	\$ 514	\$ 1,784	\$ 6,411	\$ 514	\$ 6,925
Total Functional Expense and Depreciation	\$ 839,162	\$ 224,380	\$ 144,773	\$ 1,208,315	\$ 220,709	\$ 82,299	\$ 16,587	\$ 1,527,910	\$ 266,837	\$ 1,794,747
Changes in Net Assets	\$ 177,918	\$ 25,029	\$ 60,567	\$ 263,514	\$ 88,891	\$ (2,938)	\$ (15,717)	\$ 333,750	\$ (32,559)	\$ 301,191

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North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Six Months Ending December 31, 2011

	CURRENT MONTH				YEAR-TO-DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
	0	0	0	0	0%	78,947	75,000	3,947	80,253	5%
	403	3,000	(2,597)	2,786	(87%)	2,197	3,200	(1,003)	2,871	(31%)
	168,266	168,266	0	149,713	0%	935,935	935,935	0	896,278	0%
	168,669	171,266	(2,597)	152,499	(2%)	1,017,080	1,014,135	2,945	979,402	0%
Revenue and Other Support										
Special Events & Functions	37,178	23,183	13,995	31,050	60%	158,664	162,298	(3,634)	165,645	(2%)
Commissions & Booking Fees	1,961	2,050	(89)	2,007	(4%)	12,219	12,300	(81)	12,416	(1%)
Placer County Funding	700	700	0	287	0%	4,511	4,200	311	3,387	7%
Total Revenue and Other Support	33	30	(3)	145	(100%)	0	180	(180)	290	(100%)
	213	85	(52)	4	(61%)	667	510	157	468	31%
	282	95	(118)	94	124%	1,152	570	582	584	102%
	521	290	(8)	1,207	(3%)	2,024	1,740	284	1,936	16%
	0	150	371	125	248%	2,846	900	1,946	625	218%
	92	0	(92)	0	0%	204	233	(29)	233	(12%)
	0	120	(120)	96	(23%)	945	1,000	(55)	999	(5%)
	(4,054)	1,000	(1,000)	0	(100%)	870	2,000	(1,130)	0	(57%)
	9,415	7,500	(1,554)	23,963	(154%)	19,111	19,000	111	36,962	1%
	0	0	0	(128)	0%	75,827	75,000	827	79,024	1%
	70,750	70,750	0	65,307	0%	405,500	405,500	0	375,442	0%
	725	25,000	(24,275)	0	(97%)	66,209	131,550	(65,341)	54,320	(50%)
	0	12,500	(12,500)	3,000	(100%)	0	25,000	(25,000)	13,526	(100%)
	0	850	(850)	858	(100%)	36	902	(866)	904	(96%)
	0	900	(900)	715	(100%)	233	1,000	(767)	791	(77%)
	0	65	(65)	177	(100%)	811	390	421	694	108%
	40	200	(160)	77	(80%)	980	1,200	(220)	1,402	(18%)
	5,036	36	(5,000)	36	*****	6,812	6,696	116	896	2%
	47	1,000	(953)	0	(95%)	2,724	3,500	(776)	(121)	(22%)
	12,302	12,709	(407)	18,838	(3%)	75,032	76,254	(1,222)	113,752	(2%)
	135,240	159,213	(23,973)	147,858	(15%)	837,378	939,423	(102,045)	864,175	(11%)
Total Expense Before Depreciation/Reserves										
Depreciation	270	280	(10)	416	(4%)	1,784	1,680	104	2,496	6%
Reserves	0	4,382	(4,382)	2,000	(100%)	0	18,292	(18,292)	8,000	(100%)
Total Expense	135,510	163,875	(28,365)	150,274	(17%)	839,162	959,395	(120,233)	874,671	(13%)
Changes in Unrestricted Net Assets	33,159	7,391	25,768	2,225	349%	177,918	54,740	123,178	104,731	225%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Six Months Ending December 31, 2011

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Member Dues	381	678	(297)	641	(44%)	2,614	4,068	(1,454)	3,850	(36%)
Commissions & Booking Fees	(317)	0	(317)	(23,537)	0%	73,295	58,000	15,295	103,452	26%
Placer County Funding	25,750	25,750	0	25,834	0%	173,500	173,500	0	155,002	0%
Total Revenue and Other Support	25,814	26,428	(614)	2,938	(2%)	249,409	235,568	13,841	262,304	6%
Expenses										
Salaries and benefits	17,236	21,601	(4,365)	16,874	(20%)	81,482	92,653	(11,171)	83,100	(12%)
Rent & Utilities	998	1,050	(52)	1,018	(5%)	6,225	6,300	(75)	6,324	(1%)
Telephone Services	334	250	84	265	33%	1,823	1,500	323	1,578	22%
Mail Expenses	56	40	16	0	41%	462	240	222	193	93%
Insurance & Bonding	107	57	50	49	113%	578	300	278	303	93%
Supplies	213	150	63	678	42%	893	900	(7)	1,139	(1%)
Equipment Sup. & Maint.	241	100	141	13	141%	822	600	222	671	37%
Taxes, Licenses & Fees	0	0	0	0	0%	106	121	(15)	121	(12%)
Equip. Rental / Leasing	92	100	(8)	96	(8%)	793	760	33	798	4%
Classified Ads	0	0	0	0	0%	50	0	50	0	0%
Marketing Cooperative/Media	11,250	11,250	0	19,169	0%	86,500	86,500	0	113,414	0%
Trade Shows Tour/Travel	0	0	0	0	0%	36	0	36	0	0%
Associate Relations	200	450	(250)	446	(56%)	219	473	(254)	470	(54%)
Automobile Expenses	0	15	(15)	0	(100%)	71	90	(19)	106	(21%)
Local Meals & Entertainment	0	0	0	0	0%	23	0	23	0	0%
Dues & Subscriptions	75	0	75	0	0%	890	720	170	720	24%
Allotted	7,277	6,890	387	4,472	6%	42,502	41,340	1,162	29,088	3%
Total Expense Before Depreciation/Re	38,078	41,946	(3,868)	43,081	(9%)	223,475	232,497	(9,022)	238,025	(4%)
Depreciation	135	150	(15)	210	(10%)	905	900	5	1,260	1%
Total Expense	38,213	42,096	(3,883)	43,291	(9%)	224,381	233,397	(9,016)	239,285	(4%)
Changes in Unrestricted Net Assets	(12,399)	(15,668)	3,269	(40,353)	(21%)	25,029	2,171	22,858	23,019	*****

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North Lake Tahoe Resort Association
 Statement of Activities and Changes in Net Assets
 Transportation
 For the Six Months Ending December 31, 2011

	CURRENT MONTH			YEAR-TO-DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
DESCRIPTION										
Revenue and Other Support										
Placer County Funding	51,600	51,600	0	245,209	0%	309,600	309,600	0	518,959	0%
Total Revenue and Other Support	51,600	51,600	0	245,209	0%	309,600	309,600	0	518,959	0%
Expenses										
Salaries and benefits	7,314	8,138	(824)	6,255	(10%)	38,765	44,668	(5,903)	33,830	(13%)
Rent & Utilities	703	750	(47)	717	(6%)	4,357	4,500	(143)	4,441	(3%)
Telephone Services	193	150	43	43	29%	1,127	900	227	864	25%
Mail Expenses	0	0	0	0	0%	0	0	0	0	0%
Insurance & Bonding	72	30	42	30	139%	386	180	206	187	114%
Supplies	102	50	52	23	104%	336	300	36	265	12%
Equipment Supp. & Maint.	87	50	37	8	74%	383	300	83	186	28%
Taxes, Licenses & Fees	0	0	0	0	0%	65	74	(9)	74	(12%)
Equip. Rental / Leasing	83	100	(17)	87	(17%)	673	700	(27)	656	(4%)
Project Costs	36,513	25,000	11,513	218,529	46%	154,813	179,000	(24,187)	302,842	(14%)
Classified Ads	0	0	0	0	0%	169	0	169	0	0%
Associate Relations	0	275	(275)	274	(100%)	12	305	(293)	289	(96%)
Automobile Expenses	102	75	27	0	37%	779	450	329	416	73%
Local Meals & Entertainment	0	0	0	0	0%	12	0	12	0	0%
Dues & Subscriptions	18	18	0	18	0%	36	36	0	36	0%
Allocated	2,980	3,113	(133)	3,084	(4%)	18,280	18,678	(398)	16,528	(2%)
Total Expense Before Depreciation/Re	48,166	37,749	10,417	229,069	28%	220,191	250,091	(29,900)	360,614	(12%)
Depreciation	91	80	11	105	13%	518	480	38	630	8%
Total Expense	48,257	37,829	10,428	229,174	28%	220,709	250,571	(29,862)	361,244	(12%)
Changes in Unrestricted Net Assets	3,343	13,771	(10,428)	16,034	(76%)	88,891	59,029	29,862	157,715	51%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Six Months Ending December 31, 2011

DESCRIPTION	CURRENT MONTH			YEAR-TO-DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
Revenue and Other Support										
Miscellaneous	0	0	0	0	0%	30	7,500	(7,470)	0	(100%)
Retail Sales & Other	1,145	1,500	(355)	1,033	(24%)	14,862	13,900	962	15,809	7%
Placer County Funding	21,833	21,833	0	11,833	0%	190,448	190,448	0	73,000	0%
Total Revenue and Other Support	22,978	23,333	(355)	12,866	(2%)	205,340	211,848	(6,508)	88,809	(3%)
Expenses										
Salaries and benefits	19,664	15,967	3,697	10,995	23%	71,517	65,385	6,132	65,131	9%
Rent & Utilities	3,454	3,860	(406)	472	(11%)	16,593	16,360	233	2,907	1%
Telephone Services	150	100	50	55	50%	870	600	270	674	45%
Mail Expenses	27	15	12	0	77%	77	90	(13)	61	(14%)
Insurance & Bonding	107	49	58	49	118%	578	294	284	303	97%
Supplies	218	610	(392)	99	(64%)	1,312	3,660	(2,348)	547	(64%)
Equipment Sup. & Maint.	141	150	(9)	13	(6%)	922	900	22	671	2%
Taxes, Licenses & Fees	0	0	0	0	0%	193	206	(13)	206	(7%)
Miscellaneous Expense	0	10,000	(10,000)	0	(100%)	0	30,000	(30,000)	0	(100%)
Equip. Rental / Leasing	276	300	(24)	289	(8%)	2,064	1,920	144	1,956	7%
Cost of Goods Sold	233	640	(407)	0	(64%)	8,564	8,180	384	10,233	5%
Classified Ads	0	0	0	0	0%	720	0	720	0	0%
Marketing Other	6,880	0	6,880	0	0%	6,880	0	6,880	0	0%
Associate Relations	0	527	(527)	446	(100%)	19	563	(544)	470	(97%)
Credit Card Fees	85	35	50	55	144%	412	303	109	329	36%
Automobile Expenses	122	5	117	0	*****	455	30	425	43	*****
Local Meals & Entertainment	0	5	(5)	0	(100%)	51	30	21	0	70%
Allocated	5,371	5,509	(138)	1,587	(3%)	32,641	33,054	(413)	10,694	(1%)
Total Expense Before Depreciation/Re	36,728	37,772	(1,044)	14,061	(3%)	143,867	161,575	(17,708)	94,227	(11%)
Depreciation	135	140	(5)	210	(4%)	905	840	65	1,260	8%
Total Expense	36,863	37,912	(1,049)	14,271	(3%)	144,772	162,415	(17,643)	95,487	(11%)
Changes in Unrestricted Net Assets	(13,885)	(14,579)	694	(1,405)	(5%)	60,567	49,433	11,134	(6,678)	23%

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North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Chamber of Commerce
For the Six Months Ending December 31, 2011

	CURRENT MONTH			YEAR - TO - DATE			% Chg.
	Actual	Budget	\$ Variance	Prior YR	Budget	Variance	
Revenue and Other Support							
Member Dues	8,069	9,814	(1,745)	7,356	58,884	(9,734)	50,300
Special Events & Functions	12,981	1,030	11,951	720	11,280	18,932	8,904
Commissions & Booking Fees	0	415	(415)	0	2,490	(2,490)	0
Total Revenue and Other Support	21,049	11,259	9,790	8,076	72,654	6,707	59,204
Expenses							
Salaries and benefits	8,241	9,328	(1,087)	8,405	48,154	(7,681)	44,057
Rent & Utilities	706	740	(34)	719	4,440	(67)	4,458
Telephone Services	222	150	72	86	900	256	956
Mail Expenses	72	20	52	0	220	(84)	150
Insurance & Bonding	71	30	41	30	180	201	187
Supplies	128	80	48	125	480	62	586
Equipment Sup. & Maint.	137	60	77	8	360	123	286
Taxes, Licenses & Fees	0	0	0	65	74	(9)	74
Equip. Rental / Leasing	184	220	(36)	193	1,292	80	1,293
Training & Seminars	0	42	(42)	0	252	(252)	169
Membership Events/Newsletter	2,307	1,396	911	822	12,606	(902)	7,759
Classified Ads	0	0	0	169	0	169	0
Associate Relations	200	0	200	212	24	188	289
Credit Card Fees	76	60	16	737	304	433	282
Automobile Expenses	50	120	(70)	723	720	3	584
Local Meals & Entertainment	0	50	(50)	23	300	(277)	482
Dues & Subscriptions	36	36	0	552	72	480	72
Travel	0	42	(42)	0	252	(252)	0
Allocated	3,361	3,000	361	1,799	18,000	684	11,658
Total Expense Before Depreciation/Re	15,789	15,374	415	12,684	88,630	(6,845)	73,343
Depreciation	89	80	9	514	480	34	630
Total Expense	15,879	15,454	425	12,789	89,110	(6,811)	73,973
Changes in Unrestricted Net Assets	5,171	(4,195)	9,366	(4,713)	(16,456)	13,518	(14,769)

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Management & Administration
For the Six Months Ending December 31, 2011

DESCRIPTION	CURRENT MONTH			YEAR-TO-DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
Revenue and Other Support										
Miscellaneous	0	0	0	370	0%	0	0	0	4,449	0%
Interest & Investment Income	168	210	(42)	83	(20%)	870	1,260	(390)	550	(31%)
Total Revenue and Other Support	168	210	(42)	453	(20%)	870	1,260	(390)	4,999	(31%)
Expenses										
Salaries and benefits	34,203	32,990	1,213	24,757	4%	165,011	169,871	(4,860)	117,437	(3%)
Rent & Utilities	2,139	2,100	39	2,007	2%	13,292	12,600	692	12,416	5%
Telephone Services	577	325	252	129	78%	2,769	1,950	819	1,820	42%
Mail Expenses	389	60	329	73	566%	518	360	158	505	44%
Insurance & Bonding	213	100	113	94	113%	1,212	600	612	584	102%
Supplies	264	220	44	58	20%	2,141	1,320	821	664	62%
Equipment Sup. & Maint.	135	340	(205)	162	(50%)	2,744	2,040	704	1,696	35%
Taxes, Licenses & Fees	0	0	0	0	0%	441	233	208	233	89%
Miscellaneous Expense	0	0	0	0	0%	0	0	0	0	0%
Equip. Rental / Leasing	110	200	(90)	116	(45%)	1,072	1,150	(78)	1,115	(7%)
Training & Seminars	0	200	(200)	110	(100%)	0	1,200	(1,200)	308	(100%)
Professional Fees Legal/Accounting	0	200	(200)	306	(100%)	25,870	21,700	4,170	17,226	19%
Classified Ads	0	0	0	0	0%	1,084	0	1,084	0	0%
Associate Relations	0	900	(900)	858	(100%)	475	1,100	(625)	904	(57%)
Board Functions	735	650	85	1,834	13%	4,986	3,900	1,086	25,541	28%
Automobile Expenses	0	60	(60)	0	(100%)	56	360	(305)	338	(85%)
Local Meals & Entertainment	0	50	(50)	0	(100%)	46	300	(254)	247	(85%)
Dues & Subscriptions	36	100	(64)	0	(64%)	701	600	101	0	17%
Travel	0	85	(85)	0	(100%)	304	510	(206)	0	(40%)
Allocated	(34,653)	(34,653)	0	(32,915)	0%	(207,918)	(207,918)	0	(200,482)	0%
Total Expense Before Depreciation/Re	4,159	3,927	232	(2,412)	6%	14,803	11,876	2,927	(19,450)	25%
Depreciation	270	280	(10)	416	(4%)	1,784	1,680	104	2,496	6%
Total Expense	4,428	4,207	221	(1,996)	5%	16,587	13,556	3,031	(16,954)	22%
Changes in Unrestricted Net Assets	(4,260)	(3,997)	(263)	2,449	7%	(15,717)	(12,296)	(3,421)	21,952	28%



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Joint Infrastructure / Transportation Committee

MEETING DATE: February 27, 2012

BOARD MEMBERS PRESENT: Wally Auerbach

ACTION ITEMS TAKEN:

ACTION: Sandy Evans Hall and Jan Colyer will coordinate communicating conference group information to the Chamber members in the lodging barometer and the TART Facebook page.

ACTION: Ron will create a final draft of the Integrated Work Plan.

ACTION: Ron will contact Department of Public Works to get more information for the maintenance request.

MOTIONS MADE/VOTE:

BOARD APPROVAL/DIRECTION REQUESTED:



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Marketing
MEETING DATE: February 28, 2012
BOARD MEMBERS PRESENT: Eric Brandt

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action to staff: Check with Strata Research to ok use of positive comments for social networking purposes.

Action to staff: Refine summer media plan with EXL media and bring back to Marketing Committee members next month for discussion.

MOTIONS MADE/VOTE:

- 3.1 M/S/C (Williams/Ratchford) (7/0) to approve the agenda.
- 4.1 M/S/C (Williams/Hickey) (7/0) to approve the Marketing Committee meeting minutes from January 24, 2012.

BOARD APPROVAL/DIRECTION REQUESTED:

- 7.2 M/S/C (Maurer/Darby) (8/0) to recommend for Board approval a 3 year extension of the North Lake Tahoe Marketing Cooperative Participation Agreement between NLT Chamber/CVB/Resort Association and the Incline Village Crystal Bay Visitor Bureau.



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Membership Advisory Committee Minutes

MEETING DATE: February 8, 2012

BOARD MEMBERS PRESENT: Valli Murnane

ACTION ITEMS TAKEN:

ACTION: The NLT Chamber/CVB/Resort Assn. will create and distribute an entertainment calendar.

MOTIONS MADE/VOTE:

M/S/C (Young/Hoch) (8-0-0) to approve the Membership Advisory Committee minutes of January 11, 2012.

M/S/C (Ross/Williams) (8-0-0) Vote to approve grant request once the ROI and the grant amount are the same.

M/S/C (Ross/Gelbman) (8-0-0) Vote to approve the 2012/11 grant request from the West Shore Business Association for \$10,000 pending an updated Grant Request.

BOARD APPROVAL/DIRECTION REQUESTED:

M/S/C (Ross/Williams) (8-0-0) Vote to approve grant request once the ROI and the grant amount are the same.

M/S/C (Ross/Gelbman) (8-0-0) Vote to approve the 2012/11 grant request from the West Shore Business Association for \$10,000 pending an updated Grant Request.



February 29, 2011

To: Board of Directors
From: Chamber Staff

RE: West Shore Association 2010/11 Marketing Grant ROI
North Tahoe Business Association (NTBA) Marketing Grant

Background:

The Membership Advisory Committee (MAC) annually reviews the five business association grant ROI's from the past year when discussing and voting on the current grant request.

At the Feb 8, 2012 MAC meeting,

- 1) the committee reviewed the West Shore Association ROI and it was noted that this business association did not use their entire grant – however they are planning to use the unspent \$3377 on additional website enhancements this coming year.
- 2) The committee reviewed the NTBA 2010-11 ROI and 2011-12 grant request

The committee has unanimously voted to recommend both grant requests to the NLTRA Board for approval.

Requested Action: Recommendation of NLTRA Board Approval for both the West Shore Association and North Tahoe Business Association grant requests.

SECTION B:

Required Accountability and ROI Documentation Report:

The following information must be submitted and presented to the Chamber Advisory Committee before the next granting cycle begins. Required reports must be submitted to the office of the North Lake Tahoe Chamber of Commerce. Please attach additional documentation and materials, as necessary.

Complete breakdown of all advertising and media campaigns executed, including ad cost, size frequency, circulation, distribution and gross impressions, if available.	
<i>Mark Twain: Posters/Advertising</i> \$119.	<i>Opening Day at Lake: Sierra Nevada</i> \$1,422
<i>Sierra Nevada Media</i> \$324	<i>Posters</i> \$ 185
<i>Marketing: Weekly Magazine</i> \$898	
<i>Sierra Guides</i>	\$1,376
<i>Atomic Printing</i>	\$143
2. Presentation/examples of collateral, advertisement sample(s), and printed materials produced.	
3. Summary of public relations efforts and results.	
4. Website/ Internet Statistics (e.g. online surveys, Internet postings, YouTube hits, etc.)	

If the grant was for a special event, please also provide the following report:

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A. Event attendance statistics and results of participant surveys, if taken.		
<i>Opening Day over 450 attendance, 250 lunches sold, 5 aircraft (windy)</i>		
<i>Mark Twain good attendance</i>		
B. Copies/examples of press releases and media coverage.		
C. Summary information on:		
• Post Event Summary:		
<i>Opening Day over 450 attendees. PA system very helpful.</i>		
<i>Mark Twain good attendance, State Parks said very successful.</i>		
• Your experience in raising funds for this event from other sources.		
<i>Opening Day, donations jar, \$150, misc sale of items, \$100. Mac Avoy tickets \$708</i>		
<i>Poster Sales 40, TCPUD \$2,000</i>		
• Final actual expenditures and revenue statement. <i>See detail expenses</i>		
<i>paid statements attached.</i>		
Funds provided by:	<i>NLTRA</i>	<i>\$10,000</i>
	<i>TCPUD</i>	<i>\$ 2,000</i>
	<i>Poster- Misc Sales</i>	<i>\$ 290</i>
	<i>Ticket Sales</i>	<i>\$ 708</i>

West Shore Association				
2010-2011 Grant ROI				
Project/Event	Requested Funds	Eligible Expenditures	Unspent (Over Spent)	
Opening Day at the Lake	4,600.00	1,607.00	2,993.00	
West Shore Marketing	2,650.00	2,417.00	233.00	
Website Revamp	2,750.00	2,154.88	595.12	
Mark Twain Event	-	443.18	(443.18)	
Total	10,000.00	6,622.06	3,377.94	
See detail expenditures below				
Opening Day at the Lake				
May 26-30, 2011				
Company		Item	Amount	
Sierra Nevada Media		Advertising	1,422.00	
Priority Printing		Posters	86.00	
The Store		Posters	99.00	
			1,607.00	
Website				
2011				
Company		Item	Amount	
Metrixbpm		Website	675.00	
Dick White		Website	179.55	
Sierra Web Design		Website	375.00	
Perfect Web		Website	925.33	
			2,154.88	
Marketing				
2011				
Company		Item	Amount	
Atomic Printing		Nordic Trails C	\$ 143.00	
Sierra Nevada Media		Sierra Guides	1,376.00	
Weekly Magazine		Advertising	898.00	
			2,417.00	
Mark Twain Event				
	Payee			
7/31/2010	The Store	Posters	\$ 119.18	
9/14/2010	Sierra Nevada Media	Advertising	\$ 324.00	
			\$ 443.18	

West Shore Association
P.O. Box 844
Homewood, CA 96141
Phone/Fax 530-525-0139

2011 – 2012 Chamber Grant Request

The West Shore Association respectfully requests \$10,000 from the Community Marketing Program to assist us with projects that will support and promote the region. We feel all of these projects are well within the criteria set up by the Chamber of Commerce Advisory Committee.

Proposed Grant Request Items & Amounts:

	Grant Funds	WSA Matching
“Olympic Heritage Celebration”	\$2,000	\$1,000

During the winter of 1960, athletes from around the world came to Squaw Valley and Lake Tahoe to participate in the VIII Winter Olympic Games. The Biathlon and Nordic (XC) events of the 1960 Winter Olympics were held on Lake Tahoe’s West Shore from McKinney Creek to General Creek. The local Boy Scout Troop has marked many of these former Olympic trails and a section takes you on a loop where you travel through the heart of the men’s Biathlon and Nordic events with the spirit of the Winter Games. The magic of the Olympics and our California winter heritage comes alive as our visitors ski or snowshoe under the forest canopy or along Tahoe’s magical West Shore. The West Shore Association continues to celebrate our snow heritage with a series of events designed to highlight what makes our region so special. This historic venue will come alive with the Olympic spirit as the public is invited to join us for a week of special events celebrating our Olympic Heritage.

Some of the planned events include “Historic X/C Tours of the Olympic Trails”, “North Lake Tahoe 3rd Graders Scholastic Ski Day” and “Citizens against the Clock Biathlon”. The funds requested will be used for a variety of much needed support items including, but not limited to: banners, tents, tables, chairs, port-a-potties, a PA system, directional signs, posters, awards.

	Grant Funds	WSA Matching
“Opening Day at the Lake”	\$2,000	\$1,000

The WSA is again coordinating all the existing West Shore Memorial Day events as a major “shoulder season” marketing promotion to attract visitors to the region over the traditional four day holiday. We will feature the annual Mike Brown Splash In, an EAA seaplane gathering of airplanes from all over the Western United States. The WSA will be e-mailing over 100,000 “event post cards” to all West Shore homeowners which will list events, times and locations. The WSA has prepared a dedicated web page on our website where people can check all of the above including a detailed listing of participating businesses. The WSA will also create the sixth poster (now a series), issue a press release, and create print advertising/poster distribution to identify participating businesses. 2011 was a moderate success due to windy weather, yet we had over 450 visitors to the area, and we perceive 2012 to be an even bigger draw for the region.

Some of the West Shore events include Sunnyside’s Deck Party, Chamber’s Landing Summer Season Opening Party, Bridgetender’s Deck Opening, McBride’s Tahoe Tree Company kick-off, Obexer’s Community Picnic to name but a few.

	Grant Funds	WSA Matching
“West Shore Jazz in the Park”	\$1,500	\$800

The West Shore Association plans to offer “Jazz in the Park” in late August 2012 at 5 p.m., on the lawn of the Ehrman Mansion at Sugar Pine Point State Park, where Lake Tahoe’s shoreline is the stunning backdrop to this event. Gates will open at 5 p.m. for picnics with a variety of wines from El Dorado County available for purchase by the glass. This event is free and the plan is to include this event with other “Jazz at the Lake” music events planned by TCDA and NTBA during late August of 2012.

The funds requested will be used for a variety of much needed support items including, but not limited to: banners, tables, chairs, port-a-potties, a PA system, directional signs, posters.

	Grant Funds	WSA Matching
“Complete Internet and Website Revamp”	\$3,000	\$1,500

The WSA is in the process of completely revamping the WSA website and have moved our site to a different host. The WSA website is now hosted by Sierra Web Design and is administrated by Dick White, owner of Tahoma Meadows Cottages. We have made the site much more user friendly with links to events such as Olympic Heritage Celebration, Opening Day at the Lake, and Jazz at the Lake. The “new” website will have visual enhancements to our Business Directory as well as informational related services to make it a more valuable tool for West Shore businesses. This will include adding a photo of each WSA member’s business as well as Google Maps directions to each member’s location, current California and Nevada road conditions and weather forecasts to aid travelers to our region. The WSA has added links to dedicated web pages for all events, and we’re also including partners such as NLTRA.

	Grant Funds	WSA Matching
“West Shore Marketing Program”	\$1,500	\$800

The WSA is considering reproducing the Magical West Shore Map and Guide and distributing them through Certified Folder around the Lake. This will provide a tremendous informational service for businesses, visitors, and locals alike. We are also considering a refrigerator magnet with the West Shore Association contact information and website address. The WSA will place advertisements in the North Lake Tahoe Guide and the Sierra Sun’s Tahoe Winter and Summer Guides and we consistently advertise all events with The Weekly.

Total Chamber Advisory Grant Request	\$10,000
FY 7/1/11 through 6/30/12	

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Friday, May 27 2011

8 am - 12 Noon
West Shore Association Clean Up Day
 Meet @ Obexer's General Store
 or call 530-525-7333

8 - 10am
Tahoma Meadows B & B Cottages
 Breakfast
 Reservations only limited seating
 Call 530 525-1553

10am - 5pm
Tahoe Maritime Museum
 Open to the public - Entry Fee

11:30 am
Sunnyside Resort
 Deck Opening Party

1 - 8pm
Sunnyside Resort
 Live Band

4pm - closing
Chambers Landing Bar & Restaurant
 Deck / Pier Opening Party

5pm
West Shore Café
 Open for the season with dinner
 Please call for reservations 530-525-5200

Meeks Bay Resort & Marina
 Open for the Season
 530-525-6946

Tahoe Gal
 Operating for the Season
 Lighthouse Mall 800-218-2464

Tahoe Sailing Charters
 Open for the Season
 Tahoe City Marina 800-979-3570

Emerald Bay Connection & Beyond
 Connect to South Shore via TART
 & Blue Co

TCPUD Bike Trails are Open
 from Tahoe City to Sugar Pine Point State
 park and to Tahoe City and beyond

Bike, Paddleboard, Kayak,
Boat Rentals
 Available on the West Shore

Saturday, May 28, 2011

8 - 10am
Tahoma Meadows B & B Cottages
 Breakfast
 Reservations only, limited seating
 Call 530-525-1553

9am - 5pm
McBride's Nursery
at Tahoe Tree Company
 Annual Truck Sale Perennials & Shrubs

10 - 11:30am
Gatekeeper's Museum
 Historic Walking Tour
 Meet at Tahoe City Visitor Center

10am - 3pm
Homeowners Association Meetings
 Various locations

10am - 3pm
Ehrman Mansion
 Open for the Season
 Sugar Pine Point State Park - Entry Fee

10am - 5pm
Gatekeeper's Museum & Watson Cabin
 Open for the Season - Entry Fee

10:30am - 4:30pm
Vikingsholm Open for Tours - Entry Fee
 Emerald Bay State Park

12 Noon - 5pm
Contractors Home Improvement & Repair Fair
 Granlibakken Resort - Free Beer & Wine,
 Soft Drinks - Hors d'oeuvres 3 - 5pm
 Open to Homeowners

1- 4pm
West Shore Café
 "Spirit of the West Shore"
 Cocktail Competition
 Open for Lunch and Dinner

1- 4pm
Lighthouse Spa at Granlibakken
 Preview - Open House

3pm - closing
Bridgetender
 Patio Opening Party

5 - 8pm
Tahoe Maritime Museum
 "Launch Into Summer" Party

Sunday, May 29, 2011

8 - 10am
Tahoma Meadows B & B Cottages
 Breakfast
 Reservations only, limited seating
 Call 530-525-1553

9am - 5pm
McBride's Nursery
at Tahoe Tree Company
 Annual Truck Sale Perennials & Shrubs

10am - 3pm
Homeowners Association Meetings
 Various locations

10am - 3pm
Ehrman Mansion
 Open for the Season
 Sugar Pine Point State Park - Entry Fee

10am - 5pm
Gatekeeper's Museum & Watson Cabin
 Open for the Season - Entry Fee

10am - 5pm
Tahoe Maritime Museum
 Open to the Public - Entry Fee
 10:30am - 2pm
 Guided Tours of the Museum

10:30am - 4:30pm
Vikingsholm
 Open for Tours - Entry fee
 Emerald Bay State Park

11:30am - closing
West Shore Café
 Lunch and Dinner on the Deck

2 - 5pm
Homewood Mountain Resort
 Preview Center Open House
 JMA Ventures LLC
 South Lodge, Homewood CA

Monday, May 30, 2011

7 - 10am
Obexer's General Store
 Pre-Splash In Breakfast

8 - 10am
Obexer's Boat Company
 Early Seaplane arrivals

8 - 10am
Tahoma Meadows B & B Cottages
 Breakfast
 Reservations Only, Limited Seating
 Call 530-525-1553

9am - 5pm
McBride's Nursery
at Tahoe Tree Company
 Annual Truck Load Sale
 of Perennials & Shrubs

9am - 5pm
Rideout Community Center
 Open House

11am - 12 Noon
Mike Brown's Seaplane Splash-in
 Obexer's Boat Company

10am - 3pm
Ehrman Mansion
 Open for the Season
 Sugar Pine Point State Park - Entry Fee

10am - 5pm
Tahoe Maritime Museum
 Open to the Public - Entry Fee
 10:30am - 2pm
 Guided Tours of the Museum

10am - 5pm
Gatekeeper's Cabin & Watson Cabin
 Open for the Season - Entry Fee

10:30am - 4:30pm
Vikingsholm
 Open for Tours - entry fee
 Emerald Bay State Park

11am - 3pm
Fly-in BBQ
 Obexer's General Store
 at Obexer's Boat Company

11:30 am - closing
West Shore Café
 Lunch and Dinner on the Deck

1 - 1:30pm
Seaplanes, Fly by Finale
 Obexer's Boat Company

OPENING DAY

MEMORIAL DAY WEEKEND

May 27-30, 2011




Photo by Charlotte Patterson

West Shore Association
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FOR MORE INFORMATION CALL OUR
SNOW PHONE: 530-525-7982



**NLTRA Community Marketing Partner
Grant ROI Report 2011**
Submitted by Joy M. Doyle, February 1, 2012

Please Note: Joy Doyle became the NTBA Executive Director on September 12, 2011. She has done her best to compile 2011 documentation and expenditures.

NLTRA Community Marketing Partner Grant ROI		
	2011	2011
	Request	Expenditures
Banners	1,500	530
Tahoe TV	3,000	3,000
Promotional Map	2,000	-
Music on the Beach - advertising and marketing	1,000	1,000
July 3 Fireworks - posters, banners & advertising	1,500	1,500
Summer Event Rack Cards & Sierra Sun Print Ad	1,000	1,000
2011 Guide Bay to Bay Ad		1,200
Tahoe Winter 2010-11 Bay to Bay Ad		500
Tahoe Summer 2011 Bay to Bay Ad		500
Sunny Day Guide Bay to Bay Ads		650
Passport to Dining - advertising and marketing		800
Shop Local Contest - advertising and marketing		500
Total	\$ 10,000	\$ 11,180

Requested Funds

Banners – Kings Beach

\$1500

The banners for Kings Beach are very tired and worn out. The goal is to redesign and create new banners promoting the commercial core area of Kings Beach.

Music on the Beach

\$1000

This event has shown tremendous success and growth. This dollar amount represents a partial portion of the amount the NTBA is planning on spending on local and drive market to promote this event this year to continue this successful growth.

Tahoe TV Visitor Network Spot

\$3000

This spot is a continuation of a marketing program the NTBA began in 2007 with Tahoe TV (formerly New Tahoe Company). The package includes a 90- second video segment highlighting the Bay to Bay district for both summer and winter. This spot is viewed by visitors throughout the North Lake Tahoe area.

Bay to Bay Places to Go, Things to Do Map

\$2000

Small re-print and distribution of the Bay to Bay business map

July 3rd Fireworks Celebration

\$1500

This annual event is a community and visitor favorite. This amount represents a portion of the marketing dollars NTBA plans to spend on promoting the 2011 event

Summer Event Rack Cards

\$1000

Rack cards produced to highlight summer events in the Bay to Bay district. 1000 + cards produced and distributed.

Other Marketing:

NTBA Double Truck page in 2011 North Tahoe Guide, NTBA ½ page ad n Tahoe Winter Magazine, Joe King Poker Tournament, SnowFest Bay to Bay district event advertising, Passport to Dining, Shop Local Program, Holiday Promotion.

Total estimated spend \$10,000



Applications for the Community Marketing Program and any invoices for payment, based on an approved application, shall be sent to the Chamber as follows:

Kym Fabel, Manager
 North Lake Tahoe Chamber of Commerce
 PO Box 884
 100 North Lake Blvd.
 Tahoe City, CA 96145
 530-581-8764
 Kym@PureTahoeNorth.com

SECTION A		
Date Submitted: February 1, 2012 – REVISED February 11, 2012		
1. Name of Applicant Organization: North Tahoe Business Association		
Mailing Address: PO Box 1023		
City: Kings Beach,	State: CA	Zip: 96143
Telephone: 530.546.9000	Email: info@northtahoebusiness.org	
Website: www.NorthTahoeBusiness.org		
2. Chief Executive Officer: Joy M. Doyle (Executive Director)		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone: 530.546.9000	Email: joy@northtahoebusiness.org	
3. Project Director: Joy Doyle		
Telephone: 530.546.9000	Email:	
4. How long organized? 1979	Is organization non-profit? Yes, 501 (c) 6	
Purpose of organization: The mission of the North Tahoe Business Association is to improve the economic well-being of the business community from Carnelian Bay to Crystal Bay and enhance the quality of life through the creation and long term preservation of a vibrant economic climate.		
Tax ID Number: 94-2803387		

Total annual budget: \$175,000	
How is project consistent with organization's mission or purpose?	
The funds will be used for marketing the Bay to Bay district in a variety of ways. These marketing efforts will promote activities and businesses in the NTBA district.	
How is project consistent with the <i>North Lake Tahoe Tourism and Community Investment Plan</i> ?	
NTBA recognizes that Northstar & Squaw's Villages have had a negative impact on North Lake Tahoe's lakeside economy; i.e. visitors are staying at the resorts and not visiting the lake like they used to. Goals of NTBA's marketing efforts are to differentiate the Carnelian Bay through Crystal Bay district from other regional districts to increase awareness, visitation and revenue, especially during non-summer months. NTBA utilizes events to entice visitors to our district and print advertising, web and social media to give people reasons to visit and spend money in North Lake Tahoe. NTBA's marketing message, "Don't just visit Lake Tahoe, feel it!" You can't get any closer and it doesn't get any better than this!" is to remind people to visit the Lake . . . and there is no better place to do this than the Tahoe Bay to Bay District.	
Total budget of project (2012 Marketing): \$15,100	
Promotional Plan: (Specify detailed media schedule. Indicate number of printed collateral and distribution plan . If item is sponsored, please describe sponsorship.) - Please see below Advertising & Marketing Plan for details.	
Tahoe Bay to Bay Print Advertising & Graphics \$3200	
Tahoe TV Advertising \$2800	
New NTBA Website \$1000	
New NTBA Tahoe Bay to Bay Facebook Page & Sweepstakes App \$500	
NTBA Collateral (\$1500) + Banners (\$1000) = \$2500	
North Lake Tahoe Resort Association funds requested: \$ 10,000	
Percentage of total budget, requested from the NLTRA Community Marketing Program 5.7%	
Sources of other funding to support the project budget:	
NTBA General Fund, NTBA Membership, Grants and Event Sponsorship	
\$	Newspaper/Magazine \$3200
\$	Website & Social Media \$1500
\$	Radio \$0 (PSAs)
\$	TV \$2800
\$	Collateral & Banners \$2500
<i>Joy M. Doyle</i> February 1, 2012	
Joy M. Doyle, Executive Director	



Community Marketing Partner Request Breakdown, July 2011-June 2012	Cost
The Guide (distributed Dec 2011-Nov 2012)	\$1800
<ul style="list-style-type: none"> • 30K produced by Sierra Nevada Media Group • Year-round lake-wide distribution through business associations, concierge at hotels, etc. • Primary audience = visitors / Secondary audience = locals • Double Truck Ad in centerfold – full page 4-color NTBA ad next to full page 4-color NTPUD/NT Event Center ad. Ad includes Facebook sweepstakes information. • Tahoe Bay to Bay District editorial throughout publication • \$1800 = \$1115 for print ad + \$685 for labor to provide, review and proof editorial content and distribute within Bay to Bay district 	
Tahoe Magazine – Winter 2011-12 issue (distributed Dec 2011)	\$500
<ul style="list-style-type: none"> • 35k produced by Sierra Nevada Media Group • Lake-wide distribution late November through mid-May through hotels, visitor centers, Tahoe hot spots and Reno-Tahoe International Airport • Primary audience = visitors • Half Page vertical 4-color ad 	
Tahoe Quarterly – Winter issue (distributed Dec 2011-Apr 2012)	\$700
<ul style="list-style-type: none"> • 65k produced • Distributed on newsstands, in-room in North Lake Tahoe and Truckee hotel properties, resorts and subscribers • Primary audience = visitors • Half Page 4-color ad in Kings Beach/ Tahoe Vista Community Page section. ; includes Facebook sweepstakes information 	
Print Advertising Graphic Design	\$200
Lake Tahoe Visitor Network	\$2800
<ul style="list-style-type: none"> • 90-second featured winter and summer video segments • 30-second Music on the Beach segment • Graphic Banner and event crawls on Visitor Network and Tahoetopia.com • Primary audience = visitors 	
New NTBA website	\$1000
<ul style="list-style-type: none"> • Develop & Implement New Website (early 2012) • Improve Navigation <ul style="list-style-type: none"> ○ Easier access of information for businesses and visitors • User-Friendly Content Management Tool • Improved Calendar Tool • Track page visitation and utilize more effectively as a member benefit • Easily and affordably adaptable to future needs 	
New Tahoe Bay to Bay Facebook Page & Sweepstakes App Licensing	\$500
<ul style="list-style-type: none"> • “Tahoe Bay to Bay” – name more appealing to visitors compared to North Tahoe Business Association • NTBA to offer quarterly sweepstakes on new Facebook page to increase “likes” <ul style="list-style-type: none"> Enter to win a Tahoe Bay to Bay Getaway including lodging, food & fun! • Tahoe Quarterly provides prizes for sweepstakes • Provides “call to action” for print ads 	
Tahoe Bay to Bay Collateral & Distribution – TBD	\$1500
Banners - TBD	\$1000
Total \$10,000	

Other Marketing Efforts - not included in grant request

Tahoe Magazine – Summer issue

\$500

- 35k produced by Sierra Nevada Media Group
- Lake-wide distribution mid-May through mid-November through hotels, visitor centers, Tahoe hot spots and Reno-Tahoe International Airport
- Primary audience = visitors
- Half Page 4-color ad, includes Facebook sweepstakes information

“Official” North Lake Tahoe Guide

\$1500

- NLTRA/Chamber/CVB plans to produce a new “official” guide bi-annually and fully integrated.
- This piece will likely replace The Guide (see above) in 2013.
- No details have been released however, assuming this piece is produced, NTBA will want to advertise in it and have \$1500 in our budget for the summer 2012 issue. The winter 2012-13 issue will have to be paid for out of the 2013 budget.

Event-Specific & Shop Local Contest Advertising & Marketing

\$2000

- Print ads in The Weekly, Sierra Sun, NLT Bonanza and Moonshine Ink to promote Community Clean Up Day, 3rd of July Fireworks & Deck Party, Music on the Beach, Passport to Dining, Shop Local Contest



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Group Sales Subcommittee

MEETING DATE: February 2, 2012

BOARD MEMBERS PRESENT: None

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

Action to staff: Follow up with Meetings Focus Live for vendor rate.

Action to staff: Conference properties to bring their travel schedule.

MOTIONS MADE/VOTE:

- 4.1 M/S/C (Brandon/Melody) (6/0) to approve the Group Sales subcommittee meeting minutes from October 28, 2011.**
- 4.2 The approval of group sales subcommittee meeting minutes from October 28, 2011 will be added to March's agenda.**



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Finance
MEETING DATE: February 15, 2012
BOARD MEMBERS PRESENT: Allen Highfield, Ron Parson

ACTION ITEMS TAKEN:

None

MOTIONS MADE / VOTE:

M/S/C (Salmon/Parson) (3/0) to approve the agenda as presented.

M/S/C (Parson/Salmon) (3/0) to approve the Finance Committee minutes of January 18, 2012.

BOARD APPROVAL / DIRECTION REQUESTED:

M/S/C (Parson/Salmon) (3/0) to recommend that the Board of Directors approve the December 2011 Financial Statements.

Monthly Report January 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 1/31/12:	\$1,748,842	\$1,639,480	7%
Forecasted Commission for this Revenue:	\$137,663	\$100,314	37%
Number of Room Nights:	9693	9822	-1%
Number of Delegates:	4559	4780	-5%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	36	41	-12%

<u>Monthly Detail/Activity</u>	<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>	Est.	<u>January-11</u>	
Number of Groups:	5		1	
Revenue Arrived:	\$614,928		\$6,412	9490%
Projected Commission:	\$47,450		\$0	
Room Nights:	2399		28	8468%
Number of Delegates:	970		14	6829%
Arrived Group Types:	4 Corp. and 1 Assoc.		1 TA	

<u>Monthly Detail/Activity</u>	<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>	Est.	<u>December-10</u>	
Number of Groups:	1		0	
Revenue Arrived:	\$4,228		\$0	
Projected Commission:	\$0		\$0	
Room Nights:	54		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>	Est.	<u>November-10</u>
Number of Groups:	1		0
Revenue Arrived:	\$10,710		\$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.	139%
Lost Business, # of Groups:	2	1 TA, 1 Foundation 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:	\$578,549	(Goal) \$750,000
For 2014/15:	\$1,348,108	\$500,000

NUMBER OF LEADS Generated as of 1/31/12: 50

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 January 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 1/31/12:	\$79,845	\$217,114	-63%
Forecasted Commission for this Revenue:	\$9,668	\$24,114	-60%
Number of Room Nights:	772	2079	-63%
Number of Delegates:	475	1321	-64%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	30	37	-19%

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

<u>Monthly Detail/Activity</u>	<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:	\$88,918	\$100,000
For 2014/15:	\$257,562	\$50,000

NUMBER OF LEADS Generated as of 1/31/12: 35

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 3 QUARTER - FY.2011/12						
Jan-12						
Groups Booked: 1						
Placer County:	1	Room Nights:	90	Delegates:	50	Revenue: \$8,019
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 5						
Placer County:	5	Room Nights:	2399	Delegates:	970	Revenue: \$614,928
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Feb-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:
Mar-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:		
Groups Arrived: #VALUE!						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
TOTAL:						



north lake tahoe

Chamber | CVB | Resort Association

DATE: March 7, 2012

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
and Planning

SUBJ: February 1-29, 2012
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express

The TTD Board will be rebidding the contract this spring. The new service will be initiated as soon as possible and will continue operating on the new schedule until final approval can be made. Ticket sales and information are being provided by the operated within the North Lake Tahoe Welcome Center at the airport. To date no subsidy has been requested during this fiscal year. Even with the slow start to the winter season, ridership is up 6% for the first 7 months of 2011-1012, and passenger revenues are up 2% for the same period.

2. Regional Wayfinding Signage - NLTRA

NLTRA staff and consultant are moving forward with creating a final, functioning Wayfinding Signage Design Guidelines Manual. At this time, staff has reviewed the final draft and the consultant is making minor improvements. Next step is to get concurrence from partnering agencies. The time to complete these tasks is 4-6 weeks. At the time of completion, staff will move forward will specific design and construction documents necessary for permitting, fabrication, and installation of pilot/demonstration signs in spring, 2012. Concurrently, 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.

Pilot signs, following the Design Guidelines Manual, have been installed along North Shore bike trails, on Fairway Drive just off of Hwy. 89, and will soon be placed near the Tahoe City Transit Center.

3.. Possible Public Purchase of the Tahoe City Golf Course

Tahoe City Public Utility District (TCPUD) has submitted an offer to purchase the Tahoe City Golf Course property which has been accepted by the seller. The due diligence reports and studies have been completed indicating no

insurmountable concerns. Discussions between the Tahoe City Public Utility District (TCPUD), Placer County, the Truckee Tahoe Airport District, and the NLTRA have determined to keep this ownership local and a key part of the future of the North Lake Tahoe community through a public partnership. The respective Boards are near completion of funding approvals and agreements, including the Board of Supervisors, which granted funding approval on February 28th. Once the purchase is finalized, the TCPUD will commence operation procedures for this summer season, and the partners will establish a public visioning process to initiate the long-range planning for the property

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 beginning in the 2012/13 winter season. The TMA has approved a proposal from LSC Transportation Consultants to develop a specific plan for service, rather than a conceptual study. The NLTRA Board approved that the NLTRA fund \$3,000 of the necessary \$9,960 to complete this plan for service. The remaining funds will be contributed by the 12 partners including the ski areas and the Town of Truckee.

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 to begin advanced planning for initiation of a North Lake Tahoe Water Shuttle for operation during summer of 2012. The planning that is necessary is 3-fold: 1) landside facilities, use agreements, and permits; 2) RFP preparation for shuttle service provider; 3) ticketing, marketing, and monitoring programs. These three separate efforts are each resulting in determination of direction, actions, and related funding needs to provide a successful shuttle service,

With the completion of this planning information, TTD can make the final decision to implement the water shuttle program and determine the Water Shuttle Program manager. TTD will also submit any necessary Infrastructure funding request, and release the RFP for solicitation of shuttle service proposals in February. After the 30 day solicitation period, the proposals would be reviewed for recommendation to TTD for selection. TTD would then prepare to enter into a contract with the selected shuttle service provider. If TTD determines that it cannot implement this service in timely fashion, staff will recommend that the NLTRA/TMA do so. Staff plans to submit a request for infrastructure funds to the Joint Committee in March.

The intent is for the operation of the service and the Water Shuttle Program manager's monitoring program to commence on Memorial weekend or in June, 2012. Monitoring will be continuous from June to October with recommendations for program changes as findings indicate.

6. **Squaw Valley Winter Pedestrian Trail Maintenance**
The Squaw Valley Public Service District has initiated the pilot snow removal program to provide an off road pedestrian trail to eliminate the need for visitors to walk on Squaw Valley Road with the multitude of auto traffic. To this time, the trail has been kept clear of snow and is receiving a tremendous amount use.
7. **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. Staff visited the space and will request proposals for an appropriate North Lake Tahoe exhibit in this Auburn facility. The preparation of the space has been slowed with some structural and funding concerns. The intent is to bring a funding request to the Joint Committee in a timely fashion so as to be ready for installation when the space is prepared.
9. **Truckee California Welcome Center**
Staff is working with the Truckee Donner Chamber of Commerce to possibly install an "Explore North Lake Tahoe" information exhibit in the California Welcome Center that they operate in the Truckee railroad station. A proposal has been received from the consulting firm describing three alternatives with approximate costs. A request for funding will be made at the March Joint Committee meeting.
10. **Northstar/Martis Valley Multi-Purpose Trail**
The steering committee reviewed the two alternatives for the trail location from the Nevada County line through Martis Valley and into Northstar Village and mid-mountain. The EIS is being prepared with an anticipated review start date of mid-summer.
11. **Next Joint Infrastructure/Transportation Committee Meeting**
The next meeting of the Joint Committee will be Monday, March 26, 2012, 1:30 p.m., at TCPUD.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Wayfinding Signage Review Meeting
- Tuesday Morning Breakfast Club
- Met with Consultant at Truckee Welcome Center
- Tahoe Transportation District Board
- Reno Welcome Center/Contractor Meeting
- TNT/TMA Board
- NLTRA Finance Committee
- Lake Tahoe Legislative Strategy Session

- Board of Supervisors Meeting/Golf Course Funding Request
- Community Awards
- TRPA Executive Director Presentation
- County Executive Officer Reception
- TOT Committee
- CTC Regional Bike Trail Workshop
- Supervisor Montgomery Meeting

2011-12 Business Plan Progress Report

Jan 2012

Goal: Promote Business and Tourism with emphasis on promoting and supporting Chamber members

- Weekly Newsletter — Biz Bytes Distribution to members
- New Format/Name for “Member to Member” Event newsletter
- Weekly Radio Show promoting timely events and business members
- Jan 21 —Fundraiser/Mixer “Party Like It’s Snowfest”

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community

- Jan 3 —Breakfast Club

Goal: Create, promote and deliver improved value, marketing and delivery of Chamber Member services

Compiled SHRA/SBDC partnership education calendar including RKPR for Social Media

Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community: Economic Development, Redevelopment, Diversification and

- Administration of the Tahoe Fund “Plate for Powder” program
- NLTRA Board of Directors Election

Percentage of Membership by Location							
	Jul '11	Aug '11	Sep '11	Oct '11	Nov '11	Dec '11	Jan '12
Incline/Crystal Bay	25%	25%	25%	25%	25%	24%	24%
Tahoe City	27%	27%	27%	27%	27%	28%	28%
Truckee	14%	14%	14%	14%	14%	16%	16%
KB/CB/ Tahoe Vista	13%	13%	13%	13%	13%	13%	13%
Reno/Sparks/Carson	5%	5%	5%	5%	5%	5%	5%
South Shore	5%	5%	5%	5%	5%	4%	4%
Squaw Valley	3%	3%	3%	3%	3%	4%	4%
Other	6%	6%	6%	6%	6%	4%	4%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	601	601	575	555	500	444	466



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

Event and Education Schedule

March

- 13** ChamberEd Seminar: Time Management
9am – noon, Cedar House Sport Hotel,
- 20** ChamberEd Seminar: Business Series
Business Plan Guidelines 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center & Plumas Bank

April

- 3** ChamberEducation Seminar: Disabled Access
9-11am, TCPUD Board Room
- 10** ChamberEducation Seminar: Business Series
Marketing Research 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center& Plumas Bank
- 12** Mixer: US Bank, Tahoe City
5 – 7pm
- 24** ChamberEducation Seminar: Business Series
Financial Projections 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center& Plumas Bank

May

- 8** ChamberEducation Seminar: Business Series
Business Plan Components 9am – noon , TCPUD Board Room
In Partnership with Small Business Development Center& Plumas Bank



“Time Management for Busy People” Getting Things Done in 2012



When: Tuesday, March 13, 2012
9:00 a.m. to 12:00 noon
Registration & Snack 8:30 a.m.

Where: Cedar House Sport Hotel
10918 Brockway Road
Truckee, CA
530-582-5655

Spring is right around the corner and it’s time to regroup and get organized. Learn to prioritize time to deal with both the urgent and important, assess work-life balance and carve out time for meaningful activities that will immediately make a positive change. This workshop is supported by the Time Matrix, Urgency Index, Personal Workbook and key suggestions for improving effectiveness, getting organized and creating balance.

Have you ever been too busy driving to stop and get gas? Does urgency drive your day? We each have 24 hours in a day to achieve what is most important. Many of us get a temporary high from solving urgent and important crises. When the urgency isn’t there, we can be drawn to anything urgent, just to stay in motion. Busyness is sometimes a good excuse for not dealing with the most important things in our lives. If you say “yes” to everything, what are you saying “no” to?

Refocus on Your Highest Priorities and Learn to Exercise Integrity in the Moment of Choice!

- Identify Timewasters and the Reasons you Procrastinate
- Explore the Reality of the Demands of Your Job
- Discover if You are “Addicted to Urgency”
- Get Perspective on What Matters Most in Your Life
- Prioritize What is Important and What is Urgent
- Uncover Your Prime Real Estate
- 50 High Impact Tips to Beat the Clock
- Time Management Tools



Meet our facilitator:



Laura Moriarty, SPHR is the president and co-founder of Tahoe Training Partners, a human resources and management training solutions consulting firm located near Lake Tahoe, California. With an extensive background in learning management and knowledge transfer, Laura has been the architect of innovative training environments at several organizations. Audience evaluations note the rapid development of useful skills, the take-away of practical tools and the frequent participant comment “Time Well Spent”.

Registration Fees: Advanced registration (before March 12th): \$49 Chamber & SHRA members
\$59 for non members
Walk in registration (after March 12th): \$59 Chamber & SHRA members
\$69 for non members



Easy Online Registration at www.sierrahra.com at the Online Store. Seating is limited for this popular event.

No refunds; substitutions welcome.

For more information call Laura Moriarty, 530 573 0224 or write to Laura@tahoetrainingpartners.com.

Co-sponsored by the North Lake Tahoe Chamber of Commerce and the Truckee Donner Chamber of Commerce in partnership with the Sierra Human Resources Association (SHRA) and Tahoe Training Partners.





NORTH TAHOE BUSINESS SERIES WORKSHOPS

Presenting four Business Plan workshops to assist existing and emerging business owners

These business workshops are concise, current, 3-hour interactive sessions.

Brief overview of each workshop

March 20, 2012, 9:00 am-12:00 pm

"Business Plan Guidelines"

- Why write a Business Plan
- Business Plan Usage
- Format, layouts and styles

April 10, 2012, 9:00 am-12:00 pm

"Marketing Research"

- Overview of "4-P's of Marketing
- Demographic & Psychographic Data
- Industry Trends

April 24, 2012, 9:00 am-12:00 pm

"Financial Projections"

- Determine your start-up or expansion costs
- Building your financial projects
- Cash flow analysis

May 8, 2012, 9:00 am-12:00 pm

"Business Plan Components"

- How is the Business Plan coming together?
- Discuss legal structure
- Discuss business operations and Management

LOCATION:

Tahoe City Public Utility District Board Room
221 Fairway Drive
Tahoe City, CA 96145

FEES:

North Lake Tahoe Resort Assn. Member: No Charge
North Tahoe Business Assn. Member: \$25 per class
General Public: \$50 per class

Part of the fee includes a Business Plan template and spreadsheet. Participants qualify for one on one consulting with a NE CA Small Business Development Center consultant.