



BOARD OF DIRECTORS MEETING

Date: Wednesday, August 1, 2018

Time: 8:30 a.m. – 10:45 a.m.

Location: Sugar Bowl Ski Resort

Coldstream Room

629 Sugar Bowl Rd., Norden, CA

NLTRA Mission

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

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

Treasurer: Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

Aaron Rudnick, Sierra Tahoe Recreation | **Andre Priemer**, Resort at Squaw Creek | **Bruce Seigel**, Ritz-Carlton, Lake Tahoe

Chris Brown, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**, Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection

Advisory Committee: Erin Casey, Placer County Executive Office, Tom Lotshaw, Tahoe Regional Planning Agency

AGENDA

TO CALL IN: 1-712-770-4010, enter code 775665#

Estimated Time

- | | |
|------------------|---|
| 8:30 a.m. | 1. Call to Order – Establish Quorum |
| 8:35 a.m. | 2. Public Forum- Any person wishing to address the Board of Directors on items of interest to the Board 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. |
| 8:40 a.m. | 3. Agenda Amendments and Approval |
| 8:45 a.m. | 4. Consent Calendar- All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a 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. <ul style="list-style-type: none">A. NLTRA Board Meeting Minutes<ul style="list-style-type: none">• July 11, 2018 Link to online preliminary documentB. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org<ul style="list-style-type: none">• Business Association and Chamber Collaborative Committee Meeting July 12, 2018 Link to online preliminary document• Tourism Development Committee Meeting June 26, 2018 Link to online document (July will be posted online when available)• Finance Committee Meeting June, 2018 Link to online document (July will be posted online when available) |

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8:50 a.m.

5. Action Items

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- A. MOTION: Placer County's Dollar Hill Nahas Property Acquisition for Achievable Local Housing:
- Requesting Board of Directors consider making the following recommendations to the Board of Supervisors and the Capital Projects Advisory Committee, on the use of Transient Occupancy Fund balance for the acquisition of this property:
 1. The NLTRA Supports the use of TOT fund balances for this specific acquisition; and,
 2. supports, and will participate in, the development of a comprehensive funding strategy to address workforce housing needs.

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B. MOTION: Peter Greenberg Hidden Gem Opportunity

- Staff is requesting the Board to provide direction on this opportunity.

6. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)

- None at this time

9:20 a.m.

7. Informational Updates/Verbal Reports

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- A. Update from Placer County on TOT Enforcement and Proposed Ordinance Revision Workshop
- B. Report on Voter Survey for Sales and TOT Increases
- C. Staff Presentations on Events, Sales and Membership

10:30 a.m.

8. Reports/Back up-The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

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- A. Destimetrics Report June 31, 2018
- B. Conference Revenue Statistics Report June, 2018
- C. Finance Committee Supplemental Reports, June, 2018
- D. Membership Accounts Receivable Report, June 31, 2018

10:35 a.m.

9. CEO and Staff Updates

10:40 a.m.

10. Directors Comments

10:45 a.m.

11. Meeting Review and Staff Direction

12. Closed Session (as may be necessary)

10:50 a.m.

13. Adjournment. Board/Staff Picnic Luncheon at Lake Mary immediately following.

This meeting is wheelchair accessible

Posted online at www.nltra.org

**BOARD OF DIRECTORS MEETING
MINUTES**

Date: Wednesday, July 11, 2018

Time: 8:30 a.m. – 10:30 a.m.

Location: Squaw Valley Public Service District
305 Squaw Valley Rd, Olympic Valley, CA

NLTRA Mission

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

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

Treasurer: Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

Aaron Rudnick, Sierra Tahoe Recreation | **Andre Priemer**, Resort at Squaw Creek | **Bruce Seigel**, Ritz-Carlton, Lake Tahoe
Chris Brown, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,
Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain
Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection
Advisory Committee: **Erin Casey**, Placer County Executive Office, **Tom Lotshaw**, Tahoe Regional Planning Agency

MINUTES

1. Call to Order – Established Quorum at 8:31 a.m.

Board Members in Attendance: Samir Tuma, Christy Beck, Brett Williams, Aaron Rudnick, Andre Priemer (joined via telephone 8:47 a.m.), Bruce Seigel, Dan Tester, Gary Davis, Greg Dallas, Jim Phelan, Karen Plank, Kevin Mitchell, Lynn Gibson, Stephanie Hoffman (arrived 8:35 a.m.), Advisory: Erin Casey (arrived 9:25 a.m.), Tom Lotshaw (arrived 8:40 a.m.)

Employees in Attendance: Cindy Gustafson, Bonnie Bavetta, Liz Bowling, Daphne Lange, Amber Burke, Sarah Winters, Andy Chapman, Dawn Teran

Others in attendance: Katie Barnes- Destimetrics, Lauren-Tahoe Exclusive Vacation Rentals

2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board 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.

- No Public Comment

3. Agenda Amendments and Approval

Motion to approve the Agenda M/S/C Jim/Brett/12-0-0

4. Consent Calendar-All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a 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.

Motion to approve the Consent Calendar items M/S/C Dan/Gary/12-0-0

**Stephanie Hoffman arrived at 8:35 a.m.*

A. NLTRA Board Meeting Minutes

- May 30, 2018 [Link to online preliminary document](#)

B. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Business Association and Chamber Collaborative Committee Meeting June, 2018 [Link to online preliminary document](#)
- Tourism Development Committee Meeting May, 2018 [Link to online document](#) (June will be posted online when available)
- Finance Committee Meeting May, 2018 [Link to online document](#) (June will be posted online when available)

**Tom Lotshaw arrived at 8:40 a.m.*

***Request by Cindy to skip to item 7.a.**

5. Informational Updates/Verbal Reports

***A. Presentation by Destimetrics – Overview of Services and Reports Available**

***Item was presented after items 7.a. and 7.b.**

- Katie Barnes presented the Destimetrics slideshow.

**Erin Casey arrived at 9:25 a.m.*

- Lynn suggested getting information on how the Airbnb and VRBO affect the occupancy statistics. She also asked if there are group sales/convention related and property rental statistics available.
- Samir requested from Erin Casey a list of the Top 20 TOT collectors and statistics indicating what they produce in TOT (entirety).
- Brett requested from Andy Chapman a list of the Top 20 collectors on the Nevada side of the region as well.
- Cindy said that there will be future work with lodging properties/a resurrection of the NLTRA lodging committee.
- Katie said there are webinars, etc. available to us and she can supply data/reports (i.e. Executive Summary) which can be customized based on what the NLTRA Board desires.
- Discussion regarding seeking participation from other lodging partners in our Destimetrics reports. Katie said that there is a limited number of participants allowed under NLTRA's current plan but there is room for several more participants.
- Discussion regarding Truckee/Tahoe Donner participation.
- Public Comment – Lauren, Tahoe Exclusive Vacation rentals speaking from experience, commented that once there is a better understanding of the benefit of lodging property input, there will be more participants who come forward.

**Brett Williams left at 10:10 a.m.*

6. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)

- None at this time

7. Action Items

***These items were seen after item 4b.**

A. MOTION: Review and approval of the agreement with The Abbi Agency for special event specific public relations services for the 18.19 fiscal year.

- Amber presented Abbi Agency Scope of Work. Approval is sought for Abbi Agency assistance on three events.
- Amber said that there is a 3 year contract with Northstar for the Autumn Food & Wine Event and this is the second year.
- Question from Lynn regarding networking with other events to attract more attendance. Amber said that this year there is coordination with other regions and a celebrity chef will be added.
- Christy asked about tracking and ROI of the event. Amber said a survey was implemented last year and the ROI proved that the event is bringing people into the region. She said that this year we are working with Northstar lodging for tracking.
- Bruce asked what goal/success measurements are in place. Amber said the results from last year will be measured against. There will be a PR report from Abbi Agency. He suggested looking at key targets to measure against in the future.
- Cindy said that there is an ROI model that we use that can be reviewed by the Board. This will be agendaized.
- Amber will compile an event recap report after the event wrap up and a survey will be sent out.

**Andre Priemer joined the meeting at 8:47*

Motion to approve the agreement with The Abbi Agency for special event specific public relations services for the 18.19 fiscal year. M/S/C Dan/Greg/14-0-0

B. MOTION: NLTRA Employee Benefits – Holiday and Cell Phone Allowance Policies – Board approval

- Cindy reported that the employee manual and policies have not changed since 2013.
- Cindy reviewed request to increase full time employee holidays by 4 total (2 new holidays-the day after Thanksgiving and Christmas Eve- and 2 floating holidays.)
- Cindy reviewed request to update the cell phone use policy and make it a standard policy across the board for all employees. If phones are used for work related travel, a \$50/month reimbursement would apply. If phones are used to access work related communication only, a \$25/month reimbursement would apply.
- Jim asked what type of PTO is allocated to seasonal employees, and is it returned at the end of the year. The answer is they have 3 state mandated accrued sick days, which is not required to be paid back. This information will be verified by Steve Gross.

Motion to approve the NLTRA Employee Benefits–Holiday and Cell Phone allowance policy. M/S/C Gary/Kevin/14-0-0

8. Reports/Back up-The following reports are provided on a monthly basis by staff and can be pulled for discussion by any board member.

- A. Destimetrics Report May 31, 2018
- B. Conference Revenue Statistics Report May, 2018
- C. Finance Committee Supplemental Reports, May, 2018
- D. Membership Accounts Receivable Report, May 31, 2018

**Greg Dallas left at 10:25*

9. Directors Comments

- Cindy reviewed the handout which was distributed at meeting, **posted online and emailed to Board by D. Teran on 7.11.18 at 12:54 a.m.*
- Samir requested an ongoing list of CAP Committee applicants/status updates from Erin/County.

- Sarah Winters will create an August report with updated numbers regarding Canada visitation and include Visa View data.
- Tom Lotshaw
 - Lake Tahoe Summit-Tuesday August 7th at Sand Harbor.
 - Shoreline Plan final comments closed.
 - Linking Lake Tahoe website is up. A new travel option website and plan trips with transportation options, bike trails, water taxis.
- Erin Casey
 - Greg Dallas is on CAP Committee representing Ski Resorts
 - NLT Transportation Authority Sales Tax Measure was successful carried by assembly member Thurman, and will be heard by Senate after summer recess concludes in August, then will be in the Governors hands after that.
 - Board of Supervisors July 24th at the North Tahoe Event Center. CAP Committee recommendations being submitted for approval.
 - Working with a consultant to do voter surveys for sales tax increase and TOT increase for trails, transit, housing, etc. She will share the results with Cindy and is looking forward to working in partnership on how to proceed based on the results.

10. Meeting Review and Staff Direction

- Events structure policy and structure presentation will be brought back to Board.
- Destimetrics minimum 50% participation goal.
- NLTRA Sept. 5th Retreat preparation.
- Next Board Meeting August 1st at Sugar Bowl.

12. Adjournment at 10:36 a.m.



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 7.26.18

TO: NLTRA Board of Directors

FROM: Cindy Gustafson, CEO

RE: Placer County's Dollar Hill (Nahas) Property Acquisition for Achievable Local Housing

Action Requested

Board of Directors consider making the following recommendations to the Board of Supervisors and the Capital Projects Advisory Committee, on the use of Transient Occupancy Fund balance for the acquisition of this property:

- 1) the NLTRA supports the use of TOT fund balance for this specific acquisition; and,
- 2) supports, and will participate in, the development of a comprehensive funding strategy to address workforce housing needs.

Background

Placer County staff contacted us several weeks ago to discuss a potential land acquisition of the Nahas property on Dollar Hill (see attached exhibit). The property is 11.4 acres of designated high capability land that previously was developed as a gas station and a nursery with a small retail shop. The current owners had 2003 project approval to construct 78 affordable apartment units, 25 market rate duplex units (50) and 4,800 sf of commercial. The property is adjacent to SR #28, abuts several multi-family and single family homes, and 85 acres of recreation land (the Firestone property).

With the support of the Chair and Vice Chair, NLTRA staff has worked with Placer County and other members of the Mountain Housing Council to facilitate community engagement, agency involvement, and support from the business community. This includes several focus meetings as well as participation and testimony at the Board of Supervisors and the Truckee Tahoe Airport Board (TTAD) meeting.

On Tuesday, July 24, 2018 the Placer County Board of Supervisors approved material terms that will result in the drafting of a the purchase agreement for a purchase price of \$3.6 million and an additional \$200,000 for title, escrow, consultants, staff and legal costs. On Wednesday, July 25, 2018 TTAD approved \$500,000 toward the purchase. Placer County has identified \$2,273,000 from the following sources as potential for the acquisition: County Housing Trust Fund, Transient Occupancy Tax fund balance and \$173,000 in cancelling remaining capital reserves held for purchase of Tourist Accommodation Units. The remaining deficit has not been determined. Our contract with Placer County ensures funds will not be diverted from the Resort Association budget.

Fiscal Impact:

None to NLTRA Budget.

Attachments:

- Exhibit A – County Memorandum and Attachments
- Exhibit B – Correspondence



MEMORANDUM
PUBLIC WORKS AND FACILITIES
REAL ESTATE SERVICES DIVISION
County of Placer

TO: Board of Supervisors
FROM: Ken Grehm, Director of Public Works and Facilities
By: Jennifer Merchant, Deputy CEO-Tahoe and Laurie Morse, Property Manager
SUBJECT: Negotiation of Agreement of Purchase and Sale / R.T. Nahas Company, 3205 North Lake Blvd, Tahoe City, CA

DATE: July 24, 2018

ACTION REQUESTED

1. Authorize the Director of Public Works and Facilities to negotiate an Agreement of Purchase and Sale for the acquisition of three vacant parcels (APNs 093-160-079, -080, -081) totaling 11.4± acres located at 3205 North Lake Blvd, Tahoe City in the Dollar Hill area from R.T. Nahas Company for \$3,600,000.
2. Direct the Director of Public Works and Facilities, or designee, to return to your Board with a negotiated Agreement of Purchase and Sale in substantial conformance to the attached Material Terms and subject to County Counsel concurrence.

BACKGROUND

A representative of the R.T. Nahas Company and County Executive staff have had several conversations about the availability of and development potential on property in the Dollar Hill community of Tahoe City. The Nahas Property, comprised of three vacant parcels (APNs 093-160-079, -080, -081) totaling 11.4± acres, is located at 3205 North Lake Blvd, Tahoe City at the corner of State Route 28 and Fabian Way (see Property Map – the "Property"). The Nahas Property presents an excellent site for potential housing development because the Property had been previously approved for a significantly-sized, similar project, and because of the following qualities:

- Level site with Class 6 soil, so it has high land capability, which allows for maximum allowable coverage.
- Former location of a service station and retail building, which have both been demolished.
- Current MU-DH zoning designation allows for multiple commercial uses and multi-family, single family residential and many retail uses with a minor use permit.
- Readily accessible to schools, transit, multi-purpose trails and recreation space.
- On TART route, multi-directional bus shelters, and adjacent to Placer County trailhead and east-west bike trail system, with access to Tahoe City and recreation sites.
- Adjacent to 83-acre Firestone Property, which the County acquired in 2016 for the purpose of developing a trailhead and parking for the Dollar Creek Shared Use Trail.
- Banked Development Rights on Site as detailed below:

Tahoe Regional Planning Agency and Tahoe Truckee Sanitation Agency Banked Rights				
APN	Residential	Commercial	Coverage	Sewer
093-160-079	12	1,515	24,245	31
093-160-080	12	-	3,084	-
093-160-081	25	2,260	97,566	4
TOTAL	49	3,775	124,895	35

This site is also considered an attractive potential workforce/affordable housing development site due to:

- Workforce/affordable housing development Tax credit potential:
 - Near Schools (grades 4-12)
 - Proximity to Town Center (two miles to downtown Tahoe City / six miles to Kings Beach) and seven miles to Squaw Valley
 - Proximity to grocery stores, pharmacy, parks and transit
 - Retail component could include required fresh produce and meat, which is required to compete for many state and federal grants
- A TRPA-designated "Preferred Affordable Housing Area," and as such may be eligible for up to 25 percent bonus units above the 15 units per acre base allowable density.
- Previously permitted in 2003 for an approved 128 unit mixed use senior affordable, single family residential and retail. This project included 78 affordable apartment units, 50 market rate units in 25 duplex units and 4,800 square feet of commercial. However, the permit expired in 2009.

All of these factors are considered strong indicators that a similar residential/retail development could be feasible on the Property. For this reason and given the critical need for affordable housing in the Tahoe Basin, County staff has determined that the acquisition of this Property should be evaluated for feasibility of a workforce/family/affordable housing/mixed-use development and whether the County should acquire the Property.

The Nahas Property is adjacent to the Firestone Property, previously acquired by the County. Unlike the Nahas Property, the Firestone Property is deed restricted for recreational purposes. Because housing is among eastern Placer County's greatest needs, the priority focus is on developing the Nahas Property for housing, with no changes or additional development being recommended for the Firestone Property. The Nahas Property's proximity to trails and recreation create a strong nexus and desirable location for housing.

Housing Needs

The Fiscal Year 2015-16 Tahoe Truckee Region Housing Needs Assessment made the following specific findings about the North Lake Tahoe region:

- 80 percent of housing units are single-family homes
- 65 percent of available housing units are vacant, primarily for vacation use
- Almost half of housing units were built before 1979
- Median household income was \$67,000
- Median home price in November 2015 was \$538,000
- The maximum for-sale home price considered affordable to a four-person lower income household is \$235,000
- 76 percent of residents surveyed overpay for housing (more than 30 percent of income)
- The estimated wait list for an affordable rental unit is 6 months to 2 years
- An estimated 12,160 housing units are needed to accommodate future workforce
- 58.6 percent of local employees commute into the region from outside the region
- 46.6 percent of local residents commute outside the region for work; and since that time, housing affordability has worsened.

According to a Beacon Economics report on eastern Placer County workforce housing published in December 2017, "although the median household income in the Tahoe region is somewhat higher than California's, the median price of an existing single family home in the study area is one-third higher than California's. Furthermore, housing prices have outpaced wages in the area, resulting in a decrease in

affordability. With a 3.7 percent decline in the median household income from 2010 to 2015, the gap between housing costs and incomes has grown rapidly.”

North Tahoe Housing Affordability Comparison

	2010	2015	% Change
North Tahoe Region			
Median Existing SFR Price	\$450,000	\$530,000	17.8%
Median Household Income	\$65,833	\$63,386	-3.7%
Price to Income Ratio	6.84	8.36	
California			
Median Existing SFR Price	\$256,250	\$396,250	54.6%
Median Household Income	\$57,708	\$64,500	11.8%
Price to Income Ratio	4.44	6.14	

Source: American Community Survey

Note: 5-year Census ACS data used.

Excerpt courtesy Beacon Economics

“And the affordability outlook continues to become more critical as Beacon Economics provides more recent for sale home data that illustrate in August 2017, the median home value stood at \$624,500, an increase of 6.8 percent over the past year. A household of four must earn in excess of \$120,000 per year to afford a home in this range. For rental properties, Bay Area Economics reported in 2016 that the average monthly cost for a three bedroom home in eastern Placer County and Truckee is \$2,200 per month, while a family of four at 120 percent Average Median Income can only afford rent of \$2,100 per month.”

The lack of affordable housing also has negative impacts on the region's tourist economy, and the ability for local businesses and governments that serve the community to attract and retain employees. The Tahoe Prosperity Center undertook “Business Walks” in Placer County in 2016 when 189 business owners were surveyed by volunteers to better understand business needs. Of the 140 business owners who cited they have challenges finding skilled employees, over 40 percent specifically identified a lack of affordable rental or home ownership opportunities to support a steady workforce. This winter, several lakeside businesses closed their doors during the mid-week period due to a lack of available employees and some posted signs on their locked doors attributing the shortage to a lack of housing, and similar steps are being reported this summer

As established through Economic Planning Systems' 2014 economic analysis on feasibility of for profit commercial projects in eastern Placer County, government subsidy is needed to off-set extraordinary development costs in order to incentivize development of desired projects. The same holds true for housing development. The lack of housing development further exacerbates the threatened economic condition of the North Lake Tahoe region's tourist economy.

Finally, housing was cited by 81 percent of respondents to a recent poll of likely voters in eastern Placer County as a very serious or extremely serious problem, eclipsing other key issues such as traffic and development of trails, transit and other visitor-serving infrastructure.

Agreement of Purchase and Sale Material Terms

County CEO staff has successfully negotiated Material Terms of a proposed Agreement of Purchase and Sale with R.T. Nahas Company (see Material Terms). The parties have agreed to a 120-day investigation period to assess the Property, evaluate the project feasibility, appropriate funding, and

obtain project approvals. The investigation period can be extended for up to three additional three-month periods as a Project Approval Contingency at a cost of \$20,000 for each term. The following provides the key Material Terms of the proposed negotiation of the Agreement of Purchase and Sale:

- Purchase price- \$3.6 million
- \$50,000 refundable deposit within five days of mutual execution of an Agreement of Purchase and Sale for a 120 day period to investigate the following conditions:
 - Project feasibility
 - Appropriation of purchase funds, including from other local funding partners
 - Approval of any entitlements, codes, covenants, conditions and restrictions, notices, studies and reports
 - Environmental condition, including Phase 1 and 2 environmental site assessments
 - Physical condition
 - Title condition
 - County's selection of a housing developer
- Investigation Period Extension—Project Approval Contingency:
 - Increase the deposit by \$20,000 for each of three 3-month extensions
 - If at the end of any of the terms, including the final term the County notices the seller that it does not intend to purchase the property, the County will remit all deposits made to date to the seller
 - In the event the County purchases the property, the deposits will be deducted from the total purchase price and the balance will be due

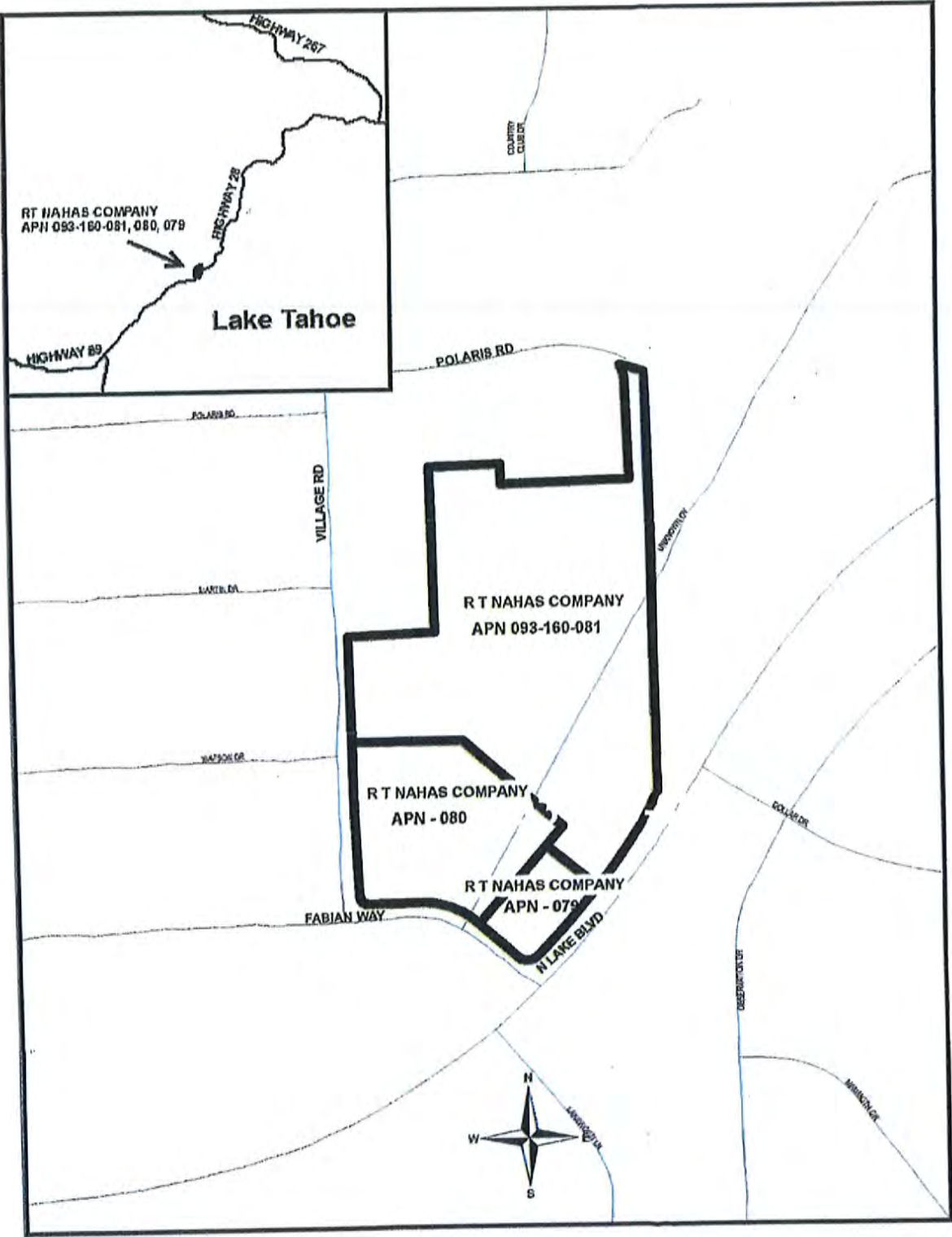
NEXT STEPS:

Should your Board agree to move forward with Material Terms for the Nahas Property, in addition to working with DPWF to finalize the Agreement of Purchase and Sale, CEO staff will work to undertake significant community outreach and also direct Procurement to draft and release a Request for Proposals (RFP) to affordable/workforce housing developers. The planned purchase would be placed on the August North Tahoe Regional Advisory Council agenda as an informational item to describe the housing need, planned development process and accept feedback. The CEO Tahoe office will also work with community organizations and stakeholders, including neighborhood associations, North Lake Tahoe Chamber of Commerce, Tahoe City Downtown Association and the Mountain Housing Council to better understand project goals and housing needs.

The housing RFP will be reviewed by a team of staff and community experts to assess proposals based on qualifications, experience, and the extent to which the proposed development concept is consistent with county and community goals, as well as the Tahoe Basin Area Plan. Once a project concept is complete, the environmental review process would be initiated.

In conclusion, this acquisition provides an opportunity to support development of much needed workforce/affordable housing in the North Tahoe Area. To proceed with this proposed acquisition, your Board's approval and authorization are necessary for the Director of Public Works and Facilities, or designee, to negotiate an Agreement of Purchase and Sale based on the Material Terms, subject to County Counsel concurrence.

Property Map



Material Terms

*****PROPOSED***
NAHAS PROPERTY
MATERIAL TERMS OF AGREEMENT OF PURCHASE AND SALE**

The following summarizes the key terms and conditions which are the basis of the proposed Agreement of Purchase and Sale (Agreement).

1. **Parties:** The County of Placer, a political subdivision of the State of California ("COUNTY") and R.T. Nahas Company ("OWNER"). COUNTY and OWNER are sometimes hereinafter referred to individually as "Party" and collectively as the "Parties."
2. **Property:** The property is located at the corner of State Route 28 and Fabian Way in Tahoe City, CA in the Dollar Hill area of North Lake Tahoe, and encompasses three parcels (Assessor's Parcel Nos. 093-160-079 / 080 / 081) consisting of 11.4± acres as depicted on Exhibit A. Said Property shall include OWNER's interest in any and all Tahoe Regional Planning Agency ("TRPA") and other jurisdiction rights, entitlements, and commodities currently banked or allocated to said Property (e.g., residential, commercial, coverage and sewer), and shall hereinafter be referred to as the "Property."
3. **Purpose:** The purpose of the Agreement is to provide for the purchase and sale of the Property as conveyed through a Grant Deed from OWNER to COUNTY. The Parties acknowledge that COUNTY's intended use of the Property is for a potential workforce/affordable housing development ("Proposed Project").
4. **Purchase Price:** Three million six hundred thousand and no/100 dollars (\$3,600,000.00) for the Property, evidenced by cash payment from the COUNTY to OWNER upon close of escrow ("Purchase Price").
5. **Initial Investigation Period:**
 1. Within five (5) business days of mutual execution of the Agreement of Purchase and Sale ("Agreement"), COUNTY shall remit to Placer Title ("Escrow Holder") an initial deposit of fifty thousand and no/100 dollars (\$50,000.00) ("First Deposit"). COUNTY shall have one hundred and twenty (120) days following mutual execution of the Agreement within which to investigate the Property ("Initial Investigation Period"). The following conditions shall be considered contingencies of the Agreement.
 - a) Project feasibility for the purposes of accommodating the Proposed Project, which may include COUNTY commencing a Request For Proposals (RFP) from qualified workforce/affordable housing developers to develop the Proposed Project.
 - b) Appropriation of purchase funds by COUNTY, and/or assigns, including the receipt of funding from other local funding partners.
 - c) Approval of Zoning; Entitlements; Codes; and Covenants Conditions and Restrictions ("CC&R's"), if any exist.
 - d) Approval of any and all Notices affecting the Property that are in OWNER's possession, including but not limited to delinquencies in payment of any dues, fees, and/or taxes due any governmental agency or jurisdiction having authority.
 - e) Approval of all documents provided by OWNER, including all reports or studies related to the physical condition of the Property, such as surveys, and geotechnical reports. OWNER shall also provide copies of any site plans, reports and studies performed pursuant to the OWNER's prior Highlands Village project applications, approvals and environmental review performed.
 - f) Environmental condition: Owner shall provide copies of any inspections, tests, and/or surveys, including but not limited to, Phase 1 and Phase 2 Environmental

Site Assessments, the presence of underground storage tanks or other potential hazards on the Property.

- g) Physical condition: whether the Property is suitable for the COUNTY's, and/or assigns, intended use.
- h) Title condition: Unrecorded encumbrances, reports, permits, and other records or issues disclosed by OWNER or otherwise identified by COUNTY.
- i) COUNTY's selection of a workforce/affordable housing developer who would assume the terms of this Agreement, and/or subsequent Agreement of Purchase and Sale prior to Close of Escrow.

If COUNTY finds the Initial Investigation Period contingencies unacceptable, and OWNER is unable to correct said Property-related conditions, COUNTY shall have the right, at its sole discretion, to cancel the Agreement and have its First Deposit refunded in full.

- ii. If COUNTY gives written notice to OWNER by 5:00 p.m. of the final day of the Initial Investigation Period of dissatisfaction with any of the above listed Property-related conditions, and the Parties have not entered into a mutually agreeable written resolution and/or mutual extension of the Initial Investigation Period by 5:00 p.m. one (1) business day thereafter, the Agreement shall be deemed cancelled. In such event, the First Deposit paid by COUNTY shall be immediately returned to COUNTY.
- iii. In the event COUNTY provides notice, in writing, to OWNER of its acceptance of the Initial Investigation Period, then the First Deposit shall become nonrefundable and shall be applied toward the Purchase Price at close of escrow, or forfeited to OWNER in the case that there is no close of escrow (to be further defined in the Agreement of Purchase and Sale).

6. **Investigation Period Extension - Project Approval Contingency:** Given the intended purpose for this Proposed Project, the Parties agree that the COUNTY shall have the right to continue the investigations and work to provide the COUNTY time to process and obtain final, non-appealable approvals (including an adopted CEQA document) allowing COUNTY, and/or assigns, to develop and use the Property for the Proposed Project intended use ("Project Approval Contingency"). Therefore, OWNER agrees to grant the COUNTY up to three (3) consecutive three-month Project Approval Contingency periods. The COUNTY's right to each of these extensions will be exercised separately, and in writing ten days prior to the subsequent extension period.

- i. COUNTY, and/or assigns, shall increase the deposit with the Escrow Holder by the sum of twenty thousand and no/100 dollars (\$20,000.00) for each period it so extends. In the event the COUNTY, and/or assigns, exercises each of the three extensions, then the total deposit in the sum of sixty thousand and no/100 dollars (\$60,000), along with the First Deposit of fifty thousand dollars (\$50,000), for a total of one hundred ten thousand dollars (\$110,000.00), shall be held in escrow and be applied towards the Purchase Price at close of escrow.
- ii. If COUNTY gives written notice to OWNER by 5:00 p.m. of the final day of any applicable extension period, or the final exercised extension period that it, and/or assigns, has not obtained all necessary Proposed Project approvals, and OWNER and COUNTY, and/or assign, have not entered into a mutually agreeable extension period by 5:00 p.m. one (1) business day thereafter, the agreement shall be deemed cancelled. In such event, all deposits paid to escrow as of that date, as exercised by the COUNTY, and/or assigns, shall be remitted to OWNER upon demand.

S.A.

- iii. In the event COUNTY, and/or assigns, approve all investigations and removal all contingencies, Escrow Holder shall be directed to commence a thirty-day (30) close of escrow process. In no event does this preclude the COUNTY from waiving this Project Approval Contingency and proceeding to Close of Escrow.

7. **Conditions to Close Escrow:** The Close of Escrow shall be conditioned on all of the following Conditions:

- i. OWNER has timely performed all of its obligations under the Agreement.
 - ii. Property being conveyed is free of all liens, restrictions, encumbrances, and impositions other than the title exceptions permitted by COUNTY, and/or assigned during the Investigation Period.
 - iii. OWNER has not taken any action, or omitted to take any action, which would have the effect of violating or rendering untrue any representation, warranty, covenant or agreement contained herein.
 - iv. OWNER has not caused any change to the physical or environmental condition of the Property following COUNTY's, and/or assigns, approval of any and all conditions and contingencies.
 - v. OWNER has made any and all payments due and owing with respect to the Property, including, without limitation, real estate taxes, assessments, charges, fees, levies and impositions, which payment may be made at Close of Escrow with proceeds of the sale of the Property.
 - vi. COUNTY shall reimburse the OWNER at closing for property taxes and sewer allocation service charges that have already been paid by the OWNER for the period starting from the date of sale to the end of the tax or billing period. Any taxes or services charges owed in arrears by OWNER shall be paid by OWNER at closing.
 - vii. OWNER shall deliver possession of the Property to the COUNTY at Closing free of any leases, claims to or rights of possession.
8. **Closing Costs:** COUNTY shall pay any recording fees, the premium for COUNTY's title insurance policy, one half of all escrow fees, one half of document preparation costs, and one half of other related closing costs. OWNER shall pay any transfer taxes and all costs to place the Property in the condition for conveyance required by the Agreement. Each Party shall pay its own legal, professional, and other consultant fees incurred with regard to this transaction.
9. **Application for Approvals During Investigation Period:** During the investigation period(s), COUNTY, and/or assignee, shall attempt to procure through the County of Placer land use process and the TRPA, a conditional use permit, Design Review Approval, and any other discretionary permits and/or land use entitlements required to allow the Proposed Project Intended use of the Property (hereinafter collectively referred to as "Conditional Use Approvals"). COUNTY, and/or assignee, shall be solely responsible to secure the Conditional Use Approvals, and to pay all costs and fees associated with the Conditional Use Approvals. OWNER consents to them applying for and pursuing such Conditional Use Approvals. OWNER authorizes COUNTY, and/or assigns, to use, duplicate, and submit to any public entity such plans, drawings, and or other documents related to the Property as may be requested for the purpose of reviewing Conditional Use Approvals. As the owner of the Property, OWNER shall sign all applications, which may be required to allow COUNTY, and/or assignee, to apply for the Conditional Use Approvals. OWNER's signature upon any such application shall be strictly for

the purposes of allowing COUNTY, and/or assignee, to submit such applications as they may need to obtain the necessary land use approvals, including the Conditional Use Approvals. OWNER shall not be required to sign as Permittee in connection with the acceptance of any conditions associated with approvals secured by the COUNTY.

10. **Broker Representation/Commission:** COUNTY is representing itself in the transaction, and as such, shall not be responsible to pay any commission and/or finder fee of any kind.
11. **Records:** OWNER acknowledges that the COUNTY is a public entity subject to the Ralph M. Brown Act and the Public Records Act (Cal Govt. Code Sec. 54950 et seq and Cal Govt. Code Sec. 6250 et seq, respectively; collectively the "Acts"). OWNER acknowledges that the Purchase Price and other terms and conditions of this proposed Material Terms and Agreement are subject to public disclosure as part of the Board of Supervisor's open session meeting consideration of this transaction. OWNER further acknowledges that the Agreement, and related transaction documents may be subject to public disclosure under the Acts.

OWNER accepts and agrees to the incorporation of the above Material Terms into the preparation of an Agreement of Purchase and Sale between OWNER and COUNTY. The Parties recognize and agree that the enforceability of the terms of any future Purchase and Sale Agreement shall be subject to prior approval by the Placer County Board of Supervisors or its designee, and OWNER.

OWNER: R.T. NAHAS COMPANY

By: [Signature]
Signature
Shelly Abdean
Print Name

Date: 7/13/18
Title: Vice-President

By: _____
Signature

Print Name

Date: _____
Title: _____

ENVIRONMENTAL IMPACT

Your Board's actions to authorize negotiation of the Agreement of Purchase and Sale and to direct staff to return for consideration of the Agreement are each exempt from CEQA review on multiple independent bases.

Authorization to negotiate an Agreement of Purchase and Sale and direction to staff to return for consideration of the Agreement are each not a project as defined in California Public Resources Code Section 21065 and/or California Environmental Quality Act (CEQA) Guidelines Section 15378(a) and therefore are not subject to CEQA. CEQA applies only to the approval of a project, and the proposed actions do not constitute approval of a project. The authorization, execution and implementation of the Agreement will not cause any physical change to the environment, directly or indirectly, beyond those activities that are already authorized to occur at the site. All potential development at the Nahas Property will be subject to environmental review pursuant to applicable environmental laws.

In the event your Board's authorizations were determined to be a project under CEQA, the actions are exempt from CEQA review pursuant to CEQA Guidelines Section 15352(a). The proposed actions do not constitute approval of a project under CEQA Guidelines Section 15352(a) because they do not commit the County to a definite course of action. The County will have the right to discontinue negotiations or to terminate a future agreement based on contingencies such as the failure to secure project approvals.

Each of these facts is a separate and independent basis for the Board's determination that the Board's actions are exempt from CEQA and do not require further CEQA review.

FISCAL IMPACT

The total acquisition cost for the Property is an estimated \$3,800,000 including the Purchase Price (\$3,600,000), title, escrow, professional consultants, staff and legal costs. At this time, funding for this acquisition has not been appropriated; however, staff has identified \$2,273,000 from County housing and tourism sources such as the Housing Trust Fund, 2017-18 Transient Occupancy Tax fund balance, and the Lake Tahoe Tourism and Promotions budget and the potential for an additional \$500,000 from the Truckee-Tahoe Airport District leaving an additional \$1,027,000 needed from other local sources. Pursuant to the terms of the proposed Material Terms, the County would have 120-days to appropriate purchase funds. Potential other local funders may include the Tahoe Truckee Community Foundation and the Martis Fund. When Staff returns to your Board for consideration of the Agreement of Purchase and Sale, staff will include a recommendation to appropriate funding needed to initiate the due diligence activities and to pay the deposits in the amount up to \$110,000. During the 120-day Initial Investigation Period, staff anticipates returning to your Board to authorize funding for the total purchase funds depending on the outcome of these investigations.

The estimated total cost of the potential workforce/affordable housing development would be determined as a result of the County's request for proposal process for a developer. It is anticipated that this potential development in the Lake Tahoe Region would be very competitive for 9% Low Income Housing Tax Credit (LIHTC) allocated by the California Tax Credit Allocation Committee (TCAC). Other funding needed may come from other State, federal or other grant funding sources.

ATTACHMENT

Property Map
Material Terms



The Nahas Project

A Dollar Hill Local Housing Community Initiative

Local housing for a range of income levels is a critical need in our region.

Our community has the potential to secure achievable local housing that serves a range of community members living and working in the North Tahoe region. The proposed purchase of three parcels at Dollar Hill by Placer County will provide an exciting opportunity that accelerates solutions for our local housing needs and includes rental units and homes for purchase. The location of the property, near Town Centers, grocery stores, parks, transit and schools make it ideally suited for local achievable housing. We envision this project serving our local teachers, fire fighters, special district employees, retail employees, families and more.

Come learn more about this exciting opportunity to create local achievable housing in our community!

The Placer County Board of Supervisors is scheduled to have their first public discussion on the potential purchase next week. Join the conversation!

When: Tuesday, July 24 at 9am (item is slated for 9:35am)

Where: North Tahoe Events Center, [8318 North Lake Blvd., Kings Beach](#)

This project offers an opportunity to put a vision behind one of our greatest needs in the region and we are leading with housing. In short, this project could be a home run for our community. The Dollar Hill Local Housing Community will not provide secondary homes or vacation units, it will be restricted to local housing only.

The Dollar Hill Local Housing Community is committed to on-going community engagement through a partnership with Mountain Housing Council and North Lake Tahoe Chamber | CVB | Resort Association. Community input will be requested throughout the Request for Proposal development process and community members will be asked to serve on the selection panel for applicable developers.

Business Community Input:

Can't make it to the meeting? We would be happy to share additional information and future updates, please contact Cindy Gustafson or Liz Bowling:

Cindy Gustafson, CEO, North Lake Tahoe Chamber | CVB | Resort Association
cindy@gotahoenorth.com | 530-581-8739

Liz Bowling, Communications & Membership Director, North Lake Tahoe Chamber | CVB | Resort Association
liz@gotahoenorth.com | 530-581-8778

Project Input:

Jennifer Merchant, CEO, Placer County
jmerchan@placer.ca.gov | 530-308-1243

You're Invited!

Come join a community conversation about:

Achievable Housing for Locals Nahas Property Acquisition Opportunity (Dollar Hill)

Learn about:

- Regional housing needs/community profile
- Project approach

Provide feedback on:

- Site layout, density and design considerations
- Housing types, affordability levels, and who the project serves
- Desired amenities and other ideas
- Issues and concerns

When: Wednesday, August 1, 3-5 pm

Where: TCPUD meeting room, 221 Fairway Drive, Tahoe City





north lake tahoe

Chamber | CVB | Resort Association

Memorandum

Date: 8/1/18

TO: NLTRA Board of Directors

FROM: Daphne Lange, Tourism Director

RE: Peter Greenberg Worldwide Media Opportunity – Hidden Gems

Action Requested:

Staff is requesting the Board provide direction on this opportunity.

Background:

Peter Greenberg recently came to North Lake Tahoe for his radio show which was broadcast from the Ritz Carlton Lake Tahoe. As a result of that opportunity, his team reached out to propose coming back to film this fall for his Hidden Gems segment which airs as part of his Travel Detective show on PBS and via his web show of the same name.

Peter Greenberg is a Travel Editor for CBS News in addition to his work on his own multi-media platforms including radio, video, social media, books, articles, blogs, newsletters and websites. His audience is comprised of hard-to-reach highly educated and affluent sector of Americans who have the time, interest and income to travel. He has been featured in numerous channels including Travel Channel, The View, Dateline, CNBC and many more.

We asked for our media agency Richter 7 to review the value- this information is below and would also like the Board to know that outside of the direct value, we think this has residual value as the footage will be available for our use. We also have the ability to choose the locations he features and increase digital exposure in markets where we currently are running consumer/meeting efforts such as SF, LA, DC, Chicago and Texas via FB and social channels. The Chicago PBS station is the main distribution point and would be fully covered in that market, additionally the majority of the digital traffic comes from New York and LA.

Richter7 POV:

Research: CA 'visited Tahoe' Scarborough research indexes "ok" for public tv/radio. National 'outdoor activity' MRI research indexes high for public tv/radio.

Public TV skews heavy 55+, and especially 65+ (misses most of our target demo). Radio is a mix in demographic listening and should hit all of our target demo's.

Ratings/Impression: This part is really hard to gauge and thus provide an adequate value. For TV, they are not 100% sure every station on their list will air the program and they only have household ratings which skew heavy 65+. Based on my estimates, I would gauge about 2 million impressions for an airing the 3x segments on TV to our target persona's. For Radio, they do not have concrete data on this and thus are not able to estimate impressions. I would gauge another 1 million. They also have an ok digital following, but do not promise levels of impressions and most social networks limited reach to 10-15% for average tv networks. Thus I would estimate another 200k impressions.

Overall, that would be 3.2 million impressions which equates to a value of \$30,000. Their cost is \$50,000. Making a \$20,000 difference for production. Thus you would need to decide if the production value makes up the difference along with options to further the extension of the program.

What we get:

- An 8 minute segment to film this fall and the specific episode will air in January.
- The split between CA and NV destinations that would be featured will try to keep at the 60/40 split, but we will have control over the locations with Peter's approval.
- We have license to use the final video segment & audio on our website, social media channels and marketing material.
- Hotel accommodations are likely going to be covered outside of the Coop Budget.
- As this is a significant amount of money we want to ensure the larger group feels the value is there. I have also attached our current media plan to show where we are already investing money as this would likely need to come from any potential carryover, opportunistic funding or a reduction in another category.

We are awaiting feedback from the Tourism Development Committee and the Marketing Coop Committee and will be prepared to discuss budgetary impacts at the meeting.

Fiscal Impact:

\$50,000

Attachments:

Peter Greenberg Worldwide Proposal



PETER GREENBERG WORLDWIDE

The Most Credible and Engaging Multi-media Environment in the Travel Industry



WHAT IS THE PETER GREENBERG BRAND?

Peter Greenberg is America's Most-Respected Front-Line Reporter Covering the World of Travel

In addition to his work as Travel Editor for CBS News, Peter's multiple media platforms include video (TV and digital), radio, social media networks, books, articles, blogs, newsletters and websites, reaching millions every day. The Travel Detective series on Public Television serves to inform and influence millions of discriminating travelers as they make their choices about where to play, to work and to live.

Greenberg's audience is comprised of that hard-to-reach highly educated and affluent sector of Americans who have the time, the interest and the disposable income to travel. They are not aspirational consumers; they hit the road and see the world.



WHO IS PETER GREENBERG?



- Travel Editor for CBS News
- Multiple Emmy Award-winning producer and host of TV documentaries and specials
- New York Times best-selling author
- Award-winning journalist/editor for national print, online and TV outlets
- Host of the nationally-syndicated Peter Greenberg Worldwide Radio show and daily short-form segment
- Publisher of the award-winning travel news site PeterGreenberg.com and daily e-newsletter
- Host of the weekly *The Travel Detective* series seen nationally on Public Television



TELEVISION

THE TRAVEL DETECTIVE



THE TRAVEL DETECTIVE SERIES

A fast-paced, **30-minute weekly program** hosted and produced by America's travel expert, Peter Greenberg. In association with Chicago's WTTW, *The Travel Detective* airs on PBS member stations nationwide.



Click the play button to learn more about *The Travel Detective* Series

The world's most respected front-line travel news journalist, Greenberg educates viewers on the travel process like no one else. He goes behind the scenes of hotels, airports, cruise ships, and more to provide insider information and news you can use.

The Travel Detective is interspersed with heavy-hitting interviews, breaking news, personal commentary, and special, accessible destination features selected by the world's leading authority on travel.

The Travel Detective is projected to have **75% carriage** on PBS member stations. **640K households / 766K viewers** will see each episode of *The Travel Detective*. Each episode is projected to air **at least 3 times**. That translates into **1.9M households / 2.3M viewers** for each episode of *The Travel Detective*.



THE TRAVEL DETECTIVE 1ST SEASON

Designated Market Areas

6 of top 10 DMA

14 of top 20 DMA

21 of top 30 DMA

Anchorage – Alaska Public Media
Baton Rouge, LA – LPB2
Bloomington, IN – WTIU
Chicago – WTTW
Cleveland – WVIZ/PBS
Columbus, OH – WOUB-TV & WOSU
Connecticut - CPTV
Denver, CO – Colorado PTV
Detroit/Flint, MI – WCMU & WCMZ
Grand Rapids, MI - WGVU
Indianapolis – WIPB, WFYI & WTIU
Kentucky Educational Television
Las Vegas Public Television
Los Angeles – KLCS, KVCR & PBS SoCal
Maryland – MPT2
Miami – WPBT & WLRN
Nashville – Nashville PTV

New Jersey /Philadelphia – NJTV
New Mexico – PBS New Mexico
New Orleans – WLAE
New York –THIRTEEN & WLIW21
North Carolina – UNC-MX
Orlando – WEFS
Phoenix – KAET
Raleigh – UNC-MX
Richmond, VA – WCVW
Sacramento – KVIE
San Bernardino/Riverside, CA – KVCR
San Francisco – KQED & KRCB
Spokane – KWSU & KTNW
Tampa – WUSF
Toledo – WGTE
Tucson – AZPM
Washington, DC – WHUT

Additional stations added regularly

DISTRIBUTION

PBS and its member stations reach a coveted audience of affluent, educated decision makers through engaging stories that invite people from every walk of life to explore new places, new ideas, and new experiences.



An annual national survey conducted over the last 12 years has consistently confirmed that PBS and its member stations are ranked **number one in trust among nationally known institutions.**

Compared to the average U.S. population, viewers of PBS programming are **more likely to travel**, both domestically and internationally, and they tend to **spend more on their travels.**

U.S. households that watch PBS and its 350+ member stations are more likely to have a **college education and earn more than \$100K** a year.



Source: CARAVAN ORC International

REACHING MORE VIEWERS



Over the course of a year, 82% of all U.S. television households – and 200 million people – watch PBS. In a typical month, nearly 100 million people watch their local PBS stations. Through July 2017, PBS has averaged a 1.43 national primetime household rating, an increase over the previous year.

PBS primetime rating for news and public affairs programming is 110% higher than that of CNN. PBS primetime audience is also significantly larger than many commercial channels, including:

- A&E (PBS audience is 156% larger)
- TLC (138%)
- Bravo (123%)
- HBO (77%)
- Discovery Channel (53%)
- HGTV (36%)

In a typical month, Americans view more than 360 million videos across all PBS digital platforms. PBS has nearly 15 million combined followers across its social networks, including Facebook, Google+, YouTube, and Twitter.



Source: Nielsen NPower

PBS AUDIENCES ARE TRAVELING

PBS viewers index is higher than the U.S. population for virtually every destination – domestic and foreign

DOMESTIC

PBS viewers are 16% more likely than the overall U.S. population to spend more than \$2,000 on domestic travel, and 20% more likely to spend more than \$5,000

INTENT TO TRAVEL

More PBS viewers are “very likely” to travel in the next 12 months than the average American

20% more likely to travel to Europe
8% more likely to travel to the Caribbean
8% more likely to travel domestically
7% more likely to take a cruise

TRAVEL PATTERNS

International (travel within the last 3 years):

7% more likely to have traveled internationally in the past 3 years
39% more likely to have visited the Virgin Islands
35% more likely to have visited Puerto Rico
31% more likely to have visited the Cayman Islands
21% more likely to have visited other Caribbean islands
41% more likely to have visited France
34% more likely to have visited England
33% more likely to have visited Italy
51% more likely to have visited Southeast Asia
35% more likely to have visited Hong Kong
34% more likely to have visited Japan
24% more likely to have visited China
44% more likely to have visited Central America
18% more likely to have visited South America
25% more likely to have visited other Middle Eastern countries
15% more likely to have visited Israel
29% more likely to have visited Africa



Source: Doublebase Gfk MRI weighted to Population

PETER GREENBERG WORLDWIDE HIDDEN GEMS



PETERGREENBERG.COM

HIDDEN GEMS

Greenberg hosts a 8-minute web series and *Travel Detective* segment called “Hidden Gems,” that highlights the lesser-known activities not found in most traditional guidebooks or websites. From regional cooking lessons with local chefs to adventurous sports to cultural experiences, Peter uncovers those special yet accessible places that many visitors overlook. *Hidden Gems* inspires travelers to immerse themselves in the culture and embark on life-changing journeys.



PETERGREENBERG.COM

HIDDEN GEMS STORY IDEAS

In **Hidden Gems: Australia**, Peter soars over Sydney on a seaplane to share one of his favorite hidden spots to eat on the Hawkesbury River that's off the lunch menu. Then, he explores a different side of Australia with a visit to Tasmania. Once there, he discovers local artisanal crafted wine and cheese, then visits a crafts art museum that brings a new meaning to underground art.

In **Hidden Gems: Alaska**, Peter explores the city of Anchorage, taking advantage of the extra hours of sunlight to take in a game of baseball...at midnight. Then he takes the reins and goes on a special dog sledding adventure in the Punchbowl Glacier with some of the fastest huskies in the world.

Costa Rica and coffee are practically synonymous. So, in **Hidden Gems: Costa Rica**, Peter doesn't just buy coffee, he takes you to an organic coffee plantation. Then Peter visits a ranch that rehabilitates and then releases hundreds of animals that are abused or left homeless from the effects of deforestation or construction. But, as Peter discovers, the main attraction of the Ranch are the sloths, and the babies are the epitome of cute.

Hidden Gems of Australia



Hidden Gems of Anchorage



Hidden Gems of Costa Rica



DIGITAL DISTRIBUTION

In addition to distribution on *The Travel Detective*, these video segments are distributed across multiple Web and social media platforms. Videos are posted on PeterGreenberg.com and HuffingtonPost.com. These posts are then promoted on Peter's e-newsletter and across his social media channels, including Twitter and Facebook. Videos uploaded onto Peter's YouTube Channel are distributed to more than one million Google+ followers.

PeterGreenberg.com

200,000 unique visitors every month reaching a highly coveted niche of educated, informed travelers

88 percent have a current passport

More than 50 percent travel internationally each year

48 percent travel more than 4 times a year for leisure

50 percent spend \$2,500 to over \$10,000 a trip (of that group 38 percent spend \$2,500 to 5,000)

E-Newsletter

E-newsletter promotes online videos, travel tips and feature stories, reaching 50,000+ dedicated subscribers every week

Peter Greenberg Worldwide Radio

Peter Greenberg Worldwide Radio 3-hour weekend program and short-form Daily Travel Minute air on 119 stations nationwide, reaching a combined 1.3 million listeners weekly

Social Media Followers

Over 2.3 Million combined followers:

Facebook

Instagram

Twitter

Pinterest

Google+

YouTube

LinkedIn

Foursquare



Huffington Post

9 Global Editions published across the globe.

81 million monthly unique visitors.

1.1B million monthly page views.

12 percent year over year growth in unique visitors.

51.3 million monthly mobile unique visitors with 204 million page views



PETER GREENBERG WORLDWIDE RADIO



PETER GREENBERG WORLDWIDE RADIO



Peter is the host of *Peter Greenberg Worldwide*, a three-hour weekend radio program, and the *Peter Greenberg Worldwide Travel Minute* daily radio feature, airing on a combined 119+ stations nationwide reaching 61.5% of the U.S. market. The programs are distributed by United Stations Radio Network, one of the top radio syndicators in the country to over 1.3 million listeners. Peter also has a weekly 40 minute radio podcast about the Destination itself, plus additional stand-alone segments. The podcast is carried on BlogTalkRadio, iTunes, PeterGreenberg.com, and all stakeholder websites.



PETER GREENBERG WORLDWIDE RADIO (cont'd)

- Broadcasts from a different location around the world every weekend
- Features local guests, call-in listeners and newsmakers from around the globe
- Short-form feature airs Monday-Friday
- Now in its 17th season, and podcast now in its 14th season
- Broadcasts in all major markets including New York, Los Angeles, Chicago, Philadelphia, Boston, Washington DC, Atlanta and Houston
- Reaches a targeted, affluent and highly interested market in travel and news on both domestic and international destinations
- Has its largest market in America, however it is accessed all over the world, including Puerto Rico, Slovenia, Australia, South Africa, Canada, Mexico, the UK, Colombia, Israel, France, Germany, and many more





PETER GREENBERG WORLDWIDE CONTENT COST BREAKDOWN



HIDDEN GEMS: LAKE TAHOE



- One (1) *Hidden Gems* video segment featured on *The Travel Detective*
- One (1) additional video segment featured on *The Travel Detective*
- One (1) Radio Show & Podcast
- License to use final video segment & audio on your website, social media channels & marketing material
- Access to raw video footage from the television shoot

TOTAL INVESTMENT: \$50,000 Net*

*Cost does not include airfare, hotel or ground transportation expenses



THANK YOU

For additional information please contact:

Seth Goldman
VICE PRESIDENT OF PRODUCTION
PETER GREENBERG WORLDWIDE
Phone 310-957-1106
Email Seth@PeterGreenberg.com





north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 7.26.18

TO: NLTRA Board of Directors

FROM: Cindy Gustafson, CEO

RE: Presentation by Placer County regarding TOT Collection Enforcement and Ordinance Revisions

Action Requested

None, informational item.

Background

The Executive Committee requested a presentation from the County on their efforts to collect TOT from individual property owners renting their homes. When contacted, the County staff also informed us that they are working on TOT Ordinance Revisions and will be holding workshops on August 20th to discuss with lodging providers.

Doug Jastrow, Revenue Services Manager with Placer County will be present to provide information on both items.



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 7.26.18

TO: NLTRA Board of Directors

FROM: Cindy Gustafson, CEO

RE: Placer County Voter Survey Results

Action Requested

None, informational item only.

Background

As part of our work on revenue development strategies, staff has been working with Placer County staff on a voter survey. Placer County retained FM3 Research to conduct the survey and NLTRA participated in the development of the survey questions. The survey was conducted June 24 – July 2, 2018, with 341 telephone and online interviews with likely voters for the November 2018 election. Because FM3 has conducted previous survey work, the results allow comparisons to past results.

In summary the key results indicated:

- Voters are increasingly unsure about the direction of the area.
- NLTRA is viewed less favorably than in 2011 but more so than in 2016.
- Housing and traffic are the biggest issues facing the community.
- Growth and development is a significant concern.
- 71% of voters say the region needs additional funding.
- Sales tax questions received 63% support (less than needed 2/3 support).
- TOT increases received over 75% support.

Attached is a presentation summarizing the results as well as a copy of the tabulated results.

Attachments

- Presentation of Results from FM3
- Voter Survey Results



Voter Attitudes Toward a Potential North Lake Tahoe Finance Measure

*Key Findings of a Survey Conducted
June 24 – July 2, 2018*



OPINION
RESEARCH
& STRATEGY

220-5015

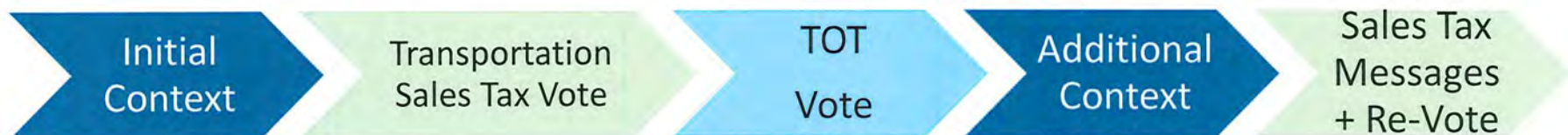
Methodology

- 341 telephone and online interviews with voters likely to turn out in November 2018
- Interviews conducted June 24 - July 2, 2018
- Interviews on landlines and cell phones
- Margin of sampling error of +/- 5.3% at the 95% confidence interval for the entire sample
 - The margin of error is +/- 8.9% for half samples and +/- 12.7% for quarter samples
- Some percentages may not sum to 100% due to rounding

Survey Approach

The sample was divided into two demographically comparable groups and the survey was structured such that:

Half Sample:



Half Sample:



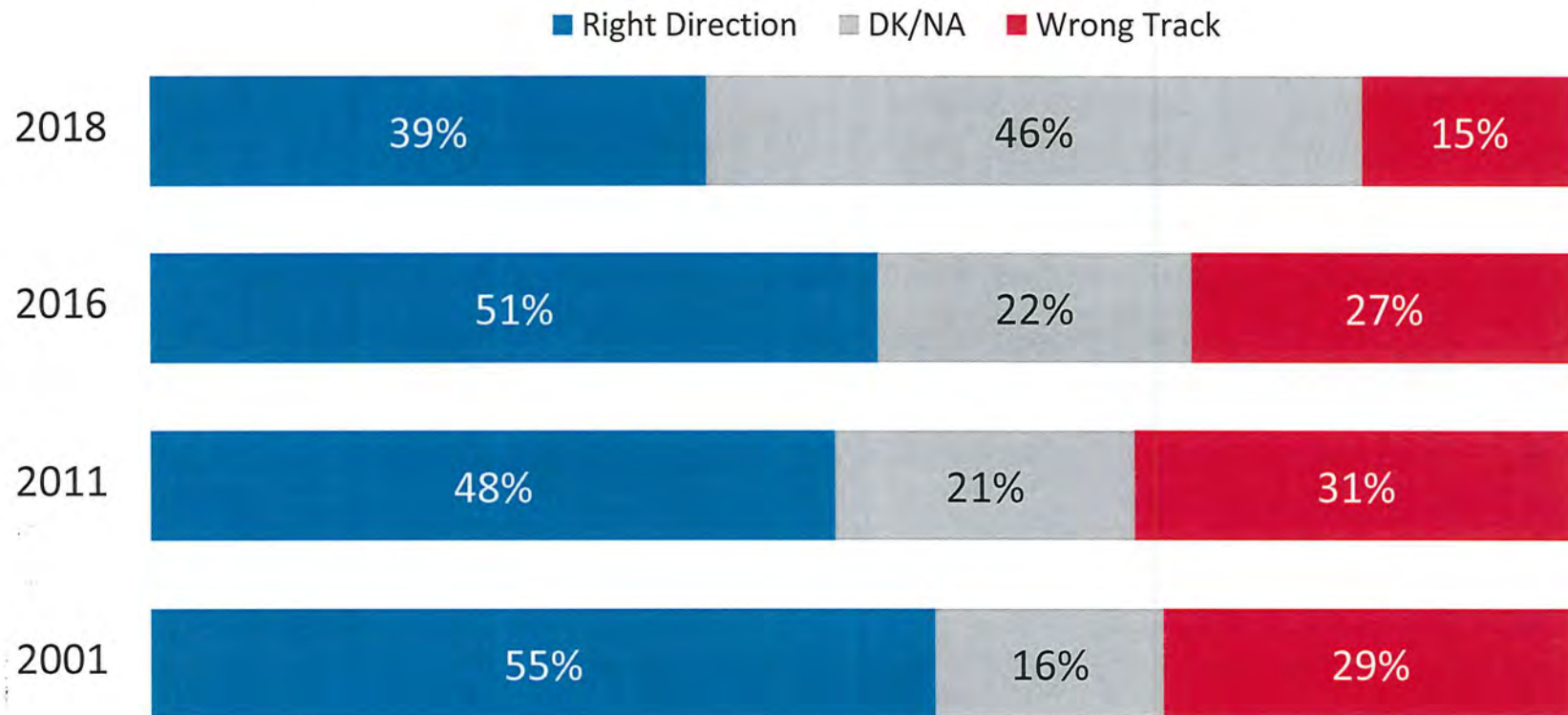
When voters heard the ballot questions, the rates were presented in rotated order.



Issue Context

Voters are increasingly unsure about the direction of the North Lake Tahoe area.

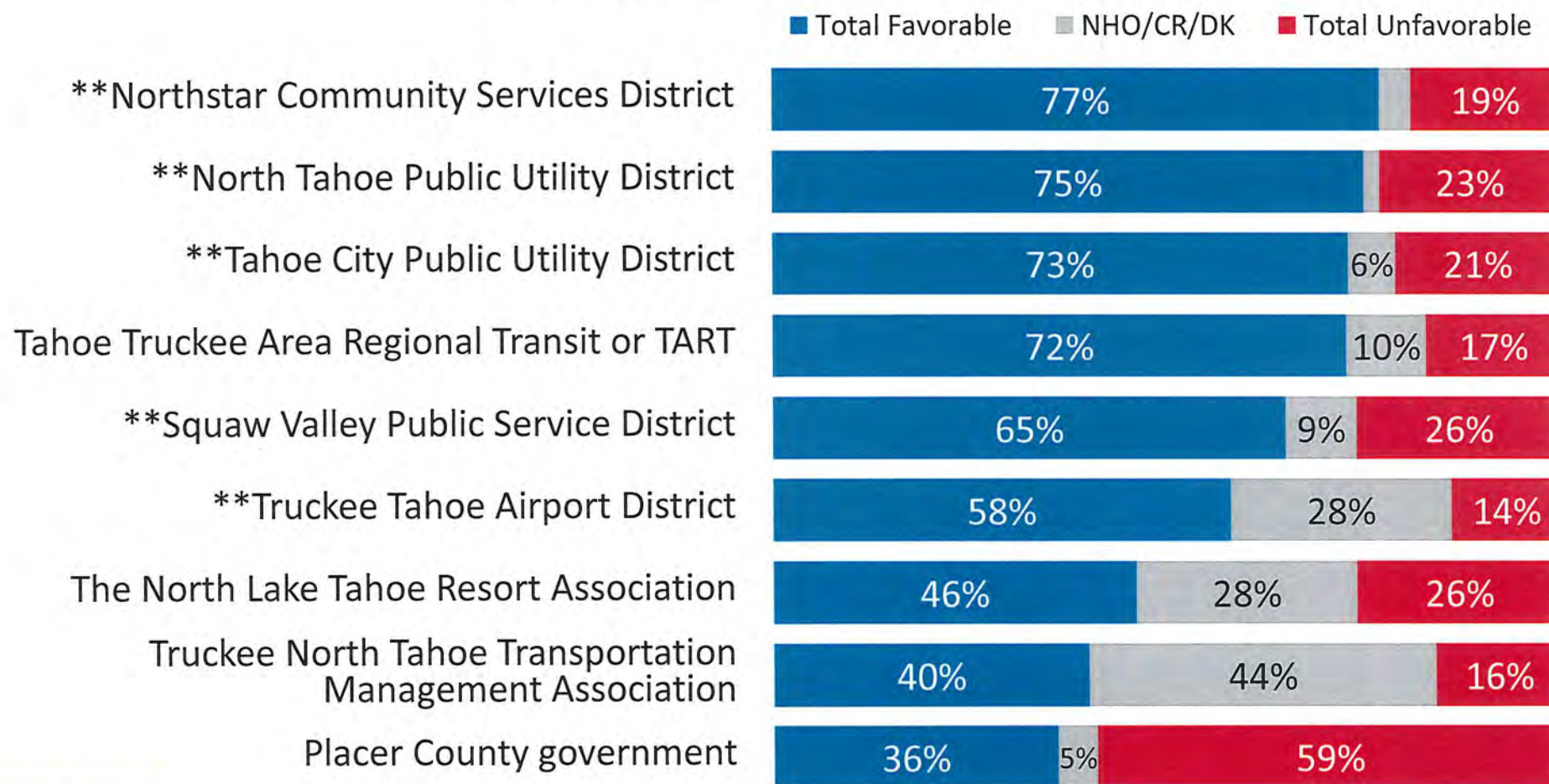
Thinking about the way things are going in the North Lake Tahoe area right now, would you say they are going in the right direction, or are they on the wrong track?



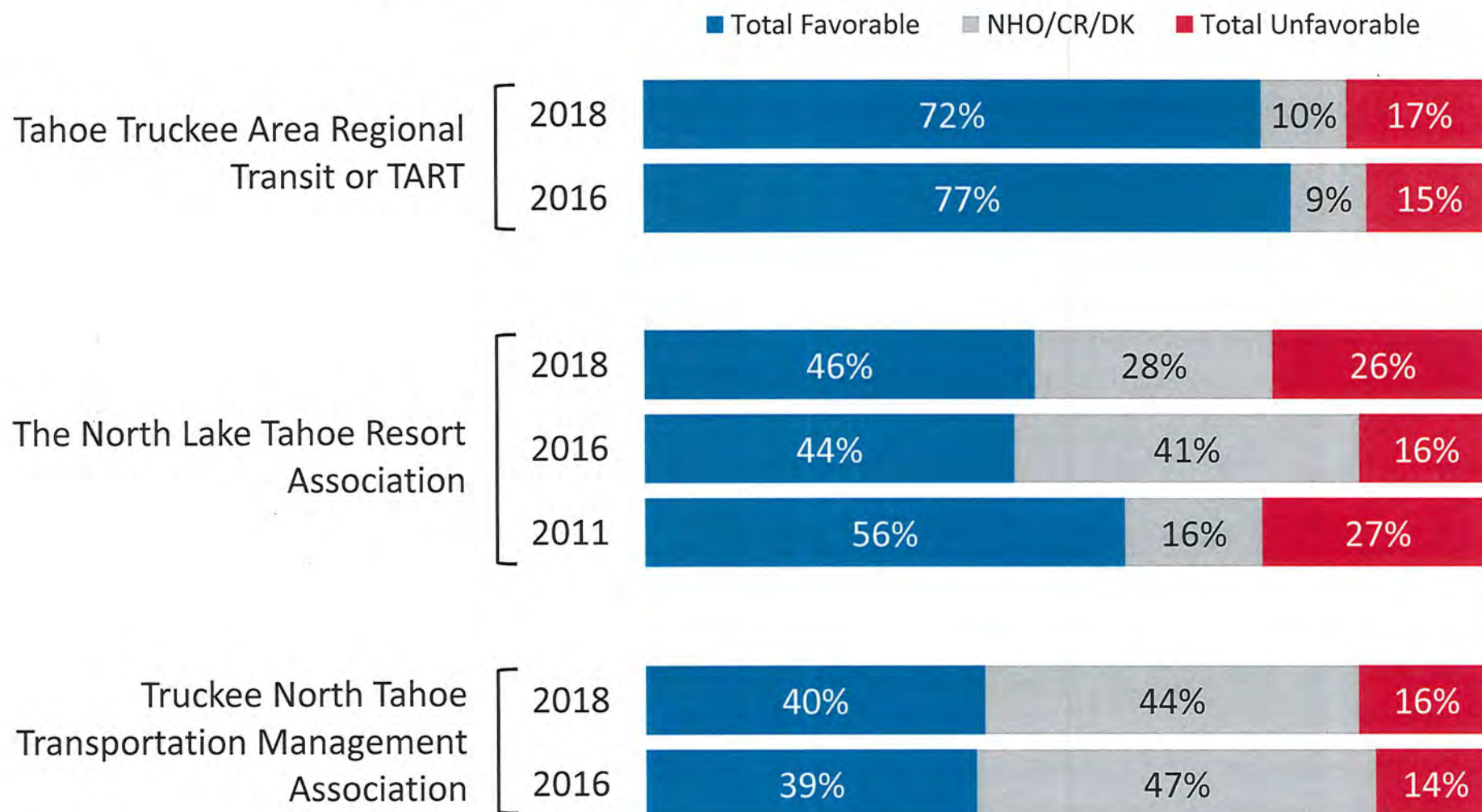
Voters view a number of public agencies positively, but are critical of the County.

I am going to read you a list of names of some institutions that are often in the public eye. Please tell me if your overall impression of the institution is favorable or unfavorable.

If you don't recognize any of them, just say so.

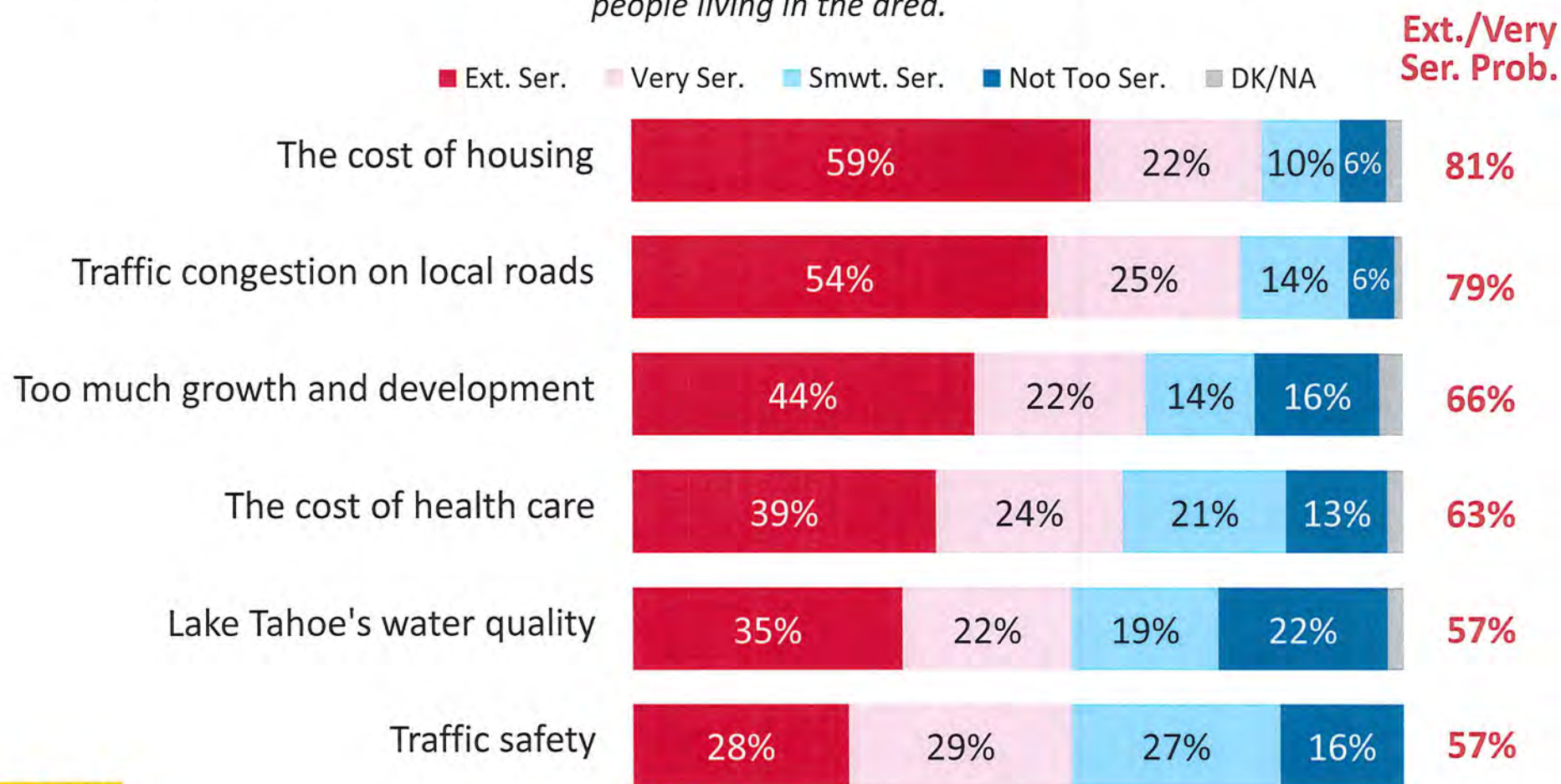


TART continues to be viewed very favorably by voters.

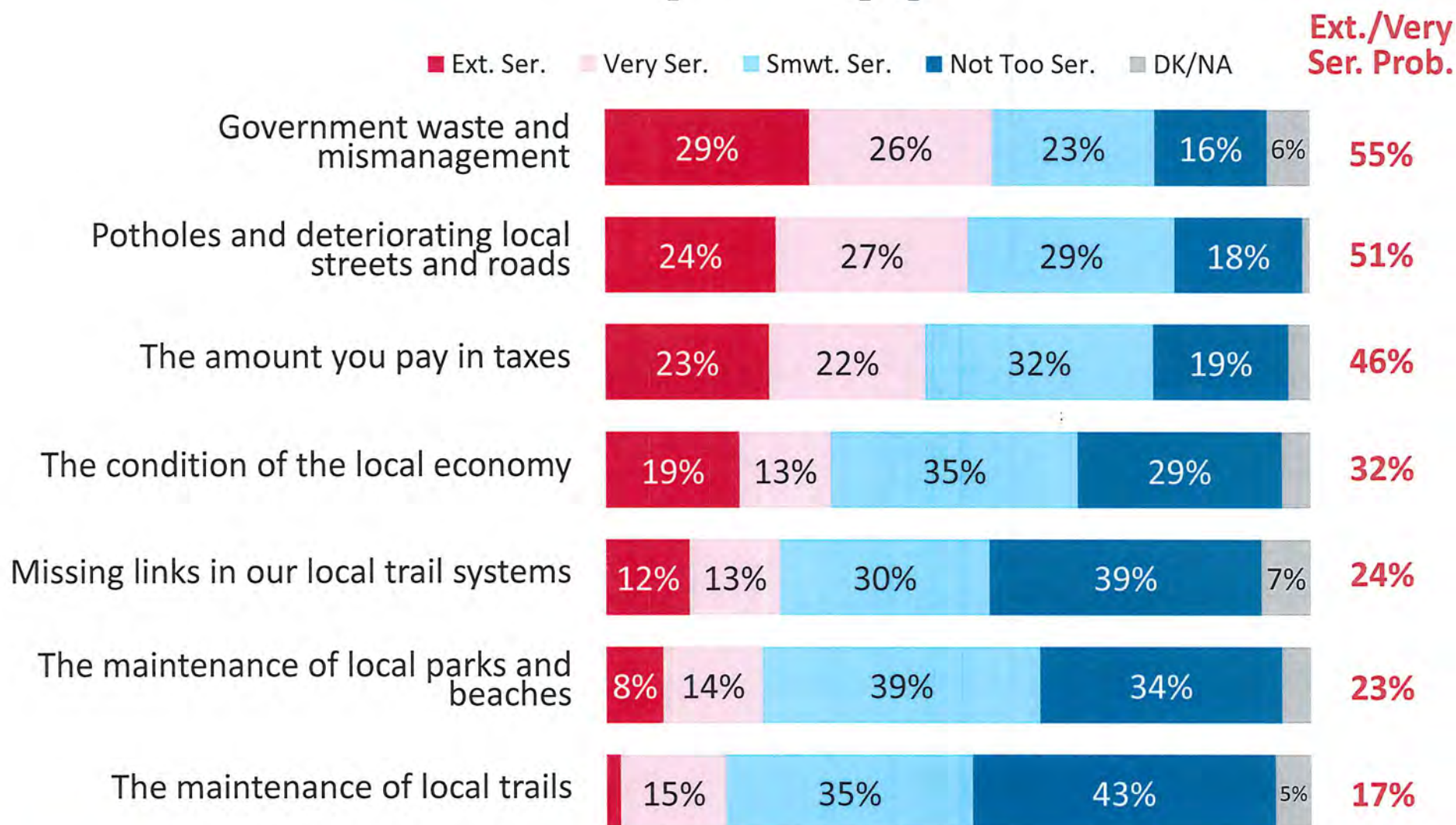


Voters see the cost of housing and traffic as the biggest issues facing the community.

I'm going to read you a list of issues that could be problems for people living in the North Lake Tahoe area. Please tell me whether you personally consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem at all for people living in the area.



Local trails and beaches are seen as the lowest priority problems.



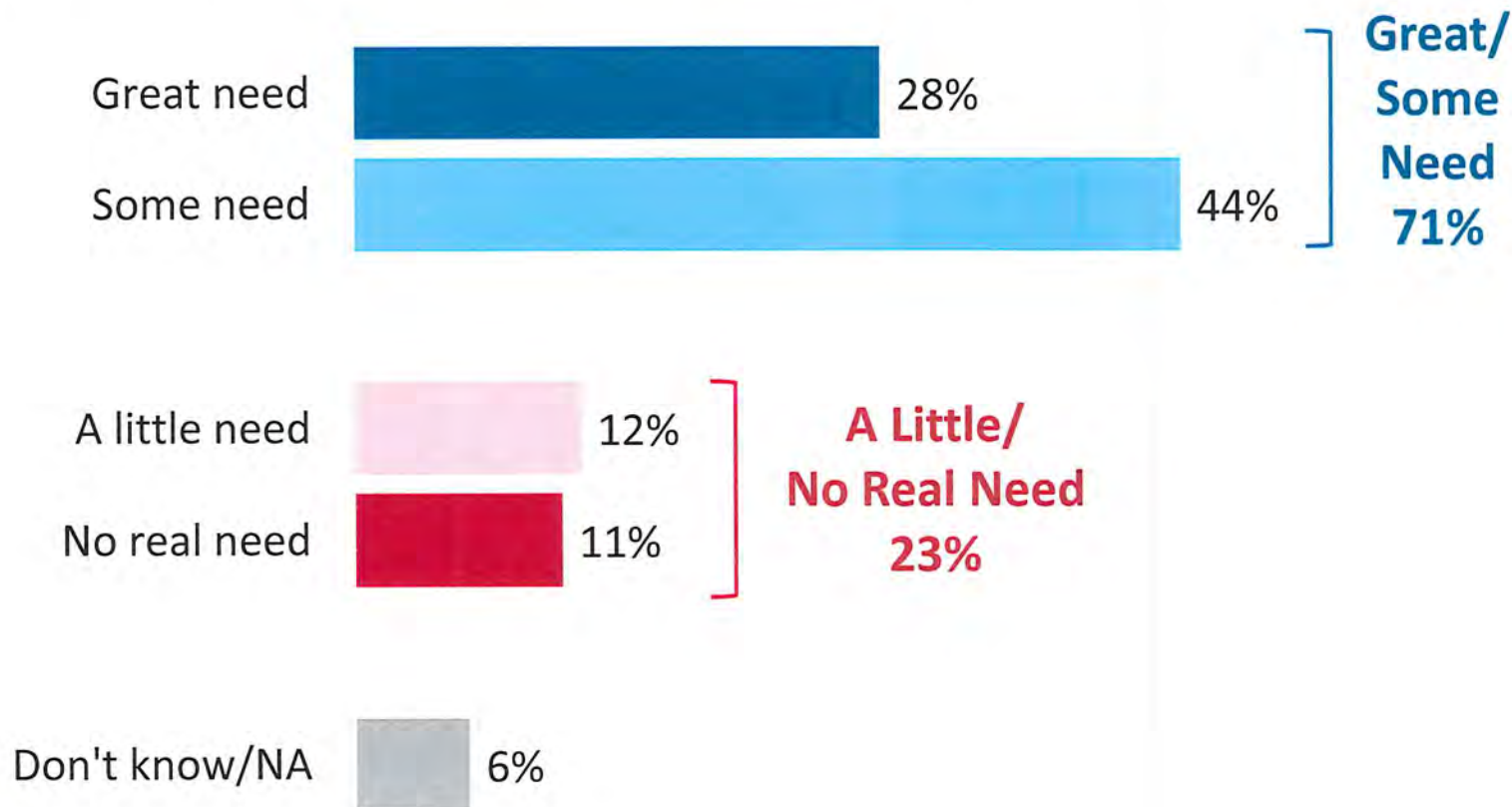
Growth and development has surged as an issue in recent years.

(Extremely/Very Serious)

Issues	2011	2016	2018
The cost of housing	--	71%	81%
Too much growth and development	26%	40%	66%
Government waste and mismanagement	--	41%	55%
Potholes and deteriorating local streets and roads	--	43%	51%
The amount you pay in taxes	35%	31%	46%
The condition of the local economy	64%	35%	32%

Seven in ten voters say the region has a need for additional funding.

In general, would you say that to provide local services, the North Lake Tahoe region has a great need for additional funding, some need, a little need, or no real need for additional funding?





Support for Finance Measures in North Lake Tahoe

Transportation Sales Tax Ballot Measure Tested

Two-thirds vote threshold

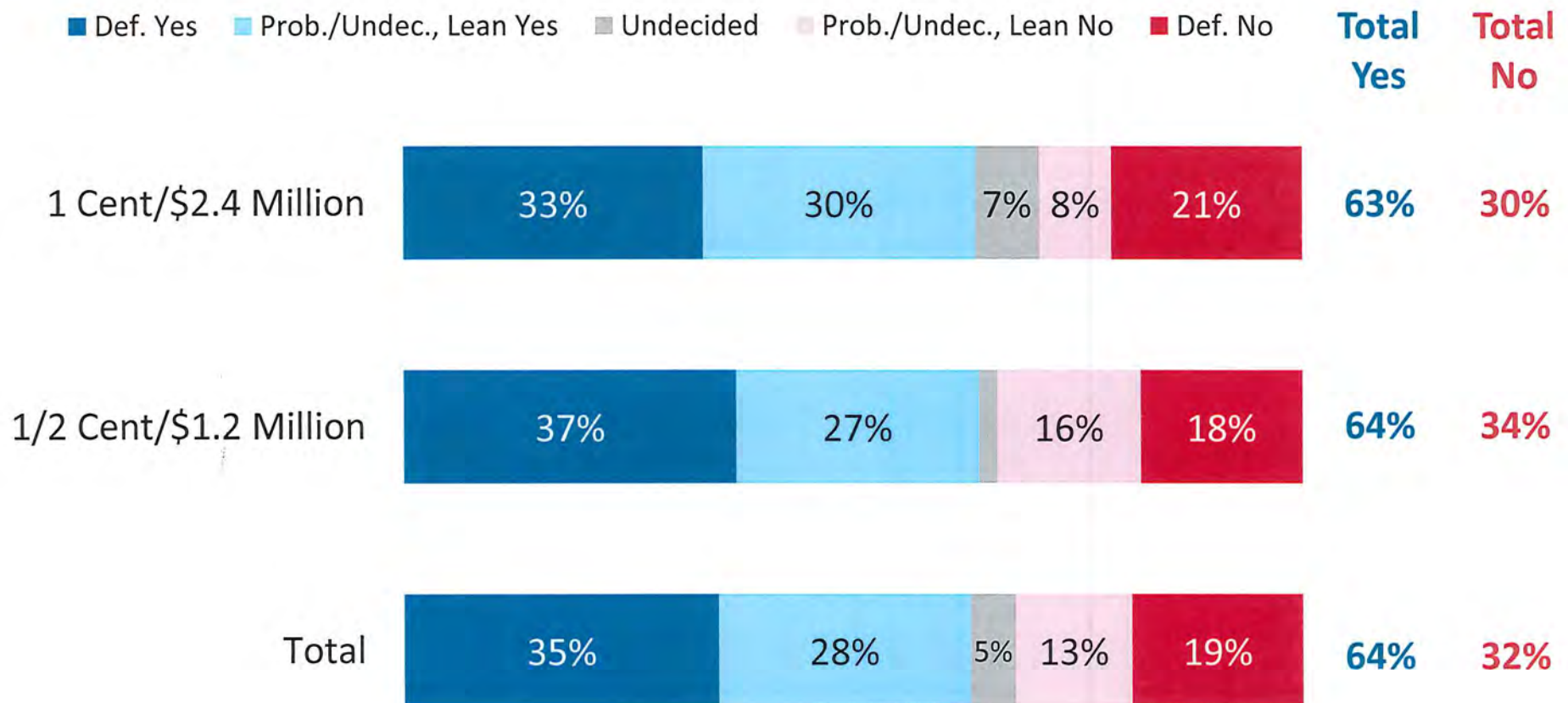
North Lake Tahoe Traffic Reduction, Trail Maintenance, and Transit Improvement Measure.

To:

- Reduce congestion and provide safe roads for students, drivers, cyclists and pedestrians with improved traffic controls;
- Repair, maintain, and expand local trails; and
- Improve local bus and other transportation services,

Shall a measure be adopted establishing a North Lake Tahoe Transportation Authority (**SPLIT SAMPLE C ONLY: 1 cent**) (**SPLIT SAMPLE D ONLY: ½ cent**) sales tax generating approximately (**SPLIT SAMPLE C ONLY: \$2,400,000**) (**SPLIT SAMPLE D ONLY: \$1,200,000**) annually for 20 years, with independent audits and citizens' oversight, and all fund exclusively for North Lake Tahoe?

Both versions of a transportation sales tax measure receive less than two-thirds support initially.



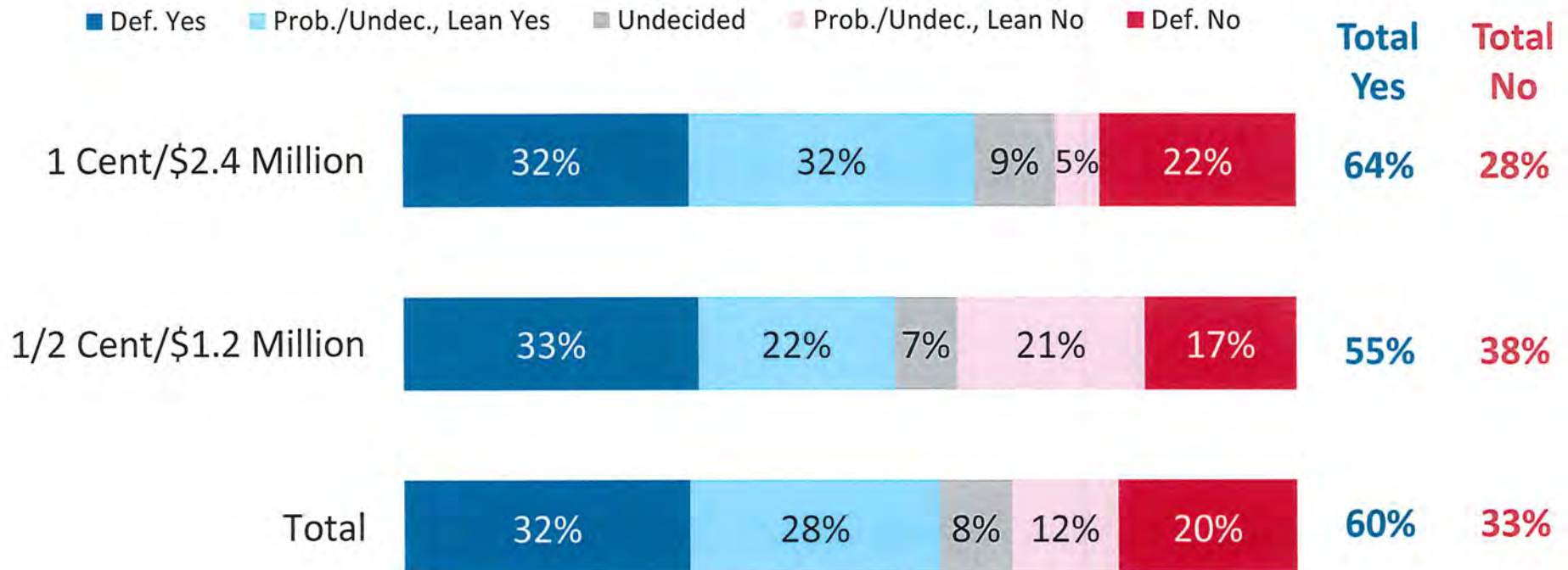
Support for the sales tax is strongest among Democrats and voters under age 40.

Demographic Group	Total Yes	Total No	Undec.	Demographic Group	Total Yes	Total No	Undec.
Gender				Education			
Men	67%	30%	3%	Some College or Less	63%	34%	3%
Women	60%	34%	6%	Four-Year College or More	65%	29%	6%
Party				Turnout in Last 6 Elections			
Democrats	71%	21%	8%	1+/6	62%	33%	5%
Independents	63%	36%	1%	2+/6	62%	33%	5%
Republicans	49%	48%	3%	3+/6	61%	33%	5%
Age				4+/6	61%	34%	5%
18-29	76%	20%	4%	5+/6	56%	38%	5%
30-39	87%	11%	2%	6/6	54%	38%	8%
40-49	65%	30%	5%				
50-64	59%	38%	4%				
65-74	50%	40%	10%				
75+	66%	34%	0%				

A shorter sunset does not increase support.

What if instead of establishing a **(SPLIT SAMPLE C ONLY: 1 cent)**
(SPLIT SAMPLE D ONLY: ½ cent) sales tax for 20 years to fund transportation projects
 in North Lake Tahoe, this measure instead established a **(SPLIT SAMPLE C ONLY: 1 cent)**
(SPLIT SAMPLE D ONLY: ½ cent) sales tax for 10 years?

10 Year Sunset



TOT Ballot Measure Tested

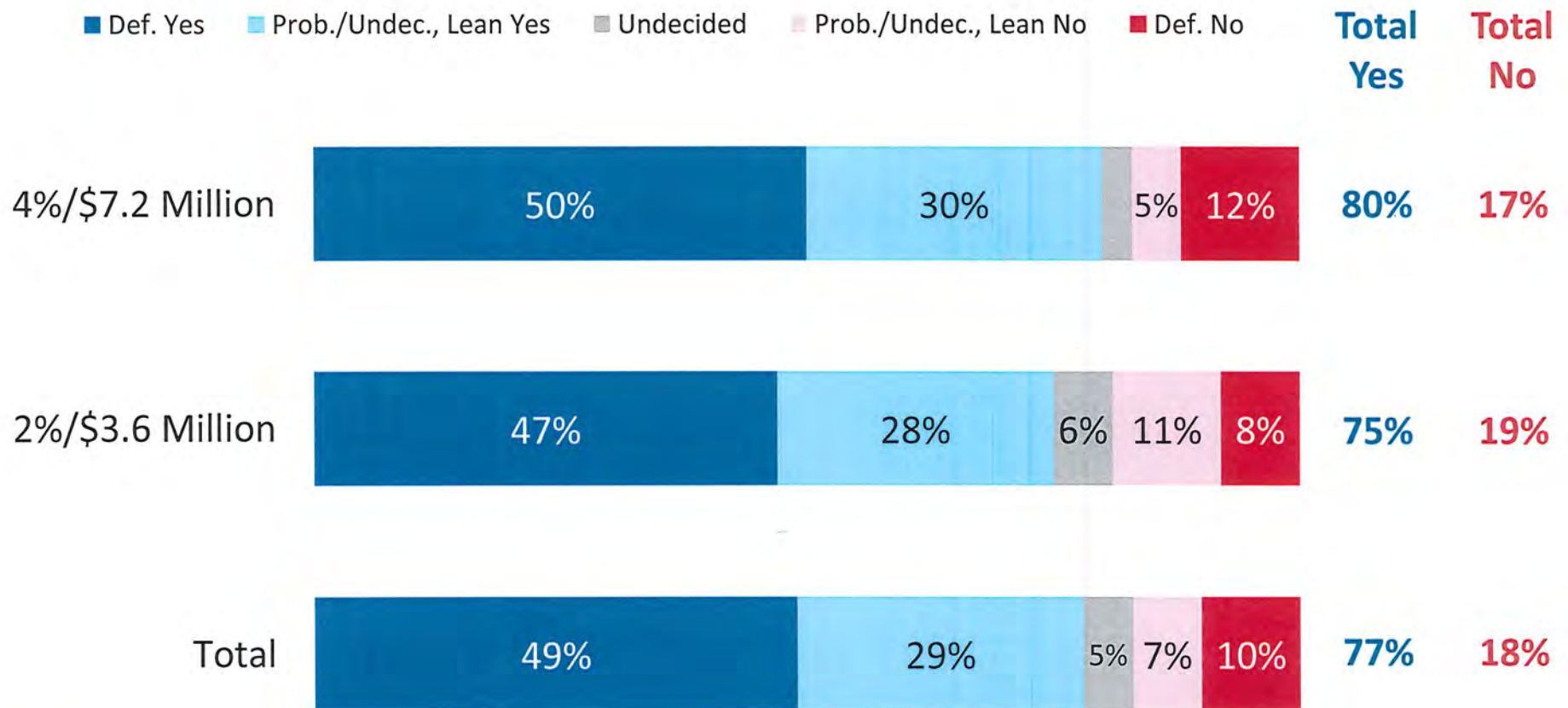
Majority vote threshold

To:

- Reduce traffic congestion and tourism impacts;
- Provide affordable housing options;
- Maintain and enhance local trails, and parks, and beaches; and
- Maintain other public and transportation services,

Shall a measure be adopted increasing—over the countywide 8% base—the existing 2% North Lake Tahoe transient occupancy tax by **(SPLIT SAMPLE C ONLY: 4%) (SPLIT SAMPLE D ONLY: 2%)**—paid only by lodging guests, not local taxpayers, and generating—until ended by voters—approximately **(SPLIT SAMPLE C ONLY: \$7.2 million) (SPLIT SAMPLE D ONLY: \$3.6 million)** annually, with independent audits, citizens’ oversight, and all funds exclusively for North Lake Tahoe?

Support for both versions of the TOT is very strong.

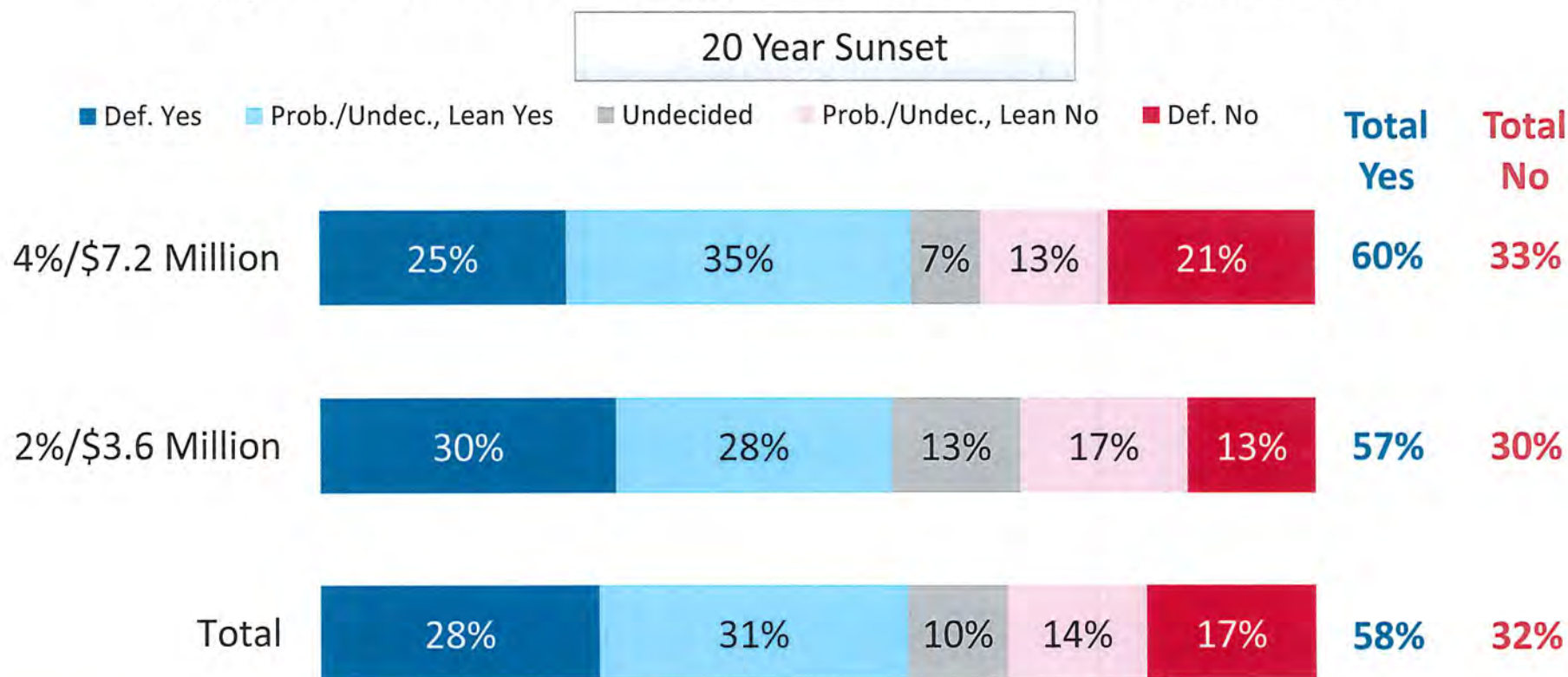


Support for the TOT cuts across demographic group.

Demographic Group	Total Yes	Total No	Undec.	Demographic Group	Total Yes	Total No	Undec.
Gender				Education			
Men	73%	22%	5%	Some College or Less	79%	17%	3%
Women	81%	14%	5%	Four-Year College or More	77%	18%	5%
Party				Turnout in Last 6 Elections			
Democrats	82%	13%	5%	1+/6	77%	18%	5%
Independents	74%	22%	3%	2+/6	76%	18%	5%
Republicans	71%	22%	7%	3+/6	76%	18%	6%
Age				4+/6	75%	19%	6%
18-29	96%	4%	0%	5+/6	76%	19%	6%
30-39	88%	5%	7%	6/6	78%	16%	5%
40-49	79%	17%	4%				
50-64	75%	21%	4%				
65-74	71%	24%	5%				
75+	72%	21%	7%				

A 20-year sunset does not increase support for the TOT.

What if instead of increasing the existing North Lake Tahoe transient occupancy tax by **(SPLIT SAMPLE C ONLY: 4%) (SPLIT SAMPLE D ONLY: 2%)** until ended by voters, this measure instead increased increasing the existing North Lake Tahoe transient occupancy tax by **(SPLIT SAMPLE C ONLY: 4%) (SPLIT SAMPLE D ONLY: 2%)** for 20 years?

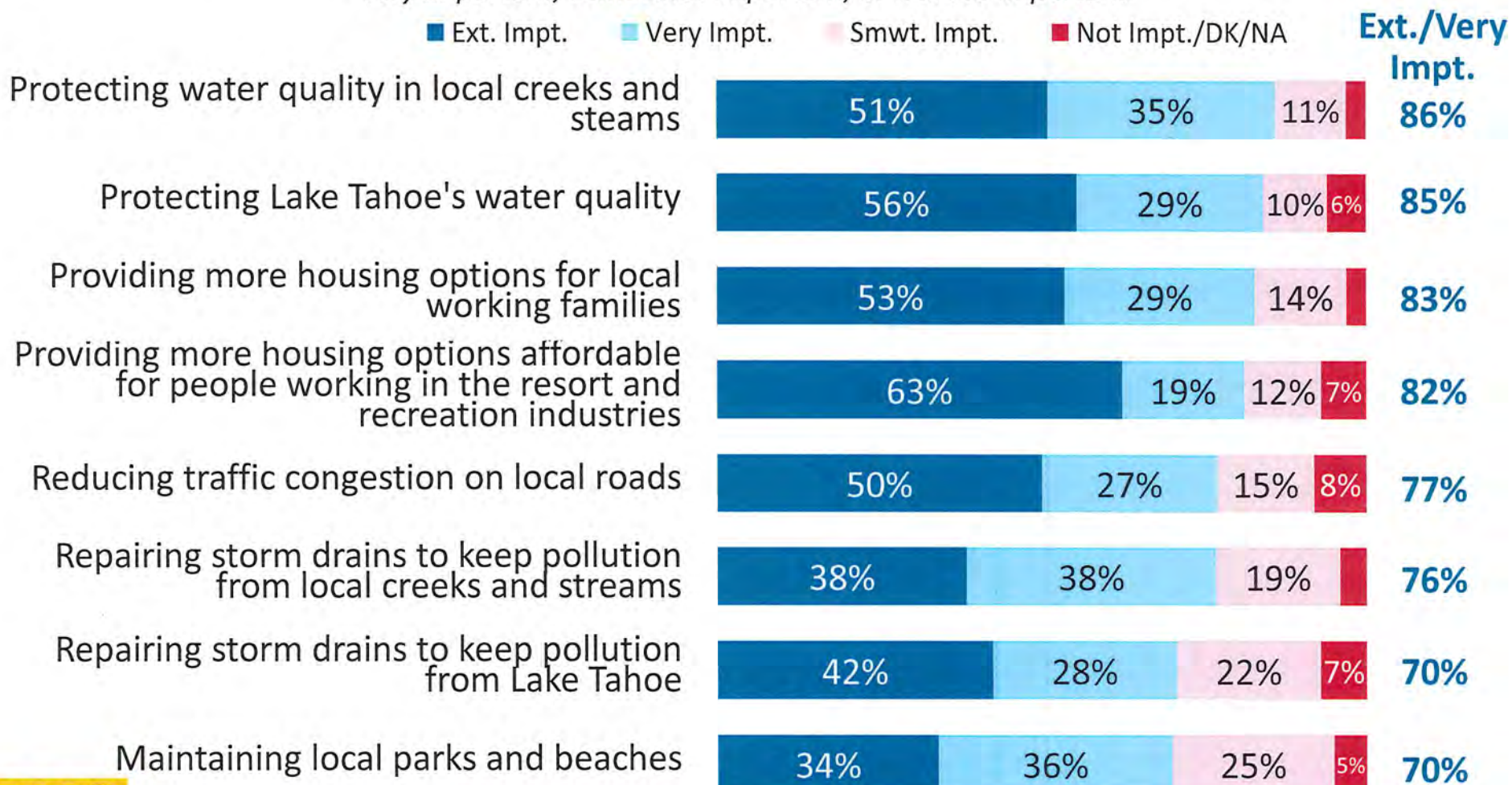




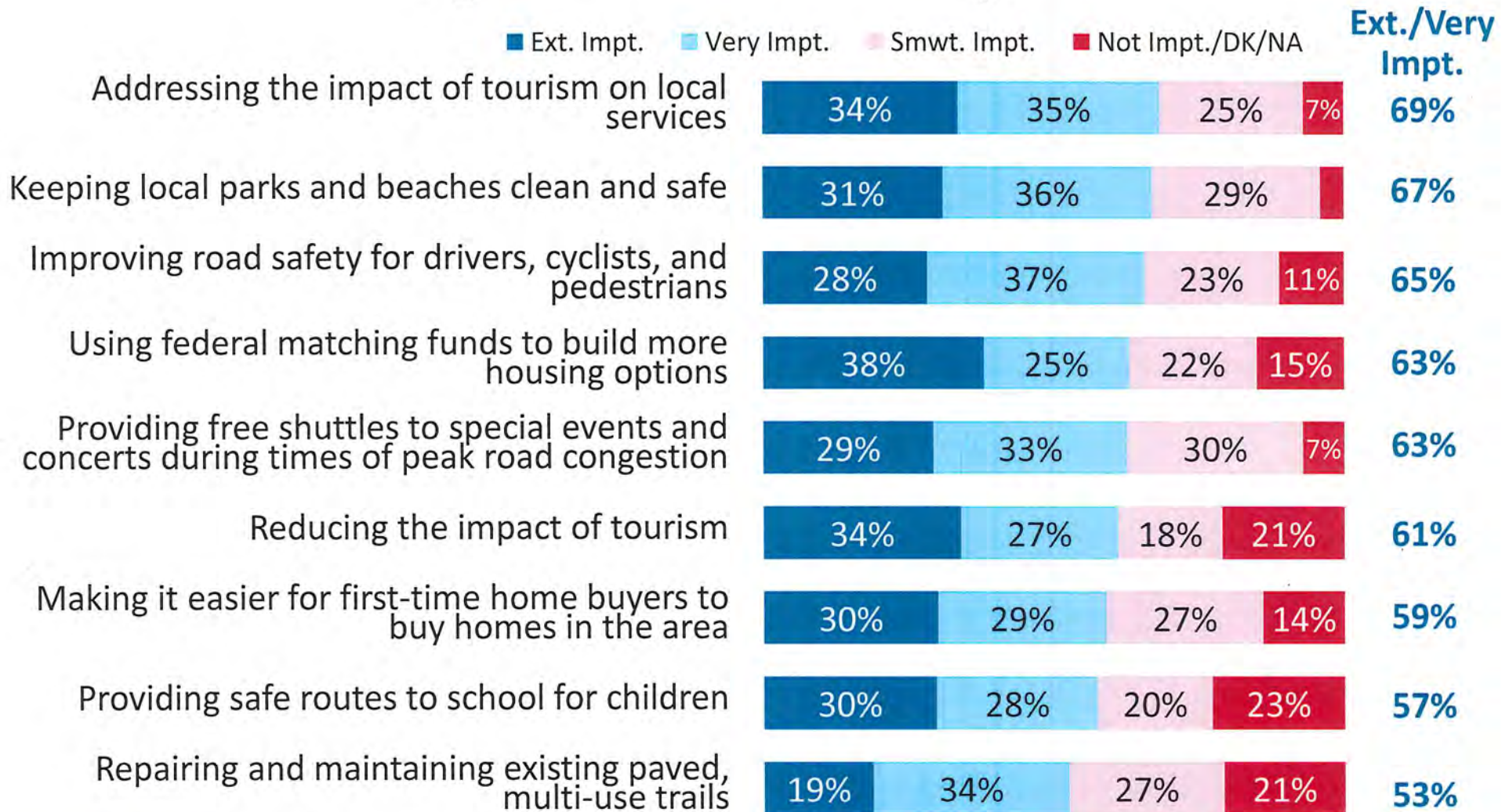
Spending Priorities for New Revenue

Protecting water quality and providing affordable housing options are voters' top priority.

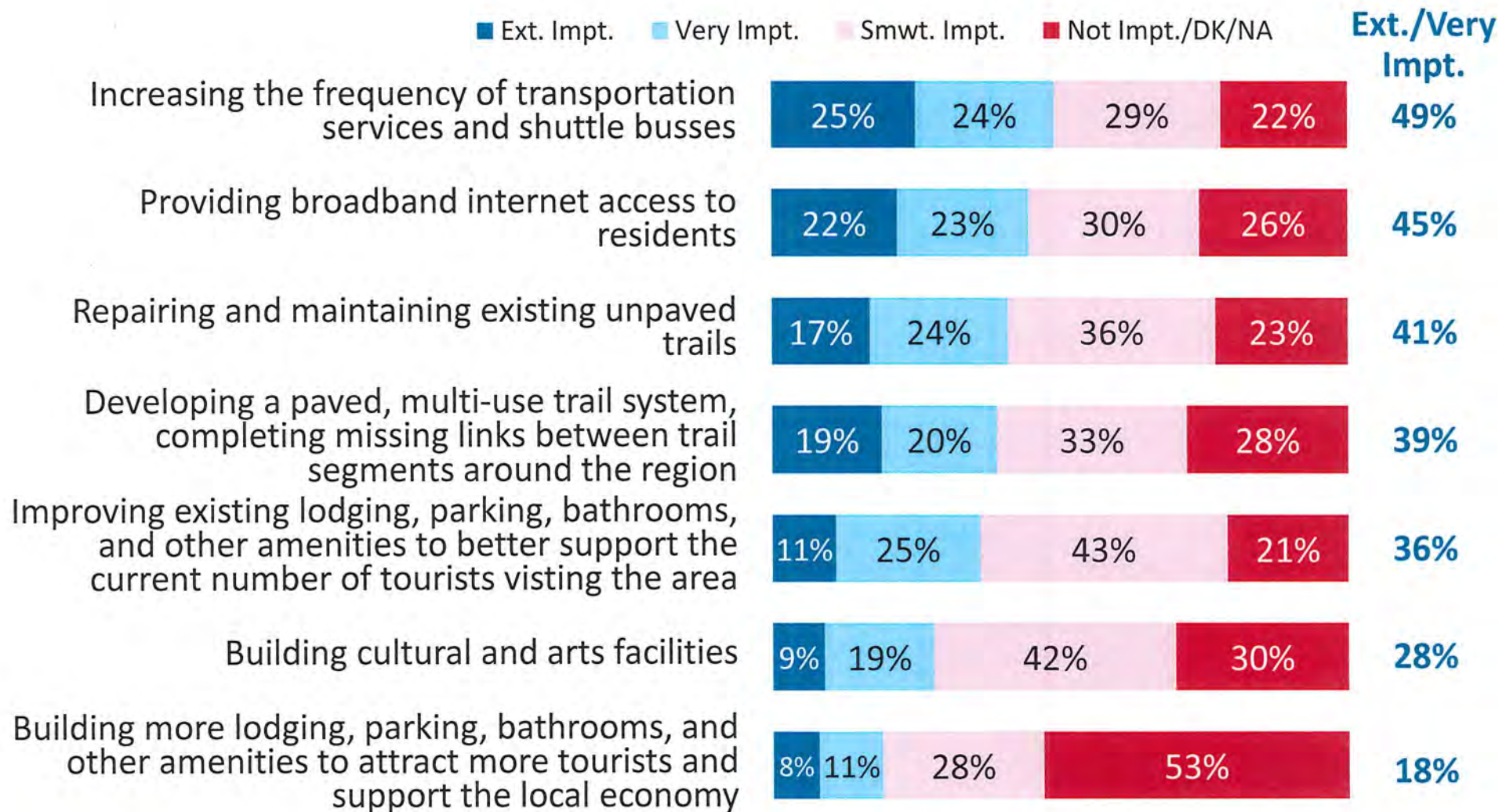
I am going to read you a list of local projects and programs. If additional funds were made available, please tell me how important increasing spending on each project or program would be to you personally: extremely important, very important, somewhat important, or not too important.



Addressing tourism's impact, safety, and housing are middle-tier priorities.



Building cultural facilities and more tourist amenities are the lowest priorities.



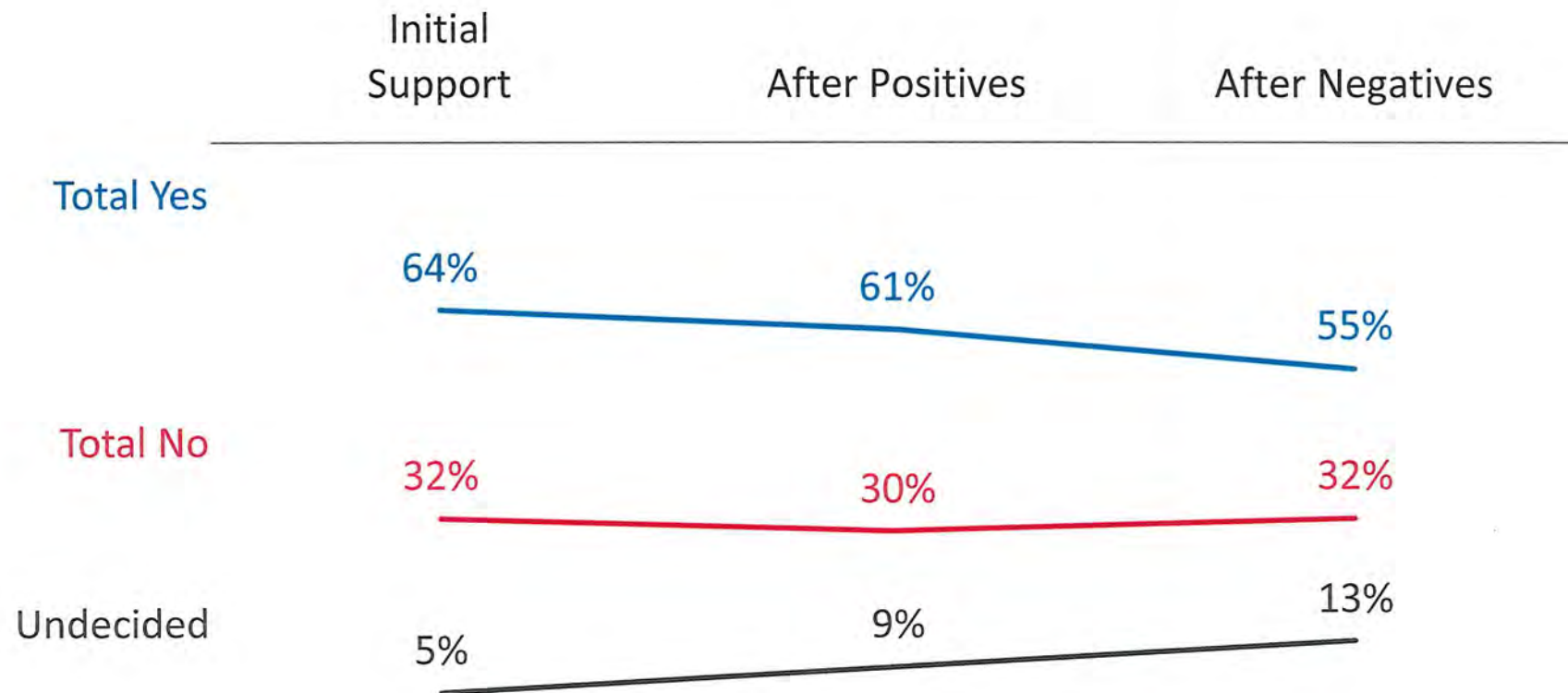
Other Spending Priority Observations

- Voters view protecting creeks and streams with the same high level of priority as protecting Lake Tahoe.
- Providing housing options affordable for local working people is seen as more important than helping first-time home buyers or using federal matching to build more housing (i.e., the ends are more important than the means.)
- The goal of reducing traffic congestion is seen as a higher priority than expanding shuttle service.
- Most spending areas related to trails were seen as middle-to-lower tier spending priorities. Repairing and maintaining existing, paved, multi-use trails was the top trail-related spending category.



The Impact of Pro & Con Messaging

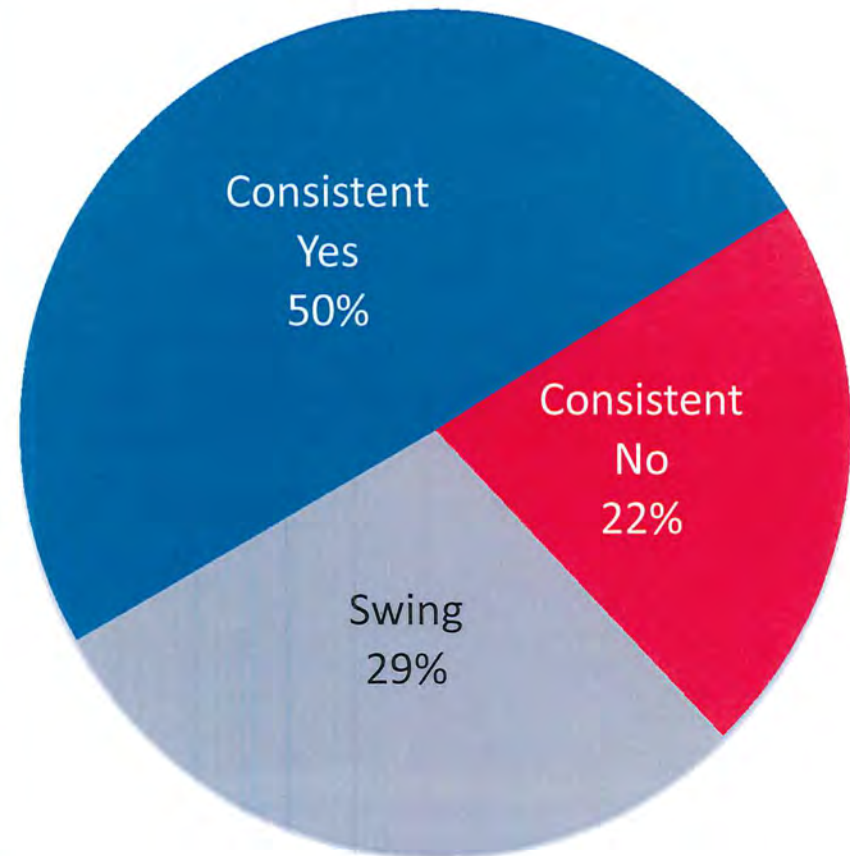
Support for the transportation sales tax measure declines as voters learn more.



Segmenting North Lake Voters by Consistency of Support for the Transportation Sales Tax

- ❖ **Consistent Yes:** Voters who indicated they would vote “yes” each time asked.
- ❖ **Consistent No:** Voters who indicated they would vote “no” each time asked.
- ❖ **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions.

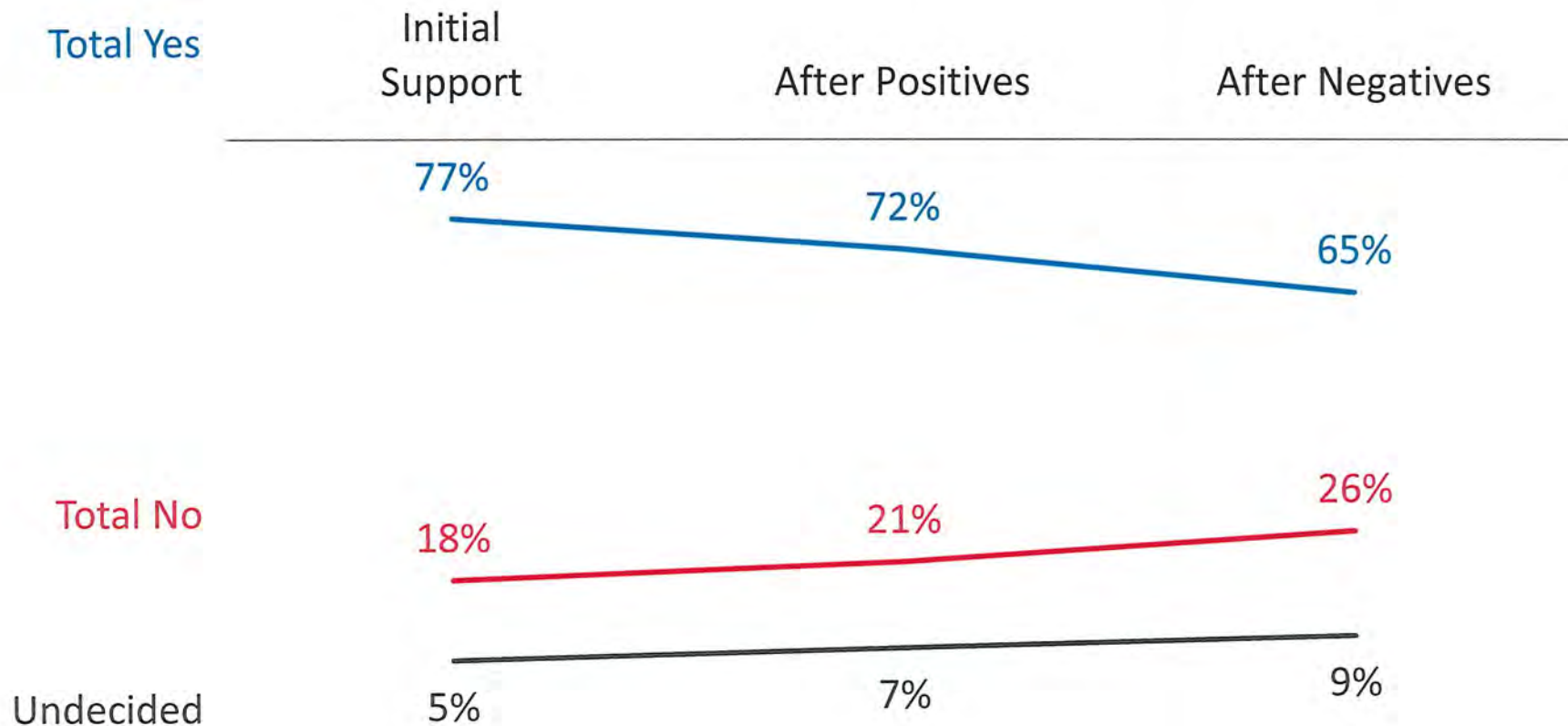
The following slide shows demographic groups that *disproportionately* fall into one category or the other.



Demographic Profile of the Segments – Transportation Sales Tax

Consistent Yes	Swing	Consistent No
<i>50% of the Electorate</i>	<i>29% of the Electorate</i>	<i>22% of the Electorate</i>
Ages 30-39	Non-College Educated Women	Republicans Ages 50+
Democrats Ages 18-49	Republican Women	Independents Ages 50+
Men Ages 18-49	Women Ages 18-49	Republican Men
Democratic Men	Independents Ages 18-49	Republicans
Ages 18-49	Ages 65-74	Non-College Educated Men
Democrats	Some College Education	Independent Men
Four-year College or More	Democratic Women	Men Ages 50+
Men	Ages 40-49	Republican Women
Whites	Women	Independents
Democratic Women	Women Ages 50+	Ages 50+

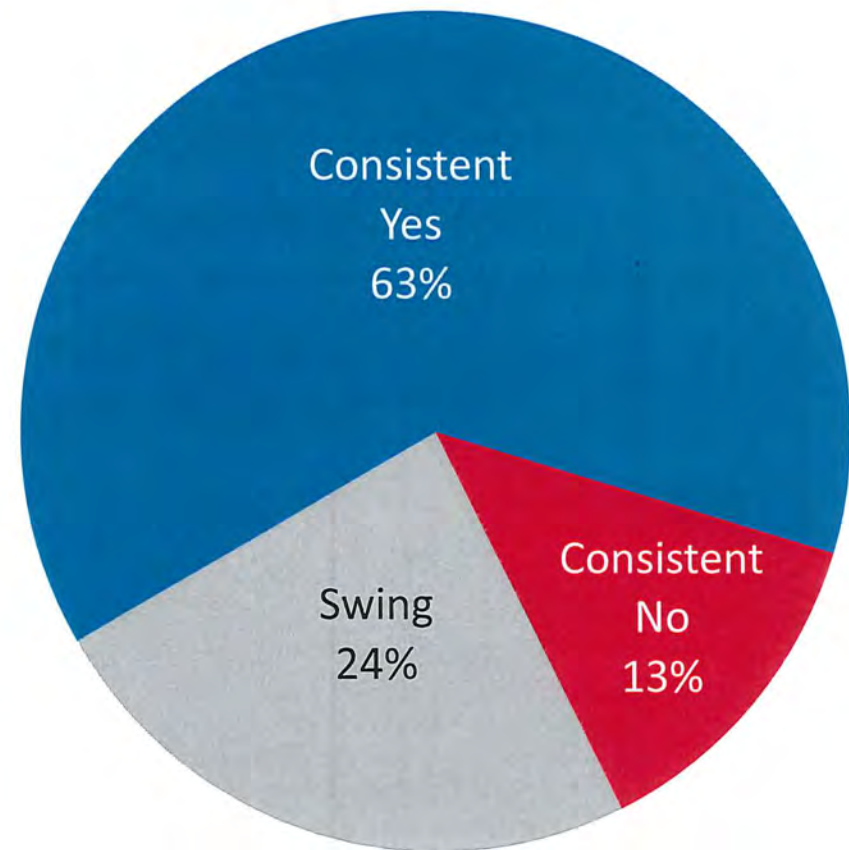
Support for the TOT also declines over the course of the survey, but remains above the 50% threshold for passage.



Segmenting North Lake Voters by Consistency of Support for the TOT

- ❖ **Consistent Yes:** Voters who indicated they would vote “yes” each time asked.
- ❖ **Consistent No:** Voters who indicated they would vote “no” each time asked.
- ❖ **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions.

The following slide shows demographic groups that *disproportionately* fall into one category or the other.



Demographic Profile of the Segments – TOT

Consistent Yes	Swing	Consistent No
<i>63% of the Electorate</i>	<i>24% of the Electorate</i>	<i>13% of the Electorate</i>
<p>Independents Ages 18-49</p> <p>Ages 30-39</p> <p>Men Ages 18-49</p> <p>Non-College Educated Men</p> <p>Some College Education</p> <p>Some College or Less</p> <p>Democrats Ages 18-49</p> <p>Independent Women</p> <p>Democrats</p> <p>Ages 18-49</p>	<p>Ages 75+</p> <p>All Voters of Color</p> <p>Republican Women</p> <p>Republicans</p> <p>Republicans Ages 50+</p> <p>Republican Men</p> <p>Women Ages 18-49</p> <p>Ages 65+</p> <p>Four-year College or More</p> <p>Men Ages 50+</p>	<p>Independents Ages 50+</p> <p>Independent Women</p> <p>Election Day Voters</p> <p>College-Educated Men</p> <p>Independents</p> <p>Ages 65-74</p> <p>Independent Men</p> <p>Ages 65+</p> <p>Men Ages 50+</p> <p>High School Educated</p>



Pro & Con Arguments

Messages in Favor of the TOT Measure

(Ranked by % Very Convincing)

(TOT - WATER QUALITY/LAKE TAHOE) By repairing and maintain storm drains, this measure will protect local water quality in our creeks and streams, and keep pollution from pouring into Lake Tahoe and contaminating local beaches.

(TOT - PAID BY OTHERS) This is a modest tax increase of only a few dollars per night - almost exclusively paid by out-of-towners to help pay for local services they enjoy when visiting North Lake Tahoe.

(TOT - TRANSPORTATION) Transportation projects funded by this measure would benefit local residents and visitors. By repairing and maintaining local roads, improving and expanding our trail systems, increasing TART frequency, and providing free event shuttles, getting around North Lake Tahoe will be easier for everyone, and we'll have less traffic congestion.

(TOT - LOCAL USE) Funds generated by this measure will be exclusively spent in North Lake Tahoe. This is an important opportunity to take control and address our local needs without relying on State or County government.

(TOT - COMPARATIVE RATES) Our local transient occupancy tax - or "hotel tax" - is currently lower than similar, nearby communities. This measure would simply increase the tax to similar rates charged in other surrounding areas.

Messages in Favor of the TOT Measure *(Continued)*

(Ranked by % Very Convincing)

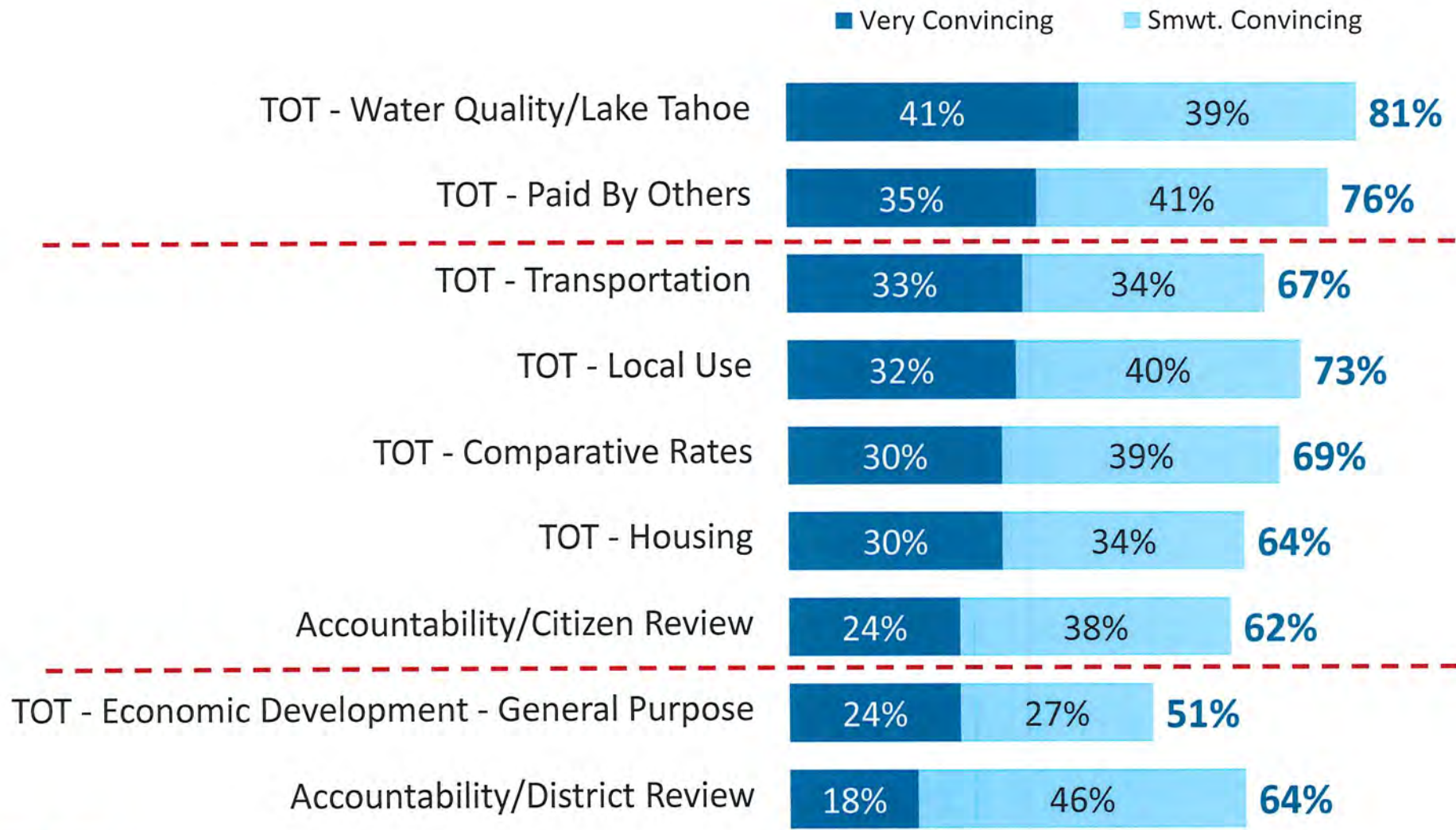
(TOT - HOUSING) This measure will take advantage of available federal matching funds to make it easier for people working and raising families locally to afford housing. By buying available land and building new housing, more options will be available and it will be easier for first-time home buyers.

(ACCOUNTABILITY/CITIZEN REVIEW) Funds from this measure will be subject to strict accountability provisions, including annual independent audits, public expenditure reports, and citizen review. This will ensure that funding is spent efficiently and as promised to the voters.

(TOT - ECONOMIC DEVELOPMENT - GENERAL PURPOSE) This measure will both help our community better handle peak seasons and attract more visitors in off-peak seasons. Building cultural and arts facilities, and improving and expanding more lodging, parking, bathrooms, and other amenities, will significantly help our local economy.

(ACCOUNTABILITY/DISTRICT REVIEW) Funds from this measure will be subject to strict accountability provisions, including annual independent audits, public expenditure reports, and review by elected officials representing local special districts. This will ensure that funding is spent efficiently and as promised to the voters.

Messages arguing for the protection of water quality and that the measure would be paid by others were most compelling.



The water quality message is seen as convincing by voters of all parties.

(Very Convincing)

Statement	All Voters	Party		
		Democrats	Independents	Republicans
TOT - Water Quality/Lake Tahoe	41%	43%	41%	40%
TOT - Paid By Others	35%	33%	41%	30%
TOT - Transportation	33%	31%	33%	38%
TOT - Local Use	32%	30%	28%	41%
TOT - Comparative Rates	30%	34%	27%	27%
TOT - Housing	30%	35%	20%	32%
Accountability/Citizen Review	24%	20%	25%	28%
TOT - Economic Development – General Purpose	24%	15%	31%	32%
Accountability/District Review	18%	16%	22%	20%

The message on water quality stands out among swing voters, as well.

(Very Convincing)

Statement	All Voters	Swing Voters
TOT - Water Quality/Lake Tahoe	41%	47%
TOT - Paid By Others	35%	32%
TOT - Transportation	33%	31%
TOT - Local Use	32%	31%
TOT - Comparative Rates	30%	20%
TOT - Housing	30%	25%
Accountability/Citizen Review	24%	3%
TOT - Economic Development – General Purpose	24%	26%
Accountability/District Review	18%	36%

Messages in Favor of the Transportation Sales Tax Measure

(Ranked by % Very Convincing)

(SALES TAX - TRANSIT) This measure will invest in local public transit and make it easier for North Lake Tahoe residents to get to and from work using public transportation, even in the off-season. Things like increasing bus frequency and providing free shuttles for major events will enable residents and visitors to make more use of transit instead of driving, reducing traffic congestion and benefiting the environment.

(ACCOUNTABILITY/CITIZEN REVIEW) Funds from this measure will be subject to strict accountability provisions, including annual independent audits, public expenditure reports, and citizen review. This will ensure that funding is spent efficiently and as promised to the voters.

(SALES TAX - REPAIR/MAINTAIN ROADS/TRAILS) This measure is needed to repair and maintain our local roads and trails. Doing so will help prevent accidents that threaten the safety of drivers, pedestrians, hikers, bicyclists, and students heading to and from school.

(SALES TAX - LOCAL USE) Funds generated by this measure will be exclusively spent in North Lake Tahoe by the existing North Lake Tahoe Transportation Authority. This is an important opportunity to take control and address our local needs without relying on State or County government.

Messages in Favor of the Transportation Sales Tax Measure *(Continued)*

(Ranked by % Very Convincing)

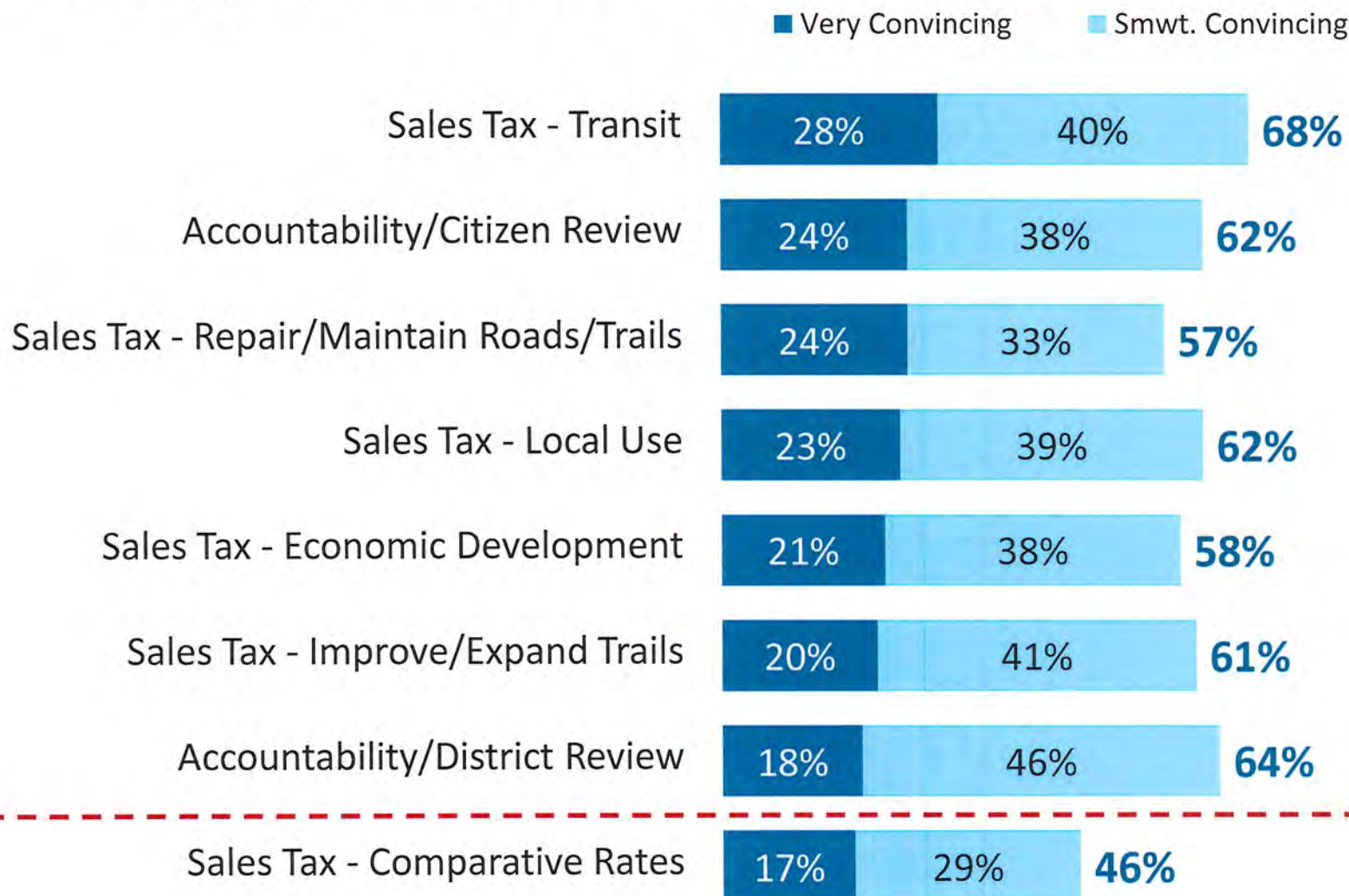
(SALES TAX - ECONOMIC DEVELOPMENT) Our local economy is heavily reliant on tourism. By investing in roads, public transit, and trails through this measure, we can ensure that North Lake Tahoe continues to be a desirable place to visit and strengthen our local economy.

(SALES TAX - IMPROVE/EXPAND TRAILS) This measure would help improve, and expand North Lake Tahoe's hiking, biking, and unpaved and multi-use paved trail systems. By improving and expanding trails - and keeping them in good condition - we are making sure North Lake Tahoe continues to provide varied transportation options for residents and visitors.

(ACCOUNTABILITY/DISTRICT REVIEW) Funds from this measure will be subject to strict accountability provisions, including annual independent audits, public expenditure reports, and review by elected officials representing local special districts. This will ensure that funding is spent efficiently and as promised to the voters.

(SALES TAX - COMPARATIVE RATES) This is a modest tax increase, simply bringing our local sales tax rate closer to that of many surrounding communities. In fact, were this measure to pass, our local sales tax rate would still be lower than Reno's.

The most appealing transportation sales tax message describes benefits to transit.



A message describing benefits to transit is most appealing to Democrats while one on accountability appeals to independents and Republicans.

(Very Convincing)

Statement	All Voters	Party		
		Democrats	Independents	Republicans
Sales Tax - Transit	28%	35%	25%	19%
Accountability/Citizen Review	24%	20%	25%	28%
Sales Tax - Repair/Maintain Roads/Trails	24%	29%	24%	14%
Sales Tax - Local Use	23%	26%	24%	14%
Sales Tax - Economic Development	21%	23%	21%	14%
Sales Tax - Improve/Expand Trails	20%	30%	13%	12%
Accountability/District Review	18%	16%	22%	20%
Sales Tax - Comparative Rates	17%	19%	14%	17%

Swing voters also find investments in public transit most appealing.

(Very Convincing)

Statement	All Voters	Swing
Sales Tax - Transit	28%	29%
Accountability/Citizen Review	24%	17%
Sales Tax - Repair/Maintain Roads/Trails	24%	21%
Sales Tax - Local Use	23%	21%
Sales Tax - Economic Development	21%	15%
Sales Tax - Improve/Expand Trails	20%	21%
Accountability/District Review	18%	20%
Sales Tax - Comparative Rates	17%	19%

Messages in Opposition to the Finance Measures

(Ranked by % Very Convincing)

(SALES TAX - HISTORY) In 2016, Placer County voters rejected a similar transportation sales tax, and we already pay a recently increased gas tax to pay for transportation maintenance and repairs. We should respect the will of the voters and also reject this costly, unnecessary tax measure.

(SALES TAX - COST OF LIVING) Given how increasingly expensive it is to live in North Lake Tahoe, we can't afford to raise taxes. The housing crisis is only going to get worse as more and more people move here, and vacation rentals take homes off the market, so we shouldn't make it even more expensive to live in our area.

^(TOO MANY TAX/FEE INCREASES) It seems like in every election, the State, the County, and other local government agencies ask voters to raise their taxes, even though we just approved multiple taxes last year and have the new state gas tax. We simply can't afford to pay more on top of everything else we're being asked to pay for.

^(WASTE) Instead of raising taxes, the County should just cut unnecessary spending. We don't need to raise taxes again and allow bureaucrats and politicians to waste our tax dollars. We need to stop increasing local taxes over and over and work within our means.

Messages in Opposition to the Finance Measures

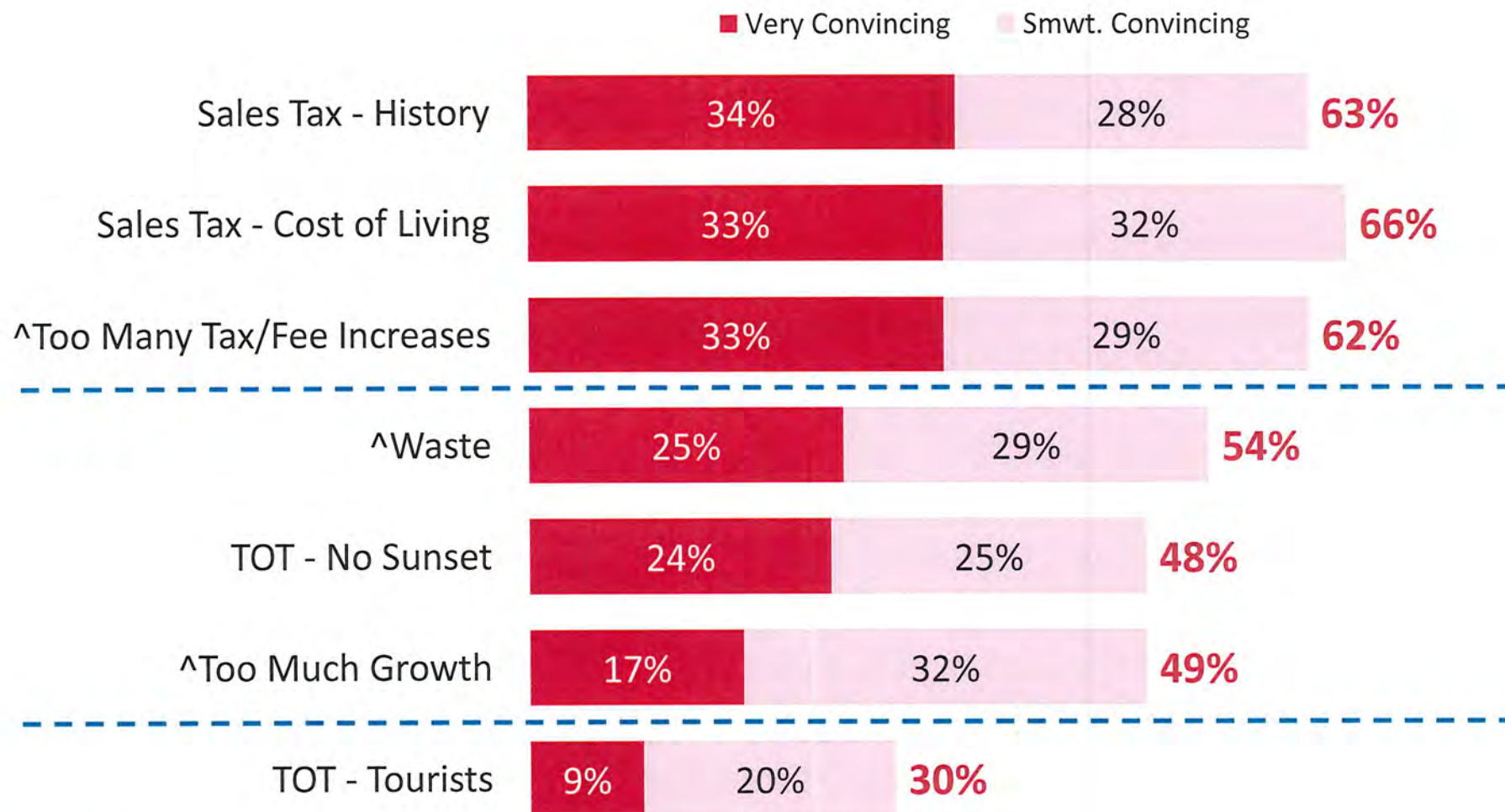
(Ranked by % Very Convincing)

(TOT - NO SUNSET) This tax was supposed to be temporary. If approved, this tax will last forever. It will never expire.

^(TOO MUCH GROWTH) Most of the problems we face in North Lake Tahoe are due to out-of-control growth. Unfortunately, this measure will only make that problem worse, by making it more appealing

(TOT - TOURISTS) This measure would increase the North Lake Tahoe portion of the hotel tax charged to visitors. We can't afford to raise taxes on tourists and chase them away with high prices when we need them to come and spend their money to support our local economy.

Messages that are critical of the transportation sales tax are most compelling to voters.



Independent and Republican voters respond strongly to the opposition messaging.

(Very Convincing)

Statement	All Voters	Party		
		Democrats	Independents	Republicans
Sales Tax - History	34%	19%	43%	54%
Sales Tax - Cost Of Living	33%	24%	40%	43%
^Too Many Tax/Fee Increases	33%	21%	42%	45%
^Waste	25%	17%	30%	35%
TOT - No Sunset	24%	11%	34%	37%
^Too Much Growth	17%	14%	23%	15%
TOT - Tourists	9%	6%	17%	8%



Conclusions

Major Takeaways

- Voters have broadly positive views about a number of public agencies, but are critical of Placer County government.
- They are concerned about the cost of housing and traffic in the area, while water quality, trails, and park maintenance all rank low on the list of problems.
- However, seven in ten say they see a need for additional funding in the region, with just over one quarter of voters saying they see a “great need.”

Ballot Measure Viability

- The proposed TOT measure receives strong initial support, while support for a potential transportation sales tax is below the threshold for passage.
 - Support for the TOT cuts across demographic groups, while support for the sales tax is concentrated among Democrats and younger voters.
- Protecting water quality, providing housing solutions, and addressing traffic congestion rank highest in terms of potential spending priorities for a finance measure.
- After an exchange of pro and con messaging, support for the measures declines. However, the TOT remains above the threshold for passage throughout the survey.
 - Additionally, the positive messages focused on the TOT are most compelling, while the criticisms of the transportation sales tax were particularly impactful.
- The results of the survey suggest that a TOT with a majority vote threshold is potentially viable for a November 2018 election, but a transportation sales tax does not appear viable at this time.

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OPINION
RESEARCH
& STRATEGY

JUNE 24 – JULY 2, 2018



NORTH LAKE TAHOE REVENUE MEASURE SURVEY

220-5015-WT

N=341

MARGIN OF SAMPLING ERROR $\pm 5.3\%$ (95% CONFIDENCE INTERVAL)

A/B & C/D & E/F SPLITS

CONSULTANT WORKING DRAFT. NOT FOR PUBLICATION.

Hello, I'm _____ from a public opinion research company. We are not telemarketers trying to sell you anything or ask for a donation. We're conducting a public opinion survey about some important issues that concern citizens in North Lake Tahoe. May I please speak to _____? **(MUST SPEAK TO VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED; OTHERWISE, TERMINATE.)**

- A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely? **(IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")**

Yes, cell and can talk safely ----- 45%
 Yes, cell but cannot talk safely ----- **TERMINATE**
 No, not on cell, but own one ----- 51%
 No, not on cell and do not own one ----- 4%
(DON'T READ) DK/NA/REFUSED ----- TERMINATE

1. **(T)** First, thinking about the way things are going in the North Lake Tahoe area right now, would you say they are going in the right direction, or are they on the wrong track?

Right direction ----- 39%
 Wrong track ----- 46%
(DON'T READ) DK/NA ----- 15%

2. Next, I am going to read you a list of names of some institutions that are often in the public eye. After I mention each one, please tell me if your overall impression of the institution is favorable or unfavorable. If you don't recognize any of them, just say so. Here's the first one...
(IF FAVORABLE/UNFAVORABLE, ASK:) "Is that very or just somewhat?" (RANDOMIZE)

		VERY FAV	SMWT FAV	SMWT UNFAV	VERY UNFAV	NVR HEARD OF	CAN'T RATE/ DK	TOTAL FAV	TOTAL UNFAV
[]a.	Placer County government -----	7%	29%	31%	28%	0%	5%	36%	59%
[]b.	(T) Tahoe Truckee Area Regional Transit or TART -----	26%	46%	11%	6%	0%	10%	72%	17%
[]c.	(T) The North Lake Tahoe Resort Association -----	11%	35%	16%	10%	9%	19%	46%	26%
[]d.	(T) Truckee North Tahoe Transportation Management Association -----	11%	29%	12%	4%	16%	28%	40%	16%

	VERY FAV	SMWT FAV	SMWT UNFAV	NVR VERY UNFAV	CAN'T HEARD OF	RATE/ DK	TOTAL FAV	TOTAL UNFAV
(ASK IN TAHOE CITY PUBLIC UTILITY DISTRICT ONLY)								
[]e. Tahoe City Public Utility District -----	35 %	38 %	13 %	9 %	0 %	6 %	73 %	21 %
(ASK IN NORTH TAHOE PUBLIC UTILITY DISTRICT ONLY)								
[]f. North Tahoe Public Utility District -----	23 %	52 %	15 %	8 %	0 %	2 %	75 %	23 %
(ASK IN NORTHSTAR COMMUNITY SERVICES DISTRICT ONLY)								
[]g. Northstar Community Services District -----	56 %	20 %	0 %	19 %	0 %	4 %	77 %	19 %
(ASK IN SQUAW VALLEY PUBLIC SERVICE DISTRICT ONLY)								
[]h. Squaw Valley Public Service District -----	24 %	42 %	14 %	12 %	0 %	9 %	65 %	26 %
(ASK IN TRUCKEE TAHOE AIRPORT DISTRICT ONLY)								
[]i. Truckee Tahoe Airport District-----	26 %	33 %	10 %	4 %	2 %	26 %	58 %	14 %

(RESUME ASKING ALL RESPONDENTS)

**NOW LET ME ASK YOU ABOUT TWO POTENTIAL BALLOT MEASURES THAT NORTH LAKE
TAHOE RESIDENTS MAY BE ASKED TO CONSIDER IN A FUTURE ELECTION.**

(SPLIT SAMPLE E – READ Q3, Q4, Q5, THEN Q6)

(SPLIT SAMPLE F – READ Q5, Q6, Q3, THEN Q4)

3. **(SPLIT SAMPLE E: This measure may read as follows:)**

(SPLIT SAMPLE F: Now I am going to ask you about an entirely different potential measure that may or may not appear on the same ballot at the same time as the first measure I asked you about. This different measure may read as follows:)

(RESUME ASKING ALL RESPONDENTS)

North Lake Tahoe Traffic Reduction, Trail Maintenance, and Transit Improvement Measure.

To:

- Reduce congestion and provide safe roads for students, drivers, cyclists and pedestrians with improved traffic controls;
- Repair, maintain, and expand local trails; and
- Improve local bus and other transportation services,

Shall a measure be adopted establishing a North Lake Tahoe Transportation Authority **(SPLIT SAMPLE C ONLY: one-cent) (SPLIT SAMPLE D ONLY: one-half cent)** sales tax generating approximately **(SPLIT SAMPLE C ONLY: \$2,400,000) (SPLIT SAMPLE D ONLY: \$1,200,000)** annually for 20 years, with independent audits and citizens' oversight, and all fund exclusively for North Lake Tahoe?

If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: "Do you lean toward voting yes or no?")**

SPLIT E: ASKED FIRST

	SPLIT C: 1 CENT/ \$2.4 MILLION	SPLIT D: ½ CENT/ \$1.2 MILLION	TOTAL
TOTAL YES -----	67% -----	63% -----	65% -----
Definitely yes -----	35% -----	36% -----	35% -----
Probably yes -----	30% -----	27% -----	29% -----
Undecided, lean yes -----	2% -----	1% -----	1% -----
 TOTAL NO -----	 26% -----	 36% -----	 31% -----
Undecided, lean no -----	0% -----	4% -----	2% -----
Probably no -----	5% -----	11% -----	8% -----
Definitely no -----	20% -----	21% -----	21% -----
 (DK/NA) -----	 7% -----	 0% -----	 4% -----

(Q3 CONTINUED)

SPLIT F: ASKED SECOND

	SPLIT C: 1 CENT/ \$2.4 MILLION	SPLIT D: ½ CENT/ \$1.2 MILLION	<u>TOTAL</u>
TOTAL YES -----	60% -----	64% -----	62% -----
Definitely yes-----	32 %-----	38 %-----	35 %-----
Probably yes-----	28 %-----	24 %-----	26 %-----
Undecided, lean yes-----	0 %-----	2 %-----	1 %-----
 TOTAL NO -----	 34% -----	 32% -----	 33% -----
Undecided, lean no-----	2 %-----	1 %-----	2 %-----
Probably no-----	9 %-----	17 %-----	13 %-----
Definitely no-----	23 %-----	14 %-----	18 %-----
 (DK/NA) -----	 6% -----	 4% -----	 5% -----

TOTAL

	SPLIT C: 1 CENT/ \$2.4 MILLION	SPLIT D: ½ CENT/ \$1.2 MILLION	<u>TOTAL</u>
TOTAL YES -----	63% -----	64% -----	64% -----
Definitely yes-----	33 %-----	37 %-----	35 %-----
Probably yes-----	29 %-----	26 %-----	27 %-----
Undecided, lean yes-----	1 %-----	1 %-----	1 %-----
 TOTAL NO -----	 30% -----	 34% -----	 32% -----
Undecided, lean no-----	1 %-----	2 %-----	2 %-----
Probably no-----	7 %-----	14 %-----	11 %-----
Definitely no-----	21 %-----	18 %-----	19 %-----
 (DK/NA) -----	 7% -----	 2% -----	 5% -----

(SPLIT SAMPLE E – READ Q3, Q4, Q5, THEN Q6)

(SPLIT SAMPLE F – READ Q5, Q6, Q3, THEN Q4)

4. Next, what if instead of establishing a (SPLIT SAMPLE C ONLY: one-cent) (SPLIT SAMPLE D ONLY: one-half cent) sales tax for twenty years to fund transportation projects in North Lake Tahoe, this measure instead established a (SPLIT SAMPLE C ONLY: one-cent) (SPLIT SAMPLE D ONLY: one-half cent) sales tax for ten years? In that case, do you think you would vote “yes” in favor of this measure or “no” to oppose it? (IF YES/NO, ASK: “Is that definitely or just probably?”) (IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)

SPLIT E: ASKED FIRST

	SPLIT C: 1 CENT/ \$2.4 MILLION	SPLIT D: ½ CENT/ \$1.2 MILLION	TOTAL
TOTAL YES -----	65% -----	54% -----	59% -----
Definitely yes -----	32% -----	37% -----	34% -----
Probably yes -----	22% -----	12% -----	17% -----
Undecided, lean yes -----	11% -----	5% -----	8% -----
 TOTAL NO -----	 25% -----	 39% -----	 32% -----
Undecided, lean no -----	0% -----	0% -----	0% -----
Probably no -----	3% -----	19% -----	11% -----
Definitely no -----	21% -----	20% -----	21% -----
 (DK/NA) -----	 10% -----	 7% -----	 9% -----

SPLIT F: ASKED SECOND

	SPLIT C: 1 CENT/ \$2.4 MILLION	SPLIT D: ½ CENT/ \$1.2 MILLION	TOTAL
TOTAL YES -----	63% -----	57% -----	60% -----
Definitely yes -----	32% -----	28% -----	30% -----
Probably yes -----	26% -----	26% -----	26% -----
Undecided, lean yes -----	5% -----	2% -----	3% -----
 TOTAL NO -----	 30% -----	 37% -----	 33% -----
Undecided, lean no -----	0% -----	1% -----	1% -----
Probably no -----	7% -----	20% -----	14% -----
Definitely no -----	23% -----	15% -----	19% -----
 (DK/NA) -----	 7% -----	 7% -----	 7% -----

(Q4 CONTINUED)

TOTAL

	SPLIT C: 1 CENT/ \$2.4 MILLION	SPLIT D: ½ CENT/ \$1.2 MILLION	TOTAL
TOTAL YES -----	64% -----	55% -----	60% -----
Definitely yes -----	32% -----	33% -----	32% -----
Probably yes -----	24% -----	19% -----	22% -----
Undecided, lean yes -----	8% -----	3% -----	6% -----
 TOTAL NO -----	 28% -----	 38% -----	 33% -----
Undecided, lean no -----	0% -----	1% -----	0% -----
Probably no -----	5% -----	20% -----	12% -----
Definitely no -----	22% -----	17% -----	20% -----
 (DK/NA) -----	 9% -----	 7% -----	 8% -----

(SPLIT SAMPLE E – READ Q3, Q4, Q5, THEN Q6)

(SPLIT SAMPLE F – READ Q5, Q6, Q3, THEN Q4)

5. (SPLIT SAMPLE F: This measure may read as follows:)

(SPLIT SAMPLE E: Now I am going to ask you about an entirely different potential measure that may or may not appear on the same ballot at the same time as the first measure I asked you about. This different measure may read as follows:)

To:

- Reduce traffic congestion and tourism impacts;
- Provide affordable housing options;
- Maintain and enhance local trails, and parks, and beaches; and
- Maintain other public and transportation services,

Shall a measure be adopted increasing—over the countywide 8% base—the existing 2% North Lake Tahoe transient occupancy tax by (SPLIT SAMPLE C ONLY: 4%) (SPLIT SAMPLE D ONLY: 2%)—paid only by lodging guests, not local taxpayers, and generating—until ended by voters—approximately (SPLIT SAMPLE C ONLY: 7.2 million dollars) (SPLIT SAMPLE D ONLY: 3.6 million dollars) annually, with independent audits, citizens’ oversight, and all funds exclusively for North Lake Tahoe?

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? (IF YES/NO, ASK: “Is that definitely or just probably?”) (IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)

(Q5 CONTINUED) SPLIT F: ASKED FIRST

	SPLIT C: 4%/	SPLIT D: 2%/	
	\$7.2 MILLION	\$3.6 MILLION	TOTAL
TOTAL YES -----	79% -----	82% -----	80% -----
Definitely yes-----	49%	55%	52%
Probably yes-----	27%	23%	25%
Undecided, lean yes-----	2%	4%	3%
TOTAL NO -----	18% -----	15% -----	17% -----
Undecided, lean no-----	3%	3%	3%
Probably no-----	5%	6%	6%
Definitely no-----	10%	6%	8%
(DK/NA) -----	3% -----	3% -----	3% -----

SPLIT E: ASKED SECOND

	SPLIT C: 4%/	SPLIT D: 2%/	
	\$7.2 MILLION	\$3.6 MILLION	TOTAL
TOTAL YES -----	80% -----	68% -----	74% -----
Definitely yes-----	51%	39%	45%
Probably yes-----	23%	21%	22%
Undecided, lean yes-----	7%	8%	7%
TOTAL NO -----	16% -----	22% -----	19% -----
Undecided, lean no-----	0%	0%	0%
Probably no-----	2%	12%	7%
Definitely no-----	14%	10%	12%
(DK/NA) -----	4% -----	10% -----	7% -----

TOTAL

	SPLIT C: 4%/	SPLIT D: 2%/	
	\$7.2 MILLION	\$3.6 MILLION	TOTAL
TOTAL YES -----	80% -----	75% -----	77% -----
Definitely yes-----	50%	47%	49%
Probably yes-----	25%	22%	24%
Undecided, lean yes-----	5%	6%	5%
TOTAL NO -----	17% -----	19% -----	18% -----
Undecided, lean no-----	1%	2%	1%
Probably no-----	4%	9%	6%
Definitely no-----	12%	8%	10%
(DK/NA) -----	3% -----	6% -----	5% -----

(SPLIT SAMPLE E – READ Q3, Q4, Q5, THEN Q6)

(SPLIT SAMPLE F – READ Q5, Q6, Q3, THEN Q4)

6. Next, what if instead of increasing the existing North Lake Tahoe transient occupancy tax by (SPLIT SAMPLE C ONLY: 4%) (SPLIT SAMPLE D ONLY: 2%) until ended by voters, this measure instead increased increasing the existing North Lake Tahoe transient occupancy tax by (SPLIT SAMPLE C ONLY: 4%) (SPLIT SAMPLE D ONLY: 2%) for 20 years? In that case, do you think you would vote “yes” in favor of this measure or “no” to oppose it? (IF YES/NO, ASK: “Is that definitely or just probably?”) (IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)

SPLIT F: ASKED FIRST

	SPLIT C: 4%/ \$7.2 MILLION	SPLIT D: 2%/ \$3.6 MILLION	TOTAL
TOTAL YES -----	51% -----	59% -----	55% -----
Definitely yes -----	15% -----	34% -----	25% -----
Probably yes -----	27% -----	17% -----	22% -----
Undecided, lean yes -----	9% -----	8% -----	9% -----
 TOTAL NO -----	 45% -----	 25% -----	 35% -----
Undecided, lean no -----	3% -----	1% -----	2% -----
Probably no -----	13% -----	15% -----	14% -----
Definitely no -----	29% -----	9% -----	19% -----
 (DK/NA) -----	 4% -----	 16% -----	 10% -----

SPLIT E: ASKED SECOND

	SPLIT C: 4%/ \$7.2 MILLION	SPLIT D: 2%/ \$3.6 MILLION	TOTAL
TOTAL YES -----	69% -----	55% -----	62% -----
Definitely yes -----	35% -----	25% -----	30% -----
Probably yes -----	22% -----	23% -----	23% -----
Undecided, lean yes -----	11% -----	7% -----	9% -----
 TOTAL NO -----	 22% -----	 34% -----	 28% -----
Undecided, lean no -----	2% -----	3% -----	3% -----
Probably no -----	6% -----	14% -----	10% -----
Definitely no -----	14% -----	17% -----	15% -----
 (DK/NA) -----	 9% -----	 11% -----	 10% -----

(Q6 CONTINUED)

TOTAL

	SPLIT C: 4%/ \$7.2 MILLION	SPLIT D: 2%/ \$3.6 MILLION	TOTAL
TOTAL YES -----	60% -----	57% -----	58%
Definitely yes -----	25 %-----	30 %-----	28 %
Probably yes -----	25 %-----	20 %-----	22 %
Undecided, lean yes -----	10 %-----	8 %-----	9 %
TOTAL NO -----	33% -----	30% -----	32%
Undecided, lean no -----	3 %-----	2 %-----	2 %
Probably no -----	10 %-----	15 %-----	12 %
Definitely no -----	21 %-----	13 %-----	17 %
(DK/NA) -----	7% -----	13% -----	10%

(RESUME ASKING ALL RESPONDENTS)

**NOW I AM GOING TO ASK YOU ABOUT SOME
GENERAL ISSUES IN PLACER COUNTY.**

7. First, I'm going to read you a list of issues that could be problems for people living in the North Lake Tahoe area. After each one, please tell me whether you personally consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem at all for people living in the area. **(RANDOMIZE)**

	EXT SER PROB	VERY SER PROB	SMWT SER PROB	NOT TOO SER A PROB	(DK/ NA)	EXT/ VERY SER
(SPLIT SAMPLE A ONLY)						
[]a. (T) Potholes and deteriorating local streets and roads-----	24 %	27 %	29 %	18 %	1 %	51 %
[]b. (T) The amount you pay in taxes-----	23 %	22 %	32 %	19 %	3 %	46 %
[]c. (T) Government waste and mismanagement-----	29 %	26 %	23 %	16 %	6 %	55 %
[]d. (T) The condition of the local economy-----	19 %	13 %	35 %	29 %	4 %	32 %
[]e. (T) The cost of housing -----	59 %	22 %	10 %	6 %	2 %	81 %
[]f. (T) Too much growth and development-----	44 %	22 %	14 %	16 %	3 %	66 %
(SPLIT SAMPLE B ONLY)						
[]g. The cost of health care -----	39 %	24 %	21 %	13 %	2 %	63 %
[]h. Traffic safety-----	28 %	29 %	27 %	16 %	0 %	57 %
[]i. Lake Tahoe's water quality-----	35 %	22 %	19 %	22 %	2 %	57 %
[]j. Traffic congestion on local roads-----	54 %	25 %	14 %	6 %	1 %	79 %
[]k. Missing links in our local trail systems -----	12 %	13 %	30 %	39 %	7 %	24 %
[]l. The maintenance of local trails -----	2 %	15 %	35 %	43 %	5 %	17 %
[]m. The maintenance of local parks and beaches -----	8 %	14 %	39 %	34 %	4 %	23 %

(RESUME ASKING ALL RESPONDENTS)

8. Next, in general, would you say that to provide local services, the North Lake Tahoe region has a great need for additional funding, some need, a little need, or no real need for additional funding?

GREAT/SOME NEED ----- 71%

Great need ----- 28%

Some need ----- 44%

LITTLE/NO REAL NEED ----- 23%

A little need ----- 12%

No real need ----- 11%

(DON'T READ) DK/NA ----- 6%

9. Next, I am going to read you a list of local projects and programs. If additional funds were made available, please tell me how important increasing spending on each project or program would be to you personally: extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

	<u>EXT</u> <u>IMPT</u>	<u>VERY</u> <u>IMPT</u>	<u>SMWT</u> <u>IMPT</u>	<u>NOT</u> <u>TOO</u> <u>IMPT</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. (T) Providing safe routes to school for children-----	30%	28%	20%	19%	4%	57%
[]b. (T) Reducing traffic congestion on local roads -----	50%	27%	15%	6%	2%	77%
[]c. (T) Improving road safety for drivers, cyclists, and pedestrians -----	28%	37%	23%	10%	1%	65%
[]d. Increasing the frequency of transportation services and shuttle busses-----	25%	24%	29%	19%	3%	49%
[]e. (T) Developing a paved, multi-use trail system, completing missing links between trail segments around the region -----	19%	20%	33%	26%	2%	39%
[]f. Providing more housing options affordable for people working in the resort and recreation industries -----	63%	19%	12%	7%	0%	82%
[]g. Building more lodging, parking, bathrooms, and other amenities to attract more tourists and support the local economy -----	8%	11%	28%	51%	2%	18%
[]h. Reducing the impact of tourism -----	34%	27%	18%	17%	4%	61%
[]i. Repairing storm drains to keep pollution from Lake Tahoe-----	42%	28%	22%	6%	1%	70%
[]j. Protecting water quality in local creeks and streams -----	51%	35%	11%	2%	1%	86%
[]k. Maintaining local parks and beaches-----	34%	36%	25%	4%	1%	70%
[]l. (T) Repairing and maintaining existing paved, multi-use trails-----	19%	34%	27%	20%	1%	53%

	<u>EXT</u> <u>IMPT</u>	<u>VERY</u> <u>IMPT</u>	<u>SMWT</u> <u>IMPT</u>	<u>NOT</u> <u>TOO</u> <u>IMPT</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE B ONLY)						
[]m. Providing more housing options for local working families-----	53 %	29 %	14 %	3 %	0 %	83 %
[]n. Improving existing lodging, parking, bathrooms, and other amenities to better support the current number of tourists visting the area-----	11 %	25 %	43 %	20 %	1 %	36 %
[]o. Addressing the impact of tourism on local services-----	34 %	35 %	25 %	6 %	1 %	69 %
[]p. Repairing storm drains to keep pollution from local creeks and streams -----	38 %	38 %	19 %	4 %	0 %	76 %
[]q. Protecting Lake Tahoe's water quality -----	56 %	29 %	10 %	5 %	1 %	85 %
[]r. Keeping local parks and beaches clean and safe ----	31 %	36 %	29 %	4 %	0 %	67 %
[]s. Repairing and maintaining existing unpaved trails -----	17 %	24 %	36 %	21 %	2 %	41 %
[]t. Providing broadband internet access to residents -----	22 %	23 %	30 %	23 %	3 %	45 %
[]u. Using federal matching funds to build more housing options -----	38 %	25 %	22 %	11 %	4 %	63 %
[]v. Making it easier for first-time home buyers to buy homes in the area -----	30 %	29 %	27 %	13 %	1 %	59 %
[]w. Building cultural and arts facilities-----	9 %	19 %	42 %	29 %	1 %	28 %
[]x. Providing free shuttles to special events and concerts during times of peak road congestion-----	29 %	33 %	30 %	6 %	1 %	63 %

(RESUME ASKING ALL RESPONDENTS)

NOW I AM GOING TO READ YOU SOME STATEMENTS FROM POTENTIAL SUPPORTERS AND OPPONENTS OF THE FIRST POTENTIAL BALLOT MEASURE WE DISCUSSED. TO REFRESH YOUR MEMORY, THIS WAS THE

(SPLIT SAMPLE E ONLY)

NORTH LAKE TAHOE TRAFFIC REDUCTION, TRAIL MAINTENANCE, AND TRANSIT IMPROVEMENT MEASURE. IT WOULD REDUCE TRAFFIC CONGESTION; PROVIDE SAFE ROADS; REPAIR, MAINTAIN, AND EXPAND LOCAL TRAILS; AND IMPROVE LOCAL BUS AND OTHER TRANSPORTATION SERVICES BY ESTABLISHING A NORTH LAKE TAHOE TRANSPORTATION AUTHORITY (SPLIT SAMPLE C ONLY: ONE-CENT) (SPLIT SAMPLE D ONLY: ONE-HALF CENT) SALES TAX FOR 20 YEARS.

(SPLIT SAMPLE F ONLY)

MEASURE THAT WOULD REDUCE TRAFFIC CONGESTION AND TOURISM IMPACTS; PROVIDE AFFORDABLE HOUSING OPTIONS; MAINTAIN AND ENHANCE LOCAL TRAILS, PARKS, AND BEACHES; AND MAINTAIN OTHER PUBLIC AND TRANSPORTATION SERVICES BY INCREASING BY (SPLIT SAMPLE C ONLY: 4%) (SPLIT SAMPLE D ONLY: 2%) THE EXISTING NORTH LAKE TAHOE PORTION OF PLACER COUNTY'S TRANSIENT OCCUPANCY TAX, UNTIL ENDED BY VOTERS.

(RESUME ASKING ALL RESPONDENTS)

10. First, I am going to read you some statements from people who support this measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support such a measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

(SPLIT SAMPLE A ONLY)**[]a. (ACCOUNTABILITY/CITIZEN REVIEW)**

Funds from this measure will be subject to strict accountability provisions, including annual independent audits, public expenditure reports, and citizen review. This will ensure that funding is spent efficiently and as promised to the voters. -----24%----- 38% ---- 16% ---- 19% ----- 4%

(SPLIT SAMPLE B ONLY)**[]b. (ACCOUNTABILITY/DISTRICT REVIEW)**

Funds from this measure will be subject to strict accountability provisions, including annual independent audits, public expenditure reports, and review by elected officials representing local special districts. This will ensure that funding is spent efficiently and as promised to the voters. -----18%----- 46% ---- 18% ---- 14% ----- 3%

VERY CONV	SMWT CONV	NOT CONV	DON'T BEL	(DK/ NA)	VERY/ SMWT
--------------	--------------	-------------	--------------	-------------	---------------

62%

64%

		<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
(SPLIT SAMPLE E ONLY)							
[]c.	(SALES TAX – LOCAL USE) Funds generated by this measure will be exclusively spent in North Lake Tahoe by the existing North Lake Tahoe Transportation Authority. This is an important opportunity to take control and address our local needs without relying on State or County government.-----	23 %	39 %	19 %	15 %	5 %	62 %
[]d.	(SALES TAX – IMPROVE/EXPAND TRAILS) This measure would help improve, and expand North Lake Tahoe’s hiking, biking, and unpaved and multi-use paved trail systems. By improving and expanding trails – and keeping them in good condition – we are making sure North Lake Tahoe continues to provide varied transportation options for residents and visitors. -----	20 %	41 %	20 %	13 %	6 %	61 %
[]e.	(SALES TAX - TRANSIT) This measure will invest in local public transit and make it easier for North Lake Tahoe residents to get to and from work using public transportation, even in the off-season. Thing like increasing bus frequency and providing free shuttles for major events will enable residents and visitors to make more use of transit instead of driving, reducing traffic congestion and benefiting the environment. -----	28 %	40 %	14 %	12 %	5 %	68 %
[]f.	(SALES TAX – REPAIR/MAINTAIN ROADS/TRAILS) This measure is needed to repair and maintain our local roads and trails. Doing so will help prevent accidents that threaten the safety of drivers, pedestrians, hikers, bicyclists, and students heading to and from school. -----	24 %	33 %	23 %	15 %	5 %	57 %
[]g.	(SALES TAX - ECONOMIC DEVELOPMENT) Our local economy is heavily reliant on tourism. By investing in roads, public transit, and trails through this measure, we can ensure that North Lake Tahoe continues to be a desirable place to visit and strengthen our local economy. -----	21 %	38 %	20 %	17 %	4 %	58 %

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
(SPLIT SAMPLE E ONLY CONT.)						
[]h. (SALES TAX – COMPARATIVE RATES) This is a modest tax increase, simply bringing our local sales tax rate closer to that of many surrounding communities. In fact, were this measure to pass, our local sales tax rate would still be lower than Reno's. -----	17%	29%	33%	16%	5%	46%
(SPLIT SAMPLE F ONLY)						
[]i. (TOT – LOCAL USE) Funds generated by this measure will be exclusively spent in North Lake Tahoe. This is an important opportunity to take control and address our local needs without relying on State or County government. -----	32%	40%	13%	13%	2%	73%
[]j. (TOT - TRANSPORTATION) Transportation projects funded by this measure would benefit local residents and visitors. By repairing and maintaining local roads, improving and expanding our trail systems, increasing TART frequency, and providing free event shuttles, getting around North Lake Tahoe will be easier for everyone, and we'll have less traffic congestion. -----	33%	34%	17%	14%	2%	67%
[]k. (TOT - ECONOMIC DEVELOPMENT – GENERAL PURPOSE) This measure will <u>both</u> help our community better handle peak seasons and attract more visitors in off-peak seasons. Building cultural and arts facilities, and improving and expanding more lodging, parking, bathrooms, and other amenities, will significantly help our local economy. -----	24%	27%	31%	17%	2%	51%
[]l. (TOT - HOUSING) This measure will take advantage of available federal matching funds to make it easier for people working and raising families locally to afford housing. By buying available land and building new housing, more options will be available and it will be easier for first-time home buyers. -----	30%	34%	16%	16%	4%	64%
[]m. (TOT - WATER QUALITY/LAKE TAHOE) By repairing and maintain storm drains, this measure will protect local water quality in our creeks and streams, and keep pollution from pouring into Lake Tahoe and contaminating local beaches. -----	41%	39%	11%	6%	2%	81%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
(SPLIT SAMPLE F ONLY CONT.)						
[]n. (TOT – PAID BY OTHERS) This is a modest tax increase of only a few dollars per night – almost exclusively paid by out-of-towners to help pay for local services they enjoy when visiting North Lake Tahoe.-----	35 %	41 %	16 %	6 %	2 %	76 %
[]o. (TOT – COMPARATIVE RATES) Our local transient occupancy tax – or “hotel tax” – is currently lower than similar, nearby communities. This measure would simply increase the tax to similar rates charged in other surrounding areas.-----	30 %	39 %	16 %	9 %	6 %	69 %

(RESUME ASKING ALL RESPONDENTS)

11. Now that you have heard more about it, let me ask you again about the first potential ballot measure we have been discussing, which would

(SPLIT SAMPLE E ONLY)

Reduce traffic congestion; provide safe roads; repair, maintain, and expand local trails; and improve local bus and other transportation services by establishing a North Lake Tahoe Transportation Authority **(SPLIT SAMPLE C ONLY: one-cent) (SPLIT SAMPLE D ONLY: one-half cent) sales tax for 20 years.**

(SPLIT SAMPLE F ONLY)

Reduce traffic congestion and tourism impacts; provide affordable housing options; maintain and enhance local trails, parks, beaches; and maintain other public and transportation services by increasing by **(SPLIT SAMPLE C ONLY: 4 %) (SPLIT SAMPLE D ONLY: 2 %)** the existing North Lake Tahoe portion of Placer County’s transient occupancy tax, until ended by voters.

(RESUME ASKING ALL RESPONDENTS)

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably?”) (IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

SPLIT E: SALES TAX

	SPLIT C: 1 CENT/ \$2.4 MILLION	SPLIT D: ½ CENT/ \$1.2 MILLION	TOTAL
TOTAL YES -----	65% -----	56% -----	61% -----
Definitely yes-----	33 %-----	37 %-----	35 %-----
Probably yes-----	28 %-----	18 %-----	23 %-----
Undecided, lean yes-----	5 %-----	1 %-----	3 %-----
 TOTAL NO -----	 24% -----	 35% -----	 30% -----
Undecided, lean no-----	3 %-----	0 %-----	1 %-----
Probably no-----	5 %-----	12 %-----	8 %-----
Definitely no-----	16 %-----	23 %-----	20 %-----
 (DK/NA) -----	 11% -----	 8% -----	 9% -----

SPLIT F: TRANSIENT OCCUPANCY TAX

	SPLIT C: 4%/ \$7.2 MILLION	SPLIT D: 2%/ \$3.6 MILLION	TOTAL
TOTAL YES -----	67% -----	76% -----	72% -----
Definitely yes-----	33 %-----	50 %-----	42 %-----
Probably yes-----	31 %-----	25 %-----	28 %-----
Undecided, lean yes-----	2 %-----	1 %-----	2 %-----
 TOTAL NO -----	 27% -----	 15% -----	 21% -----
Undecided, lean no-----	0 %-----	2 %-----	1 %-----
Probably no-----	11 %-----	4 %-----	7 %-----
Definitely no-----	16 %-----	9 %-----	13 %-----
 (DK/NA) -----	 7% -----	 8% -----	 7% -----

12. Now I am going to read you some statements from people who oppose this measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose such a measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
[]a. (TOO MUCH GROWTH) Most of the problems we face in North Lake Tahoe are due to out-of-control growth. Unfortunately, this measure will only make that problem worse, by making it more appealing -----	17%	32%	27%	18%	6%	49%
[]b. (WASTE) Instead of raising taxes, the County should just cut unnecessary spending. We don't need to raise taxes again and allow bureaucrats and politicians to waste our tax dollars. We need to stop increasing local taxes over and over and work within our means.-----	25%	29%	29%	13%	5%	54%
[]c. (TOO MANY TAX/FEE INCREASES) It seems like in every election, the State, the County, and other local government agencies ask voters to raise their taxes, even though we just approved multiple taxes last year and have the new state gas tax. We simply can't afford to pay more on top of everything else we're being asked to pay for.-----	33%	29%	24%	9%	5%	62%
(SPLIT SAMPLE E ONLY)						
[]d. (SALES TAX - COST OF LIVING) Given how increasingly expensive it is to live in North Lake Tahoe, we can't afford to raise taxes. The housing crisis is only going to get worse as more and more people move here, and vacation rentals take homes off the market, so we shouldn't make it even more expensive to live in our area. -----	33%	32%	17%	10%	8%	66%
[]e. (SALES TAX - HISTORY) In 2016, Placer County voters rejected a similar transportation sales tax, and we already pay a recently increased gas tax to pay for transportation maintenance and repairs. We should respect the will of the voters and also reject this costly, unnecessary tax measure.-----	34%	28%	21%	10%	7%	63%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
(SPLIT SAMPLE F ONLY)						
[]f. (TOT - NO SUNSET) This tax was supposed to be temporary. If approved, this tax will last forever. It will never expire. -----	24 %	25 %	29 %	20 %	3 %	48 %
[]g. (TOT - TOURISTS) This measure would increase the North Lake Tahoe portion of the hotel tax charged to visitors. We can't afford to raise taxes on tourists and chase them away with high prices when we need them to come and spend their money to support our local economy. -----	9 %	20 %	43 %	25 %	2 %	30 %

(RESUME ASKING ALL RESPONDENTS)

13. Sometimes over the course of a survey like this one people change their minds. Now that you have heard more about it, let me ask you one last time about the first potential ballot measure we have been discussing, which would

(SPLIT SAMPLE E ONLY)

Reduce traffic congestion; provide safe roads; repair, maintain, and expand local trails; and improve local bus and other transportation services by establishing a North Lake Tahoe Transportation Authority (SPLIT SAMPLE C ONLY: one-cent) (SPLIT SAMPLE D ONLY: one-half cent) sales tax for 20 years.

(SPLIT SAMPLE F ONLY)

Reduce traffic congestion and tourism impacts; provide affordable housing options; maintain and enhance local trails, parks, beaches; and maintain other public and transportation services by increasing by (SPLIT SAMPLE C ONLY: 4%) (SPLIT SAMPLE D ONLY: 2%) the existing North Lake Tahoe portion of Placer County's transient occupancy tax, until ended by voters.

(RESUME ASKING ALL RESPONDENTS)

If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? (IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: "Do you lean toward voting yes or no?")

(Q13 CONTINUED) SPLIT E: SALES TAX

	SPLIT C: 1 CENT/ \$2.4 MILLION	SPLIT D: ½ CENT/ \$1.2 MILLION	TOTAL
TOTAL YES -----	58% -----	51% -----	55% -----
Definitely yes -----	31 % -----	30 % -----	31 % -----
Probably yes -----	23 % -----	18 % -----	21 % -----
Undecided, lean yes -----	4 % -----	3 % -----	4 % -----
TOTAL NO -----	29% -----	35% -----	32% -----
Undecided, lean no -----	0 % -----	2 % -----	1 % -----
Probably no -----	10 % -----	8 % -----	9 % -----
Definitely no -----	19 % -----	25 % -----	22 % -----
(DK/NA) -----	13 % -----	14 % -----	13% -----

SPLIT F: TRANSIT OCCUPANCY TAX

	SPLIT C: 4%/ \$7.2 MILLION	SPLIT D: 2%/ \$3.6 MILLION	TOTAL
TOTAL YES -----	58% -----	72% -----	65% -----
Definitely yes -----	30 % -----	48 % -----	39 % -----
Probably yes -----	25 % -----	24 % -----	24 % -----
Undecided, lean yes -----	2 % -----	0 % -----	1 % -----
TOTAL NO -----	35% -----	17% -----	26% -----
Undecided, lean no -----	1 % -----	3 % -----	2 % -----
Probably no -----	18 % -----	3 % -----	10 % -----
Definitely no -----	16 % -----	11 % -----	14 % -----
(DK/NA) -----	8 % -----	11 % -----	9% -----

<p align="center">THESE ARE MY FINAL QUESTIONS, AND THEY ARE JUST FOR CLASSIFICATION PURPOSES.</p>

14. What was the last level of school you completed?

Grades 1-8 -----	0%
Grades 9-11 -----	0%
High school graduate (12) -----	9%
Some college/vocational school -----	19%
College (4 years) -----	38%
Post-graduate work -----	28%
(DON'T READ) DK/NA/REFUSED -----	5%

15. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; Native American, or some other ethnic or racial background?

Latino/Hispanic -----4 %
 African American/Black-----0 %
 Caucasian/White -----79 %
 Asian/Pacific Islander-----1 %
 Native American-----0 %
MIXED RACE) -----3 %
(OTHER) -----1 %
(DON'T READ) DK/NA/REFUSED - 12 %

THANK AND TERMINATE

SEX (BY OBSERVATION):

Male-----47 %
 Female-----51 %
 Other-----1 %
 Prefer not to say -----0 %

PARTY REGISTRATION:

Democrat-----47 %
 Republican-----24 %
 No Party Preference-----24 %
 Other-----5 %

FLAGS

P12-----53 %
 G12-----84 %
 P14-----43 %
 G14-----73 %
 P16-----74 %
 G16-----91 %
 BLANK-----4 %

VOTE BY MAIL

1-----6 %
 2-----9 %
 3+-----61 %
 BLANK-----25 %

PERMANENT ABSENTEE

Yes-----71 %
 No-----29 %

HOUSEHOLD PARTY TYPE

D1-----29 %
 D2+-----14 %
 R1-----11 %
 R2+-----6 %
 I1+-----24 %
 Mixed-----16 %

AGE


18-29-----6 %
 30-39-----12 %
 40-49-----15 %
 50-54-----10 %
 55-59-----9 %
 60-64-----12 %
 65-74-----21 %
 75+-----13 %
 BLANK-----1 %

SURVEY MODE

Phone-----40 %
 Online-----60 %



Tourism Development Update: Consumer Media Flowchart, Budget Detail, Events and Leisure Sales

 north lake tahoe

Tourism Development Updates

- SMARI Research wrapping up – data to be finalized early August
- Summer Consumer efforts underway- Targeting Flight Markets – NY, LA, Austin
- Noteworthy Publication Placements – Average Advertising Equivalency \$112,759
 - NCGA Golf Magazine
 - RGJ: [Reno-Tahoe's Top 12 annual big events and festivals](#)
 - Red Tricycle: [No Snow Needed: Tahoe in the Summer](#)
 - SacBee: [Fireworks, parades and more fireworks!](#)
 - Tahoe Weekly: [4th of July celebrations](#)
 - VIA: [The Best Lakes for Summer Fun in the West](#)
 - Craft Beer Connoisseur– [15 Unique Ale Trails](#)
 - The Mercury News – [5 fab Lake Tahoe restaurants for lakeside dining](#)

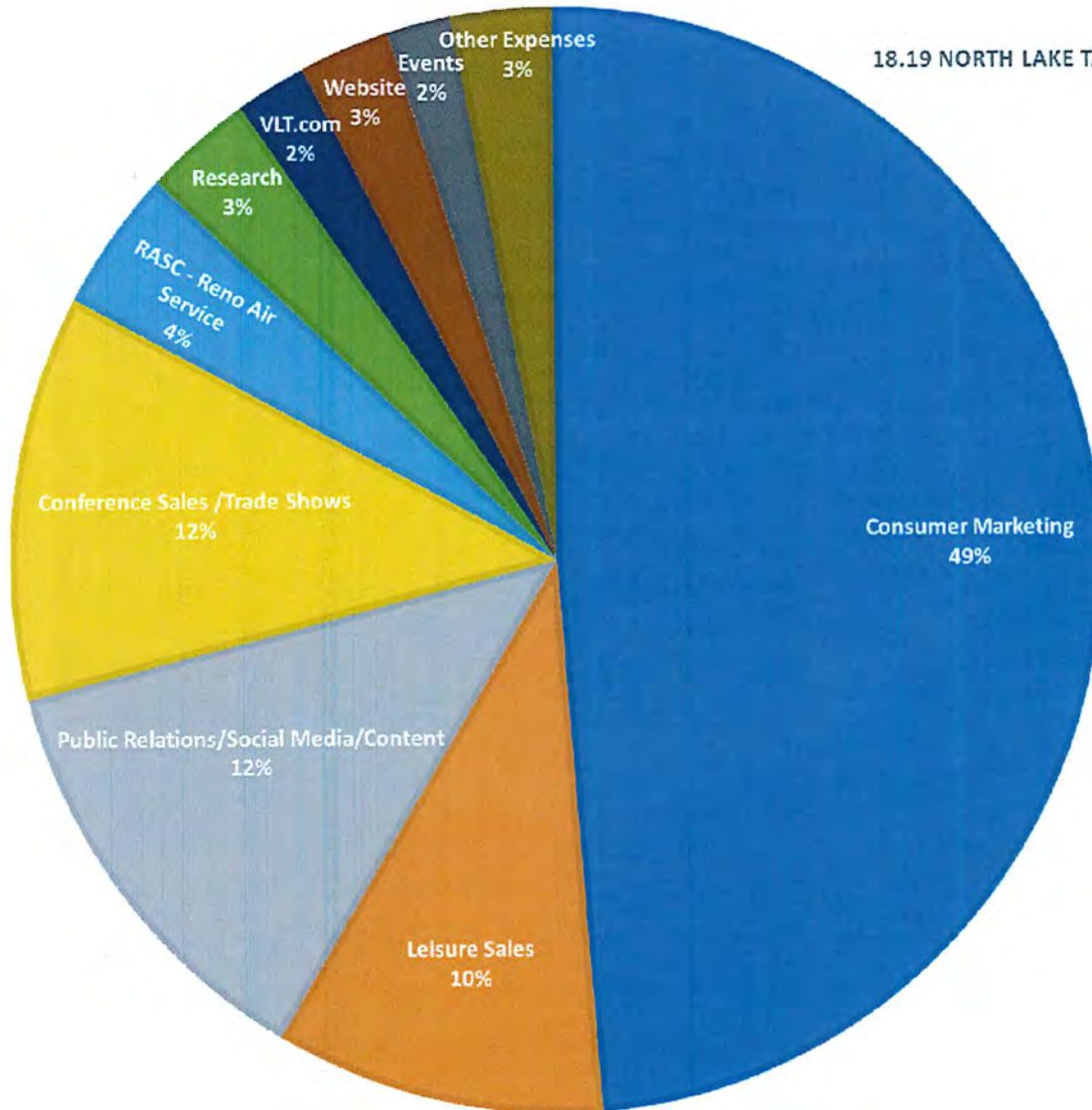
Social Media

- 1,950 New Fans across all platforms – FB, Twitter, Instagram
- Two Influencer Visits –
 - Elisabeth Brentano - Followers: 87.5k followers
Location: Palm Springs, CA
 - Naude Heunis -Followers: 21.8k followers
Location: South Africa

Events

- Wanderlust At Squaw Valley July 19-22

18.19 NORTH LAKE TAHOE MARKETING COOP BUDGET



\$1,175,279	Consumer Marketing
\$235,445	Leisure Sales
\$301,080	Public Relations/Content
\$286,295	Conference Sales/Trade Shows
\$100,000	RASC - Reno Air Service
\$78,350	Research/Destimetrics
\$51,000	VisitingLakeTahoe.com
\$65,000	Web Content Manager/Web Maintenance
\$45,000	Special Events
\$72,374	Other Operational Expense - ex) fulfillment/mileage, weather cams
\$ 2,409,823	TOTAL

*Full Budget Detail to be handed out


18.19 Consumer Media Flowchart

n north lake tahoe

2018-19 MEDIA FLOWCHART														3Q 2018														4Q 2018														1Q 2019														2Q 2019														RICHTER7			
CAMPAIGN: CONSUMER														July				August				September				October				November				December				January				February				March				April				May				June				IMPRESSIONS		TOTAL SPEND TOTAL									
														2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24								
														SUMMER								FALL								WINTER								SPRING								SUMMER																											
RADIO																																														Impressions																											
Radio (High Notes)																																																\$20,000																									
DIGITAL ADVERTISING																																																																									
Search Marketing														5500				3700				3300				2500				1500				3700				8000				6500				2500				3300				1500				8000				4,500,000		\$50,000									
Retargeting Display														3063				1750				1688				1313				750				1750				3938				3063				1313				1688				746				3938				25,000		\$25,000									
Retargeting Video														980				560				540				420				240				560				1260				980				420				540				240				1260				8,000		\$10,000									
Native																						4000								4500				5250				8000				6500				5250				4500				4000				8000				58,000		\$30,000									
Programmatic Display (weather targeting)														12000				6300				6100				5650				4950				6300				15000				12000				5650				6100				4950				15000				100,000		\$80,000									
Video (Youtube)																		###				3000				3000								7500				7500																				5000								5000				35,000		\$25,000	
Rich Media																																						12500				12500																12500				12500				50,000		\$50,000					
Digital Total																																																\$4,768,000		\$900,000																							
PAID SOCIAL																																																																									
FB/Insta Retargeting														2450				1400				1350				1050				600				1400				3150				2450				1050				1350				600				3150				20,000		\$20,000									
FB/Insta Dynamic Carousel														4900				2800				2700				2100				1200				2800				6300				4900				2100				2700				1200				6300				40,000		\$40,000									
FB/Insta Video														1800				1350				1300				750				300				1350				2400				1800				500				750				300				2400				15,000		\$15,000									
FB/Insta Boosts/Live														1200				900				800				500				150				900				1600				1200				500				500				150				1600				10,000		\$10,000									
FB/Insta Conquesting																		450				400				250				150				450				1200				600				250				300				150				800				5,000		\$5,000									
Instagram Stories														2500								1000								2500				5000				3000								1000								5000				28,000		\$28,000													
Snapchat																		4000								2250				750								###				4800								2250				750								4000				20,000		\$20,000					
Twitter																						1000																1500								1000								1500				5,000		\$5,000													
Paid Social Total																																																135,000		\$135,000																							
TRIPADVISOR																																																																									
Desktop Display																																																																									
Mobile Display																																																																									
Winter Conquesting																																																																									
Spring/Summer Conquesting																																																																									
Audience Segments (Outdoor/Ski/etc)																																																																									
Trip Advisor Total																																																\$65,000																									
EMAIL																																																																									
Prospecting Email														2550				2550				###				###				###								3475				2550				2550				2550				###				###				3475				2550						\$85,000	
Vendor #2																																																\$5,000																									
Vendor #3																																																\$5,000																									
Print Total																																																\$0		\$45,000																							
OTHER																																																																									
Digital Outdoor (LA)																																																																									
Expedia (2x)																																																\$30,000																									
Sunset Magazine																																																\$40,000																									
SF Gate and SF Chronicle																																																\$3,500																									
Ad Serving Fee's																																																Refers																									
Other Total																																																\$0		\$165,000																							
Total Media Investment														\$0				\$0				\$0				\$0				\$0				\$0				\$0				\$0				\$0				\$0				\$0				\$4,903,000		\$760,000													



Special Events Overview and 18.19 Detail

 north lake tahoe

2018/2019 Special Event Strategy

Program Overview

2015 Tourism Master Plan

Special events are an key objectives to achieving the Marketing & Sales primary goal set in the master plan.

Bring more visitors to NLT who stay longer, return often and travel during the off-peak periods, while maintaining affinity with the NorCal/Bay Area consumer and continuing to expand group business.

Key Trend Insight

Since 2008, comparable destinations have increasingly focused on special events to motivate visitation.

Purpose of Event Sponsorships

- Drive overnight visitation
- Enhance visitation in “strike” zone periods – seasonal, mid-week, regional (lake vs. mountain resorts)
- Capitalize on events that provide a marketing and/or PR reach to NLT targeted audiences
- Enhance the NLT brand

Measurements of Success

- ROI Calculations
- Survey Results
- Tracked Lodging & TOT Generation
- Marketing & PR Exposure
- Community Impact
- Collaboration & Transparency with Regional Partners During Negotiation Process

ROI Measurements

Return on Investment (ROI) = $\frac{\text{Average Economic Impact}}{\text{Sponsorship Funds}}$

Average Economic Impact =
(Visitors Contributing to TOT x Average Night Stay) x Average Spend Per Person Per Day

Visitors Contributing to TOT =
((Total Event Attendance x % Out of Town Visitors) x % Lodged in TOT Generators) x % in Placer County

- *Information is collected via participant survey*

Total Event Spend

2016/2017 FY

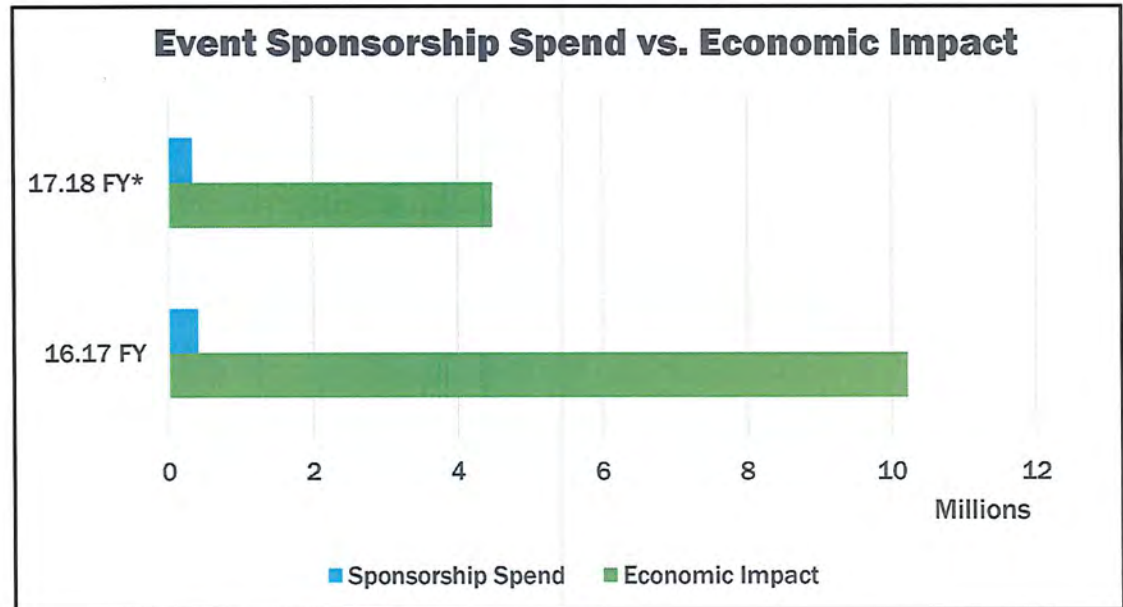
- NLTRA: \$481,017
- NLT Coop: \$15,000

2017/2018 FY

- NLTRA: \$502,395
- NLT Coop: \$50,000

2018/2019 FY

- NLTRA: \$563,225 (Forecast)
- NLT Coop: \$50,000 (Forecast)



* Includes completed events with a post event report as of 7/27/18.

Event Support by Region – 2016/2017 Fiscal Year

Sponsorships - FY 16.17 RA Budget

16 Kings Beach Fireworks	Kings Beach	\$10,000
17 Kings Beach Fireworks	Kings Beach	\$10,000
Kings Beach		\$20,000
16 Autumn Food & Wine Festival	Northstar	\$32,793
17 Tahoe Trail 100	Northstar	\$5,000
Northstar		\$37,793
16 Spartan World Championships	Squaw Valley	\$198,550
17 WinterWonderGrass	Squaw Valley	\$15,400
17 Broken Arrow Skyrace	Squaw Valley	\$20,000
17 Wanderlust	Squaw Valley	\$35,368
17 FIS Audi World Cup	Squaw Valley	\$39,564
17 Squaw Valley Half Marathon	Squaw Valley	\$6,500
17 No Barriers	Squaw Valley	\$9,944
Squaw Valley		\$325,326
16 Tahoe City Fireworks	Tahoe City	\$10,000
17 Tahoe City Fireworks	Tahoe City	\$10,000
17 Burton Creek Trial Run	Tahoe City	\$6,500
17 XTERRA Tahoe City	Tahoe City	\$6,500
17 Lake Tahoe Dance Collective	Tahoe City	\$5,000
Tahoe City		\$38,000
17 AMGEN Tour of CA Women's Race	Lake Tahoe	\$19,165
17 Tahoe Lacrosse Tournament	SV, NS, TV	\$5,000
17 Barcelona Soccer Tournament	SV, TC, Truckee	\$3,000
Multiple Regions		\$27,165

Sponsorships - FY 16.17 Coop Budget

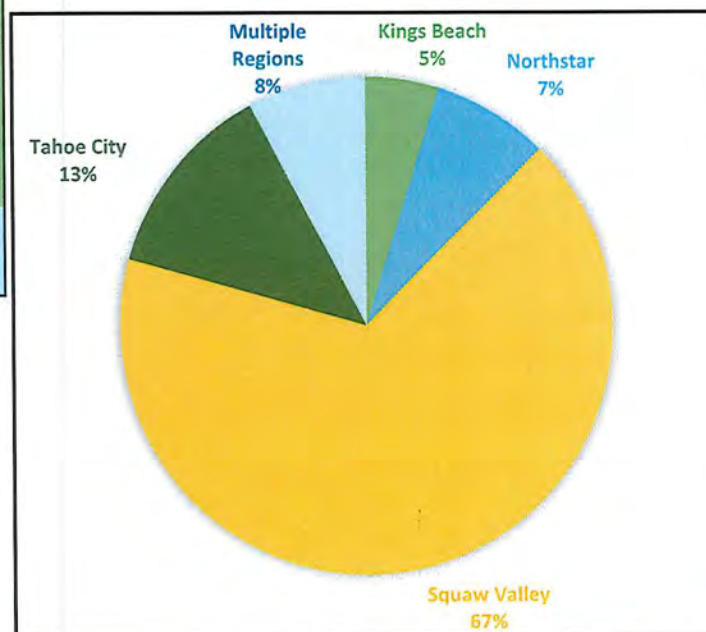
16 Tahoe Film Fest	NS, KB, IV, CB	\$5,000
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Partnership Funding - Events that took place in FY 16.17

2016 Lake Tahoe Paddleboard Tahoe Cup Series	KB, TV	\$4,000
Kings Beach		\$4,000
2017 Squaw Valley Half Marathon	Squaw Valley	\$4,000
Squaw Valley		\$4,000
2016 UC Davis Environmental Science Day	Tahoe City	\$4,448
2016 North Tahoe Arts Art Workshops	Tahoe City	\$1,360
2016 Tahoe City Oktoberfest	Tahoe City	\$1,500
2016 Tahoe City Banner Program	Tahoe City	\$2,200
2017 Tahoe City Wine Walk	Tahoe City	\$2,000
2016 Lake Tahoe Dance Collective	Tahoe City	\$7,500
2016 Lake Tahoe Music Festival	Tahoe City	\$3,000
2016 Lake Tahoe Women's Wellness Weekend	Tahoe City	\$4,000
Tahoe City		\$26,008
2016.2017 Experience Our State Parks	WS, KB	\$3,000
2016 Barcelona Soccer Tournament	SV, TV, Truckee	\$3,000
Multiple Regions		\$6,000

Total Spend by Region

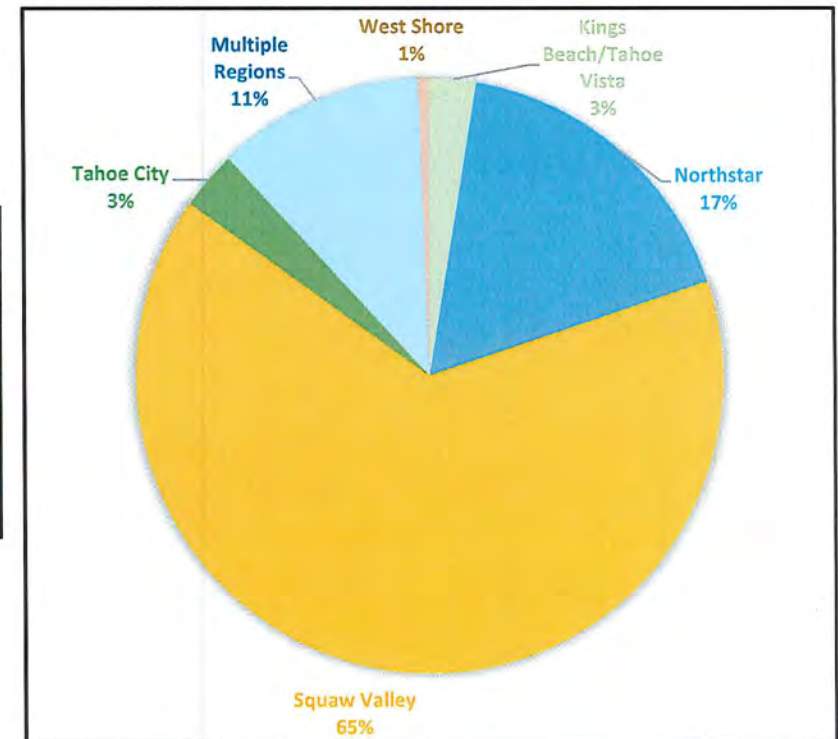
Kings Beach	\$24,000
Northstar	\$37,793
Squaw Valley	\$329,326
Tahoe City	\$64,008
Multiple Regions	\$38,165
Total Spend	\$493,292



Event Support by Region – 2017/2018 Fiscal Year

Sponsorships - FY 17.18 RA Budget		
2018 Kings Beach Fireworks	Kings Beach	\$10,000
Kings Beach/ Tahoe Vista		\$10,000
2017 Autumn Food & Wine Festival	Northstar	\$37,000
2018 Tough Mudder	Northstar	\$40,000
Northstar		\$77,000
2017 Spartan World Championships	Squaw Valley	\$254,000
2018 WinterWonderGrass	Squaw Valley	\$20,154
2018 Broken Arrow Skyrace	Squaw Valley	\$15,000
2018 Wanderlust	Squaw Valley	\$38,000
2018 NASTAR National Championships	Squaw Valley	\$5,000
Squaw Valley		\$332,154
2018 Tahoe City Fireworks	Tahoe City	\$10,000
Tahoe City		\$10,000
2018 Tahoe Lacrosse Tournament	SV, NS, TV	\$5,000
Multiple Regions		\$5,000
Partnership Funding - FY 17.18 Budget		
2018 Tahoe Cup Paddle Series	Tahoe Vista	\$4,000
Kings Beach/ Tahoe Vista		\$4,000
2018 Free-Ride Festival	Northstar	\$15,000
Northstar		\$15,000
2018 Hot August Nights Show-N-Shine	Squaw Valley	\$10,000
2018 Kid's Adventure Games	Squaw Valley	\$5,000
Squaw Valley		\$15,000
2018 Tahoe City Food & Wine Classic	Tahoe City	\$5,000
2016 Tahoe City Oktoberfest	Tahoe City	\$2,000
Tahoe City		\$7,000
2018 BIG BLUEgrass	Sugar Pine Park	\$1,000
2018 Tahoe Adventure Van Expo	Homewood	\$2,000
West Shore		\$3,000
2018 Lake Tahoe Music Festival	WS, TC	\$5,750
Multiple Regions		\$5,750
Sponsorships - FY 17.18 Coop Budget		
2018 Big Blue Adventure Series	NLT	\$35,000
2017 Tahoe Film Fest	NS, KB, IV/ CB	\$15,000

Total Spend Per Region	
Kings Beach/ Tahoe Vista	\$14,000
Northstar	\$92,000
Squaw Valley	\$347,154
Tahoe City	\$17,000
West Shore	\$3,000
Multiple Regions	\$60,750
Total Spend	\$533,904



2018/2019 Special Event Budget

• Spartan World Championships	\$254,500	• Mountain Travel Symposium	\$5,000
• Autumn Food & Wine Festival	\$37,375	• Broken Arrow Skyrace	\$20,000
• Wanderlust Festival	\$37,700	• No Barriers	\$12,400
• Tough Mudder Tahoe	\$35,550	• Winter Wondergrass	\$19,400
• Tahoe Lacrosse Tournament	\$5,000	• New Event Development	\$33,000
• 4th of July Fireworks	\$20,300	• Partnership Funding Program	\$50,000
• Freeride Festival	\$15,000	• Event Operations	\$8,000
• Hot August Nights Squaw	\$10,000		

Total Budget: \$563,225

2018/2019 Special Event Strategy

Marketing Sponsorships

Budget: \$485,225

Qualification Criteria

- Room Nights Generated – greater than 100
- Average Night Stay – at least/greater than 2.5
- Media/PR value – greater than \$25,000
- Quality of Event and Producer Experience
- Built-In Audience Capabilities
- Target Audience Alignment—at least 2/category
 - Human Powered Sports
 - Cultural
 - Culinary
 - Health & Wellness

Funding

Review sponsorships annually to ensure continually beneficial to region. A general guideline of funding for a successful events is as follows:

- Years 1 – 3: 100% of original funding
- Years 4 – 5: 75% of original funding
- Years 6 – 7: 50% of original funding

Incubator Funding

Startup events initially directed through Partnership Funding if don't confidently qualify for a Marketing Sponsorships.

- After year one, if NLTRA Staff and BOD feel event has large potential, incubator funding can be utilized to support the event on a greater level
- Utilized to attract promoters of other successful events to replicate events in the NLT region

Reserve Funding

Explore creating an Event Reserve to cover multi-year contracts. Currently the Marketing Reserve is relied upon in the case of reduced future funding.

2018/2019 Special Event Strategy

Partnership Funding

Budget: \$50,000

Qualifications

- Marketing of regional events that generate overnight visitation to Placer County
- Intended for smaller-scale events that don't qualify for Marketing Sponsorships
- Funds allocated through an application process
- Program operates on a calendar year

Program Modifications

- New for the 18/19 FY, staff proposes funds be used to supply in-kind support versus a cash sponsorships
- Staff would work with agencies to create social, digital and PR ads/content to advertise the selected events
- Event producers would work with staff and agency contacts to determine appropriate audience and markets

Program Timeline

- Applications, Selection Panel Presentations & Funding Allocation Recommendations – October 2018
- BOD Review & Possible Approval – November 2018

2018/2019 Special Event Strategy

Additional Event Funding

Visitor Services/Experience Funding

Budget: \$20,000

Qualifications

Regional events that provide visitors services and experiences expected/necessary of the region

- Example: Tahoe City and Kings Beach 4th of July fireworks shows to ensure continuation

Presence at Out-of-Market Events

Budget: *Included in the \$33,000 New Event Development Line Item*

Program Details

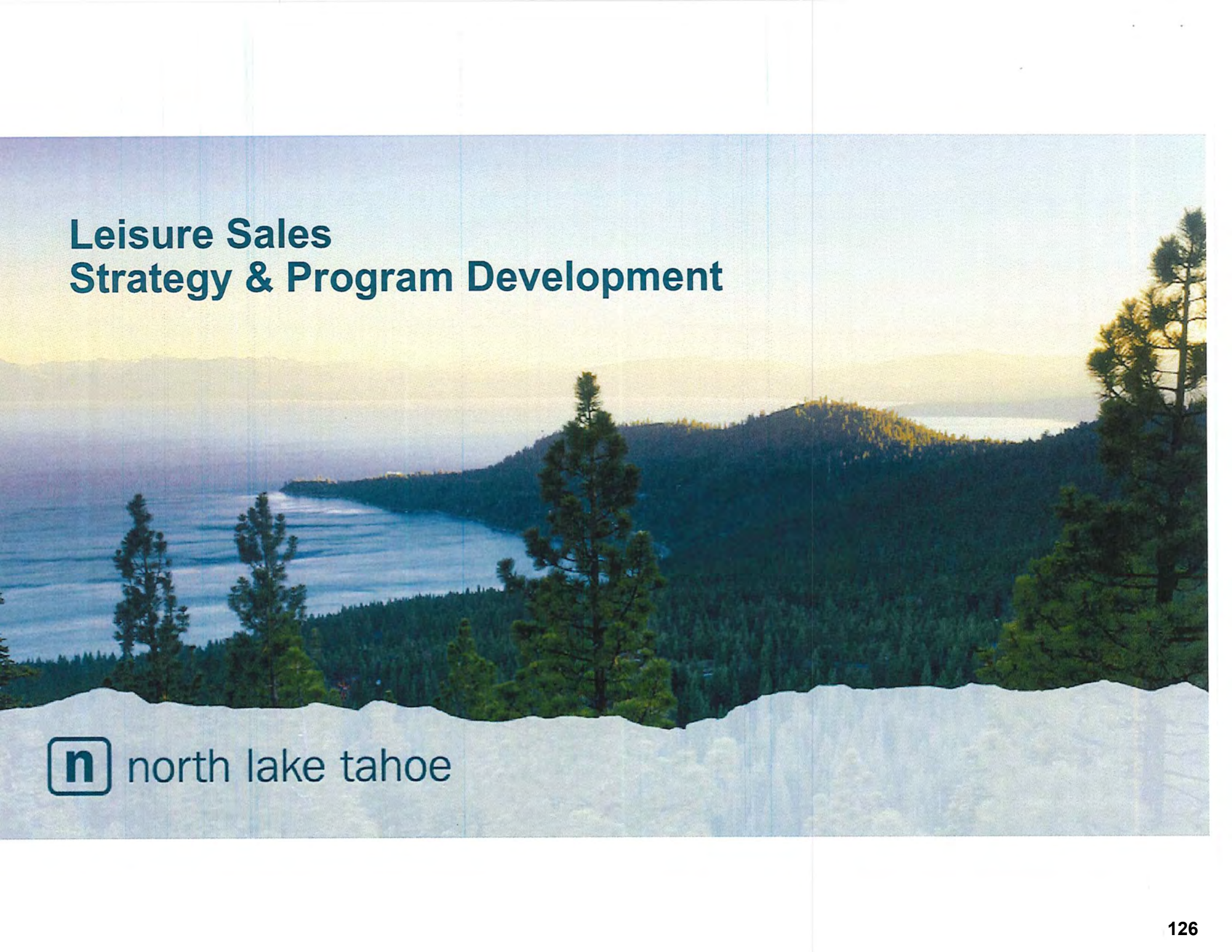
Earmarked to give NLT a presence at out-of-market events


- Leverage current Marketing Sponsorship partnerships to secure booth space at targeted events
- Explore other event options as necessary

Goal is to bring an experiential marketing presence to at least 2 events/year, located in target markets that aligning with consumer brand pillars

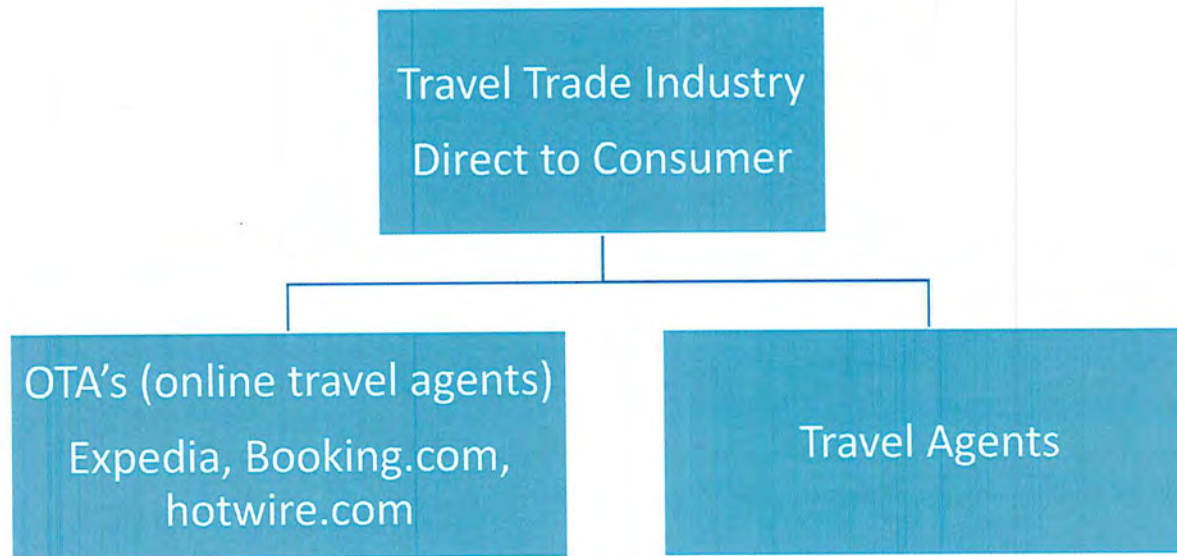
- When appropriate, NLTRA will invite partners to attend as well

Leisure Sales Strategy & Program Development

The background of the slide is a scenic photograph of North Lake Tahoe. It shows a calm lake reflecting the sky, surrounded by dense evergreen forests and rolling hills. The sky is a mix of soft blues and yellows, suggesting a sunrise or sunset. In the foreground, there are several tall, dark evergreen trees. At the bottom of the image, there is a white, wavy line that separates the scenic photo from the logo area.

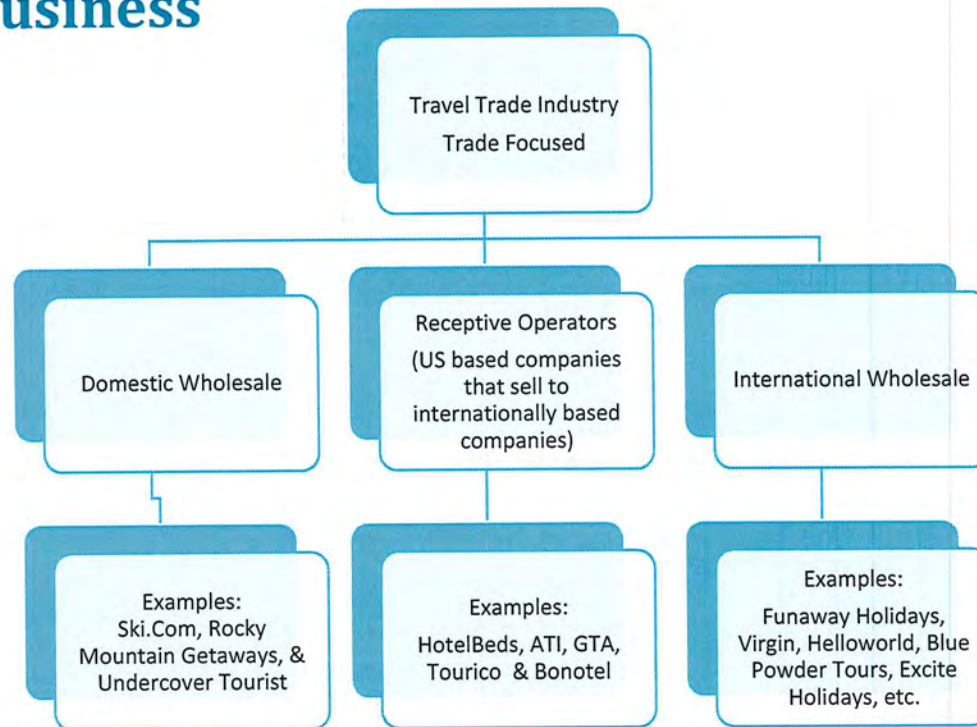
 north lake tahoe

Leisure Sales Direct to Consumer



 north lake tahoe

Leisure Sales Business to Business



Leisure Sales: Areas of Focus

International Media → PR Contract with Australia & Contract FAM work with Abbi Agency

Domestic Travel Trade → Online Tour Operators (OTAs), Domestic Wholesale and Receptive Tour Operators

International Travel Trade → Canada Office with DCI, UK/Ireland Office with Black Diamond, Australia office with Gate 7

Tier 1 Markets → USA, United Kingdom/Ireland, Australia/New Zealand, Canada, Mexico

Tier 2 Markets → China, France, Germany, Brazil

New Emerging Markets → India, South Korea, Argentina

Leisure Sales: Strategy

Press Trips → Work closely with industry partners to curate itineraries that highlight the destination. NLT's goal is to host qualified media FAMs from our Tier 1 & Tier 2 markets, up to twelve annually.

Trade Familiarization Tours → To bring influential travel sellers to NLT to education on the destination and products that can be promoted to consumers through travel agents and tour operators. This assists with influencing travel decision-making and shapes how the destination can be packaged.

Tradeshows & Sales Missions → Attend industry tradeshows and events, both internationally and domestically, to connect with key markets and expand NLT's brand awareness.

Product Development → Increase product available to travel agents and tour operators in order to increase sales to the destination during both non-peak and peak times.

Leisure Sales: Strategy

Partner Relationships → Build relationships with local and state partners; including, RSCVA, South Lake Tahoe, Visit California, Travel Nevada, Reno Tahoe Territory, High Sierra Territory and NLT partner resorts and activity providers.

Marketing Collaboratives → Increase brand awareness and booking demand in key markets through both non-paid & paid digital and print marketing opportunities.

California Star Program → Visit California's travel trade digital platform to engage with travel trade audiences on a global scale. This tool is used for education and content distribution.

Data Tracking → VisaVue Tracking Program provides us reporting on international and domestic travelers to North Lake Tahoe.

Product Development

Increased Product Placement:

HotelBeds: (2) hotels in 2015 to (7) hotels in 2017

- Including small properties

GTA: (1) hotel in 2015 to (3) hotels in 2017

Tourico: (1) hotel in 2015 to (3) in 2017

Bonotel: (2) hotels in 2015 to (5) hotels in 2017

- Increased activity product as well

Increased Brand Awareness in 2017:

Tradeshows/Sales Missions: 14

International PR Trips: 12

Travel Trade FAMS: 16

Site Inspections: 24

Tracking International Markets...

We take into consideration data provided by both Visit California & Travel Nevada.

In 2016, we signed on to track international visitation through Visit California's VisaVue Data Tracking Program.

2016 Annual Data:

\$4,424,284

2.6% growth from 2015

Average cardholder spend: \$252.95

Top Countries
United Kingdom *
Canada
Australia *
China
Mexico *
France *
Germany

2017 Annual Data


\$5,297,706


19.7% growth from 2016

Average cardholder spend: \$264.51

Top Countries
United Kingdom *
Canada
Australia *
China
Mexico *
France *
Germany
Argentina

Conference Sales



 north lake tahoe

Conference Sales – Key Functions

- Generate group sales leads for hotel partners
- Act as a liaison between meeting planners and hotel partners during the sales process.
(single point of contact)
- Assist hotels in converting leads into booked business
- Coordinate and execute client site visits
- Attend trade shows in key strategic markets
- Conduct sales calls/customer events in strategic markets

Conference Sales: Strategy

Strategic Markets→

California. Which historically generates roughly 70% of conference bookings. Primarily in Northern California but with significant efforts in southern California as well.

Cities with Significant Air Lift into Reno/Tahoe International Airport. Those destinations include San Francisco, Los Angeles, Portland, Dallas and Phoenix.

Washington DC and Chicago where the majority of national associations are headquartered.



 north lake tahoe

Conference Sales: Strategy

Media Plan→ Annual media plan that includes print and digital advertising in various meeting industry outlets regionally and nationally. The plan also includes a small presence on social media.

Tradeshows & Sales Missions → Attend industry tradeshows and conduct sales calls in key markets. The current trend is away from the large national tradeshows which have generally been showing decreased response and towards smaller, regional appointment-based shows which have provided better results.

In Market Customer Events→ Host customer events in key strategic markets. These events are an excellent way to interact and build relationships with customers in a less formal but very memorable setting. FY 2018-2019 events will include a San Francisco Giants game, San Jose Sharks game, a cooking class and Topgolf in Sacramento.

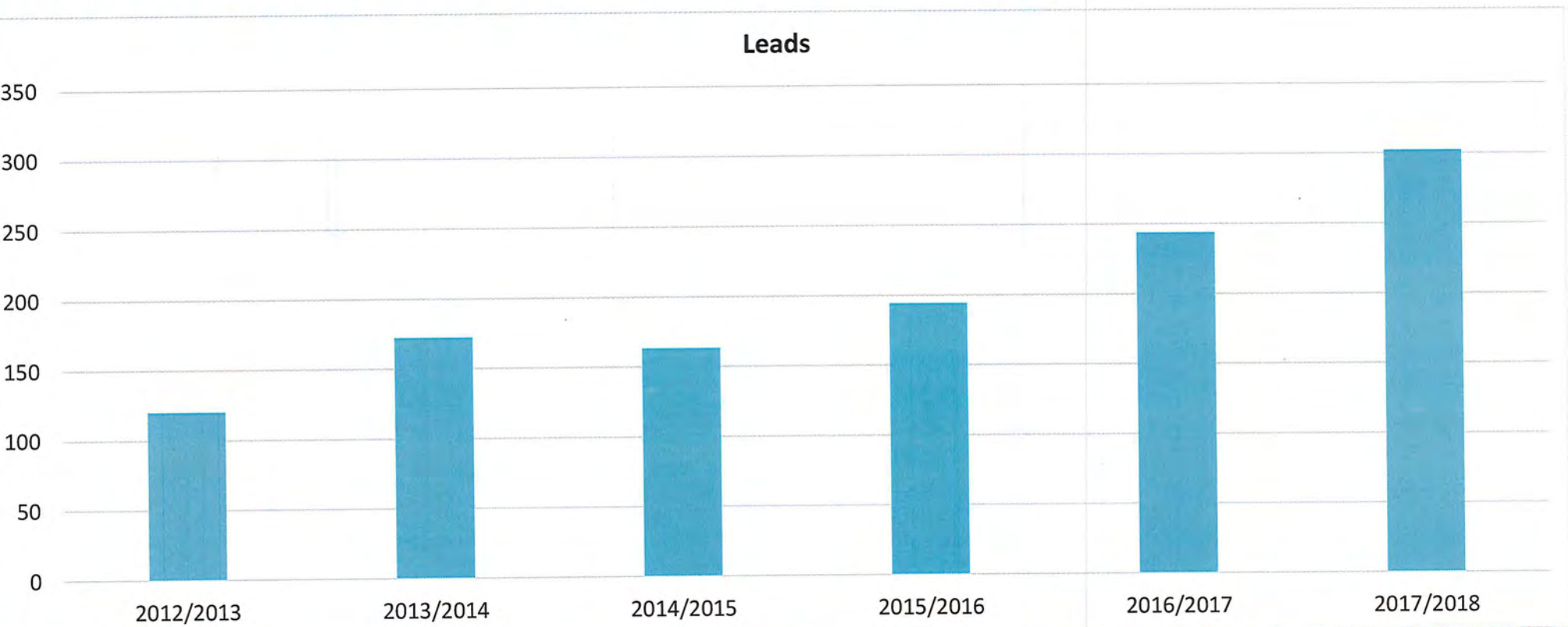
Conference Sales: Strategy

Familiarization Trips → Bring customers with current or future business to North Lake Tahoe to experience the destination first hand with the goal of influencing them to bring their meetings to the area. **Strategic**

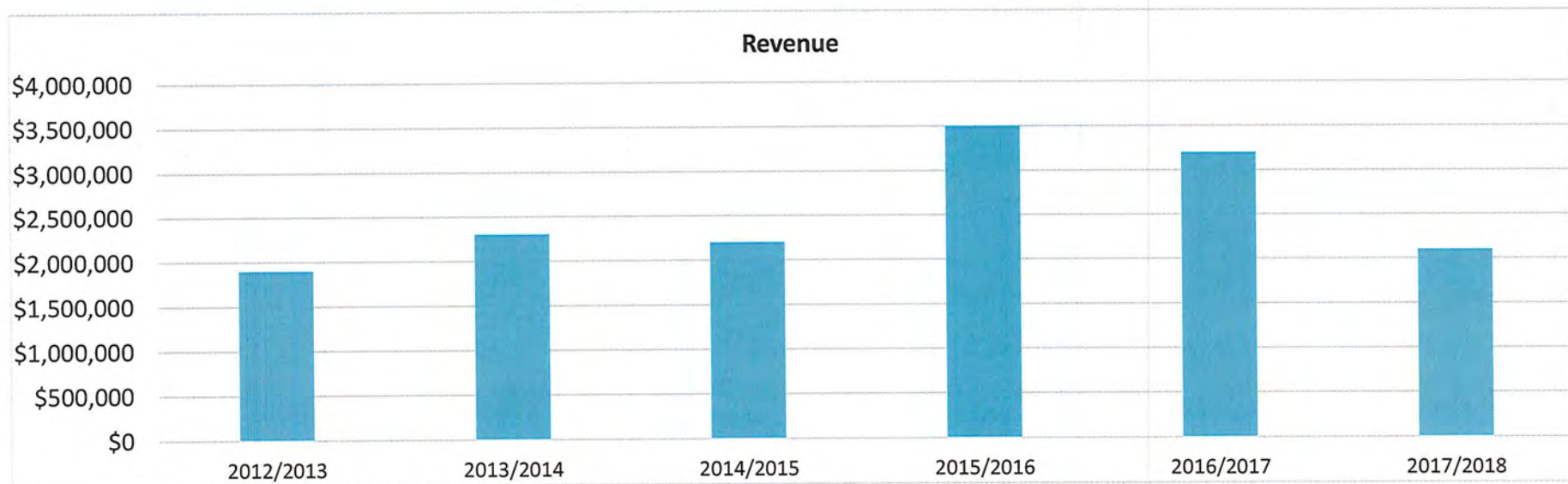
Partnerships with “Third Parties” → Continue to build on the strategic partnerships we have developed with HelmsBriscoe and HPN. This year staff will attend the HB Annual Business Conference, HPN Annual Partner Conference and ConferenceDirect CDX.

Create a Client Advisory Board (CAB) → The Board will consist of a representative group of professional meeting planners and industry leaders who will meet periodically to offer knowledge of the meeting and hospitality industry and advice on strategy and innovative programs for North Lake Tahoe group sales initiatives. The Advisory Board is intended to be a catalyst for the creation of market centric, client focused ideas with the intent of generating additional group bookings.

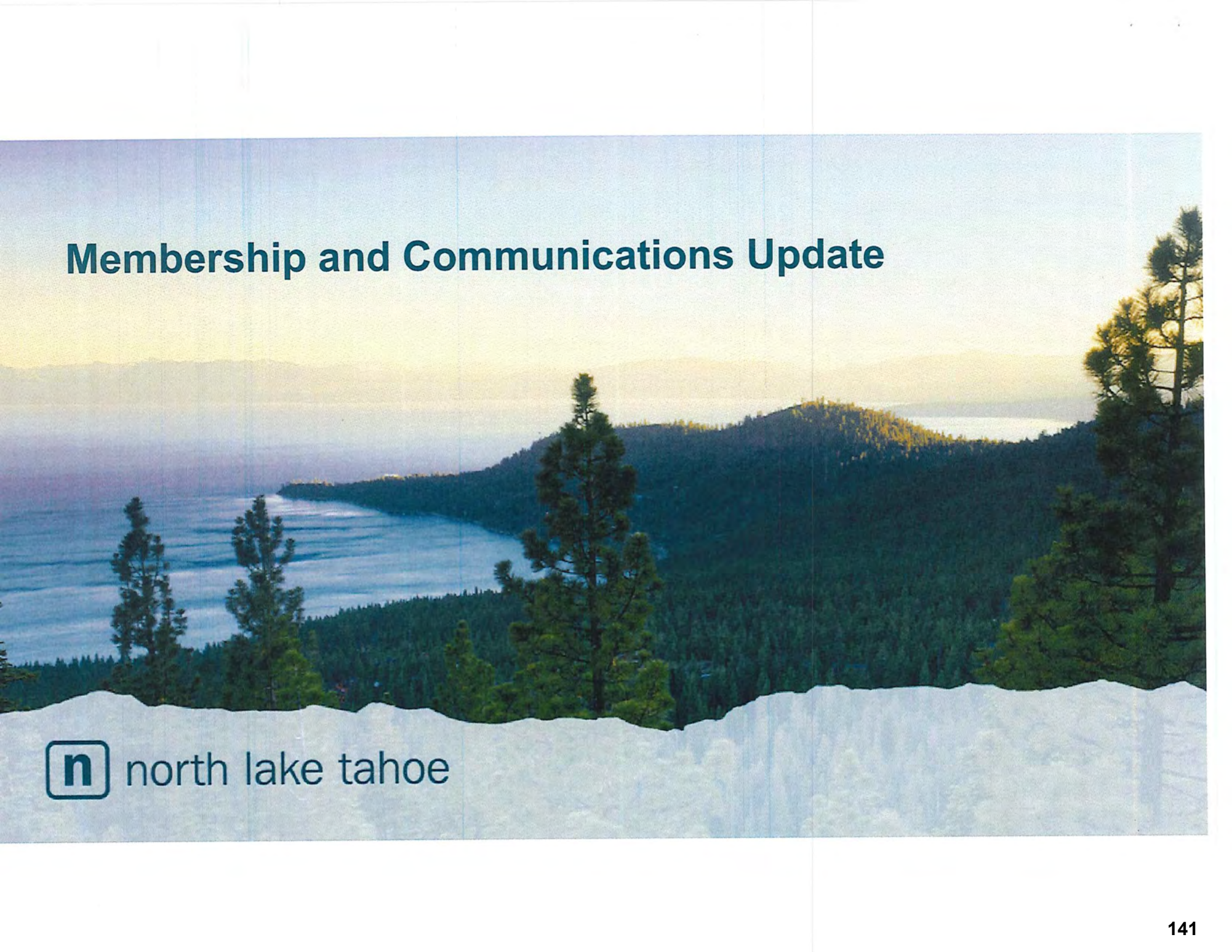
How we track success – Lead Generation




How we track success – Room Revenue



Membership and Communications Update

The background of the slide is a scenic photograph of a lake, likely North Lake Tahoe, surrounded by dense evergreen forests and mountains. The sky is a mix of blue and yellow, suggesting a sunrise or sunset. In the foreground, there are several tall, dark evergreen trees. At the bottom of the image, there is a white, torn-paper-like border. The logo for North Lake Tahoe is located in the bottom left corner, consisting of a blue square with a white 'n' inside, followed by the text 'north lake tahoe' in a blue, sans-serif font.

 north lake tahoe

Communications Overview

New Website: www.NLTRA.org

Contract awarded to SDBX Studios

Projected launch: Monday, Oct. 1

Local Achievable Housing Advocacy

Representation on Mountain Housing Council

Attended TREK Seminar in Vail, CO

Advocate for Placer County Project

FY 18/19 Tasks & Benchmarks

Newsletter Updates

Social Media Growth

Public Relations Outreach

Member Education

1. TOT Ordinance Revision

2. McClintock & Morse Debate



Visitor Information Services

Visitor Services

Visitors Served FY 17/18: 61,359 (up 12%)

Staffing Update

Driving visitation through a variety of methods

Implementation of Visitor Surveys & Referral Tracking

Looking Ahead

Hospitality Trainings

Distribution List Organization

Retail Training & Inventory Organization

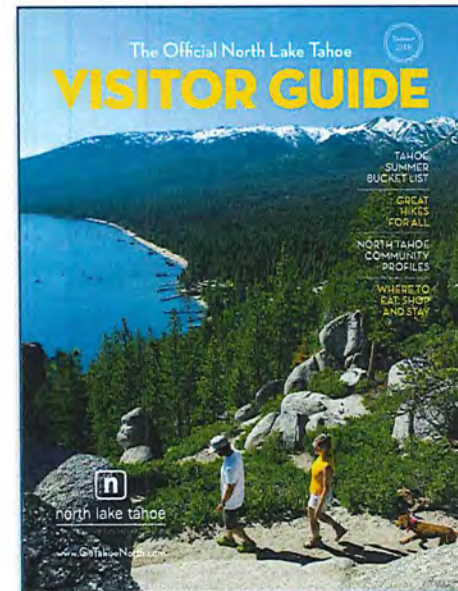
Visitor Center Enhancements

Lodging Committee Reactivation

Visitor Guide

Distribution: regionally, 70,000 in print

Added two locations: RTIA & California State Fair



Membership Overview

Chamber Snapshot

386 Members

Membership Revenue: FY 17/18 = \$114,000

Membership Revenue: FY 18/19 = \$128,000

Goal: Increase awareness of Chamber services

Goal: Raise Chamber revenue by providing additional services

Goal: Increase Sponsorship Opportunities & Events (\$70,510)

Master Calendar

Mixers: monthly on Thursday

Breakfast Club: monthly on the first Tuesday

Community Awards (April)

Seasonal Recreation Luncheon (May)

Membership Luncheon (October)

Shop Tahoe: Small Business Saturday

Business Seminars & Training



Membership Overview

July 2018	August 2018	September 2018	October 2018	November 2018	December 2018	January 2019	February 2019	March 2019	April 2019	May 2019	June 2019
	Interactive Artist Collaborative	Service Learning / Back to School	Media: pitching & buying, geared towards winter	Ski/Winter Preview	Giving Back	Hot Topics for 2019					
Breakfast Club: N/A	Breakfast Club: Aug. 7 @ 7-8:30am - Nevada Museum of Art (25 min) - eARTH Ambassadors (25 min) - Trails & Vistas (5 min) - Arts for the Schools (5 min) - Siren Arts // Lake Tahoe Dance Festival (5 min)	Breakfast Club: Sept. 4 - SNC (25 min) - TTUSD (25 min) - Positively Rolling (5 min) - Shane McConkey Foundation (5 min) - North Tahoe Family Resource Center (Susie Alexander) (10 min)	Breakfast Club: Tues., Oct. 2 Media Panel - the changing scope of journalism and how to reach local publications - Tahoe Weekly - Moonshine Ink - Sierra Sun - Tahoe Quarterly - KTKE (7)	Breakfast Club: 5 min updates from each ski resort	Breakfast Club: Community Foundation - Give Back Tahoe Panel of non-profits	Breakfast Club: - Chamber Update - Housing - Transportation	Breakfast Club:	Breakfast Club:	Breakfast Club:	Breakfast Club:	Breakfast Club:
Mixer: July 19, Tahoe Time Plaza	Mixer: Aug. 9 @ 5-7pm - eARTH Ambassadors - Nevada Museum of Art - Trails & Vistas - Arts for the Schools - Allbi Ale Works - Tahoe Truckee School of Music - Tahoe City VIC	Mixer: Sept. 20 @ 5-7pm Sierra Nevada College	Mixer: Thurs, Oct. 11 Media Meet & Greet Location: Granite Peak Management	Mixer: Joint with Truckee @ Northstar	Mixer: Toys for Tots	Mixer: Moe's	Mixer:	Mixer: VIC Squaw Dogs	Mixer:	Mixer:	Mixer:
			Membership Luncheon	Shop Local Event: November 24					Community Awards		
	BACC: August 9	BACC: September 13	BACC: October 11	BACC: November 8	BACC: December 6						
Business Training/Seminar: N/A	Business Training/Seminar: N/A	Business Training/Seminar: Media Buying & Pitching	Blz Seminar: October 9, social media (in conjunction with TCDA & NTBA)	Business Training: Hospitality	Business Seminar: Successful Non-Profits - Panel: - Shane McConkey Foundation - High Fives - Tahoe Fund - Professor from SNC	Business Training/Seminar:	Business Training/Seminar:	Business Training/Seminar:	Business Training/Seminar:	Business Training/Seminar:	Business Training/Seminar:
		Visitor Guide Development						Visitor Guide Development			
		Visitor Guide in-market: Thursday, Nov. 15						Visitor Guide in-market: May 20			
		Membership Drive									
		Website Launch									

Save the Date

AUGUST

Dollar Hill Local Housing Community Initiative at TCPUD Board Room: Wednesday, August 1 @ 3-5pm
Tuesday Morning Breakfast Club at Granlibakken: Tuesday, August 7 @ 7-8:30am
Chamber Mixer at the Visitors Center in Tahoe City: Thursday, August 9 @ 5pm-7pm
TOT Ordinance Revisions (location: TBD) : Monday, August 20

SEPTEMBER

Tuesday Morning Breakfast Club at Granlibakken: Tuesday, September 4 @ 7-8:30am
Chamber Mixer - at Sierra Nevada College in Incline Village: Thursday, September 20 @ 5pm-7pm
Business Training: Media Buying & Pitching

OCTOBER

* Membership Drive *

Tuesday Morning Breakfast Club at Granlibakken: Tuesday, October 2 @ 7-8:30am
Chamber Mixer - at Granite Peak Management in Alpine Meadows: Thursday, October 11 @ 4pm-6pm
Business Training: Social Media (in conjunction with TCDA + NTBA)

North Lake Tahoe Resort Association - Sponsored Events
ROI Calculator

16.17 FY 17.18 FY

Event	Date	Total Attendance	Avg. Per Party	Out of Town Visitors	Lodged in Houses/Hotels/Etc.	Placer County	Visitors Contributing to TOT	Average Night Stay	Room Nights Generated	Avg. Spend/Person/Day	Average Economic Impact	Sponsorship/Grant Funding	Economic Impact ROI on Funding	Media Coverage/Reach
2016														
Experience Our State Parks Events	Jan - March	205		40%	50%	50%	21	1.5		\$230	\$7,073	\$3,000	2	R
Tough Mudder	6/9 - 6/10	11,630	4.5	78%	82%	36%	2,678	2.8		\$230	\$1,724,553	\$50,000	34	N
NLT Summit Lacrosse	6/17 - 6/19	2,400	2.0	100%	70%	50%	840	2.5		\$230	\$483,000	\$5,000	97	N
Lake Tahoe Music Festival	9/16	943		3%	50%	50%	14	2		\$230	\$6,507	\$3,000	2	R
Copa de las Sierras	9/1 - 9/3	6,360		92%	70%	70%	4,096	3	300	\$230	\$2,826,130	\$3,000	942	R
Tahoe Vista Paddlefest	September	1,200	2.0	17%	70%	70%	143	2		\$230	\$65,688	\$4,000	16	R
Lake Tahoe Autumn Food & Wine Festival	9/9 - 9/11	3,000	3.6	67%	47%	70%	951	3.1		\$230	\$677,727	\$30,000	23	R
Tahoe City Oktoberfest	10/1	2,000		76%	54%		812	2		\$230	\$373,494	\$1,500	249	R
Spartan World Champs	10/1 - 10/2	11,104	3.4	83%	73%	50%	3,359	2.3		\$230	\$1,776,930	\$210,000	8	I
Lake Tahoe Dance Collective		1,139		58%	50%	50%	165	1.5		\$230	\$56,978	\$5,000	11	
Lake Tahoe Women's Wellness Weekend	November	75					39	1	39	\$230	\$8,970	\$4,000	2	R
2017														
Audi FIS Ski World Cup Women's Race	3/9 - 3/11	18,000	3.2	57%	62%	78%	4,962	3.1		\$230	\$3,537,718	\$30,000	118	I
WinterWonderGrass Tahoe	3/31 - 4/2	4,608	4.6	82%	54%	75%	1,530	3.1	990	\$230	\$1,091,116	\$15,000	73	N
Squaw Valley Half & 8 Miler (BBA)	6/11	400		48%	31%	50%	62	1.7		\$230	\$24,242	\$10,500	2	R
No Barriers	June	825	1.0	80%	80%	80%	422	3	997	\$230	\$291,456	\$8,000	36	I
North Lake Tahoe Summit Classic	6/14 - 6/16	4,747	3.0	100%	70%	50%	1,661	2.5		\$230	\$955,334	\$5,000	191	N
Broken Arrow Skyrace	6/16 - 6/17	772	2.5	85%	50%	50%	164	2.5		\$230	\$94,329	\$20,000	5	I
Tahoe City Wine Walk	6/17	780	2.0	37%	67%	41%	80	1		\$230	\$18,323	\$2,000	9	R
Burton Creek Trail Running Festival	6/18	201	2.0	71%	50%	50%	36	1.5		\$230	\$12,309	\$6,500	2	R - West Coast
XTERRA Tahoe City Triathlon	6/24	240	2.0	85%	50%	50%	51	1.5		\$230	\$17,595	\$8,500	2	R - West Coast
Tahoe Trail 100	7/13						0			\$230	\$0	\$5,000	0	
Wanderlust Squaw Valley	7/20 - 7/24	11,421		70%	66%	50%	2,638	2.5		\$230	\$1,516,994	\$30,000	51	N
Squaw Mountain Run	7/29	400		57%	33%	50%	37	2.6		\$230	\$22,302	\$2,500	9	R
Lake Tahoe Music Festival	8/15 - 8/20	1,200					0			\$230	\$0	\$5,000	0	
Tahoe City Oktoberfest	9/30	2,800	2.0	34%	52%	48%	238	1.5		\$230	\$82,136	\$2,000	41	R
Lake Tahoe Autumn Food & Wine Festival	9/8 - 9/10	2,000	3.6	67%	47%	70%	444	3.1		\$230	\$316,815	\$30,000	11	R
Tahoe Vista Paddlefest	9/9 - 9/10	725		68%	50%	70%	173	2		\$230	\$79,373	\$10,000	8	I
Spartan World Champs - Participants	9/30 - 10/1	10,656	3.4	81%	73%	71%	4,505	2.2		\$230	\$2,279,711	\$250,000	9	I
Spartan World Champs - Participants/Staff	9/30 - 10/1										\$2,740,227	\$250,000	11	I
The Great Trail Race	10/8	280		61%	50%	50%	43	1.5		\$230	\$14,732	\$12,500	1	R
Copa de las Sierras										\$230				
Lake Tahoe Dance Collective							0			\$230	\$0	\$5,000	0	
2018														
NASTAR National Championships	3/21 - 3/25	900								\$230		\$5,000		
WinterWonderGrass Tahoe	4/6 - 4/8	2,152		83%	56%	75%	750	3.1		\$230	\$534,883	\$15,000	36	N
Tahoe Cup Paddle Series	5/26, 7/21, 8/25, 9/15									\$230		\$4,000		

Hot August Nights Show-N-Shine	6/9										\$230	\$10,000		
Tough Mudder	6/9 - 6/10	6,993	4.6	87%	74%	33%	1,486	2.6	125		\$230	\$888,443	\$40,000	22 N
Broken Arrow Skyrace	6/15 - 6/17										\$230		\$15,000	
Lake Tahoe Summit Classic Lacrosse	6/15 - 6/17										\$230		\$5,000	
Tahoe City Food & Wine Classic	6/16										\$230		\$5,000	
Kids Adventure Games	6/22 - 6/24										\$230		\$5,000	
Wanderlust Squaw Valley	7/19 - 7/22										\$230		\$30,000	
Big Bluegrass	7/27										\$230		\$1,000	
Lake Tahoe Music Festival	8/22 - 8/26										\$230		\$5,750	
Northstar Free-Ride Festival	9/13 - 9/17										\$230		\$15,000	
Tahoe Adventure Van Expo	9/15										\$230		\$2,000	
Tahoe City Oktoberfest	9/29										\$230		\$2,000	
Big Blue Adventure Race Series	Summer 2018										\$230		\$35,000	

Estimates

Formulas

Visitors Contributing to TOT	= (((Total Attendance * OOT Visitors) * Lodged in Hotels) * Placer County)	\$18,814,977	\$755,500	25
Average Economic Impact	= (Visitors Contributing to TOT * Average Night Stay) * Avg. Spend			
ROI	= Avg Economic Impact/Sponsorship Funds			

Media Coverage Key

- (I) International
- (N) National
- (R) Regional
- (L) Local

Executive Summary

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1253 Units ('DestiMetrics Census**') and 38.80% of 3229 total units in the North Lake Tahoe destination ('Destination Census***')

Last Month Performance: Current YTD vs. Previous YTD		2018	2017	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Jun) changed by (7.6%)	Occupancy (Jun) :	55.4%	51.5%	7.6%
North Lake Tahoe ADR for last month (Jun) changed by (0.5%)	ADR (Jun) :	\$ 305	\$ 304	0.5%
North Lake Tahoe RevPAR for last month (Jun) changed by (8.2%)	RevPAR (Jun) :	\$ 169	\$ 156	8.2%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Jul) changed by (1.2%)	Occupancy (Jul) :	59.9%	59.2%	1.2%
North Lake Tahoe ADR for next month (Jul) changed by (1.3%)	ADR (Jul) :	\$ 419	\$ 414	1.3%
North Lake Tahoe RevPAR for next month (Jul) changed by (2.6%)	RevPAR (Jul) :	\$ 251	\$ 245	2.6%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-5.4%)	Occupancy	46.2%	48.9%	-5.4%
North Lake Tahoe ADR for the past 6 months changed by (-2.2%)	ADR	\$ 283	\$ 290	-2.2%
North Lake Tahoe RevPAR for the past 6 months changed by (-7.5%)	RevPAR	\$ 131	\$ 142	-7.5%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-0.4%)	Occupancy	26.9%	27.0%	-0.4%
North Lake Tahoe ADR for the future 6 months changed by (0.5%)	ADR	\$ 362	\$ 361	0.5%
North Lake Tahoe RevPAR for the future 6 months changed by (0.1%)	RevPAR	\$ 98	\$ 98	0.1%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jun 30, 2018 vs. Previous Year				
Rooms Booked during last month (Jun,18) compared to Rooms Booked during the same period last year (Jun,17) for all arrival dates has changed by (0.1%)	Booking Pace (Jun)	5.4%	5.4%	0.1%

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

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

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Monthly Report June 2018

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 17/18

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 17/18</u>	<u>FY 16/17</u>	<u>Variance</u>
Total Revenue Booked as of 6/30/18:	\$2,109,569	\$3,208,504	-34%
Forecasted Commission for this Revenue:	\$54,842	\$103,635	-47%
Number of Room Nights:	13689	17064	-20%
Number of Delegates:	23308	17423	34%
Annual Revenue Goal:	\$2,500,000	\$3,000,000	-17%
Annual Commission Goal:	\$70,000	\$135,000	-48%

<u>Monthly Detail/Activity</u>	<u>June-18</u>	<u>June-17</u>	
<u>Number of Groups Booked:</u>	6	5	
Revenue Booked:	\$329,030	\$194,371	69%
Projected Commission:	\$3,266	\$0	
Room Nights:	3405	1165	192%
Number of Delegates:	3850	630	511%
	5 Corp, 1		
Booked Group Types:	Assoc.	4 Corp, 1 SMF	
Lost Business, # of Groups:	4	4	0%
<u>Arrived in the month</u>	<u>June-18</u>	<u>June-17</u>	
Number of Groups:	4	6	
Revenue Arrived:	\$141,134	\$332,308	-58%
Projected Commission:	\$0	\$9,906	
Room Nights:	714	1730	-59%
Number of Delegates:	13670	1905	618%
		2 Corp, 2 SMF,	
	2 SMF, 2	1 Non-Profit, 1	
Arrived Group Types:	Assoc.	Incentive	

<u>Monthly Detail/Activity</u>	<u>May-18</u>	<u>May-17</u>	
<u>Number of Groups Booked:</u>	2	6	
Revenue Booked:	\$37,360	\$258,320	-86%
Projected Commission:	\$0	\$8,733	-100%
Room Nights:	165	1405	-88%
Number of Delegates:	45	695	-94%
Booked Group Types:	2 Corp.	3 Corp., 3 SMF	
Lost Business, # of Groups:	12	6	100%
<u>Arrived in the month</u>	<u>May-18</u>	<u>May-17</u>	
Number of Groups:	5	6	
Revenue Arrived:	\$499,357	\$926,633	-46%
Projected Commission:	\$7,950	\$9,393	
Room Nights:	2604	1529	70%
Number of Delegates:	720	594	21%

Arrived Group Types:	3 Corp, 1 Assoc., 1 SMF	1 Corp, 3 Assoc, 2 SMF
----------------------	----------------------------	---------------------------

Monthly Detail/Activity	<u>April-18</u>	<u>April-17</u>	
<u>Number of Groups Booked:</u>	1	5	
Revenue Booked:	\$9,639	\$139,231	-93%
Projected Commission:	\$0	\$4,751	-100%
Room Nights:	52	692	-92%
Number of Delegates:	90	3290	-97%
		3 Corp, 1 CA	
Booked Group Types:	1 Corp.	Assoc., 1 Smf	
Lost Business, # of Groups:	6	3	100%
 <u>Arrived in the month</u>	 <u>April-18</u>	 <u>April-17</u>	
Number of Groups:	1	3	
Revenue Arrived:	\$36,830	\$133,231	-72%
Projected Commission:	\$0	\$4,356	
Room Nights:	258	902	-71%
Number of Delegates:	120	405	-70%
		2 Corp, 1 CA	
Arrived Group Types:	1 Smf	Assoc.	

Monthly Detail/Activity	<u>March-18</u>	<u>March-17</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$55,650	\$20,234	175%
Projected Commission:	\$0	\$450	-100%
Room Nights:	350	136	157%
Number of Delegates:	70	64	9%
		1 Assoc., 1	
		Corp, 1 Non-	
		Profit	
Booked Group Types:	1 Assoc.	6	-67%
Lost Business, # of Groups:	2		
 <u>Arrived in the month</u>	 <u>March-18</u>	 <u>March-17</u>	
Number of Groups:	3	2	
Revenue Arrived:	\$59,152	\$15,734	276%
Projected Commission:	\$0	\$0	
Room Nights:	373	116	222%
Number of Delegates:	100	50	100%
		1 Corp., 1	
Arrived Group Types:	2 Corp., 1 SMF	Assoc.	

Monthly Detail/Activity	<u>February-18</u>	<u>February-17</u>
<u>Number of Groups Booked:</u>	4	0
Revenue Booked:	\$133,480	\$0
Projected Commission:	\$2,569	\$0
Room Nights:	957	0
Number of Delegates:	10315	0
	1 Smf, 1 Film	
Booked Group Types:	Crew, 2 Corp.	
Lost Business, # of Groups:	0	

<u>Arrived in the month</u>	<u>February-18</u>	<u>February-17</u>	
Number of Groups:	6	1	
Revenue Arrived:	\$118,220	\$104,490	13%
Projected Commission:	\$2,545	\$0	
Room Nights:	275	900	-69%
Number of Delegates:	291	250	16%
	5 Corp., 1 Film		
Arrived Group Types:	Crew	1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>January-18</u>	<u>January-17</u>	
<u>Number of Groups Booked:</u>	13	2	
Revenue Booked:	\$518,936	\$178,405	191%
Projected Commission:	\$2,146	\$0	
Room Nights:	2845	845	237%
Number of Delegates:	1153	1600	-28%
	7 Corp, 6	1 Corp., 1 non-	
Booked Group Types:	Assoc.	profit	
Lost Business, # of Groups:	0	8	

<u>Arrived in the month</u>	<u>January-18</u>	<u>January-17</u>	
Number of Groups:	3	0	
Revenue Arrived:	\$86,645	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	275	0	
Number of Delegates:	89	0	
	1 Corp, 2		
Arrived Group Types:	Assoc.		

<u>Monthly Detail/Activity</u>	<u>December-17</u>	<u>December-16</u>	
<u>Number of Groups Booked:</u>	1	4	
Revenue Booked:	\$4,500	\$142,936	-97%
Projected Commission:	\$0	\$6,683	-100%
Room Nights:	28	837	-97%
Number of Delegates:	30	358	-92%
		2 Corp., 2	
Booked Group Types:	1 Smerf	Assoc..	
Lost Business, # of Groups:	4	0	

<u>Arrived in the month</u>	<u>December-17</u>	<u>December-16</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$137,651	
Projected Commission:	\$0	\$5,818	
Room Nights:	0	562	
Number of Delegates:	0	1125	
		1 Corp., 1	
Arrived Group Types:		Assoc.	

<u>Monthly Detail/Activity</u>	<u>November-17</u>	<u>November-16</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$13,868	\$2,862	385%

Projected Commission:	\$551	\$0	
Room Nights:	76	14	443%
Number of Delegates:	34	14	143%
	1 Corp, 1 CA		
Booked Group Types:	Assoc.	1 Corp.	
Lost Business, # of Groups:	10	6	

<u>Arrived in the month</u>	<u>November-17</u>	<u>November-16</u>	
Number of Groups:	0	5	
Revenue Arrived:	\$0	\$130,205	-100%
Projected Commission:	\$0	\$6,139	-100%
Room Nights:	0	990	-100%
Number of Delegates:	0	1264	-100%
		3 Corp, 1 Smf,	
		1 Assoc.	

Monthly Detail/Activity	<u>October-17</u>	<u>October-16</u>	
<u>Number of Groups Booked:</u>	5	6	
Revenue Booked:	\$221,137	\$557,045	-60%
Projected Commission:	\$5,257	\$2,245	134%
Room Nights:	1099	2716	-60%
Number of Delegates:	437	11999	-96%
Booked Group Types:	2 Corp, 1	3 Corp, 1 Smf,	
Lost Business, # of Groups:	12	6	

<u>Arrived in the month</u>	<u>October-17</u>	<u>October-16</u>	
Number of Groups:	6	5	
Revenue Arrived:	\$531,593	\$187,132	184%
Projected Commission:	\$15,631	\$6,209	152%
Room Nights:	1586	978	62%
Number of Delegates:	597	10110	-94%
	2 Corp, 3		
Arrived Group Types:	Assoc, 1 Govt.	4 Corp, 1 Smf	

Monthly Detail/Activity	<u>September-17</u>	<u>September-16</u>	
<u>Number of Groups Booked:</u>	5	3	
Revenue Booked:	\$45,964	\$113,630	-60%
Projected Commission:	\$2,568	\$2,245	14%
Room Nights:	307	962	-68%
Number of Delegates:	139	987	-86%
Booked Group Types:	3 Corp, 1 Smf,	1 Corp, 1	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>September-17</u>	<u>September-16</u>	
Number of Groups:	7	10	
Revenue Arrived:	\$200,332	\$788,598	-75%
Projected Commission:	\$5,673	\$6,209	-9%
Room Nights:	650	4148	-84%
Number of Delegates:	438	1757	-75%
	4 Corp, 1		
	Assoc, 1 Smf, 1	4 Corp, 3	
Arrived Group Types:	Film Crew	Assoc., 3 Smf	

Monthly Detail/Activity	<u>August-17</u>	<u>August-16</u>	
<u>Number of Groups Booked:</u>	2	4	
Revenue Booked:	\$58,220	\$112,497	-48%
Projected Commission:	\$2,560	\$892	187%
Room Nights:	409	715	-43%
Number of Delegates:	165	275	-40%
	1 Corp, 1	2 Assoc, 1	
Booked Group Types:	Assoc.	Corp, 1 Govt.	
Lost Business, # of Groups:	6	0	

<u>Arrived in the month</u>	<u>August-17</u>	<u>August-16</u>	
Number of Groups:	4	6	
Revenue Arrived:	\$59,921	\$223,487	-73%
Projected Commission:	\$1,068	\$16,620	-94%
Room Nights:	274	1052	-74%
Number of Delegates:	152	257	-41%
	2 Corp, 1	4 Corp, 1	
	Assoc, 1 Non-profit	Assoc, 1 Film Crew	
Arrived Group Types:			

Monthly Detail/Activity	<u>July-17</u>	<u>July-16</u>	
<u>Number of Groups Booked:</u>	7	2	
Revenue Booked:	\$638,565	\$84,736	654%
Projected Commission:	\$20,074	\$0	
Room Nights:	3689	655	463%
Number of Delegates:	4680	425	1001%
	4 Corp, 2		
Booked Group Types:	Assoc, 1 SMF	1 Corp. 1 Govt.	
Lost Business, # of Groups:	1	3	

<u>Arrived in the month</u>	<u>July-17</u>	<u>July-16</u>	
Number of Groups:	4	5	
Revenue Arrived:	\$294,470	\$712,929	-59%
Projected Commission:	\$13,840	\$39,282	
Room Nights:	1299	3175	-59%
Number of Delegates:	645	1551	-58%
		2 Assoc, 1	
		Govt, 1 Corp	
Arrived Group Types:	4 Corp.	and 1 Seminar	

	<u>Current Numbers</u>	<u>Goals</u>
For 2018/19:	\$1,402,369	\$750,000
For 2019/20:	\$671,514	\$250,000

NUMBER OF LEADS Generated as of 6/30/18: 302
YTD 6/30/17: 244

YTD 6/30/16: 163

Total Number of Leads Generated in Previous Years:

2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205

Monthly Report June 2018

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 17/18

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>17/18</u>	<u>16/17</u>	<u>Variance</u>
Total Revenue Booked as of 6/30/18:	\$397,939	\$237,263	68%
Forecasted Commission for this Revenue:	\$5,437	\$17,937	-70%
Number of Room Nights:	2868	1820	58%
Number of Delegates:	1326	887	49%
Annual Commission Projection:	\$10,000	\$15,000	-33%

<u>Monthly Detail/Activity</u>	<u>June-18</u>	<u>June-17</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$1,608	\$22,200	-93%
Projected Commission:	\$0	\$0	#DIV/0!
Room Nights:	16	90	-82%
Number of Delegates:	16	185	-91%
Booked Group Types:	1 Corp.	1 Corp.	

<u>Arrived in the month</u>	<u>June-18</u>	<u>* Est.</u>	<u>June-17</u>
Number of Groups:	3		1
Revenue Arrived:	\$78,241		\$30,195
Projected Commission:	\$0		\$0
Room Nights:	246		265
Number of Delegates:	366		150
Booked Group Types:	2 Corp, 1 SMF		1 Assoc.

<u>Monthly Detail/Activity</u>	<u>May-18</u>	<u>May-17</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$20,000	\$6,030	232%
Projected Commission:	\$266	\$0	#DIV/0!
Room Nights:	156	70	123%
Number of Delegates:	145	40	263%
Booked Group Types:	1 Assoc., 1 SMF	1 Corp, 1 Assoc.	

<u>Arrived in the month</u>	<u>May-18</u>	<u>May-17</u>
Number of Groups:	2	0
Revenue Arrived:	\$37,562	\$0
Projected Commission:	\$706	\$0
Room Nights:	180	0
Number of Delegates:	73	0
Booked Group Types:	2 Corp.	

Monthly Detail/Activity	<u>April-18</u>	<u>April-17</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$59,700	\$3,105	1823%
Projected Commission:	\$0	\$155	-100%
Room Nights:	300	21	1329%
Number of Delegates:	140	40	250%
Booked Group Types:	1 Assoc., 1 Smf	1 Corp.	
 <u>Arrived in the month</u>	 <u>April-18</u>	 <u>April-17</u>	
Number of Groups:	3	4	
Revenue Arrived:	\$79,856	\$162,262	-51%
Projected Commission:	\$544	\$2,751	-80%
Room Nights:	745	890	-16%
Number of Delegates:	225	225	0%
Booked Group Types:	3 Assoc.	4 Corp.	
 Monthly Detail/Activity	 <u>March-18</u>	 <u>March-17</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$12,935	\$15,968	-19%
Projected Commission:	\$647	\$2,201	-71%
Room Nights:	72	145	-50%
Number of Delegates:	50	65	-23%
Booked Group Types:	1 Corp.	3 Corp.	
 <u>Arrived in the month</u>	 <u>March-18</u>	 <u>March-17</u>	
Number of Groups:	2	4	
Revenue Arrived:	\$17,447	\$162,262	-89%
Projected Commission:	\$513	\$2,751	-81%
Room Nights:	140	890	-84%
Number of Delegates:	65	225	-71%
Booked Group Types:	1 Smf, 1 Corp.	4 Corp.	
 Monthly Detail/Activity	 <u>February-18</u>	 <u>February-17</u>	
<u>Number of Groups Booked:</u>	4	1	
Revenue Booked:	\$75,687	\$12,000	531%
Projected Commission:	\$547	\$648	-16%
Room Nights:	755	40	1788%
Number of Delegates:	435	20	2075%
Booked Group Types:	1 Corp, 2 Assoc.	1 Corp.	
 <u>Arrived in the month</u>	 <u>February-18</u>	 <u>February-17</u>	
Number of Groups:	2	3	-33%
Revenue Arrived:	\$11,001	\$37,687	-71%
Projected Commission:	\$0	\$1,040	
Room Nights:	149	324	-54%
Number of Delegates:	80	178	-55%
Booked Group Types:	2 Corp.		
 Monthly Detail/Activity	 <u>January-18</u>	 <u>January-17</u>	
<u>Number of Groups Booked:</u>	8	4	
Revenue Booked:	\$253,116	\$107,412	136%
Projected Commission:	\$8,928	\$5,370	66%

Room Nights:	1304	606	115%
Number of Delegates:	603	228	164%
Booked Group Types:	2 Smf, 4 Corp, 2 Assoc.	3 Corp, 1 Assoc.	

<u>Arrived in the month</u>	<u>January-18</u>	<u>January-17</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$3,597	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	23	0	
Number of Delegates:	80	0	
Booked Group Types:	1 Smf		

Monthly Detail/Activity	<u>December-17</u>	<u>December-16</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$9,240	\$177,828	-95%
Projected Commission:	\$0	\$0	
Room Nights:	60	866	-93%
Number of Delegates:	250	240	4%
Booked Group Types:	1 Wedding	1 Corp., 1 Assoc.	

<u>Arrived in the month</u>	<u>December-17</u>	<u>December-16</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$1,580	\$0	
Projected Commission:	\$79	\$0	
Room Nights:	20	0	
Number of Delegates:	12	0	
Booked Group Types:	1 Govt.		

Monthly Detail/Activity	<u>November-17</u>	<u>November-16</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$47,480	\$2,228	2031%
Projected Commission:	\$2,374	\$334	611%
Room Nights:	196	12	1533%
Number of Delegates:	162	6	2600%
Booked Group Types:	1 Corp, 1 Govt.	1 Corp.	

<u>Arrived in the month</u>	<u>November-17</u>	<u>November-16</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$33,553	
Projected Commission:	\$0	\$563	
Room Nights:	0	347	
Number of Delegates:	0	132	
Booked Group Types:		1 Corp., 1 Smf	

Monthly Detail/Activity	<u>October-17</u>	<u>October-16</u>	
<u>Number of Groups Booked:</u>	0	1	
Revenue Booked:	\$0	\$5,547	
Projected Commission:	\$0	\$0	
Room Nights:	0	45	
Number of Delegates:	0	45	
Booked Group Types:	0	1 Assoc.	

<u>Arrived in the month</u>		<u>October-17</u>	<u>October-16</u>	
Number of Groups:		2	1	
Revenue Arrived:		\$53,520	\$10,842	
Projected Commission:		\$0	\$0	
Room Nights:		611	78	
Number of Delegates:		380	25	
Booked Group Types:		1 Assoc., 1 Govt.	1 Corp.	
Monthly Detail/Activity		<u>September-17</u>	<u>September-16</u>	
<u>Number of Groups Booked:</u>		1	1	
Revenue Booked:		\$38,000	\$45,255	-16%
Projected Commission:		\$5,700	\$0	
Room Nights:		380	420	-10%
Number of Delegates:		200	160	25%
Booked Group Types:		1 Assoc.	1 Corp.	
<u>Arrived in the month</u>		<u>September-17</u>	<u>September-16</u>	
Number of Groups:		1	2	
Revenue Arrived:		\$32,371	\$47,420	-32%
Projected Commission:		\$0	\$2,263	
Room Nights:		146	416	-65%
Number of Delegates:		70	160	-56%
Booked Group Types:		1 Assoc.	1 Corp., 1 Smf	
Monthly Detail/Activity		<u>August-17</u>	<u>August-16</u>	
<u>Number of Groups Booked:</u>		1	1	
Revenue Booked:		\$50,490	\$7,209	600%
Projected Commission:		\$0	\$1,081	
Room Nights:		488	70	597%
Number of Delegates:		175	35	400%
Booked Group Types:		1 Assoc.	1 Corp.	
<u>Arrived in the month</u>		<u>August-17</u>	<u>August-16</u>	
Number of Groups:		1	0	
Revenue Arrived:		\$32,350	\$0	
Projected Commission:		\$1,617	\$0	
Room Nights:		82	0	
Number of Delegates:		20	0	
Booked Group Types:		1 Corp.	0	
Monthly Detail/Activity		<u>July-17</u>	<u>July-16</u>	
<u>Number of Groups Booked:</u>		0	2	
Revenue Booked:		\$0	\$26,320	
Projected Commission:		\$0	\$3,948	
Room Nights:		0	244	
Number of Delegates:		0	529	
Booked Group Types:			2 Corp.	

<u>Arrived in the month</u>	<u>July-17</u>	<u>July-16</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$19,384
Projected Commission:	\$0	\$0
Room Nights:	0	48
Number of Delegates:	0	30
Booked Group Types:		1 Corp.



north lake tahoe

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Finance Committee Staff Report

Date: 7/26/18

To: North Lake Tahoe Resort Association (NLTRA) Finance Committee

From: Bonnie Bavetta

RE: **Preliminary** Financial Reports for June 30, 2018

Summary of preliminary NLTRA financial results at June 30, 2018:

- Cash balance on 6/30/18 of \$895,000 was 15% or \$154,000 less than prior year at June 30 due primarily to timing of payment on payables.
- Accounts receivable related to sales commissions totaled \$36,000, \$15,000 higher than prior year. The balance is comprised of \$23,000 in receivables under 60 days and \$13,000 in receivables over 90 days, all due from local resorts that individually have balances ranging from \$330 to \$6,000. The older balances are under review and it is anticipated that approximately \$9,000 will require write-down. Details will be provided upon final determination.
- Membership accounts receivable totaled \$14,000. Membership receivables over 90 days totaled \$5,500, with less than half of that balance is potentially uncollectible. Accounts Receivable – Other of \$4,000 reflected Awards Dinner receivables that are considered collectible.
- Retail inventory of \$29,000 was down 7% or \$2,000 from prior year.
- Receivable from NLT Marketing Coop of \$19,605 reflects credit card expenditures for the coop due to NLTRA. Balances were paid in July.
- Accounts payable of \$27,000 and credit card balances of \$4,800 were \$194,000 below prior year due to prompt payment on payables.
- Wages and related liabilities of \$161,000 were \$34,000 or 17% lower than prior year due to partial payout during the fiscal year of two employee incentives, payout of PTO for an employee's extended leave during the year, and PTO balance payouts on terminations. New hires have relatively low accrued balances. A minor year end adjustment to Salaries Payable is pending.
- Accrued expenses of \$50,000 are up \$23,000 or 85% from prior year and reflect the accrual of commitments for BACC programs (\$17,000) and Special Event funding (\$32,000) that originated in FY 2017-18 and require final payment over the next few months. The County has agreed to payment of these remaining commitments from the FY 2017-18 contract funds.
- Marketing Coop payable of \$67,000 reflected a transfer due to the NLT Coop from NLTRA.
- Deferred Revenue-Member Dues of \$67,000 was \$15,000 greater than prior year and included \$9,000 of unearned, unpaid dues.

- YTD consolidated net income of \$243,000 for the twelve months ending June 30 represented the preliminary unspent TOT funding balance that could be due to the County. Membership was essentially breakeven in operations.
- Consolidated YTD revenue of \$4.1 million (including \$3.7 million of County funding) was \$87,000 less than budget (adjusted for Autumn Food & Wine), primarily a result of a \$54,000 shortfall in commission revenue and a \$25,000 shortfall in membership dues. YTD expenses of \$3.9 million were \$323,000 less than budget largely due to Marketing expenses less than budget by \$160,000 or 6%(adjusted for Autumn Food & Wine), Conference expenses under budget by \$21,000 or 6%, VIC expenses less than budget \$62,000 or 14%, Transportation and Infrastructure under budgeted expenses by \$49,000 or 64%, and Membership under budgeted expenses by \$28,000 or 15%.
- Membership cash position as of June 30, 2018:
 - Membership activities through June resulted in a net gain of \$270.
 - Deferred revenues of \$67,000 less receivables of \$14,000 generated an additional \$53,000 in cash year-to-date.
 - No other funds were required to support Membership activities.



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MEMO

To: NLTRA Finance Committee

Cc: File

From: Bonnie Bavetta

Date: July 26, 2018

Re: Staff Action Items

Staff Action Items that Remain Open:

ACTION ITEM 20: December Financials to include a comparative balance sheet for current month (detail), last month (summarized) and last year's year end audited balances. Due to IT Consultant's deletion of QB files, deferred until recovery complete.

- **7/26/18 Meeting:** Revised format including current month, current month prior year, and prior FYE balances presented. Format to be utilized going forward, Request removal of action item #20.
- **6/26/18 Meeting:** To be discussed at this committee meeting for clarification on presentation desired. It would be anticipated that a new format could be implemented promptly.
- **2/28/18 Meeting:** Priority is to get 5 Month Budget refinements into QB. Can then work on Report Writer.
- **01/29/18 Meeting:** Remain open, inadequate time due to a short month to address them.
- **01/08/18 Meeting:** A function of AI getting time to use the built in report writer within QuickBooks and has not had the time, pushed to next meeting.
- **12/4/17 Meeting:** Waiting on formalization of deferred revenue procedures.
- **3/30/17 Meeting:** Lost our ability to get this report, Lower priority
- **9/01/17 Meeting:** Deferring until recovery is complete. Although the data recovery is complete, the auditing of that information is not. Everything is stamped pre-audit because we are still finishing our audit prior to the auditors coming in. The revenues got recorded on last year percentages and not the July budgeted percentages, so these P&L Budget vs. Actual reports differ from the financials that are in the packet in terms of revenues, not expenses. (Should happen after the audit.)
- **10/26/17 Meeting:** We have about 20 client adjusting entries, which we knew going in. We have to identify them to the Auditor's or they become audit adjustments. There will also be some audit adjusting entries to finalize things that we haven't done in the past, one being the calculation of the marketing reserve. The auditors did it last year and will do it this year, but what they have represented is that they will give me their working papers so that we can do it next year prior to the audit commencing. As well as some of their closing entries. There are a number of adjustments that will be reflected in the statements coming out and we will have those in time to have June - October Financials ready for the November Finance Meeting on November 30th.
- **invoices for 16/17** that has happened in the past six months beyond the close of the year and long after the audit has been completed. (Typically below \$10k). We started a holding account.
- **10/26/17 Meeting:** No Discussion.

North Lake Tahoe Resort Association
Balance Sheet
As of June 30, 2018

Preliminary

					FYE 2016-17
	Jun 30, 18	Jun 30, 17	\$ Change	% Change	Jun 30, 17
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	326	224	102	46%	224
1003-00 · Cash - Operations BOTW #6712	619,782	757,356	(137,574)	(18%)	757,356
1007-00 · Cash - Payroll BOTW #7421	6,195	10,974	(4,779)	(44%)	10,974
1008-00 · Marketing Reserve - Plumas	50,168	50,093	75	0%	50,093
1009-00 · Cash Flow Reserve - Plumas	100,449	100,249	200	0%	100,249
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	88,355	100,521	(12,166)	(12%)	100,521
10950 · Cash in Drawer	597	867	(270)	(31%)	867
Total Checking/Savings	895,454	1,049,866	(154,412)	(15%)	1,049,866
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	35,770	20,713	15,057	73%	20,713
Total Accounts Receivable	35,770	20,713	15,057	73%	20,713
Other Current Assets					
1200-99 · AR Other	1,614	1,614	0	0%	1,614
1201-00 · WebLink Accounts Receivable					
1201-01 · WebLink AR - Member Dues	13,805	0	13,805	100%	0
1201-00 · WebLink Accounts Receivable - Other	4,235	10,580	(6,345)	(60%)	10,580
Total 1201-00 · WebLink Accounts Receivable	18,040	10,580	7,460	71%	10,580
1201-02 · Allowance for Doubtful Accounts	(2,500)	(3,343)	843	25%	(3,343)
12100 · Inventory Asset	29,461	31,787	(2,326)	(7%)	31,787
1299 · Receivable from NLTCM	19,605	0	19,605	100%	0
1490-00 · Security Deposits	650	50	600	1,200%	50
Total Other Current Assets	66,870	40,688	26,182	64%	40,688
Total Current Assets	998,094	1,111,267	(113,173)	(10%)	1,111,267
Fixed Assets					
1700-00 · Furniture & Fixtures	68,768	68,768	0	0%	68,768
1701-00 · Accum. Depr. - Furn & Fix	(68,768)	(68,768)	0	0%	(68,768)
1740-00 · Computer Equipment	9,964	8,436	1,528	18%	8,436
1741-00 · Accum. Depr. - Computer Equip	(8,435)	(7,895)	(740)	(10%)	(7,695)
1750-00 · Computer Software	21,520	21,520	0	0%	21,520
1751-00 · Accum. Amort. - Software	(18,480)	(16,691)	(1,789)	(11%)	(16,691)
1770-00 · Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,267)	(17)	(0%)	(24,267)
Total Fixed Assets	4,569	5,587	(1,018)	(18%)	5,587
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	9,151	2,644	6,507	246%	2,644
1420-00 · Prepaid TMBC	150	0	150	100%	0
1430-00 · Prepaid 1st Class Postage	1,000	1,000	0	0%	1,000
1400-00 · Prepaid Expenses - Other	17,116	11,155	5,961	53%	11,155
Total 1400-00 · Prepaid Expenses	27,417	14,799	12,618	85%	14,799
Total Other Assets	27,417	14,799	12,618	85%	14,799
TOTAL ASSETS	1,030,080	1,131,653	(101,573)	(9%)	1,131,653
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	26,997	222,017	(195,020)	(88%)	222,017
Total Accounts Payable	26,997	222,017	(195,020)	(88%)	222,017
Credit Cards					
2080-00 · Bank of the West - Master Cards					
2080-01 · MC_5901_Hall	0	151	(151)	(100%)	151
2080-02 · MC_6765_Jason	30	15	15	100%	15

North Lake Tahoe Resort Association
Balance Sheet
As of June 30, 2018

Preliminary

	Jun 30, 18	Jun 30, 17	\$ Change	% Change	FYE 2016-17 Jun 30, 17
2080-04 · MC_5968_Ronald	126	0	126	100%	0
2080-06 · MC_5288_Emily	0	423	(423)	(100%)	423
2080-08 · MC_5755_John	0	340	(340)	(100%)	340
2080-09 · MC_0319_Sarah	0	288	(288)	(100%)	288
2080-10 · MC_9495_AI	1,305	298	1,007	338%	298
2080-11 · MC_3978_Amber	1,796	807	989	123%	807
2080-12 · MC_3960_Natalie	0	1,168	(1,168)	(100%)	1,168
2080-13 · MC_6903_Cindy	1,543	0	1,543	100%	0
Total 2080-00 · Bank of the West - Master Cards	4,800	3,490	1,310	38%	3,490
Total Credit Cards	4,800	3,490	1,310	38%	3,490
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	38,973	38,973	0	0%	38,973
2101-00 · Incentive Payable	56,921	68,891	(11,970)	(17%)	68,891
2102-00 · Commissions Payable	12,638	7,824	4,814	62%	7,824
2120-00 · Empl. Federal Tax Payable	3,118	3,118	0	0%	3,118
2175-00 · 401 (k) Plan	1,559	1,559	0	0%	1,559
2180-00 · Estimated PTO Liability	48,218	74,725	(28,507)	(35%)	74,725
Total 21000 · Salaries/Wages/Payroll Liabilit	161,427	195,090	(33,663)	(17%)	195,090
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	810	0	810	100%	0
25500 · *Sales Tax Payable	1,941	2,228	(285)	(13%)	2,226
Total 2190-00 · Sales and Use Tax Payable	2,751	2,228	525	24%	2,226
2250-00 · Accrued Expenses	49,854	26,912	22,942	85%	26,912
2400-42 · Marketing Co-op	67,000	0	67,000	100%	0
2400-60 · Deferred Revenue- Member Dues	67,122	52,487	14,635	28%	52,487
2500-00 · Deferred Revenue - TMBC	685	0	685	100%	0
2651-00 · Deferred Rev - Conference	0	0	0	0%	0
2800-00 · Suspense	(573)	248	(821)	(331%)	248
2900-00 · Due To/From County of Placer	8,881	231,039	(222,158)	(96%)	231,039
Total Other Current Liabilities	357,147	508,002	(150,855)	(30%)	508,002
Total Current Liabilities	388,944	733,509	(344,565)	(47%)	733,509
Total Liabilities	388,944	733,509	(344,565)	(47%)	733,509
Equity					
32000 · Unrestricted Net Assets	(8,754)	9,287	(18,041)	(194%)	9,287
3300-11 · Designated Marketing Reserve	256,830	256,830	0	0%	256,830
3301 · Cash Flow Reserve	100,048	100,048	0	0%	100,048
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	242,994	(18,041)	261,035	1,447%	(18,041)
Total Equity	841,136	398,142	242,994	61%	398,142
TOTAL LIABILITIES & EQUITY	1,030,080	1,131,651	(101,571)	(9%)	1,131,651

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07/24/18

North Lake Tahoe Resort Association
A/R Aging Summary
As of June 30, 2018

Preliminary

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
DSC (Destination Services Corporation)	0.00	0.00	0.00	0.00	550.00	550.00
Edgewood Tahoe	0.00	0.00	706.45	0.00	0.00	706.45
Hampton Inn & Suites	0.00	2,978.10	0.00	0.00	550.00	3,528.10
Harrah's/Harveys Casino	0.00	2,358.20	0.00	0.00	161.50	2,519.70
Hotel Becket	0.00	0.00	0.00	0.00	550.00	550.00
Hyatt Regency Lake Tahoe Resort, Spa & Ca	0.00	7,945.15	0.00	0.00	0.00	7,945.15
Incline Community Business Association	0.00	0.00	1,000.00	0.00	0.00	1,000.00
North Tahoe Paddle	0.00	0.00	0.00	0.00	400.00	400.00
Northstar California	0.00	0.00	0.00	0.00	6,394.97	6,394.97
Resort at Squaw Creek*	0.00	0.00	0.00	0.00	2,517.07	2,517.07
Ritz-Carlton Lake Tahoe	0.00	8,047.70	0.00	0.00	1,278.65	9,326.35
Squaw Valley Lodge Granite Peak Mgmt	0.00	0.00	0.00	0.00	332.60	332.60
TOTAL	<u>0.00</u>	<u>21,329.15</u>	<u>1,706.45</u>	<u>0.00</u>	<u>12,734.79</u>	<u>35,770.39</u>

Accounts Receivable Summary

Invoices With Apply Dates Through June 30, 2018

Aged as of Saturday, June 30, 2018

(Double click to
drill down)

<u>Revenue Item</u>	<u>Not Yet Due</u>	<u>Current</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>91 - 120</u>	<u>121+</u>	<u>Total</u>
Activities	0.00	1,225.19	0.00	0.00	0.00	0.00	1,225.19
Community Awards 2018- Employee Av	0.00	0.00	0.00	200.00	0.00	0.00	200.00
Community Awards 2018- Employee Sp	0.00	0.00	0.00	65.00	0.00	0.00	65.00
Community Awards 2018- Luminary Aw	0.00	0.00	0.00	400.00	400.00	0.00	800.00
Community Awards 2018- Ticket	0.00	0.00	0.00	0.00	255.00	0.00	255.00
Dues	0.00	2,750.00	3,195.00	2,565.00	595.00	5,595.00	14,700.00
Sponsorships	0.00	250.00	0.00	0.00	0.00	0.00	250.00
TMBC - Annual	0.00	0.00	0.00	0.00	0.00	165.00	165.00
TMBC - Ticket	0.00	480.00	0.00	0.00	0.00	0.00	480.00
Total Open Invoices	<u>0.00</u>	<u>4,705.19</u>	<u>3,195.00</u>	<u>3,230.00</u>	<u>1,250.00</u>	<u>5,760.00</u>	<u>18,140.19</u>

Unapplied Payments With Payment
Dates Prior to and Including
06/30/2018

100.00

Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments)

18,040.19

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07/18/18

North Lake Tahoe Resort Association
A/P Aging Summary
As of June 30, 2018

Preliminary

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Accountemps	0	0	0	0	(35)	(35)
Amber Burke	426	0	0	0	0	426
Anne-Karin Atwood*	104	0	0	0	0	104
AT & T*	302	180	0	0	0	483
Aurora World, Inc.	0	0	0	0	(352)	(352)
Bonnie L Bavetta	384	0	0	0	0	384
Chris Werfel	36	0	0	0	0	36
Cindy Gustafson	57	110	0	0	0	167
Cintas Corporation #623	169	(129)	129	0	0	169
CoPower	0	135	0	0	0	135
Crystal Range Associates	42	0	0	0	0	42
Dawn Teran	70	0	0	0	0	70
Ed Miller	253	0	0	0	0	253
Eric Hansen	168	0	0	0	0	168
Generikal Design	1,820	0	0	0	0	1,820
Geo-Tourism Specialties	179	0	0	0	0	179
Haleigh Hoff	0	0	165	0	0	165
Independent Technologies	4,904	0	0	0	0	4,904
Jason Neary	25	0	0	0	0	25
Kahn Investment Company	0	300	0	0	0	300
Kym Fabel	248	0	0	0	0	248
Lake Tahoe Waterman Association	2,000	0	0	0	0	2,000
Lauren Sully	107	0	0	0	0	107
Liberty Utilities*	0	579	0	0	0	579
Liz Bowling	468	0	0	0	0	468
Office Boss	111	0	0	0	0	111
Paige Bechdolt	148	0	0	0	0	148
Porter Simon*	80	0	0	0	0	80
Principal Financial Group	0	0	0	0	364	364
Ricoh USA	1,108	0	0	0	0	1,108
SF Notes Haus Maus	685	0	0	0	0	685
Smith and Jones*	1,873	0	0	0	0	1,873
Southwest Gas Corporation*	16	0	0	0	0	16
Sprint	111	0	0	0	0	111
Stormtech USA Inc	0	0	0	1,093	0	1,093
Tahoe Basics	0	0	0	0	(198)	(198)
Tahoe Quarterly*	168	0	0	0	0	168
Tahoe Tessie	168	0	0	0	0	168
Tahoe Truckee Sierra Disposal*	226	0	0	0	0	226
Tahoe Wild	276	0	0	0	0	276
The Abbi Agency, Inc.	7,327	0	0	0	0	7,327
The Natural Trading Compan	64	0	0	0	0	64
Viking Carpet Care*	580	0	0	0	0	580
Wholesale Resort Accessories, Inc.	0	0	0	0	22	22
YIG Administration	0	(25)	(25)	(8)	(9)	(68)
TOTAL	24,703	1,149	268	1,085	(208)	26,997

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07/24/18
Accrual Basis

North Lake Tahoe Resort Association
Profit & Loss
June 2018

Preliminary

	Jun 18	Jun 17	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	301,182	82,907	218,275	263%
4200-00 · Membership Dues	5,086	9,863	(4,777)	(48)%
4201-00 · New Member Fees	0	225	(225)	(100)%
4205-00 · Conference Dues	1,467	(1,008)	2,475	246%
4250-00 · Revenues-Membership Activities				
4250-01 · Community Awards				
4250-04 · Silent Auction	0	9,235	(9,235)	(100)%
4250-05 · Sponsorships	0	3,250	(3,250)	(100)%
4250-01 · Community Awards - Other	0	5,895	(5,895)	(100)%
Total 4250-01 · Community Awards	0	18,380	(18,380)	(100)%
4250-03 · Summer/Winter Rec Luncheon	2,001	2,362	(361)	(15)%
4251-00 · Tues AM Breakfast Club	914	855	59	7%
4250-00 · Revenues-Membership Activities - Other	1,675	(13,790)	15,465	112%
Total 4250-00 · Revenues-Membership Activities	4,590	7,806	(3,216)	(41)%
4252-00 · Sponsorships	250	(2,950)	3,200	109%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	2,358	171	2,187	1,279%
4600-00 · Commissions - Other	11,026	(883)	11,909	1,349%
Total 4600-00 · Commissions	13,384	(712)	14,096	1,980%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	240	87	153	176%
46000 · Merchandise Sales - Other	11,163	12,746	(1,583)	(12)%
Total 46000 · Merchandise Sales	11,403	12,833	(1,430)	(11)%
Total Income	337,361	108,964	228,397	210%
Gross Profit	337,361	108,964	228,397	210%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	6,063	(580)	6,643	1,145%
5020-00 · P/R - Tax Expense	8,292	7,615	678	9%
5030-00 · P/R - Health Insurance Expense	8,451	11,561	(3,110)	(27)%
5040-00 · P/R - Workmans Comp	0	(3,350)	3,350	100%
5060-00 · 401 (k)	2,755	3,340	(585)	(18)%
5070-00 · Other Benefits and Expenses	188	417	(229)	(55)%
5000-00 · Salaries & Wages - Other	38,556	104,644	(66,088)	(63)%
Total 5000-00 · Salaries & Wages	64,305	123,646	(59,341)	(48)%
5100-00 · Rent				
5110-00 · Utilities	1,201	870	331	38%
5150-00 · Office - Cleaning	1,655	1,522	133	9%
5100-00 · Rent - Other	12,790	12,208	582	5%
Total 5100-00 · Rent	15,646	14,600	1,047	7%
5310-00 · Telephone				
5320-00 · Telephone	2,962	2,418	544	23%
Total 5310-00 · Telephone	2,962	2,418	544	23%
5420-00 · Mail - USPS	7	341	(334)	(98)%
5510-00 · Insurance/Bonding	264	264	0	0%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	3,015	1,867	1,148	62%
5520-00 · Supplies - Other	1,120	1,864	(744)	(40)%
Total 5520-00 · Supplies	4,136	3,731	404	11%
5610-00 · Depreciation	149	216	(67)	(31)%
5700-00 · Equipment Support & Maintenance	2,400	1,043	1,357	130%

North Lake Tahoe Resort Association
Profit & Loss
June 2018

Preliminary

07/24/18

Accrual Basis

	Jun 18	Jun 17	\$ Change	% Change
5710-00 · Taxes, Licenses & Fees	708	(193)	902	466%
5740-00 · Equipment Rental/Leasing	1,132	1,849	(717)	(39)%
5800-00 · Training Seminars	781	0	781	100%
5815 · Training Video Series	0	1,388	(1,388)	(100)%
5830-00 · Commission Due to Third Party	0	(4,610)	4,610	100%
5850-00 · Artist of Month - Commissions	253	405	(152)	(38)%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	80	400	(320)	(80)%
5921-00 · Professional Fees - Other	0	12,557	(12,557)	(100)%
5900-00 · Professional Fees - Other	0	4,031	(4,031)	(100)%
Total 5900-00 · Professional Fees	80	16,988	(16,908)	(100)%
5941-00 · Research & Planning	0	15,690	(15,690)	(100)%
5948-00 · Transportation Projects				
5953-00 · Summer Traffic Management (S-2)	0	1,706	(1,706)	(100)%
5948-00 · Transportation Projects - Other	0	11,148	(11,148)	(100)%
Total 5948-00 · Transportation Projects	0	12,854	(12,854)	(100)%
6020-00 · Programs				
6016-00 · Special Event Partnership	46,250	17,372	28,878	166%
6018-00 · Business Assoc. Grants	10,000	0	10,000	100%
Total 6020-00 · Programs	56,250	17,372	38,878	224%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	2,800	105	2,695	2,567%
6421-03 · Barcelona Soccer	0	3,000	(3,000)	(100)%
6421-05 · No Barriers	0	579	(579)	(100)%
6421-08 · Tough Mudder	40,000	0	40,000	100%
6421-09 · Wanderlust	7,327	5,278	2,050	39%
6421-15 · Lake Tahoe Dance Collective	0	5,000	(5,000)	(100)%
Total 6420-01 · Sponsorships	50,127	13,962	36,166	259%
6421-00 · New Event Development	1,994	0	1,994	100%
6422-00 · Event Media				
6422-03 · Human Powered Sports Campaign	0	17,381	(17,381)	(100)%
6422-05 · Other	0	2,500	(2,500)	(100)%
6422-06 · Music Campaign	860	10,452	(9,592)	(92)%
Total 6422-00 · Event Media	860	30,332	(29,472)	(97)%
6424-00 · Event Operation Expenses	7,658	8,863	(1,205)	(14)%
Total 6420-00 · Events	60,639	53,157	7,482	14%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	1,147	136	1,011	743%
6436-00 · Membership - Wnt/Sum Rec Lunch	0	997	(997)	(100)%
6437-00 · Tuesday Morning Breakfast Club	486	594	(108)	(18)%
6441-00 · Membership - Miscellaneous Exp	0	16	(16)	(100)%
6442-00 · Public Relations/Website	3,765	0	3,765	100%
6444-00 · Trades	1,100	0	1,100	100%
6423-00 · Membership Activities - Other	0	285	(285)	(100)%
Total 6423-00 · Membership Activities	6,498	2,027	4,470	221%
6730-00 · Marketing Cooperative/Media	144,215	126,500	17,715	14%
6742-00 · Non-NLT Co-Op Marketing Program	11,393	440	10,953	2,489%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	6,735	4,280	2,455	57%
6743-03 · Touch Lake Tahoe	63	(1,000)	1,063	106%
6743-04 · High Notes	16,200	17,290	(1,090)	(6)%
6743-05 · Peak Your Adventure	20,300	18,739	1,560	8%
Total 6743-00 · BACC Marketing Programs	43,297	39,309	3,988	10%

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North Lake Tahoe Resort Association

Preliminary

07/24/18

Profit & Loss

June 2018

Accrual Basis

	Jun 18	Jun 17	\$ Change	% Change
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	137	37	100	274%
59900 · POS Inventory Adjustments	20	516	(496)	(96)%
8100-00 · Cost of Goods Sold - Other	5,837	5,577	260	5%
Total 8100-00 · Cost of Goods Sold	5,993	6,130	(136)	(2)%
8200-00 · Associate Relations	985	858	127	15%
8300-00 · Board Functions	0	849	(849)	(100)%
8500-00 · Credit Card Fees	830	609	221	36%
8700-00 · Automobile Expenses	578	412	166	40%
8750-00 · Meals/Meetings	205	962	(757)	(79)%
8810-00 · Dues & Subscriptions	289	261	28	11%
8920-00 · Bad Debt	(5,177)	1,132	(6,309)	(557)%
Total Expense	418,818	440,649	(21,831)	(5)%
Net Ordinary Income	(81,456)	(331,685)	250,228	75%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	23	275	(253)	(92)%
Total Other Income	23	275	(253)	(92)%
Net Other Income	23	275	(253)	(92)%
Net Income	(81,434)	(331,409)	249,976	75%

8:46 AM

07/27/18

North Lake Tahoe Resort Association Profit & Loss by Class

June 2018

Accrual Basis

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	51 - TMPI	60 - Member...	70 - Adminis...	TOTAL
Ordinary Income/Expense									
Income									
4050-00 - County of Placer TOT Funding	227,326	27,317	0	43,136	0	3,403	0	0	301,182
4200-00 - Membership Dues	0	0	0	0	0	0	5,086	0	5,086
4205-00 - Conference Dues	0	1,467	0	0	0	0	0	0	1,467
4250-00 - Revenues-Membership Activities									
4250-03 - Summer/Winter Rec Luncheon	0	0	0	0	0	0	2,001	0	2,001
4251-00 - Tues AM Breakfast Club	0	0	0	0	0	0	914	0	914
4250-00 - Revenues-Membership Activities - Other	0	0	0	0	0	0	1,675	0	1,675
Total 4250-00 - Revenues-Membership Activities	0	0	0	0	0	0	4,590	0	4,590
4252-00 - Sponsorships	0	0	0	0	0	0	250	0	250
4600-00 - Commissions									
4601-00 - Commissions - South Shore	0	2,358	0	0	0	0	0	0	2,358
4600-00 - Commissions - Other	0	11,026	0	0	0	0	0	0	11,026
Total 4600-00 - Commissions	0	13,384	0	0	0	0	0	0	13,384
46000 - Merchandise Sales									
4602-00 - Non-Retail VIC income	0	0	0	240	0	0	0	0	240
46000 - Merchandise Sales - Other	0	0	0	11,163	0	0	0	0	11,163
Total 46000 - Merchandise Sales	0	0	0	11,403	0	0	0	0	11,403
Total Income	227,326	42,167	0	54,539	0	3,403	9,926	0	337,361
Gross Profit	227,326	42,167	0	54,539	0	3,403	9,926	0	337,361
Expense									
5000-00 - Salaries & Wages									
5000-01 - In-Market Administration	1,375	0	0	0	0	0	(1,375)	0	0
5010-00 - Sales Commissions	0	6,063	0	0	0	0	0	0	6,063
5020-00 - P/R - Tax Expense	1,571	1,198	0	1,164	0	0	595	3,764	8,292
5030-00 - P/R - Health Insurance Expense	5,597	1,296	0	182	0	0	288	1,083	8,451
5060-00 - 401 (k)	807	636	0	373	0	52	93	794	2,755
5070-00 - Other Benefits and Expenses	31	42	0	80	0	13	22	188	188
5000-00 - Salaries & Wages - Other	21,899	9,927	(10,515)	6,074	(11,344)	1,575	615	21,061	39,292
Total 5000-00 - Salaries & Wages	31,280	19,162	(10,515)	7,873	(11,344)	1,632	230	26,723	65,041
5100-00 - Rent									
5110-00 - Utilities	101	51	0	923	0	4	14	109	1,201
5150-00 - Office - Cleaning	292	146	0	853	0	10	40	314	1,655
5100-00 - Rent - Other	2,133	1,025	0	6,663	0	72	365	2,533	12,790
Total 5100-00 - Rent	2,526	1,221	0	8,439	0	86	419	2,956	15,646
5310-00 - Telephone									
5320-00 - Telephone	478	127	0	642	0	38	147	1,529	2,962
Total 5310-00 - Telephone	478	127	0	642	0	38	147	1,529	2,962
5420-00 - Mail - USPS	0	0	0	0	0	0	0	7	7
5510-00 - Insurance/Bonding	50	17	0	88	0	5	19	86	264
5520-00 - Supplies									
5525-00 - Supplies - Computer <\$1000	1,272	20	0	786	0	1	901	36	3,015
5520-00 - Supplies - Other	48	24	0	228	0	2	101	718	1,120
Total 5520-00 - Supplies	1,319	43	0	1,014	0	3	1,002	754	4,136
5610-00 - Depreciation	0	0	0	118	0	0	0	31	149
5700-00 - Equipment Support & Maintenance	0	0	0	0	0	0	0	2,400	2,400
5710-00 - Taxes, Licenses & Fees	0	0	0	0	0	0	0	708	708
5740-00 - Equipment Rental/Leasing	277	122	0	246	0	33	166	288	1,132
5800-00 - Training Seminars	0	0	0	781	0	0	0	0	781
5850-00 - Artist of Month - Commissions	0	0	0	253	0	0	0	0	253
5900-00 - Professional Fees									
5910-00 - Professional Fees - Attorneys	0	0	0	0	0	0	0	80	80
Total 5900-00 - Professional Fees	0	0	0	0	0	0	0	80	80
6020-00 - Programs									
6016-00 - Special Event Partnership	46,250	0	0	0	0	0	0	0	46,250
6018-00 - Business Assoc. Grants	10,000	0	0	0	0	0	0	0	10,000
Total 6020-00 - Programs	56,250	0	0	0	0	0	0	0	56,250
6420-00 - Events									
6420-01 - Sponsorships									
6023-00 - Autumn Food & Wine	2,800	0	0	0	0	0	0	0	2,800
6421-08 - Tough Mudder	40,000	0	0	0	0	0	0	0	40,000
6421-09 - Wanderlust	7,327	0	0	0	0	0	0	0	7,327
Total 6420-01 - Sponsorships	50,127	0	0	0	0	0	0	0	50,127
6421-00 - New Event Development	1,994	0	0	0	0	0	0	0	1,994
6422-00 - Event Media									
6422-06 - Music Campaign	860	0	0	0	0	0	0	0	860
Total 6422-00 - Event Media	860	0	0	0	0	0	0	0	860
6424-00 - Event Operation Expenses	7,658	0	0	0	0	0	0	0	7,658
Total 6420-00 - Events	60,639	0	0	0	0	0	0	0	60,639
6423-00 - Membership Activities									
6434-00 - Community Awards Dinner	0	0	0	0	0	0	1,147	0	1,147
6437-00 - Tuesday Morning Breakfast Club	0	0	0	0	0	0	486	0	486
6442-00 - Public Relations/Website	0	0	0	0	0	0	3,765	0	3,765
6444-00 - Trades	0	0	0	0	0	0	1,100	0	1,100
Total 6423-00 - Membership Activities	0	0	0	0	0	0	6,498	0	6,498
6730-00 - Marketing Cooperative/Media	135,048	9,167	0	0	0	0	0	0	144,215
6742-00 - Non-NLT Co-Op Marketing Program	11,393	0	0	0	0	0	0	0	11,393
6743-00 - BACC Marketing Programs									
6743-01 - Shop Local	6,735	0	0	0	0	0	0	0	6,735
6743-03 - Touch Lake Tahoe	63	0	0	0	0	0	0	0	63
6743-04 - High Notes	16,200	0	0	0	0	0	0	0	16,200
6743-05 - Peak Your Adventure	20,300	0	0	0	0	0	0	0	20,300

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North Lake Tahoe Resort Association

07/27/18

Profit & Loss by Class

Accrual Basis

June 2018

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	51 - TMPI	60 - Member...	70 - Adminis...	TOTAL
Total 6743-00 - BACC Marketing Programs	43,297	0	0	0	0	0	0	0	43,297
8100-00 - Cost of Goods Sold									
51100 - Freight and Shipping Costs	0	0	0	137	0	0	0	0	137
59900 - POS Inventory Adjustments	0	0	0	20	0	0	0	0	20
8100-00 - Cost of Goods Sold - Other	0	0	0	5,837	0	0	0	0	5,837
Total 8100-00 - Cost of Goods Sold	0	0	0	5,993	0	0	0	0	5,993
8200-00 - Associate Relations	0	0	0	0	0	0	0	985	985
8500-00 - Credit Card Fees	0	0	0	225	0	0	560	45	830
8700-00 - Automobile Expenses	45	0	0	35	0	0	44	454	578
8750-00 - Meals/Meetings	27	0	0	80	0	0	14	84	205
8810-00 - Dues & Subscriptions	15	0	0	0	0	0	6	268	289
8920-00 - Bad Debt	0	0	0	0	0	0	(5,177)	0	(5,177)
Total Expense	342,646	29,859	(10,515)	25,787	(11,344)	1,796	3,926	37,398	419,554
Net Ordinary Income	(115,319)	12,308	10,515	28,752	11,344	1,607	6,000	(37,398)	(82,192)
Other Income/Expense									
Other Income									
4700-00 - Revenues - Interest & Investment	6	0	0	0	0	0	0	17	23
Total Other Income	6	0	0	0	0	0	0	17	23
Other Expense									
8990-00 - Allocated	26,677	3,623	0	4,498	0	645	1,956	(37,398)	0
Total Other Expense	26,677	3,623	0	4,498	0	645	1,956	(37,398)	0
Net Other Income	(26,671)	(3,623)	0	(4,498)	0	(645)	(1,956)	37,415	23
Net Income	(141,990)	8,686	10,515	24,254	11,344	962	4,044	17	(82,169)

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07/24/18

Accrual Basis

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
All Departments

Preliminary

	Jun 18	Budget	\$ Over Budget	Jul '17 - Jun 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	301,182	301,181	1	3,747,600	3,747,600	0	3,747,600
4200-00 • Membership Dues	5,086	13,500	(8,414)	124,677	150,000	(25,323)	150,000
4201-00 • New Member Fees	0	0	0	75	75	0	75
4205-00 • Conference Dues	1,467	0	1,467	11,550	7,690	3,860	7,690
4250-00 • Revenues-Memorship Activities							
4250-01 • Community Awards							
4250-04 • Silent Auction	0	0	0	18,522	12,000	6,522	12,000
4250-05 • Sponsorships	0	0	0	12,440	6,500	5,940	6,500
4250-01 • Community Awards - Other	0	0	0	18,105	22,500	(4,395)	22,500
Total 4250-01 • Community Awards	0	0	0	49,067	41,000	8,067	41,000
4250-02 • Chamber Events	0	6,725	(6,725)	373	12,725	(12,352)	12,725
4250-03 • Summer/Winter Rec Luncheon	2,001	3,000	(999)	5,410	7,300	(1,890)	7,300
4251-00 • Tues AM Breakfast Club							
4251-01 • Tues AM Breakfast Club Sponsors	0	300	(300)	1,000	2,000	(1,000)	2,000
4251-00 • Tues AM Breakfast Club - Other	914	750	164	5,499	8,250	(2,751)	8,250
Total 4251-00 • Tues AM Breakfast Club	914	1,050	(136)	6,499	10,250	(3,751)	10,250
4250-00 • Revenues-Membership Activities - Other	1,675	175	1,500	3,304	1,925	1,379	1,925
Total 4250-00 • Revenues-Membership Activities	4,590	10,950	(6,360)	64,653	73,200	(8,547)	73,200
4252-00 • Sponsorships	250	0	250	1,250	0	1,250	0
4350-00 • Special Events (Marketing)	0			77,628	0	77,628	0
4600-00 • Commissions							
4601-00 • Commissions - South Shore	2,358	500	1,858	5,982	15,121	(9,139)	15,121
4600-00 • Commissions - Other	11,026	7,210	3,815	62,304	106,771	(44,467)	106,771
Total 4600-00 • Commissions	13,384	7,710	5,674	68,286	121,892	(53,606)	121,892
46000 • Merchandise Sales							
4502-00 • Non-Retail VIC Income	240	1,200	(960)	9,263	9,000	263	9,000
46000 • Merchandise Sales - Other	11,163	15,213	(4,050)	88,388	93,356	(4,968)	93,356
Total 46000 • Merchandise Sales	11,403	16,413	(5,010)	97,651	102,356	(4,705)	102,356
4720-00 • Miscellaneous	0			415			
Total Income	337,361	349,755	(12,393)	4,193,784	4,202,813	(9,029)	4,202,813
Gross Profit	337,361	349,755	(12,393)	4,193,784	4,202,813	(9,029)	4,202,813
Expense							
5000-00 • Salaries & Wages							
5010-00 • Sales Commissions	6,063	0	6,063	23,470	31,378	(7,908)	31,378
5020-00 • P/R - Tax Expense	8,292	7,895	397	92,767	105,626	(12,859)	105,626
5030-00 • P/R - Health Insurance Expense	8,451	9,333	(882)	92,610	122,314	(29,704)	122,314
5040-00 • P/R - Workmans Comp	0	398	(398)	12,288	6,287	6,001	6,287
5060-00 • 401 (k)	2,755	2,385	370	34,960	35,773	(813)	35,773
5070-00 • Other Benefits and Expenses	188	552	(364)	4,518	5,530	(1,013)	5,530
5000-00 • Salaries & Wages - Other	38,556	89,976	(51,420)	1,035,046	1,154,729	(119,683)	1,154,729
Total 5000-00 • Salaries & Wages	64,305	110,539	(46,234)	1,295,659	1,461,637	(165,979)	1,461,637
5100-00 • Rent							
5110-00 • Utilities	1,201	928	273	11,009	12,006	(996)	12,006
5140-00 • Repairs & Maintenance	0	661	(661)	6,463	8,258	(1,795)	8,258
5150-00 • Office - Cleaning	1,655	556	1,099	8,935	8,995	(60)	8,995
5100-00 • Rent - Other	12,790	13,783	(993)	149,956	163,716	(13,760)	163,716
Total 5100-00 • Rent	15,646	15,927	(281)	176,364	192,975	(16,611)	192,975
5310-00 • Telephone							
5320-00 • Telephone	2,962	2,651	311	28,805	30,565	(1,760)	30,565
5350-00 • Internet	0			25	0	25	0
5310-00 • Telephone - Other	0	58	(58)	0	288	(288)	288
Total 5310-00 • Telephone	2,962	2,709	253	28,830	30,853	(2,023)	30,853
5420-00 • Mail - USPS							
5470-00 • Mail - UPS	0	89	(89)	0	1,019	(1,019)	1,019
5480-00 • Mail - Fed Ex	0	21	(21)	121	349	(229)	349
5420-00 • Mail - USPS - Other	7	243	(236)	3,323	2,977	345	2,977
Total 5420-00 • Mail - USPS	7	353	(346)	3,443	4,346	(903)	4,346
5510-00 • Insurance/Bonding	264	673	(409)	7,779	9,518	(1,739)	9,518
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	3,015	300	2,716	4,284	4,743	(459)	4,743
5520-00 • Supplies - Other	1,120	1,178	(58)	13,672	15,030	(1,358)	15,030
Total 5520-00 • Supplies	4,136	1,478	2,658	17,956	19,773	(1,817)	19,773
5610-00 • Depreciation	149	339	(190)	2,546	4,805	(2,259)	4,805
5700-00 • Equipment Support & Maintenance	2,400	996	1,404	13,875	13,562	313	13,562
5710-00 • Taxes, Licenses & Fees	708	808	(99)	11,958	10,151	1,807	10,151
5740-00 • Equipment Rental/Leasing	1,132	1,516	(384)	16,568	19,094	(2,526)	19,094
5800-00 • Training Seminars	781	54	727	5,342	20,097	(14,755)	20,097
5810-00 • Public Outreach	0	0	0	0	5,056	(5,056)	5,056
5815 • Training Video Series	0	1,000	(1,000)	1,058	13,631	(12,573)	13,631
5820 • Sales CRM/CMIS	0			0	2,000	(2,000)	2,000
5830-00 • Commission Due to Third Party	0			765			

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Accrual Basis

North Lake Tahoe Resort Association Profit & Loss Budget Performance All Departments

Preliminary

	Jun 18	Budget	\$ Over Budget	Jul '17 - Jun 18	YTD Budget	\$ Over Budget	Annual Budget
5850-00 · Artist of Month - Commissions	253	227	25	4,159	2,500	1,659	2,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	80	1,000	(920)	9,840	10,000	(160)	10,000
5920-00 · Professional Fees - Accountant	0	0	0	26,250	22,000	4,250	22,000
5921-00 · Professional Fees - Other	0	0	0	56,540	3,750	52,790	3,750
Total 5900-00 · Professional Fees	80	1,000	(920)	92,630	35,750	56,880	35,750
5940-00 · Research & Planning Membership	0			3,000	3,276	(276)	3,276
5941-00 · Research & Planning	0	0	0	2,266	7,042	(4,776)	7,042
6020-00 · Programs							
6016-00 · Special Event Partnership	46,250	20,000	26,250	49,750	50,000	(250)	50,000
6018-00 · Business Assoc. Grants	10,000	0	10,000	30,000	30,000	0	30,000
Total 6020-00 · Programs	56,250	20,000	36,250	79,750	80,000	(250)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	2,800	0	2,800	117,572	37,000	80,572	37,000
6421-01 · 4th of July Fireworks	0	0	0	20,000	20,000	0	20,000
6421-02 · AMGEN Tour of California	0	0	0	0	22,000	(22,000)	22,000
6421-03 · Barcelona Soccer	0	0	0	0	3,000	(3,000)	3,000
6421-04 · Broken Arrow Skyrace	0	0	0	15,000	15,000	0	15,000
6421-06 · Spartan	0	0	0	254,000	254,000	0	254,000
6421-07 · Tahoe Lacrosse Tournament	0	0	0	5,000	5,000	0	5,000
6421-08 · Tough Mudder	40,000	20,000	20,000	40,000	40,000	0	40,000
6421-09 · Wanderlust	7,327	3,000	4,327	41,370	37,000	4,370	37,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	20,808	19,400	1,408	19,400
6421-13 · Big Blue Adventure	0	0	0	0	15,000	(15,000)	15,000
6421-15 · Lake Tahoe Dance Collective	0	0	0	0	5,000	(5,000)	5,000
Total 6420-01 · Sponsorships	50,127	23,000	27,127	513,750	472,400	41,350	472,400
6421-00 · New Event Development	1,994	0	1,994	8,930	17,600	(8,670)	17,600
6422-00 · Event Media							
6422-03 · Human Powered Sports Campaign	0	0	0	74	25,000	(24,926)	25,000
6422-06 · Music Campaign	860	0	860	3,566	0	3,566	0
Total 6422-00 · Event Media	860	0	860	3,640	25,000	(21,360)	25,000
6424-00 · Event Operation Expenses	7,658	0	7,658	7,756	9,000	(1,244)	9,000
Total 6420-00 · Events	60,639	23,000	37,639	534,076	524,000	10,076	524,000
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	1,147	0	1,147	24,979	18,500	6,479	18,500
6435-00 · Shop Local Event	0			295			
6436-00 · Membership - Wn/Sum Rec Lunch	0	1,425	(1,425)	3,081	4,185	(1,104)	4,185
6437-00 · Tuesday Morning Breakfast Club	486	650	(164)	6,043	7,150	(1,107)	7,150
6441-00 · Membership - Miscellaneous Exp	0			10	0	10	0
6442-00 · Public Relations/Website	3,765	295	3,470	6,910	8,465	(1,555)	8,465
6444-00 · Trades	1,100	275	825	3,615	2,130	1,485	2,130
6423-00 · Membership Activities - Other	0	75	(75)	459	750	(291)	750
Total 6423-00 · Membership Activities	6,498	2,720	3,778	45,393	41,180	4,213	41,180
6490-00 · Classified Ads	0	70	(70)	50	773	(723)	773
6701-00 · Market Study Reports/Research	0	70	(70)	808	1,242	(435)	1,242
6730-00 · Marketing Cooperative/Media	144,215	136,881	7,334	1,411,821	1,411,821	0	1,411,821
6740-00 · Media/Collateral/Production	0	0	0	0	5,000	(5,000)	5,000
6742-00 · Non-NLT Co-Op Marketing Program							
6015-00 · Cross Country	0			0	4,000	(4,000)	4,000
6742-00 · Non-NLT Co-Op Marketing Program - Other	11,393	5,000	6,393	23,491	80,000	(56,509)	80,000
Total 6742-00 · Non-NLT Co-Op Marketing Program	11,393	5,000	6,393	23,491	84,000	(60,509)	84,000
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	6,735	2,000	4,735	17,375	20,000	(2,625)	20,000
6743-03 · Touch Lake Tahoe	63	0	63	17,971	20,000	(2,029)	20,000
6743-04 · High Notes	16,200	11,000	5,200	20,000	20,000	(0)	20,000
6743-06 · Peak Your Adventure	20,300	20,000	300	20,300	20,000	300	20,000
Total 6743-00 · BACC Marketing Programs	43,297	33,000	10,297	75,646	80,000	(4,354)	80,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	137	180	(43)	1,799	2,126	(327)	2,126
52500 · Purchase Discounts	0	(119)	119	(2,278)	(1,305)	(973)	(1,305)
59900 · POS Inventory Adjustments	20	103	(83)	513	1,210	(696)	1,210
8100-00 · Cost of Goods Sold - Other	5,837	5,559	278	50,268	44,647	5,621	44,647
Total 8100-00 · Cost of Goods Sold	5,993	5,724	270	50,302	46,678	3,624	46,678
8200-00 · Associate Relations	985	454	531	2,968	4,309	(1,341)	4,309
8300-00 · Board Functions	0	858	(858)	7,610	9,888	(2,278)	9,888
8500-00 · Credit Card Fees	830	449	381	6,679	6,067	612	6,067
8700-00 · Automobile Expenses	578	544	33	4,803	6,556	(1,753)	6,556
8750-00 · Meals/Meetings	205	782	(578)	3,722	8,183	(4,461)	8,183
8810-00 · Dues & Subscriptions	289	678	(389)	6,905	12,636	(5,731)	12,636
8910-00 · Travel	0	418	(418)	2,132	9,085	(6,953)	9,085
8920-00 · Bad Debt	(5,177)	310	(5,487)	10,713	10,330	383	10,330
Total Expense	418,818	368,577	50,241	3,951,066	4,197,813	(246,747)	4,197,813
Net Ordinary Income	(81,456)	16,822	(62,634)	242,718	5,000	237,718	5,000

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Accrual Basis

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
 All Departments

Preliminary

	<u>Jun 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>Jul '17 - Jun 18</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	23			276			
Total Other Income	23			276			
Other Expense							
8990-00 · Allocated	0	1,835	(1,835)	0	0	0	0
Total Other Expense	0	1,835	(1,835)	0	0	0	0
Net Other Income	23	(1,835)	1,858	276	0	276	0
Net Income	(81,434)	(20,657)	(60,776)	242,994	5,000	237,994	5,000

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Profit & Loss Budget Performance

Preliminary

Accrual Basis

11 - Marketing

	Jun 18	Budget	\$ Over Budget	Jul '17 - Jun 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	227,326	227,326	1	2,953,965	2,953,965	0	2,953,965
4350-00 · Special Events (Marketing)	0			77,628	0	77,628	0
Total Income	227,326	227,326	1	3,031,593	2,953,965	77,628	2,953,965
Gross Profit	227,326	227,326	1	3,031,593	2,953,965	77,628	2,953,965
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	1,375	1,375	0	16,500	16,500	0	16,500
5020-00 · P/R - Tax Expense	1,571	2,146	(575)	19,166	27,902	(8,736)	27,902
5030-00 · P/R - Health Insurance Expense	5,597	2,295	3,302	35,268	29,840	5,428	29,840
5040-00 · P/R - Workmans Comp	0	98	(98)	2,512	1,271	1,241	1,271
5050-00 · 401 (k)	807	807	0	7,981	10,490	(2,509)	10,490
5070-00 · Other Benefits and Expenses	31	152	(122)	1,388	1,977	(589)	1,977
5000-00 · Salaries & Wages - Other	21,899	22,372	(473)	242,127	290,834	(48,708)	290,834
Total 5000-00 · Salaries & Wages	31,280	29,245	2,035	324,941	378,813	(53,873)	378,813
5100-00 · Rent							
5110-00 · Utilities	101	96	5	1,522	1,650	(128)	1,650
5140-00 · Repairs & Maintenance	0	73	(73)	586	525	61	525
5150-00 · Office - Cleaning	292	69	222	2,578	2,310	268	2,310
5100-00 · Rent - Other	2,133	1,932	201	23,806	23,259	547	23,259
Total 5100-00 · Rent	2,526	2,171	355	28,492	27,744	748	27,744
5310-00 · Telephone							
5320-00 · Telephone	478	456	22	6,619	5,459	1,160	5,459
Total 5310-00 · Telephone	478	456	22	6,619	5,459	1,160	5,459
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	16	(16)	0	173	(173)	173
5480-00 · Mail - Fed Ex	0	20	(20)	69	243	(174)	243
5420-00 · Mail - USPS - Other	0	0	0	666	0	666	0
Total 5420-00 · Mail - USPS	0	36	(36)	735	416	319	416
5510-00 · Insurance/Bonding	50	242	(192)	1,602	2,902	(1,300)	2,902
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	1,272	0	1,272	1,510	0	1,510	0
5520-00 · Supplies - Other	48	258	(210)	2,258	3,090	(832)	3,090
Total 5520-00 · Supplies	1,319	258	1,062	3,768	3,090	678	3,090
5610-00 · Depreciation	0	38	(38)	206	457	(251)	457
5700-00 · Equipment Support & Maintenance	0	172	(172)	2,501	2,060	441	2,060
5710-00 · Taxes, Licenses & Fees	0	47	(47)	15	515	(500)	515
5740-00 · Equipment Rental/Leasing	277	174	103	3,449	2,060	1,389	2,060
5800-00 · Training Seminars	0	0	0	1,917	5,077	(3,160)	5,077
5810-00 · Public Outreach	0	0	0	0	1,650	(1,650)	1,650
5815 · Training Video Series	0	0	0	0	8,631	(8,631)	8,631
5820 · Sales CRM/CMS	0	0	0	0	2,000	(2,000)	2,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	0	0	1,220	0	1,220	0
5921-00 · Professional Fees - Other	0	0	0	42,523	0	42,523	0
Total 5900-00 · Professional Fees	0	0	0	43,743	0	43,743	0
5940-00 · Research & Planning Membership	0			0	2,870	(2,870)	2,870
5941-00 · Research & Planning	0	0	0	0	4,698	(4,698)	4,698
6020-00 · Programs							
6016-00 · Special Event Partnership	46,250	20,000	26,250	49,750	50,000	(250)	50,000
6018-00 · Business Assoc. Grants	10,000	0	10,000	30,000	30,000	0	30,000
Total 6020-00 · Programs	56,250	20,000	36,250	79,750	80,000	(250)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	2,800	0	2,800	117,572	37,000	80,572	37,000
6421-01 · 4th of July Fireworks	0	0	0	20,000	20,000	0	20,000
6421-02 · AMGEN Tour of California	0	0	0	0	22,000	(22,000)	22,000
6421-03 · Barcelona Soccer	0	0	0	0	3,000	(3,000)	3,000
6421-04 · Broken Arrow Skyrace	0	0	0	15,000	15,000	0	15,000
6421-06 · Spartan	0	0	0	254,000	254,000	0	254,000
6421-07 · Tahoe Lacrosse Tournament	0	0	0	5,000	5,000	0	5,000
6421-08 · Tough Mudder	40,000	20,000	20,000	40,000	40,000	0	40,000
6421-09 · Wanderlust	7,327	3,000	4,327	41,370	37,000	4,370	37,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	20,808	19,400	1,408	19,400
6421-13 · Big Blue Adventure	0	0	0	0	15,000	(15,000)	15,000
6421-15 · Lake Tahoe Dance Collective	0	0	0	0	5,000	(5,000)	5,000
Total 6420-01 · Sponsorships	50,127	23,000	27,127	513,750	472,400	41,350	472,400
6421-00 · New Event Development	1,994	0	1,994	8,930	17,600	(8,670)	17,600
6422-00 · Event Media							
6422-03 · Human Powered Sports Campaign	0	0	0	74	25,000	(24,926)	25,000
6422-06 · Music Campaign	860	0	860	3,566	0	3,566	0
Total 6422-00 · Event Media	860	0	860	3,640	25,000	(21,360)	25,000

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Accrual Basis

11 - Marketing

	Jun 18	Budget	\$ Over Budget	Jul '17 - Jun 18	YTD Budget	\$ Over Budget	Annual Budget
6424-00 · Event Operation Expenses	7,658	0	7,658	7,756	9,000	(1,244)	9,000
Total 6420-00 · Events	60,639	23,000	37,639	534,076	524,000	10,076	524,000
6490-00 · Classified Ads	0			50	0	50	0
6701-00 · Market Study Reports/Research	0	0	0	808	469	338	469
6730-00 · Marketing Cooperative/Media	135,048	125,881	9,167	1,301,821	1,292,654	9,167	1,292,654
6742-00 · Non-NLT Co-Op Marketing Program	0			0	4,000	(4,000)	4,000
6015-00 · Cross Country	11,393	5,000	6,393	21,991	80,000	(58,009)	80,000
6742-00 · Non-NLT Co-Op Marketing Program - Other							
Total 6742-00 · Non-NLT Co-Op Marketing Program	11,393	5,000	6,393	21,991	84,000	(62,009)	84,000
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	6,735	2,000	4,735	17,375	20,000	(2,625)	20,000
6743-03 · Touch Lake Tahoe	63	0	63	17,971	20,000	(2,029)	20,000
6743-04 · High Notes	16,200	11,000	5,200	20,000	20,000	(0)	20,000
6743-05 · Peak Your Adventure	20,300	20,000	300	20,300	20,000	300	20,000
Total 6743-00 · BACC Marketing Programs	43,297	33,000	10,297	75,646	80,000	(4,354)	80,000
8200-00 · Associate Relations	0	58	(56)	315	618	(303)	618
8500-00 · Credit Card Fees	0	0	0	110	0	110	0
8700-00 · Automobile Expenses	45	113	(68)	1,233	1,353	(120)	1,353
8750-00 · Meals/Meetings	27	325	(298)	2,336	3,605	(1,269)	3,605
8810-00 · Dues & Subscriptions	15	219	(204)	2,180	3,449	(1,269)	3,449
8910-00 · Travel	0	0	0	2,132	4,240	(2,108)	4,240
Total Expense	342,646	240,431	102,215	2,440,435	2,522,831	(82,396)	2,522,831
Net Ordinary Income	(115,319)	(13,105)	(102,214)	591,158	431,134	160,024	431,134
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	6			75			
Total Other Income	6			75			
Other Expense							
8990-00 · Allocated	26,677	34,878	(8,201)	433,066	431,134	1,932	431,134
Total Other Expense	26,677	34,878	(8,201)	433,066	431,134	1,932	431,134
Net Other Income	(26,671)	(34,878)	8,207	(432,991)	(431,134)	(1,857)	(431,134)
Net Income	(141,990)	(47,983)	(94,007)	158,167	0	158,167	0

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North Lake Tahoe Resort Association Profit & Loss Budget Performance

Preliminary

30 - Conference

	Jun 18	Budget	\$ Over Budget	Jul '17 - Jun 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	27,317	27,317	0	295,542	295,542	0	295,542
4205-00 - Conference Dues	1,467	0	1,467	11,550	7,690	3,860	7,690
4600-00 - Commissions							
4601-00 - Commissions - South Shore	2,358	500	1,858	5,982	15,121	(9,139)	15,121
4600-00 - Commissions - Other	11,026	7,210	3,815	62,304	106,771	(44,467)	106,771
Total 4600-00 - Commissions	13,384	7,710	5,674	68,286	121,892	(53,606)	121,892
Total Income	42,167	35,027	7,140	375,378	425,124	(49,746)	425,124
Gross Profit	42,167	35,027	7,140	375,378	425,124	(49,746)	425,124
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	6,063	0	6,063	23,470	31,378	(7,908)	31,378
5020-00 - P/R - Tax Expense	1,198	392	806	13,773	14,997	(1,224)	14,997
5030-00 - P/R - Health Insurance Expense	1,296	1,366	(71)	16,926	15,811	1,115	15,811
5040-00 - P/R - Workmans Comp	0	0	0	1,803	1,105	698	1,105
5060-00 - 401 (k)	636	209	427	6,602	7,263	(661)	7,263
5070-00 - Other Benefits and Expenses	42	159	(117)	879	779	100	779
5000-00 - Salaries & Wages - Other	9,927	5,235	4,692	145,583	138,668	6,915	138,668
Total 5000-00 - Salaries & Wages	19,162	7,361	11,800	209,035	210,001	(966)	210,001
5100-00 - Rent							
5110-00 - Utilities	51	47	4	756	827	(71)	827
5140-00 - Repairs & Maintenance	0	0	0	286	907	(621)	907
5150-00 - Office - Cleaning	146	34	112	1,289	1,154	134	1,154
5100-00 - Rent - Other	1,025	986	39	11,410	11,594	(185)	11,594
Total 5100-00 - Rent	1,221	1,067	154	13,741	14,483	(742)	14,483
5310-00 - Telephone							
5320-00 - Telephone	127	358	(230)	2,407	4,164	(1,757)	4,164
Total 5310-00 - Telephone	127	358	(230)	2,407	4,164	(1,757)	4,164
5420-00 - Mail - USPS	0	113	(113)	260	809	(549)	809
5510-00 - Insurance/Bonding	17	37	(20)	1,310	1,442	(132)	1,442
5520-00 - Supplies							
5525-00 - Supplies - Computer <\$1000	20	0	20	93	500	(407)	500
5520-00 - Supplies - Other	24	90	(66)	635	1,010	(375)	1,010
Total 5520-00 - Supplies	43	90	(47)	728	1,510	(782)	1,510
5610-00 - Depreciation	0	18	(18)	89	249	(160)	249
5700-00 - Equipment Support & Maintenance	0	133	(133)	1,101	1,600	(499)	1,600
5710-00 - Taxes, Licenses & Fees	0	0	0	0	206	(206)	206
5740-00 - Equipment Rental/Leasing	122	230	(108)	1,709	2,660	(951)	2,660
5800-00 - Training Seminars	0	0	0	0	3,500	(3,500)	3,500
5830-00 - Commission Due to Third Party	0			765			
6730-00 - Marketing Cooperative/Media	9,167	11,000	(1,833)	110,000	119,167	(9,167)	119,167
8200-00 - Associate Relations	0	47	(47)	170	515	(345)	515
8500-00 - Credit Card Fees	0			90			
8700-00 - Automobile Expenses	0	153	(153)	0	912	(912)	912
8750-00 - Meals/Meetings	0	150	(150)	0	850	(850)	850
8810-00 - Dues & Subscriptions	0	147	(147)	475	1,007	(532)	1,007
Total Expense	29,859	20,902	8,957	341,878	363,075	(21,197)	363,075
Net Ordinary Income	12,308	14,125	(1,816)	33,500	62,049	(28,549)	62,049
Other Income/Expense							
Other Expense							
8990-00 - Allocated	3,623	5,304	(1,681)	58,837	62,049	(3,212)	62,049
Total Other Expense	3,623	5,304	(1,681)	58,837	62,049	(3,212)	62,049
Net Other Income	(3,623)	(5,304)	1,681	(58,837)	(62,049)	3,212	(62,049)
Net Income	8,686	8,821	(135)	(25,337)	0	(25,337)	0

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North Lake Tahoe Resort Association
Profit & Loss Budget Performance
41 - Transportation

	Jun 18	Budget	\$ Over Bud...	Jul '17 - Jun...	YTD Budget	\$ Over Bud...	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	0	0	0	31,550	31,550	0	31,550
Total Income	0	0	0	31,550	31,550	0	31,550
Gross Profit	0	0	0	31,550	31,550	0	31,550
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	0	0	1,287	766	521	766
5030-00 · P/R - Health Insurance Expense	0	0	0	224	714	(490)	714
5040-00 · P/R - Workmans Comp	0	0	0	106	30	76	30
5060-00 · 401 (k)	0	0	0	641	359	282	359
5070-00 · Other Benefits and Expenses	0	0	0	53	10	44	10
5000-00 · Salaries & Wages - Other	(10,515)	0	(10,515)	(1,627)	13,026	(14,653)	13,026
Total 5000-00 · Salaries & Wages	(10,515)	0	(10,515)	684	14,904	(14,220)	14,904
5100-00 · Rent							
5110-00 · Utilities	0	0	0	63	117	(54)	117
5140-00 · Repairs & Maintenance	0	0	0	5	99	(94)	99
5150-00 · Office - Cleaning	0	0	0	111	72	39	72
5100-00 · Rent - Other	0	0	0	646	1,923	(1,277)	1,923
Total 5100-00 · Rent	0	0	0	826	2,211	(1,385)	2,211
5310-00 · Telephone							
5320-00 · Telephone	0	0	0	448	285	163	285
Total 5310-00 · Telephone	0	0	0	448	285	163	285
5420-00 · Mail - USPS	0	0	0	48	50	(2)	50
5510-00 · Insurance/Bonding	0	0	0	55	259	(204)	259
5520-00 · Supplies	0	0	0	27	500	(473)	500
5610-00 · Depreciation	0	0	0	11	426	(416)	426
5700-00 · Equipment Support & Maintenance	0	0	0	128	494	(366)	494
5710-00 · Taxes, Licenses & Fees	0	0	0	0	124	(124)	124
5740-00 · Equipment Rental/Leasing	0	0	0	406	330	76	330
5800-00 · Training Seminars	0	0	0	0	500	(500)	500
5810-00 · Public Outreach	0	0	0	0	750	(750)	750
5940-00 · Research & Planning Membership	0	0	0	3,000	406	2,594	406
5941-00 · Research & Planning	0	0	0	1,891	1,969	(78)	1,969
8200-00 · Associate Relations	0	0	0	6	0	6	0
8500-00 · Credit Card Fees	0	0	0	5	0	5	0
8700-00 · Automobile Expenses	0	0	0	67	250	(183)	250
8750-00 · Meals/Meetings	0	0	0	81	250	(169)	250
8810-00 · Dues & Subscriptions	0	0	0	502	2,988	(2,486)	2,988
8910-00 · Travel	0	0	0	0	250	(250)	250
Total Expense	(10,515)	0	(10,515)	8,184	26,946	(18,762)	26,946
Net Ordinary Income	10,515	0	10,515	23,366	4,604	18,762	4,604
Other Income/Expense							
Other Expense							
8990-00 · Allocated	0	0	0	2,471	4,604	(2,133)	4,604
Total Other Expense	0	0	0	2,471	4,604	(2,133)	4,604
Net Other Income	0	0	0	(2,471)	(4,604)	2,133	(4,604)
Net Income	10,515	0	10,515	20,895	0	20,895	0

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North Lake Tahoe Resort Association Profit & Loss Budget Performance

Preliminary

42 - Visitor Center

	Jun 18	Budget	\$ Over Budget	Jul '17 - Jun 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	43,136	43,136	0	402,964	402,964	0	402,964
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC Income	240	1,200	(960)	9,263	9,000	263	9,000
46000 · Merchandise Sales - Other	11,163	15,213	(4,050)	88,388	93,356	(4,968)	93,356
Total 46000 · Merchandise Sales	11,403	16,413	(5,010)	97,651	102,356	(4,705)	102,356
4720-00 · Miscellaneous	0			400			
Total Income	54,539	59,549	(5,010)	501,015	505,320	(4,305)	505,320
Gross Profit	54,539	59,549	(5,010)	501,015	505,320	(4,305)	505,320
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,164	2,131	(967)	15,175	19,635	(4,459)	19,635
5030-00 · P/R - Health Insurance Expense	182	2,135	(1,953)	16,024	27,755	(11,731)	27,755
5040-00 · P/R - Workmans Comp	0	66	(66)	3,870	861	3,009	861
5060-00 · 401 (k)	373	545	(172)	5,923	7,085	(1,162)	7,085
5070-00 · Other Benefits and Expenses	80	48	32	980	617	363	617
5000-00 · Salaries & Wages - Other	5,338	18,973	(13,635)	156,006	179,410	(23,405)	179,410
Total 5000-00 · Salaries & Wages	7,137	23,898	(16,761)	197,978	235,363	(37,385)	235,363
5100-00 · Rent							
5110-00 · Utilities	923	618	305	6,542	7,311	(769)	7,311
5140-00 · Repairs & Maintenance	0	157	(157)	2,460	1,731	728	1,731
5150-00 · Office - Cleaning	853	197	656	1,424	2,218	(794)	2,218
5100-00 · Rent - Other	6,663	7,751	(1,089)	78,005	91,356	(13,351)	91,356
Total 5100-00 · Rent	8,439	8,724	(285)	88,431	102,617	(14,186)	102,617
5310-00 · Telephone							
5320-00 · Telephone	642	534	108	5,497	4,789	708	4,789
Total 5310-00 · Telephone	642	534	108	5,497	4,789	708	4,789
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	73	(73)	0	846	(846)	846
5480-00 · Mail - Fed Ex	0	1	(1)	51	106	(55)	106
5420-00 · Mail - USPS - Other	0	27	(27)	685	297	388	297
Total 5420-00 · Mail - USPS	0	101	(101)	737	1,250	(513)	1,250
5510-00 · Insurance/Bonding	86	173	(85)	2,054	2,060	(6)	2,060
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	786	175	611	1,546	1,493	53	1,493
5520-00 · Supplies - Other	228	265	(37)	3,849	3,220	629	3,220
Total 5520-00 · Supplies	1,014	440	574	5,395	4,713	682	4,713
5610-00 · Depreciation	118	92	26	1,530	1,049	481	1,049
5700-00 · Equipment Support & Maintenance	0	276	(276)	1,526	3,313	(1,787)	3,313
5710-00 · Taxes, Licenses & Fees	0	28	(28)	15	309	(294)	309
5740-00 · Equipment Rental/Leasing	246	614	(368)	3,400	6,106	(2,706)	6,106
5800-00 · Training Seminars	781	54	727	781	3,090	(2,309)	3,090
5815 · Training Video Series	0	1,000	(1,000)	1,058	5,000	(3,942)	5,000
5850-00 · Artist of Month - Commissions	253	227	25	4,159	2,500	1,659	2,500
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0			216			
Total 5900-00 · Professional Fees	0			216			
6740-00 · Media/Collateral/Production	0	0	0	0	5,000	(5,000)	5,000
6742-00 · Non-NLT Co-Op Marketing Program	0	0	0	1,500	0	1,500	0
8100-00 · Cost of Goods Sold							
81100 · Freight and Shipping Costs	137	180	(43)	1,799	2,126	(327)	2,126
82500 · Purchase Discounts	0	(119)	119	(2,278)	(1,305)	(973)	(1,305)
89300 · POS Inventory Adjustments	20	103	(83)	513	1,210	(696)	1,210
8100-00 · Cost of Goods Sold - Other	5,837	5,559	278	50,268	44,647	5,621	44,647
Total 8100-00 · Cost of Goods Sold	5,993	5,724	270	50,302	46,678	3,624	46,678
8200-00 · Associate Relations	0	120	(120)	415	635	(220)	635
8500-00 · Credit Card Fees	225	302	(77)	2,899	3,487	(588)	3,487
8700-00 · Automobile Expenses	35	61	(26)	553	1,236	(683)	1,236
8750-00 · Meals/Meetings	80	92	(12)	612	897	(285)	897
8810-00 · Dues & Subscriptions	0	135	(135)	498	1,133	(635)	1,133
8910-00 · Travel	0	0	0	0	343	(343)	343
Total Expense	25,051	42,594	(17,543)	369,555	431,568	(62,013)	431,568
Net Ordinary Income	29,488	16,955	12,533	131,460	73,752	57,708	73,752
Other Income/Expense							
Other Expense							
8990-00 · Allocated	4,498	6,739	(2,241)	73,035	73,752	(716)	73,752
Total Other Expense	4,498	6,739	(2,241)	73,035	73,752	(716)	73,752
Net Other Income	(4,498)	(6,739)	2,241	(73,035)	(73,752)	716	(73,752)
Net Income	24,990	10,216	14,774	58,424	0	58,424	0

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Accrual Basis

North Lake Tahoe Resort Association Profit & Loss Budget Performance 50 - Infrastructure

	Jun 18	Budget	\$ Over Bud...	Jul '17 - Ju...	YTD Budget	\$ Over Bud...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	0	0	0	46,563	46,563	0	46,563
Total Income	0	0	0	46,563	46,563	0	46,563
Gross Profit	0	0	0	46,563	46,563	0	46,563
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	0	0	2,329	1,411	918	1,411
5030-00 · P/R - Health Insurance Expense	0	0	0	381	1,586	(1,205)	1,586
5040-00 · P/R - Workmans Comp	0	0	0	179	64	115	64
5060-00 · 401 (k)	0	0	0	942	731	211	731
5070-00 · Other Benefits and Expenses	0	0	0	115	21	94	21
5000-00 · Salaries & Wages - Other	(11,344)	0	(11,344)	5,907	21,048	(15,141)	21,048
Total 5000-00 · Salaries & Wages	(11,344)	0	(11,344)	9,854	24,861	(15,007)	24,861
5100-00 · Rent							
5110-00 · Utilities	0	0	0	114	94	20	94
5140-00 · Repairs & Maintenance	0	0	0	21	120	(99)	120
5150-00 · Office - Cleaning	0	0	0	152	120	33	120
5100-00 · Rent - Other	0	0	0	1,062	2,964	(1,902)	2,964
Total 5100-00 · Rent	0	0	0	1,349	3,297	(1,948)	3,297
5310-00 · Telephone							
5320-00 · Telephone	0	0	0	908	571	337	571
Total 5310-00 · Telephone	0	0	0	908	571	337	571
5420-00 · Mail - USPS	0	0	0	79	50	29	50
5510-00 · Insurance/Bonding	0	0	0	138	259	(121)	259
5520-00 · Supplies	0	0	0	58	500	(442)	500
5610-00 · Depreciation	0	0	0	28	426	(398)	426
5700-00 · Equipment Support & Maintenance	0	0	0	131	680	(549)	680
5710-00 · Taxes, Licenses & Fees	0	0	0	0	473	(473)	473
5740-00 · Equipment Rental/Leasing	0	0	0	1,103	2,223	(1,120)	2,223
5800-00 · Training Seminars	0	0	0	0	500	(500)	500
5810-00 · Public Outreach	0	0	0	0	2,656	(2,656)	2,656
5941-00 · Research & Planning	0	0	0	375	375	0	375
8200-00 · Associate Relations	0	0	0	15	0	15	0
8500-00 · Credit Card Fees	0	0	0	10	0	10	0
8700-00 · Automobile Expenses	0	0	0	116	500	(384)	500
8750-00 · Meals/Meetings	0	0	0	22	500	(478)	500
8810-00 · Dues & Subscriptions	0	0	0	2	1,646	(1,644)	1,646
8910-00 · Travel	0	0	0	0	250	(250)	250
Total Expense	(11,344)	0	(11,344)	14,188	39,767	(25,579)	39,767
Net Ordinary Income	11,344	0	11,344	32,375	6,796	25,579	6,796
Other Income/Expense							
Other Expense							
8990-00 · Allocated	0	0	0	4,091	6,796	(2,705)	6,796
Total Other Expense	0	0	0	4,091	6,796	(2,705)	6,796
Net Other Income	0	0	0	(4,091)	(6,796)	2,705	(6,796)
Net Income	11,344	0	11,344	28,284	0	28,284	0

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Accrual Basis

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
51 - TMPI

Preliminary

	Jun 18	Budget	\$ Over Bud...	Jul '17 - Ju...	YTD Budget	\$ Over Bud...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	3,403	3,403	0	17,016	17,016	0	17,016
Total Income	3,403	3,403	0	17,016	17,016	0	17,016
Gross Profit	3,403	3,403	0	17,016	17,016	0	17,016
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	140	(140)	99	769	(670)	769
5030-00 · P/R - Health Insurance Expense	5			38			
5040-00 · P/R - Workmans Comp	0	5	(5)	49	30	19	30
5060-00 · 401 (k)	52	65	(14)	269	360	(91)	360
5070-00 · Other Benefits and Expenses	0	2	(2)	0	10	(10)	10
5000-00 · Salaries & Wages - Other	1,575	1,506	68	8,072	8,285	(213)	8,285
Total 5000-00 · Salaries & Wages	1,632	1,719	(87)	8,527	9,453	(926)	9,453
5100-00 · Rent							
5110-00 · Utilities	4			19			
5140-00 · Repairs & Maintenance	0			14			
5160-00 · Office - Cleaning	10			35			
5100-00 · Rent - Other	72	582	(510)	443	2,908	(2,465)	2,908
Total 5100-00 · Rent	86	582	(496)	512	2,908	(2,396)	2,908
5310-00 · Telephone							
5320-00 · Telephone	38			176			
5310-00 · Telephone - Other	0	58	(58)	0	288	(288)	288
Total 5310-00 · Telephone	38	58	(19)	176	288	(112)	288
5420-00 · Mail - USPS	0	10	(10)	28	50	(22)	50
5510-00 · Insurance/Bonding	5	20	(15)	25	100	(75)	100
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	1			1			
5520-00 · Supplies - Other	2	50	(48)	12	250	(238)	250
Total 5520-00 · Supplies	3	50	(47)	13	250	(237)	250
5610-00 · Depreciation	0			1			
5700-00 · Equipment Support & Maintenance	0	50	(50)	4	250	(246)	250
5710-00 · Taxes, Licenses & Fees	0	16	(16)	0	84	(84)	84
5740-00 · Equipment Rental/Leasing	33	30	3	197	150	47	150
8700-00 · Automobile Expenses	0	50	(50)	0	250	(250)	250
8750-00 · Meals/Meetings	0	50	(50)	3	250	(247)	250
8910-00 · Travel	0	100	(100)	0	500	(500)	500
Total Expense	1,796	2,734	(937)	9,486	14,533	(5,047)	14,533
Net Ordinary Income	1,607	669	937	7,530	2,483	5,047	2,483
Other Income/Expense							
Other Expense							
8990-00 · Allocated	645	483	162	4,760	2,483	2,277	2,483
Total Other Expense	645	483	162	4,760	2,483	2,277	2,483
Net Other Income	(645)	(483)	(162)	(4,760)	(2,483)	(2,277)	(2,483)
Net Income	962	186	775	2,770	0	2,770	0

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Accrual Basis

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Preliminary

60 - Membership

	Jun 18	Budget	\$ Over Budget	Jul '17 - Jun 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues	5,086	13,500	(8,414)	124,677	150,000	(25,323)	150,000
4201-00 · New Member Fees	0	0	0	75	75	0	75
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	18,522	12,000	6,522	12,000
4250-05 · Sponsorships	0	0	0	12,440	6,500	5,940	6,500
4250-01 · Community Awards - Other	0	0	0	18,105	22,500	(4,395)	22,500
Total 4250-01 · Community Awards	0	0	0	49,067	41,000	8,067	41,000
4250-02 · Chamber Events	0	6,725	(6,725)	373	12,725	(12,352)	12,725
4250-03 · Summer/Winter Rec Luncheon	2,001	3,000	(999)	5,410	7,300	(1,890)	7,300
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	300	(300)	1,000	2,000	(1,000)	2,000
4251-00 · Tues AM Breakfast Club - Other	914	750	164	5,499	8,250	(2,751)	8,250
Total 4251-00 · Tues AM Breakfast Club	914	1,050	(136)	6,499	10,250	(3,751)	10,250
4250-00 · Revenues-Membership Activities - Other	1,675	175	1,500	3,304	1,925	1,379	1,925
Total 4250-00 · Revenues-Membership Activities	4,590	10,950	(6,360)	64,653	73,200	(8,547)	73,200
4252-00 · Sponsorships	250	0	250	1,250	0	1,250	0
4720-00 · Miscellaneous	0			15			
Total Income	9,926	24,450	(14,524)	190,670	223,275	(32,605)	223,275
Gross Profit	9,926	24,450	(14,524)	190,670	223,275	(32,605)	223,275
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	(1,375)	(1,375)	0	(16,500)	(16,500)	0	(16,500)
5020-00 · P/R - Tax Expense	595	525	70	6,984	6,853	132	6,853
5030-00 · P/R - Health Insurance Expense	288	950	(662)	10,685	12,990	(2,305)	12,990
5040-00 · P/R - Workmans Comp	0	75	(75)	775	930	(155)	930
5060-00 · 401 (k)	93	320	(227)	2,532	3,785	(1,253)	3,785
5070-00 · Other Benefits and Expenses	13	93	(80)	149	844	(695)	844
5000-00 · Salaries & Wages - Other	615	7,800	(7,185)	75,166	97,550	(22,384)	97,550
Total 5000-00 · Salaries & Wages	230	8,388	(8,158)	79,792	106,452	(26,660)	106,452
5100-00 · Rent							
5110-00 · Utilities	14	50	(36)	461	600	(139)	600
5140-00 · Repairs & Maintenance	0	55	(55)	125	605	(480)	605
5150-00 · Office - Cleaning	40	85	(45)	760	1,090	(330)	1,090
5100-00 · Rent - Other	365	725	(360)	7,748	8,700	(952)	8,700
Total 5100-00 · Rent	419	915	(496)	9,095	10,995	(1,900)	10,995
5310-00 · Telephone							
5320-00 · Telephone	147	216	(69)	2,519	2,686	(167)	2,686
Total 5310-00 · Telephone	147	216	(69)	2,519	2,686	(167)	2,686
5420-00 · Mail - USPS	0	50	(50)	659	1,000	(341)	1,000
5510-00 · Insurance/Bonding	19	55	(36)	613	745	(132)	745
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	901	125	776	974	750	224	750
5520-00 · Supplies - Other	101	95	6	970	1,250	(280)	1,250
Total 5520-00 · Supplies	1,002	220	782	1,944	2,000	(56)	2,000
5610-00 · Depreciation	0	15	(15)	58	180	(122)	180
5700-00 · Equipment Support & Maintenance	0	55	(55)	642	1,325	(683)	1,325
5710-00 · Taxes, Licenses & Fees	0	50	(50)	1	200	(199)	200
5740-00 · Equipment Rental/Leasing	166	250	(84)	2,367	2,990	(623)	2,990
5800-00 · Training Seminars	0	0	0	0	1,250	(1,250)	1,250
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	0	0	270	0	270	0
Total 5900-00 · Professional Fees	0	0	0	270	0	270	0
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	1,147	0	1,147	24,979	18,500	6,479	18,500
6435-00 · Shop Local Event	0			295			
6436-00 · Membership - Wnt/Sum Rec Lunch	0	1,425	(1,425)	3,081	4,185	(1,104)	4,185
6437-00 · Tuesday Morning Breakfast Club	486	650	(164)	6,043	7,150	(1,107)	7,150
6441-00 · Membership - Miscellaneous Exp	0			10	0	10	0
6442-00 · Public Relations/Website	3,765	295	3,470	6,910	8,465	(1,555)	8,465
6444-00 · Trades	1,100	275	825	3,615	2,130	1,485	2,130
6423-00 · Membership Activities - Other	0	75	(75)	459	750	(291)	750
Total 6423-00 · Membership Activities	6,498	2,720	3,778	45,393	41,180	4,213	41,180
8200-00 · Associate Relations	0	25	(25)	93	275	(182)	275
8300-00 · Board Functions	0			156			
8500-00 · Credit Card Fees	560	195	365	3,352	2,580	772	2,580
8700-00 · Automobile Expenses	44	75	(31)	598	1,025	(427)	1,025
8750-00 · Meals/Meetings	14	40	(27)	21	440	(419)	440
8810-00 · Dues & Subscriptions	6	50	(44)	313	765	(452)	765
8920-00 · Bad Debt	(5,177)	310	(5,487)	10,713	10,330	383	10,330

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North Lake Tahoe Resort Association Profit & Loss Budget Performance

Preliminary

Accrual Basis

60 - Membership

	Jun 18	Budget	\$ Over Budget	Jul '17 - Jun 18	YTD Budget	\$ Over Budget	Annual Budget
Total Expense	3,926	13,629	(9,703)	158,598	186,418	(27,820)	186,418
Net Ordinary Income	6,000	10,821	(4,821)	32,072	36,857	(4,785)	36,857
Other Income/Expense							
Other Expense							
8990-00 - Allocated	1,956	2,718	(762)	31,802	31,857	(55)	31,857
Total Other Expense	1,956	2,718	(762)	31,802	31,857	(55)	31,857
Net Other Income	(1,956)	(2,718)	762	(31,802)	(31,857)	55	(31,857)
Net Income	4,044	8,103	(4,060)	270	5,000	(4,730)	5,000

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Accrual Basis

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Preliminary

70 - Administration

	Jun 18	Budget	\$ Over Budget	Jul '17 - Jun 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	3,764	2,561	1,203	33,954	33,295	659	33,295
5030-00 · P/R - Health Insurance Expense	1,083	2,586	(1,503)	13,064	33,618	(20,554)	33,618
5040-00 · P/R - Workmans Comp	0	154	(154)	2,995	1,997	997	1,997
5060-00 · 401 (k)	794	438	355	10,069	5,700	4,369	5,700
5070-00 · Other Benefits and Expenses	22	98	(76)	954	1,273	(319)	1,273
5000-00 · Salaries & Wages - Other	21,061	34,091	(13,030)	403,814	405,907	(2,093)	405,907
Total 5000-00 · Salaries & Wages	26,723	39,928	(13,204)	464,849	481,790	(16,941)	481,790
5100-00 · Rent							
5110-00 · Utilities	109	117	(8)	1,532	1,406	125	1,406
5140-00 · Repairs & Maintenance	0	375	(375)	2,965	4,271	(1,306)	4,271
5150-00 · Office - Cleaning	314	171	144	2,585	2,031	554	2,031
5100-00 · Rent - Other	2,533	1,807	726	26,837	21,012	5,825	21,012
Total 5100-00 · Rent	2,956	2,469	487	33,919	28,720	5,199	28,720
5310-00 · Telephone							
5320-00 · Telephone	1,529	1,088	441	10,232	12,611	(2,379)	12,611
5350-00 · Internet	0			25			
Total 5310-00 · Telephone	1,529	1,088	441	10,257	12,611	(2,354)	12,611
5420-00 · Mail - USPS	7	43	(36)	899	721	178	721
5510-00 · Insurance/Bonding	86	147	(61)	1,982	1,751	231	1,751
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	36	0	36	161	2,000	(1,839)	2,000
5520-00 · Supplies - Other	718	421	297	5,862	5,210	652	5,210
Total 5520-00 · Supplies	754	421	333	6,023	7,210	(1,187)	7,210
5610-00 · Depreciation	31	176	(145)	622	2,018	(1,396)	2,018
5700-00 · Equipment Support & Maintenance	2,400	311	2,089	7,843	3,840	4,003	3,840
5710-00 · Taxes, Licenses & Fees	708	667	42	11,927	8,240	3,687	8,240
5740-00 · Equipment Rental/Leasing	288	218	70	3,938	2,575	1,363	2,575
5800-00 · Training Seminars	0	0	0	2,644	6,180	(3,536)	6,180
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	80	1,000	(920)	8,620	10,000	(1,380)	10,000
5920-00 · Professional Fees - Accountant	0	0	0	26,250	22,000	4,250	22,000
5921-00 · Professional Fees - Other	0	0	0	13,531	3,750	9,781	3,750
Total 5900-00 · Professional Fees	80	1,000	(920)	48,401	35,750	12,651	35,750
6490-00 · Classified Ads	0	70	(70)	0	773	(773)	773
6701-00 · Market Study Reports/Research	0	70	(70)	0	773	(773)	773
8200-00 · Associate Relations	985	206	779	1,953	2,266	(313)	2,266
8300-00 · Board Functions	0	858	(858)	7,454	9,888	(2,434)	9,888
8500-00 · Credit Card Fees	45	(48)	93	205	0	205	0
8700-00 · Automobile Expenses	454	93	361	2,235	1,030	1,205	1,030
8750-00 · Meals/Meetings	84	125	(41)	648	1,391	(743)	1,391
8810-00 · Dues & Subscriptions	268	127	141	2,936	1,648	1,288	1,648
8910-00 · Travel	0	318	(318)	0	3,502	(3,502)	3,502
Total Expense	37,398	48,286	(10,888)	608,734	612,675	(3,941)	612,675
Net Ordinary Income	(37,398)	(48,286)	10,888	(608,734)	(612,675)	3,941	(612,675)
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	17			201			
Total Other Income	17			201			
Other Expense							
8990-00 · Allocated	(37,398)	(48,286)	10,888	(608,063)	(612,675)	4,613	(612,675)
Total Other Expense	(37,398)	(48,286)	10,888	(608,063)	(612,675)	4,613	(612,675)
Net Other Income	37,415	48,286	(10,871)	608,263	612,675	(4,412)	612,675
Net Income	17	(0)	17	(471)	0	(471)	0

KEY METRICS FOR June 30, 2018 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2017 (as reported thru May 2018)

Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2010 - 2011	3,242,663	2,107,554	3,776,990	1,361,343	\$ 10,488,550
2011 - 2012	3,683,345	1,794,633	3,159,674	1,554,224	\$ 10,191,876
2012 - 2013	3,882,952	2,106,483	4,263,868	1,447,976	\$ 11,701,279
2013 - 2014	4,525,882	2,145,820	3,569,535	1,751,001	\$ 11,992,238
2014 - 2015	4,693,908	2,527,728	3,513,439	1,868,331	\$ 12,603,406
2015 - 2016	4,872,923	3,874,544	5,438,716	2,349,230	\$ 16,535,413
2016 - 2017	5,505,352	3,358,454	6,119,615	3,348,474	\$ 18,331,895
2017 - 2018	6,260,398	3,440,650	5,470,609	207,315	\$ 15,378,972

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Visitor Information Comparative Statistics For FYTD 2014 - 2017 (thru June 2018)

Referrals -	2014-2015	2015-2016	2016-2017	2017-2018	YOY % Change
Tahoe City:					
Walk In	44,850	42,270	41,841	44,438	6.21%
Phone	2,560	2,607	3,297	3,074	-6.76%
Email		231	343	380	10.79%
Kings Beach (Walk In)	6,500	8,609	3,926	8,733	122.44%
NLT - Event Traffic	N/A	3,358	5,295	4,734	-10.59%
Total	53,910	57,075	54,702	61,359	12.17%

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (as of Mar 2018, (Q3) 6 mth lag)

Quarter	2014	2015	2016	2017	YOY % Change
First (Jan - Mar)	\$ 589,226	\$ 573,778	\$ 699,157	\$ 816,089	16.72%
Second (Apr - May)	\$ 521,965	\$ 495,699	\$ 559,589	\$ 728,774	30.23%
Third (Jun - Aug)	\$ 885,368	\$ 875,768	\$ 943,574	\$ 984,653	4.35%
Fourth (Sep - Dec)	\$ 557,614	\$ 596,985	\$ 629,807	\$ -	-100.00%
Total	\$ 2,554,173	\$ 2,542,230	\$ 2,832,127	\$ 2,529,516	-10.68%

Unemployment Rates - EDD

	June 2014	July 2015	Aug 2016	June 2018
California (pop. 38,332,521)	7.1%	6.7%	5.5%	4.2%
Placer County (367,309)	6.0%	5.2%	4.7%	2.8%
Dollar Point (1,215)	7.1%	6.1%	1.1%	0.9%
Kings Beach (3,893)	6.0%	6.8%	6.1%	2.7%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.0%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	2.9%

Destimetrics Reservations Activity

	FYTD 16/17	FYTD 17/18	YOY % Change
Occupancy	51.5%	55.4%	7.6%
ADR (Average Daily Rate)	\$ 304	\$ 305	0.5%
RevPAR (Rev per Available Room)	\$ 156	\$ 169	8.2%
Occupancy 1 Mth Forecast	59.2%	59.9%	1.2%
ADR 1 Mth Forecast	\$ 414	\$ 419	1.3%
RevPAR 1 Mth Forecast	\$ 245	\$ 251	2.6%
Occupancy (prior 6 months)	48.9%	46.4%	-5.0%
ADR (prior 6 months)	\$ 290	\$ 288	-0.8%
RevPAR (prior 6 months)	\$ 142	\$ 134	-5.7%
Occupancy (next 6 months)	27.0%	26.9%	-0.4%
ADR (next 6 months)	\$ 361	\$ 362	0.5%
RevPAR (next 6 months)	\$ 98	\$ 98	0.1%

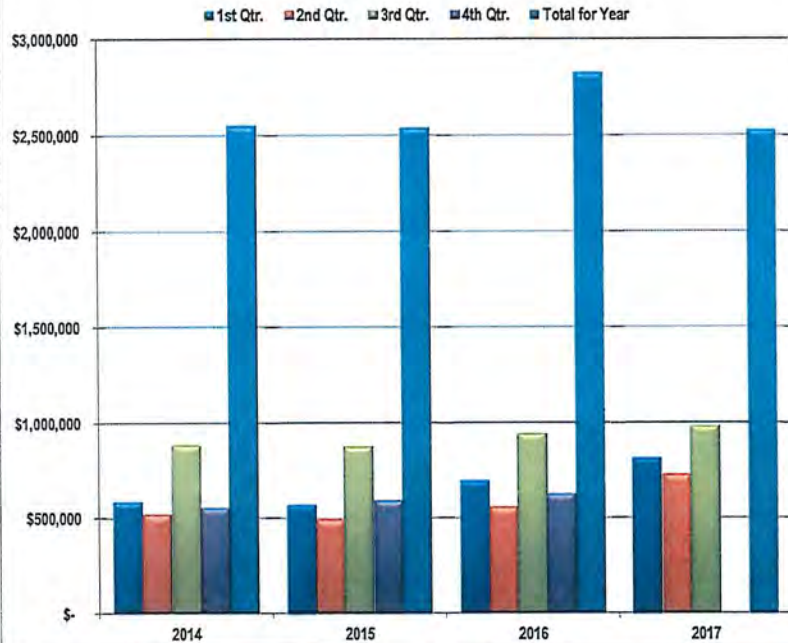
Infrastructure Fund Balances Held by Placer County
as of 6/30/17 (Reported Quarterly)

	Total Chamber Membership
FY 2015-16 Contract	June 2014 457
FY 2016-17 Contract	June 2015 474
Total Fund Balances	June 2016 508
	June 2017 424
	Jun 2018 384

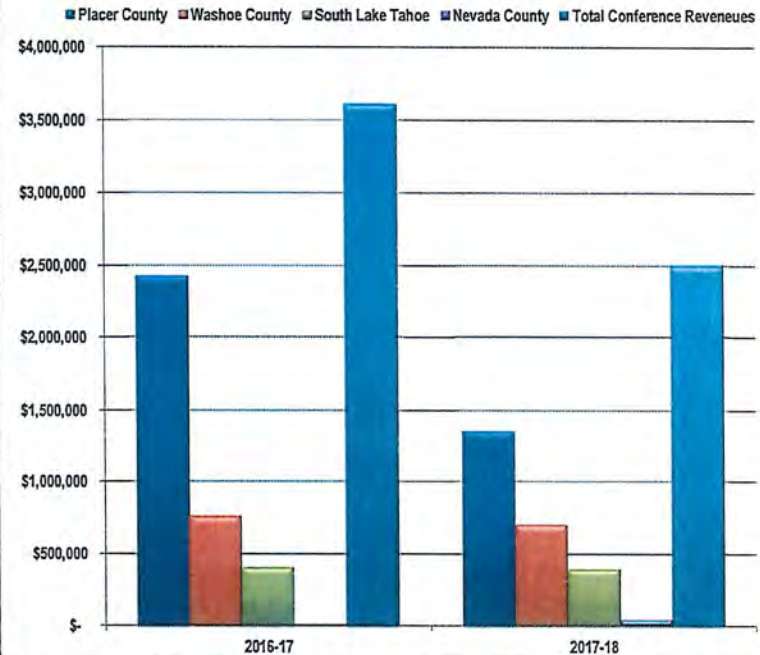
Conference Revenue Statistics Comparison FYTD 16/17 vs. FYTD 17/18 at 6/30/2018

	2016-17		2016-17	2017-18	YOY %	
FORWARD LOOKING	Actuals		Forecasted	Forecasted	Change	
Total Revenue Booked	\$3,964,368		\$ 3,617,429	\$ 2,507,508	-30.68%	
Commission for this Revenue	\$ 129,375		\$ 114,087	\$ 60,279	-47.16%	
Number of Room Nights	21,352		20,312	16,557	-18.49%	
Number of Bookings	79		71	90	26.76%	
Conference Revenue And Percentage by County:						
	16-17	17-18				
Placer	67%	54%	\$2,506,277	\$ 2,432,194	\$ 1,355,015	-44.29%
Washoe	21%	28%	\$764,192	\$ 764,191	\$ 704,266	-7.84%
South Lake	11%	16%	\$411,781	\$ 408,926	\$ 397,939	-2.69%
Nevada	0%	2%	\$12,118	\$ 12,118	\$ 50,288	314.99%
Total Conference Revenue	100%	100%	\$3,694,368	\$ 3,617,429	\$ 2,507,508	-30.68%
CURRENT						
NLT - Annual Revenue Goal			\$ 3,000,000	\$ 2,500,000	-16.67%	
Annual Commission Goal			\$ 135,000	\$ 70,000	-48.15%	

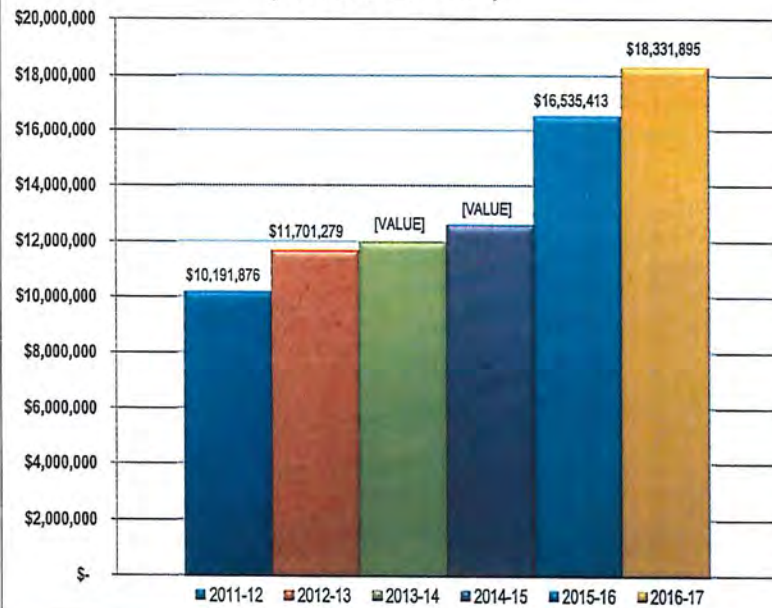
Annual Sales Tax Revenue - Lake Tahoe (Now on Fiscal Year Basis)



Conference Revenue Statistics & Revenue Share by County



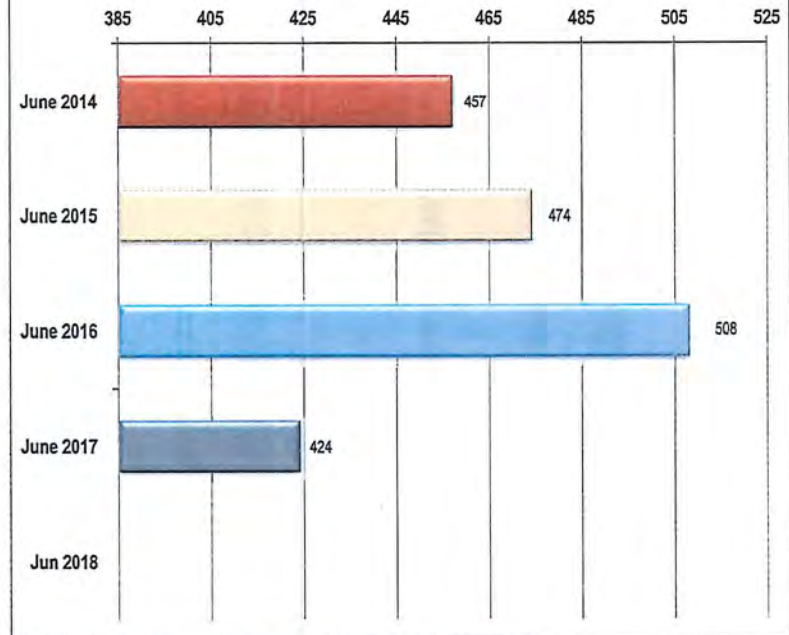
5-Year Annual TOT Collections (Fiscal Year Basis)



Total District 5 TOT Collections by Quarter 2010 - 2017 (as reported thru May 2018)

Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2011 - 2012	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2012 - 2013	\$ 3,882,952	\$ 2,106,483	\$ 4,263,868	\$ 1,447,976	\$ 11,701,279
2013 - 2014	\$ 4,525,882	\$ 2,145,820	\$ 3,569,535	\$ 1,751,001	\$ 11,992,238
2014 - 2015	\$ 4,693,908	\$ 2,527,728	\$ 3,513,439	\$ 1,868,331	\$ 12,603,406
2015 - 2016	\$ 4,872,923	\$ 3,874,544	\$ 5,438,716	\$ 2,349,230	\$ 16,535,413
2016 - 2017	\$ 5,505,352	\$ 3,358,454	\$ 6,119,615	\$ 3,348,474	\$ 18,331,895
2017 - 2018	\$ 6,260,398	\$ 3,440,650	\$ 5,470,609	\$ 207,315	\$ 15,378,972

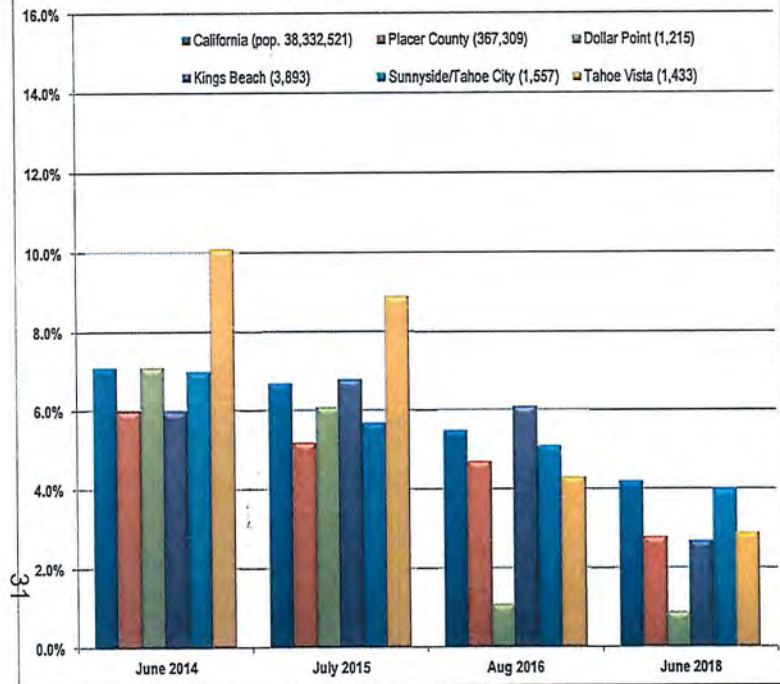
Chamber Membership (# of Members)



Chamber Of Commerce Total Membership

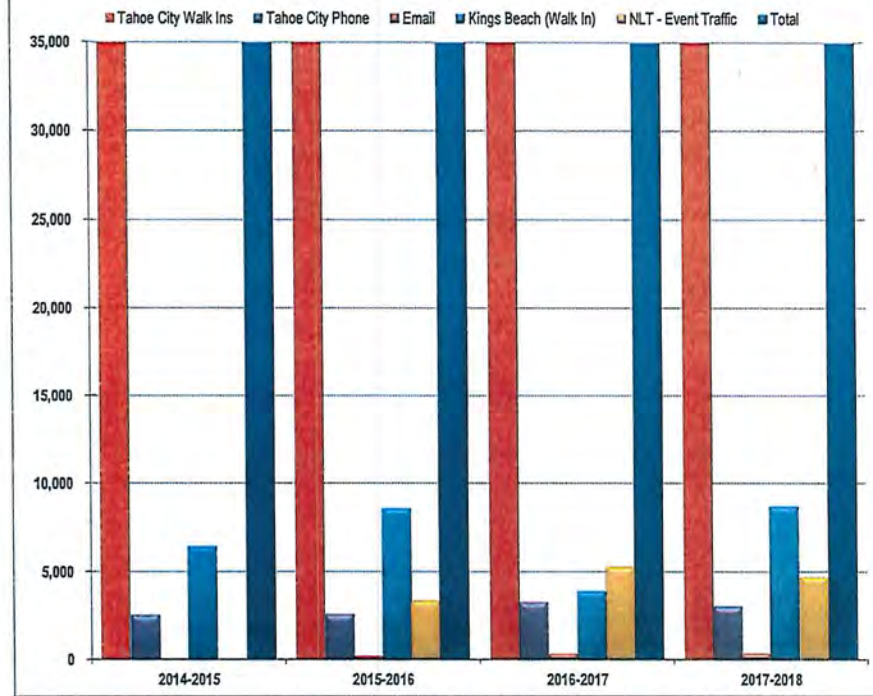
June 2014	457
June 2015	474
June 2016	508
June 2017	424
Jun 2018	384

Unemployment Rates by Region



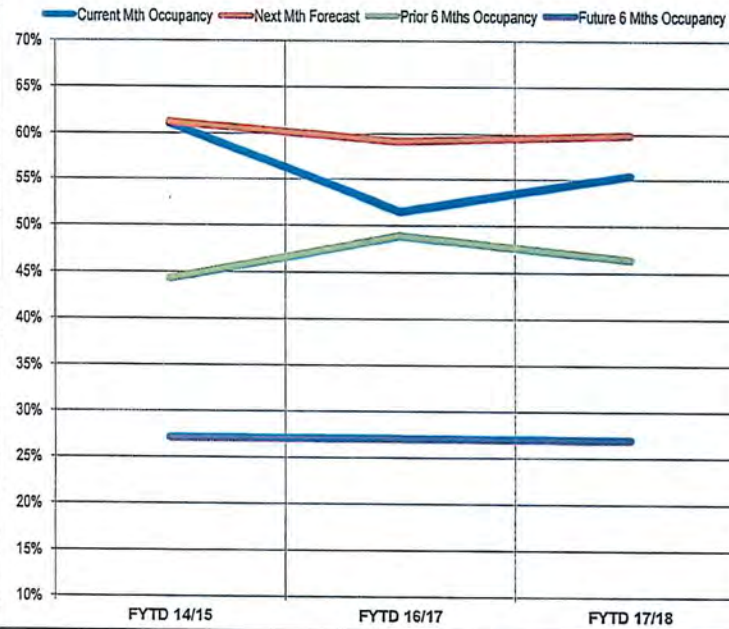
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Dollar Point (1,215)	7.1%	6.1%	1.1%	0.9%
Kings Beach (3,893)	6.0%	6.8%	6.1%	2.7%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.0%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	2.9%

Visitor Information - FYTD YOY



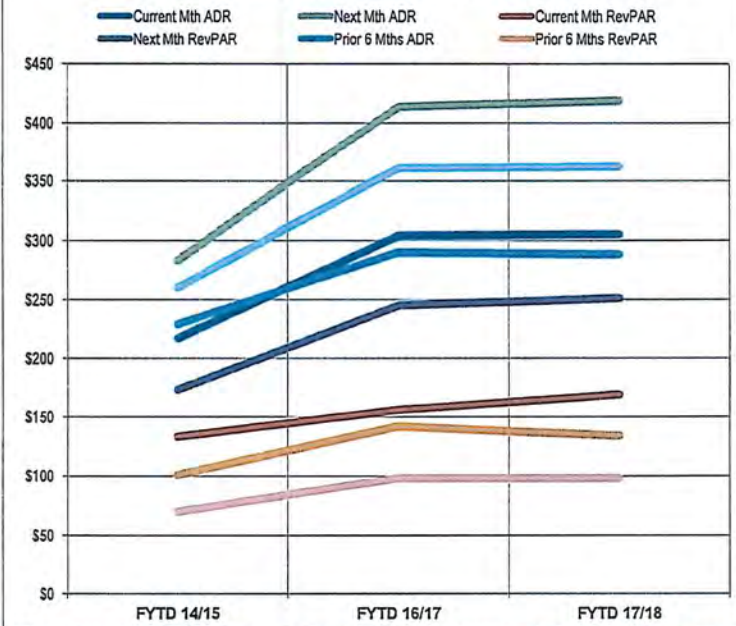
Visitor Information Comparative Statistics For FYTD 2014 - 2017 (thru June 2018)					
Referrals -	2014-2015	2015-2016	2016-2017	2017-2018	YOY % Change
Tahoe City:					
Walk In	44,850	42,270	41,841	44,438	6.21%
Phone	2,560	2,607	3,297	3,074	-5.76%
Email	-	231	343	380	10.79%
Kings Beach (Walk In)	6,500	8,609	3,926	8,733	122.44%
NLT - Event Traffic	N/A	3,358	5,295	4,734	-10.59%
Total	53,910	57,075	54,702	61,359	12.17%

Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 16/17	FYTD 17/18	Y-O-Y Change
Occupancy	61.1%	51.5%	55.4%	7.6%
Occupancy 1 Mth Forecast	61.3%	59.2%	59.9%	1.2%
Occupancy (prior 6 months)	44.3%	48.9%	46.4%	-5.0%
Occupancy (next 6 months)	27.1%	27.0%	26.9%	-0.4%

Destimetrics RevPAR in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 16/17	FYTD 17/18	Y-O-Y Change
ADR (Average Daily Rate)	\$217	\$304	\$305	0.5%
RevPAR (Rev per Available Room)	\$133	\$156	\$169	8.2%
ADR 1 Mth Forecast	\$283	\$414	\$419	1.3%
RevPAR 1 Mth Forecast	\$173	\$245	\$251	2.6%
ADR (prior 6 months)	\$229	\$290	\$288	-0.8%
RevPAR (prior 6 months)	\$101	\$142	\$134	-5.7%
ADR (next 6 months)	\$260	\$361	\$362	0.5%
RevPAR (next 6 months)	\$70	\$98	\$98	0.1%

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month/Yr June 2018

Employee Gustafson, Cindy

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE	
5/31/2018	A	Sunnyside Restaurant	14680070	Lauren Sully's going-away party	329.39		8200-00/70	
6/1/2018	B	Nevtec	23365	Sophos Central Intercept X w/ Sophos Endpoint Protection Advanced, Device	1,919.48		1400-00/alloc	5525
6/4/2018	C	Fat Cat Bar & Grill	86068	Lunch w/ Liz & JT	62.02		8750-00/70	-00/
6/4/2018	D	Google Services	7054_Jun'18	G Suite basic usage	103.70		8810-00/70	all
06/08/2018	E	Adobe Systems Incorporated	912323659	Adobe Acrobat Pro subscription	14.99		8810-00/70	
	F							
	G							
	H							
	I							
	J							
	K							
	L							
	M							
	N							
	O							
33	P							
	Q							
	R							
	S							
	T							
	U							
	V							
	W							
	X							
	Y							
	Z							
MILEAGE REIMBURSEMENT								
	Attach 1		Mileage	See Attached Mileage Report		57.77	8700-00-70	
				Mileage Reimbursed Through Payroll				
TOTAL - CREDIT CARD EXPENSES					2,429.58			
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						57.77		

Signed By: Cindy Gustafson

Approved By: _____

Date: 7.6.18

Date: _____

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	
7/6/18 DVS	7/11/18 DVS	BTB	7/10/18		

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

MILEAGE REIMBURSEMENT

EMPLOYEE NAME: Gustafson, Cindy

REPORT MONTH: June[illegible]

TOTAL MILES SUBMITTED:	106.00
MILEAGE RATE PER MILE	\$ 0.545
TOTAL MILEAGE REIMBURSEMENT DUE	\$ 57.77



BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number XXXX-XXXX-0108-6903
Statement Date JUN 28, 2018
Total Activity \$2,429.58

**** MEMO STATEMENT ONLY **
DO NOT REMIT PAYMENT**

CINDY M GUSTAFSON
N LAKE TAHOE RESORT
PO BOX 5459
TAHOE CITY CA 96145

ACCOUNT SUMMARY

CINDY M GUSTAFSON XXXX-XXXX-0108-6903	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$2,429.58		\$0.00		\$0.00		\$2,429.58

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
05-31	05-29	25536068151101018602433	SUNNYSIDERESTAURA TAHOE CITY CA Tran: 000000009140035 Tax ID: 680087754 Mer Zip: 96145 Dest Zip: 96145	329.39
06-01	05-31	55436878152131520560950	NEVTEC 408-2928600 CA Tran: 6903 Tax ID: 770500867 Mer Zip: 95128-3509	1,919.48
06-04	05-31	05314618152100136858878	FAT CAT BAR GRILL TAHOE CITY CA Tax ID: 261509223 Mer Zip: 96145	62.02
06-04	06-01	55432868152200136846122	GOOGLE *SVCSAPPS_golah cc@google.comCA Tran: POIXx1s9 Tax ID: 770493581 Mer Ref: POIXx1s9 Mer Zip: 94043 Product Code: 099 Desc: GOOGLE * Qty: 100.00 Unit: Ck Unit Cost: 103.7000 Disc: N Ext Item Amt: 103.70	103.70
06-08	06-07	55310208158026656288944	ADOBE *ACROPRO SUBS 8008336687 CA Tax ID: 770019522 Mer Ref: 65628894 Mer Zip: 95110 Origin Zip: 95110 Dest City: USA	14.99

A
B
C
D
E

For Customer Service, Call: 1-866-432-8161	Account Number	Account Summary	
	XXXX-XXXX-0108-6903	Purchases & Other Charges	\$2,429.58
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	JUN 28, 2018	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$50,000	Payments	\$0.00
Disputed Amount		Total Activity	\$2,429.58
\$0.00			

IMPORTANT INFORMATION ABOUT THIS STATEMENT

Payments. You must pay at least the "Amount Due" by the "Payment Due Date." Charges, payments and credits received after the "Closing Date" will be included in your next statement. The letters "CR" following the "New Balance" amount indicate a credit balance - do not pay this amount. Payments must reach our BankCard Center during our regular business day in order to be credited on that date. Payments received after the cutoff times of 6:00 p.m. on a Friday (or Thursday if we are closed on Friday) or 4:00 p.m. on any other business day that we are open, or on a day we are not open, or at a branch open on Saturday, Sunday or bank holiday, are credited as of the following business day. Later cutoff times generally apply at branches with extended hours. Business days shall mean Monday through Friday, except for bank holidays. If you fail to properly make payments, crediting such payments may be delayed.

Order of Application. We will apply your payments first to any membership fee or other fees, next to any finance charge or late charge, next to any Cash Advances Included in your "Previous Balance," then to Purchases in your "Previous Balances."

Unauthorized Use. In the event of possible loss, theft or unauthorized use, Company agrees to notify us immediately. Company may be liable for the unauthorized use of any Card issued under the Corporate Credit Card Agreement. If 10 or more cards are issued pursuant to the Corporate Credit Card Agreement, Company shall be strictly liable for any unauthorized use. If fewer than 10 Cards are issued pursuant to the Corporate Credit Card Agreement, Company will not be liable for unauthorized use of the Card which occurs after it notifies us orally at 1-866-432-8161, or in writing at BANKCARD CENTER, PO BOX 84043, COLUMBUS, GA 31908-4043 of loss, theft, or possible unauthorized use, and Company's liability for unauthorized use of the Card will not exceed \$50.00 per Card for use of a Card by anyone other than an Employee prior to notice to us. However, a Card in the possession and control of an Employee, even after his or her authority to use the Card has been revoked by Company, is not considered lost or stolen, and its use by such Employee is not unauthorized. Company must recover the Card from the Employee. Company agrees to assist us in determining the facts and circumstances relating to any unauthorized use of a Card.

211

Server: Hannah
01:31 PM
Table 336/1

DOB: 05/29/2018
05/29/2018
14/140014

SALE

M/C 14680070
Card XXXXXXXXXXXX6903
Magnetic card present: GUSTAFSON CINDY
Card Entry Method: S

Approval 090187

Amount: \$279.39
+ Tip: 50.00
= Total: 329.39

I agree to pay the above
total amount according to the
card issuer agreement.

x *Cindy Gustafson*
Sunnyside Copy



Sunnyside
RESTAURANT & LODGE

Server: Hannah
Table 336/1
Guests: 11
Order Type: Order

05/29/2018
1:31 PM
140014

Iced Tea	3.00
Diet Coke	3.00
Arnold Palmer (3 @3.00)	9.00
Club Soda	3.00
Sunnyside Burger	15.00
Chicken Chop Salad (4 @17.00)	68.00
Summer Greens (3 @11.00)	33.00
Lakeside Vegetarian	15.00
Fish Taco (2 @15.00)	30.00
Salmon Rice Bowl (3 @21.00)	63.00
Add Avocado (3 @2.50)	7.50
Add Shrimp	11.00

Subtotal 260.50
Tax 18.89

Total 279.39

Balance Due 279.39

Sunnyside Resort
1/2 Price Fish Taco Wednesdays!
Call For Info: (509) 592-7000

Lauren's going-away Party

[A]



Nevtec
1150 S. Bascom Ave
Suite 12
San Jose, CA 95128
(408) 292-8600

Bill To:
North Lake Tahoe Resort Association Attn: Dave Rummel 100 N Lake Blvd Tahoe City, CA 96145 United States

Date	Invoice
05/31/2018	23365
Account	
North Lake Tahoe Resort Association	

Terms	Due Date	Contract #	Reference	
Credit Card	05/31/2018	053118Dewitt	Order #883	

Products & Other Charges	Quantity	Price	Amount
Billable Products & Other Charges			
Sophos Central Intercept X with Sophos Endpoint Protection Advanced - Subscription License - 1 User - 1 Year - Volume - PC	25.00	\$68.46	\$1,711.50
Sophos Cloud Server Protection Advanced - Subscription License - 1 Server - 1 Year - PC	1.00	\$169.65	\$169.65
Sophos Central Device Encryption - Subscription License - 3 Year - PC, Pocket PC	1.00	\$38.33	\$38.33
Total Products & Other Charges:			\$1,919.48
Make checks payable to Nevtec	Invoice Subtotal:		\$1,919.48
	Sales Tax:		\$0.00
	Invoice Total:		\$1,919.48
	Payments:		\$0.00
	Credits:		\$0.00
	Balance Due:		\$1,919.48

Thank you for your business



5/31/2018

https://www.myvirtualmerchant.com/VirtualMerchant/transaction.do?dispatchMethod=printTransaction&hdnflid_transactionId=310518A44-..

NEVTEC
1210 S BASCOM AVE STE 100
SAN JOSE, CA 95128
408-292-8600

NEVTEC

Date: 05/31/2018 12:28:54 PM

CREDIT CARD SALE

MASTERCARD

CARD NUMBER: *****6903 K

TRAN AMOUNT: \$1,919.48

APPROVAL CD: 079987

RECORD #: 000

CLERK ID: 557487

CUST CODE: 6903

SALES TAX: \$0.00

INVOICE #: 23365

Customer Copy

North Lake Tahoe Resort Association
Allocated Expenses
FY 2017.18 - Five Month Contract [Feb - Jun 2018]

Computer Related	Table - K		Computers		1919.48
<i>21 Computers (unless specifically identified)</i>	Marketing	11	5	23.8%	457.02
	Conference	30	2	9.5%	182.81
Tahoe Tech	Visitor Center	42	4	19.0%	365.62
Independent Technologies	TMPI	51	0.1	0.5%	9.14
AVG	Membership	60	1.55	7.4%	141.68
Carbonite	Administration	70	8.35	39.8%	763.22
			21	100%	-

 * Customer Copy *

Fat Cat Bar and Grill
 599 N. Lake Blvd.
 Tahoe City, CA
 530-583-3355

Date: 05/31/18
 Time: 12:52 PM
 Server: LA. Rashe C
 Order: 543717
 Description: TAB # 5
 Card Type: Visa/MC
 Card No: XXXXXXXXXXXX6903
 Expires: XX/XX
 Appr Code: 086058

Purchases: \$ 52.02

Tip: \$ 10.00

Total: \$ 62.02

Suggested Gratuity Amounts:
 15.0% 7.80
 18.0% 9.36
 20.0% 10.40

I agree to pay the above total amount
 according to the card issuer agreement.

GUSTAFSON/CINDY

Lunch w/ Liz

Fat Cat Bar and Grill
 599 North Lake Blvd.
 Tahoe City, California 95145
 Tel. 530-583-3355

05/31/18 12:50 PM
 Table Cust 1
 Waiter 14 Rashe C
 Reference: 16 37175

Tab #5
 2 Chicken & Arugula Salad 31.00
 1 Blackened Ahi Salad 17.50
 Taxable: 48.50
 Sub- Total: 48.50
 Taxes: 3.52

Total Due: 52.02

Fat Cat Bar & Grill

Thank you for joining us at
 Fat Cat Bar & Grill!

The Fat Cat Bar & Grill is available for
 special events, including wedding
 rehearsal dinners, wedding
 after parties, birthday parties,
 and more!

The perfect gift idea you may ask...?
 Buy a Fat Cat Gift Card today!!

We also invite you to like
 our Fat Cat Facebook page for
 current promotions and events too!
 #TahoeFatCat



Payments profile ID
6457-8471-7054

Business name
North Lake Tahoe Resort Association

Payments account nickname
gotahoenorth.com

Summary created
Jun 1, 2018

May 1 – 31, 2018

Ending balance: \$103.70

Date	Description	Amount (USD)
May 9 – 31, 2018	G Suite Basic: Usage of 21 seats	\$77.90
May 1 – 8, 2018	G Suite Basic: Usage of 20 seats	\$25.80
May 1, 2018	Automatic payment: Mastercard ****6903	-\$46.66

Starting balance: \$46.66



**INVOICE**

Remit To:
Adobe Systems Incorporated
29322 Network Place
Chicago, IL 60673-1293

Wires To:
Bank: JPM Chase/ Acct#: 100081931
ABA: 021000021/ SWIFT: CHASUS33

Federal Tax ID 77-0019522

Reprint Page 1 of 1

Invoice Number: 912323659
Invoice Date: JUN-06-18
Payment Terms: Credit Card
Due Date: JUN-13-18
Purchase Order: ADB016450957
Contract No 00004490
Order Number: 5017797439
Order Date: NOV-06-17
Customer No.: 1452233
Bill to No. 546408886

Adobe Contact Information:
<https://helpx.adobe.com/contact.html>

Bill To:
cindy gustafson
100 N Lake Blvd
Tahoe City CA 96145

Line No	Material No / Description	UOM	Unit Price	Qty	Extended Price
000010	65232730 Acrobat Pro Subs CC ALL MLP DSP Ret Inv 01 mnth MUN 1 YR	EA	14.99	1	14.99
North America		Invoice Totals			
		S & H	Sales Tax	Currency	Qty Shipped Invoice Total
		0.00	0.00	USD	1 14.99

Comments:

Accounts Receivable Summary

Invoices With Apply Dates Through June 30, 2018

Aged as of Saturday, June 30, 2018

(Double click to
drill down)

<u>Revenue Item</u>	<u>Not Yet Due</u>	<u>Current</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>91 - 120</u>	<u>121+</u>	<u>Total</u>
Activities	0.00	1,225.19	0.00	0.00	0.00	0.00	1,225.19
Community Awards 2018- Employee Av	0.00	0.00	0.00	200.00	0.00	0.00	200.00
Community Awards 2018- Employee Sp	0.00	0.00	0.00	65.00	0.00	0.00	65.00
Community Awards 2018- Luminary Aw	0.00	0.00	0.00	400.00	400.00	0.00	800.00
Community Awards 2018- Ticket	0.00	0.00	0.00	0.00	255.00	0.00	255.00
Dues	0.00	2,750.00	3,195.00	2,565.00	595.00	5,595.00	14,700.00
Sponsorships	0.00	250.00	0.00	0.00	0.00	0.00	250.00
TMBC - Annual	0.00	0.00	0.00	0.00	0.00	165.00	165.00
TMBC - Ticket	0.00	480.00	0.00	0.00	0.00	0.00	480.00
Total Open Invoices	0.00	4,705.19	3,195.00	3,230.00	1,250.00	5,760.00	18,140.19

Unapplied Payments With Payment
Dates Prior to and Including
06/30/2018

100.00

Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments)

18,040.19