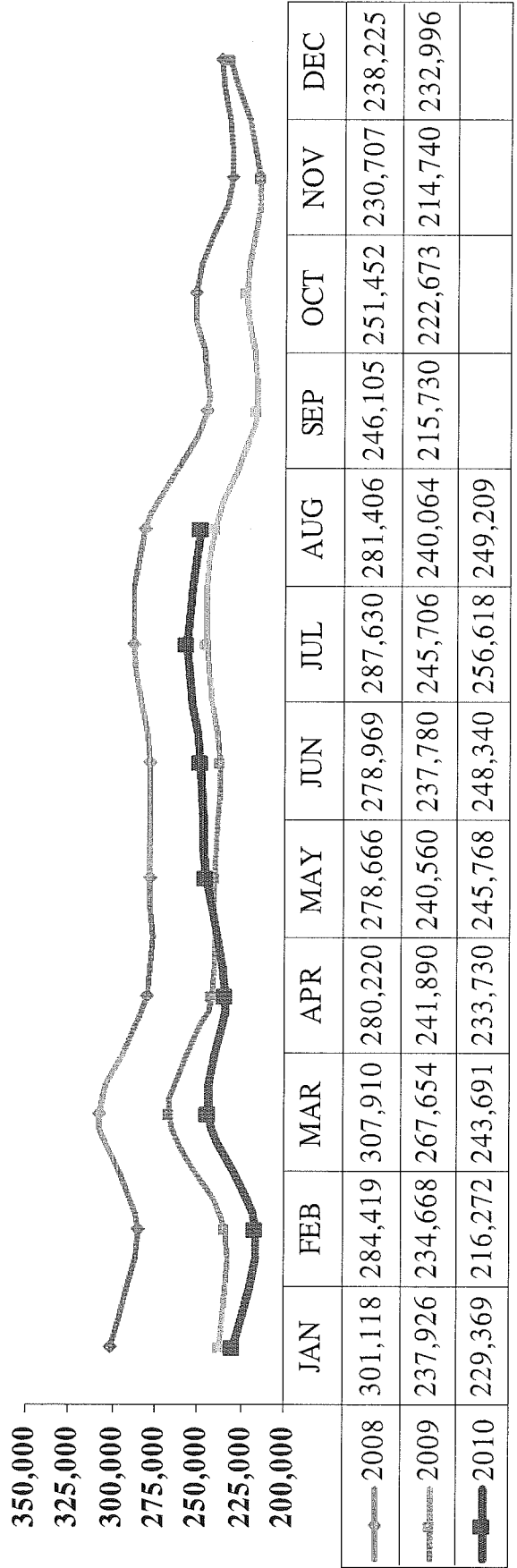
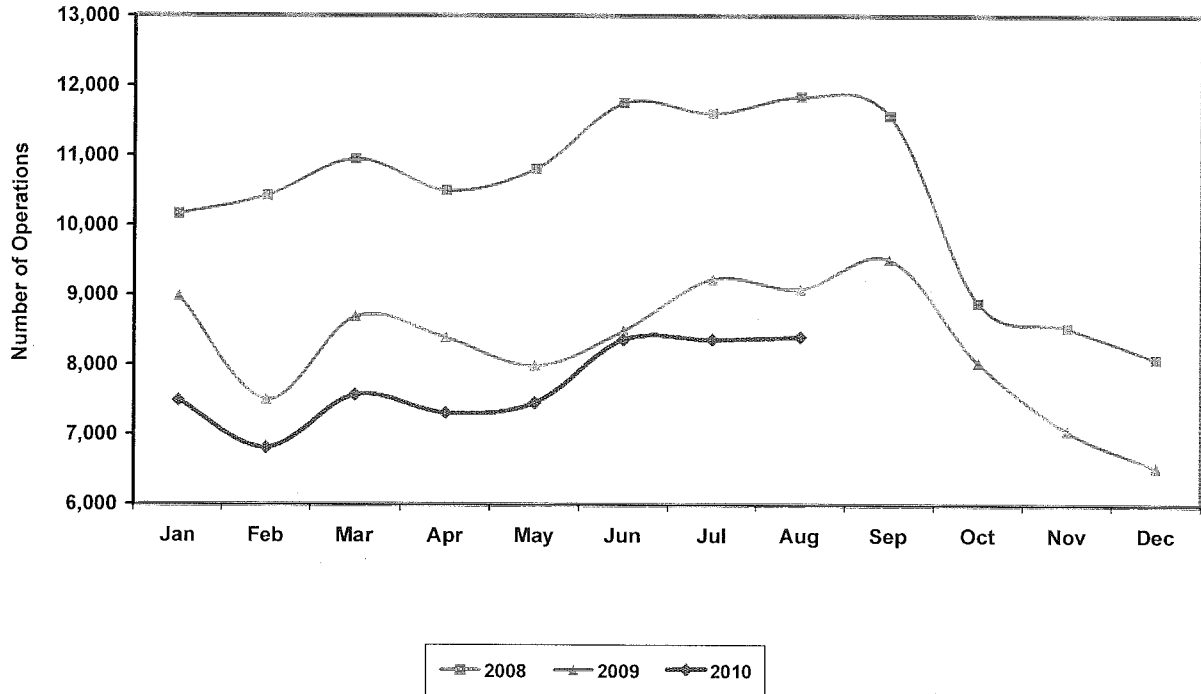


**MONTHLY SCHEDULED DEPARTURE SEATS
AUGUST 2010**



TOTAL OPERATIONS* AUGUST 2010



*Scheduled air carrier arrivals and departures, air taxi flights, general aviation landings and take-offs & military operations.

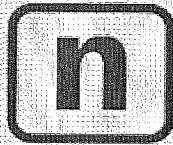
Month	Number of Operations			09 to 10 Percent Change
	2008	2009	2010	
January	10,163	8,985	7,485	-16.69%
February	10,420	7,498	6,813	-9.14%
March	10,948	8,686	7,569	-12.86%
April	10,501	8,391	7,313	-12.85%
May	10,807	7,987	7,454	-6.67%
June	11,753	8,492	8,361	-1.54%
July	11,599	9,229	8,363	-9.38%
August	11,837	9,086	8,402	-7.53%
September	11,572	9,516		
October	8,889	8,036		
November	8,535	7,064		
December	8,083	6,531		
TOTALS	125,107	99,501	61,760	-9.65%

% change YTD

3-28

Search Engine Marketing Report

for



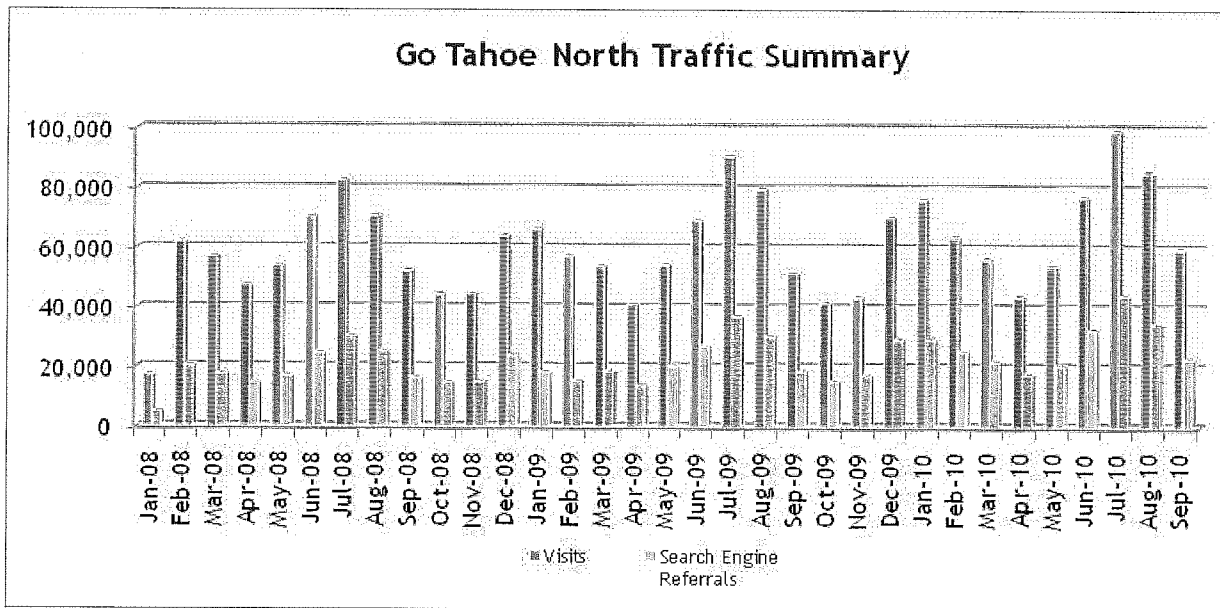
north lake tahoe

October 15, 2010

Presented by
smith & jones

Program Progress

- Organic Search Engine Referrals are up 24% when comparing September 2010 to September 2009.
- Organic Search Engine referrals make up approximately 38% of total visits
- Total visits are up 16% when comparing September 2010 to September 2009.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
Sep-10	59,575	22,849	38.35%
Aug-10	85,278	34,169	40.07%
Jul-10	99,350	43,884	44.17%
Jun-10	76,947	32,458	42.18%
May-10	53,680	20,354	37.92%
Apr-10	43,677	17,403	39.84%
Mar-10	56,195	21,926	39.02%
Feb-10	63,538	25,222	39.70%
Jan-10	76,122	29,247	38.42%
Dec-09	70,236	28,995	41.28%
Nov-09	43,262	16,997	39.29%
Oct-09	41,523	15,132	36.44%
Sep-09	51,371	18,444	35.90%
Aug-09	79,713	30,205	34.57%
Jul-09	90,903	36,800	40.48%
Jun-09	69,254	26,737	38.61%
May-09	54,284	20,039	36.92%
Apr-09	41,066	13,582	33.07%
Mar-09	53,819	18,465	34.31%
Feb-09	57,070	15,342	26.88%
Jan-09	66,275	18,131	27.36%

Position Progress Summary

○ GoTahoeNorth earned 2 new #1 positions on Bing for:

- tahoe kings beach lake
- kings beach

October 4, 2010 GoTahoeNorth Search Positions	
Total #1 Positions	30
Total 1st Page Positions	55
Total 2nd Page Positions	12
Google #1 Positions	15
Google 1st Page Positions	28
Google 2nd Page Positions	7

Compared With:

September 13, 2010 GoTahoeNorth Search Positions	
Total #1 Positions	30
Total 1st Page Positions	56
Total 2nd Page Positions	13
Google #1 Positions	15
Google 1st Page Positions	29
Google 2nd Page Positions	8

Compared With:

May 23, 2007 GoTahoeNorth Search Positions	
Total #1 Positions	4
Total 1st Page Positions	24
Total 2nd Page Positions	20
Google #1 Positions	2
Google 1st Page Positions	11
Google 2nd Page Positions	6

Site Optimization

- We are implementing optimization revisions for the resorts / towns pages including page specific meta-tags and content revisions to increase organic search visibility for those pages. A <title> syntax was also provided for interior pages within each of the Activities, Lodging and Dining sections for each resort / town.
- We are adjusting content for <http://www.gotahoenorth.com/about-north-tahoe/tell-your-story> seeding uses of “Lake Tahoe” throughout the content.
- Continue adding new videos to the YouTube Channel. smith + jones will submit video links to Social Media Web sites as new videos are added.
- We made the following post on behalf of GoTahoeNorth:
 - <http://answers.yahoo.com/question/index?qid=20100927114228AA9qY5O>
- 47 submissions were made to Social Media Web sites in the month of September. Details can be found in the attached spreadsheet.

3-34

Organic Search Position Summary Historical Data

GoTahoeNorth Search Position Report - Historical Data October 4, 2010

Keyword	Oct-10		Sep-10		Aug-10			Jul-10			May '07 Baseline		
	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Yahoo	Bing	Google	Yahoo	Bing	Google	Yahoo	Bing
Incline Village	1	2	1	2	1	16	2	1	14	5	1		12
incline village lake tahoe	1	1	1	1	1	8	1	1	6	1			
incline village tahoe	1	3	1	3	1	15	2	1	15	1			
Incline Village vacation	4		4		4			4		12	15		
kings beach	1	1	1	1	1	1	1	1	1	1			
kings beach lake tahoe	1	1	1	2	1	1	1	1	1	1			
kings beach tahoe	1	1	1	2	1	1	1	1	1	1			
Lake Tahoe	12		14		7	3	6	14	7	4	9		
Lake Tahoe activities	9	3	4	6	9		1	8		1	15	9	10
lake tahoe activities in summer	3	1	3	1	9	3	7	8	3	7			
Lake Tahoe Chamber of Commerce	7		7		3	2	1	3	2	1	7	7	
Lake Tahoe Deals	7	2	7	2	7	16		7	17				
Lake Tahoe entertainment	11	16	10	16	11	8	13	11	6	8		16	
lake tahoe events	3	5	4	5	4	9	5	4		4			
Lake Tahoe fishing	5	14	5	13	5	14	5	7	13	8		7	
Lake Tahoe golf courses	11	8	11	8	11	13	13	10	14	14	16	3	18
Lake Tahoe hotels	18		19		20			20			14	20	12
Lake Tahoe lodging	5	2	5	1	6	1	1	5	1	3	2		15
Lake Tahoe resorts	4	2	4	1	4	14	1	2	15	1	3	15	
Lake Tahoe ski	20		19		19	6			6				12
Lake Tahoe ski resorts		8		8		14			16	13	19		
Lake Tahoe skiing			19		19	7			7		19	18	
Lake Tahoe summer	1	1	1	1	1	2	1	1	2	1	3	1	2
lake tahoe summer activities	1	1	1	1	1	1	1	1	1	1			
Lake Tahoe vacation rentals											9		
Lake Tahoe vacations	4	10	3	8	5	4	8	4		8	2	14	5
Lake Tahoe weddings	11	13	11	14	11	6	18	12	7	17			
North Lake Tahoe	1	1	1	1	1	1	1	1	1	1	1	9	4
north lake tahoe camping	1	1	1	1	1	1	1	1	1	1			
north lake tahoe hotels	1	1	1	1	1	3	1	1	3	1			
north lake tahoe lodging	1	1	1	1	1	1	1	1	1	1			
north lake tahoe rentals	3	3	4	3	2		3	1		3			
north lake tahoe restaurants	1	1	1	1	1	2	1	1	2	2			
north shore lake tahoe	2	1	2	1	2	2	1	2	2	1			
north shore lake tahoe hotels	1	1	1	1	1	3	1	1	1	1			

3-35

Northstar														
Northstar at Tahoe								13	8			20	14	
ski Tahoe	13	12	13	12	13	7		14	7					
ski vacations														
Squaw Valley														
Tahoe City	4	3	4	3	3	6	2	6	5	2	3	11	7	
Tahoe Vista	1	1	1	1	1	1	1	1	1	1	10	16	1	
Truckee California		12	19	12	18		2	18						9

Search Positions By Engine														
#1 Positions	15	15	15	15	15	9	18	16	10	17	2	1	1	
1st Page Positions	28	27	29	27	29	26	28	29	24	29	11	6	7	
2nd Page Positions	7	5	8	5	8	7	3	6	8	4	6	8	6	

Total Search Positions						
#1 Positions	30	30		42	43	4
1st Page Positions	55	56		83	82	24
2nd Page Positions	12	13		18	18	20

1st Page Positions are those organic search engine results that are located in positions 1-10, 2nd Page Positions are those located in positions 11-20

Buzz on the Web

With additional search visibility and increased social media marketing efforts comes additional exposure across the Web. smith + jones gathered a handful of blog and forum posts mentioning GoTahoeNorth and listed them below:

** Please note, these are not all directly related to Social Marketing efforts smith + jones has done. They are a sample of various mentions of GoTahoeNorth across the Web. **

<http://www.jumptags.com/orangeuglad/>

<http://twitter.com/darrolla/statuses/25891213300>

Truckee/Tahoe Cycling Volunteers Needed to Help With Amgen Tour of ...: Judy Laverty: judy@gotahoenorth.com, contact... <http://bit.ly/9K13DT>

http://twitter.com/cvb_events/statuses/25815317747

Celbrate Oktoberfest at Squaw Valley this Saturday, Oct. 2 from 2 - 6 p.m. Live entertainment, keg races, bier+ more @TahoeNorth

<http://twitter.com/RenoTahoeEvents/statuses/25922264461>

Via @TahoeNorth North Lake Tahoe Truckee Wine, Walk & Shop this Saturday from Noon-4 p.m. Get your tickets ahead for \$30 or day of for \$40.

http://clipmark.blogspot.com/2010/06/easyrss-clipmarks-live-clips_30.html

<http://twitter.com/SquawValley1960/statuses/26121030117>

That's right folks! RT @TahoeNorth: Just 2 weeks left to purchase your discounted Squaw season passes.<http://bit.ly/aAFkVc>

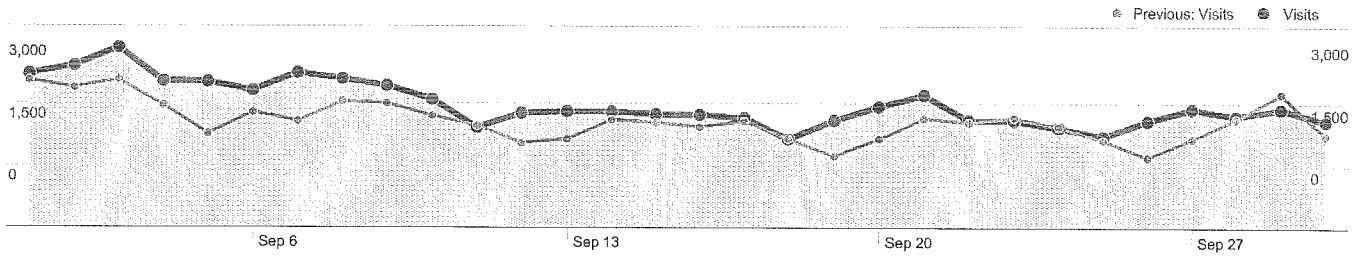
<http://www.jumptags.com/topic/gotahoenorth/>

http://www.tripadvisor.com/ShowTopic-g155987-i338-k3941182-Lake_Tahoe_Accomodations-Lake_Tahoe_California_California.html#28659315

You can find many chapels in south lake tahoe, finding something on the north shore takes a bit more searching. Here's a link to information about weddings on the north shore: gotahoenorth.com/weddings/wedding-services/c...

<http://twitter.com/DavidECreech/statuses/26140260223>

Spent the afternoon at King's Beach @TahoeNorth ...then had Chupacabras at Caliente #goodday



Site Usage

59,575 Visits
 Previous: 51,371 (15.97%)

35.69% Bounce Rate
 Previous: 35.21% (1.36%)

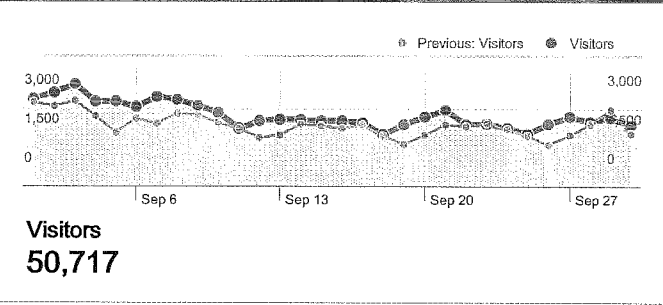
270,145 Pageviews
 Previous: 233,345 (15.77%)

00:03:40 Avg. Time on Site
 Previous: 00:03:54 (-5.97%)

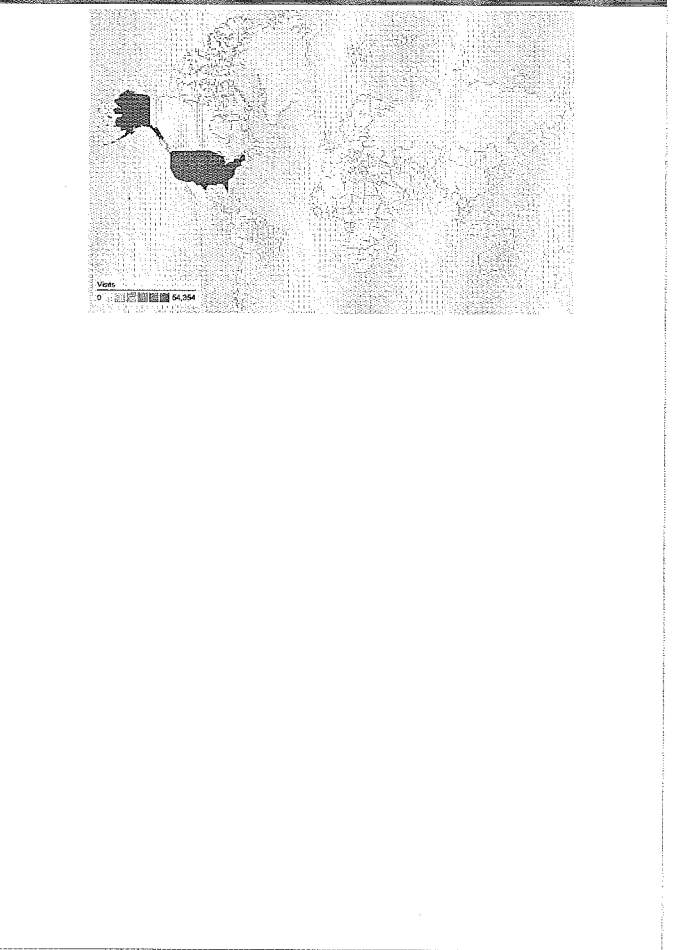
4.53 Pages/Visit
 Previous: 4.54 (-0.17%)

78.51% % New Visits
 Previous: 78.80% (-0.37%)

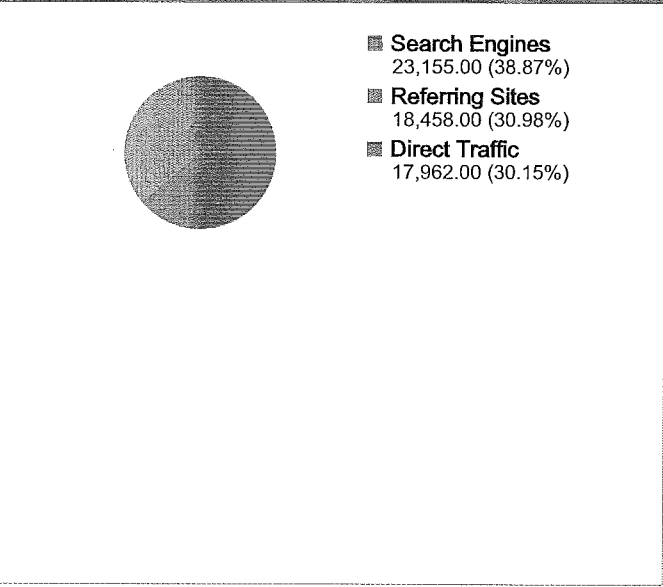
Visitors Overview



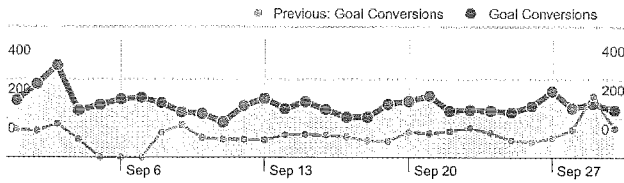
Map Overlay



Traffic Sources Overview



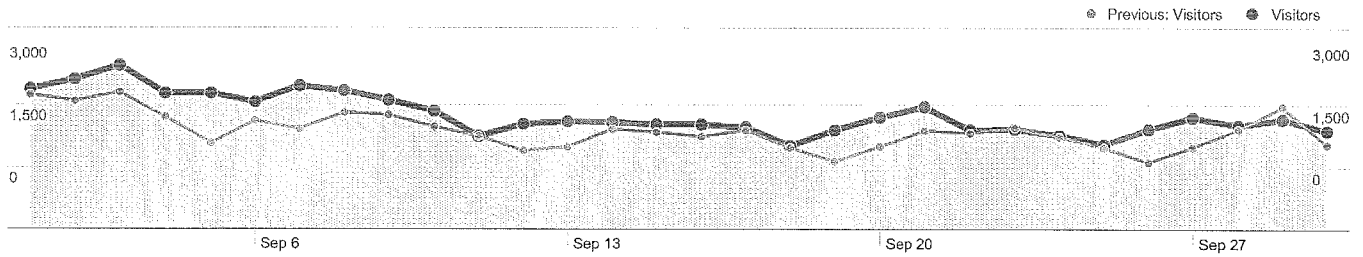
Goals Overview



Goal Conversions
5,434

Content Overview

Pages	Pageviews	% Pageviews
/index.php		
Sep 1, 2010 - Sep 30, 2010	13,331	4.93%
Sep 1, 2009 - Sep 30, 2009	17,229	7.38%
% Change	-22.62%	-33.16%
/events-and-activities/event-calendar		
Sep 1, 2010 - Sep 30, 2010	9,400	3.48%
Sep 1, 2009 - Sep 30, 2009	8,140	3.49%
% Change	15.48%	-0.25%
/cool-deals		
Sep 1, 2010 - Sep 30, 2010	6,054	2.24%
Sep 1, 2009 - Sep 30, 2009	1,340	0.57%
% Change	351.79%	290.25%
/lodging		
Sep 1, 2010 - Sep 30, 2010	5,940	2.20%
Sep 1, 2009 - Sep 30, 2009	6,377	2.73%
% Change	-6.85%	-19.54%
/about-tahoe/vacation-guide		
Sep 1, 2010 - Sep 30, 2010	5,243	1.94%
Sep 1, 2009 - Sep 30, 2009	0	0.00%
% Change	100.00%	100.00%



50,717 people visited this site

59,575 Visits

Previous: 51,371 (15.97%)

50,717 Absolute Unique Visitors

Previous: 43,688 (16.08%)

270,145 Pageviews

Previous: 233,345 (15.77%)

4.53 Average Pageviews

Previous: 4.54 (-0.17%)

00:03:40 Time on Site

Previous: 00:03:54 (-5.97%)

35.69% Bounce Rate

Previous: 35.21% (1.36%)

78.51% New Visits

Previous: 78.80% (-0.37%)

Technical Profile

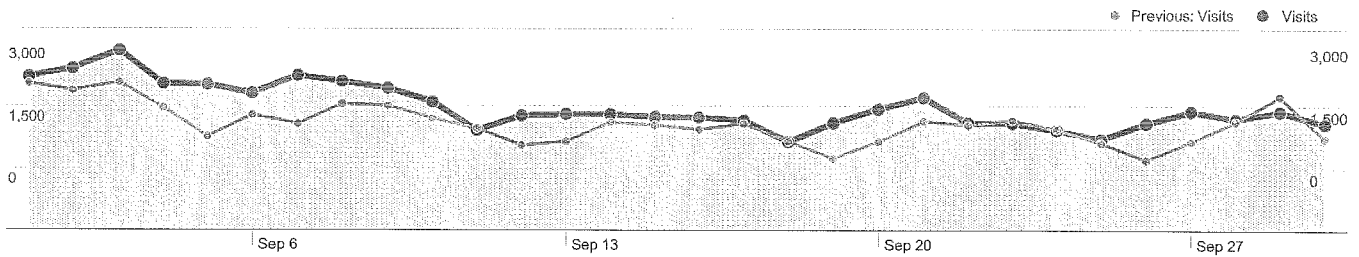
Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Sep 1, 2010 - Sep 30, 2010	31,679	53.17%	Sep 1, 2010 - Sep 30, 2010	23,722	39.82%
Sep 1, 2009 - Sep 30, 2009	32,029	62.35%	Sep 1, 2009 - Sep 30, 2009	19,390	37.75%
% Change	-1.09%	-14.71%	% Change	22.34%	5.49%
Firefox			DSL		
Sep 1, 2010 - Sep 30, 2010	12,363	20.75%	Sep 1, 2010 - Sep 30, 2010	15,825	26.56%
Sep 1, 2009 - Sep 30, 2009	11,603	22.59%	Sep 1, 2009 - Sep 30, 2009	14,971	29.14%
% Change	6.55%	-8.12%	% Change	5.70%	-8.85%

Safari		
Sep 1, 2010 - Sep 30, 2010	10,525	17.67%
Sep 1, 2009 - Sep 30, 2009	6,114	11.90%
% Change	72.15%	48.44%
Chrome		
Sep 1, 2010 - Sep 30, 2010	4,278	7.18%
Sep 1, 2009 - Sep 30, 2009	1,125	2.19%
% Change	280.27%	227.90%
Mozilla Compatible Agent		
Sep 1, 2010 - Sep 30, 2010	224	0.38%
Sep 1, 2009 - Sep 30, 2009	25	0.05%
% Change	796.00%	672.61%

Unknown		
Sep 1, 2010 - Sep 30, 2010	12,146	20.39%
Sep 1, 2009 - Sep 30, 2009	10,589	20.61%
% Change	14.70%	-1.09%
T1		
Sep 1, 2010 - Sep 30, 2010	6,734	11.30%
Sep 1, 2009 - Sep 30, 2009	4,820	9.38%
% Change	39.71%	20.47%
Dialup		
Sep 1, 2010 - Sep 30, 2010	706	1.19%
Sep 1, 2009 - Sep 30, 2009	907	1.77%
% Change	-22.16%	-32.88%

Traffic Sources Overview

Sep 1, 2010 - Sep 30, 2010
Comparing to: Sep 1, 2009 - Sep 30, 2009



All traffic sources sent a total of 59,575 visits

30.15% Direct Traffic

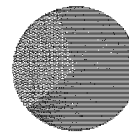
Previous: 38.30% (-21.29%)

30.98% Referring Sites

Previous: 25.79% (20.12%)

38.87% Search Engines

Previous: 35.90% (8.25%)



- Search Engines
23,155.00 (38.87%)
- Referring Sites
18,458.00 (30.98%)
- Direct Traffic
17,962.00 (30.15%)

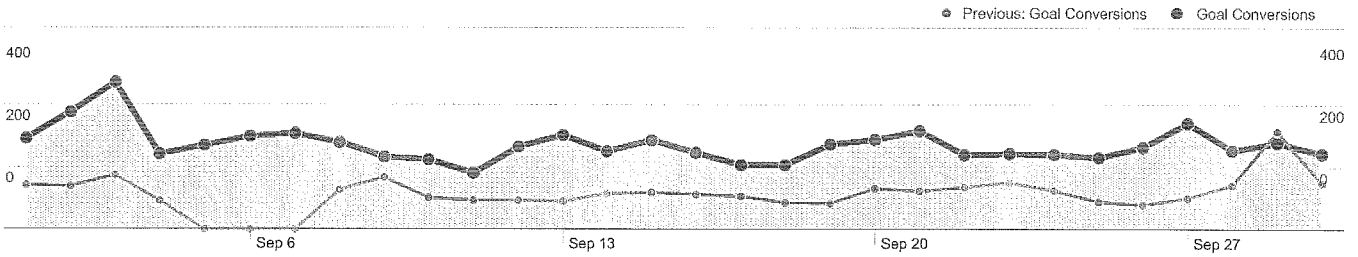
Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Sep 1, 2010 - Sep 30, 2010	18,335	30.78%
Sep 1, 2009 - Sep 30, 2009	15,103	29.40%
% Change	21.40%	4.68%
(direct) ((none))		
Sep 1, 2010 - Sep 30, 2010	17,962	30.15%
Sep 1, 2009 - Sep 30, 2009	19,677	38.30%
% Change	-8.72%	-21.29%
visitinglaketahoe.com (referral)		
Sep 1, 2010 - Sep 30, 2010	10,412	17.48%
Sep 1, 2009 - Sep 30, 2009	6,884	13.40%
% Change	51.25%	30.42%
yahoo (organic)		
Sep 1, 2010 - Sep 30, 2010	2,221	3.73%
Sep 1, 2009 - Sep 30, 2009	1,739	3.39%
% Change	27.72%	10.13%
facebook.com (referral)		

Keywords	Visits	% visits
north lake tahoe		
Sep 1, 2010 - Sep 30, 2010	1,182	5.10%
Sep 1, 2009 - Sep 30, 2009	897	4.86%
% Change	31.77%	4.96%
incline village		
Sep 1, 2010 - Sep 30, 2010	630	2.72%
Sep 1, 2009 - Sep 30, 2009	923	5.00%
% Change	-31.74%	-45.63%
north lake tahoe hotels		
Sep 1, 2010 - Sep 30, 2010	384	1.66%
Sep 1, 2009 - Sep 30, 2009	433	2.35%
% Change	-11.32%	-29.36%
kings beach lake tahoe		
Sep 1, 2010 - Sep 30, 2010	361	1.56%
Sep 1, 2009 - Sep 30, 2009	329	1.78%
% Change	9.73%	-12.60%
lake tahoe		

342

Sep 1, 2010 - Sep 30, 2010	2,057	3.45%	Sep 1, 2010 - Sep 30, 2010	329	1.42%
Sep 1, 2009 - Sep 30, 2009	328	0.64%	Sep 1, 2009 - Sep 30, 2009	162	0.88%
% Change	527.13%	440.77%	% Change	103.09%	61.77%



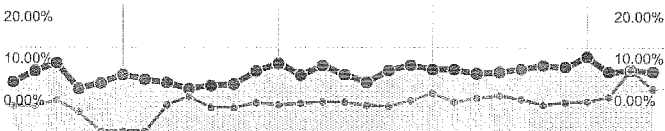
Visitors completed 5,434 goal conversions

 **5,434 conversions, Goal 1: Cool Deals Page**

Previous: 2,251 (141.40%)

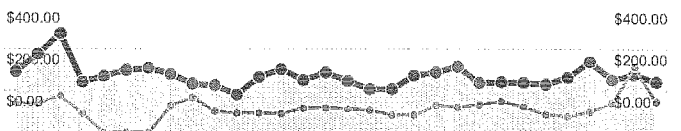
Goal Performance

Goal Conversion Rate



Goal Conversion Rate
9.12%

Total Goal Value



Total Goal Value
\$5,434.00

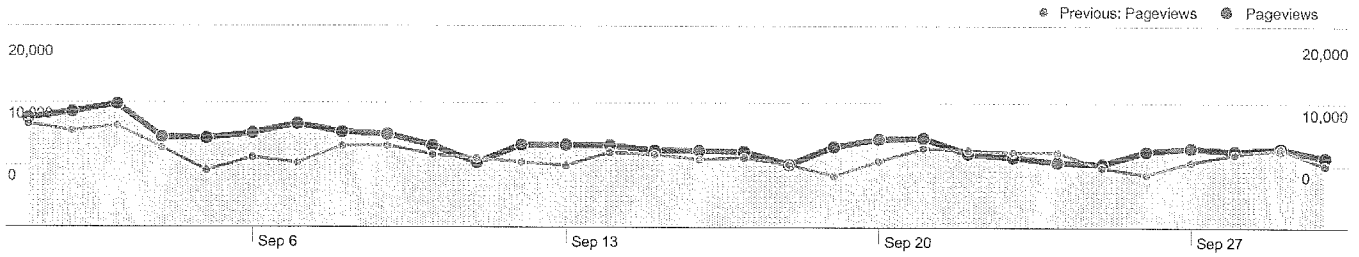


59,575 visits came from 137 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
59,575 Previous: 51,371 (15.97%)	4.53 Previous: 4.54 (-0.17%)	00:03:40 Previous: 00:03:54 (-5.97%)	78.56% Previous: 78.87% (-0.40%)	35.69% Previous: 35.21% (1.36%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States						
September 1, 2010 - September 30, 2010	54,354	4.57	00:03:41	77.90%	35.37%	
September 1, 2009 - September 30, 2009	45,789	4.62	00:03:59	77.99%	34.19%	
% Change	18.71%	-1.16%	-7.51%	-0.12%	3.45%	
United Kingdom						
September 1, 2010 - September 30, 2010	821	4.29	00:02:45	88.19%	35.57%	
September 1, 2009 - September 30, 2009	805	4.19	00:02:52	88.57%	41.24%	
% Change	1.99%	2.47%	-4.36%	-0.44%	-13.76%	
Canada						
September 1, 2010 - September 30, 2010	642	4.44	00:03:03	90.97%	32.09%	

3-45

September 1, 2009 - September 30, 2009	707	3.84	00:02:39	90.66%	41.44%
% Change	-9.19%	15.64%	15.10%	0.33%	-22.57%
Brazil					
September 1, 2010 - September 30, 2010	384	4.95	00:07:00	79.17%	29.95%
September 1, 2009 - September 30, 2009	316	4.72	00:04:23	78.48%	34.49%
% Change	-21.52%	4.94%	59.73%	0.87%	-13.18%
Australia					
September 1, 2010 - September 30, 2010	377	4.74	00:04:11	81.96%	37.14%
September 1, 2009 - September 30, 2009	407	4.25	00:04:13	80.34%	38.33%
% Change	-7.37%	11.64%	-0.75%	2.01%	-3.12%
Mexico					
September 1, 2010 - September 30, 2010	354	4.82	00:03:55	79.10%	34.46%
September 1, 2009 - September 30, 2009	244	4.57	00:04:21	83.20%	32.38%
% Change	45.08%	5.66%	-9.94%	-4.93%	6.44%
Germany					
September 1, 2010 - September 30, 2010	307	3.83	00:02:42	91.86%	47.56%
September 1, 2009 - September 30, 2009	301	3.68	00:03:11	91.36%	44.85%
% Change	1.99%	4.16%	-15.13%	0.54%	6.03%
Argentina					
September 1, 2010 - September 30, 2010	145	3.92	00:03:23	78.62%	28.97%
September 1, 2009 - September 30, 2009	69	3.93	00:04:07	79.71%	37.68%
% Change	110.14%	-0.09%	-17.80%	-1.37%	-23.13%
France					
September 1, 2010 - September 30, 2010	130	3.32	00:02:15	86.92%	52.31%
September 1, 2009 - September 30, 2009	88	3.99	00:02:28	82.95%	46.59%
% Change	47.73%	-16.88%	-8.77%	4.78%	12.27%
India					
September 1, 2010 - September 30, 2010	107	2.70	00:03:58	94.39%	48.60%
September 1, 2009 - September 30, 2009	83	2.25	00:03:35	91.57%	57.83%
% Change	28.92%	19.88%	10.75%	3.09%	-15.97%
					1 - 10 of 137



Pages on this site were viewed a total of 270,145 times

270,145 Pageviews

Previous: 233,345 (15.77%)

206,008 Unique Views

Previous: 173,282 (18.89%)

35.69% Bounce Rate

Previous: 35.21% (1.36%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Sep 1, 2010 - Sep 30, 2010	13,331	4.93%
Sep 1, 2009 - Sep 30, 2009	17,229	7.38%
% Change	-22.62%	-33.16%
/events-and-activities/event-calendar		
Sep 1, 2010 - Sep 30, 2010	9,400	3.48%
Sep 1, 2009 - Sep 30, 2009	8,140	3.49%
% Change	15.48%	-0.25%
/cool-deals		
Sep 1, 2010 - Sep 30, 2010	6,054	2.24%
Sep 1, 2009 - Sep 30, 2009	1,340	0.57%
% Change	351.79%	290.25%
/lodging		
Sep 1, 2010 - Sep 30, 2010	5,940	2.20%
Sep 1, 2009 - Sep 30, 2009	6,377	2.73%
% Change	-6.85%	-19.54%
/about-tahoe/vacation-guide		

3-47

Sep 1, 2010 - Sep 30, 2010	5,243	1.94%
Sep 1, 2009 - Sep 30, 2009	0	0.00%
% Change	100.00%	100.00%

PROPERTY REFERRAL REPORT - SEPTEMBER 2010

PROPERTY	% OF Total
Agate Bay Realty	0.58%
Agate Bay Realty Cool Deals	1.67%
Alpine Rental Group	0.60%
Americas Best Value Inn Tahoe City	0.83%
Assist 2 Sell - All Service Realty	0.46%
Brockway Springs Resort	1.16%
Cal Neva Resort Casino Hotel	2.38%
Cedar Glen Lodge	1.01%
Chaney House	0.77%
Club Tahoe Resort	0.45%
Coldwell Banker Rentals	2.17%
Cottage Inn at Lake Tahoe	1.92%
Ferrari's Crown Resort	1.05%
Firelite Lodge	0.55%
First Accommodations	0.46%
Franciscan Lakeside Lodge	1.35%
Goldfish Properties	0.32%
Granlibakken Resort	1.88%
Granlibakken Resort Cool Deals	2.84%
Granlibakken Resort Ski Area	0.01%
Hauserman Rental Group	1.17%
Holiday House	1.07%
Hyatt Regency Lake Tahoe Resort, Spa and Casino	5.58%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	3.32%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.18%
Incline at Tahoe Realty	0.82%
Incline Vacation Rentals	0.58%
Lake of the Sky Motor Inn	0.63%
Lake Tahoe Accommodations	1.73%
Lake Tahoe Deluxe Vacation Rentals	1.10%
LakeFrontHouse.com	0.20%
Martis Valley Associates Property Rentals	0.28%
Meeks Bay Resort & Marina	0.74%
Mourelatos Lakeshore Resort	1.97%
Mourelatos Lakeshore Resort Cool Deals	0.60%
North Tahoe Rental Company	0.84%
Northstar Condominiums	0.56%
Northstar Mountain Home Vacation Rentals	0.04%
Northstar Resort	1.80%
Northstar Resort Cool Deals	3.90%
Olympic Village Inn	1.14%
O'Neal Brokers of Lake Tahoe	0.03%
Painted Rock Lodge	0.49%
Parkside Inn at Incline	1.14%
PepperTree Inn	0.68%
PlumpJack Squaw Valley	1.31%
Pullen Rental Group	2.06%
Rainbow Lodge	1.09%
Red Wolf Lakeside Lodge	0.86%

Red Wolf Lodge at Squaw Valley	0.32%
ReserveMyHome.com	0.46%
Resort at Squaw Creek	2.44%
Resort at Squaw Creek Cool Deals	1.26%
Ritz-Carlton, Lake Tahoe	1.73%
River Ranch Lodge and Restaurant	2.47%
River Ranch Lodge and Restaurant Cool Deals	0.98%
Rustic Cottage Resort	0.05%
Shooting Star Bed & Breakfast	0.55%
Shore House at Lake Tahoe	0.53%
Sierra Mountain Properties	0.04%
Sierra Vacation Rentals/Sales	1.41%
Squaw Valley Lodge	0.76%
Squaw Valley Lodge Cool Deals	0.59%
Squaw Valley Realty/Rentals	0.49%
Stanford Alpine Chalet	1.66%
Stevenson's Holliday Inn	0.72%
Sugar Bowl Ski Resort	0.11%
Sun 'N Sand Lodge	0.77%
Sunnyside Steakhouse & Lodge	2.43%
Tahoe Biltmore Lodge & Casino	3.37%
Tahoe City Inn	0.74%
Tahoe City Inn Cool Deals	0.50%
Tahoe Inn	0.50%
Tahoe Luxury Properties	1.19%
Tahoe Marina Lodge	0.37%
Tahoe Moon Properties	0.58%
Tahoe Mountain Resorts Lodging	1.00%
Tahoe Mountain Resorts Lodging Cool Deals	0.19%
Tahoe Real Estate Group	0.03%
Tahoe Resort Property Management Inc.	0.34%
Tahoe Sands Resort	1.02%
Tahoe Tavern Properties	0.01%
Tahoe Vistana Inn	0.60%
Tahoe Woodside Vacation Rentals	0.53%
Tahoma Lodge	0.79%
Tahoma Meadows Bed & Breakfast	0.67%
Tahoma Meadows Bed & Breakfast Cool Deals	0.09%
Tamarack Lodge	0.23%
The Border House	0.81%
The Lodge at Sugar Bowl	0.46%
The Ritz-Carlton, Lake Tahoe	0.75%
The Village at Squaw Valley USA	1.61%
The Village at Squaw Valley USA Cool Deals	0.05%
Vacation Station, Inc.	0.54%
Vacation Tahoe by O'Neal Brokers	0.55%
Village at Northstar (tm)	2.90%
Waters of Tahoe Properties	0.48%
West Lake Properties	0.22%
West Shore Cafe & Inn	0.74%

PROPERTY	% OF Total
Hyatt Regency Lake Tahoe Resort, Spa and Casino	6.17%
Northstar Resort Cool Deals	4.31%
Tahoe Biltmore Lodge & Casino	3.72%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	3.67%
Village at Northstar (tm)	3.20%
Granlibakken Resort Cool Deals	3.14%
River Ranch Lodge and Restaurant	2.73%
Resort at Squaw Creek	2.69%
Sunnyside Steakhouse & Lodge	2.68%
Cal Neva Resort Casino Hotel	2.63%
Coldwell Banker Rentals	2.40%
Pullen Rental Group	2.27%
Mourelatos Lakeshore Resort	2.17%
Cottage Inn at Lake Tahoe	2.12%
Granlibakken Resort	2.08%
Northstar Resort	1.99%
Lake Tahoe Accommodations	1.92%
Ritz-Carlton, Lake Tahoe	1.92%
Agate Bay Realty Cool Deals	1.85%
Stanford Alpine Chalet	1.83%
The Village at Squaw Valley USA	1.78%
Sierra Vacation Rentals/Sales	1.56%
Franciscan Lakeside Lodge	1.50%
PlumpJack Squaw Valley	1.45%
Resort at Squaw Creek Cool Deals	1.40%
Tahoe Luxury Properties	1.32%
Hauserman Rental Group	1.30%
Brockway Springs Resort	1.28%
Olympic Village Inn	1.26%
Parkside Inn at Incline	1.26%
Lake Tahoe Deluxe Vacation Rentals	1.21%
Rainbow Lodge	1.20%
Holiday House	1.18%
Ferrari's Crown Resort	1.16%
Tahoe Sands Resort	1.12%
Cedar Glen Lodge	1.12%
Tahoe Mountain Resorts Lodging	1.10%
River Ranch Lodge and Restaurant Cool Deals	1.08%
Red Wolf Lakeside Lodge	0.95%
North Tahoe Rental Company	0.93%
Americas Best Value Inn Tahoe City	0.92%
Incline at Tahoe Realty	0.91%
The Border House	0.90%
Tahoma Lodge	0.88%
Chaney House	0.85%
Sun 'N Sand Lodge	0.85%
Squaw Valley Lodge	0.84%
The Ritz-Carlton, Lake Tahoe	0.83%
West Shore Cafe & Inn	0.82%
Meeks Bay Resort & Marina	0.81%
Tahoe City Inn	0.81%

Stevenson's Holliday Inn	0.79%
PepperTree Inn	0.75%
Tahoma Meadows Bed & Breakfast	0.74%
Lake of the Sky Motor Inn	0.70%
Alpine Rental Group	0.67%
Mourelatos Lakeshore Resort Cool Deals	0.66%
Tahoe Vistana Inn	0.66%
Squaw Valley Lodge Cool Deals	0.65%
Agate Bay Realty	0.64%
Incline Vacation Rentals	0.64%
Tahoe Moon Properties	0.64%
Northstar Condominiums	0.62%
Firelite Lodge	0.61%
Shooting Star Bed & Breakfast	0.61%
Vacation Tahoe by O'Neal Brokers	0.61%
Vacation Station, Inc.	0.60%
Shore House at Lake Tahoe	0.59%
Tahoe Woodside Vacation Rentals	0.59%
Tahoe City Inn Cool Deals	0.55%
Tahoe Inn	0.55%
Painted Rock Lodge	0.54%
Squaw Valley Realty/Rentals	0.54%
Waters of Tahoe Properties	0.53%
Assist 2 Sell - All Service Realty	0.51%
The Lodge at Sugar Bowl	0.51%
First Accommodations	0.50%
ReserveMyHome.com	0.50%
Club Tahoe Resort	0.50%
Tahoe Marina Lodge	0.40%
Tahoe Resort Property Management Inc.	0.37%
Goldfish Properties	0.36%
Red Wolf Lodge at Squaw Valley	0.35%
Martis Valley Associates Property Rentals	0.31%
Tamarack Lodge	0.26%
West Lake Properties	0.24%
LakeFrontHouse.com	0.22%
Tahoe Mountain Resorts Lodging Cool Deals	0.21%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.20%
Sugar Bowl Ski Resort	0.12%
Tahoma Meadows Bed & Breakfast Cool Deals	0.10%
Rustic Cottage Resort	0.05%
The Village at Squaw Valley USA Cool Deals	0.05%
Northstar Mountain Home Vacation Rentals	0.04%
Sierra Mountain Properties	0.04%
O'Neal Brokers of Lake Tahoe	0.03%
Tahoe Real Estate Group	0.03%
Granlibakken Resort Ski Area	0.01%
Tahoe Tavern Properties	0.01%

PROPERTY REFERRAL REPORT - SEPTEMBER 2010

3-52

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Month Ending July 31, 2010

	CURRENT MONTH				YEAR-TO-DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
Revenue and Other Support	450	0	450	0	0%	450	0	450	0	0%
Special Events & Functions	148,713	119,310	29,403	119,665	25%	148,713	119,310	29,403	119,665	25%
Placer County Funding	149,163	119,310	29,853	119,665	25%	149,163	119,310	29,853	119,665	25%
Total Revenue and Other Support										
Expenses	30,282	30,232	50	28,981	0%	30,282	30,232	50	28,981	0%
Salaries and benefits	2,120	1,983	137	2,032	7%	2,120	1,983	137	2,032	7%
Rent & Utilities	837	770	67	656	9%	837	770	67	656	9%
Telephone Services	0	120	(120)	0	(100%)	0	120	(120)	0	(100%)
Internet Access	314	125	189	309	151%	314	125	189	309	151%
Mail Expenses	105	144	(39)	144	(27%)	105	144	(39)	144	(27%)
Insurance & Bonding	124	360	(236)	278	(66%)	124	360	(236)	278	(66%)
Supplies	113	390	(278)	463	(71%)	113	390	(278)	463	(71%)
Equipment Sup.& Maint.	0	315	(315)	0	(100%)	0	315	(315)	0	(100%)
Taxes, Licenses & Fees	249	243	6	262	3%	249	243	6	262	3%
Equip. Rental / Leasing	9,736	0	9,736	222	0%	9,736	0	9,736	222	0%
Special Events	70	0	70	0	0%	70	0	70	0	0%
Autumn Food & Wine Costs	57,107	52,000	5,107	52,000	10%	57,107	52,000	5,107	52,000	10%
Marketing Cooperative/Media	26	50	(24)	0	(48%)	26	50	(24)	0	(48%)
Associate Relations	0	0	0	209	0%	0	0	0	209	0%
Credit Card Fees	0	0	0	35	(100%)	0	0	0	35	(100%)
Automobile Expenses	37	220	(183)	87	(83%)	37	220	(183)	87	(83%)
Local Meals & Entertainment	860	10	850	860	*****	860	10	850	860	*****
Dues & Subscriptions	(125)	0	(125)	0	0%	(125)	0	(125)	0	0%
Travel	19,200	19,200	0	19,200	0%	19,200	19,200	0	19,200	0%
Allocated	121,054	106,212	14,842	105,736	14%	121,054	106,212	14,842	105,736	14%
Total Expense Before Depreciation/Re										
Depreciation	416	625	(209)	416	(33%)	416	625	(209)	416	(33%)
Total Expense	121,470	106,837	14,633	106,152	14%	121,470	106,837	14,633	106,152	14%
Changes in Unrestricted Net Assets	27,693	12,473	15,220	13,513	122%	27,693	12,473	15,220	13,513	122%

353
D-3/10

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Month Ending July 31, 2010

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE			% Chg.
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
Revenue and Other Support							
Member Dues	642	700	(58)	642	700	(58)	803
Commissions & Booking Fees	59,940	10,420	49,520	59,940	10,420	49,520	28,113
Placer County Funding	25,834	25,833	1	25,834	25,833	1	25,834
Total Revenue and Other Support	86,415	36,953	49,462	86,415	36,953	49,462	54,750
% Chg.			134%				134%
Expenses							
Salaries and benefits	15,521	15,481	40	15,521	15,481	40	18,588
Rent & Utilities	1,081	983	98	1,081	983	98	1,036
Telephone Services	270	385	(115)	270	385	(115)	403
Mail Expenses	30	40	(10)	30	40	(10)	97
Insurance & Bonding	54	75	(21)	54	75	(21)	75
Supplies	94	200	(106)	94	200	(106)	202
Equipment Sup. & Maint.	459	180	279	459	180	279	133
Taxes, Licenses & Fees	0	170	(170)	0	170	(170)	0
Equip. Rental / Leasing	174	170	4	174	170	4	187
Marketing Cooperative/Media	18,369	16,633	1,736	18,369	16,633	1,736	16,633
Associate Relations	13	5	8	13	5	8	0
Automobile Expenses	0	30	(30)	0	30	(30)	57
Local Meals & Entertainment	0	10	(10)	0	10	(10)	0
Allocated	5,600	5,600	0	5,600	5,600	0	5,600
Total Expense Before Depreciation/Re	41,666	39,962	1,704	41,666	39,962	1,704	43,009
% Chg.			4%				4%
Depreciation	210	325	(115)	210	325	(115)	210
Total Expense	41,876	40,287	1,589	41,876	40,287	1,589	43,219
Changes in Unrestricted Net Assets	44,540	(3,334)	47,873	44,540	(3,334)	47,873	11,531
% Chg.			*****				*****

D-3/11
3-54

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Month Ending July 31, 2010

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support	0	0	0	435	0%	0	0	0	435	0%
Commissions & Booking Fees	5,612	920	4,692	2,102	510%	5,612	920	4,692	2,102	510%
Retail Sales & Other	12,833	12,834	(1)	12,833	0%	12,833	12,834	(1)	12,833	0%
Placer County Funding	18,445	13,754	4,691	15,370	34%	18,445	13,754	4,691	15,370	34%
Total Revenue and Other Support	14,959	11,213	3,746	10,761	33%	14,959	11,213	3,746	10,761	33%
Expenses	447	658	(211)	430	(32%)	447	658	(211)	430	(32%)
Salaries and benefits	126	190	(64)	198	(34%)	126	190	(64)	198	(34%)
Rent & Utilities	5	10	(5)	8	(49%)	5	10	(5)	8	(49%)
Telephone Services	54	75	(21)	75	(27%)	54	75	(21)	75	(27%)
Mail Expenses	258	110	148	68	134%	258	110	148	68	134%
Insurance & Bonding	459	210	249	133	118%	459	210	249	133	118%
Supplies	0	255	(255)	0	(100%)	0	255	(255)	0	(100%)
Equipment Sup. & Maint.	360	300	60	397	20%	360	300	60	397	20%
Taxes, Licenses & Fees	627	667	(40)	1,769	(6%)	627	667	(40)	1,769	(6%)
Equip. Rental / Leasing	13	5	8	0	168%	13	5	8	0	168%
Cost of Goods Sold	104	30	74	48	246%	104	30	74	48	246%
Associate Relations	0	5	(5)	0	(100%)	0	5	(5)	0	(100%)
Credit Card Fees	0	20	(20)	0	(100%)	0	20	(20)	0	(100%)
Automobile Expenses	0	2,173	0	2,173	0%	0	2,173	0	2,173	0%
Local Meals & Entertainment	2,173	2,173	0	2,173	0%	2,173	2,173	0	2,173	0%
All located	19,585	15,921	3,663	16,060	23%	19,585	15,921	3,663	16,060	23%
Total Expense Before Depreciation/Re	210	325	(115)	210	(35%)	210	325	(115)	210	(35%)
Depreciation	19,795	16,246	3,548	16,270	22%	19,795	16,246	3,548	16,270	22%
Total Expense	(1,349)	(2,492)	1,143	(900)	(46%)	(1,349)	(2,492)	1,143	(900)	(46%)
Changes in Unrestricted Net Assets										

3-5K
D-3/13

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Two Months Ending August 31, 2010

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Special Events & Functions	0	0	0	0	0%	450	450	0	0	0%
Placer County Funding	148,713	148,713	0	119,665	0%	297,426	297,426	0	239,330	0%
Total Revenue and Other Support	148,713	148,713	0	119,665	0%	297,876	297,876	0	239,330	0%
Expenses										
Salaries and benefits	21,836	21,836	0	19,570	0%	52,118	52,118	0	48,550	0%
Rent & Utilities	2,091	2,091	0	2,109	0%	4,211	4,211	0	4,141	0%
Telephone Services	677	677	0	676	0%	1,514	1,514	0	1,332	0%
Internet Access	145	0	145	0	0%	145	0	145	0	0%
Mail Expenses	0	0	0	124	0%	314	314	0	433	0%
Insurance & Bonding	105	105	0	133	0%	209	210	(1)	277	0%
Supplies	105	105	0	72	0%	229	229	0	350	0%
Equipment Sup. & Maint.	250	250	0	75	0%	363	363	0	538	0%
Taxes, Licenses & Fees	233	233	0	311	0%	233	233	0	311	0%
Equip. Rental / Leasing	93	93	0	87	0%	342	342	0	348	0%
Special Events	2,007	2,007	0	37	0%	2,395	2,395	0	259	0%
Autumn Food & Wine Costs	438	438	0	652	0%	508	508	0	652	0%
Marketing Cooperative/Media	57,107	57,107	0	52,000	0%	114,214	114,214	0	104,000	0%
Marketing Other	445	88	357	0	406%	9,793	9,436	357	0	4%
Programs	(24)	(24)	0	130	(1%)	(24)	(24)	0	130	(1%)
Associate Relations	0	0	0	23	0%	26	26	0	23	(1%)
Credit Card Fees	0	0	0	0	0%	0	0	0	209	0%
Automobile Expenses	145	145	0	134	0%	145	145	0	169	0%
Local Meals & Entertainment	0	0	0	0	0%	37	37	0	87	1%
Dues & Subscriptions	0	0	0	0	0%	860	860	0	860	0%
Travel	0	0	0	0	0%	(125)	(125)	0	0	0%
Allocated	0	19,200	0	19,200	0%	38,400	38,400	0	38,400	0%
Total Expense Before Depreciation/Re	104,852	104,351	501	95,333	0%	225,907	225,406	501	201,069	0%
Depreciation	416	416	0	416	0%	832	832	0	832	0%
Total Expense	105,268	104,767	501	95,749	0%	226,739	226,238	501	201,901	0%
Changes in Unrestricted Net Assets	43,445	43,946	(501)	23,916	(1%)	71,137	71,638	(501)	37,429	(1%)

North Lake Tahoe Resort Association
 Statement of Activities and Changes in Net Assets
 Conference
 For the Two Months Ending August 31, 2010

DESCRIPTION	CURRENT MONTH				YEAR - TO - DATE			
	Actual	Budget	\$ Variance	% Chg.	Actual	Budget	Variance	% Chg.
Revenue and Other Support								
Member Dues	642	642	0	0%	1,283	1,284	(1)	0%
Commissions & Booking Fees	13,142	13,142	0	0%	73,082	73,082	0	0%
Placer County Funding	25,834	25,834	0	0%	51,667	51,670	(3)	0%
Total Revenue and Other Support	39,618	39,618	0	0%	126,033	126,036	(3)	0%
Expenses								
Salaries and benefits	10,222	10,222	0	0%	25,743	25,743	0	0%
Rent & Utilities	1,076	1,076	0	0%	2,156	2,157	(1)	0%
Telephone Services	260	260	0	0%	530	530	0	0%
Mail Expenses	0	0	0	0%	30	30	0	1%
Insurance & Bonding	54	54	0	0%	109	108	1	1%
Supplies	80	80	0	0%	174	174	0	0%
Equipment Sup. & Maint.	128	128	0	0%	587	587	0	0%
Taxes, Licenses & Fees	121	121	0	0%	121	121	0	0%
Equip. Rental / Leasing	93	93	0	0%	267	267	0	0%
Marketing Cooperative/Media	18,369	18,369	0	0%	36,738	36,738	0	0%
Associate Relations	0	0	0	0%	13	13	0	3%
Automobile Expenses	0	0	0	0%	0	0	0	0%
Allocated	5,600	5,600	0	0%	11,200	11,200	0	0%
Total Expense Before Depreciation/Re	36,003	36,003	0	0%	77,669	77,668	1	0%
Depreciation	210	210	0	0%	420	420	0	0%
Total Expense	36,213	36,213	0	0%	78,089	78,088	1	0%
Changes in Unrestricted Net Assets	3,404	3,405	(1)	0%	47,944	47,948	(4)	0%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Two Months Ending August 31, 2010

	CURRENT MONTH			YEAR - TO - DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Commissions & Booking Fees	0	0	0	465	0%	0	0	0	900	0%
Retail Sales & Other	4,036	4,036	0	1,815	0%	9,648	9,648	0	3,917	0%
Placer County Funding	12,833	12,833	0	12,833	0%	25,666	25,666	1	25,666	0%
Total Revenue and Other Support	16,870	16,869	1	15,113	0%	35,315	35,314	1	30,483	0%
Expenses										
Salaries and benefits	9,825	9,825	0	7,157	0%	24,784	24,786	(2)	17,919	0%
Rent & Utilities	435	435	0	428	0%	881	882	(1)	858	0%
Telephone Services	122	122	0	155	0%	248	248	0	353	0%
Mail Expenses	18	18	0	13	3%	24	23	1	21	2%
Insurance & Bonding	54	54	0	69	1%	109	108	1	144	1%
Supplies	80	80	0	45	0%	337	338	(1)	113	0%
Equipment Sup. & Maint.	78	78	0	937	0%	537	537	(1)	1,069	0%
Taxes, Licenses & Fees	206	206	0	204	0%	206	206	0	204	0%
Equip. Rental / Leasing	278	278	0	260	0%	638	638	0	657	0%
Cost of Goods Sold	3,672	3,672	0	1,485	0%	4,299	4,299	0	3,254	0%
Associate Relations	0	0	0	12	0%	13	13	0	12	3%
Credit Card Fees	59	59	0	62	0%	163	163	0	110	0%
Allocated	2,173	2,173	0	2,173	0%	4,346	4,346	0	4,346	0%
Total Expense Before Depreciation/Re	17,000	17,000	0	13,001	0%	36,585	36,587	(2)	29,061	0%
Depreciation	210	210	0	210	0%	420	420	0	420	0%
Total Expense	17,210	17,210	0	13,211	0%	37,005	37,007	(2)	29,481	0%
Changes in Unrestricted Net Assets	(340)	(341)	1	1,902	0%	(1,689)	(1,693)	4	1,002	0%

3-568