

KEY METRICS FOR FEBRUARY 29, 2016 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2016 (Report for February 2016)					
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
2009-10	\$ 2,815,626	\$ 1,633,431	\$ 3,605,526	\$ 1,190,129	\$ 9,244,712
2010-11	\$ 3,242,663	\$ 2,107,554	\$ 3,776,990	\$ 1,361,343	\$ 10,468,550
2011-12	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2012-13	\$ 3,882,952	\$ 2,103,118	\$ 4,263,868	\$ 1,444,425	\$ 11,694,363
2013-14	\$ 4,525,634	\$ 2,145,657	\$ 3,566,603	\$ 1,745,102	\$ 11,982,996
2014-15	\$ 4,693,925	\$ 2,527,484	\$ 3,513,396	\$ 1,866,998	\$ 12,601,803
2015-16	\$ 4,853,692	\$ 3,812,102	\$ 165,179	\$ -	\$ 8,830,973

Visitor Information Comparative Statistics For Fiscal YTD 2012 - 2016					
Tahoe City/Referrals -	2012/2013	2013/2014	2014/2015	2015/2016	YOY % Change
Walk In/Events	26,737	32,605	30,929	28,103	-9.14%
Phone/Email	2,024	2,218	1,882	1,866	-1.38%
Kings Beach (Walk In Only)	3,014	5,278	3,472	4,782	37.73%
Remo (Walk In) (Closed)	1,793	3,834	Closed	Closed	N/A

Sales Tax Revenue by Fiscal Year Quarter - North Lake Tahoe					
Quarter	2012/13	2013/14	2014/15	2015/16	YOY % Change
First	\$ 724,645	\$ 860,783	\$ 885,368	\$ 881,698	-0.41%
Second	\$ 529,470	\$ 481,165	\$ 557,614		
Third	\$ 724,645	\$ 589,226	\$ 582,694		
Fourth	\$ 488,100	\$ 521,965	\$ 498,918		
Total	\$ 2,466,860	\$ 2,453,139	\$ 2,524,594	\$ 881,698	

Unemployment Rates				
	December 2013	June 2014	July 2015	February 2016
California (pop. 38,332,521)	7.9%	7.1%	6.7%	5.5%
Placer County (367,309)	6.5%	6.0%	5.2%	4.6%
Dollar Point (1,215)	7.6%	7.1%	6.1%	1.1%
Kings Beach (3,893)	6.5%	6.0%	6.8%	6.1%
Sunnyside/Tahoe City (1,557)	7.6%	7.0%	5.7%	5.1%
Tahoe Vista (1,433)	11.0%	10.1%	8.9%	4.3%

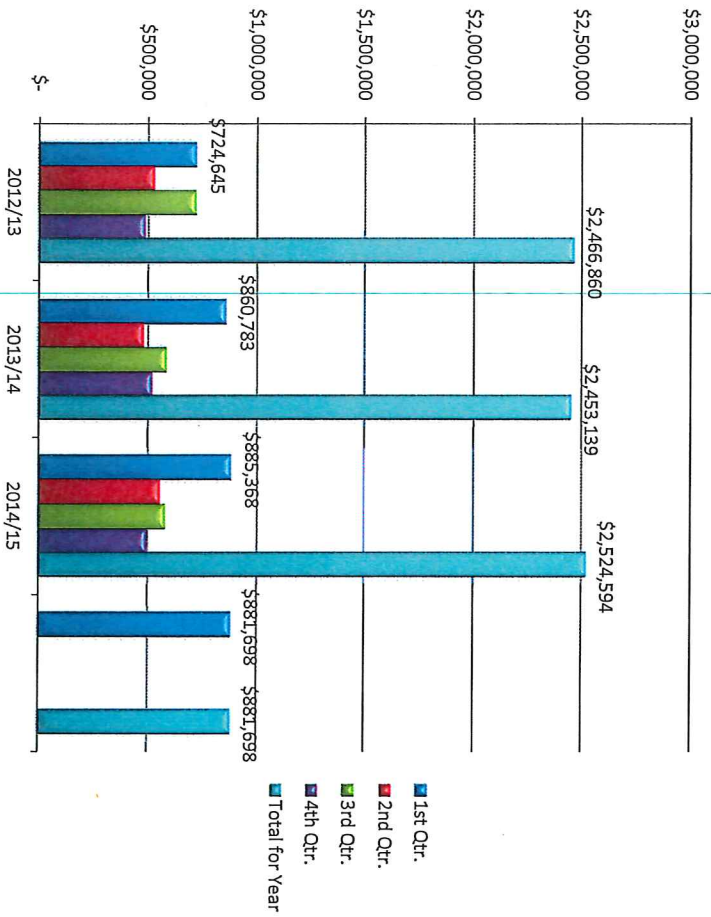
Destimetrics Reservations Activity Feb'16			
	FYTD 14/15	FYTD 15/16	Change
Occupancy	50.8%	60.4%	18.8%
ADR (Average Daily Rate)	\$ 268	\$ 313	16.7%
RevPAR (Rev per Available Room)	\$ 136	\$ 189	38.6%
Occupancy/1 Mth Forecast	33.8%	47.1%	39.3%
ADR 1 Mth Forecast (Average Daily Rate)	\$ 229	\$ 248	8.6%
RevPAR 1 Mth Forecast (Rev per Avail. Rm)	\$ 77	\$ 117	51.2%
Occupancy (prior 6 months)	42.5%	50.3%	18.4%
ADR (prior 6 months)	\$ 247	\$ 254	2.7%
RevPAR (prior 6 months)	\$ 105	\$ 128	21.6%
Occupancy (next 6 months)	26.6%	29.1%	9.4%
ADR (next 6 months)	\$ 223	\$ 234	5.0%
RevPAR (next 6 months)	\$ 64	\$ 72	13.4%

Infrastructure Fund Balances Held by Placer County as of 12/31/15 (Reported Quarterly)			
		June 2012	Total Chamber Membership
FY 2013-14 Contract	\$ -	June 2013	510
FY 2014-15 Contract	\$ 853,962	June 2014	465
FY 2015-16 Contract	\$ 2,020,242	June 2015	457
Total Fund Balances	\$ 2,874,204	Feb 2016	474

Conference Revenue Statistics Comparison Fiscal 2014/15 vs. Fiscal 2015/16				
	2014-15	2015-16	YOY % Change	
FORWARD LOOKING (2015/16)	Actuals	Forecasted		
Total Revenue Booked through December	\$ 2,840,832	\$ 3,073,194	8.18%	
Forecasted Commission for this Revenue	140,143	169,774	21.14%	
Number of Room Nights	15,861	16,774	5.76%	
Number of Tentative Bookings	77	79	2.60%	

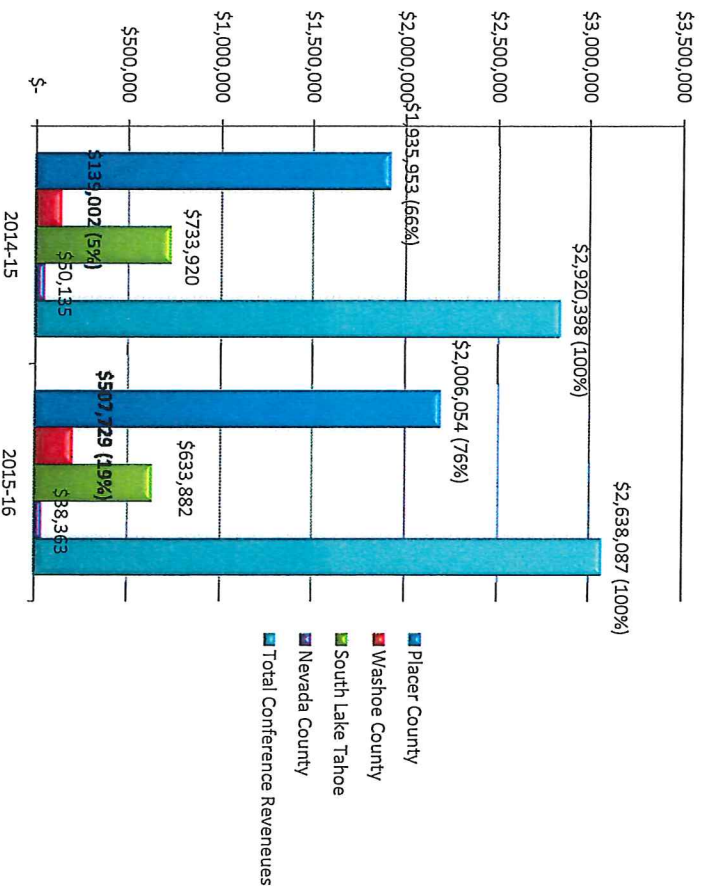
CURRENT					
	2014-15	15-16		YOY % Change	
NLT - Annual Revenue Goal	\$ 2,500,000	\$ 2,800,000		12.00%	
Annual Commission Goal	\$ 170,000	\$ 175,000		2.94%	
Conference Revenue And Percentage by County:					
	14-15	15-16			
Placer	68%	71%	\$ 1,917,775	\$ 2,194,177	14.41%
Washoe	5%	7%	\$ 139,002	\$ 206,772	48.75%
South Lake	26%	21%	\$ 733,920	\$ 633,882	-13.63%
Nevada	2%	1%	\$ 50,135	\$ 38,363	-23.48%
Total Conference Revenue	100%	100%	\$ 2,840,832	\$ 3,073,194	8.18%

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



Quarter	2012/13	2013/14	2014/15	2015/16	YOY % Change
First	\$ 724,645	\$ 860,783	\$ 885,368	\$ 881,698	-0.4%
Second	\$ 529,470	\$ 481,165	\$ 557,614	\$ -	-
Third	\$ 724,645	\$ 589,226	\$ 582,694	\$ -	-
Fourth	\$ 488,100	\$ 521,965	\$ 498,918	\$ -	-
Total	\$ 2,466,860	\$ 2,453,139	\$ 2,524,594	\$ 881,698	-65.1%

Conference Revenue Statistics & Revenue Share by County



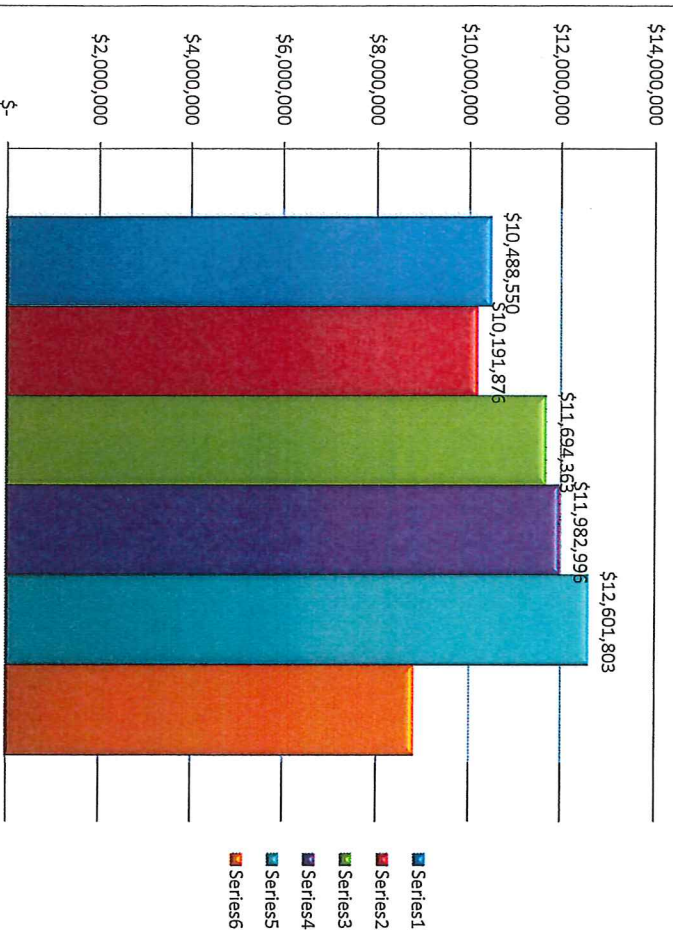
Conference Revenue Statistics Comparison Fiscal	2014/15	2015/16	YOY % Change
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Conference Revenue And Percentage by County:

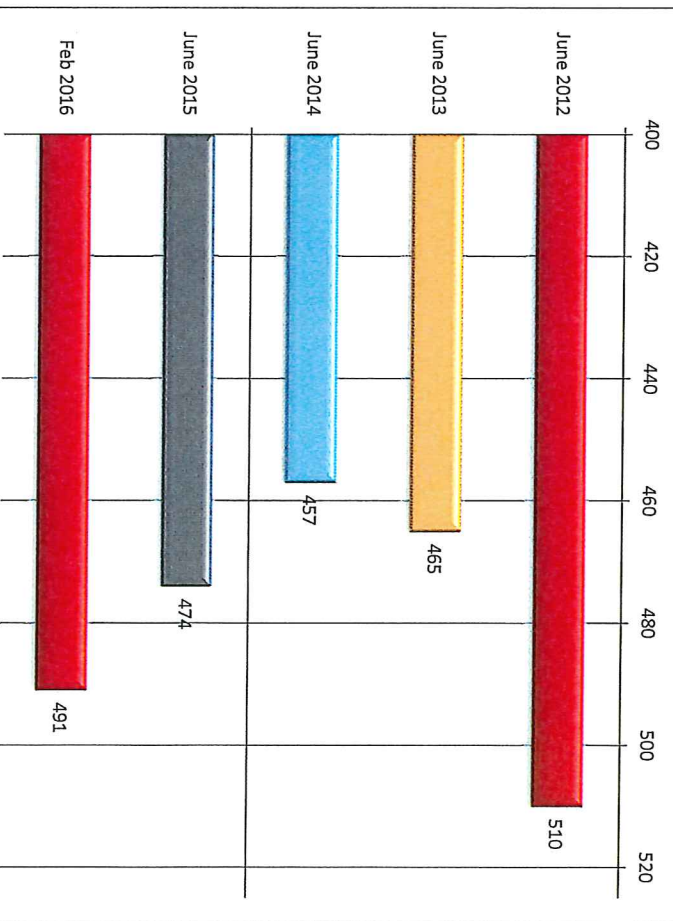
County	2014-15	2015-16	YOY % Change
Placer	\$ 1,917,775	\$ 2,194,177	14.41%
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Total Conference Revenue	\$ 2,840,832	\$ 3,073,194	8.18%

5-Year Annual TOT Collections (Fiscal Year Basis)



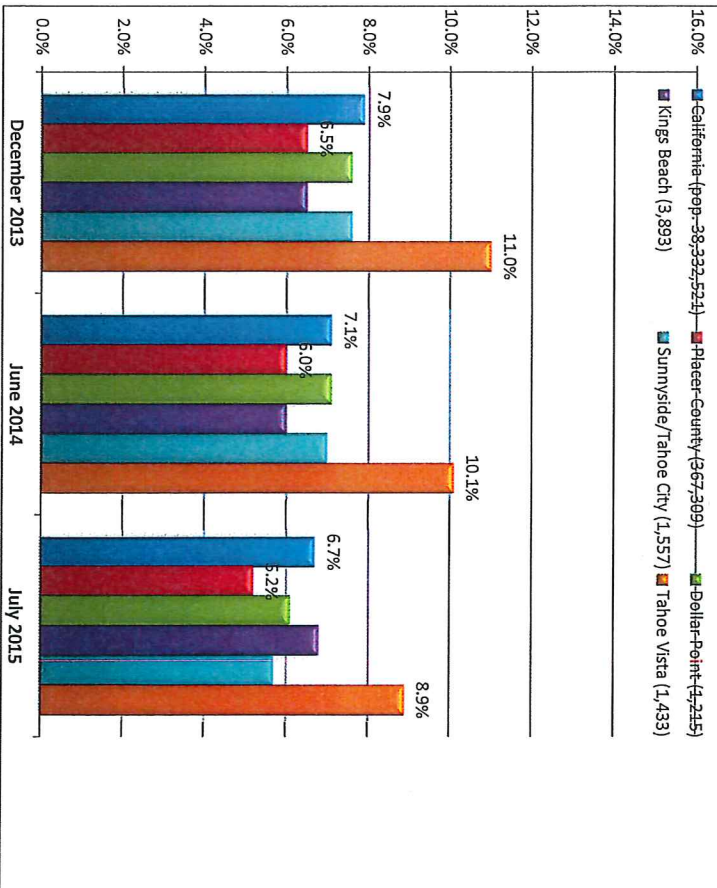
Year	Total TOT Collections by Quarter 2010 - 2016 (through November 30, 2015)				Total
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	
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2013-14	\$ 4,525,634	\$ 2,145,657	\$ 3,566,603	\$ 1,745,102	\$ 11,982,996
2014-15	\$ 4,690,454	\$ 2,527,484	\$ 3,462,341	\$ 1,838,955	\$ 12,519,234
2015-16	\$ 4,853,692	\$ 3,812,102	\$ -	\$ -	\$ 8,665,794

Chamber Membership (# of Members)



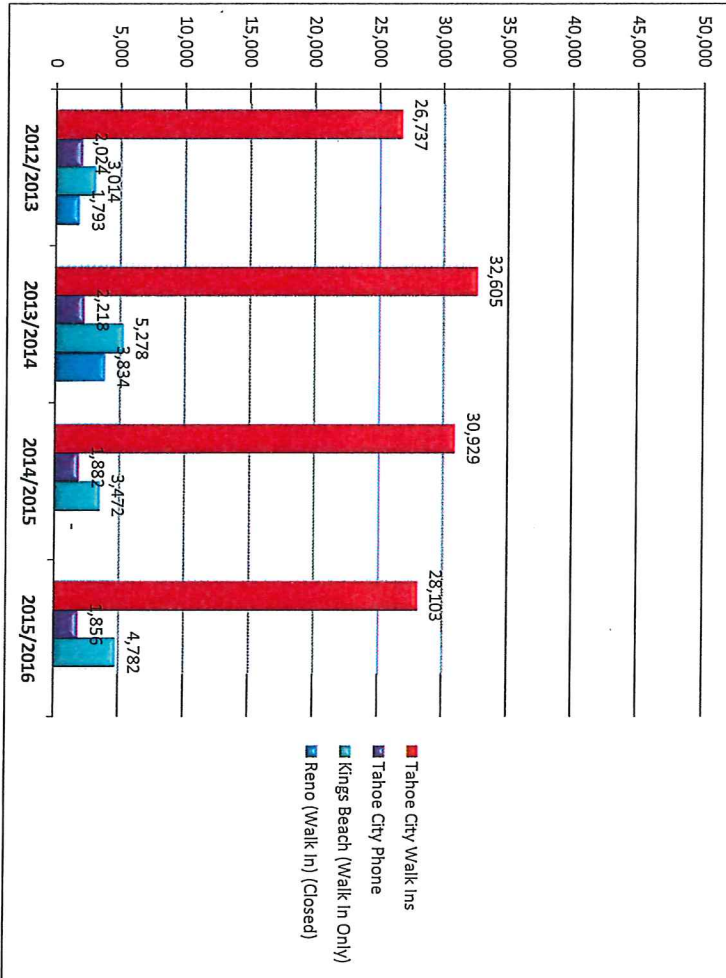
Date	Chamber Of Commerce Total Membership
June 2012	510
June 2014	457
June 2015	474
November 2015	491

Unemployment Rates by Region



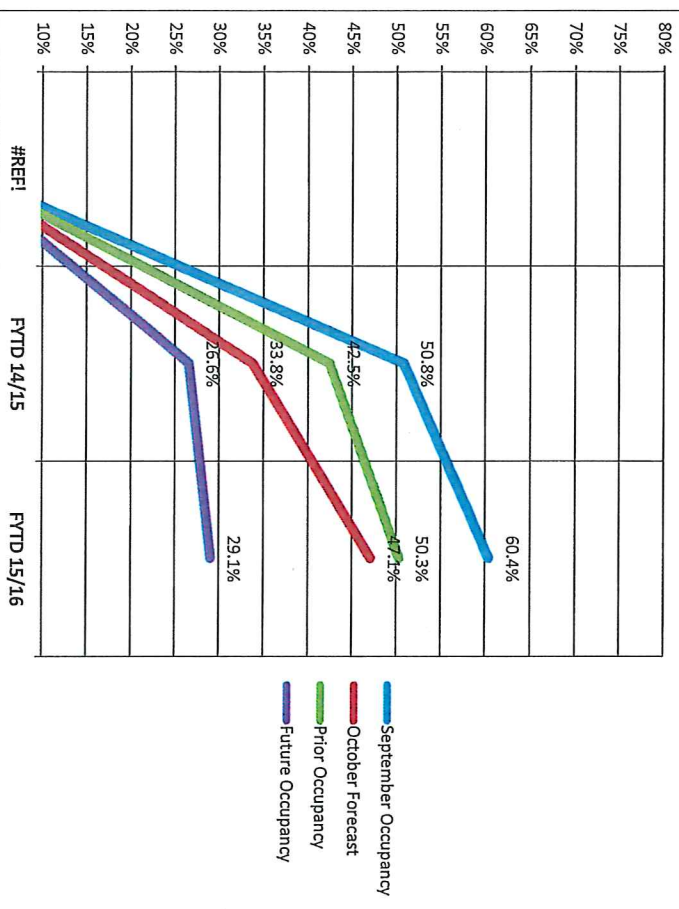
Unemployment Rates	December 2013	June 2014	July 2015
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Placer County	5.5%	5.0%	5.2%
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Kings Beach	7.6%	6.0%	6.8%
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Tahoe Vista	11.0%	10.1%	8.9%

Visitor Information - July - October YOY



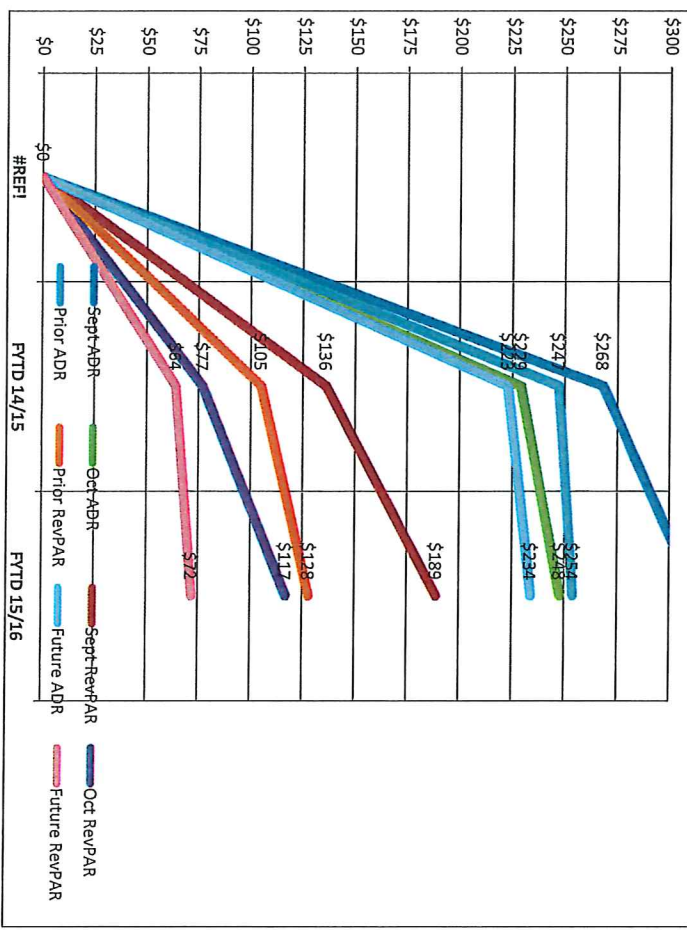
Visitor Information Statistics For Fiscal Years 2012 - 2015						
Referrals -	2012/2013	2013/2014	2014/2015	2015/2016	YOY % Change	
Tahoe City:	26,737	32,605	30,929	28,103	-9.14%	
Walk In	2,024	2,218	1,882	1,856	-1.38%	
Phone	3,014	5,278	3,472	4,782	37.73%	
Kings Beach (Walk In Only, Jun-Sep)	1,793	3,834	Closed	Closed	N/A	
Reno (Walk In) (Closed)	-	-	-	-	-	

Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	#REF!	FYTD 14/15	FYTD 15/16	Y-o-Y Change
Occupancy	#REF!	50.8%	60.4%	18.9%
Occupancy 1 Mth Forecast	#REF!	33.8%	47.1%	39.3%
Occupancy (prior 6 months)	#REF!	42.5%	50.3%	18.4%
Occupancy (next 6 months)	#REF!	26.6%	29.1%	9.4%

Destimetrics RevPAR in NLT Comparisons



Destimetrics Reservations Activity	#REF!	FYTD 14/15	FYTD 15/16	Y-o-Y Change
ADR (Average Daily Rate)	#REF!	\$268	\$313	16.8%
RevPAR (Rev per Available Room)	#REF!	\$136	\$189	39.0%
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