

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

AGENDA

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

If unable to attend, join the conference call from your computer,
tablet or smartphone: (712) 770-4010, enter code 775665#
and Log on: <https://global.gotomeeting.com/join/332238205>

First GoToMeeting? Do a quick system check:
<https://link.gotomeeting.com/system-check>

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- | | |
|------------------|--|
| 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. <div style="margin-left: 20px;"><div style="display: flex; align-items: flex-start;"><div style="margin-right: 10px;"><div>Page: 1</div><div>Page: 5</div><div>Page: 22</div><div>Page: 28</div></div><div><div>A. NLTRA Board Meeting Minutes from April 10, 2019 Link to preliminary online document</div><div>B. Approval of NLTRA Financial Statements of March 31, 2019</div><div>C. Approval of CEO Expense Report</div><div>D. Approval of Porter Simon Conflict of Interest Waiver</div><div>E. 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">• Finance Committee Meeting March, 2019 Link to online document• Tourism Development Committee April 2019 (no meeting in April)• In-Market Tourism Development Committee March, 2019 Link to online document</div></div></div></div> |

- Business Association and Chamber Collaborative April [Link to online document when finalized](#)

8:50 a.m.

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5. Action Items

- A. Resolution Appointing Signatures for NLTRA and NLTMC Bank Accounts
- B. Review of Summer Campaign for Recommendation to NLTMC

9:15 a.m.

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6. Informational Updates/Verbal Reports

- A. CAP Committee Projects Criteria, Selection Schedule & Project List – Erin Casey
- B. NLTRA Presentation to Placer County Board of Supervisor – Adam Wilson
- C. Tourism Business Improvement District Update – Bonnie Bavetta
- D. 2019/20 NLTRA Budget, Placer County Contract & Scope of Work Update – Bonnie Bavetta
- E. Hiring Committee Update – Adam Wilson
- F. Award Dinner 2019 Update – Liz Bowling

10:30 a.m.

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7. 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 March 31, 2019
- B. Conference Revenue Statistics Report March 2019
- C. Tourism Development Report on Activities, March 2019
- D. Chamber of Commerce Board Report, April 2019
- E. Visitor Information Center Visitor Report, April 2019
- F. North Lake Tahoe Marketing Coop Financial Statements March 2019
- G. Membership Accounts Receivable Report March 2019
- H. Financial Key Metrics Report March 2019

10:35 a.m.

8. CEO and Staff Updates

10:55 a.m.

9. Directors Comments

11:00 a.m.

10. Meeting Review and Staff Direction

11. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org

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Resort | Lynn Gibson, Keoki Gallery | Stephanie Hoffman, Granlibakken Tahoe | Tom Turner, Tahoe Restaurant Collection
Advisory Committee: Erin Casey, Placer County Executive Office

1. Call to Order at 8:33 AM – Quorum established

Board members in attendance:

Chris Brown, Greg Dallas, Gary Davis, Lynn Gibson, Jim Phelan, Aaron Rudnick, Samir Tuma, Tom Turner, Karen Plank, Adam Wilson, Brett Williams (via teleconference).

Board members absent:

Andre Priemer, Christy Beck, Dan Tester, Kevin Mitchell, Bruce Seigel, Erin Casey (non voting member), Stephanie Hoffman.

Staff Members in attendance:

Cindy Gustafson, Bonnie Bavetta, Amber Burke, Sarah Winters, Liz Bowling, Dawn Teran

Others in attendance:

Keith Vogt, Sam Rudnick, Lindsay Romack, Emily Setzer

2. Public Forum

- There were no comments on items not on today's agenda.

3. Agenda Amendments and Approval

Gustafson asked to table Item 5.C.

MOTION to approve the agenda as amended M/S/C PHELAN/TUMA/11-0-0

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.

A. NLTRA Board Meeting Minutes

- NLTRA Board Meeting March 6, 2019 [Link to preliminary online document](#)

B. Approval of NLTRA Financial Statements of February, 2019

C. Approval of CEO Expense Report

- D. **18.19 Opportunistic Event Sponsorship Funds Allocations – 2019 Broken Arrow Skyrace Additional Funding**
- E. **Augmentation to SMARI Insights 18.19 Contract**
- F. **The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org**
 - **Finance Committee Meeting February, 2019 [Link to online document](#)**
 - **Tourism Development Committee – February, 2019 *posted online at nltra.org when available**
 - **In – Market Tourism Development Committee February, 2019 [Link to online document](#)**
 - **Business Association and Chamber Collaborative/Tourism Dev Committee – February 2019 [Link to online document](#)**

MOTION to approve Consent Calendar items as presented. M/S/C DAVIS/RUDNICK/11-0-0

5. Action Items

A. Selection of Auditor for FYE 2019-2023 Audit and Tax Preparation

Bavetta reported five proposals were submitted. The Finance Committee recommends approving the proposal from McClintock Accountancy.

MOTION to accept the recommendation of the Finance Committee and select McClintock Accountancy for the FYE 2019-2023 Audit and Tax preparation. M/S/C PHELAN/RUDNICK/11-0-0

B. Resolution Appointing Signatories for NLTRA and NLTMC Bank Accounts

MOTION adding Liz Bowling and Amber Burke as signatories on the NLTRA and NLTMC bank accounts and removing Daphne Lange as a signer. M/S/C DAVIS/DALLIS/11-0-0

C. Consideration of Participation in Peak Tourism Research Study by SMG Consulting

This item was tabled pending more information regarding the survey data to be collected.

D. Letter of Support in Concept for – The Stages at Northstar

Keith Vogt presented details of the proposed Stages at Northstar. Gustafson noted the draft letter of support included in the meeting packets and said the project is consistent with the Tourism Master Plan. Because NLTRA is a partner in the CAP Committee process, the letter is not related to the requested TOT grant, but directed to other potential funders. Discussion followed as the request and project were clarified and pros and cons of NLTRA submitting letters of support for any project. Dallas supported the project in general but felt NLTRA should remain neutral. Revisions to the draft letter were suggested.

Wilson asked that at the next meeting, a presentation be given regarding the ranking procedure adopted by the CAP Committee to better understand the process. He suggested this Board review the summary of applications and offer feedback prior to the May 30th CAP Committee meeting, when funding recommendations will be made.

MOTION to approve the draft letter of support in concept for The Stages at Northstar as amended. M/S/Carried with Dallas voting no. PHELAN/TUMA/10-1-0

E. 18.19 Opportunistic Event Sponsorship Funds Allocation – Enduro World Series Race at Northstar California

Burke presented the request for an \$80,000 sponsorship for this August event, including the budget and promotional opportunities. She answered questions regarding the race course and how the public will be notified of the event.

The Marketing Committee was asked to consider strategies for additional exposure at events and present event results such as spikes in social media in order for the Board to gauge the value of these investments.

MOTION to approve an \$80,000 sponsorship for the 7th leg of the Enduro World Series International Bike Competition taking place at Northstar California August 23-25, 2019. M/S/Carried with Wilson abstaining TUMA/DAVIS/10-0-1

6. Informational Updates/Verbal Reports

A. Tourism Business Improvement District Update

Gustafson presented the report included in the Board packets. The Placer County Board of Supervisors has approved the TBID contract with Civitas, which was previously approved by this Board. A brief discussion followed regarding the impacts of other funding mechanisms on businesses, such as the Squaw TBID, and components of the project that will be considered during a more in-depth Strategy Session.

B. 2018.19 Budget Reforecast and Budget Preparation for 19.20-Ver

Bavetta presented the information in the meeting packets, including the re-forecast showing expenses are approximately \$100,000 - \$125,000 under budget at this point. The largest change is in wages. The co-op is about \$80,000 over budget, primarily because of the cost of Peter Greenberg Hidden Gems, which was funded from a previous surplus. Membership is on track. Discussion followed as specific line items and variances were clarified and the potential revenues from a TBID.

C. Staffing Transition Plan

Gustafson reported on her meeting with the Executive Committee regarding staffing changes.

7. 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 March, 2019

B. Conference Revenue Statistics Report February 2019, March, 2019

C. Tourism Development Report on Activities, March, 2019

D. Chamber of Commerce Board Report March, 2019

E. Visitor Information Center Visitor Report March, 2019

F. North Lake Tahoe Marketing Coop Financial Statements February, 2019

G. Membership Accounts Receivable Report February, 2019

H. Financial Key Metrics Report February 2019

I. Board Correspondence

8. CEO and Staff Updates

Gustafson gave a presentation on TOT collections from FY 2003/04 through FY 2017/18 noting comparisons by quarter. As the focus has shifted to driving occupancy in off season, Q2 and Q4 numbers are increasing. The backup data submitted by DestiMetrics was included in the meeting packets.

Burke distributed the February Tourism Development Report. She highlighted the Treasures of Tahoe Campaign. Seasonal campaigns are designed to encourage visitors to visit the lake in the winter and the mountain villages in summer.

Burke reported a photographer and videographer have been attending events to build an asset library.

Winters reviewed international media mentions of the area, most recently focused on Squaw, Alpine, and Homewood. She recently attended the Mountain Travel Symposium in Whistler. The 2020 event will be held in Squaw. Winters described the event hosted by NLTRA and six local lodging partners while in Canada for the Symposium. It was a good opportunity to educate travel agents about this area now that there is direct air into Sacramento.

Bowling reported NLTRA.org has launched. She reviewed the PR messages placed over the past month.

The Community Awards Dinner is scheduled for April 18. Bowling discussed some of the components and logistics for this year's event. The NLTRA Annual Report will be distributed in the gift bags.

9. Directors Comments

There was a brief discussion about the recent Winter Wondergrass.

10. Meeting Review and Staff Direction

- Regarding Item 5E, staff will work with Northstar to provide notification about the use of public trails
- Staff will develop means to evaluate and track results other than digital and social media mentions for events.
- Staff will ensure better overall use of NLTRA branding and messaging on print ads and banners.
- Timing, parking, and traffic concerns regarding Winter Wondergrass will be discussed with Squaw.
- Information regarding the CAP Committee evaluation, ranking, and selection process will be presented to this Board.
- A strategic meeting will be convened to discuss net versus gross revenues for TBID and how other non-tourist businesses are assessed.

11. Closed Session

Closed Session was convened at 10:51 AM. Regular session was reconvened at 11:20 AM.

12. Adjournment 11:21 AM

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

March 31, 2019

North Lake Tahoe Resort Association

Balance Sheet

As of March 31, 2019

Accrual Basis

	Mar 31, 19	Mar 31, 18	\$ Change	% Change	Jun 30, 18
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	159	53	106	200%	289
1003-00 · Cash - Operations BOTW #6712	339,598	480,985	(141,387)	(29%)	619,232
1007-00 · Cash - Payroll BOTW #7421	9,680	6,649	3,031	46%	6,195
1008-00 · Marketing Reserve - Plumas	50,225	50,150	75	0%	50,168
1009-00 · Cash Flow Reserve - Plumas	100,600	100,399	201	0%	100,449
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	128,553	85,493	43,060	50%	88,355
10950 · Cash in Drawer	772	564	208	37%	597
Total Checking/Savings	659,169	753,875	(94,706)	(13%)	894,867
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	10,938	19,890	(8,952)	(45%)	24,331
1210-00 · A/R - Sales Estimates	0	10,469	(10,469)	(100%)	0
1290-00 · A/R - TOT	327,463	0	327,463	100%	0
Total Accounts Receivable	338,401	30,359	308,042	1,015%	24,331
Other Current Assets					
1200-99 · AR Other	112	4,195	(4,083)	(97%)	(41)
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	27,330	18,536	8,794	47%	3,417
1201-00 · Member Accounts Receivable - Other	1,465	4,465	(3,000)	(67%)	2,870
Total 1201-00 · Member Accounts Receivable	28,795	23,001	5,794	25%	6,287
1201-02 · Allowance for Doubtful Accounts	(2,775)	(3,707)	932	25%	(2,500)
12100 · Inventory Asset	23,007	27,112	(4,105)	(15%)	28,203
1299 · Receivable from NLTC	27,025	9,129	17,896	196%	28,954
1490-00 · Security Deposits	1,610	650	960	148%	650
Total Other Current Assets	77,774	60,380	17,394	29%	61,553
Total Current Assets	1,075,344	844,614	230,730	27%	980,751
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	8,436	9,964	(1,528)	(15%)	8,436
1741-00 · Accum. Depr. - Computer Equip	(8,435)	(8,301)	(134)	(2%)	(8,435)
1750-00 · Computer Software	21,520	21,520	0	0%	21,520
1751-00 · Accum. Amort. - Software	(19,759)	(18,033)	(1,726)	(10%)	(18,480)
1770-00 · Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%	(24,284)
Total Fixed Assets	1,762	5,150	(3,388)	(66%)	3,041
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	15,424	264	15,160	5,742%	9,151
1430-00 · Prepaid 1st Class Postage	500	1,000	(500)	(50%)	1,000
1400-00 · Prepaid Expenses - Other	7,030	16,151	(9,121)	(56%)	17,116
Total 1400-00 · Prepaid Expenses	22,954	17,415	5,539	32%	27,267
1500-00 · Suspense*	0	1,200	(1,200)	(100%)	0
Total Other Assets	22,954	18,615	4,339	23%	27,267
TOTAL ASSETS	1,100,060	868,381	231,679	27%	1,011,060

North Lake Tahoe Resort Association

Balance Sheet

As of March 31, 2019

Accrual Basis

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2000-00 · Accounts Payable

50,428

20,912

29,516

141%

42,156

Total Accounts Payable

50,428

20,912

29,516

141%

42,156

Credit Cards

2080-00 · Bank of the West - Master Cards

2080-02 · MC_6765_Jason

0

15

(15)

(100%)

15

2080-04 · MC_5968_Ronald

126

2080-06 · MC_5288_Emily

0

748

(748)

(100%)

0

2080-10 · MC_9495_AI

0

607

(607)

(100%)

180

2080-11 · MC_3978_Amber

3,070

2080-13 · MC_6903_Cindy

0

98

(98)

(100%)

2,430

2080-14 · MC_6193_Daphne

0

154

(154)

(100%)

83

Total 2080-00 · Bank of the West - Master Cards

0

1,622

(1,622)

(100%)

5,904

Total Credit Cards

0

1,622

(1,622)

(100%)

5,904

Other Current Liabilities

21000 · Salaries/Wages/Payroll Liabilit

2100-00 · Salaries / Wages Payable

10,252

38,973

(28,721)

(74%)

36,870

2101-00 · Incentive Payable

66,304

72,895

(6,591)

(9%)

43,384

2102-00 · Commissions Payable

1,941

6,214

(4,273)

(69%)

4,698

2120-00 · Empl. Federal Tax Payable

4,604

3,118

1,486

48%

3,072

2175-00 · 401 (k) Plan

2,068

1,559

509

33%

1,157

2180-00 · Estimated PTO Liability

46,667

74,725

(28,058)

(38%)

49,004

Total 21000 · Salaries/Wages/Payroll Liabilit

131,836

197,484

(65,648)

(33%)

138,185

2190-00 · Sales and Use Tax Payable

2195-00 · Use Tax Payable

16

0

16

100%

853

25500 · *Sales Tax Payable

771

720

51

7%

1,941

2190-00 · Sales and Use Tax Payable - Other

64

0

64

100%

Total 2190-00 · Sales and Use Tax Payable

851

720

131

18%

2,794

2250-00 · Accrued Expenses

339

2,400

(2,061)

(86%)

49,521

2400-42 · Marketing Co-op

67,000

2400-60 · Deferred Revenue- Member Dues

83,942

66,108

17,834

27%

56,979

2500-00 · Deferred Revenue - TMBC

900

1,058

(158)

(15%)

535

2650-00 · Deferred Rev - Events

3,001

4,155

(1,154)

(28%)

2651-00 · Deferred Rev - Conference

1,100

2,750

(1,650)

(60%)

0

2700-00 · Deferred Rev. County

350,305

0

350,305

100%

2800-00 · Suspense

4,137

2,123

2,014

95%

4,202

2900-00 · Due To/From County of Placer

0

8,081

(8,081)

(100%)

229,432

Total Other Current Liabilities

576,411

284,879

291,532

102%

548,648

Total Current Liabilities

626,839

307,413

319,426

104%

596,708

Total Liabilities

626,839

307,413

319,426

104%

596,708

Equity

32000 · Unrestricted Net Assets

(11,669)

(8,754)

(2,915)

(33%)

(6,430)

3300-11 · Designated Marketing Reserve

275,755

256,830

18,925

7%

275,755

3301 · Cash Flow Reserve

100,248

100,048

200

0%

100,248

3302 · Marketing Cash Reserve

50,018

50,018

0

0%

50,018

North Lake Tahoe Resort Association

Balance Sheet

As of March 31, 2019

Accrual Basis

Net Income
Total Equity
TOTAL LIABILITIES & EQUITY

Mar 31, 19	Mar 31, 18	\$ Change	% Change	Jun 30, 18
58,867	162,825	(103,958)	(64%)	(5,239)
473,219	560,967	(87,748)	(16%)	414,352
1,100,060	868,381	231,679	27%	1,011,060

11:14 AM

04/12/19

Accrual Basis

North Lake Tahoe Resort Association

Profit & Loss

July 2018 through March 2019

	Jul '18 - Mar 19	Jul '17 - Mar 18	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	2,753,562	2,844,056	-90,494	-3%
4200-00 · Membership Dues Revenue	102,085	99,290	2,796	3%
4201-00 · New Member Fees	0	75	-75	-100%
4205-00 · Conference Dues	5,729	8,250	-2,521	-31%
4250-00 · Revenues-Membership Activities				
4250-02 · Chamber Events	2,702	339	2,362	696%
4250-03 · Summer/Winter Rec Luncheon	2,622	3,409	-787	-23%
4251-00 · Tues AM Breakfast Club				
4251-01 · Tues AM Breakfast Club Sponsors	2,500	500	2,000	400%
4251-00 · Tues AM Breakfast Club - Other	4,262	3,447	816	24%
Total 4251-00 · Tues AM Breakfast Club	6,762	3,947	2,816	71%
4250-00 · Revenues-Membership Activities - Other	3,498	1,274	2,224	175%
Total 4250-00 · Revenues-Membership Activities	15,585	8,969	6,615	74%
4252-00 · Sponsorships	600	1,000	-400	-40%
4253-00 · Revenue- Other	6	0	6	100%
4350-00 · Special Events (Marketing)	0	77,628	-77,628	-100%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	8,417	2,373	6,045	255%
4600-00 · Commissions - Other	31,086	48,436	-17,350	-36%
Total 4600-00 · Commissions	39,503	50,808	-11,305	-22%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	2,959	8,201	-5,242	-64%
46000 · Merchandise Sales - Other	76,094	62,667	13,427	21%
Total 46000 · Merchandise Sales	79,053	70,868	8,185	12%
4720-00 · Miscellaneous	0	415	-415	-100%
Total Income	2,996,123	3,161,359	-165,237	-5%
Gross Profit	2,996,123	3,161,359	-165,237	-5%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	13,205	11,928	1,277	11%
5020-00 · P/R - Tax Expense	61,573	71,897	-10,324	-14%
5030-00 · P/R - Health Insurance Expense	94,350	71,034	23,316	33%
5040-00 · P/R - Workmans Comp	5,438	9,290	-3,852	-42%
5060-00 · 401 (k)	26,363	27,005	-642	-2%
5070-00 · Other Benefits and Expenses	3,356	3,799	-443	-12%
5000-00 · Salaries & Wages - Other	777,749	813,630	-35,881	-4%
Total 5000-00 · Salaries & Wages	982,035	1,008,584	-26,549	-3%
5100-00 · Rent				
5110-00 · Utilities	9,159	8,497	662	8%
5140-00 · Repairs & Maintenance	12,507	5,323	7,184	135%
5150-00 · Office - Cleaning	4,790	6,180	-1,390	-23%
5100-00 · Rent - Other	115,112	112,206	2,906	3%
Total 5100-00 · Rent	141,568	132,206	9,362	7%
5310-00 · Telephone				
5320-00 · Telephone	20,157	21,287	-1,130	-5%
5350-00 · Internet	25	25	0	0%
Total 5310-00 · Telephone	20,182	21,312	-1,130	-5%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	84	121	-37	-31%
5420-00 · Mail - USPS - Other	2,025	2,769	-744	-27%

11:14 AM

04/12/19

Accrual Basis

North Lake Tahoe Resort Association

Profit & Loss

July 2018 through March 2019

	Jul '18 - Mar 19	Jul '17 - Mar 18	\$ Change	% Change
Total 5420-00 · Mail - USPS	2,109	2,889	-781	-27%
5510-00 · Insurance/Bonding	5,572	6,986	-1,414	-20%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	3,940	1,265	2,675	212%
5520-00 · Supplies - Other	10,966	11,238	-272	-2%
Total 5520-00 · Supplies	14,906	12,503	2,403	19%
5610-00 · Depreciation	1,279	1,964	-685	-35%
5700-00 · Equipment Support & Maintenance	2,686	7,865	-5,179	-66%
5710-00 · Taxes, Licenses & Fees	8,183	9,041	-858	-10%
5740-00 · Equipment Rental/Leasing	11,102	11,966	-864	-7%
5800-00 · Training Seminars	7,939	4,561	3,378	74%
5815 · Training Video Series	0	1,058	-1,058	-100%
5830-00 · Commission Due to Third Party	0	765	-765	-100%
5850-00 · Artist of Month - Commissions	2,413	3,587	-1,175	-33%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	1,000	8,820	-7,820	-89%
5920-00 · Professional Fees - Accountant	21,000	18,047	2,953	16%
5921-00 · Professional Fees - Other	6,610	43,969	-37,359	-85%
Total 5900-00 · Professional Fees	28,610	70,836	-42,226	-60%
5940-00 · Research & Planning Membership	0	3,000	-3,000	-100%
5941-00 · Research & Planning	18,720	2,266	16,454	726%
6020-00 · Programs				
6016-00 · Special Event Partnership	21,000	0	21,000	100%
6018-00 · Business Assoc. Grants	0	10,000	-10,000	-100%
Total 6020-00 · Programs	21,000	10,000	11,000	110%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	34,278	114,772	-80,494	-70%
6421-01 · 4th of July Fireworks	20,000	20,000	0	0%
6421-04 · Broken Arrow Skyrace	20,000	15,000	5,000	33%
6421-05 · No Barriers	8,400	0	8,400	100%
6421-06 · Spartan	254,000	254,000	0	0%
6421-07 · Tahoe Lacrosse Tournament	5,000	5,000	0	0%
6421-09 · Wanderlust	30,000	34,043	-4,043	-12%
6421-10 · WinterWonderGrass - Tahoe	19,447	16,154	3,294	20%
6421-16 · Mountain Travel Symposium	5,000	0	5,000	100%
Total 6420-01 · Sponsorships	396,125	458,968	-62,843	-14%
6421-00 · New Event Development	27,500	1,791	25,709	1,436%
6422-00 · Event Media				
6422-03 · Human Powered Sports Campaign	0	74	-74	-100%
Total 6422-00 · Event Media	0	74	-74	-100%
6424-00 · Event Operation Expenses	2,056	98	1,958	1,997%
Total 6420-00 · Events	425,681	460,931	-35,250	-8%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	1,115	22	1,093	4,879%
6435-00 · Shop Local Event	0	295	-295	-100%
6436-00 · Membership - Wnt/Sum Rec Lunch	3,469	3,081	388	13%
6437-00 · Tuesday Morning Breakfast Club	4,120	3,639	481	13%
6441-00 · Membership - Miscellaneous Exp	60	10	50	497%
6442-00 · Public Relations/Website	16,191	2,563	13,627	532%
6444-00 · Trades	0	1,140	-1,140	-100%
6423-00 · Membership Activities - Other	7,802	405	7,397	1,827%
Total 6423-00 · Membership Activities	32,756	11,156	21,600	194%
6490-00 · Classified Ads	0	50	-50	-100%

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North Lake Tahoe Resort Association

Profit & Loss

04/12/19

Accrual Basis

July 2018 through March 2019

	Jul '18 - Mar 19	Jul '17 - Mar 18	\$ Change	% Change
6701-00 · Market Study Reports/Research	0	808	-808	-100%
6730-00 · Marketing Cooperative/Media	1,094,871	1,106,606	-11,735	-1%
6740-00 · Media/Collateral/Production	1,278	0	1,278	100%
6742-00 · Non-NLT Co-Op Marketing Program	19,979	9,021	10,959	122%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	7,349	8,858	-1,510	-17%
6743-03 · Touch Lake Tahoe	8,000	10,506	-2,506	-24%
6743-05 · Peak Your Adventure	1,000	0	1,000	100%
Total 6743-00 · BACC Marketing Programs	16,349	19,364	-3,016	-16%
7500-00 · Trade Shows/Travel	372	0	372	100%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	943	989	-46	-5%
52500 · Purchase Discounts	-40	-2,086	2,046	98%
59900 · POS Inventory Adjustments	28	505	-476	-94%
8100-00 · Cost of Goods Sold - Other	41,280	36,217	5,063	14%
Total 8100-00 · Cost of Goods Sold	42,210	35,624	6,586	19%
8200-00 · Associate Relations	2,185	1,799	385	21%
8300-00 · Board Functions	6,178	7,215	-1,036	-14%
8500-00 · Credit Card Fees	4,822	4,515	307	7%
8600-00 · Additional Opportunitites	62	0	62	100%
8700-00 · Automobile Expenses	4,114	3,387	726	22%
8750-00 · Meals/Meetings	3,247	3,328	-81	-2%
8810-00 · Dues & Subscriptions	6,278	6,177	101	2%
8910-00 · Travel	3,654	2,132	1,522	71%
8920-00 · Bad Debt	5,123	15,239	-10,116	-66%
Total Expense	2,937,463	2,998,742	-61,279	-2%
Net Ordinary Income	58,660	162,618	-103,958	-64%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	207	207	0	0%
Total Other Income	207	207	0	0%
Net Other Income	207	207	0	0%
Net Income	58,867	162,825	-103,958	-64%

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Accrual Basis

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	326,477	313,313	13,163	2,753,562	2,858,123	(104,561)	3,806,727
4200-00 - Membership Dues Revenue	11,941	10,750	1,191	102,085	95,850	6,235	128,000
4205-00 - Conference Dues	367	825	(458)	5,729	7,425	(1,696)	9,900
4250-00 - Revenues-Membership Activities							
4250-01 - Community Awards							
4250-04 - Silent Auction	0	0	0	0	0	0	19,000
4250-05 - Sponsorships	0	0	0	0	0	0	13,000
4250-01 - Community Awards - Other	0	0	0	0	0	0	18,000
Total 4250-01 - Community Awards	0	0	0	0	0	0	50,000
4250-02 - Chamber Events	1,018	208	810	2,702	1,876	826	2,500
4250-03 - Summer/Winter Rec Luncheon	0	0	0	2,622	4,000	(1,378)	8,000
4251-00 - Tues AM Breakfast Club							
4251-01 - Tues AM Breakfast Club Sponsors	500	300	200	2,500	2,150	350	3,050
4251-00 - Tues AM Breakfast Club - Other	585	580	5	4,262	5,220	(958)	6,960
Total 4251-00 - Tues AM Breakfast Club	1,085	880	205	6,762	7,370	(608)	10,010
4250-00 - Revenues-Membership Activities - Other	(210)			3,498	0	3,498	0
Total 4250-00 - Revenues-Membership Activities	1,893	1,088	805	15,585	13,246	2,339	70,510
4252-00 - Sponsorships	0			600	0	600	0
4253-00 - Revenue- Other	0			6			
4600-00 - Commissions							
4601-00 - Commissions - South Shore	0	1,667	(1,667)	8,417	14,999	(6,582)	20,000
4600-00 - Commissions - Other	549	2,500	(1,951)	31,086	22,500	8,586	30,000
Total 4600-00 - Commissions	549	4,167	(3,618)	39,503	37,499	2,004	50,000
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC Income	0	500	(500)	2,959	8,000	(5,041)	9,500
46000 - Merchandise Sales - Other	5,636	4,500	1,136	76,094	63,600	12,494	95,000
Total 46000 - Merchandise Sales	5,636	5,000	636	79,053	71,600	7,453	104,500
Total Income	346,862	335,143	11,718	2,996,123	3,083,743	(87,620)	4,169,637
Gross Profit	346,862	335,143	11,718	2,996,123	3,083,743	(87,620)	4,169,637
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	287	633	(346)	13,205	5,701	7,504	7,600
5020-00 - P/R - Tax Expense	5,239	6,998	(1,759)	61,573	65,155	(3,582)	86,761
5030-00 - P/R - Health Insurance Expense	11,400	11,058	342	94,350	99,516	(5,166)	132,690
5040-00 - P/R - Workmans Comp	1,010	958	52	5,438	8,902	(3,464)	11,845
5060-00 - 401 (k)	2,829	3,580	(731)	26,363	32,319	(5,956)	43,048
5070-00 - Other Benefits and Expenses	463	586	(123)	3,356	5,271	(1,915)	7,029
5000-00 - Salaries & Wages - Other	76,953	88,318	(11,365)	777,749	801,890	(24,141)	1,068,067
Total 5000-00 - Salaries & Wages	98,180	112,111	(13,931)	982,035	1,018,754	(36,719)	1,357,040
5100-00 - Rent							
5110-00 - Utilities	952	1,078	(126)	9,159	9,307	(148)	12,191
5140-00 - Repairs & Maintenance	559	3,902	(3,343)	12,507	35,115	(22,608)	46,850
5150-00 - Office - Cleaning	700	1,000	(300)	4,790	7,921	(3,131)	10,444
5100-00 - Rent - Other	12,780	12,957	(177)	115,112	116,597	(1,485)	155,468
Total 5100-00 - Rent	14,991	18,937	(3,946)	141,568	168,940	(27,372)	224,953
5310-00 - Telephone							
5320-00 - Telephone	1,809	2,129	(320)	20,157	19,161	996	25,548
5350-00 - Internet	0			25			
5310-00 - Telephone - Other	0	461	(461)	0	4,152	(4,152)	5,535
Total 5310-00 - Telephone	1,809	2,590	(781)	20,182	23,313	(3,131)	31,083
5420-00 - Mail - USPS							
5480-00 - Mail - Fed Ex	0			84	0	84	0
5420-00 - Mail - USPS - Other	500	525	(25)	2,025	3,928	(1,903)	5,203
Total 5420-00 - Mail - USPS	500	525	(25)	2,109	3,928	(1,819)	5,203
5510-00 - Insurance/Bonding	724	485	239	5,572	4,683	889	6,138
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	(526)	125	(651)	3,940	7,225	(3,285)	7,600
5520-00 - Supplies - Other	1,283	1,650	(367)	10,966	16,543	(5,577)	21,493
Total 5520-00 - Supplies	757	1,775	(1,018)	14,906	23,768	(8,862)	29,093
5610-00 - Depreciation	118	177	(59)	1,279	1,598	(319)	2,129
5700-00 - Equipment Support & Maintenance	2	1,116	(1,114)	2,686	10,058	(7,372)	13,412
5710-00 - Taxes, Licenses & Fees	1,270	1,100	170	8,183	9,751	(1,568)	12,951
5740-00 - Equipment Rental/Leasing	1,226	1,478	(252)	11,102	13,292	(2,190)	17,726
5800-00 - Training Seminars	192	417	(225)	7,939	15,199	(7,260)	16,450
5850-00 - Artist of Month - Commissions	0	458	(458)	2,413	4,126	(1,713)	5,500
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	40	750	(710)	1,000	6,750	(5,750)	9,000
5920-00 - Professional Fees - Accountant	0			21,000	25,000	(4,000)	25,000
5921-00 - Professional Fees - Other	0	2,292	(2,292)	6,610	19,874	(13,264)	26,000

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Accrual Basis

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar ...	YTD Budget	\$ Over Budget	Annual Bud...
Total 5900-00 · Professional Fees	40	3,042	(3,002)	28,610	51,624	(23,014)	60,000
5941-00 · Research & Planning	0	0	0	18,720	18,000	720	18,000
6020-00 · Programs							
6016-00 · Special Event Partnership	10,500	0	10,500	21,000	25,000	(4,000)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	10,000	(10,000)	30,000
Total 6020-00 · Programs	10,500	0	10,500	21,000	35,000	(14,000)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	0			34,278	37,375	(3,097)	37,375
6421-01 · 4th of July Fireworks	0	0	0	20,000	20,000	0	20,300
6421-04 · Broken Arrow Skyrace	0	20,000	(20,000)	20,000	20,000	0	20,000
6421-05 · No Barriers	8,400	0	8,400	8,400	0	8,400	12,400
6421-06 · Spartan	0			254,000	254,500	(500)	254,500
6421-07 · Tahoe Lacrosse Tournament	5,000	5,000	0	5,000	5,000	0	5,000
6421-08 · Tough Mudder	(8,000)	0	(8,000)	0	0	0	35,550
6421-09 · Wanderlust	0	0	0	30,000	30,000	0	37,700
6421-10 · WinterWonderGrass - Tahoe	19,400	0	19,400	19,447	0	19,447	19,400
6421-16 · Mountain Travel Symposium	0	0	0	5,000	5,000	0	5,000
Total 6420-01 · Sponsorships	24,800	25,000	(200)	396,125	371,875	24,250	447,225
6421-00 · New Event Development	26,700	27,750	(1,050)	27,500	49,750	(22,250)	58,000
6424-00 · Event Operation Expenses	(458)	687	(1,125)	2,056	5,999	(3,943)	8,000
Total 6420-00 · Events	51,042	53,417	(2,375)	425,681	427,624	(1,943)	513,225
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	1,115	0	1,115	1,115	0	1,115	27,500
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	3,469	2,500	969	5,000
6437-00 · Tuesday Morning Breakfast Club	1,570	650	920	4,120	5,200	(1,081)	7,150
6441-00 · Membership - Miscellaneous Exp	0			60			
6442-00 · Public Relations/Website	8,554	344	8,210	16,191	4,596	11,595	5,628
6423-00 · Membership Activities - Other	2,217			7,802	0	7,802	0
Total 6423-00 · Membership Activities	13,456	994	12,462	32,756	12,296	20,460	45,278
6730-00 · Marketing Cooperative/Media	121,652	121,652	0	1,094,871	1,094,867	4	1,459,823
6740-00 · Media/Collateral/Production	0			1,278	0	1,278	0
6742-00 · Non-NLT Co-Op Marketing Program	(2,968)	4,316	(7,284)	19,979	38,852	(18,873)	51,800
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	217	0	217	7,349	17,500	(10,151)	20,000
6743-03 · Touch Lake Tahoe	3,500	0	3,500	8,000	10,000	(2,000)	20,000
6743-04 · High Notes	0	0	0	0	0	0	20,000
6743-05 · Peak Your Adventure	0	0	0	1,000	0	1,000	20,000
Total 6743-00 · BACC Marketing Programs	3,717	0	3,717	16,349	27,500	(11,151)	80,000
7500-00 · Trade Shows/Travel	0			372			
8100-00 · Cost of Goods Sold							
81100 · Freight and Shipping Costs	0			943	0	943	0
82500 · Purchase Discounts	(0)			(40)	0	(40)	0
89900 · POS Inventory Adjustments	0			28	0	28	0
8100-00 · Cost of Goods Sold - Other	3,294	2,363	931	41,280	33,389	7,891	49,875
Total 8100-00 · Cost of Goods Sold	3,294	2,363	931	42,210	33,389	8,821	49,875
8200-00 · Associate Relations	92	616	(524)	2,185	5,552	(3,367)	7,400
8300-00 · Board Functions	161	1,500	(1,339)	6,178	4,050	2,128	4,500
8500-00 · Credit Card Fees	338	330	8	4,822	4,101	721	6,658
8600-00 · Additional Opportunities	62	3,134	(3,072)	62	28,198	(28,136)	37,600
8700-00 · Automobile Expenses	447	498	(51)	4,114	4,669	(555)	6,183
8750-00 · Meals/Meetings	726	637	89	3,247	5,729	(2,482)	7,640
8810-00 · Dues & Subscriptions	605	852	(247)	6,278	7,664	(1,386)	10,220
8910-00 · Travel	(35)	1,600	(1,635)	3,654	5,600	(1,946)	6,600
8920-00 · Bad Debt	540			5,123	0	5,123	0
Total Expense	323,437	336,120	(12,683)	2,937,463	3,102,125	(164,662)	4,166,480
Net Ordinary Income	23,424	(977)	24,401	58,660	(18,382)	77,042	3,157
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	23			207			
Total Other Income	23			207			
Other Expense							
8890-00 · Allocated	0	0	(0)	0	(0)	0	0
Total Other Expense	0	0	(0)	0	(0)	0	0
Net Other Income	23	(0)	24	207	0	207	0
Net Income	23,448	(977)	24,425	58,867	(18,382)	77,249	3,157

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Accrual Basis

North Lake Tahoe Resort Association Profit & Loss Budget Performance

11 - Marketing

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	262,030	245,534	16,496	2,163,317	2,246,858	(83,541)	2,996,906
Total Income	<u>262,030</u>	<u>245,534</u>	<u>16,496</u>	<u>2,163,317</u>	<u>2,246,858</u>	<u>(83,541)</u>	<u>2,996,906</u>
Gross Profit	<u>262,030</u>	<u>245,534</u>	<u>16,496</u>	<u>2,163,317</u>	<u>2,246,858</u>	<u>(83,541)</u>	<u>2,996,906</u>
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	1,375	1,375	0	12,375	12,375	0	16,500
5020-00 · P/R - Tax Expense	1,348	1,915	(567)	17,680	17,058	622	22,712
5030-00 · P/R - Health Insurance Expense	4,082	4,080	2	40,641	36,720	3,921	48,960
5040-00 · P/R - Workmans Comp	190	190	0	930	1,704	(774)	2,268
5060-00 · 401 (k)	736	1,094	(358)	8,748	9,747	(999)	12,978
5070-00 · Other Benefits and Expenses	254	167	87	1,481	1,507	(26)	2,008
5000-00 · Salaries & Wages - Other	19,043	27,350	(8,307)	231,955	243,680	(11,725)	324,453
Total 5000-00 · Salaries & Wages	<u>27,029</u>	<u>36,171</u>	<u>(9,142)</u>	<u>313,810</u>	<u>322,791</u>	<u>(8,981)</u>	<u>429,879</u>
5100-00 · Rent							
5110-00 · Utilities	178	135	43	1,400	1,215	185	1,620
5140-00 · Repairs & Maintenance	30	1,167	(1,137)	2,289	10,503	(8,214)	14,033
5150-00 · Office - Cleaning	282	375	(113)	1,660	2,175	(515)	2,700
5100-00 · Rent - Other	2,386	1,984	402	19,466	17,853	1,613	23,805
Total 5100-00 · Rent	<u>2,855</u>	<u>3,661</u>	<u>(806)</u>	<u>24,815</u>	<u>31,746</u>	<u>(6,931)</u>	<u>42,158</u>
5310-00 · Telephone							
5320-00 · Telephone	502	670	(168)	4,770	6,030	(1,260)	8,040
Total 5310-00 · Telephone	<u>502</u>	<u>670</u>	<u>(168)</u>	<u>4,770</u>	<u>6,030</u>	<u>(1,260)</u>	<u>8,040</u>
5420-00 · Mail - USPS	0	0	0	262	600	(338)	900
5510-00 · Insurance/Bonding	0	169	(169)	646	1,521	(875)	2,028
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	(620)	0	(620)	670	3,600	(2,930)	3,600
5520-00 · Supplies - Other	89	417	(328)	1,223	3,749	(2,526)	5,000
Total 5520-00 · Supplies	<u>(531)</u>	<u>417</u>	<u>(948)</u>	<u>1,894</u>	<u>7,349</u>	<u>(5,455)</u>	<u>8,600</u>
5610-00 · Depreciation	0	20	(20)	0	180	(180)	240
5700-00 · Equipment Support & Maintenance	0	290	(290)	120	2,624	(2,504)	3,500
5740-00 · Equipment Rental/Leasing	317	315	2	2,742	2,835	(93)	3,780
5800-00 · Training Seminars	81	0	81	3,285	4,500	(1,215)	4,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	1,125	(1,125)	1,500
5921-00 · Professional Fees - Other	0	417	(417)	0	3,749	(3,749)	5,000
Total 5900-00 · Professional Fees	<u>0</u>	<u>542</u>	<u>(542)</u>	<u>0</u>	<u>4,874</u>	<u>(4,874)</u>	<u>6,500</u>
5941-00 · Research & Planning	0	0	0	18,720	18,000	720	18,000
6020-00 · Programs							
6016-00 · Special Event Partnership	10,500	0	10,500	21,000	25,000	(4,000)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	10,000	(10,000)	30,000
Total 6020-00 · Programs	<u>10,500</u>	<u>0</u>	<u>10,500</u>	<u>21,000</u>	<u>35,000</u>	<u>(14,000)</u>	<u>80,000</u>
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	0			34,278	37,375	(3,097)	37,375
6421-01 · 4th of July Fireworks	0	0	0	20,000	20,000	0	20,300
6421-04 · Broken Arrow Skyrace	0	20,000	(20,000)	20,000	20,000	0	20,000
6421-05 · No Barriers	8,400	0	8,400	8,400	0	8,400	12,400
6421-06 · Spartan	0			254,000	254,500	(500)	254,500
6421-07 · Tahoe Lacrosse Tournament	5,000	5,000	0	5,000	5,000	0	5,000
6421-08 · Tough Mudder	(8,000)	0	(8,000)	0	0	0	35,550
6421-09 · Wanderlust	0	0	0	30,000	30,000	0	37,700
6421-10 · WinterWonderGrass - Tahoe	19,400	0	19,400	19,447	0	19,447	19,400
6421-16 · Mountain Travel Symposium	0	0	0	5,000	5,000	0	5,000
Total 6420-01 · Sponsorships	<u>24,800</u>	<u>25,000</u>	<u>(200)</u>	<u>396,125</u>	<u>371,875</u>	<u>24,250</u>	<u>447,225</u>
6421-00 · New Event Development	26,700	27,750	(1,050)	27,500	49,750	(22,250)	58,000
6424-00 · Event Operation Expenses	0	667	(667)	2,056	5,999	(3,943)	8,000
Total 6420-00 · Events	<u>51,500</u>	<u>53,417</u>	<u>(1,917)</u>	<u>425,681</u>	<u>427,824</u>	<u>(1,943)</u>	<u>513,225</u>
6730-00 · Marketing Cooperative/Media	111,384	111,384	0	1,002,456	1,002,452	4	1,338,604
6742-00 · Non-NLT Co-Op Marketing Program	3,832	833	2,999	17,579	7,501	10,078	10,000
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	217	0	217	7,349	17,500	(10,151)	20,000
6743-03 · Touch Lake Tahoe	3,500	0	3,500	8,000	10,000	(2,000)	20,000
6743-04 · High Notes	0	0	0	0	0	0	20,000
6743-05 · Peak Your Adventure	0	0	0	1,000	0	1,000	20,000
Total 6743-00 · BACC Marketing Programs	<u>3,717</u>	<u>0</u>	<u>3,717</u>	<u>16,349</u>	<u>27,500</u>	<u>(11,151)</u>	<u>80,000</u>
8200-00 · Associate Relations	0	133	(133)	30	1,201	(1,171)	1,600
8500-00 · Credit Card Fees	0			90	0	90	0
8600-00 · Additional Opportunites	62	2,667	(2,605)	62	23,999	(23,937)	32,000

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Accrual Basis

North Lake Tahoe Resort Association
Profit & Loss Budget Performance

11 - Marketing

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
8700-00 · Automobile Expenses	199	125	74	1,291	1,125	166	1,500
8750-00 · Meals/Meetings	14	300	(287)	519	2,700	(2,181)	3,600
8810-00 · Dues & Subscriptions	188	292	(104)	1,813	2,624	(811)	3,500
8910-00 · Travel	(35)	1,600	(1,635)	3,654	5,500	(1,846)	5,500
Total Expense	211,614	213,006	(1,392)	1,861,588	1,940,276	(78,688)	2,595,654
Net Ordinary Income	50,416	32,528	17,888	301,729	306,582	(4,853)	401,252
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	23			190			
Total Other Income	23			190			
Other Expense							
8990-00 · Allocated	0	32,528	(32,528)	249,858	306,582	(56,724)	401,252
Total Other Expense	0	32,528	(32,528)	249,858	306,582	(56,724)	401,252
Net Other Income	23	(32,528)	32,551	(249,668)	(306,582)	56,914	(401,252)
Net Income	50,439	0	50,439	52,061	0	52,061	0

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Accrual Basis

North Lake Tahoe Resort Association Profit & Loss Budget Performance

30 - Conference

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	29,235	29,235	0	265,006	264,996	10	352,299
4205-00 - Conference Dues	367	825	(458)	5,729	7,425	(1,696)	9,900
4600-00 - Commissions							
4601-00 - Commissions - South Shore	0	1,667	(1,667)	8,417	14,999	(6,582)	20,000
4600-00 - Commissions - Other	549	2,500	(1,951)	31,086	22,500	8,586	30,000
Total 4600-00 - Commissions	549	4,167	(3,618)	39,503	37,499	2,004	50,000
Total Income	30,151	34,227	(4,076)	310,238	309,920	318	412,199
Gross Profit	30,151	34,227	(4,076)	310,238	309,920	318	412,199
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	287	633	(346)	13,205	5,701	7,504	7,600
5020-00 - P/R - Tax Expense	845	1,165	(320)	10,464	10,482	(18)	13,977
5030-00 - P/R - Health Insurance Expense	1,808	1,633	175	16,060	14,691	1,369	19,590
5040-00 - P/R - Workmans Comp	109	172	(63)	586	1,549	(963)	2,065
5060-00 - 401 (k)	466	555	(89)	5,162	4,992	170	6,657
5070-00 - Other Benefits and Expenses	42	84	(42)	378	752	(374)	1,004
5000-00 - Salaries & Wages - Other	11,649	13,236	(1,587)	108,199	119,119	(10,920)	158,827
Total 5000-00 - Salaries & Wages	15,206	17,478	(2,272)	154,054	157,286	(3,232)	209,720
5100-00 - Rent							
5110-00 - Utilities	87	70	17	680	630	50	840
5140-00 - Repairs & Maintenance	30	43	(13)	599	388	211	517
5150-00 - Office - Cleaning	128	102	26	824	917	(93)	1,223
5100-00 - Rent - Other	1,123	953	170	9,422	8,574	848	11,433
Total 5100-00 - Rent	1,368	1,168	200	11,524	10,509	1,015	14,013
5310-00 - Telephone							
5320-00 - Telephone	281	206	75	1,968	1,854	112	2,472
Total 5310-00 - Telephone	281	206	75	1,968	1,854	112	2,472
5420-00 - Mail - USPS	0	42	(42)	98	374	(276)	500
5510-00 - Insurance/Bonding	0	115	(115)	213	1,032	(819)	1,377
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	30			272	0	272	0
5520-00 - Supplies - Other	33	52	(19)	548	462	86	618
Total 5520-00 - Supplies	63	52	11	820	462	358	618
5610-00 - Depreciation	0	8	(8)	0	70	(70)	94
5700-00 - Equipment Support & Maintenance	0	140	(140)	120	1,265	(1,145)	1,685
5710-00 - Taxes, Licenses & Fees	0	8	(8)	0	72	(72)	96
5740-00 - Equipment Rental/Leasing	142	155	(13)	1,204	1,391	(187)	1,856
5800-00 - Training Seminars	38			38	0	38	0
6730-00 - Marketing Cooperative/Media	10,268	10,268	0	92,415	92,415	0	123,219
8200-00 - Associate Relations	0	25	(25)	0	225	(225)	300
8810-00 - Dues & Subscriptions	0	83	(83)	0	751	(751)	1,000
8920-00 - Bad Debt	0			733			
Total Expense	27,366	29,748	(2,382)	263,186	267,706	(4,520)	356,950
Net Ordinary Income	2,785	4,479	(1,694)	47,052	42,214	4,839	55,249
Other Income/Expense							
Other Expense							
8990-00 - Allocated	0	4,479	(4,479)	34,403	42,214	(7,810)	55,249
Total Other Expense	0	4,479	(4,479)	34,403	42,214	(7,810)	55,249
Net Other Income	0	(4,479)	4,479	(34,403)	(42,214)	7,810	(55,249)
Net Income	2,785	0	2,785	12,649	0	12,649	0

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Accrual Basis

North Lake Tahoe Resort Association Profit & Loss Budget Performance

42 - Visitor Center

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	34,491	37,824	(3,333)	318,764	339,746	(20,982)	446,844
46000 • Merchandise Sales							
4602-00 • Non-Retail VIC Income	0	500	(500)	2,959	8,000	(5,041)	9,500
46000 • Merchandise Sales - Other	5,836	4,500	1,136	78,094	63,600	12,494	95,000
Total 46000 • Merchandise Sales	5,836	5,000	636	79,053	71,600	7,453	104,500
Total Income	40,127	42,824	(2,697)	397,818	411,346	(13,528)	553,344
Gross Profit	40,127	42,824	(2,697)	397,818	411,346	(13,528)	553,344
Expense							
6000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	900	1,208	(308)	11,599	13,223	(1,624)	17,550
5030-00 • P/R - Health Insurance Expense	1,897	1,806	91	13,488	16,254	(2,766)	21,672
5040-00 • P/R - Workmans Comp	493	403	90	2,378	3,909	(1,531)	5,193
5060-00 • 401 (k)	442	537	(95)	4,700	5,213	(513)	6,924
5070-00 • Other Benefits and Expenses	82	102	(20)	698	919	(221)	1,225
6000-00 • Salaries & Wages - Other	12,117	13,425	(1,308)	128,616	130,328	(1,712)	173,103
Total 6000-00 • Salaries & Wages	15,931	17,481	(1,550)	161,480	169,846	(8,366)	225,667
5100-00 • Rent							
5110-00 • Utilities	495	700	(205)	5,339	5,900	(561)	7,650
5140-00 • Repairs & Maintenance	(826)	2,292	(3,118)	5,139	20,624	(15,485)	27,500
5150-00 • Office - Cleaning	26	237	(211)	344	2,136	(1,792)	2,847
5100-00 • Rent - Other	6,375	7,025	(650)	59,367	63,222	(3,855)	84,297
Total 5100-00 • Rent	6,069	10,254	(4,185)	70,208	91,882	(21,674)	122,294
5310-00 • Telephone							
5320-00 • Telephone	220			4,709	0	4,709	0
5310-00 • Telephone - Other	0	461	(461)	0	4,152	(4,152)	5,535
Total 5310-00 • Telephone	220	461	(241)	4,709	4,152	557	5,535
5420-00 • Mail - USPS							
5480-00 • Mail - Fed Ex	0			54	0	54	0
5420-00 • Mail - USPS - Other	0	145	(145)	358	1,309	(951)	1,744
Total 5420-00 • Mail - USPS	0	145	(145)	411	1,309	(898)	1,744
5510-00 • Insurance/Bonding	0	146	(146)	1,132	1,315	(183)	1,753
5520-00 • Supplies							
5525-00 • Supplies - Computer <\$1000	12	125	(113)	342	1,125	(783)	1,500
5520-00 • Supplies - Other	988	473	515	4,658	5,956	(1,298)	7,375
Total 5520-00 • Supplies	999	598	401	5,000	7,081	(2,081)	8,875
5610-00 • Depreciation	118	87	31	1,062	788	274	1,049
5700-00 • Equipment Support & Maintenance	0	300	(300)	280	2,700	(2,420)	3,600
5710-00 • Taxes, Licenses & Fees	0			0	155	(155)	155
5740-00 • Equipment Rental/Leasing	235	429	(194)	2,370	3,893	(1,493)	5,150
5800-00 • Training Seminars	54	0	54	120	5,000	(4,880)	5,000
5850-00 • Artist of Month - Commissions	0	458	(458)	2,413	4,126	(1,713)	5,600
6740-00 • Media/Collateral/Production	0			1,278	0	1,278	0
6742-00 • Non-NLT Co-Op Marketing Program	(6,800)	3,483	(10,283)	2,400	31,351	(28,951)	41,800
8100-00 • Cost of Goods Sold							
51100 • Freight and Shipping Costs	0			943	0	943	0
52600 • Purchase Discounts	(0)			(40)	0	(40)	0
53900 • POS Inventory Adjustments	0			28	0	28	0
8100-00 • Cost of Goods Sold - Other	3,294	2,363	931	40,572	33,389	7,183	49,875
Total 8100-00 • Cost of Goods Sold	3,294	2,363	931	41,503	33,389	8,114	49,875
8200-00 • Associate Relations	0	58	(58)	75	526	(451)	700
8530-00 • Credit Card Fees	69	175	(106)	2,349	2,508	(157)	3,658
8700-00 • Automobile Expenses	114	45	69	642	595	47	750
8750-00 • Meals/Meetings	24	67	(43)	108	599	(491)	800
8810-00 • Dues & Subscriptions	0	167	(167)	48	1,499	(1,451)	2,000
8910-00 • Travel	0	0	0	0	100	(100)	1,100
Total Expense	20,328	36,717	(16,389)	297,588	362,782	(65,195)	467,005
Net Ordinary Income	19,800	6,107	13,692	100,230	48,564	51,666	66,339
Other Income/Expense							
Other Expense							
8990-00 • Allocated	0	6,107	(6,107)	46,914	57,564	(10,650)	75,339
Total Other Expense	0	6,107	(6,107)	46,914	57,564	(10,650)	75,339
Net Other Income	0	(6,107)	6,107	(46,914)	(57,564)	10,650	(75,339)
Net Income	19,800	0	19,800	53,317	(9,000)	62,317	(9,000)

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

Accrual Basis

51 - TMPI

	Mar 19	Budget	\$ Over Bu...	Jul '18 - M...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	721	721	0	6,475	6,524	(49)	8,677
Total Income	721	721	0	6,475	6,524	(49)	8,677
Gross Profit	721	721	0	6,475	6,524	(49)	8,677
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	33	(33)	(152)	301	(453)	401
5030-00 · P/R - Health Insurance Expense	3	4	(0)	52	32	21	42
5040-00 · P/R - Workmans Comp	4	4	(0)	49	36	13	48
5060-00 · 401 (k)	20	23	(3)	231	204	27	272
5070-00 · Other Benefits and Expenses	0			3	0	3	0
5000-00 · Salaries & Wages - Other	652	567	85	6,348	5,099	1,249	6,798
Total 5000-00 · Salaries & Wages	679	630	49	6,531	5,671	860	7,561
5100-00 · Rent							
5110-00 · Utilities	0			36			
5140-00 · Repairs & Maintenance	0			6			
5150-00 · Office - Cleaning	0			42			
5100-00 · Rent - Other	0			502	0	502	0
Total 5100-00 · Rent	0			586	0	586	0
5310-00 · Telephone							
5320-00 · Telephone	0			230			
Total 5310-00 · Telephone	0			230	0	230	0
5420-00 · Mail - USPS	0			19	0	19	0
5510-00 · Insurance/Bonding	0			64	0	64	0
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0			71			
5520-00 · Supplies - Other	0			17	0	17	0
Total 5520-00 · Supplies	0			88	0	88	0
5740-00 · Equipment Rental/Leasing	0			217	0	217	0
8700-00 · Automobile Expenses	0			26	0	26	0
8750-00 · Meals/Meetings	0			3	0	3	0
Total Expense	679	630	49	7,763	5,671	2,092	7,561
Net Ordinary Income	41	90	(49)	(1,288)	853	(2,141)	1,116
Other Income/Expense							
Other Expense							
8990-00 · Allocated	82	90	(9)	777	853	(76)	1,116
Total Other Expense	82	90	(9)	777	853	(76)	1,116
Net Other Income	(82)	(90)	9	(777)	(853)	76	(1,116)
Net Income	(41)	0	(41)	(2,065)	0	(2,065)	0

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

Accrual Basis

60 - Membership

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 - Membership Dues Revenue	11,941	10,750	1,191	102,085	95,850	6,235	128,000
4250-00 - Revenues-Membership Activities							
4250-01 - Community Awards							
4250-04 - Silent Auction	0	0	0	0	0	0	19,000
4250-05 - Sponsorships	0	0	0	0	0	0	13,000
4250-01 - Community Awards - Other	0	0	0	0	0	0	18,000
Total 4250-01 - Community Awards	0	0	0	0	0	0	50,000
4250-02 - Chamber Events	1,018	208	810	2,702	1,876	826	2,500
4250-03 - Summer/Winter Rec Luncheon	0	0	0	2,622	4,000	(1,378)	8,000
4251-00 - Tues AM Breakfast Club							
4251-01 - Tues AM Breakfast Club Sponsors	500	300	200	2,500	2,150	350	3,050
4251-00 - Tues AM Breakfast Club - Other	585	580	5	4,262	5,220	(958)	6,960
Total 4251-00 - Tues AM Breakfast Club	1,085	880	205	6,762	7,370	(608)	10,010
4250-00 - Revenues-Membership Activities - Other	(210)			3,498	0	3,498	0
Total 4250-00 - Revenues-Membership Activities	1,893	1,088	805	15,585	13,246	2,339	70,510
4252-00 - Sponsorships	0			600	0	600	0
4253-00 - Revenue- Other	0			6			
Total Income	13,834	11,838	1,996	118,276	109,096	9,180	198,510
Gross Profit	13,834	11,838	1,996	118,276	109,096	9,180	198,510
Expense							
5000-00 - Salaries & Wages							
5000-01 - In-Market Administration	(1,375)	(1,375)	0	(12,375)	(12,375)	0	(16,500)
5020-00 - P/R - Tax Expense	383	547	(164)	3,972	4,925	(953)	6,566
5030-00 - P/R - Health Insurance Expense	1,459	888	571	8,703	7,992	711	10,656
5040-00 - P/R - Workmans Comp	44	7	37	275	66	209	87
5060-00 - 401 (k)	227	262	(35)	2,072	2,359	(287)	3,145
5070-00 - Other Benefits and Expenses	54	66	(12)	174	594	(420)	792
5000-00 - Salaries & Wages - Other	6,685	6,553	132	61,760	58,977	2,783	78,636
Total 5000-00 - Salaries & Wages	7,477	6,948	529	64,580	62,538	2,042	83,382
5100-00 - Rent							
5110-00 - Utilities	41	50	(9)	262	455	(193)	605
5140-00 - Repairs & Maintenance	30	25	5	460	225	235	300
5150-00 - Office - Cleaning	61	78	(17)	272	820	(548)	1,177
5100-00 - Rent - Other	617	819	(202)	3,551	7,369	(3,818)	9,826
Total 5100-00 - Rent	748	972	(224)	4,545	8,869	(4,324)	11,908
5310-00 - Telephone							
5320-00 - Telephone	125	253	(128)	1,297	2,277	(980)	3,036
Total 5310-00 - Telephone	125	253	(128)	1,297	2,277	(980)	3,036
5420-00 - Mail - USPS	0	250	(250)	88	850	(762)	1,000
5510-00 - Insurance/Bonding	0	55	(55)	242	610	(368)	775
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	43			685	500	185	500
5520-00 - Supplies - Other	40	83	(43)	606	751	(145)	1,000
Total 5520-00 - Supplies	84	83	1	1,292	1,251	41	1,500
5610-00 - Depreciation	0	8	(8)	0	72	(72)	96
5700-00 - Equipment Support & Maintenance	0	56	(56)	0	504	(504)	672
5710-00 - Taxes, Licenses & Fees	0	50	(50)	0	150	(150)	200
5740-00 - Equipment Rental/Leasing	176	250	(74)	1,594	2,240	(646)	2,990
5800-00 - Training Seminars	19	0	19	3,721	1,950	1,771	1,950
5900-00 - Professional Fees							
5921-00 - Professional Fees - Other	0	375	(375)	0	1,125	(1,125)	1,500
Total 5900-00 - Professional Fees	0	375	(375)	0	1,125	(1,125)	1,500
6420-00 - Events							
6422-00 - Event Media	0			(300)			
6424-00 - Event Operation Expenses	(458)			0			
Total 6420-00 - Events	(458)			(300)			
6423-00 - Membership Activities							
6434-00 - Community Awards Dinner	1,115	0	1,115	1,115	0	1,115	27,500
6436-00 - Membership - Wnt/Sum Rec Lunch	0	0	0	3,469	2,500	969	5,000
6437-00 - Tuesday Morning Breakfast Club	1,570	650	920	4,120	5,200	(1,081)	7,150
6441-00 - Membership - Miscellaneous Exp	0			60			
6442-00 - Public Relations/Website	8,554	344	8,210	16,491	4,596	11,895	5,628
6423-00 - Membership Activities - Other	2,217			7,802	0	7,802	0
Total 6423-00 - Membership Activities	13,456	994	12,462	33,056	12,296	20,760	45,278
8100-00 - Cost of Goods Sold	0			707			
8200-00 - Associate Relations	0	67	(67)	0	599	(599)	800

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

Accrual Basis

60 - Membership

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
8500-00 • Credit Card Fees	268	155	113	2,073	1,595	478	3,000
8700-00 • Automobile Expenses	22	78	(56)	359	699	(340)	933
8750-00 • Meals/Meetings	58	150	(92)	772	1,350	(578)	1,800
8810-00 • Dues & Subscriptions	0	35	(35)	530	315	215	420
8920-00 • Bad Debt	540			4,390	0	4,390	0
Total Expense	22,515	10,779	11,736	118,946	99,290	19,656	161,240
Net Ordinary Income	(8,681)	1,059	(9,740)	(670)	9,806	(10,476)	37,270
Other Income/Expense							
Other Expense							
8990-00 • Allocated	1,842	2,036	(194)	17,480	19,188	(1,708)	25,113
Total Other Expense	1,842	2,036	(194)	17,480	19,188	(1,708)	25,113
Net Other Income	(1,842)	(2,036)	194	(17,480)	(19,188)	1,708	(25,113)
Net Income	(10,523)	(977)	(9,546)	(18,150)	(9,382)	(8,768)	12,157

North Lake Tahoe Resort Association Profit & Loss Budget Performance

70 - Administration

Accrual Basis

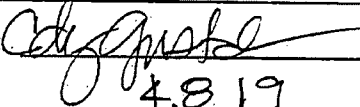
	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	1,762	2,130	(367)	18,010	19,166	(1,156)	25,555
5030-00 - P/R - Health Insurance Expense	2,151	2,648	(497)	15,550	23,828	(8,278)	31,770
5040-00 - P/R - Workmans Comp	170	182	(12)	1,220	1,638	(418)	2,184
5060-00 - 401 (k)	939	1,089	(151)	5,451	9,804	(4,353)	13,072
5070-00 - Other Benefits and Expenses	30	167	(137)	622	1,499	(877)	2,000
5000-00 - Salaries & Wages - Other	26,807	27,188	(381)	240,871	244,688	(3,816)	326,250
Total 5000-00 - Salaries & Wages	31,858	33,403	(1,545)	281,724	300,622	(18,898)	400,831
5100-00 - Rent							
5110-00 - Utilities	152	123	29	1,442	1,107	335	1,476
5140-00 - Repairs & Maintenance	1,295	375	920	4,015	3,375	640	4,500
5150-00 - Office - Cleaning	224	208	16	1,649	1,873	(224)	2,497
5100-00 - Rent - Other	2,280	2,176	104	22,785	19,579	3,206	26,107
Total 5100-00 - Rent	3,950	2,882	1,068	29,890	25,934	3,956	34,580
5310-00 - Telephone							
5320-00 - Telephone	681	1,000	(319)	7,185	9,000	(1,814)	12,000
5350-00 - Internet	0			25			
Total 5310-00 - Telephone	681	1,000	(319)	7,211	9,000	(1,789)	12,000
5420-00 - Mail - USPS							
5480-00 - Mail - Fed Ex	0			30	0	30	0
5420-00 - Mail - USPS - Other	500	88	412	1,201	795	406	1,059
Total 5420-00 - Mail - USPS	500	88	412	1,231	795	436	1,059
5510-00 - Insurance/Bonding	724			3,274	205	3,069	205
5520-00 - Supplies							
5525-00 - Supplies - Computer <\$1000	10			1,900	2,000	(100)	2,000
5520-00 - Supplies - Other	132	625	(493)	3,913	5,625	(1,712)	7,500
Total 5520-00 - Supplies	142	625	(483)	5,813	7,625	(1,812)	9,500
5610-00 - Depreciation	0	54	(54)	218	488	(270)	650
5700-00 - Equipment Support & Maintenance	2	330	(328)	2,165	2,985	(799)	3,955
5710-00 - Taxes, Licenses & Fees	1,270	1,042	228	6,183	9,374	(1,191)	12,500
5740-00 - Equipment Rental/Leasing	356	329	27	2,976	2,983	13	3,950
5800-00 - Training Seminars	0	417	(417)	774	3,749	(2,975)	5,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	40	625	(585)	1,000	5,625	(4,625)	7,500
5920-00 - Professional Fees - Accountant	0			21,000	25,000	(4,000)	25,000
5921-00 - Professional Fees - Other	0	1,500	(1,500)	6,610	15,000	(8,390)	19,500
Total 5900-00 - Professional Fees	40	2,125	(2,085)	28,610	45,625	(17,015)	52,000
6420-00 - Events							
6422-00 - Event Media	0			300			
Total 6420-00 - Events	0			300			
6423-00 - Membership Activities							
6442-00 - Public Relations/Website	0			(300)			
Total 6423-00 - Membership Activities	0			(300)	0	(300)	0
7500-00 - Trade Shows/Travel	0			372			
8200-00 - Associate Relations	92	333	(241)	2,079	3,001	(922)	4,000
8300-00 - Board Functions	161	1,500	(1,339)	6,178	4,050	2,128	4,500
8500-00 - Credit Card Fees	0			310	0	310	0
8600-00 - Additional Opportunities	0	467	(467)	0	4,199	(4,199)	5,600
8700-00 - Automobile Expenses	114	250	(136)	1,795	2,250	(455)	3,000
8750-00 - Meals/Meetings	630	120	510	1,845	1,080	765	1,440
8810-00 - Dues & Subscriptions	417	275	142	3,888	2,475	1,413	3,300
Total Expense	40,936	45,240	(4,304)	388,538	426,400	(37,863)	558,070
Net Ordinary Income	(40,936)	(45,240)	4,304	(388,538)	(426,400)	37,863	(558,070)
Other Income/Expense							
Other Income							
4700-00 - Revenues - Interest & Investment	0			17			
Total Other Income	0			17			
Other Expense							
8990-00 - Allocated	(40,936)	(45,240)	4,304	(388,443)	(426,400)	37,957	(558,070)
Total Other Expense	(40,936)	(45,240)	4,304	(388,443)	(426,400)	37,957	(558,070)
Net Other Income	40,936	45,240	(4,304)	388,461	426,400	(37,940)	558,070
Net Income	0	0	0	(77)	0	(77)	0

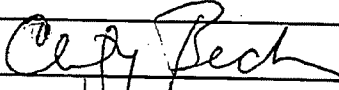
NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

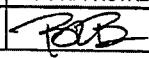
Employee Expense Report

Month/Yr March 2019
 Employee Gustafson, Cindy

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
03.04.2019	A	Squaw Valley Resort	112064536	Adult Tram for visiting St. Paul Winter Carnival "Vulcans"	\$62.30		8600-00/11
03.08.2019	B	Sunnyside Restaurant	70015	Staff Relations - Daphne Lange going away appetizers	\$92.00		8200-00/70
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1	Mileage	See Attached Mileage Report				
			Mileage Reimbursed Through Payroll			\$95.12 \$0.00	8700-00-70
TOTAL - CREDIT CARD EXPENSES					\$154.30		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$95.12 \$0.00	

Signed By: 
 Date: 4.8.19

Approved By: 
 Date: 4/24/19

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	
4/8/19 MS	4/8/19 MS		4/11/19		

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA) MILEAGE REIMBURSEMENT

EMPLOYEE NAME: Gustafson, Cindy

REPORT MONTH: Mar-19

[illegible]



BANK OF THE WEST
BNP PARIBAS

BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0108-6903
Statement Date	MAR 28, 2019
Total Activity	\$154.52

**** 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	\$154.52		\$0.00		\$0.00		\$154.52

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
03-04	03-03	55436879062640623460436 Tax ID: 453250627 Mer Zip: 96146	SQUAW VALLEY RESORT OLYMPIC VALLECA	62.30
03-08	03-06	25536069067101015214365 Tran: 0000000001940001 Tax ID: 680087754 Mer Zip: 96145 Dest Zip: 96145	SUNNYSIDE RESTAURA TAHOE CITY CA	92.22

(A)
(B)

For Customer Service, Call: 1-866-432-8161	Account Number	Account Summary	
	XXXX-XXXX-0108-6903	Purchases & Other Charges	\$154.52
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	MAR 28, 2019	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$50,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$154.52
	\$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.

SQUAW VALLEY ALPINE MEADOWS

Guest Receipt

Qty	Item	Amount
-1	Adult Group Tram DTL. Product Code: 31898	-34.00
-1	Adult Group Tram DTL. Product Code: 31898	-34.00
-1	Adult Group Tram DTL. Product Code: 31898	-34.00
-1	Adult Group Tram DTL. Product Code: 31898	-34.00
-1	Adult Group Tram DTL. Product Code: 31898	-34.00
1	AD Sightseeing - No Equipment Product Code: 11208	46.00
1	AD Sightseeing - No Equipment Product Code: 11208	46.00
1	AD Sightseeing - No Equipment Product Code: 11208	46.00
1	AD Sightseeing - No Equipment Product Code: 11208	46.00
1	AD Sightseeing - No Equipment Product Code: 11208	46.00

*Adult Tram for visiting
St. Paul Winter Carnival -*

SV/AM MMTD Assessment 2.30
Total: "Vulcans" 62.30

Mastercard 62.30
Card Number: XXXXXXXXXXXX6903

Signature: _____

3/3/2019 10:50 AM

Tran ID: 112064536

POS: 180

No Refunds - No Transfers - No Credits

(A)

*Daphne
going away*



Sunnyside

RESTAURANT & LODGE

Server: Randall 03/06/2019
Table 317/10 4:53 PM
Guests: 0 70015
Order Type: Order

Carne Nachos	12.00
Zucchini (2 @11.00)	22.00
Calamari	15.00
Prosciutto Wrapped Prawns	15.00
One Taco Plate (2 @4.00)	8.00

Subtotal	72.00
Tax	5.22

Total	77.22
-------	-------

Balance Due	77.22
-------------	-------

Sunnyside Resort
Sunnyside Nights are Here!!
Wed. Tacos, Fri. Music&Martinis,Ox's Picks
Call for Info (530) 583-7200

Server: Randall
04:53 PM
Table 317/10

DOB: 03/06/2019
03/06/2019
7/70015

SALE

M/C 7340033
Card #XXXXXXXXXXXX6903
Magnetic card present: GUSTAFSON CINDY
Card Entry Method: S

Approval: 082521

Amount: \$77.22

+ Tip: 15-

= Total: 92-

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

X

Customer Copy

(B)

Louis A. Basile
Kelley R. Carroll*†
Peter H. Cuttitta*
Steven C. Gross*
Brian C. Hanley*
James L. Porter, Jr.*
James E. Simon
Ravn R. Whittington*



Aparna L. Reddy
David W. Wolfe*

Stephen C. Lieberman,
1941-2016
Dennis W. De Cuir, A Law
Corporation, Of Counsel

† Certified Specialist in Estate
Planning, Trust & Probate Law
(California Board of Legal
Specialization)

* Also licensed in Nevada

January 11, 2019

Cindy Gustafson, CEO
North Lake Tahoe Resort Association
cindy@gotahoenorth.com

*Re: Conflict of Interest Waiver – North Lake Tahoe Resort Association and Tahoe
City Public Utility District*

Dear Ms. Gustafson:

You have informed me that North Lake Tahoe Resort Association (“NTRA”) and Tahoe City Public Utility District (“District”), are in negotiations with respect to the Tahoe City Golf Course Memorandum of Understanding (“MOU”) and each have asked our firm to assist it with respect to the negotiations. As you are aware, in addition to representing NLTRA, we also represent District in a variety of matters.

Conflicts of interest in matters such as this are governed by California Rules of Professional Conduct, Rule 1.7, which provides as follows:

- (a) A lawyer shall not, without informed written consent from each client and compliance with paragraph (d), represent a client if the representation is directly adverse to another client in the same or a separate matter.
- (b) A lawyer shall not, without informed written consent from each affected client and compliance with paragraph (d), represent a client if there is a significant risk the lawyer’s representation of the client will be materially limited by the lawyer’s responsibilities to or relationships with another client, a former client or a third person, or by the lawyer’s own interests.
- (c) Even when a significant risk requiring a lawyer to comply with paragraph (b) is not present, a lawyer shall not represent a client without written disclosure of the relationship to the client and compliance with paragraph (d) where:
 - (1) the lawyer has, or knows that another lawyer in the lawyer’s firm has, a legal, business, financial, professional, or personal relationship with or responsibility to a party or witness in the same matter; or

{00807911.DOC 1 }

(2) the lawyer knows or reasonably should know that another party's lawyer is a spouse, parent, child, or sibling of the lawyer, lives with the lawyer, is a client of the lawyer or another lawyer in the lawyer's firm, or has an intimate personal relationship with the lawyer.

(d) Representation is permitted under this rule only if the lawyer complies with paragraphs (a), (b), and (c), and:

(1) the lawyer reasonably believes that the lawyer will be able to provide competent and diligent representation to each affected client;

(2) the representation is not prohibited by law; and

(3) the representation does not involve the assertion of a claim by one client against another client represented by the lawyer in the same litigation or other proceeding before a tribunal.

(e) For purposes of this rule, "matter" includes any judicial or other proceeding, application, request for a ruling or other determination, contract, transaction, claim, controversy, investigation, charge, accusation, arrest, or other deliberation, decision, or action that is focused on the interests of specific persons, or a discrete and identifiable class of persons.

Under our ethical rules, we may only represent clients with conflicting or potentially conflicting interests if the clients provide written, informed consent to waive the conflict after disclosure of the actual and reasonably foreseeable adverse consequences. We believe we will be able to provide competent and diligent representation to both of you in this matter in compliance with the ethical rules. It is important that you agree to keep our firm apprised of any other potential or actual conflicts of interest that you become aware of in the future.

Nevertheless, our representations as set forth in this letter raise issues that you should carefully consider. For example, clients asked to waive conflicts of interests should consider (i) whether there is any material risk that their attorney will be less zealous or eager on their behalf due to the conflicts and (ii) whether their attorney's independent professional judgment could be affected by those of another client. You should also consider whether there is any material risk that we have acquired or will acquire any knowledge of your confidential business affairs which if inadvertently disclosed would be detrimental to you. We do not believe that there is a material risk of any of the foregoing in our representation of both of you in this matter.

If at any time during the course of this firm's representation of District with respect to negotiations of the MOU you believe that our representation of it may be detrimental to your interests, we ask that you agree to notify us immediately so that we may discontinue such representation. In the event of termination of such representation, we reserve the right to continue representing the District and NLTRA on other matters to the extent allowable under our attorney ethical rules.

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Regardless of whether any actual conflict of interest arises, we will not be able to disclose any confidential and/or privileged information that we acquire in our representation of District to the NLTRA or any confidential and/or privileged information that we acquire in our representation of NLTRA to District. We suggest that you consult an independent attorney to discuss the conflicts of interests involved here and the risks and consequences for the District arising therefrom.

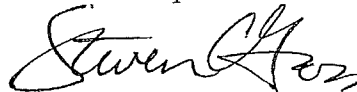
Accordingly, if you reasonably believe that it is in your best interests to waive the potential conflict of interest described herein, then please sign and return to us a copy of this letter acknowledging and agreeing that:

1. NLTRA has been advised of our firm's intent to represent District, and has been further advised that a conflict of interest may exist in this firm's representation of NLTRA and District with respect to negotiation of the MOU;
2. NLTRA has been advised that should a conflict of interest develop between NLTRA and District that cannot be resolved by mutual agreement, this firm has reserved the right by written agreement with District to continue representation of NLTRA in other matters not related to the conflicted matter;
3. NLTRA has been advised that NLTRA has the right to seek, and that NLTRA should seek, independent counsel regarding the conflict of interest and potential conflicts of interest identified in this letter; and
4. Having been advised in this letter of the conflict of interest and potential for further conflicts of interest between District and NLTRA, NLTRA nevertheless agrees to waive the conflict of interest referenced in this letter and consents to this firm's representation of District in connection with the matter referenced in this letter.

Thank you very much for addressing these concerns. Should you have any questions or concerns regarding this letter, please discuss them with us before signing and returning this letter.

Very truly yours,

PORTER SIMON
Professional Corporation



STEVEN C. GROSS
gross@portersimon.com

[Consent/Signatures on following page]

{00807911.DOC 1 }

* * * * *

CONSENT

NLTRA acknowledges receipt of the conflict of waiver disclosure and agrees to waive the conflict of interest as set forth above.

NORTH LAKE TAHOE RESORT ASSOCIATION

Date: _____, 2019

By: _____

Name: _____

Its: _____



north lake tahoe

Chamber | CVB | Resort Association

Date: May 2, 2019

TO: Board of Directors

FROM: Bonnie Bavetta, CFO

RE: Resolution Appointing Signatories for NLTRA and NLTMC Bank Accounts

Action Requested:

With the recent departure of Cindy Gustafson, we are required to provide an updated resolution to establish current signers on all bank accounts.

Background:

The bank accounts require two signers on every check. Prior to Cindy's departure, authorized signers were Cindy Gustafson, Bonnie Bavetta, Elizabeth Bowling, Amber Burke and Brett Williams. With the departure of Cindy, it is proposed that she be removed as an authorized signer and that Bonnie Bavetta, Elizabeth Bowling, Amber Burke and Brett Williams remain as signers.

Recommendation:

Staff recommends that the Board approve this resolution, removing Cindy Gustafson as signer on the accounts, and that the Secretary affirm such to the institutions requiring notification.



north lake tahoe

Chamber | CVB | Resort Association

Resolution 2019.02: Appointing Bank Signatories

WHEREAS, at its May 8, 2019 North Lake Tahoe Resort Association Board of Directors meeting, the Board removed Cindy Gustafson as an official signer for company bank accounts, and confirmed the following individuals as designated signatories for all company bank accounts:

- Bonnie Bavetta, Chief Financial Officer;
- Elizabeth Bowling, Director of Communications;
- Amber Burke, Marketing and Events Manager; and
- Brett Williams, Secretary.

WHEREAS, the Board of Directors has determined it to be in the best interest of the Corporation to remove terminated employees and keep the noted employees as signers for checking accounts through a banking resolution with The Bank of the West and Plumas Bank, be it:

RESOLVED, that the Corporation execute and deliver to said bank a duly signed original of the completed banking resolution as is annexed thereto, and that the authority and or removal of authority to transact business, including but not limited to the maintenance of savings and checking accounts of the Corporation, shall be as contained in said resolution with the named officers therein authorized to so act on behalf of the Corporation as specified hereto.

The undersigned hereby certifies that he/she is the duly elected and qualified Secretary and the custodian of the books and records and seal of North Lake Tahoe Resort Association, Inc., a corporation duly formed pursuant to the laws of the state of California and that the foregoing is a true record of a resolution duly adopted at a meeting of the Board of Directors of North Lake Tahoe Resort Association, Inc. and that said meeting was held in accordance with state law and the Bylaws of the above-named Corporation on May 8, 2019, and that said resolution is now in full force and effect without modification or rescission.

IN WITNESS WHEREOF, I have executed my name as Secretary this ____ day of May, 2019.

Brett Williams
Secretary of North Lake Tahoe Resort Association, Inc.



MEMORANDUM

Date: May 1, 2019

TO: NLTRA Board of Directors

FROM: Amber Burke, Director of Marketing

RE: NLT Summer Campaign Brand Positioning Recommendation

Action Requested:

Recommendation to the North Lake Tahoe Marketing Cooperative (NLTMC) to approve the “Summer’s Official Playground” brand positioning concept to incorporate into campaign messaging.

Background:

The NLTMC agency, Augustine Ideas, presented Coop staff with multiple summer brand positioning concepts. After a round of revisions, staff recommends the current “Summer’s Official Playground” concept to be incorporated into summer creative.

Brand positioning is the theme that the summer creative will encompass. Current trends, insights, the NLT strategy, voice and messaging pillars were all concerned in the creation and recommendation of this campaign.

The NLTMC will approve a summer concept at the May meeting for implementation in June.

Fiscal Impact:

No fiscal impact. The creation and implementation are already included in the Augustine contract and within the NLTMC budget.

Attachments:

- Augustine Ideas – North Lake Tahoe Summer Campaign Creative Concept Deck

A photograph of a person standing on a yellow surfboard in a lake. The person's legs are visible, and they are wearing dark shorts. The water is a deep blue-green color. In the background, there are several tall, thin evergreen trees under a clear sky. The overall scene is bright and sunny, suggesting a summer day.

SUMMER CREATIVE CONCEPTS



INSIGHTS & TRENDS

- Scenery is a top-rated “strength” for choosing a destination.
- Travel is increasingly driven by a location’s Instagram-ability.
- Health & wellness is still a top industry motivator as travelers seek a “work-life balance”.
- Experiential trend continues to be at the forefront with travelers preferring destinations that make them feel like a kid again.



THE DIFFERENTIATOR

Lake + Mountain + Towns + Events =
Unique Visitor Experience

THE ADVENTURE

Approachable world-class experiences
that are individually defined

THE UNDISCOVERED

New Experiences =
A New Lease on Life

REFRESH AND REJUVINATE

Summer is the ideal time for a
much needed escape

A photograph of a person standing in a forest, partially obscured by a large, semi-transparent green rectangular overlay. The person is wearing a light-colored shirt and dark pants. The background shows trees and a path.

CONCEPT 1



Summer's Official Playground

Most of us can't wait till summer to get away. It's that stirring deep inside each of us that longs to escape. School's out. The sun's out. And our desire to get out and enjoy it is human nature.

Thankfully, North Lake Tahoe is the perfect place to escape the nine to five with a thriving summer scene loaded with experiences meant to refresh, recharge and reinvigorate our souls.

There is no shortage of activities to check off everyone's list – from a scenic paddle to a picturesque hike, to lounging on the beach to hitting up the gaming and dining scene – there's so much to do in Summer's Official Playground.

North Lake Tahoe, It's Human Nature.



CONCEPT 2

The background of the entire page is a photograph of a lake under a blue sky with scattered white clouds. In the foreground, the wooden planks of a dock or pier are visible, extending from the bottom edge towards the water.

Seek Your True North

In life's journey, we are often uncertain of what we seek or where we're going. But our "true north" is our internal compass, it never changes. It always leads us where we need to go. And there's something about the summer season in North Lake Tahoe that beckons you – from the scenery to the atmosphere to the crystal blue water, no matter how many times you've been here, you can always have a new experience. North Lake Tahoe is so well positioned for the summer season with water activities, hiking, beaches, biking, golf, spa, gaming and sight-seeing, it truly is the ideal summer location. Anything you seek, you will find in your #TrueNorthLakeTahoe.

North Lake Tahoe, It's Human Nature.

NLTRA REPORT TO THE PLACER COUNTY BOARD OF SUPERVISORS

April 23, 2019

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NLTRA BOARD OF DIRECTORS

- Adam Wilson, Chair – Vail Resorts
- Samir Tuma, Vice Chair – Tahoe City Lodge
- Brett Williams, Secretary – Agate Bay Realty
- Christy Beck, Treasurer – Squaw Valley/
Alpine Meadows
- Greg Dallas, Sugar Bowl
- Dan Tester, Granite Peak Management
- Bruce Siegel, Ritz-Carlton, Lake Tahoe
- Andre Priemer, Resort at Squaw Creek
- Stephanie Hoffman, Granlibakken Resort
- Jim Phelan, Tahoe City Marina
- Aaron Rudnick, Truckee River Rafting
- Lynn Gibson, Keoki Galleries
- Tom Turner, Garwoods
- Chris Brown, Elevation Law
- Karen Plank, Cascade Snow Removal
- Gary Davis, JK Architecture & Planning
- Kevin Mitchell, Homewood Mtn. Resort

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NLTRA COMMITTEES

Finance

Christy Beck, Treasurer Squaw/Alpine
Jim Phelan, Tahoe City Marina
David Brown, CPA
Ramona Cruz, CPA Tahoe City PUD
Michael Salmon, CPA Tahoe Donner
Erin Casey, Placer County

Tourism Development

Brett Williams, Agate Bay Realty
Lynn Gibson, Gallery Keoki
Judith Kline, Tahoe Luxury Properties
Christine Horvath, Squaw/Alpine
Nicole Reitter, Tahoe Mountain Properties
Becky Moore, Granite Peak Prop. Mgmt.
Amber Kennedy, Tahoe Getaways
Kimberley Kilburn, Northstar
Terra Calejari, Resort at Squaw Creek
Tyler Gaffney, Tahoe Biltmore
Melissa Panico, MAP Events
Wendy Hummer, EXL Media
Erin Casey – Placer County

Business Assoc/Chamber Collaborative

Caroline Ross
 Squaw Valley Business Assoc.
Kylee Bigelow
 Tahoe City Downtown Assoc.
Joy Doyle
 North Tahoe Business Assoc.
Kay Williams
 West Shore Assoc.
Travis Mraz
 West Shore Café
Stephen Lamb
 PlumpJack Inn
Jody Poe
 Tahoe.com
Greg Long
 Incline Village Crystal Bay VB
Jim Phelan
 Tahoe City Marina
Karen Plank
 Donner Summit
Aaron Rudnick
 Sierra Northwest Properties
Erin Casey, Emily Setzer
 Placer County

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HISTORY OF PLACER COUNTY TOT FOR PROMOTIONS

- Since inception of Transient Occupancy Tax in 1964, Placer County has invested proceeds in a combination of services and promotions
- Originally funding flowed to Chamber of Commerce and Visitors & Convention Bureau for promotions & business development
- 1995 additional 2% increase in Eastern Placer County for infrastructure and transportation
- Funds for promotions, visitor services and business development flowed to the combined North Lake Tahoe Resort Association (Chamber & VCB)

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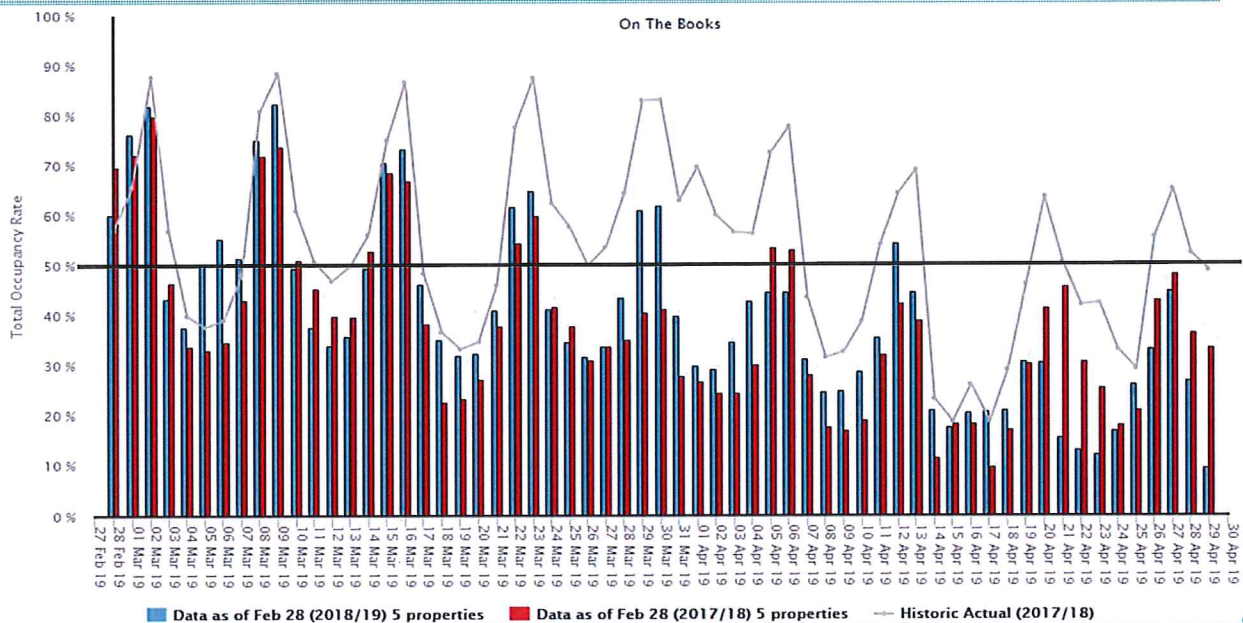
NLTRA CONTRACT - USE OF TRANSIENT OCCUPANCY TAX

2018-19 Budget for Tourism Development - \$3,800,670

• Marketing	\$ 2,983,000
Direct Marketing	\$1,550,000
Special Events	\$ 513,000
Business Association & Other	\$ 90,000
Direct Staffing	\$ 830,000
• Conference & Group Sales	\$ 352,000
• Visitor Information Services	\$ 456,000
• Tourism Master Plan Implementation	\$ 9,000

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OCCUPANCY FLUCTUATIONS



TOURISM DEVELOPMENT PRIORITIES

- Increasing DESTINATION visitation
increasing occupancy mid-week (extended stays) and
in non-peak or shoulder seasons
- Market emphasis – Reno direct flight markets
New York, Los Angeles, San Diego, Chicago, Austin, Houston
- Shoulder Season - closer destinations, drive markets



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TOURISM DEVELOPMENT STRATEGIES

- Public Relations / Social Media
- Content development – video series
- Digital media
- Special Events in off-peak periods – Winter Wondergrass, Spartan World Championships, Enduro World Championships
- International leisure sales – UK, Australia, Canada, Mexico
- Group and conference sales – focus on business and incentive travel



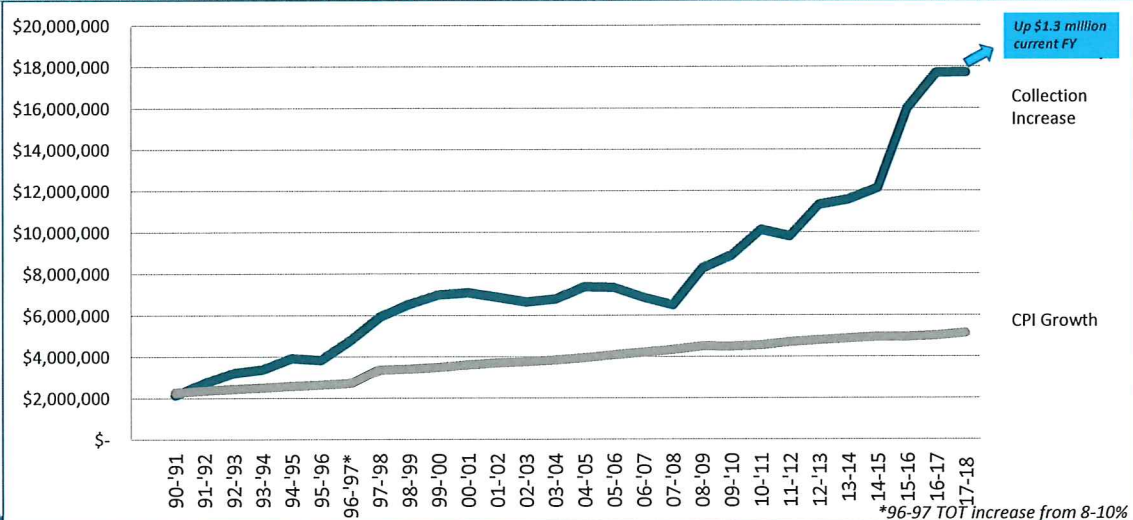
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TOURISM DEVELOPMENT RESULTS

- Track, monitor, and adjust all of our efforts to ensure results
- For FY18/19 increases in all Key Performance Indicators
- Contracted for independent evaluation of advertising efforts with Strategic Marketing and Research Insights (SMARI)
- Report indicated \$182 ROI per dollar spent, with \$153.8 million visitor spending, 84,101 influenced trips
- 4 times more effective than avg destination marketing organizations' campaigns
- Valuable input on our visitor demographics and motivators

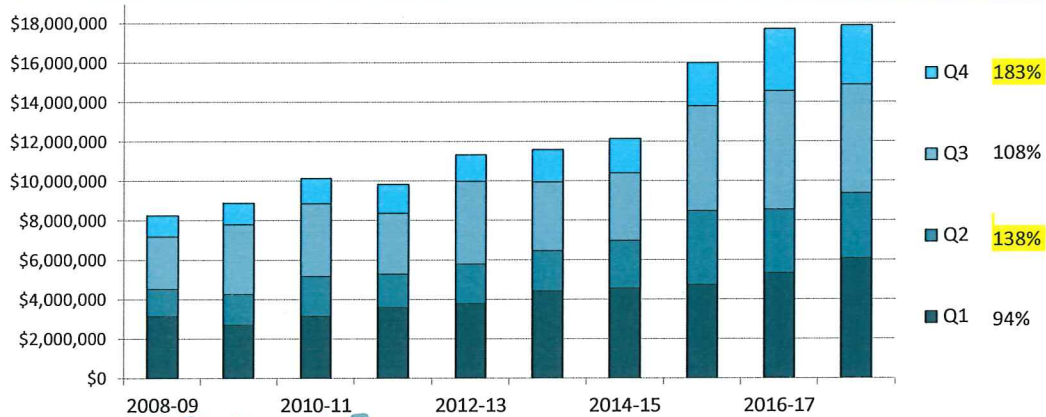
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EASTERN PLACER TRANSIENT OCCUPANCY TAX



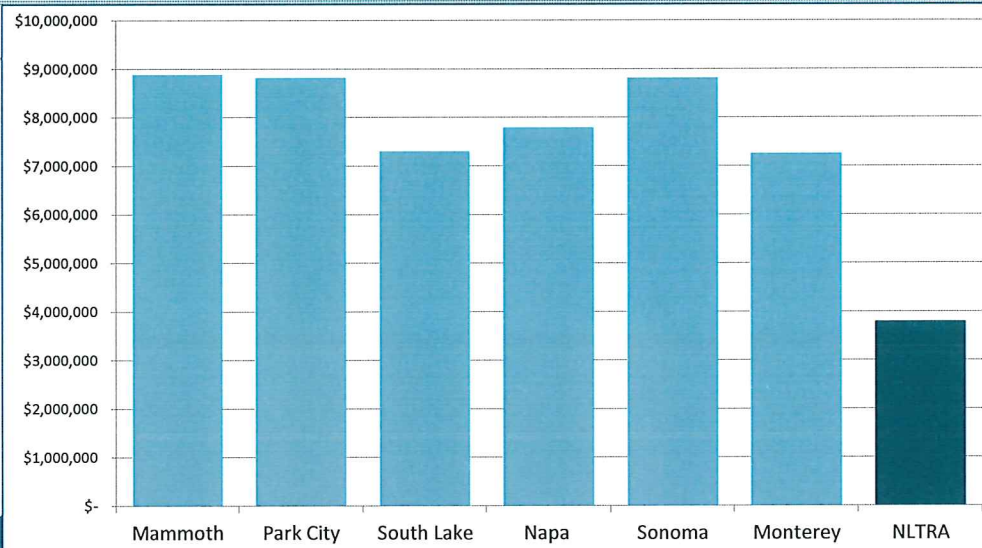
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GROWTH IN SHOULDER SEASON EXCEEDS GROWTH IN PEAK SEASONS



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COMPETITIVE DESTINATIONS: 2018-19 MARKETING BUDGETS



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NORTH LAKE TAHOE TOURISM MASTER PLAN

Adopted in 2015 by Placer County and NLTRA

Tier 1 Priorities – Summary of Additional Funding Needs		
	Annual	8 Year Estimate
Visitor Activities & Facilities	\$ 7,096,250	\$ 56,770,000
Transit	\$ 3,100,000	\$ 24,800,000
Marketing/Visitor Information	\$ 2,200,000	\$ 17,600,000
TOTAL Additional Funding Needed	\$ 12,396,250	\$ 99,170,000

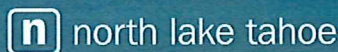


NLTRA 2018 PRIORITIES

NLTRA Board supports raising new revenues

Community supports raising new revenues

- 71% voters believe region needs additional funding (County Voter Survey)
- Strongest voter support to increase TOT, also support sales tax increase
- NLTRA Board of Directors support the concept of a TBID to expand business participation and create more equity in contributions



TOURISM BUSINESS IMPROVEMENT DISTRICTS

- 106 have been formed throughout California
- Formed through Property and Business Improvement District Law of 1994
- Businesses assess themselves, designed, created, and governed by those who pay the assessment (requires 50%+1 of the assessment to approve)
- Funds cannot be diverted to general government programs



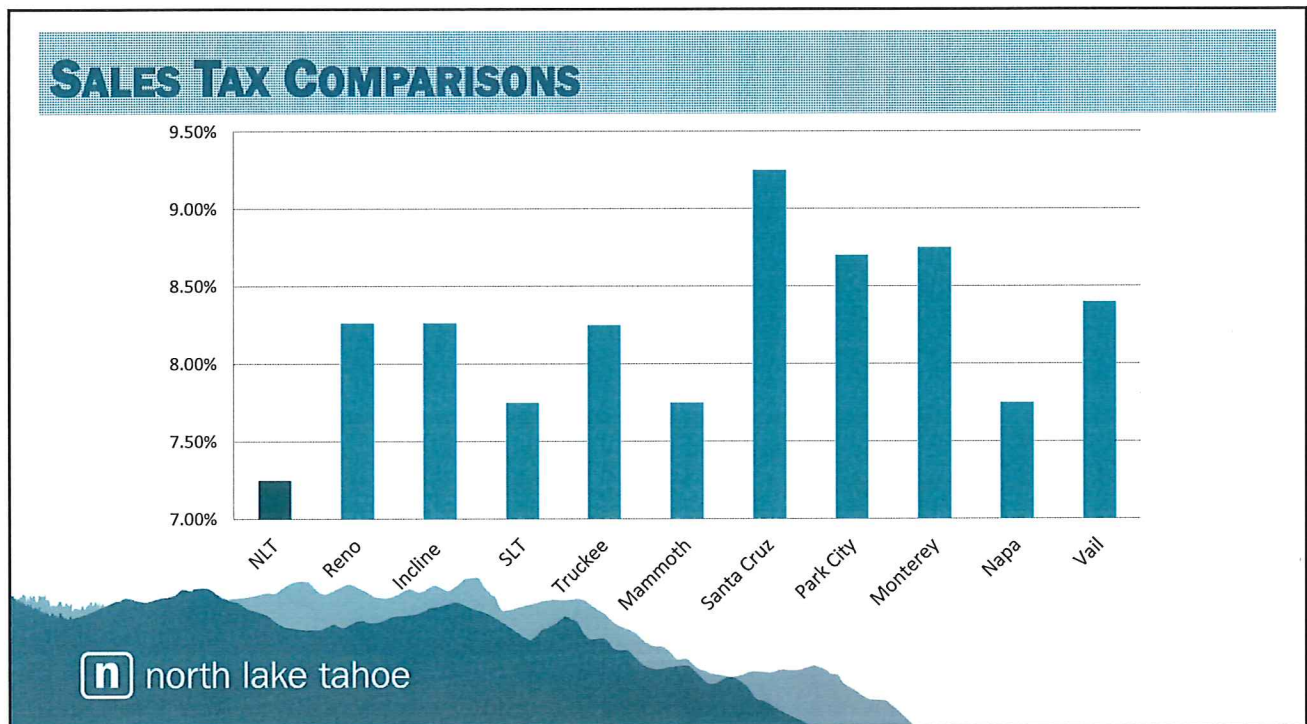
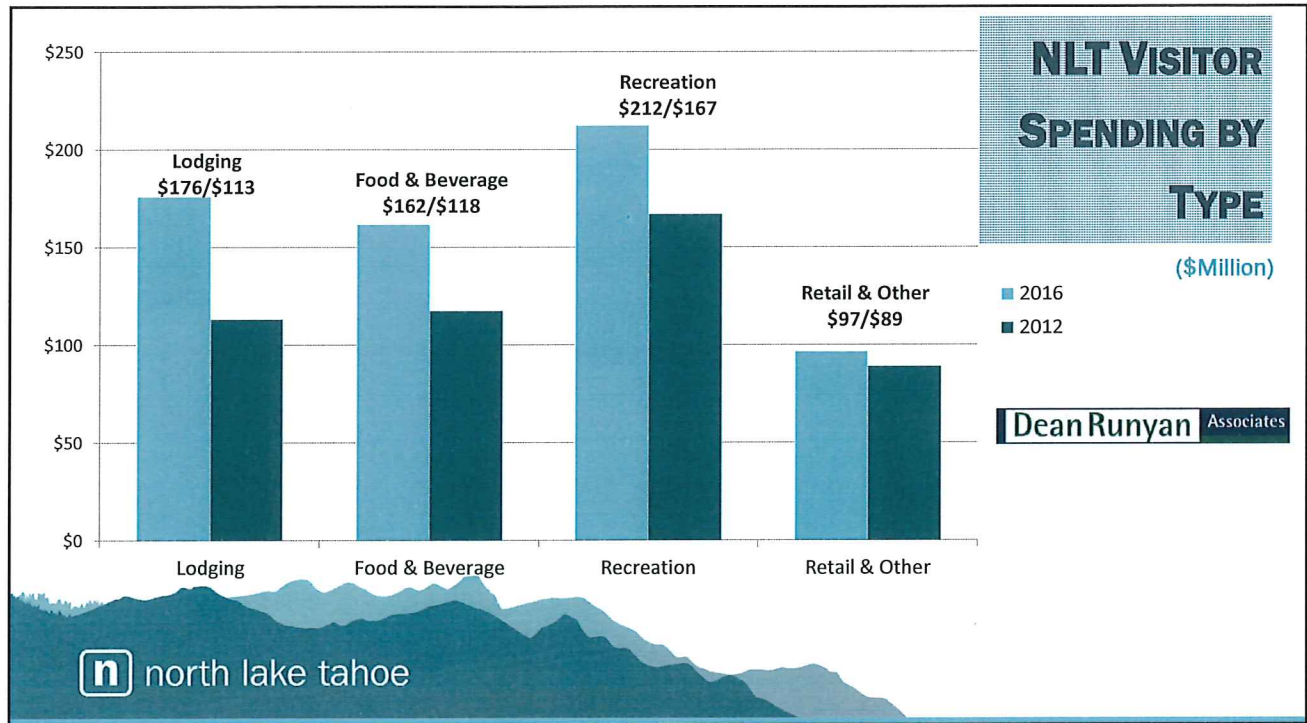
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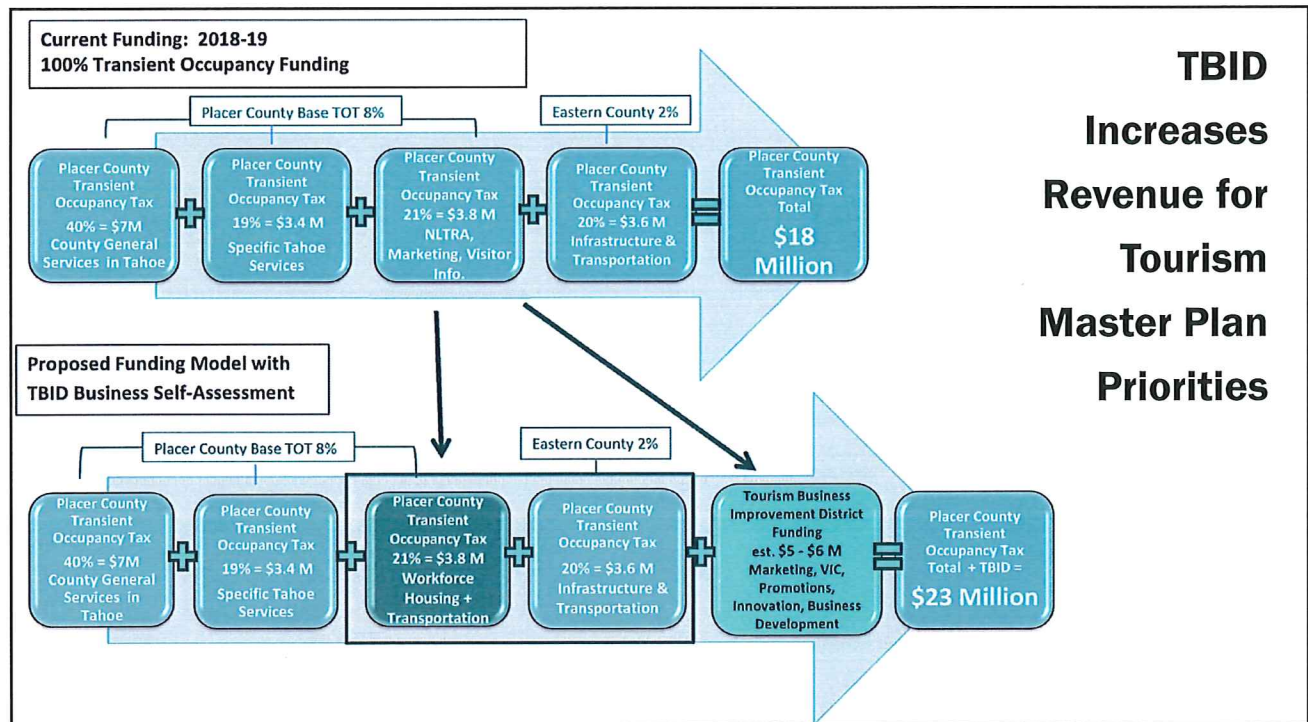
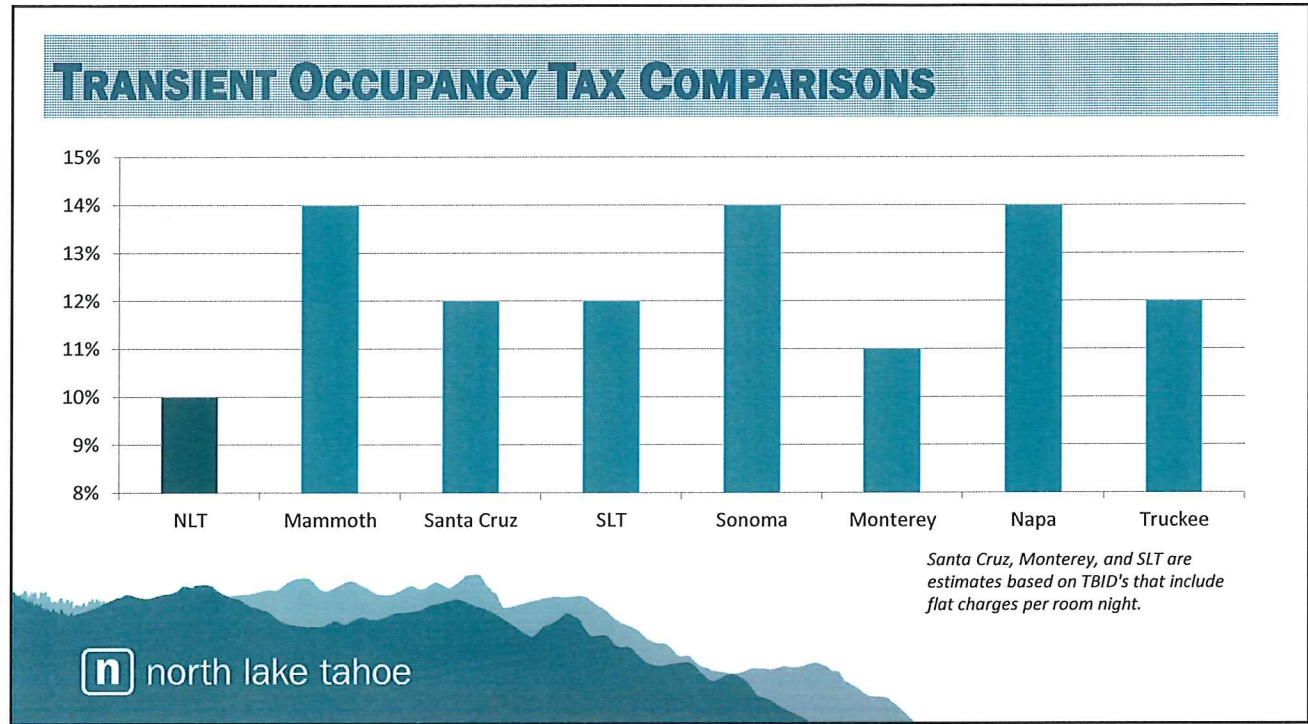
PRELIMINARY SUPPORT FOR TBID

- Replace TOT Funding for NLTRA with an independent source
- Guarantee 100% released TOT funding is used for tourism services and improvements - transportation, housing
- Raise funding from all sectors that benefit – not just lodging
- Eliminate membership fees Chamber and business associations
- Strengthen business support and community enhancements
- Commit support for renewal of current TOT in 2020 eliminating sunset



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PRELIMINARY CONCEPT FOR TBID

- Assessment on Lodging (1-2%) \$1.9 M - \$3.8 M
- Assessment on F&B, Retail (1%) \$2 - \$3 M
- Assessment on Activities (1%) \$ 500K*

* Phase 2 will estimate these revenues

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PROJECTED TIMELINE – NORTH LAKE TAHOE TBID

April	Kick-off of District Formation
April – July	Owner Outreach and Education
June	Develop draft Management District Plan (MDP)
July	Final MDP, Petition Resolutions by Placer County
July – September	Petition Drive
October	Resolution of Intention Placer County
October	Notice of Public Meeting/Hearing
November	Board of Supervisors – Public Meeting
December	Board of Supervisors – Public Hearing
December	District Formed
January 1, 2020	District begins collecting assessment

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THANKS FOR YOUR SUPPORT



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Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1270 Units ('DestiMetrics Census**') and 39.33% of 3229 total units in the North Lake Tahoe destination ('Destination Census***')

Last Month Performance: Current YTD vs. Previous YTD		2018/19	2017/18	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Mar) changed by (3.3%)	Occupancy (Mar) :	53.8%	52.1%	3.3%
North Lake Tahoe ADR for last month (Mar) changed by (5.5%)	ADR (Mar) :	\$ 296	\$ 280	5.5%
North Lake Tahoe RevPAR for last month (Mar) changed by (8.9%)	RevPAR (Mar) :	\$ 159	\$ 146	8.9%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Apr) changed by (-9.6%)	Occupancy (Apr) :	29.7%	32.9%	-9.6%
North Lake Tahoe ADR for next month (Apr) changed by (8.3%)	ADR (Apr) :	\$ 238	\$ 220	8.3%
North Lake Tahoe RevPAR for next month (Apr) changed by (-2.1%)	RevPAR (Apr) :	\$ 71	\$ 72	-2.1%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (15.6%)	Occupancy	49.0%	42.4%	15.6%
North Lake Tahoe ADR for the past 6 months changed by (0.4%)	ADR	\$ 301	\$ 300	0.4%
North Lake Tahoe RevPAR for the past 6 months changed by (16.1%)	RevPAR	\$ 148	\$ 127	16.1%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-2.4%)	Occupancy	28.2%	28.9%	-2.4%
North Lake Tahoe ADR for the future 6 months changed by (4.1%)	ADR	\$ 338	\$ 324	4.1%
North Lake Tahoe RevPAR for the future 6 months changed by (1.6%)	RevPAR	\$ 95	\$ 94	1.6%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Mar 31, 2019 vs. Previous Year				
Rooms Booked during last month (Mar,19) compared to Rooms Booked during the same period last year (Mar,18) for all arrival dates has changed by (0.8%)	Booking Pace (Mar)	8.7%	8.6%	0.8%

* 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 March 2019

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 18/19</u>	<u>FY 17/18</u>	<u>Variance</u>
Total Revenue Booked as of 3/31/19:	\$2,159,006	\$2,109,818	2%
Forecasted Commission for this Revenue:	\$45,705	\$55,984	-18%
Number of Room Nights:	12,224	12175	0%
Number of Delegates:	14946	10712	40%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$70,000	-29%

<u>Monthly Detail/Activity</u>	<u>March-19</u>	<u>March-18</u>	
<u>Number of Groups Booked:</u>	3	1	
Revenue Booked:	\$157,345	\$55,650	183%
Projected Commission:	\$9,853	\$0	
Room Nights:	717	350	105%
Number of Delegates:	350	70	400%

Booked Group Types:	2 Assoc. 1 Corp	1 Assoc.
Lost Business, # of Groups:	8	2

<u>Arrived in the month</u>	<u>March-19</u>	<u>March-18</u>	
Number of Groups:	2	3	
Revenue Arrived:	\$57,149	\$25,893	121%
Projected Commission:	\$0	\$0	
Room Nights:	221	108	105%
Number of Delegates:	142	100	42%

Arrived Group Types:	1 Corp. 1 Assoc.	1 Corp., 2 SMF
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Monthly Detail/Activity	<u>February-19</u>	<u>February-18</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$387,531	\$133,480	190%
Projected Commission:	\$2,849	\$2,569	11%
Room Nights:	2099	957	119%
Number of Delegates:	939	10315	-91%
	3 Corp., 2	1 Smf, 1 Film, 2	
Booked Group Types:	Assoc.	Corp.	
Lost Business, # of Groups:	12	0	

<u>Arrived in the month</u>	<u>February-19</u>	<u>February-18</u>	
Number of Groups:	1	5	
Revenue Arrived:	\$5,491	\$147,151	-96%
Projected Commission:	\$549	\$2,569	
Room Nights:	23	1016	-98%
Number of Delegates:	13	291	-96%

Arrived Group Types:	1 Corp.	4 Corp., 1 Film Crew
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Monthly Detail/Activity	<u>January-19</u>	<u>January-18</u>	
<u>Number of Groups Booked:</u>	6	13	
Revenue Booked:	\$728,273	\$518,936	40%
Projected Commission:	\$2,100	\$2,146	-2%
Room Nights:	2998	2845	5%
Number of Delegates:	3033	1153	163%
	3 Corp., 3	7 Corp., 6	
Booked Group Types:	Assoc.	Assoc.	
Lost Business, # of Groups:	0	4	
 <u>Arrived in the month</u>	 <u>January-19</u>	 <u>January-18</u>	
Number of Groups:	1	3	
Revenue Arrived:	\$33,378	\$57,116	-42%
Projected Commission:	\$0	\$0	
Room Nights:	78	244	-68%
Number of Delegates:	60	89	-33%
		1 Corp., 2	
Arrived Group Types:	1 Corp.	Assoc.	

Monthly Detail/Activity	<u>December-18</u>	<u>December-17</u>	
<u>Number of Groups Booked:</u>	7	1	
Revenue Booked:	\$357,079	\$4,500	7835%
Projected Commission:	\$6,635	\$0	
Room Nights:	1994	28	7021%
Number of Delegates:	1145	30	3717%
Booked Group Types:	Assoc.	1 SMF	
Lost Business, # of Groups:	6	4	
 <u>Arrived in the month</u>	 <u>December-18</u>	 <u>December-17</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$45,377	
Projected Commission:	\$0	\$0	
Room Nights:	0	153	
Number of Delegates:	0	64	
		1 Corp, 1	
Arrived Group Types:		Assoc.	

Monthly Detail/Activity	<u>November-18</u>	<u>November-17</u>	
<u>Number of Groups Booked:</u>	3	2	
Revenue Booked:	\$133,642	\$13,868	864%
Projected Commission:	\$7,252	\$551	1216%
Room Nights:	846	76	1013%
Number of Delegates:	355	34	944%
		1 Corp, 1	
Booked Group Types:	3 Corp.	Assoc.	
Lost Business, # of Groups:	9	10	
 <u>Arrived in the month</u>	 <u>November-18</u>	 <u>November-17</u>	

Number of Groups:	2	0
Revenue Arrived:	\$240,580	\$0
Projected Commission:	\$0	\$0
Room Nights:	1396	0
Number of Delegates:	470	0
	1 Corp., 1	
Arrived Group Types:	Assoc.	

Monthly Detail/Activity	<u>October-18</u>	<u>October-17</u>	
<u>Number of Groups Booked:</u>	4	5	
Revenue Booked:	\$124,184	\$221,137	-44%
Projected Commission:	\$0	\$5,257	-100%
Room Nights:	586	1099	-47%
Number of Delegates:	190	437	-57%
	2 Corp, 1 Smf,	2 Corp, 1	
Booked Group Types:	1 Semiar/Educ.	Assoc, 2 SMF	
Lost Business, # of Groups:	21	12	
 <u>Arrived in the month</u>	 <u>October-18</u>	 <u>October-17</u>	
Number of Groups:	4	6	
Revenue Arrived:	\$211,162	\$531,593	-60%
Projected Commission:	\$8,600	\$15,631	-45%
Room Nights:	1228	1586	-23%
Number of Delegates:	500	597	-16%
	4 Corp, 3	2 Corp, 3	
Arrived Group Types:	Assoc.	Assoc, 1 Govt.	

Monthly Detail/Activity	<u>September-18</u>	<u>September-17</u>	
<u>Number of Groups Booked:</u>	4	5	
Revenue Booked:	\$124,184	\$45,964	170%
Projected Commission:	\$0	\$2,568	-100%
Room Nights:	586	307	91%
Number of Delegates:	190	139	37%
	2 Corp, 1 Smf,	3 Corp, 1 Smf,	
Booked Group Types:	1 Semiar/Educ.	1 Film Crew	
Lost Business, # of Groups:	21	6	
 <u>Arrived in the month</u>	 <u>September-18</u>	 <u>September-17</u>	
Number of Groups:	7	6	
Revenue Arrived:	\$221,430	\$175,816	26%
Projected Commission:	\$3,863	\$4,434	-13%
Room Nights:	1140	957	19%
Number of Delegates:	506	388	30%
	4 Corp, 3	3 Corp, 1	
Arrived Group Types:	Assoc.	Assoc., 1 Smf,	
		1 Film crew	

Monthly Detail/Activity	<u>August-18</u>	<u>August-17</u>	
<u>Number of Groups Booked:</u>	4	2	
Revenue Booked:	\$248,395	\$58,220	327%

Projected Commission:	\$66	\$2,560	-97%
Room Nights:	1147	409	180%
Number of Delegates:	307	165	86%
		1 Corp., 1	
Booked Group Types:	3 Corp., 1 SMF	Assoc.	
Lost Business, # of Groups:	14	6	

<u>Arrived in the month</u>	<u>August-18</u>	<u>August-17</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$154,661	\$55,514	179%
Projected Commission:	\$66	\$1,101	-94%
Room Nights:	876	234	274%
Number of Delegates:	374	152	146%
		2 Corp, 1	
	5 Corp, 1	Assoc., 1 Non-	
Arrived Group Types:	Assoc., 2 SMF	Profit	

Monthly Detail/Activity	<u>July-18</u>	<u>July-17</u>	
<u>Number of Groups Booked:</u>	6	7	
Revenue Booked:	\$755,251	\$638,565	18%
Projected Commission:	\$6,861	\$20,074	-66%
Room Nights:	3526	3689	-4%
Number of Delegates:	1075	4680	-77%
	2 Corp, 3	4 Corp, 2	
Booked Group Types:	Assoc., 1 SMF	Assoc., 1 SMF	
Lost Business, # of Groups:	5	1	

<u>Arrived in the month</u>	<u>July-18</u>	<u>July-17</u>	
Number of Groups:	8	5	
Revenue Arrived:	\$497,793	\$319,142	56%
Projected Commission:	\$12,999	\$13,840	-6%
Room Nights:	3963	1368	190%
Number of Delegates:	4370	645	578%
Arrived Group Types:	5 Corp, 3	4 Corp, 1	

	<u>Current Numbers</u>	<u>Goals</u>
For 2019/20:	\$2,467,113	\$750,000
For 2020/21:	\$404,643	\$500,000

NUMBER OF LEADS Generated as of 3/31/19:	266
YTD 3/31/18:	223
YTD 3/31/17:	198

Total Number of Leads Generated in Previous Years:

2017/2018	302
2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172



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Chamber | CVB | Resort Association

Tourism Development Report March 2019

Departmental Reports Posted - <https://www.nltra.org/wp-content/uploads/2019/04/March-Departmental-Reports.pdf>

PR Highlights

- 121 Media Placements, \$288k Value – [Coverage Book](#)
 - Publication Highlights: Elite Daily, NBC LA, NBC San Diego, NBC Bay Area, Visit California, Mountain Meetings, Roseville Today
- Hosted:
 - Domestic
 - Connect Meetings
 - International
 - Marie Claire, Australia
 - Volaris Mexico's In-Flight Magazine
- Executed deskside visits in Orange County (OC Weekly), San Diego (Pacific Magazine, San Diego Tribune, San Diego Magazine, 52 Perfect Days) and LA (Modern Luxury, Travelbreak Blog, Travelage West).

Content Review

- Four (4) Blogs Posted
 - Treasures of Tahoe #8: Dog Days of Winter
 - WinterWonderGrass 2019: Bluegrass Lover's Guide to NLT
 - Spring Event Outlook: Your Guide to Spring in NLT
 - Treasures of Tahoe #9: Snowshoeing at Chickadee Ridge

Social Media Update

- Monthly Impressions: 4.9M, Monthly Engagements: 74.5k
- Social Media Growth:
 - Facebook: 188 Fans, Instagram: 1,107 Followers, Twitter: 111 Followers
- WinterWonderGrass Facebook Live
 - Impressions: 8.5k, Engagement: 700

Paid Media Update

- 7.03M Impressions, 12.5k Website Visits, 163 Book Now Conversions
- Over 11.9k users visited GTN.com from consumer ads in March.
- Paid search ads continued to be one of the most efficient channels, with \$7.10/conversion and 132 book now conversions.
- Display ads were highly effective in March, accounting for 61% of Time on Site conversions (visitors who spend 115+ seconds on GTN.com).
- The Winter General ads were most effective during March, resulting in the highest click through rates (0.46%) and the largest share of TOS conversions (438) and Book Now conversions (24). As these ads performed better, the platforms optimized to heavy up on impressions.
- Paid Search cost per conversion decreased to an average of \$7/conversion in March, a 257% decrease YOY. This shows messaging and creative are performing well and the correct audience is being targeted.

- YouTube ads served over 39.5K impressions in March, resulting in 13.5K video views. 100% completion rates continue to outperform YouTube's average of 18% indicating the audience is engaged with the content.

Asset Collection

- Spring Ski Photo/Video Shoot – April 18th
 - Location: Homewood
 - Shot List: Spring skiing, après, scenic

Upcoming Sponsored Events

- Restorative Arts & Yoga – May 31 – June 2
- Lake Tahoe Paddle Racing Series – June 1, June 29
- No Barriers Summit – June 12 – 16
- Lake Tahoe Summit Classic Lacrosse Tournament – June 21 – 23
- Broken Arrow Skyrace – June 21 - 23

Leisure Sales Efforts

- Attended Ski Tops, Mountain Travel Symposium and hosted North Lake Tahoe Vancouver trainings and a travel agent event.
 - Vancouver Event – hosted 61 agents
 - Visit Air Canada Offices and conducted sales trainings
- International Office Update
 - Canada October Update:
 - Sales calls made to: Amex Travel Platinum, CWT Concierge, Flight Centre and Tully Luxury Travel
 - UK/Ireland Office Updates:
 - Total agents trained: 15 through Bright Sun Travel
 - Meetings conducted with Discover America
 - Hosted (2) in-market FAMs with 13 product managers
 - Attended the Visit USA Members Meeting & Brand USA Travel Week
 - Australia Office Updates:
 - Meetings Conducted: 13 with Flight Centre, Infinity Holidays, Visit USA, Trip.com, Delta Air Lines, Helloworld, Travelport, United Airlines, News Corp, Travelex, 7 Travel and Travello
 - Total Agents trained: 27 with Helloworld and Flight Centre in Winston Hills, Seven Hills, Norwest and Baulkham Hills.

Conference Sales Efforts

- Groups turned Definite:
 - California Veterinary Medical Association- Fall Seminar & Board of Governors Meeting, October 2-6, 2019 at the Resort at Squaw Creek, 480 room nights
 - California County Superintendents – General Membership Quarterly Meeting, October 17-21, 2019 at the Ritz-Carlton, 176 room nights
 - Flyers Energy Owners Meeting, October 10-12, 2019, 61 room nights; \$23,789 in room revenue and 45 ppl at the Ritz Carlton Lake Tahoe
- Site Visits Hosted:
 - Staff hosted a site visit for California Code Enforcement Officers. They are considering Resort at Squaw Creek for their October 2020 Annual Conference. It will generate just under 700 room nights.
 - Planning Visit hosted for Google Group, August 2019
- Tradeshows Attended:
 - Connect Financial, Denver
 - Luxury Meeting Summits – Southern California & Arizona

North Lake Tahoe Resort Association/Chamber of Commerce Board Report: April 2019

Communications Update

NLTRA.org: The website launch was successful and interactive components are being utilized across NLTRA digital channels. For example, connecting job listings, business directory, Chamber calendar and blog posts to the newsletter and social feed establish content continuity. A Member email will be sent out in mid-May with login details and advertising information.

NLTRA Newsletter:

- Member to Member Advertising has been implemented twice (March & April) with growing awareness and success. Open rates are consistent with Chamber e-blasts (31%/32%).
 - “Open Rates” measure the percentage of emails opened compared to emails sent. Industry standard is 23%. NLTRA newsletters are primarily viewed on desktop vs. mobile screens (opens by device: Mobile is 22% and Desktop is 78%).
 - Opportunity: building paid e-blasts into partnership funding and marquee event contracts.
- To establish brand consistency with NLTRA.org, a new email template will be rolled out in May, replicating the look and feel of the website. We are also exploring content themes to ensure information aligns with stakeholder needs, communication goals and organization awareness.
- Segmented distribution lists are being finalized to ensure communications are targeted and reach the correct business contacts and industries.

Annual Report + NLTRA Video: Using the 65th Annual Community Awards Dinner as a platform to educate the local business community on NLTRA + Marketing Co-Op successes in FY 18/19, the annual report and video were tactical elements that helped tell our organization story and further explain our goals. Using Tourism Sustainability and Business Advocacy as key focus areas, the team was able to articulate departmental successes and highlight KPI's. The video will be updated in May and both the annual report and video will be distributed across NLTRA digital channels in preparation of TBID outreach.

Social Media: April posts incorporated information about the 65th Annual Community Awards Dinner, the appointment of Cindy Gustafson to the Placer County Board of Supervisors, Chamber programming and PR placements.

Facebook Insights: April 1-30

- Total Page Followers: 4,393
- Total Post Reach: 7,027
- Total Post Engagements: 21,524
- Total Video Views: 3,111

Media Placements:

- Sierra Sun: *WinterWonderGrass encourages tourism in off-season* (print & digital – Apr. 5)
- Sierra Sun: *65th Annual Community Awards Dinner set for April 18* (print & digital – Apr. 5)
- Sierra Sun: *Gustafson appointed to Placer County Board of Supervisors* (print & digital – Apr. 11)
- Sierra Sun: *Packing them inn: North Tahoe reports 21% increase in winter occupancy rate* (print & digital – Apr. 11)
- Moonshine Ink: *Surviving the Shoulder Season* (print & digital – Apr. 11)
- Moonshine Ink Digital Calendar: Virtual Job Fair
- Roseville Today: *Lake Tahoe Job Fair Online in May* (print & digital – Apr. 24)
- Pending: Sierra Sun, Virtual Job Fair (May 3)
- Pending: Sierra Sun, press release and photo feature of Community Awards (May 3)
- Pending: Tahoe Quarterly, photo feature of Community Awards (summer issue)
- Pending: Tourism Economic Impact Release (May)

Chamber of Commerce Updates, Events & Partnerships

- First Tuesday Breakfast Club included updates from Tahoe Forest Health System and the North Lake Tahoe Resort Association. Local candidates for the District 5 Board of Supervisors seat were also invited to give a short speech about their motivation to apply for the position and how they plan to represent and serve the communities of North Lake Tahoe.
- Visit Placer, in conjunction with North Star Destination Strategies, conducted meetings with local business leaders and lodging properties to help develop a stronger identity for promoting business travel and tourism in Placer County. We assisted with outreach and lodging, and hosted meetings in the Visitor Center conference room.
- The 65th Annual Community Awards was well attended by community leaders and business organizations; feedback has been very positive. A more detailed financial report will be provided at the June meeting. The dinner incorporated more video than ever before and featured local partners and Chamber members in the décor and implementation.
- The BACC convened on Apr. 25, a key discussion point was the TBID and how Business Associations will be impacted under the new model. As a result, the NLTRA will attend May 15 Board Meetings for NTBA and TCDA and also host a listening session with the West Shore Association, NTBA and TCDA (Executive Directors and Executive Committee Board Members) on May 20 at 3:30pm to provide a general TBID overview and hear priorities/needs for each lakeside association.
- A Small Business Seminar was held on Tuesday, Apr. 30 in conjunction with TCDA, NTBA, Placer County and Sierra Business Council. The focus was Digital Marketing 201 – a deeper dive into brand content and digital communications – which followed the February 101 training. Led by Tracy Owen Chapman of TOC Consulting and Katherine Lee of East River PR, 23 people attended.

Looking Ahead

- Virtual Job Fair: May 8 & 9
- Networking Mixer: Thursday, May 23 at 5-7pm, Sierra Sotheby's, Tahoe City
- Meeks Bay Trail Opening & Ribbon Cutting: Friday, May 24 at 2pm
- Summer Visitor Guide
- Summer Recreation Events:
 - June 6: Tahoe City/West Shore from 11am-2pm at Commons Beach
 - June 11: Squaw Valley/Alpine Meadows from 3-7pm at Via Ferrata, High Camp and the Village
 - TBD: Tahoe Vista/Kings Beach
 - TBD: Northstar

North Lake Tahoe Visitor Information Center Visitor Report: April 2019

VISITORS SERVED:

Mar. 2019

Total TC Walk-ins: 2,116
Total Phone Calls: 173
Events: 0
Total 2,289

Apr. 2018

Total TC Walk-ins: 2,924
Total Phone Calls: 164
Events: 184
3,272

Apr. 2019

Total TC Walk-ins: 3,032
Total Phone Calls: 169
Events: 196
3,397

REFERRALS GIVEN TO VISITORS:

Restaurants 557	Lodging 81	Historic / Museum 129	Events 41
Tours 11	Surrounding Towns (SLT / Truckee) 80	Shopping 57	Transportation 35
Real Estate 12	Activities Mountain / Trails 255	Activities / Lake 147	Maps / Directions 642

TOTAL: 2,607 = 69 referrals per day

Visitor Surveys Gathered: 26 in April with a total of 207 since Sept. 2018

Guest Book Signatures: 81

- Domestic Visitation included: AR, AL, AZ, CA, CO, CT, DC, DE, GA, FL, IL, LA, ME, MI, MS, MT, NH, NV, NY, OH, OK, OR, PA, TN, TX, VA, WA, WI, WV
- International visitation included: France, Switzerland, New Zealand, Spain, Mexico, Ireland, Sweden, South Africa, Australia
- Comments: *Thanks for the info, Very Good Info, Tessie is Real, 40% off-sweet, Favorite place on earth*

April 2019 Highlights

- VIC Sales were 19% over April 2018
- Information booth at two events: Nastar at Northstar and Earth Day at Squaw Valley resulting in 196 visitor engagements

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

March 31, 2019

11:45 AM
04/22/19
Accrual Basis

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of March 31, 2019

	Mar 31, 19	Mar 31, 18	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	596,054	395,921	200,133	51%
Total Checking/Savings	596,054	395,921	200,133	51%
Accounts Receivable				
1200-00 · Accounts Receivable	13,946	103,860	(89,913)	(87)%
Total Accounts Receivable	13,946	103,860	(89,913)	(87)%
Other Current Assets				
1300 · Reimbursements Receivable	1,150	0	1,150	100%
1350-00 · Security Deposits	100	100	0	0%
Total Other Current Assets	1,250	100	1,150	1,150%
Total Current Assets	611,250	499,881	111,369	22%
Other Assets				
1400-00 · Prepaid Expenses	14,687	2,377	12,310	518%
Total Other Assets	14,687	2,377	12,310	518%
TOTAL ASSETS	625,937	502,258	123,680	25%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	363,922	42,876	321,046	749%
Total Accounts Payable	363,922	42,876	321,046	749%
Credit Cards				
2080 · Bank of the West Credit Cards				
2080-02 · MC_4222 Jason	0	3,597	(3,597)	(100)%
2080-05 · MC_2107 Greg	0	1,417	(1,417)	(100)%
2080-09 · MC_3126 Sarah	0	2,923	(2,923)	(100)%
Total 2080 · Bank of the West Credit Cards	0	7,936	(7,936)	(100)%
Total Credit Cards	0	7,936	(7,936)	(100)%
Total Current Liabilities	363,922	50,812	313,109	616%
Total Liabilities	363,922	50,812	313,109	616%
Equity				
32000 · Unrestricted Net Assets	189,433	176,268	13,164	8%
Net Income	72,583	275,177	(202,594)	(74)%
Total Equity	262,016	451,445	(189,430)	(42)%
TOTAL LIABILITIES & EQUITY	625,937	502,258	123,680	25%

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

March 2019

	Mar 19	Budget	Jul '18 - Mar 19	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	95,000	95,000	741,057	741,057	942,000
4001-00 · NLTRA Funding	121,652	121,652	1,094,871	1,094,866	1,459,822
4004-00 · IVCBVB Entertainment	0	0	6,000	6,000	8,000
Total Income	216,652	216,652	1,841,928	1,841,923	2,409,822
Gross Profit	216,652	216,652	1,841,928	1,841,923	2,409,822
Expense					
5000-00 · CONSUMER MARKETING					
5001-00 · Broadcast / Radio - High Notes	0		13,472	20,000	20,000
5002-00 · Consumer Print	16,500	0	40,500	40,000	40,000
5002-01 · Native Display	0	5,250	13,713	33,500	50,000
5004-00 · Trip Advisor	3,232	3,125	78,432	60,625	95,000
5005-00 · Paid Social	14,030	4,400	106,285	97,250	135,000
5005-01 · Digital Display	24,800	6,963	113,610	86,578	115,004
5005-02 · Retargeting Video	0	570	0	7,320	10,000
5007-00 · Creative Production	23,036	10,000	128,889	86,000	121,000
5010-00 · Account Strategy & Management	7,000	7,000	63,000	63,000	84,000
5010-01 · Digital Management & Reporting	3,000	3,000	27,000	27,000	36,000
5010-02 · Website Strategy & Analysis	2,000	2,000	18,000	18,000	24,000
5013-00 · Outdoor	0	0	111,000	95,000	95,000
5015-00 · Video	731	0	13,993	19,000	25,000
5017-00 · Rich Media	11,658	0	45,000	25,000	50,000
5018-00 · Media Commission	8,808	2,965	71,512	73,493	98,796
5018-01 · Digital Ad Serving	0	625	609	5,625	7,500
5018-03 · Strategic Marketing Plan	0		0	3,500	3,500
5020-00 · Search Engine Marketing	9,068	2,500	37,141	37,200	50,000
5022-00 · Email	0	0	23,078	28,875	45,000
5023-00 · Additional Opportunities	0		0	40,479	40,479
5025-00 · Expedia	0	0	0	22,500	30,000
Total 5000-00 · CONSUMER MARKETING	123,863	48,398	905,234	889,945	1,175,279
5110-00 · LEISURE SALES					
5107-00 · Creative Production	9,953	500	12,536	1,000	2,500
5111-00 · FAMS - Domestic	0	0	947	1,000	1,250
5112-00 · Training / Sales Calls	113	0	1,392	2,000	3,500
5113-00 · Additional Opportunities	0	0	5,097	5,000	7,000
5115-00 · Travel Agent Incentive Program	0	0	0	1,000	1,000
5120-00 · Domestic - Trade Shows	0	0	2,843	4,750	4,750
5131-00 · FAMS -Intl - Travel Trade	1,741	2,000	4,149	5,750	6,500
5132-00 · FAMS -Intl - Media	283	1,000	5,131	9,000	12,000
5133-00 · Ski-Tops	0	1,250	537	3,250	3,250
5134-00 · Intl Marketing - Additional Opp	0	0	3,555	6,000	13,000
5136-00 · Tour Operator Brochure Support	0	3,000	5,500	3,000	6,000
5137-00 · Co-op Opportunities	0	3,500	4,000	10,500	13,000
5141-00 · Australian Sales Mission	0	0	2,456	0	5,500
5142-00 · UK Sales Mission	4,750	0	4,750	0	5,500
5143-00 · Mountain Travel Symposium	0	0	4,381	2,500	5,500
5144-00 · IPW - POW WOW	(4,490)	0	5,440	10,000	9,000
5145-00 · TIA Annual Dues	0	0	2,635	2,500	2,500
5146-00 · UK / Black Diamond	0	0	24,607	33,750	45,000
5147-00 · AUS / Gate 7	0	0	25,939	30,750	41,000
5149-00 · Mexico Program	0		4,860	5,000	5,000
5150-00 · China Program	0		5,238	8,500	8,500
5151-00 · RTO West	0	0	2,322	2,695	4,195
5152-00 · Go West	1,816	0	1,816	1,500	1,500
5154-00 · Canada					
5154-01 · Canada Sales Mission	(953)		940		
5154-00 · Canada - Other	0	0	27,388	20,000	25,000
Total 5154-00 · Canada	(953)	0	28,328	20,000	25,000
5155-00 · California Star Program	0		3,500	3,500	3,500
Total 5110-00 · LEISURE SALES	13,213	11,250	161,960	172,945	235,445
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200	2,200	19,800	19,800	26,400
5201-00 · National, Regional, & Local PR	5,000	5,000	45,000	45,000	60,000
5202-00 · PR Program/ Content Dev - Blogs	1,800	1,800	16,200	16,200	21,600
5204-00 · Media Mission(s)	3,902	5,300	6,691	10,600	10,600
5206-00 · Digital Buy/ Social Media Boost	500	500	4,500	4,500	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	2,700	2,700	3,600
5208-00 · International Travel Media FAMS	1,000	0	6,466	9,000	12,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

March 2019

	Mar 19	Budget	Jul '18 - Mar 19	YTD Budget	Annual Budget
5209-00 · Domestic Travel Media FAMS	494	3,209	16,227	28,876	38,500
5210-00 · Content Dev - Newsletters	2,000	2,000	18,000	18,000	24,000
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	36,000	36,000	48,000
5212-00 · Social Giveaways & Contests	0	0	4,600	5,550	8,900
5213-00 · Facebook Live	0	1,620	1,500	4,860	6,480
5214-00 · Social Takeover	0	1,100	6,688	9,700	13,000
5215-00 · Content Campaign-Local Luminary	0	0	27,000	11,000	22,000
5200-00 · PUBLIC RELATIONS - Other	(6,618)		326		
Total 5200-00 · PUBLIC RELATIONS	14,579	27,029	211,699	221,786	301,080
6000-00 · CONFERENCE SALES					
6002-00 · Destination Print	0	0	12,300	12,000	20,500
6003-00 · Geo-Fence Targeting	0		3,000	3,000	3,000
6004-00 · Email	2,500	850	9,250	7,650	10,200
6004-01 · Newsletter	0	1,650	0	4,300	5,950
6005-00 · Paid Media	749	1,234	6,290	9,338	12,154
6006-00 · CVENT	0		13,196	13,196	13,196
6007-00 · Creative Production	1,475	2,000	23,336	15,000	20,000
6008-00 · Conference PR / Social Outreach	1,000	1,000	9,000	9,000	12,000
6010-00 · Collateral Production	0	2,500	0	7,500	7,500
6018-00 · MCC Media Commission	390	485	7,249	6,433	8,450
6018-01 · MCC Digital Ad Servng	0		36	200	200
6019-00 · Conference Direct Partnership	0		0	5,000	5,000
6128-00 · HelmsBriscoe Strategic Partner	500	0	4,500	0	6,000
6152-00 · Client Events / Opportunities	0	0	15,304	10,500	18,000
6153-00 · Chicago Sales Rep Support	0	0	6,540	5,000	10,000
Total 6000-00 · CONFERENCE SALES	6,613	9,719	110,001	108,117	152,150
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	578	750	4,703	4,250	7,000
6115-00 · Chicago Holiday Showcase	0	0	0	3,000	3,000
6116-00 · CalSAE Seasonal Spectacular	0	0	4,142	3,000	3,000
6118-00 · ASAE Annual	0		5,946	4,250	4,250
6120-00 · AFW Client Event	0		821	3,000	3,000
6120-01 · Sac River Cats Client Event	0		2,003	3,000	3,000
6127-00 · CalSAE Annual	406	1,700	5,552	6,700	6,700
6136-00 · Mountain Travel Symposium	0	2,395	0	4,895	4,895
6143-00 · Connect Marketplace	0	0	2,402	2,500	10,000
6144-00 · ASAE XDP	951	0	1,426	2,500	4,000
6150-01 · Luxury Meeting Summit Northwest	1,188	1,500	2,838	3,000	3,000
6150-02 · Luxury Summit Meeting Texas	0		5,769	4,500	4,500
6150-03 · Luxury Meeting Summit NorCal	0	0	1,650	1,500	2,800
6150-05 · Luxury Meeting Summit PHX/SD/OC	1,980		5,786	4,200	4,200
6151-00 · Destination CA	249	0	249	0	1,500
6154-00 · HelmsBriscoe ABC	287	0	4,787	4,000	5,500
6156-00 · Connect California	0	1,250	0	5,000	5,000
6156-02 · Connect Chicago	0	0	3,700	4,000	4,000
6156-03 · Connect New England	0	0	112	3,750	6,250
6156-04 · Connect Georgia	0		4,877	5,750	5,750
6157-00 · HPN Partner Conference	0		3,718	3,700	3,700
6157-01 · HPN Spring Training CE (RSCVA)	0	1,500	0	3,000	3,000
6160-00 · AllThingsMeetings Silicon Valley	0	0	1,038	500	1,500
6160-01 · AllThingsMeetings East Bay	0		1,756	2,000	2,000
6161-00 · Connect Southwest	0		3,700	4,450	4,450
6162-00 · Connect Tech & Medical	0		4,746	5,250	5,250
6163-00 · Connect Financial	4,260	0	4,697	5,250	5,250
6164-00 · Connect Mountain Incentive	4,851	1,500	5,299	5,250	5,250
6165-00 · Bay Area Client Appreciation	0	0	0	0	5,000
6166-00 · Sports Commission	0	0	795	1,600	2,900
6167-00 · Nor Cal DMO	0	1,000	429	3,500	4,500
Total 6100-00 · TRADE SHOWS	14,749	11,595	82,940	107,295	134,145
6106-00 · CalSAE Seasonal Spectacular	0		(2,537)		
7000-00 · COMMITTED & ADMIN EXPENSES					
5008-00 · Cooperative Programs	0	0	25,851	27,000	51,000
5009-00 · Fulfillment / Mail	370	0	10,359	10,500	13,000
5021-00 · RASC-Reno Air Service Corp	25,000	0	75,000	75,000	100,000
5123-00 · HSVC - High Sierra Visitors	0	0	2,000	2,250	2,250
7001-00 · Miscellaneous	0	250	61	2,250	3,000
7002-00 · CRM Subscription	833		7,500	10,000	10,000
7003-00 · IVCBVB Entertainment Fund	306	2,000	3,507	6,000	8,000
7004-00 · Research	422	0	6,439	21,000	45,000
7005-00 · Film Festival	0		15,000	15,000	15,000
7006-00 · Special Events	0	0	0	20,000	45,000
7007-00 · Destlmetrics / DMX	0	0	25,013	25,014	33,352

North Lake Tahoe Marketing Cooperative **Profit & Loss Budget Performance**

Accrual Basis

March 2019

	Mar 19	Budget	Jul '18 - Mar 19	YTD Budget	Annual Budget
7008-00 · Opportunistic Funds	467	10,000	77,900	16,600	16,600
7009-00 · Tahoe Cam Usage	0	177	1,062	1,593	2,124
8700-00 · Automobile Expense*	501	200	3,816	1,800	2,400
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0		(5,779)		
Total 7000-00 · COMMITTED & ADMIN EXPENSES	27,898	12,627	247,728	234,007	346,726
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	3,583	3,750	32,250	33,750	45,000
8003-00 · Website Hosting Maintenance	0	0	20,071	15,000	20,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	3,583	3,750	52,321	48,750	65,000
Total Expense	204,498	124,368	1,769,345	1,782,845	2,409,825
Net Income	12,154	92,284	72,583	59,078	(3)

Accounts Receivable Summary

Invoices With Apply Dates Through March 31, 2019

Aged as of Sunday, March 31, 2019

Revenue Item	(Double click to drill down)	<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	0.00	0.00	0.00	210.00	25.00	235.00
Dues		0.00	2,040.00	3,250.00	12,580.00	3,665.00	5,795.00	27,330.00
Email Blast		0.00	0.00	0.00	0.00	80.00	0.00	80.00
TMBC - Ticket		0.00	120.00	0.00	30.00	15.00	30.00	195.00
TMBC Sponsorships		0.00	500.00	500.00	0.00	0.00	0.00	1,000.00
Total Open Invoices		0.00	2,660.00	3,750.00	12,610.00	3,970.00	5,850.00	28,840.00

Unapplied Payments With Payment

Dates Prior to and Including

03/31/2019

45.00

Pre-Payments: Payments Made Prior to 03/31/2019 on Invoices With Apply Dates After 03/31/2019

Total Pre-Payments

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

28,795.00

KEY METRICS FOR March 31, 2019 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru January 2019)					
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	4,873,005	3,874,694	5,436,080	2,350,829	\$ 16,534,608
2016 - 2017	5,503,124	3,317,960	6,114,719	3,354,149	\$ 18,289,952
2017 - 2018	6,271,093	3,449,703	5,630,792	3,191,682	\$ 18,543,270
2018 - 2019	7,019,665	3,944,680	248,536		\$ 11,212,881

updated

Visitor Information Comparative Statistics For FYTD 2015/16 - 2018/19 (thru Feb 2019)					
Referrals -	2015-2016	2016-2017	2017-2018	2018-2019	YOY % Change
Tahoe City:					
Walk In	31,460	29,419	32,320	30,546	-5.49%
Phone	1,971	2,648	2,418	2,185	-9.64%
Email	166	273	290	311	7.24%
Kings Beach (Walk In)	8,609	3,926	8,733	11,439	30.99%
NLT - Event Traffic	22,555	4,820	4,310	3,295	-23.55%
Total	64,761	41,086	48,071	47,776	-0.61%

Destimetrics Reservations Activity	FYTD 17/18	FYTD 18/19	YOY % Change
Occupancy	52.1%	53.8%	3.3%
ADR (Average Daily Rate)	\$ 280	\$ 296	5.5%
RevPAR (Rev per Available Room)	\$ 146	\$ 159	8.9%
Occupancy 1 Mth Forecast	32.9%	29.7%	-9.6%
ADR 1 Mth Forecast	\$ 220	\$ 238	8.3%
RevPAR 1 Mth Forecast	\$ 72	\$ 71	-2.1%
Occupancy (prior 6 months)	42.4%	49.0%	15.6%
ADR (prior 6 months)	\$ 300	\$ 301	0.4%
RevPAR (prior 6 months)	\$ 127	\$ 148	16.1%
Occupancy (next 6 months)	28.9%	28.2%	-2.4%
ADR (next 6 months)	\$ 324	\$ 338	4.1%
RevPAR (next 6 months)	\$ 94	\$ 95	1.6%

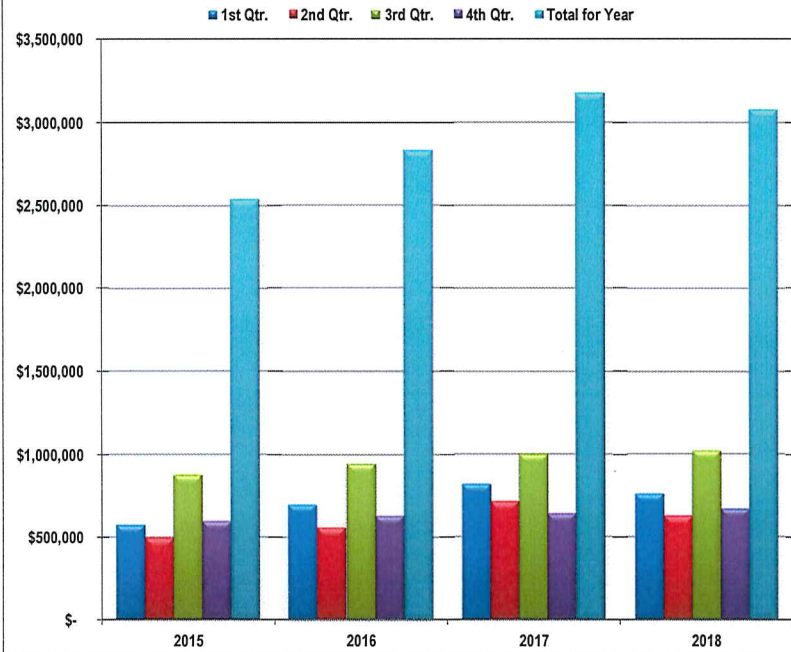
Infrastructure Fund Balances Held by Placer County as of 6/30/17 (Reported Quarterly)		Total Chamber Membership	
FY 2015-16 Contract	\$ 4,260,134	June 2014	457
FY 2016-17 Contract	2,526,980	June 2015	474
Total Fund Balances	\$ 6,787,115	June 2016	508
		June 2017	424
		Jun 2018	378

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)					
Quarter	2015	2016	2017	2018	YOY % Change
First (Jan - Mar)	\$ 573,778	\$ 699,157	\$ 820,233	\$ 762,370	-7.05%
Second (Apr - June)	\$ 495,699	\$ 558,566	\$ 716,779	\$ 627,831	-12.41%
Third (Jul - Sept)	\$ 875,768	\$ 943,574	\$ 1,001,144	\$ 1,018,271	1.71%
Fourth (Oct - Dec)	\$ 596,985	\$ 629,807	\$ 641,261	\$ 671,770	4.76%
Total	\$ 2,542,230	\$ 2,831,104	\$ 3,179,417	\$ 3,080,242	-3.12%

Unemployment Rates - EDD	June 2014	July 2015	Aug 2016	March 2019
California (pop. 38,332,521)	7.1%	6.7%	5.5%	4.3%
Placer County (367,309)	6.0%	5.2%	4.7%	3.7%
Dollar Point (1,215)	7.1%	6.1%	1.1%	2.0%
Kings Beach (3,893)	6.0%	6.8%	6.1%	2.2%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.8%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	3.0%

Conference Revenue Statistics Comparison FYTD 17/18 vs. FYTD 18/19 at 2/28/2019				
	2017-18	2017-18	2018-19	YOY %
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change
Total Revenue Booked	\$2,570,830	\$ 2,476,727	\$ 2,851,161	15.12%
Commission for this Revenue	\$ 60,863	\$ 62,167	\$ 75,322	21.16%
Number of Room Nights	12,962	14,920	15,246	2.18%
Number of Bookings	76	61	64	4.92%
Conference Revenue And Percentage by County:				
	17-18	18-19		
Placer	53%	66%	\$ 1,392,285	\$ 1,308,950 \$ 1,871,342 42.97%
Washoe	30%	10%	\$ 730,318	\$ 741,355 \$ 287,644 -61.20%
South Lake	15%	24%	\$ 397,939	\$ 376,134 \$ 692,175 84.02%
Nevada	2%	0%	\$ 50,288	\$ 50,288 \$ - -100.00%
Total Conference Revenue	100%	100%	\$2,570,830	\$ 2,476,727 \$ 2,851,161 15.12%
CURRENT				
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000 0.00%
Annual Commission Goal			\$ 70,000	\$ 50,000 -28.57%

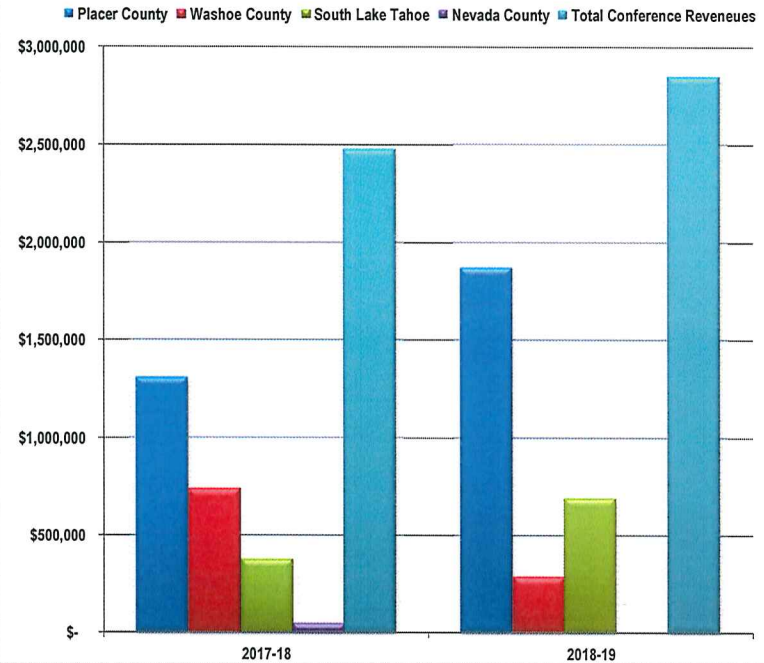
Annual Sales Tax Revenue - Lake Tahoe (Now on Fiscal Year Basis)



Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)

Quarter	2015	2016	2017	2018	YOY % Change
First (Jan - Mar)	\$ 573,778	\$ 699,157	\$ 820,233	\$ 762,370	-7.05%
Second (Apr - June)	\$ 495,699	\$ 558,566	\$ 716,779	\$ 627,831	-12.41%
Third (Jul - Sept)	\$ 875,768	\$ 943,574	\$ 1,001,144	\$ 1,018,271	1.71%
Fourth (Oct - Dec)	\$ 596,985	\$ 629,807	\$ 641,261	\$ 671,770	4.76%
Total	\$ 2,542,230	\$ 2,831,104	\$ 3,179,417	\$ 3,080,242	-3.12%

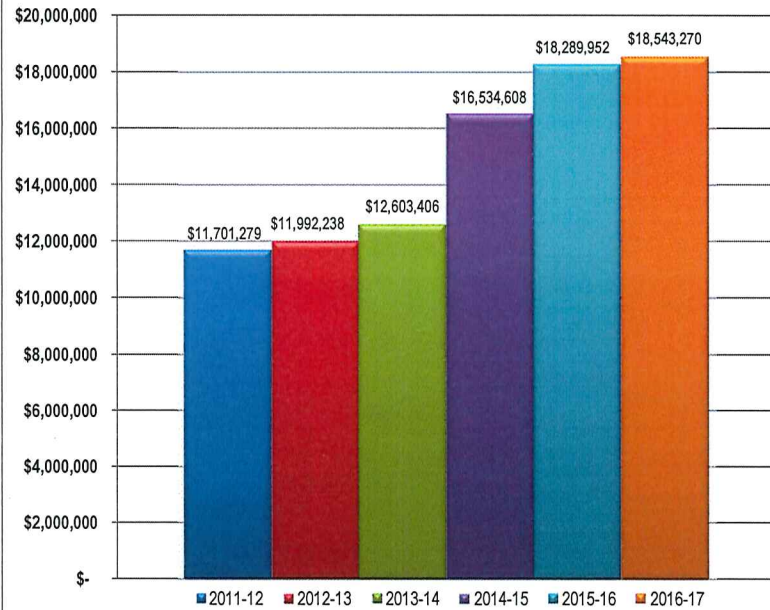
Conference Revenue Statistics & Revenue Share by County



Conference Revenue Statistics Comparison FYTD 17/18 vs. FYTD 18/19 at 2/28/2019

	2017-18	2018-19	YOY %
FORWARD LOOKING	Forecasted	Forecasted	Change
Total Revenue Booked	\$ 2,476,727	\$ 2,851,161	15.12%
Commission for this Revenue	62,167	75,322	21.16%
Number of Room Nights	14,920	15,246	2.18%
Number of Bookings	61	64	4.92%
CURRENT			
NLT - Annual Revenue Goal	\$ 2,500,000	\$ 2,500,000	0.00%
Annual Commission Goal	\$ 70,000	\$ 50,000	-28.57%
Conference Revenue And Percentage by County:			
Placer	\$ 1,308,950	\$ 1,871,342	42.97%
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South Lake	\$ 376,134	\$ 692,175	84.02%
Nevada	\$ 50,288	\$ -	-100.00%
Total Conference Revenue	\$ 2,476,727	\$ 2,851,161	15.12%

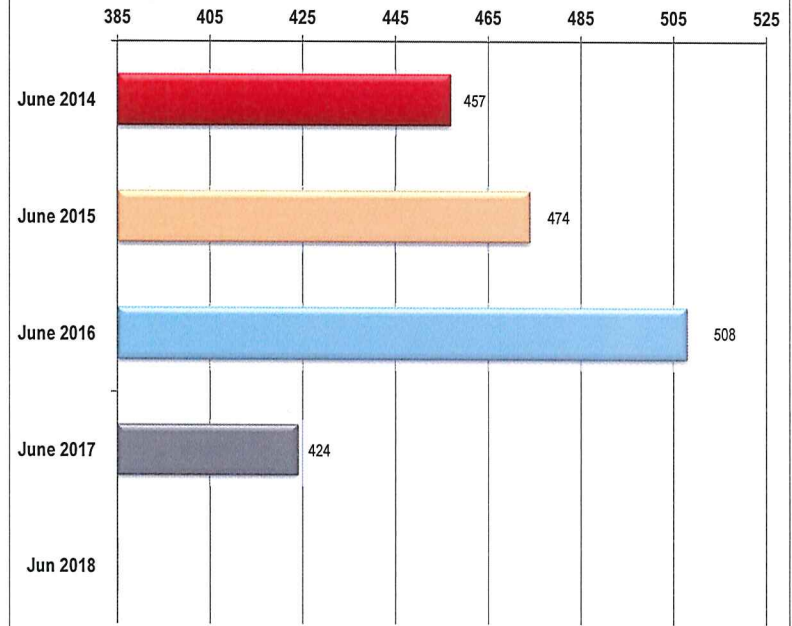
5-Year Annual TOT Collections (Fiscal Year Basis)



Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru January 2019)

Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
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	\$ 4,873,005	\$ 3,874,694	\$ 5,436,080	\$ 2,350,829	\$ 16,534,608
2016 - 2017	\$ 5,503,124	\$ 3,317,960	\$ 6,114,719	\$ 3,354,149	\$ 18,289,952
2017 - 2018	\$ 6,271,093	\$ 3,449,703	\$ 5,630,792	\$ 3,191,682	\$ 18,543,270
2018 - 2019	\$ 7,019,665	\$ 3,944,680	\$ 248,536	\$ -	\$ 11,212,881

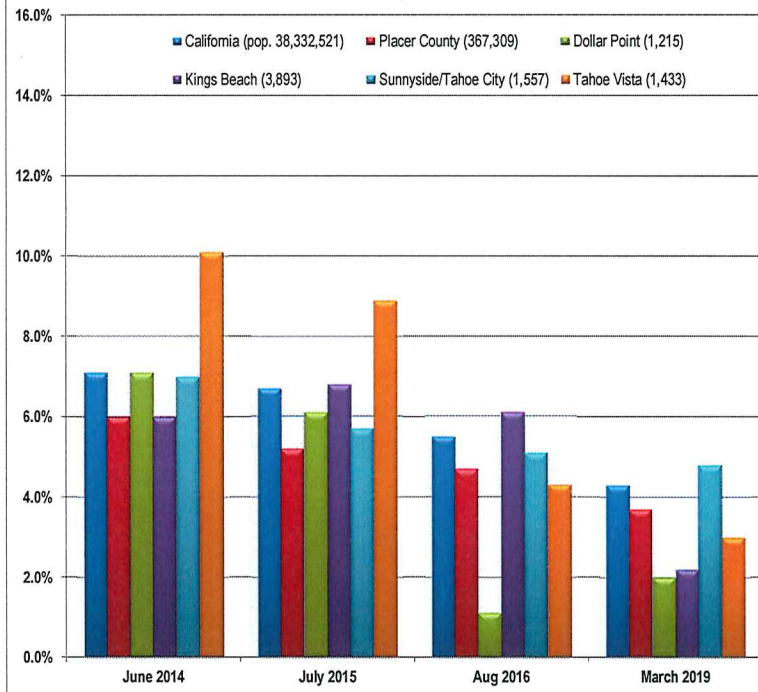
Chamber Membership (# of Members)



Chamber Of Commerce Total Membership

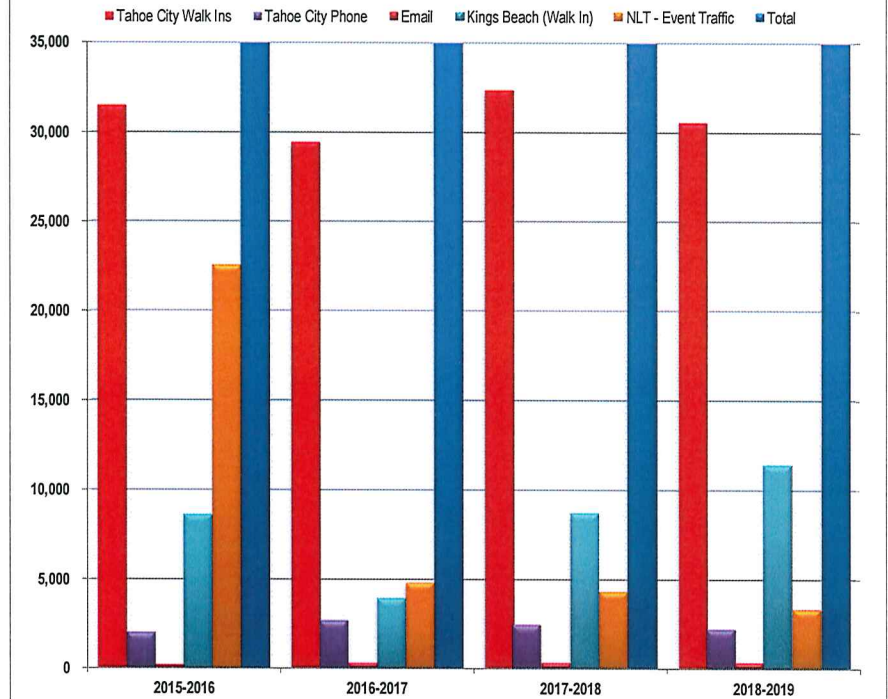
Month	Membership
June 2014	457
June 2015	474
June 2016	508
June 2017	424
Jun 2018	378

Unemployment Rates by Region



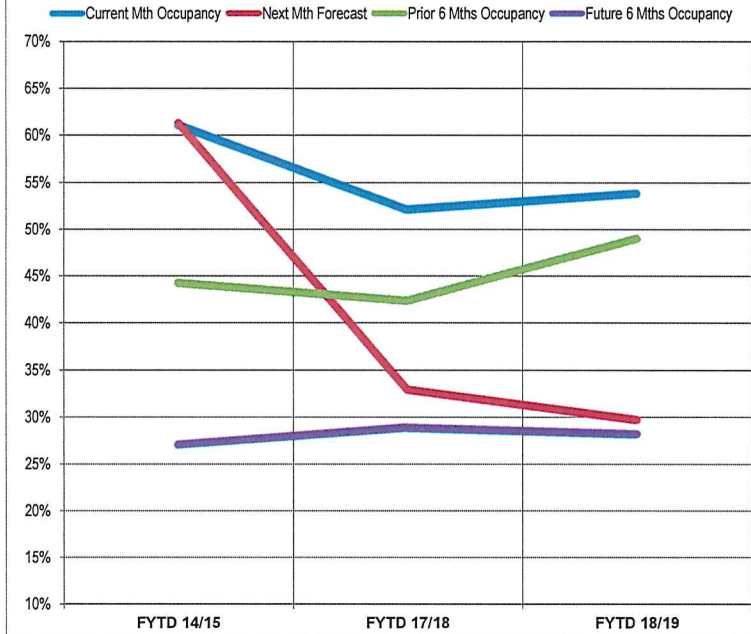
Unemployment Rates - EDD	June 2014	July 2015	Aug 2016	March 2019
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Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.8%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	3.0%

Visitor Information - FYTD YOY



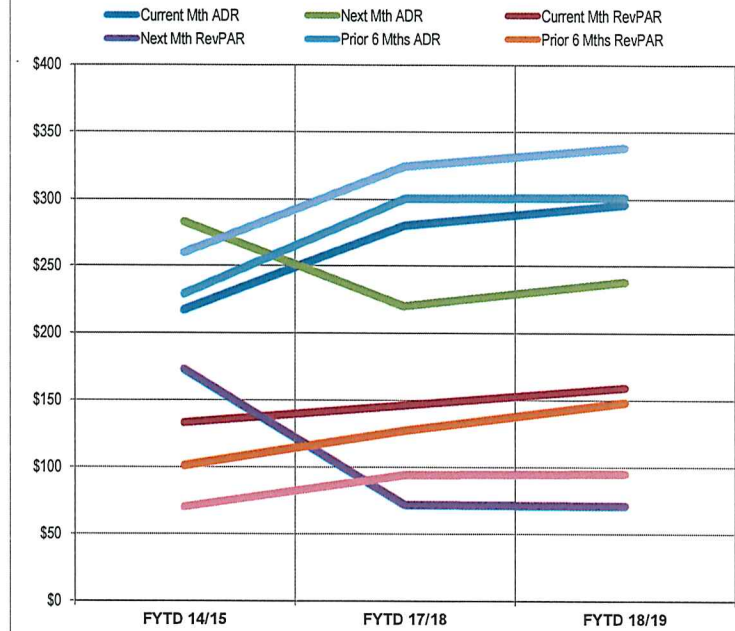
Visitor Information Comparative Statistics For FYTD 2015/16 - 2018/19 (thru Feb 2019)					
Referrals -	2015-2016	2016-2017	2017-2018	2018-2019	YOY % Change
Tahoe City:					
Walk In	31,460	29,419	32,320	30,546	-5.49%
Phone	1,971	2,648	2,418	2,185	-9.64%
Email	166	273	290	311	7.24%
Kings Beach (Walk In)	8,609	3,926	8,733	11,439	30.99%
NLT - Event Traffic	22,555	4,820	4,310	3,295	-23.55%
Total	64,761	41,086	48,071	47,776	-0.61%

Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 17/18	FYTD 18/19	Y-O-Y Change
Occupancy	61.1%	52.1%	53.8%	3.3%
Occupancy 1 Mth Forecast	61.3%	32.9%	29.7%	-9.6%
Occupancy (prior 6 months)	44.3%	42.4%	49.0%	15.6%
Occupancy (next 6 months)	27.1%	28.9%	28.2%	-2.4%

Destimetrics RevPAR in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 17/18	FYTD 18/19	Y-O-Y Change
ADR (Average Daily Rate)	\$217	\$280	\$296	5.5%
RevPAR (Rev per Available Room)	\$133	\$146	\$159	8.9%
ADR 1 Mth Forecast	\$283	\$220	\$238	8.3%
RevPAR 1 Mth Forecast	\$173	\$72	\$71	-2.1%
ADR (prior 6 months)	\$229	\$300	\$301	0.4%
RevPAR (prior 6 months)	\$101	\$127	\$148	16.1%
ADR (next 6 months)	\$260	\$324	\$338	4.1%
RevPAR (next 6 months)	\$70	\$94	\$95	1.6%