



Date: February 15, 2010

To: Jennifer Merchant, Principal Management Analyst - Tahoe Manager
 Placer County Executive Office
 Tom Miller, County Executive Officer
 Members, Placer County Board of Supervisors

Fr: Steve Teshara, President & Chief Executive Officer
 NLTRA Management Team

2nd Quarter Report - Fiscal Year 2009/2010

This report provides a summary of the activities of the North Lake Tahoe Resort Association (NLTRA) for the second quarter of FY-2009/2010 (October through December). It is provided consistent with the reporting provisions of the 2009/2010 Agreement between the NLTRA and Placer County.

Quarterly Economic Overview

As the holiday period approached in this second quarter, business picked up significantly. Tahoe resorts reported the best early season snow in many years; most were at full operations prior to the Christmas/New Year holiday period. The weather was generally good during the holidays, with an occasional light freshening of the snow pack. Road conditions during the holidays were also good, with no major highway closures. December percentages, as reported below in the NLTRA Economic Indicators table, were up significantly in each sector category. Information available to the NLTRA through the Mountain Travel Research Project (MTRiP) documents that North Lake Tahoe lodging occupancy was up 11 percent in November, as compared with November of 2008, and up 10 percent in December over December, 2008. With more visitors in the community, the retail and restaurant sectors were also up compared with the previous year.

Economic Indicators

Monthly Percentages 2009 vs. 2008			
	October	November	December
Resorts	-25.00	+34.00	+25.00
Lodging	-14.33	-25.93	+15.26
Restaurants	+29.92	+40.71	+13.00
Retail	+5.57	+26.00	+10.55
Other	-43.00	+34.00	N/A
Monthly Total	-6.20	+5.14	+16.47

Several new businesses began participation in October and November, which slightly skewed the percentages for those months. They did not report in December which makes the December percentages the most accurate for this quarter.

Transient Occupancy Tax

As of this writing, Placer County has not completed its report on 2nd Quarter TOT collections.

NLTRA Activities

Tourism Division

The Tourism Division is comprised of Marketing and Promotions, Public Relations, Special Projects and Web Support, Leisure Sales, Conference Sales, and Visitor Information Services.

Marketing

Consistent with consumer spending and travel trends as influenced by continued weakness in the housing, employment and other economic sectors, North Lake Tahoe marketing maintained an appropriate focus on drive markets in the San Francisco Bay Area and Northern California. However, resources were also targeted to ensure that our destination maintained a presence in key Southern California markets. During this quarter, planning was initiated for a new North Lake Tahoe winter ski coop campaign, as described in more detail below.

Print media advertising placed during the second quarter included Via Magazine, 7X7, Marin Magazine, Sunset Magazine, LA Magazine, Westways and San Diego Magazine. The distribution of year-round travel planner publications continued through the State of California as well as AAA Tourbook. The outdoor board advertising on the western entrance to the San Francisco Bay Bridge was placed again during November and December. Targeted internet and Web campaigns were continued, along with our strategy of placement on selected newspaper Web sites. Monthly e-mail blasts were transmitted to over 45,000 opt in names in our electronic database. Our Winter Newsletter was mailed to over 65,000 names in our consumer database, promoting winter activities and events in the North Lake Tahoe region. Several highly leveraged, cooperative campaigns continued during the quarter, including activities conducted by the Sierra Ski Marketing Council, California Snow, Regional Marketing Committee, North Lake Tahoe Wedding and Honeymoon Association, Hotel Travel Index, and Mountain Travel Research Project.

In an effort to stimulate incremental winter business, plans were developed for a new North Lake Tahoe cooperative ski marketing campaign, targeted to the San Diego area, to be funded by the North Lake Tahoe Marketing Cooperative (NLTRA and the Incline Village Crystal Bay Visitors Bureau) and participating ski resort and hotel partners, for a total budget of \$107,000. A *Buy Two Get One Free* offer was developed for both lift ticket and lodging packages. San Diego winter travelers were targeted with print, broadcast, internet and direct mail in support of the promotion. The campaign was

launched in late December, and is scheduled to run through March (through the end of the 3rd quarter).

Also during the second quarter, planning began to determine the best use of \$150,000 in FY-2008/2009 TOT balance forward (carryover funds) to be allocated by Placer County for additional marketing (consistent with the FY-2009/2010 Placer County-NLTRA contract). As recommended by the NLTRA Marketing Committee and endorsed by the NLTRA Board, the majority of this funding will be used to protect and enhance our market share in the San Francisco Bay Area and Northern California.

Public Relations

Thirty-two news releases were distributed during this quarter to targeted media outlets, including distribution to national and regional print, broadcast and on-line channels. Also during the quarter, the PR Team fielded 108 media inquiries from journalists all over the world regarding North Lake Tahoe story research and potential story ideas and hosted nine media familiarization ("FAM") tours.

Additionally, the PR team: 1) coordinated most of the PR/Media relations efforts in support of the Olympic Heritage Festival (January 8-17, 2010), securing feature articles in key drive market newspapers, including the San Francisco Chronicle, San Jose Mercury News, and Sacramento Bee; 2) promoted North Lake Tahoe's annual Learn to Ski program; 3) pitched stories to media in the San Diego market to leverage paid advertising as part of our new North Lake Tahoe Ski Coop San Diego campaign; 4) promoted the Tahoe segment in the new Warren Miller "Dynasty" film in selected target markets; 5) leveraged opportunities to promote stellar snow conditions via both video and print new releases; and, 6) in preparation for the 3rd quarter, conducted PR in support of events funded by NLTRA/Chamber Community Marketing Program grants and the 2010 SnowFest Celebration (March 5-14). PR also continued to build North Lake Tahoe's journalism database on Facebook and Twitter and regularly submit story ideas through those social media networks.

Second quarter PR efforts generated significant media coverage, including a Lake Tahoe cover story in the December edition of Ski Magazine, entitled *The Ultimate Guide To Tahoe*, as well as considerable media coverage of Lake Tahoe's designation as the Top Ski Destination for packages booked on Orbitz.com for the 3rd year in a row. Using a one-to-one advertising equivalency (consistent with the NLTRA's adopted Marketing Performance Reporting Document), ROI generated through PR activities and programs during the first two months of the quarter totaled \$2.8 million. Note that December media clips are still pending, so the total quarterly PR ROI will increase.

Leisure Sales

The second quarter began with staff hosting a German travel agent FAM consisting of 14 top agents. Their visit to North Lake Tahoe was arranged by MSI, the California Tourism Office in Germany, and coordinated by NLTRA staff. In 24 hours, the group toured three properties and kayaked the waters of Lake Tahoe with the Tahoe Adventure Company.

As the German FAM departed our region on October 3rd, staff departed for London to participate in the annual United Kingdom (UK) sales mission. The NLTRA worked directly with Black Diamond, the California Tourism Office in the UK/Ireland, and organized an efficient, one-week visit consisting of 15 call center trainings and sales calls along with a media event with top ski and adventure freelance and publication staff writers. Call center trainings and sales calls included the following UK wholesalers: Mark Travel, Holiday World, Ski World, LastMinute.com, TUI/Crystal, Ski Dream, BA Holidays, Virgin Holidays, Bon Voyage, CA Vacations, BedBankSki, Ten UK, Equity Ski, SkiBound, and Ski Safari.

Immediately upon return from the UK mission, staff hosted domestic and international travel trade and media visits. Mick Zemechman, Product Manager for GetARoom.com, visited North Lake Tahoe for two days on a tour featuring 13 NLTRA partner lodging property site visits that resulted in the signing of many new wholesale travel contracts. This new Las Vegas-based company is owned by the creators and original owners of Hotels.com. A United Vacations Australia travel agent FAM, organized by Gate 7, the California Tourism Office in Sydney, followed the GetARoom.com tour. Ten top Australian agents were selected and toured the North Lake Tahoe region for the first time. Staff also arranged a detailed itinerary for an Irish press visit organized by Black Diamond and helped guide Nick Gracie, Race Director from Wild Ones Productions (a UK-based adventure race production company) on a tour of North Lake Tahoe. This tour resulted in the booking of an internationally publicized adventure race to be held at Northstar-at-Tahoe in the fall of 2010.

In between client and media visits to North Lake Tahoe, staff traveled to Colorado on a sales mission. The primary goal of the trip was to visit and train at Ski.com's two Colorado offices (Glenwood Springs and Aspen). In total, 50 agents were trained. NLTRA staff was accompanied on this mission by representatives from the Resort at Squaw Creek, Tahoe Mountain Resorts Lodging, and the Hyatt Regency Lake Tahoe. Ski.com continues to be one of North Lake Tahoe's top producing domestic ski wholesalers. Also included as part of the Colorado mission were call center trainings and meetings with Snow Ventures, North American Hosts and Orbitz.com in Breckenridge, Aspen and Denver.

Fall 2009 marked the third consecutive fall that the NLTRA has been involved with organizing Sierra Ski Marketing Council (SSMC) and Ski Lake Tahoe consumer ski shows. Staff worked with the Reno Sparks Convention and Visitors Bureau (RSCVA) and Lake Tahoe Visitors Authority (LTVA) to keep this important domestic partnership intact, given budget constraints and concern for ski show results. Working with Southwest Vacations, SSMC show attendees have been tracked and offered special Lake Tahoe vacation packages through the season. Additional Ski Lake Tahoe offers have been sent each month to the show attendee database.

Ski shows in Chicago, Seattle and San Diego were attended on behalf of SSMC and Ski Lake Tahoe, with a dedicated North Lake Tahoe booth. Our efforts in San Diego

included promotion of the special North Lake Tahoe Ski Cooperative *Buy Two Get One Free* offer. Staff attended the Chicago Ski Dazzle show on behalf of Ski Lake Tahoe, and the Boston Globe Ski and Snowboard Expo representing the Regional Marketing Committee (RMC). Staff also worked a booth at the Boston show and conducted meetings with Ski.com's Vice President of Marketing and Public Relations Manager regarding future Lake Tahoe efforts.

Coinciding with ski show season, North Lake Tahoe earned the benefits of hosting influential members of the ski media the previous season. Staff organized itineraries and toured writers who produced feature stories on North Lake Tahoe for publications including, but not limited to, the Daily Mail Ski and Board Magazine (which has the highest circulation of any ski magazine in the UK), The Good Ski Guide (also based in the UK), and SKIACTIV, a top German ski magazine.

Leisure Sales activities during the second quarter concluded with staff hosting Simon Edwards from Virgin Holidays, one of the top UK ski wholesalers, and a sales agent from Mountain Reservations. Both were able to tour North Lake Tahoe properties for the first time, including several of our Ski Tahoe North resorts.

Special Events Program Management

During the second quarter, this NLTRA function (formerly known as Special Projects), began the formal transition from one which included responsibility for daily Web site content on www.GoTahoeNorth.com to one focused more exclusively on special event program management, including event development and promotion. NLTRA Management initiated this change based on community and marketing partner input, a recommendation from the NLTRA Marketing Committee, and approval by the NLTRA Board.

As refocused, the Special Events Program Manager had more time to assist in the review of Community Marketing Program event grant applications as well as help with securing new events brought to the North Lake Tahoe area by producers from other areas. Organizations which receive special event funds are now required to meet with the Special Events Program Manager. This process involves one or more meetings with representative(s) of each approved grant recipient to review the event strategy, plan, budget, permitting (if needed), sponsorship development, marketing, PR, and promotional plan, and to explore the possibility of collaborating with other event producers to improve Return on Investment (ROI) impact and efficiency. Most local event planners, many of whom are volunteers, have limited marketing experience; in some cases, limited production and sponsorship experience as well. The Special Events Program Manager helps to ensure that NLTRA expertise and related resources, and Chamber of Commerce community communications channels, are brought to bear to improve the opportunity for event success and growth.

FY-2009/2010 event grant recipients (as recommended by the Chamber of Commerce Advisory Committee and approved by the NLTRA Board) include the Olympic Heritage Anniversary Celebration, SnowFest, Squaw Valley Institute, Girls on the Run Sierras,

Sierra State Parks Foundation, Lake Tahoe Paddleboard Association, Ta-Hoe Nalu Stand Up Paddle Races, Lake Tahoe Music Festival, and TOCCATA. As requested, the Special Events Program Manager provides assistance to other local events, including those produced by NLTRA/Chamber community partners.

During the second quarter, the Special Events Program Manager, in conjunction with other assistance from the NLTRA Marketing team, assisted the Olympic Heritage Anniversary Celebration planning committee in the areas of advertising, Web site and e-mail promotions, a significant public and media relations campaign, and financial support. As of this writing, the final ROI numbers have not yet been fully compiled, but it is clear that the ten-day festival garnered significant PR and media exposure that helped to generate attendance at festival events, greater awareness of North Lake Tahoe's Olympic heritage, and awareness and fundraising for the planned Squaw Valley Olympic Museum and Western Winter Sports Heritage Center.

On other fronts, staff is integrally involved in the development and planning of the Sunchaser Challenge Adventure Race (produced by the Wild Ones production company based in the UK). The event is scheduled for May 22, 2010. Planning is also underway for the 25th Anniversary Lake Tahoe Autumn Food & Wine Festival, set for September 10-12, 2010. Staff, along with other interested parties, is working on a proposal to host a North Lake Tahoe stop for the 2011 Amgen California Bike Tour. Staff is also working with the new www.GoTahoeNorth Web site content manager and social media manager to further improve the functionality and ROI of the site.

Conference Sales

In October, Conference Sales (VCB) staff hosted site inspections for Wild Ones Productions, TIMET and DP Technology. Staff coordinated the inspections and accompanied the event planner for each prospective client. The potential room revenue for these groups, if booked, would be approximately \$500,000. These revenues would be enhanced by the incremental spending of event and/or conference attendees for food and beverage, retail purchases, etc.

In November, staff hosted a site visit for USA Endurance. USA Endurance is evaluating North Lake Tahoe for the site of a 1000 person conference, which would generate hundreds of room nights (an estimated \$75,000 in room revenue). Also in November, staff attended planning meetings for the Holiday Showcase Trade Show with the RSCVA.

During the quarter, VCB staff attended a number of key meetings industry events, including the monthly RSCVA Directors of Sales meeting and meetings of the Reno-Tahoe Conference Marketing Coop. This coop is comprised of the NLTRA, IVCBVB, RSVA, LTVA, all the meeting facilities in Reno, and a number of the properties with meeting facilities at North Lake Tahoe/Lake Tahoe. Staff attended the Holiday Showcase Trade Show in Chicago, which provides the opportunity to meet face-to-face with top association meeting planners based in the Chicago area. In addition, staff hosted a client luncheon with 35 key clients in the Chicago area.

In addition to the activities listed above, staff was continuously contacting existing and prospective new clients in an effort to generate new meetings business for North Lake Tahoe. Staff communicated with nearly 3500 meeting planners during the second quarter by telephone or e-mail.

The following are Conference Sales Revenue Statistics for the second quarter:

Total Statistics		North Shore Statistics		South Shore Statistics	
October-09		October-09		October-09	
Groups Booked	3	Groups Booked	2	Groups Booked	1
Projected Room Revenue	\$80,973	Projected Room Revenue	\$70,173	Projected Room Revenue	\$10,800
Groups Arrived	4	Groups Arrived	3	Groups Arrived	1
Revenue Arrived	\$79,155	Revenue Arrived	\$74,371	Revenue Arrived	\$4,784
November-09		November-09		November-09	
Groups Booked	2	Groups Booked	2	Groups Booked	0
Projected Room Revenue	\$60,389	Projected Room Revenue	\$60,389	Projected Room Revenue	\$0
Groups Arrived	3	Groups Arrived	1	Groups Arrived	2
Revenue Arrived	\$107,764	Revenue Arrived	\$40,363	Revenue Arrived	\$67,401
December-09		December-09		December-09	
Groups Booked	4	Groups Booked	3	Groups Booked	1
Projected Room Revenue	\$109,476	Projected Room Revenue	\$96,066	Projected Room Revenue	\$13,410
Groups Arrived	1	Groups Arrived	1	Groups Arrived	0
Revenue Arrived	\$2,844	Revenue Arrived	\$2,744	Revenue Arrived	\$0
Combined Totals for the Quarter					
Groups Booked	9				
Projected Room Revenue	\$250,838				
Groups Arrived	8				
Revenue Arrived	\$189,763				

North Shore Statistics-Breakdown by County

October-09			
Groups Booked	Room Nights	Delegates	Revenue
Placer County	630	1030	\$70,173
Washoe County	0	0	\$0
Nevada County	0	0	\$0
Total	630	1030	\$70,173
Groups Arrived			
Placer County	480	199	\$74,371
Washoe County	0	0	\$0
Nevada County	0	0	\$0
Total	480	199	\$74,371
November-09			
Groups Booked	Room Nights	Delegates	Revenue
Placer County	521	360	\$60,389
Washoe County	0	0	\$0
Nevada County	0	0	\$0
Total	521	360	\$60,389
Groups Arrived			
Placer County	414	150	\$40,363
Washoe County	0	0	\$0
Nevada County	0	0	\$0
Total	414	150	\$40,363
December-09			
Groups Booked	Room Nights	Delegates	Revenue
Placer County	748	380	\$96,066
Washoe County	0	0	\$0
Nevada County	0	0	\$0
Total	748	380	\$96,066
Groups Arrived	Estimated		
Placer County	40	20	\$2,844
Washoe County	0	0	\$0
Nevada County	0	0	\$0
Total	40	20	\$2,844

Visitor Information Services

The NLTRA's year-round Visitor Information Center is open seven days a week, located in the historic Tahoe City Community Center. Summer seasonal services are provided at North Tahoe Beach (not applicable during this quarter).

Visitor Information Statistics for the Quarter

Tahoe City

Walk In Count	2009	2008	Percentage +/-
October	1123	1187	-5.39%
November	463	679	-31.81%
December	646	798	-19.05%

Phone Count	2009	2008	Percentage +/-
October	227	242	-6.20%
November	195	225	-13.33%
December	440	576	-23.61%

Community Marketing Program

FY-2009/10 marks the fifth full year of the Community Marketing Program, designed to assist community-based business organizations with marketing and promotional support for eligible activities within their community. \$30,000 of the total program allocation of \$80,000 is set aside to help market and support regional events.

Organization	Amount Approved	Date Approved	Project
Squaw Valley Institute	\$2,000	11/3/2009	Special Events Grant
Ta-hoe Nalu LLC	\$3,000	11/3/2009	Special Events Grant
UC Regents	\$2,500	11/3/2009	Special Events Grant
Lake Tahoe Music Festival	\$3,000	11/3/2009	Special Events Grant
Lake Tahoe Paddleboard Assoc	\$500	11/3/2009	Special Events Grant
Tahoe Snow Festival	\$8,000	11/3/2009	Special Events Grant
Sierra State Parks Fd.	\$1,500	11/3/2009	Special Events Grant
Olympic Heritage Celebration	\$8,000	11/3/2009	Special Events Grant
West Shore Assoc	\$10,000	10/6/2009	Marketing for Olympic Heritage Celebration and Opening Day at the Lake

Community Partnerships and Planning

The emphasis of this NLTRA function is on building, expanding and maintaining the partnerships necessary to achieve Master Plan goals, objectives and implementation. Activities of the department continue to be based on the NLTRA's successful policy of leveraging our investments to the maximum extent possible. Activities are focused in the areas of Infrastructure, Transportation and Strategic Planning.

Transportation

Program Expenditures During the Quarter:

Summer Traffic Management	\$ 6,100
Winter Transit Program	6,000
TART Year Round Baseline Services	77,000
North Lake Tahoe Express	34,421
Summer Transit Program	184,304
Total	<u>\$ 307,825</u>

Infrastructure

Project Expenditures During the Quarter:

Squaw Valley Bus Stops	\$ 55,837
Traffic Calming Devices	15,536
Squaw Valley Signage	363
Regional Wayfinding Signage	14,757
Signage Project-Mile Markers	2,729
Total	<u>\$ 89,222</u>

Research and Planning

The NLTRA's approved TOT budget contains line items in Infrastructure and Transportation (Visitor Support Services) for research and planning expenditures. These include memberships, sponsorships and legislative advocacy, consistent with NLTRA strategic objectives.

Infrastructure

RMC Consulting	\$ 125
Membership-Truckee River Watershed Council	500
Membership-Sierra Business Council	250
Regional Plan Initiative	92
Prosperity Plan	2,500
Houston Group, State of California Legislative Advocacy	1,125
Community Sustainability Initiative	257
Legislative Advocacy Executive Director Travel	987
Eastern Placer County CIP Planning	29
Year End Reports	332
Total	<u>\$ 6,197</u>

Transportation

Membership-Sierra Business Council	\$ 250
RMC Consulting	325
Prosperity Plan	2,500
Year End Reports	332
Waterborne Transit	1,645
Legislative Advocacy Executive Director Travel	987
Houston Group, State of California Legislative Advocacy	1,125
Total	<u>\$ 7,164</u>

FY 2009-10 NLTRA Contract Quarterly Expenditure Summary

Quarterly Report for the 2nd Quarter Ending 12/31/09

<i>Expenditure Area / Category</i>	<i>Quarterly Actual</i>	<i>Current Year YTD</i>	<i>Prior Year YTD</i>	<i>FY 2009-10 Budget</i>	<i>FY 2009-10 % Expended</i>
MARKETING					
<i>Personnel/Overhead - Direct Costs</i>	\$212,759	\$425,517	\$407,812	\$851,034	50%
<i>Direct Marketing/Programs</i>	\$228,069	\$456,138	\$332,954	\$912,275	50%
<i>Conference Marketing (VCB)</i>	\$0	\$0	\$112,998	\$0	-
<i>Placer County Film</i>	\$0	\$0	\$0	\$51,680	0%
<i>Community Marketing Fund</i>	\$0	\$0	\$13,000	\$85,000	0%
<i>Unallocated Marketing Funds</i>	\$0	\$0	\$0	\$0	-
Sub-Total	\$440,828	\$881,655	\$866,764	\$1,899,989	46%
VISITOR SUPPORT SERVICES					
<i>Personnel/Overhead - Direct Costs</i>	\$23,591	\$50,896	\$51,493	\$98,700	52%
<i>Research and Planning</i>	\$6,914	\$15,737	\$17,294	\$35,000	45%
<i>Membership</i>	\$250	\$3,250	\$3,000	\$5,000	65%
<i>Transportation/Transit Programs</i>	\$301,724	\$420,251	\$285,774	\$785,335	54%
<i>Traffic Management Program</i>	\$6,100	\$14,565	\$0	\$44,000	33%
Sub-Total	\$338,579	\$504,699	\$357,561	\$968,035	52%
TAHOE CAPITAL IMPROVEMENTS					
<i>Personnel/Overhead - Direct Costs</i>	\$47,669	\$84,703	\$83,271	\$157,500	54%

<i>Research and Planning</i>	\$2,865	\$11,367	\$38,245	\$45,000	25%
<i>Membership</i>	\$750	\$750	\$0	\$5,000	15%
<i>Approved Capital Improvements</i>	\$91,806	\$291,828	\$774,705	\$524,476	56%
Sub-Total	\$143,090	\$388,648	\$896,221	\$731,976	53%
NLTRA Contract Totals	\$922,497	\$1,775,002	\$2,120,546	\$3,600,000	49%

FY 2009-10 NLTRA Contract Quarterly Revenue Summary

Quarterly Report for the 2nd Quarter Ending 12/31/09

<i>Revenue Area / Category</i>	<i>Quarterly Actual</i>	<i>Current Year YTD</i>	<i>Prior Year YTD</i>	<i>FY 2009-10 Budget</i>	<i>FY 2009-10 % Expended</i>
MARKETING					
<i>Tahoe Share - 8% TOT **</i>	\$462,497	\$924,995	\$910,962	\$1,849,989	50%
<i>Interest Earnings</i>	\$0	\$0	\$0	\$0	-
<i>Fund Balance Carryover FY 01-02</i>	\$0	\$0	\$0	\$0	-
<i>Fund Balance Carryover FY 06-07</i>	\$0	\$0	\$0	\$0	-
<i>Flex Funding From Infrastructure</i>	\$12,500	\$25,000	\$0	\$50,000	50%
<i>Other</i>	\$0	\$0	\$0	\$0	-
Sub-Total	\$474,997	\$949,995	\$910,962	\$1,899,989	50%
VISITOR SUPPORT SERVICES					
<i>Tahoe Share - 8% TOT **</i>	\$50,143	\$100,286	\$187,622	\$200,571	50%
<i>Interest Earnings</i>	\$0	\$0	\$0	\$0	-
<i>Fund Balance Carryover FY 01-02</i>	\$0	\$0	\$0	\$0	-
<i>Fund Balance Carryover FY 06-07</i>	\$0	\$0	\$0	\$0	-
<i>Flex Funding From Infrastructure</i>	\$191,866	\$383,732	\$409,092	\$767,464	50%
<i>Other</i>	\$0	\$0	\$0	\$0	-
Sub-Total	\$242,009	\$484,018	\$596,714	\$968,035	50%
TAHOE CAPITAL IMPROVEMENTS					
<i>Tahoe Share - 8% TOT **</i>	\$256,241	\$512,482	\$512,842	\$1,549,440	33%
<i>Tahoe Share - 2% TOT</i>	\$0	\$0	\$0	\$0	-
<i>Interest Earnings</i>	\$0	\$0	\$0	\$0	-
<i>Fund Balance Carryover FY 01-02</i>	\$0	\$0	\$0	\$0	-

<i>Fund Balance Carryover FY 06-07</i>	\$0	\$0	\$0	\$0	-
<i>Flex to VSS Account</i>	(\$191,866)	(\$191,866)	(\$409,092)	(\$767,464)	25%
<i>Flex to Marketing Account</i>	(\$12,500)	(\$12,500)	\$0	(\$50,000)	25%
Sub-Total	\$51,875	\$51,875	\$103,750	\$731,976	7%
NLTRA Contract Totals	\$768,881	\$1,485,887	\$1,611,426	\$3,600,000	41%

*** Tahoe Share - 8% TOT Revenues reduced by like expenditures for County Services as reflected in NLTRA Contract*

North Lake Tahoe Resort Association
Department Detail Activity Report
For the Six Months Ending December 31, 2009

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
REVENUE AND OTHER SUPPORT										
Member Dues		\$ 4,654		\$ 4,654		\$ 63,285		\$ 67,939		\$ 67,939
Special Events & Functions	\$ 75,853			75,853		13,693		89,546		89,546
Commissions & Booking Fees	8,589	51,571	\$ 1,185	61,345				61,345		61,345
Retail Sales & Other			6,482	6,482				6,482		6,482
Interest & Investment Income							\$ 1,397	1,397	\$ 2,071	3,468
Placer County Funding	717,990	155,004	76,998	949,992	\$ 499,324			1,449,316	392,996	1,842,312
Total Revenue and Other Support	\$ 802,432	\$ 211,229	\$ 84,665	\$ 1,098,327	\$ 499,324	\$ 76,978	\$ 1,397	\$ 1,676,025	\$ 395,068	\$ 2,071,092
EXPENSES										
Salaries and benefits	\$ 156,183	\$ 83,106	\$ 55,673	\$ 294,962	\$ 29,757	\$ 41,418	\$ 189,051	\$ 555,188	\$ 57,450	\$ 612,638
Rent & Utilities	12,268	6,247	2,677	21,192	4,400	4,417	12,268	42,277	4,400	46,677
Telephone Services	4,363	2,272	1,113	7,748	1,001	1,502	3,174	13,425	1,001	14,426
Mail Expenses	522	346	73	941		214	354	1,509	24	1,532
Insurance & Bonding	702	365	365	1,433	225	702	225	2,584	225	2,809
Supplies	1,967	1,041	322	3,330	530	836	1,400	6,096	530	6,626
Equipment Sup. & Maint.	1,229	485	1,772	3,486	452	348	2,593	6,879	452	7,331
Taxes, Licenses & Fees	311	162	172	645	100	110	1,493	2,348	100	2,447
Equip. Rental / Leasing	871	721	1,838	3,431	603	1,217	983	6,234	603	6,837
Training & Seminars	53	27	107	187	17	17	546	766	17	783
Project Costs					453,803			453,803	303,945	757,748
Professional Fees Legal/Accounting							17,780	17,780		17,780
Special Events	16,561			16,561				16,561		16,561
Autumn Food & Wine Costs	76,078			76,078				76,078		76,078
Membership Events/Newsletter						10,011		10,011		10,011
Cost of Goods Sold			4,525	4,525				4,525		4,525
Promotion	651			651				651		651
Marketing Cooperative/Media	312,000	99,798		411,798				411,798		411,798
Marketing Other	28,562			28,562				28,562		28,562
Programs	45,437			45,437				45,437		45,437
Associate Relations	1,095	553	553	2,201	191	293	1,095	3,780	191	3,971
Board Functions							1,642	1,642		1,642
Credit Card Fees	1,508		262	1,770		244		2,014		2,014
Automobile Expenses	764	57	77	898	338	682	459	2,377	338	2,715
Local Meals & Entertainment	850		50	900	24	150	1,350	2,423	24	2,447
Dues & Subscriptions	874	325		1,199	54	108	158	1,519	54	1,573
Travel	1,099			1,099				1,099		1,099
Allocated	115,200	33,600	13,038	161,838	12,576	13,386	(206,466)	(18,666)	18,666	-
Total Functional Exp. Before Depreciation	\$ 779,146	\$ 229,106	\$ 82,617	\$ 1,090,870	\$ 504,069	\$ 75,179	\$ 28,581	\$ 1,698,699	\$ 388,018	\$ 2,086,717
Depreciation	\$ 2,496	\$ 1,260	\$ 1,260	5,016	630	630	2,496	8,772	630	9,402
Total Functional Expense and Depreciation	\$ 781,642	\$ 230,366	\$ 83,877	\$ 1,095,886	\$ 504,699	\$ 75,809	\$ 31,077	\$ 1,707,471	\$ 388,648	\$ 2,096,119
Change in Net Assets	\$ 20,790	\$ (19,137)	\$ 788	\$ 2,441	\$ (5,375)	\$ 1,169	\$ (29,681)	\$ (31,446)	\$ 6,420	\$ (25,026)
Depreciation	\$ 5,625	\$ 2,925	\$ 2,925	11,475	1,800	1,800	5,625	20,700	1,800	22,500
Total Functional Expense and Depreciation	\$ 1,134,854	\$ 366,359	\$ 136,273	\$ 1,637,487	\$ 687,777	\$ 141,854	\$ 10,771	\$ 2,477,889	\$ 1,181,586	\$ 3,659,475
Change in Net Assets	\$ (1,701)	\$ 9,788	\$ 5,184	\$ 13,271	\$ 221,732	\$ (17,696)	\$ (8,094)	\$ 209,213	\$ 13,115	\$ 222,328