



Date: August 12, 2009

To: Jennifer Merchant, Principal Management Analyst - Tahoe Manager  
Placer County Executive Office

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

**4th Quarter Report - Fiscal Year 2008/2009**

This report provides a summary of the activities of the North Lake Tahoe Resort Association (NLTRA) for the fourth quarter of FY-2008/2009 (April through June). It is provided consistent with the reporting provisions of the 2008/2009 Agreement between the NLTRA and Placer County.

**Economic Indicators**

Impacts on the tourism industry at North Lake Tahoe that began in the second quarter persisted through the third and fourth quarters, consistent with continued economic challenges at all levels. The NLTRA and North Lake Tahoe Marketing Cooperative continued to shift available marketing resources to the San Francisco Bay Area and Northern California drive markets, in recognition of the trend of traveling closer to home. As reported in the economic indicators table, below, resorts and restaurants showed some strength in April. In the "Monthly Total" category, April showed an increase; overall declines continued in May and June, although not as sharp as those reported in February and March. Retail remained the sector consistently hardest hit.

<b>Monthly Percentages 2009 vs. 2008</b>			
	<b>April</b>	<b>May</b>	<b>June</b>
Resorts	+37.50	-21.00	-18.00
Lodging	-17.99	-5.50	-4.44
Restaurants	+20.00	-7.67	-19.00
Retail	-4.13	-25.20	-16.91
Other	N/A	+19.60	-34.00
<b>Monthly Total</b>	<b>+7.06</b>	<b>-10.59</b>	<b>-12.79</b>

Summarized under the category of "other" are a number of businesses whose activities are too diverse to allow for a meaningful report in a specific category, but their percentages are reflected in the total. As we receive more participation in the survey, we will create additional categories.

## **Transient Occupancy Tax**

As of this writing, Placer County has not yet completed its report on 4th 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**

This quarter reflected a continuation of the national economic downturn that began in earnest at North Lake Tahoe during the second quarter. Combined with comparatively light total snowfall, the winter season came to an end with many resorts shutting down around Easter (April 12th). However, some lodging properties and other tourism related operations reported an early start to the summer season, with small but encouraging signs of business improvement. Continuing to respond to trends in the marketplace, the NLTRA Board, with input from the NLTRA Marketing Committee and the North Lake Tahoe Marketing Cooperative (NLTMC) Committee, approved the redirection of additional consumer marketing resources (from planned destination expenditures) to the S.F. Bay Area/Northern California drive market. With gas prices lower than last year, and visitors traveling closer to home for familiar, "tried and true" experiences, this move was essential to help offset or minimize continued weakness in the economy. Similar to the third quarter, additional programs were developed to extend and maximize our drive market investments. Radio was again used to promote North Lake Tahoe and the "Cool Deals" offered through our [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com) Web site by a variety of North Lake Tahoe Marketing partners. A two-week radio buy in June was extended and leveraged with an extensive promotional schedule featuring special lodging packages. Special events were also promoted to help stimulate visitation.

Print advertising placed during this quarter included Sunset Magazine (Northern California edition), Via Magazine, Adventure Sports Journal, Fairways and Greens, Women's Adventure, Westways Magazine, Sunset Magazine (Southern California), and the Sunset Magazine Summer Trips insertion. The distribution of year round travel planner publications continued through the State of California, State of Nevada and AAA Tourbook. Our outdoor board advertising on the western entrance to the San Francisco Bay Area was placed again, starting in June, and scheduled to run throughout the summer season. As reported above, a two-week radio buy was placed in the Bay Area with an extended promotional schedule. Stations placed were KFOG, KLLC, KOIT, and KSAN; a total of 360 spots ran from June 8 through June 21, with total media impressions of 5,600,000. Various internet and Web campaigns were also conducted, including our still relatively new and successful strategy of placement on newspaper Web sites. Monthly e-mail blasts were transmitted to over 45,000 opt in names in our electronic database. Our Summer Newsletter was mailed to over 65,000 names in our consumer database, promoting activities and events in the North Lake

Tahoe region. Several highly leveraged, cooperative campaigns continued during the quarter, including activities conducted by the North Lake Tahoe Wedding and Honeymoon Association, Regional Marketing Committee, Hotel Travel Index, High Sierra Visitors Council, and Mountain Travel Research Project.

The end of the 4th quarter marked completion of the third year of the North Lake Tahoe Marketing Cooperative. Funding available for marketing continued to benefit from the Cooperative, a partnership involving the NLTRA and the Incline Village Crystal Bay Visitors Bureau (IVCBVB). Consistent with the provisions of the NLTMC Agreement approved by the respective board of the NLTRA and IVCBVB, the Cooperative combines the marketing resources of the two organizations to market and promote North Lake Tahoe under a single brand and consumer marketing message. This program incorporates consumer marketing, conference and group marketing and sales, leisure sales, and public relations. Earlier this year, the boards of the NLTRA and IVCBVB respectively, voted unanimously to extend this valuable partnership for another three year term.

### **Research Projects**

As reported last quarter, three extensive research projects were completed and published between January and March and distributed during this quarter. These were: *Placer County Travel Industry Assessment and Detailed Economic Impact Estimates (2002- 2008p)* (published March 2009); *Eastern Placer County Community Survey (2008 Survey Results - published March 2009)*; *Final Report - 2008/09 NLTRA Website Survey* (published March 2009). A fourth research project, *The Economic Significance of Travel to the North Lake Tahoe Area (2003-2008p)* was completed in the 4th quarter.

### **Public Relations**

Twenty five news releases, along with four video news releases, were distributed to our targeted media outlets during the fourth quarter, including distribution to national and regional print, broadcast and on-line channels.

The PR Team fielded 65 media inquiries from journalists regarding North Lake Tahoe story research and potential story ideas, and teamed up with other tourism organizations and businesses to host the Golf the High Sierra Media Tour May 31 through June 6. 21 journalists participated, representing a variety of media outlets, including San Francisco's KGO Radio, Fox Sports Network, Examiner.com, and the Orange County Register. The group played at the Resort at Squaw Creek and the Incline Village Championship course. A special Moveable Feast "Dine Around" at the Village at Northstar was part of the tour; Tahoe Mountain Lodging provided complimentary accommodations.

Fourth quarter PR efforts generated significant media coverage, including North Lake Tahoe articles in the New York Times Style magazine, San Francisco Chronicle, Marin Magazine, Sacramento Bee, San Jose Mercury News, Smart Meetings magazine, Sacramento Business Journal, Meetings West magazine, and numerous others. 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 fourth quarter totaled a value of more than \$700,000, with a combined circulation of 11 million. (Note: June media clips are still pending, so the total ROI will increase).

Moving into FY-2009/10, the PR team turned its focus to support for the North Lake Tahoe Summer Press Kit and the promotion of summer and fall special events, including the 24th annual *Lake Tahoe Autumn Food & Wine Festival* (September 11-13). The Team has also begun to build a journalist base on both Facebook and Twitter and regularly submits story ideas via these increasingly popular social media networks.

### **Leisure Sales**

This year, Mountain Travel Symposium (MTS) came earlier than 2008. Staff traveled to Keystone, Colorado, host community for the event, March 29 through April 4. Two days of meetings were held with the world's top ski wholesalers, along with 2 days of travel industry seminars and one day of meetings with top ski clubs from throughout the United States. Attendance was down slightly from previous years, but this was reflected more on the supplier side than the buyer side. Leisure Sales staff met with key existing clients and began relationships and developed contracts with new clients. The NLTRA was also very involved with the annual MTS Ski Lake Tahoe luncheon program; 140 top Lake Tahoe clients were invited as a "thank you" for their business and support. Staff produced a slide show for the program which featured ski resort and CVB representatives not only selling our destination, but "living the dream" at Lake Tahoe. The show was very well received.

Shortly after returning from Colorado, staff worked with lodging and resort partners on hosting a Ski Dreams sales agent FAM trip from the United Kingdom. It was this high end tour operator's first agent visit to the Lake Tahoe region and staff made the most of their relatively short two-day stay (April 15-16), organizing seven lodging property site tours and two ski resort experiences.

The next FAM trip produced by the NLTRA and hosted by partners took place May 6-8. Mountain Reservations/Vacation Roost is beginning to invest and dedicate time to selling Lake Tahoe for the first time. This domestic wholesale market specialist relocated one of their top sales agents to Lake Tahoe last summer, as the first step in their commitment to the market. They also funded flights and group transportation for the May FAM, involving six of their top ski producers. All partners in this FAM were extremely pleased to have the caliber of agents this company brought to our area and appreciated the positive feedback received from the agents on our destination. Staff is confident that the ROI on this FAM trip will come early in the 2009/10 ski booking season.

On May 15, working in conjunction with the California Travel and Tourism Commission (CTTC) and the Sacramento Convention & Visitors Bureau, the NLTRA hosted one day of the annual California Cup Golf Tournament. This event is held as part of activities leading up to POW WOW. Directors and product managers from top international and

domestic wholesale companies with various client interests including ski, golf, tour coach and year around soft adventure toured event sponsor properties and played golf at Old Greenwood. All of the operators and international California tourism office representatives subsequently told NLTRA Leisure Sales staff at POW WOW that North Lake Tahoe was their best experience of the three day California Cup event.

POW WOW 2009 was held May 17-20 in Miami and featured one-on-one meetings with representatives of the international travel trade and a variety of networking events. Operator and supplier attendance was down slightly compared with 2008, due to economic budget cuts and a recent outbreak of the H1N1 virus. Despite the decline, staff still met with more than 40 key tour operators as well as the representatives of new companies and others expanding into the U.S. and, specifically, the Lake Tahoe market. Staff was also able to identify direct results from our efforts at POW WOW 2008. As an example, certain operators showed up with their just released or soon-to-be-released brochures containing North Lake Tahoe product. Similar positive outcomes are expected from our work at POW WOW 2009.

FY-2009/10 winter season contracting began at POW WOW and continued thereafter. Just prior to POW WOW, rates were finalized for the 2009/10 Ski Tahoe North Interchangeable Lift Ticket as well as the North Lake Tahoe Express airport shuttle service. Despite the continued economic challenges faced throughout the world, a number of tour operators are adding new product. NLTRA Leisure Sales staff has entered into at least six new contracts with companies that have not previously carried the Ski Tahoe North Interchangeable Ticket or the North Lake Tahoe Express.

In early June, staff attended the Far West Ski Association's annual conference, held this year in Reno. The NLTRA set up a booth at the event's Silent Auction as well as at the Travel Expo. Staff had a great deal of interaction with ski club members from Arizona, California, Oregon, Washington, and other western states. It was important for North Lake Tahoe to have a major presence at this conference, as ski resorts from Canada were there, looking to redirect market share from resorts in the western U.S.

Leisure sales wrapped up 4th quarter activities with important planning meetings and contract negotiations. Contracts were finalized between the NLTRA, the California Tourism office, and Black Diamond for representation in the United Kingdom and Ireland; negotiations began between the NLTRA, California Tourism and Gate 7 regarding representation in the Australian and New Zealand markets. The NLTRA also worked with the Lake Tahoe Visitors Authority (LTVA) and Reno Sparks Convention and Visitors Authority (RSCVA) to close out the 2008/2009 Sierra Ski Marketing Council (SSMC) trade show season and conduct planning for the 2009/10 show schedule. All ten SSMC partners were in attendance at the meeting.

### **Special Projects**

The purpose of the NLTRA Special Projects department is to actively partner and support various community and resort property special events, as well as to produce

specific NLTRA special events and promotions; also to serve as the Web Master for GoTahoeNorth.com.

The following is a summary of Special Projects work during the fourth quarter:

***Support for Series of NLTRA Marketing and Special Events Workshops***

The Special Projects Manager assisted the NLTRA Director of Tourism and President/CEO in preparing background materials on the responsibilities and activities of the Special Projects department for a series of marketing workshops held during the third quarter and on April 22nd. A primary purpose of the workshops was to review and continue adjustments to the NLTRA's special events strategy and the resources available to support special events in the North Lake Tahoe region. Based on community and partner input, it is clear that special events are, and should be a greater part of the NLTRA's marketing strategy and efforts.

***Continued Planning for the Lake Tahoe Autumn Food & Wine Festival - September 11-13, 2009***

During the fourth quarter, staff continued planning for the 2009 festival. Event sponsorship contracts were finalized with Sunset Magazine, Audi Automobiles, Standards of Excellence Appliance Showrooms, Decorative Plumbing, Northstar Community Foundation, and the Ritz-Carlton Destination Club. The Special Events Manager also contracted with and confirmed participation by celebrity chefs, seminar leaders, wineries, restaurants, and vendors for the Gourmet Marketplace. The schedule of events was also finalized (see [www.TahoeFoodandWine.com](http://www.TahoeFoodandWine.com) or [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com)).

The NLTRA and Sunset Magazine are cross-promoting the festival on Web sites, through e-mail blasts, banner advertising, reader service cards, and the NLTRA's participation in Sunset Celebration Weekend, a consumer trade show that this year drew over 40,000 attendees. All participating event sponsors and partners have agreed to increase their festival cross-promotion this year, giving the ***Lake Tahoe Autumn Food & Wine Festival*** a greater consumer reach than ever before. In addition to events centered in and around the Northstar Village, the festival encompasses a series of special winemaker dinners held at restaurants throughout the North Lake Tahoe region.

***Technical and Advisory Support for Other Events***

Throughout the year, the Special Projects department lends expertise and assistance to new and established, upcoming community events. During this quarter, these included the Tahoe Big Blue Adventure Race, Tahoe Area Ukefest (proposed for North Lake Tahoe in 2010), and Exterra 2010.

***Continuing Web Site Development and Maintenance - [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com)***

The Special Projects Manager continues to be responsible for the content and daily maintenance for the [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com) Web site; also assisting with content for the [www.NorthLakeTahoeChamber.com](http://www.NorthLakeTahoeChamber.com) Web site as well as content for cooperative

marketing sites - [www.visitcalifornia.com](http://www.visitcalifornia.com) and [www.visitthehighsierra.com](http://www.visitthehighsierra.com). Of prime importance is maintenance of the master calendar of events, seasonal changeover and maximizing our destination's visibility on the California and High Sierra sites. The manager maintains close contact with members and their marketing firms/web masters to ensure that their Web listings and photography are fresh and current and that calendar submissions are reviewed and posted in a timely manner. The manager works with members to encourage and post "cool deals."

### **Conference Sales**

The primary focus of department resources during this quarter was on developing new clients and maintaining existing relationships as the competition for conferences and meetings becomes more intense, given the economic climate. More attention is being given to the California association meetings market, as associations are required by their bylaws to meet at least once a year. Staff communicated with nearly 4,500 meeting planners during the April-June period.

In April, staff hosted site inspections for the California Association of Clerks and Election Officials (CACEO) and the Judicial Council of California. VCB staff coordinated itineraries for each of these visits and accompanied the event planners during their tours. The CACEO subsequently selected North Lake Tahoe for their July 2011 meeting. The anticipated room revenue for this group is approximately \$50,000, in addition to all incremental spending by conference attendees during their stay. Also in April, staff attended the California Society of Association Executives (CalSAE) annual Trade Show, this year held at the Resort at Squaw Creek. CalSAE attendees include meeting planners from a majority of the associations in California. The California association market is a key target of the NLTRA Conference Sales Department, accounting for approximately 25% of all North Lake Tahoe bookings (to date) for FY-2009/10.

In May, staff hosted a dinner/visit for the Board of Directors of the Sacramento Chapter of Meeting Planners International. This board consists of high level meeting planners in the Sacramento region, and this was a great opportunity to showcase our area. Also in May, staff attended the Meeting Industry Ladies Open (MILO) golf tournament, this year in San Diego. This annual program brings together approximately 100 of the top women in the professional meeting planner industry. North Lake Tahoe is a long-time sponsor of this event and through this sponsorship, generates a number of important conference leads and bookings each year.

In June, staff hosted a site visit for the California Association of Local Agency Formation Commissions (CALAFCO). This association has yet to select a host property for their September 2013 meeting, but have announced they will be coming to North Lake Tahoe. It is anticipated that this meeting will generate nearly 600 room nights, representing more than \$80,000 in room revenue alone. Also in June, staff attended the Affordable Meetings West show in San Jose, California. This show provides us with the opportunity to promote North Lake Tahoe as a conference destination to over 1500 Northern California meeting planners in one day.

Please keep in mind that the groups specifically referenced above represent only a percentage of the total number of clients contacted and potential bookings identified by Conference Sales staff during the fourth quarter, but are reported as highlights of activity during the April through June period.

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

Total Statistics		North Shore Statistics		South Shore Statistics	
<u>April-09</u>		<u>April-09</u>		<u>April-09</u>	
Groups Booked	5	Groups Booked	4	Groups Booked	1
Projected Room Revenue	\$82,190	Projected Room Revenue	\$77,318	Projected Room Revenue	\$4,872
Groups Arrived	2	Groups Arrived	2	Groups Arrived	0
Revenue Arrived	\$120,252	Revenue Arrived	\$120,252	Revenue Arrived	\$0
<u>May-09</u>		<u>May-09</u>		<u>May-09</u>	
Groups Booked	3	Groups Booked	3	Groups Booked	0
Projected Room Revenue	\$129,608	Projected Room Revenue	\$129,608	Projected Room Revenue	\$0
Groups Arrived	5	Groups Arrived	3	Groups Arrived	2
Revenue Arrived	\$224,664	Revenue Arrived	\$180,924	Revenue Arrived	\$43,740
<u>June-09</u>		<u>June-09</u>		<u>June-09</u>	
Groups Booked	5	Groups Booked	2	Groups Booked	3
Projected Room Revenue	\$49,334	Projected Room Revenue	\$15,210	Projected Room Revenue	\$34,124
Groups Arrived	11	Groups Arrived	9	Groups Arrived	2
Revenue Arrived	\$335,584	Revenue Arrived	\$325,663	Revenue Arrived	\$9,921
<u>Combined Totals for the Quarter</u>					
Groups Booked	13				
Projected Room Revenue	\$261,132				
Groups Arrived	18				
Revenue Arrived	\$680,500				

North Shore Statistics-Breakdown by County

April-09

Groups Booked	Room Nights	Delegates	Revenue
Placer County	427	165	\$64,088
Washoe County	60	30	\$13,230
Nevada County	0	0	\$0
Total	487	195	\$77,318

Groups Arrived

Placer County	0	0	\$0
Washoe County	810	410	\$120,252
Nevada County	0	0	\$0
Total	810	410	\$120,252

May-09

Groups Booked	Room Nights	Delegates	Revenue
Placer County	970	375	\$93,304
Washoe County	162	71	\$36,304
Nevada County	0	0	\$0
Total	1132	446	\$129,608

Groups Arrived

Placer County	988	525	\$149,847
Washoe County	113	45	\$31,077
Nevada County	0	0	\$0
Total	1101	570	\$180,924

June-09

Groups Booked	Room Nights	Delegates	Revenue
Placer County	60	40	\$5,400
Washoe County	100	200	\$9,810
Nevada County	0	0	\$0
Total	160	240	\$15,210

Groups Arrived

Placer County	1031	711	\$161,442
Washoe County	1092	630	\$164,221
Nevada County	0	0	\$0
Total	2123	1341	\$325,663

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### 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, the Kings Beach site opened in late June).

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#### Visitor Information Statistics for the Quarter

Tahoe City			
Walk In Count	2009	2008	Percentage +/-
April	730	722	1.11%
May	1216	1146	6.11%
June	2140	2269	-5.69%
Phone Count			
	2009	2008	Percentage +/-
April	317	290	9.31%
May	330	340	-2.94%
June	517	611	-15.38%

### Community Marketing Program

FY-2008/09 marked the fourth 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. \$10,000 of the total program allocation of \$60,000 is set aside to help market and support regional events. There were not any disbursements this quarter.

### 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:

Sugar Bowl Shuttle	\$ 20,000
Winter Traffic Management	18,117
Year Round Highway 89 Service	152,800
Night Service Transit	69,088
North Lake Tahoe Express	56,209
Winter Transit Program	120,000
Total	<u>\$ 436,214</u>

**Infrastructure**

Project Expenditures During the Quarter:

Performing Arts Feasibility Study	\$ 1,585
Squaw Valley Bus Stops	1,021
Master Plan Surveys and Study Updates	10,440
Enhanced Snowplowing	100,000
Fish Hatchery	197,080
Heritage Plaza-Funding Returned	(12,368)

Total	<u><u>\$ 297,758</u></u>
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**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	\$ 500
Community Mainstreet Workshop	100
North Tahoe Truckee Leadership Program	1,000
NLTRA Outreach Video	833
Integrated Workplan Update	62
Houston Group, State of California Legislative Advocacy	1,125
Legislative Advocacy-State	98

Total	<u><u>\$ 3,718</u></u>
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**Transportation**

Sierra Green Building Association-Membership	\$ 295
RMC Consulting	650
NLTRA Outreach Video	833
Community Mainstreet Workshop	100
Tahoe Transportation District-Local Match Funding	20,000
Legislative Advocacy-State	36
Houston Group, State of California Legislative Advocacy	1,125

Total	<u><u>\$ 23,039</u></u>
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\$ 760,729

## FY 2008-09 NLTRA Contract Quarterly Expenditure Summary

Quarterly Report for the 4th Quarter Ending 6/30/09

<i>Expenditure Area / Category</i>	<i>Quarterly Actual</i>	<i>Current Year YTD</i>	<i>Prior Year YTD</i>	<i>FY 2007-08 Budget</i>	<i>FY 2007-08 % Expended</i>
<b>MARKETING</b>					
<i>Personnel/Overhead - Direct Costs</i>	\$203,906	\$815,624	\$795,624	\$815,622	100%
<i>Direct Marketing/Programs</i>	\$166,477	\$665,908	\$793,464	\$665,906	100%
<i>Conference Marketing (VCB)</i>	\$56,499	\$225,996	\$249,840	\$225,996	100%
<i>Placer County Film</i>	\$0	\$0	\$0	\$54,400	0%
<i>Community Marketing Fund</i>	\$0	\$58,500	\$65,000	\$60,000	98%
<i>Unallocated Marketing Funds</i>	\$0	\$0	\$0	\$0	-
<b>Sub-Total</b>	\$426,882	\$1,766,028	\$1,903,928	\$1,821,924	97%
<b>VISITOR SUPPORT SERVICES</b>					
<i>Personnel/Overhead - Direct Costs</i>	\$24,675	\$98,700	\$88,650	\$98,700	100%
<i>Research and Planning</i>	\$22,744	\$42,820	\$24,951	\$45,000	95%
<i>Membership</i>	\$295	\$3,295	\$3,000	\$5,000	66%
<i>Transportation/Transit Programs</i>	\$418,097	\$975,522	\$818,110	\$1,014,725	96%
<i>Traffic Management Program</i>	\$18,117	\$33,587	\$30,659	\$30,000	112%
<b>Sub-Total</b>	\$483,928	\$1,153,924	\$965,370	\$1,193,425	97%

<b>TAHOE CAPITAL IMPROVEMENTS</b>					
<i>Personnel/Overhead - Direct Costs</i>	\$39,375	\$157,705	\$145,112	\$157,500	100%
<i>Research and Planning</i>	\$3,718	\$48,033	\$41,987	\$40,000	120%
<i>Membership</i>	\$0	\$0	\$5,000	\$10,000	0%
<i>Approved Capital Improvements</i>	\$297,758	\$1,304,627	\$2,076,306	\$827,151	158%
<b>Sub-Total</b>	\$340,851	\$1,510,365	\$2,268,405	\$1,034,651	146%
<b>NLTRA Contract Totals</b>	\$1,251,661	\$4,430,317	\$5,137,703	\$4,050,000	109%

FY 2008-09 NLTRA Contract Quarterly Revenue Summary					
Quarterly Report for the 4th Quarter Ending 6/30/09					
Revenue Area / Category	Quarterly Actual	Current Year YTD	Prior Year YTD	FY 2007-08 Budget	FY 2007-08 % Received
<b>MARKETING</b>					
Tahoe Share - 8% TOT **	\$455,481	\$1,821,924	\$1,822,228	\$1,821,924	100%
Interest Earnings	\$0	\$0	\$0	\$0	-
Fund Balance Carryover FY 01-02	\$0	\$0	\$86,100	\$0	-
Fund Balance Carryover FY 06-07	\$0	\$0	\$204,724	\$0	-
Flex Funding From Infrastructure	\$0	\$0	\$30,000	\$0	-
Other	\$0	\$0	\$0	\$0	-
<b>Sub-Total</b>	\$455,481	\$1,821,924	\$2,143,052	\$1,821,924	100%
<b>VISITOR SUPPORT SERVICES</b>					
Tahoe Share - 8% TOT **	\$93,811	\$375,244	\$375,916	\$375,242	100%
Interest Earnings	\$0	\$0	\$0	\$0	-
Fund Balance Carryover FY 01-02	\$0	\$0	\$22,552	\$0	-
Fund Balance Carryover FY 06-07	\$0	\$0	\$97,372	\$0	-
Flex Funding From Infrastructure	\$204,546	\$818,184	\$519,664	\$818,183	100%
Other	\$0	\$0	\$0	\$0	-
<b>Sub-Total</b>	\$298,357	\$1,193,428	\$1,015,504	\$1,193,425	100%
<b>TAHOE CAPITAL IMPROVEMENTS</b>					
Tahoe Share - 8% TOT **	\$256,421	\$1,025,684	\$749,664	\$387,634	265%
Tahoe Share - 2% TOT	\$0	\$0	\$0	\$1,465,200	0%
Interest Earnings	\$0	\$0	\$0	\$0	-
Fund Balance Carryover FY 01-02	\$0	\$0	\$0	\$0	-
Fund Balance Carryover FY 06-07	\$0	\$0	\$0	\$0	-
Flex to VSS Account	(\$204,546)	(\$613,638)	(\$519,664)	(\$818,183)	75%
Flex to Marketing Account	\$0	\$0	(\$30,000)		-
<b>Sub-Total</b>	\$51,875	\$412,046	\$200,000	\$1,034,651	40%
<b>NLTRA Contract Totals</b>	\$805,713	\$3,427,398	\$3,358,556	\$4,050,000	85%

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