



## north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

### AGENDA

#### Board Meeting

#### Lake Tahoe Incline Village Crystal Bay Visitors Bureau

Wednesday, September 16, 2015

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday, September 16th, 2015, beginning at 3:30 p.m. The meeting will be held in the board room of the Incline Village Crystal Bay Visitors Bureau, 969 Tahoe Blvd., Incline Village, NV 89451.

Public Comment will be at the beginning and ending of this meeting, and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the IVCBVB clerk at the beginning of the meeting. Comments based upon viewpoint may not be restricted by the Board.

- |  |                                       |
|--|---------------------------------------|
| <b>I. Call to Order/Roll Call</b>  | <b>Bill Wood</b>                      |
| <b>II. PUBLIC COMMENT – Pursuant to NRS 241.020</b><br><b>This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.</b>  | <b>Bill Wood</b>                      |
| <b>III. Approval of Agenda – (For Possible Action)</b>   | <b>Bill Wood</b>                      |
| <b>IV. Approval of Board Minutes from the Meeting of July 15<sup>th</sup>, 2015 – (For Possible Action)</b>  | <b>Bill Wood</b>                      |
| <b>V. Review of July TOT Collection Report (For Possible Action)</b>   | <b>Andy Chapman</b>                   |
| <b>VI. Review of August Financial Statements (For Possible Action)</b>   | <b>Andy Chapman/<br/>Ava Hinojosa</b> |
| <b>VII. Executive Director's Report</b> <ul style="list-style-type: none"><li>a. Marketing Indicators</li><li>b. RASC Update</li><li>c. NLT Marketing Coop Update</li><li>d. Update on Staffing Changes</li><li>e. CEO Written Activity Report</li></ul> | <b>Andy Chapman</b>                   |

- |              |   |                     |
|--------------|---|---------------------|
| <b>VIII.</b> | <b>Update on FYE 2014/15 Budget Audit Process</b>   | <b>Andy Chapman</b> |
| <b>IX.</b>   | <b>Review of GoTahoe.com Website Revision</b>   | <b>Andy Chapman</b> |
| <b>X.</b>    | <b>Review of North Lake Tahoe Ale Trail Campaign</b>  | <b>Andy Chapman</b> |
| <b>XI.</b>   | <b>Old Business</b>   | <b>Bill Wood</b>    |
| <b>XII.</b>  | <b>New Business</b>   | <b>Bill Wood</b>    |
| <b>XIII.</b> | <b>PUBLIC COMMENT – Pursuant to NRS 241.020</b><br><b>This is the time for public to comment on any matter whether</b><br><b>or not it is included on the Agenda of this meeting.</b> | <b>Bill Wood</b>    |
| <b>XIV.</b>  | <b>Adjournment – (For Possible Action)</b>  |                     |

Physically disabled persons desiring to attend this meeting should contact Tricia Davis at (775) 832-1606.

Support materials can be found at <http://www.gotahoenorth.com/about-tahoe/business-and-community/incline-village-crystal-bay-visitors-bureau>

**Public Postings:**

**Incline Village Post Office**

**Crystal Bay Post Office**

**Incline Village Crystal Bay Visitor Bureau**

**IVGID Office**

**Incline Justice Court**

**Meeting Location**

Submitted by  
Tricia Davis



**BOARD MEETING MINUTES**  
**Wednesday, July 15, 2015**

- I. **Call to Order/Roll Call.**
  - a. The Incline Village Crystal Bay Visitors Bureau Board Meeting was called to order at 3:40 pm by Chairman Bill Wood.
  - b. Roll call was taken and the following members were present; Chairman Wood, Fred Findlen and Blane Johnson. Also in attendance were: Legal Counsel, Geno Menchetti; Incline Village Crystal Bay Visitor Bureau CEO/President Andy Chapman, and Ava Hinojosa, Director of Operations & Finance.
- II. **PUBLIC COMMENT- Pursuant to NRS 241-020**
  - a. Public comment was called by Chairman Wood. There being none the meeting continued.
- III. **Approval of Agenda (For Possible Action)**
  - a. Hearing no changes the Agenda was approved as presented.
- IV. **Approval of Minutes from the June 17, 2015 Meeting (For Possible Action)**
  - a. Motion by Blane Johnson to approve June Minutes as presented. Second by Fred Findlen. Motion Approved.
- V. **CEO Report**
  - a. **Revenue Report**
    - i. Standard revenue report now shows a format that includes previous year and month-to-month with budget variance. All reports will change from calendar year to fiscal year.
    - ii. Forecast shows Revenue up 1% over budget and 6% over last year.
    - iii. Room revenue based on RSCVA report displays an upward trend through this fiscal calendar year.
  - b. **Marketing Indicators**
    - i. Hotel, Motel and Vacation Rental occupancy for May is down from last year while ADR revenue remained strong.
    - ii. Visitor Center Traffic is up 8.01% for June and our statistics reveal a steady increase continues from previous years.





- iii. Website statistics show a decrease in visits as the migration from old to new site with a recent launch date of June 22. However, analysis demonstrates an increase of engagement (more time on site and less bounce rate) as the site is user friendly and easier to navigate.
- Geo-tracking website traffic was up in June with top reporting States being CA, NV, TX, NY. Representing the top-tier California cities were San Francisco, Sacramento, LA, and San Jose. For future, this report will include top-ranking States that are geographically further away from us.
  - Organic search (GoTahoeNorth.com) remained the most popular way people are finding us with third party referral traffic primarily from VisitingLakeTahoe.com.
  - The Property Referral report shows our web traffic is coming from GoTahoeNorth.com to the individual properties.
  - As a method for website search, the Device Category report reveals that Desktop and Tablet continue to decrease in percentage as Mobile devices increase.
  - At the end of June, the DestiMetrics report showed bookings were up 14% from last year with a higher average daily rate and RevPAR had not been impacted. Pacing is slightly up for the six month period of July-December and up 5.1% compared to last year's actuals. Reservation activity showed same month bookings were up 7.5% compared to last year and last minute incremental bookings remained strong for June. Future bookings for July and August are slowing down but overall the reservation activity is up by 3.3%. Summer trends that began in the month of May showed actual occupancy up overall by 13.8% compared to last year. Occupancy bookings from July through October are up 1.6%, RevPAR is up 5.4% while daily rate is flat. Winter will be interesting to watch as El Nino gets stronger and media outlets will be tracking for snow. On the books thus far, November and December are up 27% and RevPAR is up by 35%.
  - RTIA report confirms that passenger count is down in relation to prior years but cargo is up. Daily flights for JetBlue remain strong with 84% occupancy.





**c. CEO Written Activity Report**

- i. CEO Chapman reported on Operations – staff job descriptions and summer schedules were defined, internal policy and procedures were established and projects are progressing forward.

**VI. Preliminary FY 2014/15 Year End Financial Report**

CEO Chapman distributed a preliminary financial report noting that the budget had not been incorporated into the organization's QuickBooks accounting system before now and for next fiscal year, performance reports will be included to compare budget to actual as well as last FY.

Brad Cappuro, CPA will be assisting staff with our FYE. Two items in particular that Brad is tasked to help with: (1) Employee Vacation Accrual Liability that the organization previously did not account for and Brad recommended that we accrue the expense at the end of each fiscal year. (2) A new POS (Point of Sale) system was positioned in March and changes were made to the P&L Statement separating COG (Cost of Goods) from the Merchandise Expense. There are several financial categories that will be discontinued as others will be placed for better activity tracking.

CEO Chapman reviewed the Actual to Budget FY 2014/15 and noted the Revenue is 14.1% more than budgeted. Part of the gain is from the TOT revenues and the other from Concierge Sales which will have an associated expense. Expenses were up from budget as well. A few expense items to review are: (1) Employee Vacation Accrual is up 100% because it was not budgeted and adjustment is to be made at FYE. (2) Staff Wages show a 5.6% increase because of employee payouts for retirees Terry Jones and Bill Hoffman. (3) FICA, is up 54% because of the two employee payouts. (4) PERS, shows an 11% savings since Terry Jones' position was not placed for eight months. (5) Bank & Credit Card charges are up because of more activity relating to merchandise and AT tickets sold. Suggestion was offered to explore other options for ticketing service to keep costs down. (6) Legal and Professional fees are up, which was due to working with SB-311. (7) Depreciation line item is up 100% as we record the annual depreciation and amortization expense write-off for office equipment and furniture. (8) Other financial categories are being closely watched as the internal practice for coding invoices has changed to reflect more accuracy for tracking. Discussion was had on improving the accounting process for Concierge Sales net income as opposed to reporting gross revenues since earnings are mostly paid out with exception to commissions earned. Suggestion is to review the Concierge commission to realistically consider the cost of service provided. CEO Chapman observed that we had a strong year and reminded everyone that the numbers are preliminary until after the audit is completed and we close the books.



**VII. Review of FYE 2014/15 Budget Audit Process (For Possible Action)**

CEO Chapman sought two financial audit proposals for the 2014/15 fiscal year. Kohn & Company provided a quote of \$8,500 and DiPietro & Thornton offered a quote of \$3,800.

CEO Chapman asked the board to consider both proposals and accept one as the audit will be scheduled for October. Chapman added that other costs will be incurred as our CPA consultant, Brad Cappuro, will support staff with year-end financials, assist in the audit, and complete the organization's annual tax reporting.

**After discussion, a Motion was presented by Fred Findlen to accept the competitive bid of \$3,800 from DiPietro & Thornton. Second by Blane Johnson. Motion Approved.**

**VIII. VII. Old Business**

CEO Chapman distributed a North Lake Tahoe Cooperative preliminary budget of \$1.6M which will be approved later in the month by the organization's board. The Co-op budget shows \$184,000 increase that will allocate more funds for Public Relations and Social Media. Through our Travel Nevada grant, the Co-op shows \$20,000 which had to be matched in-part of \$10,000 cash and \$10,000 in-kind marketing donation from the Abbi Agency. One new program being presented this Fall is called *The Ale Trail*, which combines a sporting exercise with refreshing "watering holes" after the activity. Also, the NLTMC will be allocating more funds to Conference Sales supporting FAM and Sales Trips. Funding will also be provided to the Regional Air Service Corporation for consumer marketing programs, as well as, JetBlue promotion opportunities.

CEO Chapman reported that he attended the TTD meeting and the Nevada Bike Path project has been delayed one year to offer more opportunity in the bidding process by combining Phase 1 with Phase 2 for a competitive single bid.

CEO Chapman will be attending the Diamond Peak Master Plan meeting as changes have been made by splitting the Plan from one to two phases.

Website has been launched and presentation was readied for viewing.

**IX. VIII. New Business**

CEO Chapman recommended that the August board meeting be canceled as traditionally this has been the practice for summer meetings. There was limited discussion on the board's preference for detailed meeting minutes and the general opinion is to keep the practice as currently recorded.





- X. **IX. Public Comment – Pursuant to NRS 241.020** (This is the time for the Public to comment on any matter, whether or not it is included on the Agenda of this Meeting.)  
No public comment was offered.
- XI. **X. Adjournment (For Possible Action)**  
**Motion by Fred Findlen to adjourn the meeting. Second by Blane Johnson.**  
**Meeting adjourned at 4:35 pm.**

Respectfully submitted by:  
Ava Hinojosa



Note: IVCBVB Portion of tax  
is 3.3125% of Rooms Revenue

Revenue Worksheet  
for FY \_\_\_\_\_

## 2015 /2016 RSCVA Grant Revenue

FINAL 7/1/15

Actual month Payment month Prior Year Actual Running	May!	June	July	August!	September	October	November!	December	January	February!	March	April	Total
	July	August	September	October	November	December	January	February	March	April	May	June	Total
	58,326	113,833	205,848	210,058	120,827	56,818	37,273	103,425	80,744	66,771	57,569	44,341	1,155,833
	58,326	172,159	378,007	588,065	708,892	765,710	802,983	906,408	987,152	1,053,923	1,111,492	1,155,833	1,155,833
FY 2015/16 Draft Budget Running	61,242	122,248	212,023	216,360	129,452	59,091	38,391	108,596	88,818	80,125	78,326	48,775	1,243,448
	61,242	183,490	395,514	611,873	741,325	800,416	838,807	947,403	1,036,222	1,116,347	1,194,673	1,243,448	1,243,448
FY 2015/16 Actual Running	61,654	132,354	216,235										
	61,654	194,008	410,243										
\$ Variance to Budget % Variance to Budget	412 0.7%	10106 7.6%	4212 1.9%										
\$ Variance to Budget Running % Variance to Budget Running	412 0.7%	10518 5.4%	14729 3.6%										
\$ Variance Prior Year % Variance Prior Year	3,328 5.4%	18,521 14.0%	10,387 4.8%										
\$ Variance Prior Year Running % Variance Prior Year Running	3328 5.4%	21849 11.3%	32236 7.9%										
Room Revenue	\$1,861,238	\$4,001,832	\$6,513,062	\$6,536,356	\$3,922,782	\$1,790,628	\$1,163,369	\$3,290,795	\$2,691,467	\$2,428,036	\$2,373,512	\$1,478,033	\$38,071,111

Forecasted Revenues

V.0-1

Financial Summary Report  
September 16<sup>th</sup>, 2015

August Month End Variance Report

REVENUE

- 46000 Merchandise Sales: 10.6% over budget due to strong August retail sales.
- R277 Concierge Sales: 9.4% over budget due to strong tour sales
- R250 Fund Transfer: 8.3% over budget due to strong June TOT collections

EXPENSES

- 0305 Payroll: 31.8% over budget due to Diane Moresi departure and vacation payout.
- 0320 Health Insurance: 28% over budget due to timing
- 0405 Bank & Credit Card Charges: 37% under budget due to timing
- 0461 Remote Offices: 52% under budget due to delayed decision in contract sales rep.
- 0691 Shuttle Subsidy/Sponsorship: No expense in August due to timing
- 0751 Concierge Expenses: 20% under budget due to timing of vendor check payouts.

3:14 PM

09/11/15

Accrual Basis

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU  
Profit & Loss Budget vs. Actual  
August 2015

	Aug 15	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	4,977.88	4,500.00	477.88	110.6%
R277 · Concierge	88,597.29	81,000.00	7,597.29	109.4%
Total POS Sales	93,575.17	85,500.00	8,075.17	109.4%
R250 · Fund Transfers				
R252 · Interest Income	132,354.40	122,248.00	10,106.40	108.3%
R269 · On Hold Messaging	0.86	42.00	-41.14	2.0%
R270 · Miscellaneous Revenue	0.00	25.00	-25.00	0.0%
R271 · Concierge Service	243.80	0.00	243.80	100.0%
R272 · Special Event Revenues	0.00	0.00	0.00	0.0%
R274 · Grants	0.00	0.00	0.00	0.0%
R290 · Consignment Sales				
R291 · Consignment Payments	-222.70			
R290 · Consignment Sales - Other	176.00			
Total R290 · Consignment Sales	-46.70			
Total Income	226,127.53	207,815.00	18,312.53	108.8%
Cost of Goods Sold				
50000 · Cost of Goods Sold (Costs of items purchased and then sold to customers)	2,481.21	2,475.00	6.21	100.3%
Total COGS	2,481.21	2,475.00	6.21	100.3%
Gross Profit	223,646.32	205,340.00	18,306.32	108.9%
Expense				
0305 · Payroll	28,554.38	21,666.00	6,888.38	131.8%
0313 · Employers Insurance of Nevada	0.00	62.00	-62.00	0.0%
0314 · State Employment	117.44	112.00	5.44	104.9%
0315 · Federal Unemployment	0.00	50.00	-50.00	0.0%
0316 · Public Employees Retirement Sys	6,018.01	6,066.00	-47.99	99.2%
0319 · Employer Fica/Medicare	414.04	550.00	-135.96	75.3%
0320 · Health Insurance	4,779.20	3,733.00	1,046.20	128.0%
0321 · Employee Training	435.00	435.00	0.00	100.0%
0401 · Utilities- Electric	173.69	208.00	-34.31	83.5%
0402 · Utilities-Gas & Heat	37.51	100.00	-62.49	37.5%
0403 · Utilities- Water	77.52	316.00	-238.48	24.5%
0405 · Bank & Cr Card Charges	2,701.65	4,275.00	-1,573.35	63.2%
0410 · Office Supplies & Expenses	591.88	416.00	175.88	142.3%

VI. a-2



3:14 PM

09/11/15

Accrual Basis

## INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

## Profit &amp; Loss Budget vs. Actual

August 2015

	Aug 15	Budget	\$ Over Budget	% of Budget
0411 · Maintenance/Janitorial	1,050.77	1,041.00	9.77	100.9%
0415 · Misc. Supplies	0.00	0.00	0.00	0.0%
0420 · Postage & Freight	0.96	292.00	-291.04	0.3%
0421 · Communications	177.02	917.00	-739.98	19.3%
0422 · Printing Expenses	0.00	0.00	0.00	0.0%
0430 · Building Repairs & Insurance	75.00	0.00	75.00	100.0%
0451 · Legal & Accounting Services	3,386.75	3,500.00	-113.25	96.8%
0460 · Contract Services	0.00	0.00	0.00	0.0%
0461 · Remote Offices	2,000.00	4,167.00	-4,167.00	0.0%
461.1 · Contract Fees - Remote Office	0.00			
0461 · Remote Offices - Other				
Total 0461 · Remote Offices	2,000.00	4,167.00	-2,167.00	48.0%
0462 · Equipment Lease & Maint.	0.00	250.00	-250.00	0.0%
0470 · Misc. Expenses	562.83	250.00	312.83	225.1%
0473 · Dues & Subscriptions	0.00	0.00	0.00	0.0%
0474 · License & Fees	0.00	0.00	0.00	0.0%
0501 · Travel & Lodging	287.30	0.00	287.30	100.0%
0504 · Registrations	0.00	0.00	0.00	0.0%
0505 · Local Transportation/Car	50.50	125.00	-74.50	40.4%
0507 · Meeting Expenses	0.00	125.00	-125.00	0.0%
0601 · Hospitality in Market	150.05	0.00	150.05	100.0%
0622 · Advertising Co-op	63,000.00	63,000.00	0.00	100.0%
0650 · Payroll Expense	125.00	125.00	0.00	100.0%
0689 · WEB Development	0.00	0.00	0.00	0.0%
0690 · Sponsorship	0.00	0.00	0.00	0.0%
0691 · Shuttle Subsidy/Sponsorship	12,000.00	0.00	12,000.00	100.0%
0730 · Special Promotional Items	9.85	250.00	-240.15	3.9%
0733 · On-Hold Messaging	103.08	108.00	-4.92	95.4%
0751 · Concierge Expense	57,736.30	72,900.00	-15,163.70	79.2%
0800 · Grant Expenses	0.00	0.00	0.00	0.0%
59900 · POS Inventory Adj -Merchandise	0.00			
Total Expense	184,615.73	184,604.00	11.73	100.0%
Net Ordinary Income	39,030.59	20,736.00	18,294.59	188.2%
Net Income	39,030.59	20,736.00	18,294.59	188.2%

VI. 9-3

10:02 AM  
09/14/15

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU  
Profit & Loss Budget Performance

August 2015

Accrual Basis

	Aug 15	Budget	Jul - Aug 15	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
POS Sales					
46000 · Merchandise Sales	4,977.88	4,500.00	8,514.00	9,000.00	25,000.00
R277 · Concierge	88,597.29	81,000.00	147,344.89	156,200.00	326,550.00
Total POS Sales	93,575.17	85,500.00	155,858.89	165,200.00	351,550.00
RS277 (Sponsors)	0.00		40.00		
R250 · Fund Transfers	132,354.40	122,248.00	194,007.92	183,490.00	1,243,448.00
R252 · Interest Income	0.86	42.00	27.20	84.00	500.00
R269 · On Hold Messaging	0.00	25.00	0.00	50.00	300.00
R270 · Miscellaneous Revenue	243.80	0.00	243.80	0.00	2,500.00
R271 · Concierge Service	0.00	0.00	0.00	0.00	0.00
R272 · Special Event Revenues	0.00	0.00	0.00	0.00	6,000.00
R274 · Grants	0.00	0.00	0.00	0.00	20,000.00
R290 · Consignment Sales					
R291 · Consignment Payments	-222.70		-222.70		
R290 · Consignment Sales - Other	176.00		438.00		
Total R290 · Consignment Sales	-46.70		215.30		
Total Income	226,127.53	207,815.00	350,393.11	348,824.00	1,624,298.00
Cost of Goods Sold					
50000 · Cost of Goods Sold (Costs of items purchased and then sold to custo...	2,481.21	2,475.00	5,087.37	4,950.00	13,750.00
Total COGS	2,481.21	2,475.00	5,087.37	4,950.00	13,750.00
Gross Profit	223,646.32	205,340.00	345,305.74	343,874.00	1,610,548.00
Expense					
0305 · Payroll	28,554.38	21,666.00	50,628.40	43,332.00	259,989.00
0313 · Employers Insurance of Nevada	0.00	62.00	823.00	124.00	750.00
0314 · State Employment	117.44	112.00	214.82	224.00	1,350.00
0315 · Federal Unemployment	0.00	50.00	12.10	100.00	600.00
0316 · Public Employees Retirement Sys	6,018.01	6,066.00	11,407.26	12,132.00	72,797.00
0319 · Employer Fica/Medicare	414.04	550.00	895.27	1,100.00	6,600.00
0320 · Health Insurance	4,779.20	3,733.00	7,949.77	7,466.00	44,802.00
0321 · Employee Training	435.00	0.00	435.00	625.00	2,500.00
0401 · Utilities- Electric	173.69	208.00	359.20	416.00	2,500.00
0402 · Utilities-Gas & Heat	37.51	100.00	76.95	200.00	2,500.00
0403 · Utilities- Water	77.52	316.00	390.57	632.00	3,800.00
0405 · Bank & Cr Card Charges	2,701.65	4,275.00	4,470.36	8,260.00	17,578.00
0410 · Office Supplies & Expenses	591.88	416.00	1,033.80	832.00	5,000.00
0411 · Maintenance/Janitorial	1,050.77	1,041.00	1,935.71	2,082.00	12,500.00
0415 · Misc.Supplies	0.00	0.00	0.00	500.00	2,000.00
0420 · Postage & Freight	0.96	292.00	236.16	584.00	3,500.00
0421 · Communications	177.02	917.00	1,632.72	1,834.00	11,000.00

VI.04

10:02 AM

09/14/15

Accrual Basis

## INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

## Profit &amp; Loss Budget Performance

August 2015

	Aug 15	Budget	Jul - Aug 15	YTD Budget	Annual Budget
0422 · Printing Expenses	0.00	0.00	0.00	500.00	1,000.00
0430 · Building Repairs & Insurance	75.00	0.00	2,905.00	0.00	12,000.00
0451 · Legal & Accounting Services	3,386.75	3,500.00	5,945.75	7,000.00	56,000.00
0460 · Contract Services	0.00	0.00	150.00	375.00	1,500.00
0461 · Remote Offices					
461.1 · Contract Fees - Remote Office	2,000.00		4,000.00		
0461 · Remote Offices - Other	0.00	4,167.00	0.00	8,334.00	50,000.00
Total 0461 · Remote Offices	2,000.00	4,167.00	4,000.00	8,334.00	50,000.00
0462 · Equipment Lease & Maint.	0.00	250.00	0.00	500.00	3,000.00
0470 · Misc. Expenses	562.83	250.00	792.26	500.00	3,000.00
0473 · Dues & Subscriptions	0.00	0.00	1,845.00	1,000.00	4,000.00
0474 · License & Fees	0.00	0.00	65.50	400.00	400.00
0501 · Travel & Lodging	287.30	0.00	2,039.89	0.00	6,000.00
0504 · Registrations	0.00	0.00	0.00	0.00	2,500.00
0505 · Local Transportation/Car	50.50	125.00	50.50	250.00	1,500.00
0507 · Meeting Expenses	0.00	125.00	442.23	250.00	5,000.00
0601 · Hospitality in Market	150.05	0.00	150.05	0.00	8,000.00
0622 · Advertising Co-op	63,000.00	63,000.00	94,500.00	94,500.00	610,000.00
0650 · Payroll Expense	125.00	125.00	215.00	250.00	1,500.00
0689 · WEB Development	0.00	0.00	0.00	7,000.00	7,000.00
0690 · Sponsorship	0.00	0.00	15,000.00	0.00	55,000.00
0691 · Shuttle Subsidy/Sponsorship	12,000.00	0.00	12,000.00	12,000.00	22,000.00
0730 · Special Promotional Items	9.85	250.00	79.15	500.00	3,000.00
0733 · On-Hold Messaging	103.08	108.00	206.16	220.00	1,300.00
0751 · Concerge Expense	57,736.30	72,900.00	57,736.30	140,580.00	293,895.00
0800 · Grant Expenses	0.00	0.00	0.00	0.00	20,000.00
0990 · Depreciation Expense	0.00	0.00	0.00	0.00	7,475.00
59900 · POS Inventory Adj -Merchandise	0.00	0.00	0.00		
Total Expense	184,615.73	184,604.00	280,623.88	354,602.00	1,624,836.00
Net Ordinary Income	39,030.59	20,736.00	64,681.86	-10,728.00	-14,288.00
Net Income	39,030.59	20,736.00	64,681.86	-10,728.00	-14,288.00

VI.9-5



# Fiscal Year Occupancy Report

August-15

## Hotel/Motel

	2015/2016	2014/2015	2013/2014	2012/2013	2011/2012
July	72.0	83.2	75.6	66.8	77.3
August		82.9	73.2	72.2	78.1
September		64.9	64.3	65.2	64.8
October		47.5	53.2	46.1	46.7
November		39.0	34.6	31.4	27.6
December		45.2	45.2	40.6	42.3
January		52.4	45.5	44.9	35.4
February		52.8	49.2	48.0	36.5
March		41.5	43.5	46.5	34.6
April		45.3	43.2	30.5	31.6
May		48.6	54.1	40.4	33.1
June		64.4	71.1	62.3	54.5
<b>YTD</b>	<b>72.0</b>	<b>83.2</b>	<b>75.6</b>	<b>66.8</b>	<b>77.3</b>

## Vacation Rental/Time Share

	2015/2016	2014/2015	2013/2014	2012/2013	2011/2012
July	25.3	27.7	17.1	13.3	22.4
August		29.0	28.8	20.6	21.6
September		13.4	14.8	10.1	8.3
October		9.0	5.6	4.5	3.7
November		5.5	5.1	5.7	3.5
December		7.1	7.1	6.7	12.0
January		9.8	5.7	5.6	3.1
February		8.7	5.6	10.8	4.5
March		4.7	6.1	5.2	3.1
April		3.2	4.6	3.1	3.7
May		3.8	5.7	4.2	2.2
June		11.7	14.6	5.0	4.2
<b>YTD</b>	<b>25.3</b>	<b>27.7</b>	<b>17.1</b>	<b>13.3</b>	<b>22.4</b>

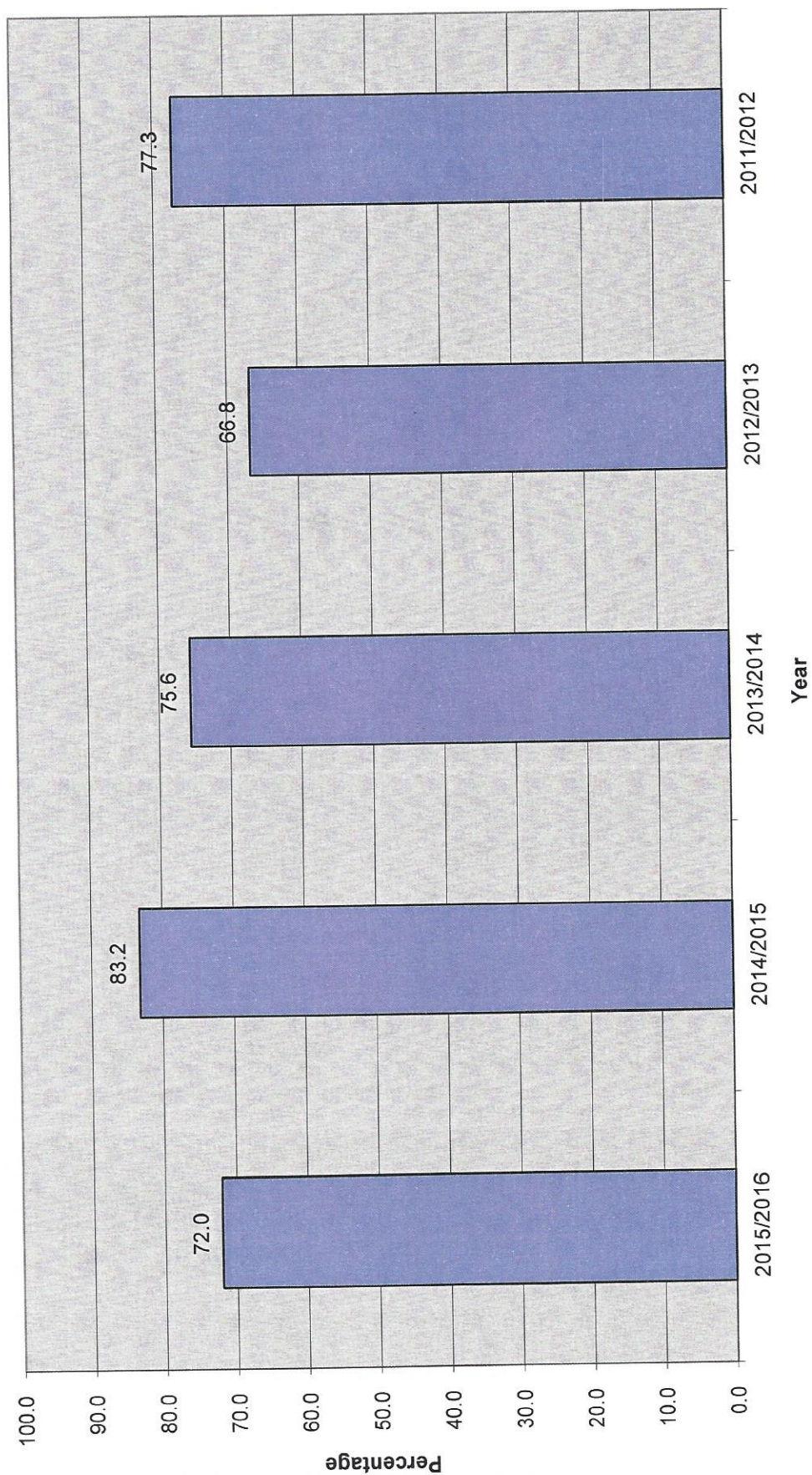
## Homeowner's

	2015/2016	2014/2015
September		30.4
December		15.1
March		14.4
June		12.7
<b>YTD</b>	<b>0.0</b>	<b>18.2</b>

Revised September 8, 2015  
Occupancy Report

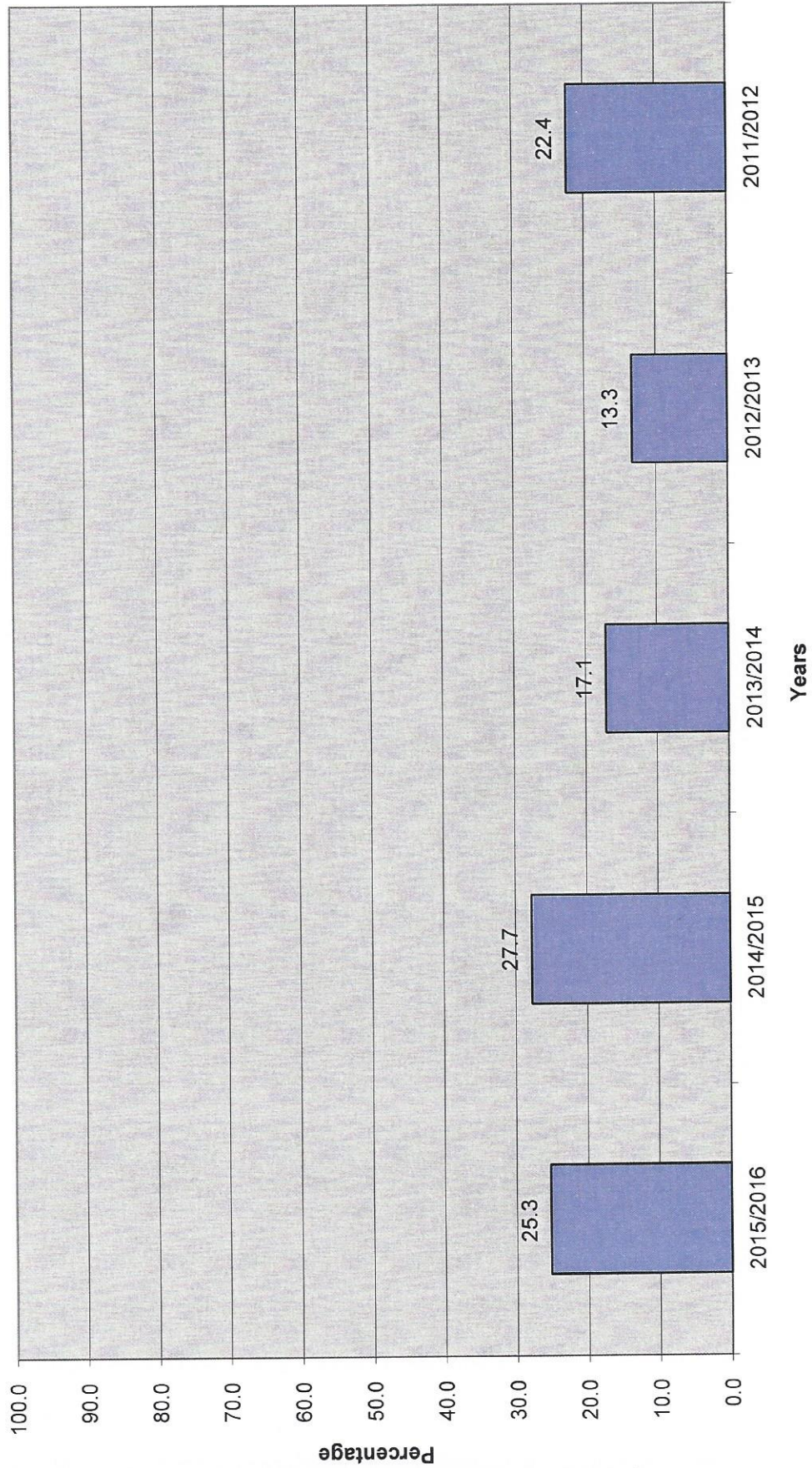
VII. a-1

Hotels / Motels  
Fiscal Year-to-Date Occupancy  
July - June





Vacation Rentals / Time Shares  
Fiscal Year-to-Date Occupancy  
July - June





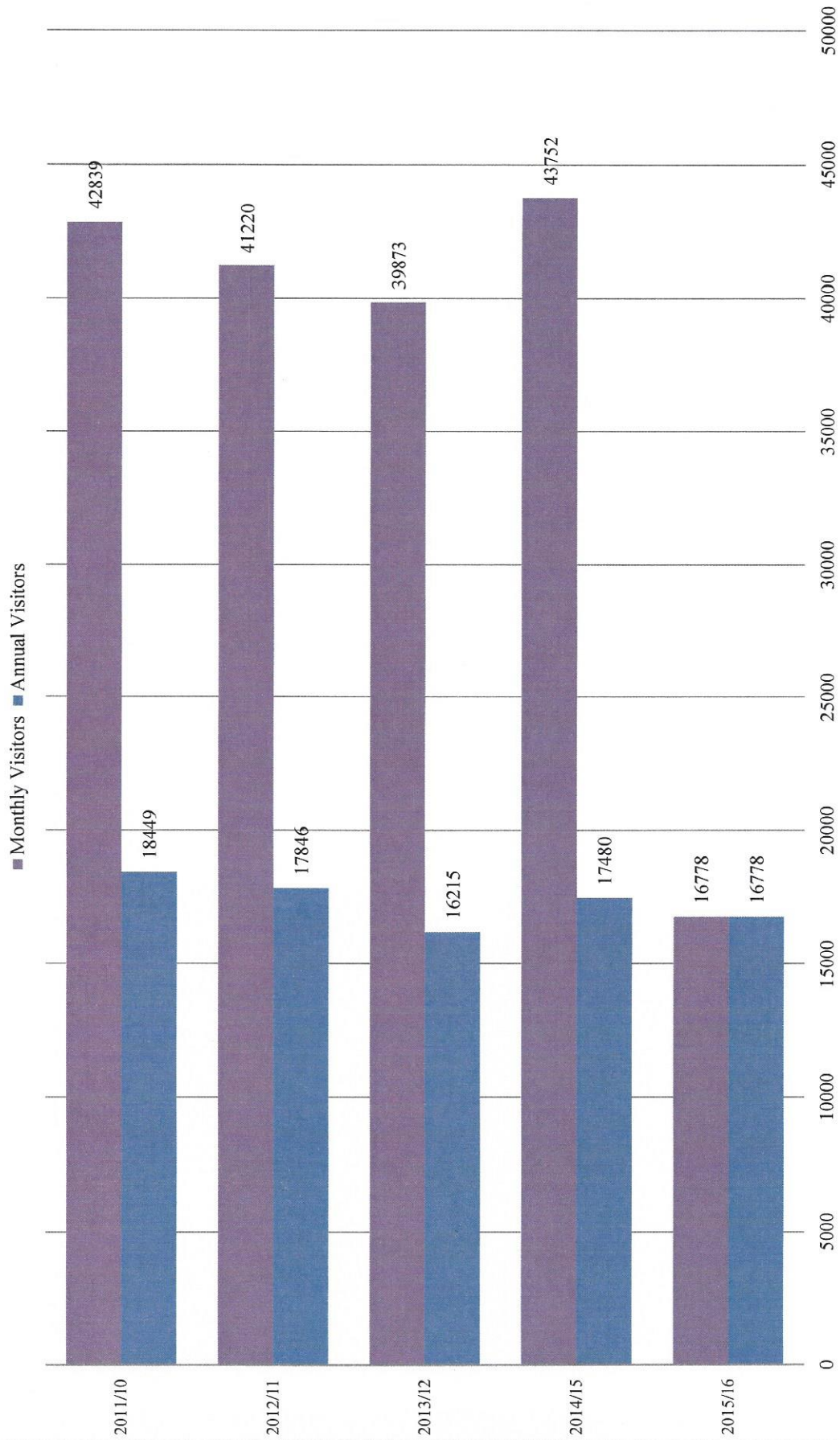
**Incline Village - Crystal Bay  
Visitor Bureau Traffic Log  
August-15**

	<b>Month to Date</b>				
	<b>2015/16</b>	<b>2014/15</b>	<b>2013/12</b>	<b>2012/11</b>	<b>2011/10</b>
<b>July</b>	7865	9037	8546	9,011	8,863
<b>August</b>	8913	8443	7669	8,835	9,586
<b>September</b>		6215	5650	7,046	6,267
<b>October</b>		3712	2914	2,445	3,000
<b>November</b>		1174	1072	1,105	1,109
<b>December</b>		999	330	581	1,069
<b>January</b>		972	733	889	1,035
<b>February</b>		910	843	687	921
<b>March</b>		1484	1070	918	1,017
<b>April</b>		1491	1610	1,274	1,558
<b>May</b>		2881	3681	2,963	3,251
<b>June</b>		6434	5755	5,466	5,163
<b>TOTALS</b>	<b>16778</b>	<b>17480</b>	<b>16215</b>	<b>17846</b>	<b>18449</b>

	<b>Annual</b>				
	<b>2015/16</b>	<b>2014/15</b>	<b>2013/12</b>	<b>2012/11</b>	<b>2011/10</b>
<b>July</b>	7865	9037	8546	9,011	8,863
<b>August</b>	8913	8443	7669	8,835	9,586
<b>September</b>		6215	5650	7,046	6,267
<b>October</b>		3712	2914	2,445	3,000
<b>November</b>		1174	1072	1,105	1,109
<b>December</b>		999	330	581	1,069
<b>January</b>		972	733	889	1,035
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<b>March</b>		1484	1070	918	1,017
<b>April</b>		1491	1610	1,274	1,558
<b>May</b>		2881	3681	2,963	3,251
<b>June</b>		6434	5755	5,466	5,163
<b>TOTALS</b>	<b>16778</b>	<b>43752</b>	<b>39873</b>	<b>41220</b>	<b>42839</b>

VII.a-4

# **Incline Village - Crystal Bay Visitor Center Traffic Yearly Comparison through December**



## Location

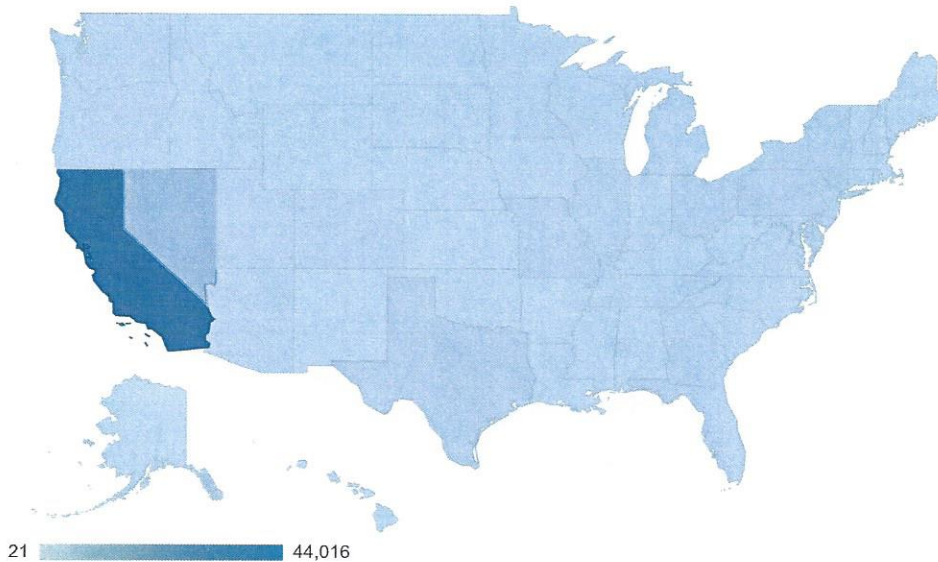
Aug 1, 2015 - Aug 31, 2015

ALL » COUNTRY: United States

 All Sessions  
94.47%

Map Overlay

Summary



Region	Acquisition			Behavior			Conversions <span>Goal 1: Lodging Book Now</span>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Lodging Book Now (Goal 1 Conversion Rate)	Lodging Book Now (Goal 1 Completions)	Lodging Book Now (Goal 1 Value)
	70,162 % of Total: 94.47% (74,267)	76.22% Avg for View: 76.23% (-0.02%)	53,478 % of Total: 94.46% (56,617)	19.24% Avg for View: 19.57% (-1.65%)	5.13 Avg for View: 5.09 (0.77%)	00:02:57 Avg for View: 00:02:56 (0.55%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. California	44,016 (62.73%)	75.57%	33,262 (62.20%)	20.15%	4.98	00:02:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Nevada	8,587 (12.24%)	68.13%	5,850 (10.94%)	19.80%	5.07	00:03:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Texas	2,479 (3.53%)	81.00%	2,008 (3.75%)	16.58%	5.84	00:03:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. New York	1,179 (1.68%)	82.61%	974 (1.82%)	18.49%	4.80	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Illinois	1,093 (1.56%)	82.07%	897 (1.68%)	17.84%	5.41	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Washington	903 (1.29%)	83.50%	754 (1.41%)	18.49%	5.65	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Florida	881 (1.26%)	82.97%	731 (1.37%)	18.50%	5.16	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Colorado	801 (1.14%)	79.40%	636 (1.19%)	14.73%	5.38	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Oregon	799 (1.14%)	81.10%	648 (1.21%)	17.65%	5.96	00:03:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Arizona	714 (1.02%)	78.71%	562 (1.05%)	14.29%	5.29	00:03:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Ohio	540 (0.77%)	85.93%	464 (0.87%)	15.19%	5.81	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Utah	488 (0.70%)	84.84%	414 (0.77%)	15.57%	5.76	00:03:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Michigan	480 (0.68%)	80.62%	387 (0.72%)	14.37%	5.80	00:03:12	0.00%	0 (0.00%)	\$0.00 (0.00%)

VII.9-6



13.	Michigan	438 (0.60%)	65.52%	297 (0.52%)	17.81%	5.74	00:04:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
14.	Missouri	447 (0.64%)	65.55%	293 (0.55%)	18.12%	5.74	00:04:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	Pennsylvania	436 (0.62%)	87.84%	383 (0.72%)	16.28%	5.60	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	Georgia	426 (0.61%)	76.76%	327 (0.61%)	17.14%	4.94	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	New Jersey	421 (0.60%)	84.32%	355 (0.66%)	18.29%	5.65	00:02:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	Massachusetts	409 (0.58%)	83.37%	341 (0.64%)	19.32%	4.83	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	Virginia	408 (0.58%)	85.54%	349 (0.65%)	13.73%	5.56	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	North Carolina	372 (0.53%)	85.48%	318 (0.59%)	14.52%	6.09	00:03:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	Wisconsin	353 (0.50%)	81.59%	288 (0.54%)	17.28%	5.21	00:02:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	Minnesota	344 (0.49%)	83.72%	288 (0.54%)	16.86%	5.34	00:02:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	Tennessee	257 (0.37%)	81.71%	210 (0.39%)	11.28%	4.98	00:02:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	South Carolina	251 (0.36%)	81.27%	204 (0.38%)	20.72%	5.45	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	Maryland	238 (0.34%)	83.61%	199 (0.37%)	13.87%	5.77	00:03:02	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 52

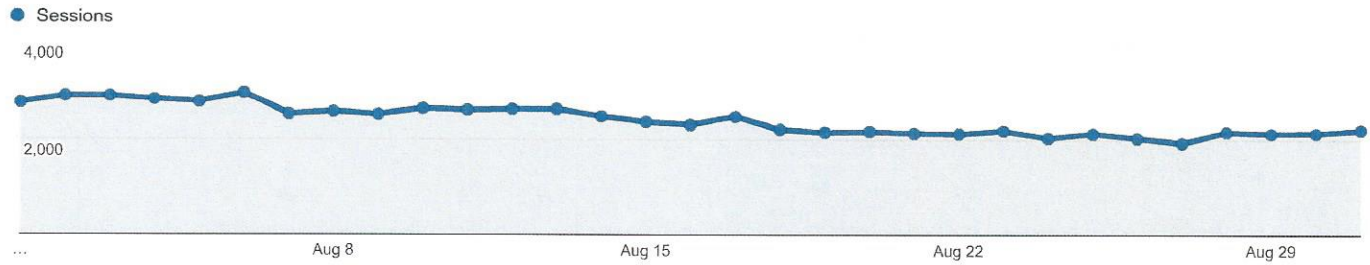
## New vs Returning

Aug 1, 2015 - Aug 31, 2015

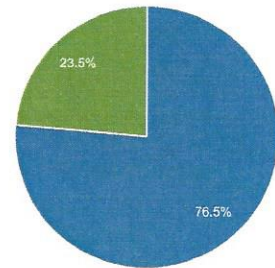
All Sessions  
100.00%

### Explorer

Summary



User Type	Sessions	Sessions	Contribution to total: Sessions
	74,267 % of Total: 100.00% (74,267)	74,267 % of Total: 100.00% (74,267)	
1. New Visitor	56,780	76.45%	
2. Returning Visitor	17,487	23.55%	



Rows 1 - 2 of 2

## Overview

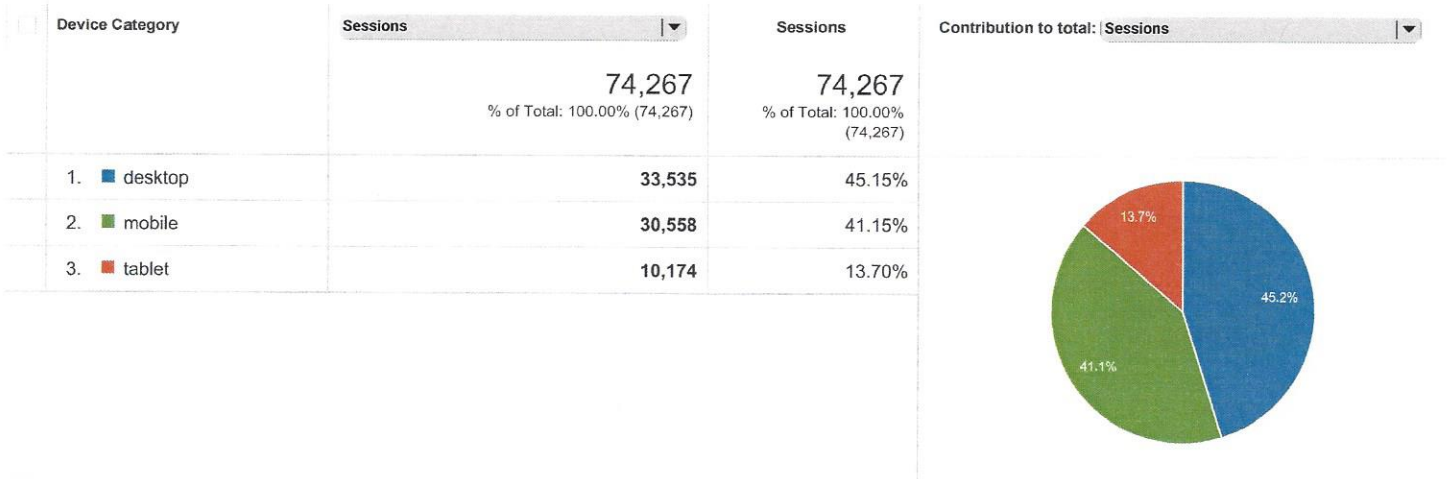
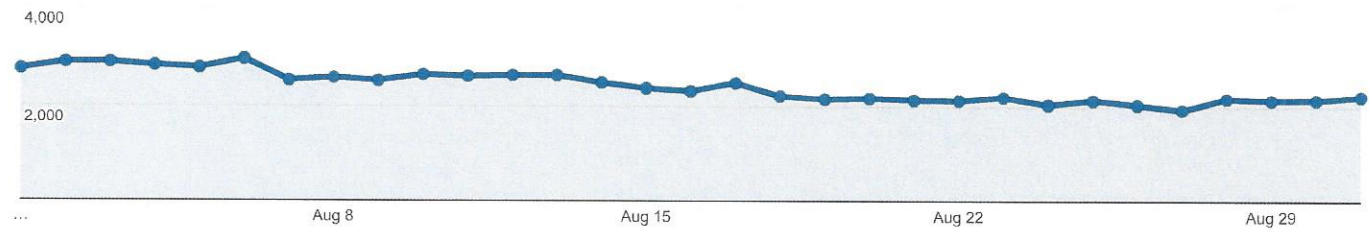
Aug 1, 2015 - Aug 31, 2015

 All Sessions  
100.00%

### Explorer

Summary

 Sessions



Rows 1 - 3 of 3

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## Acquisition Overview

Aug 1, 2015 - Aug 31, 2015

All Sessions  
100.00%

Primary Dimension:

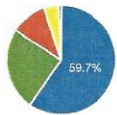
Conversion:

Top Channels

Goal 1: Lodging Book Now

Edit Channel Grouping

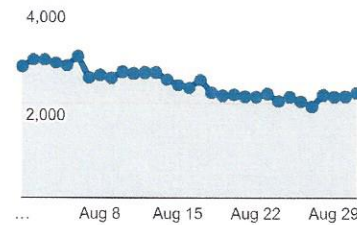
### Top Channels



Organic Search  
Referral  
Direct  
Paid Search  
Social

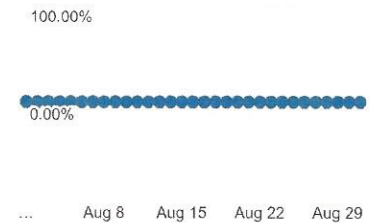
### Sessions

Sessions



### Conversions

Lodging Book Now (Goal 1 Conversion Rate)



### Acquisition

### Behavior

### Conversions

	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
	74,267	76.23%	56,617	19.57%	5.09	00:02:56	0.00%	0	\$0.00
1 Organic Search	44,368			20.22%			0.00%		
2 Referral	18,099			16.02%			0.00%		
3 Direct	7,960			22.61%			0.00%		
4 Paid Search	3,250			20.74%			0.00%		
5 Social	590			31.53%			0.00%		

To see all 5 Channels click [here](#).

## All Traffic

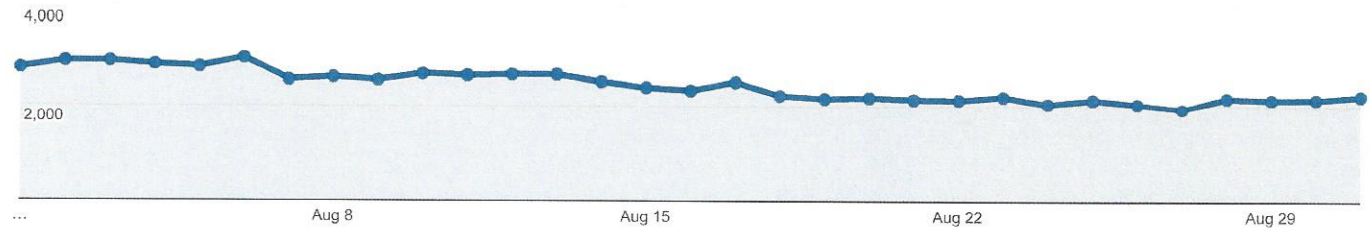
Aug 1, 2015 - Aug 31, 2015

All Sessions  
100.00%

### Explorer

Summary

Sessions



Source / Medium	Sessions	Sessions	Contribution to total: Sessions
	74,267 % of Total: 100.00% (74,267)	74,267 % of Total: 100.00% (74,267)	
1. google / organic	40,999	55.20%	
2. visitinglaketahoe.com / referral	14,221	19.15%	
3. (direct) / (none)	7,960	10.72%	
4. google / cpc	3,250	4.38%	
5. yahoo / organic	2,281	3.07%	
6. bing / organic	889	1.20%	
7. bing.com / referral	413	0.56%	
8. dogtrekker.com / referral	351	0.47%	
9. floating-share-buttons.com / referral	229	0.31%	
10. m.facebook.com / referral	216	0.29%	
11. skilaketahoe.com / referral	150	0.20%	
12. visitcalifornia.com / referral	140	0.19%	
13. facebook.com / referral	134	0.18%	
14. aol / organic	130	0.18%	
15. sfipprogram.org / referral	112	0.15%	
16. renotahoe.com / referral	86	0.12%	
17. search.xfinity.com / referral	86	0.12%	
18. 7x7.com / referral	83	0.11%	
19. ritzcarlton.com / referral	78	0.11%	

VII.0-11


20.	 t.co / referral	75	0.10%
21.	 duckduckgo.com / referral	69	0.09%
22.	 m.skilaketahoe.com / referral	68	0.09%
23.	 californiacampgrounds.org / referral	64	0.09%
24.	 northlaketahoeexpress.com / referral	61	0.08%
25.	 tripadvisor.com / referral	61	0.08%

Rows 1 - 25 of 385

© 2015 Google

VII. a-12





# Passenger and Cargo Statistics Report

## Reno-Tahoe International Airport July 2015



**U.S. DOMESTIC INDUSTRY OVERVIEW FOR JULY 2015**  
All RNO Carriers Domestic Systemwide – year over year comparison

Average Load Factor:	88.8% Flat
Number of Flights *:	Flat
Capacity of Seats *:	Up 4.5%
Crude Oil Average:	\$50.90 per barrel in July 2015 vs. \$103.59 per barrel in July 2014

**RNO OVERVIEW FOR JULY 2015 – year over year comparison**

Total Passengers:	Up 5.6%
Year-to-Date Passengers:	Up 0.9%
Avg. Enplaned Load Factor:	82.8%, Flat
Actual Departures:	Down (3.6%)
Actual Departing Seats:	Up 6.0%
Total Cargo:	Up 8.4%
Year-to-Date Cargo:	Up 4.2%

*Source: RNO Monthly Flight Activity Reports; \* INNOVATA Flight Schedule via Diio*

**JULY 2015 SUMMARY**

Reno-Tahoe International Airport (RNO) served 350,823 passengers in July 2015, which is up 5.6% versus July 2014. The main reason for this year-over-year increase is the additional passengers on JetBlue Airways and Volaris Airlines flights. Without these additions, the year-over-year July 2015 passengers would have been up 2%. In addition to the new flights, the increased seat capacity on American Airlines and Delta Air Lines also contributed to the year-over-year passenger increase. During the first seven months of 2015, RNO served 1,962,735 passengers, representing an increase of 0.9% when compared to the same period last year.

In regards to cargo tonnage, RNO handled 11,775,072 pounds of cargo in July 2015, an increase of 8.4% when compared to July 2014. RNO handled 73,159,819 pounds of air cargo during the first seven months of 2015, an increase of 4.2% when compared to the same period last year.

In July 2015, RNO was served by nine airlines providing 63 peak daily departures to 17 non-stop destinations. Total departures at RNO were down (3.6%) and the seat capacity increased 6.0% when compared to July 2014.

Starting November 5, 2015, Alaska Airlines will begin non-stop daily flights between RNO and Boise Airport. The airline will fly the route with a 76-seat Bombardier Q400 aircraft. It will depart Reno at 4:35 p.m. and arrive in Boise at 6:55 p.m. It will depart Boise at 6:15 p.m. and arrive in Reno at 6:44 p.m. The Boise route also offers great connectivity into another popular market, Spokane, Washington; with only a half hour connect time.

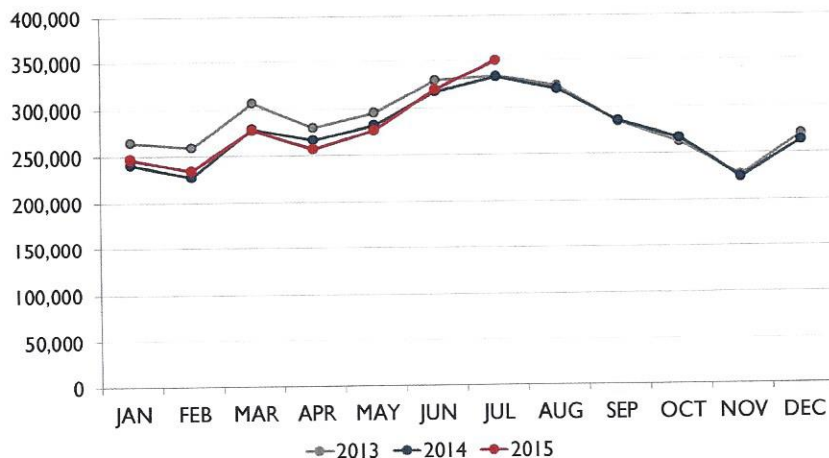


**Reno-Tahoe  
Airport Authority**

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### TOTAL PASSENGERS

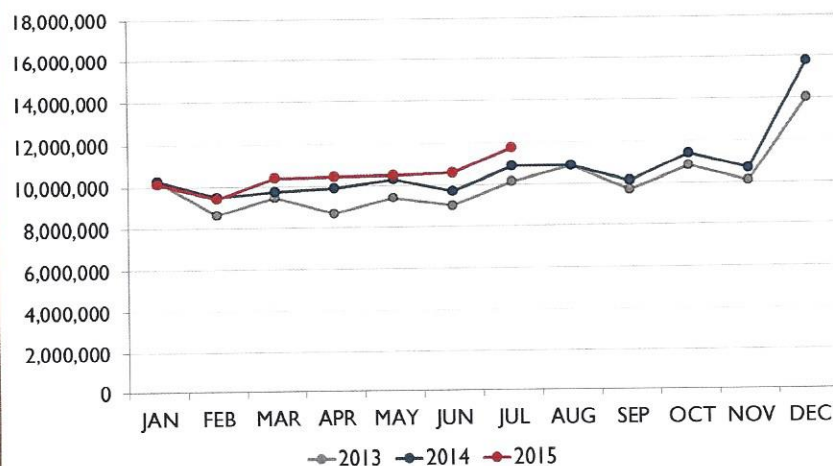


### TOTAL PASSENGERS

RNO served 350,823 passengers in July 2015, which is up 5.6% when compared to July 2014. At RNO, all airlines reported a year-over-year increase in passenger traffic with the exception of Southwest Airlines and United Airlines. Southwest Airlines carried 145,546 passengers during the month of July 2015, a decrease of (0.3%) when compared to July 2014. United Airlines was down (4.3%) for the same period

In July 2015, Allegiant Air's passenger traffic increased 79.9% when compared to July 2014. The main reason of this increase is the addition of third weekly flight to Las Vegas and two charter operations. Delta Air Lines increased 15.0%, Alaska Airlines up 5.0% and American Airlines/US Airways reported an increase of 4.2% for the same period.

### TOTAL CARGO

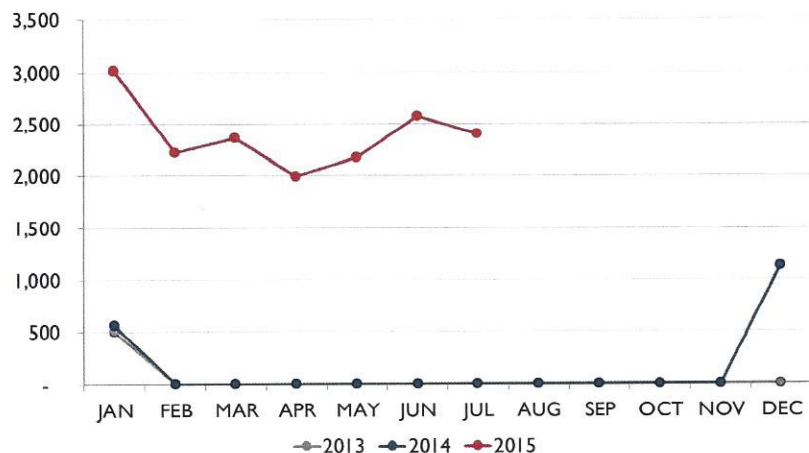


### TOTAL CARGO

In July 2015, RNO handled 11,775,072 pounds of air cargo, an increase of 8.4% versus July 2014. The cargo tonnage of Ameriflight increased 22.4%, UPS was up 18.7%, and FedEx reported an increase of 5.1% over the same period.



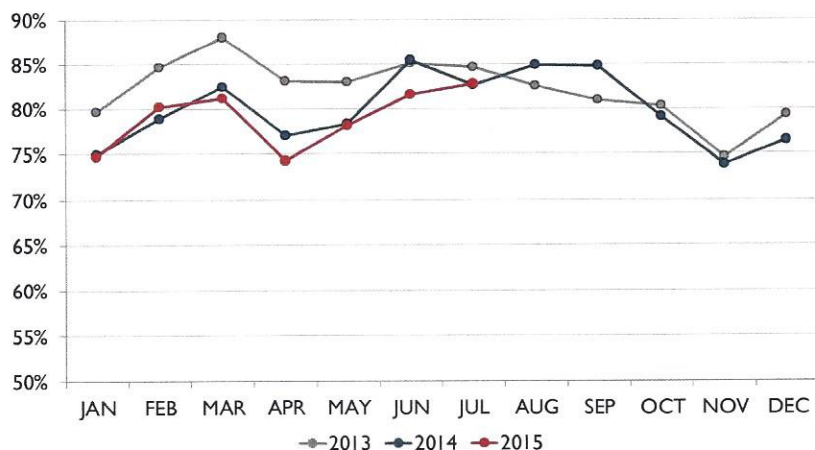
## TOTAL INTERNATIONAL PASSENGERS



## TOTAL INTERNATIONAL PASSENGERS

In July 2015, RNO served a total of 2,402 international passengers. Volaris Airlines operated twice a week scheduled flights to Guadalajara, Mexico.

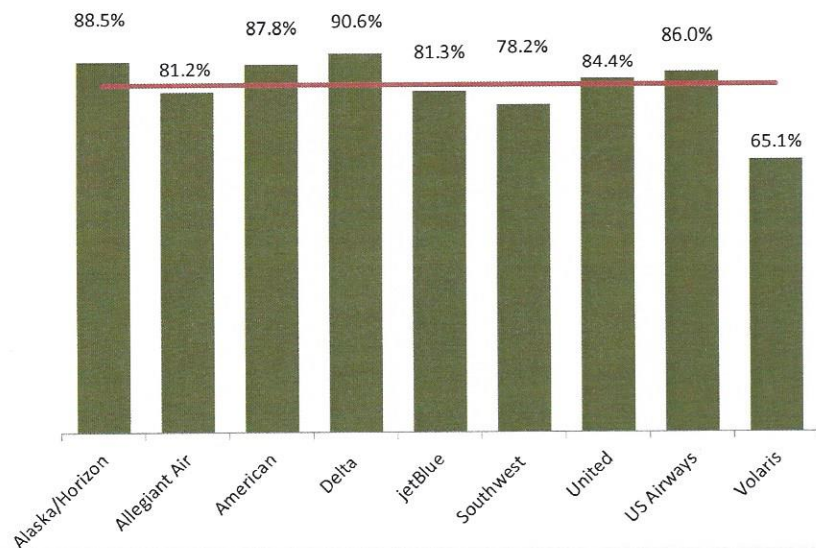
## AVERAGE ENPLANED LOAD FACTOR



## AVERAGE ENPLANED LOAD FACTOR

In July 2015, the average enplaned load factor at RNO was 82.8%, an increase of 0.2% pts. versus July 2014.

## AVERAGE ENPLANED LOAD FACTOR BY AIRLINE



### Load Factors July 2015

Airline	RNO	Network	Difference
Alaska	88.5%	88.1%	0.4
Allegiant Air	81.2%	90.4%	(9.2)
American	87.8%	87.3%	0.5
Delta	90.6%	87.9%	2.7
jetBlue	81.3%	87.0%	(5.7)
Southwest	78.2%	87.7%	(9.5)
United	84.4%	87.0%	(2.6)
US Airways	86.0%	87.3%	(1.3)
Volaris	65.1%		n/a

Source: Airline Performance Reports

American and US Airways reported combined operations



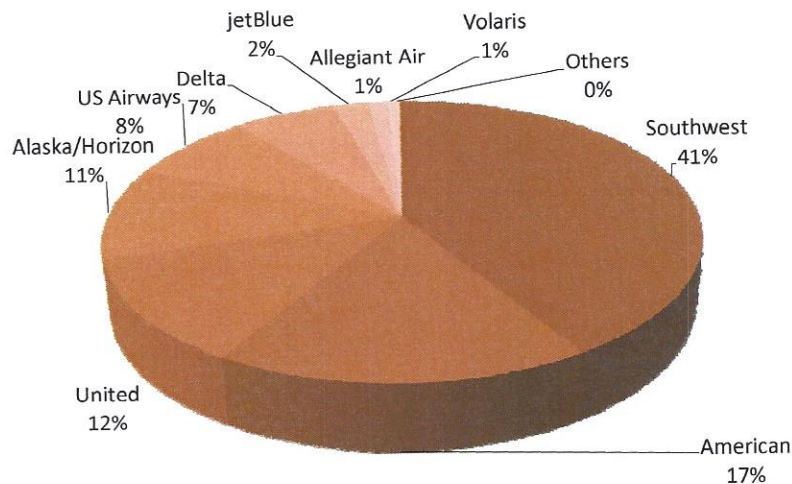
Reno-Tahoe  
Airport Authority

VII.946

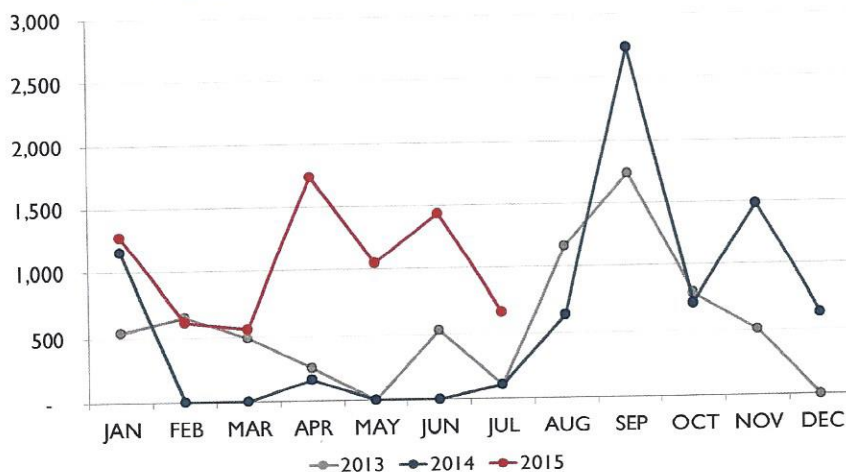
## AIR CARRIER MARKET SHARE

	July-15	July-14	YOY Change
Alaska/Horizon	10.6%	10.6%	(0.1)
Allegiant Air	1.2%	0.7%	0.5
American	17.2%	16.0%	1.2
Delta	6.5%	6.0%	0.5
jetBlue	2.3%	n/a	n/a
Southwest	41.5%	44.0%	(2.5)
United	12.1%	13.3%	(1.2)
US Airways	7.9%	9.4%	(1.6)
Volaris	0.7%	n/a	n/a
Others	0.1%	0.0%	0.1

## AIR CARRIER MARKET SHARE



## TOTAL CHARTER PASSENGERS



## TOTAL CHARTER PASSENGERS

In July 2015, five charter flights operated at RNO, carrying a total of 665 passengers. In July 2014, only one charter flight carrying 107 passengers was reported.

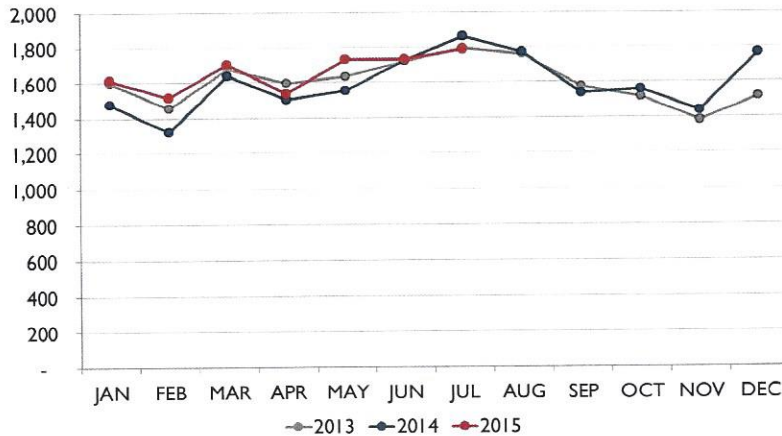


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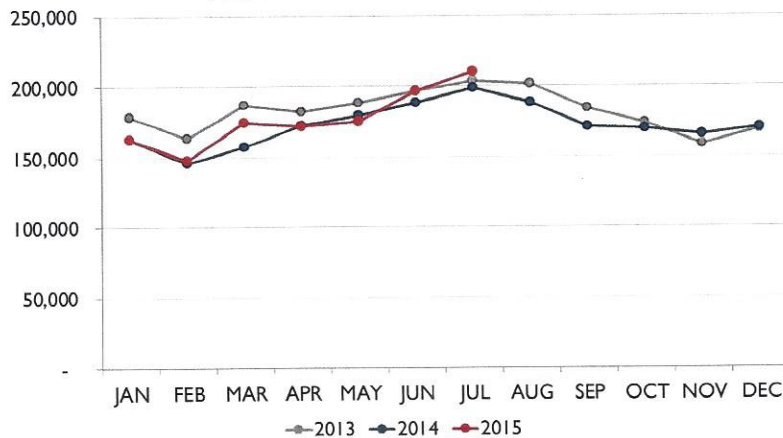
VII.a-F



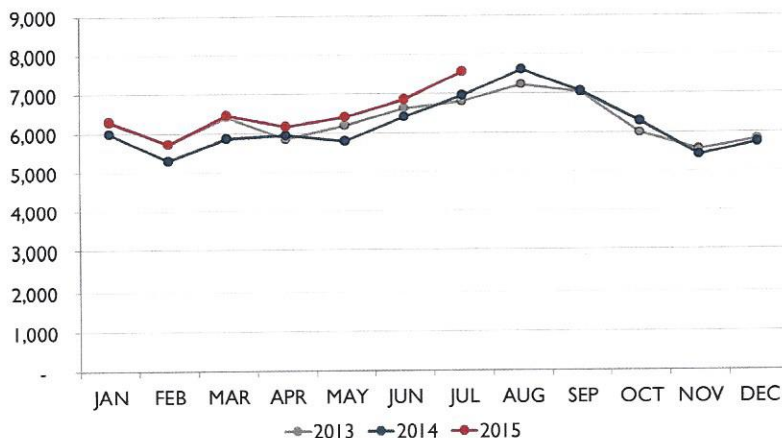
## MONTHLY SCHEDULED DEPARTURES



## MONTHLY SCHEDULED SEATS



## TOTAL OPERATIONS



## Flight Schedule Update

### Alaska Airlines

- Starting July 1, 2015, the new schedule of Reno - San Jose flights is as follows:  
 San Jose to Reno:  
 7:30 AM - 8:28 AM & 6:00 PM - 6:56 PM  
 Reno to San Jose:  
 6:00 AM - 6:57 AM & 4:30 PM - 5:28 PM

### American Airlines (Seasonal Reduction)

- The 3rd daily flight between Reno and Dallas will operate till September 8, 2015.
- The 5th daily flight between Reno and Los Angeles will operate till September 7, 2015.
- Reno-Chicago flights reduced to one flight a day schedule on August 18, 2015.

### Delta Air Lines (Seasonal Reduction)

- The non-stop seasonal flight to Minneapolis will operate till August 29, 2015. The flight will return on December 19, 2015.

### jetBlue Airways (Seasonal Reduction)

- Starting September 13, 2015, non-stop flights between Reno and New York City will reduce to four times a week schedule; Sunday, Monday, Thursday and Friday (no flight on the 12th).

### United Airlines (Seasonal Reduction)

- The non-stop flight to Houston operated till August 16, 2015. The flight will return on December 17, 2015.

### United Parcel Service

- Starting mid-September 2015, UPS will increase their operations by six flights a week.

## TOTAL OPERATIONS

A total of 7,573 operations occurred at RNO in July 2015, an increase of 8.7% when compared to July 2014. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



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# Reno-Tahoe International Airport

Total Passengers July-15					
	Passengers		% Diff.	Passengers	
	2013	2014		2015	% Diff.
JAN	264,265	241,181	-8.7%	246,571	2.2%
FEB	259,299	228,035	-12.1%	234,763	3.0%
MAR	306,139	278,172	-9.1%	277,477	-0.2%
<b>1st Quarter</b>	<b>829,703</b>	<b>747,388</b>	<b>-9.9%</b>	<b>758,811</b>	<b>1.5%</b>
APR	279,418	266,800	-4.5%	256,823	-3.7%
MAY	295,494	282,277	-4.5%	276,969	-1.9%
JUN	328,755	316,720	-3.7%	319,309	0.8%
<b>2nd Quarter</b>	<b>903,667</b>	<b>865,797</b>	<b>-4.2%</b>	<b>853,101</b>	<b>-1.5%</b>
JUL	333,321	332,242	-0.3%	350,823	5.6%
AUG	322,083	318,965	-1.0%		
SEP	283,800	284,931	0.4%		
<b>3rd Quarter</b>	<b>939,204</b>	<b>936,138</b>	<b>-0.3%</b>		
OCT	262,473	266,701	1.6%		
NOV	227,213	225,384	-0.8%		
DEC	270,051	263,682	-2.4%		
<b>4th Quarter</b>	<b>759,737</b>	<b>749,592</b>	<b>-1.3%</b>		
<b>TOTAL</b>	<b>3,432,311</b>	<b>3,298,915</b>	<b>-3.9%</b>		
<b>YTD Total</b>		1,945,427		1,962,735	0.9%

Total Enplaned Passengers July-15				
Month	2013	2014	2015	% Diff.
JAN	133,686	121,700	124,505	2.3%
FEB	129,283	113,777	117,750	3.5%
MAR	154,633	142,542	141,314	-0.9%
APR	140,153	132,183	128,088	-3.1%
MAY	146,562	139,349	137,132	-1.6%
JUN	162,824	158,827	159,989	0.7%
JUL	165,268	162,090	172,266	6.3%
AUG	160,570	159,664		
SEP	145,740	147,458		
OCT	132,741	134,946		
NOV	114,162	112,573		
DEC	131,328	128,295		
<b>TOTAL</b>	<b>1,716,950</b>	<b>1,653,404</b>		
<b>YTD Total</b>		808,378	981,044	21.4%

Total Deplaned Passengers				
Month	2013	2014	2015	% Diff.
JAN	130,579	119,481	122,066	2.2%
FEB	130,016	114,258	117,013	2.4%
MAR	151,506	135,630	136,163	0.4%
APR	139,265	134,617	128,735	-4.4%
MAY	148,932	142,928	139,837	-2.2%
JUN	165,931	157,893	159,320	0.9%
JUL	168,053	170,152	178,557	4.9%
AUG	161,513	159,307		
SEP	138,060	137,480		
OCT	129,739	131,755		
NOV	113,051	112,811		
DEC	138,723	135,387		
<b>TOTAL</b>	<b>1,715,368</b>	<b>1,651,699</b>		
<b>YTD Total</b>		804,807	981,691	22.0%

Total Cargo July-15						
	2013	2014	% Diff.	2015		% Diff.
	Cargo in Pounds			Pounds	Metric	
JAN	10,269,546	10,303,380	0.3%	10,113,421	4,587	-1.8%
FEB	8,635,807	9,486,697	9.9%	9,418,781	4,272	-0.7%
MAR	9,457,376	9,758,391	3.2%	10,381,009	4,708	6.4%
1st Quarter	28,362,729	29,548,468	4.2%	29,913,211	13,566	1.2%
APR	8,639,232	9,876,465	14.3%	10,416,248	4,724	5.5%
MAY	9,398,212	10,269,963	9.3%	10,459,643	4,744	1.8%
JUN	9,001,339	9,679,744	7.5%	10,595,645	4,805	9.5%
2nd Quarter	27,038,783	29,826,172	10.3%	31,471,536	14,273	5.5%
JUL	10,149,807	10,863,843	7.0%	11,775,072	5,340	8.4%
AUG	10,859,694	10,853,726	-0.1%			
SEP	9,689,115	10,127,014	4.5%			
3rd Quarter	30,698,616	31,844,583	3.7%			
OCT	10,834,930	11,429,538	5.5%			
NOV	10,099,499	10,664,398	5.6%			
DEC	13,998,438	15,776,073	12.7%			
4th Quarter	34,932,867	37,870,009	8.4%			
TOTAL	121,032,995	129,089,232	6.7%			
YTD Total		70,238,483		73,159,819	33,179	4.2%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Jul-15	Jul-14	Diff.
Alaska/Horizon	18,694	88.5%	84.0%	4.5
Allegiant Air	2,156	81.2%	87.7%	-6.5
American	28,957	87.8%	85.6%	2.2
Delta	11,254	90.6%	88.6%	2.1
jetBlue	3,780	81.3%	n/a	n/a
Southwest	71,600	78.2%	79.2%	-1.1
United	21,000	84.4%	90.9%	-6.5
US Airways	13,609	86.0%	78.8%	7.2
Volaris	1,049	65.1%	n/a	n/a

Source: RNO Monthly Flight Activity Reports



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## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of July 31, 2015

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### Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,539 Units ('DestiMetrics Census'\*)

		2015/16	2014/15	Year over Year % Diff
<b>a. Last Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Paid Occupancy Rate for last month (July) changed by (-1.3%)	Paid Occupancy Rate (July) :	71.8%	72.8%	-1.3%
North Lake Tahoe Average Daily Rate for last month (July) changed by (2.6%)	ADR (July) :	\$272	\$265	2.6%
North Lake Tahoe RevPAR for last month (July) changed by (1.2%)	RevPAR (July) :	\$195	\$193	1.2%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Paid Occupancy Rate for next month (August) changed by (-3.6%)	Paid Occupancy Rate (August)	59.6%	61.9%	-3.6%
North Lake Tahoe Average Daily Rate for next month (August) changed by (0.4%)	ADR (August) :	\$261	\$260	0.4%
North Lake Tahoe RevPAR for next month (August) changed by (-3.2%)	RevPAR (August) :	\$156	\$161	-3.2%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Paid Occupancy Rate for the prior 6 months changed by (0.5%)	Paid Occupancy Rate	48.7%	48.5%	0.5%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-3.4%)	ADR	\$227	\$235	-3.4%
North Lake Tahoe RevPAR for the prior 6 months changed by (-2.9%)	RevPAR	\$111	\$114	-2.9%
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Paid Occupancy Rate for the upcoming 6 months changed by (12.8%)	Paid Occupancy Rate	25.3%	22.4%	12.8%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-0.7%)	ADR	\$233	\$234	-0.7%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (12.0%)	RevPAR	\$59	\$52	12.0%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jul. 31, 2015 vs. Previous Year</b>				
Rooms Booked during last month (July, 2015) compared to Rooms Booked during the same period last year (July, 2014) for arrival July to December has changed by (19.1%)	Booking Pace (July)	6.7%	5.6%	19.1%

\* DestiMetrics Census: Total number of rooms reported by participating DestiMetrics properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.

DESCRIPTION: The Reservation Activity Outlook Report tracks paid occupancy rate, 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 Paid Occupancy Rate, ii) last YTD Paid Occupancy Rate, iii) last season's ending Paid Occupancy Rate.

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 DestiMetrics's other participants.

As is the case in all DestiMetrics 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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## RESERVATIONS ACTIVITY REPORT

### SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2015/16 YTD (as of July 31, 2015) vs. 2014/15 YTD (as of July 31, 2014) vs. 2014/15 Historical

**NOTE:** This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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■ Historic Actual (2014/15 season)      ■ Data as of July 31, 2015 (2015/16 season)  
■ Data as of July 31, 2014 (2014/15 season)      — Percent Change

Chart 1a - Paid Occupancy Rate

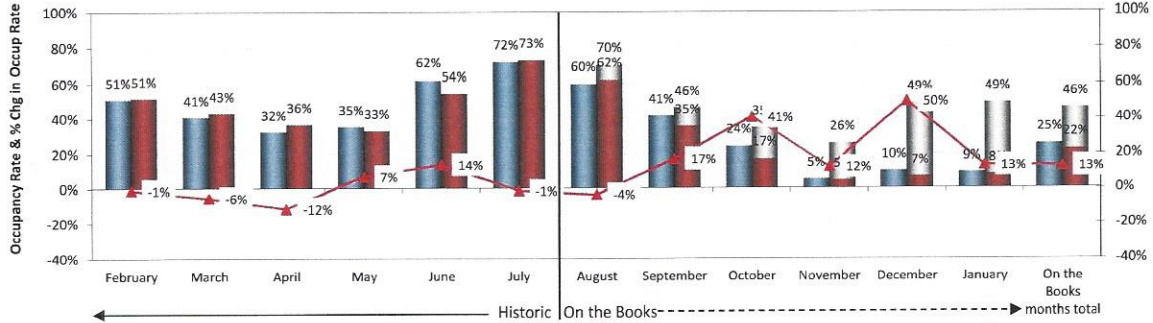


Chart 1b - Average Daily Rate

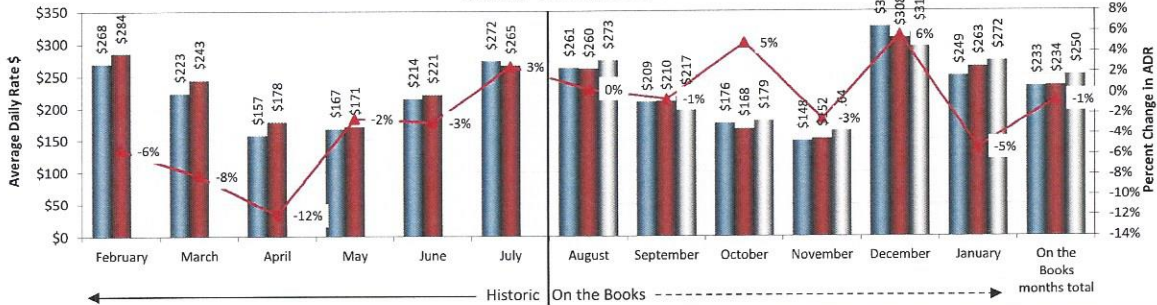


Chart 1c - Revenue Per Available Room

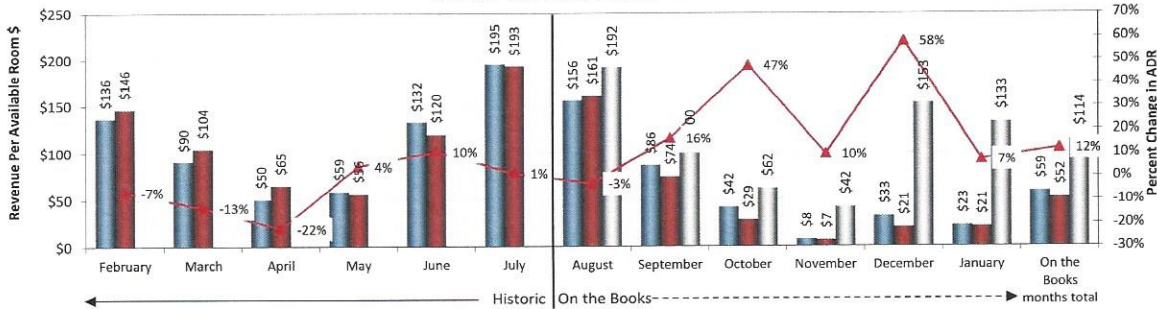
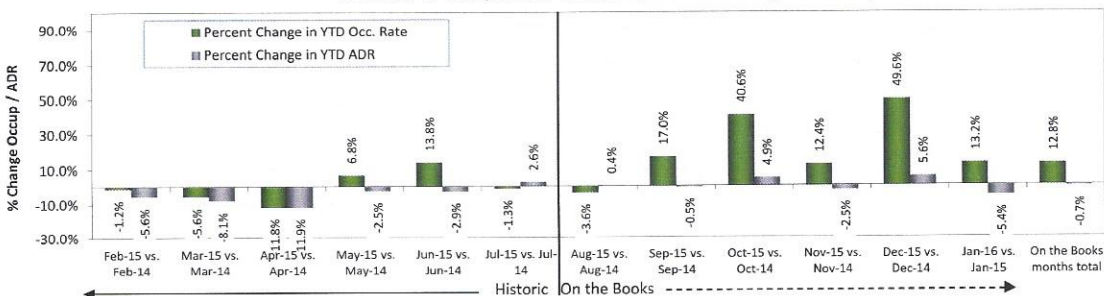


Chart 1d - % Change in YTD Occupancy and ADR: 2014/15 vs 2013/14





## RESERVATIONS ACTIVITY REPORT

### SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

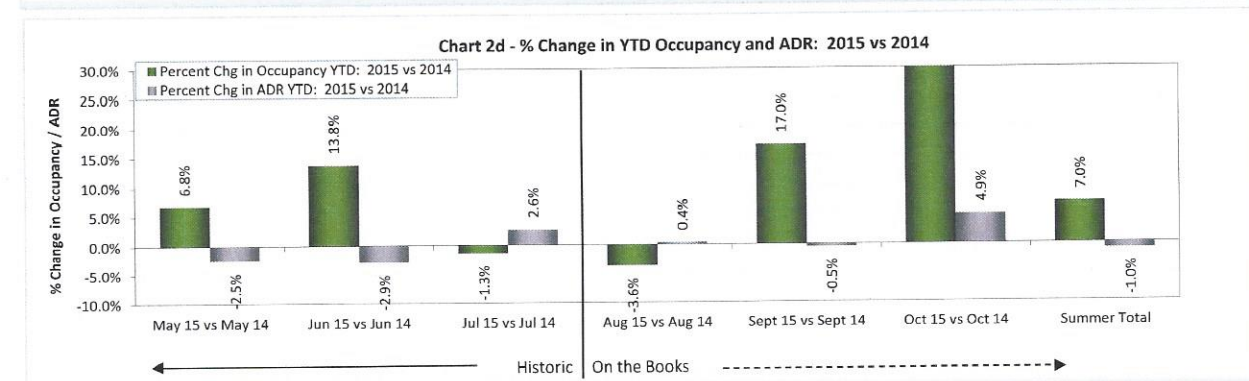
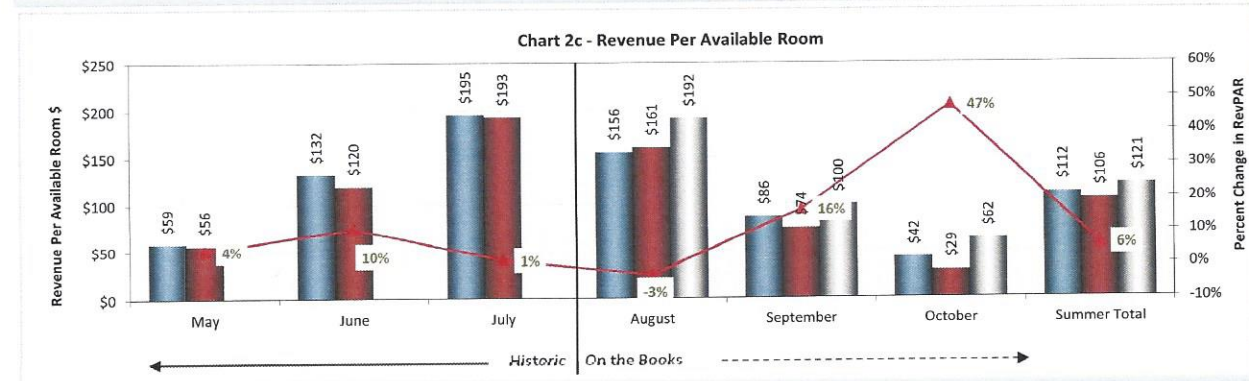
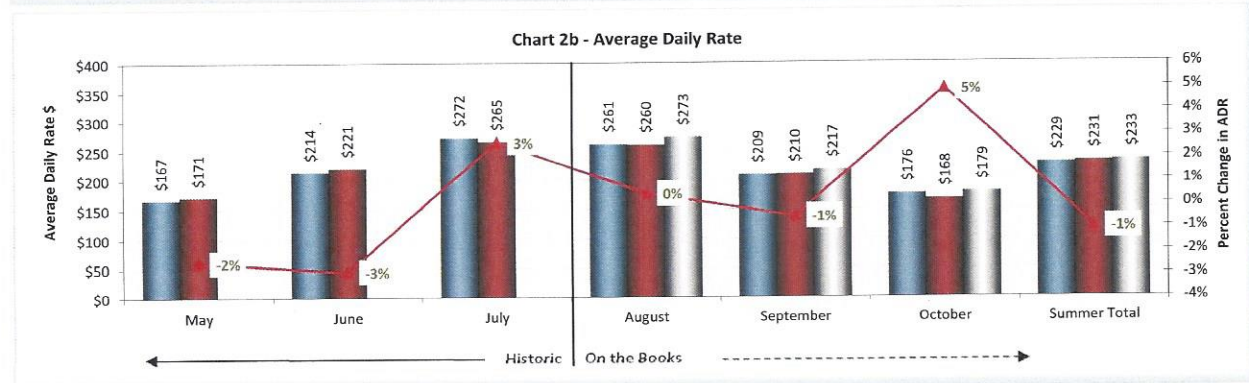
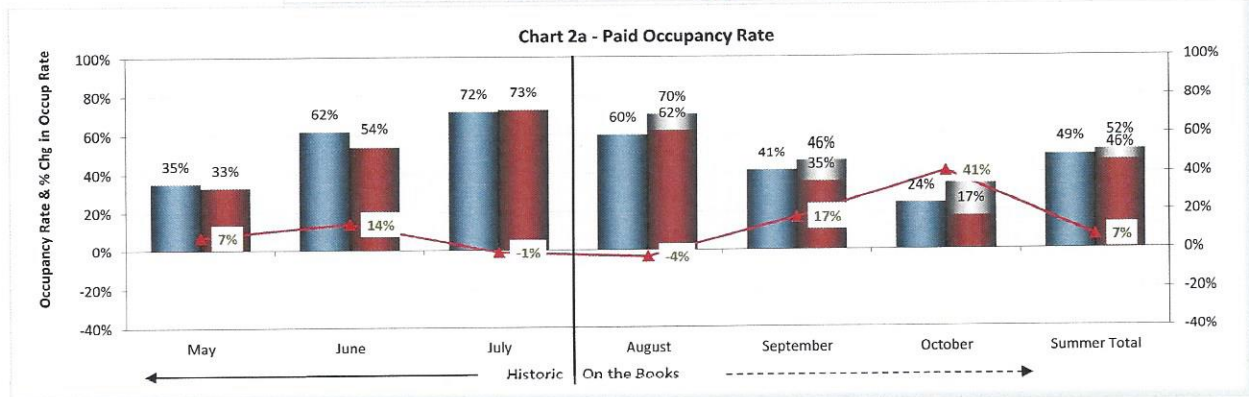
2016 YTD (as of July 31, 2015) vs. 2015 YTD (as of July 31, 2014) vs. 2015 Historical

**NOTE:** This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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Historic Actual (2014 season)     
  Data as of July 31, 2015 (2015 season)

Data as of July 31, 2014 (2014 season)     
  Percent Change



## RESERVATIONS ACTIVITY REPORT

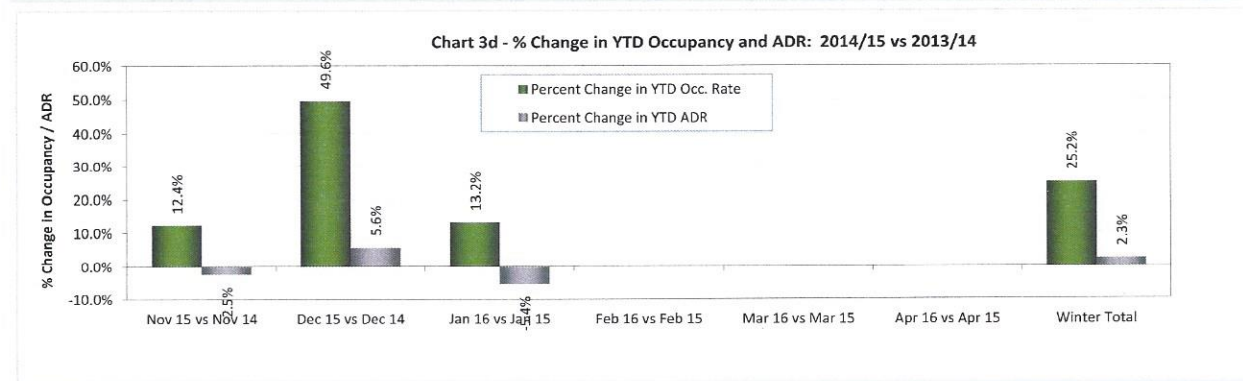
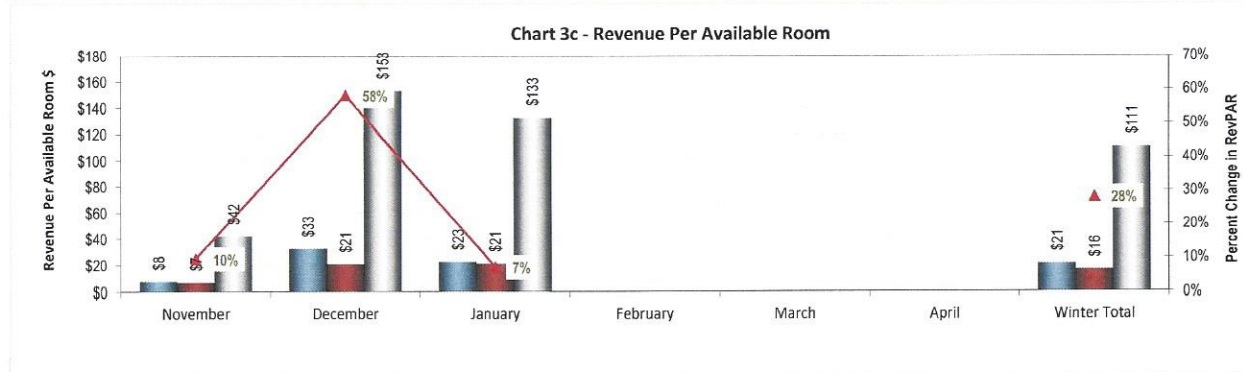
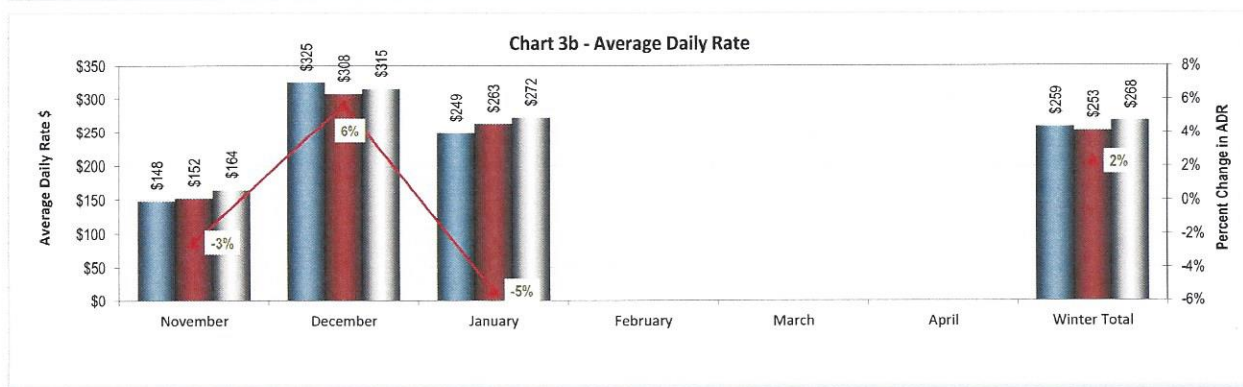
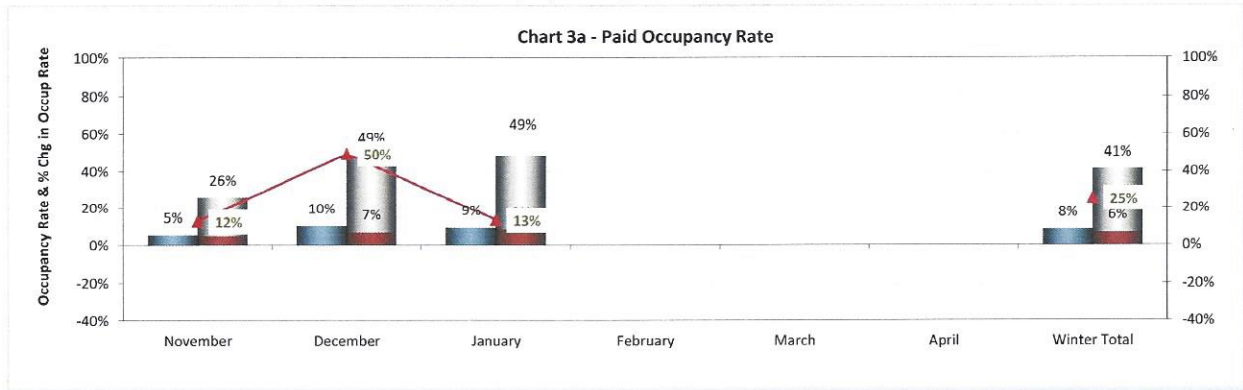
### SECTION 3 - WINTER SEASON SUMMARY GRAPHS

**2015/16 YTD (as of July 31, 2015) vs. 2014/15 YTD (as of July 31, 2014) vs. 2014/15 Historical**

**NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above**

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Historic Actual (2014/15 season)  
 Data as of July 31, 2015 (2015/16 season)  
 Data as of July 31, 2014 (2014/15 season)  
 Percent Change





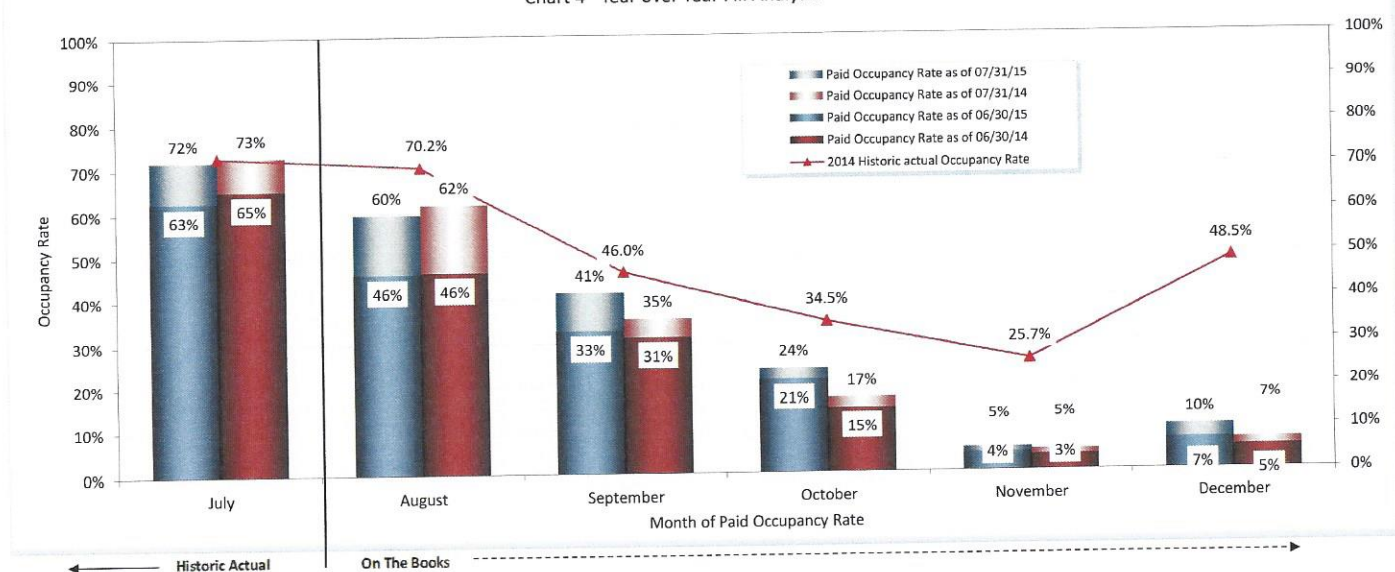
## RESERVATIONS ACTIVITY REPORT SECTION 4 - FILL ANALYSIS

2015 Paid Occupancy Rate Pace (as of July 31, 2015) vs. 2014 Paid Occupancy Rate Pace (as of July 31, 2014) vs. same period 2014

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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Chart 4 - Year over Year Fill Analysis



Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy	Paid Occupancy Rate AS OF JUL 31			Paid Occupancy Rate AS OF JUN 30			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2014 Historic actual Occupancy Rate
	Occupancy Rate as of 07/31/15	Occupancy Rate as of 07/31/14	Absolute Change	Paid Occupancy Rate as of 06/30/15	Occupancy Rate as of 06/30/14	Absolute Change	Incremental Occupancy booked during Jul. 2015	Incremental Occupancy booked during Jul. 2014	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
July	71.8%	72.8%	-1.0%	62.7%	65.2%	-2.5%	9.1%	7.6%	1.5%	20.4%	72.8%
August	59.6%	61.9%	-2.2%	45.9%	46.3%	-0.4%	13.7%	15.6%	-1.9%	-11.9%	70.2%
September	41.4%	35.4%	6.0%	32.8%	31.3%	1.5%	8.6%	4.2%	4.5%	107.4%	46.0%
October	23.9%	17.0%	6.9%	21.3%	14.5%	6.8%	2.6%	2.5%	0.1%	5.7%	34.5%
November	5.2%	4.6%	0.6%	4.0%	3.4%	0.5%	1.2%	1.2%	0.0%	3.8%	25.7%
December	10.0%	6.7%	3.3%	6.9%	5.1%	1.8%	3.2%	1.6%	1.6%	96.6%	48.5%
<b>Total</b>	<b>35.8%</b>	<b>33.4%</b>	<b>2.5%</b>	<b>29.2%</b>	<b>27.8%</b>	<b>1.4%</b>	<b>6.7%</b>	<b>5.6%</b>	<b>1.1%</b>	<b>19.1%</b>	<b>49.9%</b>

\*\*Based on providing complete pacing data within a given month of Paid Occupancy Rate only. Results may differ from those presented elsewhere in report if property set differs."

\*\*Results for "percent change in incremental fill" indicate how room nights booked during the month just ended compare to room nights booked during the same month in the prior year, for Paid Occupancy Rate in the month just ended and for the upcoming five months (as well as the six-month period in total). These results provide an indication of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago -- i.e. a measure of the strength of booking activity occurring during the month just ended.





## RESERVATIONS ACTIVITY REPORT

### SECTION 5a - SUPPORTING DATA TABLES

Bookings as of July 31, 2015

**NOTE:** This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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PAID OCCUPANCY RATE		PAID OCCUPANCY RATE: YTD 2015/16 VS. YTD 2014/15			Historic Actual Occup. Rate (2014/15 season)	# of Properties in Sample
Month of Occupancy (2015/16 & 2014/15)		Occup. Rate as of: July 31, 2015 (2015/16 season)	Occup. Rate as of: July 31, 2014 (2014/15 season)	Percent Change in YTD Occ. Rate		
February	Historic Actual ↑	50.8%	51.5%	-1.2%		11
March		40.5%	42.9%	-5.6%		11
April		32.2%	36.5%	-11.8%		11
May		35.1%	32.8%	6.8%		11
June		61.7%	54.3%	13.8%		11
July		71.8%	72.8%	-1.3%		11
August		59.6%	61.9%	-3.6%	70.2%	11
September	On the Books ↓	41.4%	35.4%	17.0%	46.0%	11
October		23.9%	17.0%	40.6%	34.5%	11
November		5.2%	4.6%	12.4%	25.7%	11
December		10.0%	6.7%	49.6%	48.5%	11
January		9.1%	8.0%	13.2%	48.7%	11
Grand total		37.0%	35.3%	4.7%	47.1%	11
Historic months total		48.7%	48.5%	0.5%	48.5%	11
On the Books months total		25.3%	22.4%	12.8%	45.8%	11

AVERAGE DAILY RATE		ADR: YTD 2015/16 VS. YTD 2014/15			Historic Actual ADR (2014/15 season)	# of Properties in Sample
Month of Occupancy (2015/16 & 2014/15)		ADR as of: July 31, 2015 (2015/16 season)	ADR as of: July 31, 2014 (2014/15 season)	Percent Change in YTD ADR		
February	Historic Actual ↑	\$268	\$284	-5.6%		11
March		\$223	\$243	-8.1%		11
April		\$157	\$178	-11.9%		11
May		\$167	\$171	-2.5%		11
June		\$214	\$221	-2.9%		11
July		\$272	\$265	2.6%		11
August		\$261	\$260	0.4%	\$273	11
September	On the Books ↓	\$209	\$210	-0.5%	\$217	11
October		\$176	\$168	4.9%	\$179	11
November		\$148	\$152	-2.5%	\$164	11
December		\$325	\$308	5.6%	\$315	11
January		\$249	\$263	-5.4%	\$272	11
Grand total		\$229	\$235	-2.5%	\$242	11
Historic months total		\$227	\$235	-3.4%	\$235	11
On the Books months total		\$233	\$234	-0.7%	\$250	11

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2015/16 VS. YTD 2014/15			Historic Actual RevPAR (2014/15 season)	# of Properties in Sample
Month of Occupancy (2015/16 & 2014/15)		RevPAR as of: July 31, 2015 (2015/16 season)	RevPAR as of: July 31, 2014 (2014/15 season)	Percent Change in YTD RevPAR		
February	Historic Actual ↑	\$136	\$146	-6.7%		11
March		\$90	\$104	-13.3%		11
April		\$50	\$65	-22.3%		11
May		\$59	\$56	4.1%		11
June		\$132	\$120	10.5%		11
July		\$195	\$193	1.2%		11
August		\$156	\$161	-3.2%	\$192	11
September	On the Books ↓	\$86	\$74	16.3%	\$100	11
October		\$42	\$29	47.5%	\$62	11
November		\$8	\$7	9.6%	\$42	11
December		\$33	\$21	58.1%	\$153	11
January		\$23	\$21	7.1%	\$133	11
Grand total		\$85	\$83	2.1%	\$114	11
Historic months total		\$111	\$114	-2.9%	\$114	11
On the Books months total		\$59	\$52	12.0%	\$114	11

**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5b - SUPPORTING SUMMER DATA TABLES**  
**Summer Bookings as of July 31, 2015**

**NOTE:** This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

PAID OCCUPANCY RATE		<u>PAID OCCUPANCY RATE: YTD 2015 VS. YTD 2014</u>			Historic Actual Occup. Rate (2014 season)
Month of Occupancy (2015 & 2014)		Occup. Rate as of: July 31, 2015 (2015 season)	Occup. Rate as of: July 31, 2014 (2014 season)	Percent Change in YTD Occ. Rate	
May	↑ Historic Actual	35.1%	32.8%	6.8%	
June		61.7%	54.3%	13.8%	
July		71.8%	72.8%	-1.3%	
August	↓ On the Books	59.6%	61.9%	-3.6%	70.2%
September		41.4%	35.4%	17.0%	46.0%
October		23.9%	17.0%	40.6%	34.5%
Summer Total		48.9%	45.7%	7.0%	51.8%

AVERAGE DAILY RATE		<u>ADR: YTD 2015 VS. YTD 2014</u>			Historic Actual ADR (2014 season)
Month of Occupancy (2015 & 2014)		ADR as of: July 31, 2015 (2015 season)	ADR as of: July 31, 2014 (2014 season)	Percent Change YTD ADR	
May	↑ Historic Actual	\$167	\$171	-2.5%	
June		\$214	\$221	-2.9%	
July		\$272	\$265	2.6%	
August	↓ On the Books	\$261	\$260	0.4%	\$273
September		\$209	\$210	-0.5%	\$217
October		\$176	\$168	4.9%	\$179
Summer Total		\$229	\$231	-1.0%	\$233

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2015 VS. YTD 2014</u>			Historic Actual RevPAR (2014 season)
Month of Occupancy (2015 & 2014)		RevPAR as of: July 31, 2015 (2015 season)	RevPAR as of: July 31, 2014 (2014 season)	Percent Change in YTD RevPAR	
May	↑ Historic Actual	\$59	\$56	4.1%	
June		\$132	\$120	10.5%	
July		\$195	\$193	1.2%	
August	↓ On the Books	\$156	\$161	-3.2%	\$192
September		\$86	\$74	16.3%	\$100
October		\$42	\$29	47.5%	\$62
Summer Total		\$112	\$106	5.9%	\$121





**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5c - SUPPORTING WINTER DATA TABLES**  
**Winter Bookings as of July 31, 2015**

**NOTE:** This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

PAID OCCUPANCY RATE		PAID OCCUPANCY RATE: YTD 2015/16 VS. YTD 2014/15			Historic Actual Occup. Rate (2014/15 season)
Month of Occupancy (2015/16 & 2014/15)		Occup. Rate as of: July 31, 2015 (2015/16 season)	Occup. Rate as of: July 31, 2014 (2014/15 season)	Percent Change in YTD Occ. Rate	
November	On the Books	5.2%	4.6%	12.4%	25.7%
December	↓	10.0%	6.7%	49.6%	48.5%
January	↓	9.1%	8.0%	13.2%	48.7%
February					
March					
April					
Winter Total		8.1%	6.5%	25.2%	41.3%

AVERAGE DAILY RATE		ADR: YTD 2015/16 VS. YTD 2014/15			Historic Actual ADR (2014/15 season)
Month of Occupancy (2015/16 & 2014/15)		ADR as of: July 31, 2015 (2015/16 season)	ADR as of: July 31, 2014 (2014/15 season)	Percent Change in YTD ADR	
November	On the Books	\$148	\$152	-2.5%	\$164
December	↓	\$325	\$308	5.6%	\$315
January	↓	\$249	\$263	-5.4%	\$272
February					
March					
April					
Winter Total		\$259	\$253	2.3%	\$268

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2015/16 VS. YTD 2014/15			Historic Actual RevPAR (2014/15 season)
Month of Occupancy (2015/16 & 2014/15)		RevPAR as of: July 31, 2015 (2015/16 season)	RevPAR as of: July 31, 2014 (2014/15 season)	Percent Change in YTD ADR	
November	On the Books	\$8	\$7	9.6%	\$42
December	↓	\$33	\$21	58.1%	\$153
January	↓	\$23	\$21	7.1%	\$133
February					
March					
April					
Winter Total		\$21	\$16	28.0%	\$111

Executive Director Report  
Activities Report  
September 16<sup>th</sup>, 2015

- ACCOUNTING
  - Met with Auditor for FY 2014/15 Audit
  - Audit to begin Friday, September 18<sup>th</sup>
  - Submitted FY 2014/15 Year end preliminary report to auditors
- MERCHANDISE/CONCIERGE SALES
  - Continued retail inventory purchase due to retail purchase activity
  - Strategizing on future concierge sales opportunity
- OPERATIONS
  - Diane Moresi departure
  - Increased Fran's hours to cover through rest of summer operation
  - Renewed health care coverage August 1<sup>st</sup> resulting in small budget savings
  - Developing building maintenance and repair schedule
  - Working with IVGID and Master Gardeners on potential demonstration garden
- REGIONAL AIR SERVICE CORPORATION (RASC)
  - Potential development of Southwest Airline/Oakland risk mitigation program
  - Development of a strategic planning process for RASC fund participation
- NORTH LAKE TAHOE MARKETING COOPERATIVE
  - Finalized FY 2015/16 Budget
  - Continue refinement of new consumer website
  - Launched North Lake Tahoe Ale Trail
  - Worked with JT Thompson on SOT agency 8 month extension retainer through June 2016.
  - Developed winter consumer marketing strategy and creative executions
  - Coordination of winter consumer television production
  - Assisted in Lake Tahoe Autumn Food and Wine Festival
- PROJECTS
  - Participated in the North Lake Tahoe Express business plan and RFP process
  - Continue participation with GravelNevada Bike Tour project
  - Worked with SSMC/SLT on new winter website for Ski Lake Tahoe
  - Reviewing contract Sales Representative for possible market focus shift
- MEETINGS
  - Attending IVGID Diamond Peak Master Plan Meeting
  - Attended panel interview for NLTRA Leisure Sales Manager position
  - Toured Cal Neva Resort with NLTRA sales staff
  - Attended Ale Trail production shoot
  - Attended RASC Strategic Planning Session
  - Attended DMAI West CEO Summit
  - Attended TMA Board Meeting

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- Attended TTD Board Meeting
- Attended Annual Tahoe Summit
- Attended RSCVA Board Meeting
- Attended North Lake Tahoe Sales Directors Meeting
- Held lunch meeting with Steve Pinkerton and Brad Wilson, IVGID
- Attended Reno Tahoe Territory Monthly Meeting



## **2015-2016 FY Building and Property Maintenance**

### **Projects Completed**

1. Re-stripe parking lot.
2. Install Bear Box for refuge and recycle.
3. Pest control – woodpecker damage.

### **Projects Scheduled - (\$3395)**

1. Re-attach stones that have fallen off facade.
2. Reset entry doors (both sets) and place window stoppers.
3. Replace wood plank section with critter hole.
4. Entryway and front/side porch – reset nails, and sand off paint from walkway, oil area with a natural tone stain.
5. New telephone software (free upgrade).
6. Plant flower boxes around building (IVGID/Master Gardeners).

### **Future Projects to consider**

1. HDTV and for Lobby (website, special promo videos).
2. Install outdoor information kiosks.
3. Front/side porch: clean and oil stain ceiling, siding and railings to match existing.
4. Stain exterior of building including fascia.
5. Paint interior of building.
6. Replace carpet in main office and lobby.
7. Replace flooring in public bathrooms.
8. Slurry-seal parking lot.
9. Repurpose upstairs space.
10. Inspect roof and repair.

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