



AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday July 20th , 2016 3:00 pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday July 20th, 2016 beginning at 3:00 pm. The meeting will be held at the Incline Village Crystal Bay Visitor Bureau office located at 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.

- | | |
|---|--|
| I. Call to Order/Roll Call | Heather Bacon |
| II. PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for public to comment on any matter whether
or not it is included on the Agenda of this meeting. | Heather Bacon |
| III. Approval of Agenda – (For Possible Action) | Heather Bacon |
| IV. Approval of June 15th Board Minutes (For Possible Action) | Heather Bacon |
| V. Board Presentation – Travel Nevada Program Update | Bethany Drysdale |
| VI. Board Presentation – IVGID Branding/Community Place | Sharon Heider/
Paul Raymore |
| VII. Review of May TOT Collection Report | Andy Chapman |
| VIII. Review of Draft FY 2015/16 YE June Financial Statement
(For Possible Action) | Andy Chapman/
Ava Hinojosa |
| IX. Update on NLT Coop Agency Transition Process | Andy Chapman |
| X. Discussion on CEO Performance Review/Sub Committee
(For Possible Action) | Bill Wood/Heather Bacon |

- XI. Standing Reports** **Andy Chapman**
- a. Stats
 - i. May Occupancy Report
 - ii. May Room Rate Comparison
 - iii. June Visitor Center Traffic Log
 - b. Website Stats – June
 - c. RTIA Report – May
 - d. DestiMetrics Occupancy Report – June
- XII. Management Reports** **Andy Chapman**
- a. Visitor Center Operations Update
 - b. Operations Update
 - i. Staffing Update
 - c. CEO Written Report
- XIII. Old Business** **Heather Bacon**
- Travel Nevada Marketing Grant Awards
- XIV. New Business** **Heather Bacon**
- Travel Nevada Australian Sales Mission
- XV. PUBLIC COMMENT – Pursuant to NRS 241.020** **Heather Bacon**
- This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.
- XVI. Adjournment – (For Possible Action)**

Physically disabled persons desiring to attend should contact Ava Hinojosa at (775) 832-1606.
Support materials can be found at <https://www.gotahoenorth.com/north-lake-tahoe/business-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
Nevada notices - <http://www.notice.nv.gov>



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

BOARD MEETING MINUTES

Wednesday, June 15, 2016

I. Call to Order/Roll Call.

The Incline Village Crystal Bay Visitors Bureau Board Meeting was called to order at 3:05 p.m. by Chair Wood. Roll call was taken and the following members were present; Bill Wood, Heather Bacon, Blane Johnson, Fred Findlen, Lee Weber-Koch and Legal Counsel, Geno Menchetti. Staff in attendance: Incline Village Crystal Bay Visitor Bureau CEO/President Andy Chapman and Ava Hinojosa, Operations & Finance Director. Guests: Nick Johnson, Nevada Department of Transportation, IVGID Staff, Steve Pinkerton, Sharon Heider, and Paul Raymore.

II. PUBLIC COMMENT- Pursuant to NRS 241-020

Public comment was called by Chair Wood. IVGID Executive Director, Steve Pinkerton explained the efforts and scope of their marketing campaign being launched to brand the community of Incline Village. Community Relations Manager Sharon Heider added that focus groups are being coordinated for direct input that would target the community's desire for identity. The group asked to be included on the July board meeting agenda for a formal presentation.

III. Approval of Agenda

Motion to Approve the amended Agenda as requested from staff by Heather Bacon. Second by Lee Weber-Koch. Approved.

IV. Approval of Board Minutes of May 18, 2016 Meeting

Motion to approve May Minutes as presented by Blane Johnson. Second by Heather Bacon. Motion Approved.

V. Board Presentation – Nevada Department of Transportation

Nick Johnson gave an overview and update of the scheduled Shared-Use-Path project. Construction is to begin May 2017 with one-lane closure and traffic delays anticipated for State Hwy 28. The path is three miles long from Tunnel Creek to Sand Harbor and parking lots will be added in strategic areas; crosswalk will be from west side of State Hwy 28, near Lakeshore Blvd, to the start of the Path on east side. Public funding for the Path is about \$16M and ways to reduce project costs are in the works. The Tahoe Fund has designated \$500k for maintenance and the Nevada State Parks will maintain two-thirds of the trail. No snow removal is planned for the Path at this time. Further updates are to follow.

VI. Review of April TOT Collection Report

April TOT collections were strong at 8% ahead of last year and 9% ahead YTD. Actual running TOT Collections is \$1,354,671 YTD.

VII. Review of May Financial Statements

May Merchandise Sales over budget by 69% due to strong sales. Fund Transfer was 24% over budget due to strong March TOT collections. Concierge under budget due to timing of revenue reconciliation. Cost of Goods over budget due to Merchandise Sales. Contract Services over budget due to temporary employee contract payment. Remote Offices were 52% under budget due to a delayed decision in contract sales representative. NLT Marketing Cooperative credits due from expense reimbursement for Travel & Lodging, Registration, and Hospitality-In-Market line items.

May Year-to-Date Variance Report:

Merchandise Sales is over budget due to strong sales. Fund Transfer was 9% over budget due to strong TOT collections. Payroll is 1% over budget due to staff accrued vacation payouts. Health Insurance is 20% under budget due to open staff position (true savings to budget). Office Supplies & Expenses is over budget due to increase office expenditures primarily relating to IT expenses. Maintenance/Janitorial is 40% over budget due to increased snow removal services. Building Repair and Maintenance is 40% over budget due to maintenance expenses.

Motion to Approve the May Financial Statement Summary as submitted by Lee Weber-Koch. Second by Heather Bacon. Motion Approved.

VIII. Review and Final Approval on FY 2016/17 Budget

CEO Chapman distributed FY 2016/17 final budget for approval and noted a 3.8% increase in Fund Transfer revenues, increase in Miscellaneous Revenues with on-site advertising revenue projections, increased Marketing Cooperative reimbursements, and 15% increase for Concierge Sales with additional sales opportunities. Projected expenses include a Payroll increase of 12.7% with full staff, a 5.3% PERS increase based on eligible payroll, IT Support will be split from Office Supplies and Expenses; Travel & Lodging has been increased based on travel opportunities for sales staff position. Increases in other line items are based on enhanced sales efforts.

Motion to Approve FY 2016/17 budget as presented by Fred Findlen. Second by Blane Johnson. Approved.

IX. Review and Input on NLT Coop Agency Contract

CEO Chapman distributed Augustine Agency's draft contract for board review. Chapman requested directors to offer input and he will work with IVCBVB's legal counsel (Geno Menchetti) for implementation. Abbi Agency will continue to manage the NLT Marketing Cooperative's public relations and social media.

X. Approval of 2016/17 Event Marketing Grant Program

The FY 2016/17 proposed budget has designated \$65,000 in the marketing/events grant line item budget. The grant process began May 1, with an application deadline of May 31. Twelve grant applications were received by the deadline. Three applicants submitted multiple grant requests under one organization: Tahoe

P2 / Board Minutes

Biltmore; Big Blue Adventure Company; and Incline Community Business Association. The IVCBVB Grant Sub-Committee met on June 9th to review the grants. Sub-Committee Chairwoman, Lee Weber-Koch, submitted the committee's recommendation.

Motion to Approve the 2016/17 grant applications recommendation presented from the Event Marketing Grant Sub-Committee by Blane Johnson. Second by Fred Findlen. Approved.

XI. Appointment of FY 2016/17 Officer Positions

IVCBVB officers hold a one-year rotating position as officers. New officers are appointed at the June meeting for the following fiscal year. Based on historical practice, board members rotate up one spot for the new fiscal year. Officer recommendations are as follows:

- Heather Bacon, Chair
- Fred Findlen, Vice Chair
- Lee Weber-Koch, Secretary and Treasurer
- Blane Johnson, at large
- Bill Wood, at large

Motion to appoint slate of officers as recommended by Blane Johnson. Second by Lee Weber-Koch. Approved.

XII. Appointment of NLT Marketing Coop Members

The NLT Marketing Cooperative is made up of four members each from the NLTRA and the IVCBVB representing a total of eight committee members that serve. Committee membership from each organization is made up of the Executor Director/CEO, one or two board members, and one or two community members. Each of the two partners appoints members to the committee. Currently the IVCBVB members are Andy Chapman, Bill Wood, Heather Bacon and Brian Lange. Current members are eligible to serve another term if desired.

Motion to retain current committee members by Blane Johnson. Second by Lee Weber-Koch. Approved.

XIII. Standing Reports

a. Stats

- i. April Occupancy Report - Hotel and Motel occupancy was down slightly, Vacation Rentals up 11%. No Homeowners report.
- ii. April Room Rate Comparison – Hotel/Motel Room Rate down slightly compared to last year. Estimated about 2000 more rooms available with Homeowners' inventory compared to last year. Vacation Rentals are up. Overall: trends show an increase of inventory with reduced Room Rates.

- iii. May Visitor Center Traffic Log - 24% increase in May compared to last year.
- iv. May Website – New Visitors to site increased by 7%, Page Rate Sessions up 22.61%, Bounce Rate down 40%, Page views is up 36%, Users were 65k. Site is attracting visitors from top 5 regions: California, Nevada, Texas, Virginia, and New York. Top California cities: San Francisco, Los Angeles, Sacramento, San Diego, and San Jose. Organic search and referral channels ranked high with people searching GoTahoeNorth.com website. Lodging was second top Landing Page after Home Page and Incline Village was top ten.
- b. **Reno Tahoe International Airport Report (RTIA)** – Reno-Tahoe International Airport (RNO) is reporting a year-over-year annual passenger growth. The rise in traffic can be attributed to new flights and increase seat capacity. Passenger count was up by 2.1% and up 6.6% compared to last year. Load Factor averages 74.6% - up .03 pts.; Cargo data unavailable. Alaska Airlines started its nonstop flights Reno to John Wayne Airport in Orange County in March; Southwest Air began nonstop flights Reno to Oakland in June; and JetBlue had 82.9% Enplaned Load Factor.
- c. **DestiMetrics March Occupancy Report** – May ended 4% ahead of last year; and June is down 11%. Summer Bookings is trending ahead for summer season with Occupancy up 5%, ADR and RevPar up. Pacing for May reservation for May stay is up 61% and May reservations for June stay is up 50%.
- d. **RASC update** – the RNO airport was successful in winning the Boyd Conference to be held in September at the Resort at Squaw Creek. The Boyd Conference is forty of the top airline executives along with other airline agencies making up a group of approximately 500 attendees. Hosted events are to be held at the Hyatt and IVCBVB will participate at events.

XIV. President/CEO Report

a. Visitor Center Operations Update

Operations and Finance Director Hinojosa reported that the Visitor Center stayed busy in April with traffic counts 24% ahead of last year and 711 inbound calls for guest services. A new hire will start in July for Administrative Assistant/Guest Services position. A new Ambassador Volunteer program kicked off with gusto. Volunteers will support staff with greeting guests in the Center. Emphasis is on increasing service for visitors to the region and residents alike. Focus continues with developing our Activity Tickets program by cultivating partners. Staff managed Thunderbird's concierge invites for a complimentary tour of the Lodge and met with Bill Watson to discuss booking private group tours for Thunderbird Tahoe.

- i. **Art Annex** –reception was held on June 3 combined with a ribbon cutting. About 75 people were in attendance.
- ii. **Visitor Center Displays** – lobby television media program and equipment has been installed in the Center. Several delays with product design and

construction for exterior displays have occurred and project is expected to be completed by end of June. TravelNevada infrastructure grant was awarded.

- iii. ***“Tahoe Trails”*** –a series of map-brochures are in production for seasonal human-powered activities in North Lake Tahoe. The series includes a lodging brochure being designed specifically to showcase Incline Village and Crystal Bay accommodations. Lodging partners were sent a draft and asked to review for any changes. TravelNevada marketing grant was awarded for this project.

b. CEO Written Report

CEO Chapman has been focused on finalizing the FY 2016/17 revenue and expense projections for board approval, as well as, FY 2016/17 NLT Marketing Cooperative budget. Chapman is assisting organizers to bring a new Tahoe Film Festival to the area potentially for December 2016. Film Festival is planned to be held in three cinemas in North Tahoe; Incline Village, NorthStar, and Tahoe City. IVCBVB would be a potential premiere sponsor. More information on this event will be known in July. CEO Chapman represents IVCBVB by attending various meetings and participation in projects with local, regional, and State agencies or organizations.

XV. Old Business

CEO Chapman thanked Bill Wood for his service in the last FY as Chairman of the board and for his continued support to serve on the NLT Marketing Cooperative committee. Lee Weber-Koch requested that when IVCBVB grants funds and sponsors organizations, IVCBVB should be included in grantees marketing efforts.

XVI. New Business

Chair Wood suggested an annual performance review with possible salary increase to be considered for CEO Chapman. Wood recommends formation of a sub-committee to evaluate the CEO's past eighteen months of professional performance. Recommendation is for an annual performance evaluation process to be timed before the fiscal year end. Chair-elect Bacon will meet with CEO Chapman and bring forth recommendations for approval at July board meeting.

XVII. 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.) Public comment was called by Chair Wood. Being no comments, the meeting continued.

XVIII. Adjournment (For Possible Action)

Motion by Heather Bacon to adjourn the meeting. Second by Blane Johnson. Motion Approved.

Meeting adjourned at 5:00 pm. Next Board Meeting is Wednesday, July 20 at 3:00 p.m.

Respectfully submitted by:
Ava Hinojosa

Augustine

PROJECT PROPOSAL

Client:	Incline Village General Improvement District (IVGID)
Proposal Submitted to:	Incline Village General Improvement District Board of Trustees
Submitted by:	Margo Robinson, Lee Goddard
Date:	June 28, 2016

OVERVIEW

A possible opportunity for the Incline Village General Improvement District (IVGID) is to investigate a tangible sense of place that encompasses two communities—Incline Village and Crystal Bay.

One of the first steps is to create a strong, memorable identity that instills positive perceptions of the area, promotes the two communities as a desirable place to live and play and establishes a sense of place for stakeholders—the residents, parcel owners and businesses within the community.

The IVGID Board of Trustees understands that creating a sense of place must be more than a logo, color palette and tagline. To successfully create a unified Incline Village and Crystal Bay, it's necessary to take a strategic approach to developing a long-term vision for the area that's relevant and compelling for all key audiences.

The benefits of establishing a sense of place include:

- Enhancing community pride and advocacy
- Providing a unified focus and identity for the community and organizations that rely on the reputation and image of Incline Village/Crystal Bay for their livelihood
- Creating a clear, valued and sustainable point of distinction from other communities
- Instantly communicating the area's distinctive attributes and assets, which will, in turn:
 - Attract awareness, attention and investment for stakeholders
 - Improve stakeholder property values and revenues
 - Facilitate higher utilization of properties and services for parcel owners and residents

In short, the new brand will be the promise, the big idea, and the vision that will engage and inspire current residents and stakeholders to more fully take advantage of everything provided by IVGID.

Augustine

STAGE ONE: DEVELOPING THE BRAND

Phase I: Brand Research, Analysis and Discovery

Phase 1 includes two concurrent initiatives: new audience research and on-location discovery

Audience Research:

We strongly recommend conducting new qualitative research to gain the insights needed to develop a brand that will be embraced by all audiences.

We will work closely with IVGID to define the parameters of this research; to better define the list of stakeholders. Once those variables have been defined, we can determine the optimum research approach; whether it's online surveys, in-depth interviews or a combination of the two.

The objectives for this research include:

- Measuring current awareness levels of Incline Village and Crystal Bay among defined target audience segments
- Understanding current perceptions (and misperceptions) of the area
- Identifying key drivers of location choice
 - What makes our target audience select one location over another?
- Market analysis
 - What destinations are most attractive to our stakeholders?
 - Why are other destinations perceived to be preferable to Incline Village/Crystal Bay?
- Exploring perceived and/or actual points of differentiation between Incline Village/Crystal Bay and competitive destinations
 - What are the area's strengths and weaknesses?
 - What is the area perceived to be lacking?
 - What are the core functional and emotional benefits to living and working in the area?
- Drivers that influenced home purchase/business ventures

The findings from this research will provide important benchmarks for goal development in measuring the success of the new brand.

Augustine

Discovery:

We will conduct a one-day, in-market “Discovery Refresh” meeting with key stakeholders. Our goal for this meeting is to supplement—and add current perspectives—to the information that we’ve gained in previous Discoveries. The agency’s role during these Discovery meetings will be to ask the questions that prompt fresh ideas and new insights into the area. In addition, Augustine will evaluate and take into consideration feedback provided from two or three IVGID-hosted community workshops.

Discovery deliverables include:

- Brand-research community survey formatted for both email and hard copy direct mail distribution (does not include hard costs, i.e. printing, etc.)
- Comprehensive report on audience research findings
- One-day, in-market discovery meeting with key stakeholders
- Attendance at one of the community workshops (two attendees)
- One in-market presentation of key research and Discovery findings
- Initial draft of the brand platform or communications strategy document, including:
 - Brand promise and positioning
 - Brand attributes and values
 - Differentiating factors/competitive advantage
 - Key messaging
 - Brand voice
- Brand Identity Creative Brief: our combined team will use this document as a guide through the creative development process in Phase II.
- Examples of other communities and how they have approached a similar situation.

Timeline for Phase I: six to eight weeks following IVGID-hosted community workshops

Cost for community survey design (hard copy mailer and email formats) is \$9,500

Cost for Phase One: Brand Research, Analysis and Discovery is \$34,500

TOTAL COST PHASE I: \$44,000

Prices are good for 30 days.

Local travel included for two people for three meetings.

Augustine

Potential Future Phases (Overview)

Phase II: Brand Identity | Logo Design & Color Analysis

Your logo will be the visual expression of the Incline Village/Crystal Bay brand. While brands speak to the mind and heart, the new logo must also appeal to the senses. To be successful, the new Incline Village/Crystal Bay logo must be memorable, authentic, meaningful, differentiated, sustainable, flexible and add value to the brand.

Deliverables for Phase II include:

- Three logo concepts (including icon, word mark)
- Color analysis for each concept
- A minimum of three tagline options

Timeline for Phase II: four to six weeks

Cost for Phase II: Brand Identity or Communications Campaign/Design and Color Analysis \$19,500

Brand Standards Manual

During this phase, Augustine will define the graphic guidelines that will facilitate brand consistency across all communication channels. The key deliverable will be the Brand Standards Manual.

Components of the Brand Standards Manual include:

- Logo examples with and without tagline
- Logo examples 4-color and 1-color
- Logo scaling options
- Examples of logo misuse
- Print and digital typography
- Graphic assets
 - Primary and secondary color palettes
 - Graphic elements/icons
 - Photography
- Business communications & stationery
 - Business cards, letterhead, memos
 - Email signatures
- Exterior signage (IVGID to supply physical dimensions/specifications)

Timeline for Brand Standards Manual: four weeks

Cost for Phase III: Brand Standards Manual is: \$8,500

Augustine

Brand Essence Video

The brand essence video will humanize the brand, enabling a deeper understanding of what the brand represents. This video will create a powerful emotional bond with the brand that no other medium can achieve.

The deliverable for the Brand Essence Video will be a 2–3.5-minute video that presents the new Incline Village/Crystal Bay brand to all audiences: stakeholders, current parcel owners, relators, prospective buyers/investors, etc. We will also assemble a B-roll of unedited footage that can be accessed for any future video requirements.

Timeline for Brand Essence Video: four to six weeks (will happen concurrently with the Brand Essence Manual)

Cost for Brand Essence Video: \$8,750

Launch Event Presentation:

The development of the new logo, tagline, Brand Standards Manual and Brand Essence Video is only the start of establishing a successful brand. Garnering support of key stakeholders will help secure the brand's long-term success. Augustine recommends holding a launch event to ensure that key stakeholders approve and support the new brand with the knowledge and materials necessary to:

- Communicate the brand's values, position and story to key audiences
- Encourage staff and other audiences to embrace the new brand and integrate it into their marketing communications.

The main deliverable for this launch will be an agency-led presentation of the new brand—including the Brand Essence Video—to one group of stakeholders (to be determined by IVGID). The presentation files will be provided to IVGID so that the presentation can be shared with additional audiences as needed.

Timeline for Launch Event: two weeks to develop the presentation. One day to present.

Cost for Launch Event Presentation: \$5,500

N.B. The terms of this proposal are good for a period of 60 days from the date of the proposal.

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

Revenue Worksheet
for FY _____

2015 /2016 RSCVA Grant Revenue

FINAL 7/1/15

	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	July	August	September	October	November	December	January	February	March	April	June	
Actual month																								
Payment month																								
Prior Year Actual Running	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	1,155,833	1,155,833	1,155,833	1,155,833	1,155,833	1,155,833	1,155,833	1,155,833	1,155,833	1,155,833	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												
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	1,243,448	1,243,448	1,243,448	1,243,448	1,243,448	1,243,448	1,243,448	1,243,448	1,243,448	1,243,448	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												
FY 2015/16 Actual Running	61,654	132,354	216,235	202,164	160,985	72,022	47,801	127,406	92,327	91,590	97,398	52,735	1,354,671	1,354,671	1,354,671	1,354,671	1,354,671	1,354,671	1,354,671	1,354,671	1,354,671	1,354,671	1,354,671	1,354,671
	61,654	194,008	410,243	612,407	773,392	845,414	893,215	1,020,621	1,112,948	1,204,538	1,301,936	1,354,671												
\$ Variance to Budget	412	10106	4212	-14196	31,533	12,931	9,410	18,810	3,509	11,465	19,072	3,960	111,223	9%										
% Variance to Budget	0.7%	8.3%	2.0%	-6.6%	24.4%	21.9%	25%	17%	4%	14%	24%	8%	9%											
\$ Variance to Budget Running	412	10518	14729	534	32067	44998	54408	73218	76726	88191	107263	111223	111223	9%										
% Variance to Budget Running	0.7%	5.7%	3.7%	0.1%	4.3%	5.6%	6%	8%	7%	8%	9%	9%	9%											
\$ Variance Prior Year	3,328	18,521	10,387	7894	40,158	15,204	10,528	23,981	11,583	24,819	39,829	8,394	198,838	17.2%										
% Variance Prior Year	5.7%	16.3%	5.0%	-3.8%	33.2%	26.8%	28.2%	23.2%	14.3%	37.2%	69.2%	18.9%	17.2%											
\$ Variance Prior Year Running	3328	21849	32236	24342	64500	79704	90232	114213	125796	150615	190444	198838	198838	17.2%										
% Variance Prior Year Running	5.7%	12.7%	8.5%	4.1%	9.1%	10.4%	11.2%	12.6%	12.7%	14.3%	17.1%	17.2%	17.2%											
Room Revenue	\$1,861,238	\$4,001,832	\$6,513,062	\$6,096,570	\$4,862,007	\$2,152,348	\$1,443,051	\$3,899,113	\$2,760,293	\$2,756,932	\$2,954,859	\$1,576,519	\$40,877,824											

Forecasted Revenues

June Financial Summary Report
July 15th, 2016

June Month End Variance Report

REVENUE

- 46000 Merchandise Sales: 31% over budget due to strong merchandise sales
- R277 Concierge: Under budget due lower revenue then expected
- R250 Fund Transfer: 8% over budget due to strong April TOT collections

COST OF GOODS

- 50000 Cost of Goods Sold: Over budget due to higher merchandise sales

EXPENSES

- 0305 Payroll: Under budget due to open staff positions
- 0316 PERS: Under budget due to open staff positions
- 0319 Employer Fica/Medicare: Over budget due to accounting realignment of expense
- 0320 Health Insurance: Under budget due to open staff positions
- 0410 Office Supplies: Over budget due to summer supply ordering
- 0420 Printing Expense: Production of ad supporting Activity Tickets promotion
- 0430 Building Repairs & Insurance: under budget due to no activity this month
- 0460 Contract Services: Over budget due to temp employee contract payment
- 0461 Remote Offices: 52% under budget due to delayed decision in contract sales Rep
- 0501 Travel & Lodging: Under budget due to no travel this month
- 0601 Hospitality In Market: Under budget
- 0680 Web Development: Over budget due to timing
- 0690 Sponsorship: Over budget due to timing of grant invoices
- 0751 Concierge Expense: Under budget due to lower revenues
- 0800 Grant Expense: Over budget due to timing

June Year to Date Variance Report

REVENUE

- 46000 Merchandise Sales: Over budget due to strong Merch sales/ski tickets
- R277 Concierge Sales: 12% under budget due to lower tour sales
- R250 Fund Transfer: 9% over budget due to strong TOT collections
- R274 Grants: Over budget due to additional TravelNevada grant

COST OF GOODS

- 50000 Cost of Goods Sold: Over budget due to higher volume sales

EXPENSES

- 0320 Health Insurance: 20% under budget due to open staff position. Savings to budget
- 0410 Office Supplies & Expenses: Over budget due to increase office expenditures
- 0411 Maintenance/Janitorial: 40% over budget due to increased snow removal
- 0451 Legal and Accounting Fee: Under budget due to savings on audit expense
- 0460 Contract Services: Over budget due to temp employee contract payments

- 0461 Remote Office: Under budget due to no decision in contract sales Rep
- 0622 Advertising Coop: Over budget. Includes TravelNevada grant through NLT Coop
- 0689 WEB Development: Timing of Activity Ticket annual expense/timing
- 0690 Sponsorship: Over budget due to Amgen TOC sponsorship payment
- 0751 Concierge Expense: 13% Under budget due to lower tour sales
- 0800 Grant Expense: Under budget. First payment on porch display project

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

June 2016

	Jun 16	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 - Merchandise Sales	5,263.78	4,000.00	1,263.78	131.6%
R277 - Concierge	43,516.00	56,750.00	-13,234.00	76.7%
POS Sales - Other	123.70			
Total POS Sales	48,903.48	60,750.00	-11,846.52	80.5%
R250 - Fund Transfers	52,734.79	48,776.00	3,958.79	108.1%
R252 - Interest Income	0.00	40.00	-40.00	0.0%
R269 - On Hold Messaging	0.00	25.00	-25.00	0.0%
R270 - Miscellaneous Revenue	667.47	625.00	42.47	106.8%
R271 - Concierge Service	0.00	0.00	0.00	0.0%
R272 - Special Event Revenues	0.00	3,000.00	-3,000.00	0.0%
R274 - Grants	27,500.00	10,000.00	17,500.00	275.0%
R275 - Merchandise Revenue	0.00			
R290 - Consignment Sales	151.00			
Total Income	129,956.74	123,216.00	6,740.74	105.5%
Cost of Goods Sold				
50000 - Cost of Goods Sold (Costs of items purchased and the...	3,037.81	2,200.00	837.81	138.1%
Total COGS	3,037.81	2,200.00	837.81	138.1%
Gross Profit	126,918.93	121,016.00	5,902.93	104.9%
Expense				
0305 - Payroll	17,042.32	21,663.00	-4,620.68	78.7%
0313 - Employers Insurance of Nevada	0.00	68.00	-68.00	0.0%
0314 - State Employment	37.18	118.00	-80.82	31.5%
0315 - Federal Unemployment	0.00	50.00	-50.00	0.0%
0316 - Public Employees Retirement Sys	4,465.30	6,071.00	-1,605.70	73.6%
0319 - Employer Fica/Medicare	2,166.82	550.00	1,616.82	394.0%
0320 - Health Insurance	2,650.87	3,739.00	-1,088.13	70.9%
0321 - Employee Training	272.50	0.00	272.50	100.0%
0401 - Utilities- Electric	131.38	212.00	-80.62	62.0%
0402 - Utilities-Gas & Heat	69.46	100.00	-30.54	69.5%
0403 - Utilities- Water & Refuse	293.13	324.00	-30.87	90.5%
0405 - Bank & Cr Card Charges	858.46	3,038.00	-2,179.54	28.3%
0410 - Office Supplies & Expenses	2,493.65	424.00	2,069.65	588.1%
0411 - Maintenance/Janitorial	1,582.73	1,049.00	533.73	150.9%
0415 - Misc. Sales Tax (Sales Tax Paid on Purchases)	3.66	0.00	3.66	100.0%
0420 - Postage & Freight	237.19	288.00	-50.81	82.4%
0421 - Communications	745.58	913.00	-167.42	81.7%
0422 - Printing Expenses	0.00	0.00	0.00	0.0%
0430 - Building Repairs & Insurance	0.00	4,000.00	-4,000.00	0.0%
0451 - Legal & Accounting Services	2,669.00	3,500.00	-831.00	76.3%
0460 - Contract Services	7,231.75	0.00	7,231.75	100.0%
0461 - Remote Offices				
461.1 - Contract Fees - Remote Office	2,000.00			
0461 - Remote Offices - Other	0.00	4,163.00	-4,163.00	0.0%
Total 0461 - Remote Offices	2,000.00	4,163.00	-2,163.00	48.0%
0462 - Equipment Lease & Maint.	332.45	250.00	82.45	133.0%
0470 - Misc. Expenses	0.00	250.00	-250.00	0.0%
0473 - Dues & Subscriptions	0.00	0.00	0.00	0.0%
0501 - Travel & Lodging	0.00	1,500.00	-1,500.00	0.0%
0504 - Registrations	0.00	625.00	-625.00	0.0%
0505 - Local Transportation/Car	11.55	125.00	-113.45	9.2%
0507 - Meeting Expenses	30.22	125.00	-94.78	24.2%
0601 - Hospitality in Market				
0601.5 - In House	527.90			
0601 - Hospitality in Market - Other	0.00	2,000.00	-2,000.00	0.0%
Total 0601 - Hospitality in Market	527.90	2,000.00	-1,472.10	26.4%
0622 - Advertising Co-op	63,000.00	63,000.00	0.00	100.0%
0650 - Payroll Expense	95.00	125.00	-30.00	76.0%
0689 - WEB Development	7,000.00			
0690 - Sponsorship	18,000.00	13,750.00	4,250.00	130.9%
0691 - Shuttle Subsidy/Sponsorship	0.00	0.00	0.00	0.0%
0730 - Special Promotional Items	0.00	250.00	-250.00	0.0%
0733 - On-Hold Messaging	115.71	108.00	7.71	107.1%
0751 - Concierge Expense	37,847.16	51,075.00	-13,227.84	74.1%
0800 - Grant Expenses	24,417.84	0.00	24,417.84	100.0%
0990 - Depreciation Expense	0.00	7,475.00	-7,475.00	0.0%
59900 - POS Inventory Adj -Merchandise	17.45			
Total Expense	196,346.26	190,928.00	5,418.26	102.8%
Net Ordinary Income	-69,427.33	-69,912.00	484.67	99.3%
Other Income/Expense				
Other Expense				
Balancing Adjustments	0.00			
Total Other Expense	0.00			
Net Other Income	0.00			
Net Income	-69,427.33	-69,912.00	484.67	99.3%

Profit & Loss Budget vs. Actual

Accrual Basis

July 2015 through June 2016

	Jul '15 - Jun 16	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 Merchandise Sales	53,414.47	25,000.00	28,414.47	213.7%
R277 Concierge	288,403.89	320,550.00	-38,146.11	88.3%
POS Sales - Other	123.70			
Total POS Sales	341,942.06	351,550.00	-9,607.94	97.3%
R5277 (Sponsors)	0.00			
R250 Fund Transfers	1,354,674.17	1,243,448.00	111,226.17	108.9%
R252 Interest Income	288.22	500.00	-211.78	57.6%
R269 On Hold Messaging	425.00	300.00	125.00	141.7%
R270 Miscellaneous Revenue	1,693.44	2,500.00	-806.56	67.7%
R271 Concierge Service	0.00	0.00	0.00	0.0%
R272 Special Event Revenues	0.00	6,000.00	-6,000.00	0.0%
R274 Grants	27,500.00	20,000.00	7,500.00	137.5%
R275 Merchandise Revenue	0.00			
R290 Consignment Sales				
R291 Consignment Payments	-592.45			
R290 Consignment Sales - Other	980.00			
Total R290 - Consignment Sales	387.55			
Total Income	1,726,910.44	1,624,298.00	102,612.44	106.3%
Cost of Goods Sold				
50000 Cost of Goods Sold (Costs of items purchased and then sold to custo...				
Concierge	-3,510.36			
50000 Cost of Goods Sold (Costs of items purchased and then sold to cu...	36,364.93	13,750.00	22,614.93	264.5%
Total 50000 Cost of Goods Sold (Costs of items purchased and then sold to...	32,854.57	13,750.00	19,104.57	238.9%
Total COGS	32,854.57	13,750.00	19,104.57	238.9%
Gross Profit	1,694,055.87	1,610,548.00	83,507.87	105.2%
Expense				
0505 Payroll	258,280.92	259,989.00	-1,708.08	99.3%
0313 Employers Insurance of Nevada	845.00	750.00	95.00	112.7%
0314 State Employment	1,155.51	1,350.00	-194.49	85.6%
0315 Federal Unemployment	12.10	600.00	-587.90	2.0%
0316 Public Employees Retirement Sys	70,046.86	72,797.00	-2,750.14	96.2%
0319 Employer Fica/Medicare	8,213.76	6,600.00	1,613.76	124.5%
0320 Health Insurance	35,473.51	44,802.00	-9,328.49	79.2%
0321 Employee Training	2,329.50	2,500.00	-170.50	93.2%
0401 Utilities- Electric	2,275.37	2,500.00	-224.63	91.0%
0402 Utilities-Gas & Heat	1,374.08	2,500.00	-1,125.92	55.0%
0403 Utilities- Water & Refuse	3,299.77	3,800.00	-500.23	86.8%
0405 Bank & Cr Card Charges	15,315.93	17,578.00	-2,262.07	87.1%
0410 Office Supplies & Expenses	13,294.04	5,000.00	8,294.04	265.9%
0411 Maintenance/Janitorial	17,597.91	12,500.00	5,097.91	140.8%
0415 Misc. Sales Tax (Sales Tax Paid on Purchases)	13.76	2,000.00	-1,986.24	0.7%
0420 Postage & Freight	1,313.47	3,500.00	-2,186.53	37.5%
0421 Communications	9,823.82	11,000.00	-1,176.18	89.3%
0422 Printing Expenses	1,725.00	1,000.00	725.00	172.5%
0430 Building Repairs & Insurance	15,013.06	12,000.00	3,013.06	125.1%
0451 Legal & Accounting Services	39,604.50	56,000.00	-16,395.50	70.7%
0460 Contract Services	12,953.38	1,500.00	11,453.38	863.6%
0461 Remote Offices				
0461.1 Contract Fees - Remote Office	24,000.00			
0461 Remote Offices - Other	0.00	50,000.00	-50,000.00	0.0%
Total 0461 - Remote Offices	24,000.00	50,000.00	-26,000.00	48.0%
0462 Equipment Lease & Maint.	1,277.68	3,000.00	-1,722.32	42.6%
0470 Misc. Expenses	3,289.26	3,000.00	289.26	109.6%
0473 Dues & Subscriptions	3,100.00	4,000.00	-900.00	77.5%
0474 License & Fees	89.50	400.00	-310.50	22.4%
0501 Travel & Lodging	7,354.77	6,000.00	1,354.77	122.6%
0504 Registrations	1,364.00	2,500.00	-1,136.00	54.6%
0505 Local Transportation/Car	853.07	1,500.00	-646.93	56.9%
0507 Meeting Expenses	5,204.41	5,000.00	204.41	104.1%
0601 Hospitality in Market				
0601.5 In House	2,862.50			
0601 Hospitality in Market - Other	2,770.98	8,000.00	-5,229.02	34.6%
Total 0601 - Hospitality in Market	5,633.48	8,000.00	-2,366.52	70.4%
0622 Advertising Co-op	630,900.00	610,000.00	20,900.00	103.1%
0650 Payroll Expense	1,252.68	1,500.00	-247.32	83.5%
0689 WEB Development	7,000.00	7,000.00	0.00	100.0%
0690 Sponsorship	69,750.00	55,000.00	14,750.00	126.8%
0691 Shuttle Subsidy/Sponsorship	22,600.00	22,000.00	600.00	100.0%
0730 Special Promotional Items	1,194.93	3,000.00	-1,805.07	39.8%
0733 On-Hold Messaging	1,331.04	1,300.00	31.04	102.4%
0751 Concierge Expense	255,066.34	293,895.00	-38,828.66	86.8%
0800 Grant Expenses	37,917.84	20,000.00	17,917.84	189.6%
0990 Depreciation Expense	0.00	7,475.00	-7,475.00	0.0%
4000 Reconciliation Discrepancies	0.03			
59900 POS Inventory Adj.-Merchandise	3,882.60			
1420 Postage	0.00			
Total Expense	1,591,522.88	1,624,836.00	-33,313.12	97.9%
Net Ordinary Income	102,532.99	-14,288.00	116,820.99	-717.6%
Other Income/Expense				
Other Expense				
Balancing Adjustments	0.00			
Cash Over/Short (Should have been \$184 (\$182) POS tx 2890/Inhouse invoice...	2.00			
Total Other Expense	2.00			
Net Other Income	-2.00			
Net Income	102,530.99	-14,288.00	116,818.99	-717.6%

ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO
For Merit Pay

Evaluation Period: _____
Performed by Board Member _____

CHECK the box that most closely describes how you rate the CEO for each performance expectation question below. The point value of each rating is in brackets ranging from 7 to 1.

(7) = Exceeded Expectations
(5) = Met Expectations
(3) = Marginally Met Expectations
(1) = Did Not Meet Expectations
(Explain under comments)

(7) (5) (3) (1)

I. RELATIONS WITH THE BOARD					COMMENTS
A. Does the CEO maintain effective and open lines of communication with the Board as a body and with individual members?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B. Is the Board kept apprised of all ongoing and current situations involving the Organizations business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
C. Does the CEO exercise sound judgment when advising the Board?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
II. PLANNING					COMMENTS
A. Does the CEO anticipate needs and recognize potential problems?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B. Does the CEO propose effective solutions and provide alternatives to identified problems?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
C. In making decisions, does the CEO obtain the facts and consider the long –term implications?.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
D. Does the CEO provide Board with all information necessary to make decisions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
E. Does the CEO effectively set goals that adhere to and support Incline Village Crystal Bay Visitor's Bureau mission?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
F. Has the CEO met the goals established by the board during this evaluation period?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
III. ORGANIZATION SKILLS					COMMENTS
A. Does the CEO exhibit the ability to arrange work and efficiently apply resources?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B. Does the CEO make decisions when sufficient information is available and implement action when conditions are ripe for success?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
C. Does the CEO exhibit the ability to reach for effective and, when necessary, creative solutions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
D. Does the CEO obtain the best possible end result for the money spent?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
E. Does the organization run smoothly, and is there adequate internal communication among staff and between staff and the CEO?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO
For Merit Pay

CHECK the box that most closely describes how you rate the CEO for each performance expectation question below. The point value of each rating is in brackets ranging from 7 to 1.

(7) = Exceeded Expectations
(5) = Met Expectations
(3) = Marginally Met Expectations
(1) = Did Not Meet Expectations
(Explain under comments)

(7) (5) (3) (1)

IV. BUDGET / FINANCE					COMMENTS
A. Does the CEO adequately and accurately report and project the financial condition of the Agency in a timely manner?					
B. Are management practices and policies designed to maintain a sound long-range financial position?					
C. Does the CEO exhibit knowledge and understanding of available resources?					
D. Does the CEO suggest and pursue creative solutions to financial issues?					
V. COMMUNICATIONS					COMMENTS
A. Does the CEO provide timely, clear, and accurate communications with appropriate constituents?					
B. Does the CEO communicate openly and effectively with the public?					
C. Does the CEO foster positive relationships with outside agencies as a means of furthering the Organization objectives?					
D. Does the CEO make efforts to create and sustain positive relationships with partner agencies?					
E. Does the CEO project an image of the Organization that represents efficiency, integrity, and professionalism?					
VI. MANAGEMENT SKILLS					COMMENTS
A. Does the CEO have the skills and ability to resolve conflicts that may arise amongst jurisdictions, agencies and other parties?					
B. Does the CEO listen to and understand the positions and circumstances of others and communicate that understanding?					
C. Does the CEO exhibit resilience; i.e. maintains motivation and energy in spite of constant demands?					
D. Does the CEO follow through in a timely manner on commitments and requests?					
E. Is the CEO proactive and flexible in addressing changing issues and situations?					

ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO
For Merit Pay

<p>CHECK the box that most closely describes how you rate the CEO for each performance expectation question below. The point value of each rating is in brackets ranging from 7 to 1.</p>	<p>(7) = Exceeded Expectations (5) = Met Expectations (3) = Marginally Met Expectations (1) = Did Not Meet Expectations (Explain under comments)</p>				
(7) (5) (3) (1)					
VII. LEADERSHIP					
	COMMENTS				
A. Does the CEO inspire a shared vision and enlist staff and Board support?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B. Does the CEO seek opportunities to improve the Organization and pursue them?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
C. Does the CEO enable others to act by creating an atmosphere of trust and collaboration?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
D. Does the CEO create standards of excellence and model the behavior?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
E. Does the CEO conform to the high ethical standards of the profession?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
F. Does the CEO handle people well in difficult situations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

ANNUAL PERFORMANCE EVALUATION – PRESIDENT/CEO
For Merit Pay

PART II

OBSERVATIONS

CEO PERFORMANCE STRENGTHS AND AREAS OF IMPROVEMENT

List in order of priority, the CEO's top strengths and areas of improvement to work on during the next evaluation period

BOARD STRENGTHS AND AREAS OF IMPROVEMENT

List in order of priority, board strengths and areas where the board members can improve during the next evaluation period



north lake tahoe
Incline Village/Crystal Bay Visitors Bureau

Employee Self Evaluation

Employee's Name:	Title:
Department:	Date:
I. MAJOR ACCOMPLISHMENTS: Note below any activities and accomplishments completed during the evaluation period which you feel were of significant value and/or beyond the scope of your regular duties. This space can be used to comment on circumstances that may have affected your performance.	
II. PERFORMANCE DEVELOPMENT: List areas where you feel performance improvement may be warranted, with suggestions of specific activities that you might undertake.	
III. UPCOMING GOALS: What do you hope to achieve in your job for the upcoming year that could be considered by you and your supervisor as specific goals and objectives for the year?	

Employee's Signature:

Print Name:

Date:

Supervisor's Signature:

Print Name:

Date:

Fiscal Year Occupancy Report

May-16

Hotel/Motel

	2015/2016	2014/2015	2013/2014	2012/2013	2011/2012
July	72.0	83.2	75.6	66.8	77.3
August	68.5	82.9	73.2	72.2	78.1
September	71.5	64.9	64.3	65.2	64.8
October	57.9	47.5	53.2	46.1	46.7
November	46.2	39.0	34.6	31.4	27.6
December	55.9	45.2	45.2	40.6	42.3
January	54.1	52.4	45.5	44.9	35.4
February	55.2	52.8	49.2	48.0	36.5
March	51.3	41.5	43.5	46.5	34.6
April	42.2	45.3	43.2	30.5	31.6
May	43.9	48.6	54.1	40.4	33.1
June		64.4	71.1	62.3	54.5
YTD	60.9	59.3	56.0	52.4	53.2

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	25.6	29.0	28.8	20.6	21.6
September	11.8	13.4	14.8	10.1	8.3
October	6.3	9.0	5.6	4.5	3.7
November	6.6	5.5	5.1	5.7	3.5
December	16.4	7.1	7.1	6.7	12.0
January	13.7	9.8	5.7	5.6	3.1
February	16.8	8.7	5.6	10.8	4.5
March	13.5	4.7	6.1	5.2	3.1
April	11.0	3.2	4.6	3.1	3.7
May	11.2	3.8	5.7	4.2	2.2
June		11.7	14.6	5.0	4.2
YTD	15.1	14.5	12.0	9.5	10.6

Homeowner's

	2015/2016	2014/2015
September	37.2	30.4
December	13.5	15.1
March	20.3	14.4
June		12.7
YTD	23.7	22.8

Revised July 15th 2016
Occupancy Report

**Incline Village - Crystal Bay
Room Rate Comparison
May-16**

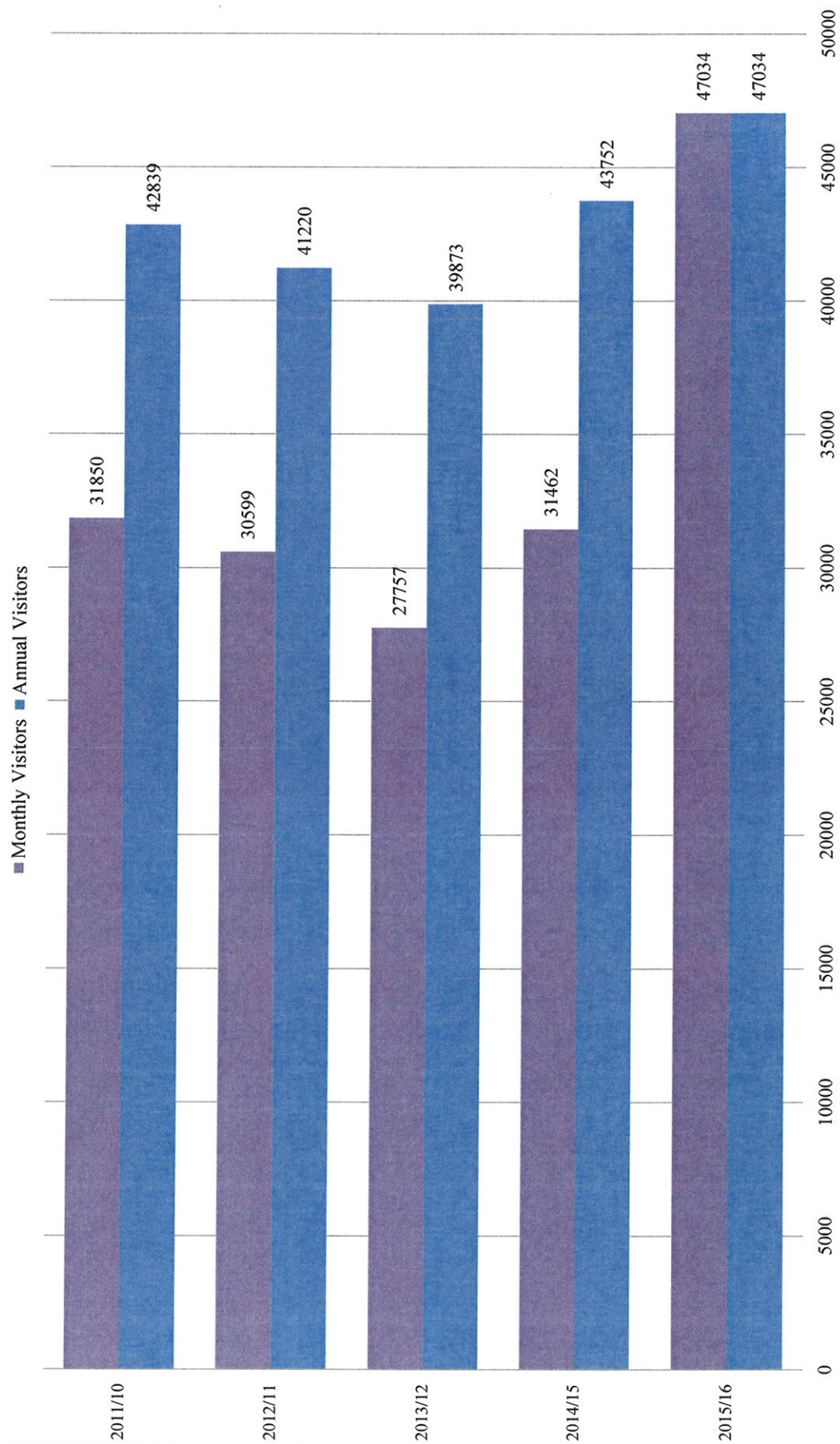
FY 2014/15	Actual Month Collections										
	July	August	September	October	November	December	January	February	March	April	May
Hotel	\$325.52	\$341.14	\$233.27	\$184.82	\$154.26	\$239.24	\$195.57	\$191.26	\$162.36	156.48	190.48
Motel	\$116.78	\$118.87	\$105.86	\$81.30	\$80.33	\$112.07	\$93.57	\$104.35	\$89.11	87.11	90.46
Timeshare	\$205.95	\$160.02	\$62.73	\$23.53	\$41.15	\$96.72	\$56.48	\$53.20	\$52.56	71.06	112.26
Vacation Rental	\$332.38	\$329.82	\$387.69	\$350.32	\$307.63	\$385.27	\$505.59	\$375.87	\$374.14	348.24	423.37
Home Owner			\$244.14			\$236.00			\$245.33		
Average	\$297.67	\$317.37	\$223.65	\$164.81	\$151.35	\$247.39	\$217.75	\$200.49	\$176.56	\$156.52	192.18
FY 2015/16											
	July	August	September	October	November	December	January	February	March	April	May
Hotel	\$359.02	\$342.67	\$246.48	\$191.85	\$150.82	\$248.86	\$206.12	\$215.28	\$198.00	178.61	189.38
Motel	\$86.50	\$126.11	\$104.28	\$101.50	\$93.40	\$121.61	\$117.47	\$116.40	\$101.16	86.71	103.24
Timeshare	\$254.65	\$171.77	\$108.48	\$73.50	\$67.41	\$128.61	\$125.53	\$119.80	\$102.21	71.37	151.78
Vacation Rental	\$365.74	\$344.76	\$372.64	\$339.46	\$389.22	\$449.32	\$469.28	\$379.47	\$226.77	216.3	212.88
Home Owner			\$277.23			\$291.04			\$275.75		
Average	\$334.09	\$327.14	\$252.35	\$186.35	\$156.89	\$263.64	\$225.83	\$224.73	\$205.67	\$168.59	\$164.32
Difference	\$36.42	\$9.77	\$28.70	\$21.54	\$5.54	\$16.25	\$8.08	\$24.24	\$29.11	\$12.07	(\$27.86)

**Incline Village - Crystal Bay
Visitor Bureau Traffic Log
June-16**

	Month to Date				
	2015/16	2014/15	2013/12	2012/11	2011/10
July	7865	9037	8546	9,011	8,863
August	8913	8443	7669	8,835	9,586
September	7113	6215	5650	7,046	6,267
October	4653	3712	2914	2,445	3,000
November	1265	1174	1072	1,105	1,109
December	917	999	330	581	1,069
January	807	972	733	889	1,035
February	1191	910	843	687	921
March	1420	1484	1070	918	1,017
April	1953	1491	1610	1,274	1,558
May	3585	2881	3681	2,963	3,251
June	7352	6434	5755	5,466	5,163
TOTALS	47034	31462	27757	30599	31850

	Annual				
	2015/16	2014/15	2013/12	2012/11	2011/10
July	7865	9037	8546	9,011	8,863
August	8913	8443	7669	8,835	9,586
September	7113	6215	5650	7,046	6,267
October	4653	3712	2914	2,445	3,000
November	1265	1174	1072	1,105	1,109
December	917	999	330	581	1,069
January	807	972	733	889	1,035
February	1191	910	843	687	921
March	1420	1484	1070	918	1,017
April	1953	1491	1610	1,274	1,558
May	3585	2881	3681	2,963	3,251
June	7352	6434	5755	5,466	5,163
TOTALS	47034	43752	39873	41220	42839

Incline Village - Crystal Bay Visitor Center Traffic Fiscal Year Comparison



Audience Overview

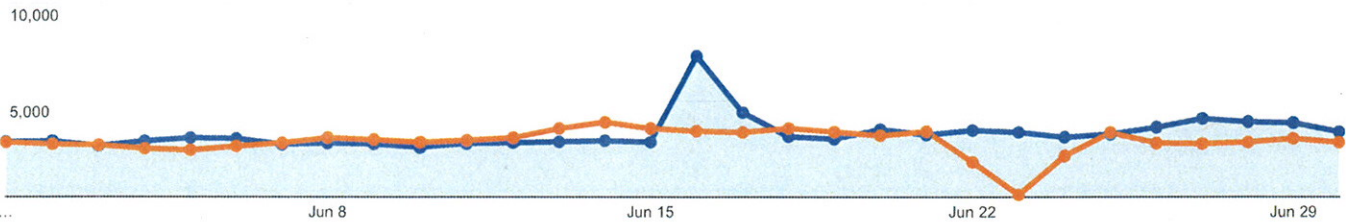
Jun 1, 2016 - Jun 30, 2016
Compare to: Jun 1, 2015 - Jun 30, 2015

All Users
+0.00% Sessions

Overview

Jun 1, 2016 - Jun 30, 2016: Sessions

Jun 1, 2015 - Jun 30, 2015: Sessions



Sessions

14.96%

98,180 vs 85,401



Users

19.74%

83,111 vs 69,409



Pageviews

28.56%

394,582 vs 306,926



Pages / Session

11.83%

4.02 vs 3.59



Avg. Session Duration

-4.73%

00:02:22 vs 00:02:29



Bounce Rate

-38.29%

27.65% vs 44.81%



% New Sessions

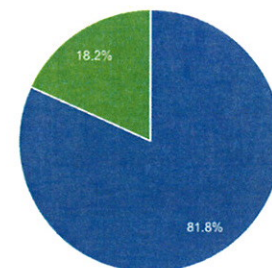
6.05%

81.63% vs 76.97%

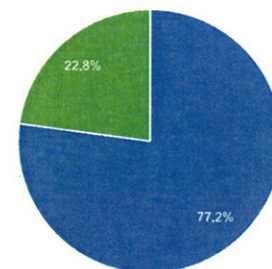


■ New Visitor ■ Returning Visitor

Jun 1, 2016 - Jun 30, 2016



Jun 1, 2015 - Jun 30, 2015



Country

Sessions % Sessions

1. United States

Jun 1, 2016 - Jun 30, 2016

93,652

95.39%

Jun 1, 2015 - Jun 30, 2015

81,476

95.40%

% Change

14.94%

-0.02%

2. Canada

Jun 1, 2016 - Jun 30, 2016

806

0.82%

Jun 1, 2015 - Jun 30, 2015

499

0.58%

% Change

61.52%

40.50%

3. United Kingdom

Jun 1, 2016 - Jun 30, 2016

494

0.50%

Jun 1, 2015 - Jun 30, 2015

319

0.37%

% Change

54.86%

34.70%

4.	Australia			
	Jun 1, 2016 - Jun 30, 2016	320		0.33%
	Jun 1, 2015 - Jun 30, 2015	302		0.35%
	% Change	5.96%		-7.83%
5.	Brazil			
	Jun 1, 2016 - Jun 30, 2016	241		0.25%
	Jun 1, 2015 - Jun 30, 2015	216		0.25%
	% Change	11.57%		-2.95%
6.	Mexico			
	Jun 1, 2016 - Jun 30, 2016	224		0.23%
	Jun 1, 2015 - Jun 30, 2015	193		0.23%
	% Change	16.06%		0.96%
7.	India			
	Jun 1, 2016 - Jun 30, 2016	189		0.19%
	Jun 1, 2015 - Jun 30, 2015	144		0.17%
	% Change	31.25%		14.17%
8.	Germany			
	Jun 1, 2016 - Jun 30, 2016	108		0.11%
	Jun 1, 2015 - Jun 30, 2015	102		0.12%
	% Change	5.88%		-7.90%
9.	Argentina			
	Jun 1, 2016 - Jun 30, 2016	105		0.11%
	Jun 1, 2015 - Jun 30, 2015	47		0.06%
	% Change	123.40%		94.33%
10.	Vietnam			
	Jun 1, 2016 - Jun 30, 2016	90		0.09%
	Jun 1, 2015 - Jun 30, 2015	8		0.01%
	% Change	1,025.00%		878.57%

Location

ALL » COUNTRY: United States

All Users
-0.02% Sessions

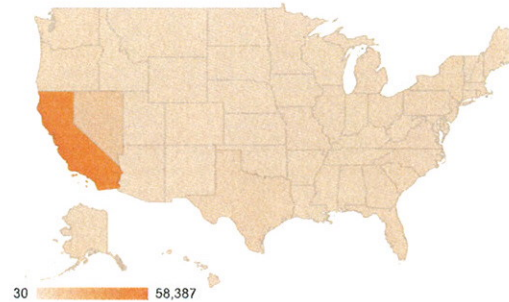
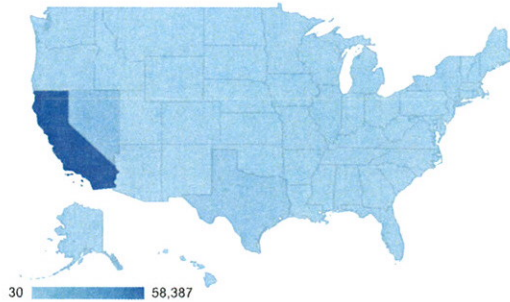
Map Overlay

Summary

Jun 1, 2016 - Jun 30, 2016
Compare to: Jun 1, 2015 - Jun 30, 2015

Jun 1, 2016 - Jun 30, 2016

Jun 1, 2015 - Jun 30, 2015



Region	Acquisition			Behavior			Conversions		
	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)
	14.94% ▲ 93,652 vs 81,476	6.18% ▲ 81.61% vs 76.86%	22.05% ▲ 76,433 vs 62,623	37.43% ▲ 27.81% vs 44.45%	11.05% ▲ 4.02 vs 3.62	4.66% ▼ 00:02:22 vs 00:02:29	100.00% ▲ 0.24% vs 0.00%	100.00% ▲ 224 vs 0	0.00% \$0.00 vs \$0.00
1. California									
Jun 1, 2016 - Jun 30, 2016	58,387 (62.34%)	81.49%	47,577 (62.25%)	30.29%	3.72	00:02:10	0.29%	170 (75.89%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	48,674 (59.74%)	75.98%	36,983 (59.06%)	46.35%	3.49	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	19.96%	7.24%	28.65%	-34.65%	6.72%	-9.49%	∞%	∞%	0.00%
2. Nevada									
Jun 1, 2016 - Jun 30, 2016	8,448 (9.02%)	73.08%	6,174 (8.08%)	24.16%	4.36	00:02:48	0.26%	22 (9.82%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	9,153 (11.23%)	71.19%	6,516 (10.41%)	47.57%	3.25	00:02:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-7.70%	2.66%	-5.25%	-49.21%	34.18%	13.42%	∞%	∞%	0.00%
3. Texas									
Jun 1, 2016 - Jun 30, 2016	4,226 (4.51%)	83.27%	3,519 (4.60%)	27.50%	4.18	00:02:32	0.05%	2 (0.89%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	2,978 (3.66%)	82.74%	2,464 (3.93%)	35.80%	4.49	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	41.91%	0.64%	42.82%	-23.19%	-6.97%	-13.52%	∞%	∞%	0.00%
4. New York									
Jun 1, 2016 - Jun 30, 2016	1,691 (1.81%)	84.57%	1,430 (1.87%)	27.56%	3.95	00:01:58	0.12%	2 (0.89%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	1,306 (1.60%)	82.77%	1,081 (1.73%)	46.48%	3.45	00:02:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	29.48%	2.17%	32.28%	-40.71%	14.60%	-6.74%	∞%	∞%	0.00%
5. Illinois									
Jun 1, 2016 - Jun 30, 2016	1,571 (1.68%)	83.83%	1,317 (1.72%)	22.60%	4.63	00:02:43	0.13%	2 (0.89%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	1,179 (1.45%)	80.41%	948 (1.51%)	37.66%	4.26	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	33.25%	4.26%	38.92%	-40.00%	8.57%	-2.07%	∞%	∞%	0.00%
6. Florida									
Jun 1, 2016 - Jun 30, 2016	1,384 (1.48%)	85.19%	1,179 (1.54%)	22.83%	4.41	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	1,127 (1.38%)	82.43%	929 (1.48%)	41.17%	3.80	00:02:40	0.00%	0 (0.00%)	\$0.00 (0.00%)

% Change	22.80%	3.34%	26.91%	-44.54%	15.91%	-2.45%	0.00%	0.00%	0.00%
7. Arizona									
Jun 1, 2016 - Jun 30, 2016	1,244 (1.33%)	83.44%	1,038 (1.36%)	17.52%	5.08	00:03:27	0.24%	3 (1.34%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	1,199 (1.47%)	80.23%	962 (1.54%)	37.36%	4.46	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	3.75%	4.00%	7.90%	-53.10%	14.02%	18.11%	∞%	∞%	0.00%
8. Washington									
Jun 1, 2016 - Jun 30, 2016	1,068 (1.14%)	84.46%	902 (1.18%)	20.04%	4.75	00:02:42	0.09%	1 (0.45%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	1,004 (1.23%)	82.67%	830 (1.33%)	40.24%	3.84	00:02:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	6.37%	2.16%	8.67%	-50.20%	23.87%	17.15%	∞%	∞%	0.00%
9. Oregon									
Jun 1, 2016 - Jun 30, 2016	995 (1.06%)	80.90%	805 (1.05%)	19.30%	4.96	00:02:48	0.40%	4 (1.79%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	975 (1.20%)	76.72%	748 (1.19%)	39.08%	4.25	00:03:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	2.05%	5.46%	7.62%	-50.62%	16.75%	-19.55%	∞%	∞%	0.00%
10. Pennsylvania									
Jun 1, 2016 - Jun 30, 2016	909 (0.97%)	85.70%	779 (1.02%)	20.90%	4.40	00:02:31	0.11%	1 (0.45%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	589 (0.72%)	82.68%	487 (0.78%)	36.33%	4.33	00:03:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	54.33%	3.65%	59.96%	-42.47%	1.57%	-18.08%	∞%	∞%	0.00%

Rows 1 - 10 of 52

Location

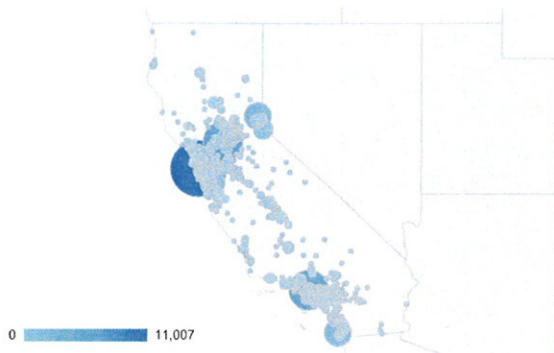
ALL » COUNTRY: United States » REGION: California

Jun 1, 2016 - Jun 30, 2016
Compare to: Jun 1, 2015 - Jun 30, 2015
 All Users
+2.47% Sessions

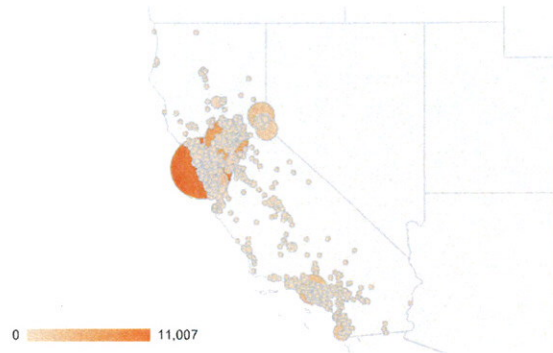
Map Overlay









Summary

Jun 1, 2016 - Jun 30, 2016



Jun 1, 2015 - Jun 30, 2015



City	Acquisition			Behavior			Conversions Goal 1: Lodging Book Now		
	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)
	19.96%  58,387 vs 48,674	7.24%  81.49% vs 75.98%	28.65%  47,577 vs 36,983	34.65%  30.29% vs 46.35%	6.72%  3.72 vs 3.49	9.49%  00:02:10 vs 00:02:24	100.00%  0.29% vs 0.00%	100.00%  170 vs 0	0.00% \$0.00 vs \$0.00
1. San Francisco									
Jun 1, 2016 - Jun 30, 2016	8,938 (15.31%)	78.79%	7,042 (14.80%)	31.64%	3.30	00:02:00	0.28%	25 (14.71%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	11,007 (22.61%)	73.89%	8,133 (21.99%)	54.28%	2.79	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-18.80%	6.63%	-13.41%	-41.71%	18.14%	7.66%	∞%	∞%	0.00%
2. Los Angeles									
Jun 1, 2016 - Jun 30, 2016	4,494 (7.70%)	86.54%	3,889 (8.17%)	38.32%	3.05	00:01:34	0.20%	9 (5.29%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	2,310 (4.75%)	78.66%	1,817 (4.91%)	43.72%	3.51	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	94.55%	10.02%	114.03%	-12.36%	-13.13%	-37.20%	∞%	∞%	0.00%
3. Sacramento									
Jun 1, 2016 - Jun 30, 2016	4,378 (7.50%)	78.76%	3,448 (7.25%)	28.99%	3.72	00:02:10	0.25%	11 (6.47%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	5,670 (11.65%)	73.99%	4,195 (11.34%)	52.12%	2.91	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-22.79%	6.45%	-17.81%	-44.38%	27.83%	3.51%	∞%	∞%	0.00%
4. San Diego									
Jun 1, 2016 - Jun 30, 2016	2,106 (3.61%)	86.23%	1,816 (3.82%)	40.69%	2.97	00:01:28	0.19%	4 (2.35%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	908 (1.87%)	77.53%	704 (1.90%)	41.08%	4.11	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	131.94%	11.22%	157.95%	-0.94%	-27.66%	-47.34%	∞%	∞%	0.00%
5. Truckee									
Jun 1, 2016 - Jun 30, 2016	1,980 (3.39%)	67.12%	1,329 (2.79%)	29.29%	3.68	00:02:16	0.10%	2 (1.18%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	2,096 (4.31%)	65.17%	1,366 (3.69%)	50.86%	3.11	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-5.53%	2.99%	-2.71%	-42.40%	18.41%	-5.38%	∞%	∞%	0.00%
6. San Jose									
Jun 1, 2016 - Jun 30, 2016	1,611 (2.76%)	83.86%	1,351 (2.84%)	21.79%	4.37	00:02:35	0.74%	12 (7.06%)	\$0.00 (0.00%)
Jun 1, 2015 - Jun 30, 2015	1,681 (3.45%)	79.54%	1,337 (3.62%)	36.17%	5.65	00:03:51	0.00%	0 (0.00%)	\$0.00 (0.00%)

	% Change	-4.16%	5.44%	1.05%	-39.76%	-22.52%	-33.06%	∞%	∞%	0.00%
7.	Roseville									
	Jun 1, 2016 - Jun 30, 2016	1,149 (1.97%)	79.90%	918 (1.93%)	25.67%	4.16	00:02:33	0.61%	7 (4.12%)	\$0.00 (0.00%)
	Jun 1, 2015 - Jun 30, 2015	928 (1.91%)	80.17%	744 (2.01%)	37.18%	4.00	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	23.81%	-0.35%	23.39%	-30.94%	3.90%	-8.07%	∞%	∞%	0.00%
8.	South Lake Tahoe									
	Jun 1, 2016 - Jun 30, 2016	1,085 (1.86%)	69.95%	759 (1.60%)	27.47%	3.84	00:02:24	0.09%	1 (0.59%)	\$0.00 (0.00%)
	Jun 1, 2015 - Jun 30, 2015	1,216 (2.50%)	73.93%	899 (2.43%)	57.24%	2.65	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-10.77%	-5.38%	-15.57%	-52.01%	44.75%	36.36%	∞%	∞%	0.00%
9.	Auburn									
	Jun 1, 2016 - Jun 30, 2016	594 (1.02%)	72.56%	431 (0.91%)	22.90%	3.80	00:02:49	0.67%	4 (2.35%)	\$0.00 (0.00%)
	Jun 1, 2015 - Jun 30, 2015	579 (1.19%)	69.78%	404 (1.09%)	47.32%	3.09	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	2.59%	3.99%	6.68%	-51.62%	23.00%	30.60%	∞%	∞%	0.00%
10.	Oakland									
	Jun 1, 2016 - Jun 30, 2016	564 (0.97%)	83.69%	472 (0.99%)	18.97%	4.82	00:02:50	0.35%	2 (1.18%)	\$0.00 (0.00%)
	Jun 1, 2015 - Jun 30, 2015	442 (0.91%)	81.90%	362 (0.98%)	42.53%	3.49	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	27.60%	2.18%	30.39%	-55.40%	37.86%	12.97%	∞%	∞%	0.00%

Rows 1 - 10 of 711

Overview

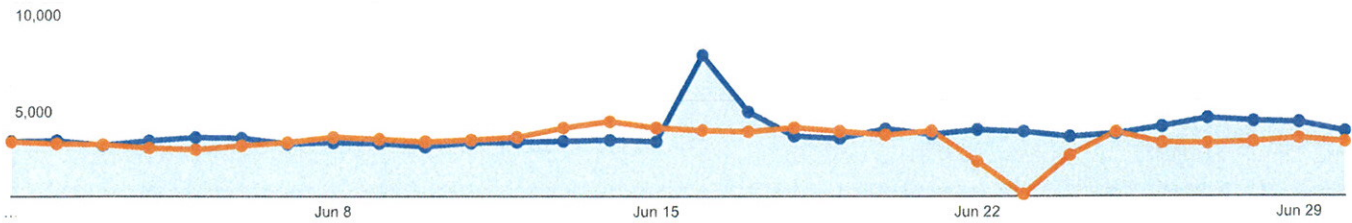
Jun 1, 2016 - Jun 30, 2016
Compare to: Jun 1, 2015 - Jun 30, 2015

All Users
+0.00% Sessions

Explorer

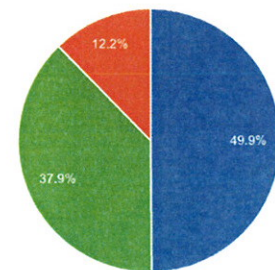
Summary

Jun 1, 2016 - Jun 30, 2016: Sessions
Jun 1, 2015 - Jun 30, 2015: Sessions

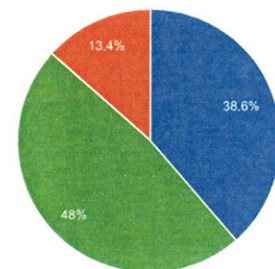


Device Category	Sessions	Sessions	Contribution to total: Sessions
	14.96%	14.96%	
	98,180 vs 85,401	98,180 vs 85,401	
1. mobile			
Jun 1, 2016 - Jun 30, 2016	48,969	49.88%	
Jun 1, 2015 - Jun 30, 2015	32,985	38.62%	
2. desktop			
Jun 1, 2016 - Jun 30, 2016	37,213	37.90%	
Jun 1, 2015 - Jun 30, 2015	41,007	48.02%	
3. tablet			
Jun 1, 2016 - Jun 30, 2016	11,998	12.22%	
Jun 1, 2015 - Jun 30, 2015	11,409	13.36%	

Jun 1, 2016 - Jun 30, 2016



Jun 1, 2015 - Jun 30, 2015



Rows 1 - 3 of 3

Audience Overview

Jul 1, 2015 - Jun 30, 2016

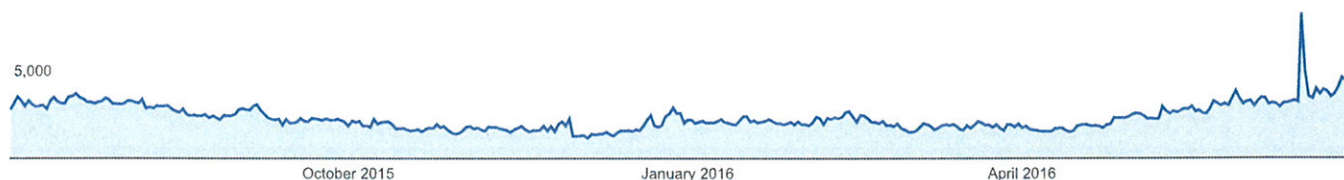
All Users
100.00% Sessions

Overview

Sessions

10,000

5,000



Sessions

745,681

Users

603,482

Pageviews

3,106,766

Pages / Session

4.17

Avg. Session Duration

00:02:26

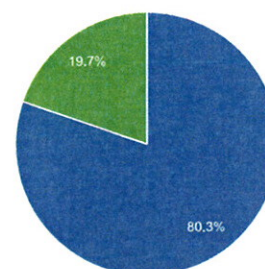
Bounce Rate

26.27%

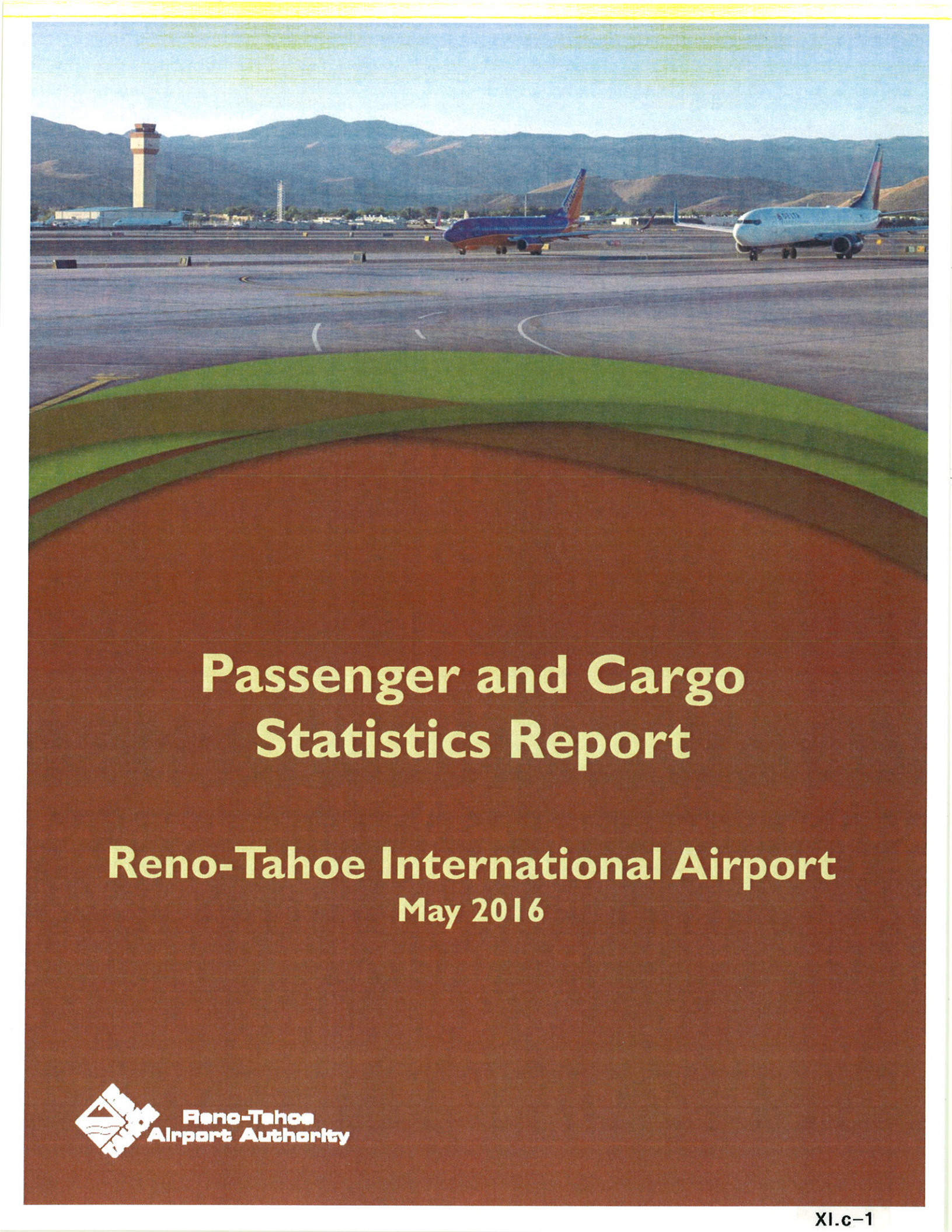
% New Sessions

80.13%

New Visitor Returning Visitor



Country	Sessions	% Sessions
1. United States	697,686	93.56%
2. Canada	4,902	0.66%
3. United Kingdom	4,394	0.59%
4. Australia	3,611	0.48%
5. Mexico	3,448	0.46%
6. Brazil	3,104	0.42%
7. India	2,299	0.31%
8. Vietnam	2,220	0.30%
9. (not set)	1,490	0.20%
10. Germany	1,042	0.14%



Passenger and Cargo Statistics Report

Reno-Tahoe International Airport May 2016

U.S. DOMESTIC INDUSTRY OVERVIEW FOR MAY 2016

All RNO Carriers Domestic Systemwide – year over year comparison

Average Load Factor:	85.6% flat
Number of Flights *:	Up 1.3%
Capacity of Seats *:	Up 3.3%
Crude Oil Average:	\$46.83 per barrel in May 2016 vs. \$59.27 per barrel in May 2015

RNO OVERVIEW FOR MAY 2016 – year over year comparison

Total Passengers:	Up 4.3%
Avg. Enplaned Load Factor:	77.5%, down 0.6 pts.
Actual Departures:	Flat
Actual Departing Seats:	Up 5.4%
Total Cargo:	Data unavailable

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

MAY 2016 SUMMARY

Reno-Tahoe International Airport (RNO) served 288,763 passengers in May 2016, which is up 4.3% versus May 2015. During the first five months of 2016, RNO served 1,404,119 passengers, representing an increase of 8.6% when compared to the same period last year. This year-over-year growth is attributed to the additional seat capacity on new flights, and an improving economy in the Northern Nevada region.

In May 2016, RNO was served by eight airlines providing 55 peak daily departures to 17 non-stop destinations (22 non-stop destinations if seasonal and new announced flights are included). At RNO, total seat capacity increased 5.4% and departures remained the same when compared to May 2015.

Southwest Airlines began non-stop flights between RNO and Oakland International Airport three times a day on June 5, 2016.

Allegiant Air began non-stop flights between RNO and Los Angeles International Airport twice a week on June 9, 2016. The airline provides this service on Thursdays and Sundays.

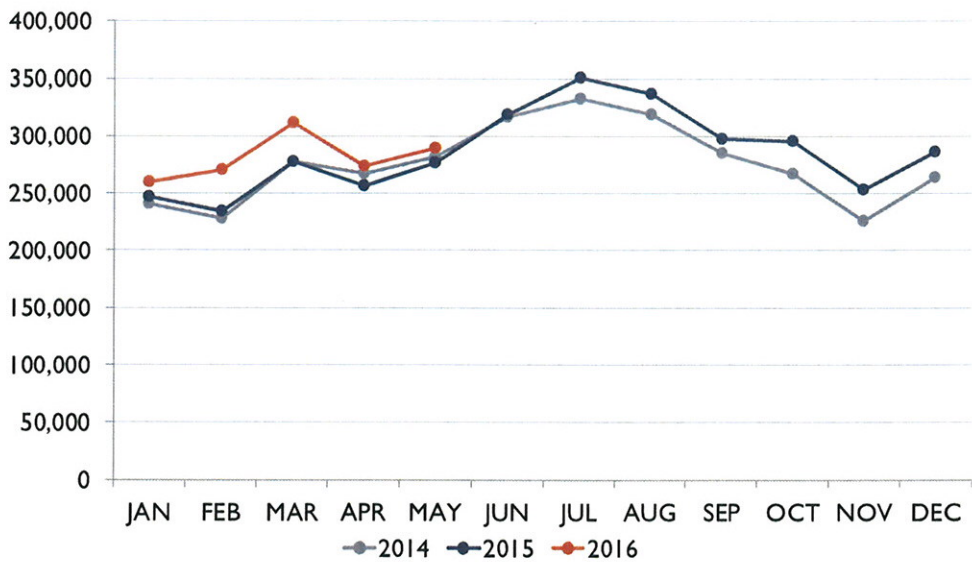
Starting August 15, 2016, JetBlue Airways will begin non-stop flights between RNO and Long Beach Airport, providing both business and leisure travelers another option for travel between Reno and the Los Angeles basin. The airline will fly the route with a 150-seat Airbus 320.

Starting December 19, 2016, Delta Air Lines will begin non-stop flights between Reno and Atlanta International Airport. The Atlanta-Reno flight will begin as three



times per week service during the holidays, from December 19, 2016, until January 3, 2017. The flight reduces to once a week service, Saturday arrival and Sunday departure, on January 7, 2017. The airline will utilize a 183-seat Boeing 757 on this route.

TOTAL PASSENGERS



TOTAL PASSENGERS

RNO served 288,763 passengers in May 2016, which is up 4.3% when compared to May 2015. All airlines at RNO, with the exception of Allegiant Air and American Airlines, reported a year-over-year passenger growth in May 2016.

In May 2016, Allegiant Air reported a passenger decline of (16.2%), carrying 563 less passengers, when compared to May 2015. In addition, Allegiant operated one charter flight in May 2015 and no charters in May 2016.

American Airlines' passenger traffic was down (8.0%) in May 2016 when compared to same period last year. This passenger decline is primarily caused by the year-over-over reduction in seat capacity on certain routes. In addition, the airline reported a load factor of 83%, a reduction of 4.3 points during the same period.

Southwest Airlines, the largest carrier at RNO, served 125,485 passengers during the month of May 2016, an increase of 0.3% when compared to May 2015.

In May 2016, Alaska Airlines reported a passenger increase of 21.1%, Delta Air Lines grew 11.0% and United Airlines reported an increase of 1.3% when compared to the same period last year.

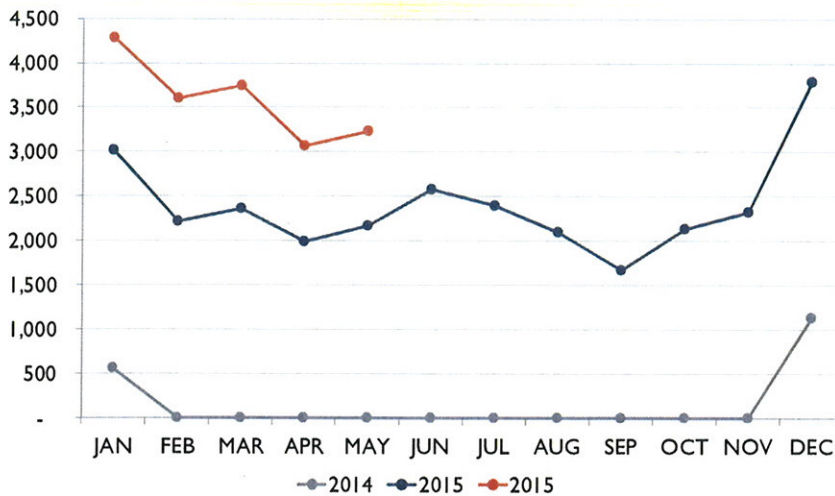
Volaris served 3,230 passengers during the month of May 2016, an increase of 48.8% when compared to the same period last year.

TOTAL CARGO

April 2016 and May 2016 cargo data is not available for reporting at this time.



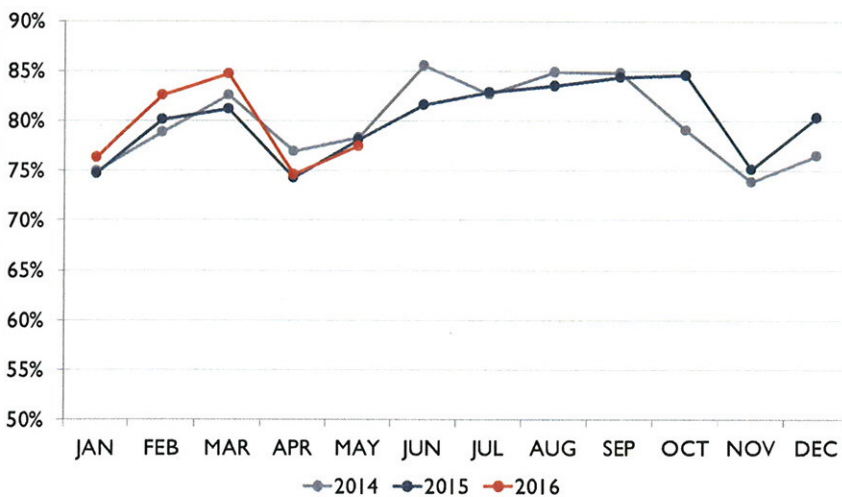
TOTAL INTERNATIONAL PASSENGERS



TOTAL INTERNATIONAL PASSENGERS

In May 2016, RNO served a total of 3,477 international passengers. Volaris operated three times a week scheduled flights to Guadalajara, Mexico. In addition, Air North operated a charter flight between Reno and Vancouver, Canada.

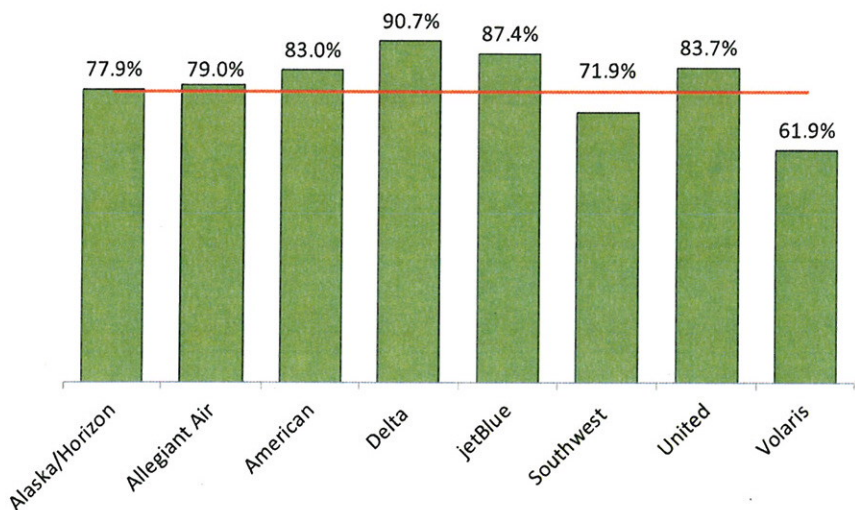
AVERAGE ENPLANED LOAD FACTOR



AVERAGE ENPLANED LOAD FACTOR

In May 2016, the average enplaned load factor at RNO was 77.5%, a decrease of 0.6 pts. versus May 2015.

AVERAGE ENPLANED LOAD FACTOR BY AIRLINE



Average Enplaned Load Factor May 2016

Airline	RNO	Network	Difference
Alaska	77.9%	84.7%	(6.8)
Allegiant Air	79.0%	85.1%	(6.1)
American	83.0%	81.9%	1.1
Delta	90.7%	85.3%	5.4
jetBlue	87.4%	84.6%	2.8
Southwest	71.9%	85.8%	(13.9)
United	83.7%	82.5%	1.2
Volaris	61.9%		n/a

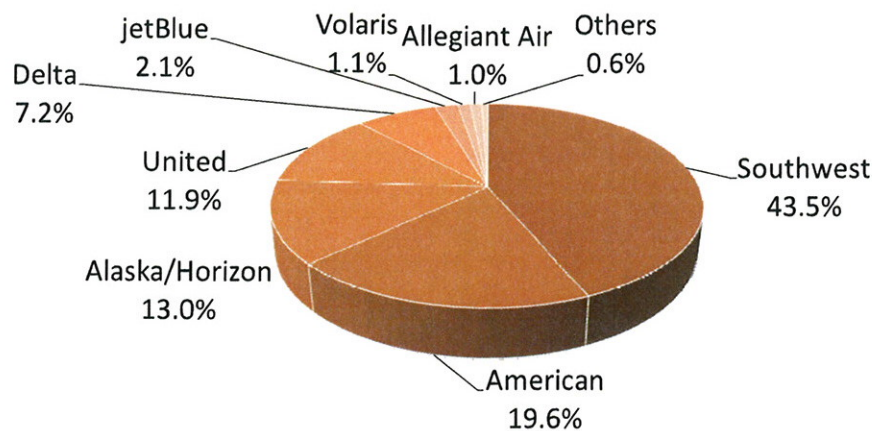


**Reno-Tahoe
Airport Authority**

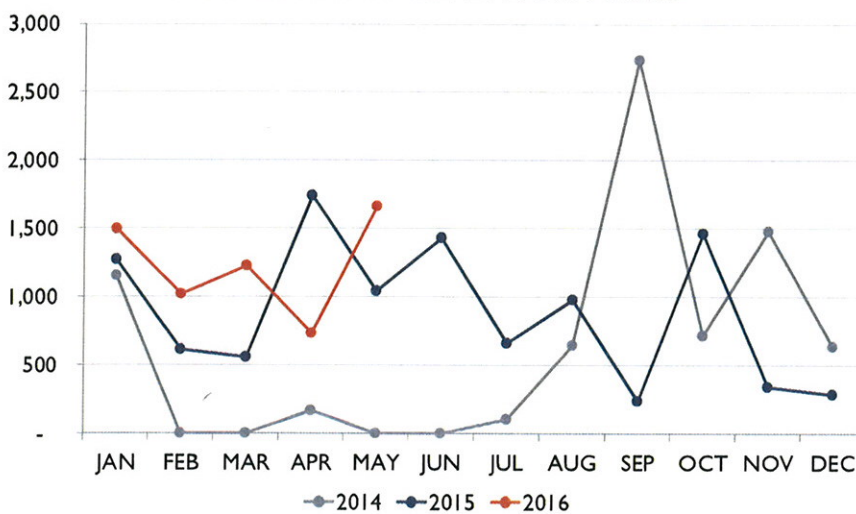
AIR CARRIER MARKET SHARE

	May-16	May-15	YOY Change
Alaska/Horizon	13.0%	11.2%	1.8
Allegiant Air	1.0%	1.3%	(0.2)
American	19.6%	22.2%	(2.6)
Delta	7.2%	6.8%	0.4
jetBlue	2.1%	0.3%	1.8
Southwest	43.5%	45.2%	(1.7)
United	11.9%	12.3%	(0.3)
Volaris	1.1%	0.8%	0.3
Others	0.6%	0.0%	0.6

AIR CARRIER MARKET SHARE



TOTAL CHARTER PASSENGERS



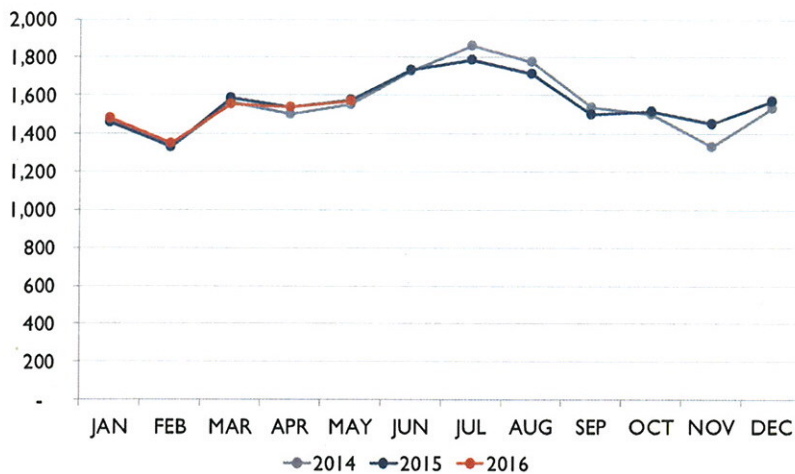
TOTAL CHARTER PASSENGERS

In May 2016, RNO served 1,662 charter passengers through the terminal. A total of 11 charter operations occurred during the month of May 2016.



**Reno-Tahoe
Airport Authority**

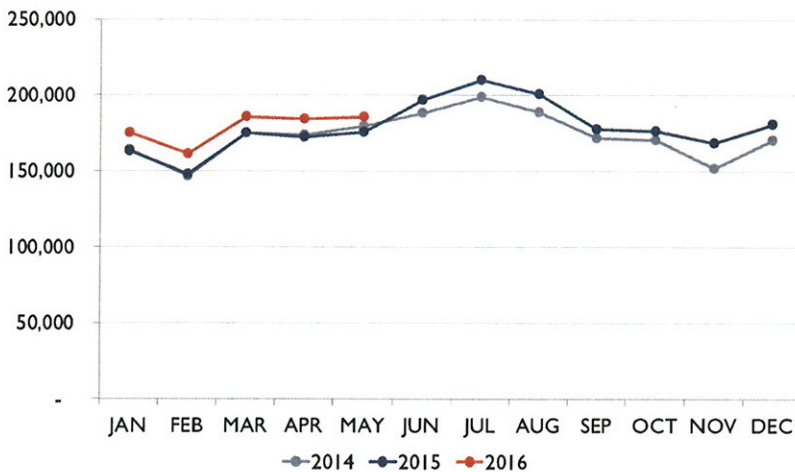
MONTHLY SCHEDULED DEPARTURES



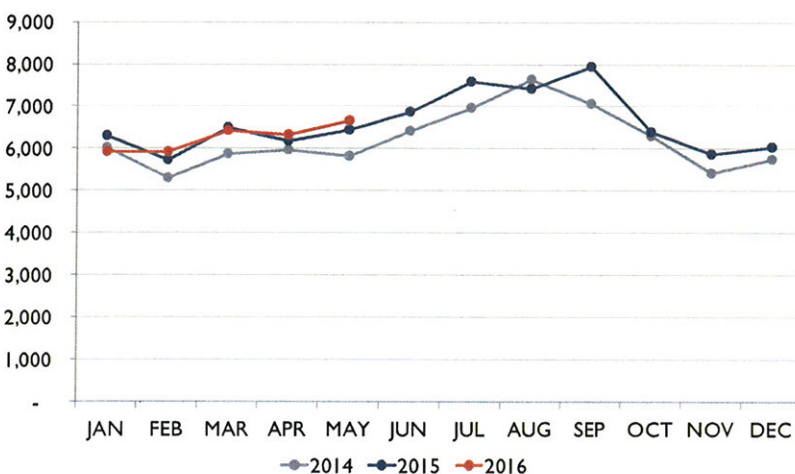
TOTAL DEPARTURES & SEATS

In May 2016, RNO handled 1,570 departures on eight commercial airlines, an increase of 0.1% when compared to May 2015. The number of departing seats were up 5.4% at 185,143 for the same period.

MONTHLY SCHEDULED SEATS



TOTAL OPERATIONS



TOTAL OPERATIONS

A total of 6,643 operations occurred at RNO in May 2016, an increase of 3.3% when compared to May 2015. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



Recent and Upcoming Schedule Changes

Allegiant Air

- The non-stop flight between Reno and Las Vegas operates on Wednesdays, Fridays and Sundays.
- The new non-stop flight between Reno and Los Angeles operates on Thursdays and Sundays.

American Airlines

- Starting June 2, 2016, American Airlines increased the number of non-stop flights between Reno and Los Angeles from four times a day to five times a day.
- Starting June 2, 2016, American Airlines increased the number of non-stop flights between Reno and Chicago from once a day to twice a day.
- Starting June 3, 2016, American Airlines increased the number of non-stop flights between Reno and Dallas from twice a day to three times a day. The additional third flight will operate on Mondays, Tuesdays, Fridays and Saturdays.
- Starting June 9, 2016, American Airlines increased the number of non-stop flights between Reno and Phoenix from three flights a day to four flights a day.

Delta Air Lines

- The seasonal non-stop flight between Reno and Minneapolis will operate from June 11, 2016, until August 27, 2016. The airline offers this route on Saturdays only.

JetBlue Airways

- The non-stop flight between Reno and New York City will operate daily until September 6, 2016. The flight reduces to four-times a week schedule on September 8, 2016 (Thursday, Friday, Sunday, Monday).
- The non-stop flight between Reno and Long Beach Airport begins on August 15, 2016. It will depart Reno at 2:15 p.m. and arrive in Long Beach at 3:40 p.m. It will depart Long Beach at 12:15 p.m. and land in Reno at 1:30 p.m.

United Airlines

- The seasonal twice a week non-stop flight between Reno and Houston returned on June 11, 2016, for the summer season and will operate on Saturdays and Sundays only.
- Starting July 5, 2016, United Airlines will increase the number of non-stop flights between Reno and Denver from twice a day to three times a day. The frequency will then be increased to four times a day in September, before returning to twice a day schedule in November.

Southwest Airlines

- The schedule for the new non-stop flights between RNO and Oakland is as follows:
 - Oakland to Reno:
 - WN553 10:50AM-11:40AM, WN2867 4:10PM-5:00PM, WN480 8:45PM-9:35PM
 - Reno to Oakland:
 - WN3185 6:10AM-7:15AM, WN1140 9:30AM-10:35AM, WN3505 5:35PM-6:40PM

Volaris

- The non-stop flight between Reno and Guadalajara, Mexico operates on Mondays, Wednesdays and Fridays.



Reno-Tahoe
Airport Authority

Reno-Tahoe International Airport

Total Passengers May-16					
	Passengers		% Diff.	Passengers	
	2014	2015		2016	% Diff.
JAN	241,181	246,571	2.2%	259,868	5.4%
FEB	228,035	234,763	3.0%	269,807	14.9%
MAR	278,172	277,477	-0.2%	311,974	12.4%
1st Quarter	747,388	758,811	1.5%	841,649	10.9%
APR	266,800	256,823	-3.7%	273,707	6.6%
MAY	282,277	276,969	-1.9%	288,763	4.3%
JUN	316,720	319,309	0.8%		
2nd Quarter	865,797	853,101	-1.5%		
JUL	332,242	350,823	5.6%		
AUG	318,965	336,948	5.6%		
SEP	284,931	297,299	4.3%		
3rd Quarter	936,138	985,070	5.2%		
OCT	266,701	295,749	10.9%		
NOV	225,384	253,494	12.5%		
DEC	263,682	286,105	8.5%		
4th Quarter	755,767	835,675	10.6%		
TOTAL	3,305,090	3,432,657	3.9%		
YTD Total		1,292,603		1,404,119	8.6%

Total Enplaned Passengers May-16				
Month	2014	2015	2016	% Diff.
JAN	121,700	124,505	130,546	4.9%
FEB	113,777	117,750	133,669	13.5%
MAR	142,542	141,314	156,542	10.8%
APR	132,183	128,088	136,453	6.5%
MAY	139,349	137,132	144,228	5.2%
JUN	158,827	159,989		
JUL	162,090	172,266		
AUG	159,664	166,935		
SEP	147,458	151,127		
OCT	134,946	150,567		
NOV	112,573	125,712		
DEC	128,295	142,253		
TOTAL	1,653,404	1,717,638		
YTD Total		648,789	701,438	8.1%

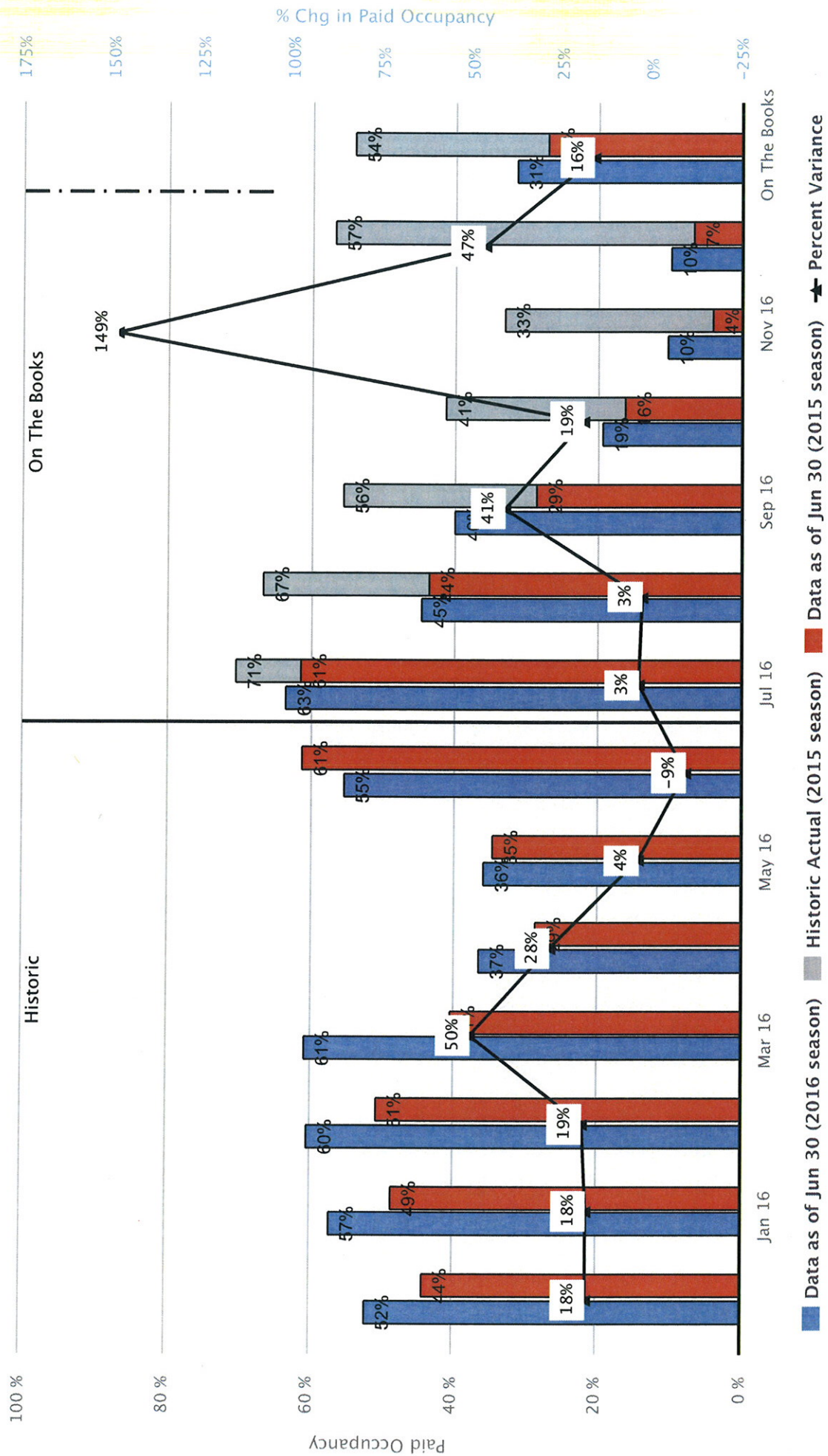
Total Deplaned Passengers				
Month	2014	2015	2016	% Diff.
JAN	119,481	122,066	129,322	5.9%
FEB	114,258	117,013	136,138	16.3%
MAR	135,630	136,163	155,432	14.2%
APR	134,617	128,735	136,453	6.0%
MAY	142,928	139,837	144,535	3.4%
JUN	157,893	159,320		
JUL	170,152	178,557		
AUG	159,307	170,013		
SEP	137,480	146,172		
OCT	131,755	145,182		
NOV	112,811	127,782		
DEC	135,387	143,852		
TOTAL	1,651,699	1,714,692		
YTD Total		643,814	701,880	9.0%

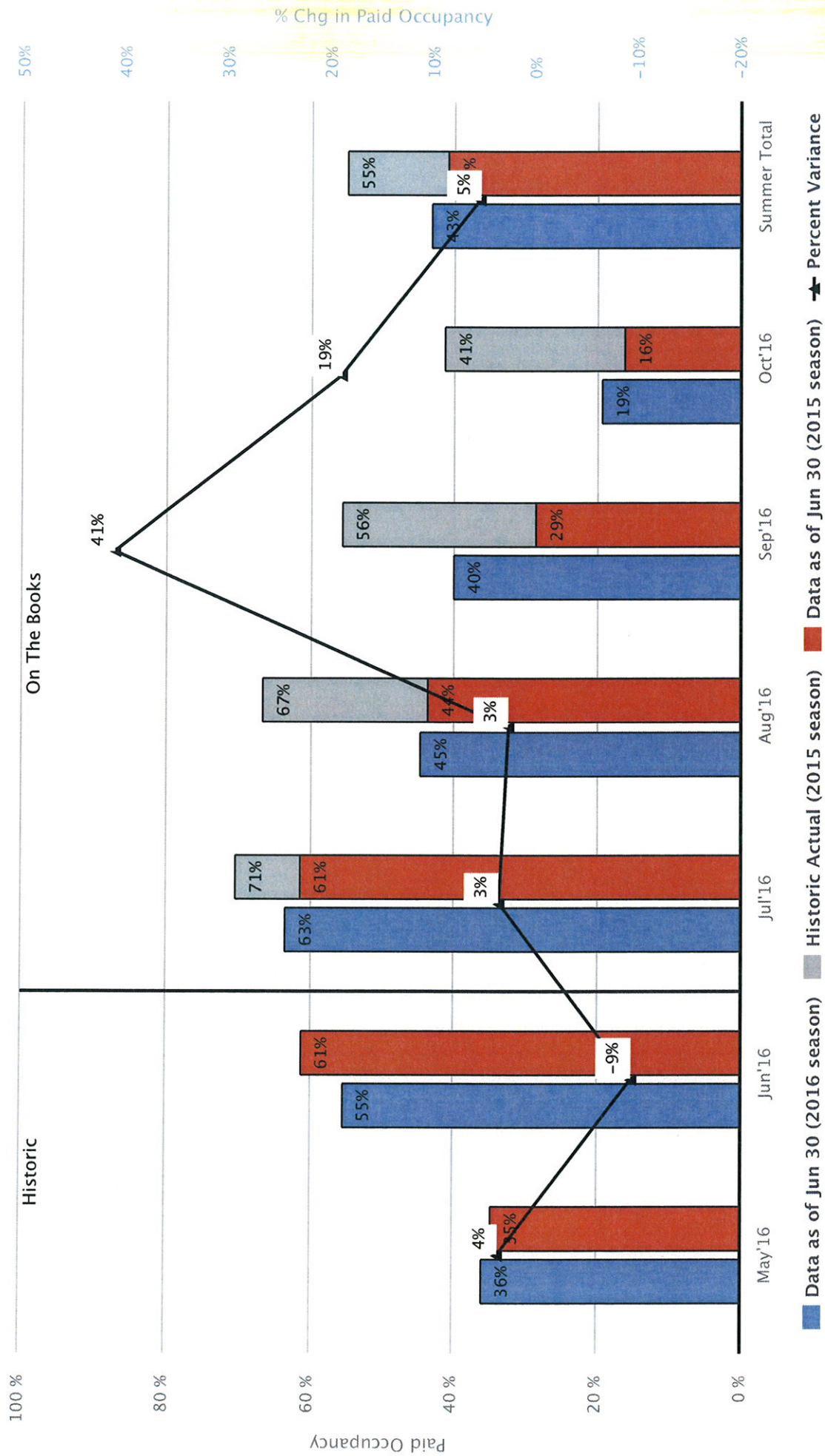
Total Cargo May-16						
	2014	2015	% Diff.	2016		% Diff.
	Cargo in Pounds			Pounds	Metric	
JAN	10,303,380	10,113,421	-1.8%	11,939,003	5,415	18.1%
FEB	9,486,697	9,418,781	-0.7%	10,947,416	4,965	16.2%
MAR	9,758,391	10,381,009	6.4%	13,002,159	5,897	25.2%
1st Quarter	29,548,468	29,913,211	1.2%	35,888,578	16,276	20.0%
APR	9,876,465	10,416,248	5.5%			
MAY	10,269,963	10,459,643	1.8%			
JUN	9,679,744	10,595,645	9.5%			
2nd Quarter	29,826,172	31,471,536	5.5%			
JUL	10,863,843	11,775,072	8.4%			
AUG	10,853,726	11,031,470	1.6%			
SEP	10,127,014	12,360,393	22.1%			
3rd Quarter	31,844,583	35,166,935	10.4%			
OCT	11,429,538	12,160,586	6.4%			
NOV	10,664,398	11,657,012	9.3%			
DEC	15,776,073	17,907,699	13.5%			
4th Quarter	37,870,009	41,725,297	10.2%			
TOTAL	129,089,232	138,276,979	7.1%			
YTD Total		29,913,211		35,888,578	16,276	20.0%

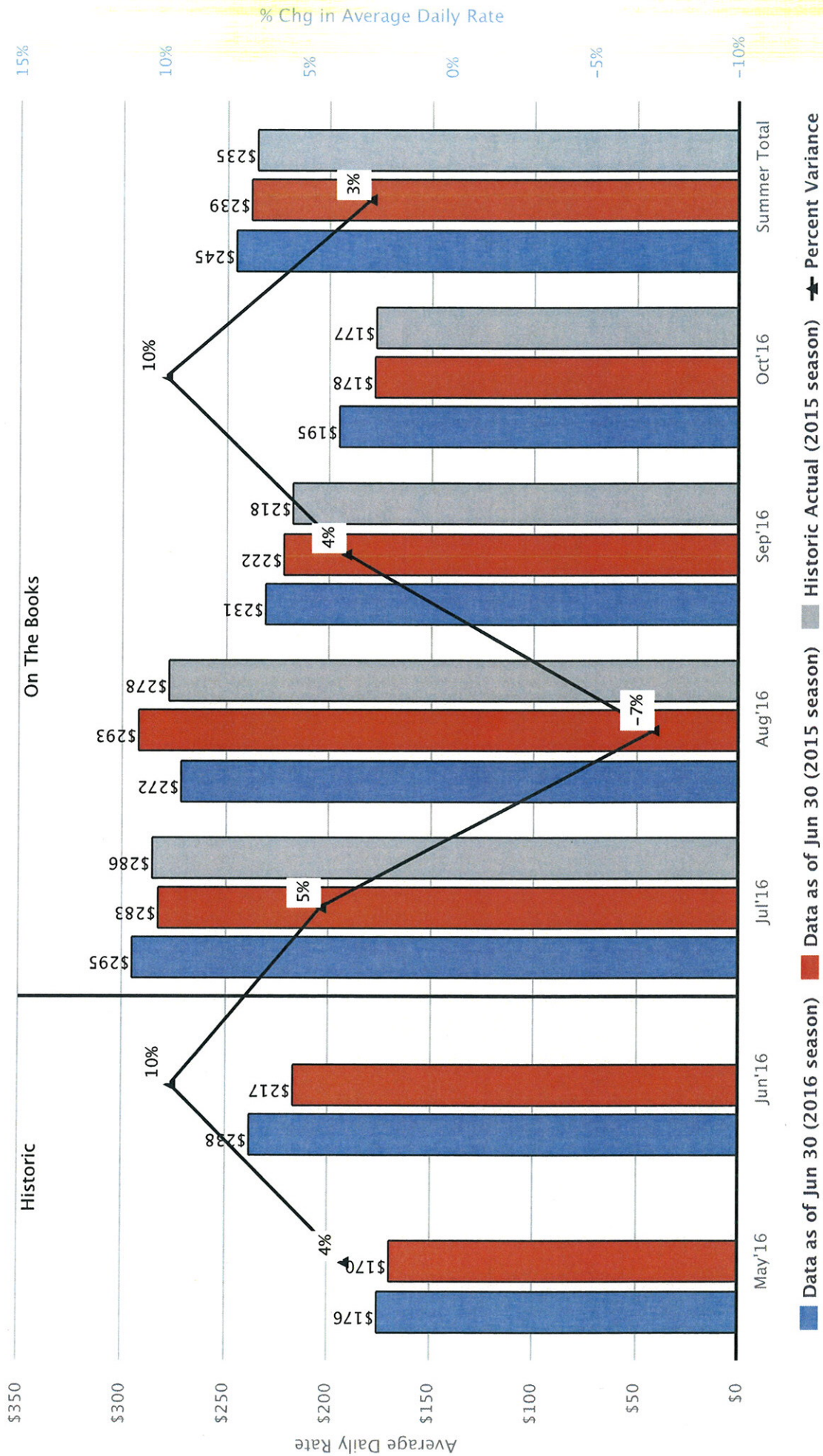
Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	May-16	May-15	Diff.
Alaska/Horizon	19,246	77.9%	78.4%	-0.5
Allegiant Air	1,442	79.0%	76.9%	2.1
American	28,526	83.0%	90.7%	-7.7
Delta	10,394	90.7%	87.5%	3.2
jetBlue	3,015	87.4%	89.8%	-2.4
Southwest	62,277	71.9%	70.4%	1.5
United	17,061	83.7%	92.2%	-8.5
US Airways	0	n/a	82.7%	n/a
Volaris	1,440	61.9%	63.0%	-1.1

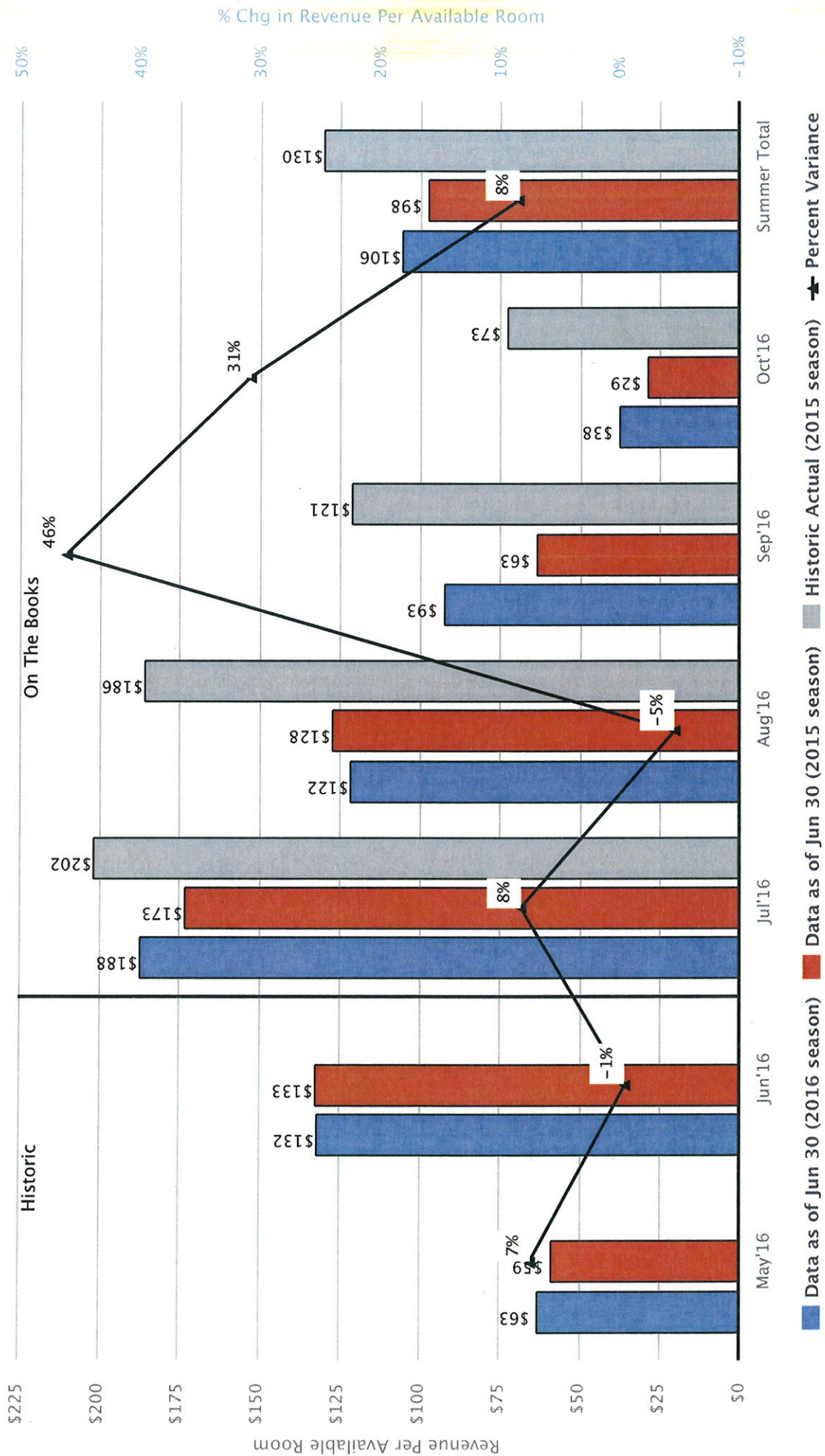
Source: RNO Monthly Flight Activity Reports

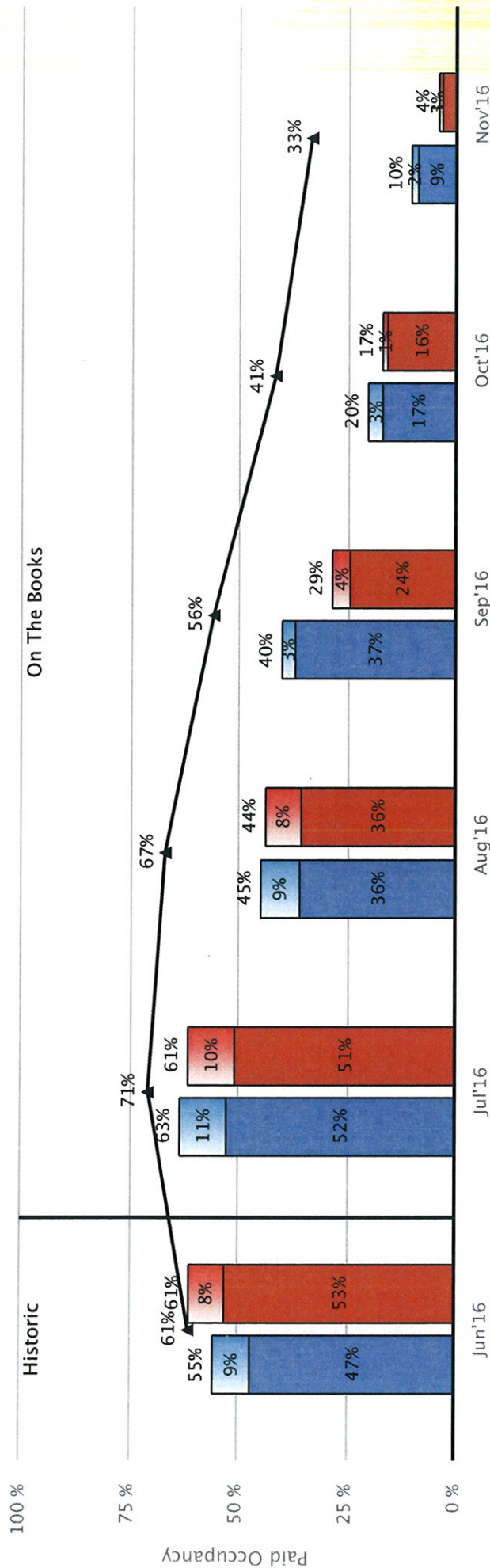












Month of Occupancy	Occupancy as of 6-30-2016	Occupancy as of 6-30-2015	Absolute Change	Occupancy as of 5-31-2016	Occupancy as of 5-31-2015	Absolute Change	Incremental occupancy booked Jun 16	Incremental occupancy booked Jun 15	Absolute Variance in incremental Fill	Percentage Variance in incremental Fill	2015 Historic actual occupancy
Jun	55.4%	61.1%	-5.7%	46.9%	52.9%	-6.1%	8.5%	8.2%	0.4%	4.3%	61.1%
Jul	63.5%	61.3%	2.1%	52.5%	50.8%	1.6%	11%	10.5%	0.5%	4.7%	70.6%
Aug	44.7%	43.6%	1.1%	35.9%	35.6%	0.3%	8.8%	8%	0.8%	10.3%	66.7%
Sep	40.2%	28.5%	11.7%	37.1%	24.5%	12.7%	3.1%	4%	-1%	-24.3%	55.6%
Oct	20.3%	17.2%	3.2%	17.2%	15.8%	1.4%	3.1%	1.4%	1.8%	130.1%	41.4%
Nov	10.5%	4.2%	6.3%	8.8%	3.4%	5.4%	1.7%	0.8%	0.8%	102.4%	33.1%
Total	39.4%	36.5%	2.9%	33.4%	30.9%	2.5%	6.0%	5.6%	0.4%	8.0%	55.1%

■ As of Jun 30, 2016
 ■ As of May 31, 2015
 ▲ As of Jun 30, 2015
 ▲ As of May 31, 2015
 ▲ 2015 Historic actual

