

	% Change	-45.08%	-8.96%	-50.00%	-78.58%	68.93%	29.61%	∞%	∞%	0.00%
7.	dose.com									
	Sep 1, 2015 - Sep 30	196 (1.09%)	97.45%	191 (1.27%)	62.76%	1.61	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Sep 1, 2014 - Sep 30	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
8.	hulu.com									
	Sep 1, 2015 - Sep 30	147 (0.82%)	95.92%	141 (0.94%)	21.09%	2.15	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Sep 1, 2014 - Sep 30	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
9.	7x7.com									
	Sep 1, 2015 - Sep 30	144 (0.80%)	86.81%	125 (0.83%)	13.89%	3.35	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Sep 1, 2014 - Sep 30	11 (0.07%)	54.55%	6 (0.05%)	72.73%	2.18	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	1,209.09%	59.14%	1,983.33%	-80.90%	53.41%	69.15%	0.00%	0.00%	0.00%
10.	dogtrekker.com									
	Sep 1, 2015 - Sep 30	142 (0.79%)	64.08%	91 (0.60%)	30.28%	2.94	00:01:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Sep 1, 2014 - Sep 30	98 (0.60%)	60.20%	59 (0.45%)	83.67%	1.21	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	44.90%	6.45%	54.24%	-63.81%	141.84%	177.03%	0.00%	0.00%	0.00%

Rows 1 - 10 of 1143



Passenger and Cargo Statistics Report

Reno-Tahoe International Airport

August 2015

U.S. DOMESTIC INDUSTRY OVERVIEW FOR AUGUST 2015

All RNO Carriers Domestic Systemwide – year over year comparison

Average Load Factor:	87.3% Down (0.6% pts.)
Number of Flights *:	Up 0.5%
Capacity of Seats *:	Up 5.1%
Crude Oil Average:	\$42.87 per barrel in August 2015 vs. \$96.54 per barrel in August 2014

RNO OVERVIEW FOR AUGUST 2015 – year over year comparison

Total Passengers:	Up 4.4%
Year-to-Date Passengers:	Up 1.4%
Avg. Enplaned Load Factor:	83.5%, Down (1.4% pts.)
Actual Departures:	Down (5.3%)
Actual Departing Seats:	Up 5.2%
Total Cargo:	Up 1.6%
Year-to-Date Cargo:	Up 3.8%

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

AUGUST 2015 SUMMARY

Reno-Tahoe International Airport (RNO) served 333,017 passengers in August 2015, which is up 4.4% versus August 2014. All airlines except United Airlines reported a year-over-year increase in passenger traffic at RNO for the month of August 2015. New flights on JetBlue Airways and Volaris Airlines carried 3.1% of the total passengers at RNO during the month of August 2015. Without these flights, the year-over-year August 2015 passenger traffic would have been up 1.1%. In addition, the increased seat capacity on American Airlines and Delta Air Lines also contributed to the year-over-year passenger increase. During the first eight months of 2015, RNO served 2,295,752 passengers, representing an increase of 1.4% when compared to the same period last year.

In regards to cargo tonnage, RNO handled 11,031,470 pounds of cargo in August 2015, an increase of 1.6% when compared to August 2014. RNO handled 84,191,289 pounds of air cargo during the first eight months of 2015, an increase of 3.8% when compared to the same period last year.

In August 2015, RNO was served by nine airlines providing 62 peak daily departures to 17 non-stop destinations. Total departures at RNO were down (5.3%) and the seat capacity increased 5.2% when compared to August 2014.

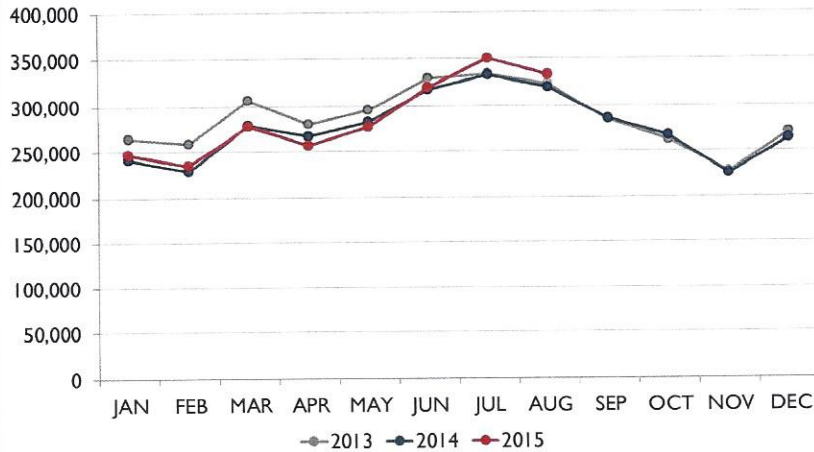
Starting November 5, 2015, Alaska Airlines will begin non-stop daily flights between RNO and Boise Airport. The airline will fly the route with a 76-seat Bombardier Q400 aircraft. It will depart Reno at 4:35 p.m. and arrive in Boise at 6:55 p.m. It will depart Boise at 6:15 p.m. and arrive in Reno at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



**Reno-Tahoe
Airport Authority**

VIII.9-16

TOTAL PASSENGERS

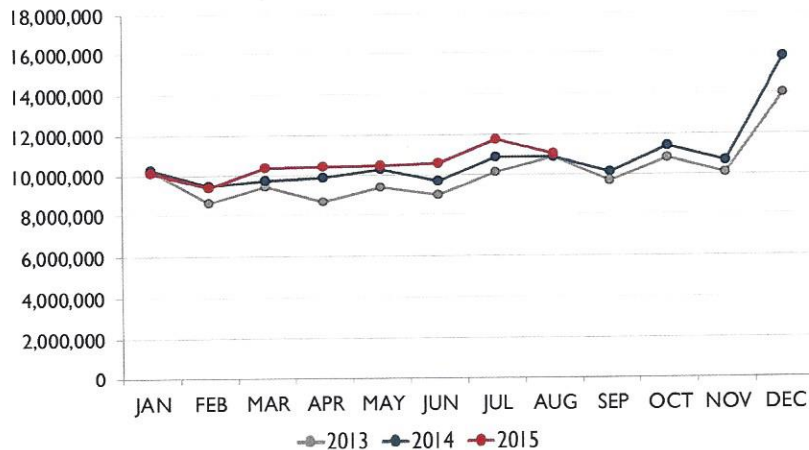


TOTAL PASSENGERS

RNO served 333,017 passengers in August 2015, which is up 4.4% when compared to August 2014. Southwest Airlines, the largest carrier at RNO, carried 140,404 passengers during the month of August 2015, flat when compared to August 2014. Delta Air Lines reported a passenger increase of 13.1%, followed by Allegiant Air at 7.8%, Alaska Airlines at 3.7% and American Airlines (including US Airways) reported an increase of 1.5% during the same period.

United Airlines was down (2.8%) in August 2015 when compared to the same period last year.

TOTAL CARGO



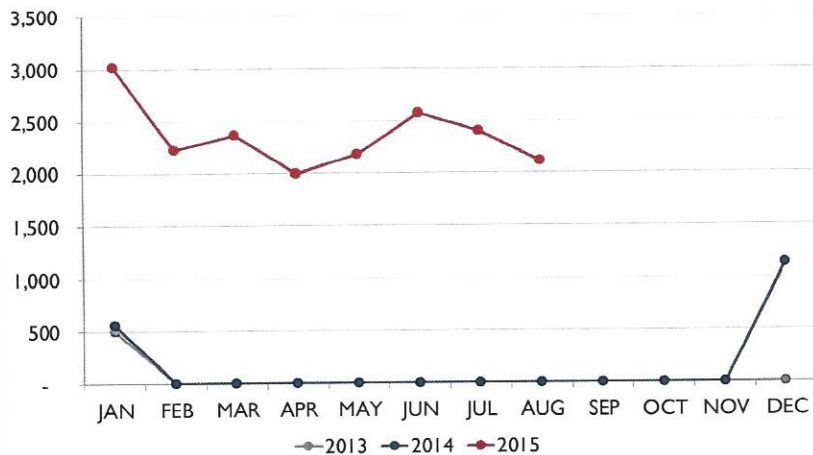
TOTAL CARGO

In August 2015, RNO handled 11,031,470 pounds of air cargo, an increase of 1.6% versus August 2014. The cargo tonnage of UPS increased 12.5% and Ameriflight was up 4.1%. FedEx carried (3.2%) less cargo during the same period.



VIII.a-14

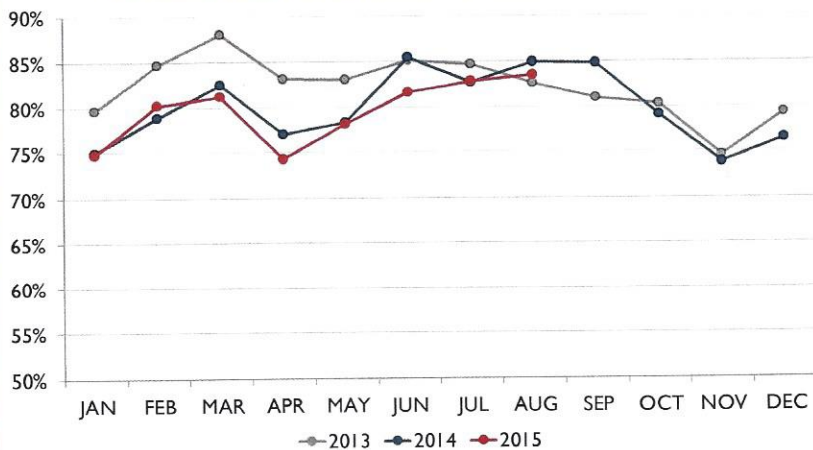
TOTAL INTERNATIONAL PASSENGERS



TOTAL INTERNATIONAL PASSENGERS

In August 2015, RNO served a total of 2,104 international passengers. Volaris Airlines operated twice a week scheduled flights to Guadalajara, Mexico.

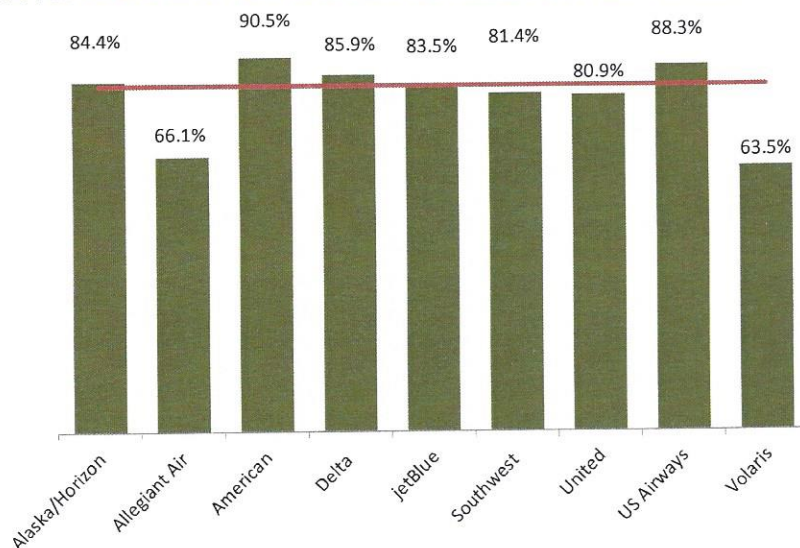
AVERAGE ENPLANED LOAD FACTOR



AVERAGE ENPLANED LOAD FACTOR

In August 2015, the average enplaned load factor at RNO was 83.5%, a decrease of (1.4% pts.) versus August 2014.

AVERAGE ENPLANED LOAD FACTOR BY AIRLINE



Enplaned Load Factors August 2015

Airline	RNO	Network	Difference
Alaska	84.4%	86.7%	(2.3)
Allegiant Air	66.1%	86.4%	(20.3)
American	90.5%	86.5%	4.0
Delta	85.9%	87.3%	(1.4)
jetBlue	83.5%	87.0%	(3.5)
Southwest	81.4%	85.4%	(4.0)
United	80.9%	86.6%	(5.7)
US Airways	88.3%	86.5%	1.8
Volaris	63.5%	82.6%	(19.1)

Source: Airline Performance Reports

American and US Airways reported combined operations
Volaris' average load factor for both directions is 75.3%

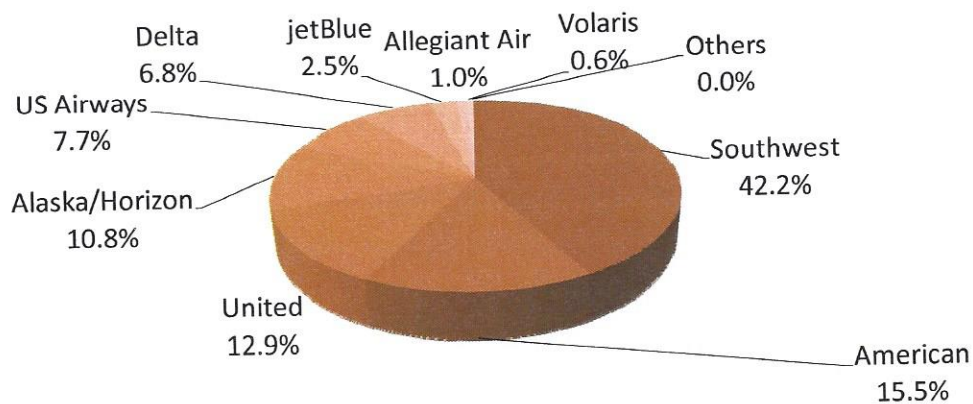


VII a-18

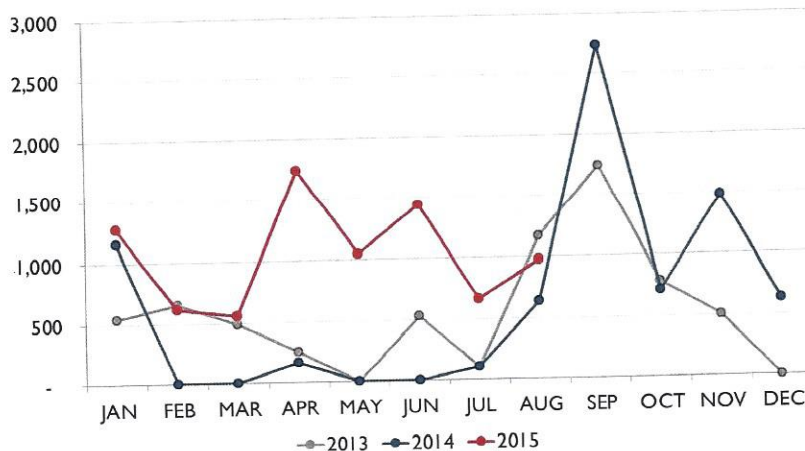
AIR CARRIER MARKET SHARE

	August-15	August-14	YOY Change
Alaska/Horizon	10.8%	10.9%	(0.1)
Allegiant Air	1.0%	1.0%	0.0
American	15.5%	14.6%	0.9
Delta	6.8%	6.3%	0.5
jetBlue	2.5%	n/a	n/a
Southwest	42.2%	44.1%	(1.9)
United	12.9%	13.9%	(1.0)
US Airways	7.7%	9.2%	(1.5)
Volaris	0.6%	n/a	n/a
Others	0.0%	0.1%	(0.1)

AIR CARRIER MARKET SHARE



TOTAL CHARTER PASSENGERS



TOTAL CHARTER PASSENGERS

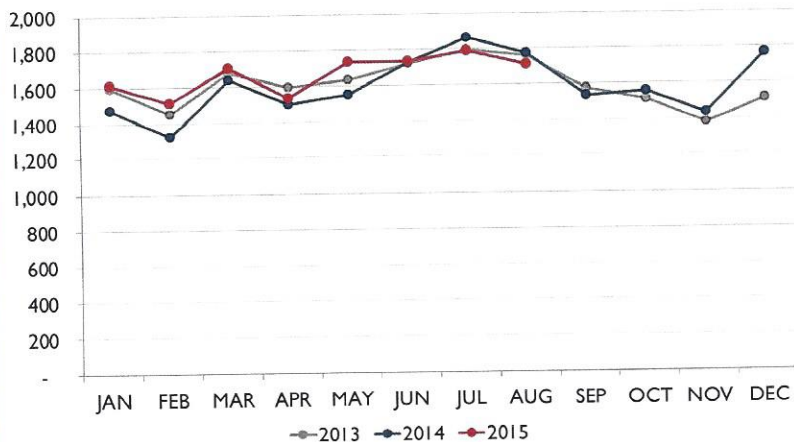
In August 2015, RNO served 982 charter passengers through the terminal, an increase of 52.7% versus the same period last year.



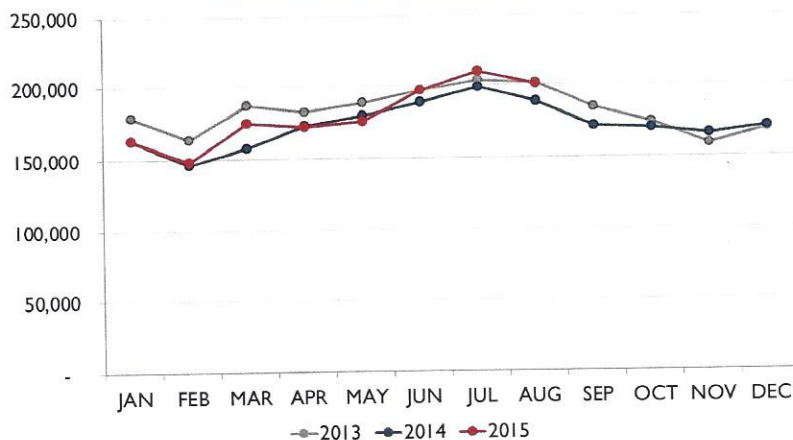
Reno-Tahoe
Airport Authority

VIII. a-19

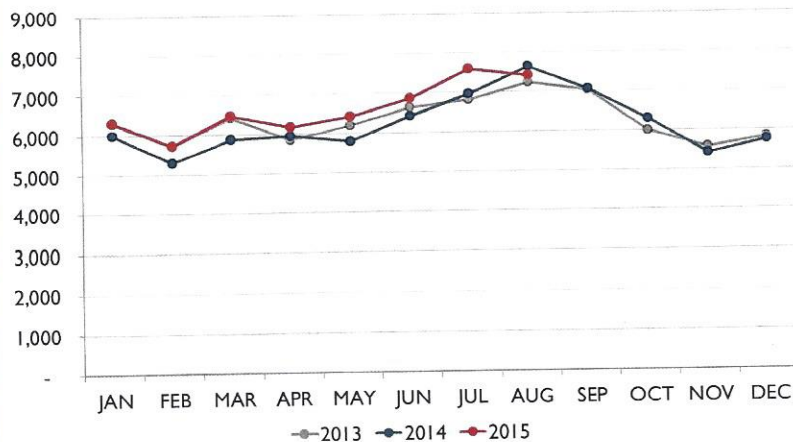
MONTHLY SCHEDULED DEPARTURES



MONTHLY SCHEDULED SEATS



TOTAL OPERATIONS



TOTAL DEPARTURES & SEATS

In August 2015, RNO handled 1,678 departures on nine commercial airlines, a decrease of (5.3%) versus the same period last year. Number of seats were up 5.2% for the same period.

Flights and Seats August 2015 vs. August 2014		
	Flights	Seats
Alaska Airlines	1.5%	1.5%
Allegiant Air	45.5%	41.1%
American Airlines	2.3%	9.7%
Delta Air Lines	-26.2%	11.6%
jetBlue Airways	n/a	n/a
Southwest Airlines	0.5%	0.7%
United Airlines	-18.8%	8.1%
US Airways	-33.9%	-21.3%
Volaris	n/a	n/a
TOTAL	-5.3%	5.2%

American Airlines/US Airways' combined flights were down (11.9%) while seats were down (3.1%) for the same period.

TOTAL OPERATIONS

A total of 7,409 operations occurred at RNO in August 2015, a decrease of (3.0%) when compared to August 2014. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



Recent and Upcoming Schedule Changes

Alaska Airlines (AS)

- Starting July 1, 2015, the new schedule for non-stop flights between Reno and San Jose are as follows:
 - San Jose to Reno:
AS2250 7:30AM-8:28AM
AS2500 6:00PM-6:56PM
 - Reno to San Jose:
AS2183 6:00AM-6:57AM
AS2253 4:30PM-5:28PM
- Starting October 5, 2015, Alaska Airlines will reduce the number of daily flights between Reno and Seattle from five flights a day to four flights a day.
- Starting November 1, 2015, the airline will increase the number of daily flights between Reno and Portland from two flights a day to three flights a day.

jetBlue Airways

- Schedule for non-stop flights between Reno and New York City is as follows:
 - September 13, 2015 to October 25, 2015 - Four days a week schedule; Sunday, Monday, Thursday and Friday (no flight on the 12th)
 - October 26, 2015 to January 4, 2016 - Daily flight
 - January 5, 2016 to February 11th - Four days a week schedule; Sunday, Monday, Thursday and Friday
 - February 12th to February 22 - Daily flight
 - February 25 to March 20 - Four days a week schedule; Sunday, Monday, Thursday and Friday

Southwest Airlines Seasonal Reduction

- The non-stop flights between Reno and Chicago Midway will operate until October 31, 2015. The flight returns to daily schedule on March 10, 2016.

Volaris

- Starting November 2, 2015, Volaris will add a third weekly flight between Reno and Guadalajara. This flight will operate on Mondays.
- Currently, the airline serves this route on Tuesdays and Fridays.

United Parcel Service (UPS)

- Starting September 15, 2015, UPS added eight weekly flights to their current schedule at RNO. The additions include six Boeing 757s and two Airbus A300.

DHL

- Starting November 1, 2015, Southern Air will begin cargo flights on behalf of DHL at RNO. Currently, Ameriflight operates two flights a day on behalf of DHL utilizing Beechcraft 1900 aircraft. Southern Air will replace one of the Beechcraft 1900 flights with a Boeing 737-400 aircraft, a larger aircraft than Beechcraft 1900.



Reno-Tahoe
Airport Authority

VIII.a-21

Reno-Tahoe International Airport

Total Enplaned Passengers August-15					
Month	2013		% Diff.	2015	
	Passengers	Passengers		Passengers	% Diff.
	2013	2014		2015	
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%
1st Quarter	829,703	747,388	-9.9%	758,811	1.5%
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%
2nd Quarter	903,667	865,797	-4.2%	853,101	-1.5%
JUL	333,321	332,242	-0.3%	350,823	5.6%
AUG	322,083	318,965	-1.0%	333,017	4.4%
SEP	283,800	284,931	0.4%		
3rd Quarter	939,204	936,138	-0.3%		
OCT	262,473	266,701	1.6%		
NOV	227,213	225,384	-0.8%		
DEC	270,051	263,682	-2.4%		
4th Quarter	759,737	749,592	-1.3%		
TOTAL	3,432,311	3,298,915	-3.9%		
YTD Total		2,264,392		2,295,752	1.4%

Total Enplaned Passengers August-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	165,032	3.4%
SEP	145,740	147,458		
OCT	132,741	134,946		
NOV	114,162	112,573		
DEC	131,328	128,295		
TOTAL	1,716,950	1,653,404		
YTD Total		1,130,132	1,146,076	1.4%

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	167,985	5.4%
SEP	138,060	137,480		
OCT	129,739	131,755		
NOV	113,051	112,811		
DEC	138,723	135,387		
TOTAL	1,715,368	1,651,699		
YTD Total		1,134,266	1,149,676	1.4%

Total Cargo August-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%	11,031,470	5,003	1.6%
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		81,092,209		84,191,289	38,182	3.8%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Aug-15	Aug-14	Diff.
Alaska/Horizon	17,759	84.4%	82.7%	1.7
Allegiant Air	1,756	66.1%	85.4%	-19.3
American	25,669	90.5%	89.9%	0.6
Delta	10,896	85.9%	87.9%	-2.0
jetBlue	4,010	83.5%	n/a	n/a
Southwest	70,525	81.4%	82.2%	-0.8
United	20,964	80.9%	93.2%	-12.3
US Airways	12,566	88.3%	80.4%	7.9
Volaris	887	63.5%	n/a	n/a

Source: RNO Monthly Flight Activity Reports



Reno-Tahoe
Airport Authority

VILL. 9-22



North Lake Tahoe Reservations Activity Report

Executive Summary as of Sep 30, 2015

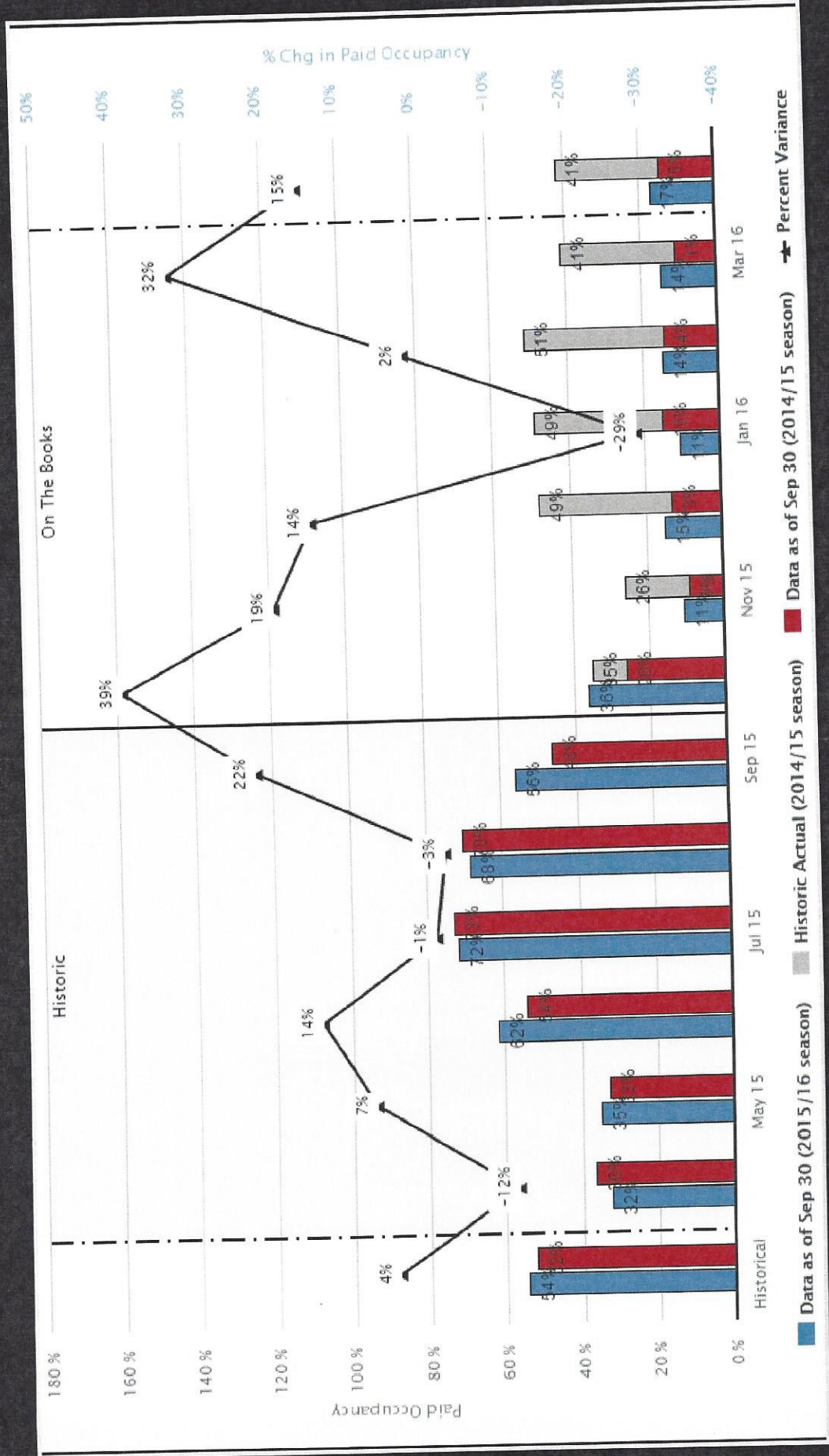
Executive Summary

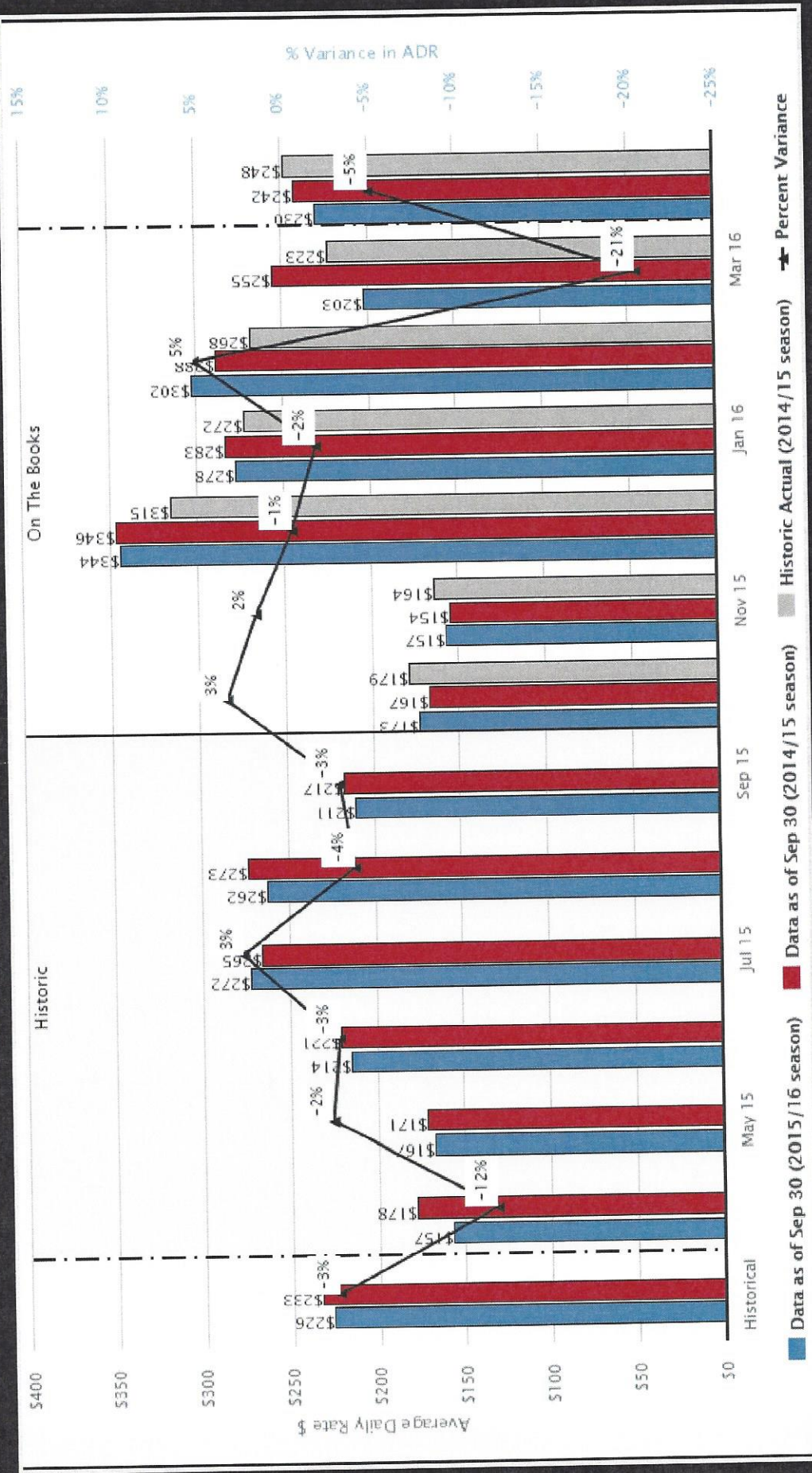
Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1537 Units (DestiMetrics Census**) and 47,60% of 3229 total units in the North Lake Tahoe destination (Destination Census***)

Last Month Performance: Current YTD vs. Previous YTD	2015/16	2014/15	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Sep) changed by (21.9%)	Occupancy (Sep) :	46.0%	21.9%
North Lake Tahoe ADR for last month (Sep) changed by (-3.1%)	ADR (Sep) :	\$ 217	-3.1%
North Lake Tahoe RevPAR for last month (Sep) changed by (18.2%)	RevPAR (Sep) :	\$ 100	18.2%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Oct) changed by (39.3%)	Occupancy (Oct) :	26.0%	39.3%
North Lake Tahoe ADR for next month (Oct) changed by (3.3%)	ADR (Oct) :	\$ 173	3.3%
North Lake Tahoe RevPAR for next month (Oct) changed by (44.0%)	RevPAR (Oct) :	\$ 44	44.0%
Historical 6 Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (4.0%)	Occupancy	52.3%	4.0%
North Lake Tahoe ADR for the past 6 months changed by (-2.7%)	ADR	\$ 233	-2.7%
North Lake Tahoe RevPAR for the past 6 months changed by (1.1%)	RevPAR	\$ 122	1.1%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (15.1%)	Occupancy	14.7%	15.1%
North Lake Tahoe ADR for the future 6 months changed by (-5.1%)	ADR	\$ 242	-5.1%
North Lake Tahoe RevPAR for the future 6 months changed by (9.2%)	RevPAR	\$ 36	9.2%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Sep 30, 2015 vs. Previous Year			
Rooms Booked during last month (Sep, 15) compared to Rooms Booked during the same period last year (Sep, 14) for all arrival dates has changed by (26.4%)	Booking Pace (Sep)	3.3%	26.4%

* DestiMetrics Census: Total number of rooms reported by participating DestiMetrics properties as available for short-term rental in the reporting month. This number varies frequently as new properties start, or existing properties cease operations.
rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies frequently as new properties start, or existing properties cease operations.

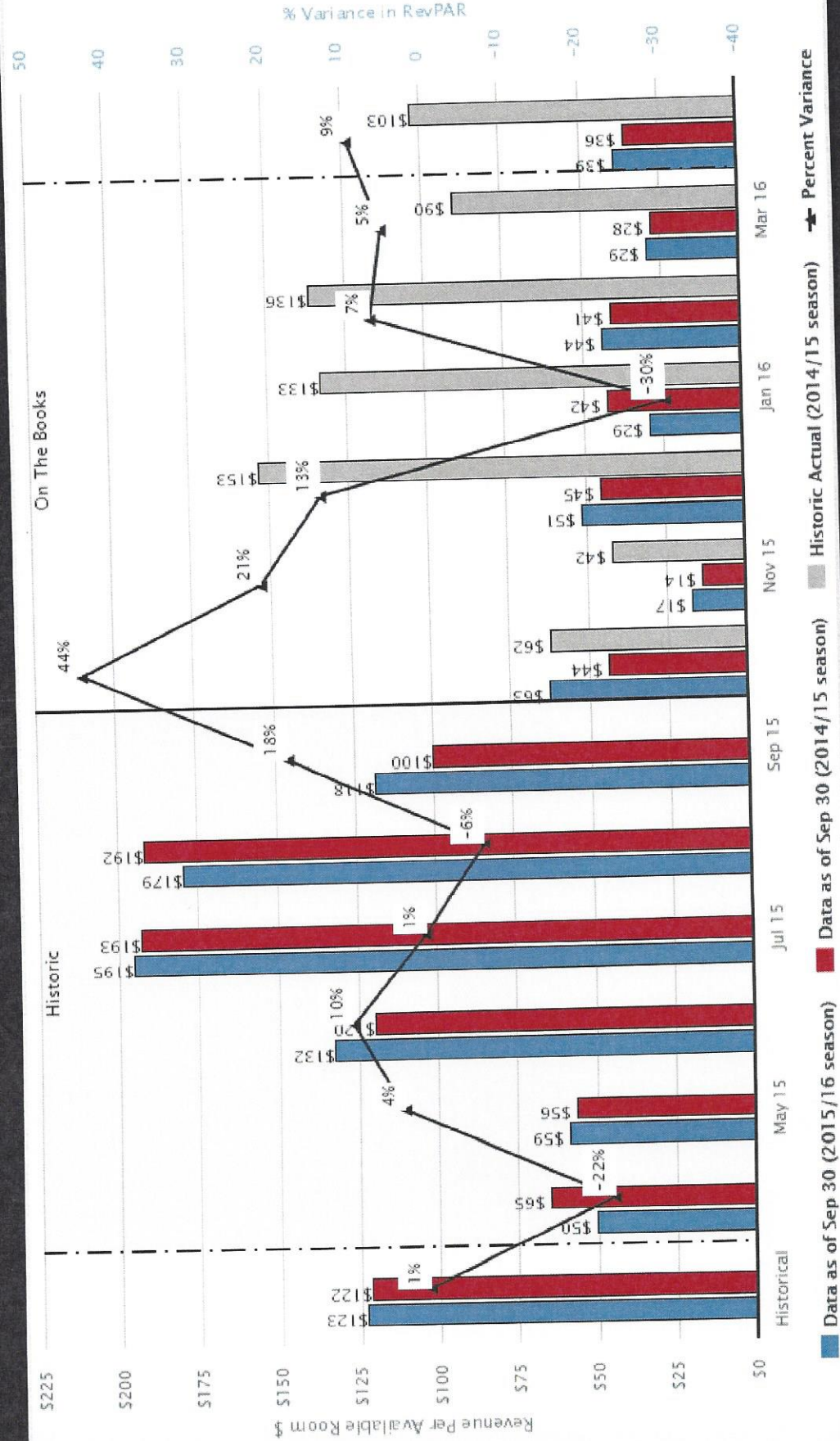
DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR), the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst 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.





North Lake Tahoe Reservations Activity Report

Destination: North Lake Tahoe Revenue Per Available Room

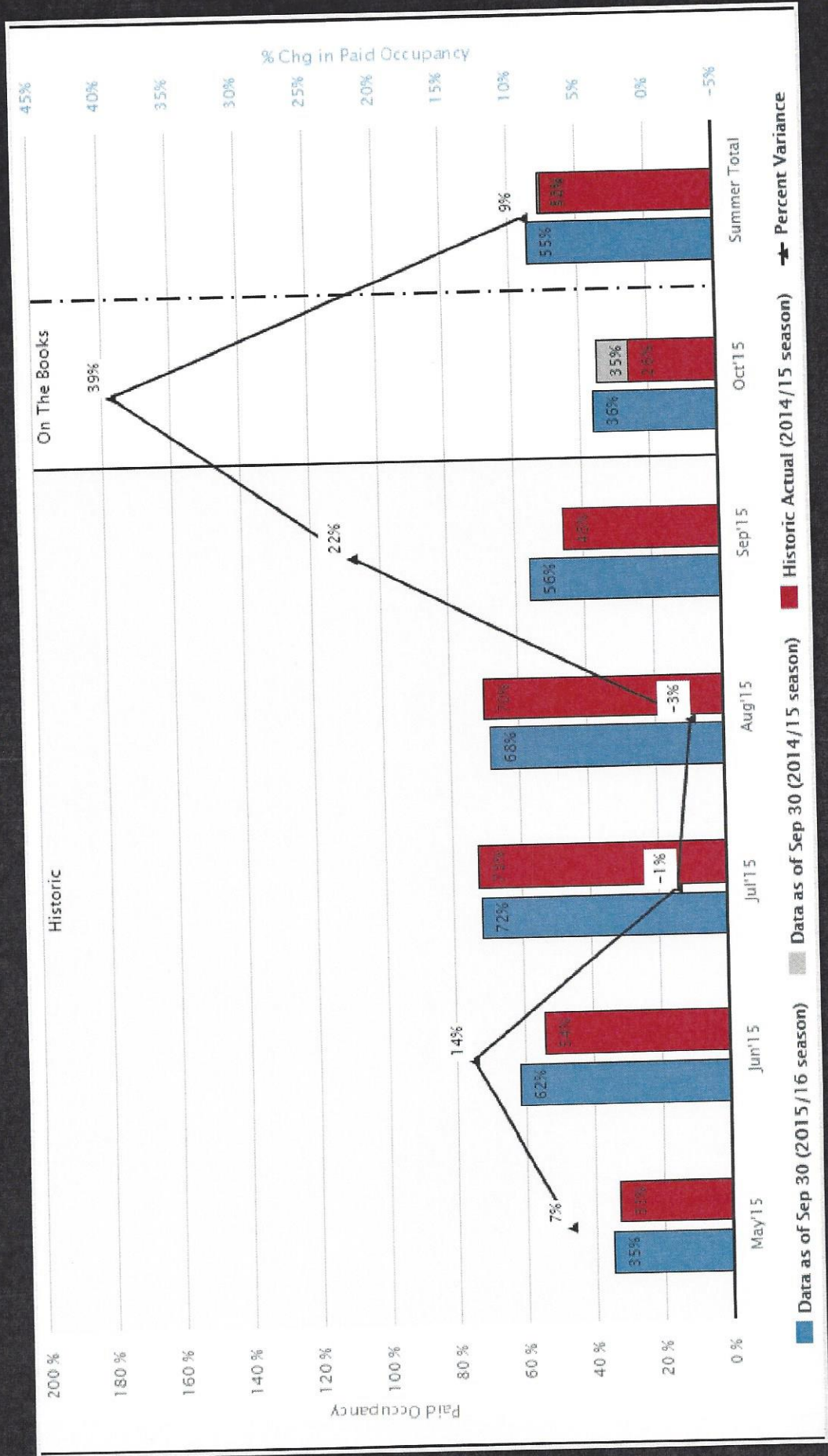


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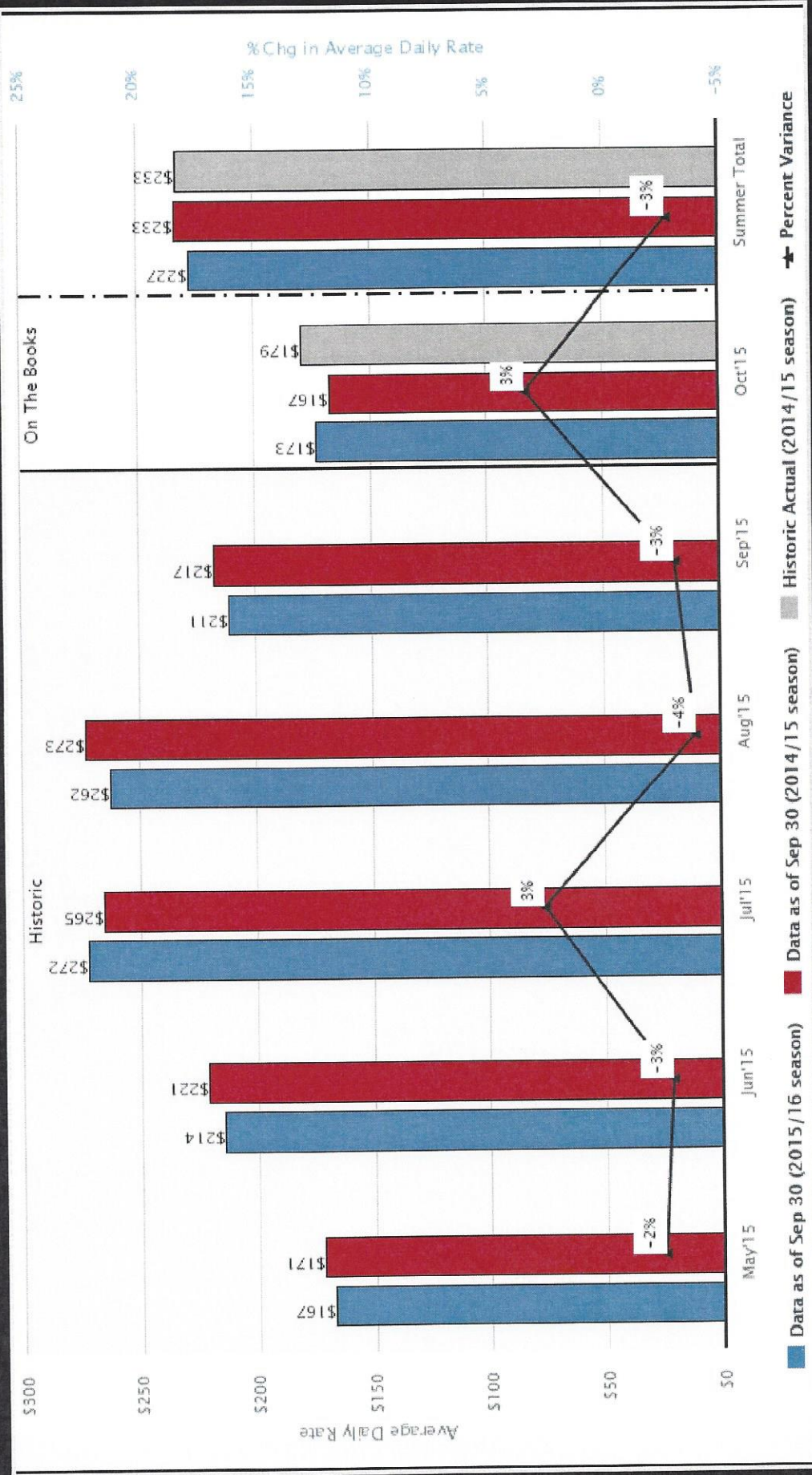
VIII.a-29

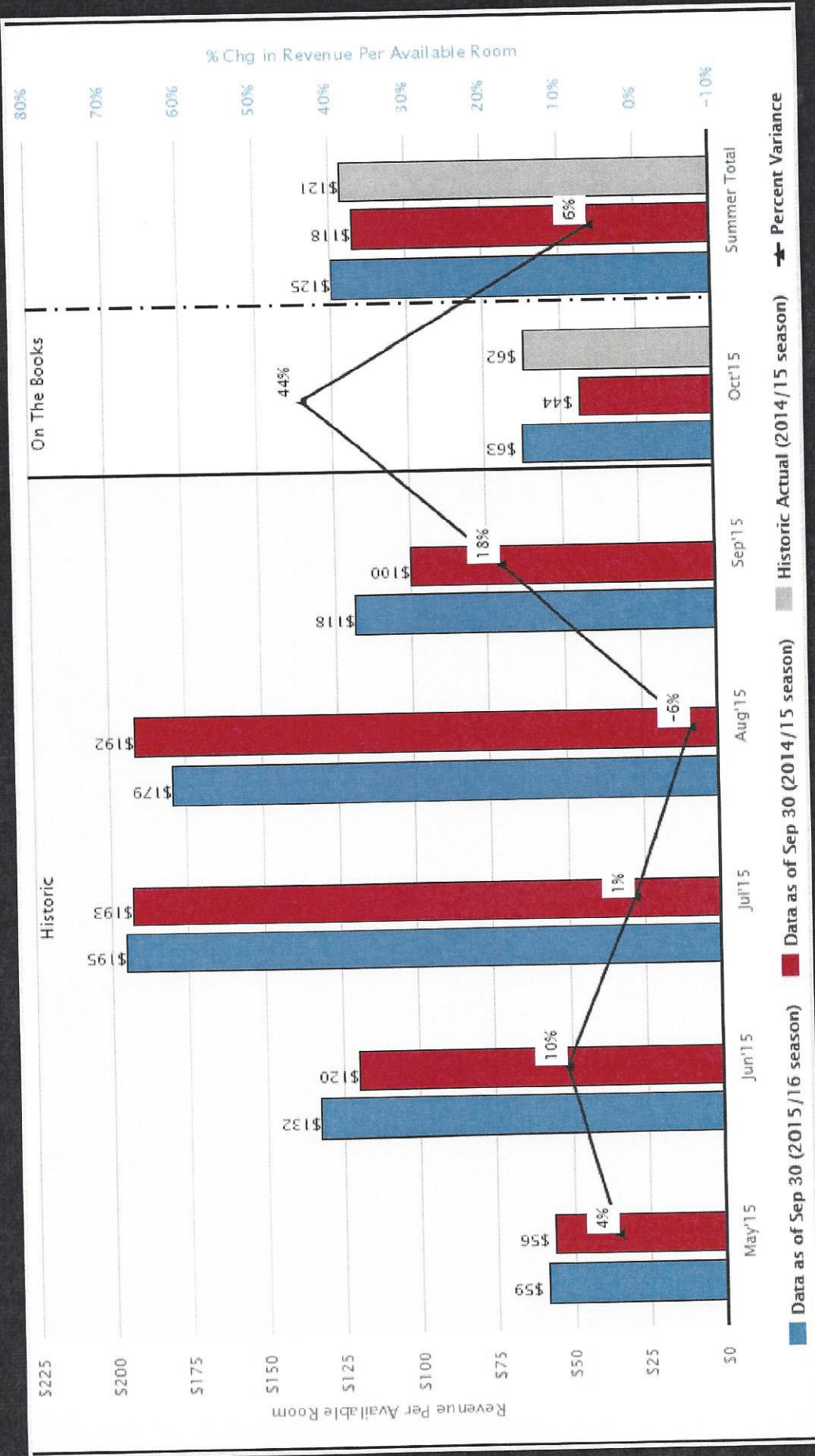
North Lake Tahoe Reservations Activity Report

Summer Destination: North Lake Tahoe Paid Occupancy



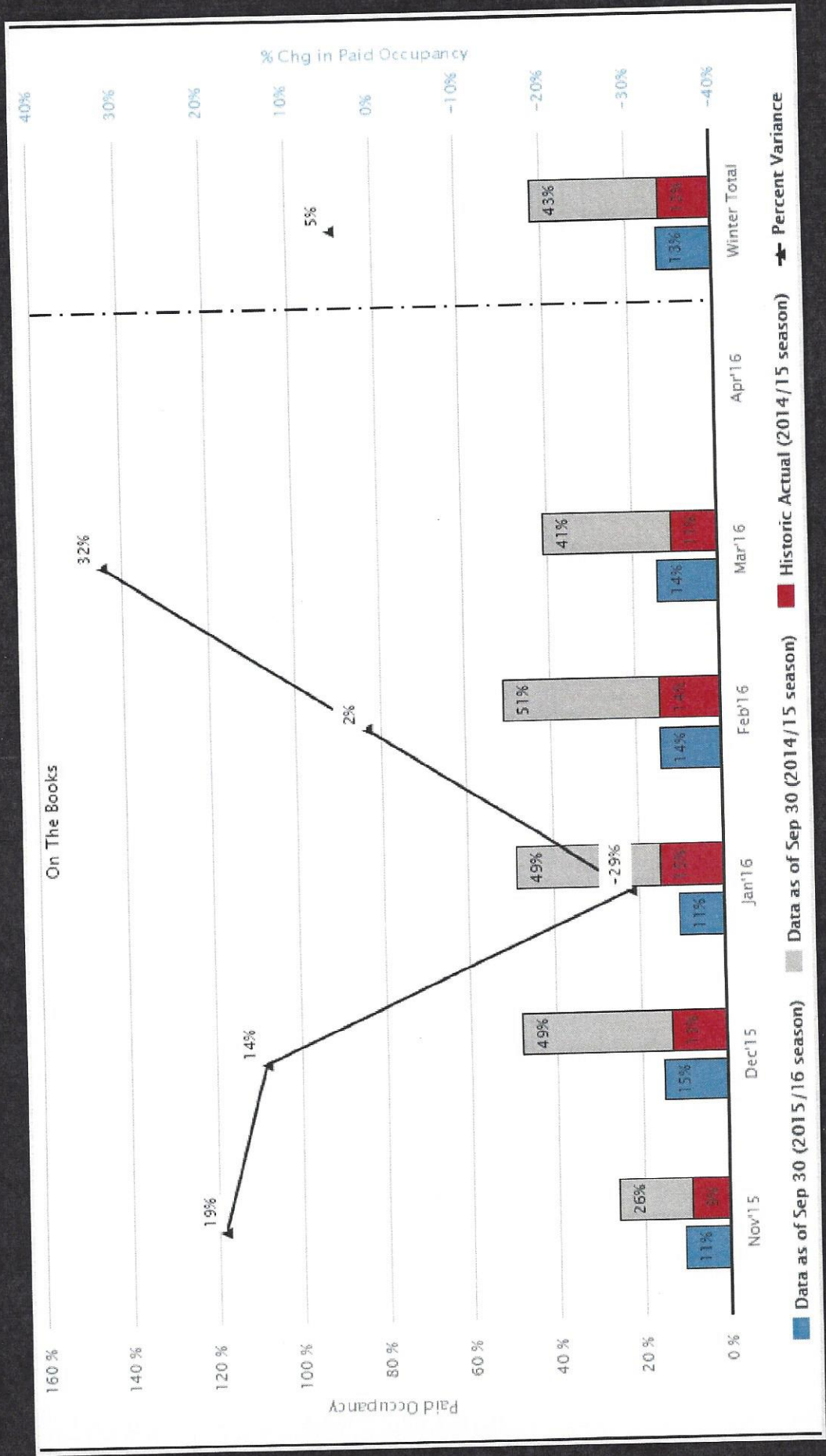
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North Lake Tahoe Reservations Activity Report

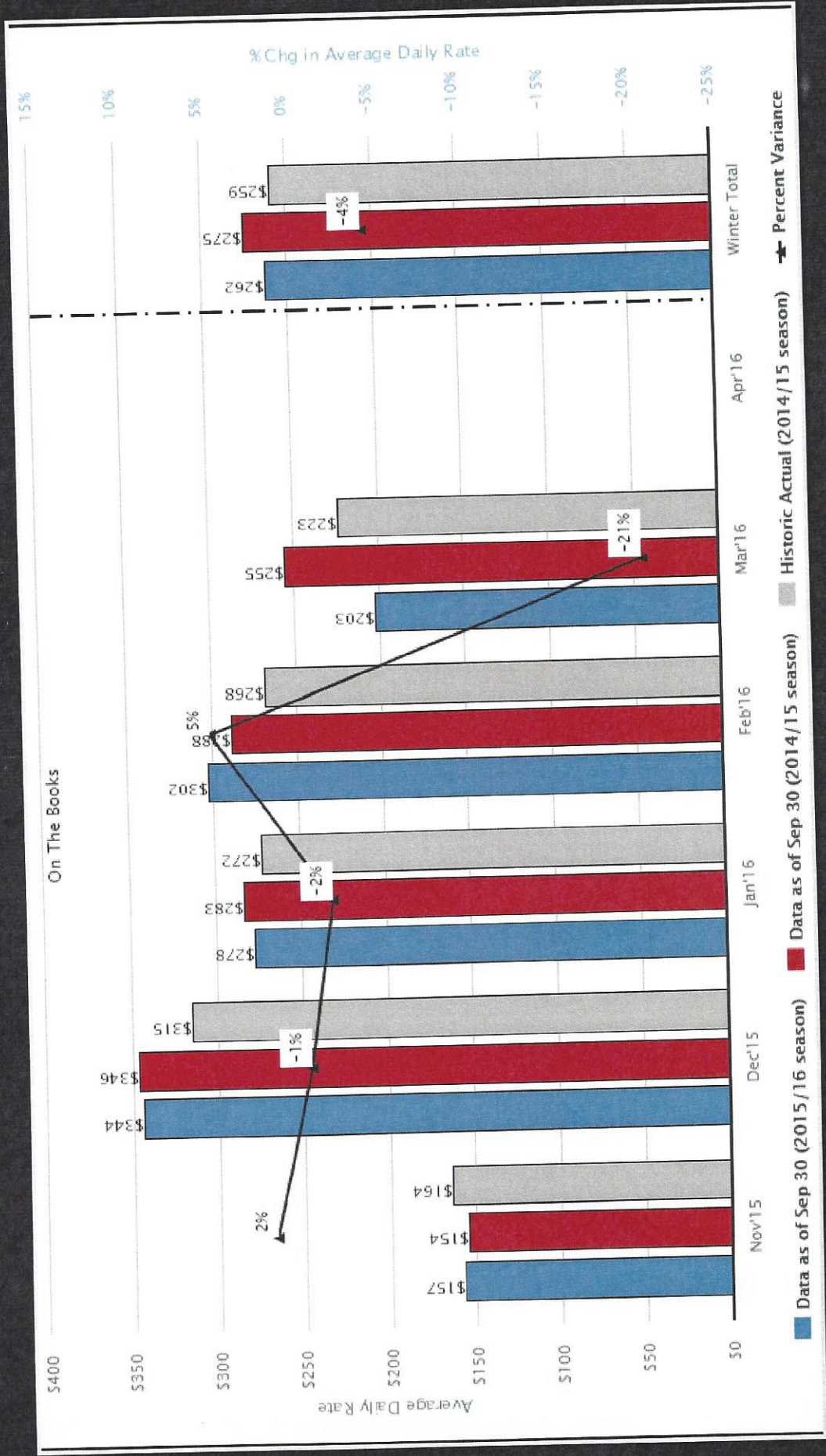
Winter Destination: North Lake Tahoe Paid Occupancy



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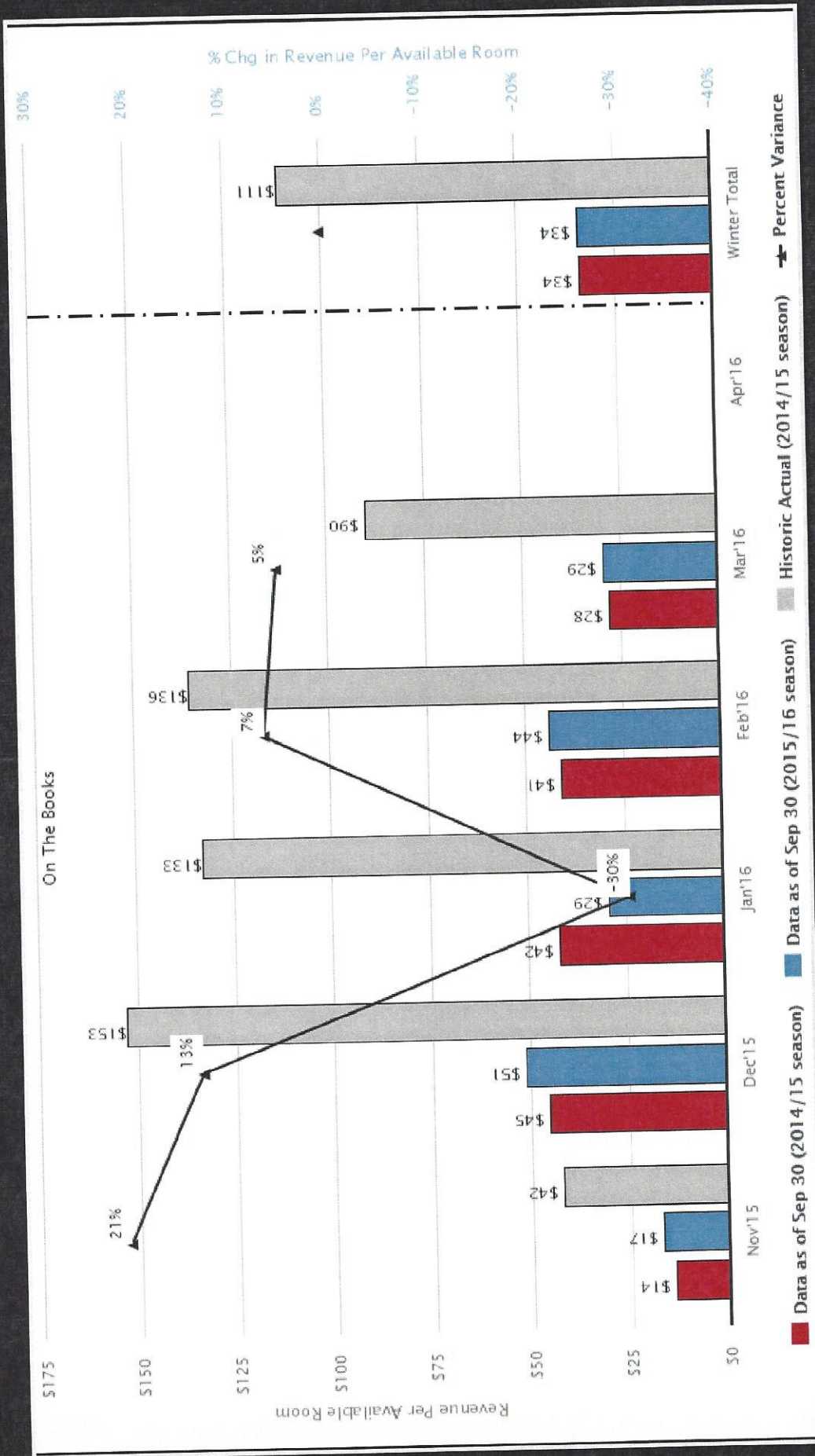
North Lake Tahoe Reservations Activity Report

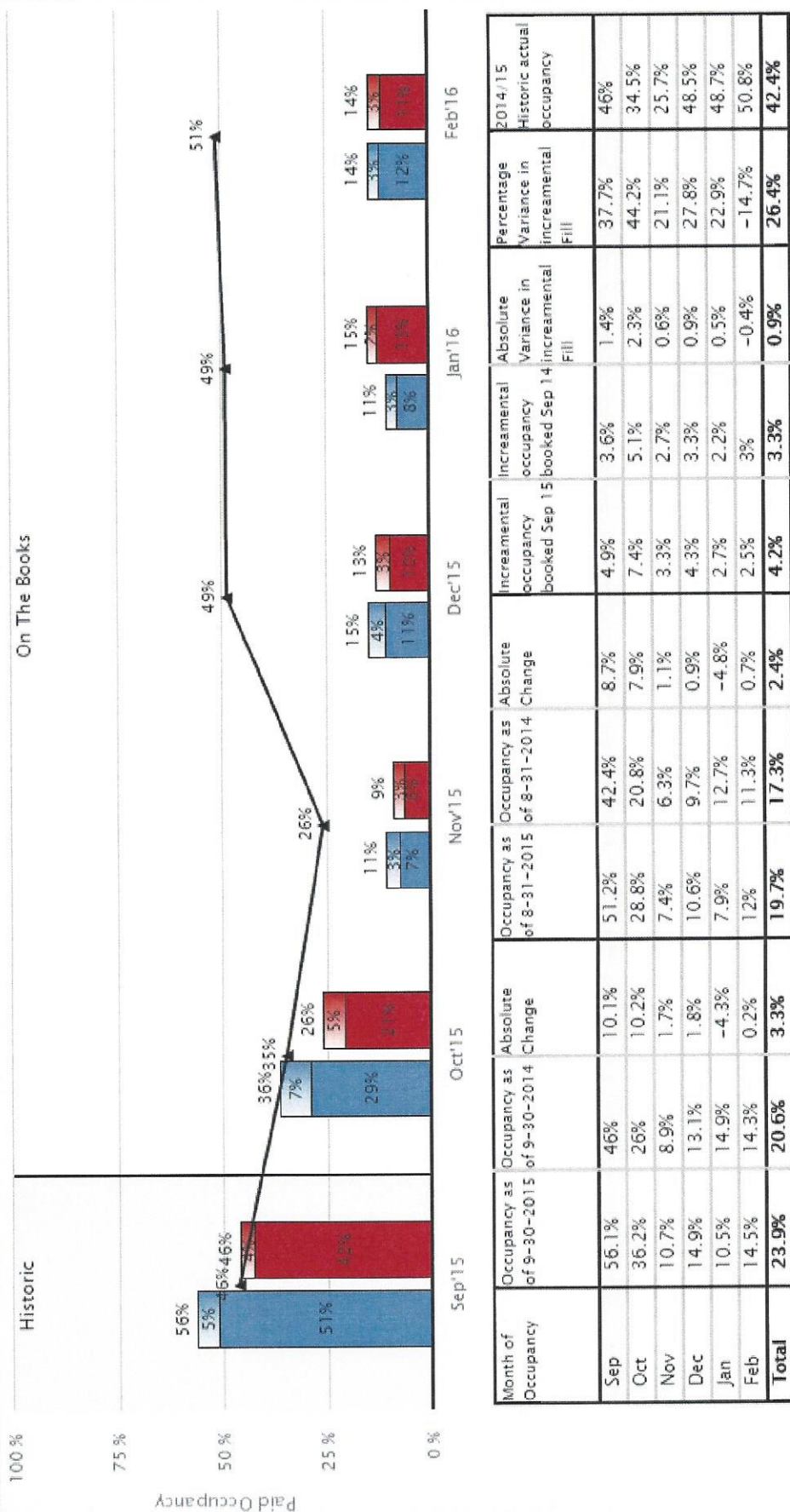
Winter Destination: North Lake Tahoe Average Daily Rate



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Summary:

The last 30 days have been busy with Visitor Center activity remaining strong and several Facility repair projects and Grounds planting projects completed. The 2014-2015FY Audit began and the Q3 physical inventory was finished for Gift Shop. An accommodation handout was created listing our local lodging partners for walk-in guests. Several in-kind donations from local businesses and residents were obtained. Q3 brought internal restructuring with implementation of new procedures for better efficiencies, as well as, focus on excellent customer service as a top priority. Staff continues to be cross-trained for additional responsibilities and POS training was held.

Highlights:

- Visitor Center
 - Received 7,113 guests in Center (898 more from previous year) and # telephone calls.
 - Introduced Accommodations / Daily Vacancy handout listing local Lodging Partners.
 - Coordinated Staff field trip to Thunderbird Lodge and arranging Staff site visits to local lodging partners and area attractions.
- Facility projects
 - Stone façade repaired, entry and interior doors reset, and window stoppers placed.
 - Entryway front/side porch re-surfaced (nails reset, paint removed, stain applied).
 - 6-hanging baskets were donated for porch and water spigot pipe replaced.
 - *Waste Not* installed a new bear tote; a recycle bin and exterior sign placed (*Gift Shop*).
- Grounds project
 - Perennial flowers and seasonal bulbs planted. Snow poles were installed at no cost.
 - Received donated flowers, top soil and mulch, and IVGID supplied labor.
 - UNR Master Gardeners - volunteer help (Lil Norton and Janice Bailey).
 - F.W. Carson Company donated 3-large boulders for landscaping.
- Reestablished relationships with Community Partners.
 - IVGID
 - Historical Museum
 - UNR Master Gardeners
 - SNC

Notes:

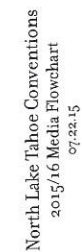
- We hosted SNC business students offering an insight of "Who we are" and "What we do" in the community, as well as, globally to promote tourism in North Lake Tahoe, Nevada region.
- Roof repair begins in November and "hot tape" will be set in roof valleys. Front porch lights will be replaced with energy efficient lighting.
- In November, staff is seeking grant money for Visitor Center infrastructure. Distribution of funds will be coordinated for exterior informational kiosks, in-market wall displays, and new lobby equipment (television and cd/dvd player) to display website and promotional videos.
- *Reno Tahoe Tonight* publishers have offered IVCBVB a featured article in an upcoming publication and a complimentary monthly page for promotions.
- Holiday photo of Staff and BOD is scheduled on November 18 (before board meeting.) SoupFest is planned from 11am – 3pm on Friday, December 11.

Executive Director Report
Activities Report
October 21, 2015

- ACCOUNTING
 - FY 2014/15 audit continues
 - In house audit work completed on September 17th
 - Refined financial reports for board report inclusion
- MERCHANDISE/CONCIERGE SALES
 - Q1 Inventory completed
 - Inventory reorder completed for winter season
 - Contacting ski resort operators for lift ticket sales opportunities
 - Strategizing on future concierge sales opportunity
- OPERATIONS
 - Interviews continue for new staff position
 - Building maintenance projects completed
 - Grounds fall plantings completed with IVGID operations staff
 - Met with designers on potential information display project for Visitor Center
 - Met with IT supplier on organization IT needs
- REGIONAL AIR SERVICE CORPORATION (RASC)
 - Development of a strategic planning process for RASC fund participation
 - New Bylaws completed and pending board approval
- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Finalized winter media plan
 - Continue refinement of new consumer website
 - Extension of SOT contract through June 2016 to align with fiscal year
 - Continue search for southeast conference/group sales representative
 - Participated in Visit California Brand & Content committee strategy session
 - Volunteered for Ironman Lake Tahoe swim safety team
 - Conducted various media interview promoting the North Lake Tahoe Ale Trail
 - Participated in Chef and The City television series with interview on North Lake Tahoe activities and events
 - Worked with TravelNevada on MMT Brazilian Megafam with lunch at Sand Harbor
 - Continued participation in the North Lake Tahoe Express business development plan
- 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
- MEETINGS
 - Attending TRPA meeting

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- Attended TMA Board Meeting
- Attended RSCVA Board Meeting
- Attended NLTRA Tourism Summit
- Attended RASC Board Meeting
- Met with Sarah Winters, new Leisure Sales Manager for NLTRA
- Attended NLTRA Marketing Committee Meeting
- Attended weekly agency meetings with SOT and TAA
- Attended Placer County BOD meeting



North Lake Tahoe Conventions

2015/16 Media Flowchart
07.22.15

MEDIA VENDORS/DETAILS		UNIT	*OF UNITS	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	NET/MEDIA COST	CIRCULATION/IMPRESSIONS
Print																	
Nashar CalSAE Directory MPI Chicago Directory MPI Dallas/Ft. Worth Directory MPI Northern California Directory	1/2 PAGE AD	4														\$51,379.34	716,277
	FULL PAGE AD	1														\$9,254.34	4,137
	FULL PAGE AD	1														\$1,728.93	1,194
	FULL PAGE AD	1														\$2,729.50	1,038
	FULL PAGE AD	1														\$2,529.43	718
	FULL PAGE AD	1														\$2,276.46	1,262
	1/2 PAGE AD	7														\$16,000.00	226,240
	1/2 PAGE ADVERTORIAL	4														\$16,000.00	176,000
	LA Event Guide	1														\$0.00	44,000
	SF Event Guide	1														\$0.00	120
Smart Meetings Smart Meetings Smart Meetings LA Event Guide SF Event Guide	1/2 PAGE AD	7														\$0.00	120
	1/2 PAGE AD	4														\$0.00	120
	1/2 PAGE ADVERTORIAL	1														\$0.00	120
	LA Event Guide	1														\$0.00	120
	SF Event Guide	1														\$0.00	120
	1/2 PAGE AD	8														\$21,000.00	429,000
	1/2 PAGE AD	2														\$9,000.00	100,000
	1/2 PAGE AD	1														\$4,000.00	50,000
	1/2 PAGE ADVERTORIAL	1														\$6,000.00	95,000
	IMEX Supplement	1														\$0.00	95,000
Northstar Meetings & Conventions Successful Meetings Destination California - Supplement Destination California - Supplement IMEX Supplement IMEX - Supplement Northstar Database	1/2 PAGE AD	1														\$2,000.00	95,000
	1/2 PAGE AD	1														\$0.00	95,000
	1/2 PAGE AD	1														\$0.00	2,500
	1/2 PAGE ADVERTORIAL	1														\$5,465.00	62,800
	1/2 PAGE ADVERTORIAL	1														\$5,465.00	31,400
	DIRECT MAIL	1														\$0.00	31,400
	1/2 PAGE AD	1														\$0.00	31,400
	1/2 PAGE EDIT	1														\$0.00	31,400
	PCMA Convene Convene	1/2 PAGE AD	1													\$14,800.00	915,600
	Digital	Smart Meetings.com Smart Meetings.com Smart Meetings.com Smart Meetings.com Smart Meetings.com SmartMeetings.com E-Newsletter SmartMeetings.com E-Newsletter	FEATURED VENUE SPONSORED CONTENT ENHANCED LISTING SOCIAL MEDIA POSTING FEATURED VENUE TARGETED BRIEF	1 1 12 2 1 1													\$4,000.00 \$0.00 \$2,000.00 \$0.00 \$0.00 \$5,000.00 \$5,000.00
Northstar Meeting News E-Newsletter Northstar Database		TOP LEADERBOARD E-MAIL BLAST	2 1													\$3,000.00 \$0.00	760,060 750,000
PCMA Convene Convene		VIDEO E-NEWSLETTER	1 2													\$1,500.00 \$0.00	28,000 N/A
PCMA News Inside Daily E-Newsletter Exent		ENHANCED LISTING	1													\$6,400.00	24,000
Events																\$0.00	N/A
Northstar Meetings & Conventions - Interact Destination California		ONE-ON-ONE WITH MEETING PLANNERS	1 1													\$0.00	200
																\$0.00	100
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Monthly Report August 2015
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 15/16

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 15/16</u>	<u>FY 14/15</u>	<u>Variance</u>
Total Revenue Booked as of 8/31/15:	\$2,368,201	\$1,716,882	38%
Forecasted Commission for this Revenue:	\$138,065	\$97,819	41%
Number of Room Nights:	13656	9090	50%
Number of Delegates:	17117	5598	206%
Annual Revenue Goal:	\$2,800,000	\$2,500,000	12%
Annual Commission Goal:	\$165,000	\$140,000	18%
Number of Tentative Bookings:	83	100	-17%

<u>Monthly Detail/Activity</u>	<u>August-15</u>	<u>August-14</u>	
<u>Number of Groups Booked:</u>	<u>3</u>	<u>7</u>	
Revenue Booked:	\$40,570	\$328,584	-88%
Projected Commission:	\$3,884	\$14,879	-74%
Room Nights:	264	1452	-82%
Number of Delegates:	224	723	-69%

Booked Group Types:	2 Corp. 1 Smf	4 Smf, 2 Corp., 1 Assn., 1 Govt
Lost Business, # of Groups:	7	4

<u>Arrived in the month</u>	<u>August-15</u>	<u>* Est.</u>	<u>August-14</u>	
Number of Groups:	7		8	
Revenue Arrived:	\$257,500		\$44,210	482%
Projected Commission:	\$18,796		\$1,739	981%
Room Nights:	1843		252	631%
Number of Delegates:	632		278	127%
Arrived Group Types:	3 Corp., 2 Assn., 2 Govt.		2 Corp, 1 Assoc., 4 Smf, 1 Govt.	

<u>Monthly Detail/Activity</u>	<u>July-15</u>	<u>July-14</u>	
<u>Number of Groups Booked:</u>	<u>4</u>	<u>4</u>	
Revenue Booked:	\$119,459	\$156,104	-23%
Projected Commission:	\$3,023	\$1,075	181%
Room Nights:	850	636	34%
Number of Delegates:	10390	390	2564%
Booked Group Types:	1 Ca Assoc, 1 Corp, 1 Smf, 1 Assoc.	2 Assoc, 2 Corp	
Lost Business, # of Groups:	4	1	

<u>Arrived in the month</u>	<u>July-15</u>	<u>* Est.</u>	<u>July-14</u>
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Number of Groups:	7	12	
Revenue Arrived:	\$322,369	\$546,907	-41%
Projected Commission:	\$11,284	\$23,673	-52%
Room Nights:	1754	2103	-17%
Number of Delegates:	1725	898	92%
	3 Corp., 1 Ca	6 Smf, 2 Corp,	
	Assoc., 1 Smf, 1	2 Assoc. 2	
Arrived Group Types:	Seminar	Seminars	

For 2016/17:	\$1,324,399	\$2,000,000
For 2017/18:	\$246,983	\$750,000

NUMBER OF LEADS Generated as o 8/31/15: 20

Total Number of Leads Generated in Previous Years:

2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205



Lake Tahoe
Visitors Authority

**North Lake Tahoe
2016 AMGEN Tour of California Women's Race Benefits**

The Lake Tahoe Visitors Authority will make the following available to North Lake Tahoe

Website/Online

- :15 or :30 NLT commercial spot to be included in Tour Tracker rotation on the day of the stage; the race will be streamed live on the Amgen TOC Tour Tracker mobile application and online via dedicated webpage.
- NLT logo, tourism information and ancillary events on dedicated Women's Race and Host City pages on Tour website.
- Logo and link on Host City LOC site.
- Inclusion in dedicated email sent out to Tour database promoting the destination, activities and events.
- Inclusion in Local Events Schedule.
- Opportunity to provide digital content for social media integration across Tour platforms.
- Note: LTVA has the opportunity to provide an iconic city image to be placed on Tour homepage for a one-week period. The selected image will be of Emerald Bay to represent our lake wide partnership.

Marketing

- **One (1) 30-second commercial unit on broadcast**
- **½ page program ad in Official Tour Guide**
- **1 Unique Big Screen commercial unit (up to 30 seconds) to be shown on big screen at finish line**
- **Listing on big screen loop**
- **TV & Radio Spots provided (untagged for local promotional use)**
- **2 on-course banners, location determined by Tour**
- Prominent ad space in local tour guide
- Inclusion in LTVA press releases (NLT to approve relevant copy).
- Inclusion in LTVA social media efforts.
- Logo placement on approximately 2000 official Local Host City Flyers.
- Logo placement on approximately 200 official Local Host City Posters.

TahoeSouth.com

Nevada Office | PO Box 5878 | 169 Hwy 50 | Stateline, NV 89449 | (775) 588-5900
California Office | 3066 Lake Tahoe Blvd | South Lake Tahoe, CA 96150 | (530) 544-5050

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Lake Tahoe
Visitors Authority

- Logo placement on official City "Thank you to Local Partners Banner" to be placed on race day.
- Logo placement in Host City half-page program ad in Official Tour Guide.
- NLT listing in local partner "Thank You's" listed in the Official Tour Guide.
- Two (2) Unique Public Address Announcements made by on-site hosts from the Announcer Stage in Lake Tahoe.
- Participation in the pre-race press conference and on-stage interview opportunity.
- Access to Amgen Tour of California Host Cities Gallery which contains marketing resources & templates such as: layered key art, race images, Tour letterhead, web banners, ad mattes, radio/TV spots, posters & flyer templates, signage templates, etc.
- NLT booth in South Lake Tahoe at the Start and Finish festival on Thursday, May 19, 2016
- NLT banner placement at team dinners (location TBD).

Hospitality

- NLT dignitaries on stage to participate in a portion of the awards ceremonies in South Lake Tahoe.
- Opportunity to provide gift to stage win athletes.
- **Four (4) VIP Hospitality passes to Women's Race start in South Lake Tahoe on Thursday, May 19, 2016**
- **Four (4) VIP Hospitality passes to ATOC Men's Race Stage 1 start in San Diego or any other stage to be mutually agreed upon.**
- **Six (6) tickets to Women's Race Welcome Reception.**

Partnership - \$45,000

TahoeSouth.com

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