



north lake tahoe

Incline Village : Crystal Bay Visitors Bureau

AGENDA

Board Meeting

Lake Tahoe Incline Village Crystal Bay Visitors Bureau

Wednesday November 20th, 2019 3pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday November 20th, 2019 beginning at 3:00pm. 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.

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|---|---------------------------------|
| I. Call to Order/Roll Call | Bill Wood |
| 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. | Bill Wood |
| III. Approval of Agenda (For Possible Action) | Bill Wood |
| IV. Approval of October Board Minutes (For Possible Action) | Bill Wood |
| V. Discussion and Appointment of RSCVA Board Representative
(For Possible Action) | Bill Wood/A. Chapman |
| VI. Washoe County Short Term Rental Ordinance Update | Blane Johnson/A. Chapman |
| VII. Review of Winter Slow Start Messaging | Liz Bowling/A. Chapman |
| VIII. Review of October 2019 Financial Statements
(For Possible Action) | Greg Long |
| IX. Review of November Dashboard Report | Greg Long/A. Chapman |
| X. Discussion on Board Meeting Scheduled Start Time
(For Possible Action) | Andy Chapman |

Board Agenda

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|--|---------------------|
| XI. Coop Departmental Reports | Andy Chapman |
| a. Conference Sales | |
| b. Leisure Sales | |
| c. Website Content | |
| d. Communications/Social | |
| e. Advertising | |
| XII. Management Reports | Staff |
| a. Operations Report | |
| b. Business Development Manager Report | |
| c. President/CEO | |
| XIII. Old Business | Bill Wood |
| XIV. New Business | Bill Wood |
| a. Soupfest, Friday December 6 th | |
| b. Tahoe Film Fest December 5 th – 8 th | |
| XV. Director Comments | Bill Wood |
| XVI. PUBLIC COMMENT – Pursuant to NRS 241.020 | Bill Wood |
| This is the time for public to comment on any matter whether
or not it is included on the Agenda of this meeting. | |
| XVII. Adjournment – (For Possible Action) | |

Physically disabled persons desiring to attend should contact Greg Long 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:

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Incline Village Crystal Bay Visitor Bureau

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Incline Village | Crystal Bay Visitors Bureau

**October Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wed, Oct 23, 2019, 3pm**

I. Call to Order/Roll Call

Bill Wood

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:01 pm by Chair Wood. Roll call was taken, and the following members were present: Bill Wood, Michael Murphy, Bill Watson, Blane Johnson. The following member was present via teleconference: Heather Bacon. The following IVCBVB employees were present: Andy Chapman, CEO/President, Greg Long, Director of Operations, and Sierra Leske, Administrative Assistant. The following guests were present: Geno Menchetti, legal counsel, Carl Hasty, Tahoe Transportation District, Derek Morse, Morse Associates Consulting.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Bill Wood

This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.

Andy Chapman requests that we have a flexible agenda due to the imminent appearance of Carl Hasting and Derek Morse for their presentation. When asked whether Nevada law accounted for this, Geno Menchetti stated that as per the discretion of the chairman, the agenda could be malleable.

III. Approval of Agenda (For Possible Action)

Bill Wood

Motion to approve the Agenda by Bill Watson. Second by Michael Murphy. Approved.

IV. Approval of June Board Minutes (For Possible Action)

Bill Wood

Motion to approve the September Board Meeting Minutes by Bill Watson. Second by Michael Murphy. Approved.

V. 2018/19 Advertising Effectiveness and ROI Presentation

Nick Falkenstein, SMARI

CEO Chapman introduced our guest on the phone Nick Falkenstein from SMARI who then remotely went through his PowerPoint of The North Lake Tahoe Area Advertising Effectiveness and ROI Study. The full presentation can be found in the packet for reference.

VI. Tahoe Transportation District/One Tahoe Funding Plan

Carl Hasty/Derek Morse

Meeting Minutes

Carl Hasty and Derek Morse shared their research and findings that will be used to support their ongoing funding plans and address the issue of transit under-funding for the Tahoe region. The full presentation can be found in the packet. Board Member Heather Bacon made the comment to remind the board that the Incline Crystal Bay projects are not included in the current funding plans, and that Washoe County did distribute funds to TRPA, TART, and other agencies to help run transportation though the region but the information is difficult to obtain on where the funds are being spent, because we were not represented or notified. Guest Carl Hasty stated that the funding and the plans are fluid and ever changing. The numbers will be published as they are modified, however infrequently, and it should be noted that new variables are always being introduced, which will ultimately affect the numbers.

VII. Review and Approval of FY 2019/20 CEO Performance Goals **Andy Chapman**

CEO Andy Chapman outlined the new items/goals included in his 2020 Performance Goals which are: IVCB and related transportation needs, Regional Transportation plan, Fireworks, and increased visibility of the IVCB visitor services assets. CEO Andy believes that all the goals outlined are appropriate for IVCBVB action whether the economy is up or down. Discussion was had regarding the reason the decision to approve/disapprove was moved from last meeting.

Motion to Approve the FY 2019/20 CEO Performance Goals by Michael Murphy. Seconded by Blaine Johnson. Approved.

VIII. Review of August 2019 Financial Statements **Greg Long**
(For Possible Action)

DoO Greg Long directed board members to look at the summary sheet and the packet for the current financial statements. Nothing of concern to report.

IX. Review of October Dashboard Report **Greg Long/Andy Chapman**

DoO Greg Long directed board members to review the packet, and to contact him if there are any questions or concerns. CEO Andy Chapman called Board Member Heather Bacon back on the teleconference line and quickly reviewed the decision on item number 7 (VII) which she was not on the line for.

X. Coop Departmental Reports **Andy Chapman**
a. Conference Sales
b. Leisure Sales
c. Website Content
d. Communications/Social
e. Advertising

CEO Andy Chapman directed board members to review the packet and contact him with any questions or concerns.

XI. Old Business **Bill Wood**

N/A

XII. New Business **Bill Wood**

N/A

XIII. Director Comments

Bill Wood

N/A

XIV. PUBLIC COMMENT – Pursuant to NRS 241.020

Bill Wood

This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.

N/A

XV. Adjournment – (For Possible Action)

Motion to adjourn by Blaine Johnson. Second by Michael Murphy. Adjourned. 5:03pm

**Physically disabled persons desiring to attend should contact Greg Long 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/>**

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P.O. Box 837
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November 14, 2019

Mr. Andy Chapman
President/CEO
Incline Village Crystal Bay Visitors Bureau
969 Tahoe Boulevard Incline Village, NV 89451

Dear Mr. Chapman:

The end of January 2020, Mr. Bill Wood will complete his two two-year terms as a member of the Reno-Sparks Convention & Visitors Authority Board of Directors. By statute, the Incline Village Crystal Bay Visitors Bureau (IVCBVB) is required to submit a list of nominees representing the IVCBVB for the RSCVA to consider.

It is the intent of the public members of the RSCVA Board of Directors who vote on such matters to accomplish the appointment at the January 23rd Board of Directors meeting. I would like to request that the IVCBVB make its wishes known in this regard by Monday, January 6, 2020, so that the information may be included in the Board of Directors meeting packets.

Thank you for the excellent relationship we have had and continue to enjoy with the IVCBVB through Board representation.

Sincerely,

Phil DeLone
President & Chief Executive Officer



WASHOE COUNTY

Integrity Communication Service
www.washoecounty.us

STAFF REPORT

BOARD MEETING DATE: November 12, 2019

DATE: October 11, 2019

TO: Board of County Commissioners

FROM: Kelly Mullin, AICP, Senior Planner, Planning and Building Division,
Community Services Department, 328-3608, kmullin@washoecounty.us

THROUGH: Dave Solaro, Arch., P.E., Interim County Manager
328-3600, dsolaro@washoecounty.us

SUBJECT: Discussion and possible action on staff recommendations for the regulation of short-term rentals within unincorporated Washoe County, including either confirming the policy recommendations or providing additional policy direction prior to staff bringing back specific ordinance language. Short-term rentals are a type of temporary lodging of brief duration operated out of private residences such as homes, apartments and condos. They are commonly made available through property management companies and online booking services, and are also referred to as vacation rentals that are generally booked for fewer than 28-days. And, pursuant to Washoe County Code (WCC) Sections 2.030 and 110.818.05, possible action to initiate amendments to Chapter 110 (Development Code), Chapter 25 (Business Licenses, Permits and Regulations) and Chapter 125 (Administrative Enforcement Code) to create the necessary code language to facilitate the Board's policy direction. This includes, but is not limited to, the establishment of definitions, standards, location limitations, occupancy limits, parking requirements, safety/security considerations, signage, noise thresholds, trash/garbage collection rules, insurance requirements, county staffing levels, Tahoe area considerations, permitting requirements, enforcement process, fees, fines, and penalties associated with short-term rentals, as well as the resolution of discrepancies that may arise within existing WCC chapters as a result of any new code language. (All Commission Districts.)

SUMMARY

In response to direction from the Washoe County Board of Commissioners (Board), staff has prepared a series of policy recommendations related to short-term rentals (STRs) in unincorporated Washoe County. The Board is asked to review these recommendations and either confirm them or provide additional policy direction to staff. Following this guidance, staff will draft code language to be considered for adoption through the standard review process.

AGENDA ITEM # ✓ 1

Further, pursuant to WCC Sections 2.030 and 110.818.05, the Board is asked to initiate amendments to Chapters 110, 25 and 125 to create the necessary code language to facilitate the Board's policy direction. This includes, but is not limited to, the establishment of definitions, various standards, permitting requirements, enforcement process, fees, fines, and penalties associated with short-term rentals, as well as the resolution of discrepancies that may arise within existing WCC chapters as a result of any new code language.

Washoe County Strategic Objective supported by this item: Safe, secure and healthy communities.

PREVIOUS ACTION

On February 26, 2019, the Board determined that by adopting changes to WCC Chapter 25 in 2007 to allow transient lodging and associated room tax, the use is allowed within Washoe County (although it is not yet defined within Chapter 110). Further, the Board identified it did not want to ban short-term rentals in unincorporated Washoe County. In order to resolve potential conflict between the two WCC chapters, the Board directed staff to start the process of establishing regulations for STRs to properly administer their use.

On July 10, 2007, the Board adopted changes to Washoe County Code Chapter 25 relating to transient lodging.

BACKGROUND

Short-term rentals are a type of temporary lodging of brief duration operated out of private residences such as homes, apartments and condos. They are commonly available through property management companies and online booking services. They are also referred to as vacation rentals and generally booked for fewer than 28-days.

As with other industries affected by the sharing economy, the rise of online advertising platforms such as Airbnb and VRBO has disrupted the traditional lodging industry by expanding opportunities for the average homeowner to tap into the tourist market and offer their home for short-term rental use. Although vacation rentals have been available in various forms for decades, these newer technologies have led to expanded temporary lodging options and a greater awareness of the prevalence of short-term rentals in many communities. Along with that has come increased focus on the impacts of STRs on neighboring residents and the larger community. Washoe County, and especially the Incline Village/Crystal Bay area, is no exception.

Current unofficial estimates put the number of STRs in all of unincorporated Washoe County between roughly 500 and 1000 distinct units active at any given time, varying greatly with time of year. The majority of STRs are located in Incline Village/Crystal Bay, and over 90% are estimated to be whole-home rentals. At the high-end, this represents approximately 12.5% of housing stock in Incline Village/Crystal Bay. This is on par with other Tahoe-area jurisdictions, with the Mountain Housing Council estimating that STRs comprise 13.5% of housing stock in the Truckee/North Tahoe region.

Appropriate management of STRs is a complex and controversial issue with no simple solution. Stakeholders represent a variety of perspectives, often at opposite ends of the spectrum. Opinions range from a desire to see STRs completely banned within a community, to believing that they are a fundamental property owner right. At the root of

these starkly different opinions is often the question of whether STRs are a residential use or a commercial use. Staff's research shows that jurisdictions and courts alike have differences of opinion on this matter, and that there is no clear consensus. After extensive research and review of public input, it is Washoe County staff's opinion that answering that question is a matter of thresholds. At lower occupancies, the use may easily be considered residential in nature, but still have characteristics requiring mitigation (as a sort of hybrid residential use). This is because, in general, the impacts on surrounding properties are expected to not be substantially different than if the property were used in the more traditionally long-term residential way. However, at higher occupancies, the impacts (ex. parking, noise, etc.) to neighboring properties are more likely to increase to a level that the use starts to appear less residential and more commercial in nature. In some cases, these impacts may be mitigated through more restrictive standards or conditions of approval. In other cases, they cannot. Some levels of occupancy may be so high that the STR would be inappropriate in residential areas, and more appropriate to be located in commercial areas, especially those that are tourist-oriented.

Most jurisdictions in southern Nevada and around Lake Tahoe have already established or are working to establish standards and a registration/permitting process for STRs in their communities. Due to the relative newness of standards for this type of use, there is limited consensus in how STRs are regulated, with dozens of regulatory options being employed across the U.S. to manage STRs. The most commonly regulated categories deal with quality of life issues such as noise, parking and trash.

The following text provides an overview of the various work that has been completed thus far, outreach that has occurred, and recommendations for the Board to consider. The recommendations include key decision points for action by the Board related to permitting, parking and noise.

Process Overview

Due to the complexity of the issue, staff attempted to craft a methodical approach to recommending standards and a permitting process for short-term rentals. This approach is designed with five distinct phases: (1) Project planning and research; (2) Structured public engagement; (3) Drafting and adoption of standards/processes; (4) Grace period, during which public outreach about the new requirements occurs, and technology/training are put into place to support the program; and (5) Program launch, after which STRs are required to meet standards and have appropriate permits to operate. The project is currently in phase 3 (drafting and adoption of standards/processes). It is also expected that staff will conduct a re-review of standards and fees approximately 12-18 months after program launch in order to assess effectiveness.

Planning, Research and First Steps

Following direction from the Board in late February 2019, a core group of staff within the Community Services Department began conducting research aimed at better understanding the impacts of short-term rentals, possible strategies for addressing those impacts, legal and financial implications, technology innovations to help address community impacts, and the mechanisms that are most commonly used by cities and counties across the U.S.

The parameters and goals of the project were identified early in the planning process. Based on staff's understanding of the Board's direction and a review of successful STR programs around the country, the following guiding principles were established:

- Create simple, fair and enforceable standards for short-term rentals that reflect best practices and address impacts
- Maximize voluntary compliance
- Encourage safe accommodations for visitors
- Balance competing interests
- Establish a cost-neutral fee and fine structure

During the initial research stage, Washoe County also contracted with technology provider Host Compliance to provide three main services related to short-term rentals: address identification (tying online advertisements from dozens of platforms to real addresses); a 24/7 complaint hotline; and, a mobile registration platform. Host Compliance provides short-term rental enforcement assistance to over 200 local jurisdictions across the United States.

Public Outreach and Engagement

A critical component of the project has been to identify the various stakeholder groups and better understand their perspectives on short-term rentals. Generally speaking, these many stakeholders can be grouped into the following major categories: neighbor/community members; short-term rental host and property managers/realtors; traditional lodging industry and business; and impacted regulatory agencies.

These categories are not exhaustive; however, they represent the majority of perspectives heard from so far. There were three major components of the initial public outreach process: (1) small-group, targeted stakeholder input meetings; (2) public workshops; and (3) an online survey.

Stakeholder input sessions: In late July, staff held a series of small-group stakeholder input sessions aimed at getting a better sense of the perspectives and priorities of those within each major stakeholder group. These meetings helped inform the topics and structure of later public workshops. An informal working group of various agencies was also formed in order to better understand concerns and priorities from the regulatory perspective. The working group included representatives from the Sheriff's Office, North Lake Tahoe Fire Protection District, Truckee Meadows Fire Protection District, Reno-Sparks Convention & Visitors Authority (RSCVA), Washoe County Manager's Office, business license program, code enforcement program, planning program, and building program. Staff has had several follow-up meetings with many of these agencies/programs since the original working group meetings, as well as with the Incline Village General Improvement District (IVGID), Washoe County Health District and District Attorney's Office.

Public workshops: In late August, two public workshops were held in Incline Village and one in Reno. There were approximately 250-300+ attendees across the three workshops (some participants attended more than one workshop). These were structured to better understand the priorities and concerns of workshop attendees, and to solicit possible solutions to address these concerns.

Online survey: An online survey was offered as an alternative or supplement to the in-person workshops. The survey was structured similarly to the workshops in terms of asking

participants to identify their top areas of concern related to short-term rentals and future standards/permitting processes, provide additional details about those concerns, and offer possible solutions. There were **569** survey responses. About **70%** of respondents represented a neighbor/community perspective, while about **20%** represented the short-term rental host or property manager perspective.

Public response: Staff's goal during the public outreach process was to identify major concerns of each of the stakeholder groups and, wherever possible, pinpoint areas of overlap. A summary of feedback received via the workshops and online survey has been provided as Attachment C. An analysis of the input received revealed several recurring themes, including:

- Top areas of concern were related to occupancy limits, the permitting process, noise and parking.
- There is general community support for regulating STRs. However, respondents vary drastically on the extent of standards that should be put in place.
- It is critical that regulations established for STRs be enforced.
- Property managers believe their existing rules for the STRs they manage are strict and adequately regulated through their state license.
- Many residents, especially in the Incline Village/Crystal Bay area, believe STRs are commercial businesses operated by non-residents of the community.
- Many hosts believe better renter education will help mitigate existing issues and are concerned that responsible hosts will be penalized for the actions of irresponsible hosts.

RECOMMENDATIONS FOR STR STANDARDS, PROCESSES AND COSTS

Based on the significant research conducted by staff, extensive public input, an analysis of potential regulatory mechanisms and options for Washoe County, staff submits the policy recommendations below for consideration. If the Board accepts the staff recommendations, the next step will be to draft official ordinance language for public comment prior to beginning the public hearing process for code amendments.

General Standards

- Every STR must have a designated 24/7 agent or property manager available through a single phone number who shall respond to complaints/issues within 30 minutes of contact.
- No events or other gatherings (ex. parties, weddings, etc.) are allowed that would exceed the on-site maximum occupancy associated with the short-term rental permit.
- Permittee must be the property owner.
- Limited to one STR per parcel; must be a permanent, habitable dwelling unit (i.e. no RVs/boats). The per-parcel limitation is due, in part, to ensure better enforcement capability.
- STR may be rented to only one group/person at a time (ex. renting out five individual rooms to five separate parties would not be permitted).
- Advertising for a short-term rental prohibited unless valid STR permit has been issued.
- Advertisements must include the Washoe County permit number, room tax license number, maximum occupancy as allowed by the permit, number of bedrooms, number of beds (cannot exceed max occupancy), and number of parking spaces.
- Must comply with all other state, federal and other applicable laws/statutes.
- Existing STRs are not grandfathered; they must apply for and be issued a County STR permit in order to operate.

- Applicable room tax must be paid to the RSCVA.

Permitting

- An STR permit will be considered similar to a privileged license in that revocation can occur without Board action for issues such as non-payment of fees and noncompliance. Any revocations would provide for appropriate and timely administrative appellate review.
- STR permit must be renewed annually. Property owners should be aware that standards are subject to change over time and that there is no guarantee a permit will be renewed.
- On permit application, property owner must certify under penalty of perjury that STR use does not violate CC&Rs or HOA restrictions; inaccuracy may be cause for permit revocation.
- **Three permitting tiers are proposed.** These tiers are intended to recognize that below certain thresholds, and with appropriate standards in place, an STR is expected to reasonably function similarly to other residential uses. However, as occupancy increases, impacts to surrounding properties have the potential to increase. In these cases, further scrutiny may be necessary to determine if the scale of the proposed STR is appropriate on the specific property and if additional mitigation can reduce potential impacts to a reasonable level.
 - **Tier 1:** STRs with a maximum occupancy of 10 persons or less; standard STR permit (*Note: 10 or fewer is a common break point for uses like group homes and within the International Building Code's "R" occupancy.*)
 - **Tier 2:** STRs with a maximum occupancy of 11-20 persons; discretionary permit required
 - **Tier 3:** STRs with a maximum occupancy of 21 or more persons; acceptable only in areas where hotels/motels allowed; with discretionary permit; requires commercial standards
- If the Board prefers a less restrictive option to consider, collapsing these tiers or adjusting the thresholds are potential options. **The Board is asked to provide specific confirmation of the tiered approach or offer additional direction to staff on this item.**

Parking

Inadequate parking is one of the most frequently cited complaints associated with STRs – both across the nation and in the feedback heard from Washoe County residents. This is especially prevalent in the Incline Village/Crystal Bay area, where on-street parking can be severely limited or nonexistent. In order to reduce potential impacts to neighboring properties, the following parking standards are proposed:

- No STR parking is allowed in the right-of-way.
- One parking space is required for every three proposed occupants.
*Note: In a study conducted for the Incline Village General Improvement District, visitors in the winter were found to average approximately 2.5 people per vehicle. In the summer, this average increased to 4 people per vehicle. To better ensure adequate off-street parking, staff recommends that minimum parking standards be more closely aligned with the winter average. This is because parking issues are often exacerbated in the winter due to the need for snow plowing and snow storage. **The Board is asked to specifically confirm this number.***

- All parking spaces must be improved to Washoe County standards (or Tahoe Regional Planning Agency standards, if applicable) and developed on-site, within property boundaries. In multi-unit complexes, parking must be in designated parking spaces (if applicable) and limited to the number of spaces allotted to the unit.

It should be noted that parking may be limited by available TRPA coverage, and that staff's recommendation is that such limitations should not result in standards being waived. Additionally, inability to develop the appropriate number of parking spaces on-site may limit the number of occupants allowed by the STR permit.

Occupancy Limits

Establishing occupancy limits also has the potential to reduce some of the major impacts commonly associated with short-term rentals. Proposed limits are based on the International Code Council's International Property Maintenance Code, which is a well-recognized code generally addressing building safety standards in the United States and across the world. Proposed limits are as follows:

- Bedrooms intended for one occupant must be a minimum of 70 sq. ft. in size.
- Bedrooms intended for two occupants must be a minimum of 100 sq. ft. in size, with an additional 50 sq. ft. required for each additional occupant.
- Other areas proposed for sleeping purposes, such as living rooms, would require a minimum of 200 sq. ft. for each occupant.
- Each of these areas would be required to have minimum safety features in order to qualify. No distinction would be made based on the age of the occupant.
- No distinction would be made between daytime occupancy and nighttime occupancy, as impacts would be expected to be similar.

It should also be noted that occupancy may be further limited by available number of parking spaces, and for properties not on municipal sewer, by the size of the property's septic system.

Safety and Inspections

Washoe County staff has been working with both the North Lake Tahoe Fire Protection District and Truckee Meadows Fire Protection District to discuss fire and life safety concerns associated with STRs. As visitors to a short-term rental are less likely to be familiar with a home than someone living in it, basic fire and life safety minimums are proposed to be required. The following summarizes what has been discussed with the fire districts so far.

- Safety minimums will likely include requirements for adequate smoke/CO detectors; fire extinguishers; adequate egress; well-maintained fireplaces, electrical outlets/systems, hot tubs, deck railings, etc. Additional minimums may be proposed for occupancies over 10.
- Defensible space inspection will be required; to be conducted by the applicable fire agency.
- Basic structure safety inspection will be required; to be conducted by Washoe County building inspectors, with the exception that items such as sprinkler or fire alarm systems (if applicable) would be inspected by fire staff. Inspection must be passed prior to issuance of STR permit.

- Unscheduled inspections may occur if building or fire inspectors have reason to believe occupancy has been exceeded or a life safety issue is present.

External Signage

To ease enforcement, ensure nuisance issues can be more quickly addressed, and help first responders more quickly assess occupancy, the following signage standards are proposed.

- While the STR is being rented, an external sign should be displayed with Washoe County STR permit number, occupancy limit, complaint hotline and local STR agent/property manager contact number.
- No advertising signage permitted.

Noise

Excessive noise, parties and loud music are some of the other most commonly heard complaints associated with short-term rentals. This was also a significant concern noted by County residents at the public workshops and in the online survey. Noise issues can also be one of the most difficult types of complaints to address. Many jurisdictions have established quiet hours for STRs. Opponents argue that if quiet hours are important, they should be established for all members of the community, not just STRs. However, it can also be argued that occupancies of STRs are often higher than that of neighboring residences and that transient guests may not be as familiar with or respectful of community norms associated with noise.

The Washoe County Sheriff's Office has indicated there have been 64 calls for service related to noise in the Incline Village/Crystal Bay area in the past year, with three citations issued. It is understood that there is limited staffing by the Sheriff's Office in the Incline area, and that calls for service related to noise will have a lower priority than many other service types. Although the 24/7 STR complaint hotline by Host Compliance is expected to help with noise impacts, noise is still a concern.

Establishing quiet hours specifically for STRs is recommended by staff. Additionally, due to the difficulty with noise enforcement, staff would like to provide an additional mechanism for consideration. Decibel-monitoring devices are a technology being used by some property managers to ensure their transient guests are respectful of the community. They monitor decibel-levels only; there are no audio recordings. These are also a tool that can be used by a jurisdiction to better track STRs with repeated noise complaints. The City of Henderson recently adopted standards requiring these devices to be used as part of an STR's overall noise management plan. However, there is limited data available on whether they are an effective regulatory mechanism. Staff believes that they may be worth considering for STRs with confirmed noise violations or for Tier 2 and 3 STRs that have higher occupancies. **The Board is asked to specifically confirm whether it would support the establishment of quiet hours for STRs and/or options for the use of decibel-monitoring devices.**

- Quiet hours 10 p.m. – 7 a.m.
- Option to consider: After a second confirmed noise violation or with Tier 2/3 permits - STRs must install decibel-monitoring devices with reporting capability. Records must be available for County review.

Trash

In mid-2017, Incline Village General Improvement District (IVGID) established a zero-tolerance policy related to proper trash disposal in the Incline Village/Crystal Bay area. They patrol to ensure standards are being followed and educate or cite where necessary. IVGID has indicated that since the program started, trash violations have dropped significantly. With that in mind, the following trash standards for STRs are proposed:

- Trash must be managed as prescribed by Health District, Waste Management and IVGID (if applicable). Cart size must be sufficient to store waste for maximum number of occupants each week.
- STRs in IVGID service territory and other bear-prone areas must utilize wildlife-resistant carts and/or bear boxes, except in multi-family developments where HOAs require and enforce regular trash disposal.
- Trash violations confirmed by IVGID count as a violation against the STR and may incur both IVGID penalties and Washoe County STR permit penalties.
- Carts shall only be placed street-side during the timeframes stipulated by the local authority or waste hauler.

Other Standards

A commonly noted concern amongst participants in the workshops and survey was related to liability insurance for STRs, and that most standard homeowner policies do not cover this type of use. It is common for other jurisdictions to require STR-specific liability insurance, and the following additional standards are recommended:

- Certificate of insurance is required identifying that the property is used as a short-term rental and provides \$500,000 minimum liability coverage per occurrence.
- Educational material provided in unit must contain: community evacuation routes; fire safety info (ex. BBQ operation, proper cigarette and ash disposal, community fire danger, etc.); bear awareness brochure (if applicable); noise, trash and parking standards, occupancy limits, etc.

Permit Fees

Staff proposes to establish a cost-neutral fee and fine structure that would ensure implementation and enforcement of the short-term rental program is paid for by those who own and operate STRs, not general taxpayer dollars. Thus, the fee and fine structure would be designed to incorporate costs such as: safety and fire inspections; permit processing and review; Host Compliance software and services; enforcement of non-licensed STRs and violations of STR standards, etc. It is expected that this structure would be reassessed after the first 12-18 months of operation in order to ensure costs are appropriately covered, and to propose adjustments at that time if necessary. *Note: NRS 278.020 provides a governing body general power to regulate land use for purposes of health, safety, morals, and welfare of the community. Included within this authority is the imposition of fees for services to support that regulation, and fines to support its enforcement (NRS 237.060).*

Enforcement, Fines and Penalties

A three-pronged approach to enforcement is proposed:

- Licensing: Proactively identify unlicensed STRs and pursue licensing compliance; cite, fine and, if necessary, lien non-compliant property owners who continue to operate an

STR without the appropriate permit in place. It should be noted that this approach is a departure from current complaint-based code enforcement practices; however, it is considered a necessary component of a successful STR program.

- Inspections: Required upon initial permit application and annually thereafter. Safety minimums must be in place in order to obtain license and operate.
- Operational: Confirmed violations will result in fines and potential penalties such as permit revocation. 24/7 complaint hotline (via Host Compliance) will log citizen-initiated complaints and immediately contact STR manager for resolution.

Research related to STRs has made it very clear that fines and penalties must be significant enough to deter violations; otherwise, it may just be considered the cost of doing business for an operator. Washoe County's current code enforcement approach for land use violations is focused more on achieving compliance rather than penalizing the property owner. Therefore, current fines for Development Code violations are set relatively low and are considered to be insufficient to deter STR violations. Therefore, staff proposes the following:

- Fines to be based on a scaled system that increases as average nightly rate increases.
- Fines not paid will become liens against the property.
- More than three confirmed separate violations in any six-month period will result in permit revocation and a 12-month cooling off period where the property is ineligible to obtain a STR permit and operate a short-term rental.
- To increase program effectiveness and reduce time leading to compliance, STRs subject to revocation will be reviewed by Director; no Board action required.
- Staff proposes to establish a mechanism for appeals that has a faster turn-around than the current code enforcement process.

Other Items for Consideration

There are a number of other items the Board may wish to be aware of during their consideration of this topic.

Staffing Needs

At least one additional code enforcement staff member is expected to be needed to assist with implementation and enforcement of the program. Standard building safety inspections will be conducted by existing Washoe County Building Inspectors. Fire inspectors from the applicable fire district are anticipated to inspect defensible space and, if applicable, smoke alarm and/or sprinkler systems. The cost of such inspections will be paid for by the STR applicant. Host Compliance's services will be used for matching advertisements to real addresses, the 24/7 complaint hotline and establishment of the mobile registration platform.

Room Tax

The Reno-Sparks Convention and Visitors Authority (RSCVA) requires hosts of STRs to obtain a transient lodging tax (aka room tax) license. The RSCVA assesses a 13% room tax on STRs in Washoe County. That room tax is paid to the RSCVA, which keeps a portion and then distributes the remainder to various state, regional and local agencies. Per State law and various government ordinances, Washoe County receives 1/13th of the room tax paid in unincorporated County areas. Based on a 5-year average, RSCVA receives approximately \$1.6M annually for room taxes associated with STRs in the Incline Village/Crystal Bay area. Washoe County receives 1/13th of that amount, which is

approximately \$125,000 annually. The amount the County receives from STRs outside of the Incline area is negligible. Room tax distributed to Washoe County goes into the General Fund.

As part of this project, staff will be investigating opportunities to reduce potential overlap in the permitting processes between the two organizations.

Tahoe Regional Planning Agency (TRPA)

TRPA is currently in the process of establishing a list of regulatory options for jurisdictions to apply to STRs in order to meet TRPA goals and policies. These will be considered a third criterion in TRPA's scoring system for awarding residential allocations to jurisdictions around Lake Tahoe. The focus is largely on locational, operational and enforcement parameters. It is expected that TRPA's governing board will review and potentially adopt these standards in fall 2019. Washoe County has been actively involved in these conversations with TRPA. County staff's recommendations for STRs are expected to meet many of the parameters laid out by TRPA.

Demographics

With the highest concentration of STRs located in the Incline Village/Crystal Bay portion of Washoe County, there has been some interest in the demographics of that area. The following information was pulled from 2013-2017 American Community Survey 5-Year Estimates for zip code 89451, which represents most, but not all of the area. This information is provided to paint a general picture only. There are approximately 7,800 dwelling units, with approximately 52% of them single-family detached homes. The area is characterized by a large contingent of second homes, and just under 53% of the dwelling units are classified by the U.S. Census Bureau as vacant. Slightly more than 34% of the homes are owner-occupied. 75% of the homes were built prior to 1990. The average household size of owner-occupied homes is 2.08. The average household size of long-term renter-occupied homes is 3.02. Approximately 74% of residents moved into their home in the year 2000 or later. Just under 93% of the homes have four bedrooms or fewer.

Standards for Incline Village/Crystal Bay vs. Rest of Washoe County

It is important to note that many residents in the Incline Village/Crystal Bay area requested that STR standards within the Tahoe Basin be different than those in the rest of Washoe County. Generally speaking, the majority of STRs in the County are located in Incline Village/Crystal Bay and therefore most recommendations were drafted with that area primarily in mind, recognizing that some regional adjustments will need to be addressed once code language is drafted. These will account for items such as wildlife-resistant carts in bear-prone areas, variations in defensible space requirements/inspections, and TRPA parking standards.

FISCAL IMPACT

Specific fiscal impact associated with direction from the Board will be defined in future staff reports for Board action. Direction at this time will result in the use of additional staff time to create proper ordinances. This item is a priority item of Commissioner Berkgigler, is linked to the Economic Impact strategic goal, and has been factored into the current work plan.

RECOMMENDATION

It is recommended the Board either confirm staff's recommendations or provide additional policy direction for the regulation of short-term rentals within unincorporated Washoe County, with specific direction provided on staff's proposals related to permitting tiers, ratio of occupants to parking spaces, quiet hours, and the use of decibel-monitoring devices in certain circumstances.

And, pursuant to WCC Sections 2.030 and 110.818.05, it is recommended the Board initiate amendments to Chapters 110, 25 and 125 to create the necessary code language to facilitate the Board's policy direction. This includes, but is not limited to, the categories listed in the possible motion below.

POSSIBLE MOTION

Should the Board agree with staff's recommendation, a possible motion would be:

"Move to confirm staff's recommendations or provide the following additional policy direction for the regulation of short-term rentals within unincorporated Washoe County: [... *provide specific direction* ...]. Regarding staff's proposals related to permitting tiers, ratio of occupants to parking spaces, quiet hours, and the use of decibel-monitoring devices in certain circumstances, I move that direction should be [... *provide specific direction* ...].

"And, pursuant to Washoe County Code (WCC) Sections 2.030 and 110.818.05, further move to initiate amendments to Chapter 110 (Development Code), Chapter 25 (Business Licenses, Permits and Regulations) and Chapter 125 (Administrative Enforcement Code) to create the necessary code language to facilitate the Board's policy direction. This includes, but is not limited to, the establishment of definitions, standards, location limitations, occupancy limits, parking requirements, safety/security considerations, signage, noise thresholds, trash/garbage collection rules, insurance requirements, county staffing levels, Tahoe area considerations, permitting requirements, enforcement process, fees, fines, and penalties associated with short-term rentals, as well as the resolution of discrepancies that may arise within existing WCC chapters as a result of any new code language."

Attachments:

- A. Feb. 26, 2019 BCC staff report seeking policy direction on short-term rentals
- B. Excerpt of Feb. 26, 2019 BCC meeting minutes
- C. Summary report of feedback from public workshops and online survey
- D. Full text of online survey responses available online at <https://bit.ly/32wj5iB>
- E. Additional public comment received
- F. Letter from Interim County Manager requesting code amendments
- G. Short-term rental FAQs

October 2019 Financial Summary Report

Oct. Month End Variance Report

REVENUE

- R277 Concierge: 15% under budget due to lower AT sales.
- R250 Fund Transfer: 5.5% over budget due to higher August TOT collections.

EXPENSES

- 50000 Cost of Goods Sold: 50% over budget due to higher merchandise sales.
- 305 Payroll: 7% over budget due to temporary staff needs.
- 0316 PERS: Under budget due to timing of payment.
- 0405 Bank & Credit Card Charges: Over budget due to timing of charges.
- 0451 Legal & Accounting: Over budget due to end of year needs.
- 0473 Dues and Subscriptions: Over budget due to timing.
- 0501 Travel & Lodging: Over budget due to timing of travel.
- 0691 Shuttle Subsidy: Under budget due to timing of payments.
- 0751 Concierge Expense: Under budget due to higher AT ticket sales.

Oct. Year to Date Variance Report

REVENUE

- 46000 Merch Sales: 23% over budget due to higher retail sales.
- R277 Concierge: 6% over budget due to higher AT sales.
- R250 Fund Transfer: .5% over budget due to slightly higher TOT collections.

EXPENSES

- 305 Payroll: 3.6% over budget due higher staff needs.
- 0316 PERS: Under budget due to timing of payment.
- 0451 Legal & Accounting: Over budget due to end of year needs.
- 0473 Dues and Subscriptions: Over budget due to timing of bill back to co-op.
- 0501 Travel & Lodging: Over budget due to timing of bill back.
- 0690 Sponsorship: Under budget due to timing of payments.
- 0691 Shuttle Subsidy: Under budget due to timing of payment.
- 0751 Concierge Expense: 8% over budget due to strong AT sales.

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

October 2019

	Oct 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	6,701.30	6,100.00	601.30	109.9%
R277 · Concierge	18,129.60	21,373.72	-3,244.12	84.8%
R290 · Consignment Sales	8.00	0.00	8.00	100.0%
Total POS Sales	24,838.90	27,473.72	-2,634.82	90.4%
R250 · Fund Transfers	245,218.32	232,508.00	12,710.32	105.5%
R252 · Interest Income	46.50	64.00	-17.50	72.7%
R269 · On Hold Messaging	0.00	54.55	-54.55	0.0%
R270 · Miscellaneous Revenue	0.00	44.55	-44.55	0.0%
Total Income	270,103.72	260,144.82	9,958.90	103.8%
Cost of Goods Sold				
50000 · Cost of Goods Sold	3,258.16	2,792.05	466.11	116.7%
Total COGS	3,258.16	2,792.05	466.11	116.7%
Gross Profit	266,845.56	257,352.77	9,492.79	103.7%
Expense				
0305 · Payroll	31,307.04	29,119.33	2,187.71	107.5%
0313 · Employers Insurance of Nevada	21.00	142.00	-121.00	14.8%
0314 · State Employer Taxes	208.36	70.00	138.36	297.7%
0315 · Federal Unemployment	2.39	43.00	-40.61	5.6%
0316 · Public Employees Retirement Sys	-623.38	7,780.45	-8,403.83	-8.0%
0319 · Employer Medicare/Soc Sec	584.72	539.26	45.46	108.4%
0320 · Health Insurance	2,871.11	3,462.43	-591.32	82.9%
0321 · Employee Training	0.00	181.82	-181.82	0.0%
0400 · Utilities				
0401 · Utilities- Electric	181.93	185.00	-3.07	98.3%
0402 · Utilities-Gas & Heat	76.53	32.00	44.53	239.2%
0403 · Utilities- Water & Refuse	353.26	344.09	9.17	102.7%
Total 0400 · Utilities	611.72	561.09	50.63	109.0%
0405 · Bank & Cr Card Charges	3,576.57	2,275.13	1,301.44	157.2%
0410 · Office Supplies & Expenses	1,065.72	577.08	488.64	184.7%
0411 · Maintenance/Janitorial	738.90	900.00	-161.10	82.1%
0412 · IT - Computers	87.50	183.33	-95.83	47.7%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	9.09	-9.09	0.0%
0420 · Postage & Freight	88.71	36.01	52.70	246.3%
0421 · Communications	542.62	507.63	34.99	106.9%
0422 · Printing Expenses	0.00	41.66	-41.66	0.0%
0430 · Building Repairs & Insurance	643.00	1,210.00	-567.00	53.1%
0451 · Legal & Accounting Services	5,319.00	2,750.00	2,569.00	193.4%
0460 · Contract Services	0.00	42.67	-42.67	0.0%
0461 · Remote Offices	3,500.00	3,500.00	0.00	100.0%
0462 · Equipment Lease & Maint.	425.33	131.22	294.11	324.1%
0470 · Misc. Expenses	0.00	136.36	-136.36	0.0%
0473 · Dues & Subscriptions	129.87	0.00	129.87	100.0%
0474 · License & Fees	0.00	34.18	-34.18	0.0%
0501 · Travel & Lodging	2,294.75	0.00	2,294.75	100.0%
0504 · Registrations	295.00	38.56	256.44	765.0%
0505 · Local Transportation/Car	0.00	168.80	-168.80	0.0%
0507 · Meeting Expenses	141.18	60.00	81.18	235.3%
0601 · Hospitality in Market				
0601.5 · In House	0.00	130.00	-130.00	0.0%
0601 · Hospitality in Market - Other	-32.68	50.00	-82.68	-65.4%
Total 0601 · Hospitality in Market	-32.68	180.00	-212.68	-18.2%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

October 2019

	Oct 19	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	133,000.00	133,000.00	0.00	100.0%
0623 · Regional Marketing Programs	517.24	811.14	-293.90	63.8%
0650 · Payroll Expense	105.00	120.75	-15.75	87.0%
0690 · Sponsorship	6,000.00	17,500.00	-11,500.00	34.3%
0725 · Uniforms	0.00	260.00	-260.00	0.0%
0730 · Special Promotional Items	0.00	36.36	-36.36	0.0%
0733 · On-Hold Messaging	0.00	129.17	-129.17	0.0%
0751 · Concierge Expense	15,944.76	18,595.15	-2,650.39	85.7%
0800 · Grant Expenses	0.00	454.55	-454.55	0.0%
51100 · Freight and Shipping Costs	57.20	0.00	57.20	100.0%
59900 · POS Inventory Adj -Merchandise	-36.81			
Total Expense	209,385.82	225,588.22	-16,202.40	92.8%
Net Ordinary Income	57,459.74	31,764.55	25,695.19	180.9%
Net Income	57,459.74	31,764.55	25,695.19	180.9%

Profit & Loss Budget vs. Actual

July through October 2019

	Jul - Oct 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	38,129.58	31,088.18	7,041.40	122.6%
R277 · Concierge	243,047.00	228,572.27	14,474.73	106.3%
R290 · Consignment Sales	80.00	80.00	0.00	100.0%
Total POS Sales	281,256.58	259,740.45	21,516.13	108.3%
R250 · Fund Transfers	783,281.30	779,437.00	3,844.30	100.5%
R252 · Interest Income	198.63	237.64	-39.01	83.6%
R269 · On Hold Messaging	0.00	263.65	-263.65	0.0%
R270 · Miscellaneous Revenue	10.00	143.65	-133.65	7.0%
Total Income	1,064,746.51	1,039,822.39	24,924.12	102.4%
Cost of Goods Sold				
50000 · Cost of Goods Sold	18,111.64	14,617.22	3,494.42	123.9%
Total COGS	18,111.64	14,617.22	3,494.42	123.9%
Gross Profit	1,046,634.87	1,025,205.17	21,429.70	102.1%
Expense				
0305 · Payroll	154,523.77	149,187.39	5,336.38	103.6%
0313 · Employers Insurance of Nevada	879.00	1,000.00	-121.00	87.9%
0314 · State Employer Taxes	922.83	685.00	237.83	134.7%
0315 · Federal Unemployment	58.20	155.98	-97.78	37.3%
0316 · Public Employees Retirement Sys	22,599.29	30,800.35	-8,201.06	73.4%
0319 · Employer Medicare/Soc Sec	2,839.78	2,685.91	153.87	105.7%
0320 · Health Insurance	12,626.75	13,384.51	-757.76	94.3%
0321 · Employee Training	745.00	545.46	199.54	136.6%
0400 · Utilities				
0401 · Utilities- Electric	718.87	695.02	23.85	103.4%
0402 · Utilities-Gas & Heat	168.07	110.78	57.29	151.7%
0403 · Utilities- Water & Refuse	1,377.46	1,352.41	25.05	101.9%
Total 0400 · Utilities	2,264.40	2,158.21	106.19	104.9%
0405 · Bank & Cr Card Charges	14,430.92	12,209.77	2,221.15	118.2%
0410 · Office Supplies & Expenses	2,493.77	1,860.43	633.34	134.0%
0411 · Maintenance/Janitorial	3,731.70	4,425.00	-693.30	84.3%
0412 · IT - Computers	400.00	687.49	-287.49	58.2%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	27.27	-27.27	0.0%
0420 · Postage & Freight	92.62	211.94	-119.32	43.7%
0421 · Communications	2,210.38	1,940.02	270.36	113.9%
0422 · Printing Expenses	121.14	166.64	-45.50	72.7%
0430 · Building Repairs & Insurance	3,733.00	4,300.00	-567.00	86.8%
0451 · Legal & Accounting Services	20,104.00	15,500.00	4,604.00	129.7%
0460 · Contract Services	0.00	616.34	-616.34	0.0%
0461 · Remote Offices	14,000.00	14,000.00	0.00	100.0%
0462 · Equipment Lease & Maint.	1,214.69	958.03	256.66	126.8%
0470 · Misc. Expenses	0.00	409.08	-409.08	0.0%
0473 · Dues & Subscriptions	7,233.51	2,512.99	4,720.52	287.8%
0474 · License & Fees	148.00	126.54	21.46	117.0%
0501 · Travel & Lodging	6,700.63	1,714.43	4,986.20	390.8%
0504 · Registrations	1,878.00	2,385.12	-507.12	78.7%
0505 · Local Transportation/Car	270.86	649.61	-378.75	41.7%
0507 · Meeting Expenses	-759.39	400.00	-1,159.39	-189.8%
0601 · Hospitality in Market				
0601.5 · In House	25.00	1,355.33	-1,330.33	1.8%
0601 · Hospitality in Market - Other	-184.82	187.54	-372.36	-98.5%
Total 0601 · Hospitality in Market	-159.82	1,542.87	-1,702.69	-10.4%

VIII-4

11:50 AM

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

11/18/19

Profit & Loss Budget vs. Actual

Accrual Basis

July through October 2019

	Jul - Oct 19	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	421,468.00	421,468.00	0.00	100.0%
0623 · Regional Marketing Programs	2,482.29	2,592.86	-110.57	95.7%
0650 · Payroll Expense	430.00	474.75	-44.75	90.6%
0690 · Sponsorship	11,532.47	22,500.00	-10,967.53	51.3%
0691 · Shuttle Subsidy/Sponsorship	0.00	17,860.00	-17,860.00	0.0%
0725 · Uniforms	440.00	700.00	-260.00	62.9%
0730 · Special Promotional Items	0.00	109.08	-109.08	0.0%
0733 · On-Hold Messaging	0.00	516.68	-516.68	0.0%
0751 · Concierge Expense	214,904.01	199,249.89	15,654.12	107.9%
0800 · Grant Expenses	0.00	1,363.65	-1,363.65	0.0%
51100 · Freight and Shipping Costs	531.86	0.00	531.86	100.0%
59900 · POS Inventory Adj -Merchandise	116.10			
Total Expense	927,207.76	934,081.29	-6,873.53	99.3%
Net Ordinary Income	119,427.11	91,123.88	28,303.23	131.1%
Net Income	119,427.11	91,123.88	28,303.23	131.1%

VIII-5

Nov 20, 2019

Revenues & Stats				
	Sept-2019	Sept-2018		Variance
Grant Revenues				
Monthly	\$ 189,906	\$ 179,197		6.0%
YTD	\$ 973,187	\$ 944,852		3.0%
Total Taxable Revenues	\$ 5,735,905	\$ 5,433,042		5.6%
	Sept Actual	Sept Budget		
Monthly	\$ 189,906	\$ 182,423		4.1%
YTD	\$ 973,187	\$ 961,859		1.2%
Occupancy				
Hotel	75.5%	74.4%		1.4%
Motel	51.9%	26.2%		98.0%
Vacation Rental	22.8%	15.3%		49.1%
Time Share	8.7%	21.3%		-59.3%
Home Owner	n/a	n/a		n/a
Total	38.50%	34.9%		10.3%
Room Rate				
Hotel	\$ 274.87	\$ 286.76		-4.1%
Motel	\$ 124.64	\$ 115.99		7.5%
Vacation Rental	\$ 278.47	\$ 258.82		7.6%
Time Share	\$ 289.29	\$ 243.79		18.7%
Home Owner	n/a	n/a		n/a
Total	\$ 274.38	\$ 277.30		-1.1%
RevPar				
Hotel	\$ 208.64	\$ 213.33		-2.2%
Motel	\$ 68.56	\$ 39.31		74.4%
Vacation Rental	\$ 86.77	\$ 52.90		64.0%
Time Share	\$ 25.04	\$ 20.80		20.4%
Home Owner	n/a	n/a		n/a
Total	\$ 115.42	\$ 101.96		13.2%

Visitor Information Comparative Statistics For Fiscal YTD				
	Oct-2019	Oct-2018		Variance
Walk In Visitor Count				
Monthly	4389	3904		12.4%
YTD	31,242	27,791		12.4%
Merchandise Sales				
Monthly	\$ 6,701	\$ 6,479		3.4%
YTD	\$ 38,129	\$ 29,473		29.4%
Concierge & AT Sales				
Monthly	\$ 18,130	\$ 20,163		-10.1%
YTD	\$ 243,047	\$ 224,894		8.1%
Vacation Planners Mailed	49	88		-44.3%

Destimetrics Reservations Activity (as of Oct 31, 2019)				
	FY 2019/20	FY 2018/19		Variance
Current Month Occupancy	37.6%	40.5%		-7.2%
Current Month ADR	\$ 227	\$ 218		4.2%
Current Month REVPAR	\$ 85	\$ 88		-3.2%
Next Month Occupancy	29.8%	25.8%		15.5%
Next Month ADR	\$ 239	\$ 231		3.4%
Next Month REVPAR	\$ 71	\$ 60		19.5%
Winter Total Occupancy (proj)	18.1%	19.6%		-7.7%
Winter Total ADR (proj)	\$ 390	\$ 339		15.0%
Winter Total REVPAR (proj)	\$ 71	\$ 66		7.6%

Reno Tahoe International Airport				
	Sept-2019	Sept-2018		Variance
Total Passengers Served	392,353	362,831		8.1%
Average Load Factor	79.9%	87.4%		-8.6%
Total Number of Departures	2,066	1,824		13.3%
Non-Stop Destinations Served	20	20		0.0%
Departing Seat Capacity	252774	216898		16.5%
Crude Oil Averages (barrel)	\$ 56.95	\$ 70.23		-18.9%

Notes of interest:

Delta Air Lines will increase its existing seasonal nonstop service from weekly to daily beginning June 1st
Frontier will temporarily suspend non-stop flights between RNO and Denver for winter season.
November 14, 2019, Frontier Airlines will start non-stop flights between RNO and Las Vegas.

Conference Revenue Statistics				
(Booked as of October 31st 2019)	FY 2019/20	FY 2018/19		Variance
Total Revenue Booked	\$ 3,470,265	\$ 1,930,483		79.8%
Number of Room Nights	17,049	10,321		65.2%
Number of Delegates	7,718	8,218		-6.1%
Number of Tentative Bookings	60	38		57.9%
Number of Leads Generated	124	124		0.0%
Conference Revenue And Percentage by County:				
	19-20	18-19		
Placer	80.0%	67.0%	\$ 2,829,956	\$ 1,641,610
Washoe	15.0%	9.0%	\$ 545,742	\$ 241,375
South Lake	5.0%	24.0%	\$ 169,560	\$ 583,767
Nevada	0.0%	0.0%	\$ -	\$ -
Total Conference Revenue	100.0%	100.0%	\$ 3,545,258	\$ 2,466,752
				43.7%

Top Website Lodging Referrals (October)	Total Lodging Ref.	Unique Lodging Ref.
Hyatt Regency Lake Tahoe	92	90
Tahoe Vista Lodge and Cabins	43	25
Tahoe Luxury Properties	41	39
Tahoe Truckee Factory Stores	41	35
Tahoe Signature Properties	38	33
The Ritz-Carlton, Lake Tahoe	37	32
Hauserman Rental Group	34	24
Tahoe Moon Properties	34	32
Hyatt High Sierra Lodge,	33	33
Cedar Crest Cottages	32	31
Lake Tahoe Deluxe Vacation Rentals	32	29
Tahoe Getaways Vacation Rentals	32	29
Cedar Glen Lodge	29	26
Resort at Squaw Creek	27	27
Basecamp Hotel Tahoe City	25	25
Mourelatos Lakeshore Resort	25	24
Tahoe Rentals	25	18
Rockwood Lodge	24	23
Tahoe Mountain Properties	24	23
The Village at Squaw Valley	24	22
Tahoe Biltmore Lodge & Casino	23	22
Tahoe Mountain Lodging	23	18
Tahoe Rental Company	23	22
Tahoma Meadows Cottages	23	19

Summary:

Thunderbird lodge tours have ended for the season. The demographic of the visitor has changed to the older, retired, more relaxed traveler. Visitor counts and Thunderbird ticket sales were up significantly this summer. Staffing has been adjusted to account for the decrease visitor traffic.

Staffing:

- Staff is at a yearly minimum heading into Fall.

Operations:

- Security camera installation scheduled for Nov 19th.
- Working with Activity Tickets for improved visitor experience on site
- Completed a rack card organization sheet and filing system (Sierra)

Projects:

- Replaced furnaces at Visitors Center
- Starting Northern Lights planning and execution
- Created new Northern Lights website and social accounts (Sierra)
- Starting revise of Trails brochure
- GoTahoeNorth website adoption and site re-skin
- New cost saving health insurance plan
- Manage FB/Instagram advertising for premiere partners

Meetings attended:

- In Market Tourism Development Meeting, Tahoe City
- Tourism Development Meeting, Tahoe City
- NDOT Bike/Ped conference, S. Lake Tahoe
- Marketing cooperative meeting

Sales Department Report for October 2019

Staff – Bart Peterson – Business Development Manager

Leisure

Australia

(7) Meetings conducted with Luxury Escapes, Kogan Travel, Helloworld, Qantas Holidays, Flight Centre / Infinity Holidays, Travel Associates and United Airlines
Penny Brand attended United Airlines agent launch event for new direct flight from Melbourne to SFO with United Airlines

Mexico

Lead sent to NLT partners for VIP client of Travel On

China

Hosted FAM on October 14 with Reno Tahoe. (7) agents and Travel Nevada rep attended
Hosted FAM on October 26 with Shanghai Spring Travel with (7) agents

Attended Reno Tahoe Territory Meeting in Virginia City

Travel Trade Industry Newsletter sent for Fall Season to (504) contacts from FAM's and Sales Missions

Conference

Leads sent 10/1/19 - 10/30/19:

Atlanta Technical College – 7/10/20 - 7/15/20 – 306 rooms
GIN Unite LLC – 7/20/20 – 7/27/20 – 416 rooms
Fleet Reserve Association – 7/23/20 – 7/26/20 – 100 rooms
Guitar Center – 8/10/20 – 8/13/20 – 66 rooms
Credit Union National Association – 9/19/20 – 9/26/20 – 266 rooms
Elite Travel Group – 12/4/20 – 12/6/20 – 24 rooms
Siemens Corporation – 2/3/21 – 2/11/21 – 451 rooms
Insurance Industry Committee on Motor Vehicle Administration – 3/22/21 – 3/26/21 – 110 rooms
The Society for Utopian Studies – 11/10/21 – 11/14/21 – 205 rooms

Leads turned definite 10/1/19 – 10/31/19:

Synnex Corporation – 1/17/20 – 1/20/20 – Hyatt – 72 rooms, \$25,200 room revenue

President/CEO Report
Activities Report
November 20th, 2019

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Oversee agency efforts on behalf of the coop funding partners
 - Development of winter consumer marketing campaign
 - Review and approve Coop invoice billing and payments
 - Met with consumer web team to develop and implement revision strategies
 - Participating in NLTRA's CEO hiring committee interviews
 - Work with NLTRA auditors on FY 2018/19 Coop Financials
- PROJECTS
 - Work with Reno Tahoe Territory on International Public Relation project
 - Working with partners on VisitingLakeTahoe.com future efforts
 - Worked with Tahoe Filmfest producers on this year's program scheduled for December 6-8
 - Developing RASC Chair platform positioning for 2020
 - Began 2020 Fireworks Permit for Washoe County
 - Attended Out of Bounds Film Global Premiere
 - Worked with TTD's Carl Hasty on RTP Incline Village/Crystal Bay project inclusion
 - Worked with Coop staff and agencies on Winter Slow Start messaging
- MEETINGS
 - Attended Sales Staff meetings
 - Attended Vendor status meetings
 - Attended Reno Tahoe Territory Board meeting
 - Met with Shakespeare on 2020 sponsorship program
 - Attended Destimetrics User Group training
 - Attended CRADR Farewell gathering
 - Attended TTD board meeting on One Tahoe Funding presentation
 - Attended Northern Lights Committee meeting
 - Attended Firework Coalition Committee meeting
 - Attended Washoe County Commission Meeting on STR ordinance discussion
 - Met with Alibi Incline Public House on Pray for Snow and Santa Crawl
 - Attended DMAW BOD meeting