

**South Lake Tahoe Tourism Improvement District
Board of Directors Meeting
Forest Suites Resort (Tallac Room)
1:00 pm, Thursday Sept 26, 2024**

- A. Call to Order
- B. Roll Call
- C. Introduction of Guests and Staff
- D. Approval of Minutes of Previous Meeting (Attachment)
- E. Approval of Agenda
- F. Public Comment (Non-Agenda Items, 5-Minute Limit)

AGENDA

- A. Discussion/Possible Action
 - i. Treasurer's Report
 - 1 Review of Current Financial Position
 - ii. Discussion: Re-Visit on TID Bi-Law Changes
 - iii. Discussion: Creation of Event Taskforce
 - iv. Revisit: Selection of TID Seats (2) on LTVA Board
 - v. Upcoming TID Elections
 - vi. LTVA Update – New Special Event Strategy
- B. Board Member Comments
- C. Public Comment (Non-Agenda Items, 5-Minute Limit)
- D. Next Meeting: Nov 21, 2024. Discussion on Location Possibilities
- E. Adjournment

South Lake Tahoe Tourism Improvement District (SLTTID)
Board of Directors Meeting
Beach Retreat & Lodge at Tahoe
1:00 pm, Thursday, July 25, 2024

A. Call to Order

Board Chairman Rich Bodine called the meeting to order at 1:06 pm.

B. Roll Call

Board members present Rich Bodine, Hotel Azure, Jerry Bindel, Forest Suites Resort, Doug Williams, Cedar Pines Resort, Kathleen Mason, Holiday Inn Express, Randall Lambach, Bluelake Inn, Dan Evans, Beach Retreat & Lodge at Tahoe, Nick Carta, Fireside Lodge and Playpark Lodge, and Jennifer Cewinski, Stardust and Americana.

Board members not present Bill Cottrill, Margaritaville Resort Lake Tahoe.

C. Introduction of Guests Carol Chaplin, LTVA, Juraj Sojka, LTVA, Stuart Maas, LTVA, Brady McIntyre, LTVA, Ryn Muat, LTVA, and Anne Sutterfield, LTVA.

D. Approval of previous meeting minutes

A motion was made to approve the May 23, 2024 meeting minutes.

Moved: Jerry Bindel

Seconded: Doug Williams

Approved: Unanimously

E. Public Comment (Non-Agenda Items, 5-Minute Limit)

- no public comment

AGENDA

A. Discussion/Possible Action

• **Treasurer's Report**

- Received \$233,000 for April.
- Transferred \$222,122.72 to LTVA in early July for April business.
- Doug asked how much went into the special projects fund? Jerry: nothing. We have not gotten to \$100,000. Still paying the City \$16,000 for credit card processing fees.
- Current special projects fund as of April, \$182,062.48. Doug commented we have approximately \$85,000 committed. Labor Day Weekend special event, \$60,000, and Lake Link \$25,000 annually (October).
- There is \$98,868 in the account now. Once it reaches \$100,000, money goes into the special projects fund.
- The city will no longer collect card processing fees from us. Instead, they will charge the properties directly 2-3%.

Discussion on Event Funding and Possible Changes to Allocations

- Doug would like to propose an initiative to boost the local economy through strategic event funding. This year, the lack of big names at the Harveys Outdoor Concert Series has hurt. Expedia and Visit California have told us that music events are the biggest visitor draw.

- Doug proposes we pull resources from our current budget to create a substantial event fund, including PR, Events, Marketing, and other budgets.
- The goal is to increase tourism and TOT, attract more diverse visitors, boost the local economy, and support local businesses by driving more traffic from new markets, enhancing community engagement, and fostering community spirit and pride in the South Lake Tahoe Brand.
- Work around busy tourist seasons. A lot of the festivals are in the summertime. Would like to see September or June, possibly early October.
- This would be seed money for future growth. Events could be funded for a couple of years, and then they are on their own.
- Would like to form an event committee outside the LTVA Marketing committee with event producers and members of the SLTTID Board.
- Tap into the allocated funds, like the special projects fund, to jump start some of these events.
- The goal is heads in beds. Attracting visitors to stay in hotels.
- Throwing out a number of \$300,000 to see if the board agrees.
- Local events with emphasis on the California side.
- We can generate an estimated 18,000 to 75,000 room nights, bringing in \$80,000 TID money.
- Creating an event fund is essential for revitalizing our town's economy and fostering a vibrant community outside of normal holidays and concert weekends.
- Rich: CUFA is the second and third weekend in June.
- Nick asked how much are we spending normally?
- The TID can adjust where our funds are spent every year. Now, 13% goes toward events, 9% goes toward admin costs (LTVA salaries, etc.), 4% goes toward public relations, and 63% goes toward marketing. Like to adjust slightly to come up with the \$300,000.
- Jerry: We spend \$350,000 of TID money on special events that go to the LTVA. Also have a special projects fund that is above and beyond that which we can spend as we see fit, like the Labor Day Weekend event.
- Doug: We are spending \$60,000 on Labor Day weekend, \$25,000 on Lake Link and \$5,000 on Valhalla from the special events project fund.
- Rich: \$60,000 is a waste because it does not drive heads in beds. It is nice to have events for people to do, like Heavenly Holidays, but people come here for big-name concerts.
- Dreu: Guest experience.
- Jennifer: Not the reason people come here.
- Jerry: Need more than \$300,000 for the bigger named concerts.
- Doug recommends adjusting marketing funds 3% (\$90,000)
- Jerry: The Management district plan says we can adjust by no more than 15% of the total budget per year. These were allocations presented to our members with pie chart, etc. Are you all ok doing this without going out to the membership?
- Doug: Yes, it is in the plan.
- Jerry: The LTVA event opportunities fund for FY24 was \$600,000. We put our \$300,000 into the LTVA budget. Their total event budget for FY24 was \$2.7 million. Most of that is Celebrity Golf, a little more than a million dollars from TDVA and other sources. We have an allocated special opportunities fund. In FY24 we only spent \$395,000 of the \$600,000. I would not want to take money out of marketing and advertising which is what we ask LTVA to do to get people here to drive business.
- Jennifer: Why is it not being utilized?

- Carol: We had \$600,000 last year and again in FY24. Have had a couple of near misses, and a couple of opportunities that did not come to fruition. We have undertaken a special events strategy. A draft will go to the board on August 8th. The Marketing Services Committee has vetted it once and will talk again tomorrow. This strategic plan will help look at gaps in events and how we can go after certain types of events to fill in with what we already have. Took several months to do the strategic plan. We looked at competition in other markets. We will implement it in FY25. If you can hold until after the board looks at it, adjustments from the board, etc. We will start to put feelers out for events. October was specific in what we were looking for last year. We had changes in management in the core area. Hard Rock.
- Jerry: What was the \$395,000 spent on?
- Carol: Lake Tahoe for Lovers was \$300,000.
- Jerry: That one did better the first year.
- Stuart: Co-sponsor of Live at Lakeview along with the City, as they were about to fold. Also helped out with the Meyers Music Series and the Apres Air Toyota Heavenly Event.
- Doug: Tahoe for Lovers did not do well.
- Carol: Part of the special event strategy is how to get to ROI on events. There will be an evaluation process, incremental room nights, etc. We thought Lake Tahoe for Lovers would gain momentum; it did not.
- Randall: Is the \$204,000 unused money available for this year?
- Carol: We don't have a roll-over budget process. We reallocate the money. If we find more than \$600,000 in worthy events, we can go back to the board to move money from another line.
- Dreu: On the idea of strategy, I can identify where gaps are.
- Carol: We do Celebrity golf, Fireworks in July, and concert series. We do not need any more in July. Identify where we are light. We will have a form that a producer would fill out, proposing cost, ROI, evaluation, etc. It gets more structured. Our marketing committee will vet an event and recommend it to the board.
- Doug: Can we set up a marketing committee outside of the LTVA Marketing Committee to help find events and recommend them to the board?
- Rich: We are working on setting up subcommittees within the marketing committee.
- Jerry: Ad hoc?
- Carol: It's not ad hoc. It's part of the Marketing Services Committee. Staff would evaluate it, then send it to the MSC, vet it, and then send it to the LTVA board to confirm. It's a longer process. We're trying to be data-driven. Help us stay focused on what impacts all of your properties.
- Rich: This summer proved it depends on the music; not all festivals/concerts bring the crowds.
- Jennifer: Very big names always sell us out.
- Stuart: The Marketing Services Committee consists of two TDVA reps and two SLTTID reps. The rest are at large. Rich chairs that committee now. Any comments from the SLTTID will be addressed by Rich. Our next meeting is tomorrow. There are now 11 people on the marketing committee.
- Carol: Marketing has been asked if they want to have a subcommittee. They will discuss this and recommend it to us. We welcome feedback from anyone who wants to attend TDVA, LTVA, or Marketing meetings.
- Doug: The subcommittee would be made up of members of the marketing committee correct?
- Carol: Correct.
- Doug: I would like to see a separate event committee from the marketing committee.

- Carol: That would have to go to the board for approval.
- Jerry: What is your rationale for this?
- Doug: Don't have experts in events.
- Carol: We have event people on the committee, Katie with Heavenly and Cierra with Caesars.
- Doug: The marketing committee members should know about events. People whose job it is to put on events.
- Stuart: Marketing is not sourcing people to bring events.
- Discussion about conflict of interest with event producers vetting events.
- Doug: Example event planners on staff at Beach Retreat. We could draw from their experience.
- Carol: Stuart can bring it up tomorrow. Marketing committee has been tasked on how the structure will work.
- Dreu said that people hit him up all the time. People need help with the permitting process, venues, etc. Help promoters bring events in.
- Stuart: We send stuff to the experts all the time, Dreu, Paul Reder and Rob Guistina for example.
- Carol: Our role is sponsorship and promotion.
- Stuart: I think what Doug is talking about is a task force with event organizers.
- Doug: Can this board be sent a draft of what the LTVA board is getting?
- Carol: We would like to invite you to the August 8th meeting. During public comment of that item, you can give your comments and feedback. It is a process. Draft goes to the board first. They discuss, then we take public comment before the vote.
- Doug: The City Council and Planning Commission send out an agenda with presentations, etc. For us to evaluate this and have pertinent questions to ask, we would need to see the special event plan.
- Stuart: Agendas are posted on LTVA.org under meetings.
- Doug: Looks like we have \$500,000 unallocated this year. Assuming we are not doing Lake Tahoe for Lovers again.
- Carol: That evaluation has not been done. Caesars would come back with an evaluation of the event for the marketing committee and go from there.
- Rich: To put on events of the size you are talking about in 2025, you need time to announce 5-6 months ahead.
- Nick: Any ROI on these events?
- Carol: That is what we are trying to put in place now.
- Stuart: Event Impact Calculator for the destination, three weeks out report. A month after each event we will have a report with a third-party verification. New this fiscal year.
- Nick: I have no planning or producing experience at all. How much money we put in, how much money in ticket sales. Why and how to use the money to create another fund to fund other projects.
- Rich: LTVA is a not for profit corporation. Money goes into the community.
- Carol: TDVA contributes the American Century Championship money, which flows through the LTVA. In the past two years, we have \$600,000 in the event opportunity line. We feel like we have allocated enough money to have successful events. However, things have gotten more expensive every year. We may need \$700,000 next year.
- Doug: I talked to Vail Resorts. They are open to doing events at the Cal Base Lodge. What if we put an RFP together to sponsor an event, hopefully, a two day event in June/September/second half of August or October.
- Carol: Great idea! Vail used to do music at the top of the tram.
- Stuart: Katie is reducing their share of Heavenly Holidays by 30%.

- Dreu: Tom is open to hosting an event. Shaydar, Tom's replacement, has been briefed.
- Carol: Couple producers came to us with ideas. One was food and wine. We have been very interested in Halloween/harvest time period. Happy to put out RFP. Once the board approves this events plan it will be a guiding document. Happens in August at the board meeting.
- Rich: Let's revisit this at the next meeting, September 26th, after the LTVA board meeting. We have money.
- Jerry: Dreu said producers come and want to put on an event. We have a point of contact, a task force helps them through all the stuff. We have seed money, special projects fund, special opportunities fund.
- Doug: I would like to see this board have more input on upcoming and prospective events.
- Rich: You have to come to the meetings.
- Stuart: Often, the producer will come to the LTVA board meeting.
- Doug: Can we get the agenda emailed like the LTVA board? Can we be added to the email list?
- Carol: Agendas are posted for all the public.
- Jerry: I get the agenda. I will forward it to the TID board.

- **Selection of TID seats (2) on LTVA Board**

- Rich: As TID, we get two reps on the LTVA board. Currently, Jerry is Chair, and Bill is on the board. Not sure how everyone else feels. I am fine with that representation. With Bill not being here I feel bad holding a vote on this.
- Jennifer: I am new to this board. I would like the opportunity to serve on the LTVA board. I don't want to kick someone off. New eyes.
- Doug: I would like to nominate Randall.
- Randall: Thank you. I would like to see a change on the board. I am not sure I can commit.
- Jerry: Understand the idea of new eyes. There is a learning curve and we want to have consistency. Agree it's important to have Bill here to have this discussion. His property is the biggest contributor to the TID. Possibly have one consistent and one new rep.
- Jennifer: Alternating is a great idea.
- Jerry: This is not in the TID bylaws. How should selection be done? How long should each rep serve, how do we go about the process, etc.? This board should come up with the process.
- Kathleen: Why put someone in without a process? Develop a process on paper and then vote.
- Doug: Terms of the seat and how it is elected.
- Jerry: By the next meeting Rich, Jerry and Bill will develop a process and bring it to this board. Staggered terms possibly.
- Rich: This year 5 TID board seats are up in December.
- Dan: Do we have a record of attendance?
- Carol: If interested, look at your schedule. It is important to have regular attendance. LTVA Board meets the second Thursday of each month, except July and sometimes December. 3:00 pm. Have to have a quorum.
- Kathleen: Would like to see a chance for everyone to get on the LTVA Board.
- Jerry: By the next meeting, we will come up with the process.

A motion was made to write up the voting process and the length of terms for representation on the LTVA Board of Directors.

Moved: Kathleen Mason
Seconded: Randall Lambach
Approved: Unanimously

- Jennifer asked if we should add to our bylaws. Do we have to go out to the members?
- Doug: Not yet.
- Doug would like to be part of the bylaw committee to develop the process.

• **Discussion on TID By-Law Changes**

- Doug would like to put two things in the bylaw changes, one is the LTVA Board selection process. Suggest to rotate. Put in the bylaws they serve at the pleasure of the TID Board.
- Jerry: We will discuss all of this in the committee. We voted on it.
- Doug, second, any changes to the bylaws must be voted on by the majority of the membership.
- Randall: Strange, we are discussing changing budget allocations, without a membership vote, and now asking any changes be voted on.
- Jennifer: Stakeholders need to know what root things that change the board. At least majority changes should go out to the membership. I have not read the bylaws.
- Rich: If everything goes out to the members, what is the point of the board?
- Jerry: There is a concept out there called ballot harvesting. We have had a problem in the past getting enough members to vote. Hypothetically, one member could go out to people they know to vote in one way or another. Then we base our decisions on ballot harvesting. Right now we have a good balance on the board of small and large properties. Of course we will get member input. We need to get out to the members, asking them to come to a meeting to give their input on what changes to the bylaws we propose. Advising them and encouraging them to give input. Ultimately, it is the board's decision. The Management District Plan governs what we do.
- Doug: The board's decisions on everyday things are one thing. Bylaws are like the constitution—how we elect people. We are a quasi-government organization. Any changes to things like voting rights or expanding the board should go to the membership for approval. Changes to the bylaws, not how to spend money, must be brought to the membership for approval.
- Jerry: Ballot harvesting is the Achilles heel of that thought process. One member can get 20 friends to vote in one direction.
- Dan: How often have the bylaws been changed?
- Kathleen: One time
- Jerry: Plus a legal change, advised by Civitas (attorney). The Management District Plan is the bible of what we are supposed to do. To be consistent, the board should be able to change the bylaws with the members' understanding and process to disagree.
- Kathleen: Doug, you were on the board when you voted to change the bylaws from 5 to 9 board members without going to the members for a vote.
- Doug: I was not the secretary. My bad. Now I want the membership to vote on things like this.
- Kathleen: If the board is transparent, why, who, what. etc. Send out to everyone who contributes to the TID. Otherwise, not asking for vote. Why have a board?

- Jennifer: Only if the board is transparent and gives members a chance to disagree and an ability to vet that out.
- Kathleen: I wanted to learn what the TID does, how money is spent, etc. The board voted to add 5 to 9 board members. I got on the board to make sure there is transparency.
- Jennifer: Members should have access prior and have the ability to comment if they disagree.
- Jerry: If ten people come to the meeting and discuss, that is healthy. You want to keep the board with some responsibility. One member could manipulate the whole bylaw system.
- Doug: You are taking the voice away by not allowing them to vote on basic changes to the bylaws, our structure. What would happen if the board decided to increase board seats?
- Jerry: More voices! What is wrong with that?
- Rich: Members do not participate.
- Doug: Had people refused to vote because they were mad about the increase. No prior knowledge. Maneesh thought his right to vote was being diluted.
- Jerry: Maneesh and I communicated for a long time after that. Then he dropped off.
- Jennifer came to a meeting. She did not think it was transparent.
- Doug: Agendas should be emailed out.
- Rich: I will start sending out the agenda to the members.
- Jerry: You want representation of all the different categories/types on this board. It used to be by property size, but there was not enough participation. The one bylaw change I would like you to consider is returning to what it was. Right now, we could get all one-size properties. Propose to discuss in the next meeting.
- Kathleen: Will we still go forward with the LTVA board agenda item also.
- Rich: Yes!
- Jerry: I did the math. The board is made up of two small rooms, 1-50 rooms, two medium rooms, 51-99 rooms, two large rooms, 100-150 rooms, two in the 150 plus, and one in timeshare. This is the most diverse board we've had.
- Doug: If you don't have someone representing the 50-100 rooms, you will have a vacant seat. Think we should leave it all at large.
- Dan: That would be great for me. I am pretty much guaranteed a board spot.
- Jerry: Ballot harvesting challenge. Manipulative situation. Apathetic voting. This allows for protection of interest. Put it out to all members, encourage all members to participate.
- Jennifer: Members should always be encouraged to participate, not just this once.
- Rich: Pre-covid had much better participation on SLTLA.
- Kathleen: Need to send out information to everyone regardless if they read it or not.
- Jerry: We all participate in funding the TID. It is all about interest. Make sure the board lasts. Have a consistent and fair organization.
- Jennifer: Could you say we want at least one in these categories and four at large? A blend. I see the benefit of having a mix of sizes represented.
- Jerry: We could go to Civitas and ask how to do this. If nobody wants to fill a certain seat, could you open that to an at-large seat?
- Jerry will get back to the board before the next meeting.

• **LTVA ACC Recap**

- Brady, LTVA Marketing and Events Manager: ACC this year was record breaking in both attendance and media exposure.

- Audience impressions 29 billion across pre tournament, during and post tournament
- Publicity value \$431 million
- 700 bikes utilized the bike valet
- Doubled audience impressions from last year
- Randall: Problem people parking scooters
- Carol: Lake Link did over a thousand rides. Had two dedicated vans for the tournament which LTVA paid for. There was a suggestion to ask scooters to be geo-fenced. That agreement is with the City and the tournament is in Nevada.
- Stuart: \$10,000 contribution to the new Recreation Center in memory of Tim and Stacy Wakefield. Matched by NBC for another \$10,000 for batting cages and pitching machines. [Link to press release.](#)
- Carol: Caesars also matched \$10,000, so now \$30,000. Next month we will find out if we get any money to give back to the community. \$121,000 went to 52 area non profits last year. Has to do with amateur status whether or not we get money. We will know before Labor day.

Board Member Comments

- Jerry: Thanks ACC and matching organizations for the rec center donation. City staff always talked about batting cages and pitching machines. Got with the architect and engineers and within a week they were making changes to make it work. January 2026 is the estimated opening of the new Rec Center.
- Rich: Batting cages at Rufus Allen baseball field.
- Kathleen: The rec center wall is on the side of the road somewhere. A truck crashed with the wall. She knows that because the construction workers are at her hotel waiting for it.
- Thank you, Dan, for having us at your very nice venue.
- Nick has a wedding to attend and may not make the next meeting.

Next meeting - Thursday, September 26, 2024. Fourth Thursday of every other month. Location TBD.

The meeting was adjourned at 2:50 pm.

TID SPECIAL PROJECTS FUNDS HELD BY LTVA

Date	CREDIT	DEBIT	BALANCE	Notes	Month Earned
10/06/21	\$184,500.00		\$184,500.00	Special Projects TBD	
11/16/21	\$11,643.61		\$196,143.61	Special Projects TBD	
11/26/21	\$5,686.12		\$201,829.73	Special Projects TBD	
12/16/21		\$80,000.00	\$121,829.73	Heavenly Holidays	
01/05/22	\$13,461.06		\$135,290.79	Special Projects TBD	
02/01/22	\$8,505.76		\$143,796.55	Special Projects TBD	
03/02/22	\$11,732.68		\$155,529.23	Special Projects TBD	
03/29/22	\$13,386.20		\$168,915.43	Special Projects TBD	
04/27/22	\$13,335.07		\$182,250.50	Special Projects TBD	
05/23/22		\$43,500.00	\$138,750.50	Dreu Murin Pmt 1 of 2 - Big Blue	
06/14/22		\$43,500.00	\$95,250.50	Dreu Murin Pmt 2 of 2 - Big Blue	
08/01/22		\$5,000.00	\$90,250.50	Valhalla 2022	
09/13/22	\$6,205.16		\$96,455.66	Special Projects TBD	
09/29/22	\$19,158.82		\$115,614.48	Special Projects TBD	
10/31/22		\$50,000.00	\$65,614.48	SSTMA Microtransit Inv 3000	
11/07/22	\$15,522.79		\$81,137.27	Special Projects TBD	
12/12/22	\$14,001.47		\$95,138.74	Special Projects TBD	
12/23/22	\$11,323.69		\$106,462.43	Special Projects TBD	
12/31/22		\$65,000.00	\$41,462.43	Heavenly Holidays 2022	
02/01/23	\$7,592.53		\$49,054.96	Special Projects TBD	
03/03/23	\$12,716.72		\$61,771.68	Special Projects TBD	
03/29/23	\$13,049.29		\$74,820.97	Special Projects TBD	
04/19/23	\$13,787.46		\$88,608.43	Special Projects TBD	
05/31/23	\$8,749.70		\$97,358.13	Special Projects TBD	
06/27/23	\$11,303.78		\$108,661.91	Special Projects TBD	
10/10/23	\$16,606.45		\$125,268.36	Special Projects TBD	
11/27/23	\$10,836.50		\$136,104.86	Special Projects TBD	
12/31/23	\$10,949.86		\$147,054.72	Special Projects TBD	Oct-23
02/28/24	\$9,958.87		\$157,013.59	Special Projects TBD	Dec-23
04/18/24	\$25,048.89		\$182,062.48	Special Projects TBD	Feb-24
08/03/24	\$10,494.08		\$192,556.56	Special Projects TBD	May-24

Tab 2 - Multi-Segment

Lake Tahoe Visitors Authority

For the month of: August 2024

Currency: USD - US Dollar

	Current Month - August 2024 vs August 2023													Year to Date - August 2024 vs August 2023													Participation				
	Occ %		ADR		RevPAR		Percent Change from August 2023							Occ %		ADR		RevPAR		Percent Change from YTD 2023							Properties		Rooms		
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample			
Colorado Ski Area	64.2	62.7	288.40	282.92	185.22	177.32	2.5	1.9	4.5	-0.4	-4.6	-2.2	60.0	60.2	369.72	374.01	221.78	225.02	-0.3	-1.1	-1.4	-6.2	-4.9	-5.1	198	72	15841	7688			
Mammoth Lakes, CA+	64.5	66.9	188.18	194.64	121.42	130.17	-3.5	-3.3	-6.7	-4.8	2.1	-1.5	62.2	66.4	230.58	238.45	143.50	158.31	-6.3	-3.3	-9.4	-7.9	1.6	-4.7	27	11	2284	1417			
Monterey/Carmel	81.1	76.9	386.05	368.22	313.07	283.31	5.4	4.8	10.5	11.2	0.6	6.0	68.9	68.2	264.97	262.80	182.65	179.35	1.0	0.8	1.8	2.8	0.9	1.9	93	48	5845	4484			
North Lake Tahoe+	65.5	60.3	279.89	275.83	183.38	166.40	8.6	1.5	10.2	7.5	-2.4	6.0	59.7	58.3	288.41	301.19	172.28	175.65	2.4	-4.2	-1.9	-1.9	0.0	2.5	31	8	1840	894			
Reno, NV	71.8	71.8	181.32	181.41	130.23	130.19	0.1	-0.0	0.0	0.9	0.8	0.9	59.5	62.8	150.28	148.72	89.36	93.34	-5.3	1.0	-4.3	-3.3	1.0	-4.3	112	39	20347	5440			
San Diego, CA	79.3	76.4	233.02	230.24	184.84	175.97	3.8	1.2	5.0	5.5	0.5	4.3	75.9	75.7	216.77	215.48	164.52	163.11	0.3	0.6	0.9	1.4	0.5	0.8	519	344	64533	54109			
San Luis Obispo County,	74.5	71.9	222.39	215.66	165.66	155.10	3.6	3.1	6.8	7.0	0.2	3.8	66.0	66.2	193.80	192.71	127.85	127.57	-0.3	0.6	0.2	0.5	0.3	-0.1	197	88	10316	6600			
Sonoma County, CA	68.3	66.5	235.45	216.22	160.76	143.86	2.6	8.9	11.7	10.6	-1.1	1.5	61.7	60.1	212.73	216.67	131.24	130.21	2.7	-1.8	0.8	0.9	0.1	2.8	124	72	7855	6122			
South Lake Tahoe, CA+	71.0	67.3	233.54	209.77	165.70	141.21	5.4	11.3	17.3	15.0	-2.0	3.3	60.1	59.0	205.48	185.01	123.40	109.06	1.9	11.1	13.1	11.8	-1.2	0.6	76	20	6045	3398			
Summit County, UT	58.8	58.4	306.10	289.83	180.02	169.19	0.7	5.6	6.4	6.3	-0.1	0.6	55.8	56.0	469.13	447.56	261.85	250.61	-0.3	4.8	4.5	4.9	0.4	0.1	43	21	4722	2785			
Santa Cruz County, CA	75.0	70.0	220.56	216.06	165.52	151.23	7.2	2.1	9.5	9.4	-0.1	7.1	67.2	66.7	188.96	187.29	126.96	124.97	0.7	0.9	1.6	2.0	0.4	1.1	89	36	4445	2980			
City of Anaheim, CA	73.9	71.0	214.23	215.41	158.41	152.90	4.2	-0.6	3.6	4.9	1.3	5.5	74.0	73.9	229.70	232.79	169.96	172.07	0.1	-1.3	-1.2	0.1	1.3	1.4	139	85	21940	18718			

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