

GM UPDATE SUMMER RECRUITING

MARCH 25, 2022, BOARD OF DIRECTORS MEETING



TAHOE DONNERSM

REGIONAL WORKFORCE INDICATORS

- Labor Shortage
 - # of working adults ages 25-64 has declined by 4% in last decade
 - Approximately 25% of TDA's seasonal employees fall into this age category
 - # of year-round residents declined by 11% in Tahoe basin
 - Volume of unfilled positions frontline to executive level and time on the market
- Economic Pressures
 - The 12-month % change to the national CPI was 7.9%; 7.7% for Western region

REGIONAL WORKFORCE INDICATORS

- Housing Shortage + Cost of Living
 - Estimated 9,528 units of unmet demand in the Tahoe/Truckee region, a 12% increase in unmet need between 2016 and 2021
 - Average home price increased by 35+% since 2020
 - 1bd apartments are renting on average at \$2,800/mo in Truckee; which equates to \$16.50/hr of FT employment wages per month
- Rising Cost of Labor
 - Advertised wages with minimum wage average \$17.00/hr and rising; \$2.50/hr above CA \$15.00/hr minimum wage
 - Ex. Local McDonalds offering \$19.50/hour to start
 - Vail Resorts press release \$20/hour minimum wage, \$21/hour minimum wage for ski patrol, mechanic positions for 2022/23 winter season. Projecting reaction by other resorts and resort communities.

SUMMER RECRUITING HIGHLIGHTS

SUMMER TDA EMPLOYEE NEEDS

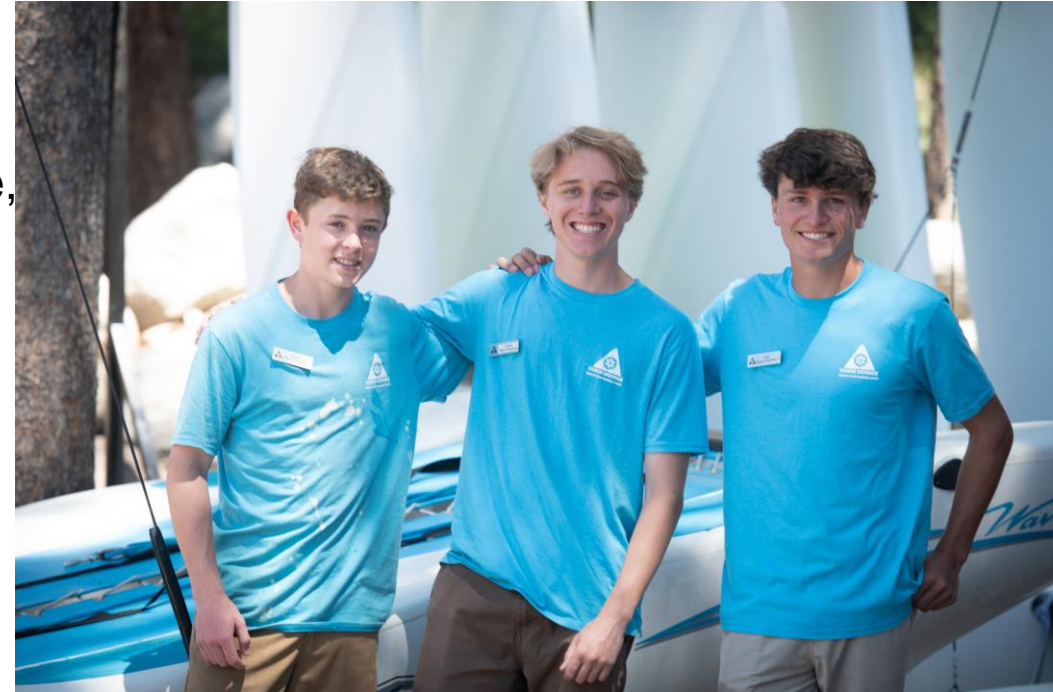
- 400 seasonal positions on average
 - TD averages 40% of employees return seasonally
- Critical hire positions: greenskeepers, cooks, lifeguards & swim instructors, bus drivers, camp leaders, maintenance, custodians, and Trout Creek hosts
- Offered 19 J-1 visa international employees (F&B + Golf Maintenance) Turkey & Spain



SUMMER RECRUITING HIGHLIGHTS

RECRUITING STRATEGY

- Marketing campaign
 - Traditional elements: radio ads, flyers, media print, website, online recruiting (ex. LinkedIn)
 - In app ads + Social Media
 - Micro campaigns
- Job Fairs
 - High school, college
- Incentives for recruitment, retention and referral program
- J-1 Visa International Employees
- Competitive wages and benefits
- Social events



SUMMER RECRUITING HIGHLIGHTS

WAYS WE ARE THINKING OUTSIDE THE BOX AND TO DIFFERENTIATE TDA FROM OTHER EMPLOYERS

- Micro campaigns
- Incentives for recruitment, retention, referral program revisions
- Address Critical Factors relating to employment in Tahoe/Truckee area
 - Housing availability
 - High cost of living
 - Transportation: 16.5% of all TD employees commute from Nevada; 6% are our FTYR employees
 - Childcare



THANK YOU