



November 26, 2008

To: Board of Directors

Fr: Management Team

Re: Announcement of Results from 2008 Board of Directors Election
and Board Certification of Newly Elected Directors Representing
Real Estate/Property Management, At-Large and Ski Area Seats

Background

Consistent with the adopted 2008 Election Schedule, ballots were due to be submitted to the office of McClintock Accountancy by no later than 5 p.m. Tuesday, December 2nd. Election Committee Chair Alex Mourelatos will work with a group of volunteers to count the ballots immediately after the close of voting, with a representative of McClintock Accountancy monitoring the count as the impartial Election Inspector.

Chamber Manager Kym Fabel will announce the results of the voting at the Board meeting.

Requested Action

Following the announcement of election results, that the Board certify the newly elected and/or reelected directors representing Real Estate/Property Management, At-Large and Ski Areas.



November 26, 2008

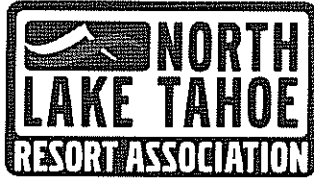
To: Board of Directors

Fr: Management Team

Re: Status Report - Solicitation of "Lay Members" for Marketing, Chamber of Commerce Advisory and Finance Committees

Background

This year's "Lay Member" solicitation process was formally initiated by the NLTRA Board November 5th, with the period for submitting applications open between November 28th and December 29th. A press release announcing the solicitation and application process has been issued, along with other outreach, including announcements at each of the relevant committee meetings. The Board will appoint Lay and Board members to committees at the first Board meeting of the new year, January 7th.



November 26, 2008

To: Board of Directors

Fr: Management Team

Re: Presentations - North Lake Tahoe Main Street Programs

Background

As the Board is aware, two Main Street Programs are active in our area, one in Tahoe City and one in Kings Beach/Tahoe Vista. The Tahoe City program is conducted by the Tahoe City Downtown Association and the Kings Beach/Tahoe Vista program is conducted by the North Tahoe Business Association.

TCDA Executive Director Kelly Atchley and NTBA Executive Director Cheri Sprenger will present their respective programs.

This is an informational item only, no Board action is required or requested.



November 24, 2008

To: Board of Directors

Fr: Management Team

Re: Discussion and Possible Action to Consider and Approve Subcommittee Recommendation for Defining Washoe County Conference Marketing and Booking Improvements, Consistent with Section 2.G of the FY-2008/09 Placer County/NLTRA Agreement

Background

At your November meeting, the Board took action to appoint a subcommittee for the purpose as referenced above; specifically:

The purpose of the subcommittee is to review and define "commission structure equitability improvements for Washoe County that are acceptable to Placer County." Section 2.G requires that the improvements "shall be defined by January 1, 2009 and implemented no later than June 30, 2009."

Appointed membership of the subcommittee:

Debbie Casey, Board Chair
Alex Mourelatos, Vice Chair
Ron McIntyre, Treasurer
Dan Tester, Secretary
Jennifer Merchant, Placer County CEO representative
Bill Hoffman, Incline Village Crystal Bay Visitors Bureau

The work of the subcommittee was supported by NLTRA Management Team members Steve Teshara, Andy Chapman, Sally Lyon, and Jason Neary.

The subcommittee met November 13th to undertake its work and develop a recommendation for NLTRA Board and Placer County review. The subcommittee discussed two issues and developed one finding and one recommendation:

Review and Determination of Equitability

The subcommittee reviewed pertinent information related to conference program expenditures, including expenditures for staff, made through the North Lake Tahoe Marketing Cooperative by the NLTRA (Placer County TOT) and the Incline Village Crystal Bay Visitors Bureau (Washoe County TOT). This information is attached for

Board review (see Attachment A). It was noted that all program commissions accrue as revenue to the NLTRA. No commission revenue accrues to the IVCBVB.

Based on the information reviewed, the NLTRA is funding 52% of the conference program cost and receiving 61% of the benefit (revenue totals and averages in Placer County, excluding NLTRA Commissions); Incline Village Crystal Bay is funding 48% of program costs and receiving 39% of the benefit (revenue totals and averages in Incline Village/Crystal Bay - Washoe County).

Finding: Based on its review and subsequent discussion, the subcommittee's finding is that the current conference marketing and booking program is "equitable" in terms of partner expenditures and accrued benefits.

Process for Maintaining Equitability

Recommendation: The subcommittee agreed that it is essential (required of the NLTRA and also in the best interest of the IVCBVB) to maintain conference program equitability. Accordingly, the subcommittee recommended that the NLTRA Board adopt a process requiring an annual review of conference program expenditures and benefits, based on a three year rolling average of expenditures and benefits. Further, the subcommittee recommended that should the review identify that the balance of costs and benefits had moved 5% above or 5% below the current definition of equitability, as set forth in the attachments to this memorandum, that a subcommittee similarly constituted be appointed and convened to develop an Action Plan to ensure program equitability, within the range of no more than 5% above or 5% below the current definition of equitability.

Requested Action

Following a review of the information in Attachment A, and Board questions and comments, that the NLTRA Board: 1) adopt the recommended finding of program equitability, as defined in Attachment A; and, 2) adopt the recommended process for maintaining program equitability, as described above.

Attachment A

North Lake Tahoe Conference Sales Program

11/11/2008

REVENUE ARRIVED	FY 2006/07	% Total	FY 2007/08	% Total	FY 2008/09*	% Total
Placer	\$ 1,069,710	79%	\$ 728,927	47%	\$ 1,359,002	59%
Washoe	\$ 289,239	21%	\$ 823,703	53%	\$ 936,340	41%
Total	\$ 1,358,949		\$ 1,552,630		\$ 2,295,342	

Data from NLTRA Conference Actuals Report

REVENUES	\$	%
Placer	\$ 3,157,639	61%
Washoe	\$ 2,049,282	39%
Total	\$ 5,206,921	

EXPENSES	FY 2006/07	% Total	FY 2007/08	% Total	FY 2008/09	% Total
Placer	\$ 252,362	74%	\$ 244,437	72%	\$ 251,145	71%
Washoe	\$ 87,588	26%	\$ 95,182	28%	\$ 100,255	29%
Total	\$ 339,950		\$ 339,619		\$ 351,400	

Data from NLTRA Financial Reports

THREE YEAR AVERAGE EXPENSES	\$	%
NLTRA Average Expenses	\$ 249,315	73%
Washoe Average Expenses	\$ 94,342	27%
Total	\$ 343,656	

Total Commissionable Revenue

FY 2006/07	\$ 112,015
FY 2007/08	\$ 150,778
FY 2008/09**	\$ 175,338
Total	\$ 438,131
Three Average	\$ 146,044

Data from NLTRA Financial Reports

EXPENSES LESS COMMISSIONS	\$	%
NLTRA FY 2007/08 Expenses	\$ 103,271	52%
Washoe FY 2007/08 Expenses	\$ 94,342	48%
Total	\$ 197,613	

* Revenue on the books as of 11/13/08

** Project revenue based on actual bookings of 11/13/08

Conference Expense Task List

Total NLTRA Conference/Meetings Expense	\$ 244,437
Salaries and Burden	\$ 147,054
• Director of Sales Salary and Burden	
• Conference Sales Coordinator Salary and Burden	
Operational Overhead	\$ 28,623
• Rent & Utilities	
• Telephone & Mail	
• Insurance & Bonding	
• Supplies	
• Equipment Rental, Support and Maintenance	
• Taxes and Fees	
• Associate Fees	
• Automobile Expense	
• Dues and Subscriptions	
• Travel & Meals	
Allocated Expense	\$ 68,760
• General and Administrative allocated	
• Executive Director, Director of Finance, accounting dept.	

NLTRA Description of Responsibilities

Salaries and burden are for two full time position, the director of sales and sales coordinator. Burden includes all related staff expenses such as health insurance, taxes, etc. Operation overhead includes all overhead expenses related to the conference sales department such as percentage of rent and utilities, equipment support, dues and subscriptions, etc. Allocated Expenses are the percent of G&A expenses assigned to the conference department. This is based on total revenue as directed by the NLTRA annual audit and includes a percentage of the expenses related to the Executive Director, Finance Director and support staff.

Total IVCBVB Conference/Meeting Expense	\$ 95,182
Salaries and Burden	\$ 73,066
Operational Overhead	\$ 7,500
Allocated Expenses	\$ 3,500
Non-Coop Conference Program Expenses	\$ 11,116

IVCBVB Description of Responsibilities

Salaries and burden are a percentage of total cost of the Executive Director and support staff for conference related activities. This includes coordination of the annual MILO and Reunion Tour events, coordination of materials and activities of regional sales offices and the participation in trade shows, sales events and FAM events. Operation overhead includes membership subscriptions, auto allowance, supplies, etc., related to conference activities. Allocated Expenses include a percentage of G&A overhead including accounting department, legal, etc. Non-Coop funded Conference Programs includes sales travel and expenses, show registration and event sponsorship.



November 26, 2008

To: Board of Directors

Fr: Management Team

Re: **Agenda Item D5** - Discussion and Possible Action to Approve a FY-2008/09 Marketing Grant Request in the Amount of \$15,000 from the North Tahoe Public Utility District (NTPUD) for North Tahoe Conference Center Marketing
Agenda Item D6 - Discussion and Possible Action to Approve the Expenditure of Marketing Funds from the FY-2008/09 Marketing Reserve

Background

As directed by the Board at your November 5th meeting, the Marketing Committee reviewed a formal written proposal submitted by the NTPUD for a \$15,000 Marketing Grant to support marketing activities for the North Tahoe Conference Center. Following detailed discussion, the Committee declined to support the request. For the Board's information, a summary of the discussion points is provided below:

- Not convinced that the North Tahoe Conference Center should receive an annual allocation of marketing funds; would prefer that any additional funding available go to the NLTRA Conference Program as a whole, for the benefit of all conference properties.
- Not convinced that the NTPUD presented a compelling case for its request, including adequate information about Return on Investment and timeline for the Center to become self-sufficient, as has been requested in the past.
- Not comfortable that funding this request would involve the use of FY-2008/09 Marketing Reserves. This was the number one concern expressed by a majority of Committee members; they were not comfortable spending "next year's money" during this current year. Note: The NLTRA's adopted policy for using "internal marketing reserve funds" requires that the amount approved be replenished in full out of the following year's marketing budget.

The Marketing Committee declined to recommend any use of FY-2008/09 marketing reserve funds, either for the Conference Center or for the RRC Consumer Survey project. Staff was directed to review these items again, based on outcomes of the Six Month Actual/Six Month Forecast analysis in February.

The staff reports and related materials reviewed by the Marketing Committee at its meeting are attached as additional background information.

D5 + D6



November 25, 2008

To: Marketing Committee

From: Management Team

Re: Discussion and Possible Action to Recommend Approval of Reserve Allocation Funds
For:

- A. NTPUD Marketing - \$15,000
- B. RRC Consumer Survey - \$5,000

Background

With direction from Placer County and the NLTRA Board of Directors, the organization has set aside a marketing reserve of 15% of the total annual marketing budget. This amount equals approximately \$277,000. The policy for the use and refunding of these reserves is set forth in the attached memorandum.

Per the prior discussion, the Marketing Committee is to review the requested use of the reserve funds with possible action to recommend for board approval. The two requests are:

- A. NTPUD Marketing - \$15,000
- B. RRC Consumer Survey - \$5,000

Recommendation

Discussion and possible action to recommend for board approval the use of Marketing Reserve Allocation funds in the amount of \$20,000, and to release those funds from the NLTRA Marketing Reserves for expenditure as requested.

Memorandum

SITUATION

1. Both the County and NLTRA have agreed that a "marketing reserve" should be created. The objective is to eventually accumulate a fund representing 15% of the average annual marketing budget, over several years. Based on a \$1,848,000 budget, the 15% target is \$277,200
2. The County has been clear that it does not intend to control the use of these funds, but will leave it to the discretion of NLTRA.

RECOMMENDATION

1. The Marketing Reserve will be treated as an "internal reserve" (as per the definition proposed in #7 below).
2. The NLTRA Tourism/Executive Directors, may not expend these funds, except with the formal approval of the NLTRA Board, preferably with preview and approval of both Finance and Marketing Committees.
3. The criteria for the appropriate use of these funds is when NLTRA and its member businesses are experiencing a distinct shortfall in tourism business, due to unusual, economic, market or weather conditions, that would benefit from extra marketing efforts.
4. Any request for such funds from staff, should include the rationale, a targeted result, and be followed with an assessment of the actual results achieved.
5. NLTRA Accounting will need to track and report these funds, in such as way as to segregate them from normal operating funds.
6. Any Reserved funds that are accumulated, will automatically be rolled over into subsequent year's budgets and will accumulate without limit, until an amount is achieved equal to 15% of normal annual marketing budget.
7. Any funds depleted as a result of the above actions will be replenished, as soon as practical. The manner of replenishment will be:
 - a. First from any external or internal marketing carry forward, from previous years, then:
 - b. as part of the normal budgeting process each year.
 - c. Any replenishment of the marketing reserve, (once established) would come from the same mechanism that the county and NLTRA are using to guarantee a consistent marketing operating budget going forward.
8. Recommended definitions for funds:
 - County Services: NLTRA funds earmarked by the county, for a specific designated purpose, and not available to either NLTRA Board or staff.
 - Internal Reserve: NLTRA funds earmarked, either by the County or NLTRA, available for expenditure by the NLTRA board, but not staff.
 - Contingency: NLTRA funds, within a specific departmental budget, not earmarked for any specific purpose, and available to be spent at the discretion of the supervising Director.

The Proposal

As we approach the NLTRA's 2012 Transient Occupancy Tax initiative, it is very important to have up-to-date information to insure proper evaluation of NLTRA plans, projects and expenditures...past, present, and future. To achieve this objective, it is proposed that the NLTRA partner in the County Wide Study, update the Runyan Report, and update the two Survey Reports. These reports are briefly described as follows:

1. The Placer County Office of Economic Development has contracted with Dean Runyan Associates to prepare *Economic Benefits of Travel and Tourism in Placer County*. This will provide a broader regional assessment to the NLTRA by expanding the more detailed information in the Runyan Report. The NLTRA is one of the three regional tourism organizations partnering with Placer County to fund this study. The Resort Association share is \$15,000.
2. The NLTRA has solicited a proposal from Dean Runyan Associates to update the previously mentioned Runyan Report. The original report provided an economic analysis of the direct and indirect economic impacts of travel and tourism in the North Lake Tahoe Resort Area based on data from 1997-2002. It has been used to assist decision makers in evaluating economic development, redevelopment, planning, marketing and related strategies. The report has also been used as one of the sources for economic information and analysis for the NLTRA Master Plan and Integrated Work Plan updates. As much of the area's economic data and demographics have changed in the last five years, we need to update this report so as to have current information through 2007, to continue assisting in the decision making process. To update this detailed report now, will be benefitted by the ongoing work Dean Runyan Associates is doing for the County Wide Study. The project budget is approximately \$24,000.
3. The third element of the proposal is to revisit and update the opinion survey research and reports of local residents, second homeowners and visitors to North Lake Tahoe. These surveys were conducted in 2001 and again in 2003-04. The information gleaned from the surveys must be kept current for the NLTRA to best meet the needs, desires, and concerns of visitors and the local community. The proposal will include a mailback survey, a website survey, and an email survey, and the related reports, for a cost not to exceed \$41,000.

NLTRA Funding Sources

\$ 7,430	2007-08 Infrastructure Research & Planning
\$ 5,785	2008-09 Infrastructure Research & Planning
\$ 5,785	2008-09 Transportation Research & Planning
\$30,000	2008-09 Infrastructure Funds
\$15,000	2007-08 Marketing Funds
\$11,000	2007-08 Marketing Contingency Funds
<u>\$ 5,000</u>	2008-09 Marketing Reserve Funds
\$80,000	



November 25, 2008

To: Marketing Committee

Fr: Management Team

Re: Discussion and Possible Action on Status of \$15,000 in "Annual Conference Marketing Support" for the North Tahoe Community Conference Center

Background

At the October Board meeting, staff was requested to provide information about the development of the NLTRA's FY-2008/09 Marketing Budget as related to the "annual" Conference Marketing contribution to the North Tahoe Community Conference Center, managed and operated by the North Tahoe Public Utility District (NTPUD).

As you will recall, the total NLTRA marketing budget for FY-2007/08 was \$2,380,757 (including 06/07 carryover). The total marketing budget available for 08/09 was \$2,103,766 (a difference of -\$276,991). Accordingly, some cuts had to be made. To achieve the needed level of reduction, cuts were made across the board to direct media, collateral production, public relations, leisure sales, conference sales, the Community Market Program, and the category of "other programs."

At the same time the NLTRA budget was being prepared, the NTPUD was preparing its FY-2008/09 budget. One central issue of NTPUD discussion was the future of the North Lake Tahoe Conference Center. While no official outcome of these discussions had been finalized at the time the NLTRA was completing its proposed budget, there were some indications at that time that the Conference Center would likely be operated as a community center instead. Given the uncertain future of the Conference Center, the \$15,000 Conference Marketing contribution was eliminated as part of the reductions described above.

The NLTRA Board adopted its FY-2008/09 Budget on June 4th. The NTPUD Board adopted its FY-2008/09 Budget on June 22nd. As part of this budget, three conference center staff positions were eliminated. At the same time, the NTPUD Board was engaged in a policy discussion about the future of the Conference Center. As indicated to the NLTRA Board October 1st, when the NTPUD reaffirmed its request for the "Special" Marketing Grant of \$15,000, the direction of the "Conference Center" is now more clear.

Staff has reviewed this sequence of events with Curtis Aaron, NTPUD General Manager/CEO. Mr. Aaron has indicated the District is still interested in requesting and securing the \$15,000 in "annual marketing support."

November NLTRA Board Discussion

At the November Board meeting, Curtis Aaron and Kathy Long from the NTPUD confirmed that the District was still interested in applying for a \$15,000 marketing grant to help fund the marketing of the center. After questions and discussion, the board directed staff to place this

item on the November 25 Marketing Committee meeting for discussion and possible recommendation for board approval.

Additional Information

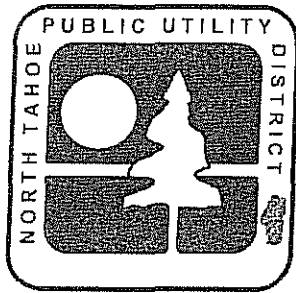
Attached to this staff report is a letter from the NTPUD along with an outline of expected expenditures related to this grant funding request.

Budget Implications

As stated above, the NLTRA FY2008/09 budget did not include this \$15,000 allocation from the Conference budget due to uncertainties surrounding the future of the North Tahoe Conference Center. Attached to this staff report is an outline describing the board approved mechanism for the utilization of NLTRA marketing reserves.

Recommendation

Presentation, discussion and possible action to recommend for board approval the \$15,000 grant funding to the North Tahoe Conference Center for continued conference marketing activities, and to release those funds from the NLTRA Marketing Reserves.



November 17, 2008

Steve Teshara, Executive Director
North Lake Tahoe Resort Association
PO Box 1757
Tahoe City, CA 96145

RE: Request for the Continuance of NLTRA Financial Support for North Tahoe Community Conference Center Marketing for Fiscal Year 2008-2009

Dear Mr. Teshara:

The North Tahoe Public Utility District would like to express our appreciation for the Resort Association's past years of financial support for annual marketing costs, support of the Strategic Marketing and Business Plan Study of the North Tahoe Community Conference Center and the subsequent grants awarded for Conference Center software, updated collateral and web site. District staff is in the process of developing a new marketing plan that re-names the facility, new logo (brand) and design for collateral as well as being in the process of purchasing a new software facility management package. The District is also collaborating with local business owners to develop enhanced business strategies and a sales and marketing model that can be managed with the present staffing resources; will be effective in making the Conference Center a tourism draw for both lodging and resorts in the North Tahoe region; and a Community Asset for regional businesses, community recreation and local groups needing meeting space.

Upon review of the North Lake Tahoe Resort Association (NLTRA) Three Year Marketing Strategy 2007-2009 plan, the District intends to adopt portions of this plan as an exhibit to our own market development strategy for the District's Center. Furthermore, the District, will be utilizing the research and experience that the NLTRA has already gathered and made available as well as participating in the overall plan as a partner.

The District's short term goals and objectives are as follows:

- Development of new logo, web site and identity.

- Create new business partnerships while strengthening existing partnerships
- Promotion of new and current programs to win and sustain new business
- Acquisition and implementation of business/asset management software system in order to accomplish business processes in a more efficient and cost effective manner while tracking sources of return on investment
- Development of bench marks to measure business development
- Analyze historical data along with current business practice in order to adjust processes to “changing market conditions and opportunities”*

Because of NLTRA information shared through the *NLTRA Marketing* plan that confirms previous information, the District will be:

- Evaluate the effectiveness of trade show participation
- Focus funding resources on web site optimization
- Seek input from NLTRA and other marketing professionals on the optimization of conference association memberships and publications
- Create a communications and marketing approach that accentuates e-mail blasts and other digital media instead of traditional mail or printed materials.
- Continuation of press packages, and other printed materials for walk-in customers
- Adopt the practices and principals developed in the NLTRA Marketing Performance Reporting plan, where relevant, for Conference Center as well as other District Parks and Facilities

In order to move forward and to continue marketing the District's Center during this transition period, it is necessary to seek recurring marketing funding for this plan from the NLTRA as the District has received in the past.

The District requests that the NLTRA Marketing Committee consider providing annual support in marketing for the District's Conference Center and approve our grant request for \$15,000 annually for marketing. This amount has been provided annually for the past several years. The ongoing and generous support of the NLTRA continues to be of integral importance in our goal to improve the tourism and business lodging role of the District's Conference Center on the North Shore of Lake Tahoe.

The attached exhibit is our proposed budget for fund expenditures. In order to assess and analyze the “return on investment” of these funds, the District finds it necessary to utilize reports that will be generated through the new business asset management software package, as well as included the *NLTRA Marketing Performance Reporting* information. The District intends to provide annual reports to the NLTRA Board so they may view progress made on business development at our center.

EXHIBIT A

North Tahoe Conference Center Marketing Budget

These expenses are projections of costs that will be paid for by \$15,000 NLTRA marketing request. The amounts between categories may change during the year but categories will not change. These projections do not include any District staff time.

WEDDINGS

Advertising:

Print and Internet	2,000.00	
Memberships and Ad	1,050.00	
Printing Collateral Packets	1,000.00	
		4,050.00

CONFERENCES/MEETINGS

Advertising:

Publications	2,050.00	
Internet Ads	2,000.00	
Memberships	1,400.00	
Photos and Print	1,500.00	
Search Optimization	2,000.00	
		8,950.00
Media Outreach/FAM Tour	2,000.00	
		2,000.00
TOTAL	15,000.00	



December 3, 2008

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Discussion and Possible Action on Infrastructure Request to Fund Demonstration Ski Shuttle Service from Tahoe Vista to Northstar during the 2008-09 Winter Season

Background

For several years, direct winter public transit service was available between Tahoe Vista and the Northstar ski area, providing convenient access to Northstar for visitors and employees staying and living in Tahoe Vista. This service was provided by Aztec Transportation, under contract with the Town of Truckee, as part of the Truckee-North Lake Tahoe winter connection along Highway 267. Primary funding for the North Lake Tahoe to Northstar segment was provided by the NLTRA (Placer County TOT) and Northstar. On the North Shore, this service went west on Highway 28 as far as the Tahoe Sands Resort in Tahoe Vista, at which point it turned around and headed back east through Tahoe Vista and Kings Beach before heading north on Highway 267 to Northstar (and ultimately to Truckee). While one of the main concerns was that this was a lengthy route and not always operated on time, it did provide service to the guests of 21 lodging providers in Tahoe Vista, as well as to Northstar employees who lived in that area.

Starting last winter (2007/08), TART began providing winter transit service on the Highway 267 corridor. As identified in the adopted TART Systems Plan, this change represented a key first step in the plan for TART to provide year 'round service on Highway 267. It also marked an important step in TART's longer-range goal to provide seamless transit service for the "Resort Triangle" (the 267, 89 and 28 loop). These goals are fully supported by the NLTRA and the Truckee-North Tahoe Transportation Management Association (TNT/TMA). Funding for the current TART winter service on Highway 267 is provided by NLTRA (Placer County TOT), Northstar, and the Town of Truckee. To initiate this service in the most efficient manner possible, and to ensure a more

predictable schedule, TART had to adjust the length of the route. This resulted in the elimination of the direct Northstar connection serving Tahoe Vista. Currently, to get to Northstar on public transit during the winter, visitors and employees in Tahoe Vista must board an eastbound TART bus, ride to Stateline, then transfer, heading back westbound through Kings Beach, then north on Highway 267 to Northstar.

At the end of last winter season, and again this fall, at two NLTRA committee meetings, Tahoe Vista lodging providers expressed their concern about the loss of direct service to Northstar. Northstar is the closest ski area to their properties. They point out that the current transfer scenario is awkward, particularly for those with ski equipment and families with children. NLTRA staff understands and continues to support TART's decision to eliminate the Tahoe Vista "loop" as part of the Highway 267 service. The main purpose of the 267 route is to provide service from the Lake to various destinations along the corridor, including Northstar and Truckee. Even though the TART service requires a transfer for the Tahoe Vista passenger, there is a connection to Northstar. However, as an organization which invests TOT revenues, we are particularly sensitive to the concerns of the Tahoe Vista lodging providers.

In October, Tahoe Vista lodging providers attended the NLTRA Lodging Subcommittee meeting in search of possible alternatives that could replace the previous direct Tahoe Vista-Northstar service. At that meeting, it was suggested that they bring the issue to the November NLTRA Joint Infrastructure/Transportation Committee meeting. This meeting took place November 18th.

Discussion points included:

- TART reconfirmed its winter Highway 267 route (no Tahoe Vista loop).
- TART also noted their vehicles no longer have ski racks.
- Northstar is planning to operate an employee shuttle that could be expanded to provide the service sought by Tahoe Vista lodging properties.
- Unfortunately, Aztec did not obtain or keep ridership numbers for the Tahoe Vista service it previously provided; accordingly, a demonstration project might be appropriate to determine the longer-term need and viability for this service.

Following discussion, the Joint Committee directed staff to work with the Tahoe Vista lodging community, Northstar, TNT/TMA and TART to develop and market a service that restores the direct Tahoe Vista/Northstar connection, that would not conflict with TART service, and could be implemented this winter. If one or more options were identified, given time constraints heading into this winter season, the Committee recommended that the proposal(s) be brought directly to the NLTRA Board for consideration at its December 3rd meeting as an Infrastructure project (all transportation funds in the NLTRA's FY-2008/09 budget have been allocated). If approved by the Board, the Infrastructure recommendation could be immediately submitted for consideration by the Placer

County Board of Supervisors, so that the service could begin on the same day that other winter services are set to start (December 20th).

The Proposal

At the NLTRA's request, Northstar has developed a proposed expansion of its planned daily winter employee shuttle service. Designed to serve skiers in Tahoe Vista, the proposed expansion would operate during the peak periods when skiers want to travel to and from Northstar. This expanded service is proposed to operate as a "Demonstration Project" for winter 2008/09. Precise ridership data will be collected and analyzed.

Route Schedule

The schedule would provide two or three departures in the morning and afternoon when most skiers and employees are in need of transportation (see attached draft schedule). The times would coordinate with and be complementary to TART service. The service would not be needed in the off-peak hours, as TART can adequately serve the smaller mid-day number of people traveling to and from Tahoe Vista.

The morning routes would begin at Stateline and proceed on Hwy. 28 through Kings Beach west along Tahoe Vista lodging row, completing a turn-around at the Tahoe Sands Resort and proceeding back to Hwy. 267 and on to Northstar. The return service from Northstar each afternoon would reverse the route going through Tahoe Vista before heading to Stateline. Compared to the previous Aztec route and the current winter TART route, a Tahoe Vista passenger's trip to Northstar or return would take 22 minutes instead of 45 minutes. It will be imperative that the free Northstar skier shuttle be promoted by the lodging partners as an opportunity for their guests. In addition to some lodges, the shuttle will stop at all designated TART stops. Very precise ridership counts will be taken. The numbers of riders getting on and off at each stop for each of the scheduled runs will be tabulated. A record of how well the vehicles can stay on schedule will also be required to allow analysis of the routes.

Funding

It is proposed that this shuttle service run concurrently with the other winter services beginning December 20th and running for 114 days through the Easter weekend, 2009. The cost to add the Tahoe Vista portion to the Kings Beach route that Northstar is already planning to operate and fund is estimated not to exceed \$50,000. This would fund one 8 hour shift for each of the 114 days. As was done for the first year of the North Lake Tahoe Express, (per Placer County's suggestion), staff recommends that Infrastructure funds be used for this one season demonstration project. Staff notes that as a public transit partner, Northstar is already participating in the funding of TART's Hwy. 267 service (\$25,000), and in the Kings Beach portion of this proposed shuttle service (\$16,000). Any future development and continuation of this demonstration service would be based on the level of success of this year's project and the

ability to put together the necessary and appropriate funding partnerships moving forward.

Marketing

The NLTRA will work with the TNT/TMA, TART and the Tahoe Vista lodging providers to vigorously promote and market the service provided by this demonstration project. If approved by the NLTRA and Placer County Board of Supervisors as proposed, marketing for the service can be integrated into other winter transit marketing collateral. It would also be marketed with stand-alone collateral. In coordination with Tahoe Vista lodging providers, stand-alone marketing will be targeted to their guests.

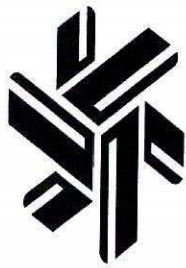
NLTRA Master Plan and Funding Consistency

The project will provide transportation infrastructure; promote and support transportation alternatives to the private vehicle; increase access and safety of access within the North Lake Tahoe and surrounding communities; and provide valuable air and water quality improvements. This transit service fulfills goals related to environmental stewardship, transportation, and visitor and community facilities and services.

This request is consistent with the funding capabilities of the 2008-09 NLTRA Infrastructure Budget and Integrated Work Plan. It does not have a negative impact on other future anticipated Infrastructure project funding needs. (See Draft Infrastructure and Transportation Integrated Work Plan and Long Range Funding Plan, 2008-2013)

Requested Action

That after the presentation, questions, and discussion, the NLTRA Board of Directors approve and recommend to the Placer County Board of Supervisors this Infrastructure request for up to \$50,000 to fund a demonstration ski shuttle service from Tahoe Vista to Northstar during the 2008-09 winter season.



NORTHSTARTM

AT TAHOE

KING BEACH AND TAHOE VISTA TRANSPORTATION SCHEDULES

Not for Distribution 11/21/08

Morning Schedule

	Departure Time		
Stateline	7:00	8:00	9:00
11-Jul	7:04	8:04	9:04
Tahoe Dave's	7:06	8:06	9:06
Sands	7:10	8:10	9:10
Speckled	7:15	8:15	9:15
Commonwealth	7:17	8:17	9:17
Stewart/267	7:19	8:19	8:19
Northstar Village	7:35	8:35	9:35

Mid Day Schedule

NOTE: Bus departs from post 7 in the Northstar Transit Center

	Departure Times		
Northstar Village	3:00	4:00	5:00
National Ave.	3:12	4:12	5:12
Stewart/267	3:13	4:13	5:13
Commonwealth	3:15	4:15	5:15
Speckled	3:17	4:17	5:17
Sands	3:22	4:22	5:22
Kings Beach	3:27	4:27	5:27
Stateline to Northstar	3:30	4:30	5:30

IMPORTANT REMINDERS:

If nobody departs the village in the afternoon the bus stands by for the next Village departure time

All schedule times are subject to changes due to weather conditions

For more information contact Transportation at 562-3559



M E M O R A N D U M

DATE: December 3, 2008

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
And Planning

SUBJ: November 1-31, 2008
Activity Report

A. Integrated Infrastructure and Transportation Work Plan—Update

1. Reno/North Lake Tahoe Airport Shuttle (North Lake Tahoe Express) (B-5)

As of July 2008, the North Lake Tahoe Express started into its third fiscal year of operation. The June, July, August first quarter totals show total revenue of \$146,740 with a ridership of 5460 passengers. This continues to compare very favorably to revenue totaling \$115,733 and 4099 passengers for the same period last year. The final accounting of the F.Y.2007-08 NLTE figures presented at the November 18th Infrastructure/Transportation Joint Committee is attached to this report.

2. Summer Transportation Programs (B-3, B-7, B-8)

The summer services all concluded as of Labor Day weekend. All ridership figures show continued increases over the previous summer. Final figures were presented at the September Joint Committee meeting and in the October Board packet. The effectiveness of the various summer services was presented at the Joint Committee meeting. Charts showing the ridership numbers are attached. Discussion of suggested evaluation criteria for possible changes will be an agenda item at the December Joint Committee meeting.

3. Winter Traffic Management

The Placer County Department of Public Works Tahoe Design Division has completed the solicitation of bids for traffic control services in Tahoe City for the upcoming ski season. Road Safety Services was the sole bidder. The rate is \$50 less per day than that we received last year. The organizational meeting between NLTRA, Placer County, Caltrans, CHP, and the contractor will be December 2nd. The first day of services is December 19th.

4. Regional Wayfinding Signage (A-18)

The last review meeting with the Wayfinding Advisory Committee was held September 23rd. At that meeting, the developing signage standards package that was reviewed presented alternatives for color and material exploration, and design for signage for various purposes. These included vehicular directional, area identification, destination arrival, vehicular/pedestrian combination, pedestrian wayfinding, and trail/mile markers. As a result of that meeting and continued research, consultant Carrier-Johnson, has prepared the 1st draft of the front-end content for the standards manual and provided it to staff for a progress review on format/organization. This was presented at the

November 18th Joint Committee meeting and to the Wayfinding Advisory Committee on November 19th. The project is on schedule so that funds can be requested this winter to design demonstration signage for implementation next construction season.

5. Squaw Valley Transit/Bus Stops (A-8)

The NLTRA has taken the lead on the project and is partnering with Placer County's Tahoe Design Division (TDD) and TART to locate, design, and construct bus stops and shelters in the Valley. Presently, TDD has designed an appropriate shelter that can be used as a template for the individual shelters needed in Squaw Valley and has prepared a site plan for the first two locations. The first of these shelters is under construction and scheduled for completion this season. The Contractors Association of Truckee Tahoe, Community Project is donating services and providing materials at cost to these bus shelter projects, after providing very favorable estimates to construct the two shelters. Staff has an agreement with CATT CP to provide \$33,760 for services and materials to construct each shelter. The shelters are being constructed one at a time, in case weather becomes a factor. TDD excavated the footings in which the foundations were poured by CATT CP. TDD is providing construction oversight for the NLTRA.

6. North Lake Tahoe Performing Arts Center (A-10)

The consulting firm selected to prepare this Arts and Culture Feasibility Study is Webb Management Services based in New York City. An initial series of interviews and an inventory of existing programs and facilities took place during the week of June 16th. Members of the Joint Committee and NLTRA Board have been involved in this process. An informational update on this study was presented at the August 25th Joint Committee meeting. In addition to the Joint Committee, the NLTRA Board, as well as the Boards of other funding partners, were encouraged to attend this meeting. The power point prepared for the Phase 1 presentation is available at www.nltra.org. The project team is now reviewing Phase 2 (Site Analysis and Business Planning). Consultant Duncan Webb presented a status report at the November 5th Board meeting and to the Steering Committee and other partners during that same visit. The feedback that resulted from those meetings is being incorporated into a draft final report which will be presented by Mr. Webb to all interest parties on December 11th. The NLTRA Board and Joint Committee will receive invitations to that meeting.

7. Olympic Heritage Museum and Celebration (A-21)

Members of the Olympic Western Ski Heritage Museum Committee (Squaw Valley Olympic Museum Committee-SVOM), and the Olympic Heritage Celebration Committee (subcommittee of SVOM) attended the September Board meeting to present the economic impact and value of implementing a celebration of the 50th anniversary of the 1960 Winter Olympic Games and the important linkage to the development and construction of the planned Olympic and Western Ski Heritage Museum. The SVOM presented the Phase II Infrastructure Request to the Joint Committee on September 22nd. While everyone was very favorable toward the continuation of the project, it was recommended that additional detail be provided to the Board for the specific financial request. At the October 1st meeting, the Board of Directors voted to recommend to the Board of Supervisors an Infrastructure allocation of up to \$50,000 for a consultant to manage the Squaw Valley Olympic and Western Ski Heritage Museum project (within a one year period of time) and up to \$50,000 to study the scope of the museum including site locations and design; and to earmark another \$100,000 contingent upon review of the Board after the first of the year. At their October 21st meeting at Tahoe, the Board of Supervisors approved the proposed expenditure of budgeted Infrastructure funds in the amount of \$100,000 toward planning efforts to establish the Squaw Valley Olympic Museum and Western Winter Sports Heritage Center. The SVOM is moving ahead under this direction and approval.

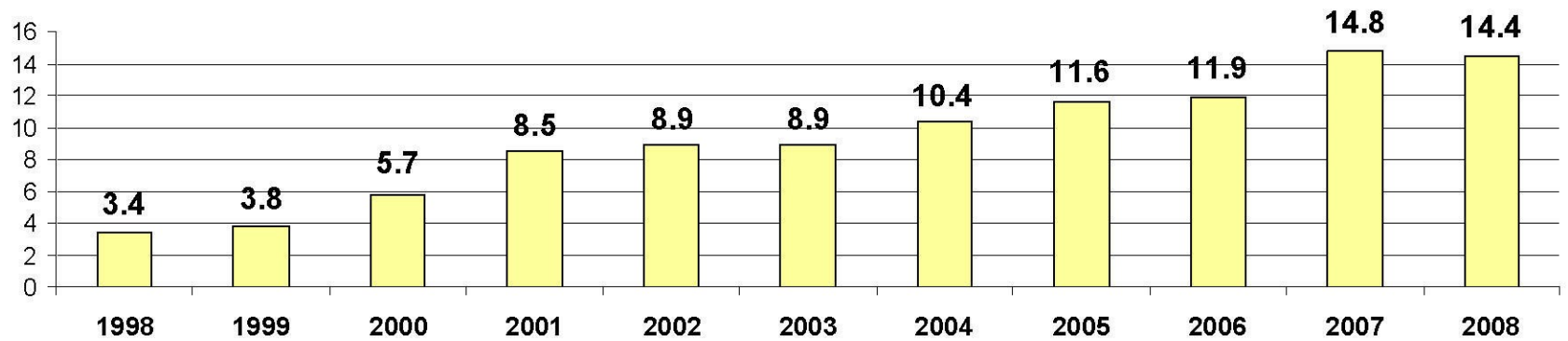
8. Update 2003 Economic Significance Report & Public Assessment Surveys (A-17)

At the May, 2008 NLTRA Board Meeting, the Board considered the use of Infrastructure funds for updating research projects including the NLTRA share of funding for the Placer County wide Tourism Impact Study, incremental funds necessary to complete an update of the 2003 report *The Economic Significance of Travel to the North Lake Tahoe Area*, and community and visitor surveys in support of the NLTRA's 2012 initiative. The Board approved the allocation of up to \$80,000 for these projects using a combination of funds (infrastructure, research and planning, marketing) developed by further discussions between the NLTRA staff and Placer County. NLTRA and CEO staff representatives reached an agreement that the split would be \$30,000 of Infrastructure funds, \$31,000 of Marketing funds, and the balance from Research and Planning. Progress has been made on all of these projects using Marketing and Research and Planning funds. The Board of Supervisors approved the request for \$30,000 of Infrastructure funds at their November 25th meeting. This Infrastructure funding will allow completion and analysis of the mail-out residential survey, which you should have received, and of the website survey, which is, also, already underway.

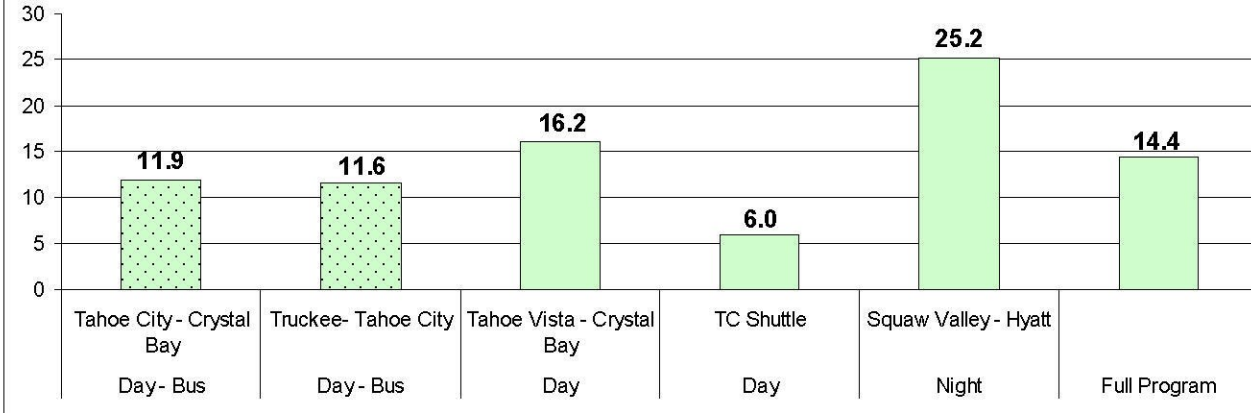
B. Other Meetings and Activities Attended

- Tuesday Morning Breakfast Club
- Olympic Museum and Celebration Committee
- NLTRA Board of Directors Meeting
- TCDA Events
- Winter Transportation Meeting
- TCPUD Board
- Highway 267 Transportation Meeting
- Meeting with California State Parks Director Coleman
- Boulder Bay/Transportation Options
- Board of Directors Executive Committee
- Board of Supervisors Meeting
- Tahoe Vista Recreation Area Ribbon Cutting
- West Shore Association
- Winter Chamber Recreation Luncheon
- Town of Truckee Mousehole Meeting
- Meeting with Placer County Supervisor-Elect
- North Tahoe Regional Advisory Council
- TCPUD Board
- Winter Traffic Management Meeting
- Tahoe Maritime Museum Mixer

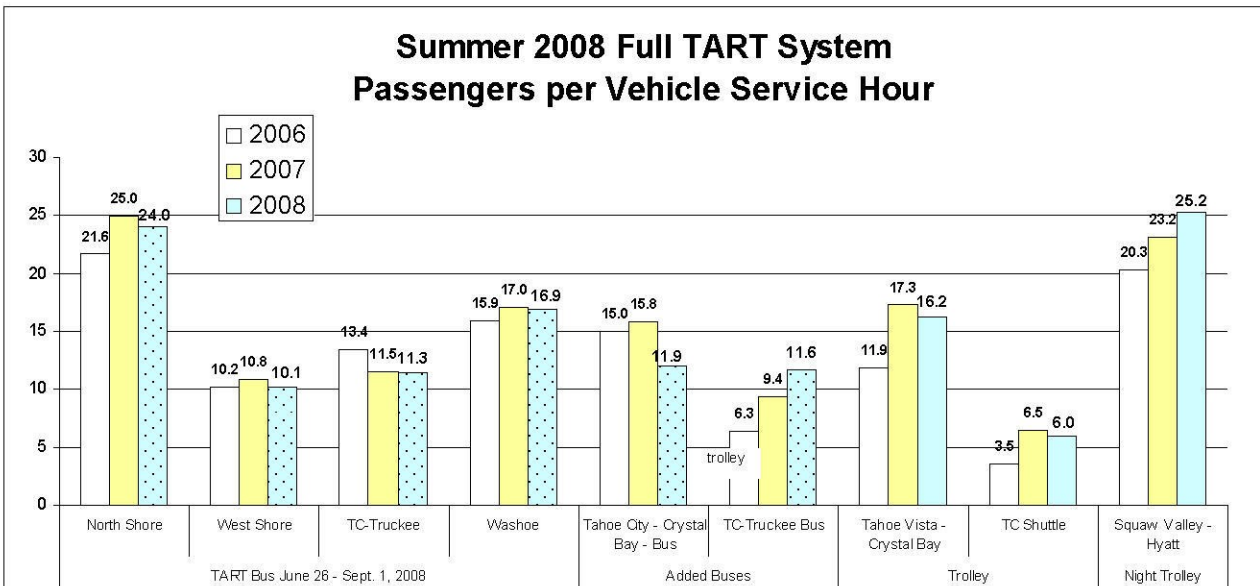
TART Summer Added Bus/Trolley Passengers per Vehicle Service Hour 1998-2008



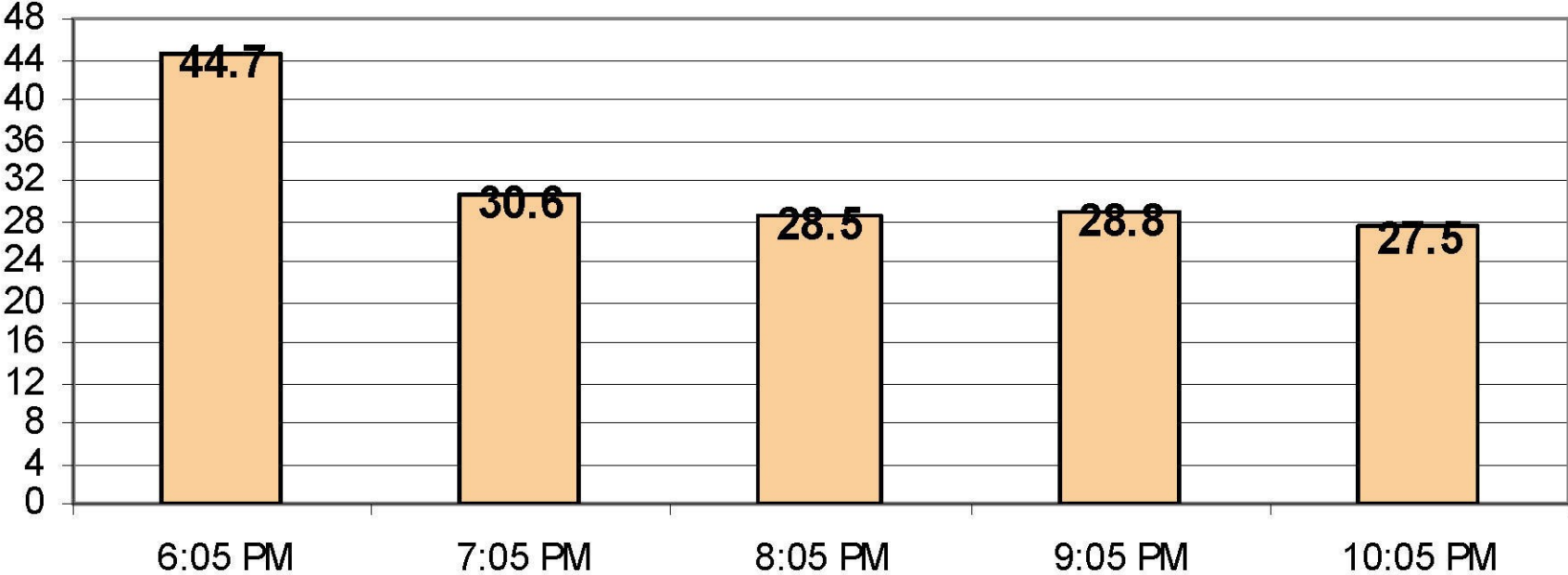
TART Summer 2008 Added Bus/Trolley Passengers per Vehicle Service Hour



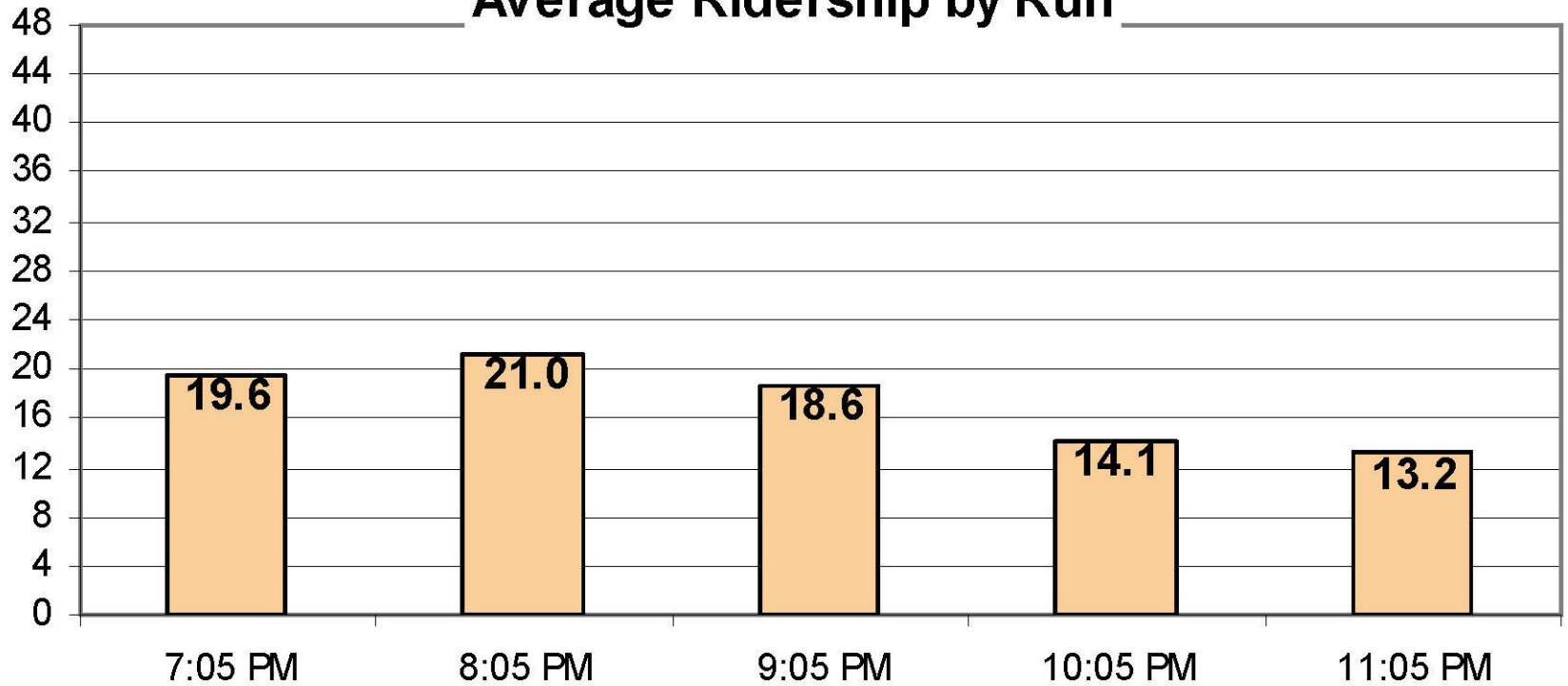
Summer 2008 Full TART System Passengers per Vehicle Service Hour



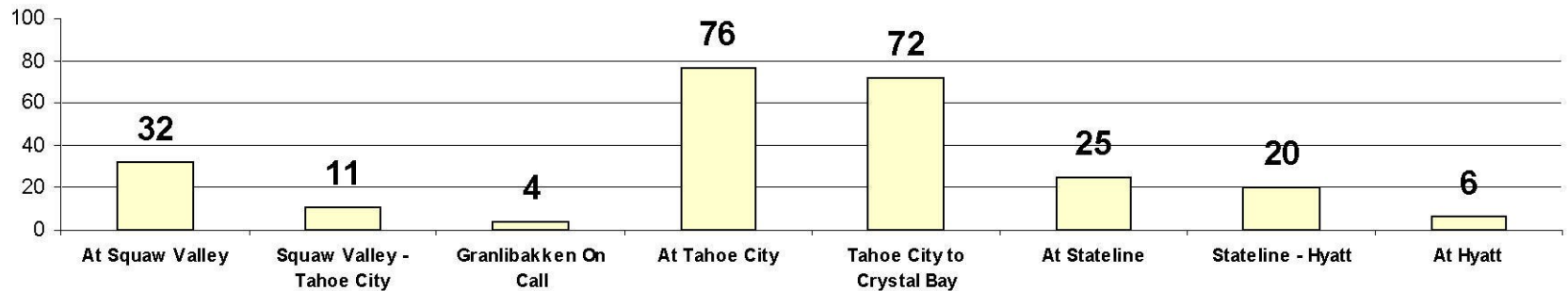
2008 Summer Trolley Squaw Valley - Hyatt Average Ridership by Run



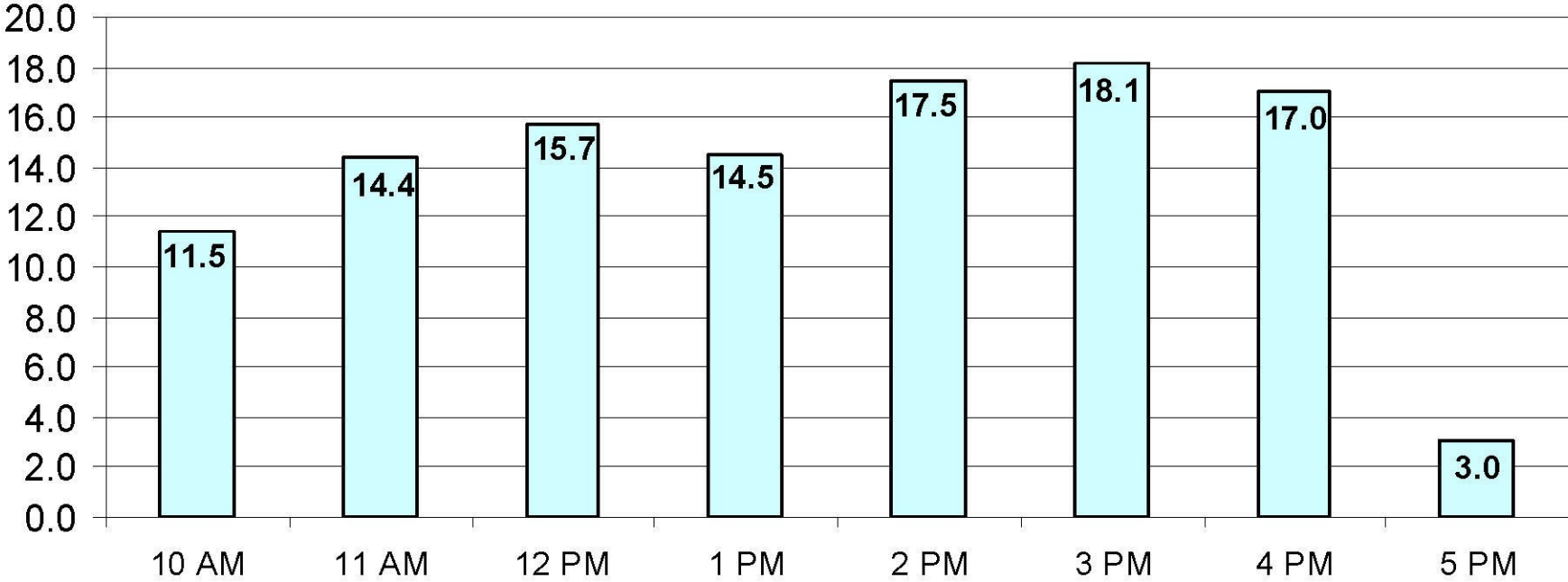
2008 Summer Trolley Hyatt - Squaw Valley Average Ridership by Run



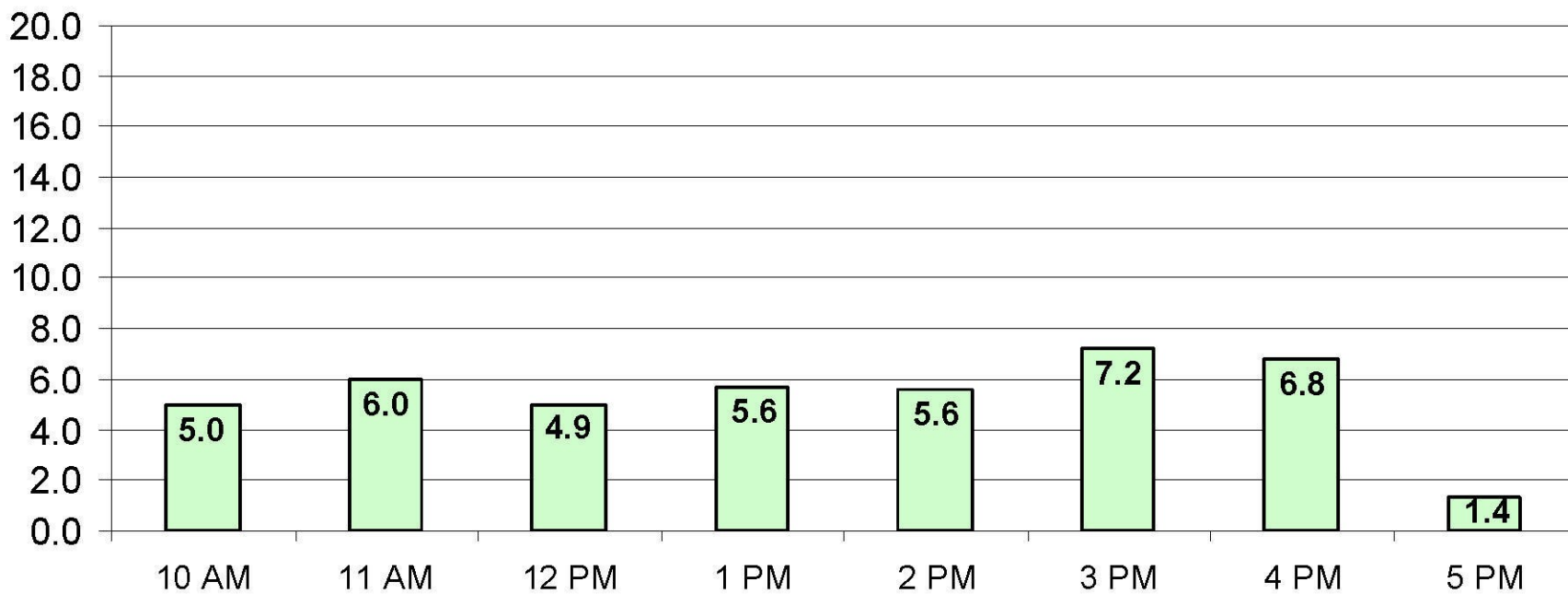
**Tahoe Trolley
Average Daily Passengers Per Segment
Squaw Valley-Hyatt (Both Directions)
Summer, 2008**



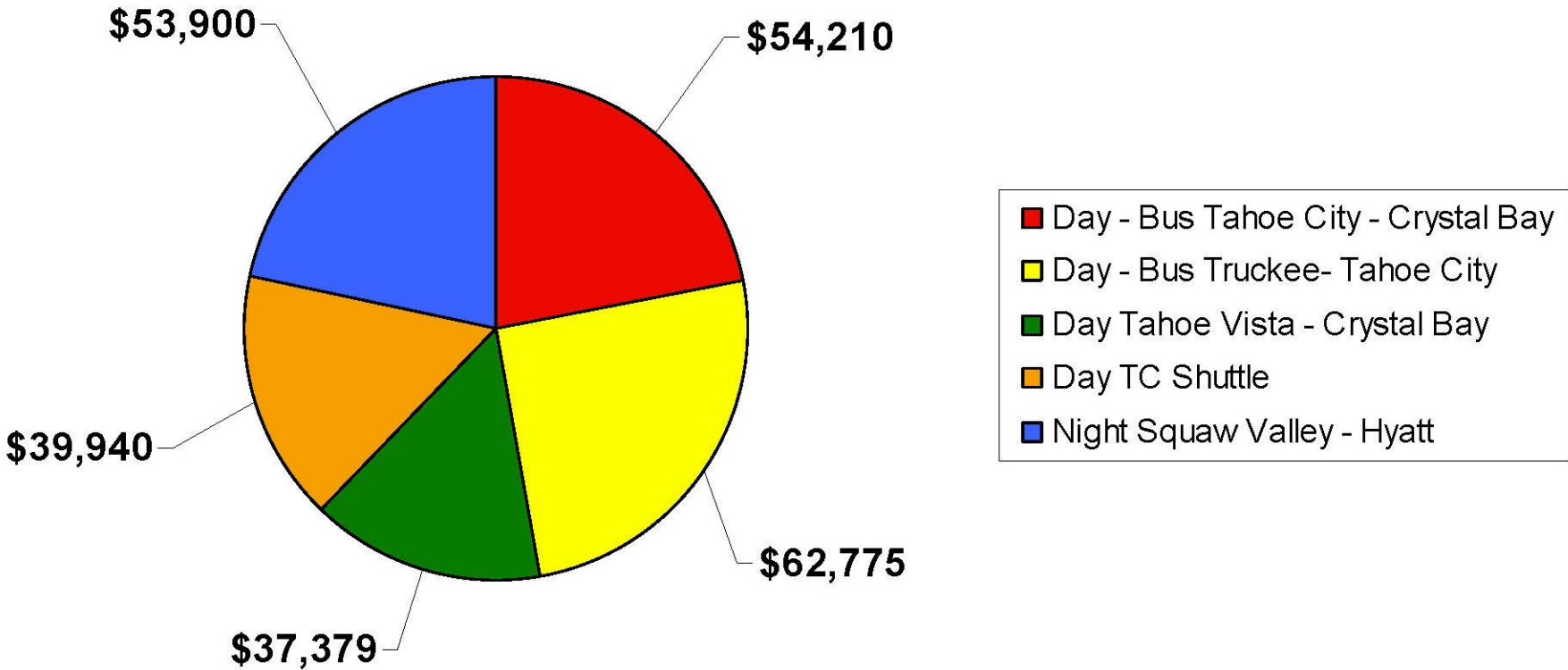
2008 Summer Trolley Crystal Bay - Tahoe Vista Average Ridership by Hour



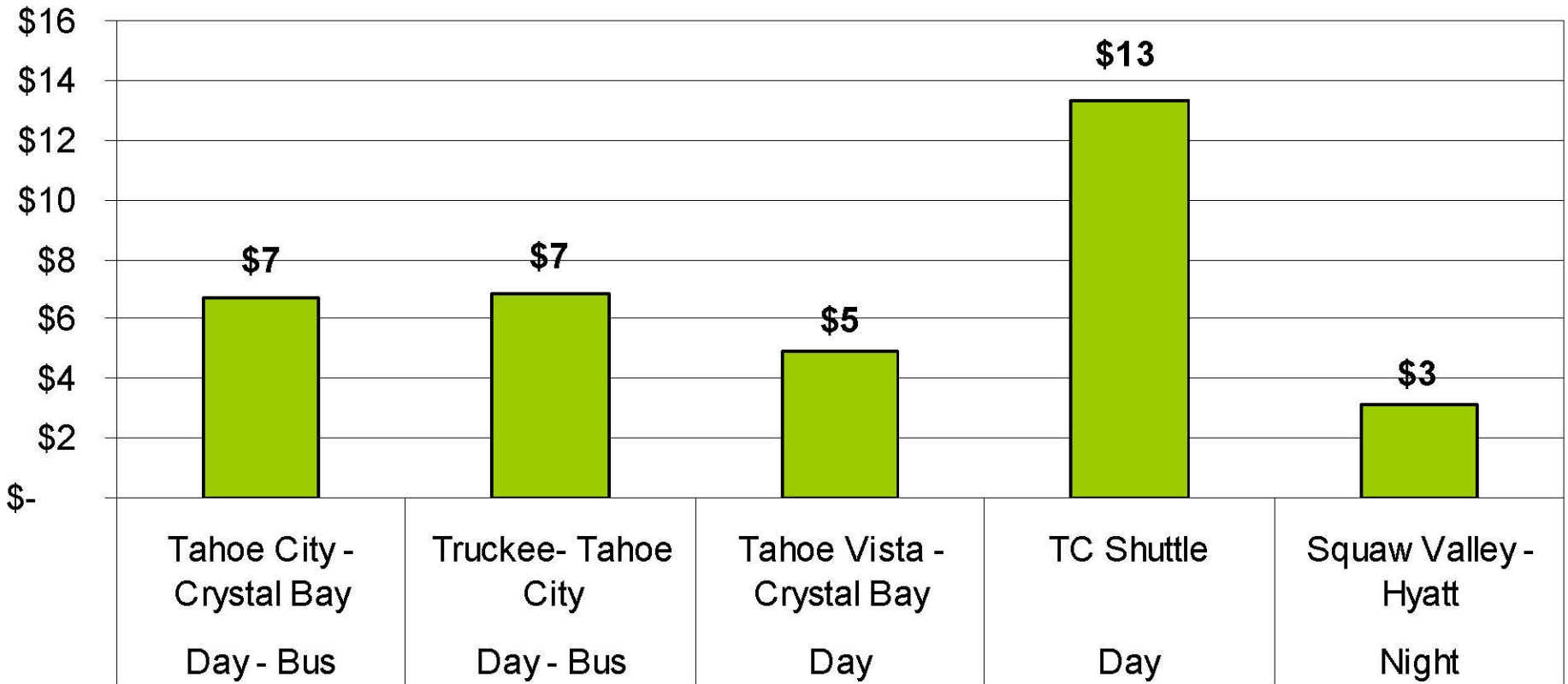
2008 Summer Trolley Tahoe City Shuttle Average Ridership by Hour

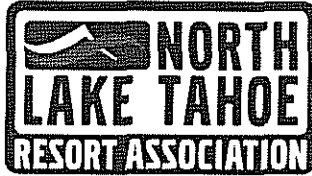


TART Summer 2008 Added Bus/Trolley Cost Per Route



TART Summer 2008 Added Bus/Trolley Cost Per Passenger





November 26, 2008

To: Board of Directors

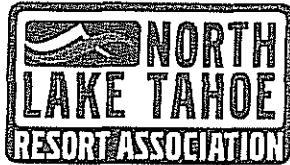
Fr: Steve Teshara, President & CEO

Re: President & CEO's Report - December 2008

The following items will be addressed in this report:

- Review of 1st Quarter Report to Placer County
- Status Report - FY-2008/09 Placer County/NLTRA Contract Compliance

There may be other items on which to report at the meeting.



Date: November 9, 2008

To: Jennifer Merchant, Principal Management Analyst - Tahoe Manager
Placer County Executive Office
cc: Rich Colwell, Chief Assistant County Executive Officer

Fr: Steve Teshara, President & Chief Executive Officer
NLTRA Management Team

1st Quarter Report - Fiscal Year 2008/2009

This report provides a summary of the activities of the North Lake Tahoe Resort Association (NLTRA) for the first quarter of FY-2008/2009 (July through September). It is provided consistent with the reporting provisions of the 2008/2009 Agreement between the NLTRA and Placer County. (reference ROI reporting attachment)

Breaking News!

As of October 14th, Lake Tahoe is the most popular ski destination in the United States for hotel and vacation packages booked by travelers at Orbitz.com for travel between November 1, 2008 and April 30, 2009. This is the second consecutive year that Lake Tahoe has received top honors by travelers at Orbitz.com, as Tahoe was the number one destination for travel between November 20, 2007 and May 1, 2008.

"Orbitz.com is one of the largest online travel websites in the world," said NLTRA Director of Tourism Andy Chapman. "To be ranked as the site's most popular ski destination in the country for the last two years is very significant. Our own numbers echo Orbitz's findings; despite the challenging economy, visitors are still traveling to North Lake Tahoe for the upcoming ski season and many are booking early, especially for the busy holiday season."

Quarterly Economic Overview

MONTHLY ECONOMIC INDICATORS

Monthly Percentages 2008 vs. 2007			
	July	August	September
Resorts	+11.00	-5.60	-14.00
Lodging	+17.09	+12.70	-7.40
Restaurants	+0.70	+5.50	+24.14
Retail	-4.10	-8.00	-29.78
Other	-14.80	-38.40	-61.46
Monthly Total	+6.25	-6.59	-13.84

"Other" represents a category of businesses whose activities are too diverse to allow for a meaningful report in a specific category, but their percentages are reflected in the total.

Transient Occupancy Tax

As of this writing, complete information about 1st quarter TOT collections is not yet available from Placer County.

NLTRA Activities

Tourism Division

The Tourism Division is comprised of Marketing and Promotions, Public Relations, Special Projects and Web Support, Leisure Sales, Conference Sales, and Visitor Information Services.

Marketing

This first quarter marked the beginning of year three of the North Lake Tahoe Marketing Cooperative (NLTMCo). Funding available for marketing continues to benefit from the Cooperative, a partnership involving the NLTRA and the Incline Village Crystal Bay Visitors Bureau (IVCBVB). Consistent with the provisions of the NLTMCo Agreement approved by the respective board of the NLTRA and IVCBVB, the Cooperative combines the marketing resources of the two organizations to market and promote North Lake Tahoe under a single brand and consumer marketing message. This program incorporates consumer marketing, conference and group marketing and sales, leisure sales, and public relations.

During the first quarter, adjustments were made to the advertising plan based on the changing economic conditions for many traveling consumers. An increased emphasis was placed on the Northern California drive market to encourage visitation from this close region. In coordination with advertising placements in the 4th quarter for FY-2007/08, placements during this period focused on consistently promoting North Lake Tahoe throughout the entire summer.

Print advertising placed in destination and regional publications during the first quarter included 7x7 Magazine, Newsweek, Outside Magazine, NCGA Golf and Fairways and Greens. The Northern California cable television buy, which began in May, continue through the first week (two weeks?) of July. The outdoor board advertising on the western approach to the San Francisco Bay Bridge was placed again for the period of July through September. The distribution of year round travel planners continued through the State of California and the State of Nevada, as well the AAA Tourbook.

Various interest and Web campaigns were continued, including our new strategy of placement on popular newspaper Web sites. E-mail blasts were transmitted monthly to the more than 45,000 names in our "opt in" electronic data base. Our summer newsletter, sent to more than 65,000 people in our consumer database, further extended our promotion of various summer and fall attractions, activities and events in the North Lake Tahoe region. Several highly leveraged, cooperative campaigns continued during the quarter, including activities conducted by the Regional Marketing Committee, North Lake Tahoe Wedding and Honeymoon Association, Hotel Travel Index, Mountain Travel Research Project and the Sierra Ski Marketing Council.

Public Relations

Thirty-seven news releases, along with six video news releases, were distributed to our targeted media outlets during the first quarter, including distribution to national and regional print, broadcast and on-line channels.

The PR Team fielded more than 100 inquiries from journalists about North Lake Tahoe, story research and potential story ideas, coordinated two domestic press trips, and hosted reporters from 14 different media outlets who were attending and covering the 23rd annual Lake Tahoe Autumn Food & Wine Festival.

Using a one-to-one advertising equivalency (consistent with the NLTRA's adopted Marketing Performance Reporting Document), ROI generated through PR activities and programs during the first quarter totaled approximately \$744,859. Publications in which North Lake Tahoe PR appeared represented a combined circulation of more than 15 million. Significant media "hits" generated through PR efforts included articles in the Atlanta Journal-Constitution, London Free Press, Nevada Magazine, San Francisco Chronicle, Denver Post, Fort Worth Star-Telegram, Meetings Professional Magazine, San Jose Mercury News, and St. Louis Sunday Post-Dispatch; also, multiple television interviews and cooking demonstrations in the Sacramento and Reno markets with chefs participating in the Lake Tahoe Autumn Food & Wine Festival.

Toward the end of the quarter, the NLTRA's PR team was completing work on the Winter 2008/09 Press Kit, which contains a diverse array of digital images, as well as story ideas that will be sent periodically throughout the winter to more than 4,000 targeted journalists.

Leisure Sales

To start the quarter, staff was focused on follow-ups from POW WOW (held in June), updating sales contracts for the Ski Tahoe North Interchangeable Lift Ticket with domestic and international wholesalers, traveling planning for upcoming sales missions and laying out itineraries for travel trade familiarization (FAM) trips to North Lake Tahoe.

Working with a limited travel budget, the Leisure Sales Manager polled key tour operators to ensure that a planned sales mission to Australia still represented a significant ROI opportunity for North Lake Tahoe. The peak booking season in Australia is between late August through November, so a timely decision was essential. The key indicators that guided our ability to predict a strong opportunity in Australia were: 1) a strong exchange rate based on a weak U.S. dollar; and, 2) the first major increase in airlift service between Australia and the U.S. West Coast; e.g., the start of new Qantas Airline flights direct from Sydney to San Francisco International Airport, Virgin Airlines' entry into the market with daily flights from Sydney to Los Angeles International (LAX), and new daily United Airlines flight from Melbourne to LAX. Additionally, 2008/2009 marks the second year that the NLTRA has partnered with the California Tourism and Travel Commission (CTTC) to help fund Gate 7, which operates a California tourism office in Australia. Increased travel trade contracts, public relations and relationship building in Australia have resulted in a steady increase in Australian tourism to North Lake Tahoe. The sales mission to Australia during the first quarter was designed to build and further expand this momentum.

The NLTRA and the Resort at Squaw Creek collaborated to share expenses for the Australian sales mission. The mission included stops in Sydney, Melbourne, and Brisbane and included sales calls and training with all of the major ski wholesalers, year-round tour operators, the owner of Australia's largest ski show, and media briefings in all three cities with the country's top ski and travel writers.

While in Australia, the NLTRA Leisure Sales Manager also worked with partners to organize two travel trade FAM trips sponsored by Qantas Holidays. The two trips involved a total of 21 agents (those who sold the most Qantas flights into California the previous year). Pettit Gilwee, who serves as the PR representative for both the NLTRA and CTTC, was the guide for both FAM trips, working with the NLTRA Leisure Sales Manager, showing each group of quality agents a great travel experience.

Again this year, the Leisure Sales Manager traveled on a sales mission to the United Kingdom (UK) with fellow North Lake Tahoe resort and lodging partners, along with representatives from South Lake Tahoe and Mammoth. Traveling as "CA Snow" enabled us to receive significant funding for the mission from the CTTC; this state funding helped pay for transportation, trade show booths, and travel trade and media events.

During the first quarter, North Lake Tahoe hosted 15 of the UK's top sales agents (those who sold the most British Airways flights to California the previous year), for a great

showcase of our region, sponsored by British Airways and the CTTC. For most of the agents, it was their first ever visit to Lake Tahoe or at least to North Lake Tahoe.

Results! Many of our lodging partners have already reported more Australian wholesale and independent travel bookings than in the prior year. Although everyone experienced a slower start in bookings from the UK market, the pace for some partners is now trending up, as compared with last year.

On the media side of our Leisure Sales efforts, our California Tourism offices in Australia/New Zealand and the UK have provided North Lake Tahoe with additional return on our investment. Thanks to the success of media events in Sydney, Melbourne and Brisbane, each international sales mission has paid for itself several times over, based on the value of news and travel articles that have been generated by our sales and promotional partnerships in these countries.

Although the entire world is currently experiencing tough economic times, our international destination visitors have the ability to help pull us through. Their average number of room nights are higher than domestic destination travelers, and, due to the fact that exchange rates are in their favor, their average daily spend per capita is also higher.

Special Projects

The NLTRA Special Projects department continues to actively partner and support various community and resort property special events, as well as producing NLTRA special events and promotions and serving as the Web Master for GoTahoeNorth.com.

The following is a summary of Special Projects work during the first quarter

Lake Tahoe Autumn Food & Wine Festival (September 5-7)

The Special Projects Manager was involved in all aspects of planning and execution of the 23rd annual festival (AFW), including development of the schedule of events, the invitation of guest chefs, food and wine seminars and guest presenters, developing and writing the festival program, children and family events, a greatly expanded Marketplace, wine auction and the Sunday Culinary Competition and Grand Tasting. Operational and logistics planning was jointly developed and executed by the NLTRA's AFW team and a management and staff team from Northstar.

The Special Projects Manager once again served as the lead for contracting and confirming cash and in-kind sponsorships, cooperative marketing and cross promotion with all partners. Festival sponsors for 2008 included Northstar, Sunset Magazine, The Ritz Carlton Club, Audi of North America, Standards of Excellence, KitchenAid, Tahoe Quarterly, Charbay Distilling, the Montreux Golf and Country Club, Nothing To It Culinary Center, and the Culinary Institute of America, Greystone Campus (Napa, California).

NLTRA and cooperative marketing programs and promotions supporting the festival included direct mail of AFW collateral to the NLTRA and individual sponsor databases, stand-alone e-mails to client lists, hotlinks from sponsor Web sites to the AFW site and a variety of other print, broadcast and PR cross promotions. Additionally, each participating winery and vendor was contacted requesting a festival reference on the Web site, and a hotlink to the AFW site, which had reciprocal links. This effort proved to be very successful in expanding awareness of the festival.

Key changes were implemented in the approach to ticketing for this year's festival. The Grape Stomp was moved to Friday (and to the Northstar Village) and the ticket price significantly lowered to \$25.00 (from \$50.00). Over 100 enthusiastic "stomp-goers" attended and enjoyed the luncheon and free live entertainment. Fourteen teams participated in the Grape Stomp competition.

The Saturday event had been a ticketed event in the past. This year, the main Saturday activities were free and open to the general public. These included celebrity chef cooking and grilling demonstrations, hands-on pizza grilling, the Marketplace and Vendor Fair, kids flower pot painting and cupcake decorating, face painting and balloon sculpture. All events and tasting opportunities that were wine or spirits related were ticketed (consistent with applicable ABC laws). Evening events during the festival included winery dinners and special wine and food tastings and took place at restaurants throughout the greater North Lake Tahoe area.

The format for the Sunday Culinary Competition and Grand Tasting remained basically the same as in past years. 27 restaurants and more than 45 restaurants were involved in this signature festival event. During the course of the entire weekend, 74 restaurants, wineries and vendors participated in the festival.

As of this writing, conservative estimates indicate that more than 2,000 guests attended, a record number for the festival. Room night tracking as well as revenue and PR ROI will be provided in a separate report.

Learn to Ski and Board/Learn More on the North Shore (December 13-14)

The Special Projects Manager spearheads this cooperative learn to ski program with nine participating ski resorts. In addition to event coordination, the NLTRA provides marketing and promotional support through public relations and print advertising in feed market publications. The program features a \$25.00 per person, per day fee which includes a group lesson, equipment rental and lift ticket. The NLTRA will package the program with a lodging offer and Web page that links directly to each participating ski resort.

Continuing Web Site Development and Maintenance - www.GoTahoeNorth.com

The Special Projects Manager is responsible for the content and daily maintenance for the www.GoTahoeNorth.com Web site; also assisting with content for the www.NorthLakeTahoeChamber.com Web site as well as content for cooperative marketing sites - www.visitcalifornia.com and www.visitthehighsierra.com. Of prime

importance is maintenance of the master calendar of events, seasonal changeover and maximizing our destination's visibility on the California and High Sierra sites. The manager maintains close contact with members and their marketing firms/web masters to ensure that their Web listings and photography are fresh and current and that calendar submissions are reviewed and posted in a timely manner. The manager works with members to encourage and post "cool deals" and plays a key role in the implementation of Web based promotional campaigns in support of the Fabulous Fall Festival and Learn to Ski program.

Technical and Advisory Support for Other Events

Throughout the year, the Special Projects department lends expertise and assistance to new and established community events. During this first quarter, these included the Lake Tahoe Music Festival, Big Blue Adventure Race, Lake Tahoe Marathon, and the Fabulous Fall Festival.

Conference Sales

Conference sales began the fiscal year with a brisk start in the first quarter. In July, staff hosted site inspections for the Property Casualty Insurers Association of America and ReallyGreatMeetings.com. Staff coordinated the itineraries for each of these visits and accompanied the event planners during their tours. The combined impact of these groups, if booked, would be \$75,000 in room revenue, in addition to all incremental spending by conference attendees during their stay.

In August, staff hosted inspections for the Interlocking Concrete Pavement Institute (ICPI) as well as World Sign Associates (WSA). ICPI has already selected North Lake Tahoe the location for their August 2009 meeting. This group is on track to generate nearly 500 room nights and over \$100,000 in room revenue, not including incremental spending by attendees during their time at North Lake Tahoe. If WSA books in the area, based on estimated attendance, this group would generate over 400 room nights.

Also in August, staff attended the American Society of Association Executives (ASAE) Annual Meeting in San Diego. This show is attended by top association executives from around the country - executives who are responsible for booking thousands of meetings throughout the year. Staff also attended the Meeting Professionals International (MPI) World Education Conference in Las Vegas. MPI is the largest global association in the meetings profession, with 21,000 members living in more than 65 countries. According to a recent study, MPI members in the U.S. represent a combined buying power of more than \$122.3 billion. We use these meetings, trade shows and networking opportunities to educate meeting planners as to the conference facilities, lodging, attractions and amenities available at North Lake Tahoe.

In September, staff hosted site visits for Medtronic and Legacy Entertainment. Legacy has selected the Tahoe region as its meeting location and plans to select a host hotel by the end of November. If both Legacy and Medtronic book, the combined room revenue based on projected attendance would be approximately \$90,000. Also in September, staff attended the Incentive Travel & Motivation Executives (ITME) Trade

Show in Chicago. By participating in this show, we have access to over 6,000 buyers of group travel over a three day period. With other partners, staff hosted a successful reception which was attended by more than 109 top meeting planners.

The groups specifically referenced above represent only a percentage of the total number of clients and potential bookings conducted by Conference Sales staff during the first quarter, but are reported as highlights of activity during the July through September period.

The following are Conference Sales Revenue Statistics for the first quarter:

Total Statistics		North Shore Statistics		South Shore Statistics	
<u>July-08</u>		<u>July-08</u>		<u>July-08</u>	
Groups Booked	10	Groups Booked	6	Groups Booked	4
Projected Room Revenue	\$228,564	Projected Room Revenue	\$174,483	Projected Room Revenue	\$54,081
Groups Arrived	4	Groups Arrived	3	Groups Arrived	1
Revenue Arrived	\$162,863	Revenue Arrived	\$161,513	Revenue Arrived	\$1,350
<u>August-08</u>		<u>August-08</u>		<u>August-08</u>	
Groups Booked	3	Groups Booked	3	Groups Booked	0
Projected Room Revenue	\$34,219	Projected Room Revenue	\$34,219	Projected Room Revenue	\$0
Groups Arrived	9	Groups Arrived	5	Groups Arrived	4
Revenue Arrived	\$121,171	Revenue Arrived	\$37,094	Revenue Arrived	\$84,077
<u>September-08</u>		<u>September-08</u>		<u>September-08</u>	
Groups Booked	6	Groups Booked	5	Groups Booked	1
Projected Room Revenue	\$181,690	Projected Room Revenue	\$172,818	Projected Room Revenue	\$8,872
Groups Arrived	16	Groups Arrived	12	Groups Arrived	4
Revenue Arrived	\$439,514	Revenue Arrived	\$352,323	Revenue Arrived	\$87,191
<u>Combined Totals for the Quarter</u>					
Groups Booked	19				
Projected Room Revenue	\$444,473				
Groups Arrived	\$29				
Revenue Arrived	\$723,548				

North Shore Statistics-Breakdown by County

July-08

Groups Booked	Room Nights	Delegates	Revenue
Placer County	469	329	\$79,934
Washoe County	576	285	\$94,549
Nevada County	0	0	\$0
Total	1045	614	\$174,483

Groups Arrived

Placer County	1265	710	\$161,513
Washoe County	0	0	\$0
Nevada County	0	0	\$0
Total	1265	710	\$161,513

August-08

Groups Booked	Room Nights	Delegates	Revenue
Placer County	225	100	\$22,275
Washoe County	118	65	\$11,944
Nevada County	0	0	\$0
Total	343	165	\$34,219

Groups Arrived

Placer County	255	163	\$31,154
Washoe County	20	20	\$5,940
Nevada County	0	0	\$0
Total	275	183	\$37,094

September-08

Groups Booked	Room Nights	Delegates	Revenue
Placer County	1010	426	\$166,370
Washoe County	36	9	\$6,447
Nevada County	0	0	\$0
Total	1046	435	\$172,817

Groups Arrived

Placer County	2085	1102	\$322,227
Washoe County	160	80	\$30,096
Nevada County	0	0	\$0
Total	2245	1182	\$352,323

Visitor Information Services

The NLTRA's year-round Visitor Information Center is open seven days a week, located in the historic Tahoe City Community Center. Summer seasonal services are provided at North Tahoe Beach (not applicable during this quarter).

Visitor Information Statistics for the Quarter

Tahoe City			
Walk In Count	2008	2007	Percentage +/-
July	2464	2217	11.14%
August	2316	1926	20.25%
September	1690	1624	4.06%
Phone Count			
	2008	2007	Percentage +/-
July	702	876	-19.86%
August	468	767	-38.98%
September	407	595	-31.60%

North Tahoe Beach			
Walk In Count	2008	2007	Percentage +/-
June	3460	61	5572.13%
July	4940	1108	345.85%
August	4608	1212	280.20%
September	997	608	63.98%

In 2008, the North Tahoe Beach Site was open 99 days versus 81 days in 2007. In 2007 the count was only when the visitor asked a question; in 2008 the count included the visitor asking a question or browsing the information racks.

Community Marketing Program

FY-2008/09 marks the fourth full year of the Community Marketing Program, designed to assist community-based business organizations with marketing and promotional support for eligible activities within their community. \$10,000 of the total program allocation of \$60,000 is set aside to help market and support regional events.

There were no Community Marketing Program Grants approved during the 1st Quarter by the Chamber of Commerce Advisory Committee and the NLTRA Board of Directors:

Organization	Amount Approved	Date Approved	Project
--------------	-----------------	---------------	---------

Community Partnerships and Planning

The emphasis of this NLTRA function is on building, expanding and maintaining the partnerships necessary to achieve Master Plan goals, objectives and implementation. Activities of the department continue to be based on the NLTRA's successful policy of leveraging our investments to the maximum extent possible. Activities are focused in the areas of Infrastructure, Transportation and Strategic Planning.

Transportation

Program Expenditures During the Quarter:

Enhanced Summer Transit Service	\$ 107,224
North Lake Tahoe Express	30,363
Hwy 267 Summer Bus Service	58,000
	<hr/>
	\$ 195,587

Infrastructure

Project Expenditures During the Quarter:

Performing Arts	\$ 42,780
Northstar Community Multi-Purpose Trail	1,919
Kings Beach Commercial Core Improvement Project	14,250
Regional Wayfinding Signage	45,000
	<hr/>
Total	\$ 103,949

Research and Planning

The NLTRA's approved TOT budget contains line items in Infrastructure and Transportation (Visitor Support Services) for research and planning expenditures. These include memberships, sponsorships and legislative advocacy, consistent with NLTRA strategic objectives.

Infrastructure

RMC Consulting	\$ 1,154
Strategic Planning-Pathway Regional Plan	5,029
2008 Lake Tahoe Summit	2,901

Project Development-Olympic Heritage Museum	7,500
Houston Group, State of California Legislative Advocacy	750
NLTRA Year End Return on Investment Report	542
Legislative Advocacy Executive Director Travel	757
	<hr/>
Total	\$ 18,633
	<hr/> <hr/>

Transportation

	\$
TNT/TMA Membership	3,000
RMC Consulting	279
West Shore Transit Planning	45
Legislative Advocacy Executive Director Travel	757
Houston Group, State of California Legislative Advocacy	750
	<hr/>
Total	\$ 4,831
	<hr/> <hr/>

FY 2008-09 NLTRA Contract Quarterly Expenditure Summary

Quarterly Report for the 1st Quarter Ending 9/30/09

<i>Expenditure Area / Category</i>	<i>Quarterly Actual</i>	<i>Current Year YTD</i>	<i>Prior Year YTD</i>	<i>FY 2007-08 Budget</i>	<i>FY 2007-08 % Expended</i>
MARKETING					
<i>Personnel/Overhead - Direct Costs</i>	\$203,906	\$203,906	\$198,906	\$815,622	25%
<i>Direct Marketing/Programs</i>	\$166,477	\$166,477	\$198,366	\$665,906	25%
<i>Conference Marketing (VCB)</i>	\$56,499	\$56,499	\$62,460	\$225,996	25%
<i>Placer County Film</i>	\$0	\$0	\$0	\$54,400	0%
<i>Community Marketing Fund</i>	\$0	\$0	\$0	\$60,000	0%
<i>Unallocated Marketing Funds</i>	\$0	\$0	\$0	\$0	-
Sub-Total	\$426,882	\$426,882	\$459,732	\$1,821,924	23%
VISITOR SUPPORT SERVICES					
<i>Personnel/Overhead - Direct Costs</i>	\$26,502	\$26,502	\$20,081	\$98,700	27%
<i>Research and Planning</i>	\$5,581	\$5,581	\$8,930	\$45,000	12%
<i>Membership</i>	\$3,000	\$3,000	\$3,000	\$5,000	60%
<i>Transportation/Transit Programs</i>	\$195,587	\$195,587	\$226,649	\$1,014,725	19%
<i>Traffic Management Program</i>	\$0	\$0	\$0	\$30,000	0%
Sub-Total	\$230,670	\$230,670	\$258,660	\$1,193,425	19%
TAHOE CAPITAL IMPROVEMENTS					
<i>Personnel/Overhead - Direct Costs</i>	\$37,662	\$37,662	\$33,323	\$157,500	24%
<i>Research and Planning</i>	\$14,883	\$14,883	\$10,448	\$40,000	37%
<i>Membership</i>	\$0	\$0	\$5,000	\$10,000	0%
<i>Approved Capital Improvements</i>	\$103,949	\$103,949	\$500,086	\$827,151	13%
Sub-Total	\$156,494	\$156,494	\$548,857	\$1,034,651	15%
NLTRA Contract Totals	\$814,046	\$814,046	\$1,267,249	\$4,050,000	20%

FY 2008-09 NLTRA Contract Quarterly Revenue Summary

Quarterly Report for the 1st Quarter Ending 9/30/08

<i>Revenue Area / Category</i>	<i>Quarterly Actual</i>	<i>Current Year YTD</i>	<i>Prior Year YTD</i>	<i>FY 2007-08 Budget</i>	<i>FY 2007-08 % Received</i>
MARKETING					
<i>Tahoe Share - 8% TOT **</i>	\$455,481	\$455,481	\$455,557	\$1,821,924	25%
<i>Interest Earnings</i>	\$0	\$0	\$0	\$0	-
<i>Fund Balance Carryover FY 01-02</i>	\$0	\$0	\$21,525	\$0	-
<i>Fund Balance Carryover FY 06-07</i>	\$0	\$0	\$51,181	\$0	-
<i>Flex Funding From Infrastructure</i>	\$0	\$0	\$7,500	\$0	-
<i>Other</i>	\$0	\$0	\$0	\$0	-
Sub-Total	\$455,481	\$455,481	\$535,763	\$1,821,924	25%
VISITOR SUPPORT SERVICES					
<i>Tahoe Share - 8% TOT **</i>	\$93,811	\$93,811	\$93,979	\$375,242	25%
<i>Interest Earnings</i>	\$0	\$0	\$0	\$0	-
<i>Fund Balance Carryover FY 01-02</i>	\$0	\$0	\$5,638	\$0	-
<i>Fund Balance Carryover FY 06-07</i>	\$0	\$0	\$24,343	\$0	-
<i>Flex Funding From Infrastructure</i>	\$204,546	\$204,546	\$129,916	\$818,183	25%
<i>Other</i>	\$0	\$0	\$0	\$0	-
Sub-Total	\$298,357	\$298,357	\$253,876	\$1,193,425	25%
TAHOE CAPITAL IMPROVEMENTS					
<i>Tahoe Share - 8% TOT **</i>	\$256,421	\$256,421	\$332,364	\$387,634	66%
<i>Tahoe Share - 2% TOT</i>	\$0	\$0	\$0	\$1,465,200	0%
<i>Interest Earnings</i>	\$0	\$0	\$0	\$0	-
<i>Fund Balance Carryover FY 01-02</i>	\$0	\$0	\$0	\$0	-
<i>Fund Balance Carryover FY 06-07</i>	\$0	\$0	\$0	\$0	-
<i>Flex to VSS Account</i>	(\$204,546)	(\$204,546)	(\$129,916)	(\$818,183)	25%
<i>Flex to Marketing Account</i>	\$0	\$0	(\$7,500)		-
Sub-Total	\$51,875	\$166,630	\$166,666	\$1,034,651	16%
NLTRA Contract Totals	\$805,713	\$920,468	\$956,305	\$4,050,000	23%

** Tahoe Share - 8% TOT Revenues reduced by like expenditures for County Services as reflected in NLTRA Contract

North Lake Tahoe Resort Association
Department Detail Activity Report
For the Three Months Ending September 30, 2009

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
REVENUE AND OTHER SUPPORT										
Member Dues	-	\$ 2,104	-	\$ 2,104	-	\$ 34,373	-	\$ 36,477	-	\$ 36,477
Special Events & Functions	\$ 86,154	-	-	\$ 86,154	-	2,669	-	\$ 88,823	-	\$ 88,823
Grants	-	-	-	-	-	-	-	-	22,250	22,250
Commissions & Booking Fees	-	28,284	\$ 850	\$ 29,134	-	-	-	\$ 29,134	-	\$ 29,134
Retail Sales & Other	-	-	6,080	\$ 6,080	-	-	-	\$ 6,080	-	\$ 6,080
Interest & Investment Income	-	-	-	-	-	-	\$ 1,420	\$ 1,420	\$ 2,779	\$ 4,199
Placer County Funding	134,479	77,402	43,500	\$ 455,381	\$ 298,356	-	-	\$ 753,737	\$ 155,825	\$ 909,562
Total Revenue and Other Support	\$ 420,633	\$ 107,790	\$ 50,430	\$ 578,853	\$ 298,356	\$ 37,012	\$ 1,420	\$ 915,671	\$ 180,851	\$ 1,096,522
EXPENSES										
Salaries and Benefits	\$ 73,798	\$ 37,481	\$ 33,580	\$ 144,859	\$ 14,787	\$ 22,100	\$ 85,111	\$ 266,858	\$ 23,496	\$ 500,353
Rent & Utilities	6,669	3,391	1,325	11,385	2,391	2,400	6,669	22,845	2,391	25,236
Telephone Services	2,124	1,122	551	3,796	408	742	1,551	6,499	408	6,908
Internet Access	25	-	-	-	-	-	-	-	-	0
Mail Expenses	588	381	70	1,039	-	262	241	1,542	43	1,585
Insurance & Bonding	467	243	243	953	149	149	467	1,718	149	1,868
Supplies	1,067	274	590	1,931	144	180	511	2,767	144	2,912
Equipment Sup. & Maint.	835	471	696	2,003	259	259	1,050	3,571	259	3,830
Taxes, Licenses & Fees	315	161	252	730	101	189	2,335	3,354	101	3,454
Miscellaneous	-	-	-	-	-	7	-	-	-	0
Equip. Rental / Leasing	426	346	856	1,630	287	573	478	2,976	207	3,264
Training & Seminars	-	-	-	-	-	-	198	-	-	0
Project Costs	-	-	-	-	204,168	-	-	204,168	118,832	323,001
Professional Fees Legal/Accounting	-	-	-	-	-	-	16,238	16,238	-	16,238
Special Events	2,800	-	-	-	-	-	-	-	-	-
Autumn Food & Wine Costs	88,246	-	-	88,246	-	-	-	88,246	-	88,246
Membership Events/Newsletter	-	-	-	-	-	4,196	-	4,196	-	4,196
Cost of Goods Sold	-	-	3,745	3,745	-	-	-	3,745	-	3,745
Promotional/ Giveaways	1,719	-	-	-	-	-	-	-	-	-
Marketing Cooperative/Media	151,508	56,499	-	207,999	-	-	-	207,999	-	207,999
Marketing Other	15,697	-	-	15,697	-	-	-	15,697	-	15,697
Programs	-	-	-	-	-	-	-	-	-	-
Associate Relations	221	93	93	407	57	57	179	700	57	758
Board Functions	-	-	-	-	-	-	458	458	-	458
Credit Card Fees	32	-	154	185	-	109	-	292	-	392
Automobile Expenses	192	203	-	475	-	316	454	1,245	0	1,245
Local Meals & Entertainment	248	-	-	248	-	270	534	1,052	20	1,072
Dues & Subscriptions	880	-	-	880	18	36	36	970	18	988
Travel	1,242	-	-	-	-	-	-	-	-	-
Allocated	57,561	19,020	8,352	84,933	7,299	9,261	(111,180)	(9,687)	9,687	-
Total Functional Exp. Before Depreciation	\$ 406,649	\$ 119,769	\$ 50,515	\$ 576,933	\$ 230,070	\$ 41,107	\$ 5,333	\$ 853,442	\$ 155,894	\$ 1,009,335
Depreciation	\$ 1,875	\$ 975	\$ 975	\$ 3,825	\$ 690	\$ 600	\$ 1,875	\$ 6,900	\$ 600	\$ 7,500
Total Functional Expense and Depreciation	\$ 408,524	\$ 120,744	\$ 51,490	\$ 580,758	\$ 230,760	\$ 41,707	\$ 7,208	\$ 860,342	\$ 156,494	\$ 1,016,835
Change in Net Assets	\$ 12,109	\$(12,954)	\$(1,060)	\$(1,905)	\$ 67,686	\$(4,665)	\$(5,787)	\$ 55,330	\$ 21,360	\$ 79,690

Spring/Summer Performance Measurement Narrative April 1, 2008 to September 30, 2008

LEISURE ADVERTISING

Advertising/Promotions

Total media reach during this six month period increased as compared to prior periods, however, gross impressions declined. This decline was mainly due to the Los Angeles TV buy conducted in the winter of 2007/08, versus a smaller TV schedule in the Bay area during June of 2008. Total Media Dollars increased over prior period from \$532,852 to \$586,185. In addition, Total Media Dollars increased \$177,095 over the summer of 2007. The number of new entries in our consumer database dropped somewhat as a targeted effort was undertaken to improve the quality and profile of our "opt in" database.

Inquires/Conversions

This period was the first full summer period in the tracking of Lodging Click through data generated from the www.GoTahoeNorth.com website directly to our lodging supplier websites. This six month period documented over 91,000 outbound clicks, an average of over 15,000 per month. Total brochures requested online continue to decrease as the number of opt-in email addresses increased. This is an indication that fewer consumers are ordering our printed vacation planner as they opt to receive their vacation information online or via email notification.

Online Activity

The number of Pay per Click keywords decreased from 94 last period to 68 this period as our search engine optimization efforts begin to level off. High organic search results allow us to decrease the budget resources allocated to purchase Pay per Click keywords. Average consumer time spent on the website increased by a full minute during this period, while the number of unique visitors increased from 263,778 to 303,011 (a 15% increase). Search engine referrals increased 31% to 118,141 as our #1 positions, 1st page positions and 2nd page positions all increased during this period. Email open rates decreased from 11.70% to 10.40% while email click thru rates decreased from 120.6% to 18.30%.

Media/Public Relations

26 media appointments were conducted through our participation in International PowWow. This period also saw an increase in the number of qualified media and publications attending our media FAM over the prior 6 month period. The number of media inquiries increased over the prior April – September period decreased while the number of media interviews decreased. Total number of placements decreased from 190 in the last summer period to 168 in this period; advertising equivalency remained flat at \$1.6 million.

CONFERENCE SALES

Number of leads and lead room nights decreased over the prior six month period, however the number of leads increased over the prior April – September period. Number of bookings, booked room nights, and total booked lodging revenue all decreased from the prior six month period but all increased over the prior April – September 2007 period. Lost business also increased with the aggressive sales outreach during this period. Number of arrived business bookings, arrived room nights, and arrived attendee spending were all up over prior six month period. In addition, booked attendee spending increased over the prior April – September period while bookings were down.

TRAVEL TRADE/LEISURE SALES

Number of sales missions conducted in the April – September period was 30. This represents a 36% increase over the prior 2007 April – September period. In Addition the number of FAM trips and Site Inspections were both up over prior 2007 numbers. Product placements in both the domestic and international brochures were flat to prior period.

Performance Measurement Document

Leisure Advertising

April - Sept. 2007 Oct. - March 2007/08 April - Sept. 2008

Advertising/Promotions

Total Reach	50%	16.66%	52.56%
Total Frequency	2	3.14	3.51
Gross Impressions	47.4 million	44.6million	28.6 million
Total Value of Media Placed			
a. Paid Media Dollars	\$284,389	\$ 361,774	\$ 306,225
b. Co-op Media Dollars <i>(private partner contributions & outside grants)</i>		\$ 14,050	\$ 49,918
c. In Kind/Barter Media Dollars	\$4,080	0	0
d. Unpaid Media Dollars	\$120,621	\$ 157,028	\$ 230,042
TOTAL	\$409,090	\$ 532,852	\$ 586,185
Number of New Entries in Consumer Database	5,215	3226	3185

Inquires / Conversion

- a. Number of brochure / planner requests
 - online
 - phone
- c. Number of consumers registering on website to receive information
- d. Number of opt-in email addresses
- e. Lodging Click Thru Numbers

online	3,924	3499	3185
phone	5,576	2608	
	3,816	n/a	n/a
	1,136	n/a	1552
n/a		92,490	91,307

Online Activity

- a. Number of pay per click keywords purchased
- b. Time spent on consumer website
- c. Number of web pages of content developed
- d. Number of user sessions
- e. Number of unique visitors
- f. Number of repeat sessions
- g. Search engine referrals
- h. Search engine results
 - Avg. amount of #1 Positions
 - Avg. amount of 1st Page Positions
 - Avg. amount of 2nd Page Positions
- i. Email open rate
- j. Email click through rate

	107	94	68
	5:44	5:21	6:20
	5	14	0
	304,012	318,857	372,435
	248,249	263,778	303,011
	55,754	55,079	69,424
	81,476	89,888	118,141
	4.5	7	7.8
	25.67	28.6	36.3
	15.5	16.6	17.7
	12.9%	11.70%	10.40%
	16.3%	20.60%	18.30%

Media/Public Relations

Media Trade Shows

- a. Number of trade shows attended
- b. Number of appointments
- c. Number of qualified media in attendance

1	1	1
0	6	26
415	300	100

Media Missions

- a. Number of media missions
- b. Number of coop partners
- c. Number of media contacts

0	0	2
n/a	n/a	18
n/a	n/a	31

April - Sept. Oct. - March April - Sept.
2007 2007/08 2008

Media Familiarization Tours (FAMs)

- a. Number of FAMs
- b. Number of qualified media participating
- c. Number of publications represented

9	10	22
12	38	45
20	114	33

Press Releases

- a. Number of press releases issued
- b. Number of press releases downloaded from website

74	55	60
2396	n/a	1299
156	170	168
92	68	54

Number of Media Inquiries

Number of Media Interviews

Placements

- a. Total number of placements
- b. Regional vs. National
- b. Domestic vs. International

190	387	168
40/60	42/58	48/52
97/3	n/a	98/2
n/a	n/a	42 million
\$1.6 million	\$2.5 million	\$1.6 million

Number of Impressions

Advertising Equivalency

Bookings

Online Ticket Sales

- a. Tickets sold online
- b. Ticket revenue
- c. Ticket commission

582	1294	567
\$ 33,561	\$ 149,341	\$ 31,935
n/a	n/a	

Event Marketing

- a. Number of events supported
- 50th Anniv. Winter Olympic Heritage Cele.
- Lake Tahoe Music Festival
- Lake Tahoe Marathon

5	4	8
		X
		X
X	X	X

Big Blue Adventure Race
 Learn to Ski & Board
 SnowFest!
 Tahoe City Downtown Assoc. Wine Walk
 PaddlePalooza
 Fabulous Fall Celebration

X	X	X
	X	
	X	X
X		X
X		X
X		X

b. Number of events produced

Autumn Food & Wine
 Total Sales
 Total Revenues

	1	0	1
	\$41,400	n/a	\$ 86,154
	\$78,109	n/a	\$ 88,246

Conference/Group Sales

Leads

Number of leads
 Lead room nights

April - Sept. 2007 Oct. -March 2007/08 April - Sept. 2008

197	266	208
60,018	96656	49806

Booked Business

Number of bookings
 Booked room nights
 Booked attendance
 Booked attendee spending

30	42	38
4444	10,635	7718
1906	4813	4101
\$569,333	\$1,521,992	\$1,081,315

Lost Business

Number of lost opportunities
 Lost room nights
 Lost attendance

98	129	149
25,551	44952	50,330
11,339	16867	24,197

Arrived Business

Number of bookings
 Number of booked room nights
 Number of booked attendees
 Booked attendees spending

52	31	43
7,078	6332	7591
4,237	3086	4158
\$920,128	\$714,567	\$1,085,143

Personnel productivity metrics

Number of leads-sales person A
 Number of leads-sales person B
 Number of bookings-sales person A
 Number of bookings-sales person B
 Number of booked room nights- sales person A
 Number of booked room nights- sales person B

197	266	208
0	0	0
30	42	38
0	0	0
4444	10635	7718
0	0	0

Travel Trade/Sales

Leisure Trade Shows

- a. Number of trade shows attended
- b. Number of Coop shows

4	4	4
3	4	4

Number of Sales Missions (call center trainings)

- a. Domestic
- b. International

11	8	0
22	0	30

Leisure Familiarization Tours (FAMs)

12	12	13
----	----	----

Number of Site Inspections

49	56	58
----	----	----

Number of Wholesale Brochure Placements

- a. Domestic
- b. International

31	31	33
43	42	44



n is for north

North Lake Tahoe's
10 courses cover the
spectrum, from classic
links play to lakaview
masterpieces, either set
against Tahoe's spiraling
peaks or nestled among
the pines.

GoTahoeNorth.com/NCGA

800.TahoeGO

Lake Tahoe's Best Golf

125 Destinations/2004/05



PURE EXPERIENCE

466_6855 NCGA

Smith + Jones, Inc. 06/09/08 gG

CMYK, 7 x 5" Half-Page, PDF-X1a

NCGA Golf

½ page, Quarterly, July Insertion

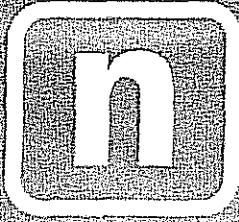
Circulation: 180,000

Demographics: 54 Average Age

\$173,800 Average HHl

97% Took a golf trip in the past year

51% Took 5+ golf trips in the past year



North Lake Tahoe

For your summer vacation enjoyment, we invite you to North Lake Tahoe, the resort destination that lets you savor an itinerary as active - or wonderfully inactive - as you want it to be.

GoTahoeNorth.com/7x7
800.TAHOE4U

Lake Tahoe, awarded the #1 U.S. destination by TripAdvisor.



PURE EXPERIENCES

7x7 Magazine

Full page, July Insertion

Circulation: 48,000

Demographics: 62% Female

73% Age 25-44

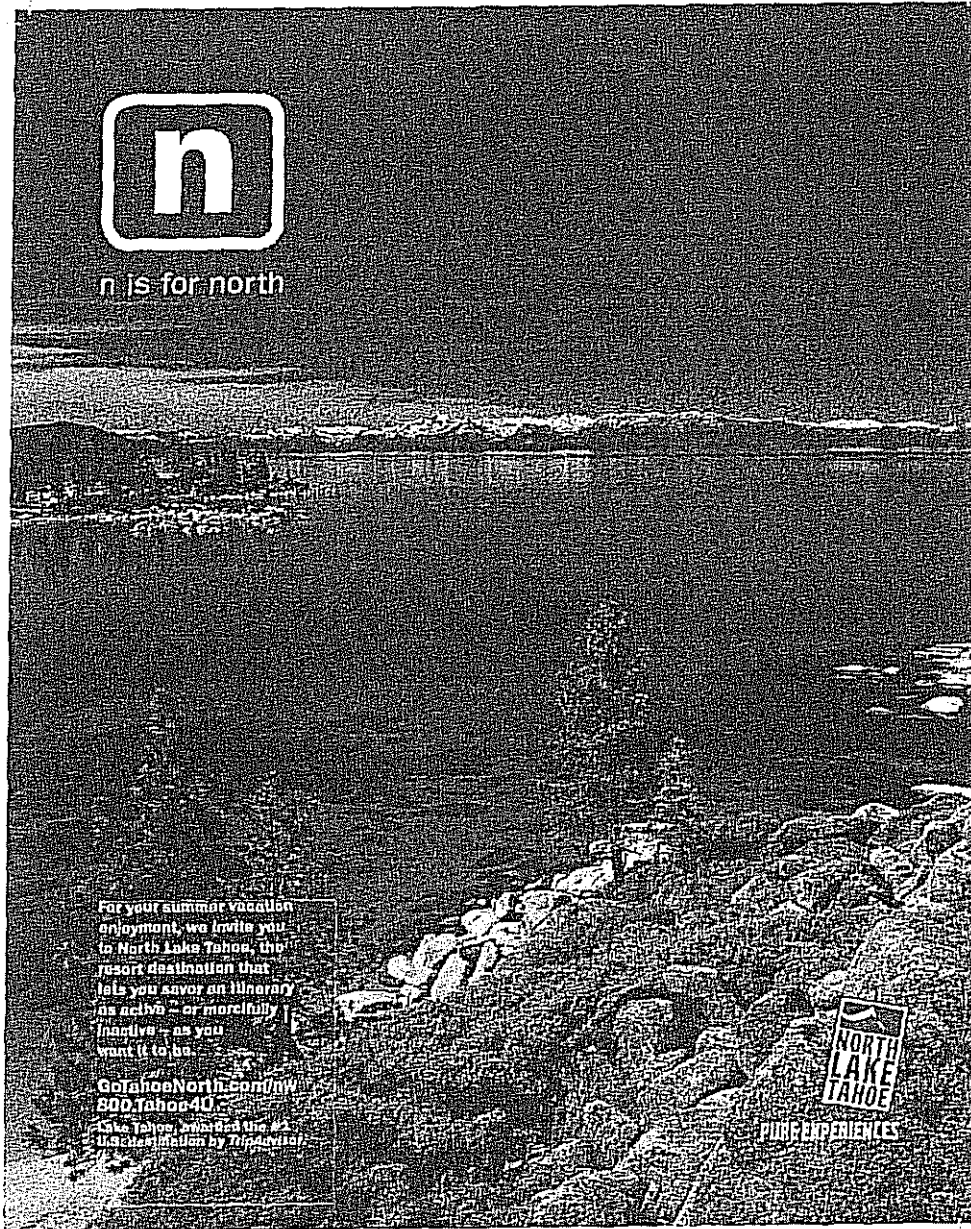
40% Married

49% HHI \$100,000+

23% Visited Lake Tahoe in the past year



n is for north



For your summer vacation enjoyment, we invite you to North Lake Tahoe, the resort destination that lets you savor an itinerant life actively - or more fully in nature - as you want it to be.

GoTahoeNorth.com/NW
800.Tahoe.4U

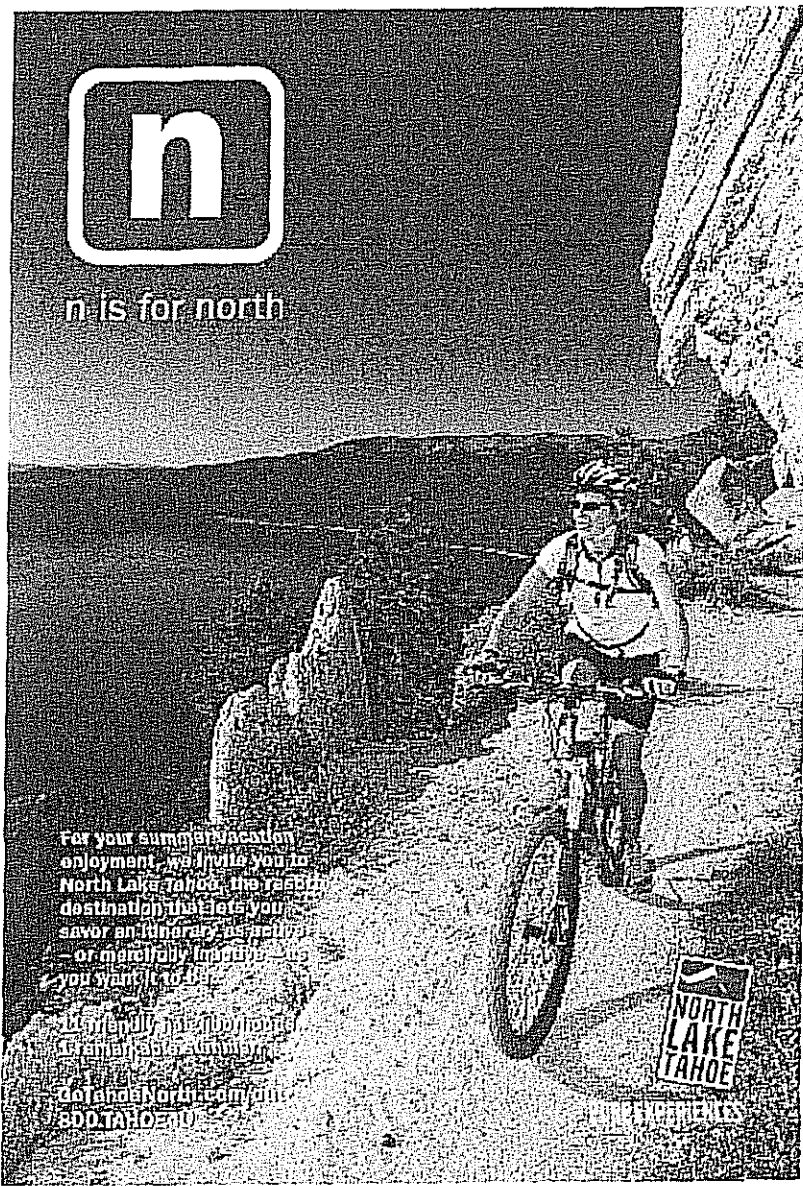
Lake Tahoe, nestled in the heart of the Sierra Nevada by Zipporah

NORTH
LAKE
TAHOE

PURE EXPERIENCES

446_6056 Newsweek Ad
Smith + Jones, Inc. 06/09/08 gG
CMYK, Full Blood, 7.875 x 10.5 Trim, PDF-X1A

Newsweek, CA State Buy
Full page, June 30 Insertion
Circulation: 354,000
Demographics: 51% Male
49% Female
48.5% Ages 35-54
41.3% HHI \$100,000+



Outside Magazine

Full page, July Insertion

Circulation: 215,000 (33% of national circulation)

43% is distributed in CA

Demographics: 65% Male

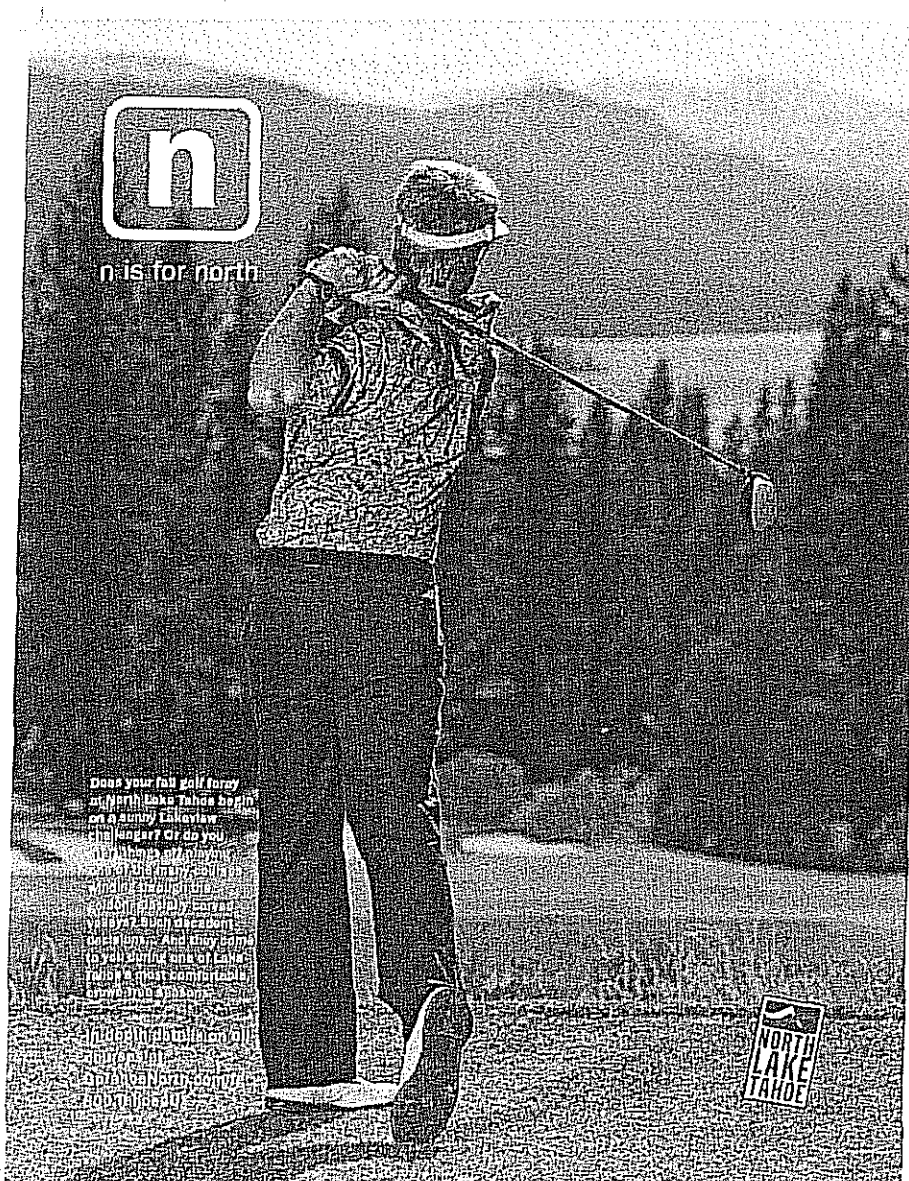
58% Ages 30-54

Average Age 41

55% Married

33% HHI \$100,000+, Average HHI \$142,369

15% Visited California in the past 12 months



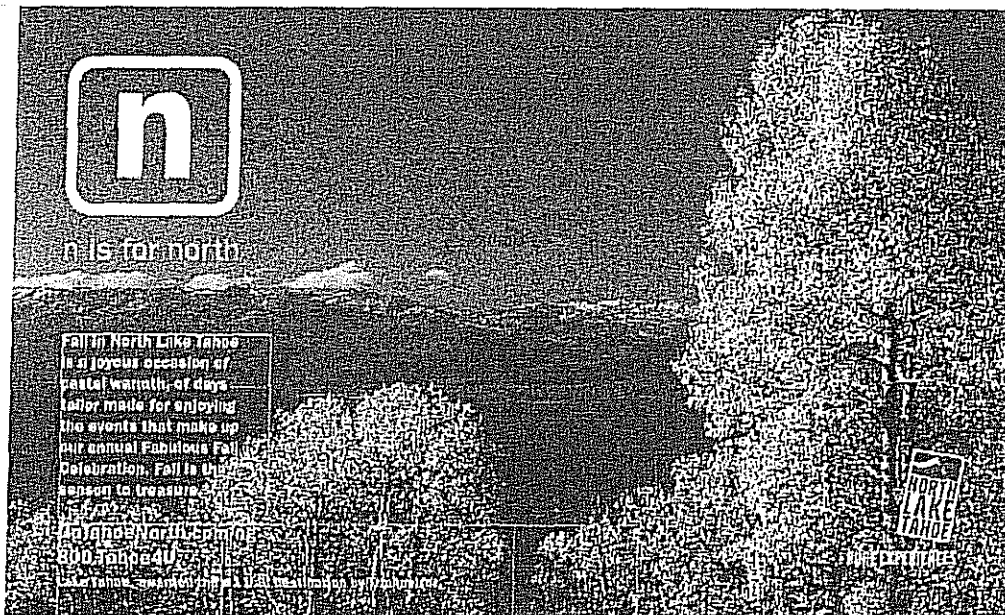
445_6501 NLT Co-op Fairways and Greens
 Smith + Jones, Inc. 07/11/03 gG
 CMYK, Full Bleed, 8.375 x 10.875 Trim

Fairways & Greens

Full page, Bi-monthly, September Insertion

Circulation: 100,000 (5,000 paid) California, Nevada, Oregon, Utah (St. George), Arizona, Idaho, Washington and Oregon

Demographics: 89% Male
 11% Female
 50% Age 35-54
 30% Age 55+
 43% HHI \$100,000+
 67% Travel regionally when taking golf vacations



National Geographic Traveler

½ page, 6x per year, September Insertion

West Circulation: 125,000 (64% in California)

National Circulation: 719,556 (100% paid)

Distribution: California, Washington, Oregon, Arizona, New Mexico

Demographics: 53% Male

51% Ages 30-54

42 Median Age

58% Married

29% HHI \$100,000+

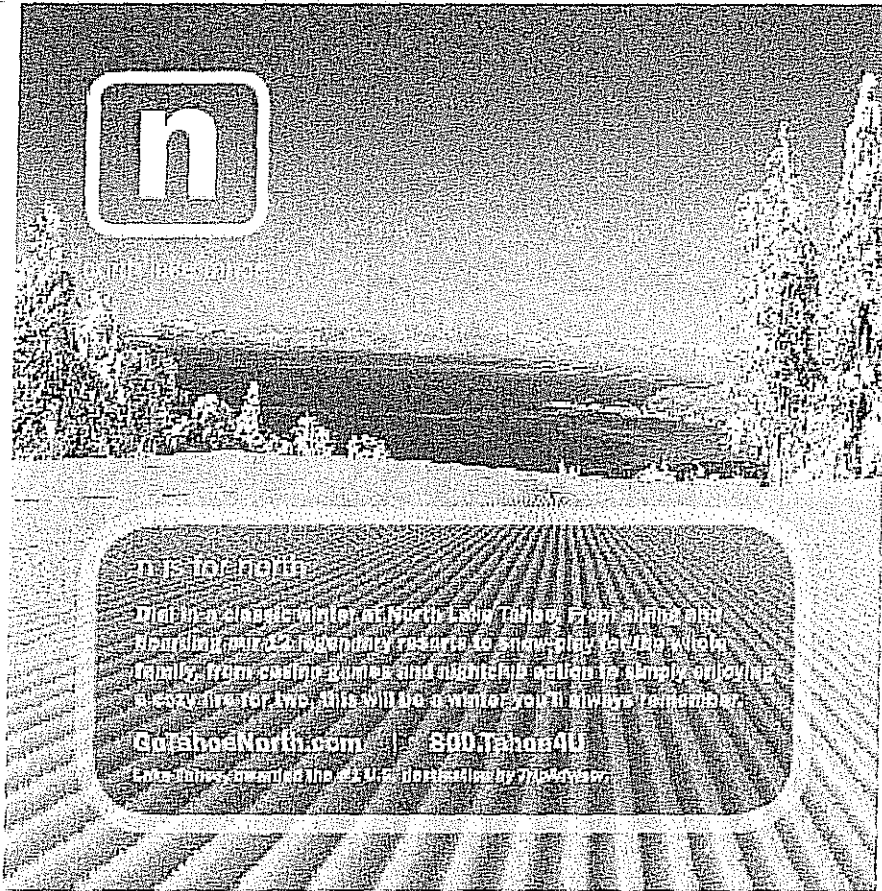
\$77,212 Average HHI

28% Took 3+ domestic trips per year

12% Visited California in the past 12 months

14% Go to the beach on a trip

21% Do general sightseeing on a trip



466_6882 CTTC

Smith + Jones, Inc. 07/17/08 gG

CMYK, 4.75 x 4.812

CTTC Insert,
1/3 page

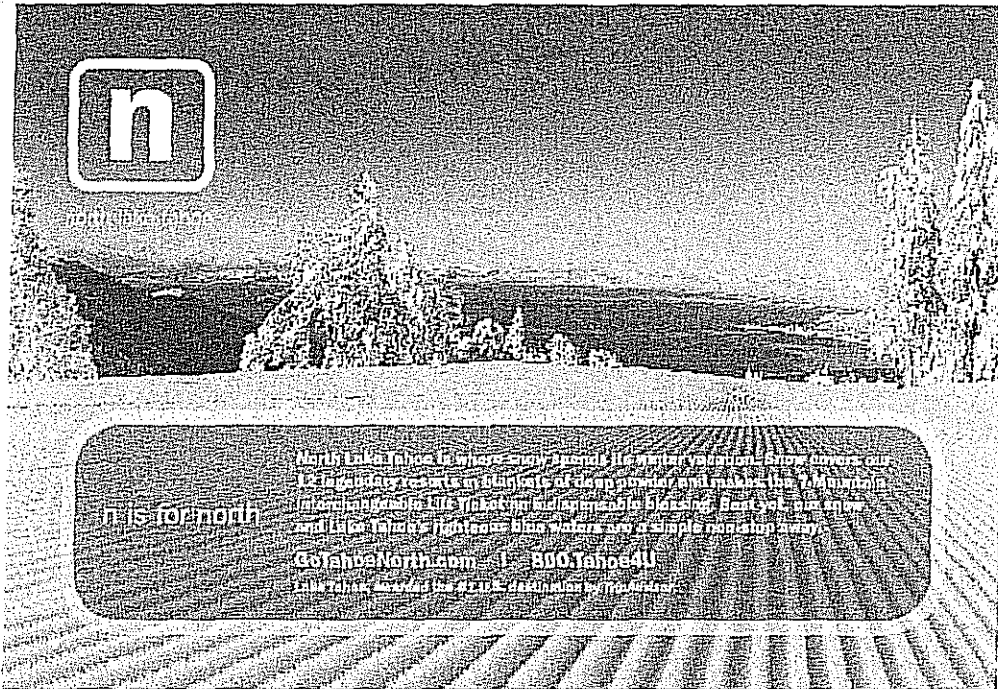
Insert goes into:

Travel & Leisure October issue (150,000)

National Geographic Traveler October issue (450,000)

Food & Wine November issue (350,000)

Vancouver Sun Newspaper October 11th issue (215,000)



466_6896 Los Angeles Magazine
 Smith + Jones, Inc. 08/21/08 gG
 CMYK, 6.75 x 4.625 Half-page Horizontal, PDFX-1a

Los Angeles Magazine
 ½ page, October Insertion
 Circulation: 155,709 (100% paid)
 Demographics: 46% Male
 23% Ages 35-44
 24% Ages 45-54
 39% Ages 55+
 \$212,600 Average HHI



n is for north

It's the North in North Lake Tahoe. This is the top half of Lake Tahoe where every season becomes a playground of a different color. Sandy beaches to snowy reaches, Uptown to old town, Golden State to Silver State, North Lake Tahoe is 180 degrees of discovery.

180 degrees of discovery - what's that? Good question.

GoTahoeNorth.com/nvg
800.TAHOE4U



PURE EXPERIENCES

FEATURED PARTNERS

Pumpjack Snow Valley Inn
800.522.NDDB • pumpjacksnowvalleyinn.com
4727 W. Hillman Blvd. at the base of South Valley
Awards Winning Restaurants & Wine List. Inclusive Gourmet
Breakfast Buffet. Complimentary High-Speed Wireless
Internet. Pool & Spa.

Incline Village General Improvement District
877.00.VIEWS • YouTahoePlace.com
North Lake Tahoe's premier vacation destination. Just
across the border from Nevada, the information includes

Hyatt Regency Lake Tahoe Resort, Spa and Casino
800.610.6688 • LakeTahoeHyatt.com
Classic Tahoe Style. Experience it all in Lakefront luxury.
Full-service amenities, minutes from you and others.

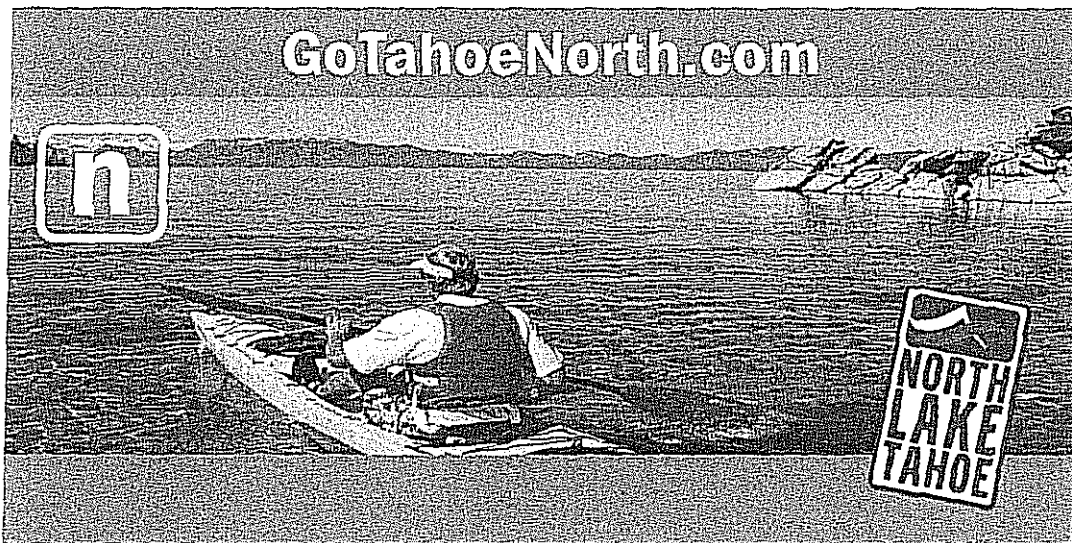
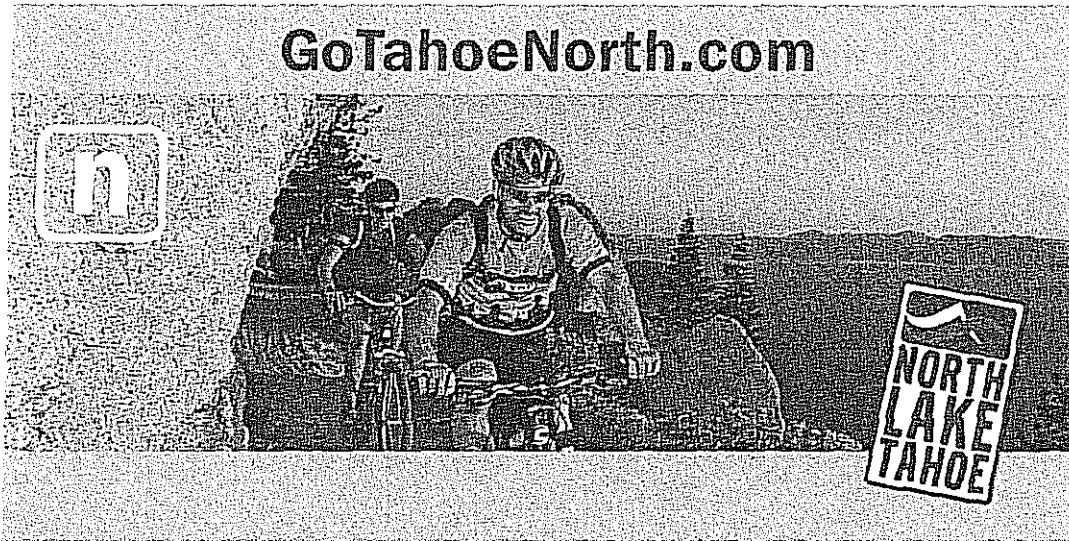
North Lake Tahoe Express Airport Shuttle
866.216.5227 • NorthLakeTahoeExpress.com
North Lake Tahoe and Carson City now only a short ride to the
conveniently-located airport service to/from Reno Tahoe International
Airport. Three routes are from 2:00am - 1:00am daily.

Nevada Travel Planner
Full page, Annual

Circulation: 625,000

Distribution: NV Visitor Guide (550,000) - mailed nationally and internationally to consumers requesting information on visiting Nevada. It is also handed out by the NV Commission on Tourism regionally and at numerous trade shows.

NV Travel Planner (75,000) - 46,004 are direct mailed with Travel Agent Magazine and 13,200 are direct mailed with Canadian Travel Press Magazine, both to qualified agents.



PREMIERE PANEL

Location: I-80 east of 6th Street, West Facing, Left Read
West of the Bay Bridge (current location)
Size: 12' x 24' Illuminated
Months: June-September
Monthly Impressions: 4.6 Million

n

north lake tahoe

n is for north

Planning a North Lake Tahoe meeting is uncomplicated. Here's how we make your job enjoyable:

- Professional, one-stop planning resource at no charge to you
- Short travel time from anywhere in California
- 7,000 hotel rooms & condos • 200,000 sq. ft. of meeting space
- Express shuttle from Reno/Tahoe International

GoTahoeNorth.com/nc | 800.462.5198

Lake Tahoe enclosed in a U.S. destination by TopGolf

465_6867 MCCMPPI
Smith + Jones, Inc. 07/22/08 gG4
CMYK, 7 x 4.583"

NCCMPI
½ page, Annual
Circulation: 1,000 (50% planner/50% supplier)
The official publication of the Northern California Chapter of Meetings Professional International.

n

north lake tahoe

n is for north

Planning a North Lake Tahoe meeting is uncomplicated. Here's how we make your job enjoyable:

- Professional, one-stop planning resource at no charge to you
- Multiple non-stop flights between Chicago and Reno/Tahoe Intl. Airport
- 7,000 hotel rooms & condos • 200,000 sq. ft. of meeting space
- Express shuttle from Reno/Tahoe International
- Diverse team building activities • Unique off-site event options

GoTahoeNorth.com/chi | 800.462.5196

Lake Tahoe, awarded the #1 U.S. destination by TripAdvisor

Forum of Chicagoland

½ page, September Insertion

Circulation: Regular Issues – 4,100 (distributed to 3,700 members)

Demographics:

93% of members are responsible for or assist in meeting site selection

79% of members are responsible for site selected

Job Title


62% Management Level

Job description:

39.9% Admin/Finance/HR, 21.7% Meetings/Education, 21.4% Membership Development/Services, 20.1% Communication/Marketing/Public Relations
11.5% Technology

Association Types


69% Professional (Individual Membership Groups), 36% Medical Associations, 16% Trade (Corporate Membership Groups), 6% Association Management Companies, 9% Philanthropic/Charitable, 5% Other

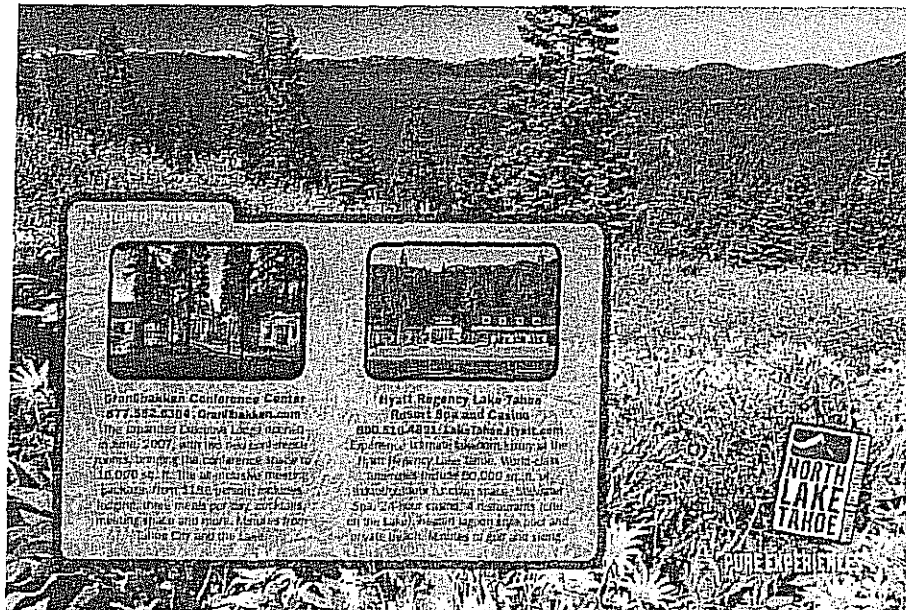

n is for north

Naise happens to be the lead letter in "Now, let's get down to business." Here's how North Lake Tahoe VCO works for your business:


- One-stop planning resources for all your meeting needs
- 2,000 hotel rooms & condos
- 200,000 sq. ft. of meeting space
- 20 distinct meeting sites
- Reno/Tahoe Intl. Airport is served by every major carrier
- Express shuttles from airport

Learn more about the business and of North Lake Tahoe.
 GoTahoeNorth.com
 800.462.6199


PURE EXPERIENCES



<p>Grand Hotel Conference Center 677.882.3386; GrandHotel.com The popular European Lakes resort is now 2007's most luxurious resort, offering the conference space to 110,000 sq. ft. of uniquely meeting facilities. From 2100-person ballrooms holding three meals per day, 200 halls, meeting space and more. Minutes from Jackson City and the Lake Tahoe region.</p>	<p>Hyatt Regency Lake Tahoe Resort Spa and Casino 800.516.4811; LakeTahoeHyatt.com Experience ultimate lake country at the Hyatt Regency Lake Tahoe. World-class amenities include 60,000 sq. ft. of state-of-the-art meeting space, ballroom Spa, 24-hour casino, 4 restaurants, 100,000 sq. ft. of meeting space and more. Private Desert Minutes of Golf also includes Lake Tahoe's best golf course.</p>
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PURE EXPERIENCES

Smart Meetings Postcard Insert

July Insertion

Circulation: 31,500 (BPA, 100% qualified, non-paid)

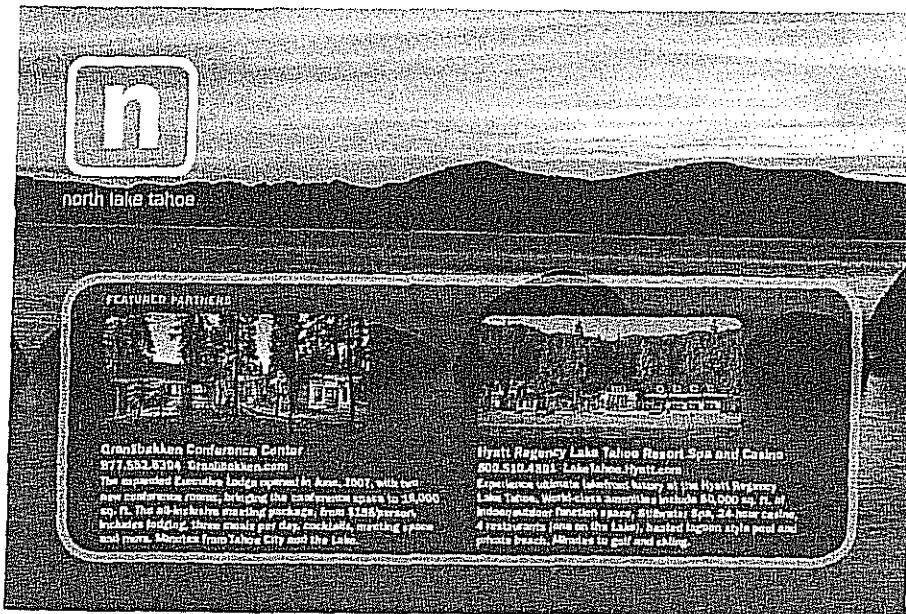
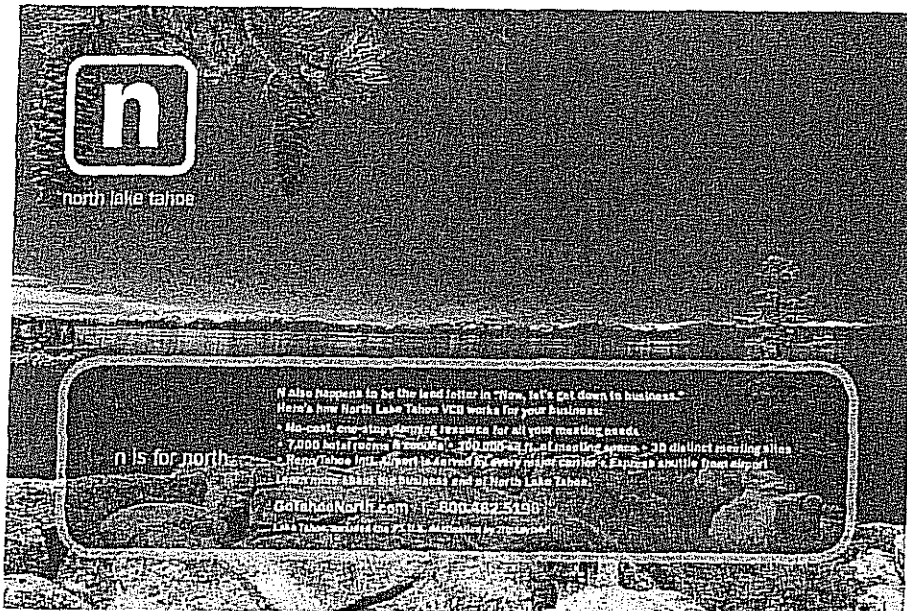
Demographics:

By Market Segment:

78.5% Corporate Planner, 18.4% Association Planner, 3.1% Other

Title:

17.5% Meeting Planner, 22% Chairman/CEO/President, 21% Executive VP/Director, 11.9% Office Personnel/Other Manager, 11.6% Marketing/Sales Manager, 11.4% Others allied to the field, 2.9% Convention/Conference Center 1.7% Training/Education Manager



Meetings West Postcard Insert

September Insertion

Circulation: 31,025 (BPA, 100% qualified, non-paid)

Demographics: Type:

57.8% Corporate Planner, 28% Association Planner, 14.2% Independent Plnr

Title:

33.7% Meeting Planner, 21.9% Chairman/CEO/Owner/President, 16.7

Executive VP/Director, 14.8% Office Personnel/Other Management, 9.1%

Marketing/Sales Manager, 2.1% Training/Education Manager, 1.7% Others allied

to field

Local participation increases with Chamber of Commerce

Incline/Crystal Bay makes up 31 percent

By Kyle Magin
BONANZA STAFF WRITER

For a number of Incline Village and Crystal Bay businesses and nonprofit organizations, a membership in the North Lake Tahoe Chamber of Com-

merce is a helpful relationship.

Kym Fabel, manager of the Tahoe City-based Chamber, said 31 percent of the Chamber's membership is made up of Incline and Crystal Bay area businesses and organizations.

This is a rise from two years ago, when Fabel said the Chamber lost some membership when it merged with the former Incline Village/Crystal Bay

Chamber of Commerce in 2006. The merger moved the Chamber's operations to Tahoe City, though Fabel said the Chamber is still invested in Incline and Crystal Bay.

"It's true, our numbers suffered a bit after the merger," Fabel said. "But membership has been growing and our local partnerships are helping."

See **Chamber - Page 3**

Chamber

continued from page 1

Those partnerships include Chamber co-sponsored political forums during the summer and fall along with the *Bonanza* and monthly — sometimes bi-monthly — mixers which take place at local businesses.

"These are really important to the community and something we plan to continue to do," Fabel said.

Chamber voting membership costs from \$210 for small businesses and individuals to \$550 for a business conference membership with lodging. A non-voting affiliation costs \$110.

The price is a worth it, said Linda Offerdahl, owner of Dress the Part(y).

"Belonging to the Chamber gives me access to the Tahoe City and Truckee markets, which might as well be 1,000 miles away," Offerdahl said. "I have an amazing amount of customers drive in from Tahoe City and the South Shore — the Chamber does a good job of getting my name out there."

Offerdahl said a recent mixer she hosted at Dress the Part(y) was well attended and brought in business from around the North Shore and Truckee area.

Fabel said the Chamber provides many incentives for local businesses such as

the chance to advertise as a group in multiple media outlets and access to free job postings.

The Chamber doesn't only offer perks though.

Tahoe Rim Trail Association Director Mark Kimbrough said the Chamber benefits his nonprofit by giving it contacts in the business community.

"It's one of the few opportunities you have to establish ties with the business community as a nonprofit," Kimbrough said. "There is a mailing list you can use, you can post articles in their publications, and they allow us space for our trail information in their offices."

Kimbrough said the Chamber is adept at disseminating information on the TRTA and said the relationship is great for the Incline-based non profit.