



**REVISED Agenda and Meeting Notice**  
**THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS**  
Wednesday, March 2, 2011 – 8:30 am  
Tahoe City Public Utility District

**NLTRA Mission**

*“to promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”*

**Meeting Ground Rules**

*Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments*

The NLTRA Board has also adopted the Nine Tools of Civility of the Speak Your Peace Civility Project: *Pay Attention, Listen, Be Inclusive, Do Not Gossip, Show Respect, Be Agreeable, Apologize, Give Constructive Criticism, Take Responsibility.*

**ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED**

**A. CALL TO ORDER - ESTABLISH QUORUM**

**B. AGENDA AMENDMENTS AND APPROVAL (*Motion*)**

1. Agenda Additions and/or Deletions
2. Approval of Agenda

**C. PUBLIC FORUM**

Any person wishing to address the Board of Directors on items of interest to the Resort Association not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Board on items addressed under Public Forum.

**D. REPORTS & ACTION ITEMS**

3. Presentation: Lake Tahoe Basin Prosperity Plan/Tahoe Prosperity Center – “B” Gorman, CEO Lake Tahoe South Shore Chamber of Commerce (*20 minutes*)
4. Presentation: FY 2011/12 Overall Marketing Strategies – Les Pedersen, Marketing Committee Chair (*15 minutes*)
5. Amgen Tour of California Update (*15 minutes*)
6. Presentation, Discussion and Possible Action to Approve and Recommend to the Board of Supervisors an Infrastructure Funding Request of up to \$75,000 for the early opening and maintenance of the bike/pedestrian trails and routes in preparation for the Amgen Tour of California (*10 minutes*) (***Motion***)
7. Review and Possible Action on Fund Balance Carryover (*10 minutes*) (***Motion***)
8. Interim Executive Director Report (*10 minutes*)

9. Marketing Report (10 minutes)
  - Agency RFP Review and Board Input
  - Conference Revenue Statistics – February 2011

10. Board/Staff Follow-up on Previous Action Items (5 minutes)

**E. CONSENT CALENDAR – MOTIONS (5 minutes)**

All items listed under the consent calendar-motions are considered to be routine and/or have been or will be reviewed by committee, and will be approved by one motion. There will be no separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar-motions. All committee meeting minutes are provided for informational purposes only.

11. Board Meeting Minutes – February 2, 2011
12. Finance Committee Minutes – February 1, 2011
13. Financial Statements – January 2011
14. Lodging Committee Minutes – February 3, 2011
15. Marketing Committee Minutes – February 22, 2011
16. Conference/Marketing Activity Report – February 2011
17. Infrastructure/Transportation Activity Report – February 2011
18. NLTRA 2<sup>nd</sup> Quarter Report to Placer County

**ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE RESORT ASSOCIATION AND  
CONVENE AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE**

**F. CHAMBER OF COMMERCE REPORTS (10 minutes)**

19. Community Awards
20. Chamber Activities and Events

**G. CHAMBER OF COMMERCE CONSENT CALENDAR – MOTIONS (2 minutes)**

21. Chamber of Commerce Committee Minutes – February 16, 2011
22. February Chamber of Commerce Implementation Report
23. Community Marketing Grant – Tahoe City Downtown Association

**ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE  
AND RECONVENE AS THE BOARD OF THE NORTH LAKE TAHOE RESORT  
ASSOCIATION**

**H. DIRECTORS' COMMENTS**

**I. MEETING REVIEW AND STAFF DIRECTION**

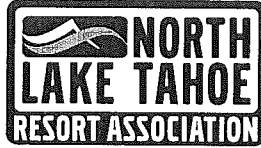
**J. CLOSED SESSION**

24. Personnel Matters
  - Executive Director

**K. RECONVENE TO OPEN SESSION**

25. Closed session report

**L. ADJOURNMENT**



March 2, 2011

To: Board of Directors

From: Andy Chapman, Director of Tourism  
Les Pedersen, Marketing Committee Chair

Re: 2011/12 Draft Overall Marketing Strategies

**Background**

As part of the six month planning process, the NLTRA Board of Directors has requested that all committees present to the board the high-level strategies for each area of the organization as part of the FY 2011/12 planning process. This effort will give the Board of Directors an opportunity to review those strategies and provide input and direction for further development.

At its meeting last week, the NLTRA Marketing Committee reviewed the existing North Lake Tahoe FY 2010/11 Marketing Strategy. This document was used as the basis for the discussion with the committee. The committee reviewed the Overall Marketing Strategies and provided input and direction to the staff.

**Committee Recommendation**

Les Pedersen, Marketing Committee Chair, will present the recommended additions to the FY 2011/12 Overall Marketing Strategies to the NLTRA Board of Directions for further discussion and direction. This input will be incorporated into the planning process and will be brought back to the Board a future meeting.

## **Draft 2011/12 Overall Marketing Strategies**

### **Cooperatively Promote Tourism Based on Shared Objectives**

Cooperatively promote tourism based on shared objectives among and between regional partners, participating member businesses and constituents, which are more effectively and efficiently accomplished collectively than independently.

### **Conduct Brand Development**

Develop and implement a clear, concise and differentiated North Lake Tahoe brand to be communicated in all of aspects of marketing and promotional efforts.

### **Conduct Market Research**

Conduct area wide research on vacation product, consumer buying habits and guest travel patterns. Develop an area wide business forecasting/occupancy tool. Develop research to gauge and measure advertising, product awareness and consumer intent to travel.

### **Attract New Visitors to the Region while Maintaining Existing Markets**

The NLTRA will continue to play a leadership role in the development of new destination markets by expanding and sustaining its destination marketing efforts. The NLTRA will also continue to develop new emerging and niche markets with the greatest potential for success. The current niche markets are Southern California with a specific focus on Los Angeles and San Diego. Los Angeles is selected since it has the largest number of daily direct flights to the Reno market. San Diego has been selected as it is not overly saturated with competing destination marketing efforts. The residences also closely match our target market. Efforts will also be placed on maintaining and defending our existing, core markets such as the Northern California Drive Market.

### **Develop Programs to Expand Peak Periods**

The NLTRA will play a key role in the development of programs designed to expand the peak visitation period. This effort will be applied across the entire fiscal year with the objective to broaden the attractive travel period for our consumers. As an example, efforts will be made to extend weekend stays, to expand the summer season to begin earlier and last longer, to promote winter mid-week availability. The four target periods for 2010-2011 are as follows

Late August-September, 2010

January, 2011

Late February-March, 2011 (post presidents/ski week through spring skiing)

June, 2011

### **Expand and Enhance Opportunity Events/Periods - NEW**

The NLTRA will develop programs that expand and enhance various event and seasonal opportunities. This effort may include a focus on bike and bike related vacation products, water related products, music and entertainment offerings and culinary tourism to name a few.

### **Develop Programs Focused on the Variety of Lodging Segments - NEW**

Expand and enhance on existing lodging effort to fully promote all segments of the North Lake Tahoe lodging product. An initial program developed in FY 2010/11 was developed to focus more marketing resources on the promotion of the various lodging assets available in North Lake Tahoe. This new effort will focus our lodging message at the appropriate audience during the appropriate period to drive overnight stays and resulting in “heads in beds”.

### **Expand Business Communication and Education - NEW**

The NLTRA, in conjunction with the North Lake Tahoe Chamber of Commerce, will develop an extensive communication and education program for our business constituency. This effort will be designed to deliver the various event messages and will utilize a “tool kit” concept, providing the tools needed by the community to maximize their exposure and opportunities.

### **Develop and Report Quantifiable Goals and Objectives - NEW**

It is the intent of the NLTRA to develop a set of quantifiable goals and objectives by department. These quantifiable goals and objectives will be reported on a consistent basis and will be used to determine the success of our various programs.

### **Develop and Track an Expanded Set of Marketing Indicators**

The NLTRA has developed and will continue to track an expanded set of marketing performance indicators to gauge the success of marketing programs, including indicators that help measure Return on Investment (ROI) (Marketing Performance Reporting Document).

### **Contingency Planning**

The NLTRA will exercise its best efforts to maintain sufficient annual flexibility so that it can develop and implement contingency marketing plans to address the impacts of weather-related, economic, or other “sudden” changes in tourism market conditions.



March 2, 2011

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Presentation, Discussion, and Possible Action to Recommend a Funding Request of up to \$75,000 for the Early Opening and Maintenance of the Bike/Pedestrian Trails and Routes in Preparation for the Amgen Tour of California

### **Background**

The NLTRA, Placer County, and other partners are working on many fronts to ensure the success of the Amgen Tour of California's first appearance at North Lake Tahoe. It is anticipated that the event will be the most notable at Lake Tahoe since the 1960 Winter Olympic Games. One of the important efforts will be to make sure that, to the greatest extent possible, the trail systems are clear of snow, dust, gravel, and potholes. While the racers will be using the roadways, biking enthusiasts and, in certain areas, pedestrians will be using the trails, as well as parts of Northstar Drive and Squaw Valley Road, before, during and after the race. The County CEO has recommended and supports the NLTRA providing Infrastructure funds for this purpose, pending the appropriate approval by the NLTRA Board and the Placer County Board of Supervisors.

In order to have the appropriate amount of funds ready, staff has requested Northstar Community Services District, Tahoe City Public Utility District, Placer County Facilities Services, and Placer County Department of Public Works to provide a figure they feel will be necessary under extreme conditions. All realize, of course, it is impossible to know what the actual conditions will be like in May.

### **The Need**

Based on the estimates provided by Northstar CSD (\$16,000), TCPUD (\$25,000), and Placer County (\$32,000), an infrastructure allocation of up to \$75,000 may be necessary to clear and provide maintenance and repairs to the bike trail system along the Tour of California route. The NLTRA will not request payment of the approved funds from the County until a more exact determination of actual costs is available.

### **Budget Consistency**

This \$75,000 request is consistent with the funding capabilities of the 2010-11 NLTRA Infrastructure Budget, which includes an amount of \$150,000 for appropriate one time maintenance needs. It will not have a negative impact on other future anticipated Infrastructure project funding needs.

**Joint Committee Recommendation**

The Committee will be considering this request at its February 28<sup>th</sup> meeting. Staff and the Joint Committee Chair will report the recommendation at the Board meeting.

**Requested Action**

Assuming a positive recommendation by the Joint Committee, staff requests that following questions and discussion, the Board of Directors approves and recommends to the Placer County Board of Supervisors a funding request of up to \$75,000 for the early opening and maintenance of the bike/pedestrian trails and routes in preparation for the Amgen Tour of California.



March 2, 2011

To: Board of Directors

From: Andy Chapman, Director of Tourism

Re: Review and Possible Action on Fund Balance Carryover

#### SITUATION

As the Board may be aware, at the beginning of FY 2010/11 Placer County indicated that an amount of Prior Year Fund Balance would be released to the NLTRA at the start of this year's contract. However at that time 50% of the Fund Balance was released while the other 50% was held by the County until such a time that the County had a better understanding of what impacts the State budget would have on them. At this point, Placer County has indicated that they are comfortable in releasing the final 50% of the Prior Year Fund Balance.

The amount of the Marketing Fund Balance is \$199,775. At its February Meeting, the NLTRA board of directors approved a Supplemental Scope of Work for Placer County outlining the uses of the fund balance carryover (see attached Scope of Work for reference). This document outlined in broad terms the possible uses for the Fund Balance. The board directed the Marketing Committee to discuss and provide direction for the full use of these funds.

#### STAFF RECOMMENDATION TO MARKETING COMMITTEE

At last week's marketing committee meeting, staff reviewed the recommendation for the use of these prior year fund balance. Staff's recommendation was in four parts:

1. As part of our Coop agreement with the Incline Village Crystal Bay Visitors Bureau, a minimum of 45% of our Marketing TOT is transferred to the Coop for our various marketing related efforts. This would equal just under \$90,000 (\$89,890). Staff recommends the committee approve this use of funds and after discussion directs our Coop members is a recommendation to the Coop committee for its use.
2. Staff requests that an additional \$25,000 of the Fund Balance be allocated to efforts related to the upcoming Amgen Tour of California. Currently, there is \$125,000 in the Special Projects budget for this effort. This additional revenue will ensure that the NLTRA and North Lake Tahoe will have sufficient funds to cover the many costs related to this important national and international event. Any unused funds at the conclusion of this event will be returned to the budget.
3. Staff requests that \$34,000 be allocated for use to promote the High Notes – North Tahoe's Summerlong Music Series during the early summer period.



Additional funds are being requested to support an early summer push for the various Standup Paddle Board events that began last year. At this point there are no funds in the current FY budget for these efforts. It is anticipated that funds will also be allocated to this program in the FY 2011/12 budget process.

4. As part of our agreement with Placer County, a minimum of 15% marketing reserve must be maintained. These funds can be utilized by the NLTRA with board approval but must be replenished. The current FY 2010/11 budget has \$20,000 budgeted for reserves. This additional \$50,000 will bring our reserve fund up to approximately 13% of our total Marketing TOT. The remainder of the reserves will be budgeted in the next fiscal year.

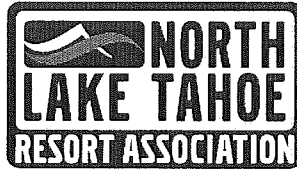
#### MARKETING COMMITTEE RECOMMENDATION

The marketing committee directed staff to implement the staff recommendation with the inclusion of the committee direction and to present this recommendation to the NLTRA Board of Directions. The additional direction included:

1. Opportunity to extend the current campaign in San Diego
2. Opportunity to develop and market a compelling spring skiing/riding message
3. Additional North Lake Tahoe specific promotion of the Amgen Tour of California
4. Extending current Bay Area radio campaign
5. Extending social media opportunities

#### REQUESTED BOARD ACTION

Staff requests that upon discussion and review by the board, that the NLTRA Board of Directors approves the use of the Prior Year Fund Balance.



## **North Lake Tahoe Resort Association FY 2010-2011 Scope of Work – Amendment #1**

### **Background**

The purpose of the Amended Scope of Work – FY 2010-2011 is to summarize investment expenditures that are proposed for the use of FY 2009-2010 Placer County Transient Occupancy Tax fund balance allocated to the North Lake Tahoe Resort Association. This conceptual Scope of Work amendment is representative of the type of programs, services and projects that could be funded. It should be noted, that Placer County has already allocated 50% of the marketing share of the prior year fund balance carryover to the NLTRA through the contract process earlier this year. At that point it was mutually agreed that the remaining 50% of marketing prior year fund balance and the entire Infrastructure share, to be determined by the County, of the prior year fund balance from FY 2010/11 would be held by the County until such a time that any actions by the State of California on local county budgets became clearer. With that in mind and the fact that the County CEO's office feels these funds can now be released, this amended Scope of Work has been drafted.

### **Direct Consumer Marketing**

Specific media plan expenditures will be presented to and considered by the NLTRA Marketing Committee for the remaining 50% fund balance (\$199,775). The NLTRA Board will consider and act upon Marketing Committee recommendations. To further promote the various activities and benefits the North Lake Tahoe region offers to the traveling consumer, the requested fund balance carryover would be used to supplement our Northern California drive market efforts. These efforts will include additional radio exposure, internet and search promotion, and outdoor exposure. As many of North Lake Tahoe's competitors are active in the Bay Area/Northern California market, it is imperative to protect, maintain and grow our market share from this important segment. The investment of the additional TOT funds in the amount of \$199,775 for marketing will provide North Lake Tahoe and Placer County with important resources to protect and enhance our vital Bay Area/Northern California market share. As part of this expenditure, additional funds will be used for the production of the important upcoming AMGEN Tour of California bike race to be held in May of 2011.

### **Visitor Support/Transportation**

The FY 2010-2011 Contract Amendment does not propose changes to transit services as originally outlined in Transportation Programs and Services, Scope of Work Attachment A-4. Funds allocated to the Visitor Support/Transportation Account based

on the agreed-to formula, but not expended for transit and transportation services, are reallocated to the Infrastructure Account as defined in Attachment C, Contract Budget.

#### **Infrastructure Development**

All fund balance allocated to the Infrastructure Account by the FY 2010-2011 Contract Amendment will be held in the County Treasury until carried forward by recommendation from the Infrastructure Committee and Resort Association Board of Directors and allocated only following approval by the Placer County Board of Supervisors.

## Ron Treabess

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**From:** Jennifer Merchant [JMerchan@placer.ca.gov]  
**Sent:** Thursday, August 26, 2010 4:57 PM  
**To:** Andy Chapman; Ron Treabess; Sally Lyon  
**Cc:** Tom Miller; Holly Heinzen; Allison Carlos; Linda Oakman; Allison McCrossen  
**Subject:** budget info

Hi Andy-

FYI, this is what Tom has approved to move forward with as you and I just discussed. As I also mentioned, we are likely to maintain the \$160K of Infrastructure funds for TART, until we know what is really going to happen with the state budget. It's currently in the TART budget reviewed with the BOS as their budget workshops last week. The remaining \$40K would get flexed from Infrastructure to Marketing for "Contract Welcome Center Services" provided under agreement with PCVC.

-Jennifer

FY 09-10

\$951,215- Based on meeting with Tom, Jennifer, Ron and Andy on Friday, split this and allocate half now (\$475,607) to the NLTRA based on 42/11/47 percentages and hold the other half (\$475,608) in reserve pending state budget resolution.

Marketing- 42 Percent-	\$199,755
Visitor Support/Transportation- 11 percent- Infrastructure)	52,317 (This will reduce flex funding from
Infrastructure- 47 percent- County Treasury)	<u>223,535</u> (Accrues to Infra. Account held with the
Subtotal:	\$475,607

\$69,835 (remaining due to under spending of County Services and has been re-budgeted (\$ 32,500) or moved to reserves (\$37,335)- Retain as is until after the BOS approves the final budget (also on Sept. 14). We can access at least a portion of these funds for the PUD contract CPI/cost of service "true-up" that would be resolved during an NLTRA budget amendment in the spring and get re-budgeted for County Services/Audit, if necessary. This amendment would be done concurrently with the potential allocation of the remaining half of the fund balance, re-allocation of \$160K TART funds to Infrastructure, and unfreezing of Infrastructure Funds, *if* that all happens.

*Jennifer Merchant*  
Principal Management Analyst  
Tahoe Manager  
530-546-1952 FAX 546-1954  
[jmerchan@placer.ca.gov](mailto:jmerchan@placer.ca.gov)



March 2, 2011

To: Board of Directors

From: Ron Treabess, Interim Executive Director

Re: Interim Executive Director Report

Status reports, updates, and work that was or will be addressed during February and March will be verbally given on the following:

- Legislative and Budget Updates
- Wayfinding Signage
- Water Shuttle Planning
- TOT Renewal
- 2<sup>nd</sup> Quarter Report
- FY-2010/11 Agreement Compliance Matrix Attachment A-1
- Six Month Strategic Planning and 2011/12 Budget Development
- 2011 Community Awards for 2010
- Tahoe Transportation District Update - Ron McIntyre
- TRPA Regional Plan Update - Jennifer Merchant



March 2, 2011

To: Board of Directors

From: Andy Chapman, Director of Tourism

Re: North Lake Tahoe Marketing Cooperative Advertising and Marketing RFP

SITUATION

Our current advertising agency contracts end on June 30, 2011. This contract is a three year contract and was awarded as an outcome of an Agency Request for Proposal that took place in 2007. Per our County contract, we are scheduled to again embark on a new Agency RFP. Once completed, this RFP effort will result in a new agency contract for the 2011/12 through 2013/14.

The process, similar to the last one, has the North Lake Tahoe Marketing Cooperative taking the lead on this Agency RFP effort. As a reminder to the board, the NLTRA representatives on the Coop Committee are: Deanna Gerscheider, Les Pedersen, Ron McIntyre, and Ron Treabess.

NORTH LAKE TAHOE COOP COMMITTEE ACTION

At its meeting earlier this month, the North Lake Tahoe Marketing Cooperative Committee assigned a sub committee to work with staff on this RFP process. Those sub committee include: Deanna Gerscheider, Les Pedersen, Nate Hardesty and Bill Hoffman.

MARKETING COMMITTEE RECOMMENDATION

Staff reviewed the RFP's structure and timeline with the committee, and asked for any input on the process. The marketing committee had no changes to the RFP.

REQUESTED BOARD ACTION

Staff requests that upon discussion and review by the board, that the NLTRA Board of Directors approves the release of the North Lake Tahoe Request for Proposals for Advertising and Marketing Services.

Request for Proposals  
For Advertising and Marketing Services



north lake tahoe

North Lake Tahoe Marketing Cooperative  
PO Box 5459  
Tahoe City CA. 96145

February 1, 2011

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## 1.0 INTRODUCTION

The North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau (The Agencies) are soliciting a Request for Proposal (RFP) with the intent of establishing an agency of record for various advertising and marketing services on behalf of the North Lake Tahoe Marketing Cooperative. The successful firm shall assist in the planning, development, creation and execution of various marketing and advertising programs in support of the established goals of the North Lake Tahoe Marketing Cooperative, the North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau. Additionally, an approved qualified list of specialty agencies will be developed to assist in various projects in support of the North Lake Tahoe Marketing Cooperative.

Submit all inquires regarding this RFP to:

Andy Chapman  
North Lake Tahoe Resort Association  
PO Box 5459  
Tahoe City, CA 96145  
[andy@PureTahoeNorth.com](mailto:andy@PureTahoeNorth.com)  
Phone: (530) 581-8709  
Fax: (530) 581-8709

## 2.0 BACKGROUND INFORMATION

- 2.1 The North Lake Tahoe Resort Association (NLTRA) is an association of related and coordinated services provided to our members and the community at large. These services include operation of the Tahoe North Visitors and Convention Bureau and the North Lake Tahoe Chamber of Commerce. The NLTRA has an agreement for services with Placer County. Through this agreement, the NLTRA receives Placer County Transient Occupancy Tax (TOT) funds to provide “a full spectrum of management activities for tourism marketing and visitor services for businesses of the North Lake Tahoe area”. The NLTRA also serves as a partner with Placer County and other local organizations and agencies in the development and funding of infrastructure, transportation and strategic planning projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region. To guide its work, the NLTRA has developed and adopted the *North Lake Tahoe Tourism*

and *Community Investment Master Plan* (June 2004) which has also been adopted by the Placer County Board of Supervisors.

- 2.2 The Incline Village Crystal Bay Visitors Bureau (IVCBVB) is the public organization responsible for destination marketing for the North Shore, Nevada side of Lake Tahoe. Operating primarily from a percentage of lodging room tax collected by the Reno Sparks Convention and Visitors Authority allocated to the organization, the IVCBVB conducts advertising, promotions, public relations and special events programs to promote tourism for the Lake Tahoe portion of Washoe County, NV. The IVCBVB's mission is "*to encourage tourist visits and ultimately enhance the occupancy and revenues for lodging facilities in the Incline Village and Crystal Bay areas*". The IVCBVB will offer the most current marketing and sales support, produce appropriate special events, publish targeted advertising and collateral, and provide visitor services and information.
  
- 2.3 The North Lake Tahoe Marketing Cooperative (NLTMC) is a cooperative agreement between the NLTRA and the IVCBVB to market and position the region as one tourism destination. The NLTMC is designed to present the North Lake Tahoe area under one brand umbrella, with one consistent creative execution, one call to action, and a single Web site for fulfillment and referrals to area businesses and constituents. The NLTMC is overseen by the Cooperative Marketing Committee consisting of 4 members from each entity. This committee, with input and direction from each organization, directs the implementation of the NLTMC marketing efforts.
  
- 2.4 Once selected, the agency of record will be contracted for a three year period to provide the scope of services outlined in **Section 5.0**. Additionally, a qualified list of specialty agencies will be approved and consultants may be contacted to provide a proposal for specific projects to meet the needs of NLTMC. The resulting qualified list of specialty agencies shall be in effect for a period of three years.

### **3.0 RFP SCHEDULE**

The Agencies have established the following target dates for processing the RFP. The schedule for evaluation and award of this RFP is subject to change and can be affected by various intervening events.

Release Date	March 15, 2011
Qualified Proposals Due	April 15, 2011, 5pm
Evaluation and Interviews (if needed) by Selection Committee	April 25, 2011
Selection Committee Recommendation for Approval to NLTMC Committee	April 28, 2011
Execution of Agreement between the Successful Bidder and the IVCBVB and the NLTRA	May 15, 2011

### **4.0 REFERENCE MATERIALS**

Reference materials can be found on [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com) as well as [www.nltra.org](http://www.nltra.org). Reference materials can be requested by contacting Andy Chapman, as listed in Section 1.0.

### **5.0 GENERAL SCOPE OF ANTICIPATED SERVICES**

The Vendor, on behalf of the NLTMC, shall be capable of providing those services customarily performed by a full-service advertising agency. In the past, marketing and advertising activities have included image/brand promotion, print, broadcast, collateral production, internet marketing, Web development, media planning and placement among others. The successful Consultant will be required to provide professional consulting and other services upon request by the NLTMC. Such services may include, but are not limited to:

- **Advertising** – The ability to create and/or place advertising in print and electronic media that reflects an appropriate image of North Lake Tahoe. Media buying and trafficking should keep an eye toward developing partnerships/promotions with other clients and/or media outlets for the purpose of maximizing the exposure of, and minimizing the cost to, the NLTMC. The selected agency of record will be responsible for seeing commercial production through to completion (conceptualization, production and trafficking to select media outlets) whether that capability is proposed as an in-house arrangement or as

a sub-contractor arrangement. Agency will provide a full range of creative and account management skills and activities and must be familiar with many applications of advertising and design (i.e., commercial production, media buying/placement, direct mail, point of purchase, signage, etc.).

- **Brand Development** – Assist in the further development and evolution of the North Lake Tahoe brand identity. Agency to assist in the consistency of the North Lake Tahoe brand message throughout all forms of consumer marketing programs.
- **Electronic Production** – The ability to produce and reproduce high quality commercial productions. Including but not limited to cable TV, broadcast TV, radio, email broadcasts, and database communications.
- **Print Production** – The ability to produce and reproduce high quality print advertising for newspapers and magazines. This may include digital output, web and offset production.
- **Graphic/Website Design** – The ability to design and produce brochures, reports, advertising materials, website development, direct mail materials, and miscellaneous promotional materials. These designs will be required to maintain graphic integrity and continuity with the overall image and brand of North Lake Tahoe.
- **Market Research** – Assist in the development and implementation of various market research programs designed to provide insight into the effectiveness of the advertising and marketing campaigns.
- **New Initiatives** – Agency to advise the NLTMC on appropriate advertising and marketing opportunities that may help communicate the North Lake Tahoe brand message to our targeted audiences. Agency will also provide advice on other related communication, advertising and public relations matters, as requested by the NLTMC.

## 5.1 PROCEDURES AND PROTOCOLS

- The NLTMC or its designee will review and sign off on all projects and work prior to release or use. The NLTMC or its designee shall have complete and total approval of any proposed advertising plan or any part thereof and shall have the express rights to modify, change or delete all or any part of the plan at any time.
- The Consultant shall communicate the progress of work to the NLTMC through preparation and submittal of written status

reports, including anticipated project completion dates, and through periodic meetings with the NLTMC or its designee, at intervals as specified by the NLTMC.

- The Consultant shall promptly notify the NLTMC of events which have a significant impact on contract work, including (1) problems, delays or adverse conditions which will prevent the meeting of time or work schedules, and (2) favorable developments which will enable meeting time or work schedules sooner than anticipated.
- The Consultant shall agree that from time to time the NLTMC or its designee may provide copy or creative concepts for advertisements. In such cases, the Consultant shall perform those necessary functions identified herein for media placement of advertisements as directed and supplied by the NLTMC.
- Due to changing fiscal and economic conditions, the Consultant may be required to change, modify, or totally revise any or all of the above assignments including the advertising plan, the strategy and objectives, media schedules, budget allocations etc, as instructed by the NLTMC.
- The Consultant shall assist the NLTMC in maintaining a system for measuring the results of all advertising efforts, including tracking of responses from specific placed media.

## **6.0 PREPERATION OF SUBMITTAL – REQUIRED CONTENT**

Each response to this RFP shall include the information described in this section. Failure to include all of the elements specified may be cause for rejection. Additional information may be provided, but should be succinct and relevant to the goals of the RFP. However, descriptions that tend to be excessive, not “to the point” or too wordy may not be considered favorably. Document pages shall be 8 ½” x 11” in size or folded to such a size.

All submittals shall contain the following elements, and in the order given:

- 6.1 **Cover Letter** with the following information
  - 6.1.1 Name and mailing address of your firm (include physical location in addition if mailing address is a PO Box).
  - 6.1.2 Contact person, telephone number, fax number and email
  - 6.1.3 A statement that the submitting firm will perform the services as described in this Scope of Services

- 6.2 **Signatory Requirement.** The Cover Letter must be signed by an officer empowered by the Consultant to sign such materials and thereby commit the Consultant to the obligations contained in the RFP response. Further, the signing and submission of a response shall indicate the intention of the vendor to adhere to the provisions described in the RFP. As such, submittals which are signed:
- 6.2.1 For a partnership, shall be signed in the firm name by a partner.
  - 6.2.2 For a corporation, shall have the correct corporate name thereon and the actual signature of the authorized officer of the corporation.
  - 6.2.3 By an individual doing business under a firm name, shall be signed in the name of the individual doing business under the proper firm name and style.
- 6.3 **Firm Description.** A description of the firm, including the year the firm was established, type of organization (partnership, corporation, etc.), and the number of employees. This section shall include the pertinent qualifications of personnel (including sub-contractors) to be used. An organizational chart shall be submitted depicting the project team proposed by the firm and resumes (no more than one page per person) for key personnel including length of service with the firm.
- 6.4 **Experience and Expertise.** Provide a summary of the firm's (including sub-contractors) experience as it relates to the required services. Respondents should clearly identify and address major areas of expertise (as identified in **Section 5.0**) for which they are responding and clearly demonstrates their expertise in said areas. Provide descriptions of previous projects that relate to the services required in this RFP. Identify each project by name and include a brief description of the project. Contractors or agencies with more than 5 years of experience in providing advertising and marketing services are preferred and may be scored higher in the Evaluation Criteria (**Section 7.0**).
- 6.5 **Methodology and Creative Abilities.** Provide a general methodology for accomplishing services you are capable of providing as described in **Section 5.0**. Provide a brief response for each that demonstrates an understanding of the key elements of the project as they relate to the services required herein including development and administration.

- 6.6 **Facilities and Resources.** Provide a complete description of your facilities including equipment, software/design programs and resources available to accomplish the tasks requested herein. Provide separate descriptions of sub-contractors facilities and resources to be used (if applicable).
- 6.7 **References.** List references, including current contact name and telephone number for at least three different relevant projects. Reference should be individuals who have direct experience with the Contractor on the project cited. References will be contacted for information relating to the preceding sections as well as reliability information.
- 6.8 **Price Schedules.** Provide a complete fee schedule for all services to be delivered including hourly rates for all proposed staff (Attachment A). The fee schedules provided in the response shall be the maximum rates to be charged during the first year of the effective period of the agency of record contract and qualified list. Any requests for rate increases after the first year shall be submitted in writing to the NLTMC or its designee no less than 30 days in advance of such a rate increase, and shall not exceed an increase of over 5% from prior year.
- 6.9 **Required Statements.** Include statements of assurance regarding the following requirements: Non-substitution for the designated members of the team without approval by the NLTMC (Section 9.0), non-conflict of interest (Section 11.0), and non-collusion (Section 12.0).

## 7.0 **SUBMITTAL INSTRUCTIONS**

- 7.1 One original and four (4) copies of the RFP shall be received no later than the date and time indicated in Section 3.0 at the office of the North Lake Tahoe Resort Association, 100 North Lake Blvd., Second Floor, Tahoe City, CA 96145 or at PO Box 5459, Tahoe City CA, 96145.
- 7.2 Submit Attachment A – Price Schedule with a complete listing of services and associated fees.
- 7.3 RFP's submitted to a location other than the above will not be considered duly delivered or timely. Neither the NLTRA nor the IVCBVB will be responsible for re-routing RFP's delivered to a person of location other than the specified above.
- 7.4 Late RFP's shall not be accepted under any circumstance.

- 7.5 Cost of preparation of RFP will be borne by the offerors.
- 7.6 The Agencies reserve the right to waive minor defects and/or irregularities in submittals, and shall be the sole judge of the materiality of any such defect or irregularities.

## 8.0 **EVALUATION CRITERIA**

Each submittal will be rated using the following criteria and scoring:

Experience and Expertise (Section 6.4)	30%
Methodology and Creative Abilities (Section 6.5)	30%
Facilities and Resources (Section 6.6)	25%
Cost (Attachment A)	15%

## 9.0 **SELECTION PROCEDURE**

- 9.1 RFP's will be reviewed for responsiveness and responsive submittals further be screened by an evaluation committee in accordance with the criteria listed above. The firms submitting the most highly rated responses may be invited for interviews.
- 9.2 The Agencies reserve the right to make an award without further discussion of the submittal with the offeror(s). Therefore, the RFP should be submitted initially on the most favorable terms that the responding firm may purpose.
- 9.3 The Agencies reserves the right to award a contract to the firm(s) who, in the sole judgment of the Agencies, provides the most favorable response(s) to the RFP pursuant to the Evaluation Criteria listed above.
- 9.4 The Agencies reserve the right to reject any or all RFP's, or to waive minor irregularities in said RFP's, or to negotiate minor deviations with the successful firm(s).
- 9.5 The selection committee will be made up of members of the North Lake Tahoe Marketing Cooperative, a committee made up of members of both the NLTRA and the IVCBVB.

## 10.0 **ASSURANCES OF DESIGNATED TEAM**

Responding firms shall assure that the designated staff, including sub-contractors, is used for the work described in the RFP. Departure or



reassignment of, or substitution for, and member of the designated team or sub-contractors shall not be made without prior notification to Agencies.

**11.0 NON-APPROPRIATION**

The Agencies may terminate any resulting contract at the end of any fiscal year, June 30<sup>th</sup>, without further liability other than payment of debt incurred during such fiscal year, should funds not be appropriated by each governing body to continue services for which the contract was intended.

**12.0 CONFLICT OF INTEREST**

The consultant shall warrant that no official or employee of the Agencies has an interest, has been employed or retained to solicit or aid in the procuring of the resulting contract, nor that any such person will be employed during the performance of such contract without immediate divulgence of such fact to the Agencies.

**13.0 NON-COLLUSION**

Firms submitting proposals shall warrant that their offer is made without any previous understanding, agreement or connection with any person, firm or corporation submitting a separate proposal for the same project and is in all respects fair, without outside control, collusion, fraud or otherwise illegal action. This condition shall not apply to proposals which are submitted by firms who have partnered with others to submit a cooperative proposal that clearly identifies a primary contractor and the associated sub-contractors.

**14.0 ADDITIONAL SERVICE**

Consultant agrees that from time to time the Agencies, independently and separately, may require additional services to be performed that our outside of this contract with the NLTMC. These services will be estimated and billed separately.

**15.0 DISCLOSURE OF PRINCIPALS**

Firm will complete and return with their proposal response, the single copy of the form entitled "Disclosure of Principals" located at the back of this RFP.

**16.0 OPEN MEETING LAW**

NRS Chapter 241 provides that public business will be conducted in compliance with open meeting law requirements.

**17.0 ATTACHMENTS**

- Attachment A – Price Schedule
- Attachment B – List of Sub-Contractors
- Attachment C – Client List/References
- Attachment D – Disclosure of Principals

**Monthly Report January 2011**

**CONFERENCE REVENUE STATISTICS**

**North Shore Properties**

**Year to Date Bookings/Monthly Production Detail FY 10/11**

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 1/31/11:	\$1,658,185	\$1,179,225	41%
Forecasted Commission for this Revenue:	\$107,393	\$60,898	76%
Number of Room Nights:	10163	6340	60%
Number of Delegates:	4825	3611	34%
Annual Revenue Goal:	\$2,200,000	\$1,500,000	
Annual Commission Goal:	\$140,000	\$85,000	
Number of Tentative Bookings:	41	35	17%

<u>Monthly Detail/Activity</u>	<u>January-11</u>	<u>Januray 10</u>	
<u>Number of Groups Booked:</u>	<b>1</b>	<b>2</b>	
Revenue Booked:	<b>\$2,902</b>	<b>\$27,523</b>	-89%
Projected Commission:	\$145	\$2,752	-95%
Room Nights:	25	198	-87%
Number of Delegates:	10	89	-89%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>January-11</u>	* Est	<u>January-10</u>
Number of Groups:	<b>1</b>		<b>0</b>
Revenue Arrived:	<b>\$24,570</b>		<b>\$0</b>
Projected Commission:	\$0		\$0
Number of Room Nights:	25		0
Number of Delegates:	10		0
Arrived Group Type:	1 Assoc.		

<u>Monthly Detail/Activity</u>	<u>December-10</u>	<u>December-09</u>	
<u>Number of Groups Booked:</u>	<b>1</b>	<b>3</b>	
Revenue Booked:	<b>\$36,491</b>	<b>\$96,066</b>	-62%
Projected Commission:	\$3,649	\$8,961	-59%
Room Nights:	65	748	-91%
Number of Delegates:	194	380	-49%
Booked Group Types:	1 Corp.	2 Assoc., 1 TA	
Lost Business, # of Groups:	2	2	

<u>Arrived in the month</u>	<u>December-10</u>	* Est	<u>December-09</u>
Number of Groups:	<b>0</b>		<b>1</b>
Revenue Arrived:	<b>\$0</b>		<b>\$2,550</b>
Projected Commission:	\$0		\$255
Number of Room Nights:	0		34
Number of Delegates:	0		18
Arrived Group Type:	0		1 Govt.

Monthly Detail/Activity	<u>November-10</u>	<u>November-09</u>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>2</b>	
Revenue Booked:	<b>\$176,553</b>	<b>\$60,389</b>	192%
Projected Commission:	\$9,922	\$6,038	64%
Room Nights:	1530	521	194%
Number of Delegates:	525	360	46%
Booked Group Types:	1 Govt., 1 Assn.	1 Corp., 1 Smf	
Lost Business, # of Groups:	1	1	

<u>Arrived in the month</u>	<u>November-10</u>	<u>November-09</u>	
Number of Groups:	<b>0</b>	<b>1</b>	
Revenue Arrived:	<b>\$0</b>	<b>\$40,363</b>	
Projected Commission:	\$0	\$0	
Number of Room Nights:	0	414	
Number of Delegates:	0	150	
Arrived Group Type:	0	1 Assn.	

Monthly Detail/Activity	<u>October-10</u>	<u>October-09</u>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>2</b>	
Revenue Booked:	<b>\$293,259</b>	<b>\$70,173</b>	318%
Projected Commission:	\$14,775	\$7,017	111%
Room Nights:	1525	630	142%
Number of Delegates:	247	1030	-76%
Booked Group Types:	1 Corp., 1 TA	1 Corp., 1 Society	
Lost Business, # of Groups:	1	5	

<u>Arrived in the month</u>	<u>October-10</u>	Estimated	<u>October-09</u>	
Number of Groups:	<b>9</b>		<b>3</b>	
Revenue Arrived:	<b>\$427,827</b>		<b>\$74,371</b>	475%
Projected Commission:	\$12,597		\$3,217	292%
Number of Room Nights:	2991		480	523%
Number of Delegates:	1715		199	762%
Arrived Group Type:	1 Corp., 4 Assn., 1 Govt., 1 Smf, 1 Found		1 Corp., 1 Assn., 1 TA	

Monthly Detail/Activity	<u>September-10</u>	<u>September-09</u>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>0</b>	
Revenue Booked:	<b>\$26,865</b>	<b>\$0</b>	
Projected Commission:	\$0	\$0	
Room Nights:	150	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Corp.	0	
Lost Business, # of Groups:	5	0	

<u>Arrived in the month</u>	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	<b>4</b>	<b>2</b>	
Revenue Arrived:	<b>\$145,651</b>	<b>\$42,522</b>	243%
Projected Commission:	\$14,565	\$637	2186%
Number of Room Nights:	980	265	270%
Number of Delegates:	302	86	251%
Arrived Group Type:	4 Corp.	1 Assn. and 1 TA	

<b>Monthly Detail/Activity</b>	<b><u>August-10</u></b>	<b><u>August-09</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>4</b>	<b>3</b>	
Revenue Booked:	<b>\$52,758</b>	<b>\$117,185</b>	-55%
Projected Commission:	\$5,275	\$11,230	-53%
Room Nights:	430	954	-55%
Number of Delegates:	575	183	214%
Booked Group Types:	1 Corp. 1 Assn 1 TA, 1 Foundation	1 Corp., 1 Assn. 1 Govt.	
Lost Business, # of Groups:	9	6	

<b><u>Arrived in the month</u></b>	<b><u>August-10</u></b>	<b><u>August-09</u></b>	
Number of Groups:	<b>8</b>	<b>5</b>	
Revenue Arrived:	<b>\$219,566</b>	<b>\$101,663</b>	116%
Projected Commission:	\$14,117	\$9,237	53%
Number of Room Nights:	1294	534	142%
Number of Delegates:	830	330	152%
Arrived Group Type:	1 Corp., 6 Assn. 1 Society	1 Corp., 1 Assn., 1 Smf 1 Govt., 1 TA	

<b>Monthly Detail/Activity</b>	<b><u>July-10</u></b>	<b><u>July-09</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>5</b>	<b>2</b>	
Revenue Booked:	<b>\$47,336</b>	<b>\$213,831</b>	-78%
Projected Commission:	\$4,733	\$21,373	-78%
Room Nights:	484	575	-16%
Number of Delegates:	373	1220	-69%
Booked Group Types:	1 Corp., 3 Assn. 1 Govt.	1 Corp. 1 Assn.	
Lost Business, # of Groups:	8	3	

<b><u>Arrived in the month</u></b>	<b><u>July-10</u></b>	<b><u>July-09</u></b>	
Number of Groups:	<b>8</b>	<b>7</b>	
Revenue Arrived:	<b>\$579,888</b>	<b>\$293,154</b>	98%
Projected Commission:	\$44,258	\$18,331	141%
Number of Room Nights:	2813	1268	122%
Number of Delegates:	1479	724	104%
Arrived Group Type:	1 Corp., 6 Assn. 1 Smf	5 Assn., 1 Smf, 1 TA	

**Future Year Bookings, booked in this fiscal year:**

		(Goal)
<b>For 2011/12:</b>	<b>\$690,282</b>	<b>\$650,000</b>
<b>For 2012/13:</b>	<b>\$526,577</b>	<b>\$250,000</b>

**NUMBER OF LEADS Generated as of 1/31/11: 52**

**Total Number of Leads Generated in Previous Years:**

2009/2010: 107  
2008/2009: 151  
2007/2008: 209  
2006/2007: 205  
2005/2006: 240  
2004/2005: 211  
2003/2004: 218  
2002/2003: 247  
2001/2002: 293  
2000/2001: 343  
1999/2000: 415  
1998/1999: 456  
1997/1998: 571  
1996/1997: 484



<b>North Shore:</b>							
<b>October '10</b>							
<b>Groups Booked: 2</b>							
Placer County:	1	Room Nights:	1497	Delegates:	240	Revenue:	\$291,016
Washoe County:	1	Room Nights:	28	Delegates:	7	Revenue:	\$2,242
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>Groups Arrived: 9</b>							
Placer County:	7	Room Nights:	2872	Delegates:	1638	Revenue:	\$413,606
Washoe County:	2	Room Nights:	150	Delegates:	100	Revenue:	\$13,932
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>November '10</b>							
<b>Groups Booked: 2</b>							
Placer County:	1	Room Nights:	1050	Delegates:	300	Revenue:	\$99,225
Washoe County:	1	Room Nights:	480	Delegates:	225	Revenue:	\$77,328
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>Groups Arrived: 0</b>							
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>December '10</b>							
<b>Groups Booked: 1</b>							
Placer County:	1	Room Nights:	65	Delegates:	194	Revenue:	\$36,491
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>Groups Arrived: 0</b>							
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>Quarter total by county:</b>							
<b>Groups Booked:</b>							
Placer County:	3	Room Nights:	2612	Delegates:	734	Revenue:	\$426,732
Washoe County:	2	Room Nights:	508	Delegates:	232	Revenue:	\$79,570
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>Groups Arrived:</b>							
Placer County:	7	Room Nights:	2872	Delegates:	1638	Revenue:	\$413,606
Washoe County:	2	Room Nights:	150	Delegates:	100	Revenue:	\$13,932
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0



<b>North Shore:</b>							
<b>July '10</b>							
<b>Groups Booked: 5</b>							
Placer County:	5	Room Nights:	484	Delegates:	373	Revenue:	\$47,336
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>Groups Arrived: 8</b>							
Placer County:	3	Room Nights:	794	Delegates:	519	Revenue:	\$97,414
Washoe County:	5	Room Nights:	2019	Delegates:	960	Revenue:	\$482,474
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>August '10</b>							
<b>Groups Booked: 4</b>							
Placer County:	3	Room Nights:	280	Delegates:	475	Revenue:	\$38,826
Washoe County:	1	Room Nights:	150	Delegates:	100	Revenue:	\$13,932
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>Groups Arrived: 8</b>							
Placer County:	7	Room Nights:	1204	Delegates:	805	Revenue:	\$203,356
Washoe County:	1	Room Nights:	90	Delegates:	25	Revenue:	\$16,210
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>September '10</b>							
<b>Groups Booked: 1</b>							
Placer County:	1	Room Nights:	150	Delegates:	50	Revenue:	\$26,865
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>Groups Arrived: 4</b>							
Placer County:	4	Room Nights:	898	Delegates:	317	Revenue:	\$119,714
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>Quarter total by county:</b>							
<b>Groups Booked: 10</b>							
Placer County:	9	Room Nights:	914	Delegates:	898	Revenue:	\$113,027
Washoe County:	1	Room Nights:	150	Delegates:	100	Revenue:	\$13,932
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
<b>Groups Arrived: 20</b>							
Placer County:	14	Room Nights:	2896	Delegates:	1641	Revenue:	\$413,797
Washoe County:	6	Room Nights:	2109	Delegates:	985	Revenue:	\$498,684
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0

**Monthly Report January 2011**

**CONFERENCE REVENUE STATISTICS**

**South Shore Properties**

**Year to Date Bookings/Monthly Production Detail FY 10/11**

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 1/31/2011:	\$217,114	\$473,721	-54%
Forecasted Commission for this Revenue:	\$24,114	\$33,267	-28%
Number of Room Nights:	2079	4217	-51%
Number of Delegates:	1321	1656	-20%
Annual Revenue Goal:	\$300,000	\$450,000	
Annual Commission Goal:	\$15,000	\$35,000	
Number of Tentative Bookings:	37	45	

<u>Monthly Detail/Activity</u>	<u>January-11</u>	<u>January-10</u>
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>0</b>
Revenue Booked:	<b>\$16,137</b>	<b>\$0</b>
Projected Commission:	\$1,752	\$0
Room Nights:	250	0
Number of Delegates:	190	0
Booked Group Types:	1 Assoc. 1 TA	0
Lost Business, # of Groups:	3	3

<u>Arrived in the month</u>	<u>January-11</u>	<u>January-10</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	<b>\$4,865</b>
Projected Commission:	\$0	\$583
Room Nights:	0	35
Number of Delegates:	0	17
Booked Group Types:	0	1 Assoc.

<u>Monthly Detail/Activity</u>	<u>December-10</u>	<u>December-09</u>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>1</b>
Revenue Booked:	<b>\$0</b>	<b>\$13,410</b>
Projected Commission:	\$0	\$670
Room Nights:	0	100
Number of Delegates:	0	50
Booked Group Types:	0	1 TA
Lost Business, # of Groups:	2	5

<u>Arrived in the month</u>	<u>December-10</u>	<u>December-09</u>
Number of Groups:	<b>0</b>	<b>0</b>
Revenue Arrived:	<b>\$0</b>	<b>\$0</b>
Projected Commission:	\$0	\$0
Number of Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Type:	0	0

Monthly Detail/Activity	<u>November-10</u>	<u>November-09</u>	
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>	
Revenue Booked:	<b>\$0</b>	<b>\$0</b>	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:	0	0	
Lost Business, # of Groups:	2	1	
<b><u>Arrived in the month</u></b>	<b><u>November-10</u></b>	<b><u>November-09</u></b>	
Number of Groups:	<b>1</b>	<b>2</b>	-50%
Revenue Arrived:	<b>\$927</b>	<b>\$67,401</b>	-99%
Projected Commission:	\$0	\$0	
Number of Room Nights:	13	715	-98%
Number of Delegates:	8	390	-98%
Arrived Group Type:	1 TA	2 Assn.	

Monthly Detail/Activity	<u>October-10</u>	<u>October-09</u>	
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>1</b>	
Revenue Booked:	<b>\$0</b>	<b>\$10,800</b>	
Projected Commission:	\$0	\$540	
Room Nights:	0	50	
Number of Delegates:	0	100	
Booked Group Types:	0	1 TA	
Lost Business, # of Groups:	4	3	
<b><u>Arrived in the month</u></b>	<b><u>October-10</u></b>	<b><u>October-09</u></b>	
Number of Groups:	<b>1</b>	<b>1</b>	
Revenue Arrived:	<b>\$5,280</b>	<b>\$4,784</b>	10%
Projected Commission:	\$264	\$717	-63%
Number of Room Nights:	48	52	-8%
Number of Delegates:	100	70	43%
Arrived Group Type:	1 Assn.	1 Smf	

Monthly Detail/Activity	<u>September-10</u>	<u>September-09</u>	
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>	
Revenue Booked:	<b>\$0</b>	<b>\$0</b>	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:	0	0	
Lost Business, # of Groups:	4	0	

<u>Arrived in the month</u>	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	4	4	
Revenue Arrived:	\$67,983	\$186,678	-64%
Projected Commission:	\$6,042	\$20,303	-70%
Number of Room Nights:	616	1750	-65%
Number of Delegates:	291	522	-44%
Arrived Group Type:	2 Corp., 1 Assn. 1 Smf	1 Corp., 2 Assn. 1 TA	

<u>Monthly Detail/Activity</u>	<u>August-10</u>	<u>August-09</u>	
<u>Number of Groups Booked:</u>	3	1	
Revenue Booked:	\$37,580	\$4,063	825%
Projected Commission:	\$3,724	\$609	511%
Room Nights:	484	35	1283%
Number of Delegates:	296	17	1641%
Booked Group Types:	1 Corp., 1 Assn., 1 Smf	1 Assn.	
Lost Business, # of Groups:	8	4	

<u>Arrived in the month</u>	<u>August-10</u>	<u>August-09</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$34,749	\$25,269	38%
Projected Commission:	\$503	\$1,263	-60%
Number of Room Nights:	780	171	356%
Number of Delegates:	387	105	269%
Arrived Group Type:	1 Assn., 1 Smf	1 TA	

<u>Monthly Detail/Activity</u>	<u>July-10</u>	<u>July-09</u>	
<u>Number of Groups Booked:</u>	2	0	
Revenue Booked:	\$5,148	\$0	
Projected Commission:	\$558	\$0	
Room Nights:	80	0	
Number of Delegates:	30	0	
Booked Group Types:	1 Corp. and 1 TA	0	
Lost Business, # of Groups:	8	3	

<u>Arrived in the month</u>	<u>July-10</u>	<u>July-09</u>	
Number of Groups:	4	2	
Revenue Arrived:	\$98,226	\$35,159	179%
Projected Commission:	\$12,964	\$375	3357%
Number of Room Nights:	832	226	268%
Number of Delegates:	495	82	504%
Arrived Group Type:	1 Corp. 2 Smf 1 Non-Profit	1 TA, 1 Corp.	

**Future Year Bookings, booked in this fiscal year:**

		(Goal)
<b>For 2011/12:</b>	<b>\$15,093</b>	<b>\$100,000</b>
<b>For 2012/13:</b>	<b>\$</b>	<b>\$50,000</b>

**NUMBER OF LEADS Generated as of 1/31/2011: 40**

**Total Number of Leads Generated in Previous Years:**

2009/2010: 84  
2008/2009: 113  
2007/2008: 203  
2006/2007: 155  
2005/2006: 213  
2004/2005: 183  
2003/2004: 194  
2002/2003: 233  
2001/2002: 257  
2000/2001: 248  
1999/2000: 323  
1998/1999: 366

**Board/Staff Follow-up on Previous Action Items**

Assigned	Date	Action	Status	Date Completed
Andy	7/7/10	Marketing Committee to work on quantifying Key Performance Objectives.	On-going	
Kym	9/1/10	Include in Grant Funding Application the proposed ROI for the grant, have grantees report the proposed versus actual ROI and have grantees notify the committee if any material changes are made in the grantees use of funds.	January Chamber Advisory Committee meeting	
Staff	9/1/10	Take the codification of the Chamber of Commerce Advisory Committee & structure to the Chamber of Commerce Committee for discussion and recommendation.	March Chamber Advisory Committee meeting	
Ron/Andy	9/1/10	Document the chronology of the Marketing Conference Equity Committee negotiations and present to the Board Executive Committee and Director Beck for resolution direction.	December	
Staff	11/3/10	Clarify requirements for Business Association Grants and Community Marketing Grants.	January	
Kim	11/3/10	Dissolve the NLCC and TNVCB corporations.	Add'l paperwork sent to Atty General's office February 2010	
Staff & TOT Committee	12/14/10	Explore expanding the TOT Renewal Committee to include marketing, lodging and past president members. Develop a proposal for initiating survey/factfinding information for TOT renewal.	January, February	
Staff	12/14/10	Review information collection for economic indicators.	January Board meeting	
Smith & Jones	1/5/2011	Post old Board and Committee agendas on the website.	March	
Ron	2/2/2011	Provide more information on wayfinding signage project.	April Board meeting	