NLTRA
Proposed July 2018 - June 2019 TAHOE TOT BUDGET
Attachment C

TOURISM and VISITOR INFORMATION			TOURISM MASTER PLAN IMPLEMENTATION		TOTAL of Tourism & Visitor Information and TMPI CONTRACT		
	7/1/2	017 - 6/30/2018		7/1/2017 - 6/30/2018			7/1/2017 - 6/30/2018
RESORT ASSOCIATION CONTRACT:					RESORT ASSOCIATION CONTRACT:		
Personnel/Overhead Cap - Direct Costs	\$	824,178	Personnel/Overhead Cap - Direct Costs	\$ 9,453	Personnel/Overhead Cap - Direct Costs	\$	833,631
G+A Cap - Indirect Costs	\$	803,393	G+A Cap - Indirect Costs	\$ 7,563	G+A Cap - Indirect Costs	\$	810,956
Research and Planning	\$	7,250			Research and Planning	\$	7,250
Direct Marketing/Programs	\$	1,703,650			Direct Marketing/Programs	\$	1,703,650
Special Event Funding	\$	244,000			Special Event Funding	\$	244,000
Community Marketing Fund	\$	70,000			Community Marketing Fund	\$	70,000
TOTAL - RESORT ASSOC CONTRACT	\$	3,652,471		\$ 17,016	TOTAL - RESORT ASSOC CONTRACT	\$	3,669,487

TOURISM and VISITOR INFORMATION	F	PROPOSED
	7/1/2	018 - 6/30/2019
RESORT ASSOCIATION CONTRACT:		
Personnel/Overhead Cap - Direct Costs		865,266
G+A Cap - Indirect Costs		847,641
Research and Planning		5,000
Direct Marketing/Programs		1,589,823
Special Event Funding		513,225
Community Marketing Fund		80,000
		(400.005)
Less Other Revenues		(109,025)
TOTAL - RESORT ASSOC CONTRACT	\$	3,791,930

TOURISM MASTER PLAN IMPLEMENTATION		
	7/1/201	18 - 6/30/2019
Personnel/Overhead Cap - Direct Costs	\$	7,560
G+A Cap - Indirect Costs	\$	1,180
	\$	8,740

TOTAL CONTRACT	PROPOSED
TOTAL CONTRACT	PROPOSED
	7/1/2018 - 6/30/2019
RESORT ASSOCIATION CONTRACT:	
Personnel/Overhead Cap - Direct Costs	872,826
G+A Cap - Indirect Costs	848,821
Research and Planning	5,000
Direct Marketing/Programs	1,589,823
Special Event Funding	513,225
Community Marketing Fund	80,000
Less Other Revenues	(109,025)
TOTAL - RESORT ASSOC CONTRACT	\$ 3,800,670

County Proposal for 7/1/18-6/30/19	\$ 3,800,670
Variance	\$ -