



Date: May 14, 2010

To: Jennifer Merchant, Principal Management Analyst - Tahoe Manager
 Placer County Executive Office
 cc: Tom Miller, County Executive Officer

Fr: Ron Treabess, Interim Chief Executive Officer
 NLTRA Management Team

3rd Quarter Report - Fiscal Year 2009/2010

This report provides a summary of the activities of the North Lake Tahoe Resort Association (NLTRA) for the third quarter of FY-2009/2010 (January through March). It is provided consistent with the reporting provisions of the 2009/2010 Agreement between the NLTRA and Placer County. There are two attachments to this report: 1) Performance Measurement Document for the period October 1, 2009 through March 31, 2010; and 2) List of Award Winners, 56th Annual North Lake Tahoe Chamber of Commerce Community Awards Dinner, February 11, 2010.

Quarterly Economic Overview

As the holiday period arrived in November and December of the 2nd quarter, business picked up significantly. This trend continued throughout the 3rd quarter with each month showing a positive increase over the results of the same period in 2009/2010. Much of this has been attributed to ideal snow conditions, very good road conditions, and increased promotion in the key target markets.

Economic Indicators

Monthly Percentages 2010 vs. 2009			
	January	February	March
Resorts	+22.00	+20.00	+5.80
Lodging	+9.26	+10.65	+18.97
Restaurants	+11.42	+4.00	N/A
Retail	+26.57	+8.71	-1.65
Other	+28.00	+24.00	N/A
Monthly Totals	+17.41	+13.12	+13.99

“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, no information about 3rd quarter TOT collections is yet available from Placer County.

NLTRA Activities

Tourism

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

Marketing & Advertising

The 3rd Quarter had consumer advertising placed in a number of regional and destination publications. Additional adjustments continued in the 3rd Quarter due to the economic conditions of the traveling consumer with increased promotion in the Northern California target market. Print media insertions during this quarter included 7X7 Magazine, Marin Magazine, Sunset Magazine and LA Magazine. Carryover funds from the prior year were approved to support the North Lake Tahoe message in the Bay Area with a 5 week radio campaign. This campaign included 4 stations and included additional airtime through promotional spots. Our Snow Trigger campaign was also conducted with an additional 20 days of radio time that was scheduled and triggered by fresh snowfall. This allowed the North Lake Tahoe message to be maximized by the current conditions on the ground. Year round travel planner publications also continued to be distributed through the State of California as well as AAA Tourbook. The outdoor board program on the Bay Bridge in San Francisco was again placed during the January through March periods. Various internet and web campaigns were also conducted. Monthly email blasts to over 45,000 opt in names in our electronic database. The winter newsletter was sent to our 65,000 consumer database in December, promoting a variety of activities and events in the North Lake Tahoe region. Several cooperative marketing programs were also conducted during this time including participation in the North Lake Tahoe Wedding and Honeymoon Association, the Regional Marketing Committee, Hotel Travel Index and Mountain Travel Research Project, Sierra Ski Marketing Council and California Snow.

Execution of the North Lake Tahoe San Diego winter ski campaign was also conducted during this period. This campaign was funded by the NLT Coop and various ski and hotel partners with a \$107,000 total budget. San Diego winter travelers were targeted with print, broadcast, internet and direct mail. A Buy Two Get One Free offer was used for both lift ticket and lodging packages. The campaign kicked off in late December and ran through mid March. Media purchased included San Diego Magazine, San Diego Reader, radio, internet and direct mail.

Public Relations

Twenty-nine news releases were distributed to our targeted media outlets during third quarter 2009-2010, including distribution to national and regional print, broadcast and online entities.

The PR department fielded a significant 132 media inquiries from journalists all over the world regarding North Lake Tahoe story ideas, as well as hosted 6 individual familiarization tours, including key journalists with the LA Times, Endless Vacation magazine, About.com, New York magazine and Ski magazine. We also hosted 8 journalists as part of the Society of American Travel Writers Pre-Trip (January 23-25), who came early to North Lake Tahoe before attending their Western Chapter Meeting.

Through our third quarter public relations efforts, we've generated noteworthy media coverage, including editorial in the San Francisco Chronicle, San Francisco Examiner, Marin Independent Journal, Freeskier magazine, San Diego magazine and the Sacramento Bee. We also coordinated the public relations efforts of SnowFest (March 5-14), drafting and sending key media materials that resulted in considerable media coverage. Using a one-to-one advertising equivalency, ROI generated through public relations for third quarter is currently \$681,546 – resulting in 123 stories about North Lake Tahoe.

Moving forward, public relations efforts include hosting 6 writers with the North American Travel Journalists Association (May 15) as part of their Western Conference Post FAM, sending key summer press kit materials to pique journalists' interest and drafting all advertorial for summer advertising placements. We also continue to build our journalist base on both Facebook and Twitter and regularly submit story ideas and correspond with media via those social media networks.

Leisure Sales

The Third Quarter of the 2009-10 Fiscal Year marked a very busy period of visitation from the travel trade and press. These visits are intended to showcase the North Lake Tahoe region and are referred to as FAMs – “familiarization trips.” Staff lands these opportunities due to our representation in the UK and Australia through the CA Tourism programs, through various other international CA Tourism offices - mainly Germany, and also due to personal relationships with domestic and international travel trade as well as international press.

With the North Lake Tahoe region celebrating peak winter, the Third Quarter also marks the peak of FAM trips to the area. The main purpose of a travel trade FAM is to educate call center sales agents on lodging properties, ski resorts, additional activities, dining, transportation and overall competitive advantages that North Lake Tahoe has over other destinations. When product managers are out visiting, itineraries differ slightly. Instead of spending most or all of the time visiting properties and resorts within their current inventory, most time is spent showcasing new lodging and ski resort opportunities in hope of the wholesaler adding additional inventory within their North Lake Tahoe product mix.

Along with travel trade FAMs, media visits are extremely important due to the fact that they are a very low cost way of obtaining tens of thousands of dollars of press coverage. NLTRA strives to maximize the spend of each dollar, knowing that the small amount of money spent hosting press is leveraged hundreds, if not thousands of times.

Breaking down the fiscal year into each month enables one to view the chronological order of work conducted during the Third Quarter. January kicked off with domestic call center FAMs from Ski.com and Mountain Reservations. Ski.com produces the most room nights out of any domestic ski wholesaler for North Lake Tahoe. Mountain Reservations has potential to really increase room nights, as they are very successful doing so for Colorado and Utah destinations.

On the international side, January marked an important month with the press. A German freelance writer was accompanied by a photographer who documented skiing in North America's most concentrated region of ski resorts. CA Tourism – Australia sent out Kieren Perkins (an Olympic gold medalist swimmer and hero in Australia) to write an article for the popular publication "Holidays with Kids." Also, CA Tourism – UK sent out their Marketing and PR Managers to further familiarize them with North Lake Tahoe. This marked the PR Manager's first visit and played an important role in educating her first-hand on the region. They were accompanied by the Managing Director of CA Vacations, a UK high-end wholesaler who notified staff that he will be dropping all South Lake Tahoe product from his brochure and replacing with North Tahoe product.

January closed with an interesting meeting with Stu Waddell from New Zealand. Stu is the owner of the Chill Pass which is an interchangeable lift ticket consisting of 6 different ski resorts on New Zealand's South Island. It was very interesting to speak with Stu about marketing such a product, as NLTRA contracts the Ski Tahoe North interchangeable ticket. There may be some creative ways to cross-market each ticket due to the opposite seasons associated.

February began with staff hosting a Go West activity day. Go West is a meeting-based travel trade show that was held in Sacramento. Staff worked closely with the Sacramento CVB in securing one of the official activity days. This day was held at Northstar and consisted of 14 travel trade attendees from the UK, Germany, South Korea and Japan. After enjoying a ski day at Northstar, the event concluded at the Ritz Carlton Highlands showcasing the new property and the only five star accommodation in all of Lake Tahoe.

Back on the domestic front, staff worked with Ski.com and Mountain Reservations on sending out more call center agents to tour the area. Immediately upon their departure, NLTRA hosted the owners of Rocky Mountain Getaways which marked their first true, in-depth visit to the region. As a direct result, Rocky Mountain Getaways has added at least three additional North Lake Tahoe lodging properties.

Further educating CA Tourism – UK, staff hosted one of the new trade account managers, marking her first winter visit. She was accompanied by the UK's CA Tourism PR Director. Coincidentally, their visit overlapped with a last minute, UK freelance press visit that should produce a number of great articles to be released this coming fall.

February wrapped up with an Australian sales agent FAM sponsored by CA Tourism – Australia, Value Tours and Hawaiian Airlines. Not only did this visit successfully

showcase the region, it also proved to be the catalyst behind Value Tours adding Northstar into their brochure for the next ski season.

Similar to January and February, March began with FAM visits. Adventure Travel and Hagin Alpin visited from Germany. The owners of Adventure Travel saw North Lake Tahoe for their first time and, as a direct result, have added North Lake Tahoe product into their mix. Hagin Alpin sent out one of their top sales agents who also saw the region for his first time. This showcase has made him much more comfortable, confident and passionate about selling North Lake Tahoe.

Travel resumed for staff in March. NLTRA attended ITB, the world's largest travel trade show, on behalf of the High Sierra Visitors Council. Staff arrived early in order to meet with key media contacts in Berlin – one of which is already planning to visit North Lake Tahoe in the Fourth Quarter of 2010. Working with the CA Tourism – Germany, staff met with a number of travel trade and press speaking on behalf of the entire High Sierra. The meetings also resulted in new North Lake Tahoe lodging contracts, upcoming travel trade FAMs and press visits.

Immediately upon returning from Berlin, staff hosted a very successful SKIMAX travel agent FAM. SKIMAX is one of Australia's largest ski wholesalers. They rewarded eight of their top-producing travel agents with a trip out to Lake Tahoe and Mammoth. Not only did they have a great time and really open their eyes to everything that the region has to offer, staff was contacted by the Managing Director of SKIMAX and personally thanked for taking the time to make their North Lake Tahoe experience one of the best ski FAMs that SKIMAX has ever attended.

Special Projects

The special projects department continues to actively partner with and support various community events as well as developing NLTRA produced special events and promotions.

CHAMBER OF COMMERCE COMMUNITY AWARDS DINNER – FEBRUARY 2010

The department, along with the Chamber, coordinated and executed the 56th Annual event at the Resort at Squaw Creek. Businesses and individuals are nominated by their peers to receive awards in many categories including Volunteer, Hospitality, Community Service, Employee, Environmental and others. The event sold out and received excellent coverage by the local press. A listing of the 2009 Award winners is attached to this report.

LAKE TAHOE AUTUMN FOOD & WINE FESTIVAL – SEPTEMBER 10-12, 2010

Staff is currently in the major planning stages of the program for the above event. Now in its fourth year at the Village at Northstar, the program will kick off with a Village Grape Stomp and Vineyard Luncheon on Friday, followed by a Festival Welcome Reception in the evening. Saturday has a full day of cooking demonstrations, hands-on cooking classes, food and wine seminars, a gourmet marketplace, children's activities, the North Tahoe Plein Air painting event, a Gourmet Marketplace, wine walk, live entertainment in

multiple locations, Celebrity Chef luncheons and dinners. The Sunday Grand Tasting and Culinary Competition will round out the event.

QUICKSILVER TAHOE STAND UP PADDLEBOARD FESTIVAL – MAY-SEPTEMBER 2010

Staff has successfully worked closely with two former event producers who are “friendly competitors” in order to have them join forces and establish a summer long paddleboard race series instead of stand alone events. With Quicksilver sports apparel coming on as title sponsor, the festival now has a series of 6 races with \$40,000 in cash and prizes. The Ta-hoe Nalu (August) and the Tahoe Fall Classic 22 Miler both have Elite Class Races. Through NLTRA PR efforts, Lake Tahoe is becoming recognized as the “Largest Flat Water Venue on the Planet.” The sports press has shown overwhelming interest in this Festival and Stand Up Paddle Magazine and Stand Up Journal have come on board as media sponsors. A combined Community Marketing Program Grant of \$3,500 was awarded.

50TH ANNIVERSARY OLYMPIC HERITAGE CELEBRATION – JANUARY 2010

Staff, along with the NLTRA public relations agency created a far reaching marketing and public relations campaign to assist the Olympic Heritage Committee in their efforts to drive visitation to North Tahoe during this 10 day celebration. Included in the support were stand alone email blasts, paid advertising, a dedicated web rotator on the GoTahoeNorth website, a complete master calendar of events on the site, paid banner on the CalFest.org Festival site, encouraged “Cool Deals” to be submitted by our lodging partners, dedicated email blasts through the NLT Chamber website, lobbied the CTTC to use the OHC as a featured winter event on their website and used every available resource to cross promote this event. The event received an \$8,000 CMP Grant. An economic impact study through an independent consulting firm is on file in the marketing office.

SNOWFEST! – MARCH 2010

We worked closely with SnowFest to maximize their exposure in the marketplace and to co-op marketing wherever possible. The NLTRA retained the Public Relations agency to generate and distribute a number of press releases highlighting SnowFest. The releases were branded North Lake Tahoe. Other resources dedicated to SnowFest included a splash page with a link to their website, a complete calendar of events build on GoTahoeNorth, dedicated Cool Lodging Deals and Activity Packages on GTN, blogging on Facebook and Twitter, dedicated email blasts through the NLT Chamber, a feature article in the Chamber newsletter, and encouraged CTTC to use the festival as a featured winter event.

GoTahoeNorth.com

Staff works closely with the sub-contractor on web content management, and event calendar development.

Conference Sales

The Conference Sales department saw a decrease in leads generated, room nights booked and revenue booked in Q3 2009/10 versus Q3 2008/09. Groups arrived and revenue arrived were also off significantly due to the continued downturn of the economy and the slow return of conference related business.

Staff hosted a site visit for the California State Sheriffs Association. CSSA, with assistance from the VCB, has booked two June 2010 meetings with the Ritz-Carlton and announced after our recent tour that they would be bringing their September 2010 Secretaries meeting to the Village at Squaw Valley. These three meetings will account for roughly 500 room nights and \$75,000 in room revenue. During our tour they also let us know they will be considering North Lake Tahoe for their 2012 Annual Conference which will take place in April or May of that year. This event will bring in over 1000 room nights and approximately \$150,000 of room revenue. That doesn't include incremental revenue that is generated through food & beverage, retail, activities, etc.

Staff attended the Annual trade show for the Northern California Chapter of Meeting Professionals International. Staff coordinated a cooperative Lake Tahoe booth and seven Lake Tahoe entities participated along with the VCB. This show brings together approximately 500 meeting planners in our key bay area target market. In conjunction with the trade show staff, the NLTRA co-hosted a small client dinner.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of September staff made over 800 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.

Staff attended the initial planning meeting for the Meeting Industry Ladies Open golf event. The Meetings Industry Ladies Open is a golf tournament whose players are female meeting planners. North Lake Tahoe also coordinates the "Un-Tournament" which is a fun tournament that takes place the day prior to the beginning of the ladies tournament. This event is attended by approximately 70 female meeting planners and has provided North Lake Tahoe with a number bookings over the past few years. This is a cooperative effort with the Reno/Sparks Convention and Visitors Authority (RSCVA), the Hyatt and a number of Reno hotels.

Staff attended the Successful Meetings University client event in Monterey. This is an event hosted by Successful Meetings Magazine and brings in 30 pre-qualified meeting planners who are intending to book at least one meeting in Northern California in the next calendar year. We were invited to participate based on our volume of advertising with Successful Meetings.

Staff hosted site visits for Elekta, Ltd., Conference Direct and The Lampo Group, Inc. All of these groups are leaning towards booking their meetings in Lake Tahoe. The combined impact of these programs is approximately 1,000 room nights and over \$200,000 of room revenue. That doesn't include incremental revenue such as food &

beverage, retail, recreation, etc. which would leverage the actual economic impact exponentially.

Print Media for February and March:

- Smart Meetings (Partner Coop), CSAE Member Newsletter Bi-annual Conference Winter Newsletter

Internet Media for February and March:

- ConventionPlanit.com email blast, E-pro direct email blast, MPI Global Marketplace annual listing, ConventionPlanit.com annual listing & Divine Deals, MeetingsFocus.com annual listing & video.

Direct Response:

- A Conference Winter Newsletter email blast was sent on 1/25 to follow up with the Conference Winter Newsletter printed piece. The blast garnered a 12% open rate and 1% click thru rate.
- A Hot Dates email blast to the Conference DB will be sent on 2/22

Print Media for February and March:

- Smart Meetings (Partner Coop), CSAE Member Newsletter Bi-annual Conference Winter Newsletter

Internet Media for February and March:

- ConventionPlanit.com email blast, E-pro direct email blast, MPI Global Marketplace annual listing, ConventionPlanit.com annual listing & Divine Deals, MeetingsFocus.com annual listing & video.

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

Total Statistics	North Shore Statistics		South Shore Statistics	
	January-10	January-10	January-10	January-10
Groups Booked	2	2	2	0
Projected Room Revenue	\$27,523	\$27,523	\$27,523	\$0
Groups Arrived	1	0	0	1
Revenue Arrived	\$4,865	\$0	\$0	\$4,865
February-10		February-10		February-10
Groups Booked	0	0	0	0
Projected Room Revenue	\$0	\$0	\$0	\$0
Groups Arrived	1	1	1	0
Revenue Arrived	\$187,426	\$187,426	\$187,426	\$0
March-10		March-10		March-10
Groups Booked	3	2	2	1
Projected Room Revenue	\$177,325	\$105,325	\$105,325	\$72,000
Groups Arrived	2	2	2	0
Revenue Arrived	\$17,885	\$17,885	\$17,885	\$0
Combined Totals for the Quarter				
Groups Booked	5			
Projected Room Revenue	\$204,848			
Groups Arrived	4			
Revenue Arrived	\$210,176			

North Shore Statistics-Breakdown by County

January-10

Groups Booked	Room Nights	Delegates	Revenue
Placer County	100	50	\$13,500
Washoe County	98	39	\$14,023
Nevada County	0	0	\$0
Total	198	89	\$27,523

Groups Arrived

Placer County	0	0	\$0
Washoe County	0	0	\$0
Nevada County	0	0	\$0
Total	0	0	\$0

February-10

Groups Booked	Room Nights	Delegates	Revenue
Placer County	0	0	\$0
Washoe County	0	0	\$0
Nevada County	0	0	\$0
Total	0	0	\$0

Groups Arrived

Placer County	360	225	\$187,426
Washoe County	0	0	\$0
Nevada County	0	0	\$0
Total	360	225	\$187,426

March-10

Groups Booked	Room Nights	Delegates	Revenue
Placer County	425	145	\$72,925
Washoe County	240	60	\$32,400
Nevada County	0	0	\$0
Total	665	205	\$105,325

Groups Arrived

Placer County	34	11	\$11,435
Washoe County	0	0	\$0
Nevada County	45	15	\$6,450
Total	79	26	\$17,885

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	2010	2009	Percentage +/-
January	577	788	-26.78%
February	718	656	9.45%
March	818	773	5.82%

Phone Count	2010	2009	Percentage +/-
January	417	560	-25.54%
February	467	521	-10.36%
March	367	384	-4.43%

Community Marketing Program

FY-2009/10 marks the fifth 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. \$30,000 of the total program allocation of \$80,000 is set aside to help market and support regional events.

Organization	Amount Approved	Date Approved	Project
Girls on the Run	\$500	1/28/2010	Special Events Grant
TOCCATA	\$1,000	2/3/2010	Special Events Grant
Squaw Valley Business Association	\$10,000	2/17/2010	Support for New Years Eve fireworks and Wanderlust Festival.
Northstar at Tahoe	\$10,000	2/23/2010	Printing and distribution of Northstar magazine.

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. Program expenditures were lower this quarter due to the delay of some projects based on project partners funding sources being frozen. Activities are focused in the areas of Infrastructure, Transportation and Strategic Planning.

Transportation

Program Expenditures During the Quarter:

Sugar Bowl Shuttle	\$ 9,465
North Lake Tahoe Express	3,052
Winter Transit Program	71,321
Total	<u>\$ 83,838</u>

Infrastructure

Project Expenditures During the Quarter:

Enhanced Snowplowing	\$ 100,000
Lakeside Bike Trail	22,767
Regional Wayfinding Signage	4,725
Total	<u>\$ 127,492</u>

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	\$ 638
Regional Plan Initiative	1,506
Integrated Work Plan Update	145
Prosperity Plan	2,708
Houston Group, State of California Legislative Advocacy	1,125
Community Sustainability Initiative	26
Bicycle Friendly Communities Application	3,359
Total	<u>\$ 9,507</u>

Transportation

RMC Consulting	\$ 925
Integrated Work Plan Update	9

Bicycle Friendly Communities Application	2,500
Regional Plan Initiative	1,079
Houston Group, State of California Legislative Advocacy	1,125
Total	<u>\$ 5,638</u>

\$ 226,475

FY 2009-10 NLTRA Contract Quarterly Expenditure Summary

Quarterly Report for the 3rd Quarter Ending 3/31/10

<i>Expenditure Area / Category</i>	<i>Quarterly Actual</i>	<i>Current Year YTD</i>	<i>Prior Year YTD</i>	<i>FY 2009-10 Budget</i>	<i>FY 2009-10 % Expended</i>
MARKETING					
<i>Personnel/Overhead - Direct Costs</i>	\$212,759	\$638,276	\$611,718	\$851,034	75%
<i>Direct Marketing/Programs</i>	\$228,069	\$684,206	\$499,431	\$912,275	75%
<i>Conference Marketing (VCB)</i>	\$0	\$0	\$169,497	\$0	-
<i>Placer County Film</i>	\$0	\$0	\$0	\$51,680	0%
<i>Community Marketing Fund</i>	\$75,912	\$75,912	\$58,500	\$85,000	89%
<i>Unallocated Marketing Funds</i>	\$0	\$0	\$0	\$0	-
Sub-Total	\$516,740	\$1,398,394	\$1,339,146	\$1,899,989	74%
VISITOR SUPPORT SERVICES					
<i>Personnel/Overhead - Direct Costs</i>	\$23,268	\$74,164	\$76,806	\$98,700	75%
<i>Research and Planning</i>	\$5,639	\$21,376	\$20,075	\$35,000	61%
<i>Membership</i>	\$0	\$3,250	\$3,000	\$5,000	65%
<i>Transportation/Transit Programs</i>	\$83,838	\$504,089	\$572,425	\$785,335	64%
<i>Traffic Management Program</i>	\$0	\$14,565	\$15,471	\$44,000	33%
Sub-Total	\$112,745	\$617,444	\$687,777	\$968,035	64%
TAHOE CAPITAL IMPROVEMENTS					
<i>Personnel/Overhead - Direct Costs</i>	\$34,245	\$118,948	\$123,402	\$157,500	76%

<i>Research and Planning</i>	\$12,090	\$23,457	\$51,214	\$45,000	52%
<i>Membership</i>	\$0	\$750	\$0	\$5,000	15%
<i>Approved Capital Improvements</i>	\$125,658	\$417,486	\$1,006,970	\$524,476	80%
Sub-Total	\$171,993	\$560,641	\$1,181,586	\$731,976	77%
NLTRA Contract Totals	\$801,478	\$2,576,479	\$3,208,509	\$3,600,000	72%

FY 2009-10 NLTRA Contract Quarterly Revenue Summary					
Quarterly Report for the 3rd Quarter Ending 3/31/10					
Revenue Area / Category	Quarterly Actual	Current Year YTD	Prior Year YTD	FY 2009-10 Budget	FY 2009-10 % Expended
MARKETING					
<i>Tahoe Share - 8% TOT **</i>	\$462,497	\$1,387,492	\$1,366,443	\$1,849,989	75%
<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 Funding From Infrastructure</i>	\$12,500	\$37,500	\$0	\$50,000	75%
<i>Other</i>	\$0	\$0	\$0	\$0	-
Sub-Total	\$474,997	\$1,424,992	\$1,366,443	\$1,899,989	75%
VISITOR SUPPORT SERVICES					
<i>Tahoe Share - 8% TOT **</i>	\$50,143	\$150,428	\$281,433	\$200,571	75%
<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 Funding From Infrastructure</i>	\$191,866	\$575,598	\$613,638	\$767,464	75%
<i>Other</i>	\$0	\$0	\$0	\$0	-
Sub-Total	\$242,009	\$726,026	\$895,071	\$968,035	75%
TAHOE CAPITAL IMPROVEMENTS					
<i>Tahoe Share - 8% TOT **</i>	\$256,241	\$768,723	\$769,263	\$1,549,440	50%
<i>Tahoe Share - 2% TOT</i>	\$0	\$0	\$0	\$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>	(\$191,866)	(\$191,866)	(\$613,638)	(\$767,464)	25%
<i>Flex to Marketing Account</i>	(\$12,500)	(\$12,500)	\$0	(\$50,000)	25%
Sub-Total	\$51,875	\$51,875	\$155,625	\$731,976	7%
NLTRA Contract Totals					
	\$768,881	\$2,202,893	\$2,417,139	\$3,600,000	61%

** 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 Nine Months Ending March 31, 2010

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
REVENUE AND OTHER SUPPORT										
Member Dues	\$ 75,333	\$ 6,579	\$ 1,185	\$ 6,579	\$ 95,125			\$ 101,704		\$ 101,704
Special Events & Functions	32,851	61,073	7,759	75,355	33,540			108,895		108,895
Commissions & Booking Fees								95,109		95,109
Retail Sales & Other								7,759		7,759
Interest & Investment Income							1,533	1,533	2,684	4,216
Pleacer County Funding	1,076,985	332,506	115,487	1,424,988	618,334			2,043,322	572,273	2,615,595
Total Revenue and Other Support:	\$ 1,185,189	\$ 300,159	\$ 124,441	\$ 1,609,788	\$ 618,334	\$ 128,665	\$ 1,533	\$ 2,338,319	\$ 574,957	\$ 2,913,276
EXPENSES										
Salaries and benefits	\$ 221,655	\$ 114,062	\$ 78,444	\$ 414,162	\$ 42,517	\$ 59,331	\$ 263,554	\$ 779,564	\$ 78,890	\$ 858,454
Rent & Utilities	18,466	9,414	4,039	31,939	6,624	6,651	18,466	63,680	6,624	70,304
Telephone Services	6,343	2,990	1,542	10,874	1,370	4,480	4,480	18,694	1,370	20,064
Mail Expenses	97	621	95	814	4	660	493	1,971	29	2,000
Insurance & Bonding	1,021	531	531	2,083	327	1,021	1,021	3,757	327	4,084
Supplies	2,725	1,555	667	4,947	834	1,167	2,050	8,967	824	9,791
Equipment Sup. & Maint.	1,929	717	2,366	5,013	460	3,604	639	9,715	639	10,354
Taxes, Licenses & Fees	311	162	172	645	160	1,513	1,513	2,388	100	2,487
Equip. Rental / Leasing	1,230	1,085	2,739	5,054	903	1,489	1,489	9,258	903	10,161
Training & Seminars	55	27	197	187	17	17	1,108	1,328	17	1,345
Project Costs					543,280			543,280	440,944	984,223
Professional Fees Legal/Accounting	18,328			18,328			18,473	18,473	18,473	36,846
Special Events	75,795			75,795		30,596		106,391	75,795	182,186
Autumn Food & Wine Costs								5,501	5,501	11,002
Membership Events/Newsletter								651	651	1,302
Cost of Goods Sold			5,501	5,501				5,501		11,002
Promotion	651			651				651		1,302
Marketing Cooperative/Media	468,000	149,697		617,697				617,697		1,235,394
Marketing Other	29,298			29,298				29,298		58,596
Programs	87,487			87,487				87,487		174,974
Associate Relations	1,745	891	891	3,527	399	501	1,745	6,172	399	6,571
Board Functions							4,012	4,012		8,024
Credit Card Fees	6,683		368	6,991		531		7,522		15,044
Automobile Expenses	1,155	57	77	1,390	497	913	660	3,360	497	3,857
Local Meals & Entertainment	2,157	62	105	2,324	64	600	2,032	5,020	64	5,084
Dues & Subscriptions	1,469	720	2,189	4,378	72	1,484		5,961	72	6,033
Travel	2,662			2,662				2,662		5,325
Allocated	172,800	50,400	19,557	242,757	18,864	20,079	130,939	422,999	27,999	450,998
Total Functional Exp. Before Depreciation	\$ 1,122,040	\$ 352,972	\$ 112,160	\$ 1,577,172	\$ 618,499	\$ 125,890	\$ 16,484	\$ 2,331,066	\$ 559,686	\$ 2,890,752
Depreciation	3,744	1,890	1,890	7,524	945	945	3,744	13,158	945	14,103
Total Functional Expense and Depreciation	\$ 1,125,784	\$ 354,862	\$ 114,050	\$ 1,579,717	\$ 617,444	\$ 126,835	\$ 20,228	\$ 2,344,224	\$ 560,641	\$ 2,904,865
Change in Net Assets	\$ 59,384	\$ (34,704)	\$ 5,390	\$ 30,071	\$ 890	\$ 1,830	\$ (18,696)	\$ 14,695	\$ 14,316	\$ 28,411
Depreciation	5,625	2,925	2,925	11,475	1,800	1,800	5,625	20,700	1,800	22,500
Total Functional Expense and Depreciation	\$ 1,134,854	\$ 366,359	\$ 136,273	\$ 1,637,487	\$ 687,777	\$ 141,854	\$ 10,771	\$ 2,477,889	\$ 1,181,586	\$ 3,659,475
Change in Net Assets	\$ (1,701)	\$ 9,788	\$ 5,184	\$ 13,271	\$ 221,732	\$ (17,696)	\$ (8,094)	\$ 209,213	\$ 13,115	\$ 222,328

ATTACHMENTS

Fall/Winter Performance Measurement Narrative October 1, 2009 to March 31, 2010

The Performance Measurement Document has been revised to more effectively measure the results of the NLTRA marketing efforts. While many of the indicators have remained the same, various indicators have been changed or modified to better quantify the results. Proposed changes to this reporting document were presented to the NLTRA Marketing Committee and, subsequently, approved. This report for the October 2009 through March 2010 will compare to the prior year using those approved revised measurements.

LEISURE ADVERTISING

Advertising/Promotions

Direct Paid Media Dollars in the current period were down slightly compared to the prior period; however, the Added Value Media increased 8% over prior year period. In addition, revenue from cooperative programs was up 31% adding \$165,928 of additional dollars to our buying power. Most of this increase was due to the San Diego Winter campaign conducted during this time period. Gross Media Impressions increased from 41.6 million in the prior year period to 56.3 million (a 35% increase) in the current period. This increase is primarily due to the use of Bay Area and San Diego radio and the addition of a bonus outdoor board in the Bay Area. Total Paid Clicks increased 20% over prior year and a decrease of the Cost Per Click from \$1.58 in the prior year period to \$1.54 in the current period. Requests for travel planners increased 33% to 2,824 for the current period.

Online Activity

Total Unique Visitors increase 4.4% during this period as compared to the prior period as the Cost Per Visitor decreased slightly from \$1.29 to \$1.18. 33% of the Web Site visitors came to the site directly or via bookmarked. This is a decrease from the 39% from prior period. Time spent on the website was flat to prior period at 3 minutes and 55 seconds. The site continues to drive a higher percentage of first time visitors to the site with just 18% of the total traffic being return visitors. The number of Lodging Referrals decreased by 12% and represents 39% of the total visitors being referred to our lodging partners. Total number of events posted on the website increased 57% with a coordinated effort with our event partners. Search Engine Referrals increased 21% due to our strategy to increase SEO efforts while #1 and first page position increased drastically. Total California Visits increased 15% while Outside California Visitors increased 25%.

Media/Public Relations

Total Media/Public Relations Spend was down 22% from prior year period due to the strategy to drive more resources in the summer. No media trade shows were attended during this period. Press Releases, Media Inquires, and Media Interviews were all up

this period due to the significant and numerous snow storms and the strategy to maximize our media coverage during these snow events. Placements of North Lake Tahoe message increased in the regional markets with a corresponding decrease in the national markets. Number of impressions was relatively flat to prior period however Advertising Equivalency was up significantly to \$3.2 million during this period due several articles in high circulation publications.

CONFERENCE SALES

Number of Leads was flat to prior year while the number of Lead Room Nights increased 48%. Number of Bookings, Booked Room Nights, and Total Booked Lodging Revenue all decreased from the prior year six month period. Improvements were seen over the prior year period in all Lost Business categories. Number of Arrived Business Bookings, Room Nights and Attendees were all down significantly from prior year period.

TRAVEL TRADE/LEISURE SALES

Number of Leisure Trade Shows was flat from prior year. Number of FAMs and Site Inspections were all up from prior year period. International Brochure Placement was down from prior year to the consolidation of operator business and the outright closing of some businesses. Wholesale Product Placements and Featured Property categories were both up over the prior year period.

Performance Measurement Document

Leisure Advertising

October - March 09

October - March 10

Advertising/Promotions/Media

Leisure Coop Budget Amount

Direct Paid Media Dollars

\$	355,267	\$	338,732
\$	231,120	\$	248,963
\$	126,000	\$	165,928
	41,646,312		56,292,215

Added Value Media

Coop Programs Investment (NLT Coop)

Gross Media Impressions

Response/Inquires

Total paid clicks

Average cost per click

Average click thru rate

	23,034		27,649
	\$1.58		\$1.54
	0.27%		0.24%

Total Leads

Number of brochure / planner requests

Total email database

Total direct mail database

Ad recall/awareness

Cost per aware visitor

Total publication leads

	2121		2824
	35,010		49,366
	96,946		99,526
n/a		60% / 42% (SF only)	
		n/a	
	2207		2421
Database email open rate	11.36%		10.20%
Database email click thru rate	1.50%		1.50%

GTN Online Activity

Total Unique Visitors

Cost per Visitor

Percent of Direct/Bookmarked Visitors

Time Spent on Consumer Website

Number of Repeat Visitors

Percent of Repeat Visitors

Number of Cool Deals Posted

Cool Deals Pageviews

Number of Lodging Referrals

Lodging Referrals % of Total

Number of Events Posted

Search Engine Referrals

Organic Search Engine Results

Avg. Amount of #1 Positions

	275,899		288,128
	\$1.29		\$1.18
	38.69%		33.13%
	3:56		3:55
	60,267		62,748
	21.84%		17.90%
	210		349
	49,830		63,259
	129,278		113,641
	46.86%		39.44%
	354		554
	115,433		138,286
	9		41

Avg. Amount of 1st Page Positions
 Avg. Amount of 2nd Page Positions

33	79
16	14

GTN Geographic Breakdown

Top five cities and percent of total visitors

San Francisco (this is only the city of SF)

Sacramento

Reno

New York

Los Angeles

Total California visits

Percent of total visitors

Visits by top CA cities (attached graph)

Northern CA visitors

Northern CA percent of total visitors

Southern CA visitors

Southern CA percent of total visitors

Outside CA visitors

Percent of total visitors

October - March 09

October - March 10

7.20%	7.00%
4.20%	4.70%
3.40%	2.80%
1.90%	1.30%
1.70%	3.70%
145,443	167,443
49.70%	47.70%
see attached graph	see attached graph
106,712	119,465
36.50%	34.00%
32,448	33,114
11.10%	9.40%
146,824	183,433
50.30%	52.30%

Media/Public Relations

Total Public Relations Spend

Media Trade Shows

Number of trade shows attended

Number of appointments

Number of qualified media in attendance

Media Missions

Number of media missions

Number of coop partners

Number of media contacts

October - March 09

October - March 10

\$ 41,621	\$ 32,820
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1	0
10	0
69	0

0	1
0	5
0	6

Media Familiarization Tours (FAMs)

Number of FAMs

Number of qualified media participating

Number of publications represented

10	10
10	10
34	28

Press Releases

Number of press releases issued

Number of press releases downloaded from website

42	65
	2297

Number of Media Inquiries

Number of Media Interviews

165	238
73	82

Placements

Total number of placements
 Regional vs. National
 Domestic vs. International
 Percent of LA
 Percent of Northern CA

201	321
51/49	62/38
98/2	97/3
3	4.00%
39	51.00%
109 million	111 million
1.9 million	3.2 million
97.00%	96%
42.00%	54%
32.00%	36%

Number of Impressions

Advertising Equivalency

% of Positive Media Placement

% of Media Coverage Reaching Target Audience

% of Media Coverage Including Website Address

October - March 09

October - March 10

Bookings

Online Ticket Sales

Tickets sold online
 Ticket revenue
 Ticket commission

3731	3382
\$ 231,322	\$ 223,212
\$ 43,548	\$ 32,851

Event Marketing

Total Number of events supported
 Total Attendance by Event Supported

20	28
65,000+	110,000

Events Supported

50th Anniv. Winter Olympic Heritage Celebration
 SnowFest!
 Learn to Ski & Board Weekend
 Village Oktoberfest
 Tahoe City Annual Harvest Festival
 Kings Beach Passport to Dining
 Chocolate Wine and Roses Festival
 Elegant Affair Food & Wine Pairing
 Holiday Jazz Festival at the Hyatt
 Star Tours at Northstar
 Take the Lake Spring Ski & Snowboard Comp.
 Squaw Valley Institute
 TOCCATTA Chorale Music Series

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

Fabulous Fall Celebration September 1- November 25

Tahoe Big Blue Adventure Race
 Autumn Food & Wine Festival

	X
	X

Stand-up Paddle Board Competition
 Kings Beach Art and Crafts Fair
 Commons Beach Concerts & Movies
 Northstar Free Concerts & Movies
 Kings Beach Free Concerts & Movies
 Squaw Valley Free Concerts & Movies
 Lake Tahoe Marathon Week
 Village at Squaw Valley Oktoberfest
 Truckee Wine Walk & Shop
 Art Bark Festival
 Native American Basket Weavers Market
 Chocolate Festival
 Elegant Affair Wine Tasting

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

* Pending Final Number

Conference/Group Sales

Conference Coop Budget Amount

Direct Paid Media Dollars
 Added Value Media Dollars
 Coop Programs Investment (NLT Coop)
 Partner Leveraged Dollars

October - March 09

October - March 10

\$	28,268	\$	36,375
\$	10,699	\$	9,650
		\$	14,162
\$	14,907	\$	14,162

Leads

Number of leads
 Lead room nights
 Web page visits

99	102
27,236	40,745
	6,247

Booked Business

Number of bookings
 Booked room nights
 Booked attendance
 Booked Room Revenue

27	15
5,642	3,736
2,917	2,578
\$ 1,153,493	\$ 458,782

Lost Business

Number of lost opportunities
 Lost room nights
 Lost attendance

October - March 09

October - March 10

87	40
23,463	17,644
9,920	6,706

Arrived Business

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

26	11
8,651	2,134
3,484	1,078
\$ 1,647,785	\$ 394,780

Personnel productivity metrics

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

99	102
27	15
5,642	3,736

Travel Trade/Sales

Total Travel Trade Spend

	October - March 09	October - March 10
\$	57,900	\$ 37,400

Leisure Trade Shows

Number of trade shows attended
 Number of Coop shows

3	3
3	3

Number of Sales Missions (call center trainings)

Domestic
 International

11	4
0	14

Leisure Familiarization Tours (FAMs)

9	11
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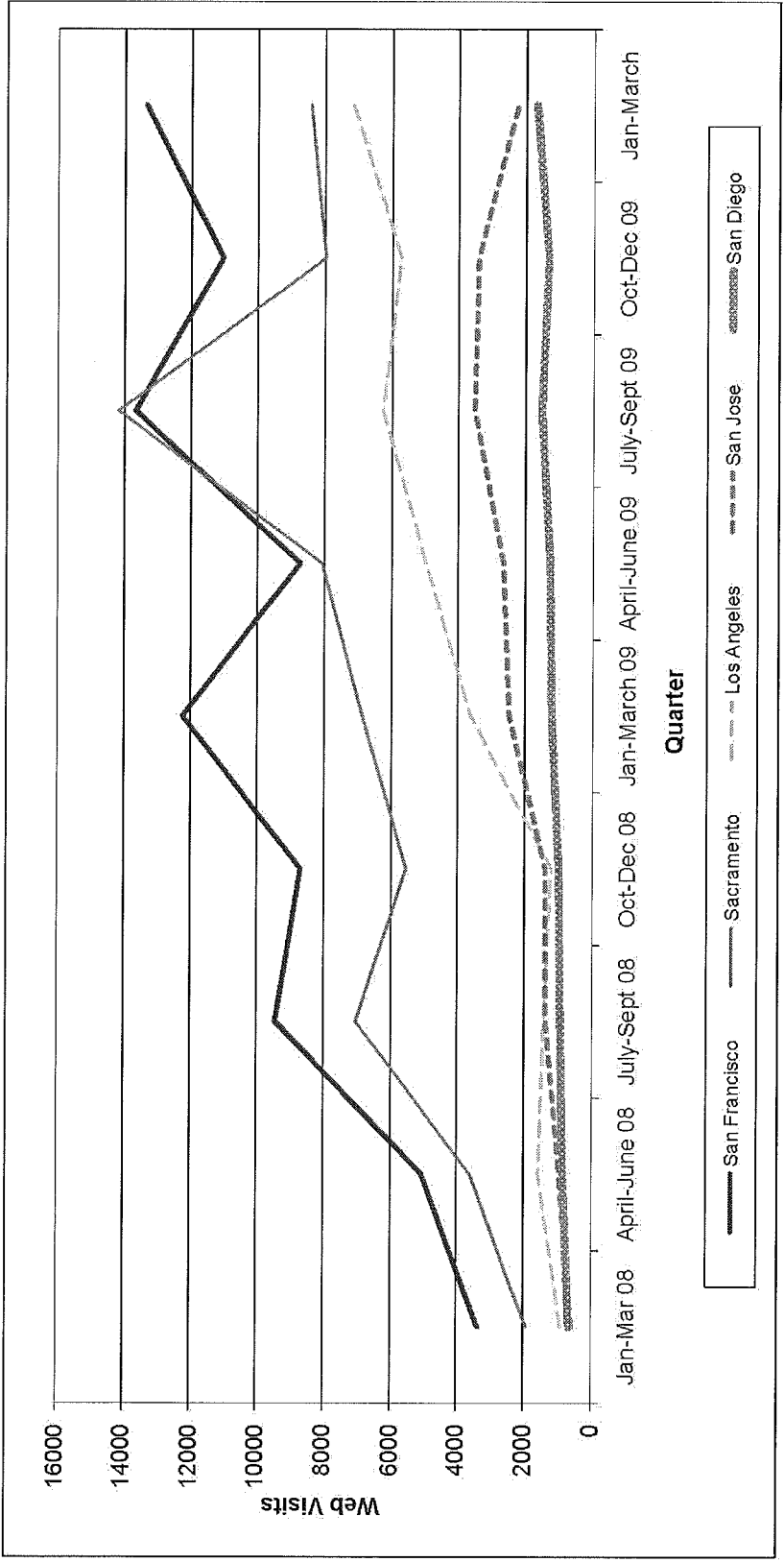
Number of Site Inspections

49	55
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Wholesale Product Placements

Domestic Brochure Placement
 International Brochure Placement
 Number of NLTRA Pages with Domestic Suppliers
 Number of NLTRA Pages with International Suppliers
 Number of Properties Featured on Domestic Websites
 Number of Properties Featured on International Websites

33	32
60	55
66	64
90	83
29	34
11	14



The North Lake Tahoe Chamber of Commerce Congratulates Winners of the 56th Annual Community Awards 2009

Positive Environmental Impact Award
Hospitality Award
Heritage Tourism Achievement Award
Non-Profit Achievement Award
Small Business of the Year
Large Business of the Year
Organizational Leadership Award
Distinguished Community Service Award
Citizen of the Year

Madonna Dunbar
Northstar-at-Tahoe™
Olympic Heritage Committee
Parasol Tahoe Community Foundation
Plumas Bank
The Ritz Carlton Highlands, Lake Tahoe
Dr. Robert Maxson President, Sierra Nevada College
Bill Briner
Alex Mourelatos

OUTSTANDING VOLUNTEER SERVICE

<p>Jim Markle Jennifer Bossin Lydia Carter Rob Weston Victor Hernandez Bryce Griffith Diane Miller Sandy Tomlinson Diane McCall Lynn Berardo Ron Treabess</p>	<p>UC Davis Tahoe Environmental Research Center Girls on the Run Sierras North Tahoe PUD - Recreation & Parks Commission California State Parks Lake Tahoe Music Festival Tahoe City PUD – Parks & Recreation Department Tahoe City Downtown Association Tahoe City Downtown Association TOCCATA Incline Community Business Association Sierra State Parks Foundation</p>
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OUTSTANDING EMPLOYEE SERVICE

2009 Northstar Environmental Action Team (NEAT):
Colleen Dalton, Dave Paulsen, Jooly Hopkins, Aidan Guillikson, Jesse Lamm,
Shannon Lonta, Nadia Guierro, Richard Ortman, Tim Stansell

<p>Bernie Atkinson Patricia Sanchez Jaime Wright Marc Sapoznik Shawn Bratcher Karin McMahon Roy Cunning Jill Falman Aaron Nelson Mike Williams Terry Jones Julie Munoz Dawn Seay Robin Runyon Erin Casey Pete Zernik Katherine Hill Ryan Seeyle Ed Lahr Sky Rondenet Jess Mullen Doug Olsen Olga Sukhotskaya Bree Allen</p>	<p>The Ritz-Carlton Highlands, Lake Tahoe Granlibakken Truckee North Tahoe TMA Resort at Squaw Creek Leader of the Year Resort at Squaw Creek Leader of the Year Resort at Squaw Creek Associate of the Year Resort at Squaw Creek Associate of the Year UC Davis Tahoe Environmental Research Center The Potlatch Smith & Jones Incline Community Business Association Tahoe City Marina The Store.... Copies and More North Tahoe Public Utility District Squaw Valley Institute Squaw Valley USA The Weekly Magazine Homewood Mountain Resort Alpine Meadows Ski Resort Tahoe T.V. CB's Pizza & Grill Tahoe City Public Utility District Mourelatos Lakeshore Resort Auerbach Engineering Corporation</p>
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Renee Winn
Natalia Buller
Kym Fabel

Auerbach Engineering Corporation
Tahoma Lodge
North Lake Tahoe Resort Association

Placer County-Lake Tahoe Film Office Awards 2009

Organization of the Year:

The Lake Tahoe Basin Management Unit, US Forest Service, Terri Marceron, Forest Supervisor

Business of the Year:

CalNeva, Robert Marcil, General Manager