



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday August 7, 2013 – 8:30 – 11 a.m.
Tahoe City Public Utility District Board Room

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

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM – Chair

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 (2 hrs. 10 minutes)

Organization (15 minutes)

3. Approve Strategic Goals 2013-16 - Sandy Evans Hall MOTION (15 minutes)

Marketing (50 minutes)

4. Ironman Update – Andy Chapman, Dave Reid (20 minutes)
5. DestiMetrics (formerly MTRiP) – Andy Chapman (5 Minutes)
6. Marketing Branding Process Report – Andy Chapman (10 minutes)
7. Special Event Grant Funding Allocation Strategy – Judy Laverty (5 minutes)
8. Getting Away Together – Vacation Home Rental Promotion Request – Chuck Maas, Jim Morris (10 minutes)

**2013
Board Members**

Wally Auerbach
Auerbach Engineering

Eric Brandt
Tahoe TV

Phil GilanFarr
(Chair)
CB's Pizza & Grill

Kali Kopley (Vice-Chair)
Uncorked/Petra/Soupa

Brendan Madigan
Alpenglow Sports

Alex Mourelatos
Mourelatos Lakeshore Resort

Valli Murnane
(Secretary)
Tahoe XCountry

Ron Parson
(Immediate Past Chair)
Granlibakken

Bill Rock
(Treasurer)
Northstar

Joseph Mattioli
The Ritz-Carlton

Jennifer Merchant
Placer County

Kristi Boosman
TRPA
(Ex-officio)

Infrastructure/Transportation (15 minutes)

9. Funding Request for \$20,000 to assist with traffic control for Ironman event – Ron Treabess **MOTION** (15 minutes)

Membership (30 minutes)

10. Chamber Cost Benefit Analysis –Sandy Evans Hall, Deanna Frumentti (30 minutes)

Community Presentation (20 minutes)

11. Northstar Expansion – Bill Rock (20 minutes)

E. DIRECTORS' COMMENTS (5 minutes)

F. CONSENT CALENDAR – MOTIONS (5 minutes)

All items (**in bold**) 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.

12. Board Meeting Minutes –June 26, 2013

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

13. Joint Infrastructure/Transportation Committee – July 29, 2013

14. Marketing Committee – July 30, 2013

15. Business Association and Chamber Collaborative – July 10, 2013

16. Lodging Committee – No Meeting in July

17. Conference Sales Directors Committee – No Meeting in July

18. Finance Committee – No Meeting in July

19. Executive Committee Report – July 30, 2013

20. Financial Reports (June and July financial reports will be available in August)

1. Financial Analysis for June

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any board member

21. Conference Sales Reports

22. Infrastructure/Transportation Activity Report – July

G. MEETING REVIEW AND STAFF DIRECTION (5 minutes)

H. CLOSED SESSION (If necessary)

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, August 2, 2013



Strategic Goals 2013 – 2016

Executive Summary

By 2016, the North Lake Tahoe Region will dominate the California market as a destination for alpine and Nordic skiing, biking, and paddle boarding/kayaking and in the top 5 for nationwide winter alpine destination choice according to visitor surveys and NSAA statistics.

By 2016, Transient Occupancy Tax collections will have increased by 20% over 2010/11 adjusted for inflation.

By 2016, occupancy during identified strike zones will be 20% greater than 2011 (4% per year) and annual occupancy for all lodging will be increased by 10% over 2011 (2% per year).

By 2016, the destination visitor segment of our visitor market will have grown by 3% over 2012/13.

By 2016, a fully integrated transportation system within the North Lake Tahoe area will effectively link visitor destinations, recreation and lodging products with increased ridership on service on recreational routes of 20% (4% per year).

By 2016, the lodging and commercial environment on the North Lake Tahoe shore will be upgraded to include 3 new or re-developments consistent with our environmental stewardship goals.

By 2016, there will be a completed trail system linking all areas within the North Lake Tahoe region resort triangle and West Shore to Incline Village to include:

- Bike path system including paved multi recreation trails, bike lanes, and unimproved backcountry trails
- Completed visitor ready infrastructure and signage for paddle boarding/kayaking
- Trail development and signage for providing Nordic skiing throughout the region
- **20 new amenities for human powered sports initiative such as racks, tool stations, transportation access**
- Marketing of completed infrastructure assets

By 2014, there will be 30 way finding signs in place within the North Lake Tahoe region, and 50 by 2016.

By 2016, the organization will have provided advocacy for all project and program development that aligned with our mission.

By 2016, the organization will be the recognized business leader with public and private partners in the regulatory environment.

By 2016, the organization will be the recognized voice of business for legislative issues as they impact tourism in E. Placer County.

By 2013, the organization will have taken the lead on components of Economic Prosperity Plan and County Road Map that align with our mission of tourism development, and will be the B.O.S. authority through required organization endorsement or consultation.

By 2014, the organization will have increased dues and non-dues revenue sufficient to cover all expenses plus a growth factor of 5% through development of programs and communication that add value to membership. At this time the board will evaluate whether to retain the Chamber of Commerce as a component of the organization.

By 2016, the organization will have assessed regional needs for Visitor Information distribution via virtual or physical locations and will have implemented plans.

By 2016, the organization will have increased net promoter scores by 20% over 2011/12(63) or up to 85, whichever is lower.

By 2016, the organization will have executed a comprehensive communications plan each year that utilizes all available mediums with consistency and frequency.

By 2016 (ongoing), the organization will have built trust, confidence and leadership with key partners through accountability, transparency, and frequent and consistent communication following a key partner communication plan.

By 2016 (ongoing), the organization will be a recognized voice of community in all core function areas, and is approached as an entry point for projects and programs seeking support or endorsement.

By 2016 (ongoing), the organization will have a recognized brand message of "Who we are and what we do," through recurring outreach to all identified partner organizations and members.



RESERVATIONS ACTIVITY REPORT North Lake Tahoe



Destination: North Lake Tahoe

Period: Bookings as of June 30, 2013

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Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,738 Units ('DestiMetrics Census'*)

		2012/13	2011/12	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (June) changed by (9.0%)	Occupancy (June) :	48.6%	44.6%	9.0%
North Lake Tahoe Average Daily Rate for last month (June) changed by (3.8%)	ADR (June) :	\$196	\$189	3.8%
North Lake Tahoe RevPAR for last month (June) changed by (13.2%)	RevPAR (June) :	\$95	\$84	13.2%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (July) changed by (19.0%)	Occupancy (July)	60.1%	50.5%	19.0%
North Lake Tahoe Average Daily Rate for next month (July) changed by (4.9%)	ADR (July) :	\$247	\$236	4.9%
North Lake Tahoe RevPAR for next month (July) changed by (24.9%)	RevPAR (July) :	\$149	\$119	24.9%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (5.5%)	Occupancy	44.1%	41.8%	5.5%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (9.7%)	ADR	\$227	\$207	9.7%
North Lake Tahoe RevPAR for the prior 6 months changed by (15.8%)	RevPAR	\$100	\$87	15.8%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (12.9%)	Occupancy	26.5%	23.5%	12.9%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (11.4%)	ADR	\$239	\$215	11.4%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (25.7%)	RevPAR	\$63	\$50	25.7%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jun. 30, 2013 vs. Previous Year				
Rooms Booked during last month (June, 2013) compared to Rooms Booked during the same period last year (June, 2012) for all arrival dates has changed by (-8.1%)	Booking Pace (June)	5.1%	5.5%	-8.1%

* **DestiMetrics Census:** Total number of rooms reported by participating DestiMetrics properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy.
The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result.
Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst DestiMetrics's other participants.
As is the case in all DestiMetrics data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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RESERVATIONS ACTIVITY REPORT

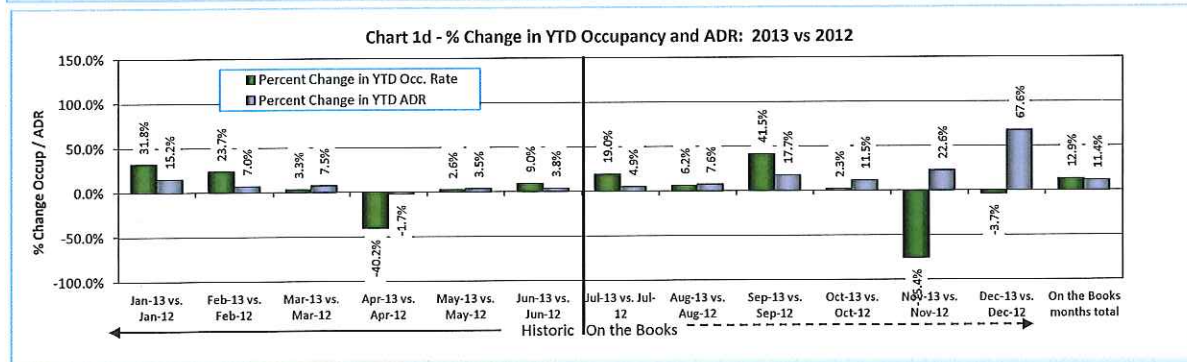
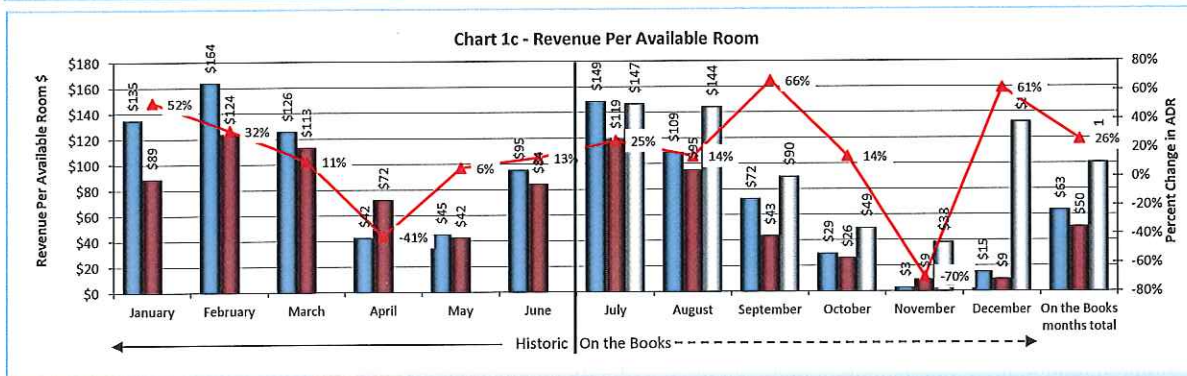
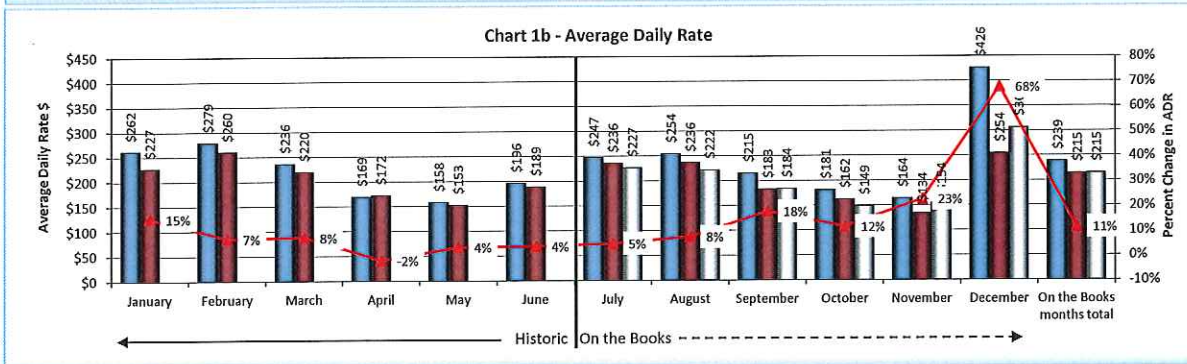
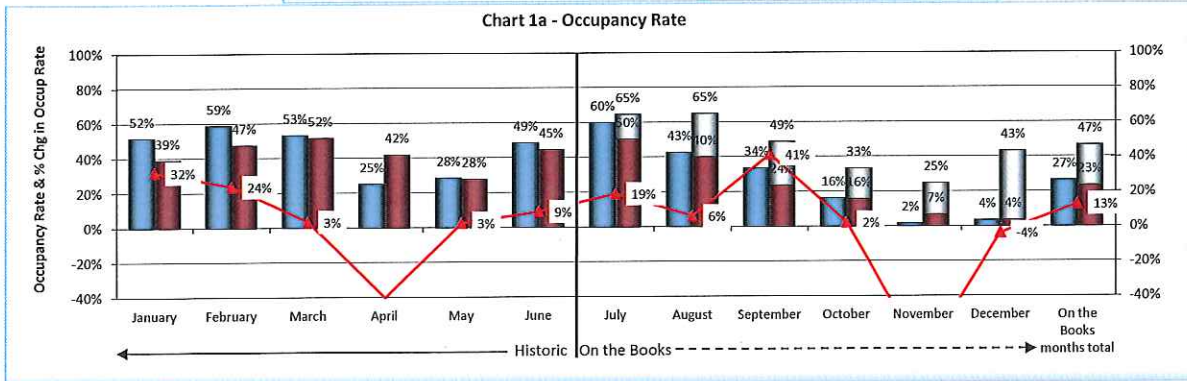
SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2013 YTD (as of June 30, 2013) vs. 2012 YTD (as of June 30, 2012) vs. 2012 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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█ Historic Actual (2012 season) █ Data as of June 30, 2013 (2013 season)
█ Data as of June 30, 2012 (2012 season) — Percent Change



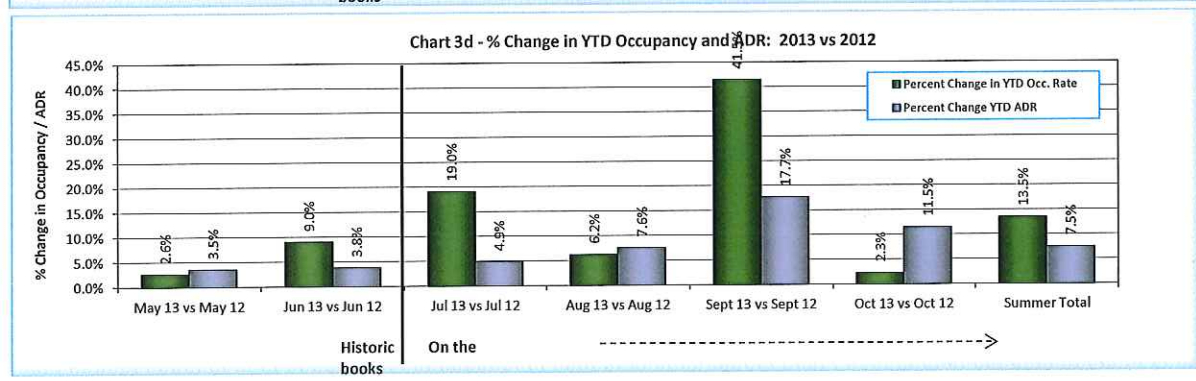
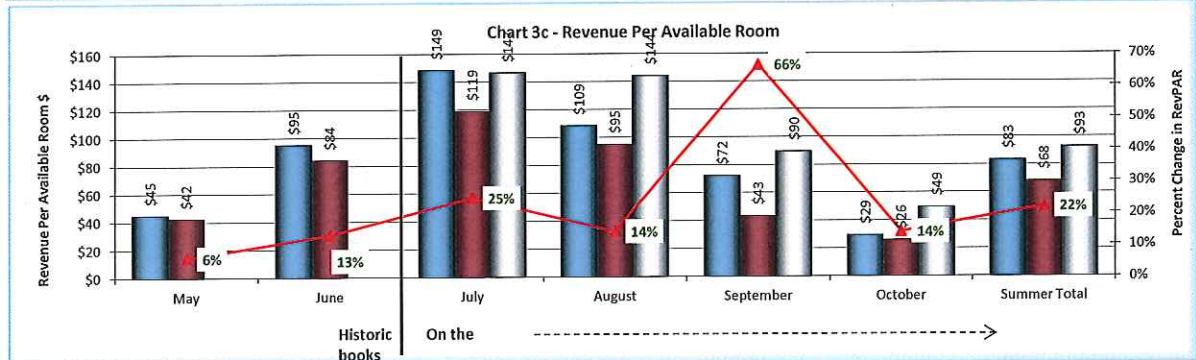
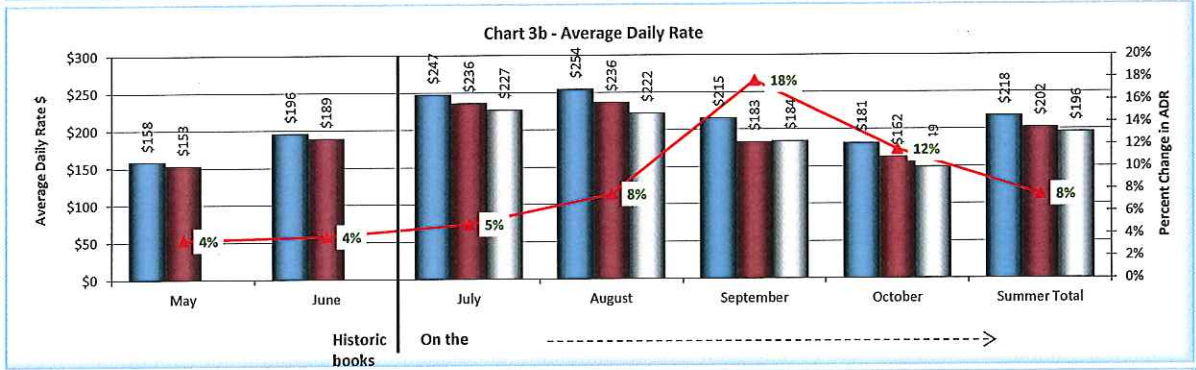
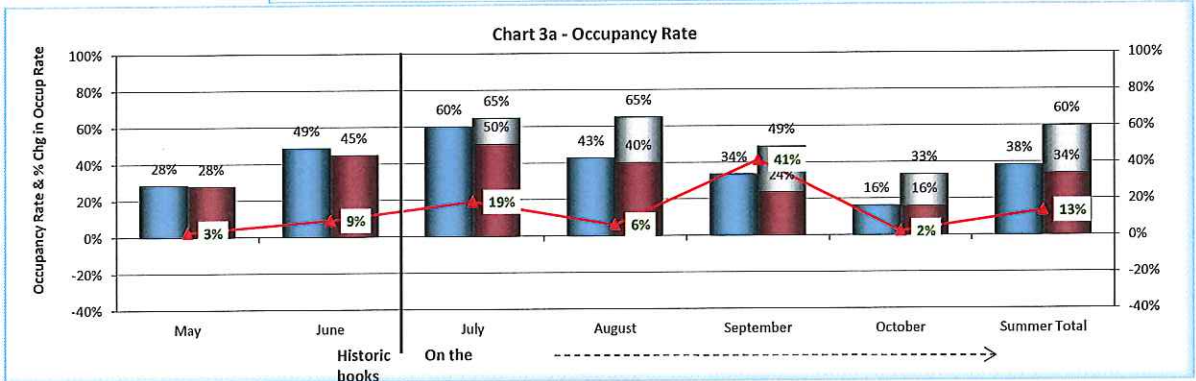
RESERVATIONS ACTIVITY REPORT SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2013 YTD (as of June 30, 2013) vs. 2012 YTD (as of June 30, 2012) vs. 2012 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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Historic Actual (2012 Season)
 Data as of June 30, 2013 (2013 Season)

Data as of June 30, 2012 (2012 Season)
 Percent Change



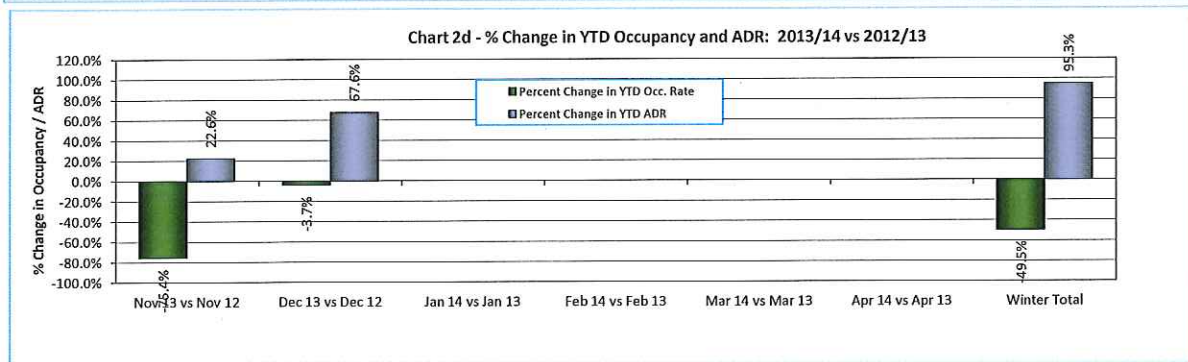
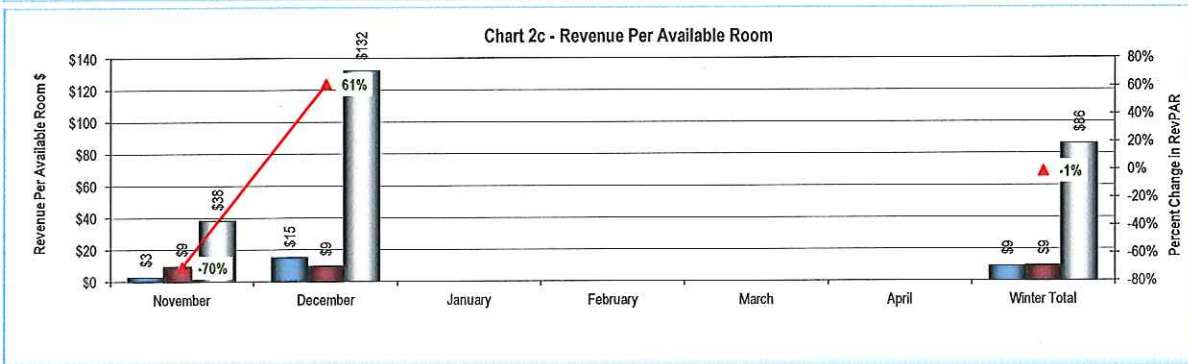
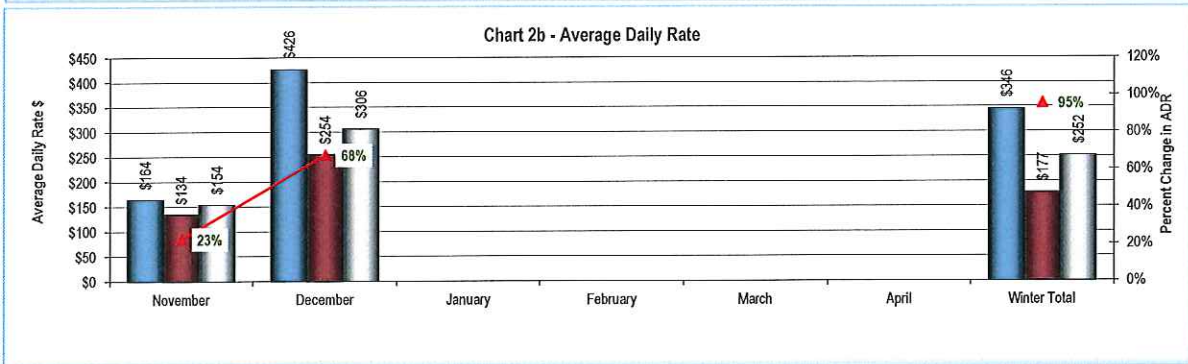
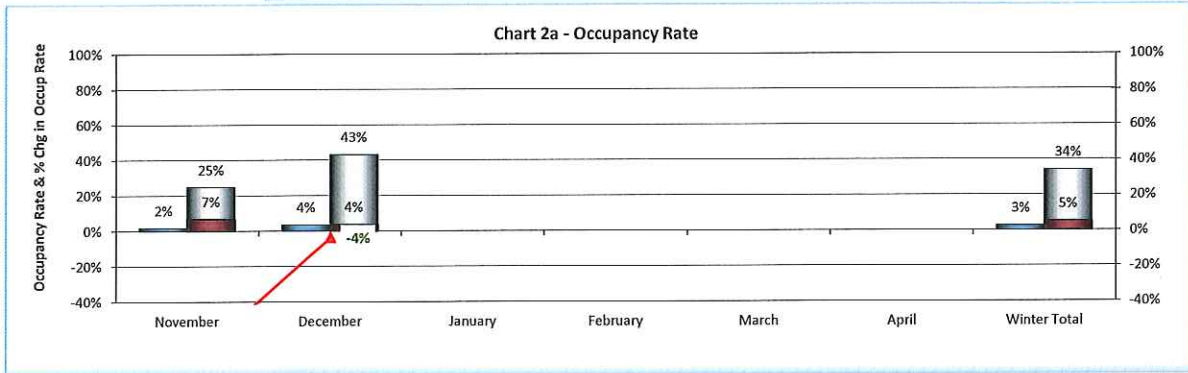


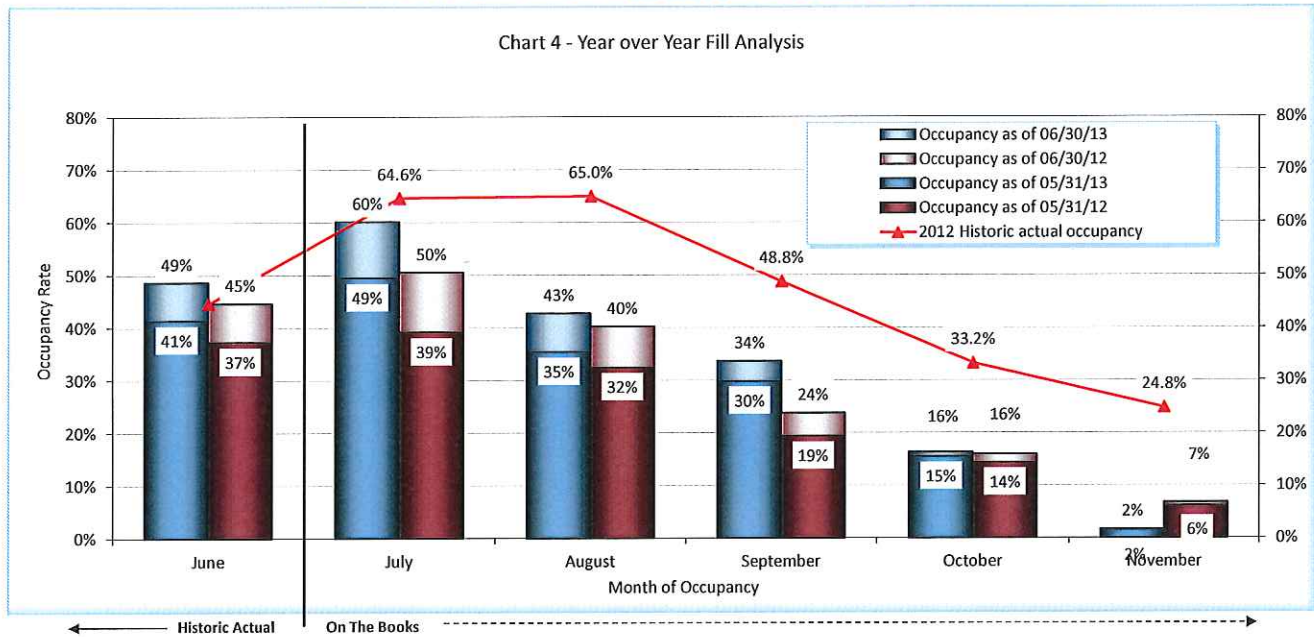
RESERVATIONS ACTIVITY REPORT SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2013/14 YTD (as of June 30, 2013) vs. 2012/13 YTD (as of June 30, 2012) vs. 2012/13 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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RESERVATIONS ACTIVITY REPORT
SECTION 4 - FILL ANALYSIS
2012/13 Occupancy Pace (as of June 30, 2013) vs. 2011/12 Pace (as of June 30, 2012) vs. same period 2011/12
NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF JUN 30			OCCUPANCY AS OF MAY 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2012 Historic actual occupancy
	Occupancy as of 06/30/13	Occupancy as of 06/30/12	Absolute Change	Occupancy as of 05/31/13	Occupancy as of 05/31/12	Absolute Change	Incremental occupancy booked during Jun. 2013	Incremental occupancy booked during Jun. 2012	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	June	48.6%	44.6%	4.0%	41.4%	37.3%	4.1%	7.3%	7.3%	-0.1%	
July	60.1%	50.5%	9.6%	49.4%	39.1%	10.3%	10.7%	11.3%	-0.7%	-5.9%	64.6%
August	42.7%	40.2%	2.5%	35.3%	32.4%	2.9%	7.3%	7.8%	-0.5%	-5.8%	65.0%
September	33.6%	23.7%	9.8%	29.8%	19.3%	10.4%	3.8%	4.4%	-0.6%	-13.5%	48.8%
October	16.2%	15.9%	0.4%	15.4%	14.3%	1.1%	0.8%	1.6%	-0.8%	-48.9%	33.2%
November	1.7%	6.8%	-5.1%	1.5%	6.1%	-4.6%	0.1%	0.7%	-0.5%	-81.7%	24.8%
Total	34.1%	30.3%	3.8%	29.0%	24.8%	4.2%	5.1%	5.5%	-0.4%	-8.1%	47.0%

**Based on providing complete pacing data within a given month of occupancy only. Results may differ from those presented elsewhere in report if property set differs."

**Results for "percent change in incremental fill" indicate how room nights booked during the month just ended compare to room nights booked during the same month in the prior year, for occupancy in the month just ended and for the upcoming five months (as well as the six-month period in total). These results provide an indication of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago -- i.e. a measure of the strength of booking activity occurring during the month just ended.



RESERVATIONS ACTIVITY REPORT
SECTION 5A - SUPPORTING DATA TABLES
 Bookings as of June 30, 2013

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2013 VS. YTD 2012			Historic Actual Occup. Rate (2012 season)	# of Properties in Sample
	Occup. Rate as of: June 30, 2013 (2013 season)	Occup. Rate as of: June 30, 2012 (2012 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2013 & 2012)					
January	51.5%	39.1%	31.8%		11
February	58.8%	47.5%	23.7%		11
March	53.2%	51.5%	3.3%		11
April	25.0%	41.9%	-40.2%		11
May	28.5%	27.7%	2.6%		11
June	48.6%	44.6%	9.0%		11
July	60.1%	50.5%	19.0%	64.6%	11
August	42.7%	40.2%	6.2%	65.0%	11
September	33.6%	23.7%	41.5%	48.8%	11
October	16.2%	15.9%	2.3%	33.2%	11
November	1.7%	6.8%	-75.4%	24.8%	11
December	3.5%	3.7%	-3.7%	43.2%	11
Grand total	35.2%	32.4%	8.6%	44.3%	11
Historic months total	44.1%	41.8%	5.5%	41.8%	11
On the Books months total	26.5%	23.5%	12.9%	46.8%	11

AVERAGE DAILY RATE	ADR: YTD 2013 VS. YTD 2012			Historic Actual ADR (2012 season)	# of Properties in Sample
	ADR as of: June 30, 2013 (2013 season)	ADR as of: June 30, 2012 (2012 season)	Percent Change in YTD ADR		
Month of Occupancy (2013 & 2012)					
January	\$262	\$227	15.2%		11
February	\$279	\$260	7.0%		11
March	\$236	\$220	7.5%		11
April	\$169	\$172	-1.7%		11
May	\$158	\$153	3.5%		11
June	\$196	\$189	3.8%		11
July	\$247	\$236	4.9%	\$227	11
August	\$254	\$236	7.6%	\$222	11
September	\$215	\$183	17.7%	\$184	11
October	\$181	\$162	11.5%	\$149	11
November	\$164	\$134	22.6%	\$154	11
December	\$426	\$254	67.6%	\$306	11
Grand total	\$232	\$210	10.4%	\$211	11
Historic months total	\$227	\$207	9.7%	\$207	11
On the Books months total	\$239	\$215	11.4%	\$215	11

REVENUE PER AVAILABLE ROOM	RevPAR: YTD 2013 VS. YTD 2012			Historic Actual RevPAR (2012 season)	# of Properties in Sample
	RevPAR as of: June 30, 2013 (2013 season)	RevPAR as of: June 30, 2012 (2012 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2013 & 2012)					
January	\$135	\$89	51.8%		11
February	\$164	\$124	32.4%		11
March	\$126	\$113	11.1%		11
April	\$42	\$72	-41.3%		11
May	\$45	\$42	6.2%		11
June	\$95	\$84	13.2%		11
July	\$149	\$119	24.9%	\$147	11
August	\$109	\$95	14.2%	\$144	11
September	\$72	\$43	66.5%	\$90	11
October	\$29	\$26	14.0%	\$49	11
November	\$3	\$9	-69.9%	\$38	11
December	\$15	\$9	61.4%	\$132	11
Grand total	\$82	\$68	20.0%	\$94	11
Historic months total	\$100	\$87	15.8%	\$87	11
On the Books months total	\$63	\$50	25.7%	\$101	11



RESERVATIONS ACTIVITY REPORT
SECTION 5b - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of June 30, 2013

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2013 VS. YTD 2012</u>			Historic Actual Occup. Rate (2012 Season)
	Occup. Rate as of: June 30, 2013 (2013 Season)	Occup. Rate as of: June 30, 2012 (2012 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013 & 2012)				
May	28.5%	27.7%	2.6%	
June Historic Actual	48.6%	44.6%	9.0%	
July On the Books	60.1%	50.5%	19.0%	64.6%
August	42.7%	40.2%	6.2%	65.0%
September	33.6%	23.7%	41.5%	48.8%
October	16.2%	15.9%	2.3%	33.2%
Summer Total	38.3%	33.7%	13.5%	60.0%

AVERAGE DAILY RATE	<u>AVERAGE DAILY RATE: YTD 2013 VS. YTD 2012</u>			Historic Actual ADR (2012 Season)
	ADR as of: June 30, 2013 (2013 Season)	ADR as of: June 30, 2012 (2012 Season)	Percent Change in YTD ADR	
Month of Occupancy (2013 & 2012)				
May	\$158	\$153	3.5%	
June Historic Actual	\$196	\$189	3.8%	
July On the Books	\$247	\$236	4.9%	\$227
August	\$254	\$236	7.6%	\$222
September	\$215	\$183	17.7%	\$184
October	\$181	\$162	11.5%	\$149
Summer Total	\$218	\$202	7.5%	\$196

REVENUE PER AVAILABLE ROOM	<u>RevPAR: YTD 2013 VS. YTD 2012</u>			Historic Actual RevPAR (2012 Season)
	RevPAR as of: June 30, 2013 (2013 Season)	RevPAR as of: June 30, 2012 (2012 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2013 & 2012)				
May	\$45	\$42	6.2%	
June Historic Actual	\$95	\$84	13.2%	
July On the Books	\$149	\$119	24.9%	\$147
August	\$109	\$95	14.2%	\$144
September	\$72	\$43	66.5%	\$90
October	\$29	\$26	14.0%	\$49
Summer Total	\$83	\$68	22.0%	\$93



RESERVATIONS ACTIVITY REPORT
SECTION 5c - SUPPORTING WINTER DATA TABLES
Winter Bookings as of June 30, 2013

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13			Historic Actual Occup. Rate (2012/13 season)
	Occup. Rate as of: June 30, 2013 (2013/14 season)	Occup. Rate as of: June 30, 2012 (2012/13 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013/14 & 2012/13)				
November	1.7%	6.8%	-75.4%	24.8%
December	3.5%	3.7%	-3.7%	43.2%
January				
February				
March				
April				
Winter Total	2.6%	5.2%	-49.5%	34.2%

AVERAGE DAILY RATE	ADR: YTD 2013/14 VS. YTD 2012/13			Historic Actual ADR (2012/13 season)
	ADR as of: June 30, 2013 (2013/14 season)	ADR as of: June 30, 2012 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$164	\$134	22.6%	\$154
December	\$426	\$254	67.6%	\$306
January				
February				
March				
April				
Winter Total	\$346	\$177	95.3%	\$252

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2013/14 VS. YTD 2012/13			Historic Actual RevPAR (2012/13 season)
	RevPAR as of: June 30, 2013 (2013/14 season)	RevPAR as of: June 30, 2012 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$3	\$9	-69.9%	\$38
December	\$15	\$9	61.4%	\$132
January				
February				
March				
April				
Winter Total	\$9	\$9	-1.4%	\$86



2013-14 Special Event Grant Funding Program

Purpose:

The North Lake Tahoe Chamber/CVB/Resort Association has an established Special Event Grant Funding Program. The purpose of this program is to provide seed money for marketing and promotional support for special events targeted at visitors to the region that assist in establishing local and regional business revenue; provide local and regional public relations and media exposure and generates overnight visitation.

Criteria for Eligibility

Special Event grant applications are available to community organizations or businesses, located in Eastern Placer County, with an event or program that meets the following criteria:

- Drives overnight visitation
- Targeted at visitors to the region and generates local business revenue
- Revenue and other benefits generated must accrue principally to areas within **Eastern Placer County** since the funding for this grant program comes from Placer County Transient Occupancy Tax (TOT).
- Generates opportunities for public relations, local and regional media exposure
- If an event which has been previously funded, or has been declined funding, has a full date change and refocus of the event it will be considered a new event and can apply for grant funding

Special event grants are designed to provide marketing and promotional support including, but not limited to, the design, development and distribution of marketing collateral, promotional efforts, and/or advertising efforts which help generate local and regional business revenue including Sales Tax and Transient Occupancy Tax.

Grant Eligible Expenses

- Geographic area advertising: TV, radio, print, Internet
- Production and printing of promotional materials: Brochures, flyers, posters
- Production and printing of directional/informational signage
- Marketing and promotion in support of events which benefit more than one geographic area of the region, or the region as a whole

Grant Ineligible Expenses - Not a complete list

- Capital Investments
- Salaries
- Operational overhead: Rent, utilities, telephone
- Vehicle expense: Fuel, payments, maintenance, etc.
- Food, beverage, entertainment, transportation

- Supplies, equipment, security, clean up, facility rental



Special Event Grant Funding Criteria for Eligibility

Event must score a minimum of seven points to move forward in the application process

- Does your event take place in **Eastern Placer County**?
Yes = 1 No = 0 # _____
- Does the event have potential to generate overnight lodging tax?
Yes = 1 No = 0 # _____

What is your estimate of potential room nights? _____ (No points)
What is your estimate of visitor attendance? _____ (No points)
- Do you have a lodging partner Yes _____ No _____ (No points)
- Does this event take place in our strike zone or "shoulder" periods? A strike zone is defined as a slow period where lodging occupancy is low.

Midweek: Monday-Thursday Yes = 3 # _____
Weekend: Friday – Sunday Yes = 0 # _____

Does this event take place during our most desirable target dates?

January 4-13 Yes = 2 # _____
May 15-June 15 Yes = 2 # _____
October 1-December 15 Yes = 2 # _____

Where does your event take place?

On the Lake January 1- June 15th Yes = 1 # _____
On the Lake August 15-Dec 15th Yes = 1 # _____
Off the Lake May 1- December 15 Yes = 1 # _____



August 7, 2013

To: Board of Directors

From: Andy Chapman, Chief Marketing Officer
Sandy Evans Hall, Chief Executive Officer

Re: Getting Away Together Public Television Opportunity Review

BACKGROUND

Getting Away Together (GAT) is a television program produced for distribution on Public Television networks throughout the United States. Jim Morris and Chuck Maas (owners and operators of Lake Tahoe Accommodations) presented an opportunity to participate and fund a segment on Lake Tahoe for distribution through the GAT distribution network. Representatives from Lake Tahoe Accommodations will present this program to the Board of Directors at its August Meeting.

PRESENTATION AND COMMITTEE RECOMMENDATION HISTORY

Last year (February 2012) this program was brought to the NLTRA Marketing Committee to cooperatively fund a Lake Tahoe program with the Lake Tahoe Visitors Authority (LTVA). The total cost of the program presented was \$90,000 to be split between the two agencies. EXL Media (the media buying agency being used by the coop at that time) recommended against participating in the program due several factors including the cost (no budget at that time), no guaranteed distribution, media dollar waste in markets that North Lake Tahoe was not focused on, and little to no control of content. In addition, the LTVA and its agency came to a similar conclusion on the program. Both the NLTRA and the LTVA marketing committees recommended not proceeding with the program in 2012.

In March of 2013, Chuck Maas asked the NLTRA Marketing Chair to add an agenda item to discuss this year's GAT program. Chuck presented the program to the committee, reviewing the increased distribution and the decrease in the overall cost to participate (cost of participation reduced to \$50K for a Lake Tahoe segment). The committee directed staff to review the program with our new agency, to reach out to the LTVA to determine their level of interest, and to bring those results back to the next committee meeting (March Marketing Committee meeting minutes attached).

In April of 2013, staff included an item on the NLTRA Marketing Committee agenda on the report back of the GAT program. Nick Wootten, Media Director for School of Thought, presented his findings. This finding included: 1) Good overall content and a well produced show with engaging story line, 2) The issue with the program are the

distribution channels. PBS stations are given the program “free” and it is not booked or has guaranteed distribution. 70% of the PBS channels were on the East Coast with many of those in markets North Lake Tahoe is not focused on, only 6% of PBS channels were on the West Coast, and 3) it is hard to actualize and report on the number of people actually seeing the program. School of Thoughts recommendation was to not proceed with the program. Upon committee discussion, the NLTRA Marketing Committee voted (6/0/1) to follow the agency’s recommendation (April Marketing Committee meeting minutes attached).

Additionally the LTVA Marketing Committee was presented with this program as well and their agency’s recommendation was similar to ours. The LTVA Marketing Committee voted to accept their agency’s recommendation to not proceed or to fund the program (email from Carol Chaplin dated May 29, 2013 attached).

GAT did produce a segment with Park City in the summer of 2012 which began to air this year. Staff reached out to Bill Malone, CEO of the Park City Chamber Bureau, to determine program success and funding arrangement. Park City contributed \$90,000 for the segment. That \$90k was funded with \$20k from the PCCB, \$10k in soft/trade dollars, \$30k from dining tax, and the remaining \$30k from sponsorships from featured business and lodging (attached is an email on the program from Bill Malone dated June 4, 2013).

STAFF RECOMMENDATION

As the vacation home segment is a significant segment in North Lake Tahoe, if past distribution and ROI information can be obtained from current sponsors, this opportunity may be worth pursuing. Staff recommendation is for the North Lake Tahoe Cooperative committee to review this program, and determine with agency consultation if there is an element of value for the destination which could justify partial funding. It is further recommended that if funding is approved, that the activity, dining and lodging businesses that are spotlighted in the program contribute a commensurate share for the advertising and promotion of their product or service. Additionally the coordination of this effort could be handled by the private businesses with edit control of the destination message lying with area bureaus.



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MARKETING COMMITTEE MEETING MINUTES

Thursday, March 28, 2013 – 2 pm

North Tahoe Event Center, Kings Beach

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Eric Brandt, Chuck Maas, Heather Allison, Becky Moore, Brad Wilson and Julie Maurer

RESORT ASSOCIATION STAFF: Andy Chapman, Judy Laverty-Capach, Jason Neary and Anna Atwood

OTHERS IN ATTENDANCE: Shelley Fallon

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2.10 pm by Chair Heather Allison and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Judy Laverty shared that North Lake Tahoe no longer has any FedEx drop location with the exception of one Incline Village location. There is still a FedEx drop off location in Truckee.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Maurer/Moore) (6/0) to approve the agenda as presented.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM FEBRUARY 28, 2013

- 4.1 **M/S/C (Wilson/Maurer) (6/0) to approve the Marketing Committee minutes from February 28, 2013.**

5.0 PRESENTATION ON GETTING AWAY TOGETHER PRODUCTION - CHUCK MAAS

- 5.1 Andy stated that the committee did review this item a year ago. Andy shared the committee did not move forward with this opportunity due to the cost exceeding available funds in the budget. Chuck Maas would like the committee to review the opportunity again. *Getting Away Together* is a new TV series airing on PBS member stations highlighting the rapidly growing trend of sharing a vacation with friends and family. From girlfriend getaways to family reunions and milestone celebrations, the series shows diverse groups of real travelers vacationing together in some of the most fascinating destinations and staying at spectacular vacation rental properties across America. It's the first reality travel series to focus on this trend. Each episode features a new group of travelers as they unwind with meaningful travel experiences in fun locations, with vacation rentals as their home base. Some of the selling points are:

- This is a NATIONAL show on PBS member stations nationwide.
- www.gettingawaytogether.com is a real, legitimate powerful website that is being fed by TripAdvisor.com, CSA Travel Protection, the entire Vacation Rental Managers Association (VRMA) membership and MMGY, a Global PR firm. More people will watch the show online than on PBS.

He stated it would be great to have North and South Shore "come together" and it's an opportunity for huge exposure. Chuck shared he also did a presentation with Lake Tahoe Visitors Authority (LTVA) a couple of days ago and they are showing some interest. Chuck shared the total cost of \$50,000 would be split between North and South Shore. Andy's concern with this since it's more specific to the vacation rentals, what do we do with luxury properties and smaller properties? This will need to be looked at closely. The committee recommended that School of Thought weigh in on this opportunity and see if this fits into the organization's media strategy. Andy said it will be brought back for discussion to this committee and if we would like to pursue this it will also be reviewed by the Marketing Coop Committee. He will also have further discussions with Carol at LTVA.

Action to staff (Andy/School of Thought): Review *Getting Away Together* with School of Thought and bring back for discussion with the committee next month.

6.0 DISCUSSION AND POSSIBLE ACTION ON LODGING COMMITTEE WEB REVISION RECOMMENDATIONS – ANDY CHAPMAN

6.1 Andy shared the removal of dollar signs was a result of the Lodging Committee meeting last month. Lodging committee members stated many properties including property management companies have so many variations it's very difficult for our consumers to understand. Shelley Fallon did bring up the dollar signs for the restaurants too and the Marketing Committee members agreed to keep the dollar signs for restaurants for now, but to remove the dollar signs for the lodging section.

6.2 **M/S/C (Brandt/Wilson) (6/0) to approve the removal of lodging dollar signs on the GotahoeNorth website.**

7.0 DISCUSSION ON DESTINATION MARKETING TASKFORCE – ANDY CHAPMAN

7.1 Andy shared there has been discussion between staff and the Executive Committee. The NLT Chamber/CVB/Resort Association has been tasked to create a Destination Marketing Taskforce to assist the Marketing Committee and Board in the review and recommendation of a long term destination marketing strategy. Over the years, the NLT Chamber/CVB/Resort Association along with our Cooperative partner, Incline Village/Crystal Visitor Bureau, have been tasked to market the overall North Lake Tahoe region to the traveling consumer. These efforts have taken on many forms in various markets. Over the years, resources have been allocated to traditional drive, destination and new market development along with important cooperative programs such as Ski Lake Tahoe, the Regional Marketing Committee, California Snow and others. Resource allocations have traditionally been based on market forces and available media voice. The taskforce will work to determine a recommended destination marketing strategy along with a process for allocation of available resources. It is anticipated that the committee will meet 3-4 times over the next 6 months to complete this project. Andy shared the taskforce will be established with 3 people from the Marketing Committee, 1 from Lodging, at least 1 from the Infrastructure/Transportation Committee, and 1 from the NLTRA Board of Directors.

Brett, Chuck, Julie and Becky all showed interest for participating on this taskforce.

8.0 UPDATE ON IRONMAN AND REQUEST FOR VOLUNTEER CAPTAINS – ANDY CHAPMAN

8.1 Andy shared there is a need for volunteer captains for Ironman. He recommended the committee members help get the word out in the community as these are important positions to fill. Becky suggested organizations do themed t-shirts with the company name for example "The Ritz-Carlton Team." She recommended this might be a motivating factor for teams to sign up. Heather questioned what positions need to be filled and Andy said he would have a list by the following Wednesday. A committee member questioned how old you need to be to volunteer and Andy shared you have to be 18 years of age.

9.0 DEPARTMENTAL REPORTS

9.1 **Advertising** – Andy shared the advertising reports are located in the departmental section of the Marketing packet.



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MARKETING COMMITTEE MEETING MINUTES

Tuesday, April 23, 2013 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Heather Allison, Chuck Maas, Eric Brandt, Becky Moore, Les Pedersen, Marguerite Sprague and Julie Maurer

RESORT ASSOCIATION STAFF: Andy Chapman, Jeremy Jacobson, Jason Neary and Anna Atwood

OTHERS IN ATTENDANCE: Shelley Fallon, Allyson Freedland, Shelley Fallon, Nicholas Wootten, Peter Avedschmidt and Paul Raymore

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2.20 pm by Chair Heather Allison and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Chuck Maas shared he was at the Tourism Forum in South Lake Tahoe last week. He reported to the committee the huge potential in the Chinese market.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 M/S/C (Moore/Brandt) (7/0) to approve the agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM MARCH 28, 2013

- 4.1 M/S/C (Brandt/Maurer) (7/0) to approve the Marketing Committee minutes from March 28, 2013.

5.0 REPORT BACK ON *GETTING AWAY TOGETHER* PROGRAM REVIEW AND MEDIA ANALYSIS RESULTS – ANDY CHAPMAN/NICK WOOTTEN

- 5.1 Andy reported to the committee this was an opportunity that was looked at a year ago. Chuck Maas recently made another presentation to the committee. The committee directed School of Thought to look at it from a media perspective and for Andy to reach out to Lake Tahoe Visitors Authority (LTVA). Nick with School of Thought gave an overview from a media standpoint:
- From a content standpoint it is a well produced show and it has an engaging story line.
 - The issues with this program are the distribution channels. PBS stations are given this program for free and it not a “booked spot”. It hard to actualize who many people are seeing it and who sees it.
 - 70% of the channels that picked up on the program where on the East Coast and about 6% on the West Coast.
 - Nick recommended against this from an overall media standpoint.

- Andy also shared this program is targeted to a specific lodging product and there should be some hesitation or a least consideration for our marketing efforts towards B&B's, small lodging properties etc.
- Andy also reported he spoke to Carol at LTVA and they have also reached a similar viewpoint.

5.2 Chuck shared distribution channels are added all the time and PBS station has now committed to run this for 7 years. One of the largest distribution companies in the world is also going to distribute the show world wide. He shared these are ½ hour segments.

5.3 **M/S/C (Brandt/Sprague) (6/0/1 →) to follow the agency recommendation with not moving forward with "Getting Away Together."**

6.0 REVIEW AND REAFFIRMATION ON NORTH LAKE TAHOE MARKETING BRAND POSITIONING STATEMENT – ANDY CHAPMAN

6.1 Andy reviewed the process with the committee members on how the North Lake Tahoe "Pure Experiences" brand and the positioning statement was developed. This happened about the same time the Marketing Coop got started. He shared this all happened with community input/ad agency input and workshops back in 2006-07. Andy requested input from the committee members regarding the brand positioning statement. Is it still accurate and truthful?

- Statement is a bit dated. (Terms like "Pristine") Time for an "overhaul"
- We want to be more than just a "getaway".
- It's 7 years later and a lot has changed in our area with property renovation
- Do a workshop. Go over values on "axis" and do a re-mapping process again to refresh it
- "getaway" suggest more of a 3 night stay it could allow for greater possibilities
- This need to be more in-line with our messaging supporting "events" like Ironman

6.2 The committee agreed to do a 3 hour workshop next months to review and reaffirm the North Lake Tahoe Brand Positioning Statement.

Action to staff (Andy): Communicate dates and place for workshop to review North Lake Tahoe Marketing Brand Statement with committee members.

7.0 PRESENTATION AND REVIEW ON WEDDING MARKETING/SOCIAL EFFORTS – ALLYSON FREEDMAN/NICK WOOTTEN

7.1 Allyson with RKPR and Nick with School of Thought has worked together to market weddings in North Lake Tahoe. With a limited budget a lot of efforts have been focused on search and social. Nick asked the committee member for when their peak wedding season is? A committee member shared summer, generally mid June through mid September is peak season for weddings. It was also pointed out the website search for weddings in North Lake Tahoe really need some work. It "speaks" more to corporate than to brides. Andy said a complete re-vamp of the website will be necessary at one point. He also stated there will be a section on the website where you can fill out an "RFP" for weddings and reunions and Jason Neary and Greg Howey will follow up on those leads.

7.2 Allyson shared she has focused more efforts on Pinterest on "Rustic Alpine" higher spend weddings. There are many boards on Pinterest catering to weddings and brides in North Lake Tahoe. A committee member commented there should be more balance between lakeside versus mountain weddings. Also if efforts are still focused on summer it will drive more demand and in return higher prices. Marguerite reported there were huge amount of themed weddings last year. Some of them are "do-it-yourself" budget weddings but she often works with wedding planners either local or out of town. Allison shared most initial inquires comes from the bride but at some point most luxury weddings have wedding planners.

7.3 Nick shared they might a do survey as it might be helpful achieving their task. He also stated the feed-back they got today was great. He also reported on the perfect wedding that SF Brides are planning on throwing a "mock wedding" for wedding planners.



FINANCE COMMITTEE MINUTES
Thursday, May 30, 2013 – 2:00 pm

NLTRA Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Phil GilanFarr and Jennifer Merchant. Kimberly Frushon, Mike Salmon, and Ron Parson participated by telephone.

STAFF IN ATTENDANCE: Sandy Evans Hall, Lisa de Roulet, Andy Chapman, Ron Treabess, and Kim Lambert

OTHERS IN ATTENDANCE: Jim and Melinda Morris

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The meeting was called to order at 2:09 pm by Acting Chair Phil GilanFarr.

2.0 PUBLIC FORUM

2.1 Jim Morris from Lake Tahoe Accommodations addressed the committee about "Getting Away Together." They are looking for \$25,000 from NLTRA to fund a 30 minute travel film that would be broadcast on PBS. Andy Chapman reported that this opportunity has been presented to the Marketing Committee for two years in a row and the committee has voted against it. It was also not approved by LTVA. Jim wants to discuss this further at the August Board meeting.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Frushon/Merchant) (5/0) to approve the agenda as presented.**

4.0 APPROVAL OF MINUTES

4.1 **M/S/C (Merchant/Parson) (5/0) to approve the Finance Committee minutes of March 28, 2013 with the words "and for the program to be successful" struck from section 9.3**

4.2 **M/S/C (Parson/Merchant) (5/0) to approve the Finance Committee minutes of April 25, 2013.**

5.0 DISCUSSION AND POSSIBLE ACTION TO RECOMMEND APPROVAL OF THE APRIL 2013 FINANCIAL STATEMENTS

5.1 Lisa de Roulet reviewed the April 2013 Financial Statements. The forecasted year-end shortfall continues; however, it has not increased. The shortfall will be offset by decreasing employee incentives, marketing programs, and undesignated net assets. Some of the variances were discussed:

- Ski Ticket commissions generated by consumer online sales are down due to low demand for the product. There will be a meeting with the participating ski areas to evaluate the program.
- Visitor Information is currently showing less revenue than budgeted, as non-retail VIC sales have not taken off as quickly as anticipated. However, sales are beginning to pick-up. The kiosks are sold out for June.
- Membership dues revenue is down compared to budget, but ahead compared to this time last year. Sales have been strong over the last few months and next year's revenue should increase.

Andy Chapman

From: Carol Chaplin [carol@ltva.org]
Sent: Wednesday, May 29, 2013 4:27 PM
To: Andy Chapman
Subject: Getting Away Together

Andy, as promised, I am following up with you on the LTVA marketing committee determination regarding the request to fund Getting Away Together.

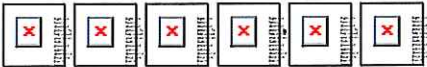
As you know, this is the third time the LTVA has been approached for funding. Our ad agency has issued three POV's, which were all consistent with that issued by the NLTRA's agency, citing several primary incongruencies with our strategy:

No guaranteed markets/air times
Demographics not aligned
Not consistent with our market focus

The marketing committee voted to accept the agency's recommendation at the May 18 meeting. Additionally, while the proponents of the show were invited to attend and join in the discussion, a representative was not present.

Hope this information is helpful, and please let me know if you have questions. c

--
Carol Chaplin | Executive Director
Lake Tahoe Visitors Authority
P) 775.588.5900 x302
www.tahoosouth.com



Andy Chapman

From: Sandy Evans Hall
Sent: Tuesday, June 04, 2013 2:00 PM
To: Andy Chapman
Subject: FW: View Getting Away Together online

Andy,

I talked to Bill Malone – CEO Park City Chamber Bureau. He was pleased with the episode and the production. He financed his piece with \$20K from his bureau, \$10K soft dollars, \$30K from the dining tax, and the remainder through sponsorships from featured businesses and lodging. Total cost was \$90K. The first showing aired this past Saturday. He wanted to feature more kids and family but on late notice, they couldn't locate the appropriate actors.

There is certainly a lot in here on the history, location, activities and dining that are good – not just about the lodging experience. Might be worth looking into if there is a willingness for sponsorship, and we could make sure it had good exposure for North Lake Tahoe.

Sandy

Sandy Evans Hall P.O.M.

CEO/Executive Director



north lake tahoe

Chamber | CVB | Resort Association

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sandy@puretahoenorth.com

www.gotahoenorth.com

Lake Tahoe recently awarded "America's Best Lake" by the readers of USA Today and awarded # 1 ski destination with Rand McNally and Orbitz, and #1 travel destination with TripAdvisor

From: Bill Malone [<mailto:Bill@visitparkcity.com>]
Sent: Tuesday, June 04, 2013 12:50 PM
To: Sandy Evans Hall
Subject: FW: View Getting Away Together online

Sandy ... Good to catch up today Here is the link to our episode of "Getting Away Together"... If you go to the GAT homepage you can see other episodes...Take Care... Bill

Bill Malone

President & CEO

Park City Chamber/Bureau

(435) 658-9617

Fax: (435) 649-4132

bill@VisitParkCity.com

www.VisitParkCity.com

 [VisitParkCity](#)

 [VisitParkCity](#)

From: Stephen Lane
Sent: Tuesday, June 04, 2013 11:14 AM



August 7, 2013

Subject: Request for Ironman Traffic Management Funding

From: Ron Treabess, Director of Community Partnerships and Planning

Staff Recommendation:

- The NLTRA Board approve and recommend to the Placer County Board of Supervisors Infrastructure funding of \$20,000 to partially support necessary traffic management services for the 2013 Ironman Lake Tahoe special event.

Background:

- September 2013 will be the first annual Ironman Lake Tahoe triathlon event brought to North Lake Tahoe through successful negotiations by the NLTRA Marketing Division.
- There will be thousands of visitors, spectators, and athletes at North Lake Tahoe during this event spending several days and nights while enjoying the many amenities of this area.
- In exchange, the host area is responsible for providing many services through volunteers, hospitality, safety, and certain levels of funding for such.
- Many special events, which bring economic sustainability to North Lake Tahoe, require infrastructure and/or transportation projects to provide more efficient event production.
- At its July 23rd meeting, the Board of Supervisors passed a Resolution of Support for Ironman Lake Tahoe.

Decision Considerations:

- The NLTRA Strategic Goals state that infrastructure/transportation funding for special events should be considered.
- NLTRA has provided traffic management funding for various events each year, such as for after-ski traffic in Tahoe City, safe beach access in Kings Beach, and Farmer's Market congestion on the North Shore.
- Traffic safety control and management needed throughout the entire Ironman race course will cost approximately \$113,000. (see attached expense totals)
- Of that, the amount necessary for California Highway Patrol expenses, flagger expenses, and traffic management equipment, all at major intersections is \$20,916.88. (See attached sheets showing highlighted major intersections and hours needing funding)
- The Town of Truckee is contributing funding for the traffic management within its boundaries.
- NLTRA Chief Marketing Officer, Andy Chapman will be at the meeting to answer questions.

Recommendation of the Joint Infrastructure/Transportation Committee:

- At its July 29th meeting, the Joint Committee unanimously voted to recommend that the NLTRA Board approve \$20,000 of Infrastructure TOT funding as requested.

Tourism Master Plan/Strategic Goals:

By 2013, review existing criteria for infrastructure funding and develop an infrastructure strategy for project funding priorities in the future as well as in the existing integrated work plan to include temporary support for regional events.

Roadsafety Services, Bid Estimate

To: **Ironman**
 Bid Date: **6/5/13**
 Project Owner:
 Project Name: **Ironman Lake Tahoe**
 Project #: **1 (Cal Days)**

Job Description: **Traffic control for race**
 TCP's Required:
 Length of work area:

Estimated Equipment:	Qty	Description	Unit \$	Daily Ttl	Job Ttl
	47	Flagman Station	\$8.00	\$376.00	\$376.00
	1	Y closure	\$120.00	\$120.00	\$120.00
	1	Lane closure #13	\$65.00	\$65.00	\$65.00
	1	Lane closure #4	\$75.00	\$75.00	\$75.00
	57	Specialty Signs	\$63.33	\$3,609.81	\$3,609.81
	1	Off Ramp	\$33.00	\$33.00	\$33.00
	1	Off Ramp	\$45.00	\$45.00	\$45.00
	47	Full Closures	\$15.00	\$705.00	\$705.00
	50	Misc small signs	\$1.00	\$50.00	\$50.00
	20	Misc Med Signs	\$2.00	\$40.00	\$40.00
	800	Cones	\$0.75	\$600.00	\$600.00
	0	Steadyburn light	\$0.00	\$0.00	\$0.00
	0	Light Tower	\$38.00	\$0.00	\$0.00
	7	Message Board	\$1,050.00	\$7,350.00	\$7,350.00
		Estimated Equipment Total			\$13,068.81

One Time Charge Items:	Qty	Description	Unit \$	Daily Ttl	Job Ttl
	114	Sandbags	\$1.00	N/A	\$114.00
	0	Flags	\$2.30	N/A	\$0.00
	7	Traffic Control Plan	\$150.00	N/A	\$1,050.00
		Estimated One Time Charge Total			\$1,164.00

Estimated Labor:		Units	Rate	Hrs/ trip	
	Flagging	55	\$45.00	8	\$19,800.00
	Flagging Overtime	55	\$67.50	5	\$18,562.50
	Labor	18	\$45.00	8	\$6,480.00
	Labor Overtime	18	\$67.50	5	\$6,075.00
	Mobilization	2	\$4,358.99	1	8717.978
	Estimated Labor Total				\$59,635.48
	Estimated Total				\$81,124.61
	Estimated Daily Total				\$81,124.61
	Estimated CHP Cost*				\$31,911.00
	Estimated Total Cost				\$113,035.61

*This estimate is based on the information you provided us.
 All equipment and labor will be invoiced using the above unit rates and actual quantities.
 * CHP cost will be a separate expense and is estimated here*

Ironman Lake Tahoe
 CHP & Traffic Safety Expense
 7/24/2013

CHP Expenses at Major Intersections of Race Course	Hours	
Hwy 28/Hwy 267	19.08	
Carnelian Bay/Hwy 28	9.41	
Hwy 28/Grove Steet T	19.42	
Hwy 28/Hwy 89	49.23	
Hwy 89/Fairway Drive	9.52	
Hwy 89/Alpine Meadows Road	19.57	
Hwy 89/Squaw Valley Road	19.57	
Hwy 267/Highlands Drive	7.26	
	Total Hours	153.06
	CHP Officer Cost Per Hour	\$70.61
	Total Cost (+ 20% for Sergeant Costs)	\$12,969.08
Flagger Expenses at Major Intersections of Course		
Hwy 89/Fairview Drive	9.52	
Hwy 89/Alpine Meadows Road	9.58	
	Total Hours	19.1
	Flagger Cost Per Hour	\$55
	Total Cost	\$1,050.50
Traffic Management Equipment for Major Intersections		\$2,854.00
Morning Kings Beach Grid Detour (Fox to Speckled to Hwy 267)		
CHP Total Hours (includes 20% for Sergeants costs)	25	\$2,118.30
Flagger Hours	35	\$1,925.00
	Total Expense Estimate	\$20,916.88

Roadsafety Services, Bid Estimate

To: Ironman
 Bid Date: 6/5/13
 Project Owner:
 Project Name: Ironman Lake Tahoe
 Project #: 1 (Cal Days)

Job Description: Traffic control for race
 TCP's Required:
 Length of work area:

Estimated Equipment:	Qty	Description	Unit \$	Daily Ttl	Job Ttl
	0	Flagman Station	\$8.00	\$0.00	\$0.00
	8	Specialty Signs	\$63.33	\$506.64	\$506.64
	2	Full Closures	\$15.00	\$30.00	\$30.00
	250	Cones	\$0.75	\$187.50	\$187.50
Estimated Equipment Total					\$724.14

One Time Charge Items:	Qty	Description	Unit \$	Daily Ttl	Job Ttl
	0	Sandbags	\$1.00	N/A	\$0.00
	0	Flags	\$2.30	N/A	\$0.00
	0	Traffic Control Plan	\$150.00	N/A	\$0.00
Estimated One Time Charge Total					\$0.00

Estimated Labor:		Units	Rate	Hrs/ trip	
	Flagging	0	\$45.00	8	\$0.00
	Flagging Overtime	0	\$67.50	5	\$0.00
	Labor	2	\$45.00	8	\$720.00
	Labor Overtime	2	\$67.50	5	\$675.00
	Mobilazation	0	\$4,358.99	1	0
Estimated Labor Total					\$1,395.00
Estimated Total					\$2,854.24
Estimated Daily Total					\$2,854.24

*This estimate is based on the information you provided us.
 All equipment and labor will be invoiced using the above unit rates and actual quantities.*

Mile	Action	Ironman Tahoe Bike Course Location	Fastest Athlete (24/MPH)	Slowest Athlete (14/MPH)	Start Post	End Post	Control	TRAFFIC CONTROL ESTIMATES			
								CHP/TTP D Shift Duration	Total Shift Duration	Flagger Shift Duration	Total Shift Duration
0.0	START	Out from Visitors Center on Route 28 in Kings Beach	7:20 AM	9:30 AM	6:50 AM	9:45 AM	Hard Closed				
0.1	CS	HWY 28/Deer Street on right	7:20 AM	9:30 AM	6:50 AM	9:45 AM					
0.1	CS	HWY 28/Deer Street on right	7:20 AM	9:30 AM	6:50 AM	9:45 AM					
0.1	CS	HWY 28/Steamers/Java Hut entrance on left	7:20 AM	9:30 AM	6:50 AM	9:45 AM					
0.1	CS	HWY 28/Dave s/Paddle & Orr on right	7:20 AM	9:30 AM	6:50 AM	9:45 AM					
0.2	CS	HWY 28/Rite Aid on right	7:20 AM	9:30 AM	6:50 AM	9:45 AM					
0.2	CS	HWY 28/Falcon Lodge on left	7:20 AM	9:30 AM	6:50 AM	9:45 AM					
0.2	CS	HWY 28/Ferrari's Crown Resort on left	7:20 AM	9:30 AM	6:50 AM	9:45 AM					
0.3	CS	HWY 28/Secline Street on right	7:20 AM	9:31 AM	6:50 AM	9:46 AM					
0.3	CS	HWY 28/Secline Street on left	7:20 AM	9:31 AM	6:50 AM	9:46 AM					
		Start of 1st Lap									
0.4	CS	HWY 28/HWY 267 on right	7:21 AM	9:31 AM	6:51 AM	4:25 PM	CHP (2)	9:34	19:08		
0.4	CS	HWY 28/Brassie Avenue on right	7:21 AM	9:31 AM	6:51 AM	4:25 PM					
0.4	CS	HWY 28/North Tahoe Beach entrance on left	7:21 AM	9:31 AM	6:51 AM	4:25 PM					
0.5	CS	HWY 28/Safeway entrance on right	7:21 AM	9:32 AM	6:51 AM	4:25 PM					
0.5	CS	HWY 28/Safeway entrance #2 on right	7:21 AM	9:31 AM	6:51 AM	4:25 PM	Hard Closure				
0.5	CS	HWY 28/Lanza's Restaurant entrance #1 on right	7:21 AM	9:32 AM	6:51 AM	4:25 PM	Hard Closure				
0.5	CS	HWY 28/Lanza's Restaurant entrance #2 on right	7:21 AM	9:32 AM	6:51 AM	4:25 PM					
0.5	CS	HWY 28/Placer County offices on right	7:21 AM	9:32 AM	6:51 AM	4:25 PM					
0.6	CS	HWY 28/Beach Street on right	7:21 AM	9:32 AM	6:51 AM	4:26 PM					
0.9	CS	HWY 28/East Agatam on right	7:22 AM	9:33 AM	6:52 AM	4:27 PM	Volunteer				
1.0	CS	HWY 28/Pino Grande Avenue? on right	7:22 AM	9:34 AM	6:52 AM	4:27 PM	Hard Closure				
1.2	CS	HWY 28/West Agatam on right	7:23 AM	9:35 AM	6:53 AM	4:28 PM	Hard Closure				
1.4	CS	HWY 28/National Avenue right and boat launch on left	7:23 AM	9:36 AM	6:53 AM	4:29 PM	CHP (2)	9:36	19:12		
1.6	CS	HWY 28/Anderson Road on right	7:24 AM	9:36 AM	6:54 AM	4:30 PM	Volunteer				
1.7	CS	HWY 28/Vista Pines Circle on right	7:24 AM	9:37 AM	6:54 AM	4:30 PM	Volunteer				
1.9	CS	HWY 28/Estates Drive on right	7:24 AM	9:38 AM	6:54 AM	4:31 PM	CHP	9:36	9:36		
2.0	CS	HWY 28/Laurel Drive on right	7:25 AM	9:38 AM	6:55 AM	4:32 PM	Hard Closure				
2.2	CS	HWY 28/Stag Drive on right	7:25 AM	9:39 AM	6:55 AM	4:33 PM	CHP	9:37	9:37		
2.5	CS	HWY 28/Granite Road on right	7:26 AM	9:40 AM	6:56 AM	4:34 PM	Hard Closure				
2.7	CS	HWY 28/Agate Road on right	7:26 AM	9:41 AM	6:56 AM	4:35 PM	CHP & Volunteer	9:38			
3.1	CS	HWY 28/Sahara Drive on right	7:27 AM	9:43 AM	6:57 AM	4:36 PM	CHP & Volunteer	9:39			
3.5	CS	HWY 28/Carmelian Bay	7:28 AM	9:45 AM	6:58 AM	4:38 PM					
3.7	CS	HWY 28/Onyx Street on right	7:29 AM	9:45 AM	6:59 AM	4:39 PM	CHP (2)	9:40	19:20		
3.8	CS	HWY 28/Patton Landing on left	7:29 AM	9:45 AM	6:59 AM	4:39 PM					
3.8	RIGHT	HWY 28/Carmelian Woods Road on right	7:29 AM	9:46 AM	6:59 AM	4:39 PM	CHP & HC to Vehicles				
4.3	U-Turn	Carmelian Woods Road/ Silver Pine Drive	7:30 AM	9:48 AM	7:00 AM	4:42 PM	Flagger			9:41	
4.7	RIGHT	Carmelian Woods Road/ HWY 28	7:31 AM	9:50 AM	7:01 AM	4:43 PM	CHP	9:41	9:41		
4.8	CS	HWY 28/7-11 on right	7:32 AM	9:50 AM	7:02 AM						
4.8	CS	HWY 28/Carmelian Bay Avenue on right	7:32 AM	9:50 AM	7:02 AM	4:44 PM					
4.8	CS	HWY 28/Garwoods on left	7:32 AM	9:50 AM	7:02 AM	4:44 PM					
4.9	CS	HWY 28/California Street on right	7:32 AM	9:51 AM	7:02 AM	4:44 PM	Hard Closure				
5.8	CS	HWY 28/Ridgewood Drive on right	7:34 AM	9:54 AM	7:04 AM	4:44 PM	Hard Closure				
6.0	CS	HWY 28/Jeffrey Way on right	7:35 AM	9:55 AM	7:05 AM	4:48 PM	Hard Closure				
6.1	CS	HWY 28/Cedar Flat entrance	7:35 AM	9:56 AM	7:05 AM	4:49 PM	Hard Closure				
6.1	CS	HWY 28/Terrace Avenue on right	7:35 AM	9:56 AM	7:05 AM	4:49 PM	Hard Closure				

6.2	CS	HWY 28/Robert Avenue on right	7:35 AM	9:56 AM	7:05 AM	4:49 PM	Hard Closure					
6.4	CS	HWY 28/Lardin Way on right	7:36 AM	9:57 AM	7:06 AM	4:50 PM	CHP (2)	9:44	19:28			
7.1	CS	HWY 28/Old County Road on right	7:37 AM	10:00 AM	7:07 AM	4:51 PM	CHP (2)	9:43	19:26			
7.3	CS	HWY 28/Chinquapin on left	7:38 AM	10:01 AM	7:08 AM	4:54 PM						
7.7	CS	HWY 28/Dollar on left	7:39 AM	10:03 AM	7:09 AM	4:54 PM						
7.8	CS	HWY 28/7-11 on left	7:39 AM	10:03 AM	7:09 AM	4:56 PM						
7.8	CS	HWY 28/Fabian Way on right	7:39 AM	10:03 AM	7:09 AM	4:57 PM	CHP	9:47	9:47			
7.8	CS	HWY 28/Lakewood Lane on left	7:39 AM	10:03 AM	7:09 AM	4:57 PM						
8.1	CS	HWY 28/Dollar Hill Drive on right	7:40 AM	10:04 AM	7:10 AM	4:57 PM	Volunteer					
8.3	CS	HWY 28/Lake Forest Road on left	7:40 AM	10:05 AM	7:10 AM	4:58 PM						
8.3	CS	HWY 28/Old Mill Road on right	7:40 AM	10:05 AM	7:10 AM	4:59 PM	Hard Closure					
8.4	CS	HWY 28/Villas Road on right	7:41 AM	10:06 AM	7:11 AM	4:59 PM	Volunteer					
8.6	CS	HWY 28/Burton Creek Drive on right "sheriff station"	7:41 AM	10:06 AM	7:11 AM	4:59 PM	Hard Closure					
8.8	CS	HWY 28/Lake Forest Road on left	7:42 AM	10:07 AM	7:12 AM	5:00 PM						
9.0	CS	HWY 28/Star Harbor Court on left	7:42 AM	10:08 AM	7:12 AM	5:01 PM						
9.0	CS	HWY 28/Tamarack on right	7:42 AM	10:08 AM	7:12 AM	5:02 PM	Volunteer					
9.3	CS	HWY 28/Rocky Ridge Road on right	7:43 AM	10:09 AM	7:13 AM	5:02 PM	Volunteer					
9.8	CS	HWY 28/Sierra Terrace Road on left	7:44 AM	10:12 AM	7:14 AM	5:03 PM						
9.8	CS	HWY 28/State Park Entrance Tahoe City on left	7:44 AM	10:12 AM	7:14 AM	5:05 PM						
10.0	CS	HWY 28/Safeway Center on left	7:45 AM	10:12 AM	7:15 AM	5:05 PM						
10.1	CS	HWY 28/Safeway Center on left	7:45 AM	10:13 AM	7:15 AM	5:06 PM	CHP & Hard Closure	9:51	9:51			
10.1	CS	HWY 28/Jackpine Street on right	7:45 AM	10:13 AM	7:15 AM	5:06 PM						
10.1	CS	HWY 28/Boat Works Mall on left	7:45 AM	10:13 AM	7:15 AM	5:06 PM						
10.2	CS	HWY 28/Grove Street intersection	7:45 AM	10:13 AM	7:15 AM	5:06 PM	CHP (2)	9:51	19:42			
10.5	CS	HWY 28/Commons Beach Road on left	7:46 AM	10:15 AM	7:16 AM	5:07 PM						
10.6	CS	HWY 28/MacInaw Road on left	7:46 AM	10:15 AM	7:16 AM	5:08 PM	Hard Closure					
10.6	CS	HWY 89/ HWY28 @ Wye	7:46 AM	10:15 AM	7:16 AM	5:08 PM	CHP (4-6)	9:52	49:22:30			
10.8	CS	HWY 89/Fairway Drive on right	7:47 AM	10:16 AM	7:17 AM	5:09 PM	CHP, Flagger, Hard Closure	9:52	9:52	9:52		
12.8	CS	HWY 89/Business Park...Big Bear Automotive, etc. on right	7:52 AM	10:24 AM	7:22 AM	5:09 PM						
13.1	CS	HWY 89/Lumber Yard on left	7:52 AM	10:26 AM	7:22 AM	5:18 PM						
14.3	CS	HWY 89/River Ranch on left	7:55 AM	10:31 AM	7:25 AM	5:19 PM						
14.5	CS	HWY 89/Alpine Meadows Road on left	7:56 AM	10:32 AM	7:26 AM	5:24 PM	CHP (2) and Flagger	9:58	19:57	9:58		
15.1	CS	HWY 89/Run course onto shoulder	7:57 AM	10:34 AM	7:27 AM	5:25 PM						
15.8	CS	HWY 89/Squaw Valley Road	7:59 AM	10:37 AM	7:29 AM	5:28 PM	CHP (2)	9:58	19:57			
15.9	CS	HWY 89/7-11 on left	7:59 AM	10:38 AM	7:29 AM	5:31 PM		HWY Inter. Total	88:28:39	\$	5,963.49	
17.2	CS	HWY 89/Silver Creek Campground on right	8:03 AM	10:43 AM	7:33 AM	2:12 PM						
17.6	CS	HWY 89/Bridge 6 on right	8:04 AM	10:45 AM	7:34 AM	2:18 PM						
19.8	CS	HWY 89/Goose Meadow Campground on right	8:09 AM	10:54 AM	7:39 AM	2:19 PM						
21.2	CS	HWY 89/Cabin Creek Road/Landfill on left	8:13 AM	11:00 AM	7:43 AM	2:29 PM						
22.6	CS	HWY 89/Granite Flat Campground on right	8:16 AM	11:06 AM	7:46 AM	2:35 PM						
23.0	CS	HWY 89/Granite Flat Campground on right	8:17 AM	11:08 AM	7:47 AM	2:41 PM						
23.8	RIGHT	HWY 89/West River Street right turn	8:19 AM	11:12 AM	7:49 AM	2:42 PM	CHP and Flagger	6:53	6:53	6:53		
23.9	CS	River Street/ Donner Creek Mobile Home Park on left	8:19 AM	11:12 AM	7:49 AM	2:46 PM						
24.0	CS	River Street/ Truckee Roofing Supply on left	8:20 AM	11:12 AM	7:50 AM	2:46 PM						
24.4	CS	River Street/ Small Business Park on right	8:21 AM	11:14 AM	7:51 AM	2:47 PM						
24.6	CS	River Street/ River Park Place on right	8:21 AM	11:15 AM	7:51 AM	2:48 PM						
24.6	LEFT	River Street/ McIver Crossing Left Turn	8:21 AM	11:15 AM	7:51 AM	2:49 PM	Flagger			6:58		
24.8	RIGHT	McIver Crossing/ Donner Pass Road Roundabout	8:22 AM	11:16 AM	7:52 AM	2:49 PM	TTPD (1)	6:57	6:57			
25.1	CS	Donner Pass/ Spring Street on left	8:22 AM	11:17 AM	7:52 AM	2:50 PM	Flagger			6:57		
25.1	CS	Donner Pass Road/ Chamber of Commerce on right	8:22 AM	11:17 AM	7:52 AM	2:51 PM						

25.3	LEFT	Donner Pass/ Bridge Street Left Turn	8:23 AM	11:18 AM	7:53 AM	2:51 PM	TTPD (1)	6:58	6:58	
25.3	CS	Bridge Street/ Church Street on left	8:23 AM	11:18 AM	7:53 AM	2:52 PM				
25.4	CS	Bridge Street/ Jibboom Street	8:23 AM	11:18 AM	7:53 AM	2:52 PM	TTPD (2)	6:59	13:58	
25.5	CS	Bridge Street/I-80 Overpass	8:23 AM	11:19 AM	7:53 AM	2:53 PM				
25.5	RIGHT	Bridge Street/ Euer Valley Road/ Bike Path right turn	8:23 AM	11:19 AM	7:53 AM	2:53 PM	Flagger		6:59	
25.7	RIGHT	Euer Valley Road/ Bike Path right turn	8:24 AM	11:20 AM	7:54 AM	2:53 PM				
26.2	LEFT	Bike Path/ Comstock Road left turn	8:25 AM	11:22 AM	7:55 AM	2:54 PM	Flagger		6:58	
26.4	CS	Comstock Drive/ Industrial Way	8:26 AM	11:23 AM	7:56 AM	2:56 PM	Flagger		7:00	
26.6	LEFT	Comstock Drive/ Granite Drive turn left	8:26 AM	11:24 AM	7:56 AM	2:57 PM	TTPD (1) & Flagger	7:00	7:00	
26.7	CS	Granite Drive/ Parkland Drive	8:26 AM	11:24 AM	7:56 AM	2:58 PM	TTPD (1)	7:01	7:01	
26.8	RIGHT	Granite Drive/ Saddleback Drive turn right	8:27 AM	11:24 AM	7:57 AM	2:58 PM	Flagger		7:01	
27.2	CS	Saddleback Drive/ Parkland Drive	8:28 AM	11:26 AM	7:58 AM	2:59 PM				
27.3	LEFT	Saddleback Drive/ Comstock Drive	8:28 AM	11:27 AM	7:58 AM	3:00 PM	TTPD (1) and Flagger	7:02	7:02	
27.5	RIGHT	Comstock Drive/ Alder Drive turn right	8:28 AM	11:27 AM	7:58 AM	3:01 PM	TTPD (1) and Flagger	7:02	7:02	
27.8	RIGHT	Alder Drive/ HWY 89 Roundabout turn right	8:29 AM	11:29 AM	7:59 AM	3:02 PM	CHP (2)	7:02	14:05	
28.1	CS	HWY 89/ Donner Pass Road Roundabout	8:30 AM	11:30 AM	8:00 AM	3:03 PM	CHP (3)	7:03	21:09	
28.3	CS	HWY 89/I-80 ramps (eastside)	8:30 AM	11:31 AM	8:00 AM	3:04 PM	CHP	7:03	7:03	
28.4	CS	HWY 89/Under I-80/Becomes HWY 267	8:31 AM	11:31 AM	8:01 AM	3:05 PM				
28.5	CS	HWY 267/I-80 ramps (westside)	8:31 AM	11:32 AM	8:01 AM	3:06 PM	CHP	7:04	7:04	
29.8	CS	HWY 267/Brockway Road(right)/ Soaring Way (left)	8:34 AM	11:37 AM	8:04 AM	3:06 PM	CHP (2)	7:01	14:03	
30.2	CS	HWY 267/Hampton Inn on left	8:35 AM	11:39 AM	8:05 AM	3:12 PM				
30.4	RIGHT	HWY 267/ Schaffer Mill Road turn right Truckee Airport on left	8:36 AM	11:40 AM	8:06 AM	3:13 PM	CHP (1)	7:07	7:07	
31.4	CS	Schaffer Mill Road/ Hopkins Village Drive on left	8:38 AM	11:44 AM	8:08 AM	3:14 PM	Volunteer	TT CHP/TTPD Total	193:39:49	\$ 9,025.94
31.6	CS	Schaffer Mill Road/ Parsimony Lane on left	8:39 AM	11:45 AM	8:09 AM	3:18 PM				
31.8	CS	Schaffer Mill Road/ Heartwood Drive on right	8:39 AM	11:46 AM	8:09 AM	3:19 PM	CHP (1) & Volunteer	7:10		
31.9	CS	Schaffer Mill Road roundabout at Lodge Trail Dr/Lahontan Entr.	8:39 AM	11:46 AM	8:09 AM	3:20 PM				
32.2	CS	Schaffer Mill Road/Martis Camp entrance	8:40 AM	11:48 AM	8:10 AM	3:21 PM	Flagger		7:10	
32.3	CS	Schaffer Mill Road/Valhalla Drive on right	8:40 AM	11:48 AM	8:10 AM	3:22 PM	Flagger		7:11	
32.7	CS	Schaffer Mill Road/Olana Drive on right	8:41 AM	11:50 AM	8:11 AM	3:22 PM	Flagger		7:10	
33.0	CS	Schaffer Mill Road/ Fleur Du Lac on right	8:42 AM	11:51 AM	8:12 AM	3:24 PM	Flagger		7:11	
33.0	CS	Schaffer Mill Road/ Valhalla Drive roundabout on right	8:42 AM	11:51 AM	8:12 AM	3:25 PM				
33.1	CS	Schaffer Mill Road/Wellsrooft Court on left	8:42 AM	11:51 AM	8:12 AM	3:25 PM				
33.2	CS	Schaffer Mill Road/Copeland Lane on right	8:43 AM	11:52 AM	8:13 AM	3:26 PM				
33.5	CS	Schaffer Mill Road/ Filoli Drive	8:43 AM	11:53 AM	8:13 AM	3:26 PM				
33.8	RIGHT	Schaffer Mill Road/Vilandy Drive turn right	8:44 AM	11:54 AM	8:14 AM	3:27 PM	Flagger		7:13	
34.4	CS	Vilandy Drive/ Birchmont Court on right	8:46 AM	11:57 AM	8:16 AM	3:29 PM				
34.5	CS	Vilandy Drive/ Ehrman Court on left	8:46 AM	11:57 AM	8:16 AM	3:31 PM				
34.6	LEFT	Vilandy Drive/ Fallen Leaf Way turn left	8:46 AM	11:58 AM	8:16 AM	3:32 PM	Flagger		7:15	
35.5	CS	Fallen Leaf Way/ Ahwahnee Place on left	8:48 AM	12:02 PM	8:18 AM	3:32 PM	Flagger		7:13	
35.6	CS	Fallen Leaf Way/ Clermont Court on right	8:49 AM	12:02 PM	8:19 AM	3:36 PM				
35.7	CS	Fallen Leaf Way/ Campobello Court on right	8:49 AM	12:03 PM	8:19 AM	3:36 PM				
35.8	RIGHT	Fallen Leaf Way/ Shaffer Mill Road turn right	8:49 AM	12:03 PM	8:19 AM	3:37 PM	Flagger		7:17	
36.5	CS	Shaffer Mill Road name change to Mill Site Road	8:51 AM	12:06 PM	8:21 AM	3:37 PM				
36.8	RIGHT	Mill Site Road/Big Springs Drive turn right	8:52 AM	12:07 PM	8:22 AM	3:40 PM	Flagger		7:18	
36.9	CS	Big Springs Drive/ Woods Point Way on right	8:52 AM	12:08 PM	8:22 AM	3:42 PM	CHP (1) & Volunteer	7:19	7:19	
37.1	CS	Big Springs Drive/Grey Wolf on right	8:52 AM	12:09 PM	8:22 AM	3:42 PM	CHP (1) & Volunteer	7:19	7:19	
37.2	CS	Big Springs Drive/Silver Fox Drive on right	8:53 AM	12:09 PM	8:23 AM	3:43 PM	CHP (1) & Volunteer	7:20	7:20	
37.4	CS	Big Springs Drive/N Summit Place/Highlands View Road	8:53 AM	12:10 PM	8:23 AM	3:43 PM	Volunteer			
38.3	CS	Highlands View Road/Trailside Loop on right	8:55 AM	12:14 PM	8:25 AM	3:44 PM	Volunteer			
38.4	CS	Highlands View Road/Ritz Carlton Highlands Court on right	8:56 AM	12:14 PM	8:26 AM	3:48 PM	CHP (1) & Volunteer	7:22	7:22	

9+8

70.9	CS	River Street/ Small Business Park on right	10:17 AM	2:33 PM					
71.1	CS	River Street/ River Park Place on right	10:17 AM	2:34 PM					
71.1	LEFT	River Street/ McIver Crossing Left Turn	10:17 AM	2:34 PM				Flagger	
71.3	RIGHT	McIver Crossing/ Donner Pass Road Roundabout	10:18 AM	2:35 PM				TPD (1)	
71.6	CS	Donner Pass/ Spring Street on left	10:19 AM	2:36 PM				Flagger	
71.6	CS	Donner Pass Road/ Chamber of Commerce on right	10:19 AM	2:36 PM					
71.8	LEFT	Donner Pass/ Bridge Street Left Turn	10:19 AM	2:37 PM				TPD (1)	
71.8	CS	Bridge Street/ Church Street on left	10:19 AM	2:37 PM					
71.9	CS	Bridge Street/ Jibboom Street	10:19 AM	2:38 PM				TPD (2)	
72.0	CS	Bridge Street/ I-80 Overpass	10:20 AM	2:38 PM					
72.0	RIGHT	Bridge Street/ Ever Valley Road/ Bike Path right turn	10:20 AM	2:38 PM				Flagger	
72.2	RIGHT	Euer Valley Road/ Bike Path right turn	10:20 AM	2:39 PM					
72.7	LEFT	Bike Path/ Comstock Road left turn	10:21 AM	2:41 PM				Flagger	
72.9	CS	Comstock Drive/ Industrial Way	10:22 AM	2:42 PM				Flagger	
73.1	LEFT	Comstock Drive/ Granite Drive turn left	10:22 AM	2:43 PM				TPD (1) & Flagger	
73.2	CS	Granite Drive/ Parkland Drive	10:23 AM	2:43 PM				TPD (1)	
73.3	RIGHT	Granite Drive/ Saddleback Drive turn right	10:23 AM	2:44 PM				Flagger	
73.7	CS	Saddleback Drive/ Parkland Drive	10:24 AM	2:45 PM					
73.8	LEFT	Saddleback Drive/ Comstock Drive	10:24 AM	2:46 PM				TPD (1) and Flagger	
74.0	RIGHT	Comstock Drive/ Alder Drive turn right	10:25 AM	2:47 PM				TPD (1) and Flagger	
74.3	RIGHT	Alder Drive/ HWY 89 Roundabout turn right	10:25 AM	2:48 PM				CHP (2)	
74.6	CS	HWY 89/ Donner Pass Road Roundabout	10:26 AM	2:49 PM				CHP (3)	
74.8	CS	HWY 89/ I-80 ramps (eastside)	10:27 AM	2:50 PM				CHP	
74.9	CS	HWY 89/ Under I-80/ Becomes HWY 267	10:27 AM	2:51 PM					
75.0	CS	HWY 267/ I-80 ramps (westside)	10:27 AM	2:51 PM				CHP	
76.3	CS	HWY 267/ Brockway Road(right)/ Soaring Way (left)	10:30 AM	2:57 PM				CHP (2)	
76.7	CS	HWY 267/ Hampton Inn on left	10:31 AM	2:58 PM					
76.9	RIGHT	HWY 267/ Schaffer Mill Road turn right Truckee Airport on left	10:32 AM	2:59 PM				CHP (1)	
77.9	CS	Schaffer Mill Road/ Hopkins Village Drive on left	10:34 AM	3:03 PM				Volunteer	
78.1	CS	Schaffer Mill Road/ Parsimony Lane on left	10:35 AM	3:04 PM					
78.3	CS	Schaffer Mill Road/ Heartwood Drive on right	10:35 AM	3:05 PM					
78.4	CS	Schaffer Mill Road roundabout at Lodge Trail Dr/Lahontan Entr.	10:36 AM	3:06 PM				CHP (1) & Volunteer	
78.7	CS	Schaffer Mill Road/Martis Camp entrance	10:36 AM	3:07 PM					
78.8	CS	Schaffer Mill Road/Valhalla Drive on right	10:37 AM	3:07 PM				Flagger	
79.2	CS	Schaffer Mill Road/Olana Drive on right	10:38 AM	3:09 PM				Flagger	
79.5	CS	Schaffer Mill Road/ Fleur Du Lac on right	10:38 AM	3:10 PM				Flagger	
79.6	CS	Schaffer Mill Road/ Valhalla Drive roundabout on right	10:38 AM	3:10 PM					
79.7	CS	Schaffer Mill Road/Wellscroft Court on left	10:39 AM	3:11 PM					
79.7	CS	Schaffer Mill Road/Copeland Lane on right	10:39 AM	3:11 PM					
80.0	CS	Schaffer Mill Road/ Filoli Drive	10:40 AM	3:12 PM					
80.3	RIGHT	Schaffer Mill Road/Vilandry Drive turn right	10:40 AM	3:14 PM				Flagger	
80.9	CS	Vilandry Drive/ Birchmont Court on right	10:42 AM	3:16 PM					
81.0	CS	Vilandry Drive/ Ehrman Drive on left	10:42 AM	3:17 PM					
81.1	LEFT	Vilandry Drive/ Fallen Leaf Way turn left	10:42 AM	3:17 PM				Flagger	
82.0	CS	Fallen Leaf Way/ Ahwahnee Place on left	10:45 AM	3:21 PM				Flagger	
82.1	CS	Fallen Leaf Way/ Clermont Court on right	10:45 AM	3:21 PM					
82.2	CS	Fallen Leaf Way/ Campobello Court on right	10:45 AM	3:22 PM					
82.3	RIGHT	Fallen Leaf Way/ Shaffer Mill Road turn right	10:45 AM	3:22 PM				Flagger	
83.0	CS	Shaffer Mill Road name change to Mill Site Road	10:47 AM	3:25 PM					
83.3	RIGHT	Mill Site Road/Big Springs Drive turn right	10:48 AM	3:27 PM				Flagger	
83.4	CS	Big Springs Drive/ Woods Point Way on right	10:48 AM	3:27 PM				CHP (1) & Volunteer	

83.6	CS	Big Springs Drive/Gray Wolf on right		10:49 AM	3:28 PM			CHP (1) & Volunteer				
83.7	CS	Big Springs Drive/Silver Fox Drive on right		10:49 AM	3:28 PM			CHP (1) & Volunteer				
83.9	CS	Big Springs Drive/N Summit Place/Highlands View Road		10:49 AM	3:29 PM			Volunteer				
84.8	CS	Highlands View Road/Trailside Loop on right		10:52 AM	3:33 PM			Volunteer				
84.9	CS	Highlands View Road/Ritz Carlton Highlands Court on right		10:52 AM	3:33 PM			CHP (1) & Volunteer				
85.2	CS	Highlands View Road/Norstar Fire Department on left		10:53 AM	3:35 PM							
87.2	CS	Highlands View Road/Trumont Lane on left		10:58 AM	3:43 PM			Flagger				
87.4	CS	Highlands View Road/Norstar Staff Housing on left		10:58 AM	3:44 PM			Flagger				
87.6	RIGHT	HWY 267/Highlands View Road turn right		10:59 AM	3:45 PM			CHP (1)				
CutOff		HWY 267/Highlands View Road turn right			3:45 PM							
89.7	CS	HWY 267/Martis Peak Road on left		11:04 AM	3:54 PM							
90.1	CS	HWY 267/Brockway Summit/ Fiberboard Freeway		11:05 AM	3:56 PM			Hard Close & Volunteer				
90.7	CS	HWY 267/Rim Trail Parking on right		11:06 AM	3:58 PM							
90.7	CS	HWY 267/Rim Trail Entrance/Road on left		11:06 AM	3:58 PM							
91.9	CS	HWY 267/North National Road on right		11:09 AM	4:03 PM			Flagger				
92.2	CS	HWY 267/Stewart Way right and left		11:10 AM	4:05 PM			Hard Close & Volunteer (2)				
92.4	CS	HWY 267/Commonwealth Drive on left		11:11 AM	4:06 PM			CHP				
92.4	CS	HWY 267/Kingswood Drive on right		11:11 AM	4:06 PM			CHP				
92.5	CS	HWY 267/Cambridge Drive on left		11:11 AM	4:06 PM			Hard Closure				
92.5	CS	HWY 267/Lincoln Green Drive on right		11:11 AM	4:06 PM			Hard Closure				
92.7	CS	HWY 267/Pinedrop Lane on right		11:11 AM	4:07 PM			Hard Closure				
92.7	CS	HWY 267/Rusty Road on left		11:11 AM	4:07 PM			Hard Closure				
92.8	CS	HWY 267/North Avenue on right		11:12 AM	4:07 PM			CHP (2)				
92.8	CS	HWY 267/Tiger Avenue on right		11:12 AM	4:07 PM			Hard Closure				
93.0	CS	HWY 267/Speckled Drive on left		11:12 AM	4:08 PM			CHP (1)				
93.1	CS	HWY 267/Dolly Varden Avenue on left		11:12 AM	4:09 PM			Hard Closure				
		START of 3rd Lap										
93.4	RIGHT	HWY 267/ HWY 28 (Start of 3rd Lap)		11:13 AM	4:10 PM			CHP (2)				
93.4	CS	HWY 28/Brassie Avenue on right		11:13 AM	4:10 PM							
93.4	CS	HWY 28/North Tahoe Beach entrance on left		11:13 AM	4:10 PM							
93.5	CS	HWY 28/Safeway entrance on right		11:13 AM	4:10 PM							
93.5	CS	HWY 28/Safeway entrance #2 on right		11:13 AM	4:10 PM			Hard Closure				
93.5	CS	HWY 28/Lanza's Restaurant entrance #1 on right		11:13 AM	4:10 PM			Hard Closure				
93.5	CS	HWY 28/Lanza's Restaurant entrance #2 on right		11:13 AM	4:10 PM							
93.5	CS	HWY 28/Placer County offices on right		11:13 AM	4:10 PM							
93.6	CS	HWY 28/Beach Street on right		11:14 AM	4:11 PM							
93.9	CS	HWY 28/East Agatam on right		11:14 AM	4:12 PM			Volunteer				
94.0	CS	HWY 28/Pino Grande Avenue? on right		11:15 AM	4:12 PM			Hard Closure				
94.2	CS	HWY 28/West Agatam on right		11:15 AM	4:13 PM			Hard Closure				
94.4	CS	HWY 28/National Avenue right and boat launch on left		11:16 AM	4:14 PM			CHP (2)				
94.6	CS	HWY 28/Anderson Road on right		11:16 AM	4:15 PM			Volunteer				
94.7	CS	HWY 28/Vista Pines Circle on right		11:16 AM	4:15 PM			Volunteer				
94.9	CS	HWY 28/Estates Drive on right		11:17 AM	4:16 PM			CHP				
95.0	CS	HWY 28/Laurel Drive on right		11:17 AM	4:17 PM			Hard Closure				
95.2	CS	HWY 28/Stag Drive on right		11:18 AM	4:18 PM			CHP				
95.5	CS	HWY 28/Granite Road on right		11:18 AM	4:19 PM			Hard Closure				
95.7	CS	HWY 28/Agate Road on right		11:19 AM	4:20 PM			CHP & Volunteer				
96.1	CS	HWY 28/Sahara Drive on right		11:20 AM	4:21 PM			CHP & Volunteer				
96.5	CS	HWY 28/Carnelian Bay		11:21 AM	4:23 PM							
96.7	CS	HWY 28/Onyx Street on right		11:21 AM	4:24 PM			CHP (2)				

9-12-

109.6	cs	Squaw Valley Road/Victor Drive on right	11:54 AM	5:19 PM	11:24 AM	5:34 PM	Flagger		6:10	6:10
110.0	cs	Squaw Valley Road/Russell Road on right	11:55 AM	5:21 PM	11:25 AM	5:36 PM				
110.1	cs	Squaw Valley Road/Wayne Road on right	11:55 AM	5:21 PM	11:25 AM	5:36 PM				
110.3	cs	Squaw Valley Road/Eric Road on right	11:55 AM	5:22 PM	11:25 AM	5:37 PM	Flagger		6:11	6:11
110.7	cs	Squaw Valley Road/Christy Hill Road on right	11:56 AM	5:24 PM	11:26 AM	5:39 PM				
110.9	cs	Squaw Valley Road/Squaw 1st parking lot entrance on right	11:56 AM	5:24 PM	11:26 AM	5:39 PM	Flagger (2)		6:12	12:25
111.1	cs	Squaw Valley Road/Village East Road/2nd Squaw parking lot on F	11:57 AM	5:25 PM	11:27 AM	5:40 PM				
111.2	LEFT	Squaw Valley Road/Christy Lane on right	11:57 AM	5:26 PM	11:27 AM	5:41 PM				
111.2	T2	Squaw Valley Road/Chamonix Place/turn into TA	11:58 AM	5:26 PM	11:28 AM	5:41 PM	Flagger		6:13	6:13
CutOff	TA2		11:58 AM	5:26 PM	11:28 AM	5:41 PM				
				5:30 PM						
0.0	Detour	HWY 28/ Fox Street			Start Post	End Post				
0.0	Detour	Fox Street/ Speckled Avenue			5:00 AM	10:00 AM	CHP		5:00	5:00
0.0	Detour	Speckled Avenue/ HWY 267			5:00 AM	10:00 AM	Flagger		5:00	5:00
0.0	Detour	Fairway Drive/ Grove Street			5:00 AM	10:00 AM	CHP		5:00	5:00
0.0	Detour	Edwin Road/Prosser Dam			7:00 AM	5:00 PM	Flagger		10:00	10:00
0.0	Detour	Heness Road/Edwin Road			8:00 AM	3:00 PM	Flagger		7:00	7:00
0.0	Detour	Edwin Road/Prosser Dam			8:00 AM	3:00 PM	Flagger		7:00	7:00
0.0	Ramp	I-80 Eastbound @ exit 1888			8:00 AM	3:00 PM	CHP		7:00	7:00
0.0	Wye	Hwy 267/ Northstar Drive			8:30 AM	3:45 PM	CHP		7:15	7:15



Chamber Membership Cost Benefit Analysis – June 2013

Value Proposition: Why have a Chamber of Commerce? If the Chamber were to cease to exist, would a new one be created? If so, why?

- Communication with Businesses – issues, programs, advocacy, collaboration
- Government Advocacy – federal, state, local: free enterprise system, regulatory environment
- Trusted Resource – relocation, visitation, business directory, community data, referrals
- Community Development – leadership, environmental stewardship, community awards, community needs
- Business Development – business data, education, economic development, increased exposure, networking

Trivia Question: First Chamber? Babylon! Purpose: To capture nomadic travelers to shop at roadside marketplaces, vendors joined together to promote their market over other markets

Challenges: In East Placer County there are particular challenges that don't necessarily exist elsewhere. There is no public sector support for the Chamber of Commerce – not only no financial support from TOT, but no clear recognition of value. Barriers are placed here that elsewhere would be supported as significant benefits of membership with the understanding that a strong and active Chamber was good for the businesses and community. An example would be visitor-supported programs and referrals (Park City, Steamboat, Aspen, Breckenridge) where chamber members can receive benefits, even when public funding is involved.

Options:

1. Bring Chamber revenues to a sustainable level, expand value and programming, improve retention.
2. Cease Chamber affiliation, remove membership sales, create and maintain database of all business licensees, have pay to play components where possible with County approval
3. Transition Chamber to existing association(s), let them determine leadership, share database for communication needs

Option	Pro	Con	Cost Consolidation	Other Consolidations
1. Keep and Strengthen	<p>Ability to communicate to Businesses</p> <p>Ability to advocate for businesses - government affairs</p> <p>Regional community development, economic development, business</p> <p>Have a strong business voice</p> <p>Spread fixed costs over another department</p> <p>Enterprise opportunity in the</p> <p>Independence in operations</p> <p>Broaden communication and exposure to all businesses</p> <p>Single focus on tourism development</p> <p>Reduce costs for businesses (until another chamber is created)</p>	<p>Difficult to generate ample revenue with available staff</p> <p>Barriers and lack of value from County limit sales</p> <p>Business Associations dislike competition</p> <p>Businesses are confused with missions and benefits</p> <p>Duplication of efforts with education, local economic development efforts and local community development</p>	<p>Need to generate \$10k-\$20k net revenue</p> <p>Recommend multi-level approach to include sales, upsells, increase in dues, program fees, dues structure revamp, retention, collection, sponsorships</p> <p>Need to reduce attrition to 15% maximum annual</p> <p>Need to engage volunteers, industry committees</p> <p>Need to development programming</p>	<p>Need to raise due annually (COLA)</p> <p>Need to raise levels for certain industries to compete with comp set</p> <p>Need to reduce attrition to 15% maximum annual</p> <p>Need to engage volunteers, industry committees</p> <p>Need to development programming</p>
2. Cease	<p>Independence in operations</p> <p>Broaden communication and exposure to all businesses</p> <p>Single focus on tourism development</p> <p>Reduce costs for businesses (until another chamber is created)</p>	<p>Would need to keep staff on for database maintenance</p> <p>No ability to spread fixed costs over department - all other department fixed costs would go up</p> <p>Lose independence from County</p> <p>Non-tourism related economic development, business development, community development, advocacy go away</p> <p>Possibility of another Chamber developing, eroding value of NLTRA</p> <p>Pay to Play opportunities are minimal and would not cover additional fixed</p>	<p>Cost to Marketing: \$1,828 in program costs, \$40,000 in salary and burden for data entry and programs</p> <p>\$13,468 in fixed costs to be spread across departments; \$20,000 in G&A to be spread across departments</p>	<p>While there may be some offsets to the loss of income, staff doesn't believe that within the current parameters, there would be much opportunity to make up</p>
3. Transition	<p>Could still maintain the ability to use database for communication</p> <p>Would eliminate the competitive factor, providing the local business associations were interested in taking over the regional scope</p>	<p>Business Association(s) may not be interested in providing the capacity and resources to gain the revenue</p> <p>BAs may see the added responsibility as mission creep</p>	<p>BA(s) would need to provide executive directorship, would take over broader programming and advocacy, regional economic development etc</p>	<p>We would need to have discussions to see if this is of interest</p>
4. Other				

Membership Dues Comparison Chart

June 2013

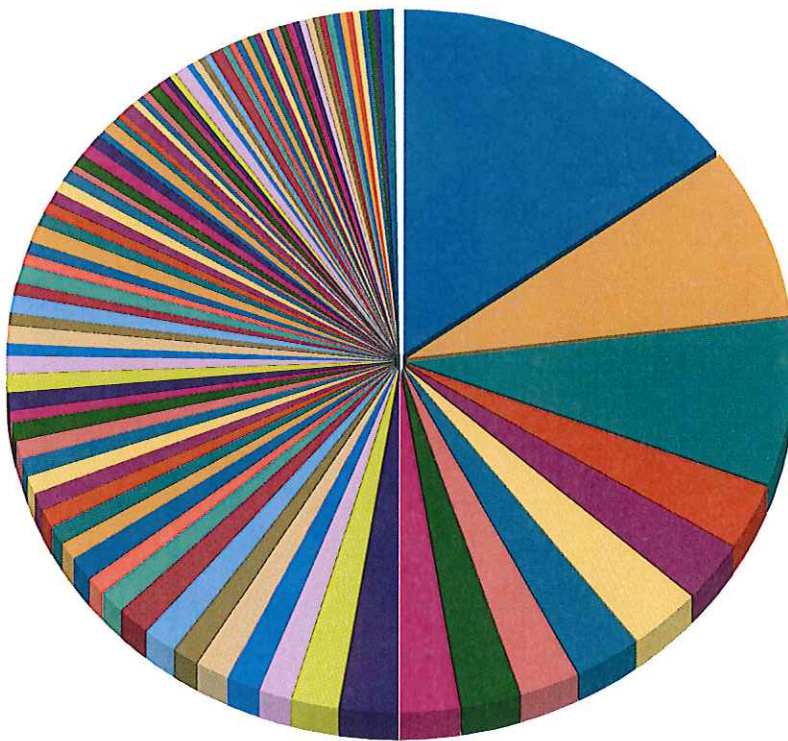
Business Type	Santa Barbara, Steamboat, Glenwood	Sonoma Valley	Coronado	Palm Springs	Yountville	Calistoga	Santa Cruz	Park City	Breck	Winter Park	Average	North Lake Tahoe
Restaurant 3,000 sf 25 FTEEs 100 seats	\$300 - \$2,000 \$300 - \$2,700 \$415 - \$10,000	\$424	\$400	\$280	\$486	\$420	\$450	\$262	\$2012	\$485	\$400	\$325
Retail 1,000 sf 5 FTEEs	Same as above	\$303	\$225	\$275	\$414	\$325	\$310	\$229	\$585	\$335	\$302	\$210
Bank 10 employees	Same as above	\$758	\$500	\$475	\$414	\$460	\$420	\$294	\$1061	\$430	\$469	\$325
Lodging 100 rooms 50 FTEEs	Same as above	\$758	\$517	\$550	\$762	\$1595	\$550	\$1700	\$2487	\$600	\$879	\$325
Professional Service 6 FTEEs	Same as above	\$424	\$225	\$275	\$414	\$460	\$350	\$250	\$1061	\$335	\$342	\$225

Member Segmentation Report

Segmented by Industry (Listing Category)

Friday, June 21, 2013

Annual Dues



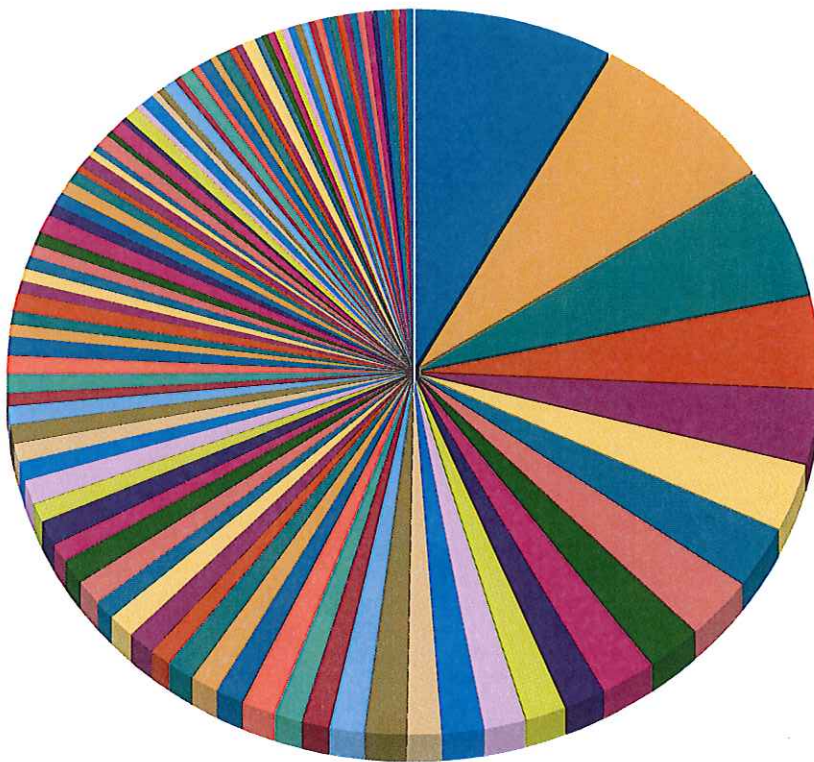
Ski Resorts	14.9%
Lodging Properties	8.1%
Dining	7.8%
Business Services	3.1%
Public Utilities	2.9%
Media/Publications & Advertising	2.9%
Sports Equipment - Retail/Rentals/Repair	2.7%
Vacation Rentals	2.6%
Non-Profit	2.5%
Banking & Financial Services	2.5%
Real Estate Rentals/Sales/Services	2.4%
Shopping	1.9%
Boating/Marinas/Rentals	1.6%
Builders/Contractors	1.3%
Property Management	1.3%
Recreation/Parks	1.3%
Resorts	1.3%
Fishing Guides & Charters	1.3%
Engineering	1.0%
Total:	100.0%

Member Segmentation Report

Segmented by Industry (Listing Category)

Friday, June 21, 2013

of Members



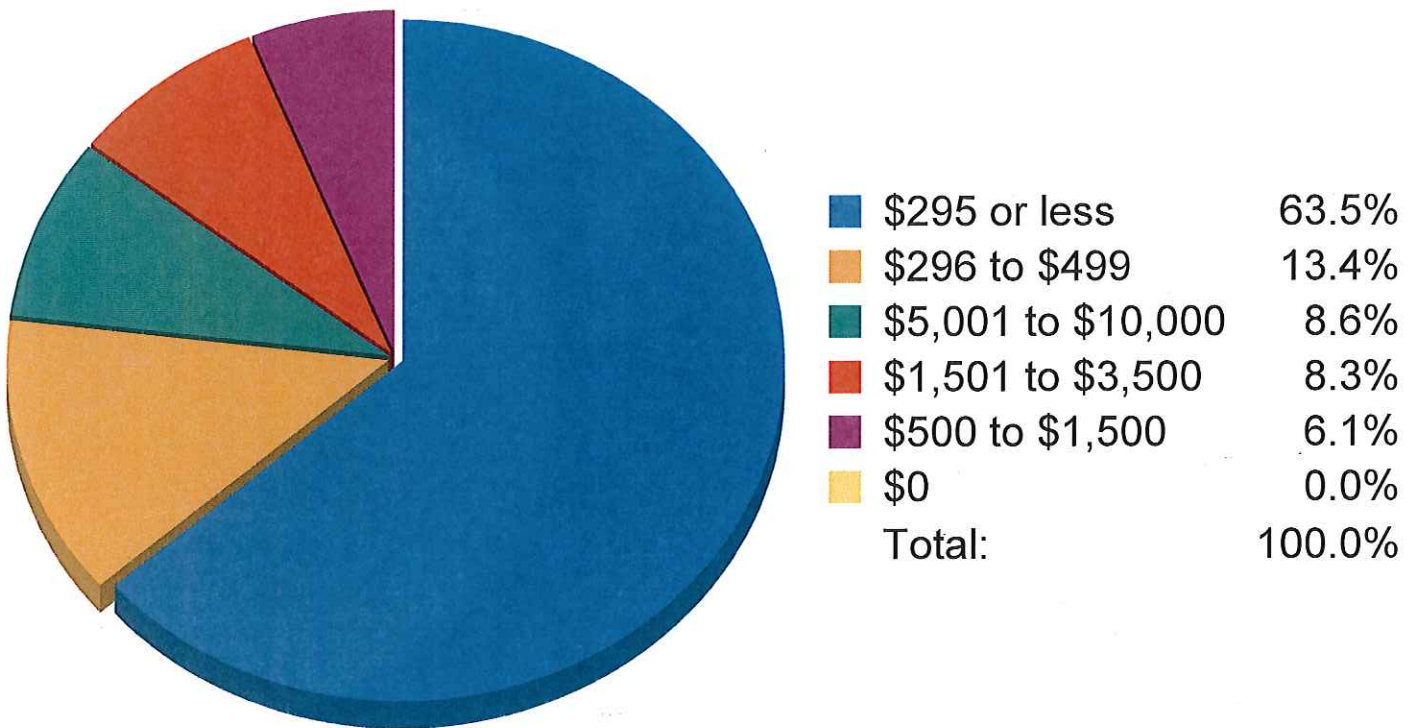
Dining	8.0%
Lodging Properties	7.8%
Non-Profit	5.8%
Business Services	4.2%
Media/Publications & Advertising	3.2%
Vacation Rentals	3.0%
Real Estate Rentals/Sales/Services	2.8%
Sports Equipment - Retail/Rentals/Repair	2.8%
Recreation/Parks	2.2%
Shopping	2.2%
Boating/Marinas/Rentals	1.8%
Banking & Financial Services	1.6%
Builders/Contractors	1.6%
Festivals & Events	1.6%
Property Management	1.6%
Chapels/Churches/Minister	1.4%
Ski Resorts	1.4%
Engineering	1.2%
Fishing Guides & Charters	1.2%
Total:	100.0%

Member Segmentation Report

Segmented by Annual Dues Amount

Friday, June 21, 2013

Annual Dues

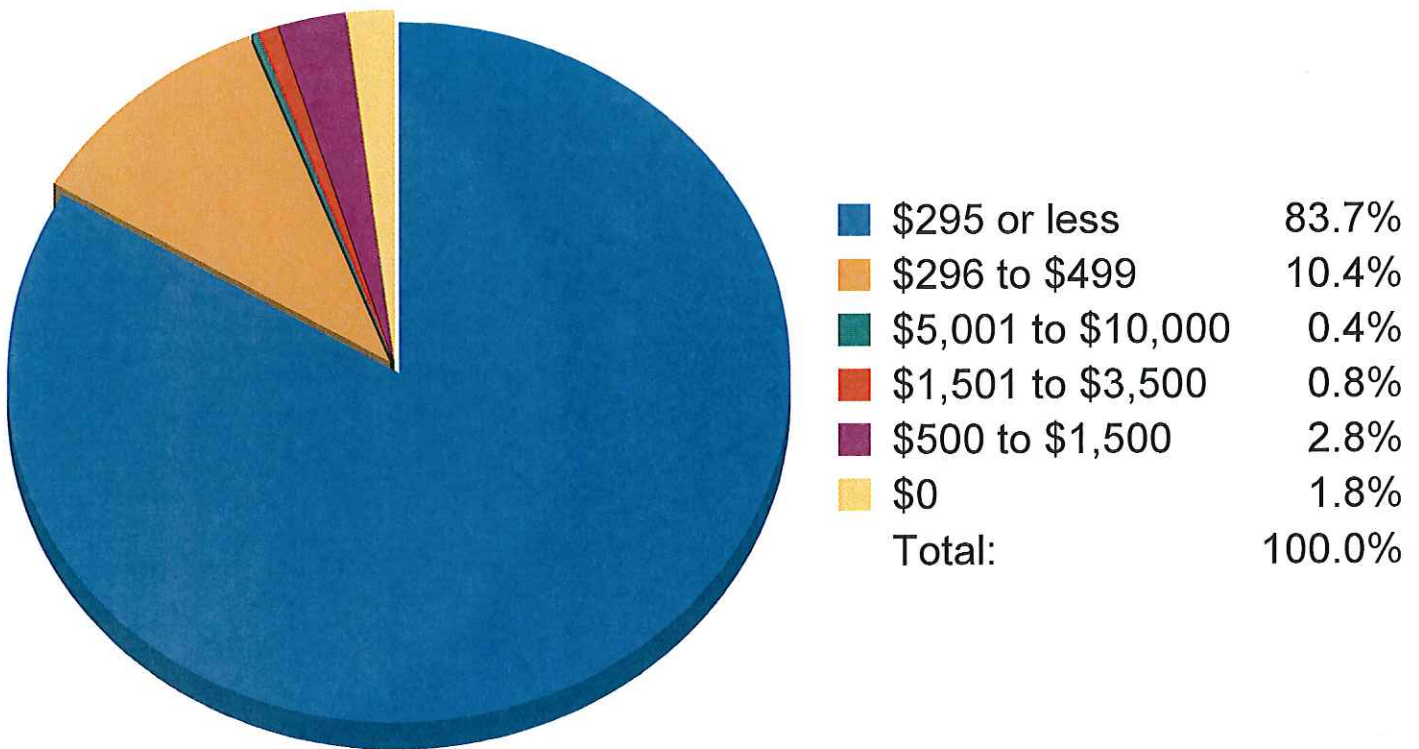


Member Segmentation Report

Segmented by Annual Dues Amount

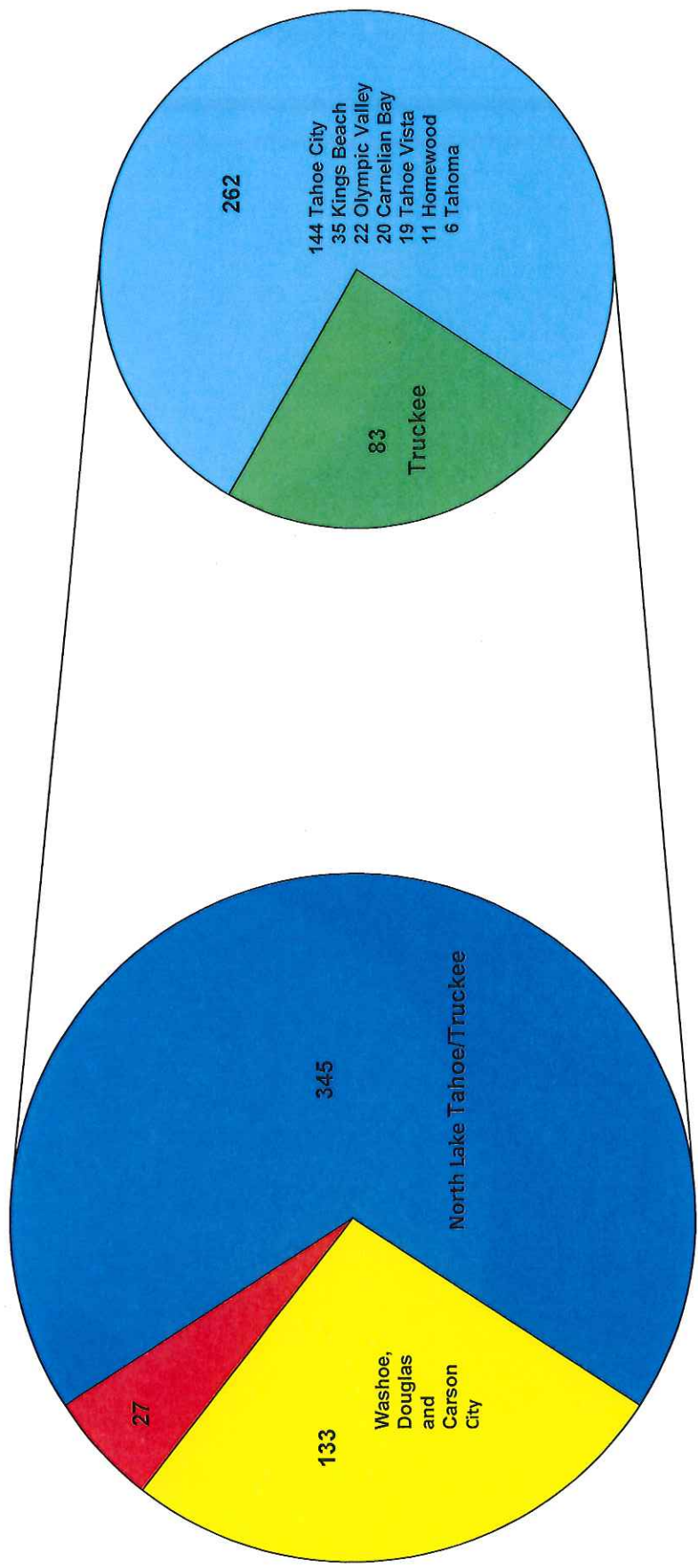
Friday, June 21, 2013

of Members



North Lake Tahoe Resort Association Membership based on Zip Code

505 Chamber Members by Location





north lake tahoe

Chamber | CVB | Resort Association

THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday May 1, 2013 – 8:30 am – 11 am

Tahoe City Public Utility District

Preliminary Minutes

ATTENDANCE: Phil GilanFarr, Kali Kopley, Eric Brandt, Valli Murnane, Kali Kopley, Eric Brandt, Ron Parson, Wally Auerbach, and Jennifer Merchant

NOT PRESENT: Alex Mourelatos, Brendan Madigan, Eric Sather, and Kristi Boosman (TRPA Representative)

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Andy Chapman, Judy Lavery, Lisa de Roulet, Jeremy Jacobson, Kim Lambert, Greg Howey, Jason Neary, Emily Detwiler, Deanna Frument, Anna Atwood, and Jessica Walker

OTHERS IN ATTENDANCE: Cindy Gustafson

A. CALL TO ORDER - ESTABLISH QUORUM

Chair Phil GilanFarr called the meeting to order at 1:03pm and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL - MOTION

1. Agenda Additions and/or Deletions
 - Eric Sather has resigned, add as agenda item 5a to discuss.
2. Approval of Agenda

M/S/C (Parson/Auerbach) (6-0-0) to approve the agenda as presented with the addition of 5a.

C. PUBLIC FORUM

There was no Public Forum

D. REPORTS & ACTION ITEMS

Organization

3. Discussion of role of NLTRA and Relationship with Placer County – David Boesch, County CEO.
 - Phil discussed his coming on to the board and the feeling of frustration with our relationship with the county. The intent of this discussion is to set the path for the future and close the door to the past.
 - David gave a brief introduction
 - Value
 - Highly valuable organization
 - Current Role
 - Dual role contractor/convener
 - Shift in priority towards marketing?
 - Evolution: Simplify and streamline
 - High degree of accountability
 - Process/contract to guarantee accountability
 - Contractor relationship creates tension
 - 3-year County strategy

- a. economic development
 - i. everyone's responsibility
 - b. employee engagement
 - i. community engagement
 - c. priority based budget
 - quicker, better, cheaper - streamlines
 - making our relationship effective
 - County services removed from NLTRA advisory control. 60% → 43%
 - a. It was clarified that is was never 60%
 - NLTRA can make a proposal to have supplemental funding
 - Channel and focus marketing with expertise of Resort Association
 - County is planning to move to 3-year contracts for greater continuity with marketing
 - No discussion from county about cutting marketing budget. Marketing is important. Possibly develop a minimum # for mkt.
 - 3 Silos – why?
 - Purpose of 3 pillars (initiatives)?
 - Role of Advisor → B.O.S.
 - Role of Contractor → CEO
 - Process Concern: citizen → CEO
 - a. Currently: citizen → CEO → NLTRA → CEO → BOS
 - b. Prefer: citizen → NLTRA → B.O.S.
 - c. Full 2% TOT → NLTRA advise B.O.S.
 - TOT legal definition vs how we want to use it
 - a. Community should be able to go to NLTRA and request funds. Not have to go to county
 - b. 2% of TOT should go to infrastructure and Resort Association should be able to recommend
 - TOT moneys not to go into general fund but be more specific
 - Provide accountability of 100% TOT collected in NLT
 - Advisory role is most important to NLTRA
 - Perspective that revenue raised in NLT is taken 'over the hill'
 - County to use excess revenue to put back in to Infrastructure
 - How can we build up the surplus for infrastructure
 - County is working on a fully integrated infrastructure initiative
 - More/Less from NLTRA
 - more engagement of community & priority setting? NLTRA has representative elected board
 - David Boesch feels it's a conversation that needs to be had with the BOS. The budget was accepted with little discussion, which seems like a good sign.
 - Taxpayer accountability for 2% TOT
 - Desired outcome win-win-win
 - Sandy & David will meet
 - Form a task force on County/NLTRA process
 - Communicate with BOD on the Counties 3-year plan.
 - Jennifer Merchant had some issues on the brief and the section about County not having a voting seat on the board.
4. Strategic Goals Progress Discussion – Sandy
- Sandy revised the progress that has been made on the Strategic Goals.
 - There was a brief discussion on the Transit plan/summit
 - There were many goals that have been completed or are on track to be completed. There are also some goals that need to be relooked at and/or revised.
 - Proposed Changes:

- By 2016, there will be additional lift of 200,000 seats into RTIA or SAC airport servicing NE & SE consumers and other markets
- *Change to:* By 2016 we will have grown the destination visitor segment of our guests by 3%
- By 2016 there will be a completed trail system linking all areas within NLT region resort triangle...
- *Change to:* By 2016, there will be a completed trail system... (need more time). Board elected to keep the same.
- By 2016, the organization will have increased dues and non dues revenue by a total of 50% (\$100,000) through development of programs & communication that add value to membership
- *Change to:* by 2016, the organization will have increased dues and non-dues revenue sufficient to cover expenses plus a growth factor of 5%
- Potential new goal areas
 - Human powered sports initiative amenity development
 - Stabilization of Marketing Fund (BID?)
 - There was a discussion and consensus by the Board that we have plenty of goals to focus on as is. There is not a need to add more at this time.

5. 2013/14 NLTRA Budget – Lisa De Roulet, Bill Rock MOTION

- Lisa mentioned that there were 2 places that she erroneously referred to the 13/14 budget as the 12/13 budget
- Lisa discussed the upsides and downsides to the budget. She also discussed some of the main talking points
- The full list of Lisa's talking points is included in the packet. She went through department-by-department and discussed anything the Board should be aware of
- There were some questions on how to avoid another shortfall
- Lisa mentioned that the chamber is the one department that carries itself

M/S/C (Auerbach/Kopley) (6-0-0) to approve the Budget as presented

5.a Eric Sather has resigned from his Large Lodging seat on the Board of Directors. Joseph Mattioli who ran for the last open seat, at-large, is interested in, and has the time, to join this Board.

M/S/C (Murnane/Brandt) (6-0-0) to approve the appointing Joseph Mattioli to the vacant Large Lodging seat on the Board of Directors.

Marketing

6. Marketing Plan and Strategic Goals Progress and Discussion

- Andy went through a power point of some of the last year's highlights
- Jeremy Jacobsen gave a review on Leisure Sales
 - Discussion about how to get more information from guests about some key info such as; length of stay, number of travelers, etc.
 - Discussed his accomplishments over the last years as well as his current efforts.
 - In closing Jeremy suggested the region coming together to create and offer early booking specials in order to compete more effectively in the wholesale marketplace
- Jason Neary discussed the Conference Sales department. We have become competitive as a conference destination but there are limited dollars to work with. He discussed some of the challenges with what was expected to be a down year and how they have worked with this
 - There was a lengthy discussion about the numbers that were presented. As well as some of the upcoming trends.

- Judy Laverty gave a review on the upcoming special projects. She discussed some of the trade shows she has attended and the leads she has obtained as a result of that.
 - Judy discussed more about her projects. Sports conferencing and human powered sports are among Judy's efforts.
 - Lastly Judy discussed the Special Event Grant Funding Process.

Transportation/Infrastructure

7. Funding Request for 15 Wayfinding signs pending approval from agencies - Ron Treabess/Phil GilanFarr **MOTION**
 - Phil told the group that quite a bit of time was spent discussing this requests at the Joint Infrastructure and Transportation Committee meeting. The original proposal was a consolidated area. It has been revised to focus on the Placer County perimeter.

M/S/C (Kopley/Auerbach) (6-0-0) to approve \$150,000 for the first stage of Wayfinding signage.

Membership

8. Chamber Cost Benefit Analysis
 - This item will be discussed at the August Board of Directors Meeting.

E. DIRECTORS' COMMENTS

F. CONSENT CALENDAR – MOTIONS

All items (**in bold**) 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.

9. Board Meeting Minutes – June 5, 2013

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

10. Joint Infrastructure/Transportation Committee – June 24, 2013

11. Marketing Committee – No meeting in June
12. Business Association and Chamber Collaborative – No meeting in June
13. Lodging Committee – No meeting in June
14. Conference Sales Directors Committee – No meeting in June
15. **Finance Committee – June 20, 2013**
16. Executive Committee Report – No meeting in June
17. **Financial Reports for May, 2013**

- **Financial Analysis**

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any board member

18. **Conference Sales Reports**
19. **Infrastructure/Transportation Activity Report – June**

M/S/C (Merchant/Rock) (6-0-0) to approve the consent calendar as presented

G. MEETING REVIEW AND STAFF DIRECTION

H. CLOSED SESSION (If necessary)

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

The meeting adjourned at 4:50pm.

Submitted by
 Jessica Walker
 Executive Assistant
 NLT Chamber/CVB/Resort Association



north lake tahoe

Chamber | CVB | Resort Association

COMMITTEE: Joint Infrastructure/Transportation

MEETING DATE: July 29, 2013

BOARD MEMBERS PRESENT: Wally Auerbach, Jennifer Merchant

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

MOTIONS MADE/VOTE:

M/S/C (Davis/Merchant) (7-0-0) to approve the Joint Infrastructure/Transportation Committee Agenda for July 29th, 2013

M/S/C (Bergman/Kronkhyte) (7-0-0) to approve the Joint Infrastructure/Transportation Committee Minutes, June 24th, 2013

M/S/C (Davis/Pang) (7-0-0) to recommend to the BOD, \$20000 of Infrastructure TOT funds for IRONMAN Traffic Management

M/S/C (Pang/Kronkhyte) (7-0-0) to approve reconfirmation of previously allocated funds of up to \$46,968 for a bus shelter at the entrance to Squaw Valley

BOARD APPROVAL/DIRECTION REQUESTED:



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COMMITTEE: Business Association and Chamber Collaborative

MEETING DATE: July 10, 2013

BOARD MEMBERS PRESENT: none

ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:

MOTIONS MADE/VOTE:

There was not a Quorum, and therefore no motions or votes

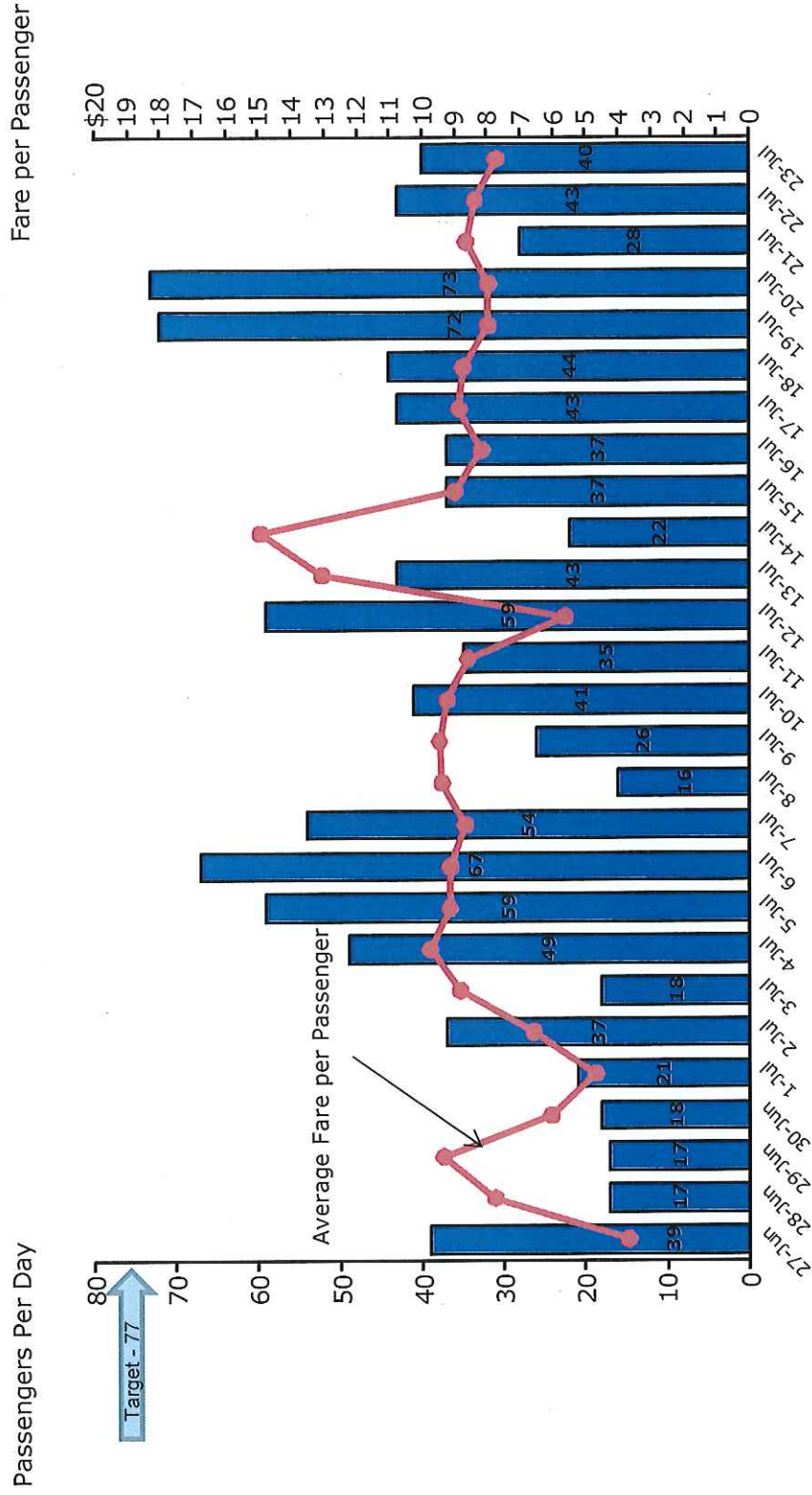
BOARD APPROVAL/DIRECTION REQUESTED:

North Lake Tahoe Water Shuttle Ridership

Summer Season June 27 – September 22

One Way Fares – Adult \$10, Kids \$7

Ridership is below target level to achieve 20% load factor in Year 2 and 30% in Year 3 to operate within the original funding request



Source: TMA NLT Water Shuttle Daily Ridership

NORTH LAKE TAHOE WATER SHUTTLE Year Two and Year Three Scenario

The Water Shuttle needs to achieve an average of 20% load factor in Year Two and 30% in Year Three to Operate within the Original Funding Request

Water Shuttle Year Two Funding Position	
Original Funding Request	\$ 380,000
Year One Operating Expense	\$ 178,400
Remaining Funding for Two Years	\$ 201,600

2013 Water Shuttle Financial Model	Load Factor @ 100%	Load Factor @ 90%	Load Factor @ 80%	Load Factor @ 70%	Load Factor @ 60%	Load Factor @ 50%	Load Factor @ 40%	Load Factor @ 30%	Load Factor @ 20%	Load Factor @ 10%	2012 Actual Load Factor 7%
2013 Revenue Assumptions: 113 Day Season, 12-hour Operating Day, 12 Passengers per 30 min, \$7.75 fare per Passenger											
Total Revenue at Varying Load Factors	\$ 335,079	\$ 301,571	\$ 268,063	\$ 234,555	\$ 201,047	\$ 167,540	\$ 134,032	\$ 100,524	\$ 67,016	\$ 33,508	\$ 11,049
Expenses:											
Operating Costs (One Boat)	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000
Administrative Expenses	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000
Total Expenses	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000	\$ 183,000
Unrecovered Expense Dollars	\$ 152,079	\$ 118,571	\$ 85,063	\$ 51,555	\$ 18,047	\$ (15,461)	\$ (48,968)	\$ (82,476)	\$ (115,984)	\$ (149,492)	\$ (178,440)
Per Passenger Subsidy	\$ 3.52	\$ 3.05	\$ 2.46	\$ 1.70	\$ 0.70	\$ (0.72)	\$ (2.83)	\$ (6.36)	\$ (13.41)	\$ (34.58)	\$ (145.90)
Target Passenger Statistics:											
Passengers per Season \$7.75 ticket	43,236	38,912	34,589	30,265	25,942	21,618	17,294	12,971	8,647	4,324	1,223
Passengers per Day	363	344	306	268	230	191	153	115	77	38	21
Passengers per Trip - 33 per day	12	10	9	8	7	6	5	3	2	1	0.8

KEY METRICS JUNE 30, 2013

Total TOT Collections by Quarter 2008 - 2013

	Q1 (JAS)	Q2 (OND)	Q3 (JFM)	Q4 (AMJ)	Total
2008-09	3,148,504	1,390,740	2,668,493	1,066,840	8,274,577
2009-10	2,703,071	1,556,649	3,537,143	1,101,823	8,898,686
2010-11	3,145,193	2,027,191	3,694,469	1,270,140	10,136,993
2011-12	3,575,545	1,706,628	3,078,629	1,459,354	9,820,156
2012-13	3,763,669	2,008,305	4,174,713	180,220	10,126,907

MTRiP Reservations Activity	FY 12/13	FY 11/12	Variance
Occupancy during June	48.6%	44.6%	9.0%
ADR June (Average Daily Rate)	\$ 196	\$ 189	3.8%
Occupancy forecast July	60.1%	50.5%	19.0%
ADR July (Average Daily Rate)	\$ 247	\$ 236	4.9%
Occupancy (prev 6 mo)	44.1%	41.8%	5.5%
ADR (prev 6 mo)	\$ 227	\$ 207	9.7%
Occupancy (next 6 mo)	26.5%	23.5%	12.9%
ADR (next 6 mo)	\$ 239	\$ 215	11.4%
Incremental Pacing for June	5.1%	5.5%	-8.1%

Conference Revenue Statistics Fiscal 2012 2013 (Jul- Jun)

	2012-13	2011-12	YOY % Change
FORWARD LOOKING			
Total Revenue Booked as of 6/30/13	\$ 2,060,996	\$ 2,152,964	-4%
Forecasted Commission for this Revenue	78,850	148,165	-47%
Number of Room Nights	14,345	11,769	22%
Number of Tentative Bookings	94	56	68%
CURRENT			
Annual Revenue Goal	\$ 1,750,000	\$ 1,700,000	3%
Annual Commission Goal	\$ 75,000	\$ 125,000	-40%
Conference Revenue And Percentage by County:			
Washoe	\$ 472,404	\$ 268,309	76%
Placer	\$ 998,980	\$ 1,777,013	-44%
South Lake	\$ 579,253	\$ 80,605	619%
Nevada	\$ 10,359	\$ 29,067	-64%
Total Conference Revenue	\$ 2,060,996	\$ 2,154,994	-4%

VISITOR INFORMATION STATISTICS FOR FISCAL YEAR 2012 2013

Tahoe City:	2012/2013	2011/2012	YOY % Change
Referrals (Jan-Jun)	13107		
Walk In	42201	16755	152%
Phone	3214	3302	-3%
Kings Beach (June Walk In Only)	130	408	-68%
Reno (Walk in Only)	3519	4101	-14%

Infrastructure Fund Balances Held by Placer County as of 4/30/13

Contract 12477 2007-08	\$	-
Contract 12659 2008-09	\$	-
Contract 12818 2009-10	\$	-
Contract 12945 2010-11	\$	401,199
Contract 13054 2011-12	\$	1,249,520
Contract 13235 2012-13	\$	1,357,037
Total Fund Balances	\$	3,007,756

Unemployment	May 2013	May 2012	December 2012
Dollar Point	8.1%	11.1%	9.9%
Kings Beach	7.0%	9.6%	8.6%
Sunnyside/Tahoe City	8.1%	11.1%	10.0%
Tahoe Vista	11.8%	15.9%	14.3%
California	8.1%	10.3%	9.7%
Placer County	7.0%	9.6%	8.6%

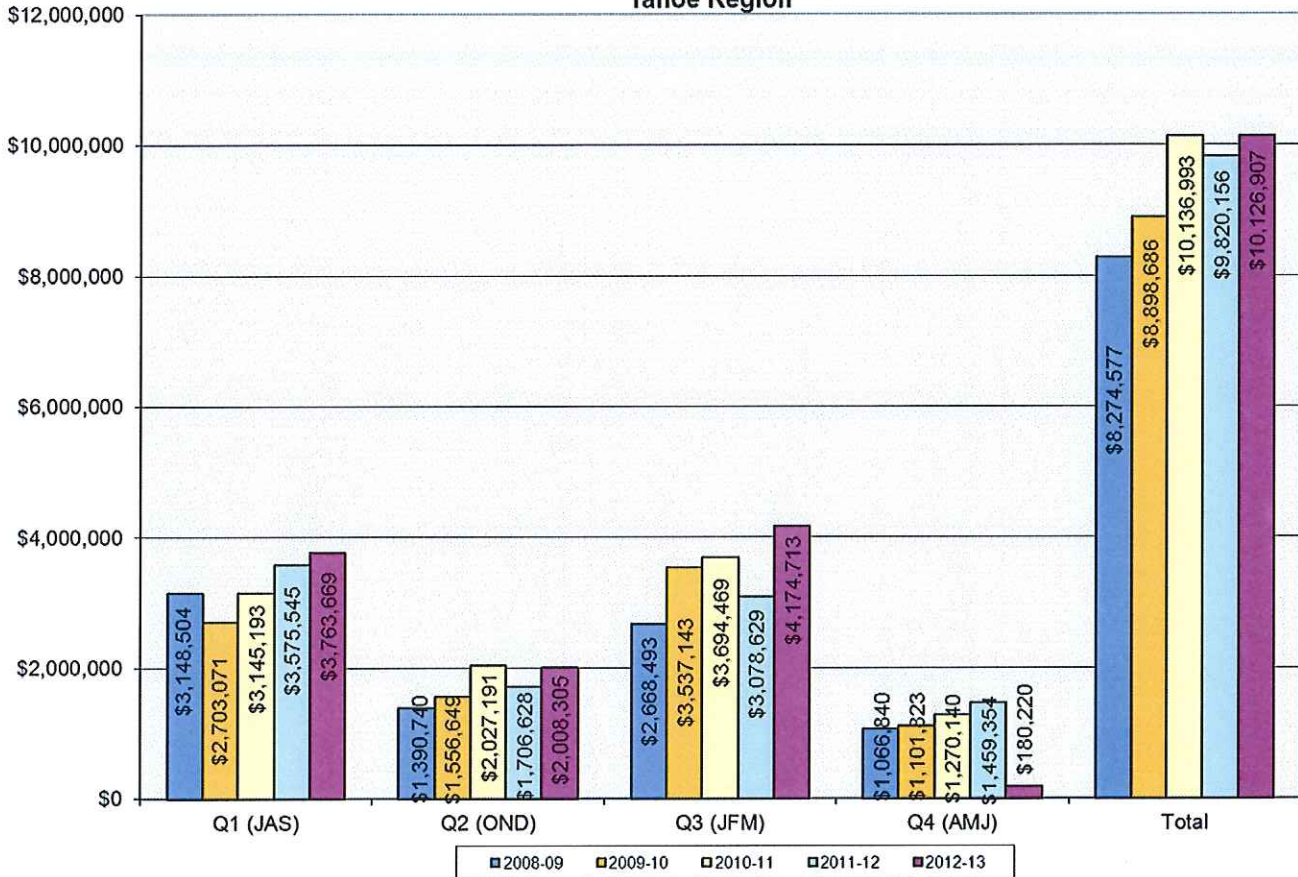
Chamber Of Commerce Total Membership	
December 2012	451
June 2013	465

Calendar Year Sales Tax Revenue - Tahoe (Calendar Year Basis)

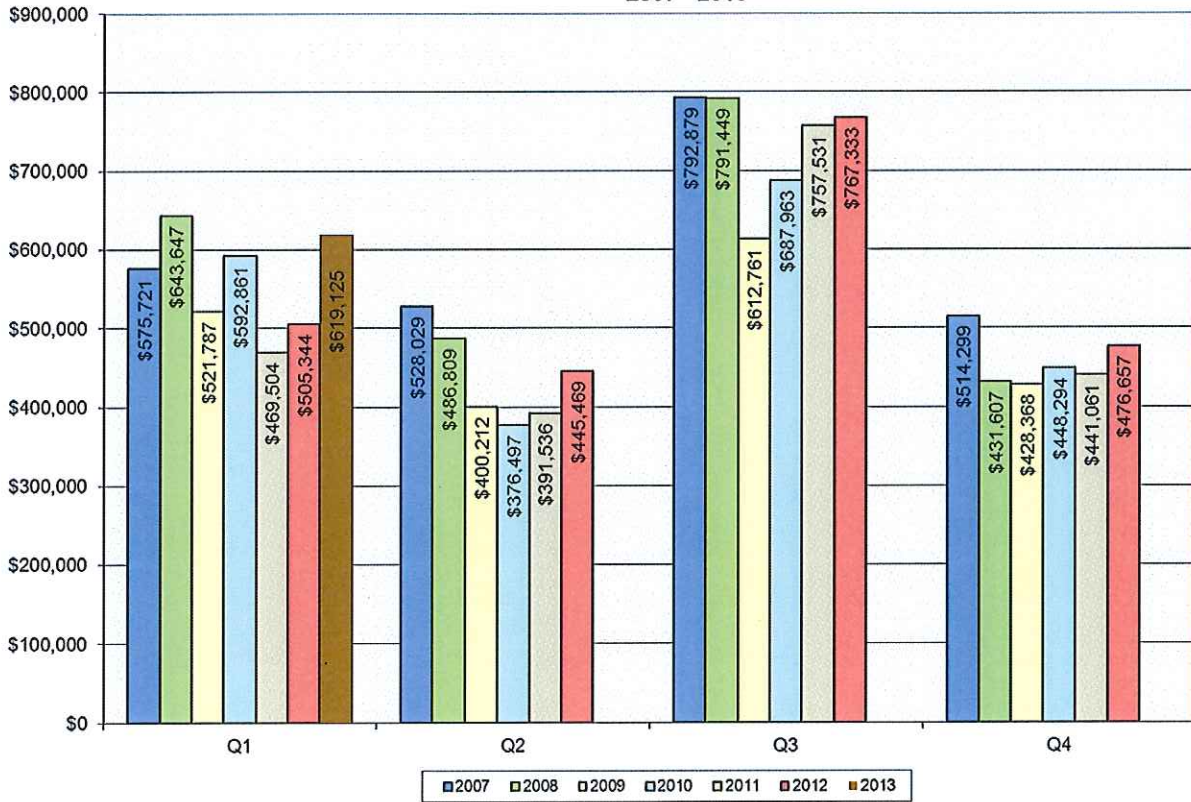
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Quarter	2007	2008	2009	2010	2011	2012	2013	Change
First (JFM)	\$ 575,721	\$ 643,647	\$ 521,787	\$ 592,861	\$ 469,504	\$ 505,344	\$ 619,125	23%
Second (AMJ)	\$ 528,029	\$ 486,809	\$ 400,212	\$ 376,497	\$ 391,536	\$ 445,469		0%
Third (JAS)	\$ 792,879	\$ 791,449	\$ 612,761	\$ 687,963	\$ 757,531	\$ 767,333		0%
Fourth (OND)	\$ 514,299	\$ 431,607	\$ 428,368	\$ 448,294	\$ 441,061	\$ 476,657		0%
Total	\$ 2,410,928	\$ 2,353,512	\$ 1,963,128	\$ 2,105,615	\$ 2,059,632	\$ 2,194,803	\$ 619,125	0%

**Placer County 5-Year TOT Collection
2008-2013
Tahoe Region**



**Placer County Sales Tax by Calendar Year Quarters
2007 - 2013**



Monthly Report June 2013

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 12/13

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 6/30/13:	\$1,481,743	\$2,072,360	-28%
Forecasted Commission for this Revenue:	\$60,304	\$138,703	-57%
Number of Room Nights:	8494	10971	-23%
Number of Delegates:	3850	4810	-20%
Annual Revenue Goal:	\$1,750,000	\$1,700,000	
Annual Commission Goal:	\$75,000	\$125,000	
Number of Tentative Bookings:	94	56	68%

<u>Monthly Detail/Activity</u>	<u>June-13</u>	<u>June-12</u>	
<u>Number of Groups Booked:</u>	2	5	
Revenue Booked:	\$108,098	\$2,375,246	-95%
Projected Commission:	\$3,866	\$137,777	-97%
Room Nights:	671	10860	-94%
Number of Delegates:	450	4800	-91%
		1 Corp, 1	
Booked Group Types:	2 Assoc.	Assoc. 3 Smf	
Lost Business, # of Groups:	9	5	

<u>Arrived in the month</u>	<u>June-13</u>	* Est.	<u>June-12</u>	
Number of Groups:	7		2	
Revenue Arrived:	\$336,273		\$209,619	60%
Projected Commission:	\$3,075		\$20,021	-85%
Room Nights:	1996		1082	84%
Number of Delegates:	649		460	41%
Arrived Group Types:	4 Corp., 2 Assoc. 1 Smf		1 Assoc. 1 Smerf.	

<u>Monthly Detail/Activity</u>	<u>May-13</u>	<u>May-12</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$150,732	\$51,424	193%
Projected Commission:	\$6,439	\$1,530	321%
Room Nights:	1085	360	201%
Number of Delegates:	585	152	285%
	1 Corp, 1		
	Assoc, 1 CA		
	Assoc., 1 Non-	2 Corp, 1	
Booked Group Types:	Profit	Smerf	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>May-13</u>	* Est.	<u>May-13</u>	
Number of Groups:	5		2	
Revenue Arrived:	\$153,530		\$209,619	-27%
Projected Commission:	\$11,800		\$20,021	-41%
Room Nights:	355		1082	-67%
Number of Delegates:	364		460	-21%
Arrived Group Types:	3 Assoc. 1 Smf		1 Assoc. 1 Smerf.	

<u>Monthly Detail/Activity</u>	<u>April-13</u>		<u>April-12</u>	
<u>Number of Groups Booked:</u>	5		2	
Revenue Booked:	\$87,106		\$50,148	74%
Projected Commission:	\$2,165		\$4,216	-49%
Room Nights:	449		260	73%
Number of Delegates:	324		145	123%
Booked Group Types:	5 Smf, 1 Assoc.		2 Assoc.	
Lost Business, # of Groups:	2		2	

<u>Arrived in the month</u>	<u>April-13</u>		<u>April-12</u>	
Number of Groups:	4		2	
Revenue Arrived:	\$55,405		\$87,343	-37%
Projected Commission:	\$5,522		\$7,802	-29%
Room Nights:	385		546	-29%
Number of Delegates:	457		525	-13%
Arrived Group Types:	3 Assoc. 1 Smf		1 Assoc. 1 Govt.	

<u>Monthly Detail/Activity</u>	<u>March-13</u>		<u>March-12</u>	
<u>Number of Groups Booked:</u>	9		4	
Revenue Booked:	\$2,064,398		\$61,339	3266%
Projected Commission:	\$190,327		\$6,643	2765%
Room Nights:	11235		495	2170%
Number of Delegates:	5136		390	1217%
Booked Group Types:	5 Smf, 1 Assoc. 3 Corp.		2 Assoc. 2 Smf	
Lost Business, # of Groups:	8		5	

<u>Arrived in the month</u>	<u>March-13</u>		<u>March-12</u>	
Number of Groups:	1		0	
Revenue Arrived:	\$20,886		\$0	
Projected Commission:	\$2,088		\$0	
Room Nights:	94		0	
Number of Delegates:	50		0	
Arrived Group Types:	1 Corp.,			

Monthly Detail/Activity	<u>February-13</u>	<u>February-12</u>	
<u>Number of Groups Booked:</u>	11	3	
Revenue Booked:	\$226,355	\$109,989	106%
Projected Commission:	\$4,642	\$8,640	-46%
Room Nights:	1750	731	139%
Number of Delegates:	872	375	133%
Booked Group Types:	1 Corp, 5 Assoc, 3 Film	1 Corp, 1 Smf, 1 Seminar	
Lost Business, # of Groups:	1 Tour Operator 4	5	

<u>Arrived in the month</u>	<u>February-13</u>	<u>February-12</u>	
Number of Groups:	5	3	
Revenue Arrived:	\$85,979	\$153,869	-44%
Projected Commission:	\$1,076	\$7,917	-86%
Room Nights:	299	650	-54%
Number of Delegates:	150	210	-29%
Arrived Group Types:	2 Corp, 1 CA Assoc. 1 Smf, 1 Tour Operator	2 Assoc., 1 TA	

Monthly Detail/Activity	<u>January-13</u>	<u>January-12</u>	
<u>Number of Groups Booked:</u>	7	1	
Revenue Booked:	\$203,022	\$8,019	2432%
Projected Commission:	\$13,107	\$802	1534%
Room Nights:	1210	90	1244%
Number of Delegates:	469	50	838%
Booked Group Types:	1 Corp, 2 Smf 1 Govt. 2 Univ. 1 Sem.	1 Assoc.	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>January-13</u>	<u>January-12</u>	
Number of Groups:	1	6	
Revenue Arrived:	\$33,919	\$706,729	-95%
Projected Commission:	\$1,696	\$39,489	
Room Nights:	136	2844	-95%
Number of Delegates:	55	975	-94%
Arrived Group Types:	1 Assoc.	5 Corp., 1 Assoc.	

Monthly Detail/Activity	<u>December-12</u>	<u>December-11</u>	
<u>Number of Groups Booked:</u>	0	1	
Revenue Booked:	\$0	\$4,500	
Projected Commission:	\$0	\$450	
Room Nights:	0	50	
Number of Delegates:	0	34	
Booked Group Types:		1 Smf.	
Lost Business, # of Groups:	6	6	

<u>Arrived in the month</u>	<u>December-12</u>	<u>December-11</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$5,103	\$4,176	22%
Projected Commission:	\$510	\$0	
Room Nights:	27	48	-44%
Number of Delegates:	13	18	-28%
Arrived Group Types:	1 Corp.	1 Govt.	

<u>Monthly Detail/Activity</u>	<u>November-12</u>	<u>November-11</u>	
<u>Number of Groups Booked:</u>	7	3	133%
Revenue Booked:	\$211,573	\$54,885	285%
Projected Commission:	\$9,494	\$0	
Room Nights:	1119	380	194%
Number of Delegates:	591	210	181%
Booked Group Types:	2 Govt. 1 SMF, 2 Assoc., 1 Corp, 1 DMC	1 Assn., 1 Film Crew, 1 society	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>November-12</u>	<u>November-11</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$14,643	\$13,352	10%
Projected Commission:	\$732	\$0	
Room Nights:	145	105	38%
Number of Delegates:	62	60	3%
Arrived Group Types:	1 Assoc.	1 Film Crew	

<u>Monthly Detail/Activity</u>	<u>October-12</u>	<u>October-11</u>	
<u>Number of Groups Booked:</u>	2	1	100%
Revenue Booked:	\$59,386	\$7,546	687%
Projected Commission:	\$3,055	\$377	710%
Room Nights:	585	30	1850%
Number of Delegates:	225	65	246%
Booked Group Types:	1 Corp. 1 Smf	1 TA	
Lost Business, # of Groups:	2	0	

<u>Arrived in the month</u>	<u>October-12</u>	<u>October-11</u>	
Number of Groups:	6	4	
Revenue Arrived:	\$165,774	\$371,268	-55%
Projected Commission:	\$5,482	\$36,583	-85%
Room Nights:	1185	541	119%
Number of Delegates:	735	220	234%
Arrived Group Types:	2 Assoc. 2 Smerf, 2 Film	1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>September-12</u>	<u>September-11</u>	
<u>Number of Groups Booked:</u>	8	5	60%
Revenue Booked:	\$145,737	\$464,992	-69%
Projected Commission:	\$8,299	\$46,076	
Room Nights:	910	1758	-48%
Number of Delegates:	368	823	-55%
Booked Group Types:	1 Corp, 5 Assoc., 2 Film	3 Corp, 1 Smf,	
Lost Business, # of Groups:	2	0	

<u>Arrived in the month</u>	<u>September-12</u>	<u>September-11</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$124,013	\$371,268	-67%
Projected Commission:	\$13,900	\$36,583	-62%
Room Nights:	689	541	27%
Number of Delegates:	347	220	58%
Arrived Group Types:	4 Corp., 2 Assoc., Smf	1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>August-12</u>	<u>August-11</u>	
<u>Number of Groups Booked:</u>	1	5	-80%
Revenue Booked:	\$2,902	\$464,992	-99%
Projected Commission:	\$0	\$46,076	
Room Nights:	25	1758	-99%
Number of Delegates:	25	823	-97%
Booked Group Types:	1 Film Crew	3 Corp, 1 Smf, .	
Lost Business, # of Groups:	3	0	

<u>Arrived in the month</u>	<u>August-12</u>	<u>August-11</u>	
Number of Groups:	6	4	
Revenue Arrived:	\$372,770	\$371,268	0%
Projected Commission:	\$23,733	\$36,583	-35%
Room Nights:	2033	541	276%
Number of Delegates:	656	220	198%
Arrived Group Types:	2 Corp, 2 Assoc., 1Smf 1 Film Crew	1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>July-12</u>	<u>July-11</u>	
<u>Number of Groups Booked:</u>	9	5	80%
Revenue Booked:	\$168,743	\$737,507	-77%
Projected Commission:	\$6,118	\$36,875	-83%
Room Nights:	953	2873	-67%
Number of Delegates:	379	890	-57%
Booked Group Types:	5 Corp, 1 Assoc. 3 Smerf	1 Corp, 4 Assoc	
Lost Business, # of Groups:	4	0	

<u>Arrived in the month</u>	<u>July-12</u>	<u>July-11</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$82,912	\$61,096	36%
Projected Commission:	\$0	\$4,855	
Room Nights:	426	541	-21%
Number of Delegates:	192	220	-13%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp., 1 Assoc.	

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2013/14:	\$1,924,368	\$1,200,000
For 2014/15:	\$5,111,391	\$800,000

NUMBER OF LEADS Generated as o 6/30/13: 171

Total Number of Leads Generated in Previous Years:

2011/2012: 119
2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

Monthly Report June 2013

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 12/13

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 6/30/13:	\$579,253	\$80,604	619%
Forecasted Commission for this Revenue:	\$18,546	\$9,462	96%
Number of Room Nights:	5851	798	633%
Number of Delegates:	2235	416	437%
Annual Commission Projection:	\$16,000	\$15,000	

<u>Monthly Detail/Activity</u>	<u>June-13</u>	<u>June-12</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$2,520	\$21,420	-88%
Projected Commission:	\$0	\$2,142	-100%
Room Nights:	17	200	-92%
Number of Delegates:	20	150	-87%
Booked Group Types:	1 Smf	1 Corp, 1 Smerf	

<u>Arrived in the month</u>	<u>June-13</u>	<u>June-12</u>	
Number of Groups:	4	0	
Revenue Arrived:	\$72,639	\$0	
Projected Commission:	\$6,353	\$0	
Room Nights:	640	0	
Number of Delegates:	450	0	
Arrived Group Types:	1 Corp., 2 Assoc. 1 Smf		

<u>Monthly Detail/Activity</u>	<u>May-13</u>	<u>May-12</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$2,943	\$35,424	-92%
Projected Commission:	\$441	\$5,313	-92%
Room Nights:	30	240	-88%
Number of Delegates:	10	110	-91%
Booked Group Types:	1 Corp.	1 Corp, 1 Smerf	

<u>Arrived in the month</u>	<u>May-13</u>	<u>May-12</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$7,488	\$0	
Projected Commission:	\$1,123	\$0	
Room Nights:	78	0	
Number of Delegates:	45	0	
Arrived Group Types:	1 Tour Operator		

Monthly Detail/Activity	<u>April-13</u>	<u>April-12</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$28,620	\$45,432	-37%
Projected Commission:	\$0	\$2,271	-100%
Room Nights:	200	370	-46%
Number of Delegates:	95	250	-62%
Booked Group Types:	1 Corp.	1 Assoc.	

<u>Arrived in the month</u>	<u>April-13</u>	<u>April-12</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:			

Monthly Detail/Activity	<u>March-13</u>	<u>March-12</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$7,258	\$0	
Projected Commission:	\$1,088	\$0	
Room Nights:	84	0	
Number of Delegates:	45	0	
Booked Group Types:	1 Tour Operator		

<u>Arrived in the month</u>	<u>March-13</u>	<u>March-12</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$21,729	\$0	
Projected Commission:	\$3,259	\$0	
Room Nights:	281	0	
Number of Delegates:	85	0	
Arrived Group Types:	1 Assoc.		

Monthly Detail/Activity	<u>February-13</u>	<u>February-12</u>	
<u>Number of Groups Booked:</u>	0	2	
Revenue Booked:	\$0	\$166,374	
Projected Commission:	\$0	\$0	
Room Nights:	0	2340	
Number of Delegates:	0	1800	
Booked Group Types:		2 Assoc.	

<u>Arrived in the month</u>	<u>February-13</u>	<u>February-12</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$15,717	\$14,265	10%
Projected Commission:	\$0	\$1,510	-100%
Room Nights:	102	85	20%
Number of Delegates:	70	150	-53%
Arrived Group Types:	1 TA	2 Corp	

Monthly Detail/Activity	<u>January-13</u>	<u>January-12</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$20,943	\$9,997	109%
Projected Commission:	\$644	\$0	
Room Nights:	130	92	41%
Number of Delegates:	85	70	21%
Booked Group Types:	1 Assoc. 1 Smf	1 Corp.1 Smf	
<u>Arrived in the month</u>	<u>January-13</u>	<u>January-12</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:			

Monthly Detail/Activity	<u>December-12</u>	<u>December-11</u>	
<u>Number of Groups Booked:</u>	0	1	
Revenue Booked:	\$0	\$9,423	
Projected Commission:	\$0	\$1,413	
Room Nights:	0	30	
Number of Delegates:	0	120	
Booked Group Types:		1 Corp.	
<u>Arrived in the month</u>	<u>December-12</u>	<u>December-11</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$401,031	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	4345	0	
Number of Delegates:	1200	0	
Arrived Group Types:	1 Assoc.		

Monthly Detail/Activity	<u>November-12</u>	<u>November-11</u>	
<u>Number of Groups Booked:</u>	0	0	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:			
<u>Arrived in the month</u>	<u>November-12</u>	<u>November-11</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:			

Monthly Detail/Activity	<u>October-12</u>	<u>October-11</u>	
<u>Number of Groups Booked:</u>	2	0	
Revenue Booked:	\$18,731	\$0	
Projected Commission:	\$426	\$0	
Room Nights:	167	0	
Number of Delegates:	113	0	
Booked Group Types:	1 Corp., 1 Tour Operator		
<u>Arrived in the month</u>	<u>October-12</u>	<u>October-11</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$8,573	\$15,354	-44%
Projected Commission:	\$0	\$767	-100%
Room Nights:	66	132	-50%
Number of Delegates:	180	90	100%
Arrived Group Types:	1 Smerf	1 Smf	

Monthly Detail/Activity	<u>September-12</u>	<u>September-11</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$21,917	\$4,455	392%
Projected Commission:	\$1,113	\$668	67%
Room Nights:	206	50	312%
Number of Delegates:	302	50	504%
Booked Group Types:	1 Assoc. and 1 Smf		
<u>Arrived in the month</u>	<u>September-12</u>	<u>September-11</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$10,648	\$4,459	139%
Projected Commission:	\$1,597	\$668	139%
Room Nights:	104	47	121%
Number of Delegates:	75	50	50%
Arrived Group Types:	1 Assoc. and 1 Smf.		

Monthly Detail/Activity	<u>August-12</u>	<u>August-11</u>	
<u>Number of Groups Booked:</u>	0	0	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:		0	
<u>Arrived in the month</u>	<u>August-12</u>	<u>August-11</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$31,325	\$33,959	
Projected Commission:	\$4,698	\$5,093	
Room Nights:	175	372	
Number of Delegates:	90	75	
Arrived Group Types:	1 Corp.	1 Govt.	

Monthly Detail/Activity	<u>July-12</u>	<u>July-11</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$5,004	\$0
Projected Commission:	\$500	\$0
Room Nights:	40	0
Number of Delegates:	40	0
Booked Group Types:	1 Assoc.	0
Lost Business, # of Groups:	0	2
<u>Arrived in the month</u>	<u>July-12</u>	<u>July-11</u>
Number of Groups:	1	0
Revenue Arrived:	\$10,103	\$0
Projected Commission:	\$1,515	\$0
Room Nights:	60	0
Number of Delegates:	40	0
Arrived Group Types:	1 Smerf	0

NUMBER OF LEADS Generated as of 6/30/13: 171

Total Number of Leads Generated in Previous Years:

2011/2012: 119
2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205



north lake tahoe

Chamber | CVB | Resort Association

DATE: August 7, 2013
TO: Board of Directors
FROM: Ron Treabess, Director of Community Partnerships and Planning
SUBJECT: Monthly Activity Report—July, 2013

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Resort Triangle Transportation Vision Coalition

- The sub-committee meeting of the Resort Triangle Transportation Vision Coalition (organizations that committed at Summit) met July 25th. The group continued to refine the desired level of service and the most realistic ways to fund the program.
- The Coalition is still on schedule to conduct the second area-wide Transit Summit in October to share and review suggested transit vision and recommended funding methodologies.
- An initial economic benefit will be prepared to inform partners of the value from desired level of service proposal.
- The full Coalition will meet August 1st, following the monthly TMA meeting.

2. North Lake Tahoe Express

- The full F.Y. 2012/13 ridership and financial figures will be available for review in early August.

3. Regional Coordinated Skier Shuttle Program

- There was a meeting with stakeholders and funding partners on July 25th to discuss a scenario describing the suggested program, methodology and cost for a second pilot year to possibly continue the Skier Shuttle Program.
- The stakeholders agreed in principal to a 2-bus shuttle service that would be provided by TART serving the North Shore/Incline to Squaw Valley and the West Shore. Proposed funding partners will be Homewood, Squaw Valley, and NLTRA.
- Funding percentages still need to be agreed upon and approved by the entities.

4. North Lake Tahoe Water Shuttle

- Service commenced on June 27th and run until September 22nd.
- Improved reservation system is in place and working well.
- Walk-on availability without reservation is about 30% of passengers
- Overall ridership is up over 70% for the season.
- Later service allowing for dinner use is very popular.

5. Summer Night Rider Shuttle Service

- Summer Night Rider program began June 27th and is providing extended hours from 11:00 pm until 2:00 am, as was provided during winter.
- A contract extension has been finalized between Airport Mini bus and the Tahoe Transportation District. The TMA is managing the service.
- Ridership continues to increase and is up 25% for the same number of days and hours as 2012.

6. North Lake Tahoe Tourism Development Master Plan Revision

- Two resource studies will require review and revisions to provide necessary data for the process of updating the 1995 and 2004 Master Plans into a 2013 North Lake Tahoe Tourism Development Master Plan.
- With the renewal of the TOT measure, this Master Plan, with updates through annual work plans, will provide NLTRA direction for the next 10 years
- One resource study report to be revised is *The Economic Significance of Travel to the North Lake Tahoe Area 2003-2008p*. The approved cost for consultant preparation is \$24,500. The consultant is Dean Runyan Associates.
- The second resource study report will allow updating of the situational analysis section in the Master Plan. It involves reviewing recent (2008, 2011) visitor tracking and survey results for summary and adequacy, preparing current other destination competitive analyses, and a strategic discussion of North Lake Tahoe's destination competitiveness, including as related to funding. The approved cost for consultant preparation is up to \$5200. The consultant is Strategic Marketing Group.
- A draft of this report has been received and reviewed with the Strategic Marketing Group
- Both studies will be completed by September, 2013
- NLTRA funding not to exceed \$29,700 has been approved by the Placer County Board of Supervisors. Funding will be appropriately split between marketing, infrastructure, and research and planning.

7. North Lake Tahoe Community House

- At its July 23rd meeting, the Board of Supervisors approved the infrastructure funding request to assist in the development of the Community House in Kings Beach. The \$400,000 allocation will be provided in annual payments over the next three years.

8. Regional Wayfinding Signage Phase One Installation

- At its July 23rd meeting, the Board of Supervisors approved the \$150,000 infrastructure funding request to fabricate and install 18 wayfinding signs in Caltrans easement locations in North Lake Tahoe.
- Staff is meeting with Caltrans and DPW to develop a Scope of work, initiate a RFP process, and receive Caltrans review to enable Encroachment Permit application.

9. Lighthouse TART Bus Shelter

- At its July 23rd meeting, the Board of Supervisors approved a contract with Orlando Enterprises to construct this bus shelter.
- The new shelter will be completed this fall.

10. Ironman Lake Tahoe Traffic Management Funding Request

- A \$20,000 funding request to partially fund the \$101,000 traffic control and safety program necessary for this September 22nd Special Event will be presented at the July 29th Joint Committee.
- This meets the NLTRA Strategic Goal to provide some infrastructure funding for appropriate special event needs.

11. Squaw Valley Entrance Bus Shelter

- Recent discussions between Placer County, the SV Museum Foundation Board, and NLTRA have determined that the location options for the Olympic Museum with visitor information function will not interfere with construction of a replacement bus shelter.
- Existing funding of \$46,968 remains from previous NLTRA and BOS approval to construct Squaw Valley bus shelter
- The Joint Committee reconfirmed that this funding should be used for this new shelter
- DPW will prepare site design and project schedule with estimate of necessary funding, identifying any shortages.
- It is understood that staff may need to pursue additional funding. Some private funding may be available.

12. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be **Monday, August 26, 2013, starting at 1:30 p.m.**, at TCPUD.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- Tuesday Morning Breakfast Club
- TNT/TMA Board Meeting
- Transportation Vision Sub-Committee Meeting
- Transportation Visioning Coalition Committee Meeting
- Tahoe Transportation District Board Meeting

- Lake Tahoe Partnership Meeting
- Coordinated Skier Shuttle Funding Partners Meeting
- Kings Beach Visioning Workshop
- Board of Supervisors Meeting
- Placer/Tahoe City Economic Development Meeting
- Placer county Accounting Dept. Meeting
- Olympic Museum Board/Placer county Meeting
- Board of Supervisors Reception
- Ice Skating Rink Proposal Committee
- DPW/Caltrans/ Wayfinding Signage Meeting
- Lake Tahoe Partnership Meeting
- Tahoe City Golf Course Oversight Committee