



# north lake tahoe

Chamber | CVB | Resort Association

## Agenda and Meeting Notice The North Lake Tahoe Resort Association Board of Directors Wednesday September 3, 2014 – 8:30 a.m. – 10:30 a.m. Tahoe City Public Utility District

### NLTRA Mission

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

### 2014

#### Board Members

**Wally Auerbach**  
(Chair)  
*Auerbach Engineering*

**Phil GilanFarr**  
*CB's Pizza & Grill*

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

**Brendan Madigan**  
*Alpenglow Sports*

**Joseph Mattioli**  
*The Ritz-Carlton*

**Valli Murnane**  
(Secretary)  
*Tahoe XCcountry*

**Ron Parson**  
(Treasurer)  
*Granlibakken*

**Bill Rock**  
*Northstar*

**David Tirman**  
*JMA Ventures, LLC*

**Jennifer Merchant**  
*Placer County*

*Placer BOS Appointee*

**TRPA**  
(Ex-officio)

### 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. 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.

1. **Board Meeting Minutes – August 6, 2014**

All committee meeting briefs are provided for informational purposes only. Minutes are available at [www.nltra.org](http://www.nltra.org)

2. **Capital Investment/Transportation Committee – August 18, 2014**
3. Marketing Committee – No Meeting in August
4. **Business Association and Chamber Collaborative – August 13, 2014**
5. Lodging Committee – No meeting in August
6. Conference Sales Directors Committee – No Meeting in August
7. **Finance Committee – August 28, 2014**
8. **Executive Committee Report – August 26, 2014**
9. **Financial Reports – July (July financials will not be ready for approval until October)**

1. **Dashboard and project reports**
2. **Conference equity annual report (2012/13)**

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

10. **Conference Sales Reports**
11. **Capital Investment/Transportation Activity Report – August**
12. **CEO Report - August**

E. STRATEGIC DISCUSSION ITEMS (1.0 hour)

13. Draft Membership Business Plan – Ginger Karl, Sandy Evans Hall (50 minutes)

14. Master Plan Update – Sandy Evans Hall (10 minutes)

F. ACTION ITEMS (20 minutes)

15. Special Event Application Changes – Judy Lavery **MOTION** (10 minutes)

16. Approval to sign commitment with Design Workshop for up to \$25,000 pending review by Master Plan Task Force – Sandy Evans Hall **MOTION** (10 minutes)

G. STAFF REPORTS (30 minutes)

17. Destimetrics Report – Andy Chapman (10 minutes)

18. IRONMAN Lake Tahoe – Andy Chapman (15 minutes)

19. BACC and Chamber Update – Ginger Karl (5 minutes)

H. DIRECTORS' COMMENTS (5 minutes)

I. MEETING REVIEW AND STAFF DIRECTION (5 minutes)

J. CLOSED SESSION (If necessary)/RECONVENE TO OPEN SESSION

K. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, , 2014



## north lake tahoe

Chamber | CVB | Resort Association

### THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday, August 6, 2014 – 8:30 am – 11:00 am

Tahoe City Public Utility District-Board Room

#### MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Wally Auerbach, Phil GilanFarr, Kali Kopley, Ron Parson, David Tirman, Jennifer Merchant

**COMMITTEE MEMBERS NOT PRESENT:** Brendan Madigan, Joseph Mattioli, Bill Rock

**RESORT ASSOCIATION STAFF:** Sandy Evans Hall, Ron Treabess, Marc Sabella, Andy Chapman, Ginger Karl, Kalie Ceglia

**OTHERS IN ATTENDANCE:** Joy Doyle, Stacie Lyans

#### **A. CALL TO ORDER – ESTABLISH QUORUM**

The meeting was called to order at 8:45 am by Chair Wally Auerbach and a quorum was established.

#### **B. AGENDA AMENDMENTS AND APPROVAL**

1. Agenda Additions and/or Deletions
  - Jennifer Merchant requested to pull item D-7 (Finance Committee Report) from the Agenda
  - Ron Parson recommends forwarding the unaudited financials to audit and to adopt the Budget
  - Chamber is to bring to the next meeting how they will address bringing the budget into balance with the Membership Department

**M/S/C (Kopley/GilanFarr) (6-0-0) to approve the agenda, with items taken out of order if necessary.**

#### **C. PUBLIC FORUM**

- No Public Forum

#### **D. CONSENT CALENDAR – MOTIONS (5 min)**

1. **Board Meeting Minutes – June 25, 2014**
2. **Capital Investment/Transportation Committee – July 28, 2014**
  1. **Funding of \$2,255 for Truckee River Corridor Clean Up, approved by CI/T 13-0**
  2. **1 Year Funding of \$18,600 annually for Pedestrian Safety Maintenance , approved by CI/T 13-0**
3. **Marketing Committee – July 29, 2014**
4. **Business Association and Chamber Collaborative – July 9, 2014**

D-1.1

5. **Lodging Committee – Meeting is June 25, 2014**
6. Conference Sales Directors Committee – No meeting in June
7. **Finance Committee Report– July 31, 2014**
8. **Executive Committee Report – July 22, 2014**
9. **Financial Reports- June -EOY**
  1. **Dashboard and project reports**

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

10. **Conference Sales Reports**
11. **Capital Investment/Transportation Activity Report – July**
12. **CEO Report- July**

**M/S/C (Parson/Merchant) (6-0-0) to approve the consent calendar, with items taken out of order if necessary**

#### **E. STRATEGIC DISCUSSION ITEMS**

13. Capital Investment/Transportation Work Plan and Process Changes – Ron Treabess
  - Submitted to the Board by Ron Treabess for review as 'Draft' Plan , modifications will be made throughout the year as needed
  - Wally requested clarification of 'maintenance projects' in the Work Plan and the projects to be funded as such
14. Funding for Marketing, Transportation, and Capital Investments (continued from Board Retreat)-to be moved to the October Board Meeting
15. Master Plan Update – Sandy Evans Hall
  - Sandy Evans Hall outlined the reformatted chapters in the Master Plan Update as provided by Seana Doherty
  - Goal is to take Chapter 2 which includes data analysis and Chapter 4 which includes recommendations out to community to do an outreach piece
  - Public Outreach which will provide more information for Chapter 4 of the Work Plan is to be backed up until October 24<sup>th</sup> - November 15<sup>th</sup>
  - The public workshops will be in all 5 communities

#### **F. ACTION ITEMS**

16. 2014-15 Placer County Contract and Scope of Work Approval – Sandy Evans Hall, Jennifer Merchant **MOTION**

**M/S/C (Parson/Kopley) (5-0-1) to approve the 2014-15 Placer County Contract and Scope of Work**  
Jennifer Merchant abstained
17. 2014-15 NLTRA Budget Approval – Sandy Evans Hall, Marc Sabella **MOTION**

**M/S/C (Parson/Merchant) (6-0-0) to approve the 2014-15 NLTRA Budget**

  - **Item D-7 Finance Committee Report– July 31, 2014 Included**
18. Marketing Committee Appointments Approval – Andy Chapman **MOTION**

**M/S/C (GilanFarr/Kopley) (6-0-0) to approve the Marketing Committee Appointments**

  - Andy gave the Board an overview of potential candidates for the Marketing Committee appointments to be made
  - Marketing Committee recommendation was to appoint Paul Raymore and Larry Colton

19. Strategic Goals and Action Plan Approval – Sandy Evans Hall **MOTION**

**M/S/C (Parson/GilanFarr) (5-0-1) to approve the Strategic Goals and Action Plan**

Jennifer Merchant abstained

- Jennifer questioned whether the goals are all measurable

**G. DIRECTORS' COMMENTS- None**

**I. MEETING REVIEW AND STAFF DIRECTION-**

- Ron to provide Maintenance Operation and Criteria back to the Board in October 1<sup>st</sup> Meeting
- The Chamber will provide the Draft Business Plan, at the September 4th Meeting (The budget revision will take place following the Business Financial Plan approval and Fund Balance allocation approval)

**J. CLOSED SESSION (if necessary)**

**K. RECONVENE TO OPEN SESSION**

**L. ADJOURNMENT**

The meeting adjourned at 10:00am.

Submitted by  
Kalie Ceglia  
Executive Assistant  
NLT Chamber/CVB/Resort Association



**north lake tahoe**

Chamber | CVB | Resort Association

**COMMITTEE: Capital Investment and Transportation Committee**

**MEETING DATE: August 18, 2014**

**BOARD MEMBERS PRESENT: David Tirman, John Bergmann, Wyatt Ogilvy, John Pang, Brian Stewart, Dan Wilkins, Jaime Wright**

**ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:**

- Keith Voght to make application for funding for Visual and Performing Arts Theater in September Board of Directors Meeting

**MOTIONS MADE/VOTE:**

- No motions



**north lake tahoe**

Chamber | CVB | Resort Association

**COMMITTEE: Business Association and Chamber Collaborative**

**MEETING DATE: August 13, 2014**

**BOARD MEMBERS PRESENT: Kali Kopley, Caroline Ross, Stephen Lamb, Stacie Lyans, Amber Burke, Joy Doyle, Michael Gelbman**

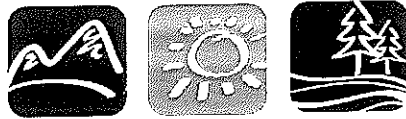
**ACTION ITEMS/SUGGESTIONS TAKEN/REQUESTED:**

- October 8<sup>th</sup>, date set for Grant Application reviews
- Touch the Lake creative to begin
- Michael, Ginger, Joy, Stacie, and Nate to be on the Touch the Lake sub-committee
- Amber to get recap from Nate regarding the Peak your Adventure campaign

**MOTIONS MADE/VOTE:**

- M/S/C (Gelbman/Doyle) (7-0-0) to approve the Special Event Grant 50K Criteria and Scoring System

D-4.1



## north lake tahoe

Chamber | CVB | Resort Association

### NLTRA Executive Committee

Tuesday, August 26, 2014

7:30 a.m.

NLTRA Offices

### Report

Present: Kali Kopley, Ron Parson

#### A. Open Session

1. Items for Board Retreat Agenda – September 3  
**Sandy discussed the draft agenda for September and it was decided to move the IRONMAN discussion to Staff Reports rather than keeping it under Strategic Discussion. Sandy shared that there have been some issues with the KBSRA and we may need to look at alternative sites for next year. The permit has been signed for this year. Q&D will be moving all equipment to CalNeva and laying a couple inches of asphalt on the construction site for the transition tent. IRONMAN and NLTRA have agreed to split the cost of the asphalt.**
2. Strategic Discussion ideas – Squaw Valley, Funding Mechanisms, Board Development, Other?  
**October discussion topics will be those that we started in August but need completion and need to wait for Ron Treabess and Wally Auerbach to return from France. We also are waiting for David Boesch to return to provide a report on E. Placer revenues and expenses.**
3. Additional Requests for Board Agenda:
  - a. Placer County (TOT Audit – Jerry Gamez) requested by Jennifer Merchant (she's looking into the appropriate time and will get back to me)  
**Sandy will follow up with Jennifer to identify the appropriate time for Jerry to present.**
4. Master Plan Update
  - a. Consultant update  
**A consulting firm of Agnew: Beck provided a preliminary proposal to help us complete the Master Plan with data analysis and connections to the recommendations for <\$25K. Jennifer Merchant would like us to get a proposal from Design Workshop as well which we are currently doing. Sandy thought that public outreach might be difficult to do during the winter months and might delay**

D-8.1



**the final product until early summer. Ron disagreed and thought we should do the outreach in the winter and keep the project moving forward.**

5. Staffing Changes – Kim Lambert / Jennifer Little  
**Jennifer Little has been hired to replace Kim Lambert as the staff accountant and training is going on now.**
6. Annual Report – Should be wrapped up this month, distribution mid-September  
**Sandy passed out the most recent proof of the Annual Report and said that the final proof had just been sent to Sand Box.**

**Special Events  
Departmental Report  
August 2014**

**IRONMAN**

Finished up IMLT calendar of special events and offers for the Spectator Guide.  
Finalized the IMLT Dine Around program from inception to contracts.

**WONDERGRASS TAHOE BLUEGRASS FESTIVAL**

Met with the principals of Bonfire Entertainment and discussed marketing strategy, cross promotions, social and pr pushes. Also started strategizing on room blocks/comps etc. Wondergrass and Squaw finally came to an agreement to stage the concert at Squaw late March 2015.

**USA CYCLING 2015**

Working closely with the event directors on tweaking race days for a better fit for the communities that will be impacted by the event. A race director is to be hired by the end of the month and then we will start meetings with the various county offices and permitting agencies.

**AUTUMN FOOD AND WINE**

Having wrap up meetings with the Northstar event staff and going over the details of seminars, lodging, ticket sales and operational plans.

**SPECIAL EVENT GRANT FUND APPLICATION CHANGES**

Restructured the SE Grant Application and Criteria with the SE/BACC task force. The BACC committee approved the changes on the SE Grant Criteria and application and it will be sent to the September board meeting for approval.

**WEB**

Cleaning up duplicate event entries and doing updates and fixes on pages where there are errors or stale information. Working with SOT, Andy, Bill Hoffman, Shelley and the web team on the new website architecture

KEY METRICS FOR JULY 31, 2014

MTRiP Reservations Activity		FY 13/14	FY 14/15	Change
Occupancy during July		69.5%	72.8%	4.7%
ADR July (Average Daily Rate)	\$	250	\$	265
Occupancy Forecast August		56.1%	61.9%	10.3%
ADR August (Average Daily Rate)	\$	239	\$	260
Occupancy (prior 6 months)		47.2%	48.5%	2.8%
ADR (prior 6 months)	\$	227	\$	235
Occupancy (next 6 months)		24.5%	22.3%	-9.0%
ADR (next 6 months)	\$	231	\$	234
Incremental Pacing for July		9.0%	5.4%	-40.0%

Unemployment	July 2013	December 2013	July 2014
California	8.8%	8.3%	7.8%
Placer County	7.8%	7.1%	6.5%
Dollar Point	9.1%	8.3%	7.6%
Kings Beach	7.8%	7.1%	6.5%
Sunnyside/Tahoe City	9.1%	8.3%	7.6%
Tahoe Vista	13.1%	12.0%	11.0%

Conference Revenue Statistics Fiscal July 1, 2013 to June 30, 2014

	2012-13		2013-14		YOY % Change
	Actuals	Forecasted	Actuals	Forecasted	
FORWARD LOOKING (2013/14)					
Total Revenue Booked through April	\$	2,113,783	\$	2,821,632	33%
Forecasted Commission for this Revenue		60,444		173,580	187%
Number of Room Nights		8,361		12,385	48%
Number of Tentative Bookings		96		105	9%
CURRENT					
Annual Revenue Goal	\$	1,750,000	\$	2,750,000	57%
Annual Commission Goal	\$	75,000	\$	150,000	100%

Conference Revenue And Percentage by County:

Placer (53% of revs in '13, 70% in '14)	\$	1,114,907	\$	1,981,316	78%
Washoe ('13: 19%, '14: 9%)	\$	407,562	\$	266,099	-35%
South Lake ('13: 27%, '14: 17%)	\$	580,965	\$	476,488	-18%
Nevada ('13: 1%, '14: 4%)	\$	10,359	\$	97,729	843%
Total Conference Revenue	\$	2,113,783	\$	2,821,632	33%

Total TOT Collections by Quarter 2008 - 2014 (through July 31, 2014)	Quarter				Total
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	
2008-09	\$ 3,266,869	\$ 1,478,424	\$ 2,743,430	\$ 1,169,143	\$ 8,651,866
2009-10	\$ 2,815,626	\$ 1,633,431	\$ 3,605,526	\$ 1,190,129	\$ 9,244,712
2010-11	\$ 3,242,663	\$ 2,107,554	\$ 3,776,990	\$ 1,361,343	\$ 10,488,550
2011-12	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2012-13	\$ 3,882,502	\$ 2,103,503	\$ 4,263,446	\$ 1,440,039	\$ 11,689,490
2013-14	\$ 4,523,089	\$ 2,144,783	\$ 3,560,029	\$ 1,433,350	\$ 11,661,251
Total	\$ 21,414,094	\$ 11,262,328	\$ 21,109,095	\$ 8,142,228	\$ 53,275,879

VISITOR INFORMATION STATISTICS FOR FISCAL YEAR 2013 - 2014					
Referrals (July 13 - July 14)	2012/2013		2014/15		YOY % Change
	2012	2013	July Only	July Only	
Tahoe City:					
Walk In	12,188	36,819	48,338	7,688	31.29%
Phone	2,912	2,997	2,903	415	-3.24%
Kings Beach (Walk In Only)	2,995	3,014	5,278	1,146	42.90%
Reno (Walk In - Thru Dec)	1,660	1,793	3,834	-	113.83%

Infrastructure Fund Balances Held by Placer County as of 6/30/14

Contracts In:	
FY 2010-11	\$ -
FY 2011-12	\$ -
FY 2012-13	\$ -
FY 2013-14	\$ 1,348,042
Total Fund Balances	\$ 1,348,042

Chamber Of Commerce Total Membership

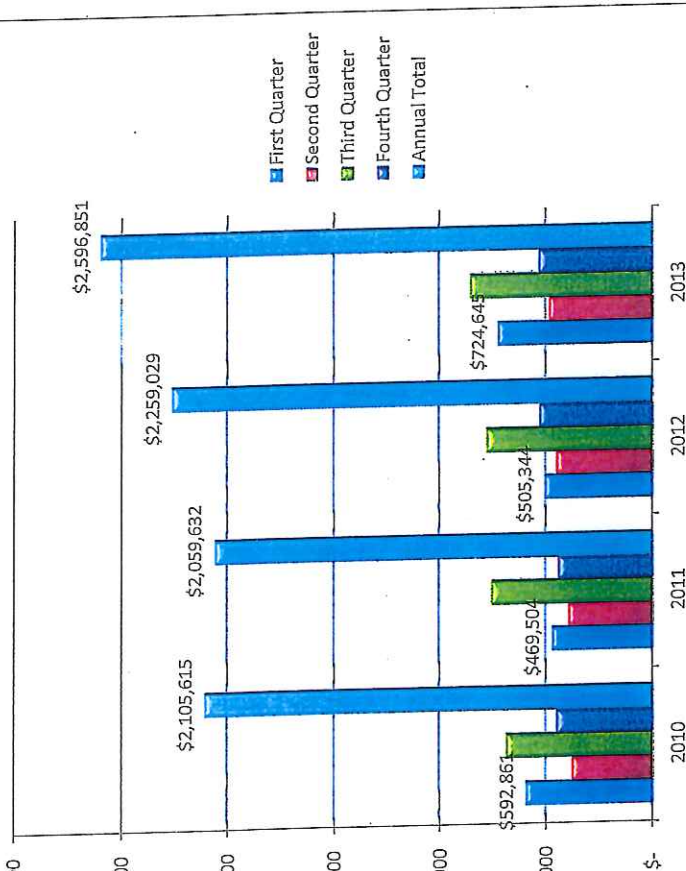
December 2012	451
June 2013	465
July 2014	462

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

Quarter	2010	2011	2012	2013	YOY % Change
First (JFM)	\$ 592,861	\$ 469,504	\$ 505,344	\$ 724,645	43.4%
Second (AMJ)	\$ 376,497	\$ 391,536	\$ 446,802	\$ 483,665	8.3%
Third (JAS)	\$ 687,963	\$ 757,531	\$ 777,413	\$ 855,892	10.1%
Fourth (OND)	\$ 448,294	\$ 441,061	\$ 529,470	\$ 532,649	0.6%
Total	\$ 2,105,615	\$ 2,059,632	\$ 2,259,029	\$ 2,596,851	15.0%

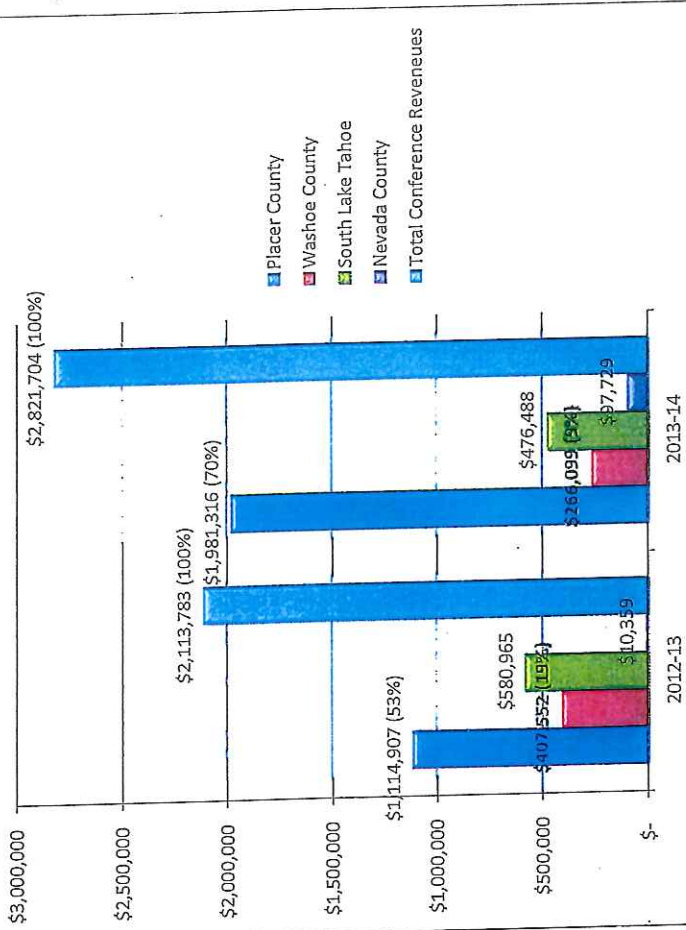
D-9-1.1

### Annual Sales Tax Revenue - Lake Tahoe (Calendar Year Basis)



Quarter	2010	2011	2012	2013	YOY % Change
First Quarter (JFM)	\$ 592,861	\$ 469,504	\$ 505,344	\$ 724,645	43.4%
Second Quarter (AMJ)	\$ 376,497	\$ 391,536	\$ 446,802	\$ 483,665	8.3%
Third Quarter (JAS)	\$ 687,963	\$ 757,531	\$ 777,413	\$ 855,892	10.1%
Fourth Quarter (OND)	\$ 448,294	\$ 441,061	\$ 529,470	\$ 532,649	0.6%
<b>Total</b>	<b>\$ 2,105,615</b>	<b>\$ 2,059,632</b>	<b>\$ 2,259,029</b>	<b>\$ 2,596,851</b>	<b>15.0%</b>

### Conference Revenue Statistics & Revenue Share by County



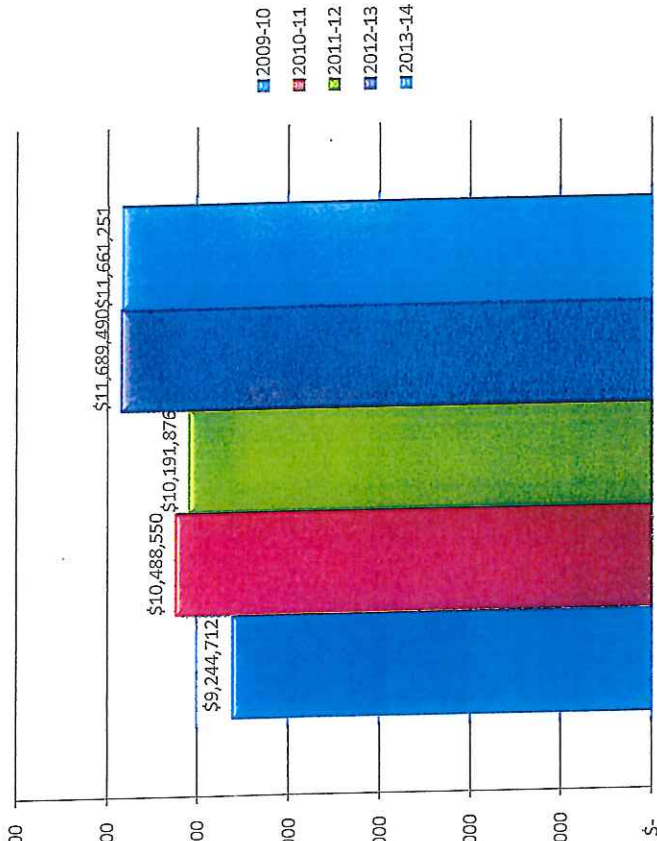
Conference Revenue Statistics Fiscal July 1, 2013 to June 30, 2014			
	2012-13	2013-14	YOY % Change
<b>FORWARD LOOKING (2013/14)</b>	<b>Actuals</b>	<b>Forecasted</b>	
Total Revenue Booked through April	\$ 2,113,783	\$ 2,821,632	33%
Forecasted Commission for this Revenue	60,444	173,580	187%
Number of Room Nights	8,361	12,385	48%
Number of Tentative Bookings	96	105	9%
<b>CURRENT</b>			
Annual Revenue Goal	\$ 1,750,000	\$ 2,750,000	57%
Annual Commission Goal	\$ 75,000	\$ 150,000	100%

Conference Revenue And Percentage by County:

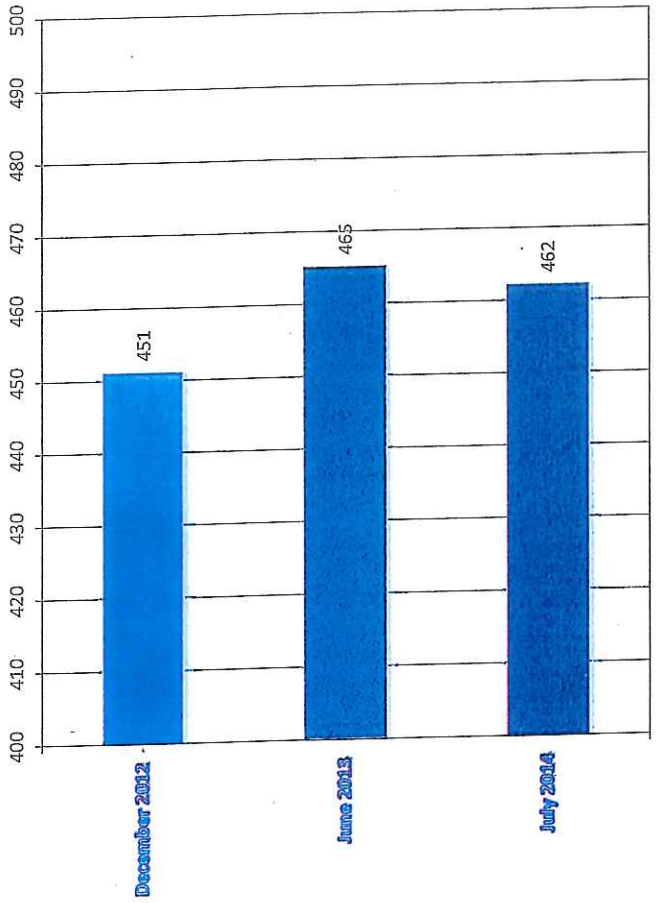
Placer (53% of revs in '13, 70% in '14)	\$ 1,114,907	\$ 1,981,316	78%
Washoe ('13; 19%; '14; 9%)	\$ 407,552	\$ 266,099	-35%
South Lake ('13; 27%; '14; 17%)	\$ 580,965	\$ 476,488	-18%
Nevada ('13; 1%; '14; 4%)	\$ 10,359	\$ 97,729	843%
<b>Total Conference Revenue</b>	<b>\$ 2,113,783</b>	<b>\$ 2,821,632</b>	<b>33%</b>

D-9-1.2

5-Year Annual TOT Collections (Fiscal Year Basis)



Chamber Membership (# of Members)



Total TOT Collections by Quarter 2008 - 2014 (through July 31, 2014)

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
3-09	\$ 3,266,869	\$ 1,478,424	\$ 2,743,430	\$ 1,163,143	\$ 8,651,866
9-9-10	\$ 2,815,626	\$ 1,633,431	\$ 3,605,526	\$ 1,190,129	\$ 9,244,712
0-0-11	\$ 3,242,663	\$ 2,107,554	\$ 3,776,990	\$ 1,361,343	\$ 10,488,550
1-1-12	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2-2-13	\$ 3,882,502	\$ 2,103,503	\$ 4,263,446	\$ 1,440,039	\$ 11,689,490
3-3-14	\$ 4,523,089	\$ 2,144,783	\$ 3,560,029	\$ 1,433,350	\$ 11,661,251
Total	\$ 21,414,094	\$ 11,262,328	\$ 21,109,095	\$ 8,142,228	\$ 53,275,879

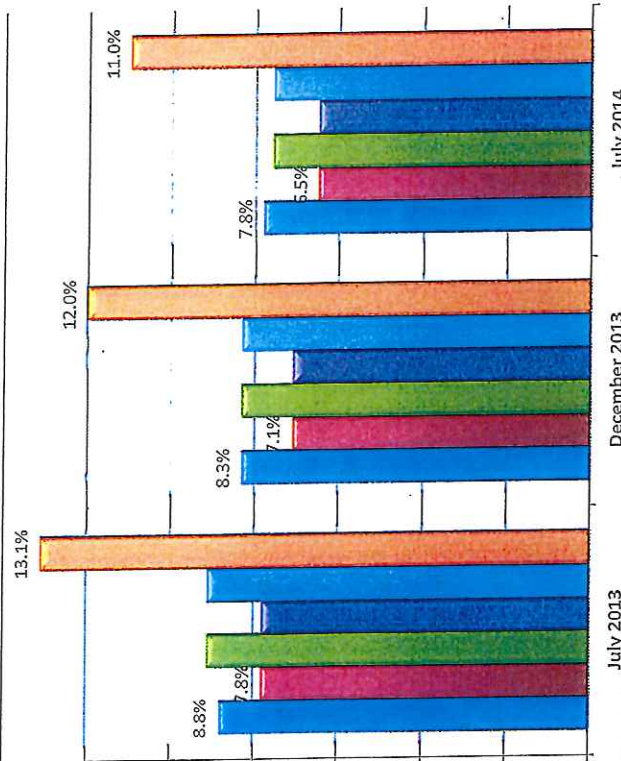
Chamber Of Commerce Total Membership

December 2012	451
June 2013	465
July 2014	462

D-9-1.3

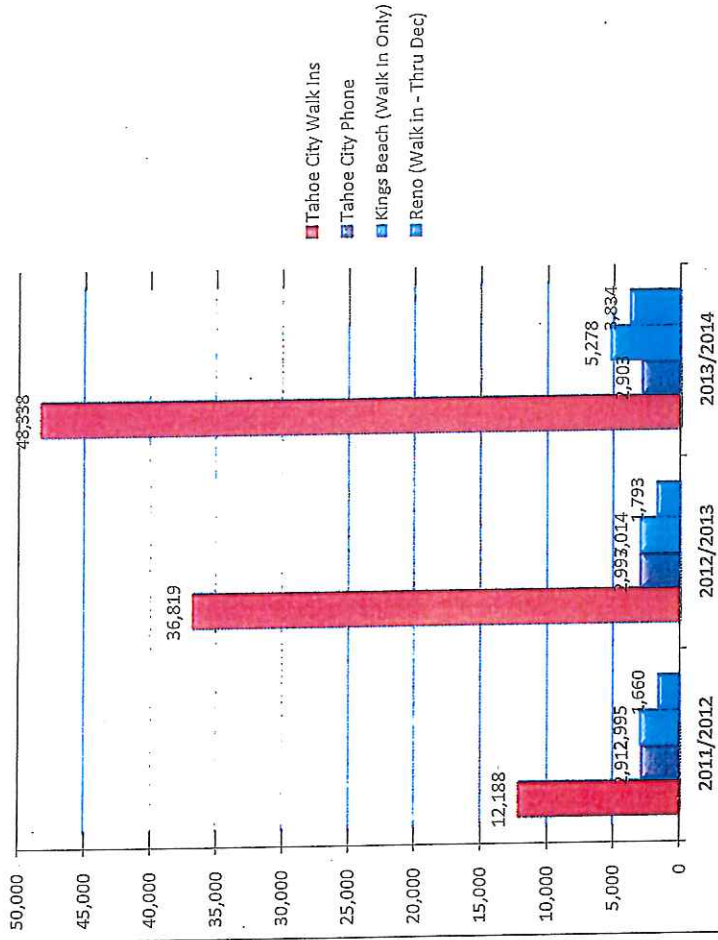
### Unemployment Rates by Region

California - Placer County - Dollar Point - Kings Beach - Sunnyside - Tahoe City - Tahoe Vista



Region	July 2013	December 2013	July 2014
California	13.1%	12.0%	11.0%
Placer County	8.8%	8.3%	7.8%
Dollar Point	7.8%	7.1%	7.8%
Kings Beach	7.8%	7.1%	7.8%
Sunnyside/Tahoe City	7.8%	7.1%	7.8%
Tahoe Vista	7.8%	7.1%	7.8%

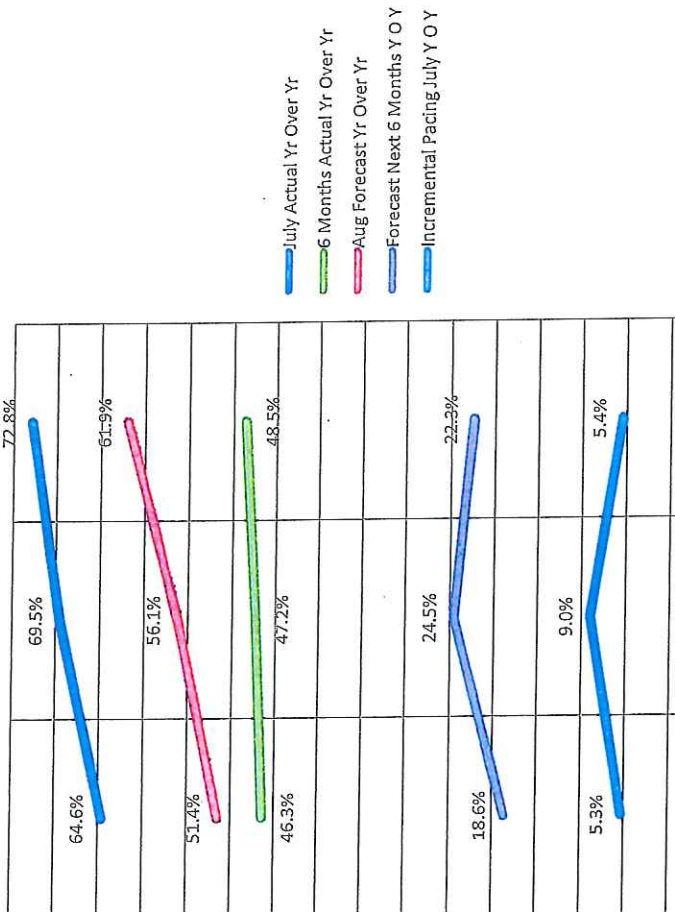
### Visitor Information - Fiscal YTD through June



Referrals (July 13 - July 14)	VISITOR INFORMATION STATISTICS FOR FISCAL YEAR 2013 - 2014		
	2011/2012	2012/2013	2013/2014
Tahoe City:			
Walk In	12,188	36,819	48,338
Phone	2,912	2,997	2,903
Kings Beach (Walk In Only)	2,995	3,014	5,278
Reno (Walk in - Thru Dec)	1,660	1,793	3,834
			YOY % Change
			31.29%
			-3.14%
			75.12%
			113.83%

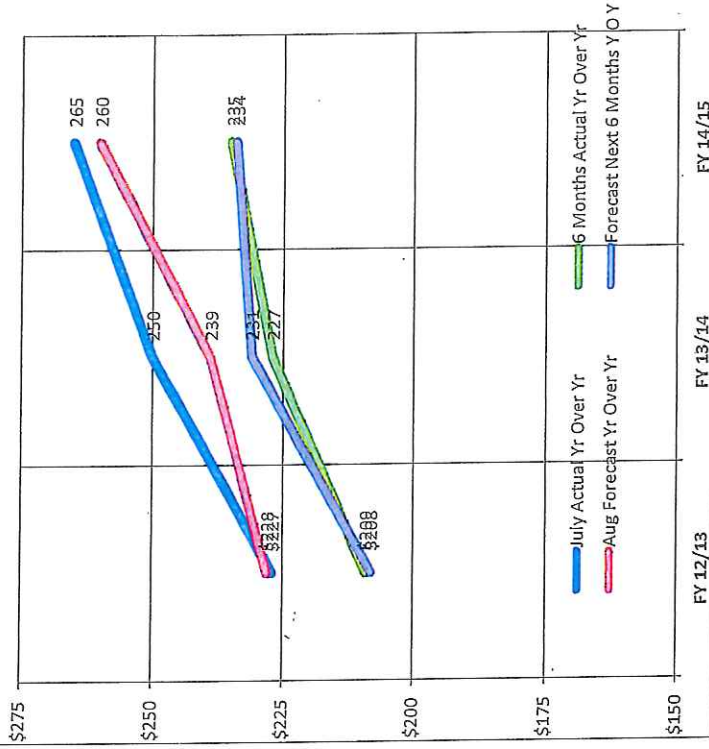
D-9-1.4

### MTRIP Destimetrics Occupancy in NLT Comparisons



MTRIP Reservations Activity	FY 12/13	FY 13/14	FY 14/15	Change
Occupancy during July	69.5%	72.8%	72.8%	4.7%
ADR July (Average Daily Rate)	250	265	265	6.0%
Occupancy Forecast August	56.1%	61.9%	61.9%	10.3%
ADR August (Average Daily Rate)	239	260	260	8.8%
Occupancy (prior 6 months)	47.2%	48.5%	48.5%	2.8%
ADR (prior 6 months)	227	235	235	3.5%
Occupancy (next 6 months)	24.5%	22.3%	22.3%	-9.0%
ADR (next 6 months)	231	234	234	1.3%
Incremental Pacing for July	9.0%	5.4%	5.4%	-40.0%

### MTRIP Destimetrics RevPar in NLT Comparisons



MTRIP Reservations Activity	FY 12/13	FY 13/14	FY 14/15	Change
Occupancy during July	69.5%	72.8%	72.8%	4.7%
ADR July (Average Daily Rate)	250	265	265	6.0%
Occupancy Forecast August	56.1%	61.9%	61.9%	10.3%
ADR August (Average Daily Rate)	239	260	260	8.8%
Occupancy (prior 6 months)	47.2%	48.5%	48.5%	2.8%
ADR (prior 6 months)	227	235	235	3.5%
Occupancy (next 6 months)	24.5%	22.3%	22.3%	-9.0%
ADR (next 6 months)	231	234	234	1.3%
Incremental Pacing for July	9.0%	5.4%	5.4%	-40.0%

D-9-1.5

CONFERENCE EQUITY ANALYSIS SUMMARY SHEET

Analysis of Conferences Expenses As a Percent of Revenue By County (1)

Conference Expense to Room Revenue Ratio By County	2009/2010	2010/2011	2011/2012	2012/2013	4YR Average
Total Net Placer County Conference Expense (2)	\$349,128	\$334,579	\$437,097	\$399,564	\$380,091
Total Net Placer County Room Revenue (5)	\$556,071	\$1,107,888	\$3,830,470	\$1,112,492	\$1,651,730
Placer Conference Expense to Room Revenue Ratio	63%	30%	11%	36%	23%
Total Washoe County Conference Expense (3)	\$116,066	\$117,842	\$115,987	\$128,225	\$119,530
Total Washoe County Room Revenue (5)	\$485,074	\$524,361	\$351,478	\$407,552	\$442,116
Washoe Conference Expense to Room Revenue Ratio	24%	22%	33%	31%	27%

Analysis of Conference Expenses relative to the percentage of Revenue Realized by County

Conference Expense to Conference Revenue Percentage by County	2009/2010	2010/2011	2011/2012	2012/2013	4YR Average
Total Placer County Conference Expense %	75%	74%	79%	76%	76%
Total Placer County Room Revenue (5)	53%	68%	85%	73%	76%
Total Washoe County Conference Expense %	25%	26%	21%	24%	24%
Total Washoe County Room Revenue (5)	47%	32%	8%	27%	24%

- (1) Attachment 1 supports the summary information presented in these charts and is cross referenced to the financial statements in Attachments 2 and 2.1
- (2) Expense data source: audited financial statements 2008-2011 and Budget data from 2011/2012 Draft Budget (Attachment 2 Co-Op Financials, Attachment 2.1 NLTRA Financials)
- (3) Washoe County Conference expense is comprised of two elements, the prorata share based on the funding split and an administrative burden of 16.7% Exec Director salary based on a 2011 audit of the IVCBVCB (Attachment 3)
- (4) YOY increase is attributable to additional sales headcount for 7 months wages/comp as well as a \$27k increase in G&A allocation
- (5) Room revenue and groups booked source data: monthly NLTRA 'ACT' Reports (Attachment 4)

D-9-2.1



ATTACHMENT 1

NLTRA/IVCBVB Funding Split <i>(all funding and expense data supported by NLTRA financial statements)</i>	Ref to Attach 2 and 2.1	2009/2010 Actual	2010/2011 Actual	2011/2012 Actual	2012/2013 Actual	4 Year Average
<b>Funding Split (See Attachment 2)</b>						
NLTRA	a	67%	70%	68%	68%	68%
IVCBVCB	b	33%	30%	30%	32%	31%
<b>Total Conference Expense (See Attachment 2.1)</b>	c	\$453,165	\$470,369	\$473,455	\$464,902	\$465,473
Less:						
Marketing Co-op (See Attachment 2.1)	d	\$199,596	\$228,428	\$154,000	\$133,992	\$179,004
Programs/Conf PUD (See Attachment 2.1)	e	\$15,000	\$8,555	\$10,164	\$8,000	\$10,430
<b>Total Placer Conference Operating Expense</b>	c-d-e=f	\$238,569	\$233,386	\$309,291	\$322,910	\$276,039
<b>Conference Expense from Co-op</b>						
Conference Expense from Co-op (See Attachment 2)	g	\$155,866	\$172,883	\$125,095	\$101,025	\$138,717
Conference Trade Shows (See Attachment 2)	h	\$32,260	\$36,810	\$78,089	\$70,712	\$54,468
<b>Co-op Conf Expense to be Alloc Between Placer and Washoe</b>	g+h=i	\$188,126	\$209,693	\$203,184	\$171,737	\$193,185
<b>Allocated Conference Expense by County</b>						
Washoe	i*b=j	\$61,535	\$63,311	\$60,987	\$54,225	\$60,014
Placer	i*a=k	\$126,591	\$146,382	\$138,642	\$117,391	\$132,252
<b>Gross Total Placer Conf Expense</b>	f+k=l	\$365,161	\$379,768	\$447,933	\$440,301	\$408,291
Less Non-Placer County Commissions (Washoe only from NLTRA Dir of Tourism)	m	\$16,035	\$45,189	\$10,836	\$40,737	\$28,199
<b>Total Net Placer County Conference Expense</b>	l-m=n	\$349,126	\$334,579	\$437,097	\$399,564	\$380,091
<b>Total Washoe Conference Marketing Expense</b>	j	\$61,535	\$63,311	\$60,987	\$54,225	\$60,014
<b>Total Washoe Conference Operations Expense* (see Attachment 3)</b>	o	\$54,531	\$54,531	\$55,000	\$74,000	\$59,516
<b>Total Washoe County Conference</b>	j+o=p	\$116,066	\$117,842	\$115,987	\$128,225	\$119,530
<b>Total Conference Expenses</b>	n+p=q	\$465,191	\$452,421	\$553,084	\$527,789	\$499,621
<b>Total Placer Conference Expense %</b>	n/q	75%	74%	79%	76%	76%
<b>Total Washoe Conference Expense %</b>	p/q	25%	26%	21%	24%	24%

\*amount determined by prior NLTRA audit of IVCBVCB in 2011, utilized same amounts for prior years and 2012 to allow data comparability (See Attachment 3)

Conference Sales by Category (See Attachment 4)	2009/2010	2010/2011	2011/12	2012/13	4YR Average
<b>Groups</b>					
Placer	69%	74%	74%	65%	73%
Washoe	31%	26%	16%	31%	27%
<b>Room Nights</b>					
Placer	57%	76%	80%	74%	79%
Washoe	43%	24%	12%	25%	21%
<b>Room Revenue</b>					
Placer	53%	68%	85%	73%	76%
Washoe	47%	32%	8%	27%	24%

Conference Expense to Conference Revenue Percentage by County	2009/2010	2010/2011	2011/12	2012/13	4YR Average
<b>Total Placer County Conference Expense %</b>	75%	74%	79%	76%	76%
<b>Total Placer County Room Revenue (5)</b>	53%	68%	85%	73%	76%
<b>Total Washoe County Conference Expense %</b>	25%	26%	21%	24%	24%
<b>Total Washoe County Room Revenue (5)</b>	47%	32%	8%	27%	24%

Conference Expense to Room Revenue Ratio By County	2009/2010	2010/2011	2011/12	2012/13	4YR Average
<b>Total Net Placer County Conference Expense (2)</b>	\$349,126	\$334,579	\$437,097	\$399,564	\$380,091
<b>Total Net Placer County Room Revenue (5)</b>	\$556,071	\$1,107,888	\$3,830,470	\$1,112,492	\$1,651,730
<b>Placer Conference Expense to Room Revenue Ratio</b>	63%	30%	11%	36%	23%
<b>Total Washoe County Conference Expense (3)</b>	\$116,066	\$117,842	\$115,987	\$128,225	\$119,530
<b>Total Washoe County Room Revenue (5)</b>	\$485,074	\$524,361	\$351,478	\$407,552	\$442,116
<b>Washoe Conference Expense to Room Revenue Ratio</b>	24%	22%	33%	31%	27%

Analysis of Conference Expense by County vs Percentage of Groups Booked by County

Conference Expense Percentage vs Percentage of Groups Booked by County	2009/2010	2010/2011	2011/12	2012/13	4YR Average
<b>Total Placer County Conference Expense %</b>	75%	73%	78%	76%	75%
<b>Total Placer County Percentage of Groups Booked (5)</b>	69%	74%	74%	65%	70%
<b>Total Washoe County Conference Expense %</b>	14%	27%	22%	24%	22%
<b>Total Washoe County Percentage of Groups Booked (5)</b>	31%	26%	16%	31%	26%

D-9-2.2

**Monthly Report July 2014**

**CONFERENCE REVENUE STATISTICS**

**North Shore Properties**

**Year to Date Bookings/Monthly Production Detail FY 14/15**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 14/15</u>	<u>FY 13/14</u>	<u>Variance</u>
Total Revenue Booked as of 7/31/14:	\$1,531,265	\$1,989,601	-23%
Forecasted Commission for this Revenue:	\$94,017	\$148,232	-37%
Number of Room Nights:	8991	11361	-21%
Number of Delegates:	5820	6439	-10%
Annual Revenue Goal:	\$2,500,000	\$2,750,000	
Annual Commission Goal:	\$140,000	\$150,000	
Number of Tentative Bookings:	89	96	-7%

<u>Monthly Detail/Activity</u>	<u>July-14</u>	<u>July-13</u>	
<u>Number of Groups Booked:</u>	4	6	
Revenue Booked:	\$156,104	\$45,413	244%
Projected Commission:	\$1,075	\$2,247	-52%
Room Nights:	636	369	72%
Number of Delegates:	390	328	19%
Booked Group Types:	2 Assoc., 2 Corp	4 Assn, 6 Smf, 1 Govt.	
Lost Business, # of Groups:	1	4	

<u>Arrived in the month</u>	<u>July-14</u>	<u>*Est.</u>	<u>July-13</u>	
Number of Groups:	11		10	
Revenue Arrived:	\$466,213		\$177,016	163%
Projected Commission:	\$21,369		\$5,685	276%
Room Nights:	2249		1256	79%
Number of Delegates:	967		1086	-11%
Arrived Group Types:	8 Smf, 2 Corp, 2		3 Assoc, 5 Smf, 1 Govt 1 Corp. (Goal)	
<b>For 2015/16:</b>	<b>\$1,691,725</b>		<b>\$1,500,000</b>	
<b>For 2016/17:</b>	<b>\$2,704,452</b>		<b>\$2,000,000</b>	

**NUMBER OF LEADS Generated as o 7/31/14: 16**

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

2013/14	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209

**Future Year I 2006/2007: 205**

D-10.1

**Monthly Report July 2014**  
**CONFERENCE REVENUE STATISTICS**

**South Lake Tahoe**

**Year to Date Bookings/Monthly Production Detail FY 14/15**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>14/15</u>	<u>13/14</u>	<u>Variance</u>
Total Revenue Booked as of 7/31/14:	\$749,339	\$462,174	62%
Forecasted Commission for this Revenue:	\$27,773	\$2,340	1087%
Number of Room Nights:	6376	4741	34%
Number of Delegates:	2995	1410	112%
Annual Commission Projection:	\$30,000	\$10,000	

<u>Monthly Detail/Activity</u>	<u>July-14</u>	<u>July-13</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$10,800	\$490,297	-98%
Projected Commission:	\$0	\$24,010	
Room Nights:	55	1525	-96%
Number of Delegates:	40	3666	-99%
Booked Group Types:	1 Smf	1 Corp, 1 Assoc.	

<u>Arrived in the month</u>	<u>July-14</u>	* Est.	<u>July-13</u>
Number of Groups:	4		1
Revenue Arrived:	\$49,294		\$10,103
Projected Commission:	\$813		\$1,515
Room Nights:	311		60
Number of Delegates:	185		40
Arrived Group Types:	1 Corp, 1 Assoc, 3 Smf		1 Smf

**NUMBER OF LEADS Generated as of 7/31/14: 16**

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

2013/2014: 172  
 2012/2013: 171  
 2011/2012: 119  
 2010/2011: 92  
 2009/2010: 107  
 2008/2009: 151  
 2007/2008: 209  
 2006/2007: 205

D-10.2



## **CEO Update – August, 2014**

Here are a few projects that I have been involved with during the past month:

### **Tahoe Prosperity Center**

- Working with staff at TPC on Broadband project and Investment Campaign – Broadband speed test is now available for general public and this will be mapped to identify unserved and under-served areas within the basin, Squaw and Alpine
- Convened a small group to begin to create a strategy to implement Commodities Action Plan recommendations

### **Resort Triangle Transit Vision Coalition**

- Gave presentations to Truckee Rotary(Jaime), TC Rotary, TC Kiwanis, Breakfast Club, and TTD

### **2014 Lake Tahoe Summit Planning Meeting**

- Provided transportation to the Lake Tahoe Summit by Water Shuttle and transported people from TCPUD and Placer County
- Met with Senator Feinstein for lunch at West Shore Café along with 15 women leaders from around the Basin. We discussed key issues that each of us are working on and transportation came up several times along with the funding issues that we face, some of which are federally driven based on local population. She said that she wanted to send some staff up here to work on the specific issues that we raised

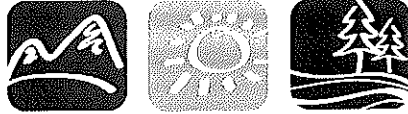
### **Master Plan Review**

- Worked with Freshtracks, Seana Doherty, to revise the format of the Master Plan
- Met with Task Force and reviewed process, postponing the community outreach until October and possibly contracting with a consultant to help with data analysis and strengthening the plan's verbiage
- Got proposals for final analysis from Agnew:Beck and Design Workshop, both under \$25,000 to bring the Master Plan to completion
- Developed a timeline that would allow for completion by January 31, 2014

### **Annual Report**

- Annual Report has been sent to the printer and expect delivery by end of September. It will be included in the Sierra Sun and distributed throughout North Lake Tahoe

D-12



**north lake tahoe**

Chamber | CVB | Resort Association

**North Lake Tahoe Chamber of Commerce  
Chamber Business Plan  
INITIAL DRAFT UPDATE FOR FY-2014/15**

**AUGUST 2014**

*The mission of the North Lake Tahoe Chamber of Commerce is to take specific actions to help improve the opportunity for local businesses to achieve and sustain success; to promote business, tourism, and the economic, cultural, and civic welfare of the greater North Lake Tahoe community.*

**North Lake Tahoe Chamber of Commerce**

Ginger Karl, Membership Sales and Services Manager  
530-581-8764  
[Ginger@GoTahoeNorth.com](mailto:Ginger@GoTahoeNorth.com)

Kalie Ceglia, Executive Assistant  
530-581-8727  
[Kalie@GoTahoeNorth.com](mailto:Kalie@GoTahoeNorth.com)

Sandy Evans Hall, President & CEO  
North Lake Tahoe Resort Association  
530-581-8739  
[Sandy@GoTahoeNorth.com](mailto:Sandy@GoTahoeNorth.com)

Administrative Office  
100 North Lake Boulevard, 2<sup>nd</sup> Floor, Tahoe City  
530-581-8734

E-13.1

# Introduction

## **History and Background**

The North Lake Tahoe Chamber of Commerce has a long history of member and community service, dating back over 56 years. Through many changes in our region, in the states of California and Nevada, and in our nation, the Chamber has worked diligently to be an effective voice and advocate for the local business community. As we recall our past and look toward the future, we take this opportunity to thank the leaders and members of our business community who have contributed to the voice and sustainability of the North Lake Tahoe Chamber of Commerce.

During the 1950s, the awareness of Lake Tahoe as a vacation destination began to grow. As a result, the size of the business community increased. This awareness and commercial activity was accelerated by the 1960 Winter Olympic Games in Squaw Valley and on the West Shore. More businesses were established to meet the needs of visitors as well as a growing local population. There was no truly local government, nor any coordinated planning and development standards; consequently, much of North Lake Tahoe's development was haphazard. This ultimately presented challenges for both the business and resident communities.

In 1969, primarily due to concerns over haphazard and uncontrolled growth in the Lake Tahoe Basin, the Tahoe Regional Planning Agency was established by action of the states of California and Nevada, ratified by Congress as a Bi-State Compact (Public Law 191-148). The TRPA brought a complex new structure to bear on its mandate to achieve orderly growth and development, balanced with rigorous protection of Lake Tahoe's fragile ecosystems. In 1980, the TRPA Compact was revised (PL-96-551) and the Agency given even greater regulatory powers, tied to its mandate to "achieve and maintain" adopted environmental threshold carrying capacities.

To serve its members, it was necessary for the Chamber to advocate for the community wherever decisions were being made affecting North Lake Tahoe's business climate and community sustainability, whether in Auburn, Sacramento, the South Shore (TRPA), Carson City or Washington. This advocacy was largely accomplished by staff and volunteer Chamber leaders, and through partnerships with other organizations.

Traditionally, the Chamber also handled the task of providing visitor information services. In the 1970s, the Chamber established the Ski Tahoe North Program, in order to promote and sell lodging and skiing at North Lake Tahoe. To further support this program, the Chamber opened a "manual" lodging and lift ticket reservation program, selling skiing and lodging packages and individual rooms.

In 1979, the Tahoe North Visitors and Convention Bureau (TNVCB) was established. The TNVCB opened a computerized reservation service and developed a comprehensive marketing program for the North Lake Tahoe region. The Chamber and TNVCB operated under one director until 1981, when the TNVCB established its own Board of Directors and budgeting process. The Chamber and TNVCB divided their

responsibilities. The Chamber concentrated on local economic issues and the health and viability of the business community. The TNVCB focused on marketing, sales, reservations and public relations. The Chamber and TNVCB were located in the same office and used the combined efforts of their respective staff to assist in the development of events and provide support to various organizations, including Snowfest, Lake Tahoe Music Festival, Octoberfest, Autumn Jubilee and the Autumn Food & Wine Festival, Father's Day on the Truckee, Truckee Tahoe Air Show, the West Shore Association, and others.

In the early 1990s, Chamber leaders and others in the North Lake Tahoe community, along with Placer County officials, began to express and share concerns about the future of the region. One concern was the allocation of limited Transient Occupancy Tax (TOT) to two separate organizations, the Chamber and the TNVCB. Many people felt there was a need to more effectively and efficiently address tourism, environmental and community concerns. Chamber and TNVCB leaders helped support a locally based partnership with Placer County that led to preparation of the *North Lake Tahoe Tourism Development Master Plan*, published in 1995. The plan recommended a more coordinated approach to decision making and implementation of the planning and investment strategies needed to ensure a sustainable future for North Lake Tahoe. Accordingly, in 1996, operations of the North Lake Tahoe Chamber of Commerce and the TNVCB were moved under the umbrella of a new organization, the North Lake Tahoe Resort Association (NLTRA). The NLTRA is a 501(c)(4) non profit public benefit corporation, with a mission "to promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the North Lake Tahoe area."

In addition to serving as the umbrella for the Chamber and TNVCB, the NLTRA was also given the responsibility to help identify and fund infrastructure and transportation projects, consistent with Master Plan recommendations. To help finance this work, North Lake Tahoe voters approved a 2% increase in Placer County Transient Occupancy Tax (TOT). First approved in 1996, the 2% additional TOT was extended by local voters in 2002.

A principal partner in the NLTRA's mission is Placer County, which invests a percentage of the TOT generated by North Lake Tahoe lodging properties (including the additional 2% TOT) in support of the NLTRA's Master Plan. Each edition of the Master Plan is developed by the NLTRA, in partnership with the community, and approved by the NLTRA Board of Directors and the Placer County Board of Supervisors. The current Master Plan is the *North Lake Tahoe Tourism and Community Investment Master Plan*, approved in the summer of 2004.

### **Changes and New Realities**

Although it gained administrative efficiencies operating as part of the NLTRA, confusion developed as to the role of the Chamber as compared to that of the NLTRA. This confusion led to a perception that the Chamber was less effective, an opinion that persisted for many years. Both before and after formation of the NLTRA, smaller

community specific business associations began to develop, due at least in part to a belief that the Chamber was not serving their needs. Beginning in 2003, recognizing there was a positive role that such groups could play, the NLTRA and Chamber encouraged these organizations. In early 2005, the NLTRA established a pilot Community Marketing Grant Program to assist these organizations in meeting their marketing and promotional goals. While this program was generally well received, it brought into further question the role and value of the Chamber in relationship to the area's community specific business associations. One significant challenge was the competition for membership.

As a starting point for defining these relationships, the NLTRA/Chamber organized and hosted a "Community Partners" Workshop (June 2005). Shortly thereafter, the NLTRA's former "Membership Committee" was reconstituted into the Chamber of Commerce Advisory Committee (CofCAC). Originally there were four committee seats provided to community specific business organizations. One seat was added; participants now involved are the North Tahoe Business Association, West Shore Association, Tahoe City Downtown Association, Squaw Valley Business Association and Village at Northstar Association.

In fall of 2005, the Chamber of Commerce Advisory Committee was given the responsibility for reviewing and approving Community Marketing Grant proposals as submitted by eligible organizations. The process of developing this program led to broader discussions concerning the role and value of the Chamber and its relationship to other business organizations. To help define the Chamber's role, value and relationships, it was generally agreed that a Chamber Business Plan should be prepared.

In 2012, the local business associations, North Tahoe Business Association, Tahoe City Downtown Association, West Shore Association, Northstar, Squaw Valley Village Neighborhood joined with the Chamber to increase economic vitality through joint marketing efforts, and formed the Business Association and Chamber Collaborative (BACC). This group has been given the responsibility of allocating special event and marketing grants as well as developing in-market promotions with funding through Marketing TOT.

### **North Shore Chamber Consolidation**

In early 2006, Directors of the Incline Village Crystal Bay (IVCB) Chamber of Commerce formally announced their intention to cease operations, effective January 1, 2007. IVCB Chamber representatives contacted management at the NLTRA/North Lake Tahoe (NLT) Chamber of Commerce to determine if our organization was interested in more comprehensively providing Chamber services for the Incline Village Crystal Bay area. At the time, the NLT Chamber already served more than 50 members in the IVCB area.

In the spring of 2006, NLTRA/Chamber staff presented a proposed Chamber Consolidation Plan to the Chamber of Commerce Advisory Committee and NLTRA Board. The Committee and Board directed staff to prepare a comprehensive Chamber



Business Plan to help implement the consolidation process and provide a framework for improving and expanding the Chamber's resources, programs and services to better serve all of its members. The first edition of this Business Plan was finalized, recommended by the Chamber Advisory Committee, and approved by the NLTRA Board in December 2006. The Plan was updated and approved in July of 2007, June of 2008, and in May of 2009. The FY-2009/10 Chamber Business Plan was the fifth edition.

### **Funding for Chamber Operations and Programs**

No Placer County or other public funds have been used to directly support the North Lake Tahoe Chamber of Commerce. As part of the approved NLTRA Transient Occupancy Tax (TOT) Budget, Placer County currently provides \$70,000 to the Business Association Chamber Collaborative, \$75,000 to Tahoe City Downtown Association and \$75,000 to the North Tahoe Business Association.

The primary source of funding for the Chamber comes from the annual dues paid by Chamber members (Chamber Membership Investment Program). The only other source of Chamber operating revenue comes from Chamber programs and projects, such as seminars, workshops and events (e.g., Bridal Faire-2 per year, annual Community Awards Dinner, Summer Deck Luncheon, Annual Membership Luncheon, Winter Recreation Luncheon, Hospitality Holidays/Shop Local, Chamber Education Seminars). Whenever possible, the Chamber generates what amounts to a "fee for service" for producing and providing Chamber programs to its members and the community. Not all Chamber programs generate revenue; many are provided at or near cost, consistent with the benefits of Chamber membership. As directed in this Business Plan, the Chamber will identify and pursue opportunities to increase revenue, so that the programs and marketing of Chamber services can be increased, consistent with the Chamber's adopted mission.

### **Role of the Chamber**

As described in this Business Plan, the primary role of the Chamber is to undertake specific actions to help improve and sustain North Lake Tahoe's business climate. Other key roles are to grow and promote Chamber membership, collaborate with the NLTRA and the Chamber/NLTRA's community marketing partners to develop, coordinate and execute "in market" advertising, promotion and community based special events, improve the visitor experience, and stimulate return visitation. The Chamber plays an important role helping the NLTRA promote the North Lake Tahoe Brand and related campaigns and delivering on the "brand promise." The Chamber also provides feedback from visitors to help the NLTRA respond to changes in visitor needs and market opportunities.

The core functions of the Chamber serve 5 primary purposes: Business to Visitor Regional Promotion, Business to Business and Business to Local Consumer Networking, Business Development, Legislative Advocacy and Economic Development. Business to Visitor Regional Promotion efforts through the Business Association Chamber Collaborative include "Touch the Lake", "Peak Your Adventure", "Shop Local"

and "High Notes". The Chamber hosts a winter and summer North Lake Tahoe Bridal Faire and Summer and Winter Recreational Luncheons. For Business to Business and Business to Local Consumer Networking the Chamber hosts an annual Membership Luncheon, the annual Community Awards Dinner, small network gatherings, mixers, conducts a membership survey, hosts ribbon cuttings for new businesses and a new event, Hospitality Holidays/Shop Local which promotes shopping locally during the shoulder and holiday seasons. For Business Development, the Chamber hosts Forums, an Education Series, Business Compliance classes and sponsors the North Lake Tahoe-Truckee Leadership Program. In Legislative Advocacy, the Chamber will host a legislative breakfast, forums on major issues affecting the county and its citizens, and raise awareness for certain issues that impact business. As far as Economic Development is concerned, through Tahoe Prosperity Center involvement and Placer County Economic Development initiatives, the Chamber will support a broadband assessment, cellular infrastructure development and air service expansion. The Chamber plans to host an annual Chamber Trek and introduce a new relocation guide, and will work with local partners to execute 1-2 job fairs annually. The Chamber also advocates for removal of barriers to redevelopment in Placer County.

All of the efforts and core functions of the North Lake Tahoe Chamber are done with the objective of increasing economic vitality within the North Lake Tahoe region, and strengthening the business community.

### **Timeframe Addressed by this Plan**

This document is the sixth edition of the Chamber Business Plan and is designed to guide the direction of the Chamber for FY-2014/15. It will continue to be evaluated and updated on an annual basis. The evaluation process shall include a review and input from the membership, staff, and the NLTRA Board of Directors.

### **Review of FY-2013/14 Activities and Accomplishments**

At the start of this fiscal year, the Chamber had 455 members in good standing.

The Membership Manager has implemented new events, such as Hospitality Holidays, successful bi-yearly Bridal Faires and Networking Events in the Visitors Center. She has also brought back old programs that were successful such as the Summer Recreation Luncheon. She has worked diligently to improve the value of a Chamber Membership through effective marketing of businesses and Chamber events. The Chamber Facebook page has gone from 420 likes to 1,427 likes with engaged users. A Bridal Faire Facebook page was also created with 380 likes.

The role of the Business Association Chamber Collaborative has expanded as the Committee has created new programs for "in-market" advertising for a High Notes Campaign and a Peak Your Adventures Campaign. The Committee successfully completed a Touch the Lake campaign, a mirror campaign to Peak Your Adventures to push visitors around the lake and mountain communities during identified strike zones.

The Committee is also taking on the re-vamp of the Special Event Grant Funding program and is planning to expand the existing Shop Local holiday contest into a year round program. Consistent with Chamber Business Plan the Committee has taken a leadership role in the development and implementation of coordinated "In Market" advertising and support for community based special events.

### **Economic Climate**

Starting in the fall of 2008, clear signs of an impact from the national and global economic downturn were reflected in local indicators. A number of businesses closed, relocated or struggled harder than ever before to survive. Commercial vacancies in the North Lake Tahoe-Truckee region noticeably increased. The level of both seasonal and full time employment declined. Virtually no sector of the local economy was spared from these challenging times.

In 2012 the North Lake Tahoe region began to see signs of economic recovery. Record collections of TOT and sales tax have been received in the last 2 years and unemployment numbers continue to decrease.

Through a 2014 Chamber Survey, local businesses were asked if economically speaking, compared to last year if their businesses were better, the same or not as good. 38% said Better, 43% said Same and 19% said Not as Good as a record breaking sales and TOT collection year in 2013.

### **Chamber Actions in Response**

Through an annual survey and other member outreach, the Chamber actively seeks to identify and provide modified and new programs and opportunities to support our membership, consistent with our adopted mission. Much of the Chamber's focus has been on improving and increasing the opportunities for business to business marketing and promotion; also on educational programs and initiatives.

Other continuing Chamber programs during FY-2013/14 included the annual **Summer Recreation Luncheon, Membership Luncheon, Chamber Community Awards Dinner, Hospitality Holidays, Bridal Faires** and **promotional support for shop local programs** (in partnership with several business and community organizations).

### **Business Structure, Organization and Management**

Under the direction of the CEO/Executive Director, the Membership Sales & Services Manager and the Executive Assistant will work diligently together to increase Membership revenues for the FY-2014/2015 to bring the current budget into balance. The Executive Assistant will be managed by the Membership Manager to complete tasks and ensure sales and retention is consistent.

E-13.7

## Objectives of the Chamber for the 2014/2015 FY

**Goal 1: Grow membership to strengthen the voice for business in North Lake Tahoe.**

**(See Reports Attached-Member Segmentation)**

The Chamber plans to grow its membership a net of 90 members to a total of 487 by the end of 2014/15 FY. The current total of members is 467. The Chamber plans to retain 85% of the current membership, resulting in a potential attrition of 70 members. The Chamber will focus on growing the membership by targeting certain industries such as: retail, real estate, etc.

**Goal 1 - Retain 85% of total membership and increase new membership by \$22,443**

2014/15 Member Revenue Budget	\$121,827
Current Member Revenue plus Investment Increase of 4%	-116,922
<b>GAP TO BUDGET</b>	<b>\$4,905</b>
Plus Assumed Attrition of 15%	\$17,538
<b>TOTAL NEW MEMBER REVENUE NEEDED</b>	<b>\$22,443</b>

**GOAL 2: Increase the value and relevance to membership in all Core Function Areas**

### Core Function 1: Business to Visitor Regional Marketing Promotion

#### **Current Programs:**

- Touch the Lake
- Peak Your Adventures
- High Notes
- Bridal Faires
- Recreation Luncheons

#### **2014/15 Goals:**

1. Continue to monitor the promotion programs to ensure their success based on BACC agreed upon metrics
2. Increase advertising for Bridal Faires to increase number of registered brides to the events
3. Develop a new format for a winter recreation event that will increase front line staff attendance

E-13.8

## **Core Function 2: Business to Business and Business to Local Consumer Networking**

### **Current Programs:**

- Shop Local
- Hospitality Holidays
- Mixers & Ribbon Cuttings
- Networking Gatherings
- Community Awards
- Membership Luncheon
- Communications: Biz Bytes, Lodging Barometer, Member 2 Member
- Email blasts
- Community Page
- Social Media Engagement: Facebook and Twitter

### **2014/15 Goals:**

1. Take the Shop Local Holiday Contest and create year round branding and awareness campaign to include local shopping in the shoulder seasons to include two contests each year.
2. Add a Silent Auction to the Community Awards Dinner and move the event to a new location to reduce costs and increase revenue
3. Add a new networking event called Creative Cocktail to showcase different restaurants and provide a unique networking opportunity. (Membership Survey rated Networking as the most important reason businesses join the Chamber)

## **Core Function 3: Business Development**

### **Current Programs:**

- North Lake Tahoe Truckee Leadership
- SHRA Seminars - ChamberEd

### **2014/15 Goals:**

1. Host a forum on areas that are a key challenge for business
2. Develop a peer to peer business education series during the shoulder seasons
3. Investigate hosting classes that employers need for their employees such as food handlers certificate, TIPS training, Coast Guard, etc.

#### **Core Function 4: Legislative Advocacy**

##### **Current Programs:**

- **Legislative Platform**
- **Member of CalChamber**
- **Sacramento Lobbyist**

##### **2014/15 Goals:**

1. **Provide information on a regular basis of state and local legislative issues that impact business**
2. **Host forums on issues that are important to business**
3. **Host an opportunity to meet and discuss issues with local and state legislators**

#### **Core Function 5: Economic Development**

##### **Current Programs:**

- **Chamber Trek**
- **Participants in the Tahoe Prosperity Center (Broadband, Cellular enhancements; Commodities Action Plan)**
- **Advocacy for state and federal funding**
- **Advocacy for local catalyst projects**

##### **2014/15 Goals:**

1. **Develop a relocation guide or packet for people that are interested in moving to the area**
2. **Communicate to members on issues and opportunities that may become available on a state and local basis such as broadband testing, redevelopment loans, etc.**

**Goal 3: Ensure Financial Viability of the Chamber in order to sustain important core functions and business voice in North Lake Tahoe.**

**Objective 1- Reduce expenses in membership activities to produce events and maintain current events to continue to bring in projected net gains. As evidenced by the attached event budgets the projected net gain is \$25,613. The 2014/15 budget calls for net gains of \$15,165.**

(minimum needed for 2014/15 budget is \$15,165)

Event	Projected Net Gain
Bridal Faire - Summer and Winter	\$4,778
Community Awards Dinner with Silent Auction	\$11,550
Hospitality Holidays/Shop Local	\$1,585
Recreation Luncheons - Summer and Winter	\$2,210
Creative Cocktail Networking Events (6)	\$750
Fall Membership Luncheon	\$740
Business Forums	\$3,000
Chamber Trek	\$750
Small Networking Gatherings	\$250
<b>TOTAL PROJECTED NET GAINS</b>	<b>\$25,613</b>

**Objective 2-Increase dues revenue by 4% (cost of living) with net increase of \$4,497**

Membership Level	Current Investment	Increased Investment
Non-Profit	\$125	\$135
Business 1-5 employees	\$225	\$235
Business 6-10 employees	\$250	\$260
Business over 10 employees	\$350	\$365

**Objective 3-Increase membership by 89 members in the next FY and retain 85% of the current membership**

2014/15 Member Revenue Budget	\$121,827
Current Member Revenue plus Investment Increase of 4%	-116,922
<b>GAP TO BUDGET</b>	<b>\$4,905</b>
Plus Assumed Attrition of 15%	\$17,538
<b>TOTAL NEW MEMBER REVENUE NEEDED</b>	<b>\$22,443</b>

**Average of \$250.36 per member which means 89 new members or 7.5 per month.**

**Sales Strategy:**

-Membership Manager and/or Assistant will make at least 10 new sales calls per week.

-Target specific industries and develop benefit messaging specific to: retail, real estate, etc.

-Industry specific focus groups to identify needs and challenges

-Host new member receptions 2 times per year

-Leverage guides and events to increase membership

-Member pricing

**Retention Strategy:**

-Membership Manager and/or Assistant will meet with 3 current members per week to make sure the business is utilizing its Chamber benefits

-Ambassador Program

-30,60,90 day collection process

-Annual information update

-Facebook, Twitter engagement

**Objective 4-Generate \$8100.00 in additional \$5500.00 in sponsorship dollars and \$2600.00 in membership enhancements**

Sponsorships	
Community Awards Dinner	\$3,000
Recreation Luncheons	\$600
Hospitality Holidays	\$700
Bridal Faires	\$700
Membership Luncheon	\$500
<b>TOTAL SPONSORSHIP REVENUE</b>	<b>\$5,500</b>
Membership Enhancements	\$2,600
<b>TOTAL BUDGETED SPONSORSHIPS</b>	<b>\$8,100</b>

**Objective 6-Provide economic development and business development to the Placer County business community as well as support tourism development strategies. The Chamber requests a total amount of \$21,250 in TOT for increasing economic vitality in the North Lake Tahoe region.**

- The Hospitality Holidays/Shop Local event provides business exposure, business education, retail sales, and economic vitality during the shoulder season. This event requires \$1000.00 in order to maximize exposure and business sales.
- The North Lake Tahoe Bridal Faire, held bi-annually, aligns with key strategies to increase summer and winter tourism in Lake Tahoe and offers



a specific boost to the North Lake Tahoe bridal business and wedding tourism. These events require a minimum amount of \$3000 each to allow for additional promotion in the Sacramento and Bay areas.

- The Summer and Winter Recreation luncheons provide business exposure, education on local activities, education for front line staff in order to provide greater guest services to our visitors. These events require a minimum amount of \$500 each to promote to local lodging partners and recreation activity businesses.
- The administration of the Business Association Chamber Collaborative in-market promotional programs, "Touch the Lake", Peak Your Adventure", "Shop Local" and "High Notes" require 6 hours per week of the Membership Manager's time thus resulting in a \$7000 administration cost.
- The administration of Events Production & business development (Bridal Faires, Summer & Winter Recreation Luncheons, Hospitality Holidays, etc.) requires a minimum amount of 152 hours of the Membership Managers' time thus resulting in a \$6250 administration cost.

Administration	Requested Amount
BACC Promotional Programs (6 hr. per week)	\$7,000
Event Production (152 hrs)	\$6,250 for events that align with ED and Marketing strategies only
<b>TOTAL ADMIN COSTS</b>	<b>\$13,250</b>
Promotional Support	
Bridal Faires (2)	\$6,000
Rec Luncheons (2)	\$1,000
Hospitality Holidays/Shop Local	\$1,000
<b>TOTAL PROMOTIONAL SUPPORT</b>	<b>\$8,000</b>
<b>TOTAL MARKETING TOT REQUESTED</b>	<b>\$21,250</b>

Proposed Changes to Membership Budget	
Revenue	
Placer County TOT Funding	\$21,250
Membership	\$121,827
New Member Fees	\$7,350
Membership Activities	\$55,698 increase by \$10,448
Tuesday Morning Breakfast Club	\$9,600
Sponsorships	\$8,100
<b>TOTAL REVENUES</b>	<b>\$223,825</b>
Expenses	
Budgeted Expenses	\$166,295
Allocated G & A	\$39,078
<b>TOTAL EXPENSES</b>	<b>\$205,373</b>

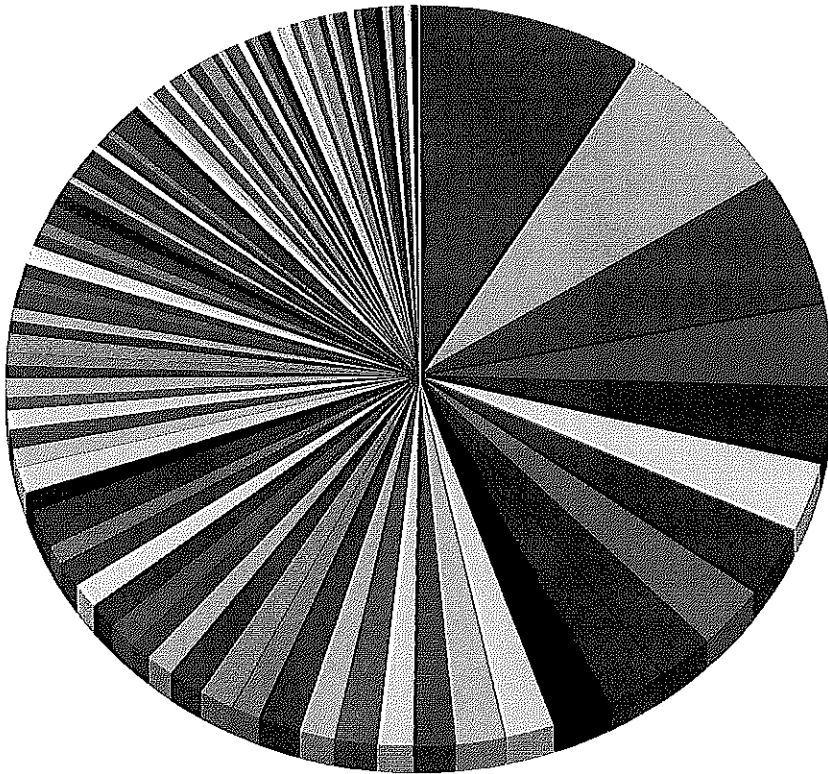


# Member Segmentation Report

## Segmented by Industry (Listing Category)

Friday, August 29, 2014

### # of Members



Dining	8.9%
Lodging Properties	7.4%
Non-Profit	5.6%
Business Services	3.7%
	3.2%
Media/Publications & Advertising	3.2%
Vacation Rentals	3.0%
Real Estate Rentals/Sales/Services	2.6%
Boating/Marinas/Rentals	2.4%
Shopping	2.4%
Sports Equipment - Retail/Rentals/Repair	2.4%
Recreation/Parks	1.9%
Festivals & Events	1.7%
Property Management	1.7%
Chapels/Churches/Minister	1.5%
Photography & Videography	1.5%
Ski Resorts	1.5%
Transportation & Tour Operators	1.5%
Banking & Financial Services	1.3%
Total:	100.0%

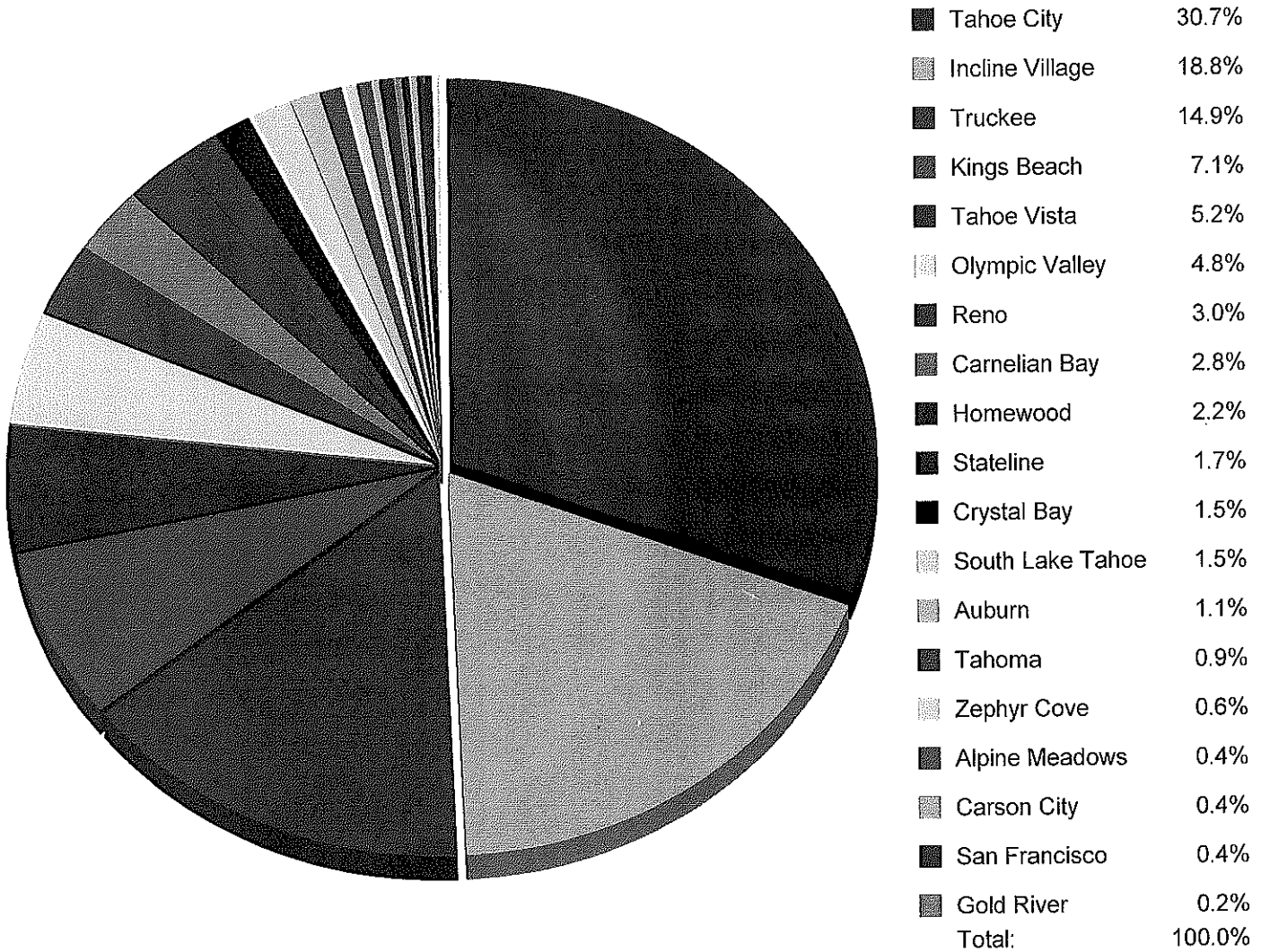
E-13.15

# Member Segmentation Report

## Segmented by City

Friday, August 29, 2014

### # of Members

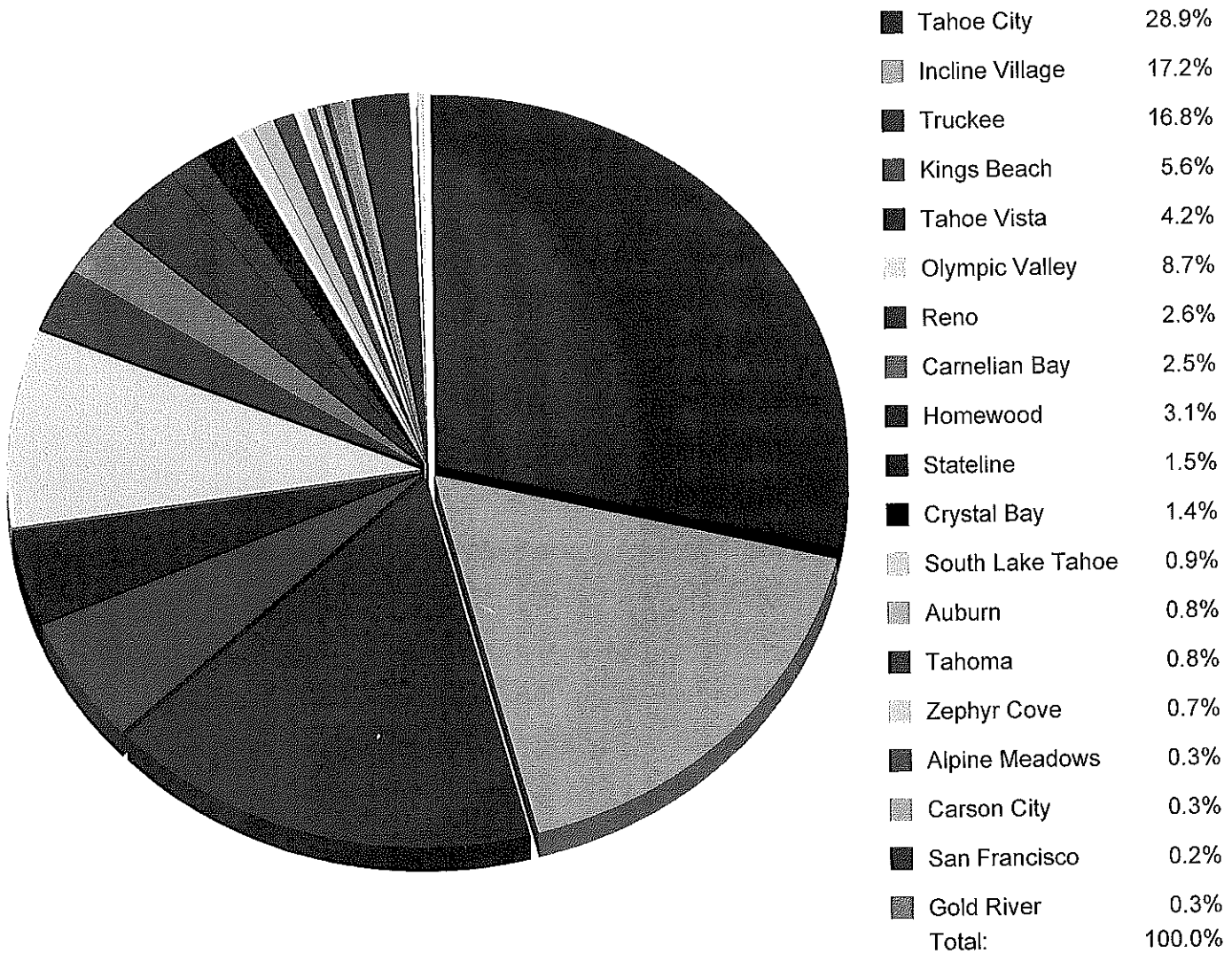


E-13.16

## Segmented by City

Friday, August 29, 2014

### Annual Dues



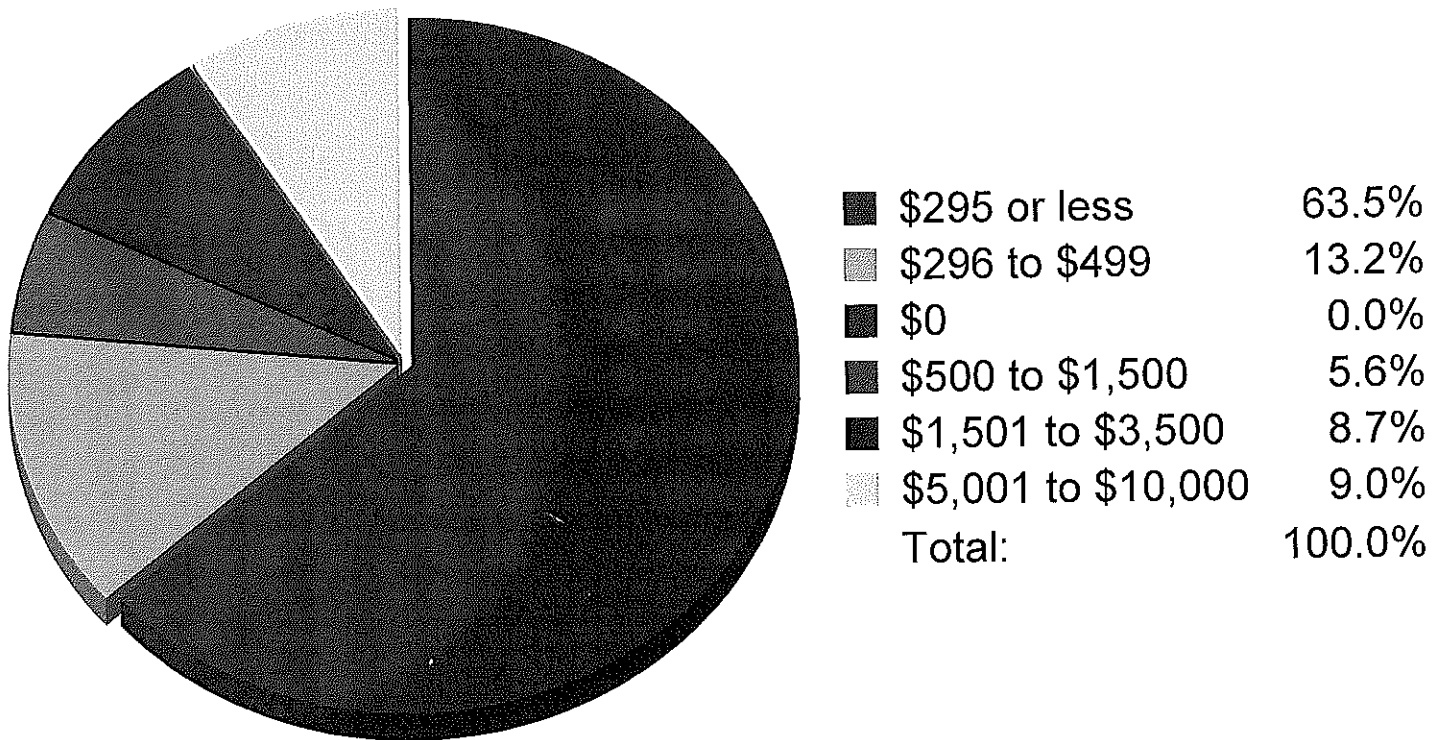
# Member Segmentation Report

## Segmented by Annual Dues Amount

Friday, August 29, 2014

---

### Annual Dues



E-13.18

# MEMBERSHIP LEVELS

## MEMBER BENEFITS

For all members

### MARKETING ADVANTAGE-

Connect with Your Customers!

\$135 (Non-Profit Organizations)

\$235 (Business 1-5 Employees)

\$260 (Business 6-10 Employees)

\$365 (Business over 10 Employees)

\*Plus a \$75 one-time marketing set-up fee

- Visibility on [GoTahoeNorth.com](http://GoTahoeNorth.com) website with 60,000 unique visitors per month
- Business listing on the Business Directory of [GoTahoeNorth.com](http://GoTahoeNorth.com)
- A free listing in the "Official North Lake Tahoe Visitor's Guide" and discounted Chamber rates for advertising
- Weekly Biz Bytes Newsletter
- Weekly Lodging Barometer
- Weekly Member to Member Newsletter
- Write up as new Member in Biz Bytes
- Complimentary sponsorship in Member to Member (\$50 Value)
- Business Referrals from our Visitor Information Centers
- Advocacy-weighting in on issues that impact your business
- Ribbon Cuttings/Photos sent to Sierra Sun & Bonanza Papers with a press release (for new businesses and locations)
- Seasonal Luncheons, Annual Community Awards Dinner, and Annual Business Expo, Business Education
- Business to Business networking opportunities
- Brochure Distribution at four Visitor Center locations (Tahoe City, Reno International Airport, Incline Village, Kings Beach) as well as at Chamber events
- Participation in Shop Local Initiative
- Job Listings placed on [GoTahoeNorth.com](http://GoTahoeNorth.com) and all Social Media Outlets (Facebook and Twitter)
- Email Blasts (1 complimentary with new membership, (\$75/each after)
- Free conference room use (by appointment/business hours)
- Consultation with our Membership Manager to create a promotional strategy for your membership
- Host a monthly Business Mixer (must sign up in advance on Chamber calendar with Membership Manager)
- Promote your business with 1 complimentary interview with Lake Tahoe Television on the High Sierra Report
- Moonshine Ink "Business Brief" write up



# MEMBERSHIP LEVELS

**BUSINESS BUILDER-Extend Your Reach!**  
\$100 Additional to each Marketing Advantage Membership Level

**PREMIER-Recognition & Impact!**  
\$100 Additional to each Business Builder Membership Level

**SIGNATURE CIRCLE-Visionary Leadership!**  
\$800 Additional to each Premier Membership Level

- Includes Member Benefits listed above
- Social Media Presence on Facebook and Twitter sites
- Participation in the Chamber Mascot Program (\$100 value)
- Enhanced business directory listing information *including long business description, outlined header and embedded map*
- Driving Directions link
- Includes up to two business category listings in our online directory
- Participation in the Coupon Program **Total Value \$250.00**

- Includes Member Benefits listed above
- Enhanced business directory listing information including long business description, outlined header and embedded map, *business logo and photo*
- Includes up to three business category listings in our online directory *with guaranteed top placement in both categories*
- Recognition and two complimentary tickets to Annual Membership Luncheon (\$70 value)
- One month sponsorship in Biz Bytes, Member to Member or Lodging Barometer (\$200 value)
- Printed mailing labels of all partners (1 per year)
- Total Value \$400.00**

- Includes Member Benefits listed above
- Enhanced business directory listing information including long business description, outlined header and embedded map, *business logo and photo and embedded video*
- Includes up to *four* business category listings in our online directory *with guaranteed top placement in all four categories*
- Recognition and *four* complimentary tickets to Annual Membership Luncheon (\$150 Value)
- Two tickets to Annual Community Awards Dinner (\$150 value)
- Three month sponsorship in Biz Bytes, Member to Member or Lodging Barometer (\$600 value)
- Discounted website advertising rates
- Printed mailing labels of all partners (Quarterly)
- Two complimentary email blasts to all members (\$150 value)
- Enhanced Visitor guide listing in the issue of your choice
- \$100 towards Visitor Center sponsorship opportunities
- \$250 in Event Sponsorship & Recognition in all event programs to be used in your choice of one of the following events:
  - Membership Luncheon
  - Community Awards
  - Business Expos
- Total Value \$1,200.00**

E-13.20



North Lake Tahoe Resort Association  
 Membership Department - 2014 Membership Luncheon  
 27-Aug-14

	<u>Budget</u>	<u>Actual</u>
<b>Revenues:</b>		
Ticket Sales: 100@\$30 per person	\$3,000	
Sponsorship	\$1,000	
Comps: 8	\$0	
	<u>\$4,000</u>	
<b>Expenses:</b>		
Food & Bev: 108@\$20 per person inclusive	\$2,160	
Centerpieces		0 donate for sponsorship
Programs	\$200	
Advertising: Sierra Sun & Moonshine	\$500	
AV	\$0	bring own
Room Rental	\$500	
	<u>\$3,360</u>	
 Total Expenses		
	<u>\$740</u>	
 Projected Net Gain		

North Lake Tahoe Resort Association  
 Membership Department - Hospitality Holidays/Shop Local Event-December 2014  
 August 27, 2014

<i>Revenues:</i>	Budget	Actual
Drinks @ \$5 each at 300 drinks	1500	
Raffle	300	
Vendors @ \$50 each and 30 vendors	1500	
Sponsorships	1000	
Total Revenues	<u>4300</u>	<u>          </u>
 <i>Expenses:</i>		
Bar Expense	500	
Room Rental	1,100	
Office Supplies	15	
Advertising	500	
Band	600	0
	<u>2715</u>	<u>          </u>
<i>Projected Net Gain</i>	<u><u>1585</u></u>	<u><u>0</u></u>

E-13.22

North Lake Tahoe Resort Association  
 Membership Department - 2014 Beer, Wings and Winter Things Winter Event Budget  
 August 27, 2014

<i>Revenues:</i>	Budget	Actual
Ticket Sales @ \$20/person Projected Lunch 80 entrants	1600	
Speeches - \$15 each	300	
Promo Bags - \$5 each	100	
Sponsorships	250	
Total Revenues	<u>2250</u>	<u>          </u>
 <i>Expenses:</i>		
Sunnyside Lunch Cost @ \$10/person	800	
Office Supplies	15	
Total Expenses	<u>815</u>	<u>0</u>
 <i>Projected Net Gain</i>	<u><u>1,435</u></u>	<u><u>0</u></u>

E-13.23

North Lake Tahoe Resort Association  
 Membership Department - 2014 August Bridal Faire I Event Budget  
 7/23/2014 (Revised August 26, 2014)

<i>Revenues:</i>	Budget	Actual
Raffle Ticket Sales	1,240	1,540
Booth Sales	2,200	3,800
	<hr/>	<hr/>
Total Revenues	3,440	5,340
 <i>Expenses:</i>		
Advertising - Moonshine Ink	250	250
Advertising - Sierra Sun/Bonanza	270	-
Advertising - The Knot	-	700
Vendor Packet Program Design	-	520
Program Printing	-	312
Raffle Prizes	995	995
Office Supplies	10	10
	<hr/>	<hr/>
Total Expenses	1,525	2,787
	<hr/>	<hr/>
<i>Projected Net Gain</i>	<u>1,915</u>	<u>2,553</u>

E-13.24

North Lake Tahoe Resort Association  
 Membership Department - 2015 February Bridal Faire II Event Budget  
 7/23/2014 (Revised August 29, 2014)

	2014	2015	2015
<i>Revenues:</i>	Actual	Budget	Actual
Raffle Ticket Sales	1150	1500	
Booth Sales	2250	4500	
Total Revenues	<u>3400</u>	<u>6000</u>	<u>        </u>
<i>Expenses:</i>			
Advertising - Moonshine Ink	0	250	
Advertising - Sierra Sun/Bonanza	0	270	
Advertising - Other	1010	700	
Signage	200	0	
Raffle Prizes	945	995	
Office Supplies	10	10	
Total Expenses	<u>2,165</u>	<u>2,225</u>	<u>0</u>
<i>Net Gain</i>	<u><u>1,235</u></u>	<u><u>3,775</u></u>	<u><u>0</u></u>

E-13.25

North Lake Tahoe Resort Association  
 Membership Department - Profit/Loss of 60th Annual Community Awards Dinner  
 For the Event Date of March 27, 2014

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
<b>Revenues:</b>			
Ticket Sales - 158 sold	13,000	13,430	(430)
Silent Auction	1,454	3,500	(2,046)
Sponsorships	2,750	1,850	900
Total Revenues	<u>17,204</u>	<u>18,780</u>	<u>(1,576)</u>
<b>Expenses:</b>			
Expenses	14,431	14,125	(306)
Total Expenses	<u>14,431</u>	<u>14,125</u>	<u>(306)</u>
<i>Profit/(Loss) for the Event</i>	<u><u>2,773</u></u>	<u><u>4,655</u></u>	<u><u>(1,882)</u></u>

North Lake Tahoe Resort Association  
 Membership Department - 2015 Community Awards  
 27-Aug-14

	<u>Budget</u>	<u>Actual</u>
<b>Revenues:</b>		
Ticket Sales 150@\$80	\$12,000	
Sponsorship	\$3,000	
Silent Auction	\$12,000	
Comps: 10	\$0	
Employee 1/2: 10	\$400	
 Total Revenues	 <u>\$27,400</u>	
 <b>Expenses:</b>		
Food: 170@\$55 inclusive	\$8,250	
Wine	\$750	
Programs	\$300	
Office Supplies	\$100	
Décor	\$500	
Room Rental	\$1,000	
AV	\$500	
Plaques: 25@50	\$1,250	
Photography	\$500	
Music	\$500	
Credit Card Fees	\$1,700	
Advertising	\$500	
 Total Expenses	 <u>\$15,850</u>	
 <b>Projected Net Gain:</b>	 <u><u>\$11,550</u></u>	

North Lake Tahoe Resort Association  
Membership Department - 2015 Summer Recreation Luncheon  
27-Aug-14

	<u>Budget</u>	<u>Actual</u>
<b>Revenues:</b>		
Ticket Sales: 90@\$20 per person	\$1,800	
Speeches 25@\$10	\$250	
Promo Bags 15@\$5	\$75	
Sponsorship	\$250	
Comps:5	\$0	
Total Revenues	<u>\$2,375</u>	
<b>Expenses:</b>		
Food & Bev: 95@ \$14 inclusive	\$1,330	
Advertising: Moonshine Ink	\$250	
Office Supplies	\$20	
Total Expenses	<u>\$1,600</u>	
<b>Projected Net Gain:</b>	<u><u>\$775</u></u>	

E-13.20



North Lake Tahoe Resort Association  
Membership Department - Creative Cocktail  
27-Aug-14

	<u>Budget</u>	<u>Actual: Hacienda</u>	Actual:
<b>Revenues:</b>			
Ticket Sales: 25@\$5 per person	\$125	\$75	
Sponsorship	\$0		
Comps: 0	\$0		
	<u>\$125</u>	\$75	
<b>Expenses:</b>	0		
<b>Projected Net Gain:</b>	<u>\$125</u>	x6 events = \$750	

E-13.29

### North Tahoe Tourism Development Master Plan Timeline

<b>Date</b>	<b>Deliverable/Milestone</b>	<b>Who</b>
September 4	Rework of draft Plan by MP firm selected	Select Planning Firm
September	Consultant and Task Force meet	Task Force
October	Design Workshop to rework and bring back to Task Force for review	Task Force
10/21	Placer BOS Joint Board	NLTRA Staff and Board
10/25	Draft Posted (public)	NLTRA
10/25-11/5	<b>Tentative</b> Public workshop series in North Tahoe	Freshtracks + NLTRA Staff
10/24-11/15	Update: Final Master Plan: 1) Public outreach 2) *Work Plan	FTC: Public Outreach Summary NLTRA + Committee (Work Plan)
December	NLTRA Board Approval	NLTRA Staff
Jan	Placer Board of Supervisors Approval of Plan	NLTRA Staff

\*Suggest Planning Session (2) with Committee to define work plan in October

E-14.1

## PROJECT DESCRIPTION

*Placer County through!* The North Lake Tahoe Resort Association (NLTRA) is in the process of updating its Tourism Master Plan into the 2014 North Tahoe Tourism Master Plan (Master Plan). To date, a number of background studies and analysis have been completed and a draft outline and content developed. The intent of this scope of work is first to review the work completed to date; identify the connections between the analyses and the draft recommendations; develop additional recommendations, if needed; and craft a clear and concise story of how the current conditions and analysis drive the recommendations. Second, Design Workshop (DW) will work with ~~NLTRA~~ *the Master Plan Task Force* and their public outreach consultant to identify the graphics and supporting material to present the analyses and recommendations to the public for input.

The scope of work to be performed by DW in connection with this agreement is as follows:

### Task One. Draft Master Plan Rework

The general objective for this phase of the work is to develop a thorough understanding of the work that has been completed to date, identify linkages between the analysis and draft recommendations, add to the recommendations where appropriate, and summarize the analysis and recommendations in a clear, concise written summary that will be content for the draft and final MP.

The specific tasks to be completed are as follows:

1. Meet with ~~NLTRA~~ *Master Plan Task Force* and their consultant team (as appropriate) to review/develop project goals, design criteria and site program.
2. Define the roles and responsibility of the project team, including the consultants retained by the NLTRA.
3. Review studies and reports currently referenced and used in the 7/25/14 draft of the 2014 North Tahoe Tourism Master Plan. Anticipated to be 6-8 primary reports with additional supporting existing community plans, surveys and reports.
4. Conduct a peer review of the current draft recommendations and identify additional recommendations and edits to the current recommendations as appropriate.
5. Outline a narrative connecting the analysis presented in the studies and reports to the recommendations. Identify supporting diagrams and imagery to convey meaning and connectivity between the issues, analysis, and the recommendations more simply and powerfully.

6. Present the outlined narrative and revised draft recommendations to ~~NLTRA~~ *the Master Plan Task Force* for review. Make revisions as appropriate.
7. Identify potential graphics and methods for presenting the analysis and draft recommendations to the public to the ~~NLTRA~~ *Master Plan Task Force*
8. Based on input from the public and ~~NLTRA~~ *Master Plan Task Force, Board of Supervisors* and NLTRA board, compose a more fully developed narrative of the analysis and recommendations to be used by the ~~NLTRA~~ *Master Plan Task Force* in the 2014 North Tahoe Tourism Master Plan.
9. Attend up to three (3) meetings with the Client and/or other consultants.

The following products will be prepared/delivered:

1. Draft outline narrative of rework of draft Master Plan, including concepts for potential diagrams and imagery to convey meaning.
2. Revised draft Master Plan narrative and input on public outreach messaging.
3. Final revised draft Master Plan detailing existing conditions, analysis and recommendations narrative in Word format for use by ~~NLTRA~~ *the Master Plan Task Force*

## PROJECT TEAM

We organize projects by team with key responsibilities divided between the Principal-in-Charge and Project Manager. The team for Master Plan-Recommendations Review will be:

Principal-in-Charge – Richard Shaw

Richard Shaw serves as Principal-in-Charge of the Draft Master Plan – Rework and has primary responsibility for the overall quality and thoroughness of the services.

Project Manager – Stephanie Grigsby

Stephanie Grigsby is the Project Manager for Draft Master Plan – Rework. She leads the review and synthesis efforts. Stephanie's responsibilities include coordinating Design Workshop's design team, as well as communication and coordination with all members of the Client's consultant team.

## SCHEDULE

Once we receive a signed copy of the proposal and the requested retainer, Design Workshop will commence work. We anticipate the following schedule:

Proposal for: North Tahoe Tourism Master Plan Update – Draft Master Plan Rework  
North Lake Tahoe Resort Association  
August 26, 2014

- October 1: Draft outline narrative and diagramming concepts.
- October 1-8: Staff review.
- October 22: Revised outline narrative and diagramming concepts with public outreach input.
- Public Outreach: Per ~~NLTRA~~ schedule *Master Plan Task Force*
- 6 weeks from end of public outreach: Final revised draft Master Plan in Word format.

### YOUR INVESTMENT

1. Basic services  
We will provide all of the services described in this proposal for a lump sum fee of \$21,700.

The estimated fees are as follows:

Task One Draft Master Plan Rework	\$21,700
-----------------------------------	----------

2. Reimbursable Expenses  
In addition to our fees and services, we charge for project expenses incurred on your behalf. These typically include such items as travel, photography, telephone charges, video conferencing and reproduction.

3. Additional Services  
Any services that are not defined in this agreement are compensated on an hourly basis for the time worked on your behalf. Rates are based on our current employee rate schedule.

Additional services can include but are not limited to, redesign of work already approved, major revisions to the program and/or expansion of scope of services. When it is possible, we will define the changes, additions or modifications to the scope, provide an estimate of costs and request written authorization in advance. However, the absence of a written change order will not preclude payment of fees due Design Workshop, provided the change was approved and ordered by the Client.

### PAYMENT TERMS

1. We will send an invoice by the 10<sup>th</sup> of each month for the percentage of the work completed in the previous month.

Proposal for: North Tahoe Tourism Master Plan Update – Draft Master Plan Rework  
North Lake Tahoe Resort Association  
August 26, 2014

2. Invoices will be mailed from Design Workshop's office by the 10<sup>th</sup> of each month with specific descriptions of the services performed and expenses incurred in the previous month.

Invoices are payable within 30 days of the date of billing.

3. If you require greater detail for your accounting purposes, we will provide itemized breakdowns of hourly activities or provision of detailed backup for reimbursed expenses. At your request, we can provide this service at an hourly rate of \$65 (sixty-five dollars) per hour.

**ACCEPTANCE**

1. This Agreement is entered into between Design Workshop, Inc. and the North Lake Tahoe Resort ~~Associate~~ *Association*.
2. If this contract meets with your approval, please sign below and return one (1) copy for our file.
3. If this agreement is not accepted within one (1) month from the date of receipt, the offer to perform the described services may be withdrawn and Design Workshop may renegotiate this proposal.
4. The Client agrees that they have read and understood the Contract Provisions attached hereto and incorporated herein by reference.

**DESIGN WORKSHOP, INC.**

By: *Stephanie Jigday*

Date: August 26, 2014

Title: Principal

**APPROVED BY CLIENT:**

By: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_



TO: Board of Directors

FR: Judy Lavery, Special Event Programs Manager

RE: BACC recommended changes to Special Event Grant Applications

---

The Business Association Chamber of Commerce special event task force met in August 2014 and is recommending changes to the existing criteria and special event grant application documents.

The recommended changes are profiled in the attached document and are highlighted in the document itself along with a summary of the changes.

Action Requested: Approval of BACC recommendations.

F-(5.1)



Rev. 8.15.2014

**north lake tahoe**  
Chamber | CVB | Resort Association

## 2014-15 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

F-15.2





## Special Event Grant Funding Criteria for Eligibility

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

1. Does your event take place in **Eastern** Placer County? Yes = 2 No = 0 # \_\_\_\_\_

2. Does the event have potential to generate overnight lodging tax in Placer County?  
Yes = 3 No = 0 # \_\_\_\_\_

3. Do you have a lodging partner Yes \_\_\_\_\_ No \_\_\_\_\_ (No points)

If so, please list the name(s) \_\_\_\_\_

4. What is your estimate of total attendance? \_\_\_\_\_

0-249 = 0 Points # \_\_\_\_\_

250-499 = 1 Point # \_\_\_\_\_

500-999 = 2 Points # \_\_\_\_\_

1,000+ = 3 Points # \_\_\_\_\_

5. Where/when does your event take place?

On the Lake - January 1- June 15<sup>th</sup> Yes = 3 # \_\_\_\_\_

On the Lake - August 15-Dec 15<sup>th</sup> Yes = 1 # \_\_\_\_\_

Off the Lake - April 15- December 15 Yes = 3 # \_\_\_\_\_

6a. Does this event take place during NLTRA's most desirable target dates?  
(This is commonly referred to as "Strike Zones.")

January 4-13 Yes = 2 # \_\_\_\_\_

April 15-June 15 Yes = 2 # \_\_\_\_\_

October 1-December 15 Yes = 2 # \_\_\_\_\_

F-15.3



**north lake tahoe**

Chamber | CVB | Resort Association

6b. What day(s) of the week does the event take place? \_\_\_\_\_

Is your event a multi-day event or series? Yes=2 No=0 # \_\_\_\_\_

7. Is your event a first year event?

Year 1 Yes = 2 # \_\_\_\_\_

Year 2-3 Yes = 1 # \_\_\_\_\_

Year 4+ Yes = 0 # \_\_\_\_\_

8. Does your event have the ability to generate broader statewide, national or international media coverage?

Yes = 3 No = 0 # \_\_\_\_\_

9. Does your event showcase one or more of the following?

A. Paddle sports, biking, hiking, Nordic skiing, disc golf or golf

Yes=2 # \_\_\_\_\_

B. Music, Art, Cultural Events

Yes=2 # \_\_\_\_\_

10. Will this event take place without funding from this program?

\_\_\_\_ Yes \_\_\_\_ No

TOTAL AVAILABLE POINTS 22

TOTAL POINTS THIS APPLICATION # \_\_\_\_\_

11. Does your event compete or coincide with an existing event? If so, please list the competing event date, title and location.

12. What percentage of your overall budget is your grant request? Total % \_\_\_\_\_

Completed by \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

F - 15.4



**north lake tahoe**  
Chamber | CVB | Resort Association

**Grant Funding Application 2014-15**  
**Revised July 30, 2014**

**Grant Program Process and Deadlines:**

Grant deadlines apply within the fiscal year (July 1, 2014 - June 30, 2015)

• **Process**

- Complete application by deadline. **Please contact the NLTRA to confirm that they have received the application.**
- All applications are reviewed by NLTRA staff then reviewed by the Special Events Grant Task Force for allocation recommendations. The grant allocation recommendations must then be approved by the Board of Directors of the North Lake Tahoe Resort Association, typically as a Consent Calendar item on a regular Board agenda.
- You will be notified by Staff as to your application status after the NLTRA Board has made recommendations on funding.
- Once approved, the applicant sets a meeting with the NLTRA's Special Event Manager to review the events' marketing plan and discuss action plans.
- Grant funds will be paid upon receipt of the Event Final Report and will reimburse itemized expenses and receipts for all appropriate expenses up to the grant total. Some events may need some funds before the final event report can be written. In these cases, the NLTRA can pay vendors from the granted funds. This will be reviewed on a case by case basis.
- Event Final Report is due to the North Lake Tahoe Chamber/CVB/Resort Association within 60 days of the event.

**Dates:**

- **Applications Deadline : Friday, September 19, 2014 Email preferred.**
- **Presentations to Task Force: October 8, 2014 Time: TBA**
- **Recommendations to Board of Directors: Nov 5, 2014**
- **Applicant Notification: November 6, 2014**

Please send application and invoices to:

Judy Laverty  
Special Event Programs Manager  
North Lake Tahoe Chamber/CVB/Resort Association  
PO Box 5459  
Tahoe City, CA 96145  
Day Phone: 530-581-8702  
[Judy@GoTahoeNorth.com](mailto:Judy@GoTahoeNorth.com) Fax: 530.581.8702

F-15.5



north lake tahoe  
Chamber | CVB | Resort Association

Special Event Grant Application  
Fiscal Year 2014/2015

**Dollar amounts to be awarded:**

There is a total of \$50,000 funding available for fiscal 2014-2015.

**Grant Program Recipient Obligations:**

Recipients of the Special Event Grants must comply with the following:

1. The North Lake Tahoe Chamber/CVB/Resort Association logo OR the N Logo (used for out of market materials) must be used on printed promotional materials, including brochures, flyers, ads, and on signage as appropriate. **Use of Association logos MUST BE APPROVED IN ADVANCE BY NLTRA STAFF TO ENSURE PROPER LOGO IS UTILIZED. Association logos will be supplied to producer by NLTRA staff.**
2. The North Lake Tahoe Chamber/CVB/Resort Association shall be named as an additional insured if grant funds are to be used to help support a special event. General liability and liquor liability insurance limits must be at least \$1,000,000 for each occurrence, damage to rented premises and personal injury.
3. Event producers must be prepared to provide the NLTRA with copies of all approved event permits and licenses, as may be required by local or state agencies, upon the request of the NLTRA.
4. Grantee agrees to a minimum of one meeting with the NLTRA Special Events Program Manager to review:
  - The event plan, marketing and promotional strategies.
  - Event Final Report to ensure all information requested at the initial meeting is covered in the final report. Once the Event Final Report is approved by staff, grant funds will be released.
5. Accountability and Documentation of the Event Final Report:  
All grant recipients must file a complete Event Final Report to the office of the NLTRA prior to the release of grant funds to reimburse appropriate expenses. (See Section B for Final Event Report requirements).

F-15.b

**SECTION A:**

**Special Event Application:**

The following information must be provided to complete the application process. To ensure your application is qualified for the review process, please carefully profile your proposal against the eligibility criteria as listed in the **Special Event Grant Funding Criteria**.

1. The event must be held in the North Lake Tahoe area, defined as Eastern Placer County.
2. The timing of the event is encouraged to follow the principle as set forth in the **North Lake Tahoe Tourism and Community Investment Master Plan**.
  - In an effort to reduce pressure on tourism, community resources and infrastructure during periods of peak visitation, the NLTRA should help develop and promote special events during “strike zone” areas of opportunity.
3. Events that generate local, regional and national exposure and public relations value are encouraged.

Date Submitted:		Award (Office use) _____	
1. Event Date:	Event Name:	Grant Amount Requested \$	
2. <b>Have you applied for NLTRA funds for this event in the past? If so, when?</b>			
3. Name of Applicant Organization:			
4. Contact Name:			
Mailing Address:		City/State	Zip:
Telephone:		Email:	
Website:			
5. When was organization founded?		Is organization non-profit?	
6. Purpose/Mission of organization			
7. Tax ID Number			
8. What is your organization’s annual net revenues (less expenses):			
9. <b>What is your event planning/production experience. Please be specific.</b>			

F-15-7

10. Narrative description and purpose of the event? Use additional sheet if necessary.
11. How is your special event consistent with your organization's mission or purpose?
12. How does your event enhance visitation to the area or improve the visitor experience?

12. Submit (attach) complete proposed event budget.

F-15.9

13. If not provided in event budget, please provide (attach) complete marketing and promotional plan.

**Please list budgeted spend for each category, below.**

Newspaper/Magazine \$

Internet/Website \$

Radio \$

TV \$

Rack Cards \$

Printed Collateral \$

Direct Mail \$

Print Advertising \$

Social/PR \$

14. Grant Amount Requested: \$ \_\_\_\_\_

15. Percentage of total event budget requested \_\_\_\_\_ %

**16 Proposed or committed funding from other sources including sponsorship. Please be specific.**

17. Description of how the success of your event will be measured:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name and Title

F-15.10



**SECTION B:**

**Final Event Report:**

The following information must be submitted before grant funds can be released. Required report must be submitted to the office of the North Lake Tahoe Chamber/CVB/Resort Association. Please attach additional documentation and materials, as necessary. Although each event is unique, many measurements of success are standard. Your specific measurements of success will be clearly defined at your initial meeting with NLTRA staff.

**Please attach your Profit & Loss report, itemized expenditures and receipts for reimbursable items**

Your Final Event Report should also include the following information:

EVENT NAME	SUBMITTED BY	
Did you include your event on <a href="http://www.GoTahoeNorth.com">www.GoTahoeNorth.com</a> calendar?	Yes	No (Please circle)
Did you use NLT Chamber e-mail blast service?	Yes	No
Did you use "Cool-Deals" to generate event/lodging packages?	Yes	No
Please provide samples of all marketing materials.		
<b>RESULTS</b>		
Did your event generate overnight lodging tax?	Yes	No
If so, approximately how many room nights did your event generate in Eastern Placer County?		
How did you measure this information?		
How many unique visitors did your website produce?		
Other measurements (online surveys, Facebook, Pinterest, YouTube hits, etc).		
Public Relations results?		
Total attendees:		
Participants _____		
Spectators _____		
If applicable, how does this compare to previous years attendance?		
What would you do differently to make this event even more successful in the future?		

F-15.11

**SECTION B:**

**Final Event Report:**

The following information must be submitted before grant funds can be released. Required report must be submitted to the office of the North Lake Tahoe Chamber/CVB/Resort Association. Please attach additional documentation and materials, as necessary. Although each event is unique, many measurements of success are standard. Your specific measurements of success will be clearly defined at your initial meeting with NLTRA staff.

**Please attach your Profit & Loss report, itemized expenditures and receipts for reimbursable items**

Your Final Event Report should also include the following information:

EVENT NAME	SUBMITTED BY	
Did you include your event on <a href="http://www.GoTahoeNorth.com">www.GoTahoeNorth.com</a> calendar?	Yes	No (Please circle)
Did you use NLT Chamber e-mail blast service?	Yes	No
Did you use "Cool-Deals" to generate event/lodging packages?	Yes	No
Please provide samples of all marketing materials.		
<b>RESULTS</b>		
Did your event generate overnight lodging tax?	Yes	No
If so, approximately how many room nights did your event generate in Eastern Placer County?		
How did you measure this information?		
How many unique visitors did your website produce?		
Other measurements (online surveys, Facebook, Pinterest, YouTube hits, etc).		
Public Relations results?		
Total attendees:		
Participants		
Spectators		
If applicable, how does this compare to previous years attendance?		
What would you do differently to make this event even more successful in the future?		

F-15.12



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of July 31, 2014

**CONFIDENTIAL: Reproduction or further distribution prohibited**

### Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,547 Units ("DestiMetrics Census\*\*")

		2014/15	2013/14	Year over Year % Diff
<b>a. Last Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for last month (July) changed by (4.6%)	Occupancy (July) :	72.8%	69.5%	4.6%
North Lake Tahoe Average Daily Rate for last month (July) changed by (6.2%)	ADR (July) :	\$265	\$250	6.2%
North Lake Tahoe RevPAR for last month (July) changed by (11.1%)	RevPAR (July) :	\$193	\$174	11.1%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for next month (August) changed by (10.2%)	Occupancy (August)	61.9%	56.1%	10.2%
North Lake Tahoe Average Daily Rate for next month (August) changed by (9.0%)	ADR (August) :	\$260	\$239	9.0%
North Lake Tahoe RevPAR for next month (August) changed by (20.1%)	RevPAR (August) :	\$161	\$134	20.1%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the prior 6 months changed by (2.7%)	Occupancy	48.5%	47.2%	2.7%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (3.6%)	ADR	\$235	\$227	3.6%
North Lake Tahoe RevPAR for the prior 6 months changed by (6.4%)	RevPAR	\$114	\$107	6.4%
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (-9.1%)	Occupancy	22.3%	24.5%	-9.1%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (1.5%)	ADR	\$234	\$231	1.5%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (-7.7%)	RevPAR	\$52	\$57	-7.7%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jul. 31, 2014 vs. Previous Year</b>				
Rooms Booked during last month (July, 2014) compared to Rooms Booked during the same period last year (July, 2013) for arrival July to December has changed by (-39.5%)	Booking Pace (July)	5.4%	9.0%	-39.5%

\* **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.

Copyright 2006 - 2014 DestiMetrics, LLC. All Rights Reserved. Information provided here is CONFIDENTIAL INFORMATION and is the exclusive property of DestiMetrics LLC. It is expressly not for reproduction, distribution publication or any other dissemination without the express written permission of DestiMetrics, LLC. Sample reports may be provided to interested persons, specifically for purposes of their evaluation of a potential subscription and are subject to Copyrights of this product. Data and Metrics represented on this report are representative of the Sample Properties only and may not be representative of the entire Community or Industry. Persons using this data for strategic purposes do so at their own risk and hold DestiMetrics harmless.

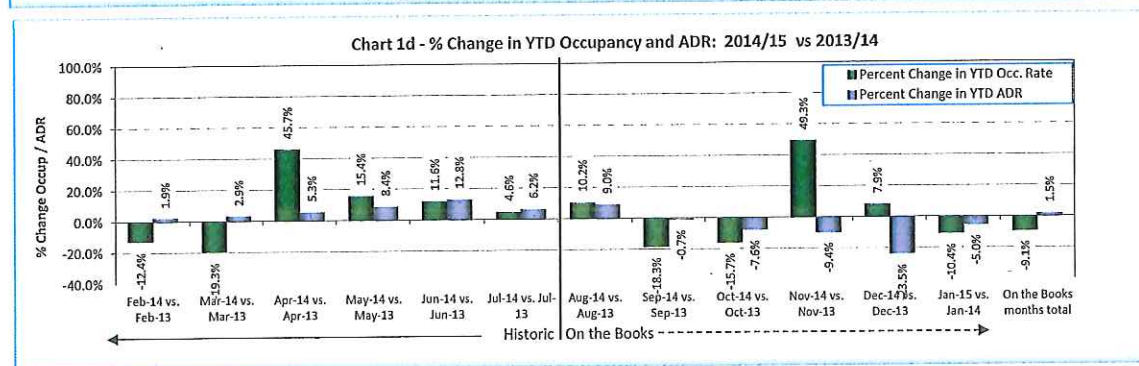
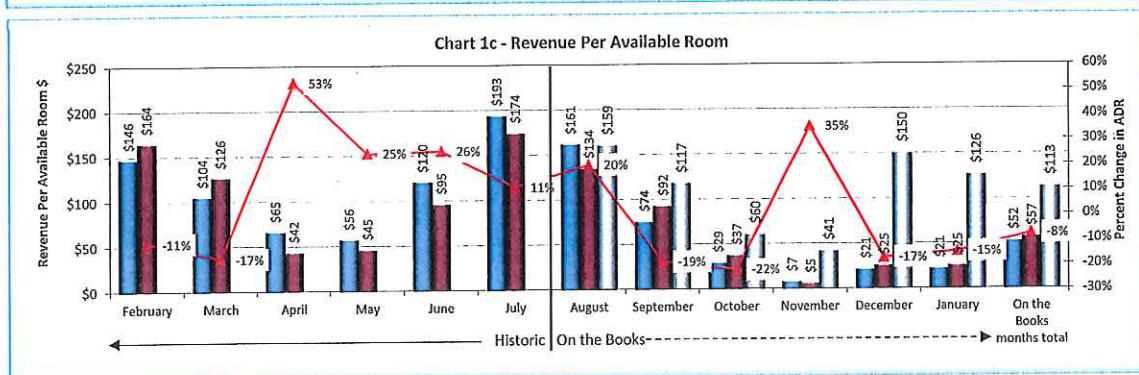
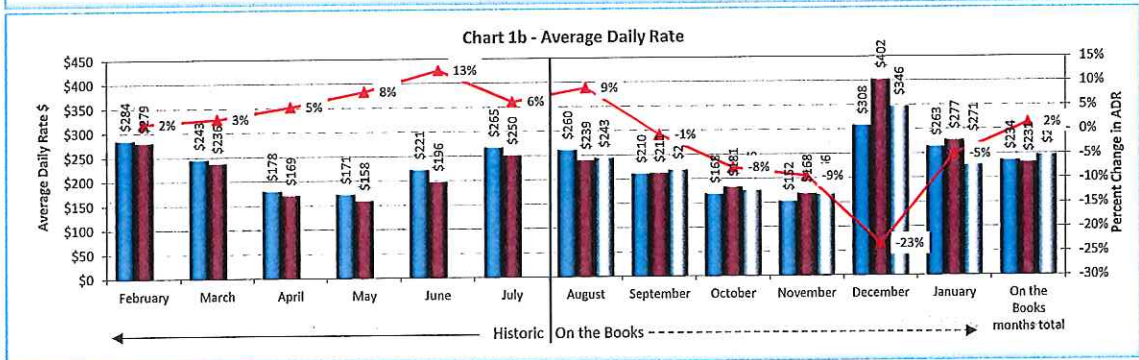
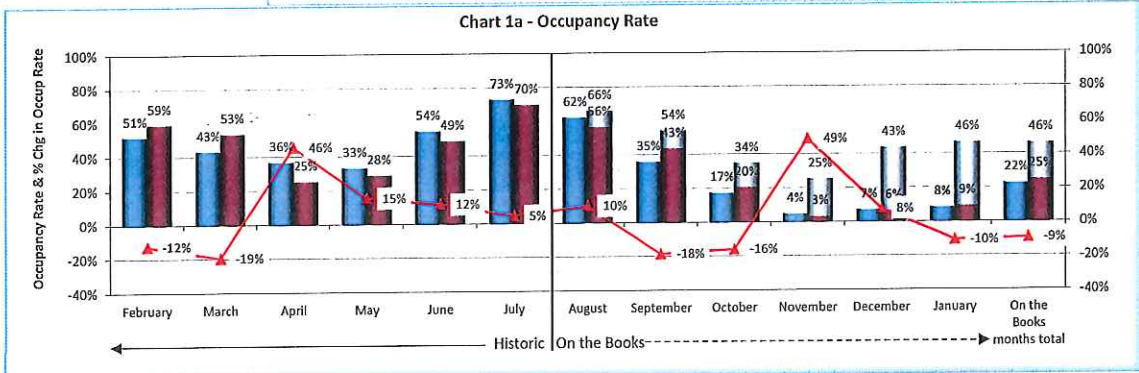


## RESERVATIONS ACTIVITY REPORT SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2014/15 YTD (as of July 31, 2014) vs. 2013/14 YTD (as of July 31, 2013) vs. 2013/14 Historical

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

**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**



G-17.2



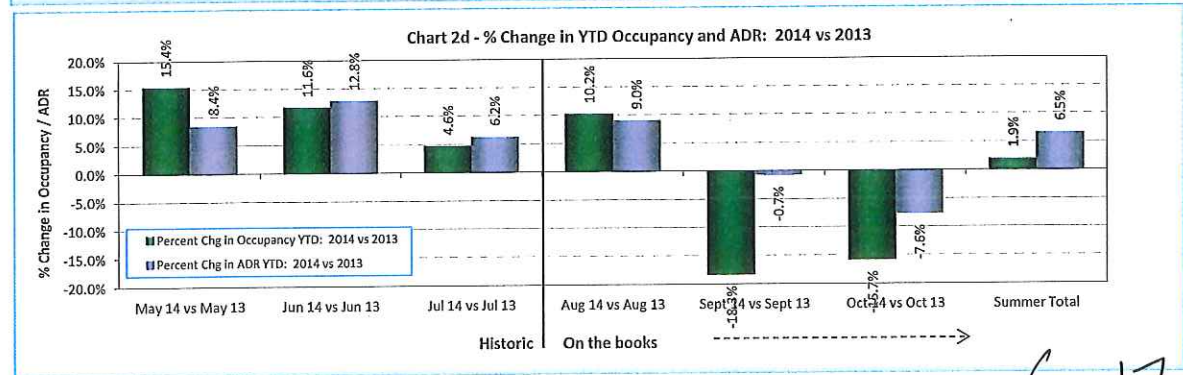
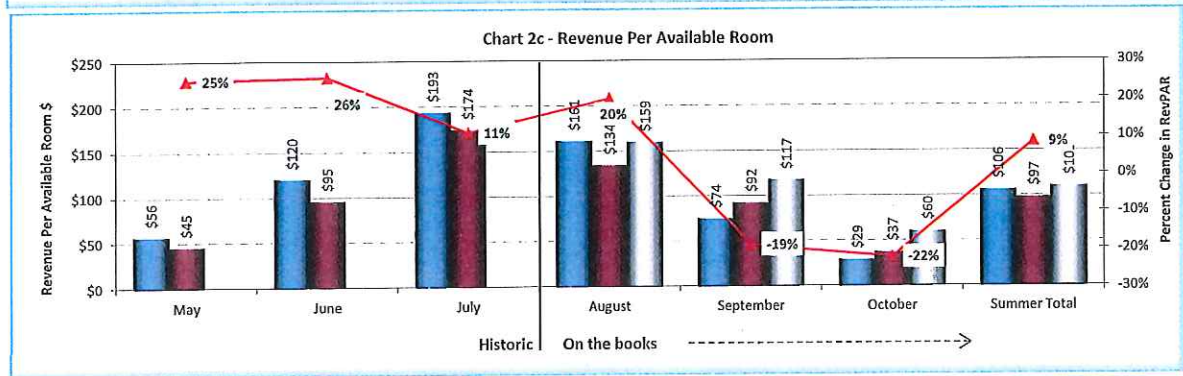
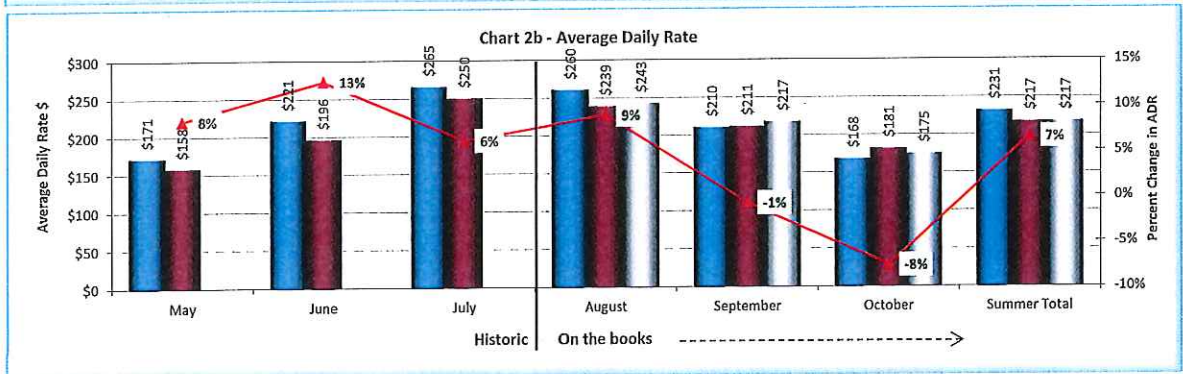
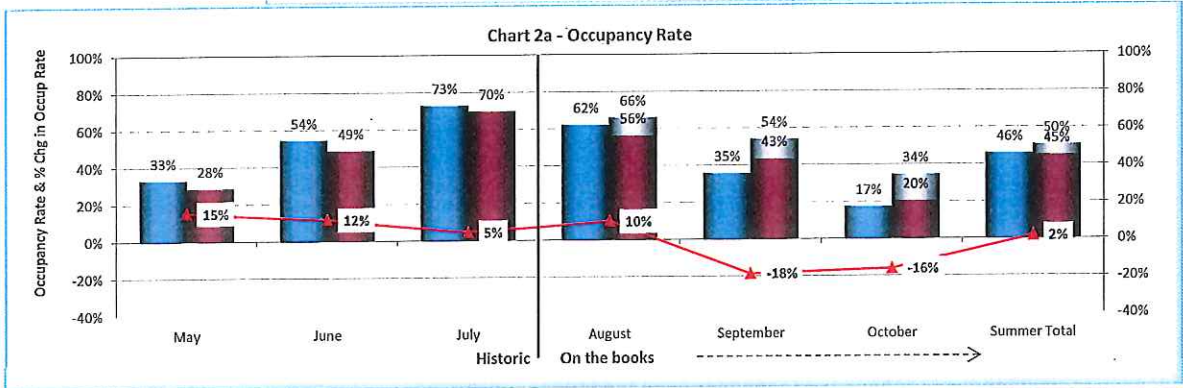
## RESERVATIONS ACTIVITY REPORT SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2014 YTD (as of July 31, 2014) vs. 2013 YTD (as of July 31, 2013) vs. 2013 Historical

**NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above**  
**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

Historic Actual (2013 season)    
  Data as of July 31, 2014 (2014 season)

Data as of July 31, 2013 (2013 season)    
  Percent Change



G-17.3



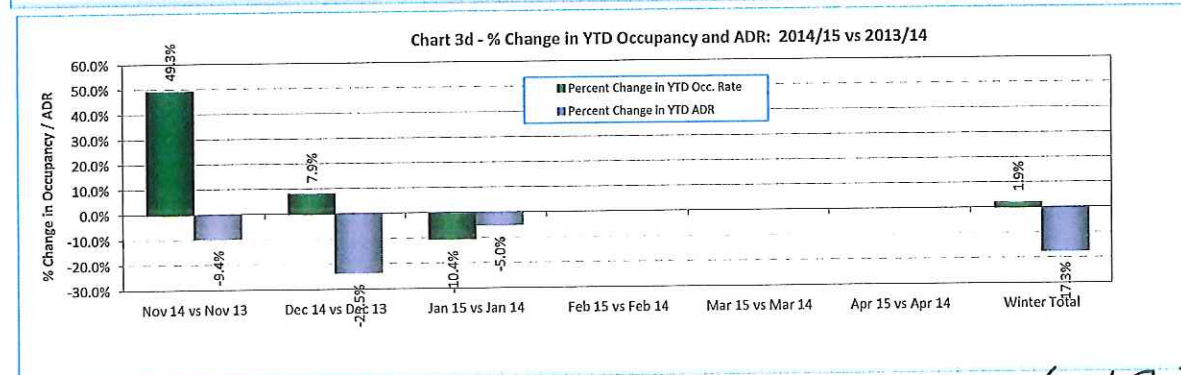
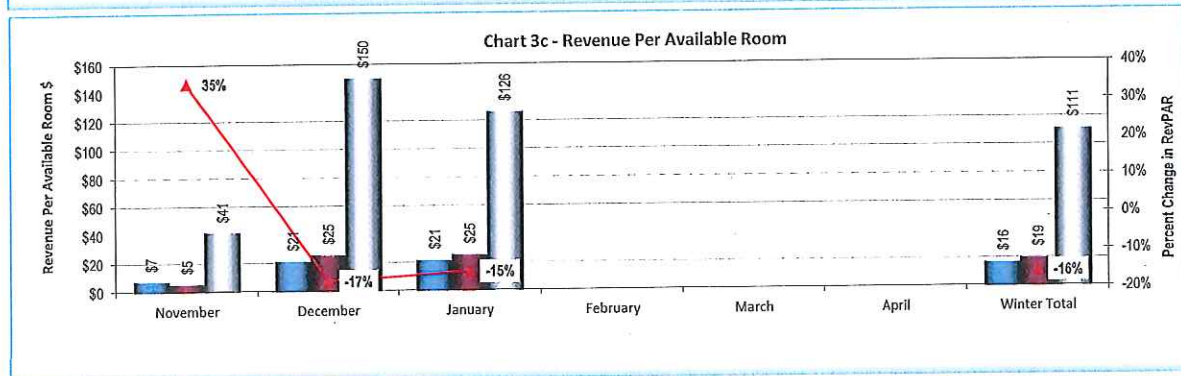
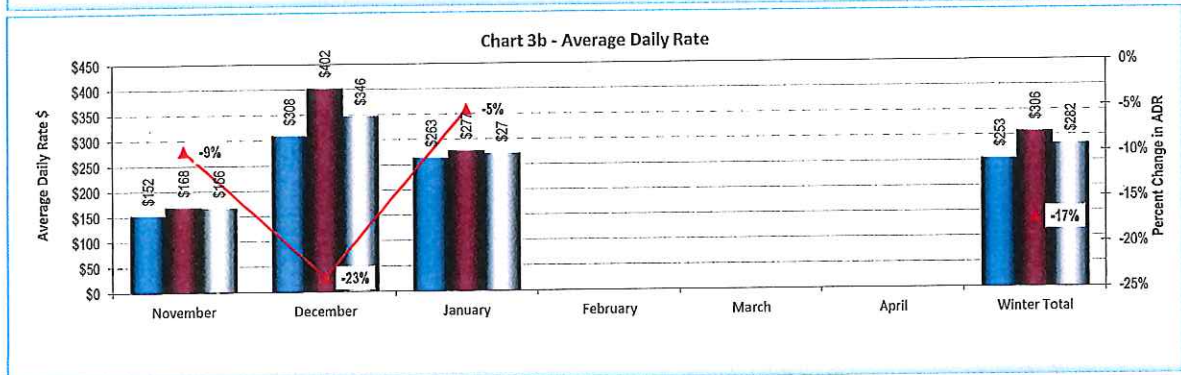
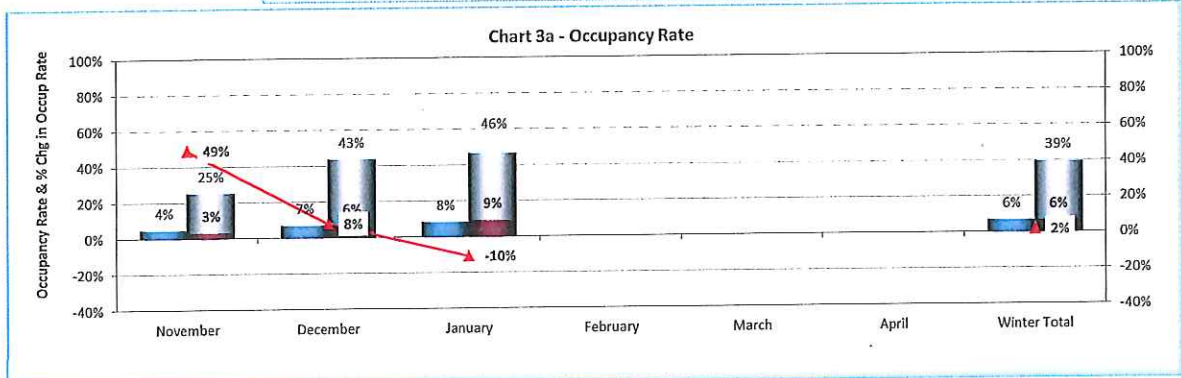
## RESERVATIONS ACTIVITY REPORT SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2014/15 YTD (as of July 31, 2014) vs. 2013/14 YTD (as of July 31, 2013) vs. 2013/14 Historical

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

**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

Historic Actual (2013/14 season)
  Data as of July 31, 2014 (2014/15 season)
  Data as of July 31, 2013 (2013/14 season)
  Percent Change



G-17.4



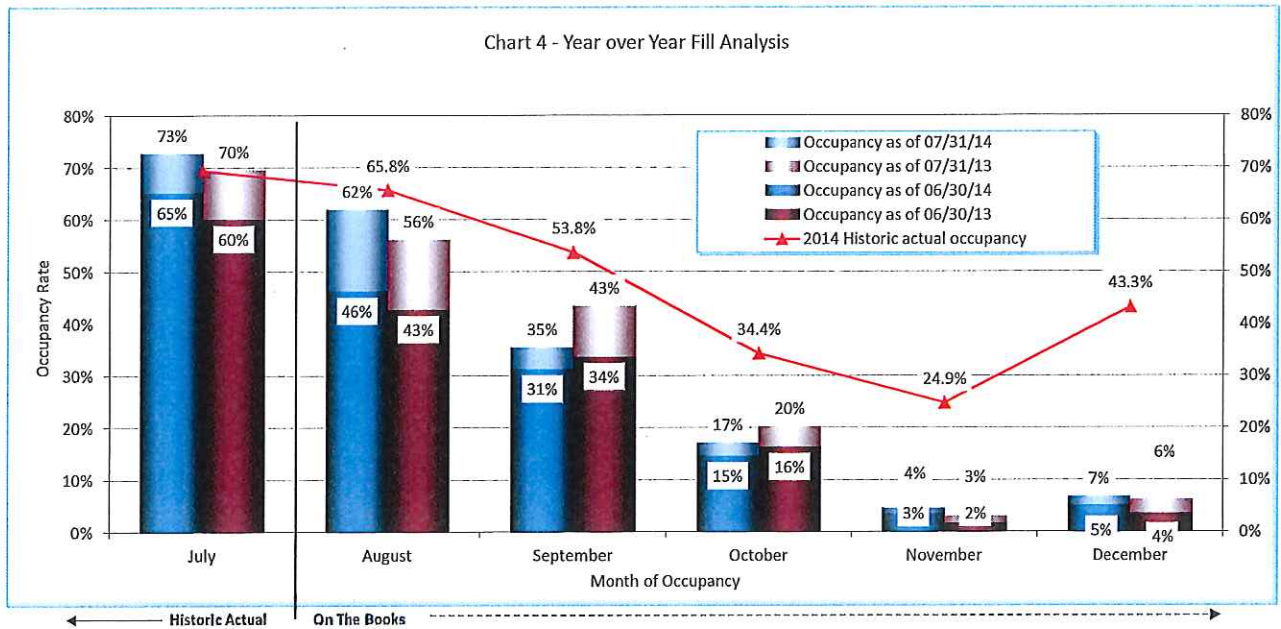
### RESERVATIONS ACTIVITY REPORT

#### SECTION 4 - FILL ANALYSIS

2014 Occupancy Pace (as of July 31, 2014) vs. 2013 Occupancy Pace (as of July 31, 2013) vs. same period 2013

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

**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**



Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF JUL 31			OCCUPANCY AS OF JUN 30			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2014 Historic actual occupancy
	Occupancy as of 07/31/14	Occupancy as of 07/31/13	Absolute Change	Occupancy as of 06/30/14	Occupancy as of 06/30/13	Absolute Change	Incremental occupancy booked during Jul. 2014	Incremental occupancy booked during Jul. 2013	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	July	72.8%	69.5%	3.2%	65.2%	60.1%	5.1%	7.6%	9.4%	-1.9%	
August	61.9%	56.1%	5.7%	46.3%	42.7%	3.6%	15.6%	13.5%	2.1%	15.8%	65.8%
September	35.4%	43.3%	-7.9%	31.3%	33.6%	-2.3%	4.2%	9.7%	-5.6%	-57.3%	53.8%
October	17.0%	20.2%	-3.2%	14.5%	16.2%	-1.7%	2.5%	4.0%	-1.5%	-37.1%	34.4%
November	4.5%	3.0%	1.5%	3.4%	1.7%	1.8%	1.0%	1.3%	-0.3%	-22.1%	24.9%
December	6.7%	6.2%	0.5%	5.1%	3.5%	1.6%	1.6%	2.7%	-1.1%	-39.7%	43.3%
<b>Total</b>	<b>33.2%</b>	<b>35.5%</b>	<b>-2.3%</b>	<b>27.8%</b>	<b>26.5%</b>	<b>1.3%</b>	<b>5.4%</b>	<b>9.0%</b>	<b>-3.5%</b>	<b>-39.5%</b>	<b>50.3%</b>

\*\*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.

9-17.5



**RESERVATIONS ACTIVITY REPORT**  
SECTION 5a - SUPPORTING DATA TABLES  
Bookings as of July 31, 2014

**NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above**  
**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

OCCUPANCY RATE	OCCUPANCY RATE: YTD 2014 VS. YTD 2013			Historic Actual Occup. Rate (2013 season)	# of Properties in Sample
	Month of Occupancy (2014 & 2013)	Occup. Rate as of: July 31, 2014 (2014 season)	Occup. Rate as of: July 31, 2013 (2013 season)		
February	51.5%	58.8%	2012 -12.4%		11
March	42.9%	53.2%	-19.3%		11
April	36.5%	25.0%	45.7%		11
May	32.8%	28.5%	15.4%		11
June	54.3%	48.6%	11.6%		11
July	Historic Actual 72.8%	69.5%	64.5 4.6%		11
August	On the Books 61.9%	56.1%	51.4 10.2%	65.8%	11
September	35.4%	43.3%	-18.3%	53.8%	11
October	17.0%	20.2%	-15.7%	34.4%	11
November	4.5%	3.0%	49.3%	24.9%	11
December	6.7%	6.2%	7.9%	43.3%	11
January	8.0%	9.0%	-10.4%	46.3%	11
Grand total	35.2%	36.4%	-3.3%	46.6%	11
Historic months total	48.5%	47.2%	2.7%	47.2%	11
On the Books months total	22.3%	24.5%	-9.1%	45.9%	11

AVERAGE DAILY RATE	ADR: YTD 2014 VS. YTD 2013			Historic Actual ADR (2013 season)	# of Properties in Sample
	Month of Occupancy (2014 & 2013)	ADR as of: July 31, 2014 (2014 season)	ADR as of: July 31, 2013 (2013 season)		
February	\$284	\$279	1.9%		11
March	\$243	\$236	2.9%		11
April	\$178	\$169	5.3%		11
May	\$171	\$158	8.4%		11
June	\$221	\$196	12.8%		11
July	Historic Actual \$265	\$250	6.2%		11
August	On the Books \$260	\$239	9.0%	\$243	11
September	\$210	\$211	-0.7%	\$217	11
October	\$168	\$181	-7.6%	\$175	11
November	\$152	\$168	-9.4%	\$166	11
December	\$308	\$402	-23.5%	\$346	11
January	\$263	\$277	-5.0%	\$271	11
Grand total	\$235	\$228	2.9%	\$235	11
Historic months total	\$235	\$227	3.6%	\$227	11
On the Books months total	\$234	\$231	1.5%	\$245	11

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2014 VS. YTD 2013			Historic Actual RevPAR (2013 season)	# of Properties in Sample
	Month of Occupancy (2014 & 2013)	RevPAR as of: July 31, 2014 (2014 season)	RevPAR as of: July 31, 2013 (2013 season)		
February	\$146	\$164	-10.7%		11
March	\$104	\$126	-17.0%		11
April	\$65	\$42	53.5%		11
May	\$56	\$45	25.1%		11
June	\$120	\$95	25.9%		11
July	Historic Actual \$193	\$174	11.1%		11
August	On the Books \$161	\$134	20.1%	\$159	11
September	\$74	\$92	-18.9%	\$117	11
October	\$29	\$37	-22.1%	\$60	11
November	\$7	\$5	35.2%	\$41	11
December	\$21	\$25	-17.4%	\$150	11
January	\$21	\$25	-14.9%	\$126	11
Grand total	\$83	\$83	-0.4%	\$110	11
Historic months total	\$114	\$107	6.4%	\$107	11
On the Books months total	\$52	\$57	-7.7%	\$113	11

4-17.6





**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5b - SUPPORTING SUMMER DATA TABLES**  
 Summer Bookings as of July 31, 2014

**NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above**  
**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

OCCUPANCY RATE	OCCUPANCY RATE: YTD 2014 VS. YTD 2013				Historic Actual Occup. Rate (2013 season)
	Occup. Rate as of: July 31, 2014 (2014 season)	Occup. Rate as of: July 31, 2013 (2013 season)	Percent Change in YTD Occ. Rate	Percent Change in	
Month of Occupancy (2014 & 2013)					
May	32.8%	28.5%	87.7	15.4%	
June	54.3%	48.6%	44.6	11.6%	
July	<b>Historic Actual</b> 72.8%	69.5%	69.6	4.6%	
August	<b>On the Books</b> 61.9%	56.1%	51.4	10.2%	65.8%
September	35.4%	43.3%	87.1	-18.3%	53.8%
October	17.0%	20.2%	12.5	-15.7%	34.4%
Summer Total	45.7%	44.9%	80.8	1.9%	50.4%

AVERAGE DAILY RATE	ADR: YTD 2014 VS. YTD 2013				Historic Actual ADR (2013 season)
	ADR as of: July 31, 2014 (2014 season)	ADR as of: July 31, 2013 (2013 season)	Percent Change in YTD ADR	Percent Change	
Month of Occupancy (2014 & 2013)					
May	\$171	\$158	153	8.4%	
June	\$221	\$196	139	12.8%	
July	<b>Historic Actual</b> \$265	\$250	227	6.2%	
August	<b>On the Books</b> \$260	\$239	229	9.0%	\$243
September	\$210	\$211	135	-0.7%	\$217
October	\$168	\$181	165	-7.6%	\$175
Summer Total	\$231	\$217	227	6.5%	\$217

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2014 VS. YTD 2013				Historic Actual RevPAR (2013 season)
	RevPAR as of: July 31, 2014 (2014 season)	RevPAR as of: July 31, 2013 (2013 season)	Percent Change in YTD RevPAR	Percent Change	
Month of Occupancy (2014 & 2013)					
May	\$56	\$45	124	25.1%	
June	\$120	\$95	126	25.9%	
July	<b>Historic Actual</b> \$193	\$174	111	11.1%	
August	<b>On the Books</b> \$161	\$134	120	20.1%	\$159
September	\$74	\$92	80	-18.9%	\$117
October	\$29	\$37	78	-22.1%	\$60
Summer Total	\$106	\$97	111	8.5%	\$109

36% RevPAR  
9-17.7



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5c - SUPPORTING WINTER DATA TABLES**  
**Winter Bookings as of July 31, 2014**

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

**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

OCCUPANCY RATE	OCCUPANCY RATE: YTD 2014/15 VS. YTD 2013/14			Historic Actual Occup. Rate (2013/14 season)
	Occup. Rate as of: July 31, 2014 (2014/15 season)	Occup. Rate as of: July 31, 2013 (2013/14 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014/15 & 2013/14)				
November	4.5%	3.0%	49.3%	24.9%
December	6.7%	6.2%	7.9%	43.3%
January	8.0%	9.0%	-10.4%	46.3%
February				
March				
April				
Winter Total	6.4%	6.3%	1.9%	39.2%

AVERAGE DAILY RATE	ADR: YTD 2014/15 VS. YTD 2013/14			Historic Actual ADR (2013/14 season)
	ADR as of: July 31, 2014 (2014/15 season)	ADR as of: July 31, 2013 (2013/14 season)	Percent Change in YTD ADR	
Month of Occupancy (2014/15 & 2013/14)				
November	\$152	\$168	-9.4%	\$166
December	\$308	\$402	-23.5%	\$346
January	\$263	\$277	-5.0%	\$271
February				
March				
April				
Winter Total	\$253	\$306	-17.3%	\$282

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2014/15 VS. YTD 2013/14			Historic Actual RevPAR (2013/14 season)
	RevPAR as of: July 31, 2014 (2014/15 season)	RevPAR as of: July 31, 2013 (2013/14 season)	Percent Change in YTD ADR	
Month of Occupancy (2014/15 & 2013/14)				
November	\$7	\$5	35.2%	\$41
December	\$21	\$25	-17.4%	\$150
January	\$21	\$25	-14.9%	\$126
February				
March				
April				
Winter Total	\$16	\$19	-15.8%	\$111

G-17.8

North Lake Tahoe Resort Association  
Membership Department - 2014 August Bridal Faire Report  
7/23/2014 (Revised August 29, 2014)

G-19.1

Purpose of NLT Bridal Faire: Drive wedding business to North Lake Tahoe  
Increase TOT  
Promote bridal businesses in North Lake Tahoe  
Sell memberships to the NLT Chamber to bridal vendors

GOAL 1: Sell out Faire with at least 40 vendors (February 2014 vendor #)  
*Faire sold out with 50 vendors*

GOAL 2: Increase brides and grooms attendance  
*August 2014 Faire saw about the same amount of brides and grooms as February-85 brides and grooms  
However, the total attendance numbers in August were much higher than February with approx. 250 people.  
The attendance in February was approx. 175 people.*

Goal 3: Reach NoCal and SoCal brides and grooms with minimal marketing dollars (\$950)  
*Faire marketing was placed in Moonshine Ink, Sierra Sun (In-Kind), Dedicated Facebook page,  
NLT Facebook, Squaw.com (In-Kind), RealWeddings.com (In-Kind), Perfect Wedding Guide, (In-Kind),  
Sacramento Bride and Groom (In-Kind)  
See Reached Demographic Attached*

Goal 4: Create a professional Vendor Packet with legal contract and Bridal Faire Program  
See Attached

Goal 5: Increase Raffle Ticket Sales  
\$1150 sold at February 2014 Faire/\$1550 sold at August 2014 Faire  
*Covers trip expense \$995*

**Revenues:**

	Budget	Actual
Raffle Ticket Sales	1,240	1,540
Booth Sales	2,200	3,800

Total Revenues

<u>3,440</u>	<u>5,340</u>
--------------	--------------

**Expenses:**

Advertising - Moonshine Ink	250	250
Advertising - Sierra Sun/Bonanza	270	-
Advertising - The Knot	-	700
Vendor Packet/Program Design	-	520
Program Printing	-	312
Raffle Prizes	995	995
Office Supplies	10	10

Total Expenses

<u>1,525</u>	<u>2,787</u>
--------------	--------------

*Projected Net Gain*

<u><u>1,915</u></u>	<u><u>2,553</u></u>
---------------------	---------------------

G-19.2

Membership Manager spent approx. 56 hours of employee time  
Executive Assistant spent approx. 12 hours of employee time

**OUTCOME:**

The August Bridal Faire had several sponsors:

Petra/Uncorked and Auld Dubliner supplied the bar drinks. Each person in attendance received 1 drink ticket.

Squaw Valley hosted the bar in February and only the first 50 people received a glass of champagne.

The pipe and drape required for the event was supplied by Camelot Party Rentals.

Squaw Valley's budget for the Faire was placed towards food in the Squaw Valley booth and the Mountain Roots food truck.

Early bird rates will go out mid-September for February 2015 Faire.

Olympic Village Lodge maxes out with vendors at 45-50 inside.

The February 2015 event will be held at OVL due to the relationship with Squaw Valley.

Historically, the vendors sell out the last 2 weeks prior to the Faire.

Booth rates have increased with each Faire to no resistance from vendors.

The Faire now has a good reputation with the bridal vendors. The August Faire saw all of the major ski resorts and larger lodging properties participate where they did not attend February 2014 due to the initial reputation.

The August Faire also sees different bridal vendors than february as some of the smaller vendors cannot attend in August because they are too busy.

**LESSONS LEARNED:**

Vendor placement is always an issue. Placing the music vendors is tricky.

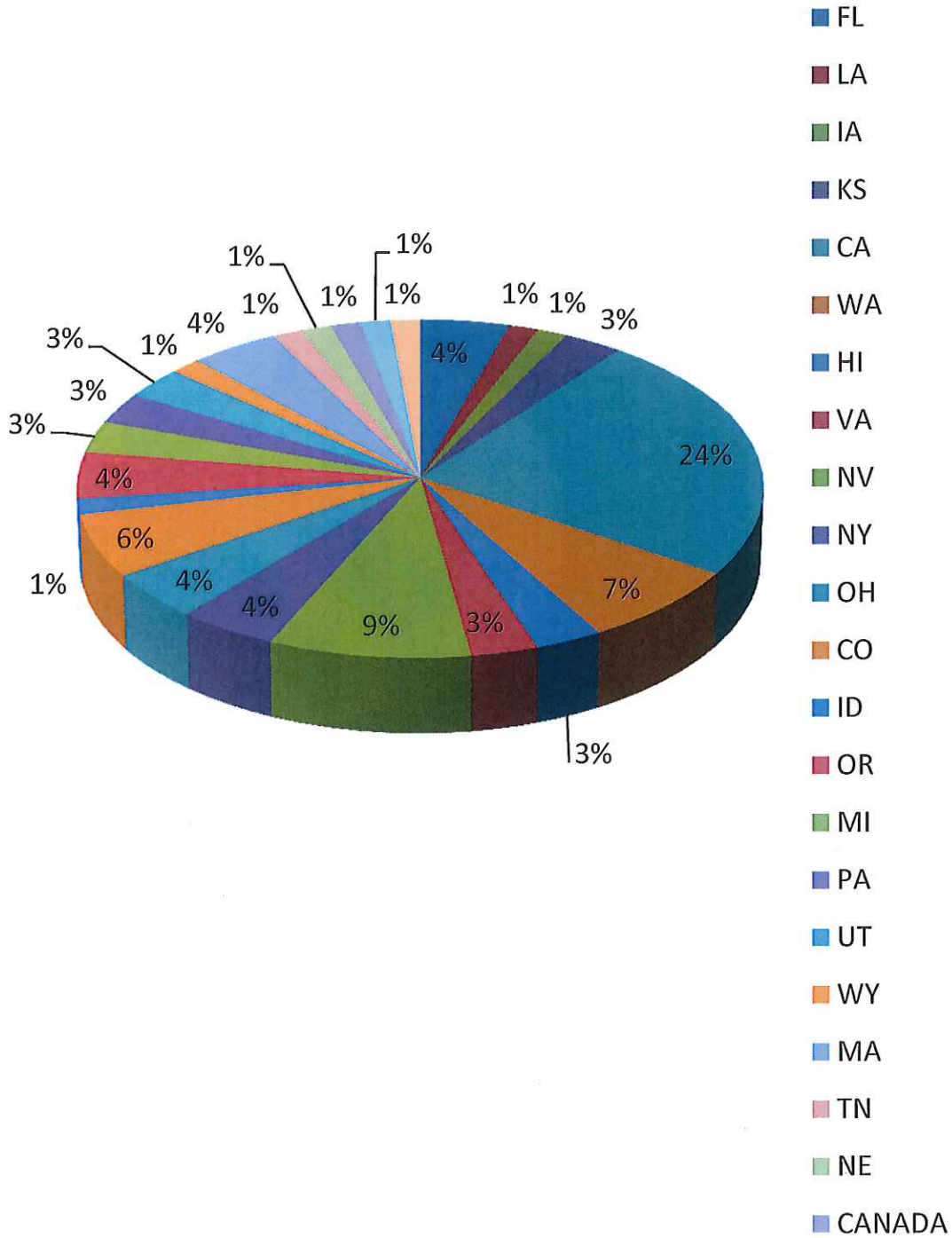
Encourage guests at registration to sample food.

Encourage the vendors to arrive on time. 3 vendors arrived after the Faire had begun.

Be prepared to open the doors at 10:58am as we had a large line of people waiting to enter right at 11am.

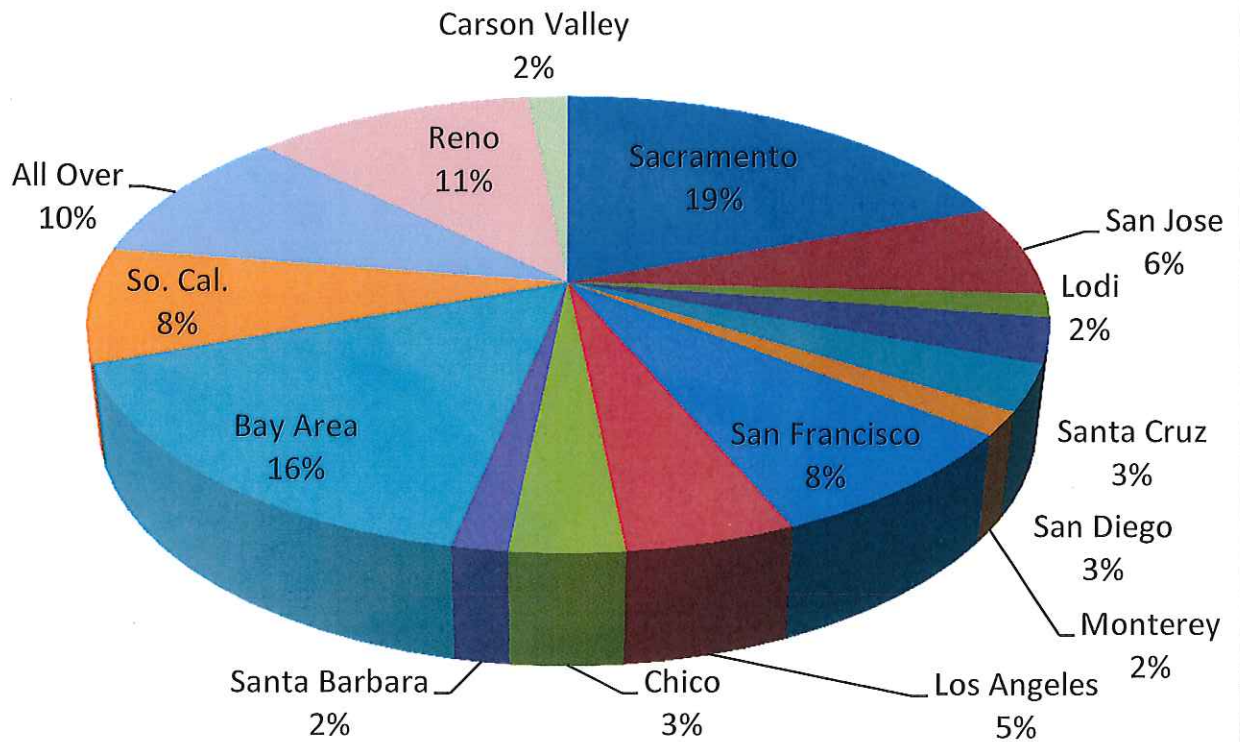
G-19.3

# Wedding Guests Traveling From/To North Lake Tahoe



G-19.4

## Wedding Traveling Guest From/To California and Nevada



G-19.5



north lake tahoe

# Bridal Faire



**August 24th, 2014**

Squaw Valley, Olympic Village Lodge  
**SUNDAY 11am - 3pm**



Sponsored by North Lake Tahoe Chamber/CVB/Resort Association & Squaw Valley

6/9.6



# DREAM WEDDING DESTINATION

*North Lake Tahoe* is a **dream wedding destination** for thousands of couples, which has made it the home of top wedding planners, wedding photographers, and wedding venues. **Dozens of those experts** will be on hand at the Bridal Faire at Olympic Village Lodge in Squaw Valley on Aug. 24. The event is sponsored by the North Lake Tahoe Chamber/CVB/Resort Association and Squaw Valley.



*The event is a perfect opportunity* for brides to connect with the best wedding vendors that North Tahoe has to offer with on-site food and free parking. *February's event saw 85 brides meeting with over 50 wedding vendors at a completely sold out event.* This summer's faire will **showcase the entire range of wedding services**, from food to photography. Attendees will be free to walk through the conference room and connect with numerous vendors, services and planners. Full wedding place settings, decorations and fashion will be on display at the event. *The Bridal Faire will also return to Squaw Valley for a winter trade show on Feb. 7, 2015.*



**For information on exhibiting or attending the 2014 Bridal Faire, contact:**

**Ginger Karl**

North Lake Tahoe Chamber/CVB/Resort Association

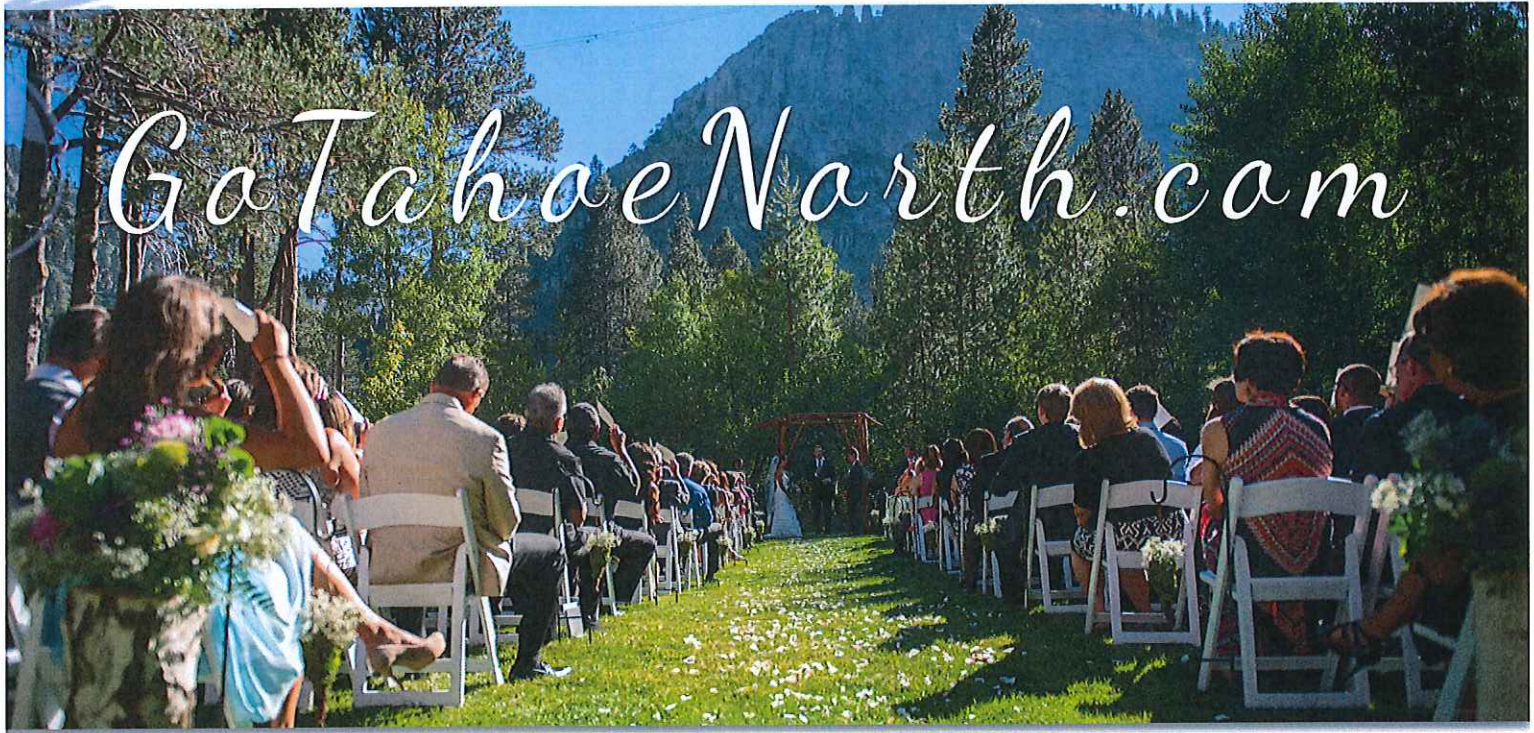
(530) 581-8764

Ginger@GoTahoeNorth.com



G-19.7

# ABOUT NORTH LAKE TAHOE



*For more information* about North Lake Tahoe, visit [www.gotahoenorth.com](http://www.gotahoenorth.com). **And for the best bargains**, including lodging, check out the "Cool Deals" tab, which is updated daily. North Lake Tahoe is a 45-minute drive from the Reno Tahoe International Airport, two hours from Sacramento International Airport and just over three hours from San Francisco International Airport. Visitor information centers are located at 100 North Lake Boulevard in Tahoe City and 969 Tahoe Boulevard in Incline Village with kiosks, Reno-Tahoe International Airport, Kings Beach (Summer), Auburn and Truckee.



G-19.8

# SHOW ADVERTISING

*Effective Advertising* is **our top priority!** We implement an extensive marketing campaign to bring brides to the show, utilizing print, internet, email, media and a Grand Raffle. Exhibitors receive a list of all the brides who attend the show, with contact information and wedding details.



## Why Exhibit?

- 🕒 **Showcase** your business to hundreds of attendees in a festive and interactive environment
- 🕒 **Introduce** your business to potential new customers/network
- 🕒 **Distribute** your newest collateral or product samples

## Promote your Business

- 🕒 **Decorate** your booth with over the top displays to attract brides to your area in the Faire
- 🕒 **Sample** your product at the show if it can be tasted, tested, or otherwise experienced
- 🕒 Place promotional items in the **SWAG bags**
- 🕒 Donate a grand **prize** or door prize
- 🕒 Invite/Email **all** of your contacts/potential brides to attend the Faire

*As an Exhibitor* your business will be exposed through large scale advertising for this event:

- 🕒 **TheKnot.com** e-blast to **4,000** area brides and listed on the Bay area, Sacramento and Tahoe TheKnot.com calendars
- 🕒 Cross-Marketing Wedding Campaign with **GoTahoeNorth.com**
- 🕒 Social Media, PR, & Web Campaign
- 🕒 **"Sacramento Bride & Groom Magazine"** Promotion
- 🕒 **"Perfect Wedding Guide"** Promotion
- 🕒 **"California Wedding Day"** Promotion
- 🕒 **"Real Weddings Magazine"** Promotion
- 🕒 Moonshine Ink & Sierra Sun/Bonanza **Print Ads**
- 🕒 Moonshine Ink **Online Ads**
- 🕒 **Dedicated** Facebook Page
- 🕒 Grand Raffle Pre-Registration - Automatic Entry for Attending Brides

G-199

## EXHIBITOR OPTIONS

*Participation fees* in the North Lake Tahoe Bridal Faire are **minimal** based on the potential ROI in bridal bookings!

Size	Chamber Members	Non-Members
Single 7x5	\$75	\$125
Double 14x5	\$150	\$200
10x7	\$125	\$175
10x10	\$150	\$200
10x20	\$200	\$250
14x12	\$200	\$250

All booths include pipe and drape, one draped 6' table, a listing in the Show Program, and the Brides List. Double and larger booths include one *additional* draped 6' table. One or two chairs may also be requested at no charge.

A vendor may participate in the Faire without a booth but MUST pay a BOOTH fee for marketing collateral/information to be included in the NLTRA Bridal Faire. IF ANY VENDOR ARRIVES TO THE FAIRE AND PROCEEDS TO SELF PROMOTE OR SELL THEIR PRODUCT OR SERVICES WITHOUT PAYING TO ATTEND, THE PERSON OR PERSONS WILL BE IMMEDIATELY ESCORTED OFF PROPERTY BY SECURITY AND WILL BE CEASED FROM PARTICIPATING IN ANY FUTURE NLTRA BRIDAL FAIRES. IF YOU SEE OR NOTICE ANY UNPROFESSIONAL ACTIVITY, PLEASE NOTIFY THE DESK REGISTRATION IMMEDIATELY SO SECURITY MAY BE CALLED APPROPRIATELY AS TO NOT DISRUPT THE FAIRE.



*In order to provide the best experience for both exhibitors and attendees, NLTRA Bridal Faire limits the number of vendors exhibiting in each category of products/services. If your contract is received after your category is filled, you will be notified and placed on a waiting list. If you do not receive booth assignment, your contract will be cancelled and any money refunded.*

6-19-10

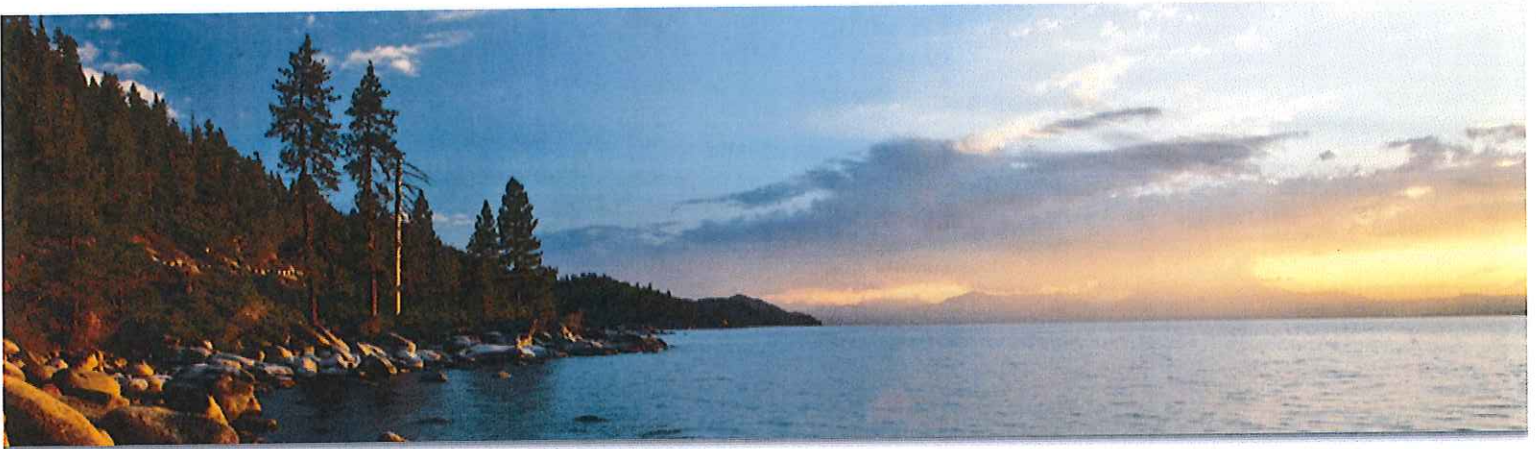
# EXHIBITOR OPTIONS

## Show Sponsorship \$1000

Includes a Premium Booth Space, your company logo or name included on all marketing materials and advertising and host of the **Grand Raffle**. The Grand Raffle is also advertised in other marketing promos and may be entered to win by any individual by purchasing raffle tickets.

The Grand Raffle is an 8 day, 7 night stay at the winner's choice of the following: Canary Islands, Greece, Maui, Costa Rica, Vail or St. Thomas. The Grand Raffle drawing will be held at 2:45pm on Sunday, August 24, 2014 at the Olympic Village Lodge. The Grand Raffle host will draw the winning raffle ticket and the Winner will be announced by Squaw Valley/NLTRA at that time.

*\*ENTRIES DO NOT HAVE TO BE PRESENT TO WIN!*



*Prize Giveaway:* Donate a prize valued at \$50 or more, and your company name will be included on:

- 📍 **Facebook** Page
- 📍 **Emails** to Brides
- 📍 Bridal Show **Program**
- 📍 And more, on a space available basis

*Prize donor companies will be announced throughout the show as the prizes are given away.*

## Swag Bag Items

**FREE**

All exhibitors are encouraged to provide SWAG bag items for additional exposure for their business. Give brides a reminder of your business with a tactile item the bride or groom can refer to after the show.



G-19.11

# north lake tahoe *Bridal Faire*

## EXHIBITOR CONTRACT

## REGISTRATION

Company \_\_\_\_\_ Vendor Category \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 Bus. Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_  
 Email \_\_\_\_\_  
 Web site \_\_\_\_\_

### Booth Sizes & Rates

Size	Chamber Members	Non-Members		Qty	\$ Amt
<input type="checkbox"/> Single 7x5	\$75	\$125	<b>Add-On Rentals</b>		
<input type="checkbox"/> Double 14x5	\$150	\$200	<input type="checkbox"/> Chairs (no charge, but by request only)	\$0	_____
<input type="checkbox"/> 10x7	\$125	\$175	<input type="checkbox"/> Additional Draped 6' Table	\$20	_____
<input type="checkbox"/> 10x10	\$150	\$200	<input type="checkbox"/> Electrical Access	\$25	_____
<input type="checkbox"/> 10x20	\$200	\$250	<input type="checkbox"/> Bold Show Program Listing	\$25	_____
<input type="checkbox"/> 14x12	\$200	\$250			
<input type="checkbox"/> Food Vendor - No Charge					

### Show Sponsorship

Sponsorship	Price	Description
<input type="checkbox"/> Pipe & Drape Sponsor	\$0	Trade for Show Sponsorship & Premier Booth Space
<input type="checkbox"/> Bar Sponsor	\$500	Show Sponsorship & Premium Booth Space
<input type="checkbox"/> Show Sponsor	\$1,000	Full Show Sponsor, Host of Grand Raffle, Placed in All Media Advertising Outlets for Show, Premium & Premier Booth Space

For questions or inquiries, please contact Ginger Karl.

### Payment

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Verification Code \_\_\_\_\_  
 \$ \_\_\_\_\_ (amount to charge) Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Zip Code \_\_\_\_\_ Phone Number \_\_\_\_\_

I agree to all of the terms listed in this contract.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

**Important:** You will receive a confirmation by email when your contract is received. If you have not heard from us within 72 hours of submitting your contract, contact [ginger@gotahoenorth.com](mailto:ginger@gotahoenorth.com) or 530-581-8764 immediately. **Contract is not binding until you receive the email confirmation.** All three pages of contract must be received before confirmation can be sent.

Submit completed three page contract to:

[ginger@gotahoenorth.com](mailto:ginger@gotahoenorth.com)

If paying by check: make checks payable to NLTRA, and submit contract by mail along with your check.

G-19.12

# north lake tahoe *Bridal Faire*

**Vendor Applications are based on a first come, first serve base.  
Due Date for all applications is Friday, August 15th, 2014.**

## EXHIBITOR CONTRACT

## TERMS & CONDITIONS

Please read entire page before signing and submitting.

**Refund/Cancellation Policy.** All payments are non-refundable. Cancellation by exhibitor is subject to a 100% cancellation fee. All payments will still be due on the dates specified on the contract. Exception: The only circumstance under which a contract may be cancelled and any payments refunded is if the contract is received after exhibitor's category is filled and a booth is not assigned. In this case, the contract will be cancelled by North Lake Tahoe Chamber and any payments received will be refunded to original form of payment.

**Payment Terms:** Payment is due at the time of application. By credit card - the credit card listed on this contract will be charged automatically on the date the application is received without any additional notice or invoicing. If the card is declined for any reason, NLTRA may attempt the charge again on any later date, and a \$40 late fee will be added to the payment. By check - Check is due at time of application. An invoice will be submitted. A \$40 fee will be charged on any amounts 5 days past due and on any returned checks.

NLTRA reserves the right to reassign space or cancel without refund, any show contract not fully paid by 10 days after the application date of any contract. Cancellation by NLTRA does NOT relieve exhibitor of any balance due. Booths not paid in full will not be permitted at the show. No exceptions.

**Permits and Property.** Any licenses, permits, or insurance recommended or required for exhibitor's business activities are the exhibitor's responsibility to acquire at his own expense. NLTRA & Squaw are not liable for missing items or losses of any kind. Exhibitor agrees to reimburse NLTRA for any loss or damage to premises, décor, or equipment occurring in the space leased to the exhibitor, or any other show area if caused by exhibitor or exhibitor's agents or employees.

**Use of Space.** No sharing or subletting of booth space with any other business is allowed, and other companies may not be promoted at exhibitor's booth. This includes, but is not limited to, other companies' signage, literature, business cards, brochures, attire, publications, postcards, etc.

Amplified sound must be appropriate and kept at a volume low enough so that it can only be heard within exhibitor's booth space. Live music must be approved ahead of time by NLTRA.

Booth displays and booth personnel must remain inside the assigned booth space. Aisle area may not be used. Hanging out or placing promotional material anywhere outside of assigned booth space is prohibited.

Exhibitor may not affix anything to the pipe and drape or any part of the building in any way without prior approval from NLTRA. The only exceptions being that exhibitor MUST tape all electrical cords to the carpet and may hang lightweight banners/signs from the top rail of the booth's backdrop with S hooks only (exhibitor must provide his own tape and S hooks).

NLTRA reserves the right to remove any display items or materials deemed to be offensive or unsuitable.

**Setup, Break Down and Removal.** If booth is not completely setup by 10:15am, NLTRA reserves the right to remove all items from booth space and/or reassign the booth space immediately, exhibitor will forfeit permission to exhibit at the show and will not receive the Brides List. No refunds will be made. Exhibitor must not begin breaking down booth in any way until exactly 3:00pm. Early booth break down will result in a \$300 fee to the exhibitor and exhibitor will not receive the Brides List. All property must be removed from the premises immediately following the show.

If offering food samples, or other trash that may accumulate at the booth, exhibitor should bring his own trash can. Conference Center trash

cans will not be available for exhibitor use. Exhibitor agrees to remove any trash from his booth at the end of the show.

**Brides List.** Exhibitor agrees that he shall not, directly or indirectly, use any bride, bride-to-be or other attendee Brides List Data or any of the information contained therein (collectively, "Data") provided to him by NLTRA other than for his own internal purposes and exclusive use. Exhibitor agrees not to, directly or indirectly, sell, transfer, trade for barter, or otherwise disclose any Data to any third party. Except as provided in this paragraph, exhibitor shall hold any Data in strict confidence, and shall take reasonable measures to protect the confidentiality and avoid the unauthorized use or disclosure of any Data. Exhibitor recognizes that violation of this paragraph could cause NLTRA irreparable harm and significant injury. Therefore, NLTRA shall have the right to apply to any court of competent jurisdiction of an order restraining any breach or threatened breach of this paragraph and for any other relief available to NLTRA. Exhibitor further recognizes that NLTRA will suffer damages as a result of any use or disclosure of any Data in violation of this agreement, and that the exact amount of such damages is difficult to estimate. Therefore, exhibitor agrees to pay NLTRA \$1500 for each unauthorized use or disclosure of any Data. Exhibitor agrees that such amount constitutes a reasonable estimate of the damages that NLTRA will suffer as a result of unauthorized use or disclosure of any Data and is not in the nature of a penalty.

**Indemnification.** Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the bridal show premises, and will indemnify, defend, and hold harmless NLTRA & Squaw and both of its owners, management companies, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

**Additional Terms.** Exhibitor agrees that bridal show date and location, exhibitor's assigned booth location, and any show features or promotions may be subject to change at the reasonable discretion of NLTRA without notice, and that any such change shall not be considered a breach of this contract by NLTRA.

Exhibitor agrees that failure to do anything required under this contract, NLTRA may, by notice of default, declare all amounts due and owing under this contract to be due and payable forthwith, whereupon the same shall immediately become due and payable and shall bear interest at the rate of the lesser of 18% per annum or the maximum per annum rate permitted by law, from the date of the failure until such amount is paid in full. In the event of such a failure, NLTRA shall be entitled to any applicable remedy provided by law or equity, including, but not limited to: (a) punitive, exemplary, indirect, special, incidental, and/or consequential damages, including lost profits, savings or revenue of any kind where or not such damages are foreseeable and/or we have been advised of the possibility of such damages; and (b) specific performance, injunction and / or court order. Exhibitor agrees to pay or reimburse NLTRA for all reasonable costs and expenses (including reasonable attorney's fees and expenses incurred) whatsoever, contingent or otherwise, that may be suffered or incurred by any of them arising from or by reason of (a) any liability, obligation, or claim against exhibitor, whether known or unknown or now existing or hereafter arising; and/ or (b) a breach of any of exhibitor's representations, warranties or covenants contained in this contract.

This contract shall not be binding on NLTRA until an email confirmation of receipt of contract has been received by exhibitor. The effective date of this contract shall be the date the confirmation email is received by exhibitor. It is agreed that all rules and regulations of NLTRA and this contract shall be binding upon the parties unless in writing and signed by an official.

This contract shall be governed by and construed under the laws of the State of California, excluding any conflicts of laws rule or principle that might refer the governance or construction of the contract to the law of another jurisdiction.

**I have read and agree to all terms and conditions above.**

Company \_\_\_\_\_ Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

6-19-13

# north lake tahoe *Bridal Faire*

## EXHIBITOR CONTRACT

## VENDOR INFORMATION

Company Name \_\_\_\_\_

### Additional Vendor Information

The Show Program will list the company name and business phone provided on page 1 unless otherwise noted here:

Check if either option below applies to you:

I do not need ANY tables. I will provide ALL tables for my booth.

I do not need ANY linen. I will provide my own linens for ALL tables at my booth.

**Note:** Any changes to add-ons order must be received 30 days prior to show date.

Do you plan to offer food samples in your booth?  Yes  No

Is your product or service sold through network marketing (MLM):  Yes  No

Do you plan to sell products in your booth that attendees can buy and take on show day?  Yes  No

If yes, list products/items: \_\_\_\_\_

Please provide a general description of your booth design, ie. table display, walls, drapery, furniture, A/V, etc. (if you have a photo of your booth, please email it to [ginger@gotahoenorth.com](mailto:ginger@gotahoenorth.com)):

Special Booth Requests (per discretion of NLTRA):

### Please Note & Initial The Following

\_\_\_\_ No Kitchen Access \_\_\_\_ No Alcohol \_\_\_\_ No Selling Food \_\_\_\_ I will notify NLTRA or Squaw if loading dock is required day of show.

### Prize Giveaway

A prize must have a value of \$50 or more, and it must be a complete product or service that does NOT require any additional purchase. It cannot be a discount or partial value certificate. For example, if your least expensive service costs \$400, then your prize would have to have at least a \$400 value. NLTRA reserves the right to combine prizes for giveaways. No coupons. Prizes must be turned in at registration desk day of show by 10:15am.

I will provide a grand prize. Describe: \_\_\_\_\_

*(If you don't know the item yet, please email [ginger@gotahoenorth.com](mailto:ginger@gotahoenorth.com) when you decide.)*

### SWAG Bag Items

SWAG items must be something of value that the bride and/or groom will enjoy, with your company information printed on or attached to each one. High value items are preferred (\$5 - \$20), such as products you sell, wedding accessories, or other appropriate gifts or products; however we can also accept a limited number of lower value items such as favors, chocolates/ candies, pens, luggage tags, etc. Gift cards are okay. No coupons. Approval is required for items only to ensure that we have a good variety of merchandise. SWAG items need to be received by NLTRA no later than August 20, 2014.

I will provide 100 SWAG bag items. Describe: \_\_\_\_\_

*(If you don't know the item yet, please email [ginger@gotahoenorth.com](mailto:ginger@gotahoenorth.com) when you decide.)*

I have read and agree to all terms and conditions above.

Company \_\_\_\_\_ Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

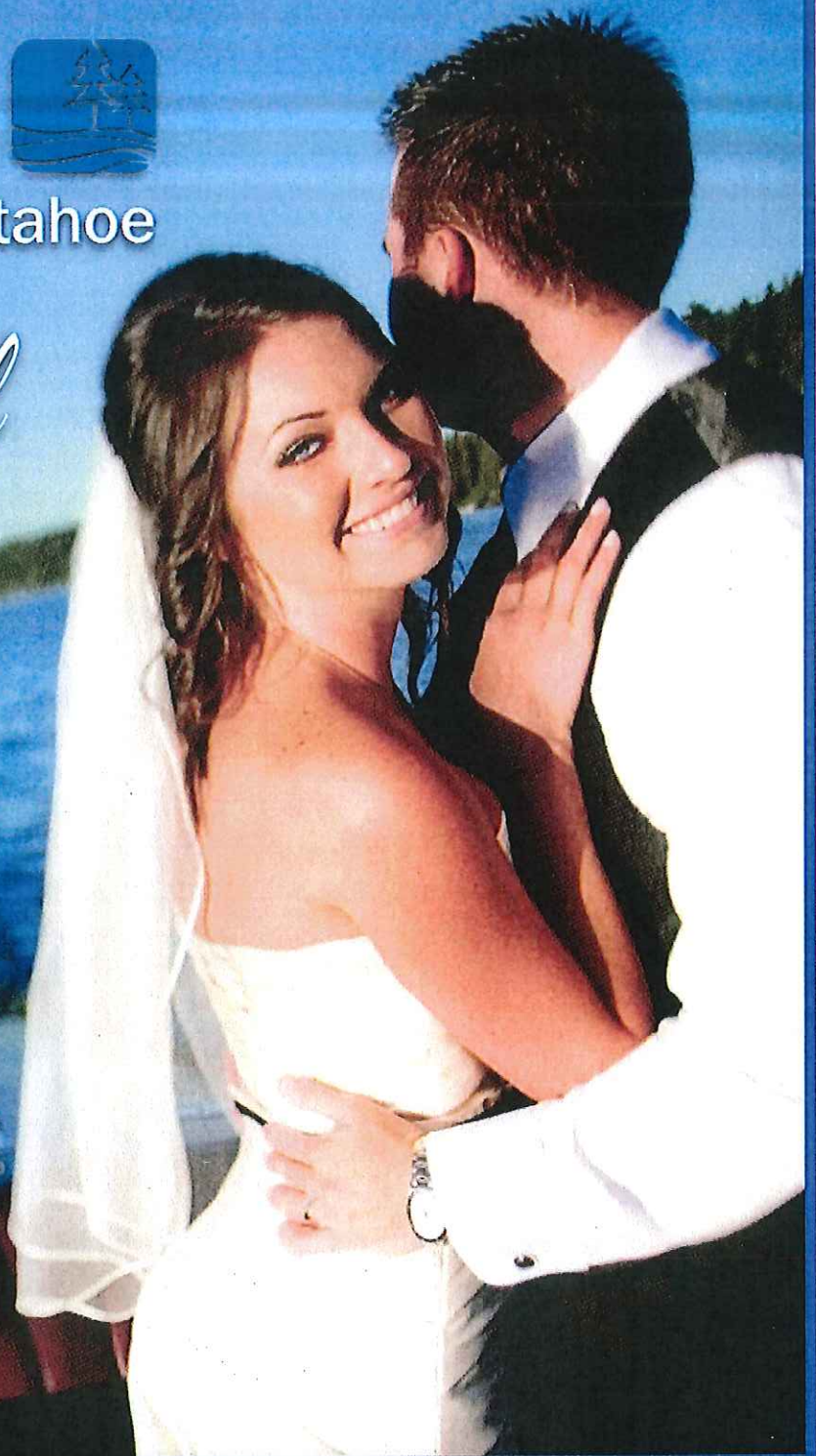
G-19.14





north lake tahoe

# Bridal Faire



**August 24th, 2014**

Squaw Valley, Olympic Village Lodge  
**SUNDAY 11am - 3pm**

For more information visit  
[GoTahoeNorth.com/Weddings](http://GoTahoeNorth.com/Weddings)



Sponsored by North Lake Tahoe Chamber/CVB/Resort Association & Squaw Valley

9-19-15

## Raffle Prize Vendors

*Over 15 Raffle Prizes* to be given away at the event!!!

Receive one complimentary raffle ticket per person at Registration. Must be present to win.

Squaw Valley Stay	Dax Victorino Films Engagement Session
Tahoe Biltmore Stay	Anne Roos-Celtic Harp
Granlibakken Stay	Atlas Men's Shops
Squaw Valley Lodge Stay	Music & More Entertainment
Jiosia Designs	Mr D DJ Services
Sierra Bridal & Blooms	The Entertainer
The Traveling Photo Booth	Tahoe Adventure Company
Jen Schmidt Photography Engagement Session	silent A photography Engagement Session
Moe's Original BBQ	

*Grand Raffle presented by:*



**north lake tahoe**  
Chamber | CVB | Resort Association

**8 Days, 7 Nights accommodations at your choice of Greece, Maui,  
Costa Rica, St. Thomas, Vail or the Canary Islands**

These raffle tickets may be purchased at Registration.

*Do not need to be present to win!*

G-19.16

## Advertising - Wedding Publications

### Perfect Wedding Guide

Jim Schneider sacramento@pwg.com	(916) 941-6830 www.pwg.com
-------------------------------------	-------------------------------

### Real Weddings Magazine

Wendy Sipple info@realweddingsmag.com	(916) 988-9888 www.realweddingsmag.com
--	---

### Sacramento Bride & Groom

Tami Miller tami@sacbride.com	(916) 987-3058 www.sacbride.com
----------------------------------	------------------------------------

## Beauty / Hair / Make-up

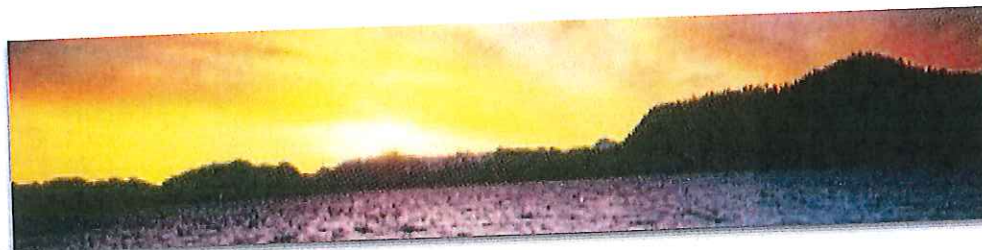
### Studio 89 Salon

Alexandra Gonzalez studio89salontahoe@msn.com	(530) 525-1089 www.studio89salon.com
--	---

## Boat On The Water

### Tahoe Gal

Larry Boerner larrymboerner@yahoo.com	800-218-2464 www.tahoegal.com
--	----------------------------------



G-19.17



## Event Coordinators

### Fête Designs

Audrey Quint info@fetereno.com	(775) 846-8951 www.fetereno.com
-----------------------------------	------------------------------------

### The Entertainer

Daisy sales@tahoeentertainer.com	(775) 783-9300 www.tahoeentertainer.com
-------------------------------------	--

## Florists

### Flower Power

Karan Vincent karan@tahoeflowerpower.com	(530) 550-1801 www.tahoeflowerpower.com
---	--

### Jiosia Designs

Amanda Drobnica amanda@jiosiadesigns.com	(530) 553-1273 www.jiosiadesigns.com
---	---

### Sierra Bridal & Blooms

Kaylynne Bingham sierrabridal@gmail.com	(530) 401-0950 www.sierrabridalandblooms.com
--	---

### Tahoe Blooms

Emily Farrell emily@tahoeblooms.com	(530) 587-1930 www.tahoeblooms.com
--	---------------------------------------

G-19.18

## Food Truck / Food

### Mountain Roots

Jessie Greenleaf jgreenleaf@squaw.com	(530) 584-6228 www.squaw.com
--	---------------------------------

### Super Swirl Food Truck

Peter Orr superswirlinc@gmail.com	(775) 313-8689 Facebook.com/superswirl
--------------------------------------	---



## Location / Venue

### Auld Dubliner

Randy Rogers randy@aulddublinertahoe.com	(530) 584-6041 www.aulddublinertahoe.com
---	---

### Granlibakken

Christi Nasser christinasser@granlibakken.com	(530) 581-7313 www.granlibakken.com
--	--

### Hyatt Regency Lake Tahoe

Event Sales Department andrea.daly@hyatt.com	(775) 886-6693 www.laketahoe.hyatt.com
---	---

### Tahoe Wedding Collection: Northstar, Heavenly, Kirkwood

Brett Sneed bsneed@vailresorts.com	(530) 562-3830 www.vailresorts.com
---------------------------------------	---------------------------------------

6-19-19

### Petra/Uncorked

Liv Olsen events@teloswine.com	(530) 562-0600 www.teloswine.com
-----------------------------------	-------------------------------------

### PlumpJack Squaw Valley Inn

Ilana Heyne iheyne@plumpjack.com	(530) 583-4158 www.plumpjacksquawvalleyinn.com
-------------------------------------	---

### Resort at Squaw Creek

Jenna Western jwestern@destinationhotels.com	(530) 584-4018 x6111 www.squawcreek.com
---	--

### Squaw Valley Lodge

Travis Weber travis@gpeak.com	(530) 583-5500 x 4012 www.squawvalleylodge.com/
----------------------------------	--

### Sugar Bowl

Meghan Shrewsbury mshrewsbury@sugarbowl.com	(530) 426.6769 www.sugarbowl.com
--	-------------------------------------

### Sunnyside Restaurant and Lodge

JR DeOliviera events@sunnysideresort.com	(530) 583-7200 www.sunnysidetahoe.com
---	--

### Tahoe Biltmore

Danielle Pearson dpearson@tahoebiltmore.com	(775) 833-6724 www.tahoebiltmore.com
--	---

## *Location / Venue / Catering*

### Moe's Original BBQ

Eric Pilcher pilcher@moesoriginalbbq.com	(530) 583-4227 www.moesoriginalbbq.com
---	---

### Squaw Valley

Jessie Greenleaf jgreenleaf@squaw.com	(530) 584-6228 www.squaw.com
--	---------------------------------

### The Crest Café and Catering

Lisa Livingston lisa@thecrestcafeandcatering.com	(530) 581-3037 www.thecrestcafeandcatering.com
---	---

G-19.10



## Party Rentals

### Camelot Party Rentals

Kimberly Beck kimberly@camelotpartyrentals.biz	(775) 355-9004 www.studio89salon.com
---	---

### EventMasters

Kailey Horton kailey@eventmastersusa.com	(530) 587-2844 www.eventmastersusa.com
---	---

### Tahoe Party Rentals

Rowena Pegg rowena@tahoepartyrentals.com	(775) 233-5444 www.tahoepartyrentals.com
---	---

### The Entertainer

Daisy sales@tahoentertainer.com	(775) 783-9300 www.tahoentertainer.com
------------------------------------	---

## Photography

### Jen Schmidt Photography

Jen Schmidt jen@jenschmidtphotography.com	(775) 233-7971 www.jenschmidtphotography.com
--	---

### Nicole Dreon

Nicole Dreon nicole_dreon@yahoo.com	(530) 448-9635 www.nicoledreon.com
--	---------------------------------------

### silent A photography

Ambera Dodson amberA@silentAphotography.com	(530) 277-9360 www.silentAphotography.com
--	--

G-19.21



## *Photo Booths*

### **Classic Photo Booth**

Spencer Agins spencer@classicphotoboothrentals.com	(530) 710-5748 www.classicphotoboothrentals.com
---	--

### **PicBox Photo Booth**

Dustin Espindula picbox@picboxphotobooth.com	209-678-0554 www.picboxphotobooth.com
---	--

### **Traveling Photo Booth**

Jessie Hildebrandt renotahoe@travelingpb.com	(530) 579-33528 www.thetravelingphotobooth.com
---	---

## *Recreation Coordinators*

### **Tahoe Adventure Company**

Kevin Hickey kevin@tahoeadventurecompany.com	(530) 913-9212 www.tahoeadventurecompany.com
---	---

## *Videographers*

### **Agnes Grey Productions**

Natasha Drobica natashadrobica@gmail.com	(415) 613-9012 www.agnesgreyproductions.com
---	--

### **Dax Victorino Films**

Dax Victorino hello@daxvictorinofilms.com	(775) 313-5380 www.daxvictorinofilms.com
--	---

6-19-22



## Men's Wear

### Atlas Shops for Men

Kate Taylor kate@atlasshops.com	(925) 465-6108 www.atlasshops.com
------------------------------------	--------------------------------------

## Music

### Celtic Harp Music

Anne Roos anne@celticharpmusic.com	(530) 541-2575 www.celticharpmusic.com
---------------------------------------	---

### DJ Posse Mobile Music

Bob Affonso bob@djposse.com	(775) 853-3548 www.djposse.com
--------------------------------	-----------------------------------

### Garrett Viggers Film Score Dulcimer

Garrett Viggers music@garrettviggers.com	(530) 604-2768 www.garrettviggers.com/weddings
---	---

### Mr D DJ Services

Dennis Alexander mrd.djservices@gmail.com	(530) 448-6987 www.mrddjservices.com
--	---

### Music & More Entertainment

Bryan Greenwalt / Sean Kennedy djryan@musicandmoredj.com	(916) 601-4107 www.musicandmoredj.com
---	--



G-19.23

SPECIAL THANKS TO OUR SPONSORS!



The Auld Dubliner



uncorked

G-19.24



**Booths Serving Food:**

- Hyatt Regency Lake Tahoe
- PlumpJack Squaw Valley Inn
- Moe's Original BBQ
- The Crest Café and Catering
- Mountain Roots Food Truck
- Super Swirl Ice Cream Truck



*Visit The Bar* inside the Olympic Village Lodge for tasty sips from:



Event Photographed by Rob Retting  
Rettingphotography.com  
775-233-6820  
rob@rettingphotography.com



G-19.25

# SCHEDULE



- 11:00am Doors Open
- 11:30am Tour of Squaw Valley-Squaw Valley Booth  
Tour of PlumpJack Squaw Valley Inn-PlumpJack Booth
- 12:00pm **1st Raffle**, must be present to win!
- 12:15pm Musical performance in the garden by **MAXIMUM BRASS**
- 12:30pm Tour of Squaw Valley-Squaw Valley Booth
- 1:00pm **2nd Raffle**, must be present to win!
- 1:30pm Tour of Squaw Valley-Squaw Valley Booth  
Tour of PlumpJack Squaw Valley Inn-PlumpJack Booth
- 2:00pm **3rd Raffle**, must be present to win!
- 2:15pm Musical performance in the garden by **MAXIMUM BRASS**
- 2:30pm Tour of Squaw Valley-Squaw Valley Booth
- 2:45pm **Grand Raffle Prize**, do not need to be present to win!

*Special Thanks* to our Bar Sponsors



The Auld Dubliner



G-19.26



# Peak Your Adventure Contest #1 Recap

Digital Engagement

G-19.27



775.323.2977



@thebbiagency



thebbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501



# Peak Your Adventure

G-19.28

## Campaign Goals:

- Reach visitors in the North Lake Tahoe region through social media channels and resort locations
- Collect User-Generated Photos
- Encourage fans to go beyond the lake and visit mountain resorts in North Lake Tahoe

## Tools:

- Graphics for social posting and sharing
- Graphics for print and digital ads
- Posters and Postcards designed, printed, and distributed to participating resorts
- Offerpop application to run the contest on Facebook, generate analytics and collect photo submissions
- Social measurement tools to track hashtags and other sharing data including SproutSocial, Facebook Insights, Topsy and Iconosquare

## Strategy :

- Paid social media outreach through Twitter ads, Facebook boosted posts and Facebook link campaigns to target users by location
- Re-posting images shared by users
- Outreach to resorts for campaign shares



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501

G-19.29



## Results by the Numbers

<b>1 Media Placement</b>
<b>223 Photo Entries</b>
<b>307 Hashtag Uses</b>
<b>295,000 Facebook Impressions</b>
<b>305,000 Campaign Impressions</b>



775.323.2977



@thebbiagency



thebbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501



# Results by Channel

5-19-30

## Facebook Data

- Paid Campaign Impressions: 295K
- Total Number of Likes: 81.5K\*
- Gained During Campaign: 17.2K\*
- Gender Demographic : 62% female; 38% male\*
- Total Impressions: 2.6m\*
- Total Shares and Likes: 60.5K\*

## Twitter Data

- Campaign Impressions: 10,635
- Campaign Engagement: 266
- New Followers: 435\*
- Link Clicks: 898\*
- Gender Demographic: 59% male; 41% female\*
- Total Mentions: 195\*

## Instagram Data

- Total Campaign Likes: 857
- Total Photos with tag: 223
- New Followers: 680\*

\*This data is associated with the North Lake Tahoe brand pages as a whole during the time of the campaign.  
\*\* All campaign data was collected during the span of the first contest, from June 26 through July 31.

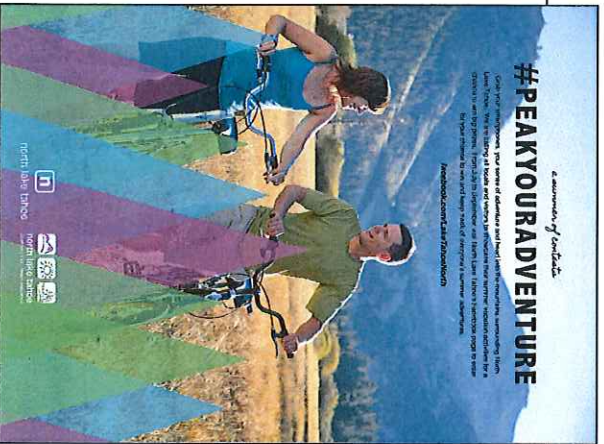


G-19.31



# Print Collateral

The Abbi Agency created a poster and postcard to distribute among participating resorts (Squaw/Alpine, Northstar, Sugar Bowl)



775.323.2977



@theabbiagency



theabbiagency.com



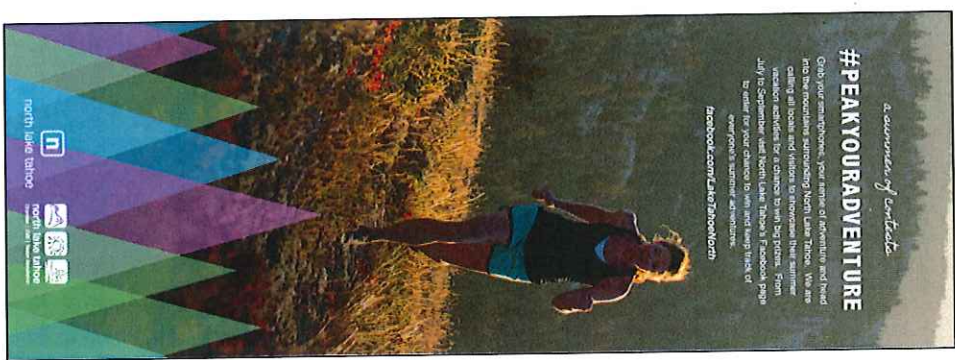
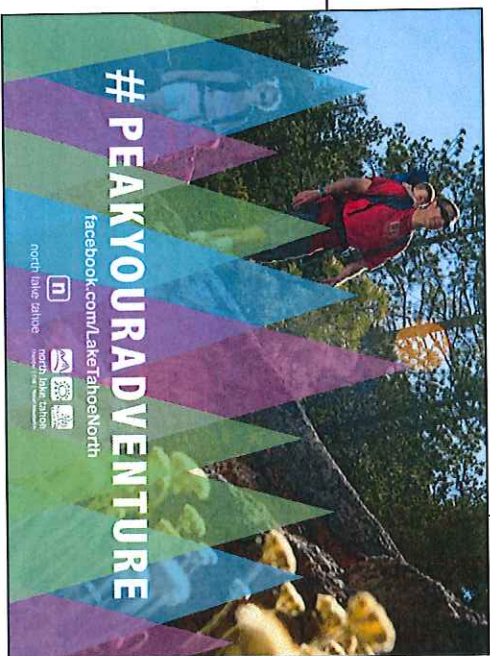
275 Hill St. Ste. 250 Reno, NV 89501

9-19.32

# Digital Banner Ads



The Abbi Agency created eight online ads



775.323.2977



@theadbbiagency



theadbbiagency.com



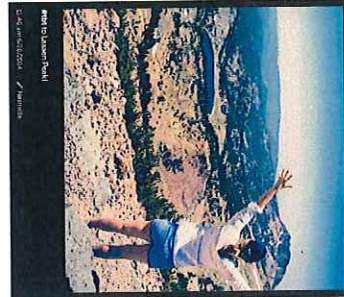
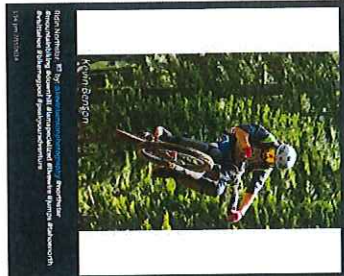
275 Hill St. Ste. 250 Reno, NV 89501

6-19-33



# Contest

The #PeakYourAdventure campaign engages with audiences in North Lake Tahoe, prompting visitors and tourists alike to explore mountain resorts summer months. Through monthly photo contests with large prize packages, fans and followers are driven to social media channels and encouraged to share their experience and use the hashtag.



Start Date: June 26  
End Date: July 31

- Results:**
- Total photo submissions: 223 (214 submitted through Instagram, 6 through Twitter)
  - Number of times the #hashtag was used: 307



775.323.2977



@theabbiagency



theabbiagency.com

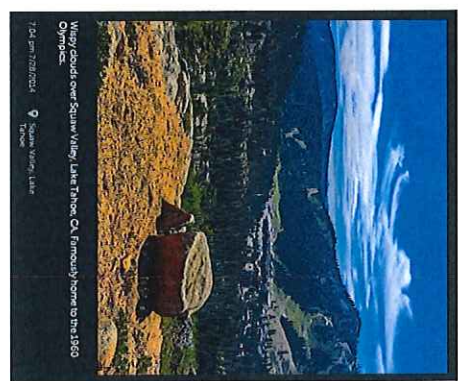
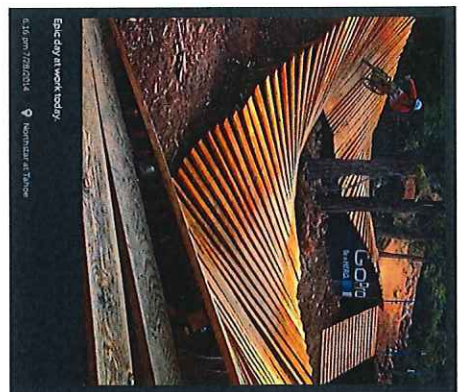
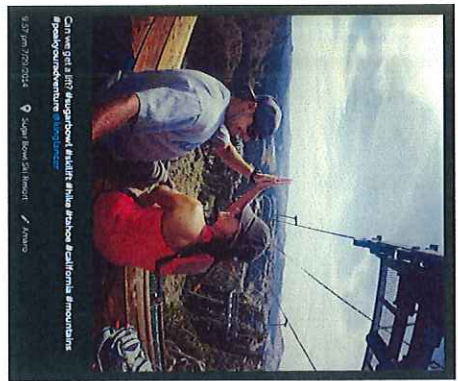


275 Hill St. Ste. 250 Reno, NV 89501

G-19.34



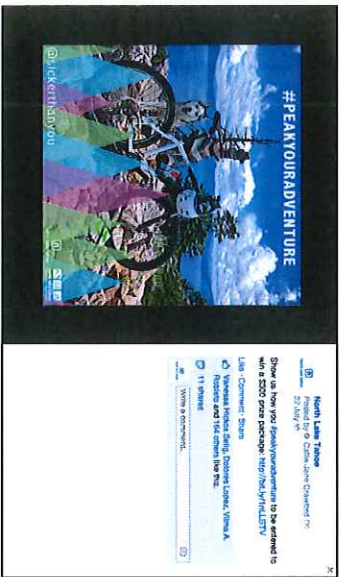
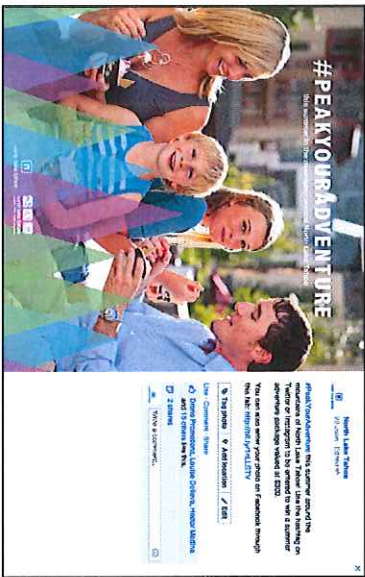
# Contest Finalists



775.323.2977 @thebbagency thebbagency.com 275 Hill St. Ste. 250 Reno, NV 89501



# Post Highlights



5-19-35



Thank You

G-19.36



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501