

**ATTACHMENT A-2**  
**FY 2018-19 LAKE TAHOE TOURISM MARKETING BUDGET**  
**5/29/2018- DRAFT**

<b>NLTRA Budget Income</b>	<b>Marketing</b>	<b>Conference</b>	<b>Visitor Info</b>	<b>TOTALS</b>
Placer County TOT Revenue	3,036,376	353,359	410,936	<b>3,800,671</b>
Other revenue		59,900	49,125	<b>109,025</b>
<b>Total revenue</b>	<b>\$ 3,036,376</b>	<b>\$ 413,259</b>	<b>\$ 460,061</b>	<b>\$ 3,909,696</b>
<b>NON PROGRAM EXPENSES</b>				
Personnel/Overhead Cap - Direct Costs	429,879	209,720	225,667	865,266
G+A Cap - Indirect Costs	536,140	79,500	232,002	847,641
<b>SUBTOTAL</b>	<b>\$ 966,019</b>	<b>\$ 289,220</b>	<b>\$ 457,669</b>	<b>\$ 1,712,907</b>
<b>PROGRAM EXPENSES</b>				
Research and Planning	5,000			5,000
Marketing Cooperative/Media	1,336,604	123,219		1,459,823
Community Marketing Programs (Grant Funding)	80,000			80,000
<b>SUBTOTAL</b>	<b>\$ 1,421,604</b>	<b>\$ 123,219</b>		<b>\$ 1,544,823</b>
<b>SPECIAL EVENTS</b> (See list below)	513,225			513,225
<b>OTHER PROGRAMS</b>				
BACC Program Funding	80,000	-	-	80,000
Non Coop Marketing Programs	50,000	-	-	50,000
<b>SUBTOTAL</b>	<b>130,000</b>	<b>-</b>	<b>-</b>	<b>130,000</b>
<b>TOTAL</b>	<b>\$ 3,030,848</b>	<b>\$ 412,439</b>	<b>\$ 457,669</b>	<b>\$ 3,900,955</b>
<b>Special Events Breakdown</b>				
Spartan	254,500			
Autumn Food & Wine	37,375			
Wanderlust	37,700			
Tough Mudder	35,550			
Tahoe Lacrosse Tournament	5,000			
4th of July Fireworks	20,300			
Freeride Festival	15,000			
Hot August Nights Squaw Event	10,000			
MTS - Mountain Travel Symposium	5,000			
Broken Arrow Skyrace	20,000			
Event Operations	8,000			
No Barriers	12,400			
Winter Wondergrass	19,400			
New Event Development	33,000			
	<b>\$ 513,225</b>			

<b>FY 2017/18 Annual NLT Marketing Coop Budget</b>	
Revenue Sources	
NLTRA	1,459,823
IVCBVB	950,000
<b>TOTAL</b>	<b>\$ 2,409,823</b>

<b>COOPERATIVE DIRECT EXPENSES</b>	
Public Relations/Social Media	305,680
Leisure Sales	236,551
Conference Sales	294,320
Website Content Management	45,000
Website Maintainance	20,000
Consumer Marketing	1,159,048

<b>COOPERATIVE PROGRAM EXPENSE</b>	
Research	45,000
Regional Air Service Committee	100,000
DestiMetrics	33,350
CRM Subscription	10,000
Cooperative Programs(VLT.com)	51,000
Opportunistic/Content Campaigns	19,000
Film Festival	15,000
Fulfillment	13,000
Misc (Mileage, Tahoe Cam, HSVc, Entertai	17,874
Coop Event Sponsorship	45,000
<b>TOTAL</b>	<b>\$ 2,409,823</b>