



north lake tahoe

Chamber | CVB | Resort Association

P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday April 29th, 2014 2pm TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY

NLTRA Mission

“to promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

NLTRA Tourism Division Mission

“to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.”

Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

Marketing Committee Members

NLTRA Board:

*Eric Brandt, Primary
Brendan Madigan, Primary
Valli Murmane Alt.*

Committee Members:

*Heather Allison (Chair)
Julie Maurer
John Monson
Becky Moore
Neil Sogard
Marguerite Sprague
Cara Whitley
Brett Williams
Brad Wilson*

Placer County Rep:
Jennifer Merchant

Quorum

6 Committee Members with 1 Board Member

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee 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 Committee on items addressed under Public Forum. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – March 25th, 2014 (3 min)
- E. Review of Winter Consumer Marketing Efforts and Results – Nick Wootten, SOT (30 min)
- F. Review and Input on Summer Media Plan – Nick Wootten/Committee (30 min)
- G. Review and Possible Recommendation for Approval of FY 2014/15 North Lake Tahoe TOT Budget Proposal – Andy Chapman (20 min)
- H. IRONMAN Lake Tahoe and IRONMAN Lake Tahoe 70.3 Update – Andy Chapman (10 min)
- I. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Website Content

- Social Marketing

J. Committee Member Comments (*5 minutes*)

K. Standing Reports (posted on www.nltra.org)

- March MTRiP Report
- March Web/GeoTracking Report
- March Lodging Referral Report
- February Reno Tahoe International Airport Report

Posted and Emailed



north lake tahoe

Chamber | CVB | Resort Association

PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES

Tuesday, March 25, 2014 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Eric Brandt, Heather Allison, Julie Maurer, Cara Whitley, John Monson, Becky Moore, Brett Williams and Marguerite Sprague

RESORT ASSOCIATION STAFF: Andy Chapman, Jeremy Jacobson, Ginger Karl and Anna Atwood

OTHERS IN ATTENDANCE: Liz Bowling, Nick Wootten, Katie Nunez, Kirsten Guinn, Shelley Fallon, Joy Doyle, Amanda Burke and Nate Burch

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2:16 pm by Chair Heather Allison and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 Andy requested that we move item H. Departmental reports after item D.

- 3.2 **M/S/C (Williams/Moore) (7/0) to approve the agenda with the above amendments.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM FEBRUARY 25, 2014

- 4.1 **M/S/C (Maurer/Williams) (7/0) to approve the Marketing Committee minutes from February 25, 2014**

5.0 REVIEW OF WINTER CONSUMER MARKETING EFFORTS AND RESULTS – NICK WOOTTEN

- 5.1 Due to technical difficulties Nick will share his presentation at next month's marketing committee member. Nick offered the committee to do a webinar but the committee members preferred waiting until next month.

Nick shared the highlights of the 3 campaign this winter; Northern California, Southern California and the Current Condition Campaign. The Current Condition Campaign in January was to promote the North Lake Tahoe ski product and to combat the negative perceptions in the market place regarding the ski conditions.

Some of the winter highlights included:

- TV – Comcast: 2,981 bonus TV spots, 50.5% reach at a 5.2 x frequency with key programming: Warriors in-game, The Grammys, Conan O'Brian & The Walking Dead

- Online/Digital (Northern California): 8 million impressions for \$77k. at a \$9.60 average CPM. Digital efforts delivered over 21k clicks at a CTR of 0.33% (3x industry average), leading to over 5k landing on the Cool Deals page. The top performers were: TripAdvisor, Pandora and Spotify.
- Online/Digital (Southern California): 17 million impressions for \$103k at a \$6.50 average CPM. Digital efforts delivered over 30k clicks at a CTR of 0.18%, leading to 11k consumers landing on the Cool Deals page. The top performers were: Expedia, Pandora & Open Snow.

Julie questioned Nick the success of the radio for the Rebuttal Campaign. Nick shared the digital banners were a great success but he would have pulled back a bit on the radio. John question what was on the billboard in Mammoth and Nick shared it was "When you Go Farther North. You Can Say You Went Big. Even If You Didn't." Nick shared the locations for the billboards are extremely challenging as the high profile billboards books out on an annual basis and the secondary options are all clustered together. He recommended that we do a more research on what opportunities we have and what trigger points are available in the Out of Home market for next year.

6.0 DISCUSSION ON SUMMER 2014 CONSUMER MEDIA DIRECTION – NICK WOOTTEN

6.1 Nick gave a recap of last summer's media plan. The focus was to utilize our media to some of the key areas where we saw success. The plan included:

- TV – Comcast Spotlight
- Out of Home (OOH): CBS Outdoor – Bulletins and Posters
- Digital – Pandora and TripAdvisors
- Search

The creative was focused on celebrating the universal truth that there is no summer in San Francisco and being risky but still respectful at the same time. Nick shared the campaign was excellent and it received a lot of social media feedback and it recently won the Gold Addy Award for best OOH in San Francisco.

Andy shared the budget process with the committee and stated the current budget year includes resources available for consumer marketing during the May – June period. He asked the committee to provide direction on the 2014 summer plan.

6.2 A committee member question Nick about the Visit California coop opportunities. Nick shared there are two different programs in place. One is a national program and the other is a more California focused program but in addition to California you pick 4 states. The buy in is \$12,000. Nick shared it's all digital banners.

Some of the committee member's comments and direction for this year's summer media plan:

- Time to look outside our traditional market and focus more on the destination market
- Play on the heat message instead of the fog in areas like Las Vegas, Phoenix and Dallas
- With the size of the budget, how impactful can we be going into an immerging market?
- Opportunity to capitalize on "We are going to have a lake with water in it"
- A committee member questioned with a change of focus how long does it have to be in place before we can accurately assess the effectiveness? Andy and Julie shared from a consumer perspective it's about 3-5 years
- If we do focus on Northern California let's look at our strike zone for late August
- Keep the focus on our "bread and butter" market in Northern California
- Air lift and value opportunity
- Don't abandon the Southern California market – they don't stay at the beach for their vacation

Nick shared it would be interesting to do a market research for North Lake Tahoe winter vs. summer destination. He shared with winter destinations people clearly know what they are looking for but we have a lot more layers to overcome in the summer as we are competing with more regions.

The committee members gave directions to Nick to look at a couple of different scenarios and also a potential market research opportunity.

1. Destination Focus (Outside the Bay Area) – a few different options and we will also look at some flight analysis
2. Bay Area – Focused on human powered sports, water and activities

Eric reiterated from a Boards perspective that it is the role of this committee to make the best decisions possible to start thinking of a well thought out 2 – 3 year strategy.

Action to staff (Andy): Check to see if the Reno Tahoe Airport can do an up-to-date report on how air will look like this summer.

7.0 DISCUSSION AND POSSIBLE RECOMMENDATION TO NLTRA BOARD ON BACC COMMITTEE \$50,000 PRODUCT DEVELOPMENT PROGRAM – BACC REPRESENTATIVES

7.1 Andy shared there was \$50,000 set aside from the fund balance carry-over for a product development program by the BACC Committee. Amber Burke and Nate Burch presented the scope of work and details regarding the two campaigns they have focused on:

1. High Notes: \$20,000 – Promote the variety of live music events taking place around the North Shore of Lake Tahoe in the summer season. Geared specifically to those looking for live music experience, this campaign would strengthen the already existing NLTRA program by bringing it in-market with the same recognizable creative. Amber shared the media plan includes: radio, print media, TV and printed materials.
2. Peak Your Adventures: \$30,000 - This is the summer campaign to “Touch the Lake”. The purpose is to promote North Lake Tahoe activation over Memorial Day Weekend, activity through June and to specifically drive summer visitors to the mountain, shopping destination resorts – Squaw Valley and Northstar California while also increasing engagement on the North Lake Tahoe Facebook page. Nate shared the allocation of funds including: Contest Platform/Application Development, Campaign Set-Up, Facebook, Twitter, Instagram Ads, PR/Earning Media & Advertising and Campaign Management,

Andy shared this is to market to the visitors that are already in market. Andy also shared that URL call to action for the Touch the Lake Campaign does end up on the GoTahoeNorth website. Julie questioned why there were not any media that spills into Reno. Andy shared our budget already included media in Reno, Sacramento and San-Francisco.

7.2 M/S/C (Maurer/Williams) (8/0) to recommend for Board Approval \$50,000 for BACC Product Development Program

8.0 DEPARTMENTAL REPORTS

8.1 Advertising – This report is located in the departmental section of the Marketing packet.

8.2 Conference Sales – Jason and Greg are out of town attending tradeshow. Their report is located in the departmental section of the Marketing packet.

8.3 Leisure Sales – Jeremy shared his report located in the departmental section of the Marketing packet. Jeremy has been busy with scheduling appointments for Mountain Travel Symposium and Pow Wow. He also hosted Visit CA Global Ski Fam with product managers, directors and sales associates in attendance from Mexico, Brazil, Australia, New Zealand and the UK. He has also been busy putting together a North Lake Tahoe Nordic Committee beginning first with a community-wide strategy discussion.

8.4 Special Projects – Judy shared her report located in the departmental section of the Marketing packet. Judy shared she is heading to the NASC next week and she has 16 appointments confirmed. She also reported that the Special Event Grant Funding round two is coming up and the deadline to submit is April, 15, 2014. John Monson shared she should look into the ABC (Athletic Business Conference) Conference as there may be some opportunities there.

8.5 Web – Shelley is gone this week. Her report is located in the departmental section of the Marketing packet. Shelley shared she is busy with posting, updating and changing events.

8.6 Social – Liz shared her report located in the departmental section of the Marketing packet. Liz shared she is focused on summer planning and has been working with Andy on summer initiatives. There will be another summer eBook that will be focus on human powered sports and all the different activities summer has to offer.

9.0 COMMITTEE MEMBER COMMENTS

9.1 No committee member comments.

10.0 STANDING REPORTS

10.1 The following reports were posted on www.nltra.org:

- MARCH MTRiP REPORT
- MARCH RENO TAHOE AIRPORT REPORT
- MARCH WEB/GEO TRACKING REPORT
- MARCH LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

11.0 ADJOURNMENT

11.1 The Marketing Committee meeting adjourned at 4:15 pm.

Submitted By:
Anna Atwood, Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association

NLTRA
 FY 2014-2015 TAHOE TOT BUDGET- Preliminary
 ATTACHMENT C - Assuming Flat Funding

MARKETING	PROPOSED 14/15 BUDGET	2013/14 ACTUAL	VISITOR SUPPORT SERVICES	PROPOSED 14/15 BUDGET	2013/14 ACTUAL	TAHOE CAPITAL IMPROVEMENTS	PROPOSED 14/15 BUDGET	2013/14 ACTUAL	PROPOSED 14/15 BUDGET	2013/14 ACTUAL
RESORT ASSOCIATION CONTRACT:										
Personnel/Overhead Cap - Direct Costs	763,686	765,319	Personnel/Overhead Cap - Direct Costs	93,834	87,012	Personnel/Overhead Cap - Direct Costs	93,834	87,012	951,354	939,343
G+A Cap - Indirect Costs	522,284	525,343	G+A Cap - Indirect Costs	76,839	62,106	G+A Cap - Indirect Costs	73,566	71,013	672,689	658,462
Direct Marketing/Programs	1,049,555	899,555	Research and Planning	30,000	30,000	Research & Planning	52,000	52,000	82,000	82,000
Community/Marketing Fund	50,000	50,000	(Detail in Attachment A-2)			(Detail in Attachment A-2)			1,049,555	899,555
Special Events Marketing Fund	50,000	50,000	Memberships	5,000	5,000	(Maintenance Reserve: Tourism Serving Facilities)	150,000	150,000	205,000	205,000
			Traffic Management	55,000	48,000	Capital Improvements - Requires BOS Approval	105,000	98,000	105,000	98,000
			Transit Programs - Non-County	574,420	494,000	(County retains until BOS Approval)	1,000,005	1,016,080	1,574,425	1,572,080
			(Detail in Attachment A-3)							
SUBTOTAL - RESORT ASSOC CONTRACT	2,435,525	2,290,217	SUBTOTAL - RESORT ASSOC CONTRACT	835,093	725,118	SUBTOTAL - RESORT ASSOC CONTRACT	1,369,405	1,378,105	4,640,023	4,394,440
2013 Fund Balance Carryforward		445,000	2013 Fund Balance Carryforward			2013 Fund Balance Carryforward		1,005,372	0	1,450,372
TOTAL - RESORT ASSOC CONTRACT	2,435,525	2,735,217	SUBTOTAL - RESORT ASSOC CONTRACT	835,093	725,118	SUBTOTAL - RESORT ASSOC CONTRACT	1,369,405	2,383,477	4,640,023	5,844,812
County Services	286,173		County Services	949,702		County Services	294,102		1,529,977	0
TOTAL CONTRACT	2,721,698	2,735,217	TOTAL CONTRACT	1,784,795	725,118	TOTAL CONTRACT	1,663,507	2,383,477	5,170,000	5,844,812
	44.11%	46.80%		28.93%	12.42%		26.96%	40.78%	100.00%	100.00%

Note: Proposed budget numbers include a preliminary assumption of a 13.68% increase to health and welfare benefits. The NLTRA is actively exploring options to the current policy and proposed increase.

NLTRA
 FY 2014-2015 TAHOE TOT BUDGET - Preliminary
 ATTACHMENT C - Assumes Flat + \$250,000

MARKETING	PROPOSED 14/15 BUDGET	2013/14 ACTUAL	VISITOR SUPPORT SERVICES	PROPOSED 14/15 BUDGET	2013/14 ACTUAL	TAHOE CAPITAL IMPROVEMENTS	PROPOSED 14/15 BUDGET	2013/14 ACTUAL	PROPOSED 14/15 BUDGET	2013/14 ACTUAL
RESORT ASSOCIATION CONTRACT:										
Personnel/Overhead Cap - Direct Costs	763,686	765,319	Personnel/Overhead Cap - Direct Costs	93,834	87,012	Personnel/Overhead Cap- Direct Costs	93,834	87,012	951,354	939,343
G+A Cap - Indirect Costs	522,284	525,343	G+A Cap - Indirect Costs	76,839	62,106	G+A Cap - Indirect Costs	73,566	71,013	672,689	658,462
Direct Marketing/Programs	1,149,555	899,555	Research and Planning	30,000	30,000	Research & Planning	52,000	52,000	82,000	82,000
Community Marketing Fund	50,000	50,000	(Detail in Attachment A-2)			Maintenance Reserves: Tourism Serving Facilities	150,000	150,000	1,149,555	899,555
Special Events Marketing Fund	50,000	50,000	Memberships	5,000	5,000	Capital Improvements - Requires BOS Approval	105,000	98,000	205,000	205,000
			Traffic Management	55,000	48,000	(County retains until BOS Approval)	1,180,005	1,018,080	105,000	98,000
			Transit Programs- Non-County	592,420	494,000				1,772,425	1,512,080
			(Detail in Attachment A-3)							
SUBTOTAL - RESORT ASSOC CONTRACT	2,535,525	2,290,217	SUBTOTAL - RESORT ASSOC CONTRACT	853,093	726,118	SUBTOTAL - RESORT ASSOC CONTRACT	1,549,405	1,378,105	4,938,023	4,394,440
2013 Fund Balance Carryforward		445,000	2013 Fund Balance Carryforward			2013 Fund Balance Carryforward		1,005,372	0	1,450,372
TOTAL - RESORT ASSOC CONTRACT	2,535,525	2,735,217	SUBTOTAL - RESORT ASSOC CONTRACT	853,093	726,118	SUBTOTAL - RESORT ASSOC CONTRACT	1,549,405	2,383,477	4,938,023	5,844,812
County Services	286,173		County Services	945,702		County Services	294,102		1,529,977	0
TOTAL CONTRACT	2,821,698	2,735,217	TOTAL CONTRACT	1,802,795	726,118	TOTAL CONTRACT	1,843,507	2,383,477	6,468,000	5,844,812
	43.63%	46.80%		27.97%	12.42%		28.90%	40.78%	100.00%	100.00%

Note: Proposed budget numbers include a preliminary assumption of a 13.68% increase to health and welfare benefits. The NLTRA is actively exploring options to the current policy and proposed increase.

NLTRA
 FY 2014-2015 TAHOE TOT BUDGET - Preliminary
 ATTACHMENT C - Assumes Flat + \$500,000

MARKETING	PROPOSED 14/15 BUDGET	2013/14 ACTUAL	VISITOR SUPPORT SERVICES	PROPOSED 14/15 BUDGET	2013/14 ACTUAL	TAHOE CAPITAL IMPROVEMENTS	PROPOSED 14/15 BUDGET	2013/14 ACTUAL	PROPOSED 14/15 BUDGET	2013/14 ACTUAL
RESORT ASSOCIATION CONTRACT:										
Personnel/Overhead Cap - Direct Costs	763,686	765,319	Personnel/Overhead Cap - Direct Costs	93,834	87,012	Personnel/Overhead Cap - Direct Costs	93,834	87,012	951,354	939,343
G+A Cap - Indirect Costs	522,284	525,343	G+A Cap - Indirect Costs	76,839	62,106	G+A Cap - Indirect Costs	73,566	71,013	672,689	659,462
Direct Marketing/Programs	1,274,555	899,555	Research and Planning (Detail in Attachment A-2)	30,000	30,000	Research & Planning (Detail in Attachment A-2)	52,000	52,000	82,000	82,000
Community Marketing Fund	50,000	50,000	Memberships	5,000	5,000	Maintenance Reserve: Tourism Serving Facilities	150,000	150,000	1,274,555	899,555
Special Events Marketing Fund	50,000	50,000	Traffic Management	55,000	48,000	Capital Improvements - Requires BOS Approval (County retains until BOS Approval)	205,000	205,000	105,000	205,000
			Transit Programs - Non-County (Detail in Attachment A-3)	592,420	494,000		1,305,005	1,078,080	1,897,425	1,572,080
SUBTOTAL - RESORT ASSOC CONTRACT	2,660,525	2,290,217	SUBTOTAL - RESORT ASSOC CONTRACT	853,093	725,118	SUBTOTAL - RESORT ASSOC CONTRACT	1,674,405	1,378,105	5,188,023	4,394,440
2013 Fund Balance Carryforward		445,000	2013 Fund Balance Carryforward			2013 Fund Balance Carryforward		1,005,372	0	1,450,372
TOTAL - RESORT ASSOC CONTRACT	2,660,525	2,735,217	SUBTOTAL - RESORT ASSOC CONTRACT	853,093	725,118	SUBTOTAL - RESORT ASSOC CONTRACT	1,674,405	2,383,477	5,188,023	5,844,812
County Services	286,173		County Services	949,702		County Services	284,102		1,529,977	0
TOTAL CONTRACT	2,946,698	2,735,217	TOTAL CONTRACT	1,802,795	725,118	TOTAL CONTRACT	1,958,507	2,383,477	6,718,000	5,844,812
	43.86%	46.80%		26.84%	12.42%		29.30%	40.78%	100.00%	100.00%

Note: Proposed budget numbers include a preliminary assumption of a 13.68% increase to health and welfare benefits. The NLTRA is actively exploring options to the current policy and proposed increase.

North Lake Tahoe Resort Association
FY 2014/15 Budget Consideration
4/24/14

Below are additional budget scenarios to be considered for the Marketing budget based on overall increases to the TOT budget on top of the baseline budget. Budget scenarios indicated programs to be considered with the additional funds and are only relevant to the Marketing Budget.

Baseline +\$100,000

- \$70,000 for in-market media and promotional marketing in support of the Touch the Lake, Peak Your Adventure and High Notes Campaign. These efforts to be coordinated with the BACC Committee.
- \$30,000 for marketing capacity to support North Lake Tahoe Nordic product and campaign. This effort to be coordinated with the newly formed Nordic Council.

Baseline +\$225,000

- \$70,000 for in-market media and promotional marketing in support of the Touch the Lake, Peak Your Adventure and High Notes Campaign. These efforts to be coordinated with the BACC Committee.
- \$30,000 for marketing capacity to support North Lake Tahoe Nordic product and campaign. This effort to be coordinated with the newly formed Nordic Council.
- \$125,000 for additional consumer marketing effort potentially targeted at established destination market. Exact media mix to be determined during planning process with input from the Marketing Committee and North Lake Tahoe Marketing Cooperative.

FAQS

Last updated 4/15/2014



1.) How will the addition of IRONMAN 70.3 Lake Tahoe impact IRONMAN Lake Tahoe?

All aspects of the IRONMAN Lake Tahoe event will stay in place. Race preparations for IRONMAN Lake Tahoe will proceed as planned.

2.) Will IRONMAN Lake Tahoe take place in 2015?

Yes. IRONMAN Lake Tahoe will take place on September 20, 2015. The addition of IRONMAN 70.3 Lake Tahoe in 2014 will not impact the operations of IRONMAN Lake Tahoe in 2015.

3.) Will IRONMAN 70.3 Lake Tahoe take place in 2015?

Operating IRONMAN Lake Tahoe and IRONMAN 70.3 Lake Tahoe on the same day in 2014, is being offered as a pilot program in North America. IRONMAN athletes in Asia-Pacific have embraced this model with huge success. After the 2014 race, evaluations will be made on the success of this program to determine if it will be continued in 2015 in North America as well as other regions.

4.) What is the withdrawal/cancellation policy for the 2014 IRONMAN 70.3 Lake Tahoe?

Withdrawal requests must be received in writing via e-mail to laketahoe70.3@ironman.com. Without exception, all requests must be received on or before August 7, 2014 to be eligible for a partial refund of \$75.00 USD. Transfer and deferments are NOT permitted.

5.) If I am registered for IRONMAN Lake Tahoe can I transfer to IRONMAN 70.3 Lake Tahoe?

Athletes already registered for IRONMAN Lake Tahoe can transfer to IRONMAN 70.3 Lake Tahoe by following standard IRONMAN transfer policies and pay associated fees. All transfer and refund request must be made by August 7, 2014. Please email transfers@ironman.com for more information. No refunds or partial refunds will be given to IRONMAN Lake Tahoe registered athletes who choose to transfer to IRONMAN 70.3 Lake Tahoe. *All transfers and refund requests must be submitted by August 7, 2014.

6.) Will there be a professional race for IRONMAN 70.3 Lake Tahoe?

No, only IRONMAN Lake Tahoe will host a professional race. IRONMAN 70.3 Lake Tahoe will only be open to age group athletes.

7.) When will Athlete Check-In take place for IRONMAN 70.3 Lake Tahoe?

Athlete Check-In for both IRONMAN Lake Tahoe and IRONMAN 70.3 Lake Tahoe will take place on Thursday September 18 and Friday September 19. NO Athlete Check-In will take place for either IRONMAN Lake Tahoe or IRONMAN 70.3 Lake Tahoe on Saturday September 20.

8.) Will IRONMAN 70.3 Lake Tahoe athletes get Welcome Meal Vouchers?

Yes, all IRONMAN Lake Tahoe and IRONMAN 70.3 Lake Tahoe athletes will receive a \$25 voucher to be redeemed at local restaurants race weekend.



9.) Is there mandatory bike drop off on Saturday, September 20 for IRONMAN 70.3 Lake Tahoe athletes?

Yes, all athletes in both IRONMAN Lake Tahoe and IRONMAN 70.3 Lake Tahoe MUST drop off their bikes and gear bags in transition on Saturday September 20. NO BIKES WILL BE PERMITTED TO ENTER TRANSITION ON RACE DAY.

10.) What time will IRONMAN Lake Tahoe and IRONMAN 70.3 Lake Tahoe start?

IRONMAN Lake Tahoe Male Pros- 6:30 a.m.

IRONMAN Lake Tahoe Female Pros- 6:35 a.m.

IRONMAN Lake Tahoe Age Group- 6:40 a.m. (rolling start)

IRONMAN 70.3 Lake Tahoe Age Group- 7:55 a.m. (rolling start)

11.) Will the IRONMAN 70.3 Lake Tahoe have course cut off times?

Yes, the following course cut off times will be enforced for IRONMAN 70.3 Lake Tahoe. Athletes who do not cross these locations by the specified time will NOT be permitted to continue in the race.

Swim Course: 1 hour and 10 minutes after the athlete starts the swim, regardless of what time the athlete actually starts

Bike Course Start: 9:30 a.m. (Same as IRONMAN Lake Tahoe)

Bike Course: 2:30 p.m.

Run course: 6:30 p.m.

The bike and run course cut off times are extended beyond typical IRONMAN 70.3 races

12.) Will IRONMAN 70.3 Lake Tahoe athletes be able to access "Special Needs" bags?

No. IRONMAN 70.3 Lake Tahoe athletes will not be using "Special Needs."

13.) Will IRONMAN 70.3 Lake Tahoe athletes be receiving t-shirts during the registration process like other IRONMAN 70.3 events?

No. IRONMAN 70.3 Lake Tahoe individual and relay athletes will receive their t-shirts, hats and medals in the finish line chute after they finish the race similar to IRONMAN Lake Tahoe athletes.

Volunteers will be instructed to give relay athletes "Relay Medals". Each run relay athlete will be given three relay medals and three hats once they have finished. It is the responsibility of the run leg athlete to distribute additional t-shirts, medals and hats to the team.

14.) When will the awards ceremony for IRONMAN 70.3 Lake Tahoe and IRONMAN Lake Tahoe take place?

The awards ceremony for both IRONMAN Lake Tahoe and IRONMAN 70.3 Lake Tahoe will take place in the morning on Monday, September 22, 2014.



15.) Will there be IRONMAN 70.3 World Championship slots available at IRONMAN 70.3 Lake Tahoe?

Yes, 2014 IRONMAN 70.3 Lake Tahoe will have 30 slots to the 2015 IRONMAN 70.3 World Championships

Slot Allocation and Rolldown for IRONMAN 70.3 World Championship qualifiers will be held together as a ceremony held in the morning on Monday, September 22, 2014. All qualified athletes must be present at the Slot Allocation/Rolldown Ceremony to claim their slot - no exceptions. We suggest arriving 15-20 minutes early. Please plan your travel accordingly.

16.) Will there be IRONMAN World Championship slots available at IRONMAN Lake Tahoe?

Yes, 2014 IRONMAN Lake Tahoe will have 50 slots to the 2015 IRONMAN World Championships

Slot Allocation and Rolldown for IRONMAN World Championship qualifiers will be held together as a ceremony held in the morning on Monday, September 22, 2014. All qualified athletes must be present at the Slot Allocation/Rolldown Ceremony to claim their slot - no exceptions. We suggest arriving 15-20 minutes early. Please plan your travel accordingly.

17.) What will General Entry to IRONMAN 70.3 Lake Tahoe cost?

General Entry

\$250-4/28/2014 to 5/2/2014

\$275- 5/3/2014 to 8/6/2014

\$300-8/7/2014 to close

Relay Entry

\$355-4/28/2014 to 8/6/2014

\$380-8/7/2014 to close

SWIM COURSE

- 1.2 Miles
- One-Loop
- Lake Tahoe, California

Athletes are encouraged to train in Lake Tahoe with a partner or group. Kings Beach is open for public swimming. Athletes swim at your own risk.

 PATH TO TRANSITION

 TRANSITION AREA



BIKE COURSE

- 56 Miles
- 11/3-Loop
- Lake Tahoe, California

TURN BY TURN

- Exit Kings Beach State Park and turn left on North Lake Boulevard/Highway 28
- Turn right on Carmelian Woods Avenue
- U-Turn at end of Carmelian Woods Avenue
- Turn right on North Lake Boulevard/Highway 28 to Tahoe City
- Turn Right on Grove Street
- Turn Left onto Fairway Drive
- Turn Right onto Highway 89 North
- Follow Highway 89 and turn right on West River Street
- Turn left on McIver Crossing
- Go straight through the traffic circle bearing right and on to Donner Pass Road
- Turn left on Bridge Street
- Turn right onto Ever Valley Road and Pioneer Bike Path
- Continue on Pioneer Bike Path into Parking Lot
- Turn left on Cornstock Drive
- Turn left on Granite Drive
- Turn right on Saddleback Drive
- Turn right on Parkland Drive
- Turn left on Granite Drive
- Turn left on Cornstock Drive
- Turn right on Alder Drive
- Turn right at next traffic circle which keeps you on Highway 89 heading south
- Highway 89 snakes back under Interstate 80 and turns into Highway 287
- Turn right on North Lake Boulevard/Highway 28
- To finish turn left on Squaw Valley Road
- Follow Squaw Valley Road and turn left into the transition area at The Village at Squaw Valley

1 AID STATIONS

T TRANSITION AREA

10M 1ST LOOP MILE MARKERS
10M FINISH LOOP MILE MARKERS



IRONMAN® 70.3® LAKE TAHOE

CALIFORNIA



RUN COURSE

- 13.1 Miles
- 1-Loop (Out & Back)
- Lake Tahoe, California

Turn By Turns

- Exit A Lot heading south into Squaw Valley Village and out onto Squaw Valley Road
- Turn right on Squaw Creek Road
- Run course completes a loop around the outside of The Resort at Squaw Creek before returning to Squaw Creek Road
- Follow Squaw Creek Road back to the trail entrance on the south side of Squaw Valley Road
- Turn right on the trail and follow this to Hwy 89
- Turn right on Hwy 89
- After crossing the Truckee River, turn right to access the Truckee River Trail
- Turn left onto the Truckee River Trail heading south towards Tahoe City
- Turn around on the Truckee River Trail past Alpine Meadows
- Return on the Truckee River Trail and Hwy 89 back to Squaw Valley Road
- Return on Squaw Valley Road to Squaw Valley Village to finish
- The finish line is located in Squaw Valley Village