



# Marketing Committee Agenda and Meeting Notice

**Tuesday, April 26, 2016 - 2:00 pm**  
**Tahoe City Public Utility District Board Room**

## NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

## Tourism 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.

## Marketing Committee

**NLTRA Board**  
**Brett Williams, Chair**  
Agate Bay Realty

### Committee Members

**Eric Brandt**  
Destination Media Solutions

**Glenn M. Cademartori**  
Northstar California

**Larry Colton**  
Resort at Squaw Creek

**Gregg Gibboney**  
Notched

**Christine Horvath**  
Squaw Valley/Alpine Meadows

**Todd Jackson**  
Big Blue Adventure

**Becky Moore**  
Squaw Valley Lodge

**Giles Priestland**  
The Ritz-Carlton

**Marguerite Sprague**  
Tahoe Public Arts

**Placer County Rep**  
**DeDe Cordell**

**NLTRA Staff**  
**JT Thompson**

**Quorum**  
**6 Members with 1 Board**  
**Member**

## Items May Not Be Heard In the Order They Are Listed

**Call in information:**  
**Dial: 712-770-4010**  
**Meeting ID: 961-748**

- 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. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – March, 29, 2016 (2 min)
- E. Departmental Reports Overview (30 min)
  - Conference Sales – J. Neary
  - Leisure Sales – S. Winters/Thompson
  - Special Projects/Events – J. Lavery
  - Website Content – Fallon
  - Advertising – Thompson
  - PR / Social – The Abbi Agency
- F. Wanderlust Event Sponsorship Discussion – Lavery/Thompson (30 min)
- G. FY 2016-2017 Budget Request to County for possible action/approval – Thompson (20 min)
- H. FY 2016-2017 Scope of Work review for possible action/approval – Thompson (20 min)
- I. Committee Member Comments (5 minutes)
- J. Standing Reports (posted on [www.NLTRA.org](http://www.NLTRA.org))
  - March DestiMetrics Reports
  - Conference Activity Report
  - Website referral listings

This meeting is wheelchair accessible

Posted and Emailed (4/22/16 10:00 A.M.)



# 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 Tahoe City Public Utility District Board Room Tuesday, March 29, 2016 – 2 pm

### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Eric Brandt, Becky Moore, Gregg Gibboney, Todd Jackson, Brett Williams, Marguerite Sprague, Christine Horvath

**RESORT ASSOCIATION STAFF:** Jason Neary, Ginger Karl, Judy Laverty, Sandy Evans Hall, Sarah Winters, Anna Atwood

**OTHERS IN ATTENDANCE:** Ambera Dodson, Stacie Lyans, Stephanie Myers, Brittni Kern

#### I. MEETING OF THE MARKETING COMMITTEE

##### 1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2.02 pm and a quorum was established.

##### 2.0 PUBLIC FORUM

2.1 Todd Jackson with Big Blue Adventures shared two new events: 1) Truckee Marathon on Sunday, September 25<sup>th</sup> (includes a Half Marathon and Marathon Relay) and 2) Great Trail Race from Tahoe City to Truckee on Sunday, October 9<sup>th</sup>. (Mountain Bike or Trail Run)

##### 3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Jackson/Gibboney) (7/0) to approve the agenda with one amendment, moving item J. after item L.

##### 4.0 APPROVAL OF MARKETING MEETING MINUTES FROM FEBRUARY 23, 2016.

4.1 M/S/C (Moore/Jackson) (7/0) to approve the meeting minutes from February 23, 2016.

##### 5.0 DEPARTMENTAL REPORTS (<http://nltra.org/docs/public/March%20Departmental%20Reports.pdf>)

5.1 **Conference Sales** – Jason reviewed the following items with the committee:

- Greg is attending Luxury Meeting Summit which is a series of event some Southern California and some Northern California.
- Greg is attending the Mice component of Mountain Travel Symposium next week.
- Jason is attending National Association of Sport Commissions in place of Judy in Michigan next week before he heads to CalSAE Elevate in San Diego.
- Greg will be attending Connect California at the end of the month.
- Jason has also been busy with site visits.

5.2 **Leisure Sales** – Sarah reviewed the following items with the committee:

- Sent out leads for the conferences she attended, RTO West Summit and the Reno Tahoe Winter FAM
- Sarah shared all the Travel Trade FAMs and Media.

- Sarah is heading to Mountain Travel Symposium next week.
- Sarah is working with GMS (VC's rep in Mexico) on two events. One in Mexico City And the other in Guadalajara. These events will take place on May 11 and 12<sup>th</sup>.

**5.3 Special Projects** – Judy reviewed the following items with the committee:

- Judy has been working with North Lake Tahoe Summit Lacrosse on branding, web links, lodging, marketing and messaging for the tournament scheduled for June 17-19. Estimated number of teams is 96 this year.
- Working closely with Tough Mudder regarding shuttle issues.
- Judy reminded everyone that Winter WonderGrass starts this weekend.

Comments:

A committee member recommended that local businesses be alerted about Lacrosse week to make sure restaurants are well prepared.

**5.4 Web** – JT reviewed the following information with the committee members:

- Shelly has been updating co-op staff regularly regarding functionality issues found within the site.
- Checks website daily for proofing, content editing and links.
- Working on landing pages for Top 5 Things to Do.

**5.5 Advertising** – JT reviewed the following information with the committee members:

- Ryan's full report is located on our website.
- The change from winter to summer on our website was scheduled at April 1<sup>st</sup>. JT questioned the committee members for when to do this.

Comments:

Make the change from winter to summer on May 1<sup>st</sup> but include spring pictures on website.

**5.6 PR/Social** – Stephanie reviewed the following information:

- Stephanie shared a some of the placement highlights: 1) JamBase for WinterWonderGrass 2) 7x7 on Tahoe's Ale Trail 3) 10Best USA Today on Why Yoga Is The New Apres Ski.
- Total Placement: 37 with a reach of 25,999,044. Total Publicity Value \$240,491.
- Some of the Hosted Media FAMs include: Nina Hahn with Chicago Magazine and Tim Neville with Outside & New York Times.
- Pitching the new non-stop flights and Ale Trail for Shoulder Season

**6.0 BUSINESS ASSOCIATION CHAMBER COLLABORATIVE FY 2016-17 FUNDING REQUEST PRESENTATION FOR POSSIBLE ACTION/APPROVAL.**

**6.1** Ginger presented her 2016-17 funding request for \$80,000 for in-market marketing programs. She reviewed the 4 key marketing initiatives it covers:

- Touch Lake Tahoe (Winter Campaign) – Drive mountain visitor to the lake for a day to shop, dine and recreate.
- Peak Your Adventure (Summer Campaign) – Drive lake visitor to the mountains for a day to hike, bike, shop and dine.
- High Notes (Summer Campaign) – Move visitor around to nightly free summer music series
- Shopping (Year Round Campaign) – Move visitor around shopping areas.

Ginger shared \$80,000 is the same amount that was funded last year and historically \$20,000 has been designated to each campaign. The BACC Committee requests to place an RFP out for \$80,000 for all 4 programs with not necessarily \$20,000 on each but having some freedom within the budget. This would help reduce the percentage spent on retainer fees. Ginger reviewed the breakdown in cost for the Touch Lake Tahoe, Peak Your Adventure and High Notes. For each campaign they have gained collateral, rack cards, stickers, photos, designated website landing page on GoTahoeNorth.com.

Committee member comments:

- One committee member recommended looking into mobile as part of the plan. People are always searching for Things To Do and you can target people in South Lake Tahoe who often say "I wish I knew about North Lake Tahoe".
- One member requested participation/tracking numbers. Ginger was able to pull up stats and gave them to the committee members.
- Is there a strategy to communicate these programs to our front desk staff at lodging providers in the area?
- Do one year-round landing page and place the seasonality within that page.
- The committee members liked that the flexibility of not a set amount to each campaign.

**6.2 M/S/C (Moore/Sprague) (6/0/1 – Jackson abstained) to fund BACC \$80,000 with the flexibility to spend the funds as they please.**

**7.0 FUTURE EVENT SPONSORSHIP FUNDING/WANDERLUST 2017 DISCUSSION – LAVERTY/NEARY/THOMPSON**

7.1 Wanderlust has come to the NLTRA for event funding sponsorship for 2017. JT shared that staff has assembled information from properties for ROI, although this is not complete yet, they estimate the direct economic impact to be about \$3.5 million. One of the challenges for Wanderlust has been the cost of hotel rooms in the area. JT requested feedback from the committee members on the event and should we continue negotiations for a full sponsorship agreement.

Committee member comments:

- As discussed last month, there is a need to develop some sort of criteria or plan.
- This is an event that is heavily vested in our destination, it has long term value and minimal impact (transportation).
- Lots of positive feedback from local business owners regarding this event.
- The event has great media coverage and a high end demographic.
- It would be best to understand the economic impact this event has before we decide on how much to fund.
- If we sponsor this event be more hands-on regarding the survey they do.
- Important to also look at it from a negative perspective, "What would we be excluding our destination the ability to do?"
- Create a flow chart or criteria, similar to what is used for Special Event Grants.

**Action to JT/staff: spend more time on analysis to better understand economic impact before a decision is made on sponsorship dollars. Develop a criteria to use for special events sponsorship.**

**8.0 NLT COOPERATIVE MARKETING COMMITTEE CURRENT OPEN SEAT DISCUSSION, AND NOMINATION FOR FY 2016/17 FOR POSSIBLE ACTION/APPROVAL**

8.1 With the departure of John Monson from the NLT Cooperative Marketing Committee, we need to fill his vacant seat for the remainder 2016-17 Fiscal Year. JT shared the meetings are quarterly. Becky nominated Christine and she accepted.

**8.2 M/S/C (Moore/Jackson) (7/0) to elect Christine Horvath to NLT Marketing Coop Committee for 2016-2017 Fiscal Year.**

**9.0 SPRING ADVERTISING CAMPAIGN UPDATE - THOMPSON**

9.1 JT shared the updates for spring advertising. Ryan with School of Thought removed Hulu completely and replaced it with HomeAway and StackAdapt. The sites in Homeaway network includes: 1) Homeaway.com 2) VRBO.com 3) VacationRentals.com 4) BedandBreakfast.com. The ad units:

- SoCal – Desktop/Tablet Banners
- CA – Mobile Banners
- Nationwide – Custom Email

StackAdapt – Best Performer of Winter Native Campaign. Revised assets and landing page driving Summer Vacationing. Top 5 Things Success include top visited page on site. Campaign has driven 22% conversion rate. Most clicked link in Things to Do tab.

Brett brought up a discussion topic from the lodging committee meeting regarding SEO key words. Some lodging providers thought School of Thought should not be buying the same key words during the campaign.

**Action to JT/SOT: Get information from School of Thought about top 10 keys words, and does it make a difference that other properties are buying same key words?**

**10.0 FY 2016-17 STRATEGIC GOALS/ACTION PLAN DISCUSSION - THOMPSON**

10.1 The budgeting process for the upcoming fiscal year is underway and we would like the committee member feedback on our current Strategic Goals. JT stated what he would like feedback on whether we expand, decrease, eliminate or add items for our action plan for the coming year. JT had different work stations set-up for the committee members to participate.

**11.0 COMMITTEE MEMBER COMMENTS**

11.1 No committee member comments.

**12.0 STANDING REPORTS**

The following reports were posted on [www.nltra.org](http://www.nltra.org):

- FEB DESTIMETRICS REPORT
- CONFERENCE ACTIVITY REPORT
- GOOGLE ANALYTICS REPORTING
- WEBSITE REFERRAL LISTINGS

**13.0 ADJOURNMENT**

13.1 The Marketing Committee meeting adjourned at 4.50 pm.

Submitted By:

Anna Atwood  
Marketing Executive Assistant  
North Lake Tahoe Chamber/CVB/Resort Association



### Special Event Grant Funding Criteria for Eligibility

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

### WANDERLUST YOGA MUSIC FESTIVAL July 14-16, 2016

- 1. Does your event take place in **Eastern** Placer County? Yes =2 No = 0 # 2
- 2. Does the event have potential to generate overnight lodging tax in Placer County?  
Yes = 3 No = 0 # 3
- 3. Do you have a lodging partner Yes x No \_\_\_\_\_ (No points)

If so, please list the name(s) Squaw Valley Lodge, PlumpJack, Village at Squaw, Grahams, Red Wolf Lodge.

- 4. What is your estimate of total attendance? \_\_\_\_\_
  - 0-249 = 0 Points # \_\_\_\_\_
  - 250-499 = 1 Point # \_\_\_\_\_
  - 500-999 = 2 Points # \_\_\_\_\_
  - 1,000+ = 3 Points # 3

- 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 # 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                                        # \_\_\_\_\_

6b. What day(s) of the week does the event take place? Thursday thru Sunday

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

7. Is your event a first year event?

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

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

Year 4+    Yes = 0                                        #   0  

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

Yes = 3    No = 0                                        #   3  

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                                        #   2  

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

  X   Yes        No

TOTAL AVAILABLE POINTS    22

TOTAL POINTS THIS APPLICATION    #   18  

11. Does your event compete or coincide with an existing event? If so, please list the competing event date, title and location. NO

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

Completed by NLTRA Staff

NLTRA  
FY 2016-2017 TAHOE TOT BUDGET - Preliminary  
ATTACHMENT C - May Preliminary Budget

4/19/2016

MARKETING		PROPOSED	1516 BUDGET	2014-15	2014-15	PROPOSED	1516 BUDGET	2014-15	2014-15	PROPOSED	1516 BUDGET	2014-15	2014-15	PROPOSED	1516 BUDGET	2014-15	2014-15
		1617 BUDGET	1516 BUDGET	BUDGET	BUDGET	1617 BUDGET	1516 BUDGET	BUDGET	BUDGET	1617 BUDGET	1516 BUDGET	BUDGET	BUDGET	1617 BUDGET	1516 BUDGET	BUDGET	BUDGET
RESORT ASSOCIATION CONTRACT.																	
Personnel/Overhead Cap - Direct Costs		826,478	796,891	783,696	99,743	102,735	99,743	98,630	99,743	95,205	99,743	95,205	99,743	1,025,248	995,027	957,521	997,521
G-A Cap - Indirect Costs		663,727	637,699	623,784	64,085	65,977	64,085	62,392	64,085	72,201	74,110	72,201	74,110	696,037	675,764	688,377	688,377
Research and Planning		10,000	10,000	10,000	32,000	40,000	32,000	32,000	40,000	49,000	50,000	49,000	50,000	90,000	92,000	91,000	91,000
Direct Marketing/Programs		1,875,000	1,407,239	1,262,802										1,875,000	1,407,239	1,252,932	1,252,932
Community Marketing Fund		30,000	30,000	30,000										30,000	30,000	30,000	30,000
Special Events Marketing Fund		50,000	50,000	50,000										50,000	50,000	50,000	50,000
Detail in Attachment A-3)																	
Subtotal - Resort Assoc Contract		3,337,205	2,831,639	2,629,772	465,462	465,462	465,462	465,462	465,462	519,272	519,272	519,272	519,272	2,801,014	2,314,510	2,142,903	2,142,903
Fund Balance Carryforward			133,000	61,000	133,000	7,793	133,000	133,000	133,000	33,706	40,844	33,706	40,844	6,022,740	6,200,000	5,164,523	5,164,523
Total - Resort Assoc Contract		3,337,205	2,864,639	2,691,772	598,465	598,465	598,465	598,465	598,465	352,978	360,116	352,978	360,116	100,000%	100,000%	100,000%	100,000%
County Services		322,974	308,195	308,173	917,684	1,274,800	917,684	917,702	917,684	308,820	270,096	310,602	310,602	11,368	471,951	17,951	17,951
Total Contract		3,660,179	3,272,834	2,999,945	1,793,862	1,793,862	1,793,862	1,793,144	1,793,862	2,358,902	3,679,697	2,169,882	2,169,882	7,937,412	8,731,063	6,985,671	6,985,671
		45.11%	37.48%	43.85%	21.92%	21.92%	21.06%	24.97%	21.92%	31.82%	41.46%	31.89%	31.89%	97.57%	100.00%	100.00%	100.00%
RESORT ASSOCIATION CONTRACT.																	
Personnel/Overhead Cap - Direct Costs																	
G-A Cap - Indirect Costs																	
Research and Planning																	
Direct Marketing/Programs																	
Community Marketing Fund																	
Special Events Marketing Fund																	
Detail in Attachment A-3)																	
Subtotal - Resort Assoc Contract																	
Fund Balance Carryforward																	
Total - Resort Assoc Contract																	
County Services																	
Total Contract																	

Note: Proposed budget numbers include a preliminary assumption of a 12% increase to health and welfare benefits.  
 \* - There was a County Services Reserves Fund Balance Carryover in previous years but was not calculated or recorded on past contracts.



**ATTACHMENT A**  
**North Lake Tahoe Resort Association**  
**Scope of Work for FY 2016-17**  
***TOURISM & MARKETING ONLY***

**TOURISM**

The mission of the Tourism department is 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 additional 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.”*

To accomplish its mission, the Tourism department shall provide services, activities and functions in the following program areas:

- 1) Marketing, Advertising, Promotions and Brand Development/Management which at a minimum shall include:
  - a) In-Market Marketing, Advertising and Promotions
  - b) Out-of-Market Marketing, Advertising and Promotions
  - c) Public and Media Relations
  - d) Social Media
  - e) Consumer Website (GoTahoeNorth.com)
- 2) Group and Conference Sales
- 3) Leisure Sales
- 4) Special Events

**1) Marketing, Advertising and Promotions**

Develop and execute comprehensive marketing, advertising and promotions programs designed to maximize the exposure and promotion of North Lake Tahoe as the premier international mountain resort destination in the Western United States. These programs shall focus on increasing the number of visitors coming to North Lake Tahoe and the duration of stay for each visitor. These programs shall be based upon the results of both quantitative and qualitative market research and shall be monitored and reported on regularly.

**a) In-Market Marketing, Advertising and Promotions**

**Tasks:**

- In consultation with the Resort Association’s Business Association Chamber Collaborative and Marketing Committee, develop and implement an integrated media, marketing and promotions plan which is targeted to audiences located, either permanently or temporarily, within the North Lake Tahoe area. Such plan shall focus on increasing visitor awareness of all of the amenities offered in the region, including driving visitation to the mountain resort communities during the summer and visitation to the lakeshore communities in the winter.
- Conduct at least two member and partners workshop to review the results of in-market marketing, advertising and promotions efforts. The feedback and

input received during this workshop shall be considered by the Resort Association when developing the FY 2017-18 in-market integrated media, marketing and promotions plan.

- Administer the Community Marketing Program and Special Events Mini-Grant process as specified in the Placer County/Resort Association Agreement.

**Performance Indicators:**

- Increase participation in specific in-market marketing initiatives by 15% as compared to FY 2015-16.

**b) Out-of-Market Marketing, Advertising and Promotions**

**Tasks:**

- In consultation with the Resort Association's Marketing Committee, develop and implement an integrated media, marketing and promotions plan which is targeted to audiences located outside of the North Lake Tahoe area. Such plan shall focus on increasing visitation to the destination during mid-week and strike zone time periods, average length of stay per visitor and total number of visitors arriving by air.

**Performance Indicators:**

- Increase in TOT collections by 2% as compared to FY 2015-16.
- Increase number of travelers arriving by air by 3% as compared to FY 2015-16.
- Increase mid-week occupancy by 7% of 2015-16 average occupancy compared to FY 2015-16.
- Increase occupancy in the months of September & October 2016 and June 2017 by 3% as compared to the prior year.

**c) Public and Media Relations**

**Tasks:**

- Increase public and media awareness of North Lake Tahoe as a premier year-round travel destination.
- Generate positive editorial coverage in national, regional and international publications and communications channels.
- Conduct domestic and international media familiarization trips throughout the course of FY 2016-17.
- Provide assistance to journalists on assignment in North Lake Tahoe.
- Continually update content for the media center on GoTahoeNorth.com.

**Key Performance Indicators:**

- Advertising equivalency of public relations efforts increased by 5% over FY 2015-16.
- Number of media contacts and press releases downloaded from GoTahoeNorth.com increased by 7% over FY 2015-16.

**d) Social Media**

Tasks:

- Utilize social media to increase public awareness of North Lake Tahoe.
- Utilize contests, quizzes and campaigns to increase followers and engage viral community.
- Post scenic photography to inspire visitation and attract new followers.

Key Performance Indicators:

- Number of social media followers increased by 10% over FY 2015-16.
- Increase number of consumer sharing across Facebook, Instagram and Twitter platforms by 20% as compared to FY 2015-16.

- e) Website - As the main fulfillment channel for all consumer marketing efforts, GoTahoeNorth.com must contain compelling content and be fully leveraged to maximize promotion of North Lake Tahoe. Consumers should be able to access and fully utilize all features of the site when connecting to the site via a mobile device, including the ability to book lodging and other activities directly from the site.

Tasks:

- Continuously update GoTahoeNorth.com with content designed to engage travelers and inspire visitation to North Lake Tahoe.
- Ensure GoTahoeNorth.com includes all information that a visitor would need to book a trip to North Lake Tahoe and find information to enhance their visit while in market.

Performance Indicators:

- Total unique visitors to site increased by 5% over FY 2015-16.
- Average length of stay on the site increased by 10% over FY 2015-16.
- Reduce bounce rate of the site by 5% as compared to FY 2015-16.
- Number of lodging referrals increased by 5% over FY 2014-15.
- Organic search increased by 5% over FY 2015-16.
- Number of newsletter sign-ups increased by 5% over FY 2015-16.

## 2) Group and Conference Sales

The purpose of this program is to increase the number of group meetings and conferences held at North Lake Tahoe each year. The program shall include a focus on increasing awareness in the national and regional meetings industry of North Lake Tahoe as a premier meeting and conference destination.

Tasks:

- Development and implementation of an integrated media, marketing and promotions plan.
- Promote the Placer County portion of North Lake Tahoe at industry trade shows.
- Conduct sales missions, site inspections and familiarization tours (FAMs).

- Foster direct relationships with organizations and groups that regularly travel to offsite locations for conferences, incentives, conventions, seminars, meetings, training and similar gatherings.

**Performance Indicators:**

- Increase TOT and other revenues associated with group and meetings business by 5% over FY 2015-16.
- Increase total leads and total booked revenue by 5% over FY 2015-16.
- Increase number of group and conference requests for proposal submitted through GoTahoeNorth.com by 5% over FY 2015-16.

**3) Leisure Sales**

The purpose of this program is to increase vacation and leisure travel to North Lake Tahoe. The program shall focus on building regional, national and international tourism business for North Lake Tahoe through a variety of trade shows, familiarization tours, promotional programs and training for travel/reservation agents.

**Tasks:**

- Utilize multiple distribution channels for the sale of North Lake Tahoe vacations and vacation products, including: 1) on-line travel agents (OTA's); 2) travel agent consortiums; and, 3) domestic and international tour operators.
- Serve as the Resort Association's primary liaison to the cooperative tourism marketing programs available at the state level, including partnership with, but not limited to Visit California, Travel Nevada and the High Sierra Visitor Council.
- Serve as the Resort Association's primary liaison to Visit California's General Sales Agents (GSAs) in international markets as identified as priorities for development.
- Host at least two travel trade FAMs per year, one with a summer focus and one with a winter focus.
- In conjunction with the Resort Association's Public Relations team and with GSAs, host multiple media FAM trips.

**Performance Indicators:**

- Conduct at least 15 annual Leisure Sales site inspections and sales missions promoting North Lake Tahoe.
- Increase North Lake Tahoe product placement in wholesale and tour operator sales channels by 10% over FY 2015-16.
- Increase newsletter database of travel agents located outside the four hour drive market by 20% over FY 20-15-16.

**4) Special Events**

This program is intended to support the development, implementation and promotion of special events held in the Placer County portion of North Lake Tahoe and to attract new events to the destination. The program shall focus on attracting events that take place within an identified Resort Association strike zone and with a nexus to Resort Association initiative areas, including developing North Lake Tahoe's reputation as a premier destination for Human Powered Sports.

Tasks:

- Develop or recruit one special event with national and/or international television coverage, preferably in an identified initiative area and/or during a strike zone period.
- Prior to submitting a bid to host and/or sponsor any special event that would utilize public right of way or otherwise impact the provision of public services, coordinate with all potentially impacted public agencies to determine if adequate resources exist to support the event.
- Execute and manage contracts for all Resort Association-sponsored special events, ensuring all promotional considerations due to the Resort Association and/or Placer County are received.
- For all Resort Association-sponsored special events, assist event producer in the completion of final event report which shall include specific tracking measurements necessary to determine return on investment of the event.
- Publish and maintain on GoTahoeNorth.com a calendar of special events to be held in North Lake Tahoe.

Performance Indicators:

- One or more new events with national and international television coverage held during a strike zone in FY 2015-16.
- All promotional considerations due to Resort Association and/or Placer County documented as having been received.
- Return on Investment reports for each sponsored event completed within 60 days after the event.

### **VISITOR INFORMATION SERVICES**

The purpose of the Resort Association's Visitor Information Services department is to provide high quality, comprehensive and convenient information services to welcome visitors to North Lake Tahoe and provide them with helpful information. This information, and the way in which it is presented, will serve to enhance the North Lake Tahoe experience and encourage longer stays and/or return visitation.

**Tasks:**

- Develop, publish and distribute the bi-annual North Lake Tahoe Official Visitor Guide. Summer guide distribution shall be 50,000 copies; winter guide distribution shall be 20,000 copies.
- Update, publish and distribute a minimum of 20,000 North Lake Tahoe Neighborhood Maps.
- Operation of the year-round Tahoe City Visitors Center, which shall provide guests with information concerning North Lake Tahoe businesses, attractions, events and activities.
- Operation of the summer-season (July 4<sup>th</sup> weekend through Labor Day weekend) Visitor Center at Kings Beach State Recreation Area, which shall provide visitors with information concerning North Lake Tahoe businesses, attractions, events and activities.

- Maintain an information kiosk in the Reno Sparks Convention and Visitor Authority Visitor Center in Downtown Reno.
- Ensure information racks at the Reno-Tahoe International Airport are stocked at all times with materials promoting North Lake Tahoe.
- The Director of Visitor Services shall meet bi-annually with a majority of the lodging properties located in the Placer County portion of North Lake Tahoe to advise them of the services and benefits provided by the Resort Association.
- Regularly distribute information concerning events and business opportunities to lodging operators and other local businesses.
- Develop and distribute a customer service training video for staff of local businesses, with a target of providing training to a minimum of 500 employees. The training video shall provide local business employees with knowledge of the destination to enhance the visitor experience and encourage repeat visitation.

#### Performance Indicators:

- Increase the number of visitors served in visitor information centers by 2% over FY 2015-16.
- Increase the number of visitors accessing GoTahoeNorth.com while in market by 2% over FY 2015-16.
- Completion and distribution of customer service training video as specified above.