



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

**AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday, August 30 2011, 1pm
Tahoe City Public Utility District**

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:

Deanna Gescheider
Ron Parson
Barb Cohen

Committee

Members:
Heather Allison
Deb Dudley
Kevin Hickey
Julie Maurer
Becky Moore
Les Pedersen
Brett Williams

Placer County Rep:

Jennifer Merchant

Quorum

2 Board Members
1 Lay 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 – July 19th, 2011 (3 min)
- E. Review of Committee Brief Form – July 19th Marketing Committee Meeting (5 min)
- F. Update on Group Sales Sub Committee Actions - Jason Neary/Andy Chapman (30 min)
 - August 4th Sub Committee Meeting Minutes
 - August 23rd Sub Committee Meeting Minutes
 - Conference Advertising Plan Outline
 - Leads and Booked Business Data Overview
- G. Review, Discussion and Possible Action on North Lake Tahoe Marketing Cooperative Annual Planning Outline (30 min)
- H. Discussion and Possible Action to Appoint 2 Members to the Special Events Grant Taskforce (15 min)
- I. Update on Lake Tahoe Autumn Food and Wine Festival – Judy Laverty (20 Minutes)
- J. Departmental Reports

- Advertising
- Conference Sales
- Leisure Sales
- Special Projects
- Website Content
- Social Marketing
- Public Relations

K. Committee Member Comments (*5 minutes*)

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

- July MTRiP Report
- July Reno Tahoe Airport Report
- July Search Engine Optimization Report
- July Web/GeoTracking Report
- July Lodging Referral Report
- Conference Activity Report

Posted and Emailed



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

MARKETING COMMITTEE MEETING MINUTES
July 19, 2011 – 1 pm

North Tahoe Event Center-KINGS BEACH

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Ron McIntyre, Becky Moore, Les Pedersen and Ron Parson

RESORT ASSOCIATION STAFF: Andy Chapman, Judy Laverty, Jason Neary, Jeremy Jacobson and Emily Sullivan

OTHERS IN ATTENDANCE: Wendy Hummer, Kerstin Plemel, Mike Williams, Shelley Fallon, Renee Kojane and Pettit Gilwee

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 1:10 pm by Stand-in Chair Ron Parson and a quorum was established.

2.0 PUBLIC FORUM

2.1 None

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Andy stated the Presentation on Website Analysis Results from Smith and Jones will be tabled until next months meeting.

3.2 **M/S/C (McIntyre/Becky) (5/0) to approve the agenda as it stands.**

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON JUNE 28, 2011

4.1 **M/S/C (Williams/Moore) (4/0) to approve the Marketing Committee meeting minutes from June 28, 2011. Ron McIntyre Abstained from Voting.**

5.0 REVIEW OF COMMITTEE BRIEF FORM

5.1 Andy reported that a Committee Brief Form has been implemented into NLTRA's Board Packet. The new form contains motions and action items from each NLTRA Committee. The Board will use the form to review each Committees progress. The minutes are still available online for more information.

6.0 PRESENTATION ON SPONSORSHIP OF PUSH TO THE SOUTH POLE LAKE TAHOE TRAINING SESSION

6.1 Andy explained the *Push to the South Pole* expedition. The NLTRA will be a sponsor and offer support for the *Push to the South Pole's* training Paddle Lake Tahoe. This training program includes two paraplegic athletes and their trainers paddling around Lake Tahoe in kayaks and on paddle boards. Renee Kojane

presented to the Committee. This is a documentary that is in the process of being created. It is about paraplegic athletes and their expedition and training involved to the South Pole. It is a human interest story about overcoming odds. They will be documenting the Expedition through the following ways; social media, a traditional media campaign, filming of the movie, live internet dispatches and a full production of the documentary film, *Push to the South Pole*. There are four filmed events included in the documentary; one is including a four day Tahoe Paddle from August 9th-12th. The NLTRA is supporting the expedition through a \$10,000 Sponsorship donation and in-kind services such as social media and PR efforts focused on the Paddle the Lake training session. The Committee agreed that this was a good opportunity. Andy stated that the NLTRA will have free access to the photography and video acquired during the training session.

7.0 REVIEW OF CALENDAR OF EVENTS RSS FEED CAPABILITIES

- 7.1 Andy stated that there has been concern. Mike Williams stated the current GoTahoeNorth.com event calendar can be accessed in different ways at this time. He asked the Committee if there is a certain way they would like the Calendar setup to access it and make it available to guests in market and guests doing research on events to specifically to Tahoe for. Mike asked what the demand is to have the calendar accessed on lodging properties websites. The Committee suggested starting out as small as possible. Presently it is an RSS Feed with the next two weeks of events and no one is using it at this stage. The Lodging Community works 30 days out and looks to book commitments 3-6 months out. Out of market planning trip and in market in the form as a handout. The Committee suggested surveying the small lodging properties to see what their specific needs are and if they would utilize the calendar if it was provided. They suggested having the feed go to another calendar so there is not other lodging being marketed. An outreach needs to occur after the separate URL is created to ensure that the Small Lodging is made aware that this is offered. This would be strictly used as an outside event calendar. More than small lodging, planning in the near future (this next weekend), could be used at the Reno kiosk, and also used as a heads in beds (we should come up when this event is going on), within the destination portion of the calendar have a list of activities scheduled for the months... Here and now (next 14 days), planning a trip (year of events). There was discussion on if the Small Lodging knows how it fits into their current efforts. Seasonal overview, list the type of events that occur in certain times of the year.
- 7.2 Not to replace but to create a stripped down calendar. 1. Here and now. 2. Yearly review, discussion with Chaco about linking into his current kiosk creation efforts, maybe link to last years events to show what occurred in the past. 3. Create separate domain.

8.0 DISCUSSION OF "TOOL KITS" OPPORTUNITIES FOR MEMBERS/TOURISM BUSINESSES

- 8.1 Mike discussed the "Tool Kit." So Lo Mo-Social Local Mobile. How to help members optimize all of these. Promote in market. Google places, four square. A kit that identifies the processes involved with online marketing. The Committee suggested a packet and seminar be created. Andy stated the Chamber could be used as the mechanism to get the message out through a packet or a seminar through a ChamberEDucation class. Suggested prior to fall. Mike suggested a Four Square Badge where you would go to four different ski resorts or four different bars. Andy discussed the new application that Kym has been working on with Plumas bank.

9.0 PRESENTATION AND REVIEW OF NLTRA FY 2011/12 BUDGET

- 10.1 Agenda for next meeting to be approved to be used as an acting budget at this time. There was concern that the marketing for the Conference Sales has been decreased to hire a new person.

10.2 Conference Media plan to be review at the next meeting.

10.3 M/S/C (Moore/Williams) (5/1) Parson. Direction from the committee to use the current NLTRA FY 2011/2012 Budget as a working document

10.0 UPDATE ON PROPOSED BRAND REVIEW PROCESS

11.1 Smith and Jones reviewed the Brand Review Process outlined in the Marketing packet. The Committee provided direction to continue Brand Review Process.

12.0 DEPARTMENTAL REPORTS-

12.1 Advertising- Smith and Jones reported on the marketing plan that is located in the Marketing Packet. Tape discussion....

12.2 Conference Sales-The Conference Sales report is located in the Marketing Packet.

12.3 Leisure Sales-Jeremy is away working at the POW WOW conference. Leisure Sales report is located in the Departmental Reports of the Marketing Packet. See notes and listen to tape....

12.4 Special Projects-Judy reported on the Special Event/Projects. Judy is moving forward with AFW and Wanderlust and is working on a partnership with Wanderlust for radio advertising tags. She has been conducting interviews with Community Marketing Grant recipients. Judy is also working with Jeremy on Mountain Travel Symposium for 2012 which is NLT is hosting.

12.5 Web-Shelley reported on the Web report. She has been keeping up with changes and conducting phone calls to event producers to input their events on gotahoenorth.com. Event producers need to be reminded on how to load events on the Chamber's Website. Kym is working on a letter to distribute to members reminding event producers of the process.

12.6 Public Relations-Pettit reported on the PR report located in the Departmental Reports section of the Marketing packet. Andy stated that the pre event publicity for Amgen was huge Pettit managed 46 media requests (normally she does around 30).

13.0 STANDING REPORTS

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

- **APRIL MTRiP REPORT**
- **MARCH RENO TAHOE AIRPORT REPORT**
- **APRIL SEARCH ENGINE OPTIMIZATION REPORT**
- **APRIL WEB/GEO TRACKING REPORT**
- **APRIL LODGING REFERRAL REPORT**
- **CONFERENCE ACTIVITY REPORT**

14.0 COMMITTEE COMMENTS

14.1 No Committee Comments at this time

15.0 ADJOURNMENT

15.1 The Marketing Committee meeting adjourned at 3:31 pm.

Submitted By:
Emily Sullivan, Programs Assistant
North Lake Tahoe Resort Association



COMMITTEE: Marketing
MEETING DATE: July 19, 2011
BOARD MEMBERS PRESENT: Ron McIntyre and Ron Parson

ACTION ITEMS TAKEN/REQUESTED:

Action: Conference Media plan review at the next Marketing meeting.

Action: Director of Sales Committee to meet in the next two weeks to select the geographic markets by vote and report the results back to the Marketing Committee.

MOTIONS MADE/VOTE:

- 3.2 M/S/C (McIntyre/Becky) (5/0) to approve the agenda as it stands.**
- 4.1 M/S/C (Williams/Moore) (4/0/1-McIntyre) to approve the Marketing Committee meeting minutes from June 28, 2011.**
- 9.2 M/S/C (Moore/Williams) (5/1-Parson) to use the current NLTRA FY 2011/2012 Budget as a working document**

BOARD APPROVAL/DIRECTION REQUESTED:



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

GROUP SALES SUB COMMITTEE MEETING MINUTES
August 4, 2011 – 10 am

NLTRA Conference Room
PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Becky Moore, Kay Williams, Rob McCormick, Brendon Sirstins, Stephanie Hoffman, Max Roth, Brad Barth

RESORT ASSOCIATION STAFF: Andy Chapman, Jason Neary

OTHERS IN ATTENDANCE: Wendy Hummer, Cathy Davis

I. MEETING OF THE GROUP SALES SUB COMMITTEE

1.0 DISCUSSION ON BOARD'S DESIRE TO FORMALLY ADOPT SALES COMMITTEE

- 1.1 Andy discussed the desire of the Board to more formally formalize the Sales Committee similar to other NLTRA committees.
- 1.2 In September, the Board will appoint the committee members including possible Board member participation.
- 1.3 Meetings will start out bi-monthly.
- 1.4 Official meeting meetings will be taken and approved by the Board.
- 1.5 Max asked what the % of total resources were directed at conference vs. leisure or consumer. Andy answered but suggested to take the discussion off-line as it would take some time to explain

2.0 REVIEW OF PLAN

- 2.1 Jason reviewed the historical data that drove the plan outline overview.
- 2.2 Kay questioned the efforts dedicated toward Northern California and what opportunities for cooperative efforts would be available. Kay felt that some properties would still want the group to keep an effort in Northern California
- 2.3 Kay asked if the survey discussed at the prior meeting had been completed. Jason responded that only 4 properties had returned but will resent out

3.0 ACTION: RESEND SURVEY TO PROPERTIES

- 3.1 Kay would like to see if the data shows if we should be in or out of Northern California.
- 3.2 Kay believes we have not effectively penetrated the Northern California market and that we should continue to dedicate resources and cooperative opportunities in that market.
- 3.3 Brandon feels we need to focus on Northern California Corporation and Association segments as #1. Brandon also likes DC Association as #2 and Los

Angeles as #3. He also believes group corporate retreat business is good in short term.

- 3.4 Brad would like a focus on Northern California as a primary market with an effort to promote off-site activities, not just the lodging options. Items could include dining, skiing, lake activities, etc.
- 3.5 Becky #1 market would be Northern California. She also likes DC Association as #2 and believes Chicago/DC/Dallas may be a good focus as well. She however does not want to be spread too thin. Becky would like to look at Denver area focus to see what we can grow.
- 3.6 Stephanie would like to see Northern California as the #1 market focus. She mentioned the 90% of Granlibakken's business is return business. She feels that businesses need to stay in California due to the economy. She has an interest in Southern California.
- 3.7 Rob stated that most of PlumpJack's business is wedding business. He would like to be focused on corporate business but understands that that segment is slow. He would like us to look at new corporate business. Southern California is of interest. He does support Northern California.
- 3.8 Max is looking at this discussion from a macro level but does understand that a focus on Northern California is a good one. He would like the group to look at new emerging markets based on data and to get back to growing incremental business. He does like Chicago and Denver.

4.0 Discussion on Data Review

- 4.1 The group asked staff to bring to the next meeting a review of the leads and booked data by geographic destination as well as by market segment. This information will be discussed at the next meeting.

5.0 COMMITTEE COMMENTS

- 5.1 The next Sales Committee meeting will be in approximately two weeks.



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

GROUP SALES SUB COMMITTEE MEETING MINUTES
August 23, 2011 – 10 am

NLTRA Conference Room
PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Becky Moore, Kay Williams, Rob McCormick, Brendon Sirstins, Stephanie Hoffman, Max Roth, Brad Barth, Adam Wilson, Melody Rebbeck, Tammie Anstedt and Kirsten Starmer-Web

RESORT ASSOCIATION STAFF: Andy Chapman, Jason Neary, Sandy Evans-Hall and Emily Sullivan

OTHERS IN ATTENDANCE: Cathy Davis, Jennifer, Kirsten Plemel

I. MEETING OF THE GROUP SALES SUB COMMITTEE

1.0 REVIEW OF MEETING MINUTES

- 1.1 Andy reported that the Group Sales Sub-Committee will be adopted as a formal NLTRA Committee. At that time a Group Sales Sub-Committee Chair will be elected and meeting minutes will be distributed to the Committee and be distributed to NLTRA Board for approval. Sandy welcomed any input from the Committee.

2.0 REVIEW OF PLAN

- 2.1 Jason stated that at the last meeting, staff presented the recommended Conference Advertising plan. At that meeting the Committee discussed changing the plan. Andy and Jason presented to the Committee a proposal explaining how they came up with the plan recommendations. Jason reviewed the breakdown of leads by state, the total leads generated by market segment from July 1, 2010-June 30, 2011 and Tammy asked if the leads were long or short term leads. Jason replied that he does not currently have a report that designates leads from short-term to long-term but most of the corporate leads generated were under a year. They Committee questioned if corporate business was picking up. Jason stated that corporate business has picked up.
- 2.2 Jason reviewed the breakdown of the market segment of revenue that arrived in-market from July 1, 2010 to June 30, 2011 and groups booked during that period. The Committee asked if he had a report on where business was booked (what resort/lodging property). He replied that at this time he focuses on what will book the most revenue/rooms. Andy stated the new sales persons focus can be different than Jason's depending on the Committee recommendations.
- 2.3 Jason reviewed the breakdown of California leads into market segments, revenue arrived broken into market segments and California groups books by market segments. This showed that out of the 44% percent of corporate leads only 6% arrived in market. Max stated that the new sales person could go after the corporate market. Jason agreed and stated that he would like to have the new sales person focused on the Corporate Bay Area
- 2.4 Kay asked if the NLTRA's data could be combined with individual property's data. Jason has recently distributed a survey to all of the lodging properties to find out

what percent of total business is from conferences/meetings. The combined data, showing that Conference groups increase TOT during the off-seasons, could be used to leverage greater funding from NLTRA Marketing focused on conference sales efforts. Jason and Andy have been discussing how to utilize the data gathered from the different resorts. Andy asked the Committee to fill out the survey and return it to Jason if they haven't already so Jason can move forward with the plan.

- 2.5 Jason reviewed the Northern vs. Southern California leads by Market Segment. He stated that the reports moving forward will incorporate all of the elements into SMERF so that percentage will increase.
- 2.6 Jason reviewed the leads by state for the past 3 fiscal years. The breakdown is from the Conference Sales Plan recommendation presented to the Committee at the last meeting. Moving forward he will be present this type of data to the Committee and look to them for suggestions.

3.0 COMMITTEE COMMENTS SUGGESTIONS

- 3.1 Jason stated that there is a Conference Statistics report created monthly that goes to the NLTRA's Board for review. That report will be included in future Marketing Sales Sub Committee packets. The Committee agreed that it looks like next year's pace is improving. Jason stated that future bookings have more revenue in the month of July 2011 than in the past fiscal year.

4.0 REVIEW OF CONFERENCE ADVERTISING PLAN OUTLINE

- 4.1 Cathy reviewed the Conference Advertising Plan Outline with the Committee. Andy stated that there are one or two properties involved in Co-operative buys at this time and they are looking for recommendations from the Committee to increase the effectiveness of the Co-operative buys.
- 4.2 The following geographic target markets are being considered for advertising efforts; Northern California Corporate and Association, Chicago Corporate planners and Associations, Washing DC Associations, Denver Associations and Dallas.
 - The Committee defined as Northern California, Southern California and Chicago as the three target markets need to be defined
- 4.3 Campaign flights for each market should fall around trade show or special promotion dates. Jason encouraged the Committee to attend shows.
 - Who will be attending what show? Jason will be sending out emails asking properties to be a part of the shows listed.
- 4.4 Create a cooperative marketing plan for the CVB and its members in the main geographic target market that includes an integrated marketing program with inclusion in media, direct mail, e-mail marketing and trade show participation.
 - Partner participation in the integrated campaign needs to be defined. The Committee suggested focusing on direct response e-mail marketing instead of print advertising. They would like Smith and Jones to compile a report with the costs involved with co-operative print advertising and report back to the Committee.
- 4.5 Cathy encouraged the Committee to get involved with the Co-operative advertising buys. She showed two examples of advertising buys. One, just including the NLTRA and one with a Co-operative buy. She stated that the properties could do a group offer ex. In the month of April North Lake Tahoe is offering (?). Use offers to create a buzz. There could be offer specific e-blasts sent out. She also encouraged the Committee to review gotahoenorth.com to ensure that the message is correct.

- 4.6 The Committee asked about Social Media advertising directed at Conference Sales. The Committee's opinion is that Social Media is not the best way to market Conference Sales at this time.
- 4.7 The opinion of the Committee is that the general public does not know the kind of meeting facilities that are offered in North Lake Tahoe. They need to be educated on what there is to offer as far as meetings are concerned. Kay suggested the Committee designate funds towards a co-operative buy, stating, "North Lake Tahoe has 17 conference facilities" and include a list of property names. Email blasts could then tell a story instead of just a generic message of the amount of meeting space. The story could state the different types of lodging from Board meeting with 10-people to National retreats, and list all the activities in North Lake Tahoe. Max suggested selling the destination as a whole instead of the meeting space. Kay believes the ads should list property names because there are quality properties in Tahoe. Jason stated that there is a lack of understanding that North Lake Tahoe has serious meeting space. The Committee stated that there needs to be a stronger call to action on these ads. Cathy suggested everyone agree on a call to action, such as 'Free Coffee Breaks.'
- 4.8 Cathy suggested creating a couple of different ads and coming back to the Committee to see which one works the best.

5.0 COMMITTEE COMMENTS

- 5.1 The Committee thanked staff for the plan.

6.0 ADJOURNMENT

- 6.1 The Sales Sub-Committee meeting adjourned at 12:16 pm.

Submitted By:

Emily Sullivan, Programs Assistant
North Lake Tahoe Resort Association

North Lake Tahoe VCB
 July 2011-June 2012
 Conference Advertising Plan Outline
 July 27, 2011

I. Strategy/Parameters

- The following geographic target markets are being considered for advertising efforts.

Northern California corporate & association
 Chicago corporate planners & associations
 DC associations
 Denver associations
 Dallas
 Other (based on input)

Discussion point – Prioritize markets. We cannot target more than 2-3 markets with media efforts and stay within budget. .

Discussion point - How do we target Northern CA – Hot Dates/Hot Rates, partners individual advertising, etc?

- Campaign flights for each market should fall around trade show or special promotion dates

Trade Shows:

July 28 – Smart Mart, Denver
 August 5 -8 – ASAE, St. Louis
 August 18 – Smart Mart, Chicago
 August 24-25 – Lake Tahoe Coop Trade Show, San Francisco
 October 10-13 – IMEX, Las Vegas
 December 7 – CSAE Seasonal Spectacular, Sacramento
 December 14 – Holiday Showcase, Chicago
 December 15 – Smart Mart, Dallas
 May 2012 – MILO, Reno
 June 2012 – HSMAI, San Jose

Discussion point – Who’s attending what show?

- Create a cooperative marketing plan for the VCB and its members in the main geographic target markets that includes an integrated marketing program with inclusion in media, direct mail, e-mail marketing and trade show participation.

Discussion point – Where do we see partner participation in the integrated campaign?

- Create larger focus on associations, both regional and in selected target markets, as they have been impacted less by the economy. However, continue to target the corporate market.
- Continue to build database and solicit leads with contests and continue to communicate with our database through our bi-annual direct marketing efforts.

	<u>2011-12 Proposed</u>	<u>2010-11 Actual</u>
Advertising Budget Total:	\$145,000	\$174,734
Advertising:	\$120,000	\$149,734
Reno/Tahoe Coop:	\$25,000	\$25,000
Trade Show/Sales Efforts	\$53,011	\$26,747

II. Media Mix

A. Publications

- NCCMPI
- CSAE
- Northern CA Meetings
- Forum (Chicago)
- Potomac Memo (DC)
- Colorado Meetings & Events
- Colorado Association of Executives Newsletter
- Successful Meetings (only if Jason wants to attend trade show in May 2012)
- Association Meetings
- Publications for each trade show attending

B. Internet

Buys to continue

- CVENT – look at free listing or lowest level (if under \$5,000)
1. Look into new sites
 - Meetings ROI
 - Conventions.net
 - OnlyinSanFrancisco.com (SF CVB site – meetings section)
 2. Emails
 - Added value lists or purchased list from publications listed above
 - USAE e-newsletter or email
 - CVENT e-newsletter
 - MPI (national)
 - Smart Meetings
 - Northstar Travel Media
 - Email lists from trade shows (if available)
 - Additional purchased lists in the appropriate target market and segments

C. Direct Mail/Email Blasts

1. Newsletters
 - One will drop in June and the other in January accompanied by email blasts.
 - Targeting database list.
 - Sell advertorial to generate more partner participation.
2. Contests
 - Continue to grow NLT database.
 - Targeting new added value lists with email.
3. Special offer piece to NLT database
 - Hot Dates email blasts – Most popular partner piece. Continue with minimum of two.
 - Consider adding more special offers throughout year to an exclusive list and to our standard list.
 - Develop stronger messaging – All properties come out with an agreed offer (i.e. Free coffee breaks in March)

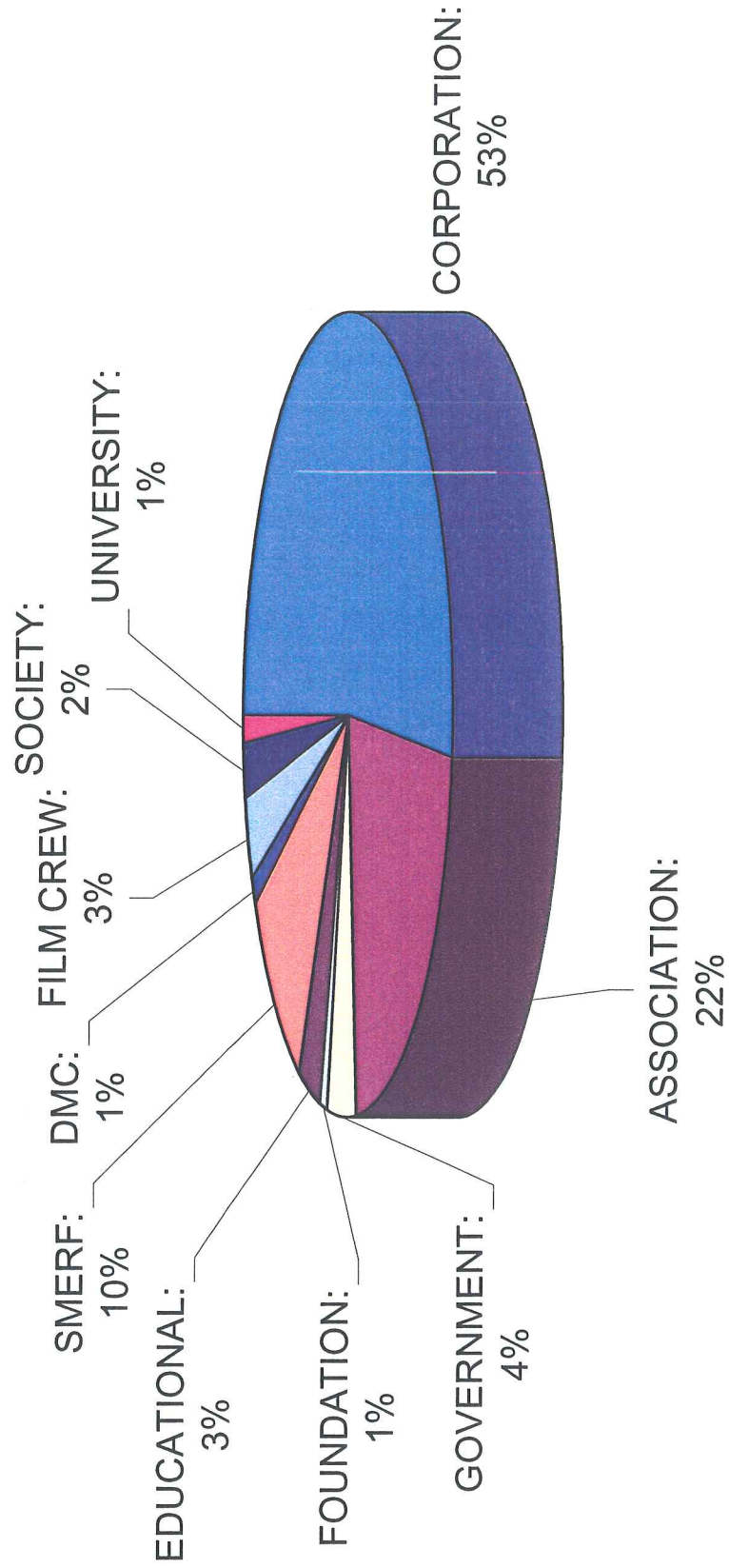
D. Miscellaneous

1. Other costs to hit the conference advertising plan
 - Reno-Tahoe Meetings co-op
 - GTN/meetings mobile site
 - Researching adding item to trade show bags
 - Production, client service, maintenance

Arrived in FY 08-09		FY 09-10											
State	Bookings	RmNts	Revenue	State	Bookings	RmNts	Revenue	ADR					
California	33	6359	\$1,086,969	California	24	4509	\$529,943.00	\$117.53					
Illinois	8	1197	\$306,428	Illinois	3	594	\$254,204.00	\$427.95					
Texas	6	1911	\$328,273	Kentucky	2	676	\$77,377.00	\$114.46					
Nevada	5	1207	\$175,040	New York	2	309	\$53,828.00	\$174.20					
Virginia	3	486	\$99,315	Virginia	2	511	\$60,577.00	\$118.55					
Ohio	3	784	\$96,122	Pennsylvania	1	1010	\$200,990.00	\$199.00					
Arizona	2	510	\$77,936	Texas	1	445	\$128,139.00	\$287.95					
Connecticut	1	1364	\$303,032	Nevada	1	144	\$18,269.00	\$126.87					
Kentucky	1	1916	\$277,071	Ohio	1	156	\$28,120.00	\$180.26					
Nebraska	1	800	\$80,000	Nebraska	1	23	\$2,502.00	\$108.78					
Louisiana	1	151	\$50,373	Wash. DC	1	345	\$69,694.00	\$202.01					
Washington, DC	2	318	\$70,419	South Carolina	1	203	\$32,657.00	\$160.87					
Montana	1	313	\$44,643	Maryland	1	34	\$2,550.00	\$75.00					
Minnesota	1	215	\$43,739	Massachusetts	1	197	\$45,715.00	\$232.06					
Oregon	1	450	\$34,175	Georgia	1	87	\$18,588.00	\$213.66					
Massachusetts	1	109	\$32,591	Minnesota	1	34	\$11,435.00	\$336.32					
Pennsylvania	1	98	\$22,263	Michigan	1	78	\$12,522.00	\$160.54					
Colorado	1	154	\$22,176	Alabama	1	98	\$15,582.00	\$159.00					
North Carolina	1	139	\$17,578										
Georgia	1	108	\$17,383										
Maryland	1	63	\$13,797										
New York	1	58	\$4,992										
TOTAL	76	18710	\$3,204,315	TOTAL	46	9453	\$1,562,692.00	\$165					

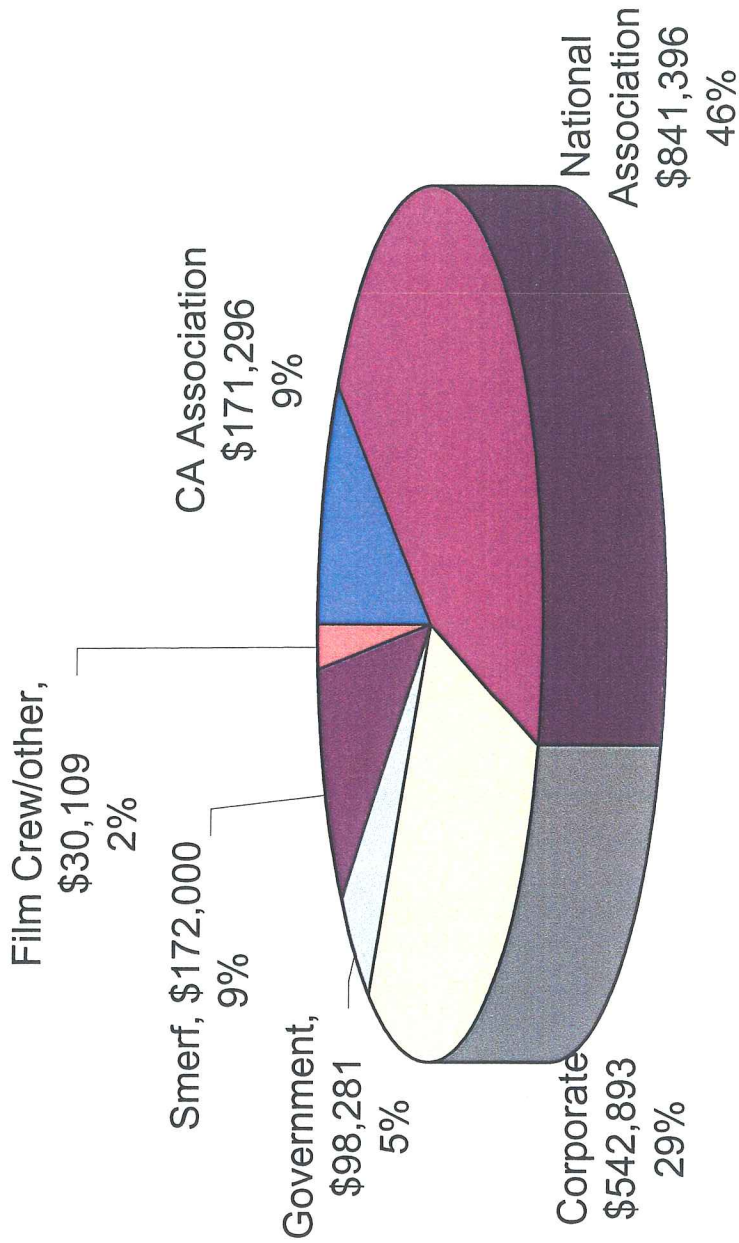
FY10-11		Future		Future		Future		Future		Future	
State	Bookings	RmNts	Revenue	ADR	State	Bookings	RmNts	Revenue	ADR	State	Bookings
California	21	3745	\$520,127	\$139	California	15	6898	869,112	\$126		
DC/MD/VA	4	1690	\$190,514	\$113	Colorado	4	4250	1,127,875	\$265		
MA	3	572	\$74,895	\$131	Illinois	3	1280	191,385	\$150		
Minnesota	3	1036	\$159,651	\$154	DC/MD/VA	3	1140	261,380	\$229		
Florida	2	1050	\$261,628	\$249	Nevada	2	505	89,895	\$178		
Georgia	2	574	\$152,043	\$265	Florida	1	250	29,025	\$116		
Tennessee	2	563	\$122,230	\$217	Idaho	1	390	50,310	\$129		
Texas	2	254	\$80,634	\$317	New Jersey	1	162	20,898	\$129		
Illinois	2	525	\$76,665	\$146	Pennsylvania	1	25	3,225	\$129		
Pennsylvania	2	545	\$71,008	\$130	Texas	1	90	13,950	\$155		
Colorado	2	467	\$48,449	\$104							
Nevada	2	208	\$43,870	\$211							
Washington	2	117	\$15,383	\$131							
Ohio	1	132	\$24,814	\$188							
Oregon	1	16	\$2,064	\$129							
International	1	91	\$12,000	\$132							
TOTAL	52	11585	\$1,855,975	\$160	Total	32	14990	\$2,657,055	\$177		

Total Leads Generated By Market Segment FY 2010/11



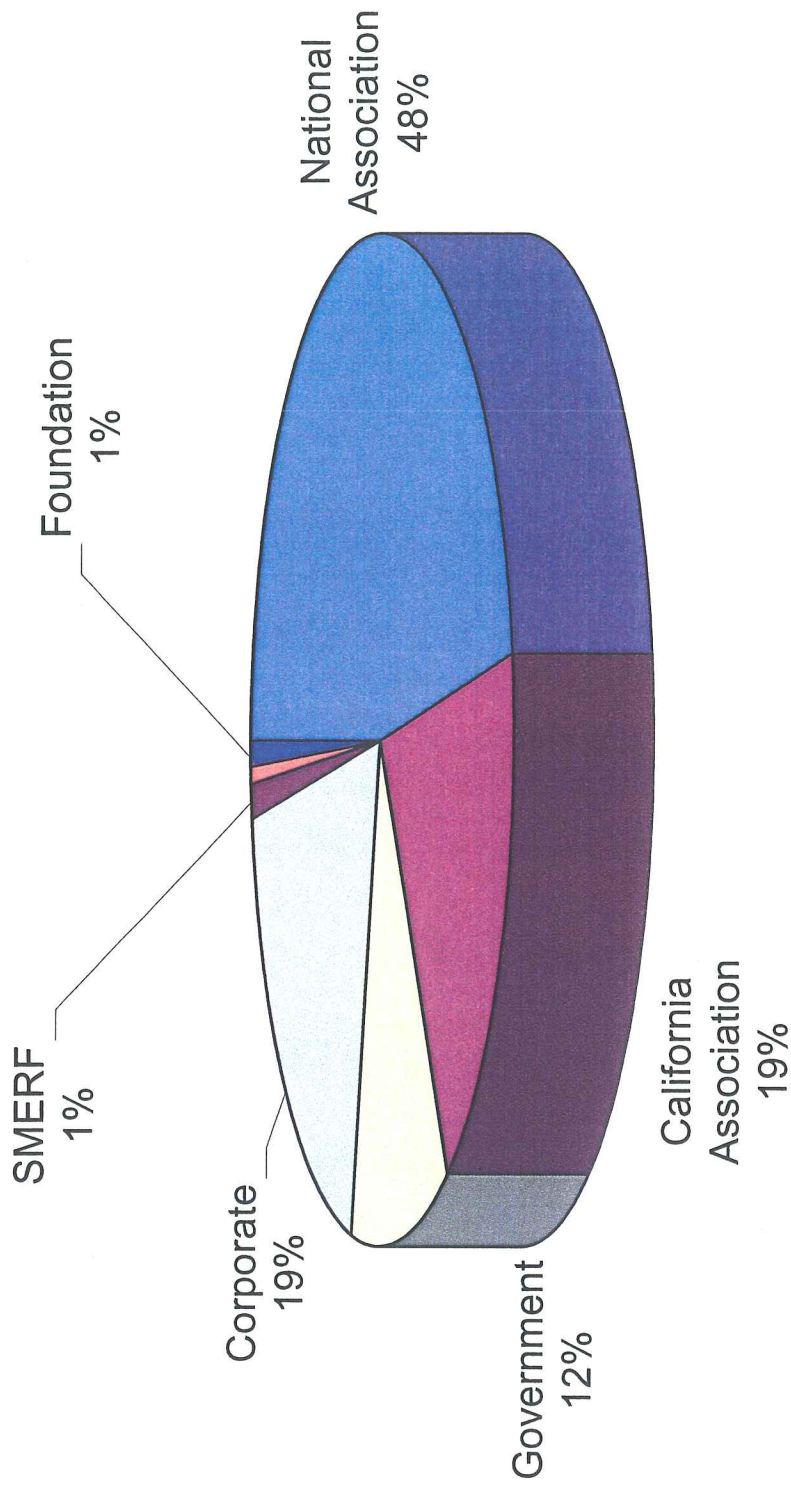
ARRIVED

Revenue Booked By Market Segment FY 2010/11



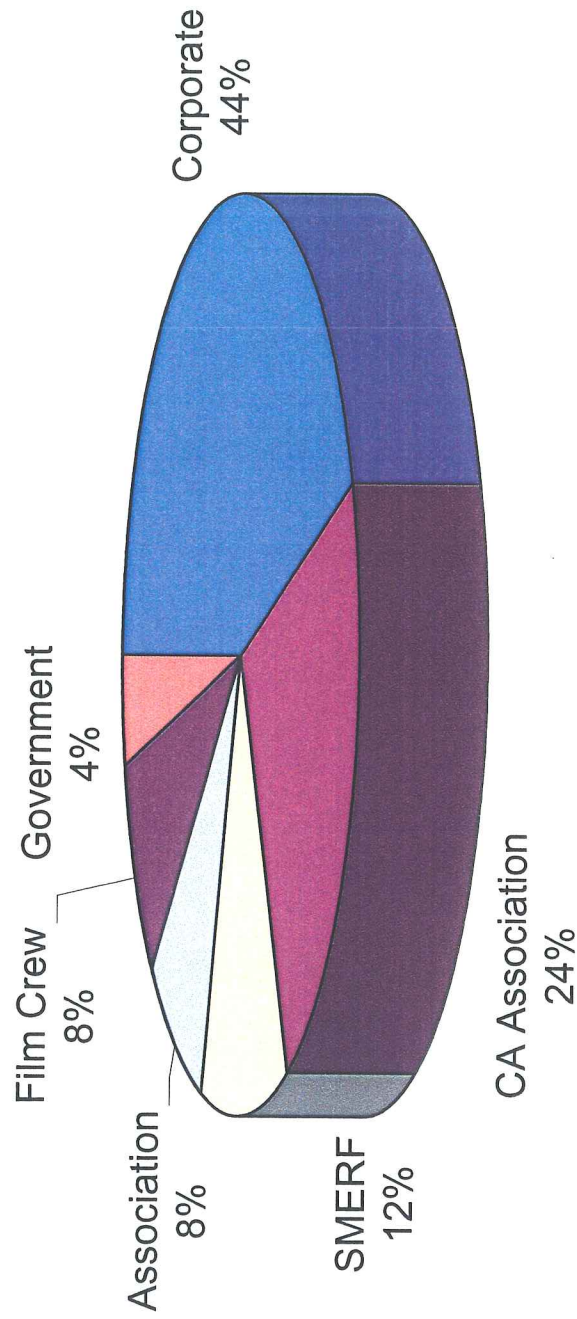
■ CA Association ■ National Association □ Corporate □ Government ■ Smerf ■ Film Crew

Groups Booked in FY 2010/11 by Market (revenue)

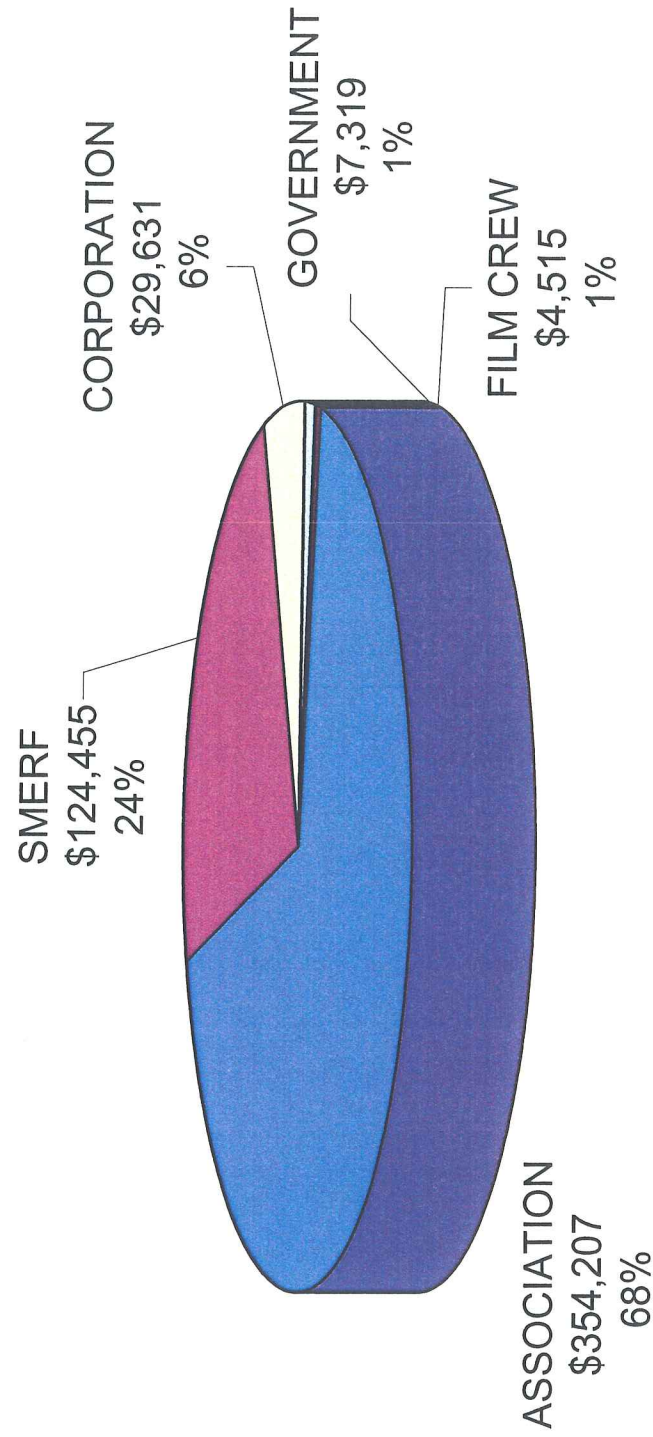


- National Association
- SMERF
- California Association
- Film Crew
- Government
- Foundation
- Corporate

California Leads by Market Segment FY 2010/11

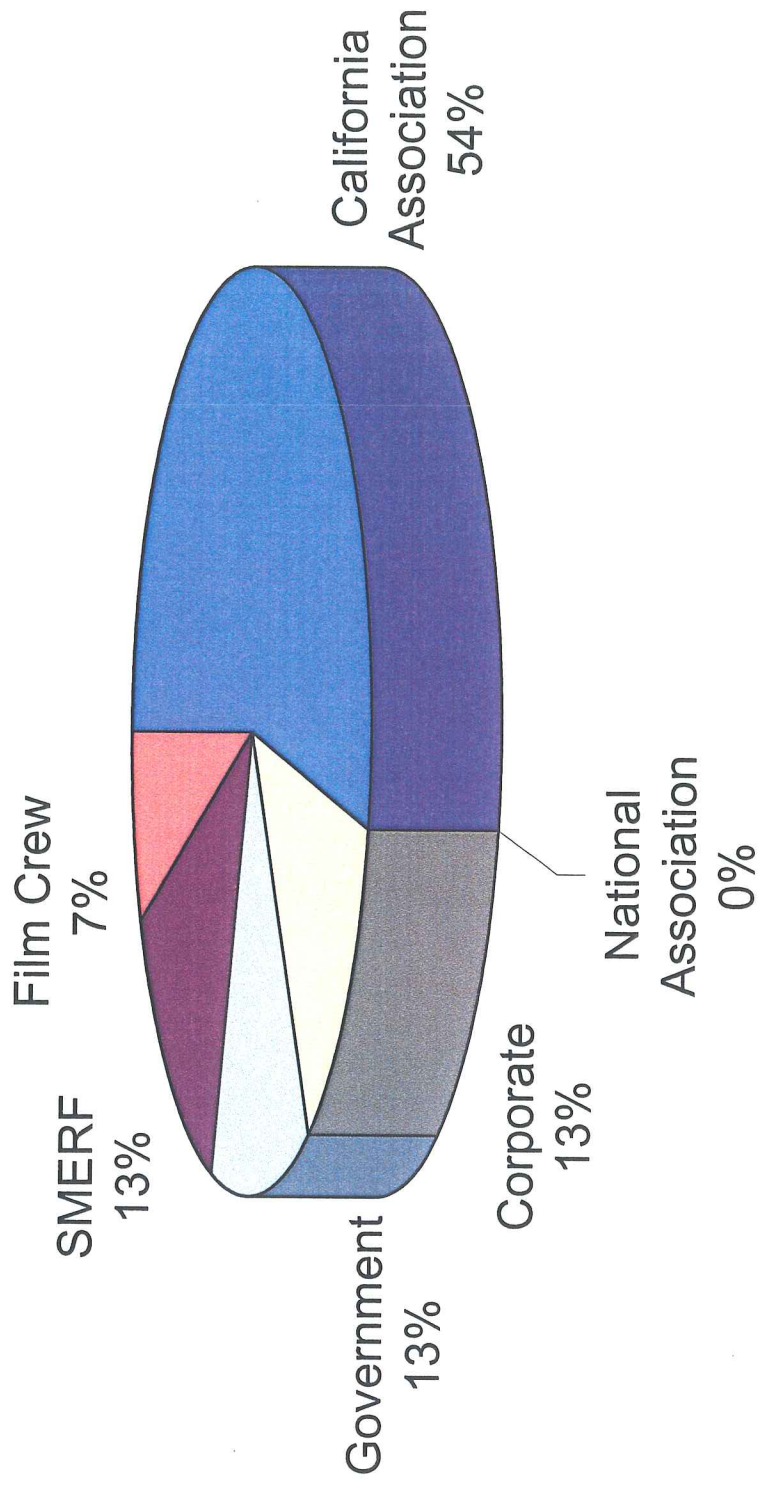


California Revenue Arrived by Market Segment FY 2010/11



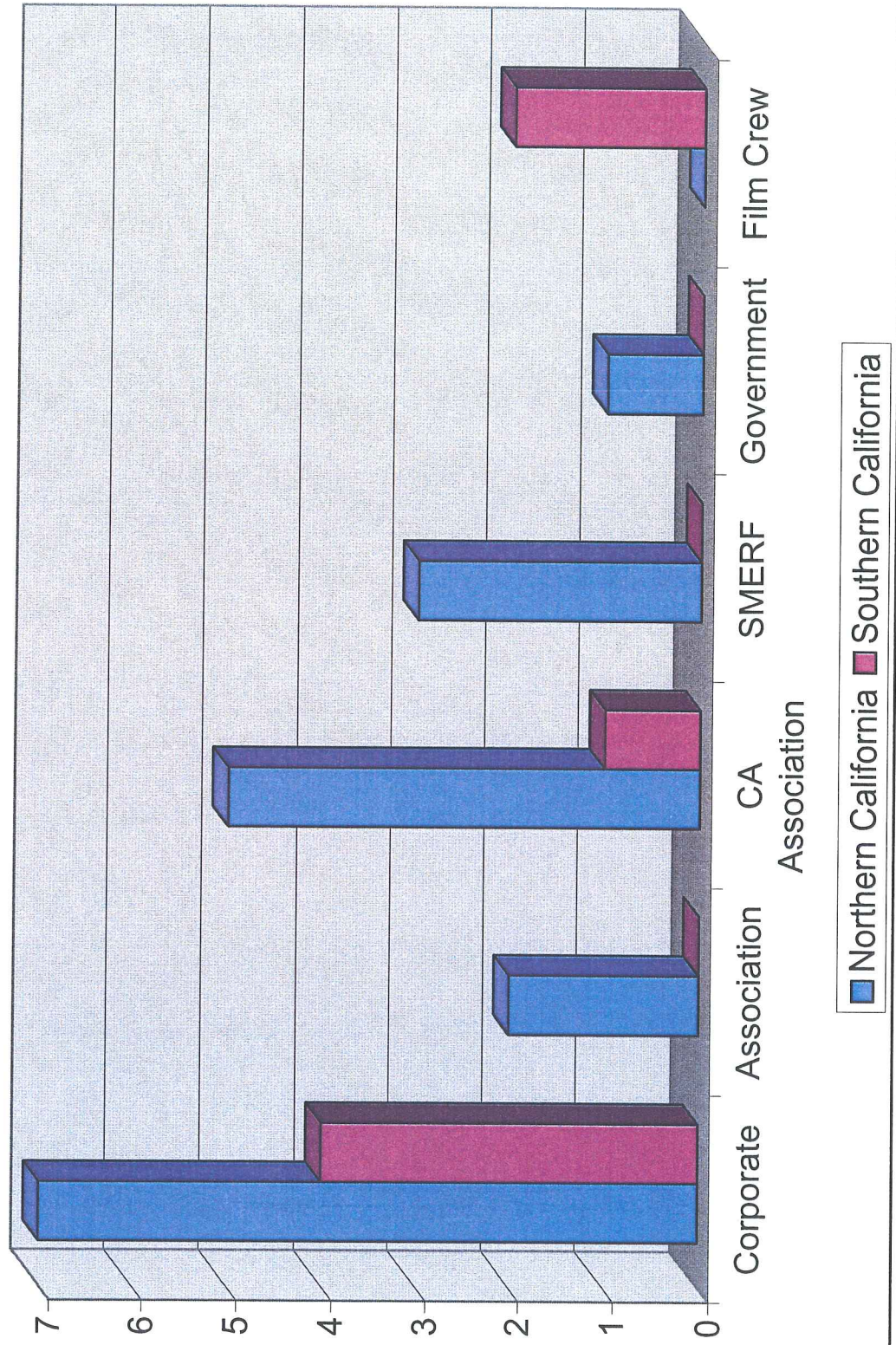
■ ASSOCIATION: ■ SMERF: □ CORPORATION: □ GOVERNMENT: ■ FILM CREW:

California Groups Booked by Market Segment FY 10/11

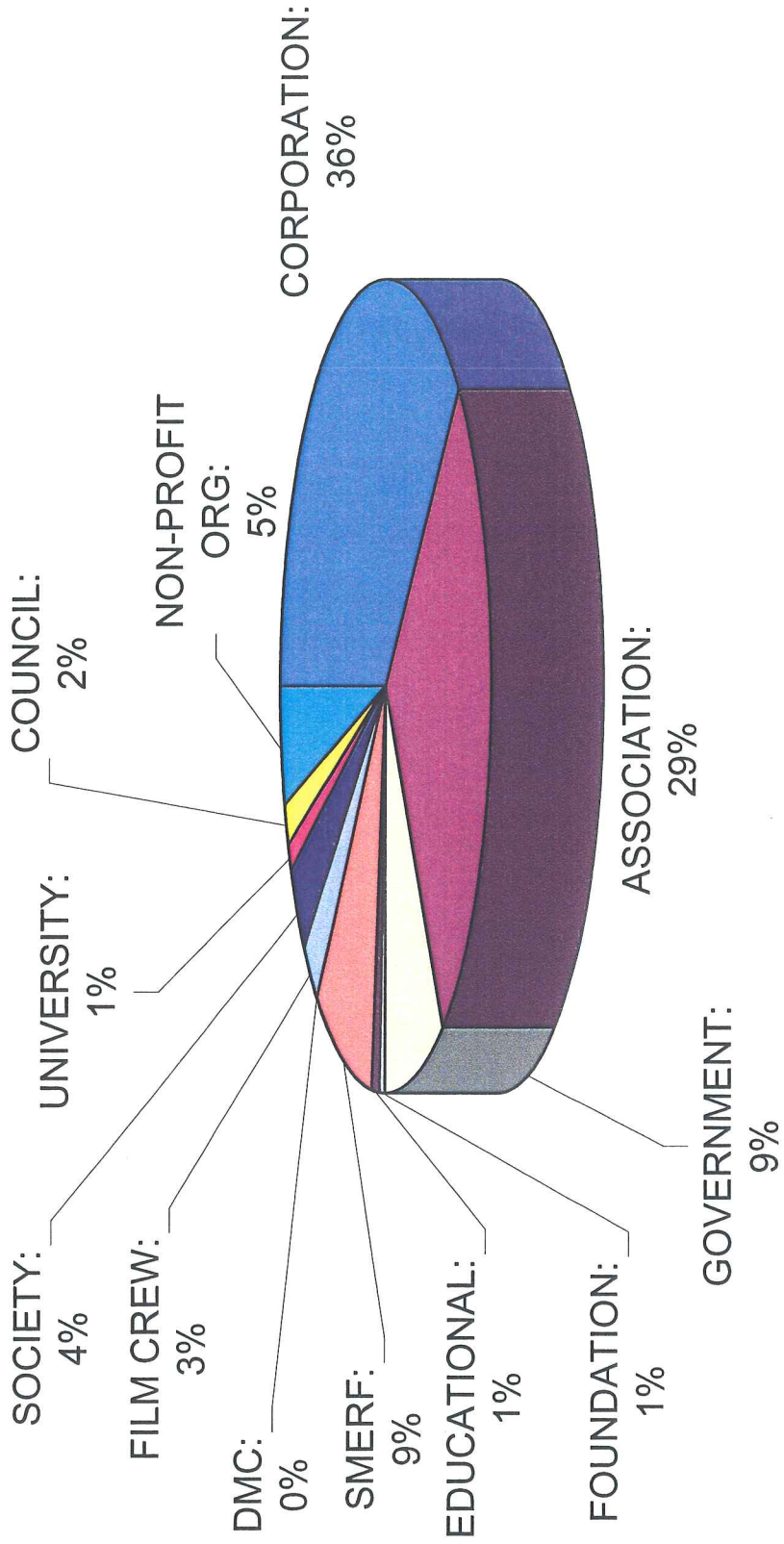


- California Association
- Government
- National Association
- Corporate
- SMERF
- Film Crew

Northern vs Southern California Leads by Market Segment FY 2010/11

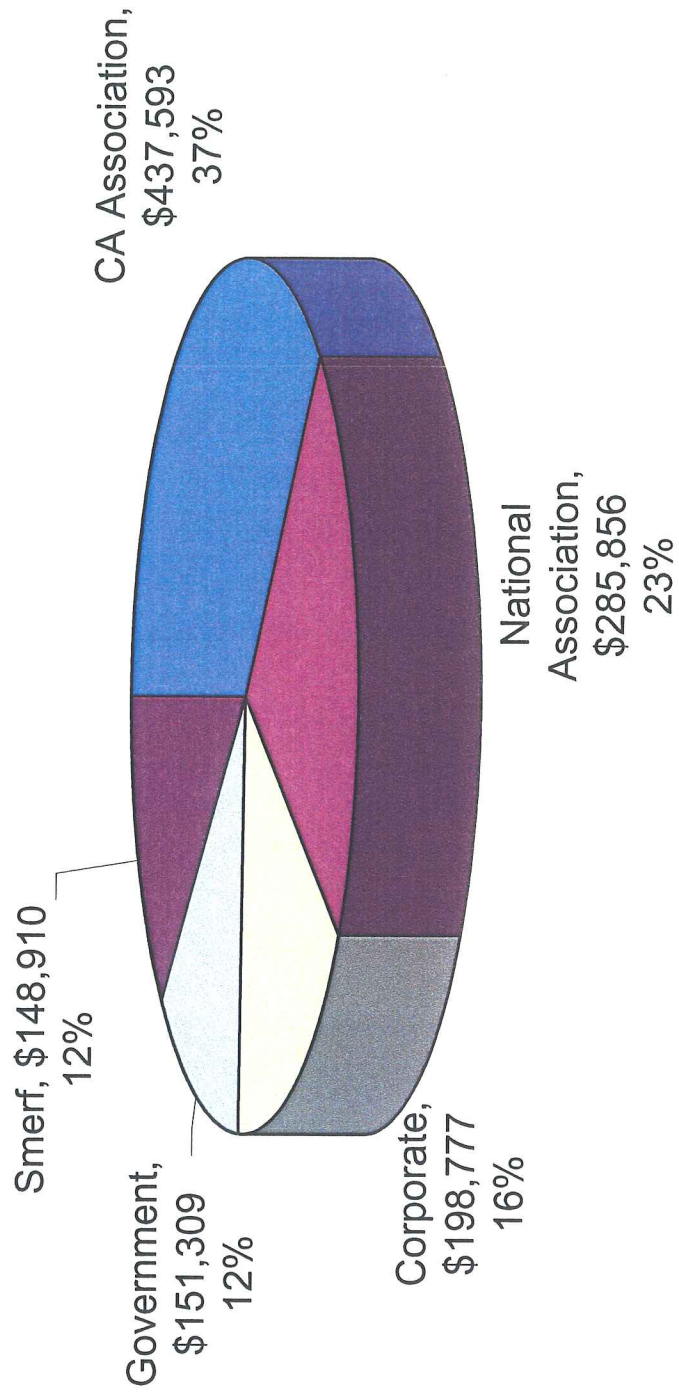


Total Leads Generated by Market Segment FY 2009/10



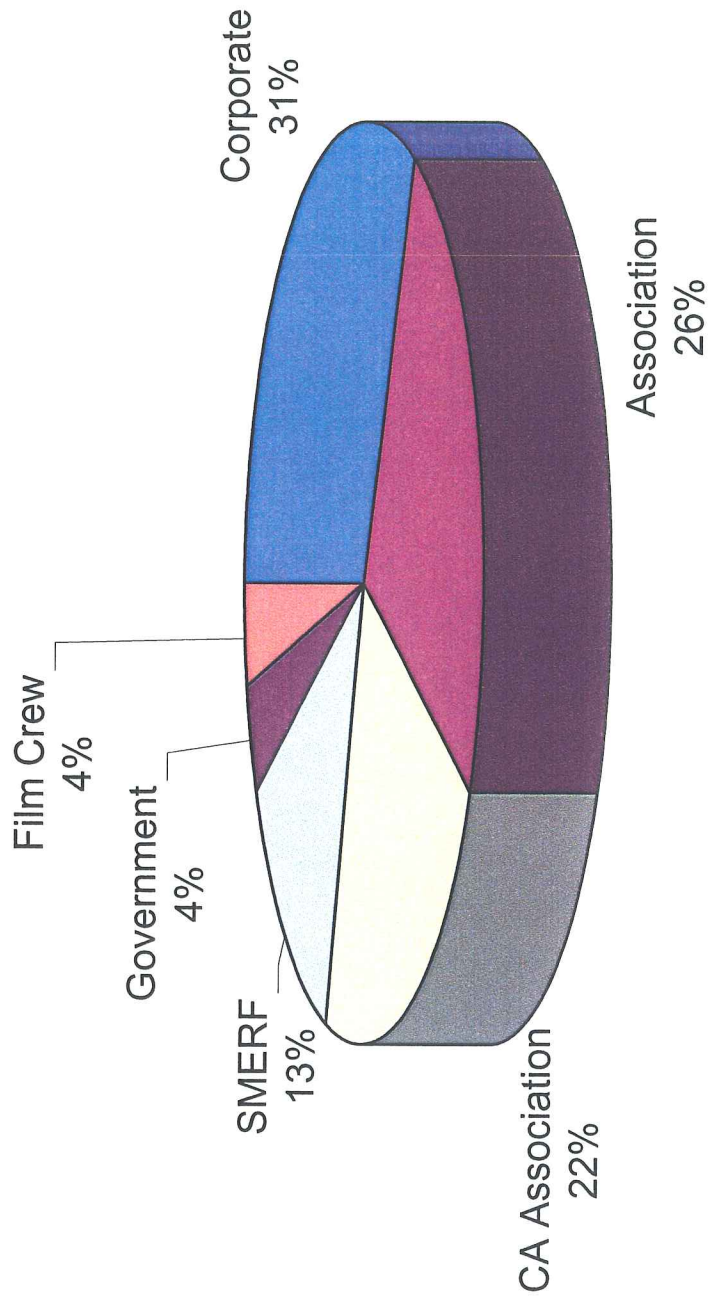
ARRIVED

Revenue Booked by Market Segment FY 2009/10



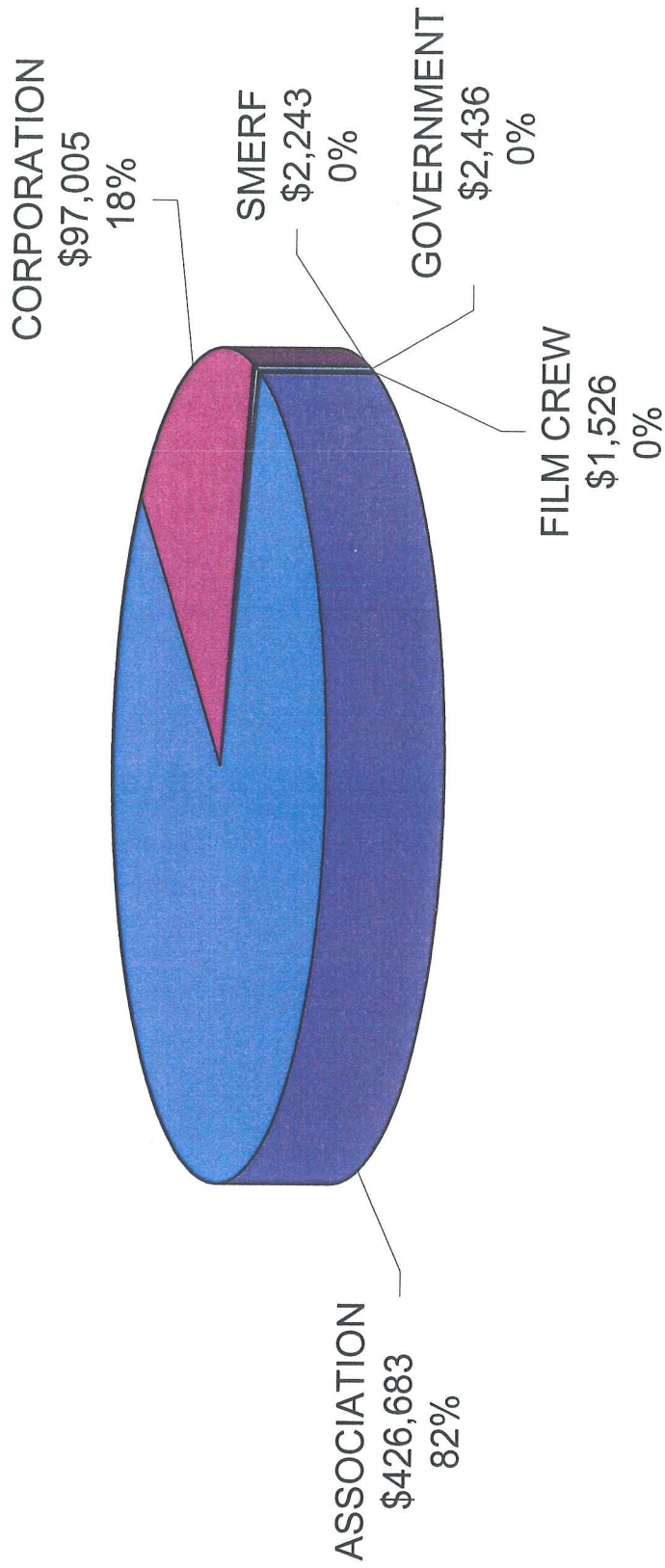
■ CA Association ■ National Association □ Corporate □ Government ■ Smerf

California Leads by Market Segment FY 2009/10



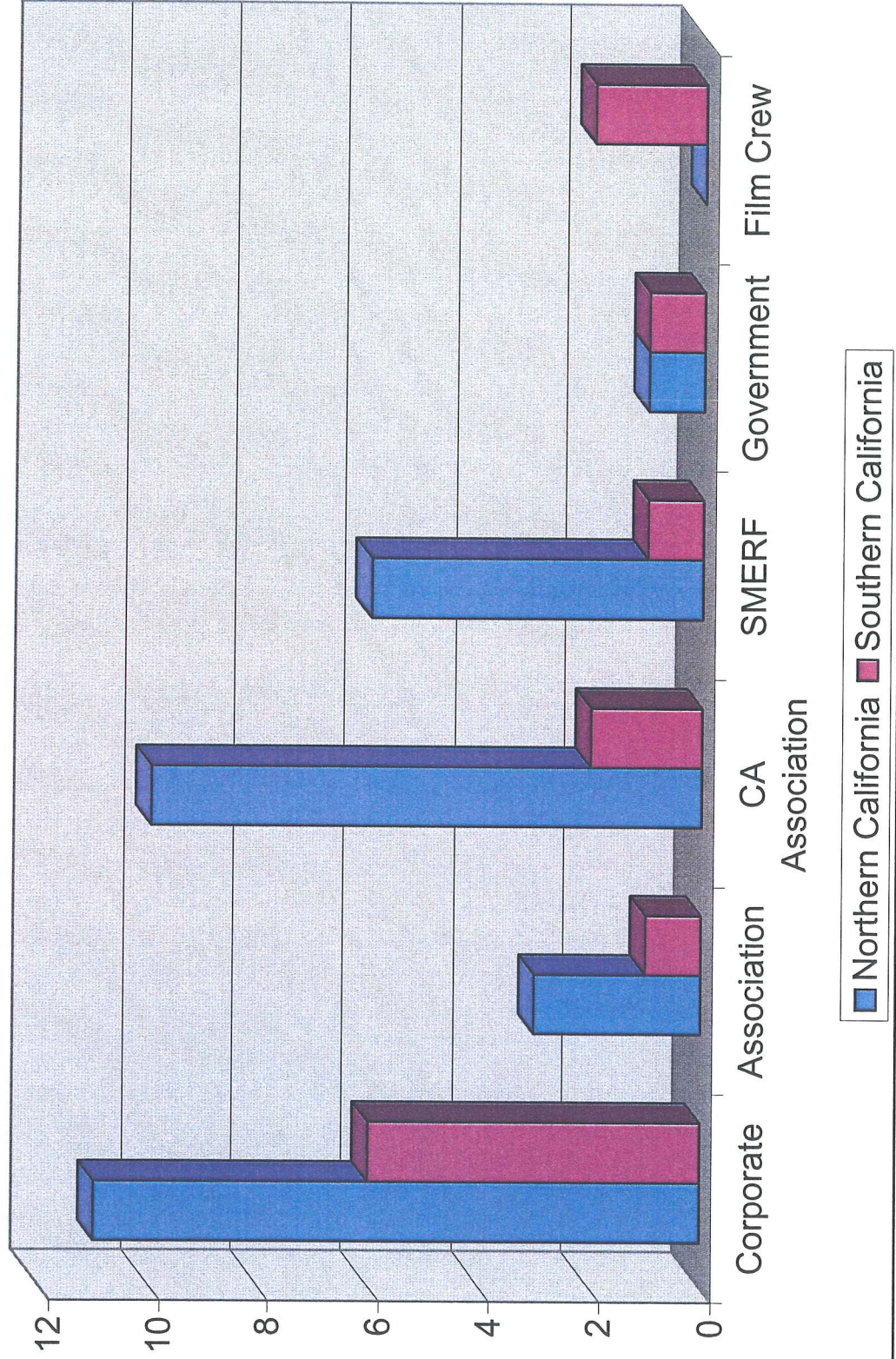
■ Corporate ■ Association □ CA Association □ SMERF ■ Government ■ Film Crew

California Revenue Arrived by Market Segment FY 2009/10

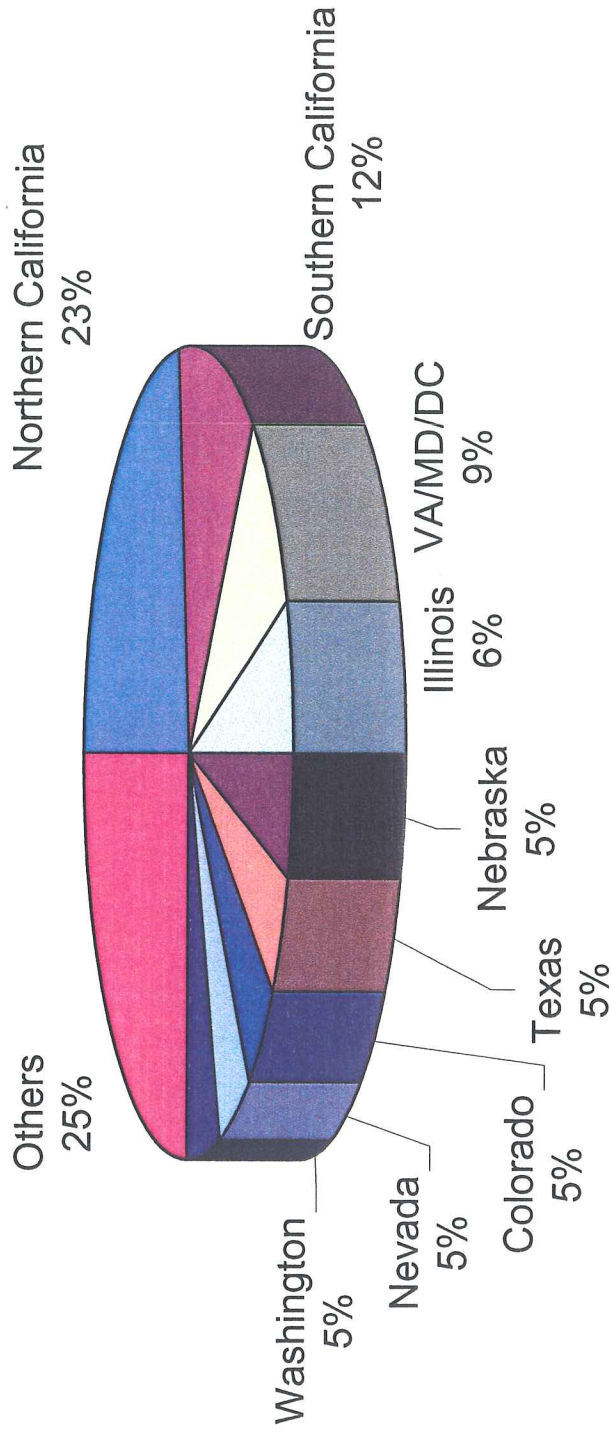


■ ASSOCIATION: ■ CORPORATION: □ SMERF: □ GOVERNMENT: ■ FILM CREW:

Northern vs Southern California Leads by Market Segment FY 2009/10



Leads by State, Past 3 Fiscal Years



2010-2011 NLT Co-op Advertising Effort Indicators

July 2010 – June 2011

	<u>10-11</u>	<u>09-10</u>
Leisure Budget	\$667,731	\$643,673
Total Web Visits	746,015	747,167
Unique Visitors	596,954	605,339
Cool Deal Page Views	128,981	121,530
Click Thrus Total	303,407	296,289
Click Thrus to Lodging Properties	178,686	178,317
Average Pages per Visit	5.00	4.55
Time on Site	4:04	4:07
Mobile Visits	32,813	14,281
Tablet Visits	18,825	1,052
Database Open Rate/Click Thrus %	10.32/1.56	11.05/0.79

Comments/For Discussion:

- We were able to maintain relatively flat visits and unique visitors. Budget was up 3.7%
- Search engine referral traffic was up 6% to 311,005 visits. Google accounts for 82% of search traffic but 34.8% of the total visits.
- Referring site traffic was up 15% to 226,005 visits, driven by VistingLakeTahoe.com, which saw a 34% increase from 101,067 visits to 135,499.
- Direct traffic was down 18% to 207,645 visits. There doesn't seem to be any specific area or time period for this decline.
- Overall, Cool Deal page views were up 6.13% from the previous year, most likely from its prominence in the new site design. It is the first element in the navigation and is cross promoted throughout the lodging pages. However, page views dropped after the first target period (see Target Four: June for comments)
- Pages per visit and time on site have remained flat. Since the goal of the site is to drive visitors through to the organization properties, this is not a concern or something we particularly optimize for.
- We've seen 130% growth year over year in mobile and 1,689% in tablet visits, as adoption of these devices have taken off, dominated by iPhones and iPads. We are actively adapting the site to cater to this growing user group.
- Consider recommendations from marketing subcommittees in relation to overall marketing efforts.

Geographic Origin

	2010-2011	2009-2010
Drive	\$365,859 (55%)	\$389,498 (61%)
Destination	\$301,872 (45%)	\$254,175 (39%)

A. Destination

For the Fiscal Year July 1-June 30, out of state visits (outside CA) decreased by 6% 2010-11 compared to 2009-10.

Visits by City (NOT DMA)

Los Angeles: + 8%

San Diego: + 3.4%

We spent 18.5% more on the destination market including specific dollars in San Diego and Los Angeles.

B. Drive

For the Fiscal Year July 1 to June 30, visits are up 6% from California 2010-2011 compared to 2009-2010.

Visits By City (NOT DMA)

San Francisco + 12%,

San Jose + 21%

Sacramento Flat

We spent 6% less in the drive market specifically in the Bay Area and we saw a 12%-21% increase in web traffic.

Media Value Per Campaign

Leisure

Total Campaign Cost: \$622,792

Total Value: \$978,649

NLT Spend: \$611,592

Partner's contribution (CA Visitor Guide & Southwest Coop): \$11,200

60% in Free Media Value

Conference

Total Campaign Cost: \$98,576

Total Value: \$129,477

NLT Spend: \$79,912

Partner's contribution: \$18,664

31% in Free Media Value

2010 High Notes

Total Campaign Cost: \$29,603

Total Value: \$51,558

NO Partner Contribution

74% in Free Media Value

San Diego Coop

Total Campaign Cost: \$69,676

Total Value: \$119,202

NLT investment: \$43,199

Partner's contribution: \$26,477

71% in Free Media Value

2010 AFW

Total Campaign Cost: \$29,946

Total Value: \$50,345

No Partner Contribution

68% in Free Media Value

Weddings (Dec-June)

Total Campaign Cost: \$40,459

Total Value: \$50,733

25% in Free Media Value

No Partner Contribution

Target Periods

In 2010-2011 We started to focus on 4 key target or strikes zones. Below are the results of our efforts.

Target One: late August – early October

Run media in August- mid September

Market: Drive Market

Media mix: print, radio, internet, outdoor

Message: the “secret” season + events

8/01-10/15	<u>2010-2011</u>	<u>2009-2010</u>	<u>% Change</u>
Ad Spend	\$74,431	\$58,970	+26%
Web visits:	168,113	152,774	+10%
Cool Deal page views	29,700	18,055	+65%
Lodging Click Thrus	34,199	35,297	-3%

The increased efforts seem to pay off in driving more traffic to the site.

Target Two: January

Run media November – early January

Market: Drive & Destination Markets

Media mix: print, internet, outdoor

Message: winter activities

11/15-1/31	<u>2010-2011</u>	<u>2009-2010</u>	<u>% Change</u>
Ad Spend	\$91,340	\$113,377	-20%
Web visits	165,554	169,905	-3%
Cool Deals page views	30,156	33,330	-9%
Lodging Click Thrus	43,160	40,185	+7%

It seems we may need to allocate more dollars during this time frame to move the needle. Web visits are extremely dependant on snowfall as well. We increased traffic in November and January.

Target Three: post President - Easter

Run media February – March

Market: Drive Market

Media mix: radio, internet, outdoor

Message: winter activities + snowfall

2/15-4/15	<u>2010-2011</u>	<u>2009-2010</u>	<u>% Change</u>
Ad Spend	\$112,183	\$92,285	+21%
Web visits	98,183	109,104	-10%
Cool Deals page views	15,304	18,250	-16%
Lodging Click Thrus	22,467	21,445	+5%

We increased ad spend but did not see an increase in web visits. Lodging click thrus were up so we may have been sending a more qualified visitor to the site.

Target Four: June

Run media April – early June

Market: Drive& Destination markets

Media mix: print, radio, internet, outdoor

Message: events + activities

4/15-6/30	<u>2010-2011</u>	<u>2009-2010</u>	<u>% Change</u>
Ad Spend	\$104,087	\$122,471	-15%
Web visits	143,105	153,731	-7%
Cool Deals page views	22,609	27,609	-18%
Lodging Click Thrus	38,268	37,400	+2%

Comment: Cool Deals page views in target four (April 15 to June 30) were down from 27,650 to 22,609, a decline of 18% (5,041 page views). Reasons for this decline could include:

- 10k fewer website visits, which lead to 13,680 fewer page views site wide
- We were promoting Amgen in 2011, which drew attention away from Cool Deals <http://www.gotahoenorth.com/amgen/>
- New navigation splitting out Events + Activities into Events, Outdoor, Indoor and adding Social. This creates more competition for attention in the primary navigation. We did see visit increases in Stay/Lodging, Events and Outdoor sections.
- New homepage slider makes events and lodging more prominent.
- While the number of cool deals has gone up, the value of the offers has declined. While this does not affect first time visits, it reduces word of mouth referrals and email click thrus.
- Potentially referring URLs that used to point to Cool Deals now point to the Homepage or other pages.

Ways to impact Cool Deal page views going forward:

- Add Cool Deals to the homepage slider
- Consider making Cool Deals the landing page for upcoming campaigns
- Develop stronger Cool Deals or criteria for what qualifies as a Cool Deal
- Create a Facebook feed of Cool Deals
- Promote "Cool Deal of the Week" on Twitter and Facebook

North Lake Tahoe Marketing Cooperative
Consumer Marketing Annual Planning Outline
July 2011-June 2012

Goals/Measurements

1. Increase web visits to gotahoenorth.com by 10%
2. Increase mobile traffic by 50%
3. Increase web visits by geographic markets in which we advertise
4. Increase click thrus from cools deal and lodging pages by 10% percent
5. Negotiate at least 30% in additional media value per campaign
6. Increase clicks from our site to outside event pages by 20%
7. Grow database (email, facebook, twitter) by 25%

Target Market

Those looking to get away and most likely to visit a mountain destination, specifically Lake Tahoe

Demographics/ Psychographics

- Primary geographic markets in the past have been residents of the Bay Area (drive market), Los Angeles, San Diego, and Western regions with good air service to Lake Tahoe
- Escapists
- Couples dual income
- May or may not have children at home
- HHI \$100,000+
- Interests (see key messages below)
- Propensity to visit Lake Tahoe

Key Messages

Promote North Lake Tahoe as year-round destination which offers a variety of activities and is easily accessible from anywhere. Key activities to focus on

1. Winter: downhill skiing, Nordic skiing
2. Summer: golf, boating, hiking, biking, paddle boarding/kayaking
3. Year Round: culinary arts, music

Creative messages to be determined after brand review.

Strategies

1. Target those who are looking to get away and most likely to visit a mountain destination, specifically Lake Tahoe.
2. Optimize Drive vs. Destination
Drive: Bay Area

Discussion Point: What weight do we give Drive VS. Destination?

Destination: Target destination markets with good air service and high propensity to travel to North Lake Tahoe

LA Area: Ski Lake Tahoe is focusing on this market this winter 9 daily non stop flights

San Diego: North Lake Tahoe Ski Coop 2 daily non stop flights

Western Region

Discussion Point: Do we stick with these markets?

3. Promote North Lake Tahoe as year-round destination which offers a variety of activities and is easily accessible from anywhere. Key activities to focus on:
 - Winter: downhill skiing, Nordic skiing
 - Summer: golf, boating, hiking, biking, paddle boarding/kayaking
 - Year Round: culinary arts, music
4. Continue to target the four identified strike zones
 - June
 - Late August-September
 - January
 - Post Presidents Weekend-April

Discussion Point: Do we continue with these four target periods?

5. Investigate a cooperative advertising program with North Lake Tahoe resorts. Continue to provide coop options to members whether they are media or promotional opportunities.

Print: Southwest Reno/Tahoe section, Diablo Magazine

Radio: Promotions

North Lake Tahoe Ski Coop: San Diego

Discussion Point: Continuation of Cooperative Media Efforts.

6. Continue to utilize Cool Deals and GoTahoeNorth as a call to action for all appropriate special events

Discussion Point: Concentration on Events Pages versus Lodging pages

7. Revisit the brand to determine its present relevance and make updates as appropriate
8. Expand mobile marketing offering and optimization, including AFW and High Notes pages. Introduce SMS marketing solution (text180.com) and pursue localization opportunities (i.e. foursquare, Google Places, AroundMe)

Discussion Point: Do we have the budget, interest and internal resources (establishing strategies, generating content, etc.) to pursue SMS? Current budget is for winter season promo only.

9. Engage database (email, Facebook, twitter) with packages, contests and targeted content to increase visits to GoTahoeNorth.com, while building database through referral opportunities.

Media Strategies

1. Break media plan out with a seasonal focus.
 - **Summer:** July - September 11' and April - June 12'
 - **Winter:** October 11' - March 12'
2. Schedule media to cover the following strike zones:
 - **June:** Media to run May-mid June
 - **Late August-September:** Media to run August-September
 - **January:** Media to run November-mid January
 - **Post President Weekend-April:** Media to run February-March
3. Place a portion of the budget on hold to react to the following market conditions
 - Snow trigger campaigns
 - Defending the drive market against competitive saturation
 - Unforeseen downturn in reservations
 - Take advantage of new unexpected opportunities
4. Optimize Media Mix
 - Decrease the percent spent on print and increase the percent spent on Internet
 - Discuss radio in the Bay Area and possibly allocating dollars to other media to increase impact of each medium
 - Discuss LED Board possibly replacing current outdoor location starting in June 2012 or adding it to the current budget. LED can we part of the snow trigger campaign and useful in promoting events.

5. Optimize Drive vs. Destination

- **Drive:** Keep awareness up and entice visitation from the Bay Area, NLT's primary feeder.
 - The economy is still in a state of flux.
 - Bay Area travelers have many options for summer travel destinations and interests.
 - In the summer there are fewer advertising dollars spent directly by other companies in North Lake Tahoe, so the NLT Co-op needs to maintain a North Lake Tahoe presence in this market and drive summer visitation.
 - In the winter there are more dollars spent directly by ski resorts and lodging properties in the drive market, so during this time we focus advertising more on the destination market.
- **Destination:** Determine if we should continue to advertise in the LA market or re-distribute these dollars to San Diego or the overall western region to improve media impact with limited budgets.
 - The summer 2011 breakdown is 53% Drive and 47% Destination.

Discussion Point: What weight do we give Drive VS. Destination?

Budget Allocation

Annual

<u>2010-2011</u>	<u>2011-2012</u>
Actual: \$611,319	Budget: \$501,000
Drive: 54%	Drive:
Destination: 46%	Destination:

Summer July-September and April-June

<u>2010-2011</u>	<u>2011-2012</u>
Actual: \$286,272	Proposed: \$207,967
Percent Budget: 46.8%	Percent Budget: 41.5%
Drive: 60%	Drive: 53%
Destination: 40%	Destination: 47%
	(Drive/Dest Based on July-September 2011)

Winter: October-March

<u>2010-2011</u>	<u>2011-2012</u>
Actual: \$292,189	Proposed: \$261,564
Percent Budget: 47.8%	Percent Budget: 52.2%
Drive: 48%	Drive:
Destination: 52%	Destination:

Annuals: 100% Destination

2010-2011: \$33,131

Percent Budget: 5.4%

2011-2012: \$31,469

Percent Budget: 6.3%

Media Mix

Print	Proposed 11-12:	\$161,823	32.3%
	Actual 10-11:	\$224,454	36.7%

- Magazines are an effective way to convey the brand and photography through large color ads.
- Magazines have been very accommodating and willing to work within our budget and still provide substantial added value.
- Select publications that specifically reach our target market and support our brand with their editorial focus.
- Annual Visitor Planners: Nevada and California
- Possible Publications: Sunset, VIA, Ski/Skiing, Outside, National Geo Traveler, Diablo, Marin, LA Magazine, Orange Coast, LA Times Sunday Magazine, San Diego Magazine

Internet	Proposed 11-12:	\$136,272	27.2%
	Actual 10-11:	\$135,162	22.1%

1. Paid Search

- Ensure we have a presence while people search for broad travel terms as well as for North Lake Tahoe travel terms.
- Paid Search can be utilized during several stages of the travel planning and buying process.
- Ensure we are present when internet users are ready to purchase, as well as in the planning stages.
- This also includes the participation in Visitinglaketahoe.com where we purchase “Lake Tahoe” on the main search engines in partnership with South Lake Tahoe.

2. Newsletter Sponsorship/Emails

- This is a great way to convey the brand and market events and seasonal information.
- These have proven quite successful on a cost per click basis especially when we include contesting.

3. Sites Buys

- Websites are selected on seasonal content and focus, as well as the ability to reach our target market geographically and demographically.

4. Network Buys

- Networks enable us to retarget visitors to the North Lake Tahoe site to entice them to return.
- Networks also enable us to target based geographically and on consumer behavior.
- Test new placements such as tablet, mobile and online video.
- Possible Sites:
 - Google, Yahoo/MSN/BING
 - Trip Advisor, SFist.com Away Network, Adroll, DataDynamix, Travelspike Network, San Diego.com

10/11 Results (12 months)

Visitinglaketahoe.com

Total Impressions – 3,408,623

Total Clicks – 144,557

CPC – \$0.67

10/11 Results (9 months)

GoTahoeNorth.com

Total Impressions – 28,264,236

Total Clicks – 33,838

Average CPC - \$1.73

4. Outdoor	Proposed 11-12	\$108,216	21.6%
	Actual 10-11	\$94,797	15.5%

- Outdoor builds brand awareness.
- We can obtain market exposure 24/7 for a very low cost per thousand impressions (cpm).
- We can select locations in targeted geographic areas, i.e.:

I-80 West of the Bay Bridge
 200 ft. West of 3rd Street
 West Facing, Left Read
 Size: 20 x 60
 Time Period: June-September and November-March (32 weeks)
 Monthly Impressions: 4,455,000 CPM: \$2.8
 Includes one bonus eco-poster during the summer months

- Out-of-Home also included as part of the San Diego Coop campaign.
- We may possibly add an LED location in the Bay to the current budget or replace the Bay Bridge location later in the fiscal year. We can switch out the messaging weekly without incurring printing and install costs.

5. Radio	Proposed 11-12	\$94,689	18.9%
	Actual 10-11	\$156,567	25.6%

- We use radio to drive two of the four target periods.
- Radio marries well with internet and outdoor when publications do not offer related editorial coverage.
- Radio schedules can be flexible and can be placed with relatively short lead times for the snow trigger campaign and when unplanned media coverage is needed.
- We include radio as part of the San Diego Coop Campaign.

Direct Response

Proposed 11-12: \$30,00

Actual 10-11: \$ 66,319 (included printed newsletter)

- Conduct year-round through monthly eblasts
 - The email database is about 30,000, collected from sign ups on website and leads through publications we advertise in, as well as past contests
- Consider growing database and improving email responses through:
 - Ensuring “database” includes email, Facebook and Twitter
 - Consider all three when developing offers and content.
 - Consider PR angles/stories when pushing content.
 - Survey email database on interests and preferences.
 - Based on feedback , explore opportunities to segment lists.
 - Develop stronger offers
 - List a GroupOn, can keep revenues (all other couponing sites require revenue split). Small lodging could especially benefit from this.
 - Deal of the week
 - Keep content targeted on specific activities, events or special offers, rather than a list of events and deals.
 - Implement a giveaway or contest to build the database.
 - Seasonal kickoff giveaway (skis or a paddleboard).
 - Refer five friends and get a SnowTahoeNorth t-shirt.
 - Go high frequency leading into strike zones and taper for other periods.
 - Ask recipients to reopt-in in order to eliminate some of the apathy in the list.
 - Consider 3rd Party email lists
 - Consider buying/taking over someone else’s Lake Tahoe Facebook page. For example, <http://www.facebook.com/pages/Lake-Tahoe/132356713967?sk=wall&filter=2>

Results

- 2010-11 NLT Co-op email campaigns averaged a consistent open rate of about 10% and a click-through-rate of 1%.
- Email marketing is still an effective way to affordably reach our database and provide timely information on North Lake Tahoe, i.e.
 - Activities, events, news, and Cool Deals

Web Programs

Proposed 11-12: \$110,000

Actual 10-11: \$127,213 (included website refresh and mobile)

SoLoMo - Social, Local and Mobile Programming

Optimize content and messaging through main and mobile websites for social media, local promotion and mobile usage.

- Mobile enable special event content.
- Enable “near me” location based capabilities.
- Easy content sharing through Facebook Like, Google +1 and other functions.
- Organization Toolkit to help lodging, dining and activities organization best leverage social, mobile and local tools like Google Places and Foursquare.

Event Calendar Enhancements:

- Recurring Events programming: Ability to schedule non-sequential recurring events
- Stand Alone Calendar: Calendar without main site navigation or features, so organization can promote events without cross selling competitive organizations
- Segmented Calendar: Split out calendar specific to a resort and town or an event type
- Historic: Ability to view past date ranges so users can see what occurred last year during the date range the user is planning to visit.
- RSS: Enable different segments of calendar for RSS syndication.

Winter Season SMS Marketing:

- Define messages (snow alerts, special offers, road openings), frequency and goals.
- Setup and configure Txt180.com SMS messaging solution.
- Integrate SMS option solution into website: “Text SNOW to 11223344 to get snow alert and special offers”
- Establish reporting and analysis.

WebTrends Training and Analysis

- Training for WebTrends to improve configuration, tracking and analysis
 - Marketing Fundamentals 1 and 2: \$1,500
 - Technical Essentials and Custom Reporting: \$3,000
 - Plus additional for SJ staff
- Overview of classes is here:
<https://www.eiseverywhere.com/ehome/index.php?eventid=13566&tabid=15178&>

Summer/Winter Content Reviews

- Semi-annual site wide content review and updates
 - April/May push for Summer Content
 - September/October push for Winter Content
- Blocking additional time and budget to assist NLT staff/contractor in getting site content tuned for the upcoming season.
- Review site content for accuracy and styling.
- Add new content related to new events, activities or services.
- Check links and other page behavior.

July 2011-June 2012	July	August	September	October	November	December	January	February	March	April	May	June	Variance	Total
DRIVE MARKET PRINT														
Via Magazine Discover Insert (1/2 pg ad & 1/2 pg advertorial)														\$0
Diablo North Lake Tahoe section			\$7,059											\$0
Sunset (Inside Bay Area) 1/2 page						\$5,000	\$5,000	\$5,000				\$15,000		\$30,000
Drive Print		\$0	\$7,059	\$0	\$0	\$5,000	\$5,000	\$5,000	\$0	\$0	\$0	\$15,000	\$0	\$37,059
DRIVE MARKET Print Subtotal	\$0	\$0	\$7,059	\$0	\$0	\$5,000	\$5,000	\$5,000	\$0	\$0	\$0	\$15,000	\$0	\$37,059
DESTINATION PRINT														
Southern California														
Sunset (So CA Insider) 1/2 page			\$7,530											\$7,530
Regional														
Outside Magazine 1/2 page island	\$12,415													\$12,415
Southwest Spirit (Full Page Spread Coop)				\$12,165										\$12,165
Ski Magazine (1/2 pg, 4C) Part of SSMC Council				x			x							
Skiing Magazine (1/2 pg, 4C) Part of SSMC						x	x							
Destination Print						\$13,677	\$10,000				\$10,000	\$10,000		\$43,677
Destination Print Total	\$12,415	\$0	\$7,530	\$0	\$12,165	\$13,677	\$10,000	\$0	\$0	\$0	\$10,000	\$10,000		\$75,787
ANNUAL PRINT														
Nevada Visitors Guide							\$10,625							\$10,625
CA Visitors Guide Coop Ad, 2/3 pg, 4C							\$23,290							\$23,290
Total Annual	\$0	\$0	\$0	\$0	\$0	\$0	\$33,915	\$0	\$0	\$0	\$0	\$0	\$0	\$33,915
NORTH LAKE TAHOE SKI COOP														
San Diego Effort, print, radio, internet, etc.						\$30,000	\$30,000							\$60,000
Total Ski Coop	\$0	\$0	\$0	\$0	\$0	\$30,000	\$30,000	\$0	\$0	\$0	\$0	\$0		\$60,000
BAY AREA RADIO														
Bay Area Radio: 140 grps, 4 weeks, 3-4 stations		\$30,000						\$39,000						\$69,000
Total Radio	\$0	\$30,000	\$0	\$0	\$0	\$0	\$0	\$39,000	\$0	\$0	\$0	\$0		\$69,000
BAY AREA OUTDOOR														
Two Locations: I-80 west of the bay bridge + 1 bonus location	\$12,500	\$12,500	\$12,500		\$12,500	\$12,500	\$12,500	\$12,500				\$12,875		\$100,375
Total Outdoor	\$12,500	\$12,500	\$12,500	\$0	\$12,500	\$12,500	\$12,500	\$12,500	\$0	\$0	\$0	\$12,875		\$100,375

NLT 11-12 COOP MKTG MEDIA PLAN



	July	August	September	October	November	December	January	February	March	April	May	June	Variance	Total
July 2011-June 2012														
INTERNET (DRIVE & DESTINATION)														
VCB Co-op Search Engine Prog*	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$3,768	\$45,216
Tripadvisor (300 x 250 banner buy)	\$1,719	\$1,719	\$1,719	\$1,719	\$2,619	\$2,619	\$2,619	\$2,619	\$2,619	\$1,719	\$1,719	\$1,719	\$1,719	\$25,128
SFist.com	\$1,458	\$1,458												\$2,916
Ad Roll Retargeting Campaign	\$1,000	\$1,000	\$500											\$2,500
Network Buy (LA)	\$3,125	\$3,125												\$6,250
Away.com cpc buy	\$500	\$500												\$1,250
Additional Internet Buys						\$1,000	\$1,000	\$1,000	\$1,000		\$1,500	\$1,500		\$7,000
Google	\$2,000	\$2,000	\$1,000	\$1,500	\$2,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,000	\$2,000	\$2,000		\$24,500
Yahoo	\$1,000	\$1,000	\$750	\$1,000	\$1,000	\$1,200	\$1,200	\$1,200	\$1,200	\$1,000	\$1,000	\$1,000		\$12,550
Internet Subtotal	\$11,445	\$14,570	\$11,112	\$7,987	\$9,387	\$11,087	\$11,087	\$11,087	\$11,087	\$8,487	\$9,987	\$9,987	\$0	\$127,310
TOTAL MEDIA	\$36,360	\$57,070	\$38,201	\$7,987	\$34,052	\$72,264	\$102,502	\$28,587	\$50,087	\$8,487	\$19,987	\$47,862		\$503,446
	\$131,631		\$295,479					\$76,336						
DIRECT RESPONSE														
Email Blasts - Existing Database	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500		\$30,000
Direct Response Subtotal	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500		\$30,000
ADDTL WEBSITE PROGRAMS														
Monthly Maintenance	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000		\$48,000
Web Hosting	\$625	\$625	\$625	\$625	\$625	\$625	\$625	\$625	\$625	\$625	\$625	\$625		\$7,500
Search Engine Optimization	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500		\$18,000
WebTrends Quarterly Tracking/Reporting	\$1,850			\$1,850			\$1,850		\$1,850					\$7,400
Mobile, Local and Social Programming (Optimize mobile user experience, mobile for special events, Near me, Foursquare, Like and +1 functions, etc...)							\$2,500			\$2,500				\$7,500
Winter Season SMS Marketing	\$3,000	\$3,000			\$500	\$500	\$500	\$500	\$500					\$6,000
Event Calendar Enhancements (recurring, stand alone, segmented, historic, rss)	\$2,000					\$2,000			\$2,000					\$6,000
WebTrends Training and Analysis: includes technical and marketing, and sl time to attend	\$3,130			\$1,500	\$750			\$1,500						\$6,880
Summer/Winter content pushes	\$1,500	\$1,500	\$1,500	\$1,500						\$1,500	\$1,500			\$6,000
Adttl Website Subtotal	\$7,975	\$6,125	\$6,125	\$6,125	\$7,975	\$6,125	\$7,975	\$6,125	\$7,975	\$9,125	\$6,125	\$6,125		\$113,280
PRODUCTION														
Summer Radio Production		\$3,000												\$6,000
Winter Radio Production - Ski Coop/Snow														\$3,000
Trigger/Pres Day							\$5,240	\$3,000						\$10,480
Billboard Production		\$5,240												\$2,500
Vistinglaketahoe.com Production						\$1,250						\$1,250		\$2,500
Design/Resizes/Special Services	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500		\$30,000
Internet Banners/Buttons/Email Copy/ Production	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500		\$18,000
Website Live Chat Monthly Service	\$4,000	\$12,240	\$4,000	\$4,000	\$4,000	\$5,250	\$9,240	\$7,000	\$4,000	\$4,000	\$4,000	\$8,250		\$69,980
Production Subtotal	\$4,000	\$12,240	\$4,000	\$4,000	\$4,000	\$5,250	\$9,240	\$7,000	\$4,000	\$4,000	\$4,000	\$8,250		\$69,980
MISCELLANEOUS														
Client Service	\$2,205	\$2,205	\$2,205	\$2,205	\$2,205	\$2,205	\$2,205	\$2,205	\$2,205	\$2,205	\$2,205	\$2,205		\$26,460
Non-Media Promo Planning Fee	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000		\$5,000
Special Projects	\$3,205	\$3,205	\$3,205	\$3,205	\$3,205	\$5,705	\$3,205	\$3,205	\$3,205	\$3,205	\$3,205	\$5,705		\$43,460
Miscellaneous Subtotal	\$9,705	\$17,945	\$11,705	\$9,705	\$9,705	\$15,455	\$14,945	\$12,705	\$11,705	\$9,705	\$9,705	\$16,455		\$256,720
NON-MEDIA TOTAL														
COOPERATIVE PROGRAMS														
Sierra Ski Marketing Council						\$80,000								\$80,000
Regional Marketing Committee														\$75,000
Wedding Marketing														\$50,000
MTRIP														\$15,000
Photo Shoot (amortized)														\$8,000
CA Snow Campaign														\$0
Fulfillment														\$10,000
Cooperative Programs Subtotal	\$0	\$0	\$0	\$0	\$0	\$80,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$238,000
GRAND TOTAL	\$46,065	\$75,015	\$49,906	\$17,692	\$43,757	\$167,719	\$117,447	\$41,292	\$61,792	\$18,192	\$29,692	\$222,317		\$998,166

5-16



July 21, 2011

To: NLTRA Board of Directors
From: Chamber Staff

RE: Possible Motion to Approve the Final Draft of the 2011/12 Community Special Event Grant Process/Application as proposed to the Chamber Advisory Committee (CAC)

Background

At the July 20th CAC meeting, three major changes were reviewed, accepted by those in attendance, and incorporated into this final draft of the 2011/12 Community Special Event Grant Process/Application:

- 1) Remove the requirement of the applicant to be a Chamber Member because these are public funds that are being distributed.
- 2) Change the requirement of grant fund pay-out **from** the beginning of the meeting process with NLTRA/Chamber special event staff, **to** upon receipt to Chamber staff of final event report with invoices attached for review of appropriate charges. We understand that some smaller budget events may not have the working funds to wait to pay marketing bills, so we have included special compensation language to accommodate those smaller events, with a vendor direct payment option.
- 3) Develop a Special Event Grant Task Force to review and allocate funds to special event applicants. This task force would be appointed by each committee and is to include:
 - 2 Marketing committee members
 - 2 Chamber Advisory committee members
 - 1 Lodging committee member
 - 1 NLTRA Chamber Board of Directors member

Business Association Grant Funding Application and Process would remain with the Chamber Advisory Committee with no changes to the current process, but similar changes to the application.

Possible Time Line:

8/3: NLTRA/Chamber Board application approval

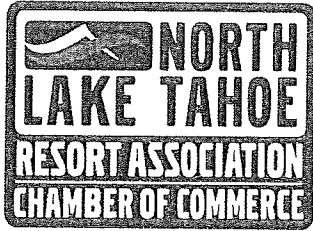
8/5: Promotion of grants

9/7: Application deadline

9/14: Presentations & allocation recommendation by Task Force

10/5: NLTRA/Chamber Board approval

Requested Action: Recommendation of Approval by the NLTRA Board of Directors for Chamber Special Events Grant, with incorporation of all changes recommended at the July 20th CAC meeting.



2011-12 Special Event Development Grant Program

Purpose:

The North Lake Tahoe Resort Association, in collaboration with the North Lake Tahoe Chamber of Commerce, has established the Community Marketing Grant Program. The purpose of this program is to provide marketing and promotional support to special events or projects and programs targeted at visitors to the region that generate local and regional business revenue; provide local and regional media exposure, and opportunities for public relations.

Criteria for Eligibility

Special Event grant funds are open to any community organization or business with an event or program that meets the following criteria:

- Targeted at visitors to the region that generate local and business revenue.
- Revenue and other benefits generated must accrue principally to areas within Placer County since the funding for this grant program comes from Placer County Transient Occupancy Tax (TOT)
- Opportunities for public relations and local and regional media exposure

CMP 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

- Geographic area advertising (TV, radio, print, Internet)
- Production and printing of promotional materials (brochures, flyers, posters, etc.)
- Production and printing of signage used to direct and/or inform visitors.
- Marketing and promotion in support of special events which benefit more than one geographic area of the region, or the region as a whole.

Grant Ineligible

- Capital Investments
- Salaries
- Operational Overhead
- Vehicle expenses (Fuel, etc.)
- Food, Beverage, Entertainment & Transportation
- Supplies, Equipment, Telephone, Security, Clean-up, Facility Rental

Rating form to help you see if you meet the criteria for eligibility:

- 1) Does your event take place in Placer County? Yes =1 No = 0 # _____
- 2) Does the event have potential to generate overnight lodging tax?
1 - 10 (1=none, 10=Very Strong) # _____
- 3) Is this a first time event? Yes =1 No = 0 # _____
- 4) Does your event have opportunities for local & regional media exposure?
Yes =1 No = 0 # _____

5) When and where does your event occur?
There is special consideration for events occurring during the slower times listed below and especially during the listed "strike zones"

On the Lake # _____
Jan 1 – Jun 15 = 1
Aug 15 – Dec 15 = 1

Off the Lake # _____
May 1 - Dec 15 = 1

"Strike Zone" # _____
Jan 4 - Jan 13 = 2
May 15 – Jun 15 = 2
Aug 15 - Oct 15 = 2

6) **Special Consideration** for new key initiative recreation events. # _____
Does your event showcase one or more of the following?
Paddle sports, biking, hiking, Nordic skiing (one point for each)

If you have 8 points or more you may qualify **TOTAL # _____**

Grant Program Process and Deadlines:

Grant deadlines apply within the fiscal year (July 1 - June 30).

- **Process**

- Complete application by deadline. Please contact the Chamber to confirm that the application has been received.
- All applications are reviewed by Chamber 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 Chamber Staff as to your application status after the NLTRA Board has approved the funding.
- Once approved, the applicant sets a meeting with the NLTRA's Special Event Manager and Chamber 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/CC 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 within 60 days of the event.

Dates:

- **Deadline :** September 7, 2011
- **Presentations:** September 14, 2011
- **Approval:** October 5, 2011
- **Notification:** October 6, 2011

Please send application and invoices to:
Kym Fabel
North Lake Tahoe Chamber of Commerce
PO Box 884
Tahoe City, CA 96145
kym@puretahoenorth.com, fax: 530.581.1686

Dollar amounts to be awarded:

The majority of grant awards given will be in the \$500 to \$2,500 range. Requests for more than \$5,000 should be for a large-scale event and/or program targeted toward a large visitor audience. Unused or unclaimed funds will be reallocated with a deadline of February 1, 2012.

Grant Program Recipient Obligations:

Recipients of the Special Events Development Grants must comply with the following:

- 1) Use of the North Lake Tahoe Resort Association / Chamber of Commerce logo, indicating sponsorship and/or support on printed promotional materials, including brochures, flyers, advertising, and on signage as appropriate.
- 2) The North Lake Tahoe Chamber of Commerce and North Lake Tahoe 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) An event sponsors must be prepared to provide the Chamber/NLTRA with copies of all approved event permits and licenses, as may be required by local or state agencies, upon the request of the Chamber/NLTRA.
- 4) Grantee agrees to no less than two meetings with the NLTRA Special Events and Chamber staff to review:
 - a) The event plan and provide suggestions and recommendations.
 - b) Event Final Report to ensure all information requested at the initial meeting is available and 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 North Lake Tahoe Chamber of Commerce prior to the release of grant funds to reimburse appropriate expenses. (See Section B for Final Event Report requirements).

26TH ANNUAL

LAKE TAHOE **autumn food and wine** FESTIVAL



SEPTEMBER 9-11 THE VILLAGE AT NORTHSTAR™

Join fans of fine wine, good times and great food for the high point of autumn at Lake Tahoe. In addition to food, wine and cooking competitions among renowned chefs and vintners, the skies of Northstar will resonate with music, art, seminars, cooking demonstrations, tastings, a grape stomp all topped off with the Sunday Culinary Competition and Grand Tasting.

Buy Ticket Now at TahoeFoodandWine.com

FRIDAY - SEPTEMBER 9 VILLAGE AT NORTHSTAR

Noon-2:30pm (Registration begins at 11am)

8TH ANNUAL VILLAGE GRAPE STOMP AND VINEYARD LUNCHEON
OVERLOOK PAVILION, VILLAGE AT NORTHSTAR

Team of Four - Includes Stomp, Lunch, Beer & Wine Tasting - \$200
Single Stomp - Entry including Lunch, Beer & Wine Tasting - \$50
Luncheon Only - Includes Beer & Wine Tasting - \$40

Join us for this silly, hilarious, annual rite of passage. You can register your team of four or we can add you to a team in need of additional big feet! Teams furiously stomp fresh-from-the-vineyard grapes trying to extract the most juice. The winning team receives bragging rights for the year and some exciting prizes.

The team entry fee includes grape stomping, wine and beer tastings from five Belgian Style breweries including Stella Artois, Hoegaarden, Shock Top, Leffe, Land Shark Island Style Lager and a delicious alfresco luncheon prepared by the Northstar culinary team.

If you don't want to join in the stomp, invite your friends and stop by to watch the fun, enjoy lunch, tastings and live music. Stompers: Costumes, bathing suits and board shorts are encouraged. There will be fresh water available for a rinse off along with changing facilities.

Please note: you must be 21 to participate in the grape stomp and wine/beer tasting. Your children are welcome to come for lunch and watch the stomp.

Friday Evening:

HUNGRY?

Winemaker dinners, special tasting events, and special wine promotions at North Shore and Truckee restaurants, tasting rooms and wine shops. Please visit the link below for specific events. GoTahoeNorth.com/indoors/dining

GOT ROOMS???

For Autumn Food & Wine Lodging Packages please visit GoTahoeNorth.com/cool-deals

26TH ANNUAL

LAKE TAHOE **autumn food and wine** FESTIVAL

Buy Ticket Now at TahoeFoodandWine.com

SATURDAY - SEPTEMBER 10 VILLAGE AT NORTHSTAR SKATING RINK

11:00am-Noon

OUTDOOR GRILLING WITH CHEF MARK ESTEE - FREE

Chef Mark Estee is becoming a national culinary figure as well as something of a legend locally. He is everywhere from the Food & Wine Classic at Pebble Beach to the classic Chef's Holiday Dinner at the Awahnee Hotel in Yosemite. His Truckee Burger Me was featured on Diners, Drive-Ins and Dives on Food Network, is the chef/owner of the wildly popular Moody's Bistro & Lounge in Truckee, and he is currently working on his new concept, Campo, on the Truckee River in Reno. Come early, limited seating.

11am-6:00pm

NORTH TAHOE PLEIN AIR ART SHOW AND SALE

Village at Northstar

Over thirty nationally known artists have been selected and will paint at locations throughout Truckee/North Lake Tahoe from September 8 through the morning of September 11. The judging, public exhibit and sale of these paintings will take place on Saturday September 10 and Sunday September 11. The event is a benefit for North Tahoe Arts and its non-profit partners. For more information and a complete list of participating artists, visit North Tahoe Arts or send an email to tahoe.pleinair@gmail.com.

Noon-4:00pm

GOURMET MARKETPLACE WINE AND BREW WALK - \$25.00

Taste your way through a wonderful collection of wineries and appellations. Featured appellations (wine growing regions, or AVA's) are Lake County and Santa Cruz County. Lake County is the up and coming hot spot for well priced, well made wines. Discover them along with some of your California favorites from Napa, Sonoma, Foothills, Placer, Amador and other regions. Love Belgian Style Brews? Have a taste of Stella Artois, Leffe, Hoegaarden, Shock Top and Land Shark Island Style Ale. Entry fee includes souvenir glass. Must be 21.

Noon-6pm

GOURMET MARKETPLACE TRADE FAIR - FREE

Bring your shopping bag as we have the largest Gourmet Marketplace ever. Sample olive oils, tapenades, olives, vinegars, gourmet ingredients, unique products; artisan jewelry and accessories, art, photography all interwoven throughout the Village. From Noon-2:30pm kids crafts are available at no charge, enjoy free live music and entertainment all afternoon. Bring a friend!

12:15pm-1:15pm

COOKIN' HARD ROCK © STYLE - FREE

Chef Jason Gronlund, Hard Rock Café International

Back by popular demand is the always entertaining, crazy-man, globe trotting chef extraordinaire, Jason Gronlund. Jason was recently appointed as Senior Director of Culinary and Executive Chef for Hard Rock Café International. Wow. They have cafes in just about every state and in 51 countries around the globe. Join him in his culinary journey showcasing great techniques and delightful recipes. Come early, limited seating.

12:30-1:45pm

THE CHOCOLATE BAR RESTAURANT - COVERED IN CHOCOLATE - \$60.00

Participants will receive two signature Chocolate Martinis, Hot Chocolate and Chocolate Mousse. There will be a food demonstration on The Fundamentals of Making Chocolate Fondue with tips on what foods work best for dipping. Participants will be able to sample the fondue after the demonstration. Must be 21.

1:30pm-2:30pm

SOME LIKE IT HOT - BIG, BOLD CALIFORNIA WINE AND AMERICAN BBQ FOOD AND WINE SENSORY TRAINING - \$45.00

Lars Kronmark, Chef Instructor, Culinary Institute of America, Napa

Finally! A seminar demystifying the terminology and methodology of matching wine to food. Lars presents a practical, user-friendly approach grounded in understanding the direct relationships and reactions between food and wine components, flavors, and textures. This seminar is geared towards casual home chefs and amateur winemakers as well as professionals. We know you will enjoy Lars' teaching style, humor and expertise in a very relaxed setting. Food and wine tasting. Must be 21. Very limited seating.

26TH ANNUAL

LAKE TAHOE **autumn food and wine** FESTIVAL

Buy Ticket Now at TahoeFoodandWine.com

SATURDAY - SEPTEMBER 10 VILLAGE AT NORTHSTAR SKATING RINK

1:30pm-2:30pm

FAMILY HANDS-ON COOKING CLASS - THAI SPRING ROLLS - \$10

Lara Ritchie, Chef/Owner, Nothing To It Culinary Center, Reno

The delightful Chef Lara returns to the Festival with new ideas to inspire the young chef in your home as they learn to cook side-by-side with Mom and Dad. Cooking together can be an amazing bonding experience for the family, with some very tasty results. You will taste your creation after completion. Young chefs must be a minimum of 9 years old. Limited space, reserve early.

2:45pm-3:45pm

CUISINE UNIQUE COOKING DEMO - FREE

Douglas Dale, Chef/Owner, Wolfdale's Restaurant Tahoe City

He's a local legend. He's set the bar very high for exquisite dining. His mission is simple:

The Theme: Fresh food, simply prepared

The Fundamentals: Asian and European

His Spirit: California

Chef Dale's cooking demonstrations are an inspiration as he guides you in finding new elements, ingredients, techniques and unconventional food combinations. Find out how YOU can stay vibrant and thrilled about cooking. Learn from the master. Pure and simple...

2:45pm-3:45pm

WINES WITH ALTITUDE - A DISCOVERY TASTING OF LAKE COUNTY APPELLATION - \$40.00

Winery and Winemaker Staff

With a rich history of grape growing and winemaking, Lake County is one of California's newest wine country destinations for those looking to enjoy fine wines in a relaxed, down-to-earth, rural and breathtaking environment. This award-winning, yet relatively undiscovered wine region is located just 20 miles north of the Napa Valley. The combination of high elevation, diverse soils, unique microclimates and sustainable farming practices produce the premium quality grapes that provide the origin of Lake County's highly acclaimed wines. You will taste Petite Sirah from three wineries and Sauvignon Blanc for another three wineries paired with some light appetizers.

3:00pm-4:00pm

FAMILY HANDS-ON COOKING CLASS - THAI SPRING ROLLS - \$10

Lara Ritchie, Chef/Owner, Nothing To It Culinary Center, Reno

The delightful Chef Lara returns to the Festival with new ideas to inspire the young chef in your home as they learn to cook side-by-side with Mom and Dad. Cooking together can be an amazing bonding experience for the family, with some very tasty results. You will get to taste your creation upon completion. Young chefs must be a minimum of 9 years old. Limited space, reserve early. Check this listing often.

3:00pm-4:00pm

TASTE THE PRIDE - PRIDE MOUNTAIN VINEYARDS HORIZONTAL TASTING - \$65

Steven Pridel/Co-owner, Pride Mountain Vineyards

We are proud to present a wine experience usually available only to the restaurant and wine trade. This horizontal tasting of the entire portfolio of wines is handcrafted on St. Helena's Spring Mountain (Napa/Sonoma appellation) by Pride Mountain Winery's award winning team headed up by winemaker Sally Johnson. The seminar is skillfully presented by Pride co-owner Steven Pride. He will be pouring a 2009 Viognier, 2006 Syrah, 2006 Merlot, 2006 VS Merlot, 2006 Cabernet Franc, 2006 Cabernet Sauvignon, 2006 VS Cabernet Sauvignon, and a 2006 RESERVE Cabernet Sauvignon. Limited seating, book early. Subject to sell out.

4:00pm-5:30pm

A TASTE OF PARADISE - PINOT NOIR FROM THE SANTA CRUZ MOUNTAINS - \$65

Presented by Linda Rodriguez, Fiscalini Cheese and Laura Ness, Santa Cruz Vintners Association

Mountain wines meet happy vows! A delicious pairing of Pinot Noir and award-winning artisan cheeses from Fiscalini Farms. The Santa Cruz Mountains has produced world-class Pinots since Paul Masson planted cuttings from Burgundy in the 19th century. Delight in exquisite pairings of five Pinot Noirs from the region's top producers, including Big Basin Vineyards, Burrell School Vineyards, Loma Prieta Winery, Poetic Cellars and Windy Oaks Vineyard. Fiscalini Farms aged cheeses are made by hand from the finest milk in California - produced from their very own contented cows. The Bandage Wrapped Cheddar won Best Extra Mature Traditional Cheddar in the World at the 2007 World Cheese Awards in London. Don't miss this one. Very limited seating.

26TH ANNUAL

LAKE TAHOE autumn food and wine FESTIVAL

Buy Ticket Now at TahoeFoodandWine.com

SATURDAY - SEPTEMBER 10 VILLAGE AT NORTHSTAR SKATING RINK

4:00pm-5:30pm

BLAZING PANS MOUNTAIN CHEF COOK-OFF - \$15

Chef David Lutz, Evergreen Café, Tahoe City - Chef Sean Conry, Longboards Bar & Grill at Plumas Pines Golf Course

Blazing Pans is the signature event and entertainment extraordinaire of Saturday's festivities. Featured is a fierce, live cooking battle between two-time defending champion Chef/Owner David Lutz of Evergreen Restaurant, Tahoe City, and this year's challenger, Executive Chef Sean Conry of Longboard Bar & Grill. Chef Lutz and Conry will be presented with a secret ingredient unveiled at the start of the competition. The only things Chef's can bring to the culinary stage are their personal knives, 2 chef assistants, incredible culinary expertise and nerves of steel. This is live entertainment at its best... Iron Chef® style! Dress up in costume; bring your finest cheering voice, noisemakers and a thirst for an ice-cold Charbay cocktail, hosted by Marko & Jenni Karakasevic, Charbay Artisan Winery & Distillery, St. Helena, CA. Demonstration. Must be 21.

5:45pm-7:15pm

CHARBAY ARTISAN WINERY & DISTILLERY - ANNUAL RELEASE PARTY - RACER 5 WHISKEY - \$65.00

Master Distiller Marko Karakasevic and Jenni Karakasevic

If you know Marko at Charbay, you know he is always pushing the limits of distilling. This year, you will be tasting the beer Charbay Whiskey is distilled from, then trying the un-aged whiskey, and finally tasting the barrel aged version. Where else can you try whiskey in all of its stages? Bear Republic's Big Bear Stout and Racer 5 IPA beers are award winning, and distill into amazing whiskey. Appetizers skilfully prepared by Chef Jason Gronlund. This is a year not to be missed Must be 21. Limited seating.

Saturday Evening:

Check with your favorite local restaurant for winemaker dinners, special tasting events, live music and Autumn Food & Wine specials.

NEED A ROOM?

A select number of our lodging partners are offering special Autumn Food & Wine room rates. To see who is participating: GoTahoeNorth.com/cool-deals

Buy Ticket Now at TahoeFoodandWine.com

SUNDAY - SEPTEMBER 11 VILLAGE AT NORTHSTAR

1:00pm-4:00pm

CULINARY COMPETITION AND GRAND TASTING - \$75 online thru Sept. 9 - \$90 at the door

Food and wine pairings, live music, gourmet marketplace, Silent auction, art show and Vineyard Row Tastings.

The grand finale to Autumn Food & Wine, the Grand Tasting, features the food and wine of over 30 of the finest restaurants, caterers and chefs from the Lake Tahoe region, paired with premium world-class wineries. This is an incredible opportunity to sample the culinary and winemaking talents of the chef's and wineries you always wanted to try, including Tahoe's newest restaurants. The culinary offerings are over the top utilizing fresh seasonal ingredients prepared with the amazing skill of our chefs, perfectly paired with new and known wine finds. You will also discover new wineries and sample their latest vintage or newest varietal during the Grand Tasting on Vineyard Row and at the Gourmet Marketplace. Also taste the latest Belgian style brews from Stella Artois, Leffe, Hoegaarden, Shock Top plus Land Shark Island Style Ale all under blue skies in the great outdoors at the new Village at Northstar. You must be minimum 21 years of age to attend the Grand Tasting. Sorry, no children or strollers.



Sunset



TahoeFoodandWine.com 888.229.2193



north lake tahoe

Please note: All ticket sales are final. Event goes rain or shine. No refunds. Program subject to change. For additional information, tickets, schedules, venues & lodging please call 888-229-2193 or visit GoTahoeNorth.com. For all winery, restaurant and vendor inquiries, please contact Emily Sullivan, Programs Assistant, Emily@PureTahoeNorth.com or 530.581.8700. Produced by the North Lake Tahoe Resort Association. A fundraiser for the Community Fund of North Lake Tahoe, through the 501(C)3 Truckee Tahoe Community Foundation.

gotahoenorth.com

| 800.TAHOE4U | LIVE CHAT search



restaurants, wineries and vendors

LAKE TAHOE autumn food and wine FESTIVAL

FRIDAY - SEPTEMBER 9 GRAPE STOMP WINERIES & BREWERIES

Suisin Valley Wineries

BREWERIES:

- Hoegaarden (Belgian White)
- Landshark (Tropical Island Style Lager)
- Lefte (Belgian Blonde Ale)
- Shock Top (Belgian White)
- Stella Artois (European Style Pilsner)

SATURDAY & SUNDAY - SEPTEMBER 10 & 11 GOURMET MARKETPLACE & VENDOR FAIRE

MARKETPLACE VENDORS AND SPONSORS

- Amador County Vintners Association
- Arctic Fox Jewelry Design, Incline Village
- Bo's Best Pancake Mixes
- Brushstrokes Handmade Clothing and Accessories
- California Wine Wafers
- David Pollock Sculpture
- Dirk Yuricich Photography, So. Lake Tahoe
- Double Diamond Jewelry
- Farrah Rale' Bead Design Studio, Northstar
- Fiscalini Cheese Company
- Euro Snak, Northstar
- Euro Gelato, Northstar
- Hammer Stahl Cutlery
- Isabel Mirabeau Jewelry Design, Washington DC
- Lake County Vintners Association
- Lively Linens and Lavender
- Lucero Olive Oil & Gourmet Products
- Porky's Onions
- Renwood Winery
- Rivka Designs, North Lake Tahoe
- Sacramento Cookie Factory
- Silver Oak Cellars
- Suisin Valley Vintners Assoc
- Sunset Magazine, Menlo Park
- Tahoe Mountain Soap Company, South Lake Tahoe
- Tahoe Quarterly Magazine, Truckee
- Tin Barn Vineyards (Sunday Only)
- Twin Peaks Orchards
- Twomey Cellars
- Vina Castellano (Sunday Only)
- Village Candles
- Will Cook for Sex - Chef Rocky Fino
- Wine Cork Art

BREWERIES

- Hoegaarden (Belgian White)

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Landshark (Tropical Island Style Lager)
 Leffe (Belgian Blonde Ale)
 Shock Top (Belgian White)
 Stella Artois (European Style Pilsner)

WINERIES

Amador County Vintners Association
 Charbay Artisan Winery & Distillery
 Grgich Cellars
 Handley Cellars
 Lake County Vintners Association featuring:
 Glamazon Wines
 Shed Horn Cellars
 Langtry Estate
 Laujor Estate
 Cougar's Leap
 Shannon Ridge
 Six Sigma
 Rosa d'Oro
 Hawk & Horse
 Luchessi Vineyards
 Mt. Aukum Winery
 Renwood Winery
 Santa Cruz Vintners Association
 Suisun Valley Vintners Association
 Tahoe Ridge Winery
 Twomey Cellars
 Whitcraft Winery

SUNDAY - SEPTEMBER 11

FOOD AND WINE PAIRING COMPETITION AND GRAND TASTING GRAND TASTING RESTAURANTS

Early Entries Include:

Black Bear Inn, South Lake Tahoe - Winery TBA
 Bootleggers Old Town Tavern & Grill, Auburn - Brewery TBA
 Chef Tyler Stone, Sacramento - Mt. Aukum Winery
 Chocolate Bar, Northstar - Winery TBA
 Farm to Belly Personal Chef Service, Truckee
 Granlibakken Resort, Tahoe City - Twomey Cellars
 Hard Rock Cafe, South Lake Tahoe - Charbay Artisan Distillery
 Hawks Restaurant, Granite Bay - Winery TBA
 Longboard's Bar & Grill, Graeagle - ZD Winery
 Mamasake Sushi, Village at Squaw Valley
 Manzanita at The Ritz-Carlton, Lake Tahoe
 Mikuni Sushi, Northstar - Gekkeikan Sake
 Moody's Bistro & Lounge, Truckee - Chateau d' Esclans
 Northstar-at-Tahoe - Clos du Val Winery
 PlumpJack Cafe, Squaw Valley - Orrin Swift Cellars
 River Ranch Lodge, Tahoe City - Winery TBA
 Pianeta Ristorante, Truckee- Pride Mountain Vineyards
 Sacred Artichoke Catering, Truckee
 Six Peaks Grille, Resort at Squaw Creek - Chateau Ste. Michelle
 Sunnyside Resort, Tahoe City - Rombauer Vineyards
 Village Pizza, Truckee - Winery TBA
 West Shore Cafe, Homewood - Winery TBA
 Wild Goose, Tahoe Vista - Frank Family Vineyards
 Wolfdale's Cuisine Unique, Tahoe City - Silver Oak Cellars

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