



June 29, 2016

Board of Directors

Strategic Planning Retreat

Wednesday, June 29, 2016

Garwoods Restaurant

Staff Reports



Marketing Staff Report

Date: June 29, 2016

To: Board of Directors

From: JT Thompson, Tourism Director

RE: Marketing Update

DestiMetrics:

Our Destimetrics reporting is not accurate and in turn, not submitted with this report. One of our larger properties is no longer submitting their numbers to Destimetrics, and this has resulted in numbers that are not proportional or properly reportable. Staff is working diligently with the resorts to get them back in the mix, as well as researching other options to obtain and report accurate occupancy, average daily rate and RevPAR numbers. We will have an update for the board at the August meeting.

Marketing Agency Selection:

As reported last month, the North Lake Tahoe Cooperative Marketing Committee has unanimously selected Augustine Ideas to take over our marketing services and requested staff to enter into negotiations and prepare a contract.

We have enclosed the contract, preliminary scope of work and payment schedule breakdown for your review and input to bring forward to the Cooperative Marketing Committee for final review and possible approval on June 30.

Autumn Food & Wine Event:

As we have previously discussed, staff has been working with Northstar California to overcome California's new ABC regulations that pertain to non-profit events that include donated alcohol. We have been able to come to agreement with Northstar and consulted with the ABC to make sure we are doing everything correctly. We are now moving forward knowing that we will be in 100% compliance with all regulations.



Date: June 24, 2016
To: Board of Directors
From: Ginger Karl, Chamber Membership Director
RE: Upcoming Chamber Events & Other News

Chamber Calendar 2016-Looking Ahead

June 29-**Ambassadors Meeting**-Tahoe Central Market & Deli, Kings Beach-12:00pm
CANCELLED-July 5-**Breakfast Club**-Granlibakken Tahoe, Tahoe City-7:00am-8:30am, \$15
July 21-**Chamber Mixer**-Tahoe Time Plaza, Incline Village-5:00pm-7:00pm
July 31-August 3-**W.A.C.E. Academy**-Sacramento
August 2-**Breakfast Club**-Granlibakken Tahoe, Tahoe City-7:00am-8:30am, \$15
August 31-**Ambassadors Meeting**-Location TBD-12:00pm
September 6-**Breakfast Club**-Granlibakken Tahoe, Tahoe City-7:00am-8:30am, \$15
September 14-**Ambassador Happy Hour**-River Grill, Tahoe City-5:00pm-6:00pm
September 21 & 22-**Special Event Grant Presentations to BACC**
September 23-**Tourism Summit**-North Tahoe Event Center, Kings Beach-8:30am-12:30pm
September 28-**Ambassadors Meeting**-Location TBD-12:00pm
October 4-**Breakfast Club**-Granlibakken Tahoe, Tahoe City-7:00am-8:30am, \$15
October 21-**Annual Membership Luncheon**-North Tahoe Event Center, Kings Beach-11:30am
October 26-**Ambassadors Meeting**-Location TBD-12:00pm
October 27-**Chamber Mixer**-Incline Village Hospital-Halloween Theme-5:00pm-7:00pm
November 1-**Breakfast Club**-Granlibakken Tahoe, Tahoe City-7:00am-8:30am, \$15
November 17-**Chamber Mixer**-Northstar Joint Mixer w Truckee Chamber-5:00pm-7:00pm
November 30-**Ambassadors Meeting**-Location TBD-12:00pm
December 6-**Breakfast Club**-Granlibakken Tahoe, Tahoe City-7:00am-8:30am, \$15
December 9-**Chamber Mixer**-Sunnyside Toys for Tots-5:00pm-7:00pm
December 15-**Winter Rec Après Ski Event**-Moe's Original BBQ-5:00pm-7:00pm
February 1-3, 2017-**W.A.C.E. Annual Conference**-Los Angeles
February 26, 2017-**North Lake Tahoe Bridal Faire**-Squaw Valley-11:00am-3:00pm

Other News:

-MVP Business of the Month, July-Reno-Tahoe International Airport
-Summer Rec Luncheon saw 80 attendees and 20+ businesses giving stump speeches and bag inserts.

-BACC Updates given to Marketing Committee 06/28/16:

Peak Your Adventure (Summer 2016): launched June 14

June Completed Components:

- 2500 Sunglasses are ready to be handed out at the High Notes concert series and Visitor Centers with the N logo and #TahoeView hashtag
- The landing page on GoTahoeNorth.com/tahoeview is being built out.
- Rack cards will be printed once the landing page is complete.
- Selfie station 1 has been delivered to Squaw. Selfie Station 2 will be delivered next week to Northstar.
- New campaign photography taken at Squaw and delivered for website. Northstar will be photographed after opening on June 17th.
- Tahoe Timber sunglasses secured and being promoted
- Visitor Guides are out with full Peak call to action page ad
- Peak Your Adventures will be cross promoted next to the High Notes posters table displays with banners, sunglasses and rack cards
- We are in discussions with Tahoe.com about advertising.
- Graphics were created for social media promotion and summer-long photo contest

High Notes (In-Market) (Summer 2016): *Streamlined with Out-Of-Market Campaign and leverage funding for both In-Market and Out-of-Market.*

June completed components:

- 101.5FM voting website is live and a High Notes poster is being given away each week for 12 weeks.
- High Notes posters are delivered all signed and numbered by the artist Meredith Solin.
- Posters are being sold at the free concerts and at the Visitor Centers for \$30 retail.
- Poster packages with display items have been delivered to each concert location.
- Visitor Guides are out with High Notes schedu-graphic on the back page.
- The Abbi Agency has pushed out a press release, social posts and planned blog posts for GTN
- New gained 2015 photography and videos will be pushed out through the GTN landing page and/or social posts on the "Tahoe North" Facebook and Instagram pages

Shopping Campaign (Year-Round): New Campaign to launch in Fall Shoulder season

June completed components:

- Shop Local Video delivered-needs a few tweaks and then will be delivered to BACC finalized when done and placed onto ShopNorthTahoeTruckee.com. Components of this video will be used for the Destination Video as well as footage from the Made in Tahoe video.
- Destination photography is scheduled to be taken for Spring/Summer shots to be placed onto GoTahoeNorth.com.

Monthly Report May 2016**CONFERENCE REVENUE STATISTICS****North Shore Properties****Year to Date Bookings/Monthly Production Detail FY 15/16**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 15/16</u>	<u>FY 14/15</u>	<u>Variance</u>
Total Revenue Booked as of 5/31/16:	\$3,296,351	\$2,215,372	49%
Forecasted Commission for this Revenue:	\$176,607	\$127,065	39%
Number of Room Nights:	17610	11381	55%
Number of Delegates:	22850	7187	218%
Annual Revenue Goal:	\$2,800,000	\$2,500,000	12%
Annual Commission Goal:	\$165,000	\$140,000	18%
Number of Tentative Bookings:	120	98	22%

Monthly Detail/Activity	<u>May-16</u>	<u>May-15</u>	
<u>Number of Groups Booked:</u>	6	8	
Revenue Booked:	\$267,196	\$231,425	15%
Projected Commission:	\$11,596	\$18,521	-37%
Room Nights:	1461	1290	13%
Number of Delegates:	8635	1096	688%

Booked Group Types:	3 Corp, 7 SMF	3 Corp, 2 Assn., 2 SMF, 1 Govt.
Lost Business, # of Groups:	7	6

<u>Arrived in the month</u>	<u>May-16</u>	* Est.	<u>May-15</u>	
Number of Groups:	5		4	
Revenue Arrived:	\$196,306		\$54,972	257%
Projected Commission:	\$4,036		\$1,168	246%
Room Nights:	1100		409	169%
Number of Delegates:	590		425	39%
Arrived Group Types:	3 Corp, 1 Assn., 1 CA Assn.		1 Assn., 1 SMF, 1 Govt., 1 non-profit	

Monthly Detail/Activity	<u>April-16</u>	<u>April-15</u>	
<u>Number of Groups Booked:</u>	4	5	
Revenue Booked:	\$69,219	\$166,965	-59%
Projected Commission:	\$1,841	\$6,031	-69%
Room Nights:	457	972	-53%
Number of Delegates:	153	565	-73%
		1 Corp, 1 Assn., 1 Smf., 1 Govt and 1 Society	
Booked Group Types:	3 Corp., 1 Assn.		
Lost Business, # of Groups:	6	7	

<u>Arrived in the month</u>	<u>April-16</u>	<u>April-15</u>	
Number of Groups:	1	3	
Revenue Arrived:	\$111,777	\$30,642	265%
Projected Commission:	\$11,177	\$3,064	265%
Room Nights:	643	143	350%
Number of Delegates:	250	69	262%
Arrived Group Types:	1 Assn.	2 Corp, 1 Smf	

<u>Monthly Detail/Activity</u>	<u>March-16</u>	<u>March-15</u>	
<u>Number of Groups Booked:</u>	6	3	
Revenue Booked:	\$524,422	\$33,498	1466%
Projected Commission:	\$20,556	\$3,350	514%
Room Nights:	3703	280	1223%
Number of Delegates:	6045	285	2021%
	2 Assn., 2		
	SMERF, 2	2 Assoc., 1 Non-	
Booked Group Types:	Corp.	Profit	
Lost Business, # of Groups:	3	7	

<u>Arrived in the month</u>	<u>March-16</u>	<u>March-15</u>	
Number of Groups:	4	3	
Revenue Arrived:	\$312,405	\$30,642	920%
Projected Commission:	\$12,594	\$3,064	311%
Room Nights:	1504	143	952%
Number of Delegates:	720	69	943%
Arrived Group Types:	3 Assn., 1 Corp.	2 Corp, 1 Smf	

<u>Monthly Detail/Activity</u>	<u>February-16</u>	<u>February-15</u>	
<u>Number of Groups Booked:</u>	7	5	
Revenue Booked:	\$351,190	\$416,981	-16%
Projected Commission:	\$7,690	\$32,217	-76%
Room Nights:	2118	2223	-5%
Number of Delegates:	653	902	-28%
	4 Corp., 1		
	Assn., 1		
	Incentive		
	House, 1 Film	2 Corp., 2 Smf,	
Booked Group Types:	Crew	1 Assn.	
Lost Business, # of Groups:	6	2	

<u>Arrived in the month</u>	<u>February-16</u>	<u>February-15</u>	
Number of Groups:	7	1	
Revenue Arrived:	\$234,457	\$19,368	1111%
Projected Commission:	\$11,306	\$1,936	484%
Room Nights:	709	82	765%
Number of Delegates:	302	100	202%

Arrived Group Types:	4 Corp, 1 Assn., 1 TA/Incentive House, 1 Film Crew	1 Smf.
----------------------	---	--------

Monthly Detail/Activity	<u>January-16</u>	<u>January-15</u>	
<u>Number of Groups Booked:</u>	7	2	
Revenue Booked:	\$204,738	\$109,861	86%
Projected Commission:	\$9,150	\$6,498	41%
Room Nights:	1332	833	60%
Number of Delegates:	512	325	58%
	4 Corp, 2 Assoc. 1 Film		
Booked Group Types:	Crew	2 Assoc.	
Lost Business, # of Groups:	2	9	

<u>Arrived in the month</u>	<u>January-16</u>	<u>January-15</u>	
Number of Groups:	3	3	
Revenue Arrived:	\$173,010	\$29,309	490%
Projected Commission:	\$1,155	\$250	362%
Room Nights:	791	121	554%
Number of Delegates:	212	89	138%
	2 Assoc, 1 Film crew		
Arrived Group Types:		1 Corp, 2 Assn.	

Monthly Detail/Activity	<u>December-15</u>	<u>December-14</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$60,419	\$96,912	-38%
Projected Commission:	\$2,655	\$4,564	-42%
Room Nights:	393	740	-47%
Number of Delegates:	128	540	-76%
Booked Group Types:	3 Corp, 1 Govt.	3 Smf	
Lost Business, # of Groups:	2	5	

<u>Arrived in the month</u>	<u>December-15</u>	<u>December-14</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$11,026	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	74	0	
Number of Delegates:	35	0	
Arrived Group Types:	1 Corp.	0	

Monthly Detail/Activity	<u>November-15</u>	<u>November-14</u>	
<u>Number of Groups Booked:</u>	2	5	
Revenue Booked:	\$20,326	\$225,094	-91%
Projected Commission:	\$656	\$9,249	-93%
Room Nights:	113	1360	-92%
Number of Delegates:	204	1533	-87%

Booked Group Types:	1 Corp, 1 Smf	1 Film, 1 Corp,
Lost Business, # of Groups:	5	1 Smf, 2 Assn.
		6

<u>Arrived in the month</u>	<u>November-15</u>	<u>November-14</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$12,375
Projected Commission:	\$0	\$1,856
Room Nights:	0	75
Number of Delegates:	0	18
Arrived Group Types:	0	1 Film crew

Monthly Detail/Activity	<u>October-15</u>	<u>October-14</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$216,914	\$44,208	391%
Projected Commission:	\$16,653	\$895	1761%
Room Nights:	503	260	93%
Number of Delegates:	245	180	36%

Booked Group Types:	3 Corp., 2 Assn.	1 Corp, 3 Smf
Lost Business, # of Groups:	2	6

<u>Arrived in the month</u>	<u>October-15</u>	<u>October-14</u>	
Number of Groups:	4	4	
Revenue Arrived:	\$378,115	\$74,408	408%
Projected Commission:	\$37,596	\$1,160	3141%
Room Nights:	2214	510	334%
Number of Delegates:	10792	568	1800%
		2 Corp, 1 Assn.	
Arrived Group Types:	3 Corp, 1 Smf	1 Smf	

Monthly Detail/Activity	<u>September-15</u>	<u>September-14</u>	
<u>Number of Groups Booked:</u>	2	8	
Revenue Booked:	\$18,378	\$367,511	-95%
Projected Commission:	\$693	\$28,336	-98%
Room Nights:	150	3417	-96%
Number of Delegates:	70	2115	-97%

	1 Smf, 1 Ca	2 Corp, 6
Booked Group Types:	Assoc.	Assoc.
Lost Business, # of Groups:	8	5

<u>Arrived in the month</u>	<u>September-15</u>	<u>September-14</u>	
Number of Groups:	9	9	
Revenue Arrived:	\$593,894	\$537,101	11%
Projected Commission:	\$20,604	\$7,879	162%
Room Nights:	3170	2782	14%
Number of Delegates:	986	1675	-41%
	2 Corp, 2	4 Assoc., 1	
	Assoc, 3 Ca	Corp, 3 Smf	
Arrived Group Types:	Assn., 2 Smf	and 1 Society	

Monthly Detail/Activity	<u>August-15</u>	<u>August-14</u>	
<u>Number of Groups Booked:</u>	3	7	
Revenue Booked:	\$40,570	\$328,584	-88%
Projected Commission:	\$3,884	\$14,879	-74%
Room Nights:	264	1452	-82%
Number of Delegates:	224	723	-69%
		4 Smf, 2 Corp.,	
Booked Group Types:	2 Corp. 1 Smf	1 Assn., 1 Govt	
Lost Business, # of Groups:	7	4	

<u>Arrived in the month</u>	<u>August-15</u>	<u>August-14</u>	
Number of Groups:	7	8	
Revenue Arrived:	\$273,081	\$44,210	518%
Projected Commission:	\$21,858	\$1,739	1157%
Room Nights:	1723	252	584%
Number of Delegates:	521	278	87%
		2 Corp, 1	
	3 Corp., 2	Assoc., 4 Smf,	
Arrived Group Types:	Assn., 2 Govt.	1 Govt.	

Monthly Detail/Activity	<u>July-15</u>	<u>July-14</u>	
<u>Number of Groups Booked:</u>	4	4	
Revenue Booked:	\$119,459	\$156,104	-23%
Projected Commission:	\$3,023	\$1,075	181%
Room Nights:	850	636	34%
Number of Delegates:	10390	390	2564%
	1 Ca Assoc, 1		
	Corp, 1 Smf, 1		
Booked Group Types:	Assoc.	2 Assoc, 2 Corp	
Lost Business, # of Groups:	4	1	

<u>Arrived in the month</u>	<u>July-15</u>	<u>July-14</u>	
Number of Groups:	7	12	
Revenue Arrived:	\$569,373	\$546,907	4%
Projected Commission:	\$18,614	\$23,673	-21%
Room Nights:	2686	2103	28%
Number of Delegates:	1790	898	99%
	4 Corp., 1 Ca	6 Smf, 2 Corp,	
	Assoc., 1 Smf, 1	2 Assoc. 2	
Arrived Group Types:	Govt.	Seminars	

For 2016/17:	\$2,516,942	\$2,000,000
For 2017/18:	\$413,834	\$750,000

NUMBER OF LEADS Generated as of 5/31/16:	176
YTD 5/31/15:	143
YTD 5/31/14:	159

Total Number of Leads Generated in Previous Years:

2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205

Monthly Report May 2016**CONFERENCE REVENUE STATISTICS****South Lake Tahoe****Year to Date Bookings/Monthly Production Detail FY 15/16**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>15/16</u>	<u>14/15</u>	<u>Variance</u>
Total Revenue Booked as of 5/31/16:	\$208,893	\$737,080	-72%
Forecasted Commission for this Revenue:	\$18,500	\$30,104	-39%
Number of Room Nights:	1597	5128	-69%
Number of Delegates:	797	2417	-67%
Annual Commission Projection:	\$10,000	\$30,000	-67%

Monthly Detail/Activity	<u>May-16</u>	<u>May-15</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$25,542	\$33,224	-23%
Projected Commission:	\$0	\$1,137	
Room Nights:	220	253	-13%
Number of Delegates:	110	200	-45%
Booked Group Types:	1 Corp.	1 Corp, 1 Smf, 1 /	

<u>Arrived in the month</u>	<u>May-16</u>	<u>May-15</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$2,740	\$21,096	-87%
Projected Commission:	\$0	\$0	
Room Nights:	21	218	-90%
Number of Delegates:	41	190	-78%
Arrived Group Types:	1 Smf.	1 Assn.	

Monthly Detail/Activity	<u>April-16</u>	<u>April-15</u>	
<u>Number of Groups Booked:</u>	0	0	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:			

<u>Arrived in the month</u>	<u>April-16</u>	<u>April-15</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$21,096	
Projected Commission:	\$0	\$0	
Room Nights:	0	218	
Number of Delegates:	0	190	
Arrived Group Types:		1 Assn.	

Monthly Detail/Activity	<u>March-16</u>	<u>March-15</u>	
<u>Number of Groups Booked:</u>	2	0	
Revenue Booked:	\$24,467	\$0	

Projected Commission:	\$741	\$0
Room Nights:	124	0
Number of Delegates:	60	0
Booked Group Types:	2 Corp.	

<u>Arrived in the month</u>	<u>March-16</u>	<u>March-15</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$15,198
Projected Commission:	\$0	\$760
Room Nights:	0	88
Number of Delegates:	0	50
Arrived Group Types:		1 Smf.

Monthly Detail/Activity	<u>February-16</u>	<u>February-15</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$43,804
Projected Commission:	\$0	\$0
Room Nights:	0	345
Number of Delegates:	0	235
Booked Group Types:		1 Corp. 1 Assoc.

<u>Arrived in the month</u>	<u>February-16</u>	<u>February-15</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$97,336	\$9,973	876%
Projected Commission:	\$14,600	\$368	3867%
Room Nights:	585	56	945%
Number of Delegates:	170	19	795%
Arrived Group Types:	1 Corp.	1 Smf., 1 Corp.	

Monthly Detail/Activity	<u>January-16</u>	<u>January-15</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$21,882
Projected Commission:	\$0	\$1,289
Room Nights:	0	175
Number of Delegates:	0	118
Booked Group Types:		1 Corp. 1 Assoc.

<u>Arrived in the month</u>	<u>January-16</u>	<u>January-15</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$3,141
Projected Commission:	\$0	\$0
Room Nights:	0	29
Number of Delegates:	0	15
Arrived Group Types:		1 Smf

Monthly Detail/Activity	<u>December-15</u>	<u>December-14</u>
<u>Number of Groups Booked:</u>	1	0

Revenue Booked:	\$95,215	\$0
Projected Commission:	\$14,282	\$0
Room Nights:	626	0
Number of Delegates:	170	0
Booked Group Types:	1 Corp.	

<u>Arrived in the month</u>	<u>December-15</u>	<u>December-14</u>
Number of Groups:	1	0
Revenue Arrived:	\$4,179	\$0
Projected Commission:	\$626	\$0
Room Nights:	21	0
Number of Delegates:	20	0
Arrived Group Types:	1 Corp.	

Monthly Detail/Activity	<u>November-15</u>	<u>November-14</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$25,280	\$20,898	21%
Projected Commission:	\$0	\$0	
Room Nights:	241	180	34%
Number of Delegates:	150	60	150%
Booked Group Types:	1 Assn.	1 Corp.	

<u>Arrived in the month</u>	<u>November-15</u>	<u>November-14</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:		

Monthly Detail/Activity	<u>October-15</u>	<u>October-14</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$3,592	\$0
Projected Commission:	\$537	\$0
Room Nights:	20	0
Number of Delegates:	20	0
Booked Group Types:	1 Corp.	

<u>Arrived in the month</u>	<u>October-15</u>	<u>October-14</u>
Number of Groups:	3	0
Revenue Arrived:	\$16,159	\$0
Projected Commission:	\$1,049	\$0
Room Nights:	171	0
Number of Delegates:	134	0
Arrived Group Types:	1 Corp, 1 Assn., 1 Smf	

Monthly Detail/Activity	<u>September-15</u>	<u>September-14</u>
<u>Number of Groups Booked:</u>	3	1

Revenue Booked:	\$11,830	\$38,493	-69%
Projected Commission:	\$0	\$1,925	
Room Nights:	101	230	-56%
Number of Delegates:	96	200	-52%
Booked Group Types:	1 Ca Assn., 2 Smf	1 Smf.	

<u>Arrived in the month</u>	<u>September-15</u>	<u>September-14</u>	
Number of Groups:	2	4	
Revenue Arrived:	\$33,553	\$521,681	-94%
Projected Commission:	\$563	\$27,677	-98%
Room Nights:	347	3664	-91%
Number of Delegates:	132	1645	-92%
Arrived Group Types:	1 Corp., 1 Smf	2 Corp., 1 Assn., 1 Smf	

Monthly Detail/Activity	<u>August-15</u>	<u>August-14</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$139,320	\$9,603	1351%
Projected Commission:	\$6,966	\$481	
Room Nights:	1220	80	1425%
Number of Delegates:	300	30	900%
Booked Group Types:	1 Assn.	2 Smf	

<u>Arrived in the month</u>	<u>August-15</u>	<u>August-14</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$32,748	-100%
Projected Commission:	\$0	\$4,912	-100%
Room Nights:	0	93	-100%
Number of Delegates:	0	30	-100%
Arrived Group Types:	0	1 Smf.	

Monthly Detail/Activity	<u>July-15</u>	<u>July-14</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$7,662	\$10,800	-29%
Projected Commission:	\$1,149	\$0	
Room Nights:	66	55	20%
Number of Delegates:	68	40	70%
Booked Group Types:	2 Smf	1 Smf.	

<u>Arrived in the month</u>	<u>July-15</u>	<u>July-14</u>	
Number of Groups:	3	1	
Revenue Arrived:	\$30,232	\$32,748	-8%
Projected Commission:	\$1,749	\$4,912	-64%
Room Nights:	211	93	127%
Number of Delegates:	156	30	420%
Arrived Group Types:	1 Assoc., 2 Smf	1 Smf.	

NUMBER OF LEADS Generated as of 5/31/16: 176

Total Number of Leads Generated in Previous Years:

2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205



north lake tahoe

Chamber | CVB | Resort Association

NLTRA Executive Committee

Friday, June 24, 2016

7:30 a.m.

NLTRA Offices

Report

A. Open Session

1. Items for Board Agenda – June 29

a. Board Retreat – Strategic Goals and Organization Structure

The retreat agenda will be tight and it will be important to hold to the timed agenda of 45 minutes for business, 1 hour for Strategic Goals, and 2.5 hours for the Organization Structure discussion. It was recommended that the Org Structure be allotted a specific amount of time for each recommendation. Staff and Task Force members will be welcome to attend.

2. Financial Reports and Budget Update – Al Priester

The financial statements went out to the committee and the budget is in the works. We hope to have all the materials ready for the Finance Committee scheduled for Friday, June 24, 2016. Biggest issue is finding a full time staff accountant to provide consistency.

3. Transportation Sales Tax – NLTRA Role?

a. Voter Survey

b. Education and/or Advocacy

c. Transportation Summit

d. Public outreach

It is anticipated that the Board of Supervisors will place the ½ cent sales tax for transportation on the November ballot on July 11. After that happens, we can be in a position to provide education to the community about the expenditure plan and revenues available to North Lake Tahoe

4. Other business



north lake tahoe

Chamber | CVB | Resort Association

June 29, 2016

Subject: Monthly Activity Report—June, 2016

From: Ron Treabess, Director of Community Partnerships and Planning

A. Capital Investment/Transportation Work Plan Projects—Update

1. North Lake Tahoe Resort Triangle Transportation Vision Coalition

- The Placer County portion of the North Tahoe Truckee Transportation Vision was approved by the Placer County Board of Supervisors at its April 19th meeting with direction to move forward with initiating the Plan.
- That has now been released as the *Systems Plan Update for the Tahoe Truckee Area Regional Transit in Eastern Placer County*, which includes transit service and capital facility improvements for the next five years.
- PCTPA Board voted unanimously to request placement of the ½ cent Transportation Sales Tax Measure on the November ballot.
- As requested by PCTPA, the Placer County Board of Supervisors will act to place the ordinance on the November ballot at its July 12th meeting.
- Staff brought the FM3 consulting firm's initial draft voter survey results, more specific to NLT voters, to the May 23rd CIT meeting.
- The initial results showed 72% of the voters surveyed were likely to vote to approve the sales tax increase.
- The final results will then be provided to the NLTRA Board. Placer County and PCTPA for their review.

2. North Lake Tahoe Express

- A competitive procurement process (RFQ) for operator selection was issued on December 23rd, based on the new B & O Plan.
- Contract negotiations have now been completed with the selected provider.
- The contract was approved by the TMA Board at its June 2nd meeting and the new service will begin on July 1.

3. FY 16-17 Proposed Transportation TOT Budget and Annual County Agreement

- CI/T has recommended \$1,570,750 to continue existing transportation services and programs, and to initiate more frequency during the peak winter and evening service during the off-season.
- This recommendation was approved by the NLTRA Board at May 4th meeting and approved by the Placer County Board of Supervisors as part of annual NLTRA/Placer agreement on June 21st.

4. Status of All On-Going Capital Investment Projects

- Project list as of June 30th is **attached**. These status reports contain scheduled project completion dates.
- May and June project invoices received for payment include:
 - SVPSPD Winter Bike Trail Snow Clearing
 - DPW Truckee River Corridor Access Plan
 - DPW Regional Wayfinding Signage
 - Martis Valley Bike Trail (2)
 - TART Branding Bus Painting and Bus Stop Signage
 - DPW Tahoe City Mobility Improvements Plan
 - DPW Kings Beach Gateway Boardwalk Plan
 - TCPUD Truckee River Trail Rehabilitation

5. Annual “Call for Projects” Capital Investment TOT Funding Process

- Approved new project TOT funds will be available as of July 1, 2016.
- Staff is preparing individual Agreements with each Grantee prior to any funding being invoiced.

6. Next Capital Investment/Transportation Committee Meeting (one week early)

- The next Committee meeting is scheduled for **Monday, July 25, 2016, 1:30 p.m. until 4:00 p.m., at the Tahoe City PUD.**
- Everyone is welcome to attend these meetings and take part in project discussions.

B. Other Meetings and Activities Attended

- Tuesday Morning Breakfast Club
- NLTRA Board
- TMA Board Annual Strategic Workshop
- Annual Chamber Summer Recreation Luncheon
- UC Davis Lake Conditions Visitor Exhibit Meeting
- LAFCo Board Meeting
- Tahoe Transportation District Board
- NLTRA Finance Committee Meeting
- PCTPA Board Meeting
- NLTRA Annual Board Retreat
- Board of Supervisors Meeting
- CI/T Committee Meeting
- California Tahoe Conservancy Project Tour With Board

2015-2016 Project Funding Needs Status

As of June 30, 2016

Placer BOS Approved Projects	Project Code	Contract Completion	Contract Amount	Remaining Funds	Possible 16/17 inv
Wayfinding Signage Installation	A-3	9/30/2016	\$150,000	\$81,451	\$81,451
Water Trail Wayfinding Signage	A-6*	10/31/2016	\$25,000	\$25,000	\$25,000
N.T. Reg Park Trails & Signage	A-8	11/30/2016	\$135,000	\$135,000	\$135,000
Solar Powered Message Board	A-9*	9/30/2016	\$10,000	\$10,000	\$10,000
Tahoe City Field Station Signage	A-10	6/1/2016	\$6,250	\$3,134	\$3,134
Dollar Creek Shared-use	B-2	10/30/2016	\$265,000	\$265,000	\$265,000
North Tahoe Shared-Use Trail	B-3*	11/30/2017	\$250,000	\$245,672	\$125,000
Northstar/Martis Valley Bike Trail	B-4	11/30/2016	\$502,048	\$413,403	\$200,000
Truckee River Corridor Access Plan	B-5	10/31/2016	\$265,000	\$31,258	\$31,258
Truckee River Corridor Env. Doc	B-5-A*	10/31/2017	\$500,000	\$500,000	\$150,000
Homewood Trail Construction	B-7	10/15/2016	\$600,000	\$600,000	\$600,000
Tahoe Vista Recreation Area	B-8	11/11/2012	\$500,000	\$24,622	24,622
Truckee River Trail Restoration	B-15*	10/31/2018	\$1,026,859	\$930,556	\$100,000
Squaw Valley Bike Trail Rehab	B-18*	6/30/2017	\$593,000	\$593,000	\$450,000
Donner Sum Gateway Sign/Kiosk	C-1*	6/30/2017	\$6,000	\$6,000	\$6,000
The Stages for Performing Arts	D-3	7/31/2016	\$96,000	\$2,293	\$2,283
Tahoe Public Art Program	D-4	10/30/2016	\$160,000	\$134,152	\$75,000
Lake Tahoe Water Interactive	D-5	9/30/2016	\$65,000	\$5,560	\$5,560
Speedboat Beach Access MP	E-4	6/30/2016	\$50,000	\$50,000	\$50,000
Tahoe City Ice Rink	F-2*	12/31/2016	\$300,000	\$300,000	\$300,000
Community House	G-2	6/30/2016	\$400,000	\$400,000	\$400,000
Fanny Bridge Hwy SR 89 Match	G-4	9/30/2018	\$1,490,000	\$993,334	
King's Beach Pier Concept Plan	G-9	6/30/2017	\$25,000	\$25,000	\$25,000
King's Beach Boardwalk & Gateway Plan	G-13	6/30/2016	\$150,000	\$96,059	\$75,000
Tahoe City Parking Project Plan	G-16	6/30/2016	\$85,000	\$5,560	\$5,560
Tahoe City Mobility Improvement Plan	G-15	6/30/2016	\$85,000	\$70,666	\$70,666
Tahoe City Mobility Improvements Env. Doc	G-15-A*	9/30/2017	\$300,000	\$300,000	\$150,000
Signage-Mile Markers (Maint)	H-1	On going	\$25,000	\$12,245	
Tahoe Pedestrian Safety (Maint)	H-2	On going	\$18,000	\$4,618	\$4,618
Tahoe City Winter Trail Snow(Maint)	H-3*	Need Approve	\$90,000		\$90,000
Squaw Valley Winter Trail Snow Removal (Maint.)	H-5*	Need Approve	\$70,000		\$70,000
Regional Transit System Brand	J-2	9/30/2016	\$100,000	\$47,784	\$47,484
TART Bus Shelter	J-4*	10/31/2016	\$65,000	\$65,000	\$65,000

Approved Projects Totals:

\$8,408,157 \$6,376,367 \$3,642,636

*Projects to be Started During 16-17