



**north lake tahoe**  
Chamber | CVB | Resort Association

July 17, 2017

**July 17, 2017 Board Packet Addendum 1 (Rev. 7/15/17)**

**Subject: Discussion and possible approval of the Placer County Proposed Contract, Proposed Scope of Work and Proposed Budget for August 2017 through January 2018 (MOTION)**

**From:** Executive Committee, NLTRA Board of Directors

**Executive Committee Recommendation:**

- That after discussion, the NLTRA Board considers approval of the six-month Placer County/NLTRA Contract Agreement with Attachments for the period of August 1, 2017 through January 31, 2018. Board Chairman Adam Wilson will present this item.

**Attachments to be Considered Include:**

- The Contract Agreement (Attached)
- Attachment A—Scope of Work (Attached)
- Attachment A 2—Marketing Budget ( Sending NLTRA Draft)
- Attachment B—Payment Schedule (Will be sent separately or brought to Board Meeting)
- Attachment C—NLTRA Budget (Sending NLTRA Draft)
- Attachment E—Reporting Matrix Schedule (Attached)

**Per suggested direction from Placer County CEO, we are now transmitting the drafts of Attachment A-2 and Attachment C information as previously sent to the County for their final preparation of those attachments, as well as Attachment B—the Payment Schedule, also needing County preparation. The County will discuss further and have additional input at Monday's Special Board Meeting.**

**ATTACHMENT A-2**

**August - January FY 2017-18 LAKE TAHOE TOURISM MARKETING BUDGET**

7/13/2017

<b>NLTRA Budget Income</b>	<b>Marketing</b>	<b>Conference</b>	<b>Visitor Info</b>	<b>TOTALS</b>	<b>FY 2017/18 Annual NLT Marketing Coop Budget</b>
Placer County TOT Revenue	\$1,417,174	\$ 146,902	\$ 164,186	\$1,728,262	Revenue Sources
Other revenue				\$0	NLTRA
<b>Total revenue</b>	<b>\$1,417,174</b>	<b>\$146,902</b>	<b>\$ 164,186</b>	<b>\$1,728,262</b>	IVCBVB
					<b>TOTAL</b>
					<b>\$2,341,821</b>
<b>NON PROGRAM EXPENSES</b>					
Personnel/Overhead Cap - Direct Costs				\$415,611	<b>COOPERATIVE DIRECT EXPENSES</b>
G+A Cap - Indirect Costs				\$382,795	Public Relations/Social Media
				<b>\$798,406</b>	Leisure Sales
<b>PROGRAM EXPENSES</b>					Conference Sales
Research and Planning	\$5,000			\$5,000	Website Content Management
Marketing Cooperative/Media	\$729,356	\$55,000		\$784,356	Website Maintenance
Community Marketing Programs (Grant Fundin	\$50,000			\$50,000	Consumer Marketing
<b>SUBTOTAL</b>	<b>\$784,356</b>	<b>\$55,000</b>	<b>\$0</b>	<b>\$839,356</b>	
<b>SPECIAL EVENTS (See list below)</b>	<b>\$43,000</b>				<b>COOPERATIVE PROGRAM EXPENSE</b>
<b>SUBTOTAL</b>	<b>\$43,000</b>			<b>\$43,000</b>	Region Cooperative Opportunity
<b>OTHER PROGRAMS</b>					Regional Air Service Committee
Cross Country/Nordic	\$10,000				DestiMetrics
BACC Campaign Funding	\$37,500				CRM Subscription
<b>SUBTOTAL</b>	<b>\$47,500</b>			<b>\$47,500</b>	VisitingLakeTahoe.com
<b>TOTAL</b>	<b>\$874,856</b>	<b>\$874,856</b>	<b>\$874,856</b>	<b>\$1,728,262</b>	Opportunistic/Content Campaigns
<b>Special Events Breakdown</b>					Fulfillment
Wanderlust	4000				Misc
Winter Wondergrass	15400				Coop Event Sponsorship
Spartan	4000				
Autumn Food and Wine	7000				<b>TOTAL</b>
New Event Development	12600				<b>\$2,341,821</b>
<b>Total</b>	<b>43000</b>				

NOTE: Actual expenditures may be different based on market conditions, opportunity analysis, or following Committee and Board action

NLTRA									
Pro-Forma Aug '17 thru Jan '18	Aug '17 thru Jan '18								
	Marketing	Trans.	Infra.	Total					
Personnel/Overhead Cap - Direct Costs	\$415,611	\$6,659	\$16,616	\$438,886					
G & A Cap - Indirect Costs	382,795	9,445	16,513	408,753					
Research and Planning	5,000			5,000					
Direct Marketing Programs (Coop)	784,356			784,356					
Special Event Funding	43,000			43,000					
Community Marketing Fund (Event Grants)	50,000			50,000					
BACC Funding	37,500			37,500					
Other Marketing Programs	\$10,000			\$10,000					
<b>Subtotal - Resort Assoc Contract</b>	<b>\$1,728,262</b>	<b>\$16,104</b>	<b>\$33,130</b>	<b>\$1,777,496</b>					