

SIXTH AMENDMENT TO AGREEMENT BETWEEN THE COUNTY OF PLACER AND THE NORTH LAKE TAHOE RESORT ASSOCIATION

CONTRACT NUMBER 13452-E – Tourism, Transportation and Infrastructure

ADMINISTERING AGENCY: County Executive Office – Placer County

DESCRIPTION: Sixth Amendment to the Agreement between the County of Placer hereafter referred to as “COUNTY” and the North Lake Tahoe Resort Association, hereafter referred to as “RESORT ASSOCIATION”.

WHEREAS, on July 22, 2014, the COUNTY entered into a two year contract with the RESORT ASSOCIATION to promote tourism and to provide guidance on transportation and infrastructure project expenditures; and,

WHEREAS, the COUNTY and the RESORT ASSOCIATION executed a Fourth Amendment and Restatement of the Agreement on June 21, 2016 extending the prior contract for an additional fiscal year; and,

WHEREAS, on October 25, 2016, the COUNTY and the RESORT ASSOCIATION entered into a Fifth Amendment to the Agreement describing the compensation and services for the fiscal year 2016-17, and including the fund balance amount from fiscal year 2015-16; and,

WHEREAS, the parties desire to further amend the contract with a Sixth Amendment for additional compensation and services to be provided in the 2016-17 fiscal year;

NOW, THEREFORE, IT IS MUTUALLY AGREED by and between the parties as follows:

1. That paragraph under Section 5, paragraph A-1 of the original contract, shall be amended in that the contract ceiling shall be \$7,887,485 rather than \$7,875,114, an increase of \$12,371. Total compensation paid to the RESORT ASSOCIATION shall be \$3,788,356 rather than \$3,775,985. Said paragraph shall reads as follows:
2. Maximum Limit. The FY 2016-17 COUNTY Lake Tahoe Tourism and Promotions budget includes an increase of \$12,371 from the RESORT ASSOCIATION marketing reserve fund adjustment, for a contract total of \$7,887,485. The adjusted marketing reserve funds will be allocated to the Marketing Account per Attachment A-2 FY 2016-17 Tourism Marketing Program Budget Amendment #1. The RESORT ASSOCIATION’S total FY 2016-17 compensation is \$3,788,356, as set forth in Attachment C – FY 2016-17 Lake Tahoe Transient Occupancy Tax Budget Amendment #2.

Except as specified above, all of the remaining terms and conditions of said contract shall remain and continue in full force and effect.

**COUNTY OF PLACER, "COUNTY"**

By: \_\_\_\_\_  
Robert Weygandt  
Chair, Board of Supervisors

Date: \_\_\_\_\_

Approved as to Form:

By: \_\_\_\_\_  
County Counsel

Date: \_\_\_\_\_

**NORTH LAKE TAHOE RESORT ASSOCIATION,**

By: \_\_\_\_\_  
Adam Wilson, Chairman, Board of Directors  
North Lake Tahoe Resort Association

Date: \_\_\_\_\_

List of Attachments:

- A-2 – FY 2016-17 Tourism Marketing Program Budget Amendment #1
- C – FY 2016-17 Lake Tahoe Transient Occupancy Tax Budget Amendment #2
- F – Marketing Reserve Policy

**ATTACHMENT A-2**  
**FY 2016-17 LAKE TAHOE TOURISM MARKETING BUDGET**  
**Updated 12/15/2016**

<b>NLTRA Budget Income</b>	<b>Marketing</b>	<b>Conference</b>	<b>Visitor Info</b>	<b>TOTALS</b>	<b>North Lake Tahoe Marketing Cooperative Budget</b>
Placer County TOT Revenue	\$2,625,682	\$ 363,600	\$ 299,923	\$ 3,289,205	Revenue Sources
Reserve recalculation allocation	\$12,371			\$ 12,371	NLTRA \$ 1,277,371
Other revenue		\$ 135,000	\$ 75,000	\$ 210,000	IVCBVB \$ 735,000
<b>Total revenue</b>	<b>\$ 2,638,053</b>	<b>\$ 498,600</b>	<b>\$ 374,923</b>	<b>\$ 3,511,576</b>	<b>TOTAL \$ 2,012,371</b>
<b>NON PROGRAM EXPENSES</b>					
Personnel/Overhead Cap - Direct Costs				\$ 848,478	
G+A Cap - Indirect Costs				\$ 553,727	
				\$ 1,402,205	
<b>PROGRAM EXPENSES</b>					<b>COOPERATIVE DIRECT EXPENSES</b>
Training Video Series	\$ 15,000		\$ 5,000	\$ 20,000	Public Relations/Social Media \$ 160,371
Sales CRM / CMS	\$ 21,000			\$ 21,000	Leisure Sales \$ 177,500
Community Marketing Programs	\$ 80,000			\$ 80,000	Conference Sales \$ 217,000
Marketing Cooperative/Media	\$ 1,167,371	\$ 110,000		\$ 1,277,371	Website Content Management \$ 47,000
Collateral Programs				\$ 5,000	Consumer Marketing \$ 1,022,600
Conference NTPUD/Event Center			\$ 5,000	\$ 5,000	
Research & Planning	\$ 10,000			\$ 10,000	
<b>SUBTOTAL \$</b>	<b>\$ 1,293,371</b>	<b>\$ 118,000</b>	<b>\$ 10,000</b>	<b>\$ 1,421,371</b>	<b>COOPERATIVE PROGRAM EXPENSE</b>
<b>SPECIAL EVENTS - Breakdown attached</b>					Sierra Ski Marketing Council \$ 80,000
<b>SUBTOTAL \$</b>	<b>\$ 524,000</b>			<b>\$ 524,000</b>	Regional Air Service Committee \$ 100,000
<b>OTHER PROGRAMS</b>					Research \$ 75,000
Transportation Marketing	\$ 48,000			\$ 48,000	DestiMetrics \$ 29,900
Cross Country/Nordic	\$ 6,000			\$ 6,000	CRM/CMS Upgrade \$ 10,000
High Notes	\$ 20,000			\$ 20,000	VisitingLakeTahoe.com \$ 36,000
Bike Tahoe	\$ 4,000			\$ 4,000	Photography/Video \$ 25,000
Performance Review	\$ 6,000			\$ 6,000	Fulfillment \$ 10,000
BACC Product Campaigns	\$ 80,000			\$ 80,000	Website Maintenance \$ 10,000
<b>SUBTOTAL</b>	<b>\$ 164,000</b>			<b>\$ 164,000</b>	Email Marketing \$ 12,000
<b>TOTAL</b>	<b>\$ 1,981,371</b>	<b>\$ 236,000</b>	<b>\$ 20,000</b>	<b>\$ 3,511,576</b>	<b>TOTAL \$ 2,012,371</b>

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

**ATTACHMENT A-3**  
**FY 2016-17 LAKE TAHOE TOURISM MARKETING BUDGET**  
**DRAFT 4/26/2016**

<b>SPECIAL EVENTS BREAKDOWN</b>	
Spartan World Championship	\$ 210,000
Tough Mudder	\$ 50,000
WinterWonderGrass Sponsorship	\$ 15,000
Autumn Food & Wine + Sponsorship	\$ 30,000
Amgen Tour of California Sponsorship	\$ 27,000
Human Powered Sports Series	\$ 25,000
Sky Run Sponsorship	\$ 10,000
Tahoe Summit La Cross Sponsorship	\$ 5,000
July 4th Sponsorship	\$ 40,000
Event Development Opportunities*	\$ 112,000
<b>Sub total</b>	<b>\$ 524,000</b>

\*Tentative / Pending Special Events / tab 2