

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

**AGENDA AND MEETING NOTICE  
MARKETING COMMITTEE  
Tuesday, November 23  
TAHOE CITY PUBLIC UTILITIY DISTRICT OFFICE**

**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:

*Deb Darby-Dudley,  
Chair  
Ron Parson  
Deanna Gescheider*

Committee

Members:  
*Steven Holt  
Christine Horvath  
Julie Maurer  
John Monson  
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 – October 28<sup>th</sup>, 2010 (3 min)
- E. Presentation on Placer Lake Tahoe Film Office – Beverly Lewis, Executive Director (20 min)
- F. Presentation on Revised [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com) Website – Mike Williams (20 min)
- G. Discussion and Possible Action on Small Lodging Marketing Effort – Andy Chapman/Agencies (15 min)
- H. Discussion and Direction on San Diego Winter Effort – Andy Chapman/Agencies (15 min)
- I. Discussion on Marketing Committee Lay Member Appointment Process– Andy Chapman (10 min)
- J. Discussion and Possible Action to Cancel December Marketing Committee Meeting– Andy Chapman (5 min)
- K. Departmental Reports
  - o Advertising
  - o Conference Sales

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

L. Committee Member Comments (*5 minutes*)

M. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))

- October MTRiP Report
- September Reno Tahoe Airport Report
- October Search Engine Optimization Report
- October Web/GeoTracking Report
- October Lodging Referral Report
- Quarterly Report and Six Month Performance Measurement
- Conference Activity Report

Posted and Emailed



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**MARKETING COMMITTEE MEETING MINUTES**  
October 28, 2010 – 9 am

**NORTH TAHOE EVENT CENTER**

PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Deb Dudley, Bret Williams, Becky Moore, Ron Parson, Christine Horvath, Deanna Gescheider and Alex Mourelatos

**RESORT ASSOCIATION STAFF:** Andy Chapman, Jeremy Jacobson, Jason Neary, Kym Fabel and Emily Sullivan

**OTHERS IN ATTENDANCE:** Pettit Gilwee, Mike Gelbman, Carl Ribaud, Cheri Sprenger, Alanna Crete and Cathy Davis

**I. MEETING OF THE MARKETING COMMITTEE**

**1.0 CALL TO ORDER – ESTABLISH QUORUM**

1.1 The Marketing Committee meeting was called to order at 9:05am by Chair Deb Dudley and a quorum was established.

**2.0 PUBLIC FORUM**

2.1 Andy introduced Mike Gelbman to the Marketing Committee. Mike is the North Shore Advertising Director for the Sierra Sun and will be replacing Ryan Slabaugh on the Chamber of Commerce Advisory Committee.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

3.1 **M/S/C (Parson/Williams) (7/0) to approve the Marketing Committee agenda as presented**

**4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON OCTOBER 26, 2010**

4.1 Ron would like to make an amendment to the minutes from September 28<sup>th</sup>. He would like to amend motion 10.2 to read 'Lodging Committee' not 'Sub-Committee'

Revised: M/S/C (Parson/Williams) (10/0) with the knowledge that it is a 'Lodging Committee' and the recommendation of the addition of another large lodging representative

4.2 **M/S/C (Parson/Williams) (7/0) to approve the Marketing Committee minutes from September 28, 2010 minutes with the amendment of the motion 10.2 changing 'Sub Committee' to 'Committee'**

**5.0 PRESENTATION ON SKI LAKE TAHOE/SIERRA SKI MARKETING COUNCIL EFFORTS-CARL RIBAUDO**

5.1 Carl Ribaud is here to present the continued and new efforts of the Ski Lake Tahoe/Sierra Ski Marketing Council. The Ski Lake Tahoe/Sierra Ski Marketing Council has worked diligently over the years creating national and international marketing for the Lake Tahoe skiing industry. Carl stated they have multiple ways they advertise Lake Tahoe. Now they are looking to change course and make a pronounced shift into the interactive world. They are focused on a new website targeting the Southern California market and will be producing more online media. He would like to invite the Committee to explore the new website and he welcomes any feedback. He said in the first month the new website's visits were up 8 to 10% without conducting marketing. He said there is new technology in place that produces data on visitors on the site. Carl stated that Ski Lake Tahoe still supports other opportunities such as Southwest promotions and trade shows but the focus has been shifted into the website. Andy asked Carl if he could give the Committee some information about their international efforts. Carl replied that they are still sponsoring Warren Miller's *Black Diamond Film Tour* in the UK and Ireland. He said they are looking at taking that model and duplicating it in Australia. Carl stated their efforts are for the good of the region and in a changing world he believes this destination can work together cooperatively. He thanked the NLTRA for their continuing support. Andy stated that the NLTRA funds the Ski Lake Tahoe/Sierra Ski Marketing Council to promote Lake Tahoe as destination to compete against Utah, Colorado and Mammoth. Ron said he has noticed the addition of cross country skiing in Ski Lake Tahoe/Sierra's marketing and asked if they plan to increase their efforts marketing cross country. Carl replied that their focus is alpine skiing at this time but they may increase marketing efforts concerning cross country skiing in the future.

## 6.0 DISCUSSION AND COMMITTEE DIRECTION ON NLTRA SPECIAL EVENT POLICY

6.1 Alex Mourelatos is here to present the policy for the NLTRA in regards to Special Events. Alex stated that there has been an ongoing discussion in the Marketing and Chamber of Commerce Advisory Committees regarding the role of the NLTRA/Chamber play in events. He gave a presentation to the Committee concerning the strike zones (off season). He said that the strike zones are designated as the two first weeks in January, the last two weeks of August and fall. Events in the strike zones will generate more tourism and TOT dollars during a time where tourism is normally down. Examples would include Autumn Food and Wine and the Paddle Board Series, of which both bring people to the area during the strike zones. Ron said this is a way to rebrand the NLTRA/Chamber in conjunction with events and also push current projects to completion (an example would be the Amgen Tour of California and finishing the bike paths). Alex stated the NLTRA Event Marketing Resources are the following; Performance Marketing (measuring the success of events), Marquee Support (provide money and resources to an existing event), Brand Development Marquee AND Brand (bid on an event and win then develop a future plan, also marketing local events in line with large events), Sponsorship (money given to 'mature' events gaining benefits of the event exposure), Marketing Funds (funds given to support marketing efforts/using our marketing funds to market an event), In kind services (example would be a media buy, event guidance or PR efforts). Alex explained that key events and the acquisition of new events will be focused on in this policy. The Committee discussed the Community Marketing Grant Program and how it distributes funds to grantees that apply for the grant. Brett asked if the Chamber Advisory Committee looks at the strike zones when going over the grant applications. Alex replied and said last year they constructed a grant score sheet for grant funding to ensure that grantees meet all of the grant criteria. Becky asked where funds would come from to allow the NLTRA to sponsor events. Andy replied that there are funds available to sponsor events; specifically carryover funds, that the Committee set aside for sponsorships or

other opportunities in the amount of \$50,000. Brett asked if this policy states the NLTRA should not be producing events. Andy replied yes and conversations concerning producing AFW have been going on for the last year. He said the NLTRA's role will now move to sponsorship or program development in relation to AFW. Christine asked if the amount of Judy's time spent on Autumn Food and Wine will make it difficult for her to focus on new events. Andy replied that the NLTRA will be involved with Autumn Food and Wine but is looking at not being the producers of the event in the future. Carl Ribaud stated he likes the way Alex's broke down the event process. He said he normally doesn't recommend event producers to go to visitor bureaus for funding but one way the NLTRA could assist event producers is by describing in detail the in-kind services they offer. Another important way the NLTRA could assist small events is by branding the community (example would be making this a bike destination for Amgen). Deanna stated that she has reviewed the RSCVA's special event policy in detail and their Special Event Manager would be willing to go over their policies with NLTRA staff. She would like to encourage the NLTRA to look at the RSCVA's process already in place. She suggested this policy be approved at this time but it needs to be taken one step further. Ron agreed with Deanna, and said this is not a complete plan but a good starting ground. Brett thinks the Committee needs to look at funds available and come up with a set plan in the distributions of funds instead of giving funds to a lot of little events.

**6.2 M/S/C (Parson/Williams) (8/0) to approve the NLTRA Special Event Policy as presented**

**7.0 DISCUSSION AND POSSIBLE ACTION ON NORTH LAKE TAHOE SPONSORSHIP PROPOSAL FOR 2010 SNOWFEST**

7.1 Andy reported that this was a discussion at the Board Meeting last month. In the past SnowFest has always asked the NLTRA for financial support after they lost major sponsorship funding 7 years ago. Andy asked Ruth to put together a Sponsorship proposal so the NLTRA could become an official SnowFest sponsor. Andy reviewed the SnowFest Sponsorship proposal in the packet. He suggested moving forward with the sponsorship by giving SnowFest \$10,000 in cash and minimally \$15,000 in in-kind services. Andy stated there are funds available to help this event that is important to our community. Deb believes that SnowFest needs help putting together lodging packages and assistance coming up with long-term funding opportunities to sustain SnowFest. Andy said the goal is for Ruth to continue producing the event and the NLTRA will assist in marketing SnowFest. Becky believes the event needs to evolve. Christine wanted to ensure that the funds are spent appropriately on marketing if SnowFest receives \$10,000 and \$15,000 or more in-kind services. Kym asked if the NLTRA provides SnowFest with sponsorship funds will future funds donated in the future decrease over time. Andy replied yes and SnowFest will be viewed as a new event at this time. Brett stated that the Committee needs to evaluate SnowFest to ensure that it is successful, and he questioned staff's role to ensure that it will succeed. Andy replied that staff is going to provide more input and interact with Ruth to ensure the success of SnowFest. Ron is concerned that Snowfest doesn't produce Heads on Beds and he would like the Committee to come up with a plan to increase TOT funds. Deb replied that SnowFest does not only produces TOT funds it also produces beneficial media coverage. Becky asked if staff plans to create lodging packages and 'Cool Deals' specifically for SnowFest. Andy replied absolutely. Cheri stated that SnowFest is considered a non-profit and does not produce the events, they just market the festival as a whole and different businesses in the community come up with the events. She said that they are looking for new events and looking to the community to produce new events. Cherie stated that SnowFest has conducted studies in the past that prove it creates TOT funds for Placer County and locals spend more

money during SnowFest as well. She said they are looking for feedback from the community and the NLTRA for new event ideas. SnowFest is a 10 day festival in March and she believes this is the first step in the right direction. Deb stated that the Committee always relies on event producers to measure their own events and then don't always believe the results. She suggests the NLTRA conduct the studies to measure the success of each event. Brett asked if Ruth would be open to suggestions and direction from the NLTRA. Andy replied that Ruth is very interested in working with the NLTRA. Alex asked if the SnowFest board would be open to hiring an outside consultant to look at making SnowFest more successful. Cheri replied that yes they would be open to the idea.

- 7.2 M/S/C (Parson/Dudley) (8/0) to recommend to the NLTRA Board up to \$25k in cash and in-kind services, with the consideration of hiring a consultant to review the event, and that NLTRA, with the event producers' assistance, is responsible for measuring SnowFest's results**

## **8.0 UPDATE ON AMGEN TOUR OF CALIFORNIA 2010**

- 8.1 Andy reported they have created The Amgen Tour of California Lake Tahoe Local Organizing Committee that meets on the 2<sup>nd</sup> and 4<sup>th</sup> Wednesday of every month. On November 9<sup>th</sup> there will be a Host City meeting in Los Angeles. Amgen staff will be coming to Tahoe next week for a site visit (set dates are not exact). Andy reported that staff is working with Placer County and the TRPA to obtain the necessary permits for the Amgen Tour. Staff has created a video for the bid and it can be viewed at [amgentourofcalifornia.com](http://amgentourofcalifornia.com)

## **9.0 AUTUMN FOOD AND WINE PRELIMINARY REVIEW OF PROGRAM RESULTS**

- 9.1 Andy gave the Committee a brief overview of the results from the Autumn Food and Wine Festival. He stated that total ticket attendance was down 5.6%. Two cooking seminars were cancelled on Saturday due to preliminary ticket sales being down on the Monday prior to the event, even though a lot of tickets are sold on the weekend of the event. Wine tasting tickets and revenue on Saturday were up 1.5%. Andy reported that they added beer tasting this year. Sunday's ticket sales were up 4.5% and total guest overnight stays are still being measured. Andy said that Sponsor and Vendor fees were up 3% and the live and silent auctions were up 5% profit. The total revenue is up 6% and expenses are down 2%. Total expenses equaled \$74,258 and total recoup equaled \$79,657. The total estimated revenue for the event is \$5,309 (Estimate pending final numbers). Andy stated that the non-profit affiliated with the event, The Community Fund of North Lake Tahoe will receive a portion of this profit. Pettit said that the media results are about the same as last year. She said the PR alone noting that North Lake Tahoe is a place for food and wine is invaluable. The full report and written documents will be completed and distributed to the Committee in the near future. Ron said he likes the food and wine concept and people up here tend to spend money on special dining experiences. He asked the Committee if they should adopt food and wine in the fall as a branding opportunity. Pettit said she changed her date for 'Restaurant Week' to the same week as 'The Wine Walk and Shop' and she thinks fall is a great time to market food and wine. Alex talked about Squaw Valley's Oktoberfest. He said they could brand Lake Tahoe as a 'Month Long Celebration of Food, Wine and Beer Celebrations.' Brett believes that taking an event and turning it into a festival is a good idea in the fall strike zone to increase TOT funds. Jeremy stated our location and this strike zone are a part of a bigger picture (Northern California) and this is a great idea to market. Cathy believes marketing food and wine in the fall is a good idea as a marketing segment but maybe not as a core message. Alex would like to add an agenda item to the next meeting concerning branding

fall as 'Lake Tahoe's Food and Wine Destination.' Deb would like to address it after staff finds out what is going to happen with Autumn Food and Wine.

**10.0 DEPARTMENTAL REPORTS- The following reports were posted on [www.nltra.org](http://www.nltra.org)**

**10.1 Advertising**-Cathy gave a report on media for October and November on Print, Internet and Outdoor. She said that the micro-site for Amgen is up and running and they will be adding a 'Cool Deals' page on the site. They are working hard on the website revamp and will be rolling out new features in the near future.

**10.2 Conference Sales**-Jason reported on the Conference Sales. He said they are working on a media buy promotion where they will fly meeting planners here to market our area. He said it's a good way to educate hundreds of meeting planners who bring large groups to the Reno/Tahoe area. Jason is very excited about the promotion. Andy would like to add an agenda item concerning this program. Jason then reviewed the Conference Performance Document with the Committee.

Note: We need to get the Conference Performance Document in the Marketing packet.

**10.3 Leisure Sales**-Jeremy reported on Leisure Sales.

**10.4 Public Relations**-Pettit reported that we are on the cover on Endless Vacation Magazine which is a wonderful piece of PR.

**11.0 COMMITTEE MEMBER COMMENTS**

13.1 None at this time

**12.0 STANDING REPORTS**

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

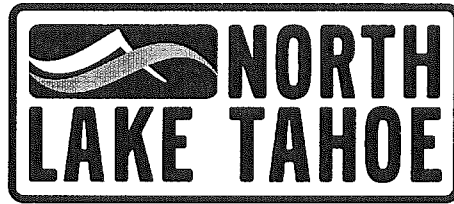
- SEPTEMBER MTRiP REPORT
- AUGUST RENO TAHOE AIRPORT REPORT
- SEPTEMBER SEARCH ENGINE OPTIMIZATION REPORT
- SEPTEMBER WEB/GEO TRACKING REPORT
- SEPTEMBER LODGING REFERRAL REPORT
- FY 2009/10 JULY FINANCIAL REPORT
- FY 2010/11 AUGUST FINANCIAL REPORT

**13.0 ADJOURNMENT**

13.1 The Marketing Committee meeting adjourned at 11:55 pm.

Submitted By:

Emily Sullivan, Programs Assistant  
North Lake Tahoe Resort Association



North Lake Tahoe Resort Association  
November 23<sup>rd</sup>, 2010

BACKGROUND

As the committee is aware, staff has been working with representatives from the small lodging industry to develop a more consistent marketing effort for the small lodges within North Lake Tahoe. Additionally, the NLTRA Board of Directors has approved the creation of a new Lodging Committee which the Board will appoint at its December Meeting.

At the September meeting, staff presented a draft plan which focused marketing resources on the small lodging product throughout North Lake Tahoe. After discussion, the committee's recommendation was to proceed with the creation of the lodging committee and to then bring back the discussion on the marketing and promotion effort for the small lodging segment.

SITUATION

Staff will present its Small Lodging plan to the committee for review, discussion and direction.





North Lake Tahoe Resort Association  
November 23<sup>rd</sup> 2010

BACKGROUND

As the committee is aware, the North Lake Tahoe Marketing Cooperative has been working with the North Lake Tahoe ski resort to develop a North Lake Tahoe Winter Ski coop. For the second year in a row, this coop will target the San Diego market during late December through mid February. Staff, agencies and resort partners have worked to develop a plan that will continue to promote the North Lake Tahoe region to the San Diego visitors. Again this year, the Buy 2 Get 1 Free Ski Tahoe North Lift Ticket, as well as various Buy 2 Get 1 Free Lodging will be utilized as the offer in this campaign. Staff once again attended the SnowJam Ski and Board Show in San Diego earlier this month to support this campaign.

ACTION REQUESTED

Staff and agencies will provide an update on the North Lake Tahoe Winter Ski Coop including a review of the creative and media plan.

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## North Lake Tahoe Winter Ski Coop 2010 Planning Outline

### Overview

The North Lake Tahoe Marketing Cooperative will join forces with the North Lake Tahoe ski resorts to bring the destination message to the San Diego market during the 2010-11 Winter season. This will be year two of a potential 3-year coop.

The advertising will promote and educate the San Diego audience as to what North Lake Tahoe offers as a winter destination. Last season, the call to action was a stay and/or ski 2 days and get one free deal which was available through all North Lake Tahoe ski resorts and participating lodging partners.

The advertising will be supplemented by public relations and leisure sales activities in the market.

<b>SOURCE OF BUDGET</b>	<b>2009-2010</b>	<b>2010-2011 Est.</b>
Squaw:	\$10,000	\$10,000
Northstar:	\$10,000	\$10,000
Alpine/Homewood:	\$7,500	\$7,500
Sugar Bowl	\$5,000	\$3,000 (no radio)
Diamond Peak	\$5,000	\$3,000 (no radio)
North Tahoe Express:	\$1,500	\$1,500
NCOT	\$5,000	\$5,000
Lodging:	\$9,000	\$9,000
NLT Marketing Coop:	<u>\$69,533</u>	<u>\$60,000</u>
<b>Total:</b>	<b>\$127,533</b>	<b>\$109,000</b>

Market:	San Diego DMA
Adults 18+:	2,311,400
Demographics	
Adults 30-59 HHI\$100k+	15.65%
Visit Lake Tahoe Past 12 Months	3.38%
Ski or Snowboard Past 12 Months	6.08%

Source: Scarborough 2010

Campaign Timeline: First 2 weeks in December (12/06-12/19)  
 First 2 weeks in January (1/03-1/16)  
 \*we will try to get the free week of radio the week of 12/27 as well

Media Mix: Print, Radio, Internet, Wall Mural and Direct Response

Budget:	<u>2009-2010</u>	<u>Estimated 2010-2011</u>
Media:	\$72,336	\$80,000
Insert Printing:	\$25,731	\$25,000
Production:	\$23,550	\$18,000
SD Ski Show	<u>\$2,000</u>	<u>\$2,000</u>
<b>Total</b>	<b>\$123,617</b>	<b>\$125,000</b>

### Potential Media

Print

San Diego Magazine

San Diego Reader

Possible Creative: spread, insert, ad with creative detail for maximum impact

Radio

Weeks of 12/06, 12/13, 1/03 and 1/20 (possibly week of 12/27 free)

Stations from last year– KBZT, KMYI, KIOZ, XHRM, XTRA

Internet

SanDiego.com email blast

SignonSanDiego.com email blast

San Diego Reader email blast

San Diego Magazine email blast

WeatherUnderground.com banner buy

Accuweather.com banner buy

Southwest.com email confirmation buy

Facebook

Google Site Select

Paid Search: Google & Yahoo/Bing

Other Media

Westfield Mission Valley Mall outside of Sport Chalet

Dates: 11/15/10-1/31/11 (confirming availability)

San Diego Airport Partnership with SanDiego.com

Sponsorship & Giveaway at San Diego Magazine January event

**North Lake Tahoe Winter Ski Coop  
Detailed Plan**

Market: San Diego DMA  
 Adults 18+: 2,311,400  
 Demographics  
     Adults 30-59 HHI\$100k+ 15.65%  
     Visit Lake Tahoe Past 12 Months 3.38%  
     Ski or Snowboard Past 12 Months 6.08%  
 Source: Scarborough 2010

Campaign Timeline: December – January (some media may run into February)

**I. PRINT**

**A. SAN DIEGO MAGAZINE**

Covers the issues that directly impact the lives of every San Diegan. It is a guide to events, the arts, literature, culture, living, travel, dining and the political scene.

Circulation: 46,995 (ABC Audit; 93.2% paid)  
 Frequency: Monthly  
 Format: Standard Magazine  
 Demographics: 59.2% Female  
                   40.8% Male  
                   Adults 30-59 HHI\$100k+: Horz Vert. Market Index  
                   Visited Lake Tahoe Past 12 months 37% 11.3% 208  
                   Ski or Snowboard Past 12 months 7.6% 9.7% 178  
                   Ski or Snowboard Past 12 months 5.7% 5.0% 93

Display Advertising

Issue: December **(PLACED)**  
 Color: 4-Color  
 Rates: Two-Page Spread (1/2 advertorial)  
        **\$9,375**  
 Savings: 21%

**B. SAN DIEGO READER**

Circulation: 175,000 (Free)  
 Distribution: Retail locations & racks throughout the San Diego Metro Area  
                   (North to Oceanside, South to San Ysidro and East to El  
                   Cajon/Poway/Escondido)  
 Frequency: Weekly (Thursdays)  
 Format: Tabloid Magazine  
 Demographics: 52.6% Male  
                   47.4% Female  
                   Adults 30-59 HHI\$100k+: Horz Vert. Market Index  
                   Visited Lake Tahoe Past 12 months 21.7% 15.5% 122  
                   Ski or Snowboard Past 12 months 4.9% 14.7% 116  
                   Ski or Snowboard Past 12 months 4.8% 9.8% 78

Preprinted Inserts:

Date:  
 Quantity: 175,000  
 Size: 8 x 10.5, 1 fold, matte finish, 801b paper  
 Total cost: \$5,363

Added Value: E-newsletter to Promotions List of 2,200

**II. RADIO**

Target Market: Adults 25-54  
 Dates: Weeks of 12/06, 12/13, 1/03 and 1/20 (possibly week of 12/27 free)  
 Grps: 250  
 Budget: \$30,000  
 Estimated Reach: 52.5% Frequency: 4  
 Number of Stations: 4-5

Creative: There would be several :60 second spots produced with rotating tags specific to each resort. Each resort will receive at least 10 seconds for individual messaging. We will secure promotions with each station buy. They will want airline tickets so we may have to use some of the budget to purchase tickets if the station cannot secure them. We would like at least five 3-night stays with 3 days of skiing to use for promotions.

Stations bought last season: KBZT, KMYI, KIOZ, XHRM, XTRA

Station	Dial	Format	Core	Snow skiing or Snowboarding			Adult 30- 59 and HHI\$100,000+			Visit Lake Tahoe Past 12 Months		
				Vert %	Horz %	Index	Vert %	Horz%	Index	Vert %	Horz%	Index
Totals				100	5.26	100	100	14.88	100	100	3.27	100
KBZT-FM	94.9	Modern Rock	A18-49	26.81	10.96	208	18.76	21.69	146	23.1	5.86	179
KFMB FM	100.7	Adult Hits "Jack"	A25-49	31.21	8.23	156	39.82	29.7	200	22.31	3.65	112
KGB-FM	101.5	Classic Rock	M35-54	18.34	5.84	111	27.66	24.9	167	27.69	5.47	168
KHTS FM	93.3	CHR	A18-44	33.33	7.27	138	21.43	13.23	89	23.75	3.22	99
KIOZ-FM	105.3	Rock	M18-44	28.61	8.66	165	14.43	12.36	83	17.32	3.26	100
KMYI-FM	94.1	Hot AC	W25-54	31.7	6.45	123	39.38	22.67	152	24.28	3.07	94
KPRI FM	102.1	AAA	A35+	21.76	11.8	224	17.11	26.26	176	20.21	6.81	208
KSCF FM	103.7	Modern AC "Sofie"	W25-44	22.09	7.36	140	26.48	24.97	168	20.21	4.18	128
KYXY FM	96.5	Soft AC	W25+	34.07	6.96	132	33.19	19.18	129	25.85	3.28	100
XHRM-FM	92.5	Rhythmic Oldies "Magic"	W45-54	25.18	5.94	113	18.58	12.39	83	8.93	1.31	40
XMOR FM	98.9	Rhythmic CHR	P12-34	7.17	6.93	132	5.85	16	108	3.54	2.13	65
XTRA-FM	91.1	Modern Rock	A18-49	29.18	9.85	187	24.58	23.46	158	19.42	4.07	125

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**III. INTERNET**

**SANDIEGO.COM**

Sandiego.com features travel guides, hotels, events, coupons, shopping, and news related to the San Diego, California area.

Website Statistics:

300,000 Average Monthly Visitors

4,500,000 Average Monthly Page Views

Demographics:

54% Female

30% Age 18-34

37% Age 35-49.

25% Age 50+

32% HHI \$100k+

52% locals/48% visitors

Integrated Online Campaign

Banner Placements on Home Page, Travel Page & Getaways Page

Date: 12/1-1/31

Creative: 728x90 & 300x250

Guaranteed Impressions: 200,000

2 Email Blasts to database of 27,000

Date: 12/8 & 1/6

Creative: HTML/Text email

8 posts on Facebook (64,000 fans) & Twitter Pages (2,000 followers). Promoting North Lake Tahoe as a great winter destination with a link out to the NLT site.

Contest on SanDiego.com page featured on SanDiego.com (homepage & contest page) & Facebook.com. North Lake Tahoe will receive database from entries. Package will be 3 nights lodging and lift tickets.

**Cost: \$3,000**

Value: \$6,338

**DATA DYNAMIX.COM (HANDLED THROUGH THE LA NEWSPAPER GROUP)**

Purchased email list.

Targets:

SD DMA

Skiers or Snowboarders

HHI of \$100k+

Stand Alone Email Blast

Date: 12/8

Database: 50,000

Creative: HTML

**Cost: \$1,750**

H-5

**FACEBOOK.COM**

Targeting Adults 25-49 within 50 mile radius of San Diego

Keywords: Ski, Snowboard

Cost Per Click Buy

Time Period: 12/1-12/15 & 1/1-1/31

Note: Will run when it snows during this time period.

**Cost: \$1,500**

**GOOGLE SITE SELECT**

Dates: 12/1-12/15 & 1/1-1/31

Note: Will run when it snows during this time period.

Sites:

SignonSanDiego.com

SkiTown.com

EpicSki.com

Skicentral.com

Skiing.about.com

Firsttracksonline.com

Accuweather.com

WeatherUnderground.com

**Cost: \$2,250**

**IV. SPECIALTY MEDIA**

**WALL MURAL**

Westfield Mission Valley Mall outside of Sport Chalet

Dates: 11/15/10-2/28/11

**Cost: \$10,000 – placed**

Note: Receiving the month of February at no cost.

H-6

**North Lake Tahoe Ski Coop**  
**Market: San Diego**  
**November 12, 2010**

Media	December	January	February	Total
<b>I. Print</b>				
<b>San Diego Magazine</b> Circulation: 46,995 (paid) Monthly Ad Size: 2 page spread (1/2 advertorial)	Drops 11/24 \$9,375			1x \$9,375
<b>San Diego Reader TAB</b> Copies: 175,000 (free) Weekly (Thursdays) Ad Size: Preprinted Insert		1/6 \$5,363		1x \$5,363
<b>Total Print</b>	\$9,375	\$5,363		\$14,738
<b>III. Radio</b>				
<b>5 stations, KBZT, KMYI, KIOZ, XHRM, XTRA</b> Adults 25-54 Grps: 366 Estimated Reach: 50% Frequency: 6	12/6, 12/13 \$15,000	1/3, 1/20 \$15,000		\$30,000
<b>Total Radio</b>	\$15,000	\$15,000	\$0	\$30,000
<b>IV. Internet</b>				
<b>SanDiego.com</b> Integrated Online Campaign	\$1,500	\$1,500		\$3,000
<b>DataDynamix</b> Email blast targeted to SD DMA Skiers/Boards with HHI of \$100k+	12/8 \$1,750			\$1,750
<b>Facebook</b> San Diego & cities w/in 50 mile radius	12/1-12/15 \$500	\$1,000		\$1,500
<b>Google Site Select</b> Targeted to SD DMA Ski & Travel Sites	12/1-12/15 \$1,125	\$1,125		\$2,250
<b>Sandiegoreader.com</b> E-newsletter Database: 2,200		1/7 free		free
<b>Misc. Internet</b> tbd	\$750	\$750		\$1,500
<b>Total Internet</b>	\$5,625	\$4,375	\$0	\$10,000
<b>V. Specialty Media</b>				
Mission Valley Mall Wall Mural Dates: 11/15-2/28 10'x60"	Starts 11/15 \$5,000	\$5,000	Free	\$10,000
<b>Total Specialty Media</b>	\$5,000	\$5,000		\$10,000
<b>VI. Preprinted Inserts</b>				
Qty. approx. 200,000 16x10.5 folded to 8x10.5, 4C, 80lb. matte book		\$26,515		\$26,515
<b>Total Preprinted Inserts</b>		\$26,515		\$26,515
<b>IX. Production</b>				
<b>Radio Production</b> :60 spot, 3 versions				
<b>Print Ad Production, Internet Production</b>				
<b>Splash Page Development</b>				
<b>Wall Mural Production</b>				
<b>Database Email Blast</b>				
<b>Ski Show Flyer Production</b>				
<b>Total Production</b>	\$0	\$0		\$18,000
<b>Contingency for Airline tickets or additional radio exposure</b>				\$747
<b>TOTAL</b>				<b>\$110,000</b>





North Lake Tahoe Resort Association  
November 23<sup>rd</sup>, 2010

BACKGROUND

As the committee is aware, the current makeup of Marketing Committee is eight Lay Members and three NLTRA Board Members. Per the adopted policy of the Board, four Lay Member positions are appointed each year for a two year term.

SITUATION

Four Committee Members will be completing the second year of their two year term this month. Those members are Steven Holt, Julie Maurer, John Monson and Brett Williams. Staff and the board wishes to thank these members for their effort and dedication through their term. The remaining Lay Members that will continue to fulfill the second year of their two year term include Christine Horvath, Becky Moore and Les Pedersen. Due to the resignation of a Lay Member earlier this year, an additional seat will be appointed to fulfill the final year of that two year term.

RECOMMENDATION

The application of interested parties process will be open from November 29<sup>th</sup> through Monday, December 27<sup>th</sup>. All interested parties should submit a letter of interest and list of qualifications. The list of interested parties will be reviewed by the NLTRA board of directors who will appoint the four new committee members in January to begin their two year term as well as the appointment of one Lay Member for a one year term.