

**ATTACHMENT A-3  
FY 2015-16 LAKE TAHOE TOURISM MARKETING BUDGET**

MLTRA Budget	Marketing	Conference	Visitor Info	TOTALS	North Lake Tahoe Marketing Cooperative Budget
Placer County TOT Revenue	\$2,333,486	\$ 333,600	\$ 289,923	\$ 2,957,009	Revenue Sources
					MLTRA
					Fund Balance addition
					IVCBVB
					<b>TOTAL \$ 1,699,500</b>
<b>PROGRAM EXPENSES</b>					<b>COOPERATIVE DIRECT EXPENSES</b>
Training Seminars	10,000		\$ 1,400	\$ 11,400	Public Relations/Social Media
Computer Hardware	2,000			2,000	Leisure Sales
Community Marketing Programs	80,000			80,000	Conference Sales
Marketing Cooperative/Media	860,000	110,000		970,000	Website Content Management
Non-media Marketing Coop	102,500	17,000		119,500	Consumer Marketing
Collateral Programs			3,826	3,826	
Conference NTPUD/Event Center			8,000	8,000	
<b>Special Events</b>					
Ironman Sponsorship	400,000				<b>COOPERATIVE PROGRAM EXPENSE</b>
USA Cycling \$85,000					Sierra Ski Marketing Council
Tough Mudder	50,000				Regional Air Service Committee
Winter/WonderGrass Sponsorship	15,000				DestiMetrics
Autumn Food & Wine Sponsorship	20,000				CRM Upgrade
Amgen Tour of California Sponsorship	27,000				VisitingLakeTahoe.com
World Cup \$20,000					Photography/Video
Human Powered Sports Series	15,000				Fulfillment
Sky Run Sponsorship	10,000				Website Upgrade
Tahoe Summit La Cross Sponsorship	5,000				Email Marketing Initiative
<b>SUBTOTAL- Special Events</b>	<b>542,000</b>			<b>542,000</b>	<b>TOTAL</b>
Trade Shows / Event Development	10,000				
<b>SUBTOTAL- Trade Shows</b>	<b>10,000</b>			<b>10,000</b>	
Other Programs			1,800	1,800	
Cross Country/Nordic	3,000				
High Notes	20,000				
Bike Tahoe	4,000		?		
Performance Review	6,000				
BACC Product Campaigns	70,000				
<b>SUBTOTAL- Other Programs</b>	<b>103,000</b>			<b>103,000</b>	
<b>TOTAL</b>	<b>\$ 1,709,500</b>	<b>\$ 135,000</b>	<b>\$ 7,026</b>	<b>\$ 1,851,526</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

**SPECIAL EVENTS BREAKDOWN**

Spartan World Championship	\$	210,000
Tough Mudder	\$	50,000
Winter/WonderGrass 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	\$	80,000
Event Development Opportunities	\$	150,000
<b>Sub total</b>	<b>\$</b>	<b>602,000</b>

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

NLTRA Budget Income	Marketing	Conference	Visitor Info	TOTALS
Placer County TOT Revenue	\$2,673,682	\$ 363,600	\$ 299,923	\$ 3,337,205
Other revenue		\$ 135,000	\$ 75,000	\$ 210,000
<b>Total revenue</b>	<b>\$ 2,673,682</b>	<b>\$ 498,600</b>	<b>\$ 374,923</b>	<b>\$ 3,547,205</b>
<b>NON PROGRAM EXPENSES</b>				
Personnel/Overhead Cap - Direct Costs				\$ 820,478
G+A Cap - Indirect Costs				\$ 553,727
<b>PROGRAM EXPENSES</b>	<b>SUBTOTAL</b>			<b>\$ 1,374,205</b>
Training Video Series	\$ 15,000		\$ 5,000	\$ 20,000
Sales CRM / CMS	\$ 21,000			\$ 21,000
Community Marketing Programs	\$ 80,000			\$ 80,000
Marketing Cooperative/Media	\$ 1,153,000	\$ 110,000		\$ 1,263,000
Collateral Programs			\$ 5,000	\$ 5,000
Conference NTPUD/Event Center		\$ 8,000		\$ 8,000
Research & Planning	\$ 10,000			\$ 10,000
<b>SUBTOTAL</b>	<b>\$ 1,279,000</b>	<b>\$ 118,000</b>	<b>\$ 10,000</b>	<b>\$ 1,407,000</b>
<b>SPECIAL EVENTS - Breakdown attached</b>				
<b>SUBTOTAL</b>	<b>\$ 602,000</b>			<b>\$ 602,000</b>
<b>OTHER PROGRAMS</b>				
Transportation Marketing	\$ 48,000			
Cross Country/Nordic	\$ 6,000			
High Notes	\$ 20,000			
Bike Tahoe	\$ 4,000			
Performance Review	\$ 6,000			
BACC Product Campaigns	\$ 80,000			
<b>SUBTOTAL</b>	<b>\$ 164,000</b>			<b>\$ 164,000</b>
<b>TOTAL</b>	<b>\$ 2,045,000</b>	<b>\$ 236,000</b>	<b>\$ 20,000</b>	<b>\$ 3,547,205</b>

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

North Lake Tahoe Marketing Cooperative Budget	Revenue Sources
NLTRA	\$ 1,263,000
IVCBVB	\$ 700,000
<b>TOTAL</b>	<b>\$ 1,963,000</b>

COOPERATIVE DIRECT EXPENSES	Public Relations/Social Media
Leisure Sales	\$ 148,000
Conference Sales	\$ 177,500
Website Content Management	\$ 217,000
Consumer Marketing	\$ 47,000
<b>TOTAL</b>	<b>\$ 985,600</b>

COOPERATIVE PROGRAM EXPENSE	Sierra Ski Marketing Council
Regional Air Service Committee	\$ 80,000
Research	\$ 100,000
DestiMetrics	\$ 75,000
CRM/CMS Upgrade	\$ 29,900
VisitingLakeTahoe.com	\$ 10,000
Photography/Video	\$ 36,000
Fulfillment	\$ 25,000
Website Maintenance	\$ 10,000
Email Marketing	\$ 10,000
<b>TOTAL</b>	<b>\$ 1,963,000</b>