



north lake tahoe

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Agenda and Meeting Notice THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS February 1, 2012 – 8:30 am – 11 a.m. Tahoe City Public Utility District

NLTRA Mission

"To promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area."

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

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM – Chair

B. AGENDA AMENDMENTS AND APPROVAL (*Motion*)

1. Agenda Additions and/or Deletions
2. Approval of Agenda

C. PUBLIC FORUM

Any person wishing to address the Board of Directors on items of interest to the Resort Association 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 Board on items addressed under Public Forum.

D. REPORTS & ACTION ITEM

Visitor Information

3. Visitor Information Update: Official Visitor Guide, Visitor Centers, Ski Area Updates, Lodging Liaison Report – Emily Detwiler (*15 minutes*)

Marketing

4. Conference Equity – Ron Parson **Motion** (*5 minutes*)
5. Autumn Food & Wine Update – Andy Chapman, Judy Laverty-Capach (*15 minutes*)
6. MTRiP Report for remainder of Ski Season – Andy Chapman (*5 minutes*)
7. Update on efforts related to Snow Conditions – Andy Chapman (*5 minutes*)

2012

Board Members

Wally Auerbach
Auerbach Engineering

Eric Brandt
Tahoe TV

Phil GilanFarr
(Vice-Chair)
CB's Pizza

Allen Highfield
(Treasurer)
Ritz-Carlton

Kali Kopley
(Secretary)
Uncorked/Petra

Alex Mourelatos
*Mourelatos Lakeshore
Resort*

Valli Murnane
Tahoe XCountry

Ron Parson (Chair)
Granlibakken

Bill Rock
Northstar

Andy Wirth
Squaw Valley

Ron McIntyre
*RMC Consulting
(Ex-Officio)*

Jennifer Merchant
Placer County

Julie Regan
*TRPA
(Ex-officio)*

8. Presentation on North Lake Tahoe Advertising Tracking Report – Andy Chapman (15 minutes)

Transportation/Infrastructure

9. Golf Course Funding Request for up to \$2,000,000 – Phil GilanFarr/Ron Treabess **Motion** (20 minutes)
10. Funding Request for Black Bear Exhibit – Ron Treabess **Motion** (10 minutes)
11. Expenditure of Research and Planning funds to participate in development of a coordinated ski shuttle program – Ron Treabess **Motion** (10 minutes)
12. TOT Renewal – Ron Treabess/Sandy Evans Hall (10 minutes)
13. Transportation Vision and recommended action – Wally Auerbach/Ron Treabess (20 minutes)

E. CONSENT CALENDAR – MOTIONS (5 min)

All items listed under the consent calendar-motions are considered to be routine and/or have been or will be reviewed by committee, and will be approved by one motion. There will be no separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar-motions.

14. Board Meeting Minutes – January 4, 2012
15. Financial Statements – Approval of November Financials

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

16. Joint Infrastructure/Transportation Committee – January 23, 2012
17. Marketing Committee – January 24, 2012
18. Membership Advisory Committee – January 11, 2012
19. Group Sales Director Sub Committee – January
20. Lodging Committee – NO MEETING IN JANUARY
21. Finance Committee – January 18, 2012

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any board member

22. Conference Sales Reports
23. Infrastructure/Transportation Activity Report – January
24. Membership Business Plan Progress Report – January

F. MEMBERSHIP REPORTS (5 min)

25. Membership Activities and Events – Community Awards Dinner, February 16 at the Ritz-Carlton - Kym Fabel

G. DIRECTORS' COMMENTS –

H. MEETING REVIEW AND STAFF DIRECTION

I. CLOSED SESSION (If necessary)

- 26. Lease for Association offices/Visitor Center – Sandy Evans Hall, Lisa de Roulet (*15 minutes*)
- 27. Golf Course Property Negotiations – Sandy Evans Hall (*15 minutes*)

J. RECONVENE TO OPEN SESSION

K. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed , 2011



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Visitor Information Plan

Visitor Touch Points – address tactics around each of the following:

- **Centers**
- **Lodging/Property Managers**
- **Guides**
- **Web/Mobile**
- **TV/Video**
- **Local Businesses**

Centers

- Reno Tahoe Airport
- Tahoe City – expand to develop a larger space with gift shop, sponsorships, concierge services, library/book shop, local products on consignment, local gatherings, agency sharing, private business kiosks
- Kings Beach (summer)
- Truckee/California Welcome Center
- Auburn/California Welcome Center

Lodging/Property Managers

- Lodging Liaison – new staff person (Visitor Information Manager)
- Weekly communication as needed with upcoming events, promotions, marketing tactics
- One-on-one education for use of web site, cool deals, location of key info

Guides

- Develop with local publisher partnership, a bi-annual Official Visitor Guide to North Lake Tahoe
- Comprehensive, quality
- Distribute through centers and in rooms throughout N. Lake Tahoe
- Distribute through publisher to slightly broader area of drive day visitors
- Use graphics, cover to integrate through all digital mechanisms
- Flippable and downloadable guide on website
- Develop smaller activity guides with integrating graphics (hiking, x-country skiing, biking, paddling, etc.)

Web/mobile

- Continue to improve content on www.gotahoenorth.com
- Continue to improve content on www.gotahoenorth.com mobile site
- Create most comprehensive calendar information
- Push calendar info through business cards/refrigerator magnets at properties that plug URL or QR codes
- Maximize social media through Facebook, Twitter, Four Square, etc. to push to web/mobile

TV/Video

- Work with Tahoe TV and other producers to provide Visitor Guide content

Local Businesses

- Communication to local businesses 5 days a week:
- Biz Bytes, Lodging Barometer and Weekly Calendar, Member to Member deals and steals, Ski Area Update, etc.
- QR code stickers for windows to direct visitors to mobile site
- Free listing in Visitor Guide for members
- Opportunities in Visitor Center – kiosk, coupons, loop slide show, sponsorships



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ski area update for north lake tahoe january 25, 2012

North Lake Tahoe-65 lifts running, 241 trails and 11 terrain parks with 103 features open!!

Please pass this information on to your guests, staff and customers!

Northstar California-Top to Bottom, Front to Back Terrain

- 15 lifts and 89 trails open (Beginner, Intermediate and Advanced)
- 33" Base
- 22' Superpipe designed by Shaun White –cut and open
- 20 Terrain park features
- Lift-accessed snow tubing-10 am to 4 pm (Saturday-Sunday), 12 to 4 pm (Monday-Friday)
- Ice skating open 12 pm to 9 pm (Friday-Saturday), 12 pm to 8 pm (Sunday-Thursday)
- Apex bungy trampoline-Open 12 pm-dusk daily (conditions permitting)
- Guided snowshoe tours available at the Cross-Country, Telemark & Snowshoe Center
- Scenic Zephyr Express Gondola Rides takes you to the new on mountain restaurant
- Tubing-Northstar mid-mountain

Squaw Valley

- 20 lifts and scenic aerial tram and 20 trails open daily from 9 am to 4 pm
- SnoVentures-Lift served tubing and mini-snowmobiles, open daily 11 am to 4 pm
- Aerial Tram operating to High Camp for ice skating with a view, daily 11 am to 4 pm
- Squaw Valley Adventure Bungy, daily from 11 am
- Two terrain parks 9 features
- \$39 Learn to Ski January 29th as part of National Learn to Ski Month

Alpine Meadows-Top to Bottom Terrain

- 7 lifts and 32 trails are open daily 9 am to 4 pm (6 lifts on weekends)
- \$39 Learn to Ski Sunday, January 29th
- Three terrain parks, 11 features

Alpine & Squaw Valley

- Two Mountains one great adventure. The Tahoe Super 4 is on sale now. Get four days of unrestricted skiing and riding valid at Squaw Valley and Alpine Meadows. The Tahoe Super 4 s just \$289 for adults and \$119 for kids.
- Alpine Meadows to Squaw Valley Daily Shuttle every 20 minutes, 8:30 am to 4:45 pm
- Stay and ski free starting at \$107
- Learn to ski \$69 (13+) includes lift ticket, rental and lesson
- 3,000 acres open between the two resorts

Diamond Peak-Top to Bottom Terrain

- 5 lifts and 26 trails with 100% of beginner terrain open
- Two Terrain park open with rails and boxes
- \$25 tickets if you have a season pass at another resort

Sugar Bowl

- 7 lifts and 62 trails and the Gondola open
- Mount Lincoln Express is OPEN! 1,500 vertical feet of top-to-bottom skiing & riding.
- Mt. Judah Express to open soon with top-to-bottom access to the Switching Yard Terrain Park with 8 features
- Backcountry Adventure Center now OPEN for professionally-guide powder tours and snow safety courses
- Adult lift tickets today are \$77, Young Adult & Senior \$65, Children 6-12 & Super Seniors \$25 and kids 5 & under ski for free
- Join the CORE for just \$19 and save \$15 off the purchase of your lift ticket all season long!

Mt. Rose-Top to Bottom Terrain

- 4 lifts with 80% of terrain open
- 1 park with 5 features and 7 other features available on Ponderosa run

Boreal-Top to Bottom Terrain

- 6 lifts and 7 trails
- 29-36" base
- Two terrain parks with 38 features open from 9 am to 9 pm-7 days a week!
- Playland Tubing from 10 am to 4 pm Sun – Thurs, 10 am to 8 pm Fri

Soda Springs

- 1 lift open
- Tubing at Tube Town and Planet Kids with mini snowmobiles 10 am to 4 pm

Homewood-Top to bottom skiing

- All lifts and 39 trails open!
- Snow play zone is open Friday-Monday from 10 am to 4 pm, \$10
- January's Learn to ski and ride package is available every day including holidays for \$44, includes tickets, lesson and equipment
- **Valentine's Day at Lake Tahoe's Most Romantic Lakefront Location**
The 'Romantic Getaway' package starts at \$179 and includes accommodations + lift tickets OR \$50 dining credit.
- \$25 lift tickets for adults any day including holidays

Granlibakken

- 2 lifts and 2 trails
- Sledding Hill and child play area open daily from 9 am to 4:30 pm
- Complimentary Snow Play Zone
- Granlibakken's Famous Mexican Café (located in the Ski Hut) Friday-Sunday 10 am to 3 pm

Tahoe Donner Downhill-

- 5 lifts and 7 trails and 80 acres open
- 20-40" base



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Cross country ski area update

North Lake Tahoe-65 open trails and 149.2 kilometers

Tahoe Donner

- 20 open trails
- 38 groomed kilometers

Royal Gorge

- 25 open trails
- 65 groomed kilometers

Northstar California

- 16 open trails
- 20.30 groomed kilometers

Resort at Squaw Creek

- Closed go to www.squawcreek.com for updated information

Tahoe XC

- 5 open trails
- 15 groomed kilometers

Sugar Pine State Park

- 5 open trails-not groomed
- 18.7 kilometers

Parking is \$8 maps available at the park

Granlibakken-To open on Friday (Free)

- 2 trails
- 3 groomed kilometers

Spoooner Lake

- 15 trails
- 15 kilometers



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additional activities other than skiing...

On the Lake

Boat Cruises or Rent a Boat

M.S. Dixie II Go to Beautiful Emerald Bay from Zephyr Cove Resort or the Tahoe Queen from the South Shore Ski Run Marina. 800.23.TAHOE

For the first time ever the Tahoe Queen will be running a scenic sightseeing cruise of the North Shore of Lake Tahoe. The north shore cruise will operate out of the Hyatt Regency Lake Tahoe in Incline Village, NV. 800.238.2463

Do some sightseeing on the lake. Year round boat rentals at Tahoe City Marina - 530.583.1039

Fishing

Lake Tahoe fishing charter boats are available year-round.

Big Mack Sport Fishing - 800.877-1462 or Captain Chris - 530.583.4857

Arctic Paddle Boarding

Waterman's Landing- Carnelian Bay. Renting out paddleboards all year round! 530.546.3590

Scenic Drives, Museums and Historic Tours

72 Mile Lake Tahoe Scenic Drive

A pleasant 72-mile mountain drive around the lake affords breath-taking views, fascinating side trips and historical points of interest. Pick up a copy of the "Around Tahoe" CD, the audio tour guide of the drive around the lake - Incline Village & Tahoe City Visitor Centers

Cal-Neva Lodge Historic Tours

Tours of this historic property from 1936 thru the early 1960's at which time Frank Sinatra owned the lodge and hosted his Rat Pack buddies, Marilyn Monroe and other infamous characters. Friday and Saturday evenings. 800.225.6382.

Emerald Bay State Park

Emerald Bay, one of the most photographed sites in the world is located 21 miles south of Tahoe City on Hwy 89. Enjoy the breath taking views or take the 1 mile walk down to the shoreline of the bay to see Vikingsholm Castle.

Sugar Pine Point State Park

Located off Highway 89, nine miles south of Tahoe City on the West Shore on undeveloped Shoreline. Explore the 2 family friendly self guided Nature Trails through the forest and along the lake. Built from native stone and timber in 1903 this it exemplifies the Golden Age at Lake Tahoe.

Gatekeeper's Cabin

Home of the North Lake Tahoe Historic Society museum& Marion Steinbach Native American basket collection, the Gatekeeper's cabin is located adjacent to the Truckee River outlet dam in Tahoe City. Open Fri & Sat 11 am to 5 pm. 530.583.1762

Tahoe Maritime Museum

Located 6 miles south of Tahoe City in Homewood this museum gives insight into Lake Tahoe's rich maritime history. Step back to the time when grand steamships and gleaming wood boats plied the waters of the lake. Open Friday-Sunday 10 am to 5 pm.

Fanny Bridge

Just south of the intersection of Highways 89 & 28, at the traffic light in Tahoe City. In summer people bending over the rail of the bridge to watch trout frolic below Lake Tahoe's only outlet, the Truckee River, gives the bridge its name.

Outdoor Activities

Squaw Valley's Scenic Cable Car Rides

Takes you up 2000 feet in elevation. Disembark at the top and enjoy ice skating, panoramic lake views and the Olympic museum. 530.583.6985

Climbing Wall

Headwall - In the cable car building at Squaw Valley. Open weekends & holidays. 530.583.7673

High Altitude Fitness climbing wall in Incline Village 775.837.4212

Skyjump Bungy Trampoline

Village at Squaw Valley 530.583.7673

Village at Northstar 530.563.8055

Parks & Playgrounds

Commons Beach Tahoe City – lakefront park with playground and picnic areas.

North Tahoe Regional Park – off National Ave in Tahoe Vista – playground, picnic areas, nature and walking trails and ball fields.

Kilner Park – 2 ½ miles south of Tahoe City on Hwy 89 – playground, picnic areas, walking paths

Kings Beach State Park – lakefront park with playground and picnic areas in the heart of Kings Beach

Sand Harbor-sandy beaches with a picnic area and wonderful Lake Tahoe Views

Donner Memorial State Park & Museum-located off hwy 80, west of Donner Lake. Features include movies, slide shows and exhibits of the ill-fated Donner party as well as information on the trans-continental rail road. 530.587.3841

Indoor Activities

Spas, Massage, Exercise & Health

A Sante' Lakeside Fitness –530.583.4883

Cal-Neva European Health Spa - 800.225.6382

Clearwater Day Spa – 530.583.3141

Incline Village Recreation Center – 775.832.1300

Massage on the Lake –530.583.3200

Hyatt Stillwater Spa – 775.832.1234

Granlibakken Lighthouse Day Spa-530-583-8111

Resort at Squaw Creek Spa & Fitness Center – 530.583.6300

Trilogy Spa – 530.584.6125

Tahoe Yoga Institute – 530.583.5057

Lighthouse Spa-530.583.-8100

Ritz-Carlton Highlands Spa – 530.562.303

Balance Holistic Health Spa– 530.562.1164

Wine Tastings

Uncorked-Tahoe City, 530.581.1106

Uncorked-Squaw Valley, 530.584.6090

Petra-Village at Northstar, 530.562.0600

Pool, Billiards, Shuffle Board & Bowling

Pete & Peter's Tahoe City – 530.583.2400

Lakeside Sports Bar & Restaurant – 530.583.2000

Bowl Incline – 775.831.1900

Lounge Shows, Live Music & Dancing

Village at Northstar Stage 530.562.2267

The casinos in Crystal Bay and various restaurants/night clubs around the North Shore & Truckee feature a variety of entertainment.

Please check the Weekly Magazine or the Tahoe Action for show listings.

Movie Theaters and Cinemas

Village at Northstar 530.562.8700

Education

Tour the UC Davis Education Center. Discover what makes Lake Tahoe so unique. Guided tours include a virtual research vessel, virtual laboratory and green building tour. See the new 3-D movie "Lake Tahoe in Depth". Open Tuesday through Friday, 1 to 5 pm. 775.881.7566

Video Game Rooms & Bowling

Cal-Neva Resort Spa & Casino – 800.225.6382

Hyatt Regency Lake Tahoe –888.899.5019

Tahoe Biltmore Lodge – 800.245.8667

Rideout Community Center-Game Room with Xbox, billiards, table tennis & foosball. Indoor playroom for 6 & under. Complete fitness room. Classes and activities for all ages. Located off Hwy 89 south on Timberland Dr. 530.583.3440 ex 10

Gaming

Crystal Bay Club. 775.831.0512

Hyatt Regency. 888.899.5019

Tahoe Biltmore. 800.245.8362

For more information go to GoTahoeNorth.com or our Visitor Information Centers

Tahoe City

380 North Lake Blvd,
Tahoe City, CA
530.581.690

Incline Village

969 Tahoe Blvd.
Incline Village, NV
775.832.1606

Reno

2011 East Plumb Lane
Reno, NV 89502
775.348.4887



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Lodging

Reference Guide

2012



Marketing

GoTahoeNorth.com.....	1
Cool Deals.....	2
Local Event Information-GoTahoenorth.com.....	3
Lodging Listing-GoTahoenorth.com.....	4
Activity Information-GoTahoenorth.com.....	5
The “Official ” North Lake Tahoe Guide	

Visitor Information/Customer Service

Visitor Centers.....	6
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Transportation-Infrastructure

Transportation.....	7
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Cool Deals

What is a “Cool Deal” ?

The “Cool Deals ” section of the GoTahoeNorth.com website located at: <http://www.gotahoenorth.com/cool-deals>, offers lodging and event promotions and special offers for to visiting guests. As a lodging company you have the ability to place a special on “Cool Deals ” to increase your presence on GoTahoeNorth.com.

How to Place a “Cool Deal ”

First you will need to set up an account with Diane Moresi our sales and Marketing Specialist and Network Guru. Email Diane at DianeM@gotahoe.com or contact her via phone 775-832-1606 to set up your account.

How to access your “Cool Deal ” Account

Your account will have the number of times a “Cool Deal ” has been clicked on so you can decipher which “Cool Deal ” specials work the best for your company. After you set up your account with Diane you will login to your account at:

<http://www.gotahoenorth.com/member.php>

For direct access to the “Cool Deals ” page that visitors access login to:

<http://www.gotahoenorth.com/cool-deals>

Keys to making your “Cool Deal ” a success!

- Place “Cool Deals ” around upcoming special events
- List the Value or dollar amount of the “Cool Deal ” in the subject line
- Theme your “Cool Deals ” around holiday specials
- Keep your “Cool Deals ” messages updated and fresh
- Track which “Cool Deals ” are successful by logging in and reviewing your account



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GoTahoeNorth.com-Lodging Listing

GoTahoeNorth.com - Your Listing

The Lodging section of GoTahoeNorth.com located at: <http://www.gotahoenorth.com/lodging>

is one of the most visited sections of the site. The Lodging page listings upload randomly every time a visitor clicks on the page.

Is your information on GoTahoeNorth.com Lodging portion of the website correct?

If you would like to update or make changes, contact Shelley Fallon at

sfallon@PureTahoeNorth.com

Keys to Make Your Lodging Listing More Successful

- Utilize social media links available in your listing
- Ensure that your listing has high resolution photos that positively represent your property
- Keep your listing fresh and updated with current information
- “Cool Deals” - Make sure you have a “Cool Deal” - It will show up on your Listing

How Does Your Listing Look from a Smart Phone

Review your listing on a smart phone to ensure that it is easy to read.



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Visitor Information Centers

Visitor Information Centers

We have four Visitor Information Centers to assist you and your guests: Tahoe City, The Reno-Tahoe International Airport, Incline Village/Crystal Bay and Kings Beach. Guests can stop by one of our visitor centers to get acquainted with the North Lake Tahoe area. They can pick up brochures, maps, dining and shopping guides or talk with a friendly, knowledgeable, local area expert. Our staff can also assist you and your staff with any questions concerning the area or activities.

Tahoe City

Our Tahoe City Location is open 7 days a week, year round from 9 am to 5 pm. It is located at: 380 North Lake Blvd., Tahoe City, CA, next to the North Lake Tahoe Fire Station. Phone: 530.581.6900. Staff:

- Shelly Webb, Visitor Center Supervisor/Trainer
530.581.8795 , Shelly@PureTahoeNorth.com
- Celest Fournier, Visitor Information Specialist
530.581.6900 , Celest@PureTahoeNorth.com

Reno-Tahoe International Airport

Our Reno-Tahoe International Airport location is open Thursday through Monday from 5:30 am to midnight. It is located Inside the airport at the baggage claim area. 775.348.4887. Staff:

Julie Jacobus, Visitor Information Specialist
775.348.4887 , Julie@PureTahoeNorth.com

Incline Village, Nevada

969 Tahoe Blvd., Incline Village, Nevada. 775.832.1606 or 800-GoTahoe
Look for the building with the big clock.

Kings Beach

Located at the North Tahoe Beach, only open in the Summer Months.



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Lodging Information

Lodging Property

Number of Rooms

Number of Pillows:

Current Chamber Member

Yes

No

Contact Information

Person in Charge of Marketing Opportunities

Name:

Title:

Phone #:

Cell #:

Email:

Person in Charge of Communicating Visitor Information to guests

Name:

Title:

Phone #:

Cell #:

Email:

Other

Name:

Title:

Phone #:

Cell #:

Email:

What is the best way we can communicate with you and your staff?

Email

Phone

Face to Face

Marketing

1. Cool Deals

Do you utilize 'Cool Deals'?

- What is a "Cool Deal"
- How do you list a "Cool Deals"

2. Event Information-GoTahoeNorth.com's Event Calendar

Where do you go to get your event information?

- How to list your events
- Linking your website
- Emailing the link to future visitors
- RSS feed review
- Print Friendly

3. GoTahoeNorth.com Lodging Listing

Have you reviewed your GoTahoeNorth.com Lodging Listing?

- Current listing review
- How to update change listing
- Utilizing Social Media on listing
- Who to contact with questions
- Review of Clickthrough Reports sent out the 1st of every month

4. GoTahoeNorth.com

Do you use GoTahoeNorth.com for activity information?

- How it can benefit Lodging front desk employees and guests
- Website Cards to be distributed to Lodging Guests

5. The "Official North Lake Tahoe Guide"

Would you carry an "Official North Lake Tahoe Guide" in all of your rooms? Would you be opposed to having Lodging Ads in the Guide?

Visitor Information-Customer Service

6. Review of Current Visitor Centers

Do you recommend our Current Visitor Centers to your guests?

- How they help your business
- Location of current Visitor Information Centers
- Hours of Operation & Staff

7. Customer Service

Do you utilize any customer service training for your staff? Would you be interested in a training program? Which would work best for you?

Time of Year: _____ Day of week: _____

Transportation-Infrastructure

8. Transportation/Road Conditions

Do you suggest public transportation for your employees and/or guests?

- Google system in place for TART
- Bus schedules at your business

Where do you get your information for current road conditions?

- Cal Trans Website Information, laketahoetransit.com

Would you be interested in participating in a Transportation workshop?

9. Infrastructure

Do you have any suggestions for Infrastructure improvements as it relates to Lodging? Would you be interested in participating in an Infrastructure workshop?

10. Committee Interest

Are you interested in receiving information concerning the Lodging Committee or becoming a Lodging Committee Member? Meetings are held on the 1st Thursday of every other month.

How can we assist you in enhancing your guest's experience?



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TO: NLTRA Board of Directors

FROM: Sandy Evans Hall, Lisa de Roulet

SUBJECT: Conference Equity

DATE: February 1, 2012

Representatives from Lodging, Placer County and NLTRA Staff have met and agreed upon a process for calculating conference equity between the NLTRA and the IVCBVCB. Both organizations participate in a Marketing Co-operative that was formed for the purpose of jointly marketing the North Lake Tahoe region with the belief that it would drive measurable benefits to each area proportional to its contribution.

All parties agreed that the audited financial statement data, calculations and definitions from fiscal year 2008/2009 through 2010/2011, which underpin the conference equity calculations, are accurate. Further, all parties agreed that the conference equity measurement should be conducted on an annual basis and that any resulting imbalances will be addressed as needed.

The conference equity calculation agreed upon is as follows:

- Conference room nights booked by County will be used as the basis for determining expense parity. This accounts for the natural disparity in room inventory and fluctuations in room rates. (See Chart 1 on page 2)
- A three-year rolling average of Conference Expense to Conference Revenue Percentage experienced by County (see Chart 2 on page 2) as well as a three-year rolling average of Conference Expense to Room Revenue (see Chart 3 on page 3) will be calculated.
- If the results of the calculations fall within one standard deviation, based on a statistical inference, parity is achieved. If a lack of parity continues for a period of three years, then we will test an expanded data set to include four years back and one year forward. If a lack of parity is determined for the expanded test data, then all parties will meet to determine next steps.

It is the recommendation of Staff, Lodging and the County that the Board of Directors move to accept the Conference Equity Process.



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Revenue, Expense, Group and Room Night Summary Data

1	Conference Sales by Category	2008/2009	2009/2010	2010/2011	3YR Average	2011/12 Budget
	Groups					
	Placer	71%	69%	74%	71%	81%
	Washoe	29%	31%	26%	29%	19%
	Room Nights					
	Placer	62%	57%	76%	66%	84%
	Washoe	38%	43%	24%	34%	16%
	Room Revenue					
	Placer	62%	53%	68%	62%	88%
	Washoe	38%	47%	32%	38%	12%

2	Conference Expense to Conference Revenue Percentage by County	2008/2009	2009/2010	2010/2011	3YR Average	2011/12 Budget
	Total Placer County Conference Expense %	71%	75%	74%	73%	78%
	Total Placer County Room Revenue	62%	53%	68%	62%	88%
	Total Washoe County Conference Expense %	29%	25%	26%	27%	22%
	Total Washoe County Room Revenue	38%	47%	32%	36%	12%

3	Conference Expense to Room Revenue Ratio By County	2008/2009	2009/2010	2010/2011	3YR Average	2011/12 Budget
	Total Net Placer County Conference Expense	\$322,421	\$349,126	\$334,579	\$335,375	\$442,079
	Total Net Placer County Room Revenue	\$1,589,241	\$556,071	\$1,107,888	\$1,084,400	\$1,421,752
	Placer Conference Expense to Room Revenue Ratio	20%	63%	30%	31%	31%
	Total Washoe County Conference Expense	\$134,625	\$116,066	\$117,842	\$122,844	\$121,723
	Total Washoe County Room Revenue	\$972,857	\$485,074	\$524,361	\$660,764	\$200,381
	Washoe Conference Expense to Room Revenue Ratio	14%	24%	22%	19%	61%