



north lake tahoe

NORTH LAKE TAHOE MARKETING COOP COMMITTEE

Agenda

Friday, February 17, 2012

The February meeting of the North Lake Tahoe Marketing Coop Committee will be held on Friday, February 17th, beginning at 2pm. The meeting will be held in the Granite Chief conference room at the Resort at Squaw Creek, located at 400 Squaw Valley Road, Olympic Valley, CA 96146.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

- | | |
|-----------------------------------------------------------------------------------------------------------|---------------------------|
| I. Call to Order | Les Pedersen, Vice Chair |
| II. Public Comment (Pursuant to NRS 241.020) | Les Pedersen, Vice Chair, |
| III. Introduction of New Committee Members | Les Pedersen, Vice Chair |
| IV. Roll Call | Les Pedersen, Vice Chair |
| V.* Approval of Agenda (For Possible Action) | Les Pedersen, Vice Chair |
| VI.* Appointment of New Chair for FY 2011/12
(For Possible Action) | Les Pedersen, Vice Chair |
| VII.* Approval of September 28 th , 2011 Coop Meeting Minutes
(For Possible Action) | Chair |

VIII. *Discussion on NLT Marketing Cooperative Agreement (For Possible Action)	Andy Chapman
IX. *Review and Approval of Agency RPF Process (For Possible Action)	Andy Chapman
IX. *Appointment of RFP Sub-Committee (For Possible Action)	Chair
X. Update on Marketing Efforts Due to Current Conditions (For Possible Action)	Andy Chapman/Agencies
XI. * Review Ad Awareness Study report from LA/SF	Andy Chapman/Agencies
XII. *Review of Consumer Email Survey Results	Smith and Jones
XIII. *FYE 2011/12 Financial Review	Hoffman/DeRoulet
XIV. New Business	Chair
XV. Public Comment (Pursuant to NRS 241.020)	Chair
XIII.* Adjournment (For Possible Action)	Chair

*Any items on the Agenda indicated by an asterisk, are items upon which the Board may take action.

Physically disabled persons desiring to attend this meeting should contact Terry Jones at 800-468-2463

Public Posting

Incline Village Post Office
 Crystal Bay Post Office
 Incline Village Crystal Bay Visitors Center
 North Lake Tahoe Resort Association

IVGID
 Incline Justice Court
 Meeting Location

**NORTH LAKE TAHOE
MARKETING COOPERATIVE**

**BOARD MEETING MINUTES
Wednesday, September 28, 2011**

The September meeting of the North Lake Tahoe Marketing Coop Committee was held at the Lake Tahoe Incline Village Crystal Bay Visitors Bureau, located at 969 Tahoe Blvd., Incline Village, NV 89451.

I. Call to Order

The meeting was called to order at 3:05 pm by Vice Chair, Nate Hardesty

II. Roll Call

Those present for roll call were, Sandy Evans-Hall, Executive Director, North Lake Tahoe Resort Association, Bill Hoffman, Executive Director, Incline Village Crystal Bay Visitors Bureau; Nate Hardesty, Vice Chair and Director of Sales, Hyatt Regency, Les Pederson, Director of Sales and Marketing at Squaw Creek. Also present were, Andy Chapman, Director of Tourism, NLTRA, Doug Brimm, IVCBVB, Lee Weber Koch, IVCBVB, Wendy Hummer, EXL Media, and Terry Jones. Kirsten was connected by conference call to the meeting.

III.*Public Comment – Pursuant to NRS 241.020

None

IV. Approval of Agenda (For Possible Action)

With the recent departure of Sally Lyon from NLTRA, Sally's participation on item #12 was deleted from the agenda. Bill Hoffman moved to approve the agenda as amended, the was seconded by Sandy Evans-Hall and passed.

V* Appointment of Chair for FY 2011/2012 (For Possible Action)

Andy Chapman explained the succession of chairs to the board members, and noted the Vice Chair, Nate Hardesty was now eligible for the Chair position. A motion was made by Sandy Evans-Hall to select Nate Hardesty as Chair. The motion was seconded by Les Pederson and passed unanimously. Nate then continued to chair the meeting.

VI.* Appointment of Vice Chair for FY 2011/2012 (For Possible Action)

With the position of Vice Chair now open, and with brief discussion, Les Pederson volunteered to take the spot. Sandy Evans-Hall made a motion to that effect, which was then seconded by Bill Hoffman and passed .

VII.*Approval of July 29th , 2011 Meeting Minutes (for possible action)

A motion was made by Bill Hoffman to approve the minutes. It was seconded by Sandy Evans-Hall and passed unanimously.

VIII.*Approval of FY 2011/2012 NLT Coop Budget (for possible action)

Andy Chapman did an overview of the budget which was reviewed at the June meeting. Some potential carry over from Placer County has now been finalized. The amount of the carry over amounted to \$108,000.00 which included funding for the new conference sales position. Budget was increased for both the social media position and the content manager position. There is expected to be another carryover of \$108,000.00 from Placer County later in the year which would put the Marketing Committee ahead of budget.

Bill Hoffman made the motion to accept the budget as presented by the administrator. Lee Weber-Koch seconded the motion and it was passed.

IX.*Winter Plan Review and Approval (for possible action)

Wendy went over the Summer Planning outline including the goals and measurement. Target market hasn't changed, but the age of the visitor is no longer considered relevant. Current marketing is focusing more on activities and the many choices available. We are running media to hit strike periods, and are cutting back on print and doing more flexible media.

Kirsten added info on the direct response pieces, trying to make people more responsive. We are doing a survey on what the customer would like to see in the eblasts and still feel it is a great tool. We continue to enhance the events calendar.

On the eblast side we will be doing some promos and give aways. On the production side, we are updating winter creative content and adding some new photos.

Lee Weber Koch asked about wedding advertising. The wedding association dissolved, but we are working on developing some marketing and are coming up with a plan to refine wedding information on our site.

Les Pederson moved to approve the plan. Sandy Evans- Hill seconded the motion and it passed.

X San Diego Winter Ski Coop Review (for possible action)

Wendy gave a breakdown of the advertising budget. Ads have already been placed in San Diego and the coop is still working on who will participate as a partner.

Radio has been very affordable for the campaign with a great deal of coverage. Ads will be placed at two choice locations at the San Diego International Airport.

We are signed up for the San Diego Ski Show as well.

XI. Brand Review of New Studies, Discussion and Direction (for possible action)

The board feels it might be time to consider refreshing the brand with some new studies. There will be some expense on the agency side for analysis and study.

Lee moved to approve the direction that is being presented by Smith & Jones for focus group analysis for our existing brand. Les Pedersen seconded the motion and it passed unanimously.

XII.* FY 2010/11 Financial Review (for possible action)

Omitted under agenda approval.

XIII New Business

None

XIV. Public Comment

None

XV.*Adjournment (for possible action)

There being no further business, the meeting was adjourned.

All items on the Agenda indicated by an asterisk (*), are items upon which the Board may take action.

Physically disabled persons desiring to attend this meeting should contact Terry Jones at (775) 832-1606

Public Posting

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitors Bureau

IVGID

Incline Justice Court

Meeting Location

**NORTH LAKE TAHOE MARKETING COOPERATIVE
PARTICIPATION AGREEMENT**

This NORTH LAKE TAHOE MARKETING COOPERATIVE PARTICIPATION AGREEMENT ("**Agreement**") dated as of the first day of July 2009 is entered into by, between and among the Participants (as defined below).

RECITALS:

WHEREAS, the Participants are comprised of public non profit corporations which receive Transient Occupancy Tax ("**TOT**") funds from their respective local political jurisdictions for the purposes of marketing the North Lake Tahoe (Exhibit B) region and desire to join together to contribute funds to market and position the region as one tourism destination through a North Lake Tahoe Marketing Cooperative ("**NLTMC**").

WHEREAS, the Participants desire to develop and implement on the terms and conditions set forth herein a NLTMC marketing plan to support the North Lake Tahoe hospitality industry by establishing an overall resort destination identity.

WHEREAS, to develop and implement this marketing plan the Participants agree to establish a Cooperative Marketing Committee ("**CMC**") and to elect representatives to serve on the CMC to coordinate this cooperative effort.

NOW, THEREFORE, in consideration of the foregoing recitals, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Participants agree as follows:

AGREEMENT:

1. DEFINITIONS.

1.1 Participants: The term "**Participants**" shall refer to the following organizations:

(i) The Lake Tahoe Incline Village Crystal Bay Visitors Bureau, a Nevada non-profit corporation ("**LTIVCBVB**");

(ii) North Lake Tahoe Resort Association, a California public benefit non profit corporation ("**NLTRA**");

1.2 **North Lake Tahoe Marketing Cooperative:** The NLTMC as established by the Participants as a cooperative agreement.

1.3 **Cooperative Marketing Committee:** The committee established by the Participants to coordinate efforts to fund and implement the North Lake Tahoe Marketing Cooperative. The role of the CMC is to finalize a Regional Cooperative Marketing Plan ("Plan") and oversee Plan implementation, using the budget resources identified and approved by the Participants. The CMC shall oversee the Plan by providing direction and oversight to the Plan Administrator. The Plan shall not be effective unless and until approved by the Boards of each Participant.

Subject to Section 8, below, each Participant will select four individuals to serve as voting members of the CMC ("**Voting Member**"). CMC meetings shall be noticed and conducted in accordance with the Nevada Open Meeting Law and in accordance with those requirements of NLTRA's agreement with Placer County, and held at least once each quarter, or as needed, at the discretion of the CMC Chairperson, based on marketing initiatives or programs requiring CMC discussion, direction, or action in the form of a vote.

1.4 **CMC Chairperson:** The Chairperson ("**Chair**") to be elected on an annual basis by a majority of the voting members of the CMC, subject to conditions in Section 9, Paragraph 1.

1.5 **Plan Administrator.** The NLTRA shall provide a person to serve as the NLTMC Plan Administrator ("**Administrator**") throughout the term of this Agreement, at the discretion of the CMC. The Administrator shall manage the CMC approved Plan implementation. The Administrator shall update the CMC at all regularly scheduled meetings and provide additional updates as required, depending on programs or as directed by the CMC Chair. The Administrator shall be responsible for (i) identifying and retaining the services of such persons, firms and organizations to provide creative and other necessary support to develop and implement the Mission Statement and the Plan; (ii) identifying and implementing sales and marketing projects to achieve the goal of the Mission Statement and Plan and set forth in sections 2 and 3 of this Agreement, respectively; (iii) identifying and supporting strategies, organizations and businesses that are cooperative with, or further the Mission Statement and the Plan. In addition, the Administrator shall authorize invoices and payments consistent with the Plan and ensure financial accountability to both the CMC and the Participants.

1.6 **Budget Administrator** The person designated by the LTIVCBVB to act as Budget Administrator, at the discretion of the CMC. The role of the Budget Administrator is to (i) ultimately authorize payments in accordance with the approved CMC Budget subsequent to plan administrator approval, (ii) coordinate cooperative fund contributions and payment of vendors and contractors, and (iii) coordinate accounting procedures to insure financial compatibility between each participating organization and the CMC.

1.7 **Limited Partners.** New Limited Partners (LP) may be accepted at any time upon the approval of all existing Participants in the NLTMC, provided that the new LP agrees in writing to terms and conditions as specified by existing participants and as warranted by the extent of financial contributions.

2. **MISSION STATEMENT.** The Participants agree that the intent and mission of the NLTMC is to bring together public and private organizations and businesses to contribute marketing dollars and expertise to position the North Lake Tahoe region as one destination, to focus on identifying regional, national and international markets, and to target common tourism industry interests and desires for cooperative action and marketing programs.

3. **REGIONAL COOPERATIVE MARKETING PLAN** The Participants shall develop and implement a Plan for the purpose of furthering the adopted NLTMC Mission Statement, supporting the regional tourism industry and business community by establishing an overall resort destination marketing identity; developing regional private sector support for this identity and a commitment to position and sell private sector products and/or services as components of the identity and Plan, as may be appropriate for each Participant and supporting partner. During the term of this agreement, participants agree that any other marketing activities undertaken, outside the Cooperative Marketing Plan will in no way compete with the destination brand as further developed and supported by the cooperative.

4. **FUND CONTRIBUTION.** Preparation, administration and implementation of the Plan shall be funded through annual contributions made by each Participant. Contributions shall be made by each Participant for each fiscal year of the program. Each Participant agrees to annually contribute the amount of money set forth in Exhibit A attached hereto and incorporated by reference. The Participants recognize and agree that the amount of funding each contributes may vary from fiscal year to fiscal year, depending on the total amount of TOT funding available to each from their respective local political jurisdictions. All funds contributed to this Agreement shall be used for the purpose of funding the Plan as generally defined in section 3, above. In no event shall the cumulative expenses and costs of the Plan exceed the aggregate amount of the marketing funds set forth in Exhibit A.

5. **TERM.** This Agreement shall remain in effect unless canceled, in writing, by one of the Participants. It is recognized that to achieve maximum effectiveness, the NLTMC should be established and continued for the long-term. Therefore, a written notice to cancel by any one of the Participants must provide a minimum of 12 months notice prior to the effective date of the cancellation, so that the NLTMC can wind down operations with minimum disruption to the separate marketing programs of each Participant. In the event that notice is given, CMC operations and governance shall continue as specified in this Agreement and funding levels shall be maintained at a level of at least 75% of the contribution, of each Participant, at the time of notice of intent to cancel. It is further agreed by the Participants that the initial term of

this agreement shall be three years. The Agreement may be renewable for one or more additional terms, as may be agreed, in writing, by the Participants.

6. **FUNDS AVAILABLE.** The Participants recognize and agree that their ability to provide funds to support the NLTMC is contingent upon the receipt of TOT revenues from their respective local political jurisdictions. Should one or more of the Participants be advised by their local political jurisdiction of a reduction or elimination of TOT revenues, a notice of cancellation, if necessary, can be submitted in writing with a notice of less than 12 months. However, the Participants pledge their good faith efforts to ensure that any cancellation of this Agreement takes place over a minimum of 12 months to help ensure a minimum disruption to the separate marketing programs of each Participant.

7. **DISSOLUTION**

7.1 **RETURN OF EXCESS FUNDS.** If this Agreement is canceled, upon dissolution of the NLTMC, any excess funds remaining in the NLTMC account shall be distributed on a pro rata share to the Participants in accordance with their annual contributions to the NLTMC account as of the effective date of termination. Should there be a deficiency of funds to cover authorized expenses, the Participants agree to fund their share of such expenses, consistent with the manner by which any excess funds would be distributed. Lists and data collected and projected during the term of this Agreement will be equally the property of all Participants at the time of dissolution. Collateral materials produced by cooperative marketing funds (e.g., brochures, exhibits, ticket stock, etc) shall be divided among the Participants in the same manner as the distribution of any excess marketing funds.

7.2 **USE OF PARTICIPANT INTELLECTUAL PROPERTY** Unless otherwise agreed, upon dissolution none of the participants will have the right to any brand, creative, or intellectual property created using cooperative funds. The Participants acknowledge that each Participant owns certain intellectual property (specifically including but not limited to trademarks, service marks, trade secrets, websites and the like), and each Participant hereby agrees not to use any intellectual property belonging to another Participant without first executing a separate trademark license agreement governing such use.

8. **MEMBERSHIP OF THE COOPERATIVE MARKETING COMMITTEE.** Consistent with the role of the CMC, as defined in Section 1, above, the membership of the CMC shall consist of four (4) members selected by the Board of Directors of each Participant, to include the Executive Director ("CEO") of each Participant, two (2) existing Board members from each Participant, and one (1) At Large representative from each Participant. The term of each selected CMC member shall be one year. No term limits shall apply, however, each may be replaced, at will, by their respective Participant board of directors.

9. **VOTING AND VOTING PROCEDURES.** All transactions of business requiring approval of the CMC shall only be taken with a quorum present and provided a majority of the duly authorized voting members has participated in discussions and has voted on the action proposed. A quorum of the Committee is established with five members. The transaction of business requiring approval of the CMC shall include, but not be limited to, the responsibilities as outlined in Section 1.3, above. Voting shall be conducted at any regularly scheduled and noticed meeting of the CMC or at a meeting scheduled and noticed at the direction of the Chair with the consent of a majority of the CMC members. Voting members may participate by telephone in scheduled, noticed meetings of the CMC, as long as all participants can hear each other and there is a physical location for the meeting accessible to the public and at least one voting member is present at that location.

9.1 **Chair.** The Chair of the CMC shall preside at all CMC meetings and exercise and perform such other powers and duties as may be required from time to time as part of the role of CMC Chair. The term of the Chair shall be one (1) year. The position shall rotate between the participants on a yearly basis.

10. **MISCELLANEOUS.**

10.1 **Binding Effect.** This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns, and no other party shall be a beneficiary hereunder.

10.2 **Entire Agreement.** This Agreement may not be amended or modified except in writing executed by all parties hereto. The Participants each acknowledge that there are no other agreements or representations regarding the subject matter hereof, either oral or written, express or implied, that are not embodied in this Agreement, and this Agreement, and the Exhibits attached to this Agreement, represent a complete integration of all the prior and contemporaneous agreements and understandings and documents regarding the subject matter hereof.

10.3 **Governing Law.** This Agreement will be governed by, interpreted under, and construed and enforced in accordance with the laws of the State of Nevada. Each of the parties hereto acknowledges and agrees that the laws of the State of Nevada were freely chosen.

10.4 **Severability.** The invalidity, illegality or unenforceability of any provision of this Agreement shall not affect the enforceability of any other provision of this Agreement, all of which shall remain in full force and effect.

10.5 **Counterpart.** This Agreement may be signed in counterparts by the participating parties, which counterparts together shall constitute a single instrument.

The Participants have executed this Agreement to be effective as of the date first written above.

10.6 NRS Compliance This is an interlocal agreement subject to the provisions of NRS 277.100, et seq., and will not be valid until approved in accordance with that chapter.

10.7 Precedence In Conflicting Documents. It is further expressly agreed by and between the participants hereto that should there be any conflict between the terms of this instrument and the NLTRA/Placer County Agreement, as it reads on the date of this document signing, then the NLTRA/ Placer County Agreement shall control and nothing herein shall be considered as acceptance of the said terms by either NLTRA nor Placer County.

**INCLINE VILLAGE/CRYSTAL BAY NORTH LAKE TAHOE RESORT
VB ASSOCIATION**

By: _____

By: _____

Its: _____

Its: _____

Date: _____

Date: _____

EXHIBIT A

**North Lake Tahoe Marketing Cooperative
Contribution Schedule**

<u>Month</u>	<u>% of Total Due</u>
July	.083
August	.083
September	.10
October	.10
November	.10
December	.083
January	.083
February	.083
March	.083
April	.066
May	.066
<u>June</u>	<u>.066</u>
Total	100

Participants agree to a minimum contribution of 45% of their total marketing budgets for the initial year of this agreement (may be pro-rated dependent upon coop start date). This percentage is subject to review and adjustment on an annual basis to coincide with the budgeting process for both participants.

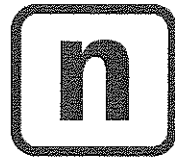
EXHIBIT B

"North Lake Tahoe" Geographic definition

The North Lake Tahoe Marketing Cooperative will brand "North Lake Tahoe" which will encompass the specific and general areas encompassing the following communities:

Incline Village
Crystal Bay
Kings Beach
Tahoe Vista
Carmelian Bay
Tahoe City
West Shore
Squaw Valley
Northstar
Greater Truckee
Alpine Meadows

Request for Proposals
For Advertising and Marketing Services



north lake tahoe

North Lake Tahoe Marketing Cooperative
PO Box 5459
Tahoe City CA. 96145

February 1, 2012

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1.0 INTRODUCTION

The North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau (The Agencies) are soliciting a Request for Proposal (RFP) with the intent of establishing an agency of record for various advertising and marketing services on behalf of the North Lake Tahoe Marketing Cooperative. The successful firm shall assist in the planning, development, creation and execution of various marketing and advertising programs in support of the established goals of the North Lake Tahoe Marketing Cooperative, the North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau. Additionally, an approved qualified list of specialty agencies will be developed to assist in various projects in support of the North Lake Tahoe Marketing Cooperative.

Submit all inquires regarding this RFP to:

Andy Chapman
North Lake Tahoe Resort Association
PO Box 5459
Tahoe City, CA 96145
andy@PureTahoeNorth.com
Phone: (530) 581-8709
Fax: (530) 581-8709

2.0 BACKGROUND INFORMATION

2.1 The North Lake Tahoe Resort Association (NLTRA) is an association of related and coordinated services provided to our members and the community at large. These services include operation of the Tahoe North Visitors and Convention Bureau and the North Lake Tahoe Chamber of Commerce. The NLTRA has an agreement for services with Placer County. Through this agreement, the NLTRA receives Placer County Transient Occupancy Tax (TOT) funds to provide "a full spectrum of management activities for tourism marketing and visitor services for businesses of the North Lake Tahoe area". The NLTRA also serves as a partner with Placer County and other local organizations and agencies in the development and funding of infrastructure, transportation and strategic planning projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region. To guide its work, the NLTRA has developed and adopted the *North Lake Tahoe Tourism*

and *Community Investment Master Plan* (June 2004) which has also been adopted by the Placer County Board of Supervisors.

- 2.2 The Incline Village Crystal Bay Visitors Bureau (IVCBVB) is the public organization responsible for destination marketing for the North Shore, Nevada side of Lake Tahoe. Operating primarily from a percentage of lodging room tax collected by the Reno Sparks Convention and Visitors Authority allocated to the organization, the IVCBVB conducts advertising, promotions, public relations and special events programs to promote tourism for the Lake Tahoe portion of Washoe County, NV. The IVCBVB's mission is "*to encourage tourist visits and ultimately enhance the occupancy and revenues for lodging facilities in the Incline Village and Crystal Bay areas*". The IVCBVB will offer the most current marketing and sales support, produce appropriate special events, publish targeted advertising and collateral, and provide visitor services and information.

- 2.3 The North Lake Tahoe Marketing Cooperative (NLTMC) is a cooperative agreement between the NLTRA and the IVCBVB to market and position the region as one tourism destination. The NLTMC is designed to present the North Lake Tahoe area under one brand umbrella, with one consistent creative execution, one call to action, and a single Web site for fulfillment and referrals to area businesses and constituents. The NLTMC is overseen by the Cooperative Marketing Committee consisting of 4 members from each entity. This committee, with input and direction from each organization, directs the implementation of the NLTMC marketing efforts.

- 2.4 Once selected, the agency of record will be contracted for a three year period to provide the scope of services outlined in **Section 5.0**. Additionally, a qualified list of specialty agencies will be approved and consultants may be contacted to provide a proposal for specific projects to meet the needs of NLTMC. The resulting qualified list of specialty agencies shall be in effect for a period of three years.

3.0 RFP SCHEDULE

The Agencies have established the following target dates for processing the RFP. The schedule for evaluation and award of this RFP is subject to change and can be affected by various intervening events.

Release Date	March 15, 2012
Qualified Proposals Due	April 16, 2012, 5pm
Evaluation and Interviews (if needed) by Selection Committee	April 25, 2012
Selection Committee Recommendation for Approval to NLTMC Committee	April 27, 2012
Execution of Agreement between the Successful Bidder and the IVCBVB and the NLTRA	May 15, 2012

4.0 REFERENCE MATERIALS

Reference materials can be found on www.GoTahoeNorth.com as well as www.nltra.org. Reference materials can be requested by contacting Andy Chapman, as listed in Section 1.0.

5.0 GENERAL SCOPE OF ANTICIPATED SERVICES

The Vendor, on behalf of the NLTMC, shall be capable of providing those services customarily performed by a full-service advertising agency. In the past, marketing and advertising activities have included image/brand promotion, print, broadcast, collateral production, internet marketing, Web development, media planning and placement among others. The successful Consultant will be required to provide professional consulting and other services upon request by the NLTMC. Such services may include, but are not limited to:

- **Advertising** – The ability to create and/or place advertising in print and electronic media that reflects an appropriate image of North Lake Tahoe. Media buying and trafficking should keep an eye toward developing partnerships/promotions with other clients and/or media outlets for the purpose of maximizing the exposure of, and minimizing the cost to, the NLTMC. The selected agency of record will be responsible for seeing commercial production through to completion (conceptualization, production and trafficking to select media outlets) whether that capability is proposed as an in-house arrangement or as

a sub-contractor arrangement. Agency will provide a full range of creative and account management skills and activities and must be familiar with many applications of advertising and design (i.e., commercial production, media buying/placement, direct mail, point of purchase, signage, etc.).

- **Brand Development** – Assist in the further development and evolution of the North Lake Tahoe brand identity. Agency to assist in the consistency of the North Lake Tahoe brand message throughout all forms of consumer marketing programs.
- **Electronic Production** – The ability to produce and reproduce high quality commercial productions. Including but not limited to cable TV, broadcast TV, radio, email broadcasts, and database communications.
- **Print Production** – The ability to produce and reproduce high quality print advertising for newspapers and magazines. This may include digital output, web and offset production.
- **Graphic/Website Design** – The ability to design and produce brochures, reports, advertising materials, website development, direct mail materials, and miscellaneous promotional materials. These designs will be required to maintain graphic integrity and continuity with the overall image and brand of North Lake Tahoe.
- **Market Research** – Assist in the development and implementation of various market research programs designed to provide insight into the effectiveness of the advertising and marketing campaigns.
- **New Initiatives** – Agency to advise the NLTMC on appropriate advertising and marketing opportunities that may help communicate the North Lake Tahoe brand message to our targeted audiences. Agency will also provide advice on other related communication, advertising and public relations matters, as requested by the NLTMC.

5.1 PROCEDURES AND PROTOCOLS

- The NLTMC or its designee will review and sign off on all projects and work prior to release or use. The NLTMC or its designee shall have complete and total approval of any proposed advertising plan or any part thereof and shall have the express rights to modify, change or delete all or any part of the plan at any time.
- The Consultant shall communicate the progress of work to the NLTMC through preparation and submittal of written status

reports, including anticipated project completion dates, and through periodic meetings with the NLTMC or its designee, at intervals as specified by the NLTMC.

- The Consultant shall promptly notify the NLTMC of events which have a significant impact on contract work, including (1) problems, delays or adverse conditions which will prevent the meeting of time or work schedules, and (2) favorable developments which will enable meeting time or work schedules sooner than anticipated.
- The Consultant shall agree that from time to time the NLTMC or its designee may provide copy or creative concepts for advertisements. In such cases, the Consultant shall perform those necessary functions identified herein for media placement of advertisements as directed and supplied by the NLTMC.
- Due to changing fiscal and economic conditions, the Consultant may be required to change, modify, or totally revise any or all of the above assignments including the advertising plan, the strategy and objectives, media schedules, budget allocations etc, as instructed by the NLTMC.
- The Consultant shall assist the NLTMC in maintaining a system for measuring the results of all advertising efforts, including tracking of responses from specific placed media.

6.0 PREPERATION OF SUBMITTAL – REQUIRED CONTENT

Each response to this RFP shall include the information described in this section. Failure to include all of the elements specified may be cause for rejection. Additional information may be provided, but should be succinct and relevant to the goals of the RFP. However, descriptions that tend to be excessive, not “to the point” or too wordy may not be considered favorably. Document pages shall be 8 ½” x 11” in size or folded to such a size.

All submittals shall contain the following elements, and in the order given:

- 6.1 **Cover Letter** with the following information
 - 6.1.1 Name and mailing address of your firm (include physical location in addition if mailing address is a PO Box).
 - 6.1.2 Contact person, telephone number, fax number and email
 - 6.1.3 A statement that the submitting firm will perform the services as described in this Scope of Services

- 6.2 **Signatory Requirement.** The Cover Letter must be signed by an officer empowered by the Consultant to sign such materials and thereby commit the Consultant to the obligations contained in the RFP response. Further, the signing and submission of a response shall indicate the intention of the vendor to adhere to the provisions described in the RFP. As such, submittals which are signed:
- 6.2.1 For a partnership, shall be signed in the firm name by a partner.
 - 6.2.2 For a corporation, shall have the correct corporate name thereon and the actual signature of the authorized officer of the corporation.
 - 6.2.3 By an individual doing business under a firm name, shall be signed in the name of the individual doing business under the proper firm name and style.
- 6.3 **Firm Description.** A description of the firm, including the year the firm was established, type of organization (partnership, corporation, etc.), and the number of employees. This section shall include the pertinent qualifications of personnel (including sub-contractors) to be used. An organizational chart shall be submitted depicting the project team proposed by the firm and resumes (no more than one page per person) for key personnel including length of service with the firm.
- 6.4 **Experience and Expertise.** Provide a summary of the firm's (including sub-contractors) experience as it relates to the required services. Respondents should clearly identify and address major areas of expertise (as identified in **Section 5.0**) for which they are responding and clearly demonstrates their expertise in said areas. Provide descriptions of previous projects that relate to the services required in this RFP. Identify each project by name and include a brief description of the project. Contractors or agencies with more than 5 years of experience in providing advertising and marketing services are preferred and may be scored higher in the Evaluation Criteria (**Section 7.0**).
- 6.5 **Methodology and Creative Abilities.** Provide a general methodology for accomplishing services you are capable of providing as described in **Section 5.0**. Provide a brief response for each that demonstrates an understanding of the key elements of the project as they relate to the services required herein including development and administration.

- 6.6 **Facilities and Resources.** Provide a complete description of your facilities including equipment, software/design programs and resources available to accomplish the tasks requested herein. Provide separate descriptions of sub-contractors facilities and resources to be used (if applicable).
- 6.7 **References.** List references, including current contact name and telephone number for at least three different relevant projects. Reference should be individuals who have direct experience with the Contractor on the project cited. References will be contacted for information relating to the preceding sections as well as reliability information.
- 6.8 **Price Schedules.** Provide a complete fee schedule for all services to be delivered including hourly rates for all proposed staff (Attachment A). The fee schedules provided in the response shall be the maximum rates to be charged during the first year of the effective period of the agency of record contract and qualified list. Any requests for rate increases after the first year shall be submitted in writing to the NLTMC or its designee no less than 30 days in advance of such a rate increase, and shall not exceed an increase of over 5% from prior year.
- 6.9 **Required Statements.** Include statements of assurance regarding the following requirements: Non-substitution for the designated members of the team without approval by the NLTMC (Section 9.0), non-conflict of interest (Section 11.0), and non-collusion (Section 12.0).

7.0 SUBMITTAL INSTRUCTIONS

- 7.1 One original and four (4) copies of the RFP shall be received no later than the date and time indicated in Section 3.0 at the office of the North Lake Tahoe Resort Association, 100 North Lake Blvd., Second Floor, Tahoe City, CA 96145 or at PO Box 5459, Tahoe City CA, 96145.
- 7.2 Submit Attachment A – Price Schedule with a complete listing of services and associated fees.
- 7.3 RFP's submitted to a location other than the above will not be considered duly delivered or timely. Neither the NLTRA nor the IVCBVB will be responsible for re-routing RFP's delivered to a person of location other than the specified above.
- 7.4 Late RFP's shall not be accepted under any circumstance.

- 7.5 Cost of preparation of RFP will be borne by the offerors.
- 7.6 The Agencies reserve the right to waive minor defects and/or irregularities in submittals, and shall be the sole judge of the materiality of any such defect or irregularities.

8.0 EVALUATION CRITERIA

Each submittal will be rated using the following criteria and scoring:

Experience and Expertise (Section 6.4)	30%
Methodology and Creative Abilities (Section 6.5)	30%
Facilities and Resources (Section 6.6)	25%
Cost (Attachment A)	15%

9.0 SELECTION PROCEDURE

- 9.1 RFP's will be reviewed for responsiveness and responsive submittals further be screened by an evaluation committee in accordance with the criteria listed above. The firms submitting the most highly rated responses may be invited for interviews.
- 9.2 The Agencies reserve the right to make an award without further discussion of the submittal with the offeror(s). Therefore, the RFP should be submitted initially on the most favorable terms that the responding firm may propose.
- 9.3 The Agencies reserves the right to award a contract to the firm(s) who, in the sole judgment of the Agencies, provides the most favorable response(s) to the RFP pursuant to the Evaluation Criteria listed above.
- 9.4 The Agencies reserve the right to reject any or all RFP's, or to waive minor irregularities in said RFP's, or to negotiate minor deviations with the successful firm(s).
- 9.5 The selection committee will be made up of members of the North Lake Tahoe Marketing Cooperative, a committee made up of members of both the NLTRA and the IVCBVB.

10.0 ASSURANCES OF DESIGNATED TEAM

Responding firms shall assure that the designated staff, including sub-contractors, is used for the work described in the RFP. Departure or

reassignment of, or substitution for, and member of the designated team or sub-contractors shall not be made without prior notification to Agencies.

11.0 NON-APPROPRIATION

The Agencies may terminate any resulting contract at the end of any fiscal year, June 30th, without further liability other than payment of debt incurred during such fiscal year, should funds not be appropriated by each governing body to continue services for which the contract was intended.

12.0 CONFLICT OF INTEREST

The consultant shall warrant that no official or employee of the Agencies has an interest, has been employed or retained to solicit or aid in the procuring of the resulting contract, nor that any such person will be employed during the performance of such contract without immediate divulgence of such fact to the Agencies.

13.0 NON-COLLUSION

Firms submitting proposals shall warrant that their offer is made without any previous understanding, agreement or connection with any person, firm or corporation submitting a separate proposal for the same project and is in all respects fair, without outside control, collusion, fraud or otherwise illegal action. This condition shall not apply to proposals which are submitted by firms who have partnered with others to submit a cooperative proposal that clearly identifies a primary contractor and the associated sub-contractors.

14.0 ADDITIONAL SERVICE

Consultant agrees that from time to time the Agencies, independently and separately, may require additional services to be performed that our outside of this contract with the NLTMC. These services will be estimated and billed separately.

15.0 DISCLOSURE OF PRINCIPALS

Firm will complete and return with their proposal response, the single copy of the form entitled "Disclosure of Principals" located at the back of this RFP.

16.0 OPEN MEETING LAW

NRS Chapter 241 provides that public business will be conducted in compliance with open meeting law requirements.

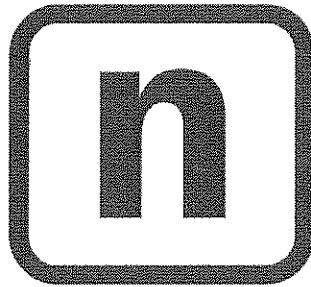
17.0 ATTACHMENTS

Attachment A – Price Schedule

Attachment B – List of Sub-Contractors

Attachment C – Client List/References

Attachment D – Disclosure of Principals



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North Lake Tahoe Marketing Coop Committee
February 17, 2012

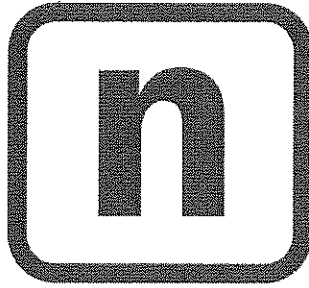
BACKGROUND

As the committee is aware, the North Lake Tahoe Marketing Cooperative will undergo an Agency RFP process over the next few months. As part of this process, it is recommended that a sub-committee of the Coop Committee be established to act on behalf of the Coop. Duties of the sub-committee may be as follows:

- Oversee solicitation RFP process
- Oversee solicitation of agency bids
- Review agency bids
- Determine qualification and acceptance of bids
- Participate in selection procedure of bids
- Recommend successful agency to NLT Coop Committee for final approval

ACTION REQUESTED

To appoint a four member sub-committee, with representation from two members each from the NLTRA and IVCBVB that are current members of the NLT Coop Committee.



north lake tahoe

North Lake Tahoe Marketing Cooperative February 17, 2012

BACKGROUND

Over the last several weeks, staff and agency partners have been focusing efforts and resources on communicating current and accurate resort and snow information to not only our guest but also to our local community. This effort was initiated to insure a consistent message was being portrayed to the media in an attempt to head off any misinformation being distributed throughout the region. Additionally, staff and agency partners have been strategizing on efforts to convey a strong snow message once the weather patterns change to a winter snow pattern. Below is an overview of recent activities.

Pre Storm/Snow-Making Efforts

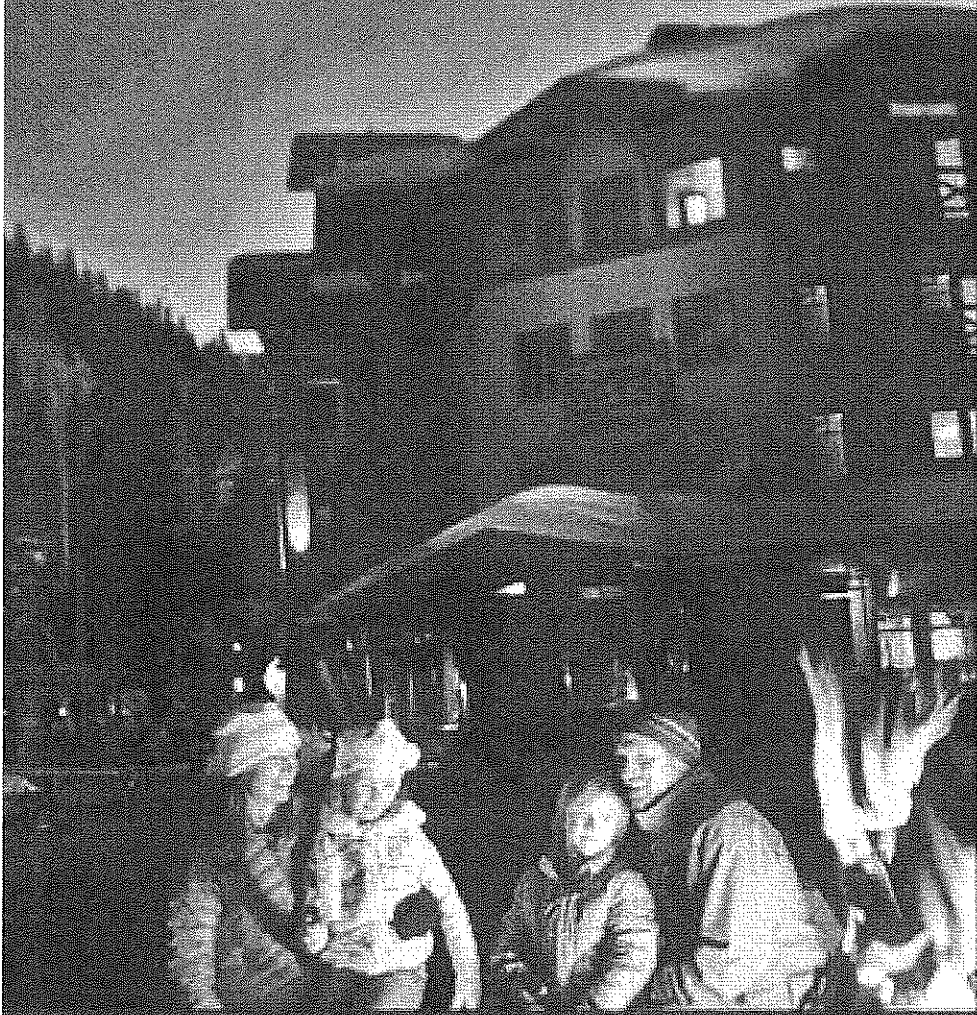
- Coordinated resort PR/Marketing meeting on Jan. 6th to discuss messaging and tactics
- 5 station Bay Area radio campaign week of Jan. 9th promoting snowmaking
- Conducted 8 live radio interviews on current conditions
- Consumer email blast to 35K database on current conditions
- Daily ski report on lifts and runs distributed to lodging and chamber members
- Multiple press releases on snow conditions and resort openings
- Reposting of resort video via NLT social channels
- Video taping of NLT spokesperson on current conditions
- Coordinated with Olympic Heritage Celebration to secure TV coverage of event
- Recorded VNR of Olympic Heritage Celebration Snow Dance for distributed

Post Storm/New Snow Efforts

- 5 station Bay Area radio buy to run January 23rd through February 3 promoting new snow conditions
- 5 Station Bay Area radio buy running February 9th – 17th to promote President's Week Holiday
- New snow Eblast distributed to 35k consumer database
- Scheduled live interviews with various radio and TV stations
- VNR distribution of newly shot content

- Distribution of new content via all social channels
- Regional Marketing Committee (RMC) commitment of \$60K for National Radio and TV Satellite Interview Tour
- Continuation of daily resort updates
- Introduction of 10 day event calendar notification for local chamber members
- San Francisco LED Bus Shelters in 30 locations in downtown SF
- Increased paid search campaign in Bay Area
- Added Facebook, Travelspike and Accuweather campaigns to promote new snow

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stoke the family scrapbook.

TahoeCoolDeals.com



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skate your way
through life.

TahoeCoolDeals.com



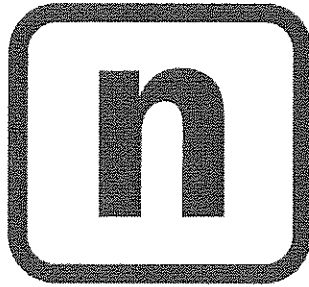


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discover the white
beaches of tahoe.

TahoeCoolDeals.com





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North Lake Tahoe Marketing Cooperative
February 17, 2012

BACKGROUND

The North Lake Tahoe Marketing Coop sent out an email survey to our email database in November 2011. The goal of the survey was to look for ways to improve open rates and click through rates, to determine consumer's views on more compelling and valuable email content, and to build our database. Information gleaned from this survey will be used to modify our email program.

SITUATION

Smith and Jones will review the results of the survey program and answer any questions from the committee.