



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

AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday, January 6, 2009 – 2:00 p.m.
Tahoe City PUD – Board Room

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:

Dan Tester - Chair
Debbie Casey
Debra Darby-Dudley

Committee

Members:

Julie Maurer
Christine Horvath
Lolly Kupec
Ron Parson
Sue Hyde
Les Pedersen

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 minutes)
- C. Agenda Amendments and Approval
- D. Approval of Marketing Meeting Minutes – November 25, 2008
- E. 2009 Marketing Committee Appointment Process Update (5 minutes)
- F. Review Updated FY-2008/09 North Lake Tahoe Marketing Coop Budget (10 minutes)
- G. Update on North Lake Tahoe Marketing Coop Committee Reallocation of Advertising Funds for Winter Bay Area Television Campaign (20 minutes)
- H. Report on Board Direction Regarding Funding for the North Lake Tahoe Conference Center (5 minutes)
- I. Review and Discussion on Marketing Direction Community Outreach and FY-2009/10 Planning Process (15 minutes)
- J. Discussion to Reschedule January 27th Marketing Committee Meeting (5 minutes)
- K. Discussion to Change Marketing Committee Meeting Start Time to 1:00 p.m. (5 minutes)

- L. Departmental Reports (written reports included in packet) (20 minutes)
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Public Relations

- M. Committee Member Comments (5 minutes)

- N. Standing Reports (posted on www.nltra.org)
 - Reno/Tahoe International Airport September Report
 - November Search Engine Optimization Report
 - November GeoTracking Report
 - November Web Report
 - November Click Thru Report
 - October Financials
 - November MTRiP Report

Posted and Emailed December 30, 2008



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**MARKETING COMMITTEE MEETING MINUTES
November 25, 2008 – 2:00 p.m.**

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Dan Tester, Alex Mourelatos, Ron Parson, Julie Maurer (2:07 p.m.) and Christine Horvath (2:07 p.m.)

NLTRA STAFF IN ATTENDANCE: Andy Chapman, Jason Neary, Jeremy Jacobson, Judy Lavery, Steve Teshara and Whitney Parks

OTHERS IN ATTENDANCE: Pettit Gilwee, Jennifer Martinez, Deanna Gescheider, Erin Damonte, Carl Ribuado, Alana Crete, Kathy Long and Aaron Curtis

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order by Chair Dan Tester at 2:02 p.m. and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Andy Chapman reported that the First Tuesday Breakfast Club next Tuesday, December, 2nd will be the annual "What's new at your ski area" program with special Keynote Speaker Caroline Beteta, Executive Director of the California Travel and Tourism Commission. Caroline will be presenting "*The California Snow Campaign*" with audio visual about the promotions this winter in California. Next Tuesday's Breakfast Club will meet at Granlibakken Gran Hall at 7 a.m.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Mourelatos/Parson) (3/0) to approve the Marketing Committee agenda with adjustments made as necessary.**

4.0 APPROVAL OF MARKETING MEETING MINUTES

- 4.1 **M/S/C (Parson/Mourelatos) (3/0) to approve the Marketing Committee meeting minutes of October 28th, 2008 as presented.**

5.0 PRESENTATION ON SKI LAKE TAHOE/SIERRA MARKETING COUNCIL 2008/09 MARKETING EFFORTS – CARL RIBUADO, EXECUTIVE DIRECTOR, SKI LAKE TAHOE, SIERRA SKI MARKETING COUNCIL

- 5.1 The North Lake Tahoe Marketing Cooperative is a participating partner in the Sierra Ski Marketing Council's (SSMC) efforts to promote the region as a top winter sports destination. Andy Chapman introduced Carl Ribuado, Executive Director, Ski Lake Tahoe, Sierra Ski Marketing Council. Carl discussed the participating ski resorts in the SSMC and Ski Lake Tahoe. He discussed the

importance of working cooperatively and combining resources due to the competitive nature of the ski market nationally. He discussed the SSMC's ads, Web site and the Lake Tahoe Winter Vacation Guide, as well as a number of promotional efforts such as SSMC's carrier relationship with Southwest Airlines. All marketing efforts focus on drawing awareness to Lake Tahoe and North Lake Tahoe as a destination. Web site statistics are tracked monthly to measure the success of SSMC's efforts. The eStarch Readership Report ranked Lake Tahoe as the #3 winter sports destination last year. SSMC also uses reports to measure the readability and success of advertisements and promotions. From recent accountability research, it was determined that there was a \$690 return on investment for every dollar invested in SSMC marketing efforts.

6.0 PRESENTATION, DISCUSSION AND POSSIBLE ACTION ON THE NORTH TAHOE PUBLIC UTILITY DISTRICT REQUEST FOR CONTINUED CONFERENCE MARKETING GRANT IN THE AMOUNT OF \$15,000

- 6.1 Andy Chapman provided background information on the "Annual Conference Marketing Support" in the amount of \$15,000 for the North Tahoe Community Conference Center. He noted that the NLTRA's total marketing budget was reduced this year by \$276,991 and accordingly some budget cuts had to be made. Since the Conference Center had a somewhat uncertain future at the time the budget was being prepared, the \$15,000 Conference Marketing contribution was eliminated as a part of budget reductions. At the November Board meeting, Curtis Aaron and Kathy Long from the NTPUD confirmed that the District still was interested in applying for a \$15,000 marketing grant to help fund the marketing of the conference center. Since this \$15,000 was not included as a part of the FY2008/09 marketing budget and no other funding is available for this expenditure in the budget, the staff report recommended utilization of NLTRA marketing reserves. An outline describing the board approved policy for using NLTRA marketing reserves was included in the packet. Kathy Long gave background on the North Tahoe Community Conference Center. A letter regarding marketing goals and objectives of the center from the NTPUD to the NLTRA was included in the packet.
- 6.2 Kathy reported that the conference center will use the \$15,000 marketing grant for print and internet advertising for weddings at the center, as well as printed collateral packets in the amount of \$4,050. The center will use \$8,950 for the advertising and marketing of conferences and meetings, and \$2,000 for a proposed media outreach/FAM tour. Kathy explained the tracking devices in place for measuring the success of advertising efforts. She said the center will use web analytics to measure the success of the Web site. The conference center will also measure incremental TOT and identify occupancy and revenue by market segmentation, e.g. the SMERF market. She explained the new business model of the center. The conference center will have two staff people on-site with the goal of booking room space. All the event planning, lodging and other services will be directed outside of the center. Julie Maurer asked about the conference center's role as a community center. Kathy reported that the center will be promoted as a community center to fill space and help the center survive through slower seasons.
- 6.3 Ron Parson wondered how the conference center will measure the success of its marketing and advertising efforts. Kathy reported that the center would like to break even in the building as the center has been operating at deficit for several years. Curtis Aaron reported that the break even point would be approximately \$450,000. He noted that since the NTPUD is a government agency, they cannot make a profit. He reported that so far this fiscal year, the center has met

approximately half of its anticipated revenue target. The NTPUD has cut costs at the center due to staff restructuring. Curtis said that the center is looking for support from the community and any help moving forward. Dan Tester asked how much money the center currently spends for advertising. Curtis reported that the center currently spends between \$20,000 - \$30,000 annually for advertising. Julie Maurer wondered how the center will allocate these marketing funds since there is no professional marketing and sales staff on site. Kathy reported that she has been working with Curtis Aaron's executive assistant, as well as the NLTRA marketing staff and small lodging partners. The conference center is also working to develop a partnership with the North Tahoe Business Association. NTBA may relocate their offices into the center to help with marketing and promotions. She said they also consult with Small Pond Studios who is helping produce their updated Web site and collateral. Dan Tester asked what the conference center's call to action was in their advertising and promotions. Curtis reported that most of the call to action will be to the Web site. The sale will be closed by conference center staff for room space, with the balance of requests, such as lodging or event planning, to be directed to other businesses/services in the community.

7.0 DISCUSSION AND POSSIBLE ACTION TO RECOMMEND APPROVAL OF RESERVE ALLOCATION FUNDS FOR

- **NTPUD CONFERENCE MARKETING - \$15,000**
- **RRC CONSUMER SURVEY - \$5,000**

- 7.1 Andy Chapman reported that the NLTRA Board created a "marketing reserve" account several years ago. The objective of the reserve was to establish a fund representing 15% of the annual TOT marketing budget. One condition of the reserve is that any funds expended must be replenished no later than the following fiscal year. Currently, there is approximately \$277,000 available in the reserve. Andy reported that this agenda item can be separated for recommendation.
- 7.2 Andy discussed the RRC Consumer Survey. This is part of a larger survey and research project to obtain current consumer and eastern Placer County resident feedback on NLTRA marketing, transportation and infrastructure projects. This first research update since the 2004 Master Plan will help the Resort Association evaluate plans, projects and investments going forward. Andy noted that the NLTRA is also a \$15,000 funding partner, working with the Placer County Office of Economic Development and the two other tourism organizations in the County, to prepare a County-wide Tourism Study. The consultant for this study is Dean Runyan Associates. Finally, the NLTRA has a separate contract with Dean Runyan to update the 2003 report, *The Economic Significance of Travel to the North Lake Tahoe Area*. This contract is for \$24,000. The contract with RRC Associates for the Consumer Survey and Eastern Placer County Resident and Property Owner Survey is an estimated \$41,000. The Placer County Executive Office directed that the NLTRA Marketing budget pay a portion of costs for the RRC survey project. This amount is \$16,000. \$11,000 of this amount has been identified to come through this year's marketing contingency funds. The balance of \$5,000 is recommended to come from the marketing reserve.
- 7.3 Ron Parson asked NLTRA staff if anything else could be cut from the current FY2008/09 marketing budget for the NTPUD Conference Marketing and the RRC Consumer Survey without using the marketing reserve. Steve and Andy responded that at this time, all available marketing funds have been allocated. They noted that in January, staff will begin the six month reforecast analysis and perhaps some funding could be identified at that time. Andy added, however,

that it is very unlikely that \$15,000 or more could be found in the reforecast. Ron Parson did not feel that money should be borrowed from next year's budget. Julie Maurer said that at some point, the NLTRA can no longer support all marketing and advertising efforts of the North Tahoe Conference Center. She suggested that other conference properties in the community should also be allowed to ask the NLTRA for conference funding. She said she would feel more comfortable if \$15,000 was placed into the NLTRA conference sales budget in order to benefit conference efforts of everyone in the community. Alex Mourelatos commented (in response to Julie Maurer's comments) that the conference center is a stand alone facility, not connected to any other sources of business like other properties in the community that are connected to lodging or food and beverage. He said the conference center is an important investment for our community.

7.4 No motion was offered on the use of reserve funds to fund the North Tahoe Conference Center. Direction to staff: Determine another way to support the NTPUD Conference Marketing in the amount of \$15,000 without using marketing reserve funds.

7.5 Alex Mourelatos said he felt there should be more flexibility in the NLTRA marketing budget. He said it was also his view that the \$5,000 for the research project does not fit the criteria of using reserve funds. The consensus of the Committee was that they did not feel comfortable spending next year's budget and did not recommend using marketing reserves.

8.0 PRESENTATION ON AST WINTER DEW TOUR 2008 – NADIA GUERRIERO, DIRECTOR OF EVENTS AND CONFERENCE SERVICES, NORTHSTAR-AT-TAHOE

- 8.1 Nadia Guerriero, Director of Events and Conference Services at Northstar-at-Tahoe, announced that Northstar has secured the final event of the 2008/09 AST Winter Dew Tour. The Northstar portion of the event will be held February 19-22, 2009. Nadia provided background information on the AST Dew Tour. The summer Dew Tour was launched in 2005 with the objective to create the premier pro Action Sports Tour.
- 8.2 The AST Winter Dew Tour will be a three event, multi-sport series. It will include season long points standings, a \$1.5 million prize and NBC/USA programming. The first event of the tour will take place from December 18-21 at Breckenridge, Colorado. The second event will be January 8-11 at Mt. Snow, Vermont, and the final event will be at Northstar-at-Tahoe. The Northstar event will feature men and women's skiing and snowboarding, super pipe and slope style. The series will highlight the biggest stars of winter action sports with live programming on NBC, USA and MTV2. The series will also be featured on Rush HD and simulcast live internationally on Fox Australia. Viewers will be able to watch the series on video on demand, Hulu and Amazon.com. Nadia discussed the tremendous public relations opportunity and economic impact to Northstar-at-Tahoe and the entire Lake Tahoe region from the AST Dew Tour.
- 8.3 Julie Maurer added that the summer AST tour drew approximately 60,000 spectators per stop, and they are hoping for approximately 30,000 attendees at the winter sites. She reported on the lodging and economic impact of the television crews alone. The Tour will also feature a free concert at Northstar on Friday, February 20. There was discussion that Julie Maurer will contact lodging properties in the next month to create a seamless room booking engine on the Northstar Web site. Nadia said that Northstar is also looking for any help with shuttles to transfer AST attendees to various locations in the Tahoe region.

9.0 PRESENTATION ON 2008 AUTUMN FOOD AND WINE RESULTS – JUDY LAVERTY, SPECIAL PROJECTS MANAGER, NLTRA

9.1 Judy Laverty provided a written narrative and list of highlights regarding the 2008 Lake Tahoe Autumn Food and Wine Festival in this month's Committee packet. She reviewed festival changes this year. The date was changed to the weekend after Labor Day to remove competition of multiple other events (Squaw Valley Art Bark Fest, Reno Air Race and Truckee Renaissance Faire). Also due to the fact that the event is now in an outdoor venue, weather is a major consideration. Judy reported that the date change strengthened attendance. After researching other festivals, Saturday's event was changed to a free event with free cooking demonstrations and children's activities; because of alcohol being served, wine tastings and seminars were still ticketed events. Judy noted that over 600 glasses for wine tastings were sold on Saturday. The marketplace and vendor fair was greatly expanded and live music was featured throughout the Village. There was a very strong line up of celebrity chefs including Bravo TV's 2008 Top Chef Winner, Stephanie Izard, as well as Chef Joseph Keller, renowned cheese expert Laura Werlin, Sushi Master Taro Arai, Chef Lars Kronmark and local chef Douglas Dale.

9.2 On the expense side, this year, Northstar increased the site fee from \$5,000 to \$15,000. In an effort to increase visibility of the cooking demos, 60" plasma screens were installed at an expenditure of \$4,100. Judy included a final budget in the Committee packet. The total tracked attendance for 3 days was 2,058, a 56% increase over last year. The estimated public relations return on investment is \$115,000 with 5,875,607 total impressions (to date, with a final total still pending). A combined online ticket sales zip code survey found that 251 ticket sales were out of town (68%) and 123 local (32%). This year, cash sponsorship was at \$29,900 (up 40% over prior year), ticket revenues were at \$44,470 (up 10% over prior year), and the auction generated \$11,784 (down 21% over prior year). The event total revenues were at \$85,154 (up 12% over prior year) and total expenses were \$88,264 (up 24% over prior year). The total net profit/loss was -\$2,110. The major objectives of AFW were to break even on the event, promote visitation to an off season event and increase awareness of the culinary aspect of this region. Ron Parson asked for Northstar to quantify room revenue to see if the event helped the resort. Alex Mourelatos recommended sending a survey to the out-of-town online ticket sales to determine where they stayed during the event.

10.0 UPDATE ON MARKETING DECISION TOOL DEVELOPMENT

10.1 Ron Parson discussed the recent meeting of the Marketing Decision Tool Development project. The Subcommittee's goals are: 1) to find a pattern of North Lake Tahoe business, 2) breakdown patterns of lodging by travel segment, 3) determine areas of opportunity and 4) develop marketing programs to fill those areas of opportunity. Justin Broglio will try to find information from grocery stores, retail and lodging. Ron Parson will go to West Shore restaurants, retail and lodging. Andy Chapman will secure a map of TOT reporting areas and sales tax by month. Cheri Sprenger is gathering information from Safeway. The Subcommittee still needs participants from Squaw Valley and Northstar. The next meeting will be held on December 11.

11.0 REVIEW OF COMMITTEE MEMBER APPOINTMENT PROCESS

- 11.1 Andy Chapman thanked everyone who has participated on the Marketing Committee this year as a lay member. Individuals interested in consideration as lay members for the 2009 Marketing Committee must submit a letter of interest and qualifications to the NLTRA by December 29, 2008.

12.0 DISCUSSION ON DECEMBER 30TH MARKETING COMMITTEE MEETING

- 12.1 The Committee came to a consensus to move the next Marketing Committee from Tuesday, December 30th, 2008 to Tuesday, January 6th. The meeting will be held at the Tahoe City PUD at 2:00 p.m.

13.0 DEPARTMENTAL REPORTS

- 13.1 **Advertising** – Jennifer Martinez reported that we received an upgrade to a full page ad in Newsweek at the half page ad price. The written advertising departmental report includes a list of ads running in November and December. Jennifer also reported on the TripAdvisor.com campaign, the banner on LATimes.com, and the annual listing on Gordon'sGuide.com. She noted that the Bay Bridge Outdoor Board was posted on November 3rd featuring winter creative.
- 13.2 **Leisure Sales** – Jeremy Jacobson reported that he assisted UK tour operator Ski Safari to develop a Northstar product and Web pages. He is also helping to build a North Lake Tahoe ski section on the Alaska Airlines vacation Web site. He reported that he is maximizing dollars on international and domestic FAMS. Jeremy recently attended the San Diego Snow Jam on behalf of SSMC. He said he was very impressed by Snowbomb's efforts at the San Francisco ski show and noted the importance of reinventing the way ski shows are run.
- 13.3 **Special Projects** – Judy Lavery continues to plan for the 2009 Autumn Food and Wine Festival. She also continues to update the GoTahoeNorth Web site. She assisted in planning for the CTTC Snow Web site and the AST Winter Dew Tour. She reported on other upcoming events in February. They include the Nissan Tram Face Challenge at Squaw Valley and SnowFest.
- 13.4 **Public Relations** – Pettit Gilwee reported on the new North Lake Tahoe ad in this month's Self magazine. She noted the importance of being the first to release a new snowfall press release. In the last 30 days, Pettit has been coordinating a press trip for Guy Fieri of the Food Network. She hosted Editor Bruce Kelly of San Francisco Magazine, CCTC Japan Office's Reiko Mizutani and Mayumi Mori and freelancer Lena Katz. There are currently 8 news releases in the works; 7 news releases were distributed in the last month and she responded to 31 media leads.

14.0 COMMITTEE MEMBER COMMENTS

- 14.1 No comments.

15.0 STANDING REPORTS

- 15.1 The following standing reports were posted on nltra.org:
- Reno/Tahoe International Airport September Report
 - October Search Engine Optimization Report
 - October GeoTracking Report
 - October Web Report
 - October Click Thru Report
 - September Financials

- October MTRiP Report

16.0 ADJOURNMENT

16.1 The Marketing Committee meeting adjourned at 4:31 p.m.

Submitted by:

Whitney Parks,
Administrative Assistant

North Lake Tahoe Resort Association
Lay Member Appointment
January 6, 2009

Criteria

- Maximum of six “Lay” members.
- “Lay” members are selected based on marketing experience (highest priority), type of business affiliation, and geographic representation.
- “Lay” members are appointed at the January 7th Board meeting with the first meeting of the committee in late January.
- Committee members serve for a one year period.

Application of Interest Received

1. Heather Bacon, Principal, Boulder Bay Resort – President, Tahoe Biltmore
2. Christy Beck, Director of Operations, Sales and Marketing, The Village At Squaw Valley
3. Jacquie Chandler, Marketing Director, Corporate Visions Inc.
4. Joseph Chillemi, Retiree, Kings Beach
5. Brit Crezee, Marketing Director, First Tracks Publishing
6. Claire Fortier, Communications Director, Parasol Tahoe Community Foundation
7. Deanna Gescheider, Regional Director of Marketing & Sales, JMA Ventures
8. Steven Holtz, Director of Public Relations, The Ritz-Carlton Highlands, Lake Tahoe
9. Christine Horvath, Director of Marketing, Squaw Valley USA
10. Lolly Kupec, Wild West Communications Group
11. Julie Maurer, Vice President of Marketing & Sales, Boothcreek Ski Holdings, Inc.
12. John Monson, Director of Marketing & Sales, Sugar Bowl Ski Resort
13. Alvina Patterson, Owner, Holiday House
14. Burke Pease, Local Resident, Tahoe City
15. Les Pederson, Director of Sales & Marketing, Resort at Squaw Creek
16. Nick Pullen, Broker/Owner, Pullen Realty Group
17. Daryl Simms, Independent Contractor, Truckee
18. Brinn Wellise, President and Owner, Switchback Public Relations & Marketing
19. Brett Williams, President and Broker, Agate Bay Realty of Lake Tahoe



12 Month Category review for DRAFT FY 2008/09 Planning
 Revised 12-11-08

Line Item/Description	REVISED FY 2008/09	FY 2008/09 Budget	Variance
Public Relations	\$ 89,200	\$ 89,200	\$ -
Leisure Sales	\$ 110,750	\$ 110,750	\$ -
North Tahoe Conference Sales Media	\$ 192,949	\$ 200,000	\$ (7,051)
SUB-TOTAL	\$ 392,899	\$ 399,950	\$ (7,051)
Coop/Misc. Committed Programs			
Sierra Ski Marketing Council	\$ 93,000	\$ 93,000	\$ -
Hotel Travel Index	\$ -	\$ -	\$ -
Regional Marketing Committee	\$ 50,000	\$ 75,000	\$ (25,000)
North Tahoe Wedding Association	\$ 90,000	\$ 90,000	\$ -
Photography	\$ 12,000	\$ 12,000	\$ -
MTRIP Research Project	\$ 15,000	\$ 15,000	\$ -
California Snow Campaign	\$ 28,000	\$ 28,000	\$ -
Fulfillment	\$ 10,000	\$ 10,000	\$ -
SUB-TOTAL	\$ 298,000	\$ 323,000	\$ (25,000)
Consumer Marketing			
Drive Market	\$ 126,786	\$ 95,171	\$ 31,615
Destination Market	\$ 192,065	\$ 189,097	\$ 2,968
Outdoor	\$ 74,216	\$ 83,493	\$ (9,277)
Internet (Drive and Destination)	\$ 103,982	\$ 133,139	\$ (29,157)
Direct Response	\$ 91,990	\$ 96,000	\$ (4,010)
Website Programs (non advertising)	\$ 70,326	\$ 66,000	\$ 4,326
Production/Client Services/Promo Planning	\$ 128,635	\$ 122,900	\$ 5,735
Research	\$ -	\$ -	\$ -
SUB-TOTAL	\$ 788,000	\$ 785,800	\$ 2,200
Misc. Supplies/Contingency	\$ -	\$ 905	\$ 905
TOTAL	\$ 1,478,899	\$ 1,509,655	\$ -
NLTRA Marketing Budget	\$ 832,000	\$ 832,000	\$ -
NLTRA Carryover Revenue to Marketing Coop	\$ -	\$ -	\$ -
IVCBVB Projected Marketing Budget	\$ 665,655	\$ 665,655	\$ -
IVCBVB Carryover Revenue to Marketing Coop	\$ -	\$ -	\$ -
Fees & Commissions	\$ 1,000	\$ 12,000	\$ (11,000)
TOTAL	\$ 1,498,655	\$ 1,509,655	\$ (11,000)
Variance	\$ 19,756		

NLT Coop 08-09 ADVERTISING PLAN

12/29/2008

July 2008-June 2009	July	August	September	October	November	December	January	February	March	April	May	June	Variance	Total
DRIVE MARKET PRINT														
NCGA Golf (1/2 pg)	\$6,481													\$6,481
7x7 Magazine (Full pg)	\$6,183													\$6,183
San Francisco Magazine (1/2 pg)					\$7,825			\$7,825						\$15,250
Sunset Magazine Northern CA Reno/Tahoe Section (1/3 pg)					\$16,108									\$16,108
Drive Market Print Subtotal	\$12,644	\$0	\$0	\$0	\$23,739	\$0	\$0	\$7,825	\$0	\$0	\$0	\$0	\$0	\$44,002
DESTINATION PRINT														
<i>Southern California</i>														
Los Angeles Magazine (1/2 page)				\$9,450			\$9,450							\$18,900
Newsweek LA Metro Buy (1/2 page)					\$6,705		\$6,705							\$13,410
<i>Regional Print</i>														
Newsweek CA State Buy (Full pg)	\$14,785													\$14,785
National Geographic: The West's Best (1/2 pg)			\$9,176											\$9,176
Outside Magazine: Western Chc. (Full pg & 1/2 pg)	\$11,344				\$11,825		\$11,825							\$34,994
Fairways & Greens (Full pg)			\$1,083											\$1,083
Ski Press Coop (Full pg, 4C, 2-4 partners) nit coop half	\$2,291					\$2,291	cat							\$2,291
C TTC insert (1/3 pg)				\$16,512										\$16,512
Womens Adventure Magazine (1/2 pg)					\$3,000		\$4,000							\$7,000
Destination Print Total	\$26,128	\$0	\$9,239	\$24,862	\$21,630	\$2,291	\$31,980	\$0	\$0	\$0	\$0	\$0	\$0	\$116,131
ANNUAL PRINT														
AAA Tourbook								\$6,021						\$6,021
CA Visitors Guide Coop Ad, Full pg, 4C, 8 partners							\$19,375							\$19,375
RV Travel Planner/Visitor Guide Coop Ad, Full pg, 4C, 4 partners				\$9,538										\$9,538
Total Annual	\$0	\$0	\$0	\$9,538	\$0	\$0	\$19,375	\$6,021	\$0	\$0	\$0	\$0	\$0	\$35,934
TELEVISION														
Bay Area Cable TV Travel, Comedy Cent, HGTV Dnsod	\$22,784													\$22,784
Total Television	\$22,784	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$22,784
BAY AREA OUTDOOR														
Bay Bridge 12' x 24" Illuminated	\$9,277	\$9,277	\$9,277		\$9,277	\$9,277	\$9,277	\$9,277	\$9,277					\$74,216
Total Outdoor	\$9,277	\$9,277	\$9,277	\$0	\$9,277	\$9,277	\$9,277	\$9,277	\$9,277	\$0	\$0	\$0	\$0	\$74,216
INTERNET (DRIVE & DESTINATION) - ESTIMATED														
VCB Co-op Search Engine Prog*	\$6,222	\$4,598	\$6,683	\$4,800	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700				\$1,480	\$52,083
Sfgate.com	\$229	\$221	\$221										\$4	\$675
OnlyinSanFrancisco.com (SF CVB website)	\$438	\$438	\$438	\$365	\$365	\$365	\$365	\$365	\$365					\$3,504
Trip Advisor CPC	\$550	\$278				\$2,000	\$2,125	\$2,125						\$7,078
Tribune Network Traveled Untraveled Newsletter		\$825												\$825
Outsidemag.com email			Free				Free							\$0
Fairways and Greens Email	Free	Free												\$0
Mountain News	\$510	\$510	\$191										\$64	\$1,275
Away Network Newsletter Sponsorship (cpc buy)	\$233	\$0	\$233										\$84	\$600
Visitcalifornia.com	td	td	td											\$0
Sunset.com	\$1,250	\$1,250	\$1,250		\$1,250	\$1,250							(\$342)	\$5,908
Destination TV (may pull based on performance)*	\$3,584													\$3,584
Google	\$1,514	\$1,493	\$1,643	\$1,381	\$1,000	\$1,750	\$1,750	\$1,750	\$1,750				(\$971)	\$10,500
Yahoo	\$566	\$340	\$261	\$890	\$500	\$700	\$700	\$700	\$700				\$841	\$8,200

NLT Coop 08-09 ADVERTISING PLAN

12/29/2008

July 2008-June 2009	July	August	September	October	November	December	January	February	March	April	May	June	Variance	Total
KQED.org Newsletter Sponsorship									\$1,250					\$1,250
OCRegister.com Stand Alone Email Blast							\$1,250							\$1,250
Sheekys.com SF Stand Alone Email Blast							\$750							\$750
Sheekys.com LA Stand Alone Email Blast								\$1,000						\$1,000
LATimes.com Banner Ad Travel Section					\$1,000									\$1,000
SkiDazzle.com Email Blast to LA Database							\$1,875							\$1,875
Gordon's Guide Custom Visitor Guide						\$1,025								\$1,025
Internet Subtotal	\$15,098	\$9,803	\$10,920	\$7,416	\$8,816	\$14,380	\$14,515	\$11,540	\$9,765	\$0	\$0	\$0	\$1,020	\$103,082
SPRING/EARLY SUMMER MEDIA										\$100,000				\$100,000
TOTAL MEDIA	\$65,932	\$19,060	\$29,438	\$40,916	\$63,355	\$26,958	\$75,147	\$36,563	\$19,042	\$100,000	\$0	\$0	\$1,020	\$497,049
DIRECT RESPONSE														
Direct Mail Newsletter (55k-65k to Western States DB)	\$32,398					\$26,500								\$58,898
Bay Area Direct Mail Postcard Q1 11,500	\$9,073													\$9,073
Email Program Improvement					\$3,000			\$3,000						\$6,000
Email Blasts - Existing Database	\$1,967			\$2,054	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000		\$2,000	\$2,000		\$18,021
Direct Response Subtotal	\$43,436	\$0	\$0	\$2,054	\$5,000	\$25,500	\$2,000	\$5,000	\$2,000	\$0	\$2,000	\$2,000	\$0	\$91,990
ADDTL WEBSITE PROGRAMS														
Monthly Maintenance	\$3,892	\$4,007	\$4,478	\$4,344	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000		\$48,821
Search Engine Optimization	\$1,315	\$1,361	\$1,425	\$1,404	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500		\$17,505
RSH Day in the Sierra						\$1,000	\$1,000	\$1,000	\$1,000					\$4,000
Addtl Website Subtotal	\$5,207	\$5,368	\$5,903	\$5,748	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$0	\$70,326
PRODUCTION														
Creative Development for Phase II Campaign			\$3,700											\$3,700
Summer Television Production	\$22,936													\$22,936
Billboard Production	\$1,474				\$1,500		\$1,500				\$1,500			\$5,974
VisitingLakeTahoe.com Production						\$1,000								\$1,000
Design/Resizes/Special Services	\$2,902	\$3,257	\$3,039	\$2,740	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000		\$38,036
Internet Banners/Buttons/Email Copy/ Production	\$1,405	\$1,671	\$1,422	\$1,378	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500		\$17,878
Website Live Chat Monthly Service														\$0
Production Subtotal	\$28,717	\$5,028	\$8,161	\$4,118	\$5,000	\$5,500	\$5,000	\$4,500	\$4,500	\$4,500	\$5,000	\$4,500	\$0	\$87,524
MISCELLANEOUS														
Client Service	\$2,103	\$2,182	\$2,253	\$2,338	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100		\$25,874
Non-Media Promo Planning Fee						\$3,600						\$3,600		\$7,200
Special Projects	\$1,025		\$912		\$2,300		\$1,000		\$2,000		\$1,000			\$8,237
Miscellaneous Subtotal	\$3,128	\$2,182	\$3,165	\$2,338	\$4,400	\$5,700	\$3,100	\$2,100	\$4,100	\$2,100	\$3,100	\$5,700	\$0	\$41,111
NON-MEDIA TOTAL	\$80,585	\$12,578	\$17,229	\$14,256	\$20,000	\$40,200	\$17,600	\$18,100	\$17,100	\$12,100	\$16,600	\$17,700	\$0	\$290,951
COOPERATIVE PROGRAMS														
Sierra Ski Marketing Council						\$93,000								\$93,000
Regional Marketing Committee												\$50,000		\$50,000
North Tahoe Wedding & Honeymoon Association												\$90,000		\$90,000
MTRIP												\$15,000		\$15,000
Photo Shoot	\$3,414	\$5,000	\$3,586											\$12,000
CA Snow Campaign						\$28,000								\$28,000
Fulfillment												\$10,000		\$10,000
Cooperative Programs Subtotal	\$3,414	\$5,000	\$3,586	\$0	\$0	\$121,000	\$0	\$0	\$0	\$0	\$0	\$185,000	\$0	\$299,000
GRAND TOTAL	\$169,934	\$36,658	\$60,251	\$55,172	\$84,255	\$193,158	\$82,747	\$54,663	\$38,142	\$112,100	\$16,600	\$182,700	\$1,020	\$1,080,000

* Actual July cost for Destination TV is \$4988 however a \$1364 internet billing credit was applied here

smith + jones INC.

Budget Target: \$1,109,600





North Lake Tahoe Resort Association
January 6, 2009

BACKGROUND

At its latest meeting, the North Lake Tahoe Cooperative Committee reviewed the current budget allocations. In addition, the committee reviewed a recommendation from the agency on use of available funds to promote the North Lake Tahoe product in the Bay Area. After discussion, the committee approved a reallocation of \$33,180 to place a three week television schedule in the Bay Area to promote the winter season. This buy also incorporated a Comcast Tourism Grant award that match dollar of dollar with additional spots on the stations purchased.

Attached to the staff report are the details of the buy. EXL Media and Smith and Jones Advertising will review the television buy and answer any questions from the committee.

COMCAST SPOTLIGHT CABLE

Flight Dates: January 20 – February 8, 2009 (3-weeks)
 Demo: Women 25-54
 Total Households: 923,460

Systems:

- Contra Costa 119,940 cable households (Alamo, Blackhawk, Clayton, Concord, Danville, Diablo, Lafayette, Martinez, Moraga, Orinda, Pacheco, Pleasant Hill, Rossmoor & Walnut Creek)
- Marin 81,070 cable households (Belvedere, Fairfax, Greenbrae, Lagunitas, Mill Valley, Corte Madera, Forest Knolls, Kentfield, Larkspur, Novato)
- Mid-Peninsula 94,720 cable households (Belmont, Burlingame, El Granada, Emerald Hills, Foster City, Half Moon Bay, Hillsborough, La Honda, Loma Mar, Millbrae, Montara, Moss Beach, Pescadero, Redwood City, San Carlos, San Mateo, Woodside)
- San Francisco 196,080 cable households (Bay View, Bernal Heights, Castro, Chinatown, Diamond Heights, Financial District, Height-Ashbury, Hunters Point, Laurel Heights, Marina, Mission, Nob Hill, Now Valley, North Beach, Ocean View, Pacific Heights, Park Merced, Portola, Potrero Hill, Richmond, Russian Hill, Sea Cliff, SOMA, St. Francis Wood, Stonestow, Sunset, West Portal)
- San Jose 196,650 cable households (Alviso, Campbell, Los Gatos, Mount Hamilton, San Jose)
- Silicon Valley 128,770 cable households (Cupertino, Los Altos, Milpitas, Monte Sereno, Mountain View, Santa Clara, Saratoga & Sunnyvale)
- South Peninsula 32,890 cable households (Menlo Park, Atherton, Portola Valley, Palo Alto, East Palo Alto, Stanford)
- Tri-Valley 73,340 cable households (Dublin, Pleasanton, Sunol, Livermore, San Ramon)

Spot Length: :30

Buy Summary:

System Summary

Station	Total Spots per System	Total cost per system
Contra Costa	480	\$5,250.00
Marin	480	\$2,595.00
Middle Peninsula	480	\$4,095.00
San Francisco	480	\$6,180.00
Silicon Valley	480	\$4,920.00
San Jose	480	\$6,780.00
South Peninsula	480	\$1,155.00
Tri-Valley	480	\$2,205.00
Market	3,840	\$33,180.00

Monthly Summary

Month	Total Monthly Spots	Total Monthly Cost
January	1,280	\$11,060.00
February	2,560	\$22,120.00
Market	3,840	\$33,180.00

Weekly Summary

Week	Total Weekly Spots	Total Weekly Cost
19-Jan-09	1,280	\$11,060.00
26-Jan-09	1,280	\$11,060.00
2-Feb-09	1,280	\$11,060.00
Market	3,840	\$33,180.00

Spot Schedule:

Network	Day(s)	Time	Weekly Distribution			Spots
			Jan 19	Jan 26	Feb 02	
<u>Contra Costa</u>						
Comedy Central	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
Comedy Central	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Discovery Channel	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
Discovery Channel	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
HGTV	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Travel Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTFSS	07:00 pm - 12:00 am	25	25	25	75
TOURISM GRANT MATCH						
Comedy Central	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Discovery Channel	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
HGTV	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Travel Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Contra Costa Total			160	160	160	480
<u>Marin</u>						
Comedy Central	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Comedy Central	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
Discovery Channel	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Discovery Channel	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Travel Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
TOURISM GRANT MATCH						
Comedy Central	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Discovery Channel	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
HGTV	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Travel Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Marin Total			160	160	160	480
<u>Middle Peninsula</u>						
Comedy Central	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Comedy Central	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
Discovery Channel	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Discovery Channel	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Travel Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
TOURISM GRANT MATCH						
Comedy Central	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Discovery Channel	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
HGTV	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Travel Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Middle Peninsula Total			160	160	160	480

Network	Day(s)	Time	Weekly Distribution			Spots
			Jan 19	Jan 26	Feb 02	
San Francisco						
Comedy Central	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Comedy Central	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
Discovery Channel	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Discovery Channel	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Travel Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
TOURISM GRANT MATCH						
Comedy Central	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Discovery Channel	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
HGTV	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Travel Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
San Francisco Total			160	160	160	480
Silicon Valley						
Comedy Central	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Comedy Central	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
Discovery Channel	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Discovery Channel	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Travel Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
TOURISM GRANT MATCH						
Comedy Central	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Discovery Channel	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
HGTV	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Travel Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Silicon Valley Total			160	160	160	480
San Jose						
Comedy Central	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Comedy Central	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
Discovery Channel	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Discovery Channel	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Travel Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
TOURISM GRANT MATCH						
Comedy Central	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Discovery Channel	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
HGTV	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Travel Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
San Jose Total			160	160	160	480

North Lake Tahoe Marketing Coop
Q1 2009 Bay Area Cable

Network	Day(s)	Time	Weekly Distribution			Spots
			Jan 19	Jan 26	Feb 02	
South Peninsula						
Comedy Central	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Comedy Central	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
Discovery Channel	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Discovery Channel	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Travel Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
TOURISM GRANT MATCH						
Comedy Central	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Discovery Channel	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
HGTV	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Travel Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
South Peninsula Total			160	160	160	480
Tri-Valley						
Comedy Central	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Comedy Central	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
Discovery Channel	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Discovery Channel	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Travel Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTF--	06:00 am - 12:00 am	25	25	25	75
TOURISM GRANT MATCH						
Comedy Central	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Discovery Channel	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
HGTV	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Travel Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Tri-Valley Total			160	160	160	480

Added Value: Schedule includes matching no charge spots M-Su 6a-12m from Comcast Spotlights Northern California Grant Program. This partnership program is intended to help stimulate local consumer travel for Northern California travel and leisure destinations. Grant Criteria, The primary focus of the message must promote tourism in the Northern California. Grants will be offered and evaluated by the partner's ability to increase consumer awareness about tourism-related opportunities in and around the Northern California.

Total Delivery W25-54:

Impressions	45,579,900
GRP's	72.6
Reach / Frequency	32.7% / 2.6

2008 vs 2009 Comparison:

2008 cost per spot	2009 cost per spot	2009 cost per spot w/ match
\$135	\$138 (+2%)	\$69 (-49%)

Spot Deadline: January 15, 2009



North Lake Tahoe Resort Association
January 6, 2009

BACKGROUND

At the November 25th Marketing Committee meeting, the North Tahoe Public Utilities District presented their request in the amount of \$15,000 to fund conference marketing activities for the North Tahoe Conference Center. As the committee may remember, this funding was not included in the FY 2008/09 marketing budget due to uncertainty on the future direction of the Conference Center at the time the budgets were developed in late Spring of 2008. After much discussion by the committee, no motion was moved forward by the committee for board approval (see meeting minutes from November 25th meeting for details). At the December 3rd 2008 NLTRA Board Meeting, the North Tahoe Public Utilities District presented the same request in the amount of \$15,000 to fund conference marketing activities for the North Tahoe Conference Center.

SITUATION

After presentation and discussion, the NLTRA Board of Directors approved the \$15,000 funding. Attached to this staff report are the board meeting minutes on this item (pending board approval) and approved motions.

EXCERPT FROM THE DECEMBER 3RD BOARD MEETING MINUTES

9.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE A FY-2008/09 MARKETING GRANT REQUEST IN THE AMOUNT OF \$15,000 FROM THE NORTH TAHOE PUBLIC UTILITY DISTRICT FOR NORTH TAHOE CONFERENCE CENTER MARKETING

- 9.1 Steve Teshara reported that as directed by the Board, the Marketing Committee reviewed a proposal by the North Tahoe Public Utility District (NTPUD) for the \$15,000 marketing grant for North Tahoe Conference Center (NTCC) marketing. Following discussion, the committee declined to support the request. Dan Tester clarified that no official action was taken by the committee, but they did not support using next year's marketing money on current year projects, especially without knowing what base funding would be available next year. Alex Mourelatos reported that the committee was concerned over the need to fund conference center. He added that the case presented by the NTPUD was not convincing. Alex feels the committee should have made a decision based on the merits of the request and not the funding strategy. Debbie Casey said there are two issues; the first is whether the request is warranted and if so how would it be funded. Jennifer Merchant reported that \$15,000 has historically been allocated to the NTCC. She noted it was abruptly eliminated in the budget. Jennifer feels there is return on our investment based on conference center business and the funding should be maintained. She recognized that the allocation does not fit within the reserve definition, but suggested replacing other marketing program costs from reserves to make funds available. Dan said that option should go before the Marketing Committee for review. Steve confirmed that staff would identify another marketing program which is consistent with NLTRA reserve policy.
- 9.2 Graham Rock asked for clarification regarding the use of funds. Curtis Aaron, General Manager with the NTPUD said a large part of marketing for the conference center depends on the NLTRA allocation. Roger Beck asked how much the Conference Center loses on an annual basis. Curtis confirmed that the NTCC has been losing an average of \$120,000 - \$150,000 a year. He reported that facility staffing and operations have recently been restructured and anticipates this year will break even. Tom Murphy asked about the justification for eliminating the allocation. Ron Treabess explained that during the time of our budgeting process, the NTPUD was in the midst of restructuring the facility from a conference center to a community center and it was not clear whether they would need the allocation for marketing. Therefore the line item was removed, but since that time, the NTPUD has clarified the conference center direction and requested that the marketing allocation be continued.
- 9.3 Andy Chapman noted that the Marketing Committee felt that since there is no longer dedicated conference staff to sell the facility; they didn't feel there was a fulfillment mechanism for our marketing dollars. Curtis said it was discussed to keep a sales person on staff, but it is not financially feasible. The current plan is for local lodging and wedding planners to use online software to book the facility. They are also partnering with the North Tahoe Business Association (NTBA) to bring more events and activities to the facility. Alex said the plan includes marketing the facility to local lodging and event planners which is a very straightforward simple approach with minimal investment from the NLTRA. Jennifer confirmed that the Strategic Marketing Group (SMG) Report shows ROI. Alex reported that the new software will be able to track performance of the NTCC and ROI.

- 9.4 Ron McIntyre noted that the County has been clear that it does not intend to control the use of reserve funds. He said these recommendations are at the discretion of the NLTRA Board. Ron said the funds are restrictive because they need to be replaced by next year's budget and cautioned the board in these unsure economic conditions. Ron said since we cannot count on carryover next year, he feels we should know TOT before we make a decision.
- 9.5 **M/S/C (Casey/Rock) (10/0/1 Abstention-Mourelatos) to approve a FY-2008/09 marketing grant in the amount of \$15,000 for the North Tahoe Public Utility District for the North Tahoe Conference Center marketing.**
- 9.6 **M/S/C (Murphy/McIntyre) (11/0) to direct staff to identify \$15,000 in another marketing program that already exists that would meet the consistency with the use of reserves policy and replace the allocation with the marketing grant request with review by the Marketing Committee.**



North Lake Tahoe Resort Association
January 6th 2009

BACKGROUND

Over the last year, the NLTRA conducted a series of community marketing workshops in conjunction with the NLTRA board of directors and the NLTRA marketing committee. These efforts were designed to get community input on our various marketing programs and strategies. In addition, both a consumer advertising awareness study and a consumer focus group study have been completed. Also a joint NLTRA Chamber of Commerce Advisory Committee and Marketing Committee meeting was held to review and expand synergies between the two groups. These discussions were designed to give the Marketing Committee and the Board of Directors a solid platform to determine our marketing directions. In addition, both the Marketing Committee and the Board of Directors approved the 2008/09 marketing direction and annual planning outline. Below is a list of those meetings and dates.

PRIOR MEETING DATES

1. Community Marketing Workshop Summary – February 28th
2. Community Marketing Workshop Presentation – March 25th
3. Marketing Committee Meeting – May 27th
4. Advertising Awareness Interim Study – March 2008
5. Consumer Focus Group Summary – May 2008
6. Marketing Committee Meeting on Future Marketing Direction – July 29
7. NLTRA Board Meeting on Consumer Marketing Annual Plan Outline – August 6

In preparation for the planning FY 2009/10 marketing direction and related budget development, a series of meetings are proposed to solicit input from the marketing, chamber and lodging committees, the NLTRA Board of Directors, constituents and the community at large. Below are the proposed meeting subjects and dates.

FUTURE PROPOSED MEETINGS

Materials below are attached to this staff report and will be part of the discussion:

1. Marketing Committee - January 6
Provide input on proposed schedule of meetings and workshops to solicit input for development of marketing direction and budget for FY 2009/10.
2. Marketing Committee - Late January
Provide input on FY 2009/10 marketing direction and related budget resource allocation.

3. Board of Directors - February 4
Provide input on proposed schedule of meetings and workshops to solicit input for development of marketing direction and budget for FY 2009/10.
4. Community Workshop - Mid February
Presentation on past NLTRA Marketing Plan and Programs, Accomplishments and Performance Measurements. Solicit input on development of marketing direction and budget for FY 2009/10.
5. Joint Chamber/Marketing/Lodging Committee - February 24
Review and discuss "Building Blocks" for FY 2009/10 Marketing Budget
6. Board of Directors – March 4
Board discussion, input and further direction to Staff regarding outcomes of February marketing workshops.
7. Marketing Committee – March 24
Review input, discussion and further direction to Staff regarding development of proposed Marketing Plan and Budget for FY 2009/10.
8. Board of Directors – April 1
Status Report and Board discussion, input and further direction to Staff regarding development of the proposed Marketing Plan and Budget for FY 2009/10.
9. Marketing/Chamber/Lodging Committee Workshop – April 28
Solicit final input and direction from committee members regarding development of the proposed Marketing Plan and Budget for FY 2009/10.
10. Marketing Committee – April 28
Develop recommendation for the Board of Directors regarding the Marketing Plan and Budget for FY 2009/10.
11. Board of Directors – May 6
Discussion and possible action to approve proposed Annual Marketing Plan and Budget for FY 2009/10.



Marketing Committee
Departmental Reports
January 6, 2009

Advertising Department Report
Marketing Committee Meeting
December 2008

Print Media

- Ski Press will not run their January issue. The insertion has been cancelled and dollars were reallocated.
- Feb SF Magazine insertion was cancelled due to no related editorial.
- Ads running in December & January include:
Ski Press, LA Magazine, Newsweek LA Metro Buy,
Outside Magazine, Women's Adventure, Nevada Travel
Planner, CA Visitors Guide

Internet Media

- In November North Lake Tahoe received 462,277 impressions & 12,835 clicks from the paid Internet advertising campaign.
- TripAdvisor.com campaign started on 12/1 and will run through 2/28. The message will be changed monthly.
- Banner ad has been running on LATimes.com for the month of December.
- ORegister.com email blast on 1/14
- Shecky's SF Email Blast on 1/21
- SkiDazzle.com Email Blast on 1/19
- Sunset.com will continue running in January or until all guaranteed impressions are received.

Outdoor

- The Bay Bridge Outdoor Board posted on 11/3 with winter creative. The second creative version will be posted mid January.

Direct Response

- An early December database email blast was sent announcing that many NLT resorts are open and snowmaking is in full swing. A follow-up email blasted on December 15 touting 2 feet of new snow and featuring the winter newsletter.
- The winter newsletter was produced and dropped 12/10 to our database members in the Western States, approx. 55k. The piece is a slightly reduced format and includes several stories/photos, calendar of events and 8 partner listings.

GoTahoeNorth.com Website:

- Projects include: ongoing event calendar maintenance and enhancements; ongoing search engine optimization; changing Neighborhoods to Resorts & Towns; updates to homepage photography and n icon; ongoing updates to Cool Deals page including description expansion and Dining/Entertainment category option; updates to Vacation Guide page; updates to Newsletter page; updates to Quicklinks rollover enhancement on homepage; auto responder to users who sign up for our newsletter to keep database scrubbed

Upcoming GoTahoeNorth.com Website:

- Enabling translation for GTN website into Spanish, Japanese, French and German
- Development of "Tell Your Story" section which allows users to post photos/videos; share a Tahoe experience; and give a review of a favorite Tahoe spot
- Adding event calendar date range function for easier search by consumer
- Creating mobile website with streamlined information on lodging, restaurants, road conditions, snow reports
- Creating an enhanced Snow Report page with information similar to SkiUtah.com
- Updating photography site wide with photos from current agreement



8-16 (81 NORTH)

North Lake Tahoe is a winter wonderland for skiers and snowboarders. The area offers world-class skiing and snowboarding, with over 100 miles of groomed trails and 10 ski resorts. The area is also known for its beautiful scenery, including the stunning views of Lake Tahoe and the surrounding mountains. For more information on North Lake Tahoe, visit NorthLakeTahoe.com.

North Lake Tahoe featured partners



ASHLAND JAWZ EXPRESS
 866.216.5222
NorthLakeTahoeExpress.com
 North Lake Tahoe and Truckee now have a dedicated, year-round, reasonably priced airport service to/from Reno-Tahoe International Airport.



Alpine Meadows
 800.345.3286
SkiAlpine.com
 Winter Escape Packages available. Hyatt starting at \$250/person. Silver Legacy starting at \$70/person. Shuttle service and 25% off sport equipment rental included.



Diamond Peak
 775.832.1177
DiamondPeak.com
 Learn to ski or ride for only \$29 Jan. 12-16th. Diamond Peak - Your Tahoe Place for kids. NEW 10th Season - Bigger and Better Base Layers.



Sugar Bowl
 530.425.9000
SugarBowl.com
 Sugar Bowl offers some of the deepest snow, the friendliest staff and the most convenient ski experience in the Sierra.

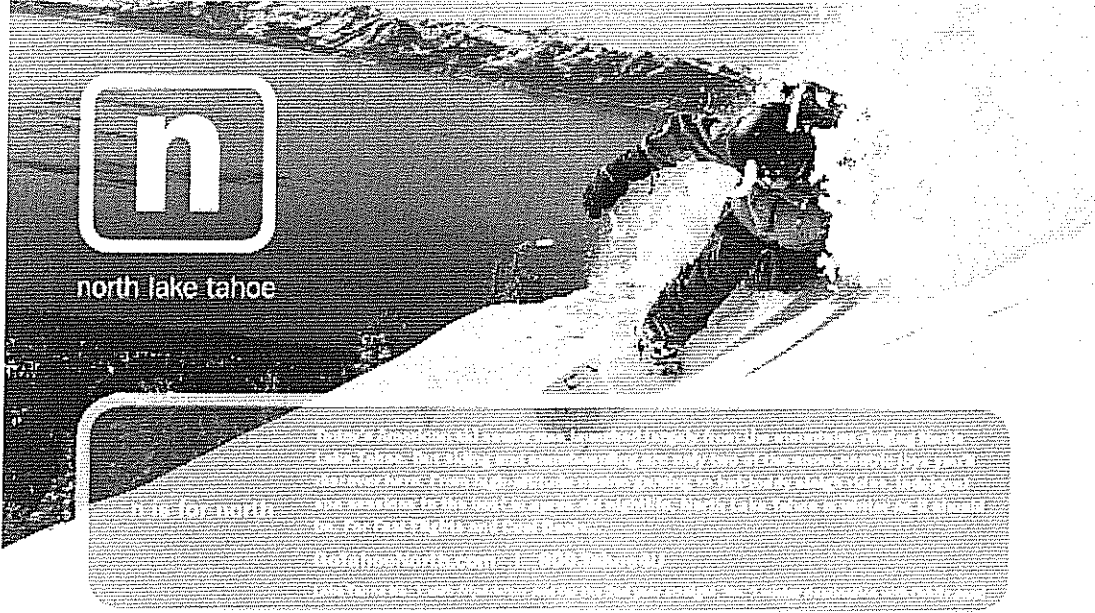
Ski Press Cooperative Ad
 Full page, 3x per year, December Insertion
 Circulation: 95,000 (free), 47% California
 Demographics: 70% Male, 39 Average Age
 \$91,000 Average HHI
 62% Ski 20+ days a year, 22% Ski 11-19 days a year, 18% ski 1-10 days a year
 17% Describe themselves as a destination skier, 20% Describe themselves as an overnight weekend skier

n
north lake tahoe

North Lake Tahoe is a world-class ski destination. It offers over 100 ski runs, world-class ski lifts, and a variety of ski packages. For more information, visit NorthLakeTahoe.com or call 800.368.6444.

466 8954 Los Angeles Magazine
 Smith + Jones, Inc. 11/04/08 q/S
 CMYK, 6.75 x 4.625 Half-page Horizontal, PDF-X-1a

LA Magazine
 1/2 page, Monthly, January Insertion
 Circulation: 155,709 (100% paid)
 Demographics: 46% Male
 23% Ages 35-44
 24% Ages 45-54
 39% Ages 55+
 \$212,600 Average HHI

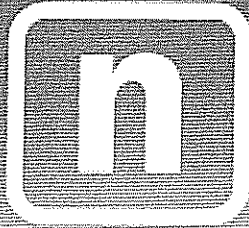


north lake tahoe

Today's America's ski resorts are a lot more than just a snowy mountain. They're a destination. They're a place where you can enjoy the beauty of the mountains, the fresh air, and the excitement of a winter sport. They're a place where you can enjoy the beauty of the mountains, the fresh air, and the excitement of a winter sport. They're a place where you can enjoy the beauty of the mountains, the fresh air, and the excitement of a winter sport.

For more information, visit www.northlake.com or call 1-800-244-2441

Newsweek LA Metro Buy
 1/2 page, Weekly, January Insertion
 Circulation: 169,000
 95% subscribers
 Demographics: 53% Male
 47% Female
 18% Ages 35-44
 27% Ages 45-54
 24% Ages 55+
 46.5 Median Age
 41% HHI \$100,000+
 \$67,037 Median HHI
 \$246,683 Median Home Value
 26% Winter/snow sport enthusiasts



north lake tahoe

n is for north

North Lake Tahoe is where snow starts its winter vacation. It blankets our 12 legendary resorts, making our 7 Mt. Interchangeable 297 miles an indispensable backdrop, while groomed meadows and snowshoes react to celestial heat. Best yet, our snow and Lake Tahoe's blue waters are centrally situated between airports in San Francisco, Sacramento and Reno-Tahoe. For Cool Deals and other details log on or call.

GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe, named the #1 U.S. destination with TripAdvisor and #1 winter destination with Cruise.com.

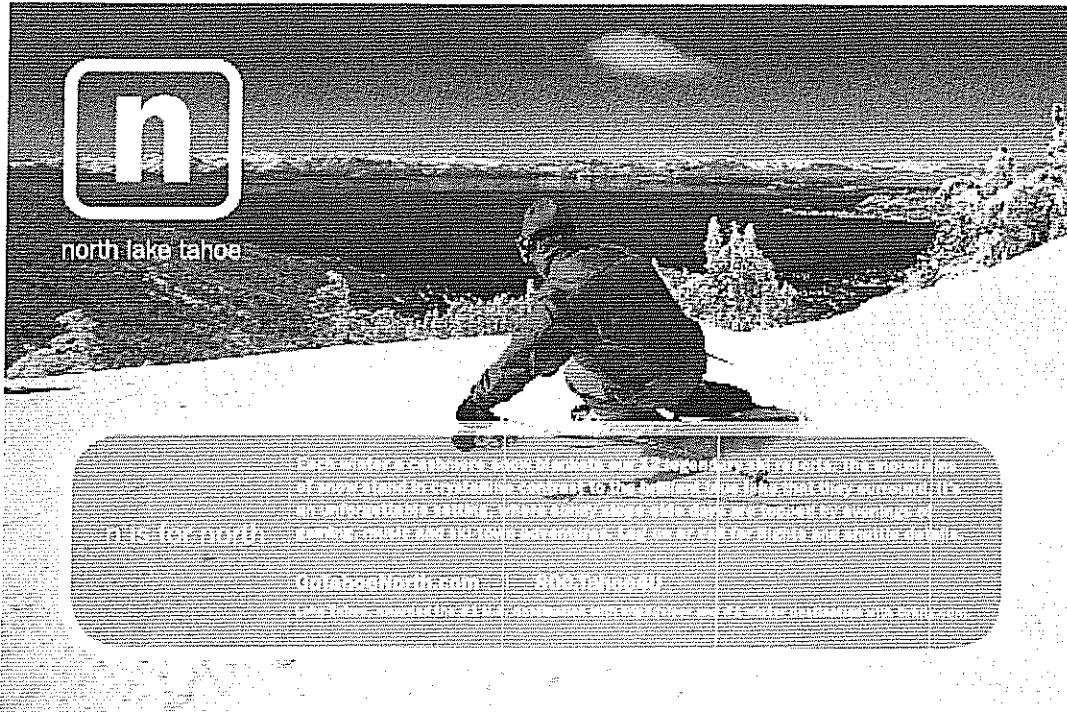
Outside Magazine Western States

Full page, Monthly, January Insertion

Circulation: 225,000 (33% of national circulation)
43% is distributed in CA

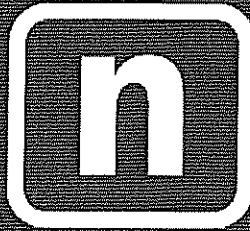
Distribution: 13 Western states and Western Canada – subscribers & newsstand

Demographics: 65% Male, 58% Ages 30-54, Average Age 41, 55% Married, 33% HHI \$100,000+
Average HHI \$142,369, 15% Visited California in the past 12 months
56% Ski/Snowboard, 18% Snowshoe, 10% Backcountry ski



466_6955 Womens Adventure Magazine
 Smith - Jones, Inc. 11/17/06 gG
 CMYK, 7.125 x 4.75 Half-page Horizontal, PDFX-1a

Women's Adventure Magazine
 1/2 page, Monthly, January Insertion
 National Circulation: 78,000 (80% paid)
 33% California
 Demographics: Travel to ski/board: 62%
 Average Number of rec trips: 4
 Ski: 73%
 Snowboard: 54%
 Telemark: 45%
 Alpine: 73%
 Average Age: 34
 Average HHI: \$76k
 Married: 65%
 Kids: 45%
 Professional/Exec: 74%



n is for north

It's the North in North Lake Tahoe. This is the top half of Lake Tahoe where every season becomes a playground of a different color. Sandy beaches to snowy reaches, uptown to old town, Golden State to Silver State, North Lake Tahoe is 180 degrees of discovery.

180 degrees of discovery - what's that? Good question...

GoTahoeNorth.com/nvg
800.TAHOE4U



PURE EXPERIENCES

FEATURED PARTNERS

Pumpljack Squaw Valley Inn
800.323.ROOM - PumpljackSquawValleyInn.com
Ski-in/out concierge hotel at the base of Squaw Valley. Award-Winning Restaurant & Wine List. Inclusive Gourmet Breakfast Buffet. Complimentary High-Speed Wireless Internet. Pool/Spa/Hotels.

Incline Village General Improvement District
877.GO.VIEWS - YourTahoePlace.com
North Lake Tahoe's year-round recreation facilities: 2 golf courses, ski resort, tennis, wedding/reception facilities.

Hyatt Regency Lake Tahoe Resort, Spa and Casino
800.810.0589 - LakeTahoeHyatt.com
Classic Tahoe Style, exquisite amenities take front luxury and world class amenities, minutes from golf and skiing.

North Lake Tahoe Express Airport Shuttle
866.216.5222 - NorthLakeTahoeExpress.com
North Lake Tahoe and Incline now have scheduled, year-round, reasonably priced airport service to/from Reno Tahoe International Airport. Three routes run from 5:30am - 12midnight.

NV Travel Planner Cooperative Ad

Full page, Annual

Circulation: 625,000

Distribution: NV Visitor Guide (550,000) - mailed nationally and internationally to consumers requesting information on visiting Nevada. It is also handed out by the NV Commission on Tourism regionally and at numerous trade shows.

NV Travel Planner (75,000) - 46,004 are direct mailed with Travel Agent Magazine and 13,200 are direct mailed with Canadian Travel Press Magazine, both to qualified agents.



n is for north

North Lake Tahoe invites you to come and play around with the building blocks of fun. Tall peaks and long beaches, mountains of snow and piles of sun, great people and 11 good-timing neighborhoods, pure water and a 180-degree of adventure... they're ready for you to mix them up and shuffle them around till you've created an unforgettable vacation.

For perfect packages and a calendar of events

GoTahoeNorth.com/cav
800.TAHOE4U



PURE EXPERIENCES

LODGING PARTNERS

Granlibakken Lodge
877.552.9189 - Granlibakken.com
Offering the area's best of exclusive packages plus countless on and off-site amenities, minutes from the Lake and Tahoe City.

**Incline Village General
Improvement District**
877.GO.VIEWS - YourTahoePlace.com
North Lake Tahoe's year-round recreation facilities, 2 pat. courses, ski resort, tennis, wedding/party facilities.

**Hyatt Regency Lake Tahoe Resort,
Spa and Casino**
800.510.4601 - LakeTahoe.Hyatt.com
Close to the Sky. Experience ultimate lakefront luxury and world-class amenities, minutes from pat. and skiing.

The Village at Squaw Valley USA
877.626.8304
TheVillageAtSquaw.com
Slopeside lodging to Squaw Valley USA including one, two and three bedroom condominium styles.

**North Lake Tahoe Express
Airport Shuttle**
866.216.6222
NorthLakeTahoeExpress.com
North Lake Tahoe and Truckee now have scheduled, year-round, reasonably priced airport service to/from Reno Tahoe International Airport. Direct routes run from 3:30am - 12 midnight.

CA Visitors Guide Cooperative Ad

Full page, Annual

Circulation: 500,000 (non-paid)

Distribution: *CA Tourism fulfillment packets requested through the www.visitcalifornia.com website or the toll free number

*Sales missions, consumer and travel trade shows (domestic & international), *CA Welcome Centers and DMOs, *Overseas contractors, *Sunset Magazine events, *Newsstands

Conference Department Report
Marketing Committee Meeting
December 2008

In December, the conference sales department staff attended a number of key meetings and industry events and hosted two site inspections. The following is a brief recap of the month's activities

Staff hosted site visits for Wells Fargo N.A and IPNI. The combined room revenue for these two programs is roughly \$85,000. IPNI has decided to bring their meeting to North Lake Tahoe and Wells Fargo is anticipated to do the same in the next week.

Staff attended the Reno-Tahoe Meetings Coop Marketing meeting. The Reno-Tahoe Meetings Marketing Coop is a partnership between North Lake Tahoe, RSCVA and a number of hotels that combines marketing dollars to promote meetings in the region. The leveraged buy represents approximately \$500,000.

Staff also attended the RSCVA Directors of Sales Meeting.

Staff conducted interviews for writers from Small Markets Meeting and Smart Meetings Magazine who were writing articles on North Lake Tahoe for these meetings industry publications.

Staff attended the CalSAE Seasonal Spectacular trade show in Sacramento. CalSAE is an organization comprised of executives from California state associations which is one of the most significant market segments of the meeting industry. The NLTRA coordinated a large three booth section that included 9 Lake Tahoe companies. By combining our booths we were able to give North Lake Tahoe a much more unified and impressive presence. Staff also hosted a small client dinner for 4 top clients in the Sacramento region.

Staff attended the Holiday Showcase trade show in Chicago. This show brings together thousands for association meeting planners in the Chicago area. Chicago based associations have consistently been a good source of business for North Lake Tahoe. Staff also hosted a joint reception with RSCVA for top clients in Chicago.

Leisure Report
Marketing Committee Meeting
December 2008

TRAVEL TRADE

- Contracted STN ticket with Ultimate Escapes based out of Kansas City, MO
- Contracted STN ticket with Hotelbeds based out of Orlando, FL
- Contracted STN ticket and NLTE with Travel Connection out of Portland, OR
- Assisted Alaska Airlines Vacations with web build for STN ski packages
- Attended Liberty/Go Go Travel's ski class training for their call center agents in Los Angeles
- Met with Black Tie Ski Rentals
- Registered for MTS taking place in late March – early April, 2009
- Registered for POW WOW taking place in late May – early June, 2009

FAMs

- Spent a full day touring Amy Jansen (sales agent with Mountain Reservations) around the region and included six property site tours
- Hosted Inna Onishenko, Tourico Holidays' Senior Sales Manager for the UK and Eastern Europe
- Planning itinerary for Meiers Welreisen sales agent FAM from Germany
- Met with Black Tie Ski Rentals

MISC

- Conducted STN ticket trainings with ticket dept. managers from all 7 participating resorts
- Attended LA Ski Dazzle
- Conduct weekly North Lake Tahoe updates on RSN
- Worked with Gate 7, our CA Tourism office in Australia/NZ on landing a "Today Show Australia" visit in mid January
- Met with First Tracks Productions to begin planning MTS luncheon video
- Met with Alpine Meadows' new Senior Sales Manager

Special Project Report
December, 2008

Submitted by Judy Laverty, Special Projects Manager

1. Met with Stephen Holt, PR Director, Ritz Carlton Hotel, to discuss their participation in AFW 2009. Also was given a hard hat tour.
2. Developed Learn to Ski final report.
3. Daily maintenance of both websites and coordination of content with the Visit California sites; seasonal change over, personality traits, content clean up, troubleshooting linking issues.
4. Daily updates to calendar of events
5. Coordinating a specific calendar of events and for distribution to North Shore businesses for the entire month of February to alert them of peak visitation dates for AST Winter Dew Tour (Northstar), the Free Ride World Tour Tram Face (Squaw) followed by SnowFest!
6. Research and co-coordination with Northstar of a welcome program for the AST Winter Dew Tour for North Shore businesses. Tentative components include pole banners in Tahoe City and Kings Beach, welcome collateral for all front desks, retailers and restaurants.
7. Ongoing development of Autumn Food and Wine 2009 program.



**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
December 29, 2008**

I. Current Projects

- A. New Snow Publicity – During the bulk of the storms (December 13-26), we sent five news releases, along with two VNRs, to targeted media outlets, resulting in significant media coverage, including pick up with the Associated Press.
- B. PR Results FY 2007-08 – public relations efforts generated \$5.1 million using a one-to-one advertising equivalency (our goal was \$3.7 million). Why the big jump? Two Associated Press stories crossed the wire: “Lake Tahoe is Number One Destination Booked on Orbitz” (Winter 2007) and “TripAdvisor Ranks Lake Tahoe Top U.S. Vacation Destination” (Spring 2008).
- C. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities on the North Shore.
- D. Media Ski Invite – producing ski invite for top-tier journalists, inviting them to experience the North Lake Tahoe winter product firsthand via a coordinated press trip.
- E. Domestic Press Trip – coordinating press trip for CNN Supervising Producer Augie Martin, based in SF office (January 8-11). Also scheduling editorial meetings with media outlets headquartered in New York City, timing with the California Tourism Media Blitz (February 3) – attending/representing the High Sierra Visitors Council.

II. News Releases – 6 news releases in the works

- A. New Website Interactive Features – drafting
- B. New North Lake Tahoe Visitors Guide – drafted
- C. North Lake Tahoe Revels in New Snow – drafting, when appropriate
- D. Lakeside Chamber Mixer (January 8) – drafting
- E. Snowfest Fund-raiser Chamber Mixer (January 15) – drafting
- F. Homewood Chamber Mixer (January 22) – drafting

III. News Releases – 12 news releases distributed since our November 18 report

- A. Tahoe Maritime Museum Hosts Joint Chamber Mixer November 20
- B. NLTRA Helps Complete Record Number of Infrastructure Projects
- C. Bank of America Holiday Chamber Mixer is Friday
- D. Christmas Tree Village Holiday Chamber Mixer is Friday
- E. Skiers Choose From Six Ski Resorts, Great Holiday Shopping (VNR)
- F. Tahoe Gets Nearly Two Feet of Snow, More to Come
- G. Tahoe Gets Nearly Two Feet of Snow, More to Come (VNR)
- H. North Lake Tahoe Welcomes Three Feet of New Snow
- I. North Lake Tahoe Boasts Ideal Holiday Ski Conditions (VNR)
- J. Tahoe Gets One Foot of New Snow, Four Feet Since Saturday
- K. Tahoe Gets More Than a Foot of New Snow, Great Holiday Skiing
- L. Christmas Storm Drops Nearly Four Feet of New Snow on Tahoe, 12 Feet in the Last 13 Days

IV. Media Leads – 33 media requests we've responded to since our November 18 report (does not include those journalists we've actively pitched)

- A. Smart Meetings Magazine – John Anderson, story ideas, 11/19
- B. Nevada Commission on Tourism – what’s new story ideas, 11/19
- C. CA Tourism – Amanda Moreland, winter ski deals, 11/20
- D. WFOR-TV (Miami) – Lisa Petrillo, ski deals and b-roll, 11/20
- E. Food Network – celebrity chef Guy Fieri, press trip, 11/21
- F. Ski Magazine – freelancer Paul Tolme, story ideas, 11/21
- G. CA Tourism – Maddy Morgan (UK office), story ideas, 11/24
- H. Un-Road Trip Documentary – Boaz Frankel, story ideas, 11/25
- I. Avalon Travel – Elizabeth Jang, images, 12/2
- J. San Jose Mercury News – Linda Zavoral, ski lessons for kids, 12/2
- K. ForbesTraveler.com – Megan Chorman, images, 12/3
- L. CA Tourism – Wolfram Ortius (Germany office), story ideas, 12/3
- M. Smart Meetings Magazine – freelancer Erin Bernall, story ideas, 12/3
- N. CA Tourism – food and wine packages for Bottle Shock campaign, 12/4
- O. Reno Gazette-Journal – Maggie O’Neill, ice skating rinks, 12/5
- P. CA Tourism – hobby vacations story ideas, 12/8
- Q. Reno Gazette-Journal – Maggie O’Neill, Learn to Ski, 12/10
- R. KGO-Radio – John Hamilton, live radio interview, 12/10
- S. Dallas Morning News – Walt Roessing, wedding venues, 12/15
- T. AAA’s Journey (Pacific Northwest) – Stephanie Bricca, images, 12/15
- U. Skiresort.de - Oliver Kern (German writer), Sugar Bowl ski tickets, 12/15
- V. Family Travel Forum – Jillian Ryan, images, 12/15
- W. Resort Sports Network – Dave Mulligan, holiday talking points, 12/15
- X. CA Tourism – Mexico office, shopping story ideas, 12/15
- Y. Small Market Meetings Magazine – Vickie Mitchell, story ideas, 12/19
- Z. CA Tourism – Off-the-Beaten Path Beauty and Spa story ideas, 12/19
- AA. SwellCityGuide.com – Haya Zoubi, press trip, 12/19
- BB. CA Tourism – story ideas for German travel itineraries, 12/19
- CC. Contiki World Travel – Iain Middleditch, images, 12/22
- DD. Las Vegas Review-Journal – Deborah Wall, press trip, 12/22
- EE. KOLO-TV – Auburn Hutton, holiday story ideas, 12/23
- FF. KCRA-TV – Jason Montiel, snow images, 12/29
- GG. Wedding Magazine – Haley Myers, venue story ideas, 12/29